This is the new logo for SMFA at TUFTS. A defining element of the SMFA logo is the hybrid “m.” This case-defying letterform represents a resistance to hierarchy as well as a willingness to change and grow. The logo also uses a circular, lowercase “a” that focuses attention on TUFTS.
The main palette for the SMFA logo contains colors that are similar in value and that read clearly on white, black and light backgrounds. Logos can be used on various solid colors from the full SMFA palette.
In alternate uses, logo colors can be chosen from the full SMFA palette. You can use one color or four.
COLORS
PANTONE

MAIN PALETTE

BLACK + WHITE

EXTENDED PALETTE

PASTEL
### COLORS

#### WEB

**SAFE FOR ALL TYPE SIZES ON BLACK**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>#00CA6E</td>
<td>Green</td>
</tr>
<tr>
<td>#FF6239</td>
<td>Red</td>
</tr>
<tr>
<td>#3198FF</td>
<td>Blue</td>
</tr>
<tr>
<td>#FF559B</td>
<td>Pink</td>
</tr>
<tr>
<td>#FFD954</td>
<td>Yellow</td>
</tr>
<tr>
<td>#E4CFED</td>
<td>Light purple</td>
</tr>
<tr>
<td>#B59054</td>
<td>Brown</td>
</tr>
<tr>
<td>#A3DB5</td>
<td>Light green</td>
</tr>
<tr>
<td>#FFC6AA</td>
<td>Orange</td>
</tr>
<tr>
<td>#AED8EF</td>
<td>Light blue</td>
</tr>
<tr>
<td>#FFBDCD</td>
<td>Pink</td>
</tr>
<tr>
<td>#FFF1C9</td>
<td>Ivory</td>
</tr>
</tbody>
</table>

**SAFE FOR LARGE TYPE SIZES ON BLACK**

<table>
<thead>
<tr>
<th>Color Code</th>
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</thead>
<tbody>
<tr>
<td>#FC1159</td>
<td>Red</td>
</tr>
</tbody>
</table>

**SAFE FOR ALL LARGE SIZES ON WHITE**

<table>
<thead>
<tr>
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<tbody>
<tr>
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<tr>
<td>#FF4F14</td>
<td>Red</td>
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<tr>
<td>#0082C9</td>
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<tr>
<td>#FC449B</td>
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</tr>
<tr>
<td>#B2E52</td>
<td>Brown</td>
</tr>
<tr>
<td>#FF0056</td>
<td>Red</td>
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</table>

**SAFE FOR ALL SIZES ON WHITE**

<table>
<thead>
<tr>
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<th>Color</th>
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<tbody>
<tr>
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<td>Maroon</td>
</tr>
<tr>
<td>#664523</td>
<td>Brown</td>
</tr>
</tbody>
</table>
The SMFA logo has four lockup variations. The size ratios have been carefully considered to be readable at different sizes.
The SMFA logo can be separated from the full school name. The full name can be positioned at an angle or straight, but must be far away from the logo so it does not feel like a lockup.

**DO** use the full name at an angle.

**DO** use the full name positioned away from the logo.
LOGO DON’TS

The SMFA logo can be used on a variety images or backgrounds. It can be used in a color field, but should not be placed inside a shape.

DO use logo in a color field.

DON’T use the logo name inside a shape in a way that looks like it is part of the logo.
There are three variations for department lockups as well as other naming scenarios. These lockups use Founders Grotesk Light in all CAPS with tracking set to 40pts. See templates.
The SMFA type palette consists of the sans-serif typeface: Founders Grotesk and the serif typeface: Feijoa. Headlines and body text are usually set in Founders Grotesk, quotes and intros are set in Feijoa. Some facts, diagrams or titles use a playful mix of both.
Pull quotes and intro paragraphs. Feel free to create. At SMFA you won’t be obliged to follow a core curriculum or declare a major. Instead, you’ll work with your advisor and other faculty to craft and carry out your own learning plan.

“I work mainly in time-based media, whether it's in film, animation, video, or working for the stage, but I took every medium that is offered in the school and learned so much. Every time I see the class list for a semester, I feel like a kid in a candy store. This school builds up a sort of inner hunger to extend yourself.”

Rachel Shiloach, BFA ’18
PRINT FONTS

FOUNDERS GROTESK

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

https://klim.co.nz/retail-fonts/founders-grotesk/

FEIJOA

DISPLAY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

https://klim.co.nz/retail-fonts/feijoa/
NIMBUS SANS

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz


PT SERIF

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

https://fonts.adobe.com/fonts/nimbus-sans

The SMFA brand loves color. Choose multi-color logos on bold, solid colors, or single-color logos paired with vibrating hues. Use the black logo to contrast a bold pattern.
TOTES
TEE-SHIRTS
The circle is an important attribute of the SMFA logo, so it should not be overused. A circle can, however, be used to mask images. Good examples of this can be seen below.

**DO** use masked image that spans across color and image.

**DO** cut a circle out of a color field and use as mask.

**DO** use circular mask in a photo collage.

**DO** mask images with a color "halo".
The other defining element of the SMFA logo is the hybrid “m.” This case-defying letterform represents a resistance to hierarchy as well as a willingness to change and grow. Designs can consider subtle ways to convey pathways, connections and hybridity.

You’ll always have the space you need at SMFA. Maybe you want to test your setup for a video exhibition, assemble an outsized sculptural installation, use a mobile animation unit, or work on a 12-foot canvas. As your practice evolves, shared and individual studios will accommodate you.
The SMFA logo can be cut out of stainless steel, painted on a wall or applied with vinyl. Information in wayfinding and other signage should use the sans-serif Founders Grotesk. Names and Headlines should use the light weight in all CAPS.
NAME GUIDELINES

WHEN TO USE “THE”

**THE SMFA**

**DON’T** put “the” in front of SMFA.

**THE SMFA LIBRARY**

**DO** put “the” in front of the SMFA Library.

All students, faculty, and staff are welcome to visit and access the SMFA Library’s collections.

**DO** put “the” in front of the SMFA Library both in headlines and in body text.
SMFA at Tufts is a distinctive studio art school borne of a unique proposition.

From the beginning, SMFA was intended not simply a technical institute, but a school dedicated to the exploration of ideas through the development of visual literacy and expression.

The School of the Museum of Fine Arts at Tufts University (SMFA at Tufts) is a distinctive studio art school borne of a unique proposition.

From the beginning, SMFA was intended not simply a technical institute, but a school dedicated to the exploration of ideas through the development of visual literacy and expression.

The school’s formal name, “SMFA at Tufts,” must be used at the beginning of all marketing and communications materials and may be used throughout the document or collateral piece. Subsequent references of the school may also use its shortened name, “SMFA.”

Other possibilities for written documents include: The School of the Museum of Fine Arts at Tufts University (SMFA at Tufts).

Never substitute “at” for @ in headlines or body text.
SMFA and the SCHOOL OF THE MUSEUM OF FINE ARTS are trademarks of the Museum of Fine Arts, Boston, and are used by permission.

Publications **MUST** contain this phrase.