The Office of Communications and Marketing

The Mount Holyoke College Office of Communications and Marketing serves as the official voice of Mount Holyoke College, working to express its distinction and elevate its reputation through storytelling about faculty, students and alumnae. The communications office offers a wide range of digital, social media and print services.

Our Services

**Strategic Marketing**
- Advertising
- Blogging
- Brand management
- Copywriting
- Design (print and digital)
- Email marketing
- Marketing analytics
- Photography
- Social media
- Video

**News and Media**
- Copy editing
- Event promotion
- Internal communications
- Media relations
- News and media analytics
- Newswriting

**Web Communications**
- Search engine optimization
- Web analytics
- Web content
- Web development
Introduction

What is a brand?

Put simply, a brand is whatever someone thinks about when they see or hear the name of a business or an institution.

The Mount Holyoke College brand is the embodiment of everything that the College stands for — its mission and values, its reputation and its quality of educational experience. The way we talk about Mount Holyoke College shapes how people feel about us. It also helps to drive actions such as a prospective student visiting, applying or enroll. Or, if we’re talking about alumnae, it can help drive giving or reunion attendance.

Whatever the action, our brand matters because it is the method by which we set ourselves apart from similar high-quality institutions. The purpose of the Mount Holyoke College Brand Guidelines is to guide our communications and marketing work. Each one of us plays a role in upholding these standards so that we speak in a strong, unified voice that drives action to meet our institutional goals.

Want to learn more?

As ambassadors of the Mount Holyoke brand, it's important that we all have a clear understanding of why brand stewardship matters—both internally and externally. Here are some branding resources that you might find helpful, informative and inspiring!

> en.wikipedia.org/wiki/Brand
> thebrandingjournal.com/2016/11/brand-positioning-definition/
> landor.com/thinking/revolutionizing-way-manage-brands-brand-community-model
> youtube.com/watch?v=uaGotppPsCs
> offers.mstoner.com/download-mstoners-research-on-the-state-of-higher-ed-branding
Who we are

Mount Holyoke College is for smart, ambitious women from around the world who are independent thinkers and agents of change. Offering an intense intellectual community and powerful global network, Mount Holyoke integrates rigorous liberal arts education with embedded career experience to prepare women to be bold, successful leaders.

Mission

Mount Holyoke’s mission is to provide an intellectually adventurous education in the liberal arts and sciences through academic programs recognized internationally for their excellence and range; to draw students from all backgrounds into an exceptionally diverse and inclusive learning community with a highly accomplished, committed, and responsive faculty and staff; to continue building on the College’s historic legacy of leadership in the education of women; and to prepare students, through a liberal education integrating curriculum and careers, for lives of thoughtful, effective, and purposeful engagement in the world.

Brand Components

| Brand essence | the fundamental nature of The College: ability and desire to embrace change |
| Brand promise | what our constituents can expect from us: We’ll prepare you to face the future with confidence. |
| Brand personality | consistent traits that our constituents can relate to: feisty and fearless |
| Brand values | what our constituents would pay us to attain: fearless leadership, future adaptability |
| Brand strategy | plan to achieve specific goals via our brand: replace default definition of Mount Holyoke College (“women’s college”) with more accurate, appealing and relevant description (“changemaker”) |
Our language is a dynamic reflection of who we are.

Smart, inquisitive, full of surprises. Eloquent, perceptive, empathetic. Brave, confident, engaging. Thought-provoking, stimulating, witty. Ever striving for authenticity, clarity and inclusivity. Unafraid of the complex, the challenging, the unknown.

Which is to say, we are never. Ever. Boring. Or blah. Or needlessly long-winded or meandering. We don’t need jargon or cliches or over-the-top anything. We are confident: in our legacy, who we are and what we bring to the world. Our voice stands out in a crowd — as do Mount Holyoke students and alumnae worldwide.

Targeted messaging: prospective students
Mount Holyoke means that you are complex — and you embrace complexity. You are searching — and you love the journey. You are alive with ideas — and you bring the best ones into the world and put them to work. You are an individual — and you find others to share your passion, your drive. You have a story of tremendous promise — and a powerful voice with which to tell it. Mount Holyoke means that you are — like the world you will inevitably shape — irreducible.

Targeted messaging: alumnae
Mount Holyoke is not simply a college; it is a lineage. Every student inherits the spirit of the College’s founding: independent, pioneering, dedicated to the advancement of women and leadership for the common good. Every alumna joins a kinship of the courageous, the kind and the uncommon.
A. Primary Wordmark: This is the primary version of the College identity. It should always be represented in our brand dark blue (see page 10 for color specifications) or reversed out of a color in white. The College wordmark should be used across all inward- and outward-facing brand channels.

B. Secondary Monogram: In applications where the primary wordmark can’t be accommodated by the design context in which it needs to appear, the three-letter monogram can be used in its place. The same color requirements apply.

C. College Seal: The College seal is reserved for presidential and/or high-level College communication needs only. There are instances where the seal may be used on College swag, apparel, etc. Please inquire with communications office before using. The same color requirements apply.

All versions of the identities shown above can be downloaded directly from our brand portal at BrandAssets_Identities.
Clear space and minimum size

To promote overall readability of the College identities, a set clear space must be maintained around it. Also, a minimum size for the marks must be adhered to whenever possible.

Clear space: A clear space is defined to maintain the identity's integrity. If the minimum clear space is not applied, the identity's impact will be compromised. Whenever possible, do not allow any distracting graphic elements, such as copy, photography, or background patterns, to clutter the clear space. The minimum clear space is defined by an established distance around the full perimeter of the mark (represented by "X").

Minimum size: The minimum size is determined by the width of the identity. The minimum size for the primary identity is 1.25 inches, .75 inches for the monogram, and .50 inches for the College seal.
## Placement

### Correct Placement

- Place the logos always anchor to one of the four corners of the page template or centered in the middle of the page (as shown above).
- Always adhere to a .5 inch inset from page edge to avoid logo bleed.

### Incorrect Placement

- Improvisation or adjustments based on the needs of a specific project are not permitted.
- The College marks should only be used as shown in this guide.

#### Placement and incorrect usage

**Correct Placement**

- **A.**
- **B.**
- **C.**
- **D.**
- **E.**
- **F.**

**Incorrect Placement**

- **A. Do not** place the logo on colors that give insufficient contrast.
- **B. Do not** place the logo on complicated backgrounds.
- **C. Do not** rotate or angle the logo.
- **D. Do not** crop or place the logo in shapes.
- **E. Do not** compress or extend the logo.
- **F. Do not** change the color of the logo.
Identity lockups

When a College office, center, or program requires the endorsement of the College, the primary identity should always be used as a lockup with the text identifying the group. Lockups should always be treated as shown in the examples above.

**Usage:** Departmental or administrative lockups should be used, for instance, whenever there is a promotional opportunity for the group or as an official signoff in a footer.

**Placement:** Identity lockups should follow the same placement rules as the primary identity (centered on the page or anchored to a corner).

**Styling:** The color, font, and architecture of the lockups should reflect the examples shown above.

Incorrect lockup usage

A. Mount Holyoke | The Office of Communications

B. Mount Holyoke | The Office of Communications

C. The Office of Communications | Mount Holyoke

D. The Office of Communications

Mount Holyoke

College lockups for all offices and departments can be downloaded directly from our brand portal at [Brand Assets Identities Lockups](#). Please consult the communications office on the creation of any new lockups.
Alumnae Association:

This is the Alumnae Association’s primary identity. It can be used on white or light, neutral color fields, or reversed out of a color in white, as shown above.

Athletics:

The Athletics identity, which includes an iconic “paw”, is intended to be used across a variety of backgrounds and textures, including merchandise, spiritwear and team uniforms. Please consult the Athletics communications staff with requests for usage.

Art Museum:

Like the Athletics identity, The Art Museum’s identity is highly differentiated from the College’s primary identity. Its unique design construction should be preserved in the same manner as the other identities represented in this document. Please consult the Art Museum’s communications staff with requests for usage.

Alumnae Association, Art Museum and Athletics logos

There are a variety of sub-brand identities that live alongside the College marks. The preservation and stewardship of this secondary set of identities should be managed with the same level of care as the College.
**Our Brand Toolkit**

**Color Palette**

**Primary**

- 7643 C
  - 10DC 57M 9Y 47K
  - #004976
- 2195 C
  - 83C 1M
  - #831010

**Secondary (A: brighter, more aspirational; B: darker, more sophisticated)**

A

- 251 C
  - 25CC 7M 10Y 55K
  - #004976
- 201 C
  - 20CC 7Y 10Y 12K
  - #004976

B

- 370 C
  - 62C 1M 10Y 25K
  - #370
- 376 C
  - 5C 10Y
  - #376

**Tertiary**

- Warm Gray 11 C
  - 24C 9M 38Y 68K
  - #666239
- Cool Gray 10 C
  - 40C 30M 70Y 66K
  - #636363

- Metallic Warm Gray 10371 C

- Warm Gray 5 C
  - 11C 15M 36Y 32K
  - #AC43A3
- Cool Gray 5 C
  - 13C 36M 73Y 27K
  - #81B3B3

- Metallic Cool Gray 10388 C

**Suggested color combinations**

**College centers-specific color combinations**

- The McCulloch Center
- The Weissman Center
- The Miller Worley Center

**Class colors**

- Red 032 C
  - 86M 63Y
  - #EF3340
- Cool Gray 5 C
  - 13C 9M 10Y 25K
  - #81B3B3

**Color palette: primary, secondary and tertiary**

Color plays an integral part in how the College brand is expressed both internally and externally, across all channels and mediums. To ensure that color is used consistently, we’ve chosen a 27-color palette for use in all materials.

**Primary:** The College primary color palette consists of a dark and a light blue. The primary set may be used on its own or in combination with any of the accompanying tones from the secondary or tertiary sets (see color combination recommendations above).

**Secondary and Tertiary:** The College secondary color palette consists of a brighter, more aspirational range of shades, as well as smaller set of deeper, earthier and more sophisticated set of hues that should be selected based on the nature of the project and audience. The tertiary set consists of a palette of warm and cool gray hues and metallics that complement the primary and secondary sets.

The College color palette can be downloaded directly into your Creative Cloud library here: BrandAssets_Color_Library. Please consult the communications office with any questions on the installation.
Our Brand Toolkit

Typography

Primary Sans Serif
ARS Maquette

Primary Serif
Chronicle Text

Secondary Sans Serif (open source)
Open Sans

Secondary Serif (open source)
PT Serif

Typography: primary and secondary fonts

Typography is an essential part of any identity system. Presenting text in a consistent manner wherever it is used supports the overall brand look and feel. A secondary set of open source font alternatives are offered where primary brand fonts are not available.

Primary fonts: ARS Maquette and Chronicle Text are the College's primary brand fonts. These two fonts should be used for all communication needs on and off campus. Both were selected for their unique and differentiated design qualities and presentation capabilities in both print and digital mediums.

Secondary fonts: Open Sans and PT Serif are offered as alternatives to those who do not have access to the primary set. These fonts are considered open source and can be downloaded as part of the Google Font library of fonts.

The secondary font set (Open Sans and PT Serif) can be downloaded directly from Google Fonts via the links below:

> Open Sans download
> PT Serif download
Our Brand Toolkit

Typography Usage

ARS Maquette/Open Sans

**Headlines/Subheads**

Be bold. Be fearless.

Body text/in-line callouts

Chemist and educator **Mary Lyon** founded Mount Holyoke College (then called Mount Holyoke Female Seminary) in 1837, nearly a century before women gained the right to vote.

Chronicle Text/PT Serif

**Headlines/Subheads**

Be bold. Be fearless.

Body text/in-line callouts

Chemist and educator **Mary Lyon** founded Mount Holyoke College (then called Mount Holyoke Female Seminary) in 1837, nearly a century before women gained the right to vote.

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**Sans Serif styling:** The character and paragraph styling for ARS Maquette and Open Sans is the same. Headlines, subheads and callouts should always be treated in black/extra bold or bold/semibold. Whenever possible, character tracking is typically set to -20, with leading (line spacing) tight, as seen in the examples above. Body text should be set in regular or light weight, with inline callouts treated in black or bold weights if needed (as seen above). Character tracking and leading similar to headlines.

**Serif styling:** Chronicle Text and PT Serif can be used in place of or in combination with the College’s sans serif fonts for all character and paragraph styling. Bold and semi-bold weights should be used for headlines, subheads and callouts; semi-bold and regular weights should be used for body text with bold weight accents for in-line callouts — as seen above. There should be no character tracking when using a serif.

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Typography usage: styling and formatting

Careful care should always be taken when stylizing text with the College’s brand fonts. Our sans serif and serif fonts can be used independently from or in combination with one another as desired, so long as the rules with usage and styling are followed.
Our photo library

Photography: a pictorial narrative of who we are
Photography provides not just a quick representation of life at Mount Holyoke, but serves as a powerful catalyst for a richer emotional attachment to the institution.

People and place: Mount Holyoke’s photography shows the breadth of life in and around the college—including its classrooms, labs, social settings and residential halls. Our photography should always feel authentic and never overly contrived. We always seek the unexpected, and reveal the excitement and energy of discovery and transformation. Lighting is always natural, using what is available based on location. Our portraiture is a mix of candid and posed, and tends to evoke a journalistic quality overall.

Photo library: Our institutional photo library is managed through our digital asset management resource, Photoshelter. All photos on this site are free to use for most College print and digital communication needs. To access photos, sign up for a free photo account at: mtholyoke.photoshelter.com/login

For help getting started, please download our photo library user guide here.
Our Brand Toolkit

Photography Usage

Cropping

Correct cropping

Landscape format

Portait format

Incorrect cropping

Cropping into faces

Unbalanced orientations

Image and text

Correct application of text

Proper contrast and placement of text

Use of color blocks as containers for text

Incorrect application of text

Improper contrast and placement of text

Improper use and placement of color blocks as containers

Color overlays

Correct use of color overlays

Edge-to-edge overlays with full-color reveals

Full image overlays over full-color images

Incorrect use of color overlays

Split-image color washes

Overlays used with inadequate transparency

Photography: usage and generation

The usage and styling of our photography is critical to the success of the channel it’s being used to support. Careful attention must be applied to the process of selecting, placing, cropping and interaction our photos have with text and other brand elements.

Using existing photography: The selection, placement and styling of our photos should be approached with careful attention to detail so as to preserve the integrity of our subject matter and brand. Always choose imagery that will align most closely with the content or messaging it is intended to support. Never crop, rotate or block images in ways that compromise the original intent of the photo. In general, photos should be used in their original form as downloaded from our library. In cases where additional styling is desired, a slight color overlay can be applied, as seen above.

Generating new photography: Photography, while expensive, can dramatically alter the effectiveness of your communication vehicles. It also is a key component of Mount Holyoke’s memorability and recognizability. Always look to hire the best photographer you can afford and follow the look and feel of our existing photography.

Contact the communications office for a list of preferred local and national photographers who can provide coverage for such things as events, portraits and classroom activities.
Our Brand Toolkit

Print Templates

Promotional

Posters

Notecards/invites/announcements

Postcards/invites

Our library of branded templates: Our suite of design templates consists of the following: posters, postcards, notecards, invites/save the dates, name tags, letterhead, and agendas/meeting notes. All templates exist as Word documents to ensure usability by all end users. There are multiple format options for some templates, such as posters and notecards. Please select the options that best serve the needs of your communication materials.

Administrative

Letterhead

Name tags

Agenda/meeting notes

Using our templates: For instructions on how to download and utilize any of our templates, please refer to the Template User Guide below. All templates include our College logo and details on text styling. Our two open-source brand fonts will need to be downloaded and installed before use (see typography, page 11, for additional details on fonts).

For help getting started with our templates, please download our template user guide.

Print templates: brand templates

Often, the creative needs of the campus community exceed what the communications office can support. For this, we've created a suite of print-design templates to be used as needed.