

**LESLEY
ART +
DESIGN**

Brand Guidelines

- 1** Our Mark
- 2** Rules
- 5** Color
- 6** Typography
- 7** Photography Usage
- 10** Web Applications

OUR MARK



8 RULES TO ALWAYS FOLLOW

- 1 The full color mark will be used sparingly, *the more common use will be the knocked out version.*
- 2 The Lesley and art and design marks should never appear side by side or on the same page.
- 3 If the art and design mark is used, *it should mean we don't need to use the Lesley mark.*
- 4 Give the mark plenty of space. *Do not place it too close to other objects or text.*
- 5 Use only the original files for the mark. *Do not alter, stretch, or redraw the mark.*
- 6 The full color mark can only be used on a white background. *The knocked out (all white) version can be used on a orange, black, or gray field, or overlaid on photography and artwork.*
- 7 Use the mark at an appropriate size. *It should never be so small that you cannot read the text.*
- 8 Never add elements to the mark. *It should be used in its original form only.*

MARKETING USAGE

ON MARKETING MATERIALS

The Lesley Art + Design mark is to be used on any marketing materials used exclusively for the College of Art and Design. Any marketing materials developed as overall undergraduate or graduate communications not specific to the College of Art and Design will not bear the mark.



RESTRICTIONS FOR USE

LESLEY ART + DESIGN NAME

Lesley Art + Design is to be used in the mark only. When the name of the school appears in written format, including in email signatures, marketing copy, admissions communications, alumni communications, etc. it will be referred to as the **College of Art and Design**.

EVENTS

The mark will not appear at formal university events where the College of Art and Design is represented alongside the other three schools. These events include commencement and convocation. Events such as gallery exhibitions, student shows, guest speakers specific to the College of Art and Design, etc. can use the mark.

COLORS



TYPOGRAPHY

The College of Art and Design subbrand mark uses the Lesley University sans serif font Stag Sans. All materials produced using the mark should also use Stag Sans, the corresponding slab serif font Stag, or the alternate open source font Source Sans Pro.

STAG

Stag thin

Stag light

Stag medium

Stag semibold

Stag bold

STAG SANS

Stag Sans thin

Stag Sans light

Stag Sans medium

Stag Sans semibold

Stag Sans bold

SOURCE SANS PRO

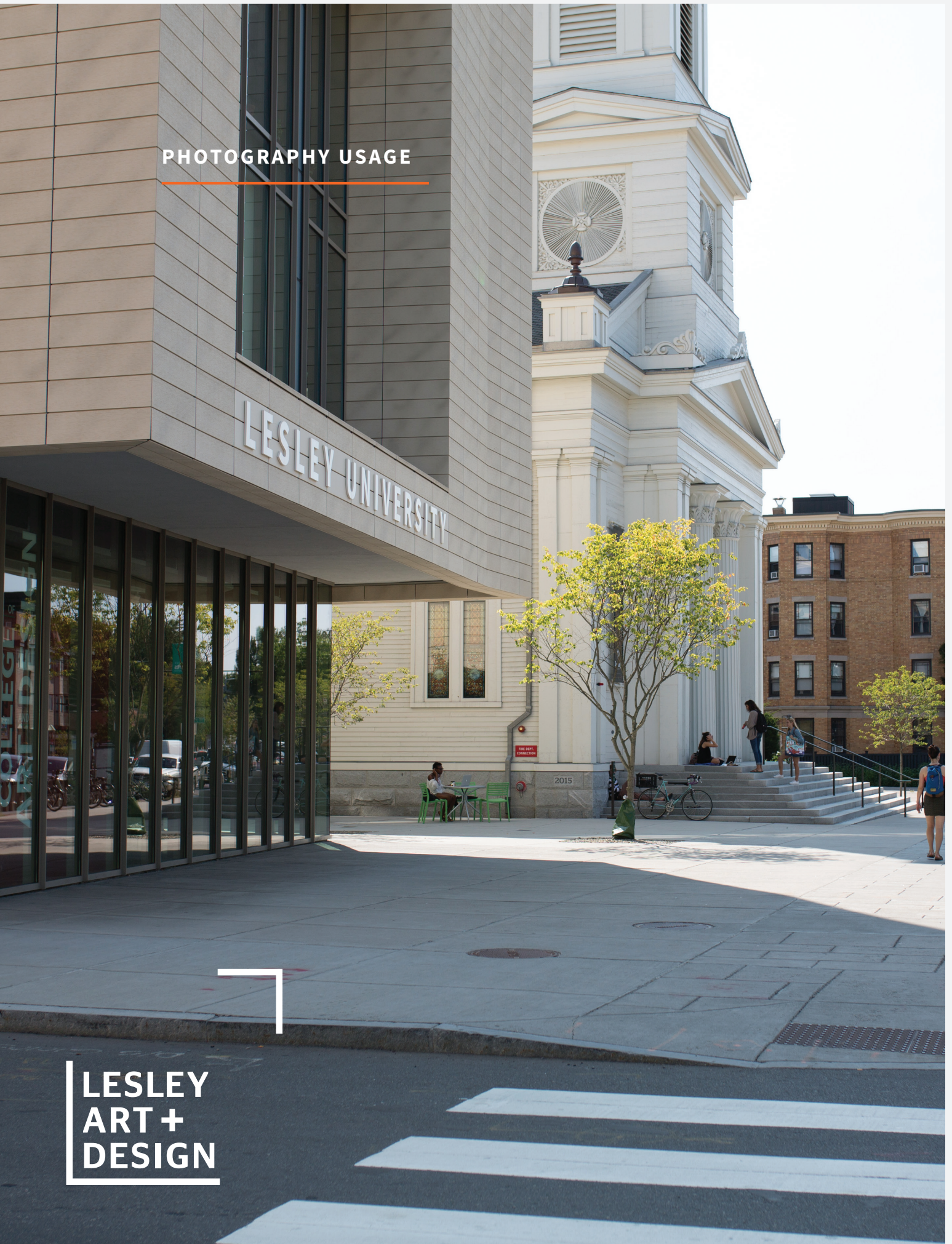
Source Sans Pro light

Source Sans Pro medium

Source Sans Pro semibold

Source Sans Pro bold

PHOTOGRAPHY USAGE

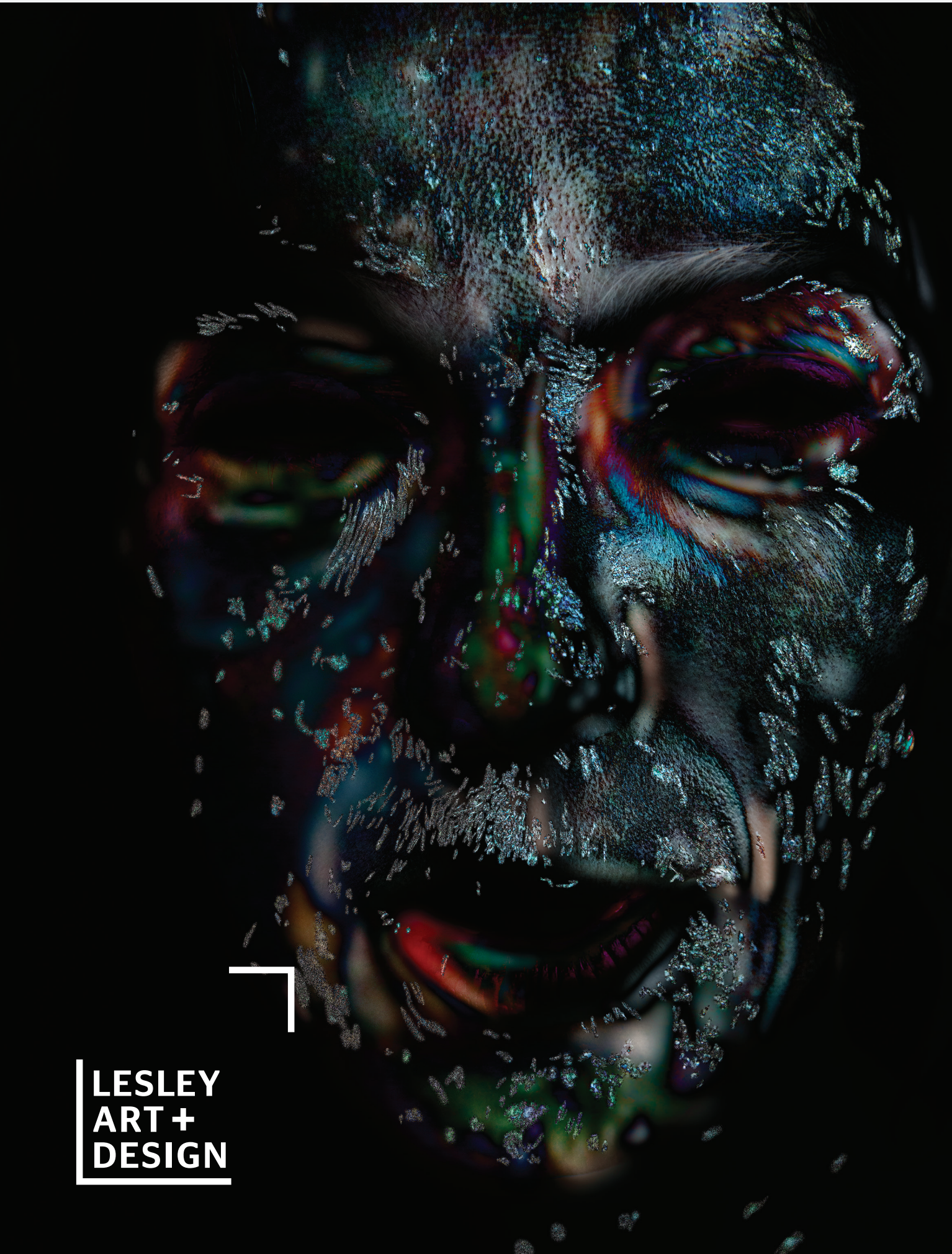


LESLEY
ART +
DESIGN



LESLEY
ART +
DESIGN



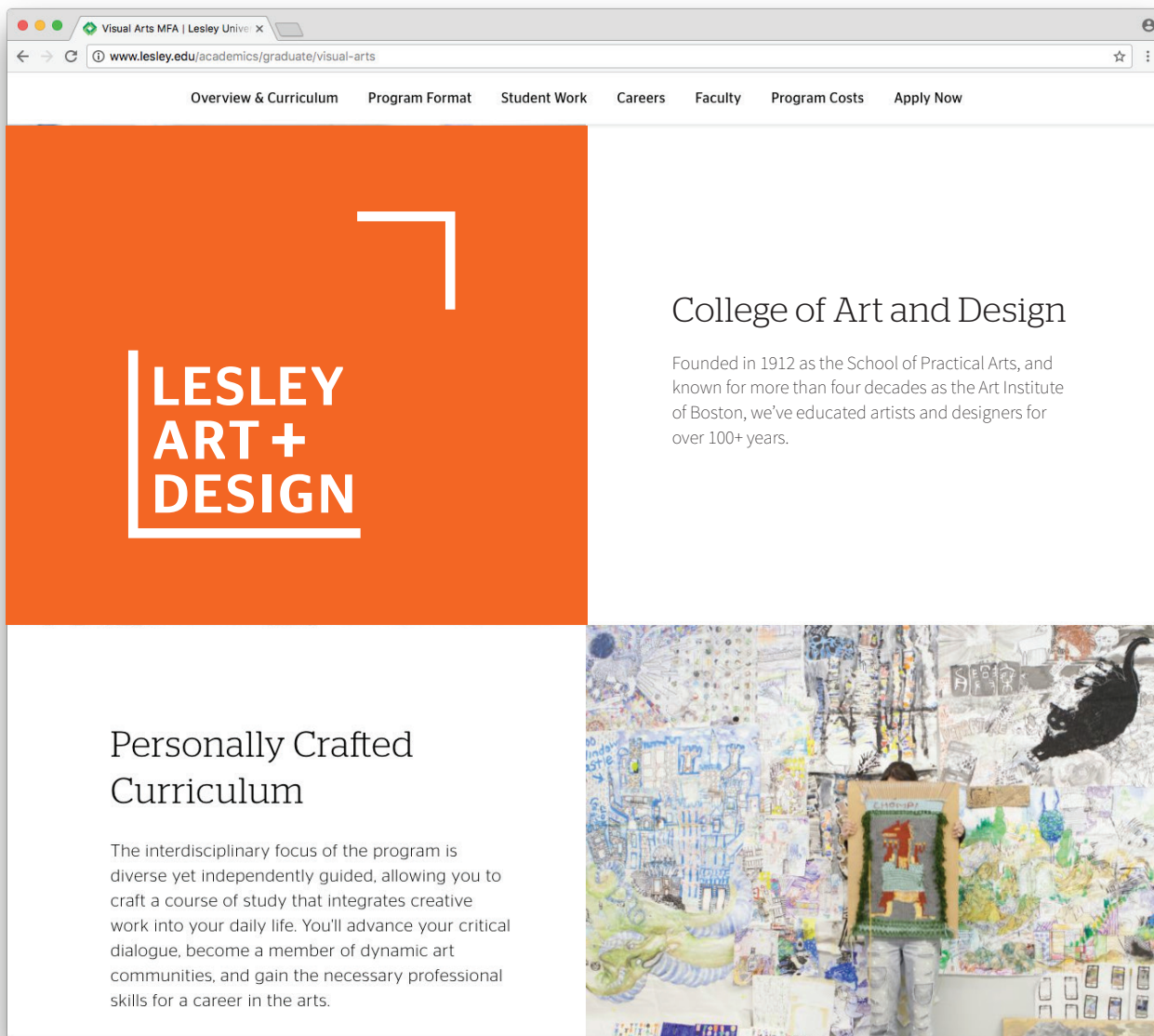


**LESLEY
ART +
DESIGN**

WEB APPLICATION

APPEARING AS A PATTERN

The knocked out mark can be used on an orange field using the short story pattern. The mark and background will be available at the appropriate size in the media gallery.



WEB APPLICATION

APPEARING IN A CARD ROW

The knocked out mark can be used on an orange or gray field using the short profile card type. The mark and background will be available at the appropriate size in the media gallery.

