

FRANKLIN & MARSHALL
COLLEGE

Version 01

UPDATED DECEMBER 2024

BRAND GUIDELINES



BRAND GUIDELINES ARE GUARDRAILS.

Every time we communicate—whether it’s posting on social media, sending promotional material by mail, or talking with prospective students directly—people form opinions about Franklin & Marshall College. Brands are living, breathing things in that way—and they’re increasingly hard to control.

The more consistent and confident we are when telling the F&M story, the better our audiences will understand and trust what we have to say. That’s why it’s so important for all of us to be on the same page about our brand identity—the tangible, real-world system of design and messaging we use every day to tell the world about ourselves.

These guidelines are designed to ensure that all our communications, big or small, are authentic, cohesive reflections of the F&M brand.





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BRAND STRATEGY

BRAND STRATEGY

Strategic Drivers



Brand Platform

Messaging Priorities

STRATEGIC DRIVERS

Our strategic drivers are the goals we’re working towards as an institution—what drives us and the College’s brand forward. These strategic drivers inform the brand platform and are based in research and F&M’s goals.

01

Expand the perception of Franklin & Marshall’s academic excellence—amplifying its approach in championing students to share their ideas and perspectives without relying on workload and rigor.

02

Shift perception of Lancaster from a quaint, rural small town to a modern, vibrant city that is an educational partner to Franklin & Marshall.

03

Demonstrate the immense value that results from a Franklin & Marshall education, felt both within the campus experience and the impact across the world.

04

Highlight feelings of pride at Franklin & Marshall, emphasizing a social experience that centers on connection and belonging.

BRAND STRATEGY

Strategic Drivers

Brand Platform



Messaging Priorities

WHAT IS OUR BRAND PLATFORM?

Based on comprehensive discovery and research, our brand platform reveals the key insights that establish our positioning and guide our brand strategy.

Our Brand Positioning

A brief, evergreen statement that sums up the College and is considered the promised experience; the feeling our audiences have when they experience the brand.

Our Brand Voice & Tone

Characteristics that best describe Franklin & Marshall's brand personality.

Our Brand Pillars

Themes showcasing the how and why behind what we do.

BRAND STRATEGY

Strategic Drivers

Brand Platform



Messaging Priorities

BRAND PLATFORM

Brand Positioning

AT FRANKLIN & MARSHALL, WE EMPOWER OUR GLOBAL COMMUNITY OF CURIOUS, BRIGHT MINDS TO SHAPE THE WORLD AND THEIR FUTURES— STARTING NOW.

Brand Pillars

Engage & Expand

At F&M, Diplomats use their voices. Students engage with our accomplished faculty and staff and with their fellow students. Together, they question, push and sharpen one another’s thinking. It’s a place where varied interests are celebrated in classrooms, labs and studios, and pursued through research, creative innovation and community partnerships.

Connect & Belong

Relationships matter here. They drive our instructional experience and sustain our curious and supportive culture. Our community members create meaning through connection, finding ways to relate to one another, embrace our individual selves and feel welcome at F&M.

Local & Global

At F&M, you don’t have to travel far for vibrant cultural and global experiences. They’re right here, on campus and in the dynamic city of Lancaster. Collectively, our communities energize our mutual learning, expand our perspectives and seek opportunities to make a difference now.

Immediate & Meaningful

F&M students don’t wait for opportunities; they create them. Our students make their marks in ways that are personal, fulfilling and immediate. Right away, they immerse themselves in clubs, research, internships and volunteering that connect their interests to their career goals and their passions to meaningful experiences.

Brand Foundation / Mission

Franklin & Marshall College is a residential college dedicated to excellence in undergraduate liberal education. Its aims are to inspire in young people of high promise and diverse backgrounds a genuine and enduring love for learning, to teach them to read, write, and think critically, to instill in them the capacity for both independent and collaborative action, and to educate them to explore and understand the natural, social and cultural worlds in which they live. In so doing, the College seeks to foster in its students qualities of intellect, creativity, and character, that they may live fulfilling lives and contribute meaningfully to their occupations, their communities, and their world.

Brand Voice & Tone

Confident
Purposeful
and bold.

Astute
Diligent and
creative.

Warm
Welcoming and
engaged.

Attentive
Personal and
dynamic.

BRAND STRATEGY

Strategic Drivers

Brand Platform

Messaging Priorities



MESSAGING PRIORITIES

Our messaging priorities help F&M strategically tell our brand story across audiences. These messaging priorities tap into key insights about our priority audiences, addressing their desires and barriers in interacting with the brand.



BRAND STRATEGY

Strategic Drivers

Brand Platform

Messaging Priorities



MESSAGING PRIORITIES

Our messaging priorities help F&M strategically tell our brand story across audiences. These messaging priorities tap into key insights about our priority audiences, addressing their desires and barriers in interacting with the brand.

Prospective Students & Families

Get:
Prospective Undergraduates

Who:
Are achieving and curious about learning

To:
Apply to F&M

By:
Celebrating F&M's focus on the UG experience and ability to take immediate advantage of opportunities

Desired Perceptions

- F&M provides an enriching and engaging academic experience.
- Students are the focal point of the F&M experience.
- F&M provides unmatched expertise and resources that rival larger universities.
- F&M has an inclusive, global community.
- F&M offers social opportunities on and off-campus.

Priority Topics

- Programs of study
- Student Life
- Faculty/staff engagement
- Research opportunities
- Internships & career outcomes
- Financial aid & scholarships
- Opportunities in Lancaster

BRAND STRATEGY

Strategic Drivers

Brand Platform

Messaging Priorities



MESSAGING PRIORITIES

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Alumni, Donors & Friends of the College

Get:
Alumni

Who:
Have not engaged with F&M recently

To:
Become ambassadors of F&M and make F&M a philanthropic priority.

By:
Understanding how F&M continues to change, evolve and excel.

Desired Perceptions

- F&M contributed to my success and was worth it.
- Giving financially to F&M will be meaningful to the continued success of the College.
- High school students should consider F&M.
- F&M is an academic leader among its competitors.
- Lancaster is an exciting, multicultural city.
- F&M’s community is global & inclusive.

Priority Topics

- Programs of study
- Faculty excellence
- Student Life
- Opportunities in Lancaster
- Faculty/staff engagement
- ROI
- Impact of philanthropy
- Internships & career outcomes

BRAND STRATEGY

Strategic Drivers

Brand Platform

Messaging Priorities



MESSAGING PRIORITIES

Our messaging priorities help F&M strategically tell our brand story across audiences. These messaging priorities tap into key insights about our priority audiences, addressing their desires and barriers in interacting with the brand.

School Counselors

Get:
School Counselors

Who:
Are recommending colleges to high-achievers

To:
Recommend F&M

By:
Understanding how F&M is different from other liberal arts.

Desired Perceptions

- Students are the focal point of the F&M experience.
- F&M attracts students with wide-ranging interests.
- F&M provides unmatched expertise and resources that rival larger universities.
- F&M has a global, inclusive community.
- F&M students get jobs, begin their careers or further their education after graduation.
- F&M is a strong choice for high-achieving students regardless of need.

Priority Topics

- Programs of study
- Hands-on learning
- Student Life
- Opportunities in Lancaster
- Faculty/staff engagement
- Research opportunities
- Internships & career outcomes

BRAND STRATEGY

Strategic Drivers

Brand Platform

Messaging Priorities



MESSAGING PRIORITIES

Our messaging priorities help F&M strategically tell our brand story across audiences. These messaging priorities tap into key insights about our priority audiences, addressing their desires and barriers in interacting with the brand.

Current Parents

Get:
Current
F&M Parents

Who:
Are strong
advocates of
the College

To:
Continue to serve
as ambassadors
and recommend
F&M to others

By:
Helping them
fully articulate the
value of a F&M
education

Desired Perceptions

- Students are the focal point of the F&M experience.
- F&M prioritizes the health & wellness of its students, and offers holistic support services.
- F&M provides unmatched expertise and resources that rival larger universities.
- Lancaster offers learning and social opportunities.
- F&M students get jobs, begin their careers or further their education after graduation.
- The F&M experience is worth the cost.

Priority Topics

- Programs of study
- Student Life
- Support services
- Opportunities in Lancaster
- Faculty/staff engagement
- Faculty excellence
- Research opportunities
- Internships & career outcomes

BRAND STRATEGY

Strategic Drivers

Brand Platform

Messaging Priorities



MESSAGING PRIORITIES

Our messaging priorities help F&M strategically tell our brand story across audiences. These messaging priorities tap into key insights about our priority audiences, addressing their desires and barriers in interacting with the brand.

Current Students

Get:
Current Students

Who:
Feel like their F&M experience is purely academic

To:
Find balance in their college experience

By:
Showcasing the mix of social and academic experiences available to them

Desired Perceptions

- F&M provides social experiences both on-campus and in the city of Lancaster.
- Students are the focal point of the F&M experience.
- F&M’s academic experience prepares students for the next chapter of their lives.
- The F&M experience is worth the cost.
- I am proud that I decided to attend F&M.

Priority Topics

- Programs of study
- Student Life
- Opportunities in Lancaster
- Faculty/staff engagement
- Research opportunities
- Internships & career outcomes
- Support services

BRAND STRATEGY

Strategic Drivers

Brand Platform

Messaging Priorities



MESSAGING PRIORITIES

Our messaging priorities help F&M strategically tell our brand story across audiences. These messaging priorities tap into key insights about our priority audiences, addressing their desires and barriers in interacting with the brand.

Faculty & Professional Staff

Get:
Faculty & Staff

Who:
Have mixed perceptions about F&M

To:
Believe that the F&M experience is worth the cost

By:
Expanding their understanding of F&M's strengths and its long-lasting value.

Desired Perceptions

- F&M provides unmatched expertise and resources that rival larger universities.
- F&M provides social experiences both on-campus and in the city of Lancaster.
- F&M's community is global & inclusive.
- F&M students get jobs, begin their careers or further their education after graduation.
- F&M is a great place to work.

Priority Topics

- Programs of study
- Hands-on learning
- Student Life
- Opportunities in Lancaster
- Faculty/staff engagement
- Research opportunities
- Internships & career outcomes

VERBAL LANGUAGE

VERBAL LANGUAGE

Brand Narrative



Style Tips

Headline Bank

BRAND NARRATIVE

Our words matter. To tell the F&M story authentically across channels, it’s essential we keep our verbal language consistent. Our goal is to be not only consistent, but also authentic. This involves both what we say and how we say it. At the same time, this is a living brand; don’t be afraid to allow it to breathe and grow as our needs change.

Our brand narrative serves as a foundation for inspiring what and how we communicate. We use this to guide the evolution of our brand language and inform how we speak about F&M to all audiences. In other words: it is our verbal north star.

A DIPLOMAT’S INFLUENCE REACHES EVERYWHERE.

Understanding perspectives around the world.
Promoting scientific advancements and cultural experiences.
Tracing connections between design thinking and ecology
to build rain gardens for communities in our own front yard.

YOUR IDEAS MAY START IN THE CLASSROOM, BUT THEY CANNOT BE CONTAINED THERE.

Those things you care about the most?
That’s your sphere of influence.
Franklin & Marshall College is your zone of impact.
Each step you take, each choice you make,
expands into something greater.
To shape the world, start right where you are.

TO FULFILL YOUR DREAMS, FUEL THOSE OF OTHERS. TO MAKE REAL CHANGE, THINK LOCAL—THEN GLOBAL.

Choose your challenge.
Own your influence.
Grow in community.

THIS IS THE DIPLOMAT WAY.

VERBAL LANGUAGE

Brand Narrative



Style Tips

Headline Bank

HOW TO USE OUR BRAND NARRATIVE

The narrative may be our verbal north star, but how do we use it? If our brand strategy is our blueprint, then our verbal language is our house and decorations—we need both to ensure brand consistency and strength. Our narrative provides big ideas, themes, verbal motifs, and rationale behind the word choices we make when writing all our marketing communications.

Incorporate our big ideas.

The big ideas found in our narrative—like a diplomat’s influence, becoming well-rounded, using our influence for positive impact, etc.—help distinguish our brand and reinforce the unique benefits of a F&M education. Throughout our marketing communications, we should reiterate these big ideas in relevant ways. For example: when talking about Diplomats’ accomplishments, express them through the lens of influence and impact; when speaking to the global opportunities available at F&M, think of how they concretely contribute to students becoming well-rounded individuals and what that means for them.

Build out contrasting language.

Phrases from our narrative, like **to shape the world, start right where you are** and **to fulfill your dreams, fuel those of others** balance contrasting language and ideas. Using this theme, or verbal motif, with different language where relevant is another defining feature of our verbal brand.

Use our distinctive words and phrases.

These are words and phrases that are unique to the F&M brand and pack a verbal punch to further distinguish us to our audiences. Reiterating phrases like “sphere(s) of influence,” “zone of impact,” “own your influence,” and “the Diplomat way” across our marketing materials helps build our brand.

VERBAL LANGUAGE

Brand Narrative



Style Tips

Headline Bank

THE DIPLOMAT WAY

LEARNING, THE DIPLOMAT WAY.

The Diplomat Way encompasses everything F&M stands for as an institution—like the ways we approach learning, our unique points of view, our desire to influence impactful positive change, and our local and global connections.

STRATEGIC FOCUS

Engage & Expand
Immediate & Meaningful

Local & Global
Connect & Belong

Brand Positioning Statement
Local & Global
Immediate & Meaningful

Brand Positioning Statement
Local & Global

The Diplomat Way serves as a verbal lens, a brand line, and a call to action.

A verbal lens because everything we do, we do it the Diplomat Way; when we communicate, we should consider what that means for the topic we’re writing about, then express it through that lens. We influence and impact because that’s the Diplomat Way; our alumni care about and help foster the next generation of Diplomats, because that’s the Diplomat Way; we think both globally and locally, embracing multiculturalism, because that is the Diplomat Way.

A brand line as in our signature expression. We can use it as a statement, e.g., That’s the Diplomat Way or We do things the Diplomat Way, flexing it for our communications as needed.

A call to action. Since everything we do, we do it the Diplomat Way, we can invite others to join us. When we use Learn the Diplomat Way as a call to action, it has double meaning: we are both learning in the Diplomat Way and learning what the Diplomat Way is.

VERBAL LANGUAGE

Brand Narrative



Style Tips

Headline Bank

WHAT IS A DIPLOMAT?

We know the Diplomat Way encompasses everything a Diplomat does—but what is a Diplomat? These options provide some foundational ideas, based on research and branding, that can be refined and expanded upon.

A Diplomat is a leader and lifelong learner who uses their strengths to lift up their communities.

A Diplomat is a driving force for positive impact everywhere they go—bridging gaps and influencing growth.

A Diplomat is a well-rounded scholar with a global perspective who influences change and solves challenges.

VERBAL LANGUAGE

Brand Narrative

Style Tips



Headline Bank

STYLE TIPS

Good reminders for good brand writing. Use these tips to keep your writing efforts concentrated on the task at hand: effectively communicating the F&M brand in a way that is inspirational, accurate, and easy to follow. Your audiences constantly receive communications from competing brands and other industries—make it your goal to cut through the noise.

Speak directly to the reader.

Use “you” language to inspire and empower; help them picture themselves at F&M, or how F&M can help them reach their goals. Engage with intriguing and detailed stories.

Keep it human-focused.

Our students, faculty, staff and alumni are the best examples of the work we do and what it means to be part of the F&M community. Highlight their stories as part of the F&M story. Utilize personal quotes when possible.

Make it actionable.

Just as we speak directly to the reader, we use an active voice to empower and inspire them to take action, whether it’s pursuing their next step or giving back to their alma mater.

Tell our story.

Know what you want to say, then say it precisely and impactfully while immersing the reader in the F&M experience. Use active voice to drive action and strive to be concise but prioritize clarity over concision: it’s better to use five words and be clear than two words and not.

VERBAL LANGUAGE

Brand Narrative

Style Tips

Headline Bank



HEADLINE BANK

Our headline bank is a resource—you can use these verbatim or as points of inspiration to create new lines.

**YOUR IDEAS
HAVE INFLUENCE.**

Prospective & Current Students

**OWN YOUR
INFLUENCE.
MAKE REAL
CHANGE.**

Prospective & Current Students

**BORN LEADERS.
MADE DIPLOMATS.**

Parents & Alumni

**CHALLENGE
YOURSELF. THEN
IMPACT THE WORLD.**

Prospective & Current Students

**CONVENE.
ENGAGE.
GROW TOGETHER.**

Prospective Students

**DIG DEEPER.
EXPLORE FURTHER.
THAT’S THE
DIPLOMAT WAY.**

School Counselors & Prospective Students

**WHAT YOU CARE
FOR IS WHAT YOU
INFLUENCE.**

Alumni & Current Students

VISUAL LANGUAGE

VISUAL LANGUAGE

Color Palette



Typography

Photography

Graphic Elements

COLOR PALETTE

Our classic yet contemporary color palette reflects the vibrancy of the F&M campus and community. The rich hues and lively accent tones offer a variety of colors to play with, expressing the layered and multifaceted characteristics of our academics and people while making our brand stand out distinctively.

Do not add or remove colors from this color palette.

CORE PALETTE

F&M Navy
PMS 541

CMYK: 100, 84, 30, 16
RGB: 0, 59, 112
Hex Code: #003B70

EXPANDED PALETTE

Crisp Sky
PMS 306 C

CMYK: 71, 4, 6, 0
RGB: 0, 184, 224
Hex Code: #00B8E0

Blueberry
PMS 2126 C

CMYK: 83, 77, 0, 0
RGB: 57, 67, 207
Hex Code: #3943CF

Deep Navy
PMS 2756 C

CMYK: 100, 100, 18, 25
RGB: 22, 1, 109
Hex Code: #16016D

Buttercup
PMS 122C

CMYK: 0, 15, 81, 0
RGB: 255, 213, 77
Hex Code: #FFD54D

Paper White
PMS Cool Gray 1C 25%

CMYK: 0, 0, 0, 3
RGB: 246, 246, 246
Hex Code: #F6F6F6

Pure White

CMYK:
0, 0, 0, 0
RGB:
255, 255, 255
Hex Code:
#000000

VISUAL LANGUAGE

Color Palette



Typography

Photography

Graphic Elements

WEB ACCESSIBILITY

This is an overview of our color palette and how combinations score on the WCAG (Web Content Accessibility Guidelines) that determines color contrast ratio.

This equation outputs a number between 0 and 21, with 21 having the highest amount of contrast and 0 having no contrast.

The output of contrast between any two of our colors will fall somewhere on this spectrum. This is where the scores—DNP, AA18, AA, AAA—are derived from.

- AAA Pass, AAA (7+)
- AA Pass, AA (4.5+)
- AA18 Pass, Large Text Only (3+)
- DNP Does Not Pass

	Text	#003B70	#FFD54D	#00B8E0	#3943CF	#16016D	#F6F6F6	#FFFFFF	#000000
Background	Text	#003B70	#FFD54D	#00B8E0	#3943CF	#16016D	#F6F6F6	#FFFFFF	#000000
#003B70			Text AAA 8	Text AA 4.8	Text DNP 1.5	Text DNP 1.4	Text AAA 10	Text AAA 11.2	Text DNP 1.8
#FFD54D	Text AAA 8			Text DNP 1.6	Text AA 5.1	Text AAA 11.8	Text DNP 1.3	Text DNP 1.4	Text AAA 14.8
#00B8E0	Text AA 4.8	Text DNP 1.6			Text AA18 3.1	Text AAA 7	Text DNP 2.1	Text DNP 2.3	Text AAA 8.9
#3943CF	Text DNP 1.5	Text AA 5.1	Text AA18 3.1			Text DNP 2.2	Text AA 6.7	Text AAA 7.3	Text DNP 2.8
#16016D	Text DNP 1.4	Text AAA 11.8	Text AAA 7	Text DNP 2.2			Text AAA 15.4	Text AAA 16.6	Text DNP 1.2
#F6F6F6	Text AAA 10	Text DNP 1.3	Text DNP 2.1	Text AA 6.7	Text AAA 15.4			Text DNP 1	Text AAA 19.4
#FFFFFF	Text AAA 11.2	Text DNP 1.4	Text DNP 2.3	Text AAA 7.3	Text AAA 16.6	Text DNP 1			Text AAA 21
#000000	Text DNP 1.8	Text AAA 14.8	Text AAA 8.9	Text DNP 2.8	Text DNP 1.2	Text AAA 19.4	Text AAA 21		

VISUAL LANGUAGE

Color Palette



Typography

Photography

Graphic Elements

PREFERRED COLOR PAIRINGS

This chart provides a clear breakdown of how to use the college’s brand colors in your designs. It outlines the recommended ratios for each color to ensure consistent and effective application across all materials, helping to maintain a cohesive and recognizable brand identity.

Accessible Color Combinations

Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa
Aa	Aa	Aa	
Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa

Preferred Color Combinations

Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa
Aa	Aa	Aa	
Aa	Aa		Aa
Aa	Aa		Aa
Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa
Aa	Aa		Aa

VISUAL LANGUAGE

Color Palette



Typography

Photography

Graphic Elements

USAGE RATIOS

If a piece fulfills a formal need, such as an annual report, alumni invitation, or government document, F&M Navy may be prioritized over other colors.

If a piece needs to communicate a more energetic need, the expanded palette can be prioritized.

Less Formal More Formal



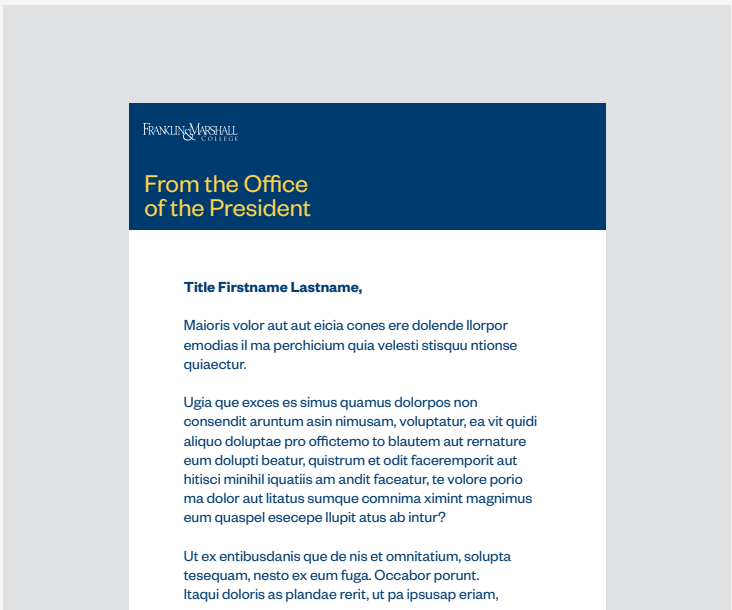
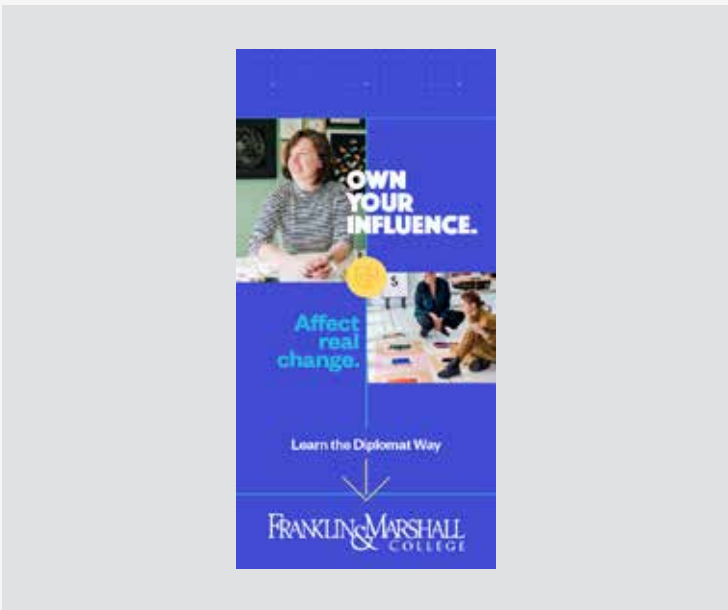
Social Media
Advertising
Prospect Email



Viewbook
Digital Experience



Annual Report
Alumni Invitation
President's Letter



VISUAL LANGUAGE

Color Palette

Typography



Photography

Graphic Elements

TYPOGRAPHY

Phosphate Solid is a display sans serif rooted in classic, geometric figures. Its strong appearance and subtle personality makes it ideal for large headlines that are the focus of a layout.

PHOSPHATE SOLID

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Large headlines

Google Font Alternative

TILT WARP

Download Google Font at:

<https://fonts.google.com/specimen/Tilt+Warp>



TYPOGRAPHY

Founders Grotesk is a contemporary version of classic grotesks (think Helvetica). Details like hard edges and subtle curves make this a highly readable typeface at all sizes, especially small. Here, it is used primarily for subheads and body copy.

Founder’s Grotesk

Founders Grotesk, Regular

Subheads and body copy

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVv WwXxYyZz
0123456789

Founders Grotesk, Medium

AaBbCcDdEeFfGg HhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Founders Grotesk, Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Google Font Alternative

Download Google Font at:

<https://fonts.google.com/specimen/Work+Sans>

Work Sans

VISUAL LANGUAGE

Color Palette

Typography

Photography

Graphic Elements

TYPE HIERARCHY

Type hierarchy is crucial in design as it organizes information and guides the reader’s attention. For F&M’s brand, maintaining type hierarchy ensures key messages stand out and reflect the college’s identity.

Use distinct font sizes and weights for headings, subheadings and body copy that align with this example to maintain a consistent brand experience.

Phosphate Solid
All caps
72pt.
70 leading

Founders Grotesk
Regular
25pt.
28 leading

Founders Grotesk
Semibold
25pt.
28 leading

Phosphate Solid
33pt.
30 leading

Phosphate Solid
53pt.
50 leading

**YOUR IDEAS
HAVE INFLUENCE.**

You know the things you care about most? The ideas in your head waiting to be made real? They’re your spheres of influence; how you help shape the world.

At Franklin & Marshall, you will start making an impact immediately—**because the world can’t wait, and neither should you.**

**THOSE THINGS YOU
CARE ABOUT THE MOST?**

**THAT’S YOUR SPHERE
OF INFLUENCE.**

**FRANKLIN & MARSHALL
COLLEGE IS YOUR ZONE
OF IMPACT.**

VISUAL LANGUAGE

Color Palette

Typography

Photography ●

Graphic Elements

PHOTOGRAPHY OVERVIEW

Photography is a primary visual tool for our storytelling. It helps us show the story of F&M with a look and style distinctly ours. In organizing our photo library we group images into several categories: portraiture, captured moments, and scenic environmentals.



VISUAL LANGUAGE

Color Palette

Typography

Photography ●

Graphic Elements

PORTRAITURE

Heroing a single subject in portraiture photography offers us the chance to highlight students, faculty, and alumni, capturing their personality and their F&M story. Portraiture can be captured two ways—studio or environmental. Subjects should feel natural and be future-looking. Utilizing a shallow depth of field highlights the individual.



VISUAL LANGUAGE

Color Palette

Typography

Photography



Graphic Elements

CAPTURED MOMENTS

Editorial photography is candid and environmental—it captures hidden moments in the real lives of Diplomats and gives our audience a sense of place. Use bright natural light and a shallow depth of field to consistently depict our campus and surroundings, and incorporate students collaborating together to keep our photography rooted in a human element.



VISUAL LANGUAGE

Color Palette

Typography

Photography



Graphic Elements

SCENIC ENVIRONMENTALS

Editorial photography is candid and environmental—it captures hidden moments in the real lives of Diplomats and gives our audience a sense of place. Use bright natural light and a shallow depth of field to consistently depict our campus and Lancaster City, incorporating students collaborating and enjoying the city together to keep our photography rooted.



VISUAL LANGUAGE

Color Palette

Typography

Photography

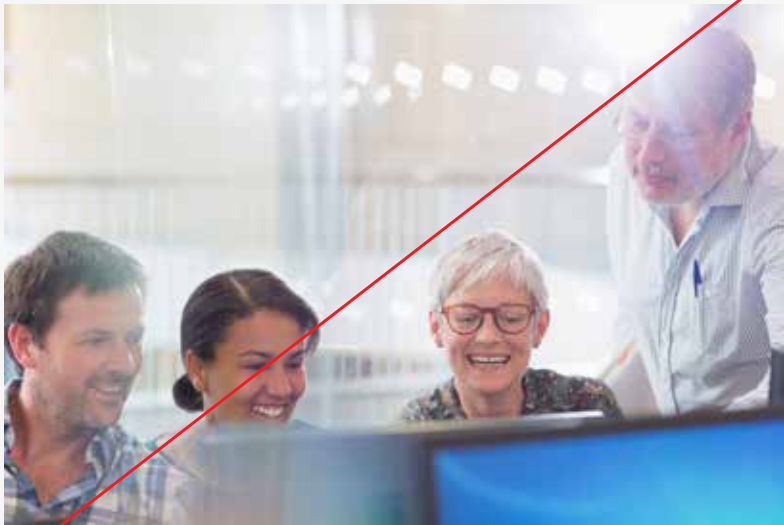
Graphic Elements

PHOTOGRAPHY DON'TS

Following these best practices for F&M's photography is crucial for maintaining a cohesive visual identity that resonates with the audience. Consistent and high-quality images not only enhance brand recognition but also build trust and credibility.



Overly staged, low contrast



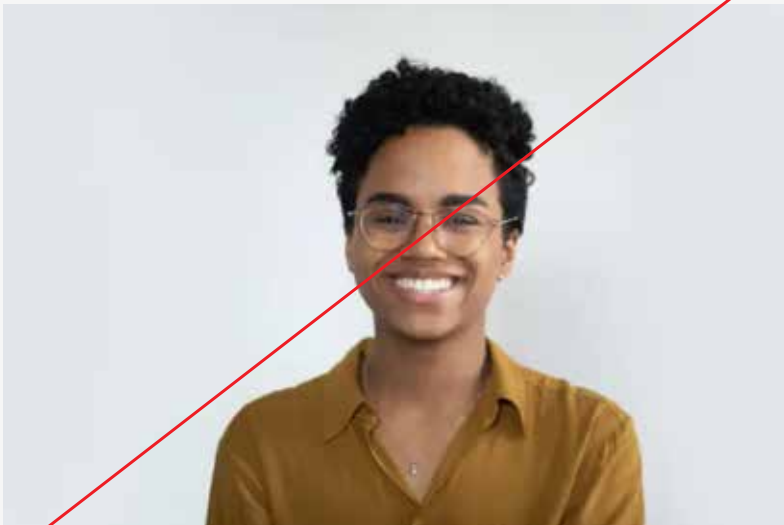
Blurry, overexposed



Artificial lighting



Posed, not candid



Posed, bad contrast



Using a color overlay

VISUAL LANGUAGE

Color Palette

Typography

Photography

Graphic Elements

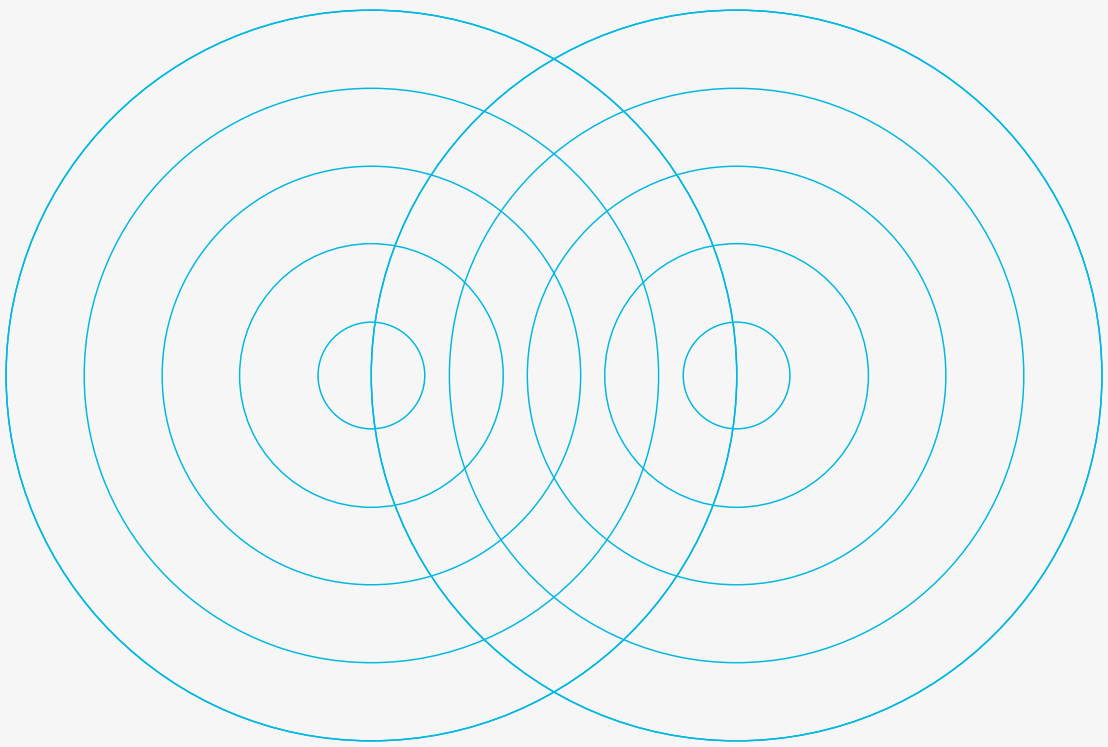


GRAPHIC ELEMENTS

Overview

Communicating the F&M brand through design requires a suite of graphic elements that reflect our identity and help F&M stand out.

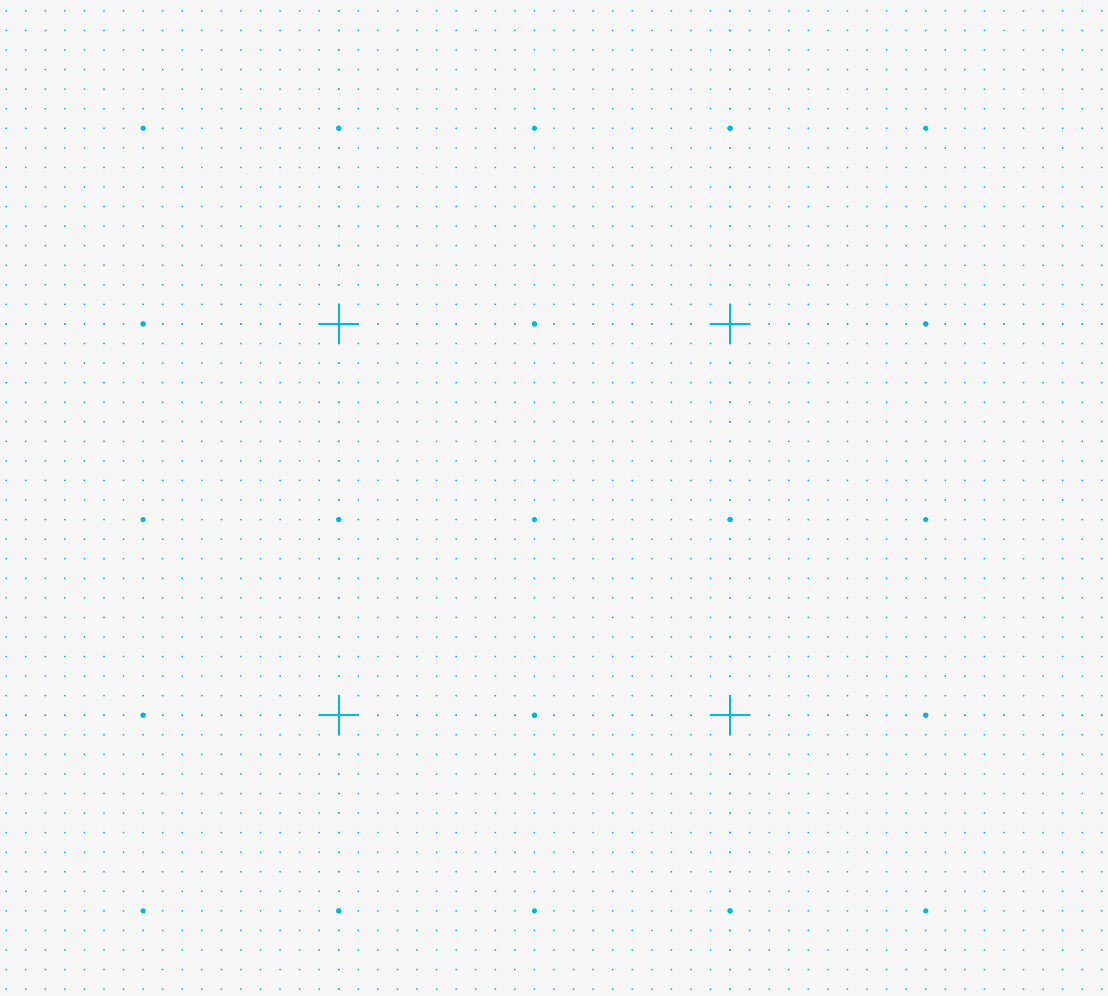
These elements allow the creation of distinct designs while providing flexibility and ensuring consistency for F&M’s diverse audiences.



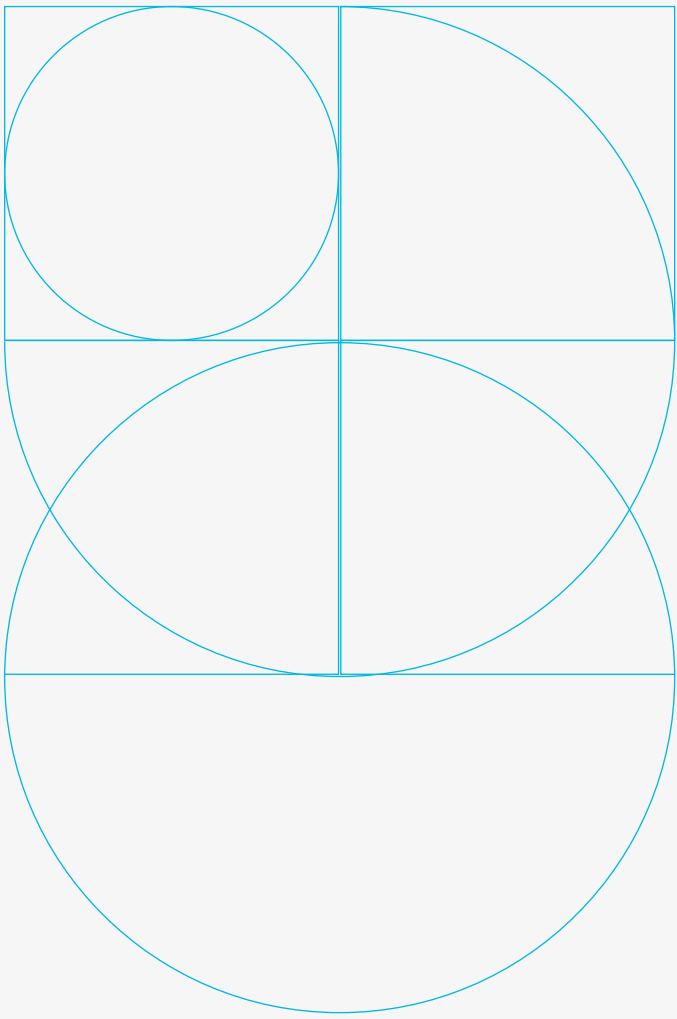
Intersecting Spheres



F&M Sphere



Pointed Grid



Framework

VISUAL LANGUAGE

Color Palette

Typography

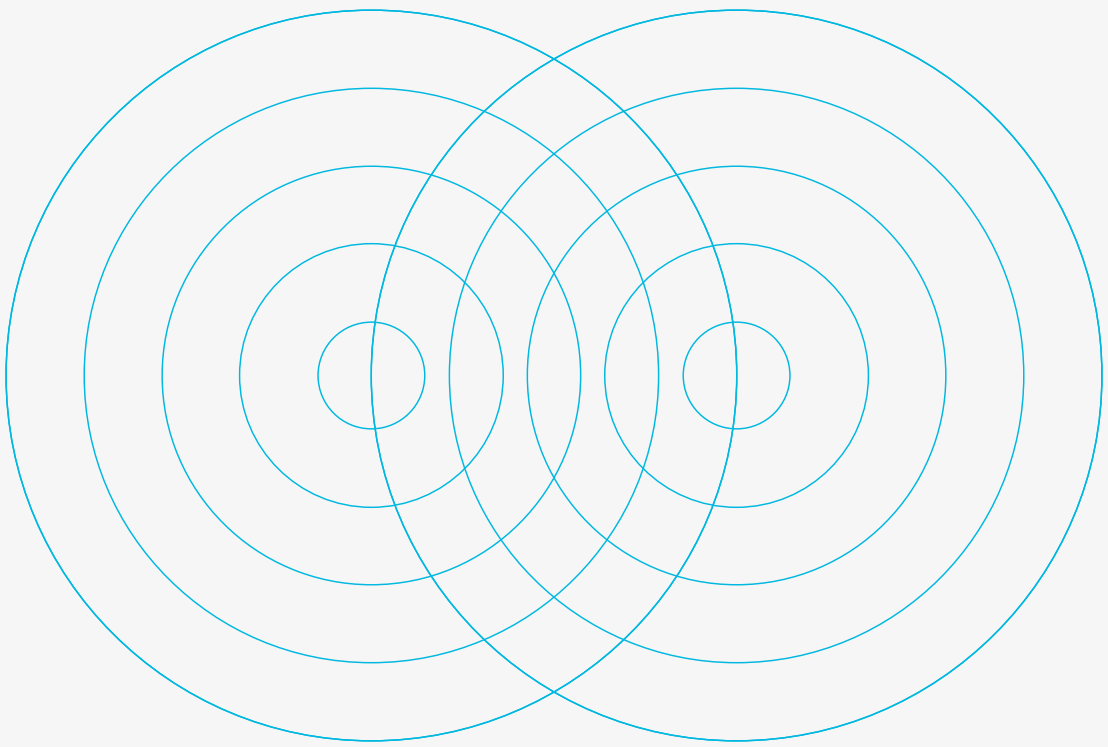
Photography

Graphic Elements



GRAPHIC ELEMENTS

Spheres
These elements are meant to convey the intersection of ideas and influence as part of the F&M experience.



Intersecting Spheres



Alternate Colorways

F&M Sphere



Here, the intersecting spheres are meant to pay off the headline “Spheres of Influence” with the F&M Sphere acting as an accent.

NOTE: The F&M Sphere can only be used independently after the formal logo has been used as a first instance like above in an internal spread

VISUAL LANGUAGE

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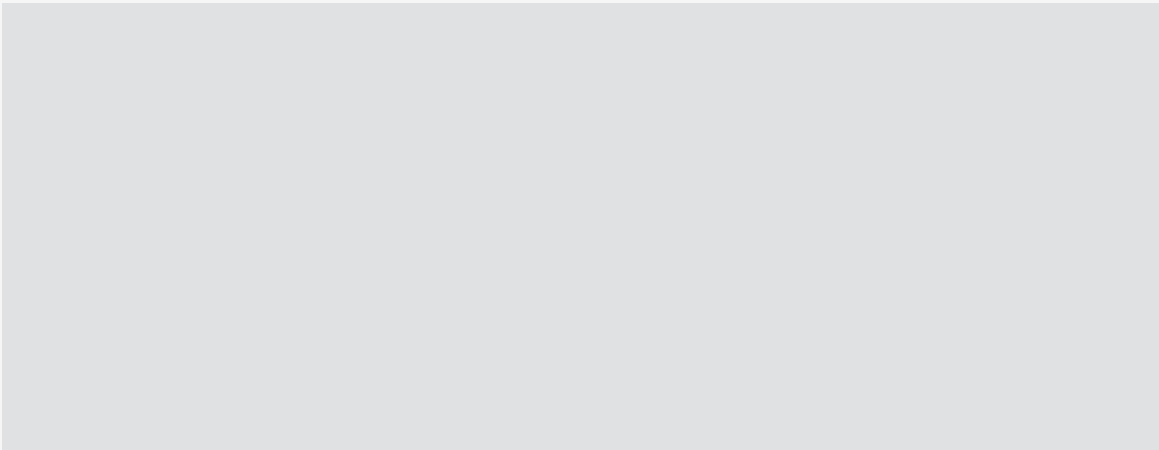
Photography

Graphic Elements



GRAPHIC ELEMENTS

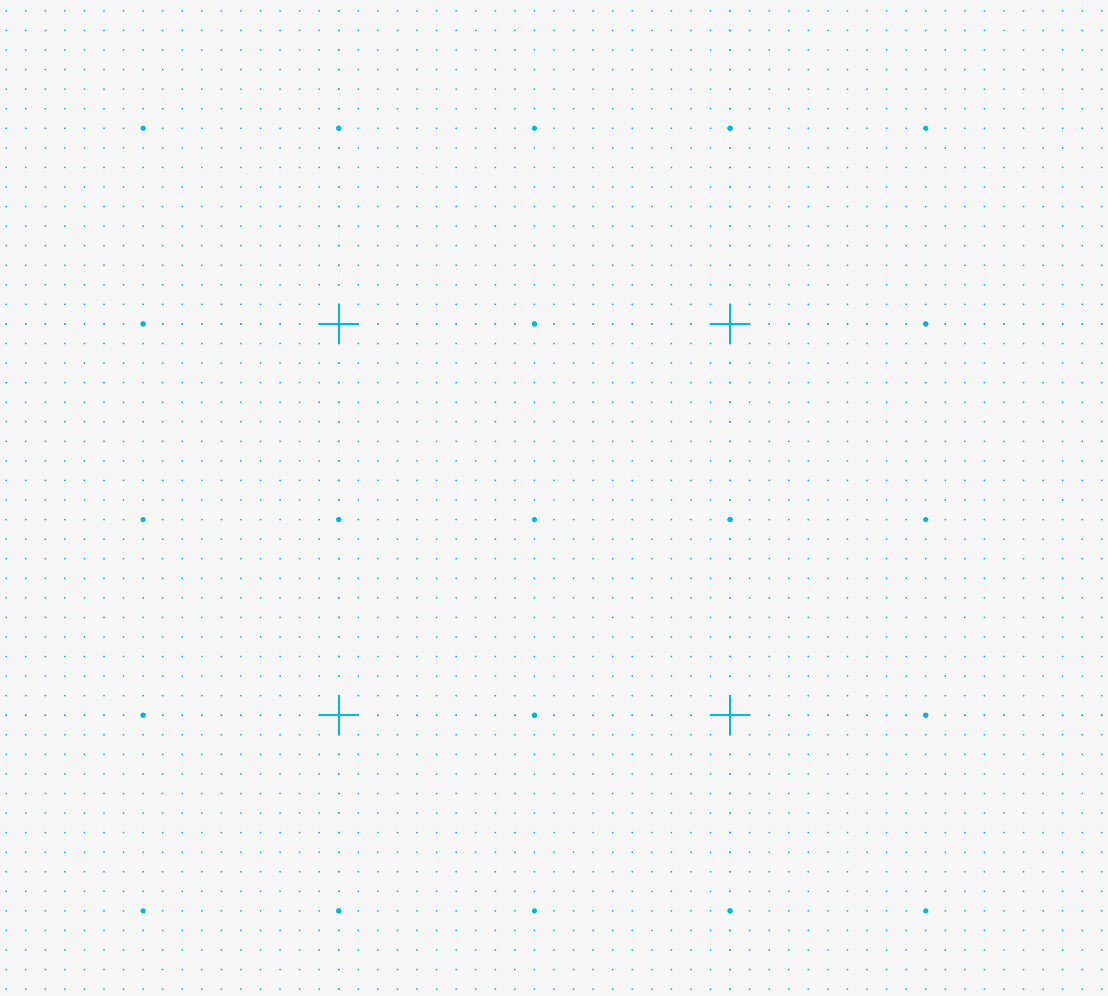
Pointed Grid & Framework
These elements are meant to serve as a foundation to the F&M experience and add visual interest to layouts.



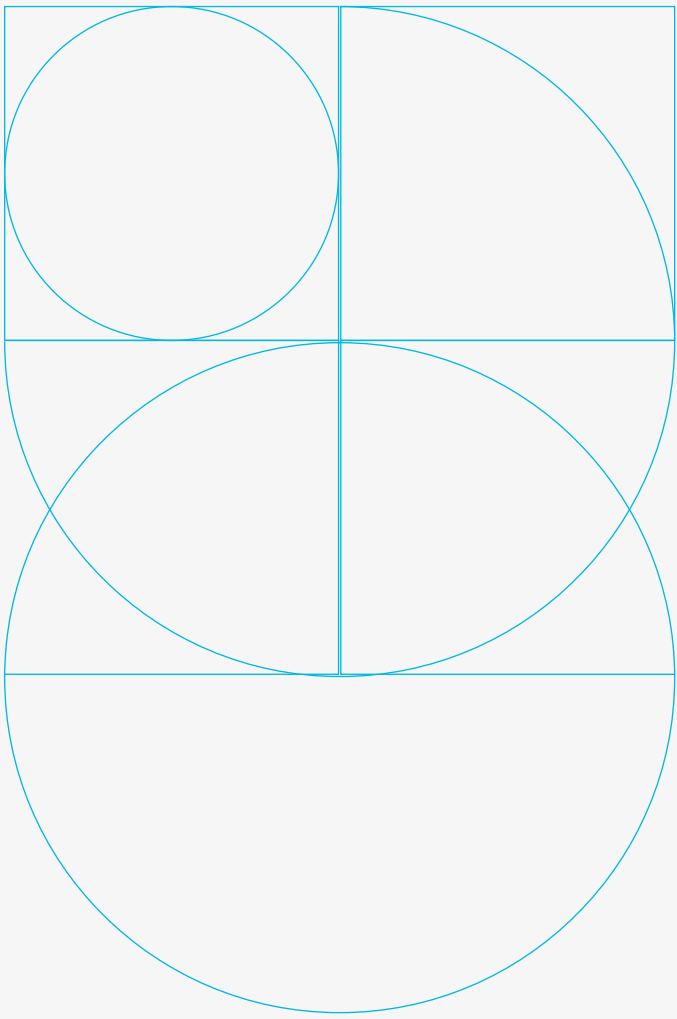
Above, the Pointed Grid is used as a subtle background element. It can help guide the eye from headline to CTA.

To the right, the Framework is used as a core visual element, helping organize information. The core visual of an isolated portrait layered on top adds depth.

TIP: Portraits can easily be isolated in Photoshop by selecting “Remove Background” in the contextual help bar.



Pointed Grid



Framework

BRINGING IT ALL TOGETHER

Example Tactics

Resources, Contacts & Links



RESOURCES, CONTACTS & LINKS

F&M’s Office of Communications

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Links to Brand Fonts

Phosphate
<https://www.myfonts.com/products/solid-phosphate-pro-315981>

Founders Grotesk
<https://klim.co.nz/retail-fonts/founders-grotesk/>

Links to Google Fonts

Tilt Warp (Phosphate Replacement)
<https://fonts.google.com/specimen/Tilt+Warp>

Work Sans (Founders Grotesk Replacement)
<https://fonts.google.com/specimen/Work+Sans>

Phone Number

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