

Visual Identity System (VIS) Guidelines

Office of Marketing & Communications | September 2018

The background of the entire page is a faded, high-angle photograph of a large, classical-style building with a prominent dome and columns. The building is partially obscured by the branches and leaves of trees in shades of yellow, orange, and red, suggesting an autumn setting. The text is overlaid on this background.

Simmons UNIVERSITY

Dear Colleagues,

Welcome to the first **Simmons University Visual Identity System guidelines**. All of us in the Marketing & Communications office are excited to share these new logos, colors, and design recommendations with the entire Simmons community, and we look forward to assisting you in implementing and further developing an effective, compelling, and authentic Simmons University brand identity in the coming months and years.

In this document, you will find information about our new Simmons University wordmark, our graphic logo, color palette, fonts and typography, photography, and other design elements. In this edition, we have also included information about naming conventions and identity collateral that may in the future also be included in the Simmons University Style Guide.

As with previous versions of the Simmons Visual Identity System, many of the listed logo files, design elements, and photography are available via Cumulus (cumulus.simmons.edu). If you do not have a Cumulus login but would like access to these marketing assets, please complete the request form at simmons.edu/cumulusaccess.

Finally, please keep in mind that the VIS will be periodically updated, particularly in this first year of our University status. You can expect to see any updates announced in Shark Bytes, the weekly Simmons employee newsletter, and reflected in Cumulus. This fall, the Marketing & Communications team will be visiting departmental meetings to answer questions and gather feedback about VIS implementation. If you have questions or concerns in the meantime, feel free to send us a note at logo@simmons.edu or stop by our office in C216 in the MCB.

The Simmons University Marketing & Communications Team

Names



The official name of our institution is **Simmons University**. You should always refer to the institution by its official name upon first mention in both headlines and body text. For example, in a headline, the institution should always be Simmons University, never just Simmons. First mention in body text should also be Simmons University, even if the headline also uses the full name of the institution. Subsequent mentions in body text, however, may use the shorter **Simmons**.

Naming conventions for colleges, schools, and departments follow a similar pattern. The official name of all academic units within the institution will include “Simmons University” upon first mention. For colleges, there are two acceptable naming conventions:

Preferred convention: **[FULL COLLEGE NAME] at Simmons University**

Acceptable convention: **Simmons University’s [FULL COLLEGE NAME]**

Please note, it is never acceptable to refer to the colleges with only the shortened “Simmons” name, for example, “Simmons College of Natural, Behavioral, and Health Sciences.” Subsequent mentions after the official name may be shortened to the college name (for example, “The College of Organizational, Computational, and Information Sciences”). *Never use college acronyms in formal or externally-facing marketing and communications.*

Similarly, school, department, division, and program official names should include the full Simmons University title before the named entity. For example:

The Simmons University Department of Biology

The Simmons University School of Nursing

The Simmons University Graduate Program in Public Policy

However, unlike colleges, school, department, and program names may be shortened on subsequent mention to **Simmons [SCHOOL/DEPARTMENT/PROGRAM NAME]**. For example:

Simmons Department of Economics (or the less formal Simmons Economics Department)

Simmons School of Nursing (or Simmons Nursing School)

Simmons Graduate Program in Gender/Cultural Studies (or Simmons Gender/Cultural Studies Graduate Program)

Identity Collateral



With the new University designation, all Simmons faculty, staff, departments, programs, schools, colleges, and administrative offices can obtain new identity collateral for both internal and external use. This includes **business cards, letterhead, envelopes, email signatures, signage, name tags, and PowerPoint templates.**

As a general rule, we recommend that most departments continue to use business cards, letterhead, and envelopes with the former Simmons branding until those supplies have been responsibly exhausted. Even as we enthusiastically take up our new visual identity, we urge all members of the Simmons community to be mindful of not throwing away unused letterhead paper unnecessarily, and we recommend that you consult with other members of your department and plan on how to use old identity collateral going forward.

Also, please note that in cases where departments must discard old identity collateral, those pieces must be shredded before they can be recycled.

New **Simmons University business cards, letterhead, and envelopes** are available for order on the **Copy/Mail online storefront (pressite.com/simmons/Login.aspx)**, where departments and individual employees will be able to customize and order them.

If you do not have a Copy/Mail storefront login, check with your department administrator(s) first — in many cases, there are designated employees who order business cards and letterhead for each department. To request a Copy/Mail login, please email **purchasing@simmons.edu**.

Standardized **Simmons University name tags** are available for order from **Recognition Center (recognitioncenter.com/simmons)** in a variety of colors, including silver and gold metal, and silver, gold, and white plastic.

Simmons University PowerPoint templates are available in Cumulus. If you do not have a Cumulus login but would like access to these marketing assets, please complete the request form at **simmons.edu/cumulusaccess**.

Email Signatures



Email signatures should be updated on or about September 1 with the Simmons University name. *We strongly recommend that no images be used in signatures going forward.* Any former Simmons College logos and the tagline should be removed from your email signatures.

Individual employees should use their discretion in choosing phone(s), fax, email, or websites to be included in the signature. Similarly, in situations where there may be multiple titles, departments, or administrative offices, employees should use their discretion in choosing title order.

**COLLEGES, SCHOOLS,
DEPARTMENTS, PROGRAMS, AND
DIVISIONS RECOMMENDATION**

[NAME]
[TITLE]
[SCHOOL/DEPARTMENT/
PROGRAM/DIVISION]
[FULL COLLEGE NAME]
Simmons University
300 The Fenway
Boston, MA 02115
[PHONE]
[FAX]
[EMAIL]
[WEBSITE]
[GENDER PRONOUNS]

**ADMINISTRATIVE OFFICES
RECOMMENDATION**

[NAME]
[TITLE]
[ADMINISTRATIVE OFFICE NAME]
Simmons University
300 The Fenway
Boston, MA 02115
[PHONE]
[FAX]
[EMAIL]
[WEBSITE]
[GENDER PRONOUNS]

Tagline



With our new university identity, **Simmons is retiring the “Your Moment. Your Move. Your Simmons — Where Leaders Make Themselves” tagline.** We are retiring the tagline because we want to lead with our new institutional identity, and believe that it says as much about the present and the future of Simmons as any tagline could.

With that in mind, no university-wide tagline should be used on printed or digital marketing materials, and the old tag line should be removed from identifiers such as email signatures, social media and other websites, or any promotional copy.

If you have a limited supply of marketing materials with the former tagline and would like to continue to use those materials until the supply is exhausted, you are free to do so. If you have questions, please contact logo@simmons.edu.

While we will not have an institutional tagline, the Marketing & Communications office is happy to work with programs, departments, schools, and colleges to create taglines associated with particular campaigns or other targeted marketing efforts. For example, the Office of Advancement will use the tagline “Together as One” in the Simmons Fund campaign — a tagline for which the marketing office has created a signature and logo lockup. Again, for guidance on creating a campaign tagline and associated collateral, please contact logo@simmons.edu.

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Our University



A Simmons education has been empowering graduates to be champions of social justice and leaders in their professions and their communities for more than 100 years. As we've evolved and grown, we've remained true to our founding commitment to offering a distinctive undergraduate education for women.

Likewise, our graduate programs have been an important part of the Simmons experience for many decades. Recognizing them as part of a University structure enables students in every program — undergraduate and graduate — to benefit from all that we offer.

OUR COLLEGES INCLUDE:

The College of Organizational, Computational, and Information Sciences

School of Business

School of Library and Information Science

Division of Mathematical and Computer Sciences

The Gwen Ifill College of Media, Arts, and Humanities

Department of Africana Studies

Department of Art and Music

Department of Children's Literature

Department of Communications

Department of East Asian Studies

Department of English

Graduate Program in Gender and Cultural Studies

Department of History

Department of Modern Languages and Literatures

Department of Philosophy

Department of Women and Gender Studies

The College of Natural, Behavioral, and Health Sciences

Department of Behavior Analysis

Department of Biology

Department of Chemistry and Physics

Department of Health Professions Education

School of Nursing

Department of Nutrition

Department of Physical Therapy

Department of Psychology

The College of Social Sciences, Policy, and Practice

Department of Economics

Department of Education

Department of Political Science and International Relations

Department of Public Health

Graduate Program in Public Policy

School of Social Work

Department of Sociology

Logo Overview



Simmons University has four logos:

1. Wordmark
2. Wordmark + location
3. Graphic logo
4. Graphic logo + wordmark (reserved for President's Office use)

Each mark has its place and should be used according to these guidelines.

We have a horizontal logo for limited use when our preferred logo cannot be used due to space restrictions.

If you would like to use one of our logos beyond the scope outlined, need the horizontal logo due to space restrictions, or need to use a logo over a photo, please contact Marketing & Communications at logo@simmons.edu.

To download these logos, please use Cumulus (cumulus.simmons.edu). If you do not have a Cumulus login and require one, please complete the request form at simmons.edu/cumulusaccess.

WORDMARK

Simmons
UNIVERSITY

WORDMARK + LOCATION

Simmons
UNIVERSITY
BOSTON MASSACHUSETTS | EST 1899

GRAPHIC LOGO



GRAPHIC LOGO + WORDMARK (RESERVED FOR PRESIDENT'S OFFICE)



Simmons
UNIVERSITY

Wordmark (Preferred Logo)



The preferred logo is the Simmons University wordmark.

Our wordmark should always be reproduced in PMS 654 OR reversed in white on a PMS 654 background. If necessary, the wordmark can be used in black and white or reverse only when there is no option to use PMS 654.

When using the Simmons University wordmark, surround it with the required clear space to ensure visibility and impact. No type or graphic elements of any kind should invade this space.

To ensure accuracy and consistency, we've established the following calculation: use the height of the capital "S" in the wordmark. Place the "S" at the edge of the wordmark and find the correct margin. (See example.)

DO NOT change the color, stylize, animate, draw or alter any of our logos. This compromises the integrity of the logo and undermines brand consistency.

Simmons
UNIVERSITY



DO NOT change colors



DO NOT outline



DO NOT alter proportions



DO NOT skew, pinch, or stretch



DO NOT add elements



DO NOT attempt to recreate



Wordmark + Location

|||||

When Boston is a selling point, use our location wordmark.

Our location wordmark should always be reproduced in PMS 654 OR reversed in white on a PMS 654 background. If necessary, the wordmark can be used in black and white and the reverse.

Whenever using the Simmons University location wordmark, surround it with the required clear space to ensure visibility and impact. No type or graphic elements of any kind should invade this space.

To ensure accuracy and consistency, we've established the following calculation: use the height of the capital "S" in the location wordmark. Place the "S" at the edge of the wordmark and find the correct margin. (See example.)

DO NOT change the color, stylize, animate, draw or alter any of our logos. This compromises the integrity of the logo and undermines brand consistency.

Simmons
UNIVERSITY

BOSTON MASSACHUSETTS | EST 1899



Graphic Logo

Our graphic logo can be used to lend a more formal or academic look to materials.

The Simmons University graphic logo should always be reproduced in PMS 654 OR reversed in white on a PMS 654 background. If necessary, the graphic logo can be used in black and white and the reverse.

Whenever using the graphic logo, surround it with the required clear space on all sides — use the radius of the inner circle as a guide for this distance. This required clear space ensures visibility and impact. No type or graphic elements of any kind should invade this space. (See example.)

DO NOT change the color, stylize, animate, draw or alter any of our logos. This compromises the integrity of the logo and undermines brand consistency.



Graphic Logo + Wordmark

Use of this logo is limited
to the President's Office
and the Board Of Trustees.

The Simmons University
graphic logo + wordmark
should always be
reproduced in PMS 654
OR reversed in white. If
necessary, the graphic
logo + wordmark can be
reproduced in black and
white and the reverse.

Whenever using the graphic
logo + wordmark, surround
it with the required clear
space to ensure visibility and
impact. No type or graphic
elements of any kind should
invade this space.

To ensure accuracy
and consistency, we've
established the following
calculation: use the height
of the capital "S" in the
graphic logo + wordmark.
Place the "S" at the edge
of the graphic logo +
wordmark and find the
correct margin.

DO NOT change the color,
stylize, animate, draw or
alter any of our logos. This
compromises the integrity
of the logo and undermines
brand consistency.



Simmons
UNIVERSITY



Colleges



Our college names are not part of our logo, but we do offer an approved lock up.

The preferred alignment is horizontal with the college name to the right of the wordmark. The wordmark and college signature are always reproduced in PMS 654 OR reversed in white on a PMS 654 background.

College signatures are different from school, office, and department signatures.

Whenever using the Simmons University wordmark + college signature, surround it with the required clear space to ensure visibility and impact. No type or graphic elements of any kind should invade this space.

When a vertical orientation is required due to space restrictions you may use our stacked workmark + college signature.

PREFERRED

Simmons
UNIVERSITY

The College of
Natural, Behavioral,
and Health Sciences

Simmons
UNIVERSITY

The College of
Social Sciences,
Policy, and Practice

Simmons
UNIVERSITY

The College of Organizational,
Computational, and
Information Sciences

Simmons
UNIVERSITY

The College of
Natural, Behavioral,
and Health Sciences

ALLOWED

Simmons
UNIVERSITY

The College of Organizational,
Computational,
and Information Sciences

Simmons
UNIVERSITY

The College of
Natural, Behavioral,
and Health Sciences

Simmons
UNIVERSITY

The Gwen Ifill College
of Media, Arts,
and Humanities

Simmons
UNIVERSITY

The College of
Social Sciences,
Policy, and Practice

Colleges



On first reference, our college names should be spelled out using the complete formal name.

ALWAYS: The College of Organizational, Computational, and Information Sciences

INTERNAL USE ONLY: COCIS

NEVER: The College of Information Sciences

ALWAYS: The College of Natural, Behavioral, and Health Sciences

INTERNAL USE ONLY: CNBHS

NEVER: The College of Health Sciences

ALWAYS: The College of Social Sciences, Policy, and Practice

INTERNAL USE ONLY: CSSPP

NEVER: The College of Social Sciences

Named colleges can be referenced using the name.

ALWAYS: The Gwen Ifill College of Media, Arts, and Humanities

NAMED COLLEGE ALLOWANCE: The Ifill College, Ifill College, Ifill

Schools, Offices & Departments



Our schools, offices and department names are not part of our logo but we do offer an approved lock up.

The preferred alignment is stacked with the school, office, or department below the wordmark. The wordmark and signature are always reproduced in PMS 654 OR reversed in white on a PMS 654 background.

These school, office, or department logos are different from college signatures.

Whenever using the Simmons University logo + the school, office, or department identifier, surround it with the required clear space to ensure visibility and impact. No type or graphic elements of any kind should invade this space

When a horizontal orientation is required due to space restrictions, you may use our single line workmark + school, office, or department signature.

PREFERRED

Simmons
UNIVERSITY

School of Nursing

Simmons
UNIVERSITY

Office of Student
Leadership and Activities

ALLOWED

Simmons UNIVERSITY

School of Nursing

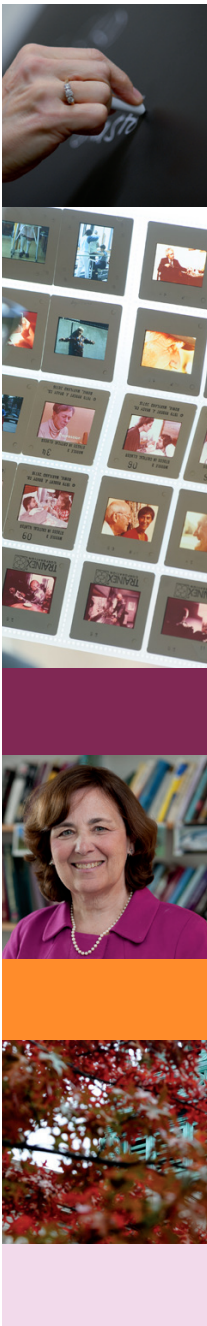
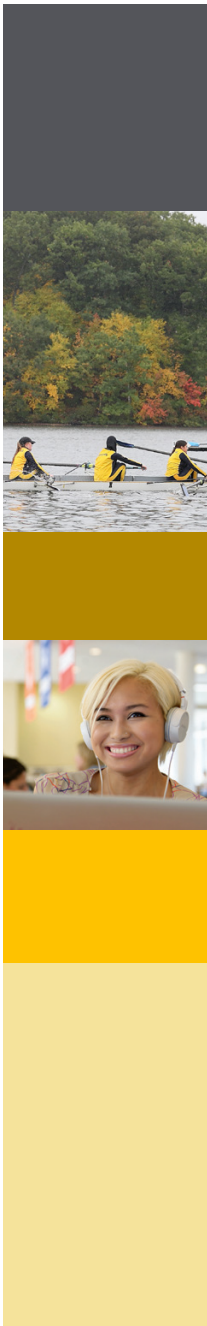
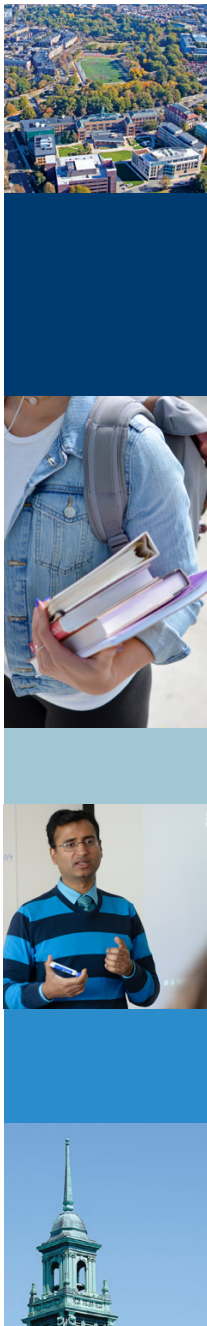
Simmons UNIVERSITY

Office of Student Leadership and Activities

Color Overview



Our palette offers two primary brand colors; a series of neutrals; and dark, bright, and soft options.



Primary Palette

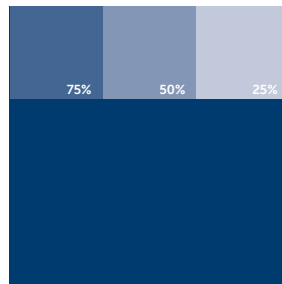


Our primary colors

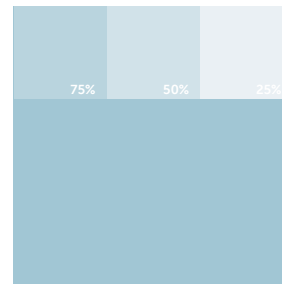
The combination of our primary brand colors of Dark Blue and Soft Blue help set us apart within the arena of higher education.

Our neutrals

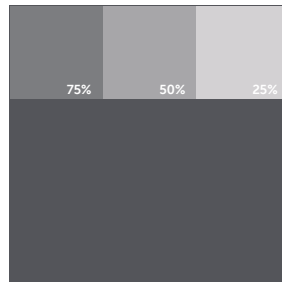
A charcoal Dark Grey and a modern Light Grey or "greige" — offer another layer of contrast. White offers respite and allows our communications to remain crisp and modern.



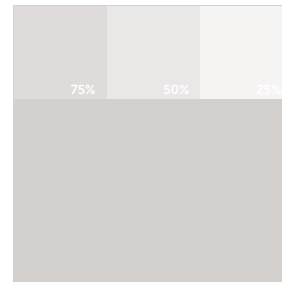
DARK BLUE
PMS 654
RGB 0 58 112
HEX/HTML 003A70
CMYK 100 71 10 47



SOFT BLUE
PMS 551
RGB 163 199 210
HEX/HTML B0D0D8
CMYK 35 3 8 7



DARK GREY
PMS COOL GREY 11
RGB 83 86 90
HEX/HTML 53565A
CMYK 44 34 22 77



LIGHT GREY
PMS COOL GREY 2
RGB 208 208 206
HEX/HTML D5D5D3
CMYK 5 3 5 11



PAPER/WHITE
RGB 255 255 255
HEX/HTML FFFFFFFF
CMYK 0 0 0 0

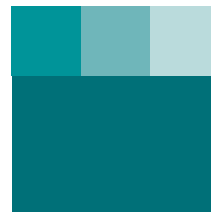
Secondary Palette

Our dark palette

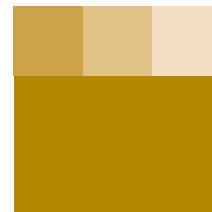
Use this palette in more formal communications and for graduate programs. Darks can also be used to create visual hierarchy.



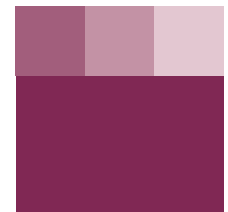
DARK BLUE
PMS 654
RGB 0 58 112
HEX/HTML 003A70
CMYK 100 71 10 47



DARK GREEN
PMS 322
RGB 0 115 119
HEX/HTML 007377
CMYK 97 9 39 34



DARK YELLOW
PMS 111
RGB 170 138 0
HEX/HTML AA8A00
CMYK 8 21 100 28



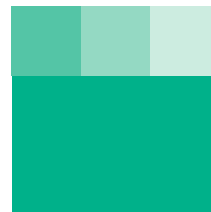
DARK RED
PMS 683
RGB 124 40 85
HEX/HTML 7C2855
CMYK 26 99 12 50

Our bright palette

Use this palette in more informal communications and for undergraduate programs. These colors add a youthful energy and punch.



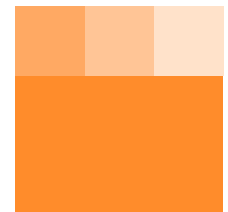
BRIGHT BLUE
PMS 2143
RGB 62 135 203
HEX/HTML 327ABD
CMYK 77 34 0 0



BRIGHT GREEN
PMS 339
RGB 0 179 136
HEX/HTML 00A881
CMYK 84 0 59 0



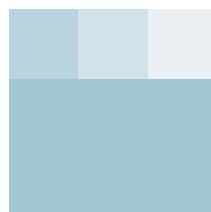
BRIGHT YELLOW
PMS 7406
RGB 241 196 0
HEX/HTML F1C400
CMYK 0 20 100 2



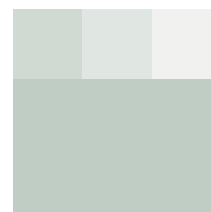
BRIGHT ORANGE
PMS 715
RGB 246 141 46
HEX/HTML E6740A
CMYK 0 54 87 0

Our soft palette

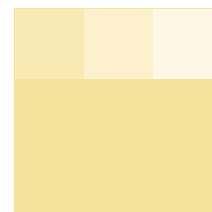
Use this palette as a supplement to the bright and dark palettes. These colors are great for backgrounds, layering, and floods of color.



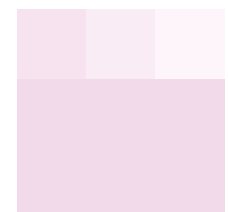
SOFT BLUE
PMS 551
RGB 163 199 210
HEX/HTML B0D0D8
CMYK 35 3 8 7



SOFT GREEN
PMS 5595
RGB 191 206 194
HEX/HTML BFC EC2
CMYK 20 3 17 4



SOFT YELLOW
PMS 607
RGB 235 228 154
HEX/HTML EBE49A
CMYK 3 0 34 0



SOFT PINK
PMS 7436
RGB 238 218 234
HEX/HTML EEDA EA
CMYK 2 14 0 0

Digital Color



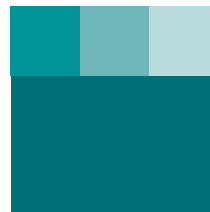
Our digital palette offers similar dark, bright, and soft options as to those used in print. Please reference RGB and HEX/HTML color breakdowns for the most accurate representations.

Note: We have intentionally limited our web palette to ensure consistency, readability and color accuracy. **All web communications should adhere to this adjusted palette.**

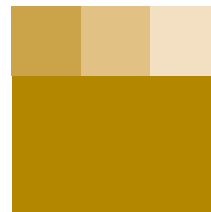
For questions about web color, please email webmaster@simmons.edu.



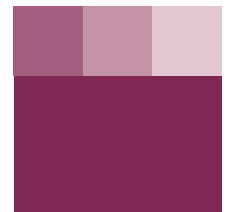
DARK BLUE
PMS 654
RGB 0 58 112
HEX/HTML 003A70
CMYK 100 71 10 47



DARK GREEN
PMS 322
RGB 0 115 119
HEX/HTML 007377
CMYK 97 9 39 34



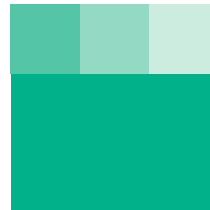
DARK YELLOW
PMS 111
RGB 170 138 0
HEX/HTML AA8A00
CMYK 8 21 100 28



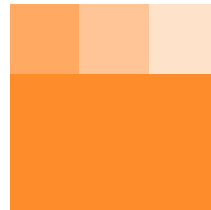
DARK RED
PMS 683
RGB 124 40 85
HEX/HTML 7C2855
CMYK 26 99 12 50



BRIGHT BLUE
PMS 2143
RGB 62 135 203
HEX/HTML 327ABD
WEB LINK COLOR
CMYK 77 34 0 0



BRIGHT GREEN
PMS 339
RGB 0 179 136
HEX/HTML 00A881
CMYK 84 0 59 0



BRIGHT ORANGE
PMS 715
RGB 246 141 46
HEX/HTML E6740A
CMYK 0 54 87 0

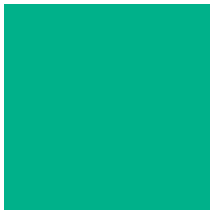


DARK GREY
PMS COOL GREY 11
RGB 83 86 90
HEX/HTML 53565A
CMYK 44 34 22 77

Class Colors



Class colors
Each year, the incoming freshman class is assigned a class color that follows the class through their four years at Simmons.



PMS 339
RGB 0 179 136
HEX/HTML 00A881
CMYK 84 0 59 0



PMS 683
RGB 124 40 85
HEX/HTML 7C2855
CMYK 26 99 12 50



PMS 7406
RGB 241 196 0
HEX/HTML F1C400
CMYK 0 20 100 2



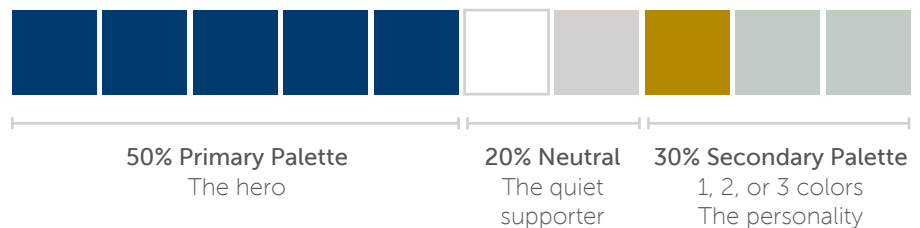
PMS 715
RGB 246 141 46
HEX/HTML E6740A
CMYK 0 54 87 0

Using Color

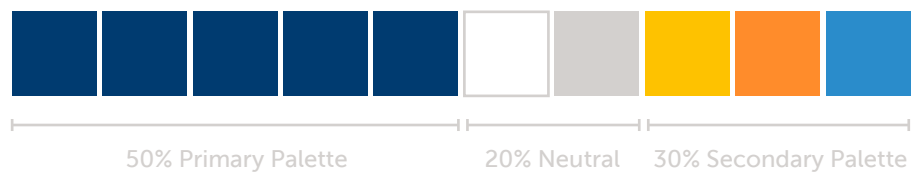


These illustrations demonstrate how we use color. Our Dark Blue is always the hero. Next, select your neutrals — usually a grey with a healthy dose of white. Finally, add personality with colors from our secondary palette.

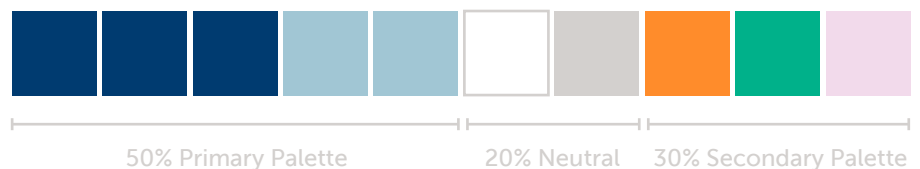
Color can come from many different elements. Floods of color, images with dominant color themes, typography, and infographic elements. Consider all of these elements when creating your color story.



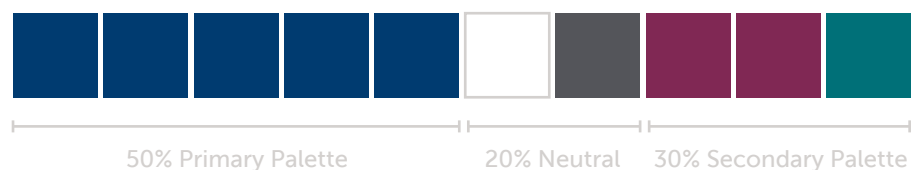
BRIGHT & ENERGETIC — UNDERGRAD



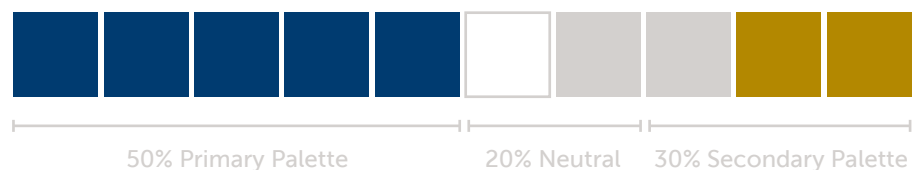
UNEXPECTED & NOSTALGIC — UNDERGRAD



TRADITIONAL & RICH — ALUMNI



COMMENCEMENT

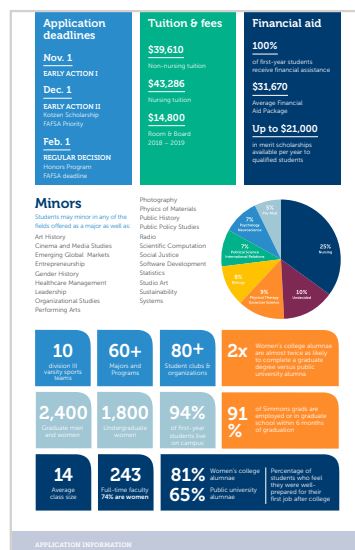
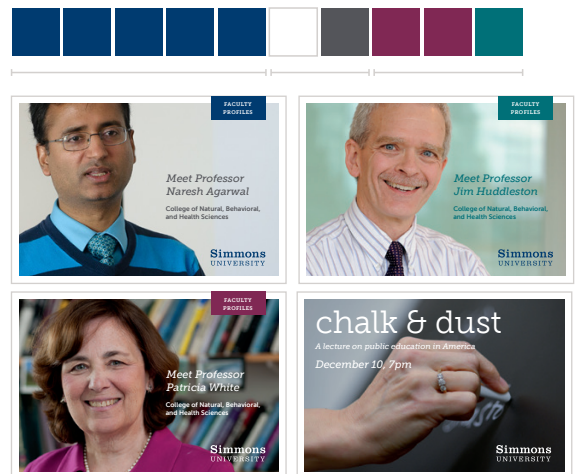


Using Color

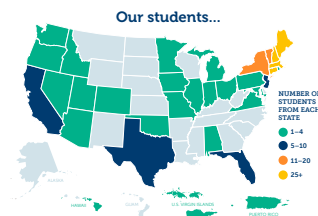
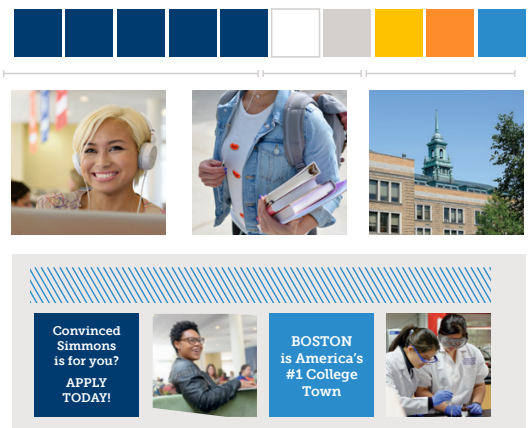
These illustrations demonstrate how we use color to create mood and feel.



TRADITIONAL & RICH — ALUMNI



BRIGHT & ENERGETIC — UNDERGRAD



Typography Overview

|||||

Typography plays an important role in communicating our brand personality. Thoughtful use of typography reinforces our character attributes and ensures consistency across all Simmons University communications.

A B C

abcdefghijklmnopqrstuvwxyz

A B C *Welcome!*

1 2 3 4 5 6 7 8 9 10 * ! ?

undergraduate GRADUATE

100%

Primary Typeface



Museo Sans, Museo Slab, and Museo are our primary typefaces. This versatile font family contains three different styles. It's rounded, friendly, and approachable.

Museo Sans is the workhorse of the group. Beautiful body copy, simple infographics, and easy-to-read numbers make Museo Sans perfect for any communications.

- Museo Sans 100
- Museo Sans 100 Italic
- Museo Sans 300
- Museo Sans 300 Italic
- Museo Sans 500
- Museo Sans 500 Italic
- Museo Sans 700
- Museo Sans 700 Italic
- Museo Sans 900
- Museo Sans 900 Italic

Museo Sans

300 A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

700 A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures 0 1 2 3 4 5 6 7 8 9 0

Special Characters ! " § \$ % & / () = ? ` ; :
¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾
¿ À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã

Calibri NOTE: When Museo Sans is not available for email and other correspondence, Word documents, and PowerPoint presentations, use Calibri.

Formal Typeface



Adobe Caslon offers a traditional conservative typeface that can be used for very formal communications.

Adobe Caslon Regular

Adobe Caslon Italic

Adobe Caslon Semi Bold

Adobe Caslon Semi Bold Italic

Adobe Caslon Bold

Adobe Caslon Bold Italic

Adobe Caslon

Adobe Caslon
Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Adobe Caslon
Italic

*A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z*

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! “ § \$ % & / () = ? ` ; :
ı “ ¶ ¢ [] | { } ≠ ¿ ‘
« » ® † Ω “ ” / ø π • ± ‘
æ œ @ Δ ° ª © f ð , å ¥ ≈ ¢
√ ~ μ ∞ ... − ≤ < > ≥ ∼ > < ◇

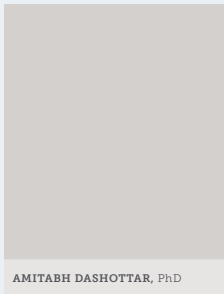
Using Typography



These illustrations demonstrate how we use type to create mood and feel.

LOW
student-to-faculty ratio
10 TO 1
||||||| |

SIMMONS'S SCHOOL OF NURSING



AMITABH DASHOTTAR, PhD

"As a dietitian, I want to help people live better. I want to improve their relationship to their own health. But I can't do that all by myself. So it's such an honor to train the professionals who will be my colleagues. I feel like if I do my job right, my students will go out and change the world."

Our professors practice what they teach.

Simmons's School of Nursing faculty are distinguished experts who practice in their respective fields — and who take great pride in personally mentoring their students. Widely recognized for their expertise and achievements, they serve as leaders and consultants in myriad settings in the U.S. and around the world.

The Simmons Advantage

- Strong, clinically-based graduate programs
- Small, accessible campus in Boston's Longwood Medical Area
- Accredited by the New England Association of Schools and Colleges and by national and regional discipline-specific agencies in the healthcare field

Please be our guest



WHEN Saturday, June 9, 2018 | 7 p.m.-midnight

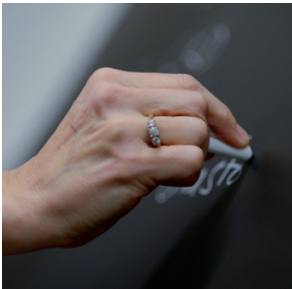
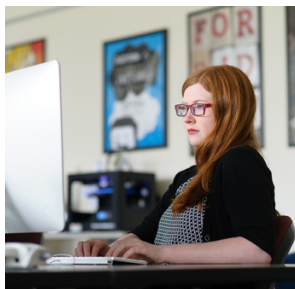
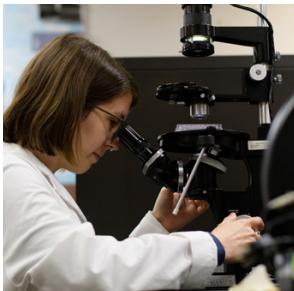
WHERE Simmons University, 300 Fenway | Boston, Mass

Business attire

Photography Overview



Our imagery is warm, friendly, active, and represents the vitality and diversity of the Simmons community.

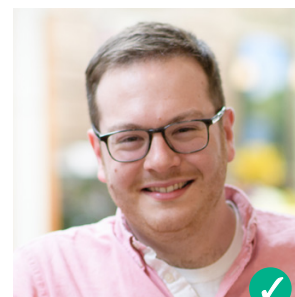
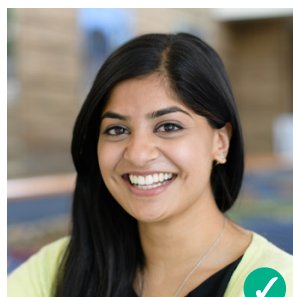
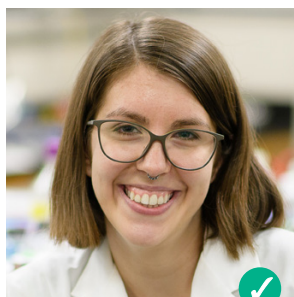


Photography People



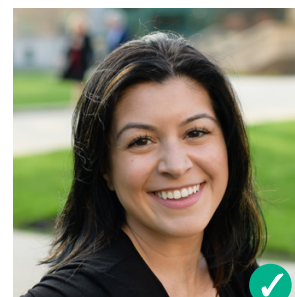
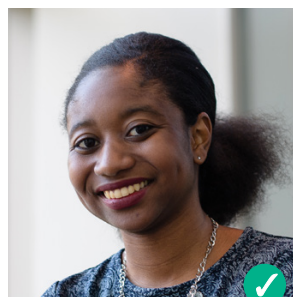
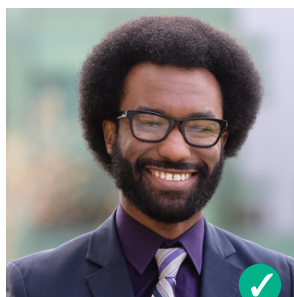
Portraits ARE:

- Warm and friendly
- Taken in natural light
- Close-up
- Clear
- Colorful; clothes are not corporate or stiff



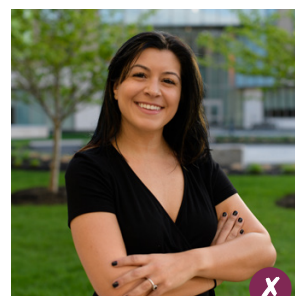
Backgrounds ARE:

- Active
- Offer color
- Blurred back



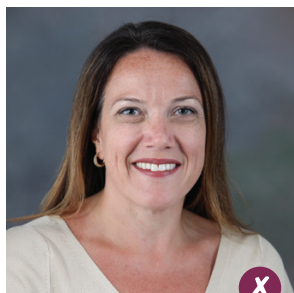
Portraits ARE NOT:

- Stoic
- Overly posed
- Unnatural
- Blurry



Backgrounds ARE NOT :

- A singular color
- A bland backdrop

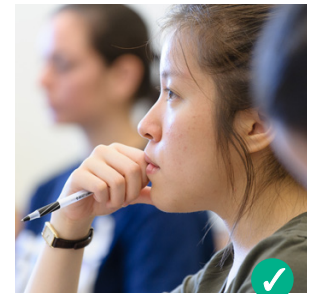
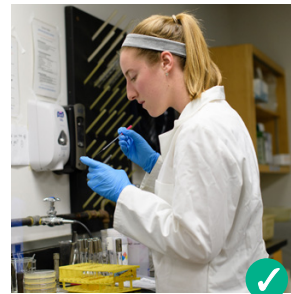
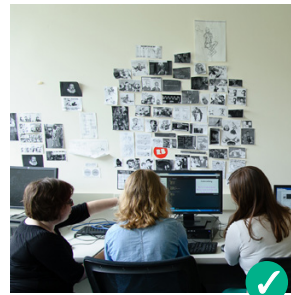
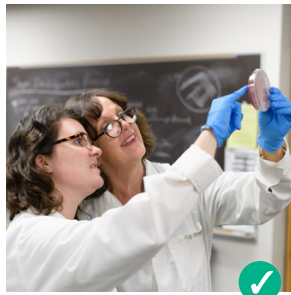


Photography People

|||||

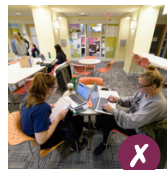
Active Student Learning Imagery IS:

- Warm and friendly
- Diverse
- Taken in natural light
- Active
- Colorful
- Clear



Active Student Learning Imagery DOES NOT:

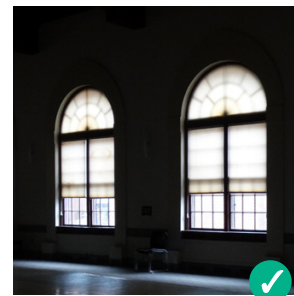
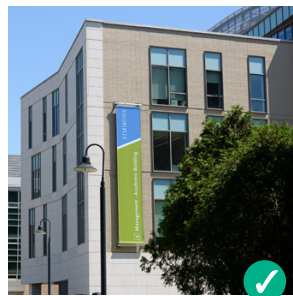
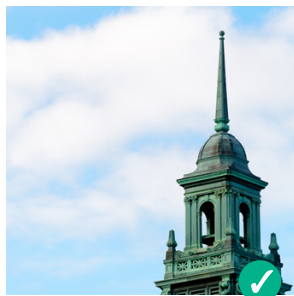
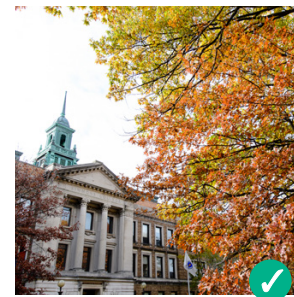
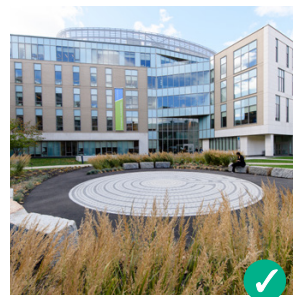
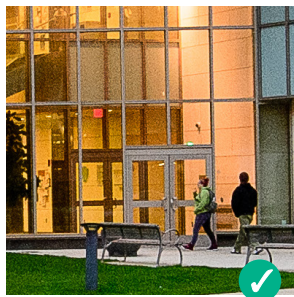
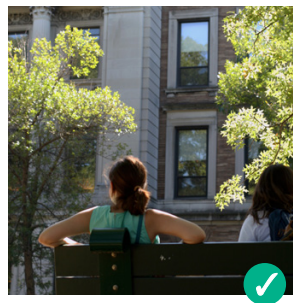
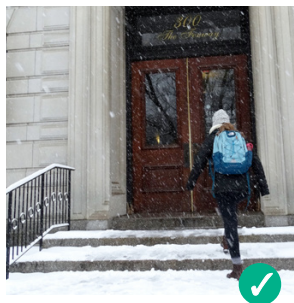
- Use unnatural angles
- Show large lectures
- Show unneeded background details that detract from the moment



Photography Places

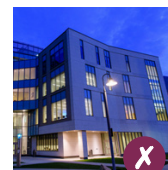
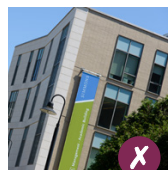
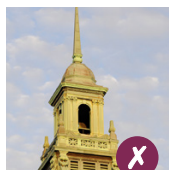
Our Campus Imagery IS:

- Seasonal
- Active
- Colorful
- Naturally lit
- Iconic
- Architectural



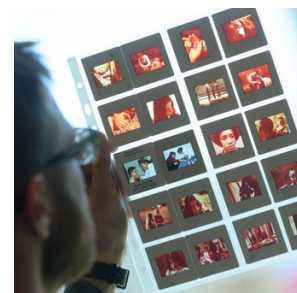
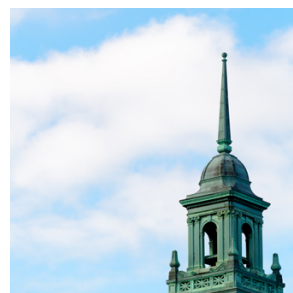
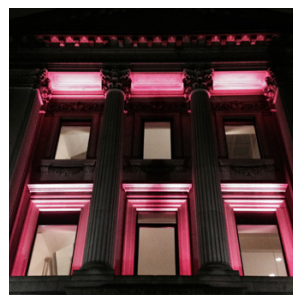
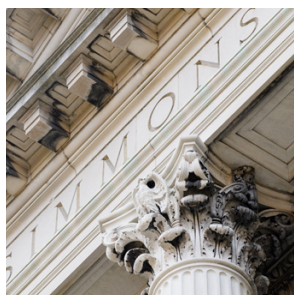
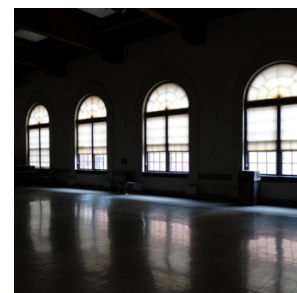
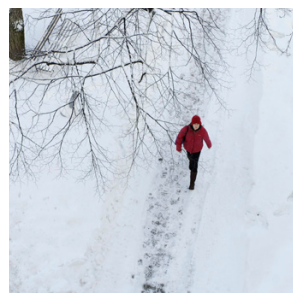
Our Campus Imagery DOES NOT:

- Use unnatural angles
- Use unnatural color



Photography Details

Use thoughtful image cropping to highlights details to convey a visual message.



Using Photography

These illustrations show how we use photography to create mood and feel.

Use scale, repetition, and color to draw in your audience.

NOTE: If you would like to place the Simmons University wordmark or graphic logo over a photo, please contact logo@simmons.edu.

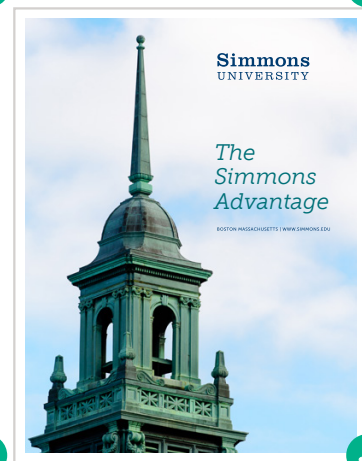
When placing a logo on a photo, sufficient contrast is needed so that you can clearly see the entire logo, and the photo should not be too busy.

Preferred - PMS 654 logo on photo.
Acceptable - white logo on photo.

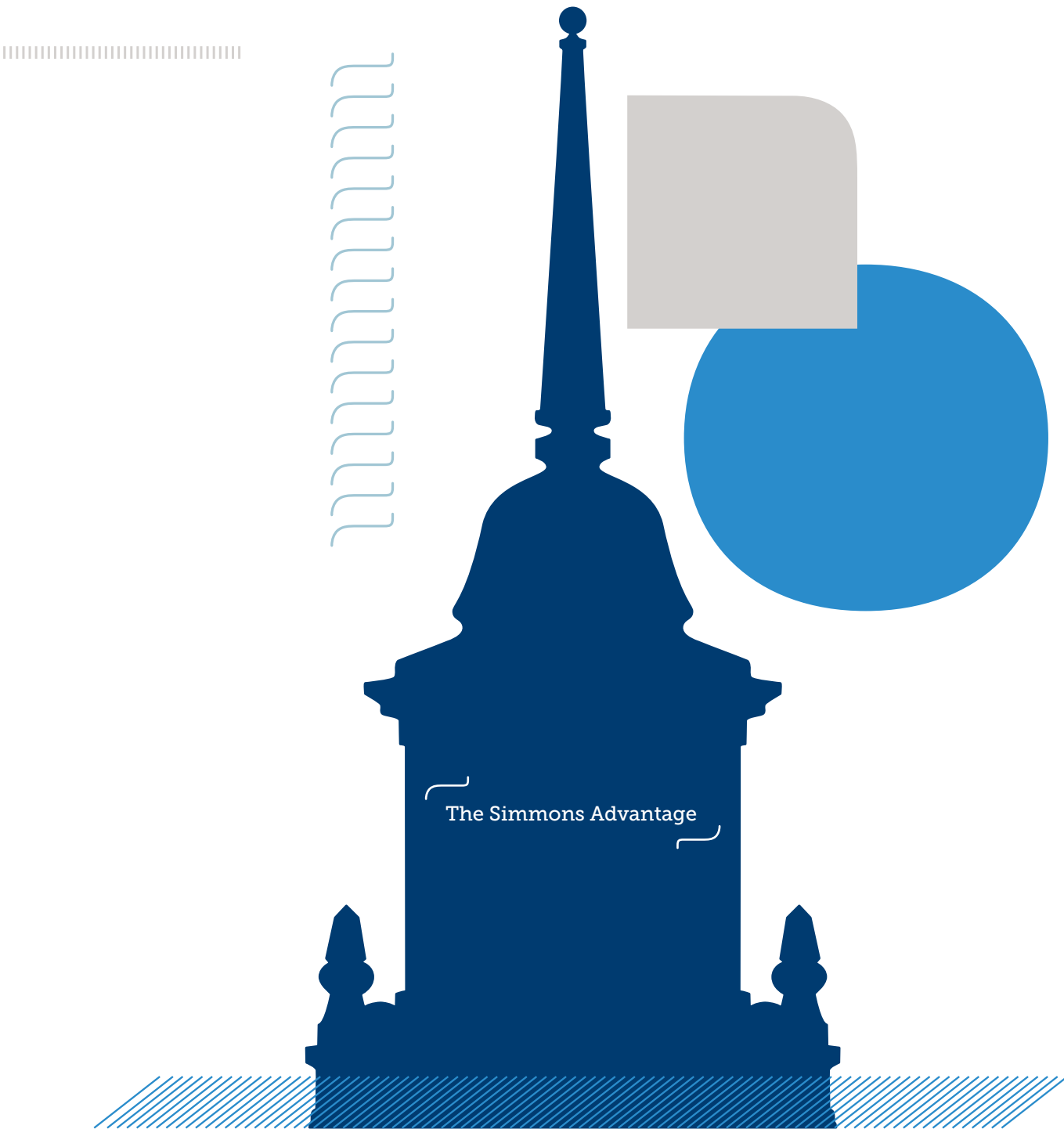
Preferred - PMS 654 band with white logo.
Acceptable - White band with PMS 654 logo.

A transparent band over the photo is also acceptable. Please use at least a 90% opacity.

DO NOT place our logo on any color other than our Dark Blue or white.



Graphic Overview



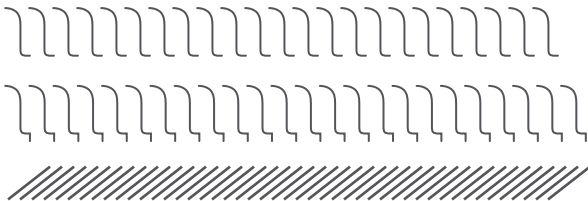
Pattern



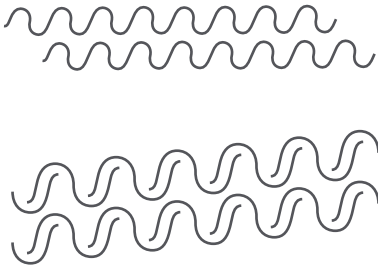
The Simmons pattern palette is based on our wordmark and reminiscent of the architecture and landscape of Boston, The Fenway and our very own administration building.

Use pattern to create character, add texture and incorporate elements uniquely Simmons.

m
n



S



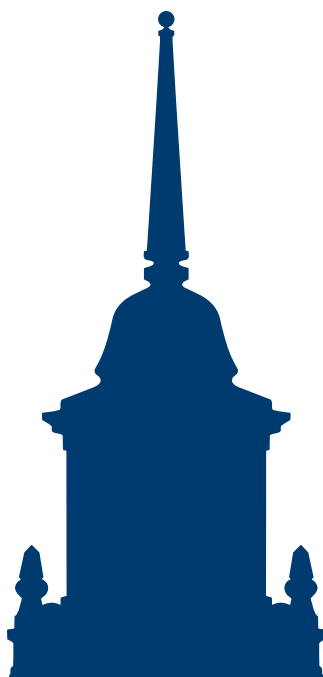
Icons



The Simmons cupola is a recognizable landmark and represents the rich history and tradition of the University.

Use this graphic element to incorporate an architectural element that's uniquely Simmons.

The tree is a piece of our history and is found in our graphic logo. It represents knowledge and growth. Use this element in for formal or academic communications.



Using Graphic Elements

These illustrations demonstrate how we use graphics, type, and color to create mood and feel.

230

Full-time
faculty

1,800

Undergraduate women

4,400

Graduate men
and women

Boston is America's #1 College Town

BOSTON, MASS.
All distances are approximations from Simmons University

Distance	Location	Notes
300k	College graduates in Boston	
5	Schools in the College of the Fenway-Fairway in Boston	
2,300	CDF member institutions	
6m	To Logan International Airport	
.2m	To nearest Metro Station	

[Learn more about CDF: colleges-fairway.org](#)

Convinced Simmons is for you? Apply today!

LEARN MORE
Simmons University
 255 The Fenway
 Boston, MA 02115-5088
 Phone: 617 252-2000
admission@simmons.edu
simmons.edu/undergraduate

VISIT OUR CAMPUS
 Attend an open house
simmons.edu/openhouse
 Schedule an individual visit
simmons.edu/visit

APPLY
simmons.edu/apply

FIND US ON SOCIAL MEDIA

- YouTube: youtube.com/simmonsuniversity
- Facebook: facebook.com/applysimmons
- Twitter: twitter.com/applysimmons
- Instagram: instagram.com/applysimmons

Simmons UNIVERSITY
 BOSTON BRANFORD COLLEGE CT | WINDHAM VT

2014-2015

The Simmons Experience

[illegible]