

BRAND STYLE GUIDE

**BRANDEIS
INTERNATIONAL
BUSINESS
SCHOOL**

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MESSAGE FROM THE DEAN

I am delighted to introduce this new Brand Style Guide. It represents the outcome of a major initiative to distill the essence of our brand and the messages we communicate to all our external and internal audiences. Our tag line – World Ready – conveys the principle of our brand. World Ready describes our faculty, our students and our alumni across the globe. It is an authentic expression of our history as a school, and it represents the values of an increasingly global Brandeis University.

Our verbal and visual messages convey an idea of Brandeis International Business School (IBS) to the audiences we are trying to attract and to serve. If these messages are clear and crisp and applied with discipline, they will reinforce each other, and we will stand out among our peers as a distinctive brand.

I believe that if those entrusted with communications adhere to the principles and standards defined in this Brand Style Guide, we will all be repaid with a greater recognition of our academic stature and our distinctive ability to prepare students to thrive as business professionals in the global economy.

– Bruce R. Magid, PhD, Dean
Martin and Ahuva Gross Chair in
Financial Markets and Institutions

INTRODUCTION TO THE BRANDEIS IBS BRAND STYLE GUIDE

This Brand Style Guide has been created to ensure that Brandeis IBS communications express a unified brand and a consistent set of messages to all our audiences. By adhering to these guidelines we will assure that the school is both recognizable as a part of Brandeis University, and also as an organization with a distinctive identity and mission.

This Guide provides illustrations of the approved use of the Brandeis IBS identity, pre-approved templates and graphic standards that can be adapted to your needs.

Everything you need to express the brand, including files, artwork, templates and supporting material may be found at brandeis.edu/global/brand.

If you have any questions with regard to the content of this Brand Style Guide or additional branding queries, please contact me at 781-736-5206 or parillo@brandeis.edu.

Thank you for your ongoing commitment to, and support of, the Brandeis IBS brand.

– Matt Parillo, Director of Marketing and Communications

**WHAT IS OUR BRAND
IDENTITY?**

OUR BRAND POSITION: WORLD READY

The essence of the Brandeis IBS brand is distilled in our tag line: World Ready.

This phrase succinctly captures the two key attributes that define our school:

- 1) the global perspective and expertise that is deeply woven into our history and our community, and
- 2) the ways we provide our students and alumni with the intellectual tools and cultural experiences they need to make significant contributions in the professional practice of finance, economics and business in a global environment.

The logo consists of a dark blue square. Inside the square, the words "WORLD" and "READY" are stacked vertically in a white, sans-serif, all-caps font. "WORLD" is on the top line and "READY" is on the bottom line, with a small gap between them.

WORLD
READY

OUR BRAND POSITION: WORLD READY

USE IN TEXT: DOs AND DON'Ts

When World Ready appears in text use initial capitals only. It can also appear in ALL CAPS in ALL CAP HEADLINES, but not in ALL CAPS by itself within a headline that is not entirely set in ALL CAPS. It should never be used with "quotation marks" or set in *italics*. When used as a stand-alone tag line in communications, it should be reproduced from an image file, not set in type.



DO

Consistently capitalize World Ready.



Today's economy calls for business professionals who are World Ready.



TODAY'S ECONOMY CALLS FOR BUSINESS PROFESSIONALS WHO ARE WORLD READY.



DON'T

Inconsistently capitalize World Ready.



TODAY'S ECONOMY CALLS FOR BUSINESS PROFESSIONALS WHO ARE World Ready.



Today's economy calls for business professionals who are WORLD READY.



DON'T

Use quotation marks or italics with World Ready.



Today's economy calls for business professionals who are "World Ready."



Today's economy calls for business professionals who are *World Ready*.

OUR BRAND POSITION: WORLD READY

World Ready should be used to communicate the benefits of Brandeis IBS to prospective and current students, to faculty and staff, to employers, to alumni, to donors and to the media.

World Ready Means Global Fluency.

At Brandeis IBS, fluency means having a firm grasp of cultural nuance and subtlety; recognizing the interplay of economic, political and social forces; understanding the dynamics of cross-border commerce; and finding opportunity in volatility across global markets.

World Ready Means World Experts.

Students are challenged intellectually by the prestigious and accomplished faculty of one of the top research universities in the world.

World Ready Means Analytic Rigor.

Students gain experience with sophisticated global financial models and advanced analytical tools, meaning they are ready to add value on day one.

World Ready Means Collaboration.

In today's business world, collaboration produces big pay-offs, and students graduate with the ability to lead diverse teams toward identified goals.

World Ready Means Thought and Action.

A powerful combination of business theory and hands-on practice teaches students to translate insightful thought into meaningful action.

World Ready Means Ready to Add Value.

Students graduate ready to tackle complex challenges and achieve measurable results.

World Ready Means Global Network.

Yes, it's what you know. But it's also who you know. In our diverse campus community, students build a powerful network with a global reach.

World Ready Means World Class.

Our campus is at Brandeis University, one of the world's leading research universities, and located just outside the world-class city of Boston, a thriving international hub for innovation in business, finance, technology and education.

World Ready Means Our World.

At Brandeis IBS you will learn more about how great global organizations ensure ethical business practices, demonstrate cross-cultural sensitivity and integrate environmentally and financially sustainable practices in their communities.

SUPPORTING MESSAGES

The World Ready tag line connects to three supporting messages which serve as organizing principles to guide the writing of school communications: Global Reach, Intellectual Depth and Human Touch.

GLOBAL REACH

- Students come to us from over 60 countries on six continents.
- We prepare global citizens who graduate with knowledge and skills that are highly valued in the global economy.
- The curriculum focuses on the study of global business, finance and economics.
- We have exceptional career services – and a database of 2,000 employers around the world – to help students make connections and learn skills they need for career success.
- Brandeis IBS has more than 2,200 engaged alumni from over 100 countries. The school's vibrant global network allows for intimate personal connections and diverse professional opportunities locally and abroad.

INTELLECTUAL DEPTH

- Brandeis IBS is a part of Brandeis University, one of the world's leading research universities.
- Students engage with a world-class faculty of renowned Thought Leaders and seasoned practitioners.
- Our rigorous academic program is tailored to students' career goals, offering a variety of degree options and specializations.
- Our challenging curriculum forms the foundation for a transformational learning experience which blends academic theory with real-world practice.

HUMAN TOUCH

- Brandeis IBS is a close-knit community of 500 motivated students who respect and celebrate cultural diversity.
- Students prepare for careers in the real world at an institution that emphasizes teamwork across countries and immersion experiences abroad.
- Vibrant clubs provide opportunities for students to gain experience organizing teams and learning vital leadership skills.
- Students graduate with an international network already in place, as their classmates pursue professions around the globe.

BOILERPLATE

On certain external communication pieces it will be necessary to give a succinct overview of Brandeis IBS.

This is boilerplate text:

.....

Brandeis International Business School provides an education grounded in rigorous economic and financial theory and gives students the knowledge, skills and experiences they need to build rewarding lives as citizens and professionals in the global economy. The school is located in close proximity to Boston, Massachusetts, and is part of Brandeis University, one of the world's leading research universities.

.....

NOTE For your convenience, the boilerplate text is available in editable form for use in communications at: brandeis.edu/global/brand, but it is important that it be consistent throughout Brandeis IBS communications, so the language should never be modified in any way.

EDITORIAL VOICE AND TONE

Although different types of communications may call for variations in voice and tone, aim for the overall Brandeis IBS brand to be approachable, straightforward and multicultural.

- **APPROACHABLE**

Brandeis IBS is accessible, inclusive and friendly. Use a professional yet inviting tone that also emphasizes the human touch and the warm, helpful culture of the school.

- **STRAIGHTFORWARD**

Use language, designs and visual cues that are simple, direct and uncluttered. Communicate your message using carefully chosen words that provide a lot of information clearly and succinctly.

- **MULTICULTURAL**

Brandeis IBS is comprised of a diverse community of students from 60 countries. Emphasize and reflect its global and colorful nature. Also avoid idioms that may not be clear to those who are not native speakers of English.

Specific sections within the site or specific communications will stress certain voice characteristics over others. Your primary goal is to engage your particular audience emotionally with relevant content and messages.

EXAMPLE TONE

"At Brandeis IBS, global fluency means more than language. It means having a firm grasp of cultural nuance and subtlety; recognizing the interplay of economic, political and social forces; understanding the dynamics of cross-border commerce; and finding opportunity in volatility across global markets. It means knowing how the world works and being able to thrive in it."

**HOW IS OUR BRAND
IDENTITY EXPRESSED?**

VISUAL IDENTIFIER FAMILY

The visual identifiers are the core of the visual identity for the Brandeis IBS brand. The visual identifier family consists of two components: the Brandeis IBS Wordmark and the Brandeis IBS Signature.

BRANDEIS IBS WORDMARK

This mark serves as the primary branding element and is used on all Brandeis IBS communications. Three separate options of the wordmark are provided to accommodate varying space limitations.

BRANDEIS INTERNATIONAL BUSINESS SCHOOL

BRANDEIS INTERNATIONAL
BUSINESS SCHOOL

BRANDEIS
INTERNATIONAL
BUSINESS
SCHOOL

DO NOT Alter the Brandeis IBS Wordmark in any way.

DO NOT Recreate the wordmark with any font or change the formatting. Always use one of the three options provided (as shown above).

- For examples of how the wordmark should appear in communications materials please see [pages 29-44](#).

BRANDEIS IBS SIGNATURE

The signature will appear on every piece of external-facing Brandeis IBS communications or any materials that warrant an emphasis on the connection to Brandeis University. It does not need to appear on internal-facing communications or when audiences are familiar with the Brandeis University connection.



Brandeis University
INTERNATIONAL BUSINESS SCHOOL

- When joined by the wordmark, the signature will appear in a small size at the lower edge or back side of the piece. For examples of when the signature should be used, and how the signature should appear in relation to the wordmark, please see [pages 14-18](#).
- The signature is also used on select formal communications. For an example list, please see [page 44](#).

- Always use the appropriate identifier file. Identifier files can be downloaded at: brandeis.edu/global/brand.

NOTE If you have questions about use of the visual identifier, consult with your Brandeis IBS contact on [page 56](#).

VISUAL IDENTIFIER FAMILY

CLEAR SPACE

The identifier should have a minimum amount of clear space around it to ensure its integrity and visibility.

A clear area should be created around the identifier that is based on the height of an element within the identifier (marked 'x' in the diagrams below). On all sides of the identifier, the clear space is measured as 'x' from the outside shape.

BRANDEIS IBS WORDMARK

Requires a clear space based on the height of the letter "B" in Brandeis, marked x^1 in the diagram below.



BRANDEIS IBS SIGNATURE

Requires a clear space based on the height of the letter "B" in Brandeis, marked x^2 in the diagram below.



NOTE These regulations apply to all three versions of the Brandeis IBS Wordmark (see [page 13](#) for reference).

VISUAL IDENTIFIER FAMILY

MINIMUM DISPLAY SIZE

In order to maintain legibility and clarity within the visual identifier, the identifier files should never be reproduced smaller than the sizes outlined below. The minimum display size applies to both physical and digital communications.

BRANDEIS IBS WORDMARK

Smallest acceptable height:

DIGITAL B = 6 pixels (px)

PHYSICAL B = 6 points (pt)

B = 6 px/pt
(.111")

BRANDEIS
INTERNATIONAL
BUSINESS
SCHOOL

BRANDEIS IBS SIGNATURE

Smallest acceptable height:

DIGITAL 27 pixels (px)

PHYSICAL 27 points (pt)

27 px/pt
(.375")



Brandeis University
INTERNATIONAL BUSINESS SCHOOL

NOTE These regulations apply to all three versions of the Brandeis IBS wordmark (see [page 13](#) for reference).

VISUAL IDENTIFIER FAMILY

USE IN 1-COLOR COMMUNICATIONS

Display the identifier in color whenever possible. For print communications, it is preferable to use spot colors (Pantone) rather than 4-color process (CMYK).

When color is not an option, the visual identifier should only be shown in 100% black (never a tint of black) or reversed out to white. Please see [page 17](#) for guidance on using the visual identifier in reversed-out white.

BRANDEIS IBS WORDMARK

Always use the supplied 1-color file for black and white reproductions, displayed at 100% black (never a tint of black).

**BRANDEIS
INTERNATIONAL
BUSINESS
SCHOOL**

BRANDEIS IBS SIGNATURE

Always use the supplied 1-color file for black and white reproductions, displayed at 100% black (never a tint of black).



Brandeis University
INTERNATIONAL BUSINESS SCHOOL

NOTE These regulations apply to all three versions of the Brandeis IBS Wordmark (see [page 13](#) for reference).

- Wordmark and signature files can be downloaded at brandeis.edu/global/brand

VISUAL IDENTIFIER FAMILY

USE WITH BACKGROUNDS

Always use the supplied reversed identifier file for reversed reproductions. When placed on a dark background, the identifier should appear in 100% white (never a tint of white).



BRANDEIS IBS WORDMARK

Appears in 100% white (never a tint of white) when used over dark backgrounds.



BRANDEIS IBS SIGNATURE

Appears in 100% white (never a tint of white) when used over dark backgrounds.



NOTE These regulations apply to all three versions of the Brandeis IBS Wordmark (see [page 13](#) for reference).

VISUAL IDENTIFIER FAMILY

DOS AND DON'TS

To ensure proper legibility of the identifiers and consistent expression of the Brandeis IBS brand, the identifier must never be altered, distorted, or recreated.

	BRANDEIS IBS WORDMARK	BRANDEIS IBS SIGNATURE
✓ DO Use the appropriate artwork file.	✓ 	✓ 
✗ DON'T Skew or distort the identifier.	✗ 	✗ 
✗ DON'T Alter the identifier's perspective.	✗ 	✗ 
✗ DON'T Change the color of the identifier.	✗ 	✗ 
✗ DON'T Use with patterns or textures.	✗ 	✗ 
✗ DON'T Alter configuration or size relationships.	✗ 	✗ 

NOTE These regulations apply to all three versions of the Brandeis IBS Wordmark (see [page 13](#) for reference).

LOCK-UPS FOR OFFICES, PROGRAMS, CENTERS AND INITIATIVES

A lock-up is a well-defined relationship between visual components, which are sized and positioned at the correct configuration for all communications. The lock-up may be scaled as a unit but not altered.

Lock-up files are provided for every Office, Program, Center or Initiative at Brandeis IBS. There is one lock-up style shared throughout each category. The name of each appears directly beneath the Brandeis IBS Wordmark.

LOCK-UP FOR OFFICES

BRANDEIS INTERNATIONAL BUSINESS SCHOOL

Office of Administration and
Student Services

LOCK-UP FOR CENTERS

BRANDEIS INTERNATIONAL BUSINESS SCHOOL

Perlmutter Institute for Global
Business Leadership

LOCK-UP FOR PROGRAMS

BRANDEIS INTERNATIONAL BUSINESS SCHOOL

Hassenfeld Fellows Overseas
Immersion Program

LOCK-UP FOR INITIATIVES

BRANDEIS INTERNATIONAL BUSINESS SCHOOL

Latin America Initiative

NOTE Always consult with your Brandeis IBS contact when using the Office, Program, Center, or Initiative lock-ups and always use the appropriate file. The files will contain live (editable) type for the name of any Office, Program, Center, or Institute in the event that updates are needed. It is always recommended to use at least two words per line.

- Lock-up files can be downloaded at brandeis.edu/global/brand.

DO NOT alter the type or change the formatting of the Brandeis IBS Wordmark within the lock-up.

NOTE These lock-ups follow the regulations (clear space, minimum size, etc.) of the Brandeis IBS Wordmark (listed on [pages 14-18](#)).

TAG LINE

The World Ready tag line is represented in a visually consistent way across communications materials, and will appear on most external-facing or brand-focused communication pieces.



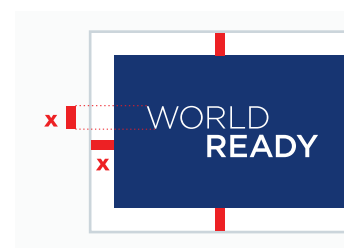
USE WITH BRANDEIS IBS WORDMARK

Always appears to the right of the Brandeis IBS Wordmark. Should be displayed at an equal or smaller size, and anchored to the right edge of any surrounding background shape.



CLEAR SPACE

Requires a clear space based on the height of the letter "W" in World, marked 'x' in the diagram.



MINIMUM SIZE

Smallest acceptable size:

DIGITAL 27 pixels (px) / 12 pixels (px)

PHYSICAL 27 points (pt) / 12 points (pt)



NOTE Always consult with your Brandeis IBS contact when using the tag line, and always use the appropriate file.

- For examples of when the tag line should be used, and how the tag line should appear in relation to the wordmark and signature, please see [pages 20-21](#).
- Tag line files can be downloaded at brandeis.edu/global/brand.

TAG LINE

USE IN 1-COLOR COMMUNICATIONS

Always use the supplied 1-color file for 1-color reproduction in black or another spot color. Never reproduce the tag line in a tint of the spot color.



USE WITH BACKGROUNDS

Use the tag line only over light-colored or photographic backgrounds. It should always be anchored to the right edge of the background.



DOs AND DON'Ts

To ensure proper legibility of the tag line and consistent expression of the Brandeis IBS brand, the tag line must never be altered, distorted, or recreated in communications.

- ✓ **DO** Use the appropriate artwork file and correct configuration.
- ✓ **DO** Comply with **DON'T** guidelines for the Visual Identifier Family on [page 18](#).



NOTE Always consult with your Brandeis IBS contact when using the tag line, and always use the appropriate file.

- For examples of when the tag line should be used, and how the tag line should appear in relation to the wordmark and signature, please see [pages 20-21](#).
- Tag line files can be downloaded at brandeis.edu/global/brand.

PHOTOGRAPHY

Photography is an integral part of the Brandeis IBS brand. Selected photographs should capture the vitality of the Brandeis IBS community, show the diversity of students from all over the world, and focus on groups of students working or socializing together. Photography should communicate the high quality, professional standards of Brandeis IBS without losing the vitality, spontaneity or authenticity of the images.

FLAG PHOTOGRAPHY

Flag imagery is used as a branding element across communications materials, and represents our branding messages. Flag imagery can be used on any print or digital communication as a background element.



DO

Use provided flag photography.



DON'T

Use stock imagery.



- Flag photography files can be downloaded at brandeis.edu/global/brand.

DOCUMENTARY-STYLE PHOTOGRAPHY

Chosen photos are dynamic and authentic (not staged or phony looking). Environments should display interactions rather than individuals in isolation, and should feel warm, supportive, inspired, enthusiastic, motivated and professional.



DO

Use warm, natural, inspired photos.



DON'T

Use posed, static, uninviting photos.



- Documentary-style photography files can be downloaded at brandeis.edu/global/brand.

PRIMARY COLOR

The primary color for Brandeis IBS is Brandeis IBS Blue, which is also the color of Brandeis University. Brandeis IBS Blue is to be used as the prominent color in all communications. The primary color is ideal for use in:

- Headlines
- Large areas of text
- Large background shapes

Always use the designated color values for physical and digital Brandeis IBS communications.

DO NOT use a tint of the primary color. Always use the primary color at 100% saturation.

PANTONE color is used in physical applications whenever possible to reinforce the visual brand identity.

CMYK designation is used for physical applications as an alternative to PANTONE (with the exception of any Microsoft Office documents, which use RGB).

RGB values are used for any digital communications (excluding websites and e-communications), and all Microsoft Office documents (physical or digital).

HEX values are used for any digital communications (excluding websites and e-communications). The value is an exact match to RGB.

WEB HEX values are designated so websites and e-communications can meet accessibility requirements. This compliance will ensure that people with disabilities can use Brandeis IBS online communications. For more about accessibility, visit <http://www.brandeis.edu/acserv/disabilities/index.html>.

- For examples of how the primary color should be applied across communications, please see [pages 30-44](#).

BRANDEIS IBS BLUE

PANTONE 294 C

CMYK 100 | 86 | 14 | 24

RGB 0 | 46 | 108

HEX #002E6C

WEB HEX for use with white backgrounds

#002E6C



SECONDARY COLOR

The secondary color for Brandeis IBS is Brandeis IBS Teal, which is to be used strongly throughout Brandeis IBS communications. The secondary color is ideal for use in:

- Subheadlines
- Call out text
- Smaller background shapes

Always use the designated color values for physical and digital Brandeis IBS communications.

DO NOT use a tint of a secondary color. Always use the secondary color at 100% saturation.

PANTONE color is used in physical applications whenever possible to reinforce the visual brand identity.

CMYK designation is used for physical applications as an alternative to PANTONE (with the exception of Microsoft Office documents, which use RGB).

RGB values are used for any digital communications (excluding websites and e-communications), and all Microsoft Office documents (physical or digital).

HEX values are used for any digital communications (excluding websites and e-communications). The value is an exact match to RGB.

WEB HEX values are designated so websites and e-communications can meet accessibility requirements. This compliance will ensure that people with disabilities can use Brandeis IBS online communications. For more about accessibility, visit <http://www.brandeis.edu/acserv/disabilities/index.html>.

- For examples of how the secondary color should be applied across communications, please see [pages 30-44](#).

BRANDEIS IBS TEAL

PANTONE 5483 C

CMYK 72 | 34 | 39 | 5

RGB 77 | 133 | 141

HEX #4D858D

WEB HEX for use with white background

#008383



ACCENT COLOR

Accent colors are ideal for use in:

- Highlights within areas of text (such as URLs)
- Accent shapes

Always use the designated color values for physical and digital Brandeis IBS communications.

NOTE Accent colors can be applied as tints.

PANTONE color is used in physical applications whenever possible to reinforce the visual brand identity.

CMYK designation is used for physical applications as an alternative to PANTONE (with the exception of Microsoft Office documents, which use RGB).

RGB values are used for any digital communications (excluding websites and e-communications), and all Microsoft Office documents (physical or digital).

HEX values are used for any digital communications (excluding websites and e-communications). The value is an exact match to RGB.

WEB HEX values are designated so websites and e-communications can meet accessibility requirements. This compliance will ensure that people with disabilities can use Brandeis IBS online communications. For more about accessibility, visit <http://www.brandeis.edu/acserv/disabilities/index.html>.

- For examples of how the accent colors color should be applied across communications, please see [pages 30-44](#).

ACCENT RED

PANTONE 208 C

CMYK 32 | 99 | 61 | 26

RGB 141 | 27 | 65

HEX #8D1B41

WEB HEX for use with white backgrounds
#8D1B41

ACCENT YELLOW

PANTONE 7406 C

CMYK 5 | 22 | 100 | 0

RGB 244 | 195 | 0

HEX #F4C300

WEB HEX for use with dark backgrounds
(primary color or darker)
#FFF58C

ACCENT BLUE

PANTONE 543 C

CMYK 34 | 12 | 3 | 0

RGB 164 | 199 | 226

HEX #A4C7E2

WEB HEX for use with dark backgrounds
(primary color or darker)
#A4C7E2

PRIMARY TYPEFACES

The primary typefaces (often referred to as 'fonts') for creative materials are Gotham and Avenir. The typefaces **are always used together** – Gotham for ALL CAPS treatments and Avenir for upper and lowercase treatments. These typefaces are found in software such as Adobe Creative Suite and are often used by designers. They should be used in our communications whenever possible.

NOTE If you do not have these typefaces on your computer and, for materials created in-house, the **alternative is Arial**. This comes pre-installed with the Microsoft Office Suite. Please refer to the Alternative Typeface guidelines on [page 27](#) for more information.

GOTHAM

Always appears in ALL CAPS.

USE FOR titles, headlines, call outs

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR

Always appears in upper/lowercase to provide maximum legibility.

USE FOR text

Avenir Black

abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Heavy

abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Medium

abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Roman

abcdefghijklmnopqrstuvwxyz 1234567890

ALTERNATIVE TYPEFACE

Arial is used as a substitute for both Primary Typefaces. When the use of Gotham and Avenir is not available, Arial is to be used for both ALL CAPS text, as well as for uppercase and lowercase text.

ARIAL

For all uses as an alternative to Gotham or Avenir.

USE FOR titles, headlines, call outs and text

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TYPEFACE USAGE

As a reminder, always use the Primary Typefaces whenever possible. The table below shows when to use the Primary Typefaces vs. the Alternative Typeface.

	PRIMARY TYPEFACES	ALTERNATIVE TYPEFACE
Adobe Creative Suite Programs		
Photoshop	✓	✗
Illustrator	✓	✗
InDesign	✓	✗
Flash	✓	✗
After Effects	✓	✗
Microsoft Office Programs		
Word	✗	✓
PowerPoint	✗	✓
Excel	✗	✓
Outlook	✗	✓

COMMUNICATIONS EXAMPLES

Pages 30-44 show examples of communications pieces following the new branding system.

To maintain the consistency of the Brandeis IBS brand, always match the appearance of these applications as closely as possible when developing new materials.

NOTE Prior to creating new branded materials please contact Matt Parillo, Director of Marketing and Communications
parillo@brandeis.edu.

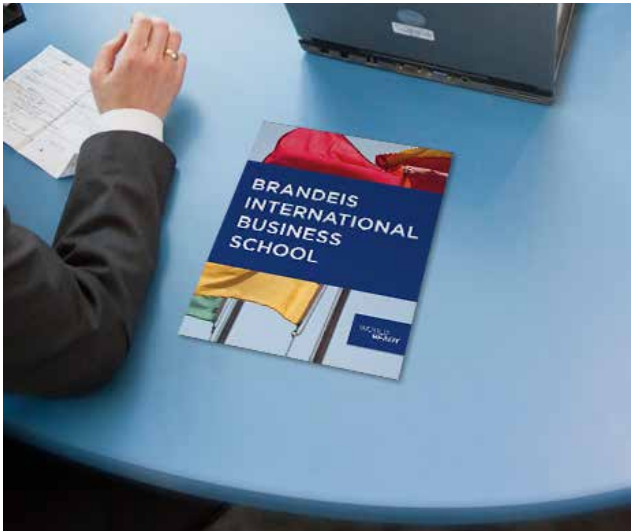
- Select template files, which are illustrated on the following pages, are available for download at brandeis.edu/global/brand.



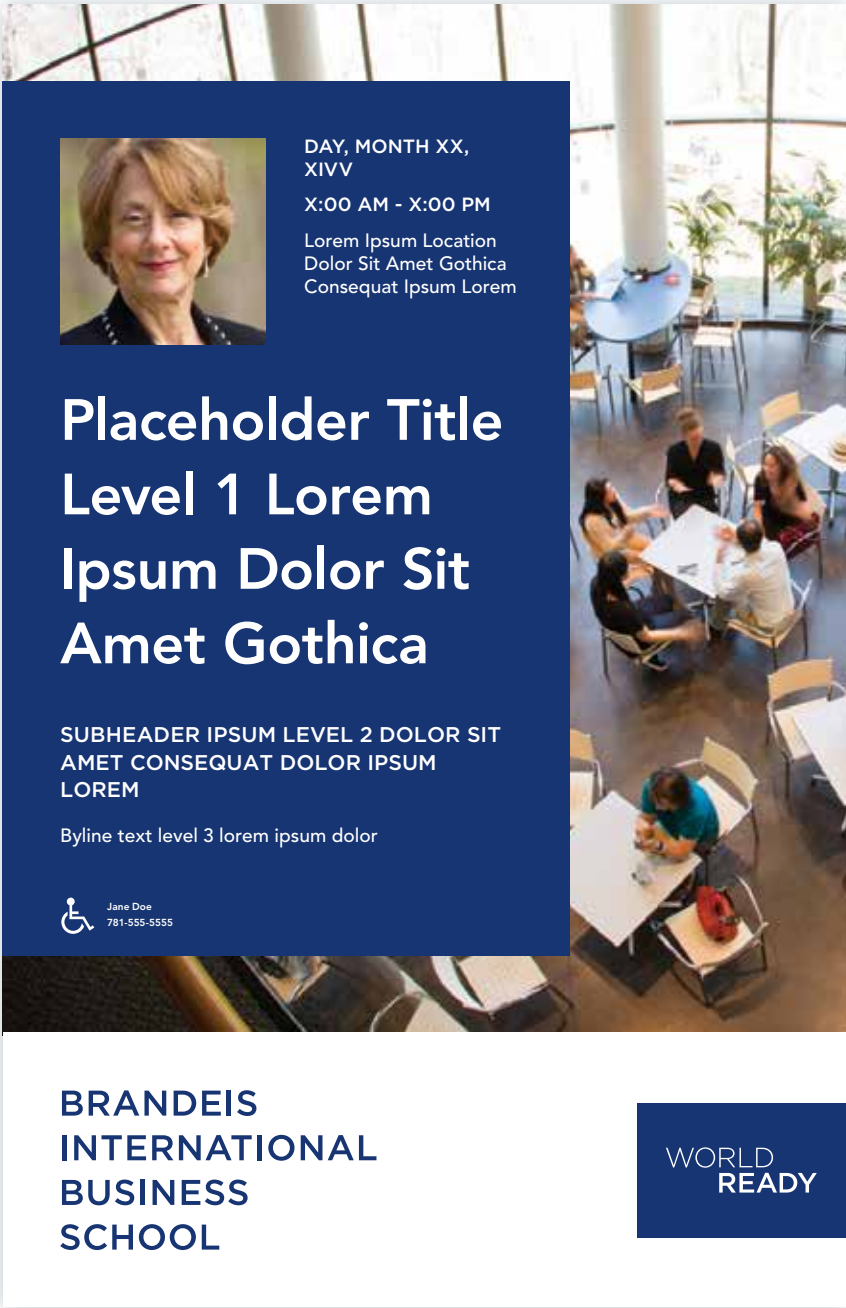
Outside View



Inside View



In Context



In Context

Poster (please note - background image can be used on any poster, or can be replaced with event-specific or brand-related imagery)

BRANDEIS INTERNATIONAL BUSINESS SCHOOL



Document Title

Introduction

Introductory paragraph lorem ipsum dolor sit amet. Cuptature vellaborro ditationet voluptibus etusdant pratus es rem. Itat et ulluptatius.

Mus conemquat pores aut is cusant as aut eaquibus, natur? Tem il excepro rumendae laut et, numquaepel idebis ea verferum ius eos alibusdant as et eosaperume volorerem fugia adi que planis moluptas magnimintia aut doluptio. Ut aut doluptam eario. Ut alit quae que cuptat.



Subhead 1

- List Item
- List Item Long Enough to run 2 lines lorem ipsum dolor
- List Item
- List Item Long Enough to run 2 lines lorem ipsum dolor sit
- List Item
- List Item

Subhead 2

- List Item
- List Item Long Enough to run 2 lines lorem ipsum dolor
- List Item
- List Item Long Enough to run 2 lines lorem ipsum dolor sit
- List Item
- List Item

Subhead 3

- List Item
- List Item Long Enough to run 2 lines lorem ipsum dolor
- List Item
- List Item Long Enough to run 2 lines lorem ipsum dolor sit
- List Item
- List Item

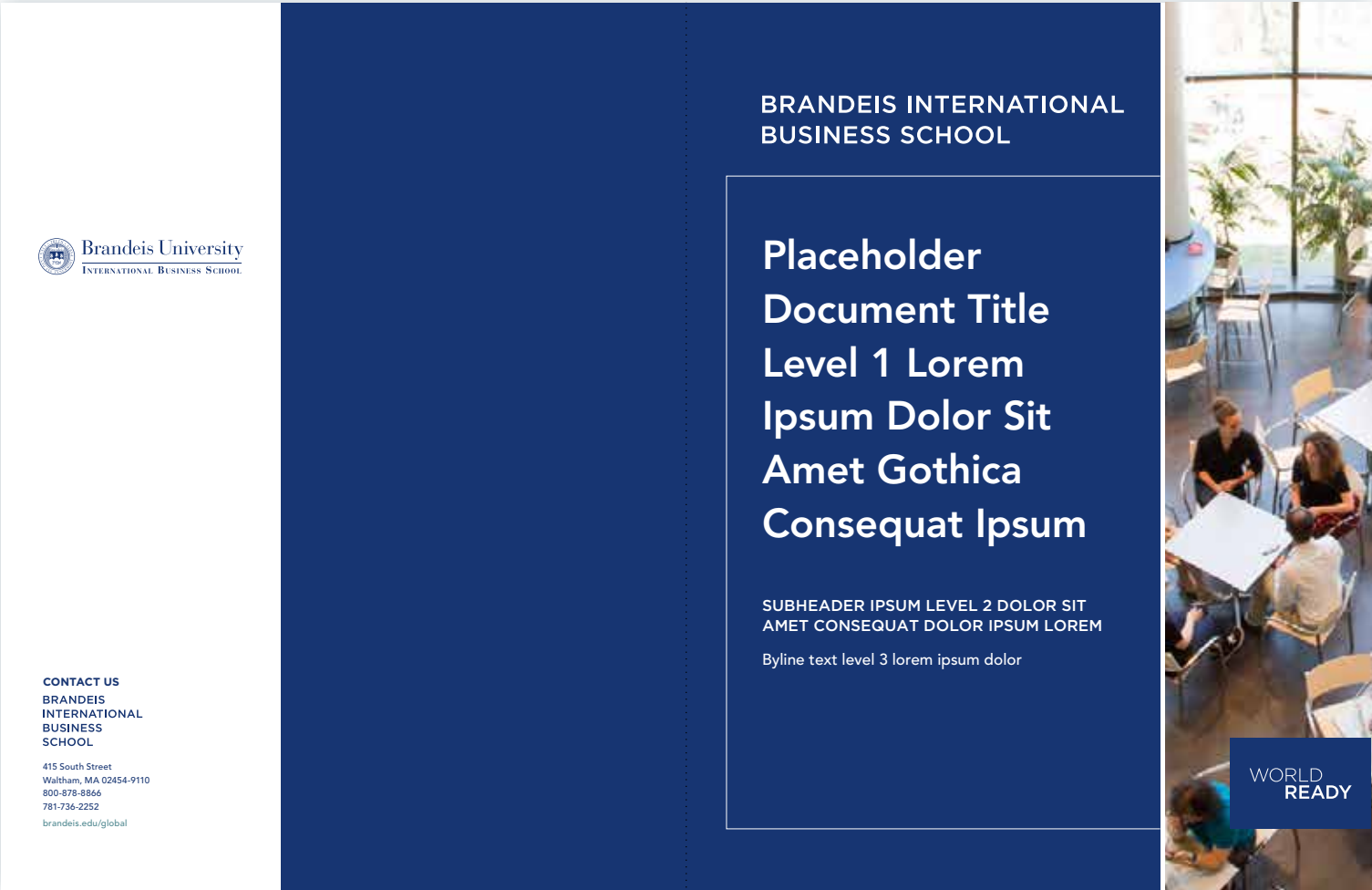
For more information please contact FPO Name
617-555-1212 · fname@brandeis.edu



Brandeis University
INTERNATIONAL BUSINESS SCHOOL

415 South St. Waltham, MA 02454-9110 · 781-736-2252 · ibs@brandeis.edu · brandeis.edu/global

Sample Template Layout




Outside View



In Context


Brandeis International Business School provides an education grounded in rigorous economic and financial theory and gives students the knowledge, skills and experiences they need to build rewarding lives as citizens and professionals in the global economy. The school is located in close proximity to Boston, Massachusetts, and is part of Brandeis University, one of the world's leading research universities.



Brandeis University


INTERNATIONAL BUSINESS SCHOOL

415 South Street Waltham, MA 02454-9110
800-878-8866 | 781-736-2252
xyz@brandeis.edu | brandeis.edu/global



Jane Doe

781-555-5555



DAY, MONTH XX, XIVV
X:00 AM - X:00 PM
Lorem Ipsum Location Dolor
Sit Amet Gothica Consequat
Ipsum Lorem

Placeholder
Document Title Level 1
Lorem Ipsum Dolor Sit
Amet Gothica Consequat
Ipsum

SUBHEADER IPSUM LEVEL 2 DOLOR SIT
AMET CONSEQUAT DOLOR IPSUM LOREM

Byline text level 3 lorem ipsum dolor

BRANDEIS
INTERNATIONAL
BUSINESS
SCHOOL

WORLD
READY

Outside View (please note - cover flag image can be used on any invitation, or can be replaced with event-specific or brand-related imagery)

(area for copy)

(area for copy)

Inside View (inside FPO)



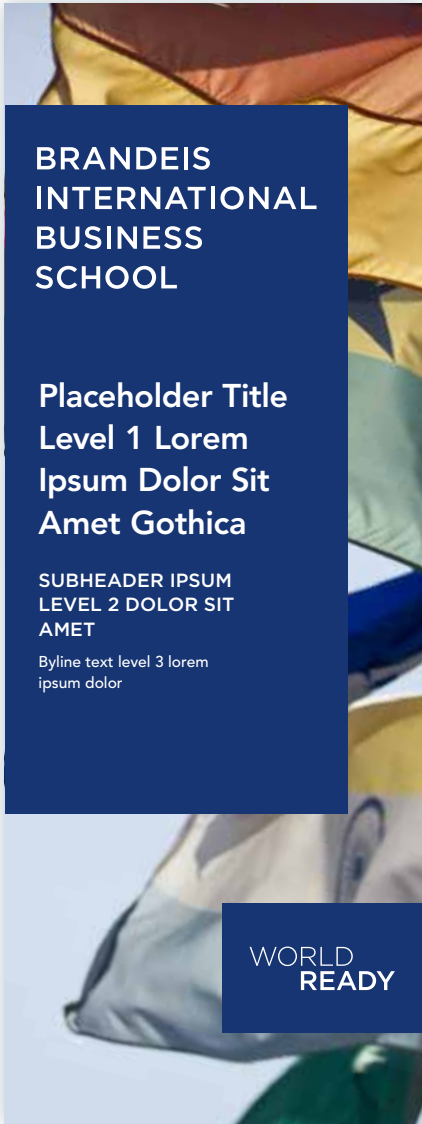
In Context



Outdoor Banner



In Context



Event Banner



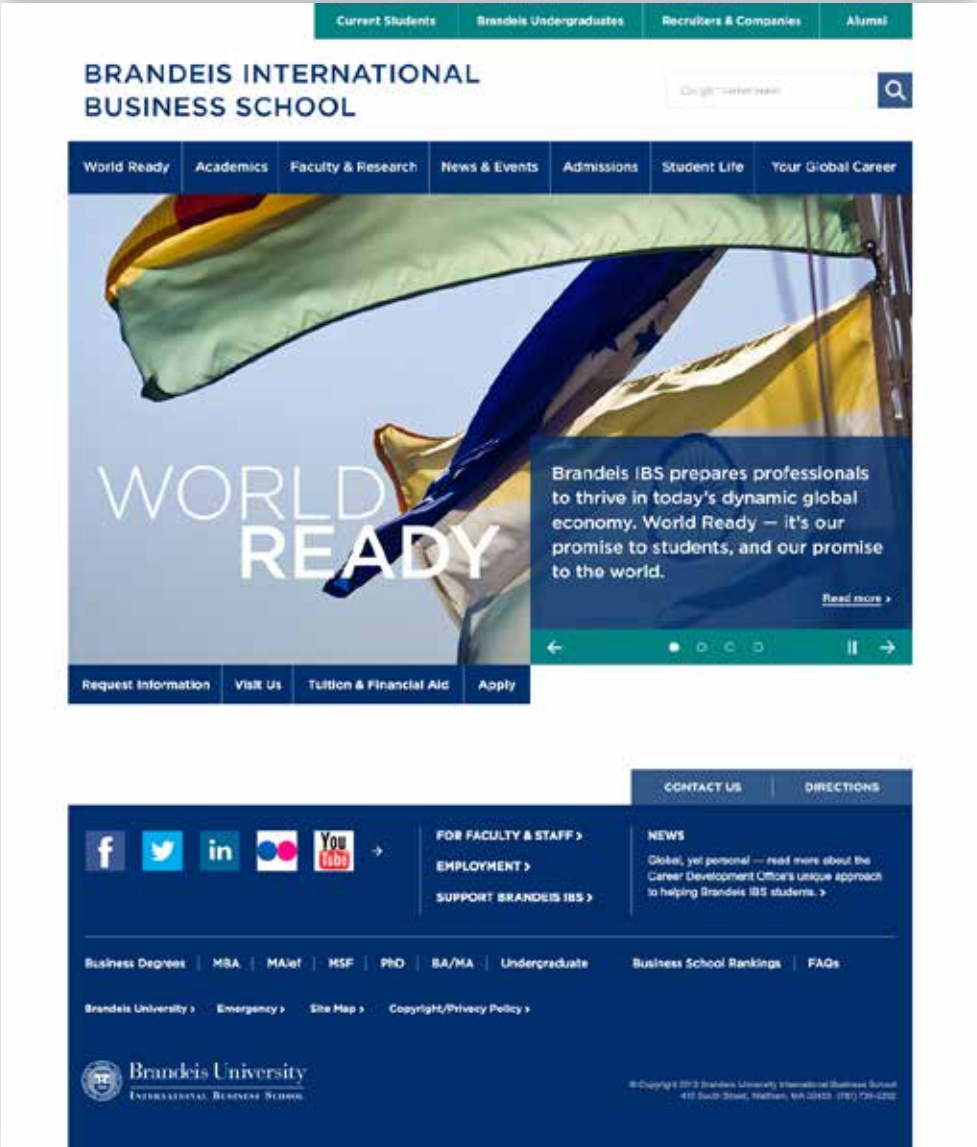
In Context



Podium & Backdrop



In Context



Home Page: Desktop and Tablet View



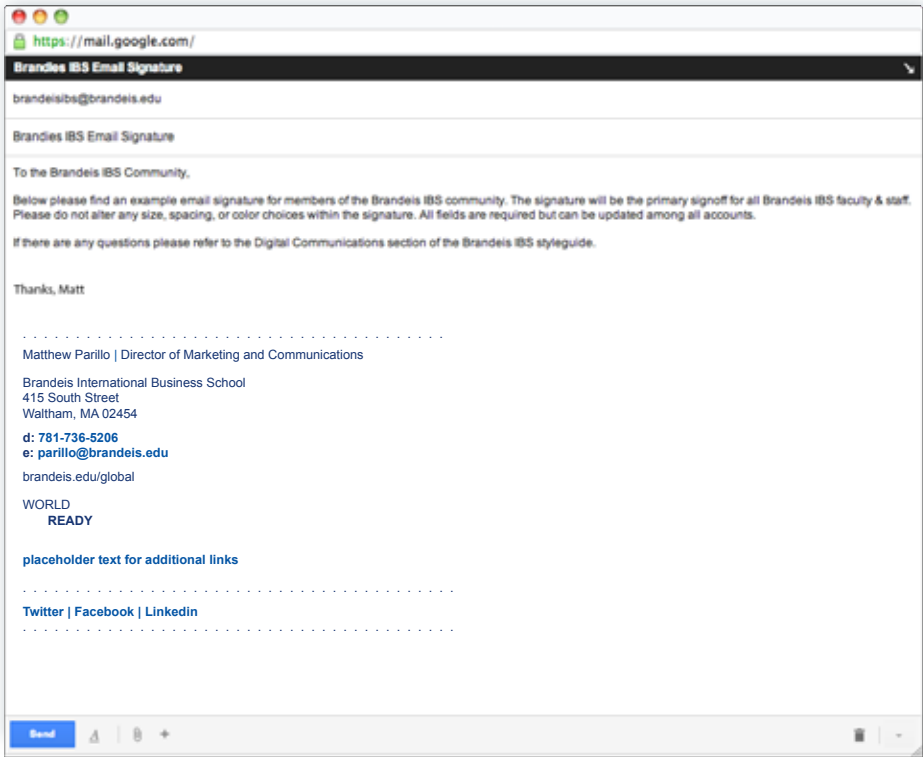
Home Page: Mobile View



Facebook



Twitter



Sample Email with Signature

.....

Matthew Parillo | Director of Marketing and Communications

Brandeis International Business School
415 South Street
Waltham, MA 02454

d: 781-736-5206
e: parillo@brandeis.edu
brandeis.edu/global

WORLD
READY

placeholder text for additional links

.....

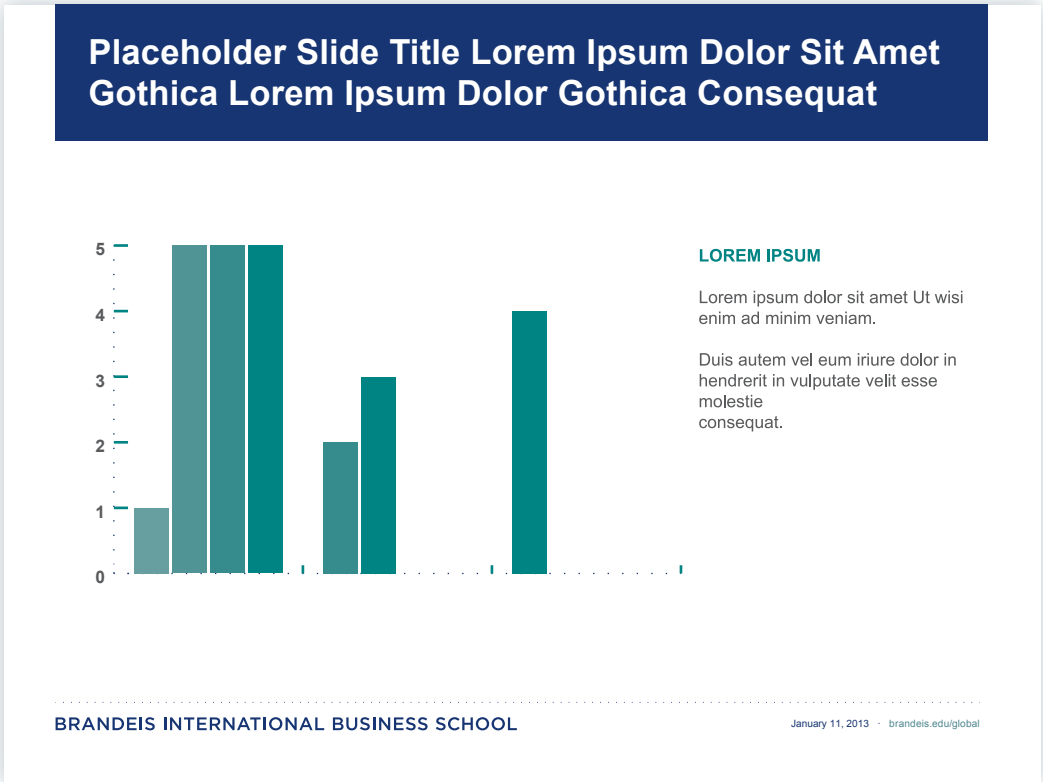
[Twitter](#) | [Facebook](#) | [LinkedIn](#)

.....

Signature




Title Slide




Inner Slide

BRANDEIS INTERNATIONAL
BUSINESS SCHOOL




DAY, MONTH XX, XIVV

Section Title



Placeholder Document Title Level 1 Lorem
Ipsum Dolor Sit Amet Gothica Consequat
Ipsum


Opening few lines of story lorem ipsum dolor sit amet gothica
consequat. Lorem ipsum dolor fpo inline link lorem ipsum dolor
sit amet gothica sit amet lorem ipsum dolor.



Placeholder Document Title Level 1 Lorem
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Ipsum


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Section Title








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sit amet gothica sit amet lorem ipsum dolor.



Placeholder Document Title Level 1 Lorem
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Opening few lines of story lorem ipsum dolor sit amet gothica
consequat. Lorem ipsum dolor fpo inline link.





Brandeis University
INTERNATIONAL BUSINESS SCHOOL

BRANDEIS INTERNATIONAL
BUSINESS SCHOOL

415 South Street
Waltham, MA 02454-9110
800-878-8866 (toll free, U.S.)
781-736-2252 (U.S.)
brandeis.edu/global

In Context

eNewsletter

BRAND STYLE GUIDE This template is available in Constant Contact



Video Opening Screen



Video Closing Screen

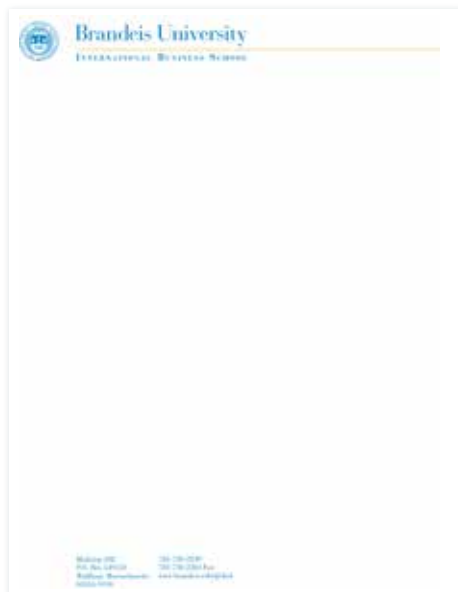
FORMAL COMMUNICATIONS

Select formal communications pieces will not follow the Brand Style Guide regulations, and will instead use the Brandeis IBS signature as the primary branding element.

Formal applications include:

- Stationery
- Business Cards
- Commencement Materials

LETTERHEAD



BUSINESS CARD



ENVELOPE



- The template files featured in this section are available on our branding website at: brandeis.edu/global/brand. For more information please refer to the contact information section of this Guide on [page 56](#).

**WRITING STYLE FOR
BRANDEIS INTERNATIONAL
BUSINESS SCHOOL**

GENERAL WRITING GUIDELINES

1) Use our school name and tag line correctly

- The first reference is always “Brandeis International Business School (IBS),” followed by “Brandeis IBS” (**not** “IBS”).
- When used in body text, our tag line always appears in initial caps: World Ready; when it is used in ALL CAP headlines it may be set in ALL CAPS: WORLD READY. It should never be used with quotation marks or set in italics. Although the tag line is set with READY in bold when it is used as a branding element, it should never be set in bold in text or in headlines.

2) Keep your audience in mind

Consider who will be reading your words: Are they prospective students, current students, parents, alumni, faculty or staff? What are they looking for, where do they live and what do they need? Be sure the tone, language and organization of content is appropriate for our audience from over 60 countries.

3) Be concise

- Remove words or descriptions that don’t add value. Paragraphs should generally be 70 words or less.
- When referring to the URLs of websites, do not include “http://” or “www.”

EXAMPLE: Visit brandeis.edu/global

EXCEPTION: Secure sites, such as for annual giving, should be displayed in full.

GENERAL WRITING GUIDELINES

4) Use active voice

Writing in the active voice is more clear, conversational and engaging than the passive voice.



DO

Every year student clubs organize numerous cultural events.



DON'T

Numerous cultural events are organized every year by student clubs.

5) Use a conversational tone

Avoid jargon and buzzwords like “cutting-edge” or “leverage.” Consider how you would communicate with someone standing in front of you rather than how you would address an audience in a TV or radio ad.

6) Write short descriptive headlines

Use “sentence case,” where you capitalize only the first word and proper nouns, and use only numerals for numbers and single quotation marks.

EXAMPLE: *School launches Latin America Initiative; Upcoming ‘3-Day Startup’ event profiled in Boston Business Journal*

EXAMPLE: Use ALL CAPS to identify popular alternative media forms:
VIDEO - School launches Latin America Initiative.
SLIDESHOW – Future alumni donor dinner raises \$50,000.

7) Punctuation is important

Refer to the Punctuation Guidelines on [page 48](#) for guidance on how to treat degree programs, phone numbers, acronyms and all the other common elements we use in our day-to-day communications.

8) Ask for our help

When questions of style arise that these tips do not address, please consult with the Marketing and Communications team.

PUNCTUATION GUIDELINES

1) Academic degrees

- Formal, first mention: Master of Arts in International Economics and Finance (MA) – Lemberg Program; on subsequent mentions, MA.
- Formal, first mention: Master of Science in Finance (MSF); on subsequent mentions, MSF.
- For MBA and PhD programs, always use MBA, PhD.
- Degrees do not have periods.
EXAMPLE: *He was choosing between an MBA and a PhD.*
- You may also describe a degree informally as a “master’s degree” with no capitalization or abbreviation.
EXAMPLE: *Samuel has a master’s degree in finance.*
- When identifying a graduate’s academic background, include a degree abbreviation and class year with a comma after the person’s last name and between degrees (for individuals with multiple degrees).
EXAMPLE: *Among the specialists selected to serve on the committee were Gavin Gallagher, ’10, MBA ’12 and Rosa Gomez, MA ’11.*
- A year without degree abbreviation refers to a Brandeis undergrad degree.
EXAMPLE: *Anne Smith, ’07, MA ’11*

2) Acronyms

- Spell out acronyms the first time you use them on a page, followed by the acronym in parentheses.
EXAMPLE: *The International Marketing Club (IMC) hosts numerous events every year.*

PUNCTUATION GUIDELINES

2) Acronyms (*continued*)

- Common acronyms (e.g., CNN, VP, etc.) do not need to be spelled out on first reference.

EXAMPLE: *Virginia Rometty is the first female CEO of IBM.*

3) Capitalization of common higher-education words

- Capitalize the full names of schools, buildings, centers and offices, but not unofficial or generic names.

EXAMPLE: *The Career Center, the career center. Brandeis University; the university.*

- Capitalize course names and specializations but not subjects in general.

EXAMPLE: *Econometrics II; finance class; the International Business specialization.*

- Capitalize academic titles only when used as part of a name.

EXAMPLE: *Professor Murakami; Yoshi Murakami, professor of economics.*

- *Alumna* is the singular, feminine form, and *alumnus* is singular masculine. *Alumnae* is the plural for a group of only women, while *alumni* is the plural for a group of men only or both genders.

4) Numbers

- Spell out whole numbers from zero through nine; use numbers for 10 and above.

EXAMPLE: *It's been seven years; it's been 25 years.*

EXCEPTION: The number begins a sentence.

Twenty-four people attended the event.

- In phone numbers, separate the numbers with hyphens.

PUNCTUATION GUIDELINES

4) Numbers (*continued*)

- Spell out ordered numbers from first to ninth, and use numerals for 10th and above. Do not use superscripts.

EXAMPLE: *We won first place! Thunderbird finished 19th.*

5) Apostrophes, hyphens, dashes, commas and more

- Add apostrophe-s ('s) only to singular common nouns that don't end in an s.

EXAMPLE: *My classmate's textbooks.*

- For words that end in "s" add only an apostrophe (s') rather than apostrophe-s (s's).

EXAMPLE: *The United States' economy; Brandeis IBS' curriculum; the students' textbooks.*

- Hyphenate compound modifiers that precede their noun.

EXAMPLE: *Full-time job; He works full time.*

- A serial comma (a comma before a coordinating conjunction like *and*) should only be used to join items in a series that are bundled in longer phrases.

EXAMPLE:

We emphasize rigorous analysis, diversity and close connections.

vs. We emphasize rigorous analysis of financial and economic markets, cultural diversity in a constantly-changing global landscape, and close connections between faculty and students on campus.

- For dashes, use an en dash (–) with spaces before and after.

EXAMPLE: *The school's curriculum – oriented toward the study of global business – accounts for developments in the fast-moving world economy.*

- Use a single space after a period at the end of a sentence.

- Punctuation is always inside the quotation mark.

EXAMPLE: *He talked about "a brand new class," but it had been around for years.*

PUNCTUATION GUIDELINES

6) Style for media

- Put quotation marks around titles of books, movies, songs, radio/TV programs, speeches, etc., except for reference works.

EXAMPLE: *"Risk, Uncertainty, and Profit." The Penguin Dictionary of Economics.*

- Do not capitalize an initial *the* in the names of newspapers, magazines and websites.

EXAMPLE: *Yesterday, I read the Wall Street Journal, the Boston Business Journal and the New York Times.*

7) Time/Dates

- Do not abbreviate names of months in running text.

EXAMPLE: *Maria graduated in December 2010.*

- Use a.m. and p.m. (lowercase with periods) to indicate the time of day.

EXAMPLE: *7 a.m.*

- Use cardinal numbers (1, 2, 3...) for specific dates.

EXAMPLE: *August 20 is the day of our first meeting.*

ONLINE WRITING GUIDELINES

These guidelines will be covered more fully in the Content Management System (CMS) training and the CMS manual. They introduce key concepts for publishing content for our website and emails.

1) Make content 'scannable'

Readers scan web pages and emails before they read. Include elements that improve the experience, like relevant headers, links, highlighted text, graphics, captions, call out boxes and pull quotes. Bulleted lists are easier to scan and read than full paragraphs. If you are listing three or more items, use a bulleted list. For instructions or long lists, use numbered lists for easy reference.

2) Use our keywords

Our goal is for users to discover us through Google and Brandeis IBS' internal search. The choice of words and phrases we use will support our search engine optimization (SEO) efforts, improving the chances users will find our content ('findability'). It's essential for SEO that we use the same words and phrases our readers use. Refer to the SEO section of our CMS manual for a list of suggested keywords when creating content, page titles, headers, list items and links.

3) Create highly relevant web page titles

Your web page title is the single most important piece of content for SEO. It appears at the top of web browser windows and as the link text in search engine results. The words you use in your page titles help both search engines and people understand the topic of the web page. Put the important keywords at the beginning and use only 65 characters (not words) or less.

4) Be a link master

- *Link!* When additional useful, relevant and appropriate content exists elsewhere – on or off our website – link to it. Instead of repeating information that already exists, link to this content as well.

ONLINE WRITING GUIDELINES

4) Be a link master (*continued*)

- *Make links descriptive.* Avoid generic ones like: “Click here,” “Learn more,” “Download.” Instead write ones like: “Review our specializations” or “Donate to the annual fund.”
- *Be consistent.* Many sites use the same link more than once – especially with internal links. As such, it's important to be consistent when describing repeated links. Otherwise, users will be confused by different references to the same content.

EXAMPLE: Linking “education abroad” and “study abroad” to the same page may cause users to question what it is they should be looking for and whether they’re reading the right information.

- *Avoid over-linking.* Links enhance usability, but if there are too many they can hinder readability. As a general rule, scale back links if they become a visual distraction. It's also best not to duplicate links on a single page.

5) Be mindful of accessibility

- Adhere to our guidelines for physical accessibility in this document on [page 54](#) and website accessibility in your CMS training manual.

6) Get trained

- These and other topics will be covered in CMS training and found in the CMS manual. It will help you understand what you need to make your content shine.

USE OF DISCRIMINATION AND DISABILITY STATEMENTS

Any Brandeis University publication used for the recruitment of students, faculty or staff must include the following statement:

It is the policy of Brandeis University not to discriminate against any person on account of race, color, ancestry, religious creed, gender, national or ethnic origin, sex, sexual orientation, age, genetic information, disability, veteran status, or any other category protected by federal or state law. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Vice President of Human Resources, Bernstein-Marcus building, 781-736-4464.

Any publication announcing a university-sponsored event, whether or not it is open to the public, must include the following statement for those persons who may need reasonable accommodation because of a disability. If the venue is entirely accessible, the wheelchair symbol, used alone, is sufficient indication. If not, and prior arrangements must be made by persons needing assistance, the wheelchair symbol and a contact person's name and phone number must appear on the publication.



Jane Doe
781-555-5555

Any course catalog must include section 2B of chapter 151C of the Massachusetts General Laws. Section 2B of chapter 151C of the Massachusetts General Laws provides that: "Any student [...] who is unable, because of his religious beliefs, to attend classes or to participate in any examination, study or work requirement on a particular day shall be [so] excused..., and shall be provided with an opportunity to make up such examination, study or work requirement that he may have missed because of such absence on any particular day; provided, however, that such makeup examination or work shall not create an unreasonable burden upon such school. No fees of any kind shall be charged...for making available to the said student such opportunity. No adverse or prejudicial effects shall result to any student because of his availing himself of the provisions of this section."

CONTACT INFORMATION

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For overall brand related questions including style,
brand assets and messaging, please contact:

Matthew Parillo
parillo@brandeis.edu

For copywriting questions regarding editorial voice
and tone, please contact:

Samantha Mocle
srlawsky@brandeis.edu