

Academic Brand Style Guide

VERSION 2.1 | APRIL 2022



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This style guide is a living document, subject to change as the brand develops.



Welcome to the Thomas Jefferson University brand style guide

Powered by the legacies of Philadelphia University and Thomas Jefferson University, we have created a national comprehensive university, designed to address the evolving needs of higher education and our world. Along with this new era of possibility, comes a new look and voice for our academic brand.

The Jefferson brand is more than a name, a logo, a mascot, or school colors.

It's what students, faculty, alumni, industry partners, peers and the public think, feel and respond to when they encounter anything and everything Jefferson. This document outlines the systems and communication elements that will help us execute that brand and ensure its strength, cohesiveness and consistency.

To obtain assets, please visit: [Jefferson.edu/Brand](https://jefferson.edu/Brand)



section
01

academic

brand

overview

Jefferson Brands

Thomas Jefferson University and Jefferson Health comprise Jefferson's Flagship brands. This documents covers the academic brand.

FLAGSHIP BRANDS



WHAT WE BELIEVE

The look of our academic brand has evolved, but the things we care about remain the same.

MISSION

We improve lives by providing students with exceptional value in 21st century professional education.

VISION

We are reimagining health, education and discovery to create unparalleled value.

VALUES

Put people first. Be bold and think differently. Do the right thing.

Academic Brand Architecture

With our exciting possibilities, comes a responsibility to our name. Given this new combination, it is important that how we reference our brand is consistent across all communication and materials.

NAME ORGANIZATION

FORMAL UNIVERSITY NAME

Thomas Jefferson University

COMMON USAGE

Jefferson

HONORS

Philadelphia University Honors Institute of Thomas Jefferson University

Positioning

After extensive qualitative research, perception studies, alignment on strategic priorities, and review of quantitative research results, we established the following unique positioning statement and accompanying proof points to encapsulate Jefferson and serve as the point of reference for all brand efforts.

UNIQUE POSITIONING STATEMENT

Redefining *Humanly Possible*

Proof Points

CONSCIENTIOUS SOLUTIONS SEEKERS

We are a community of focused, driven and skilled individuals who see infinite opportunities that stem from collaboration.

CONDITIONED FOR THE UNCONDITIONAL

It's not just what we do, but how we do it. Our process prepares faculty and student leaders for industry changes, while giving them the tools to lead the change.

HISTORICALLY FORWARD-THINKING

We have a legacy of visionary, yet purposeful change, and will always pursue meaningful progress in new and sometimes unexpected ways.

WE IMPROVE LIVES

Our motivation stems from the idea that each of us can make a positive impact on individuals, communities and our society—with our single common goal: enhancing lives.

Tone

Our tone is the personality of our brand. It is how we talk and how we are perceived by our audiences. Depending on the goal of our communication and its intended audience, certain tone words will be more relevant and therefore should play a heavier role in the personality of the piece.

tone words

VISIONARY – As in pioneering but not pretentious

CEREBRAL – As in analytical and intuitive but not lofty or highbrow

EMPATHETIC – As in humane and understanding but not overly sensitive or affectionate

APPROACHABLE – As in honest and transparent but not over-familiar

FOCUSED – As in resilient but not obsessive

CONNECTED – As in cohesive and committed but not inseparable

DRIVEN – As in ambitious and persistent but not inflexible or hardheaded

section
02

logo

Our Academic Brand

LOGO COMPONENTS



REQUIRED DONOR ACKNOWLEDGMENT LINE

The required Sidney Kimmel Donor Acknowledgment Line brands the nexus of Jefferson and the medical college, and acknowledges the generous gift. All communication, in whatever form, from Jefferson shall include the line “Home of Sidney Kimmel Medical College” either with the logo as shown below or in another prominent location. To avoid consumer confusion, materials for individual colleges do not include this line.



Logo Color Options

People notice visuals before they ever read a word. That's why it's critical for our logo to always be used precisely and consistently. **Below are the only acceptable color options.** Select positive or reverse artwork for achieving the best contrast between the logo and background. Backgrounds include not only printed or applied color, but also colored paper stock, plastics, fabrics, or video.

1-color versions of the logo may be used only when reproduction methods will not allow for full color usage (e.g. silk-screen printing, embroidery, one- or two-color offset printing, etc).



Full Color Positive
PREFERRED



Full Color Negative/Reversed
PREFERRED



Solid PMS 282 (for use on one and two color pieces when full color isn't possible.)



Solid PMS 2915 (for use on one and two color pieces when full color isn't possible.)



Solid Black (for use on one and two color pieces when Jefferson Deep Blue PMS 282 isn't available and full color isn't possible.)



Solid White (for use on single-color pieces when PMS 2915 or full color isn't possible.)

Logo Configurations

Use of the logo requires approval by Brand Management. For information, please visit Jefferson.edu/Brand.

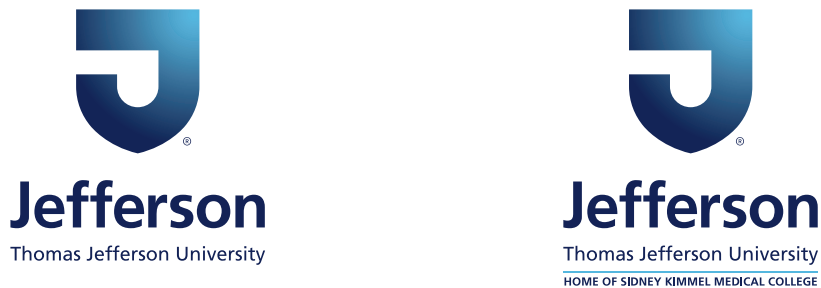
HORIZONTAL (PREFERRED)

This format is the standard for advertising, stationery and most communication.



VERTICAL SPECIALTY LOGO

For special use such as invitations, promotional gift items, displays, vertical banners, etc, a special vertical format was created.



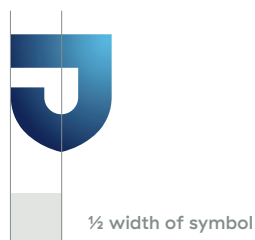
Clearspace

We must preserve the integrity of the Jefferson logo through legible size and adequate space around the logo.

Clearspace is the area surrounding a logo that must be kept clear of any text, graphic elements, page trim, etc. For the best visual impact, always allow for generous space around the logo. Minimum clearspace for the horizontal and vertical configurations is $\frac{1}{2}$ the width of the symbol as shown below.

Jefferson department, program, and entity names must not be placed in proximity to the logo so as to suggest that they are part of the logo lockup. If necessary to include, these names must be completely separate from the logo.

The name in the logo must never be repeated in the headline or other prominent feature of the piece.



Misuse



DO NOT alter the color breaks of the logo



DO NOT use a logo found online. EVERY use of a Jefferson trademark must be approved by Jefferson Brand Management. Visit Jefferson.edu/Brand.



DO NOT use substitute colors



DO NOT print the full color logo in black



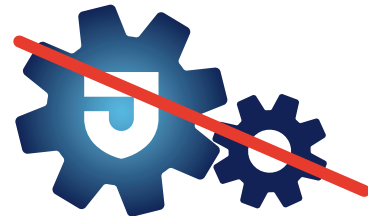
DO NOT create custom logos/brands



DO NOT place additional text adjacent to the logo



DO NOT use the shield symbol as a substitute for the logo



DO NOT create a variation of the logo



DO NOT use the Full Color Positive logo on backgrounds other than white



DO NOT use the logo on backgrounds that do not provide sufficient contrast



section
03

type

Typography

The Thomas Jefferson University brand uses three main typefaces: GT Sectra Fine, GT Haptik and Museo Sans. All primary brand communication should utilize these three typefaces. For use in templates or correspondence, commonly available Georgia and Trebuchet may be used. These are not substitutes for the brand typefaces.

BRAND TYPE PALETTE

GT Sectra Fine (headline)

GT Haptik (headline)

Museo Sans (body text)

LOW VISIBILITY CORRESPONDENCE/TEMPLATES

Georgia (headline)

Trebuchet (body text)

GT Sectra Fine - Headline Copy

This contemporary serif typeface combines broad calligraphy strokes with thin precise lines to create elegant yet futuristic forms. GT Sectra is the primary headline and emphasis typeface for the Jefferson brand. Whether used as a standalone or paired with a secondary typeface, GT Sectra will draw the focus of our compositions.

GT SECTRA FINE BLACK

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

GT SECTRA FINE BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

GT SECTRA FINE MEDIUM

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

GT SECTRA FINE BOOK

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

GT Haptik - Headline Copy

GT Haptik is a unique, sans-serif typeface that was carefully designed to have a visual balance in all its geometric forms. The modern typeface is primarily used for headlines in the Jefferson brand.

GT HAPTİK BLACK

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

GT HAPTİK BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

GT HAPTİK MEDIUM

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

GT HAPTİK REGULAR

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Museo Sans - Body Copy

Museo Sans is a full-featured, highly legible sans-serif typeface. Museo Sans has a sturdy, low contrast, geometric design style. Museo Sans is the primary body copy typeface for the Jefferson brand.

MUSEO SANS 100

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

MUSEO SANS 300

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

MUSEO SANS 700

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

MUSEO SANS 900

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

color



palette



Academic Brand Colors

The Jefferson brand palette maintains the foundation blue colors, with additional secondary colors to broaden the spectrum and create versatility.

FOUNDATION COLORS



Jefferson Deep Blue
PMS 282
C100 M90 Y25 K40
R1 G30 B64
Hex: 152456
Thread: Robison–Anton 5739 Blue Ribbon
or Madeira 1967 Dark Denim



Jefferson Bright Blue
PMS 2915
C60 M10 Y5 KO
R89 G183 B223
Hex: 59b7df
Thread: Robison–Anton 9039 Blue Splendor
or Madeira 1871 Porcelain Blue

ACCENT PALETTE (should never be used as the dominant color)



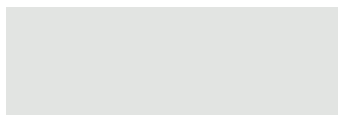
Legacy Maroon
PMS 194
C27 M96 Y66 K18
R150 G34 B60
Hex: 9f2943



Red
PMS 179
C4 M91 Y91 KO
R229 G62 B48
Hex: e53e30



Volt Green
PMS 395
C11 MO Y97 KO
R236 G232 B25
Hex: ece819



Silver
PMS Cool Gray 1
C4 M2 Y4 K8
R217 G217 B214
Hex: dfe1df



Dark Grey
PMS 7539
C24 M13 Y18 K38
R142 G144 B137
Hex: 8e9089



Black
PMS Process Black
CO MO YO K100
R:35 G:31 B:32
Hex: 231f20



section
05

brand

voice

Brand Theme

This theme is meant to animate our strategic positioning and capture the essence of our brand voice. Think of it as a declaration or rally cry, defining who we are and what we believe.

THEME

What if we didn't just rely on the typical way forward? What if, rather than the vertical thinking that takes problems head-on, we could solve them with a radically different approach? That's exactly what we do. We are crossing lines and connecting disciplines—redrawing limits and slicing through every standard and norm that exists—because that's where the greatest human advancements are made. At the intersection of infinite combinations, deviations and amalgamations, we discover new possibilities for the world.

The Jefferson Voice

MESSAGING IS WHAT WE SAY, OUR VOICE IS HOW WE SAY IT.

Our university incorporates many great elements, and it is important that the way we talk about all of them happens through a single compelling voice. This voice is derived from our theme of creating new potential through unique collaborations and pairings. Essentially, the idea that where two points meet (two individuals, two skills, two values, two ideas etc.) unlimited possibilities are born.

With that in mind, our brand voice is full of optimism and creativity. It's about showing our divergence from what is standard, but doing it in a way that others can relate to. We keep language simple, understanding that others are not experts in our fields, but we don't resort to "dumbing it down." So we tell our story with quiet confidence avoiding jargon at all costs.

Voice Toolkit

Copy should always be written through the brand voice while accounting for its intended audience. The following considerations will help guide our writing. Please note, all headlines and brand voice samples are meant to be examples only. All copy should be approved by the University marketing managers prior to being used in external marketing materials.

HEADLINE STYLES

A headline is our best opportunity to entice and engage with our audience. It's important to intrigue but not be all-revealing so our audience has a reason to continue reading.

THE TRUTH HITS TWICE

This is our first headline style. These poignant statements are provocative and attention-grabbing on the surface, while carrying a deeper underlying meaning. Example:

“A University That’s Never Been Done” – Can be read as a new type of university or a university that is always pursuing new advancements.

CONFIDENCE IN THE UNCONVENTIONAL

This is our second headline style. These phrases exemplify how innovation is in our DNA, how we seek creativity, and are unafraid of being different because that’s how we create change. Examples:

“You Are The Breakthrough”

We don’t oversell or pander to prospective students. We reinforce their strengths with faith that our excellence will speak for itself.

“We Make Connections Few Think To Make”

While we should limit value comparisons to very rare circumstances, the focus should always be on the process behind the results rather than a pure “we’re #1” or “we’re better than” approach.

Copywriting

BODY COPY STYLE

Think like our professionals, speak like our audiences. We use short sentences, without flowery introductions or lengthy asides.

For architects, business people, designers, engineers, health care professionals and scientists, process is everything. So, our body copy should describe the thought behind the work, hitting what matters to the audience and leaving out technical nuances or jargon.

Examples:

“As entrepreneurs and researchers find practical common threads or therapists and future lawyers reshape modern healthcare, we are molding professional leaders with an industry edge unlike any other.”

“Wolff’s Law states that bones will adapt to the pressures under which they are placed. Meaning, over time, our bones will remodel themselves to become stronger under certain conditions. What if you applied that thinking to the design of a building or the chemical makeup of a vaccine?”

“Just as we were the first to establish an unprecedented education model—where hard science and soft science meet learning and training to mirror the professional world—firsts have always been a familiar part of our identity.”

Copywriting

MECHANICS

While we follow AP Style on principle, these are some additional considerations for our writing.

- When referring to ourselves on first reference, we use Thomas Jefferson University. After that, we're on a first-name basis: Jefferson.
- When referring to us as the university, we capitalize the U in University.
- We move to a new paragraph or part of the communication if we're changing subjects.
- We use a balance of words and images to keep things interesting.
- We sometimes use rhetorical questions to invite our audience into the conversation.
- We use "we," "us," and "our" when talking about our University or speaking to internal audiences.
- We reserve "you" for prospective students, peers and partners.
- We aim to keep our lists short, punchy and powerful.
- We use the em dash (—) without space on either side.

