

Marlborough



Brand Book

PREPARED BY *Mission minded* • MAY 2017

Hello!

Welcome to our brand book. This is our guide for representing Marlborough. It will help us embrace and share our brand, in terms of *how we look, what we say, and how we act*.



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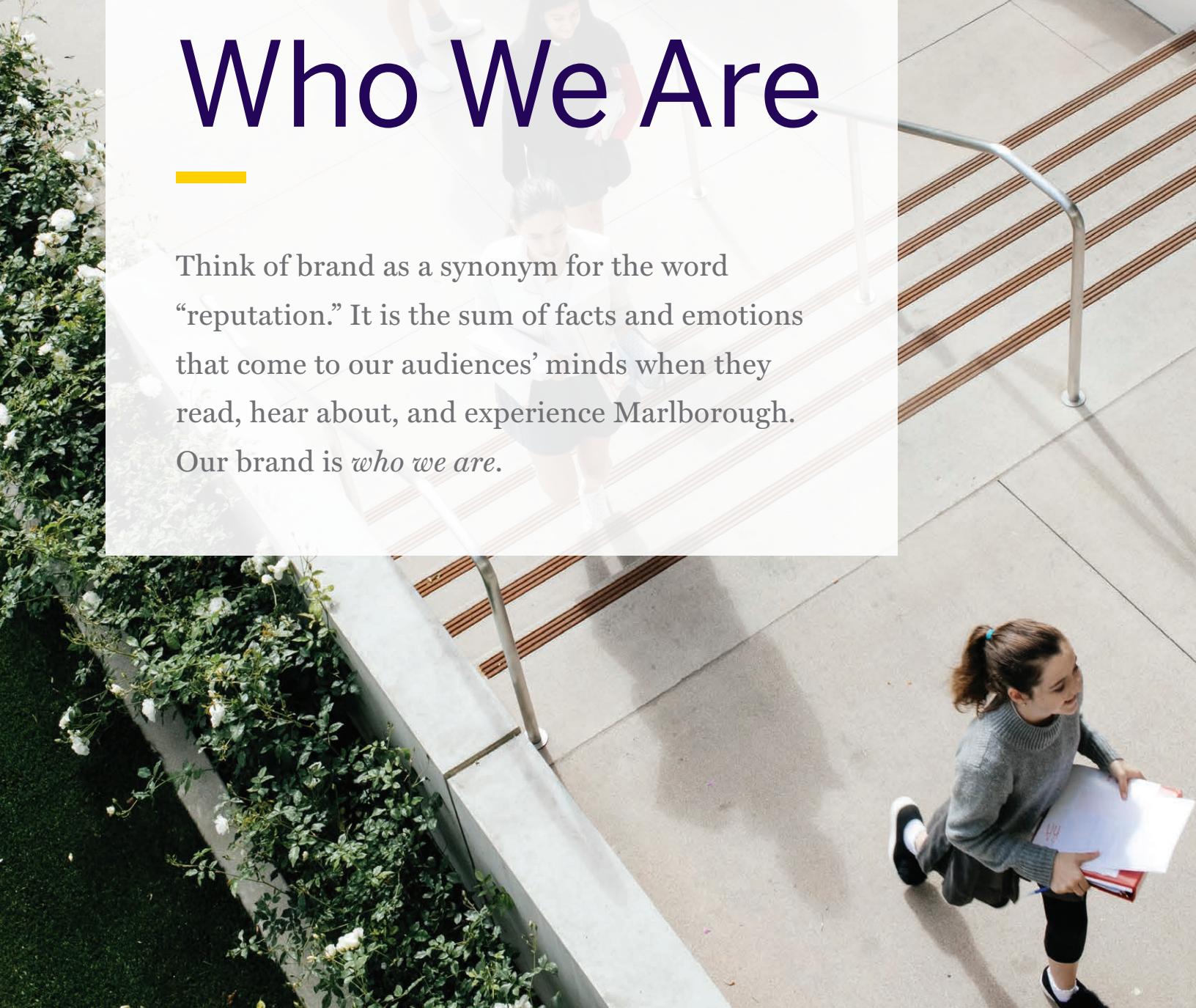
The editorial design of this document mimics core elements of our newly designed and renamed magazine, *Momentum*. Reflective of our complete visual identity, the page layouts work together to create an engaging storyline. Images and narrative work in tandem to be informative, interesting, and compelling. This approach should be considered for future Marlborough publications, as it allows us to powerfully tell and show what makes us unique through both written and visual storytelling.



CHAPTER 1

Who We Are

Think of brand as a synonym for the word “reputation.” It is the sum of facts and emotions that come to our audiences’ minds when they read, hear about, and experience Marlborough. Our brand is *who we are*.



Introduction

A strong brand helps students, families, educators, alumnae, and partners understand how Marlborough is distinctive. Branding clarifies the benefits of joining with our school and community.

Brand is *not* simply our name, our logo, or our visual identity. It's the combination of truths and feelings, good and bad, that come to the minds of our audiences when they hear, read about, or experience Marlborough. While the concept of branding can be complex—discovering a brand's essence, determining what factors go into a compelling brand, and working to turn a school into a great brand—in its simplest form, brand is just another word for “reputation.” We want our audiences to not only understand the value of a Marlborough education, but also *why* it matters.

Every interaction people have with Marlborough contributes to the overall impression of our school. For our brand to be successful, we need to work together to consistently reinforce what we do, what we look like, and what we sound like. With a unified brand, we can paint an intentional, powerful picture of Marlborough for current and new stakeholders alike to believe in and join with us. Together, we can educate and inspire girls to develop their fullest potential and change the world.

A Note About Our Name:
Founded in 1889, Marlborough School is the oldest independent girls' school in Southern California. Established, credible, and recognized, Marlborough stands on its own, much like our students and alumnae. By eliminating “School” from our visual identity, Marlborough more compellingly conveys our spirit, courage, and vision.



Brand Values

Brand values are the essence of our brand—the code by which we live. They define the principles upon which we make decisions. They are the heart and soul of our school and do not tend to change over time.



OUR BRAND VALUES

**ACADEMIC &
PROGRAMMATIC
EXCELLENCE**

Qualified leadership

Gender equality

Inclusive access
to opportunity

**Supportive
community**

Brand Value Proposition

Our brand value proposition is the unique *value* our stakeholders receive in exchange for what we ask of them. Not intended as a public message, it's an *internal* guide for what should be conveyed about Marlborough.





OUR BRAND VALUE PROPOSITION

I'm ecstatic! Going to Marlborough is a life changing dream come true. After working [really] hard preparing for my future and participating fully in the life of the school, I'll stand shoulder to shoulder with a unique group of women whose power and reach extends well beyond themselves.

Brand Positioning

Our brand positioning describes how Marlborough seeks to position our school relative to our peer schools. This statement represents the key elements that make our school unique and the core ideas for which we seek to be known.

OUR BRAND POSITIONING

A Marlborough education inspires a level of excellence that shifts the gender balance, modeling a society in which women not only have a place at the table, but the power to change the world.

Brand Personality

Our brand personality captures the distinguishing qualities and characteristics of Marlborough. These qualities recognize who we are now, and who we aspire to become.

OUR BRAND PERSONALITY

RESPECTED

Confident

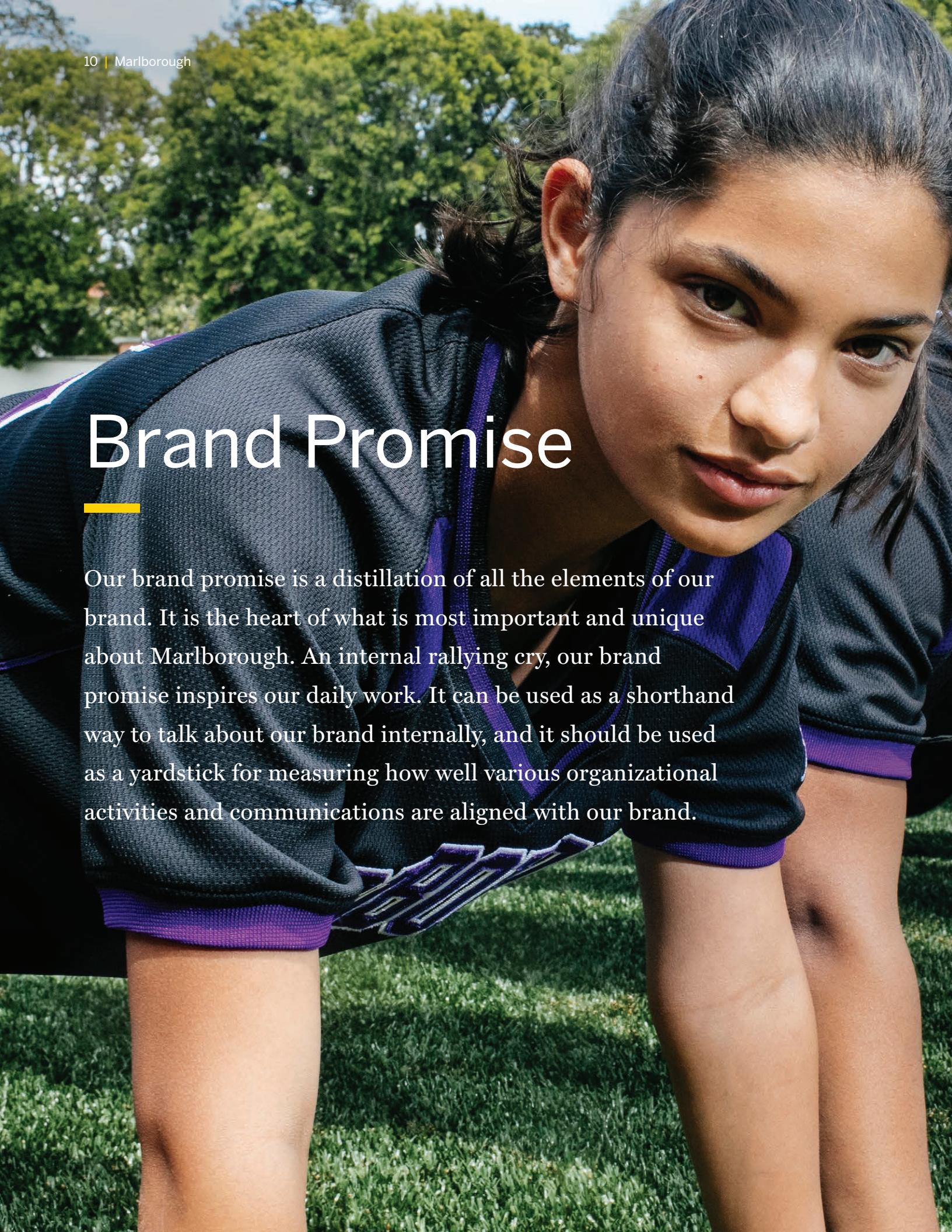
Spirited

Relatable

Feminist

Brand Promise

Our brand promise is a distillation of all the elements of our brand. It is the heart of what is most important and unique about Marlborough. An internal rallying cry, our brand promise inspires our daily work. It can be used as a shorthand way to talk about our brand internally, and it should be used as a yardstick for measuring how well various organizational activities and communications are aligned with our brand.



OUR BRAND PROMISE

Take your
place at the
table and
“rock it!”

CHAPTER 2

How We Look

Our visual identity is the sum of our brand's visible elements. It brings our brand attributes to life, and conveys meaning and metaphor that cannot be imparted through words alone. Our visual identity is *how we look*.



Visual Identity

A powerful, distinctive visual brand identity conveys our brand's core elements externally, communicating our personality and values.

Our visual identity is rooted in our brand value of spirited. Combining it with other elements of our brand led to the brand strategy of *Spirited & Fearless*. Spirited speaks to the vibrant energy, dogged determination, and passionate voices that embody Marlborough. Fearless represents the thoughtful, competent, confident risk-taking that our school exemplifies and fosters within our students. Because we are spirited and fearless, our identity reflects a bold and empowering invitation for all girls to find their belonging and individuality at Marlborough.

In essence, a clear visual identity is a shortcut for our brand. It allows people to know us instantly and associate our look with the important work we do. Using it consistently is a requirement of effective branding.

As a result, viewers will gain confidence in and an understanding of who we are, how we look, and the work we do.

Visual identity elements include (but are not limited to): logo, color, photography, typography, stationery, website, presentations, email signatures, signage, promotional items (t-shirts, pens, and other giveaways), and other components we use now and in the future.

For some schools, visual identity extends to such elements as building architecture and interior design.

“ Our students are an eclectic group of young women with numerous and wide-ranging interests, but what they share in common is emblematic of a Marlborough girl: a love of learning, a compassion for others, a commitment to community at home and at school, and a joyful spirit that permeates this campus each day.

— Dr. Priscilla Sands, Head of School,
Marlborough Today, Spring 2016

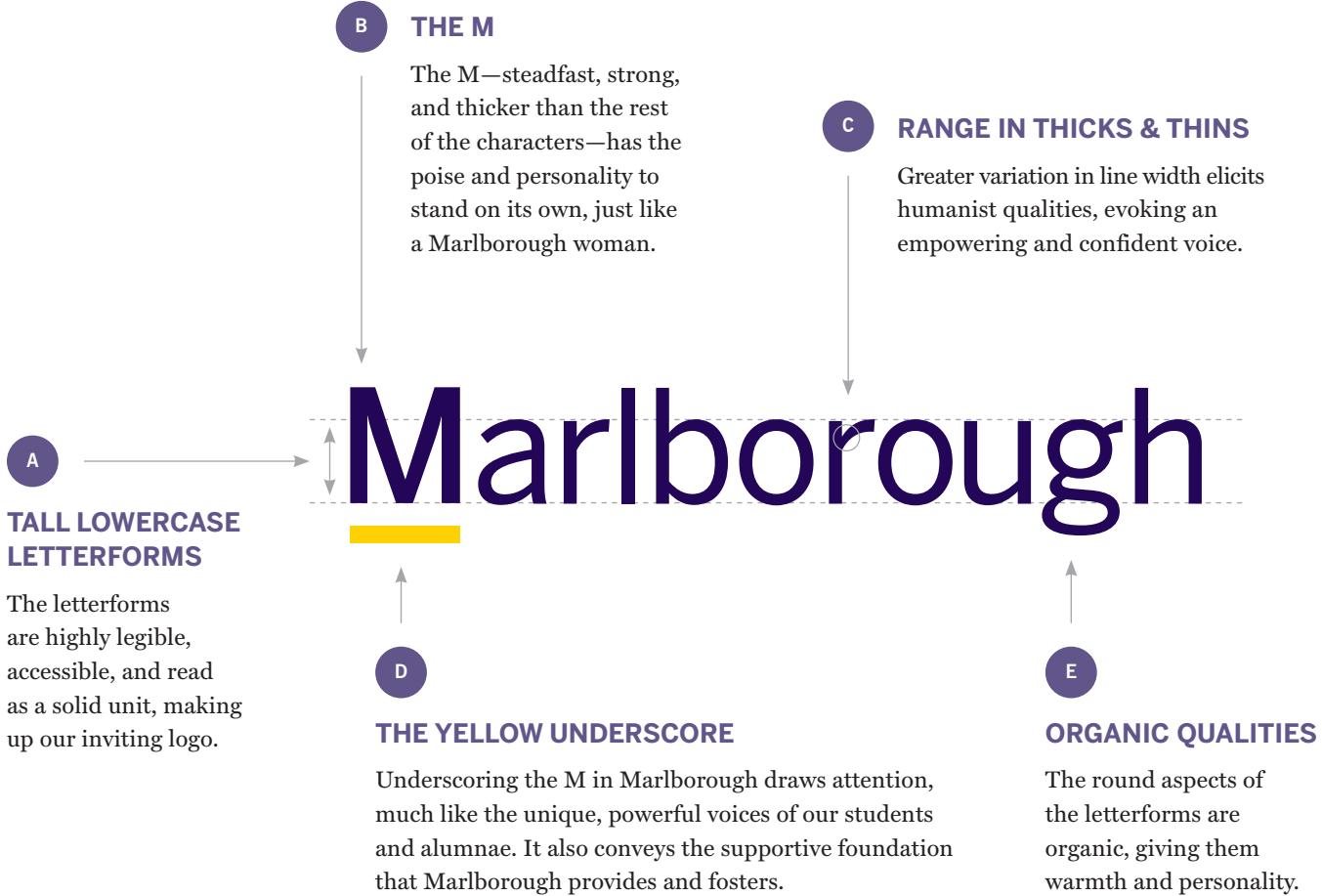
Logo

Our logo serves as a lead visual signal that sets the stage for what people can expect from Marlborough. A consistently applied logo ensures that our communications are instantly recognizable.

A true balance of rigor and warmth, Marlborough's logo is rooted in tradition yet inspired by modern and organic qualities that mimic our students and alumnae.

The humanist sans serif typeface that makes up our logo reads as a solid unit. Known as a wordmark, our logo is a graphic representation of our name, which conveys unity and strength. The strong and bold geometry of the letterforms emit simplicity and modernity. The typeface carries tones of entrepreneurialism without being too trendy or idealistic.

- A** With tall lowercase letterforms, our logo echoes our welcoming, inclusive personality.
- B** The M, in a visibly thicker weight, is bold and confident, showing the collective voices of all students and alumnae.
- C** A range in thicks and thins within the letterforms of our logo reflects the diversity of our community while boldly encouraging everyone's voice.
- D** Underscoring the M creates emphasis and ownership, while highlighting the strong platform that Marlborough provides for students to use their voices to create change in the world. It accentuates our uniqueness while providing an invitation for everyone to find her belonging at Marlborough.
- E** The organic qualities of the letterforms round out our relatable, supportive, and warm personality.



Logo

continued

Specifications for the visual proportions, spacing, and alignment of our logo have been predetermined. There are no exceptions to these specifications. When applying our logo in any context, never attempt to create a different version or modify the elements or their configuration in any way.

DO'S

The logo should always be separated from headlines, text copy, images, and other graphics. To avoid clutter and give the logo prominence, the logo should consistently be placed from other text and graphics a distance, at minimum, equivalent to the cap-height of the “M” in “Marlborough,” as shown in the below example. It is always acceptable to use more than the minimum clear space.



DON'TS

Do not use the old logo.



Do not change the letter spacing.



Do not use the underscore M to create other logos that start with an M.



Do not use the underscore M to create logos for athletics' teams.



Do not change the logo colors.



Do not change logo typography.



Do not change the size or position of logo elements.



Do not distort the logo.

Logo

continued

SPECIAL USE LOGOS

Different situations may require various versions of logos. While the full-color logo is always preferable, if it can't be used, one-color and reverse versions of the logo are available.

One-color



One-color reverse



Two-color reverse



AVATAR

The standalone underscored M is known as our avatar, or icon. It should only be used in close proximity to our logo (i.e. on the cover of a magazine, front of a postcard, front side of our business cards) and never to replace our logo. Our avatar is an effective graphic element on applications for on-campus use, or in special circumstances where our name is already clearly established (such as on athletic uniforms, playbills, or as our avatar on social media platforms).

Full-color



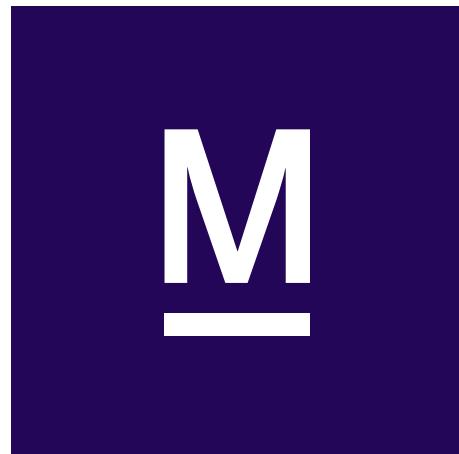
One-color



Two-color reverse



One-color reverse



File Formats

In general, there are graphics formats suitable for printing and others that are best for on-screen viewing.

PRINTING AND DESKTOP PUBLISHING

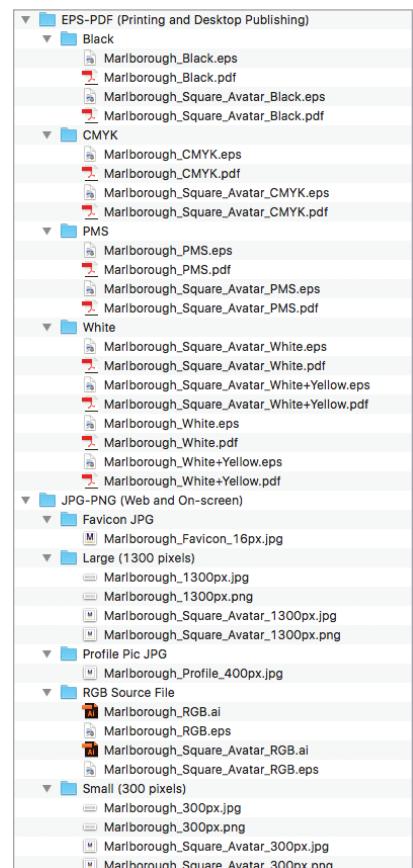
Use EPS and PDF for print publishing. EPS and PDF files are used to print flat artwork. These vector (outline) formats can be enlarged to any size and produce the highest-quality reproduction. EPS and PDF are the formats graphic designers and printers will find most useful.

WEB AND ON-SCREEN

For web, on-screen, and desktop publishing, the most common file formats are JPG and PNG:

- JPG is intended for full-color photographs and images with smooth gradients.
- PNG files excel for all types of images and also support full image transparency. PNG file sizes can be larger, but this increase is not significant for most applications. For on-screen use, we recommend our logo be displayed in PNG format whenever possible.

Please note that none of the aforementioned on-screen formats are intended for high-resolution print publishing or offset lithography. All three are “raster” (bitmap) formats, meaning they cannot be enlarged without losing image quality. Using JPG or PNG for 4-color (CMYK) printing may cause unwanted color changes and inconsistencies.



Color Palette

Our visual identity is rooted in our vibrant purple that exemplifies Marlborough—our spirit, our confidence, our tradition. Yellow adds highlights, while emphasizing and underscoring our modernity. Our strong brand colors are complemented by and grounded in the warmth of neutrals that provide balance to our color palette.

**PMS 2695C**

C91 M100 Y0 K49
R38 G8 B89
Hex: #260859

**PMS 2695C (60%)**

C55 M60 Y0 K29
R125 G107 B155
Hex: #7d6b9b

**PMS 116C**

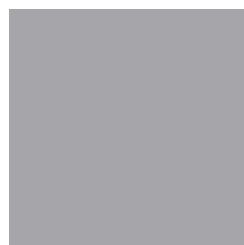
Co M16 Y100 K0
R255 G210 B0
Hex: #ffd200

**PMS 4545C**

Co M3 Y19 K6
R241 G229 B199
Hex: #f1e5c7

**PMS COOL GRAY 11C**

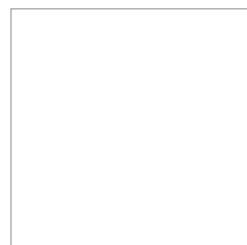
Co M2 Y0 K68
R113 G112 B115
Hex: #717073

**PMS COOL GRAY 11C (60%)**

Co M1 Y0 K41
R165 G 165 B169
Hex: #aaa9ab

**BLACK**

Co M0 Y0 K100
R0 G0 B0
Hex: #000000

**WHITE**

Co M0 Y0 K0
R255 G255 B255
Hex: #ffffff

Typography

Predictable, unchanging use of typography is an easy and effective tool for maintaining visual consistency in all communications.

OUR BRAND TYPEFACES

The preferred typefaces for all our communications are Benton Sans and Miller. Both should be used whenever possible. The weights and names for each typeface on the right display our family of brand typefaces. On some occasions, document editing may need to be completed by someone who does not have access to our licensed brand fonts. *In these cases, Arial and Times New Roman may be used as substitutes.*

A Marlborough education shifts the gender balance, modeling a society in which women not only have a place at the table, but the power to change the world.

38%
STUDENTS OF COLOR

530
NUMBER OF STUDENTS

50+
CLUBS & GROUPS

RESPECTED
Confident
Spirited
Relatable
Feminist

Did you know?

Benton Sans was originally commissioned for *Martha Stewart Living* magazine; could it be more feminist or entrepreneurial? Miller is famous for its use in numerous newspapers, speaking to your academic and programmatic excellence.

Benton Sans

Benton Sans Regular

Benton Sans Regular Italic

Benton Sans Bold

Benton Sans Bold Italic

Miller Text

Miller Text Regular

Miller Text Regular Italic

Miller Text Bold

Miller Text Bold Italic

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https://store.typenetwork.com/foundry/cartercone/series/miller?family=miller-text&filter_weight=400,700

Photography

Photography is at the core of our storytelling, making our communications visually compelling, while playing a vital role in our editorial style. A window into Marlborough, photography shows people what makes our school, and our people, unique.



THINGS TO KEEP IN MIND WHEN CREATING OR USING PHOTOGRAPHY:

- Focus on a moment that conveys or implies emotion and movement.
- Explore unique perspectives and points of view.
- Capture the “doing” of hands-on work and creative exploration.
- Feature students using their voices, not only through speaking, but also through creative and personal expression.
- Show interactions among students and faculty.
- Avoid overly-staged/ stiff compositions.
- Remember that scale can give photography more impact.

How It All Comes Together

Our visual identity paints a complete story through our various applications, including our magazine and stationery. In these applications, we see typography, logo, images, color, and editorial style work together to create our story.



Momentum Magazine (lower left)

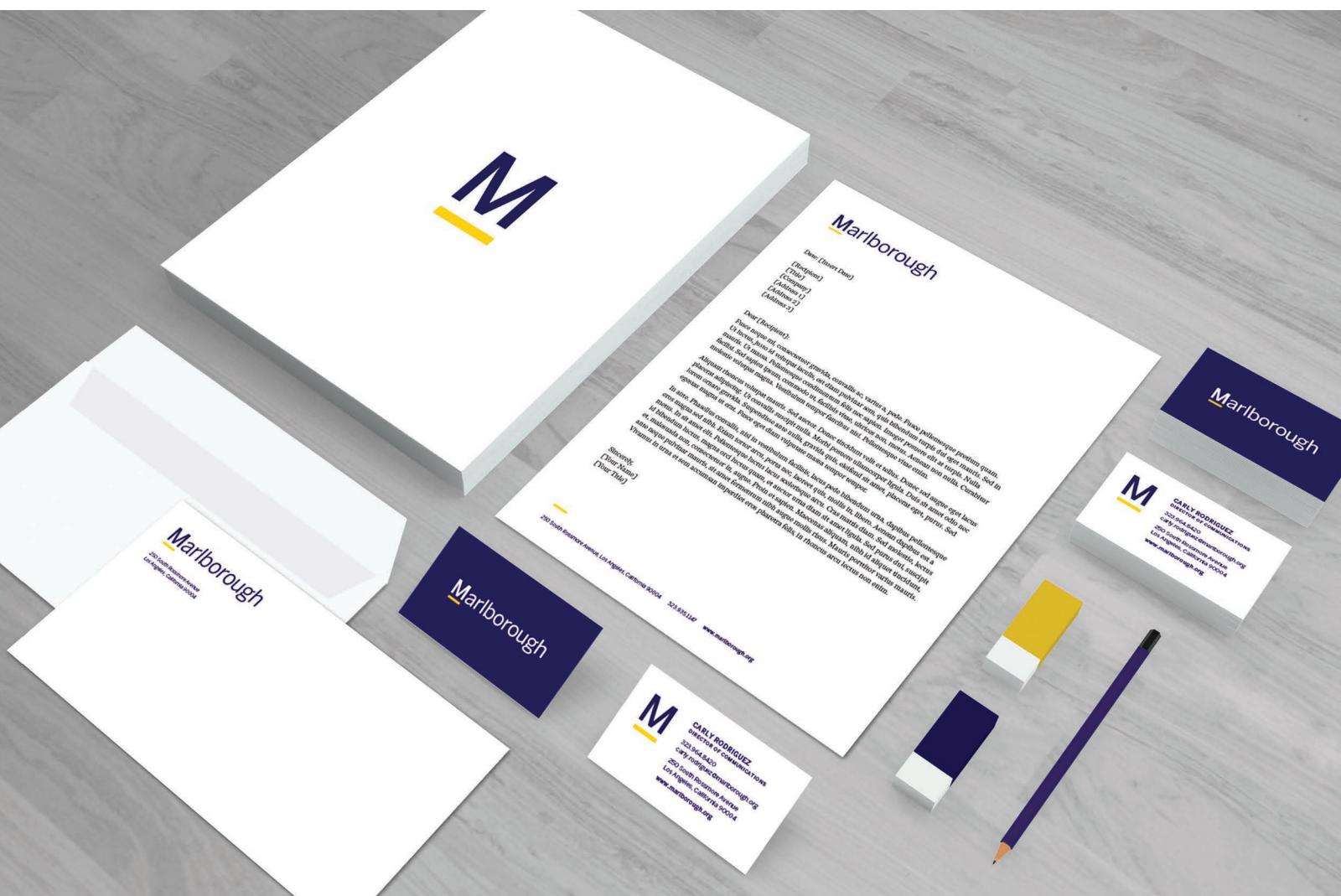
Driven by a delicate mixture of photography, narrative, and graphics, *Momentum* balances our spirit with our intellect, creating a compelling storyline every edition.

T-shirts (right)

A fun application of our logo and avatar, these white shirts reflect the fresh opportunities that await students, giving them a clean slate to use their voice and create their Marlborough.

Stationery (lower right)

Reflective of tradition with a touch of modernity, our stationery is sophisticated yet simple. Our avatar placed on the back of the letterhead invites attention, while the bold purple business card back signifies our confidence.



How It All Comes Together

continued

The visual elements of Marlborough are core to *who we are* and *what we believe*. In the accompanying examples, you'll see how it all comes together and aligns with our brand values and personality.



- A** Using the avatar in the upper left hand side of the *Momentum* cover speaks to the strength of a Marlborough education.
- B** Photos used on the cover of *Momentum* convey movement, while leaning into artistic and abstract qualities.
- C** A grid of selfies allows for a window into what it means to belong at Marlborough, providing an authentic voice.
- D** An ample use of white space and a range in photography style is digestible and artistic, helping readers zero-in on their interests.

A young woman with long dark hair, wearing a dark sweater over a light-colored collared shirt, smiling and holding a laptop. She is standing in what appears to be a school hallway or library. The background shows other people and bookshelves. The image is part of a template for a brochure or flyer.

J



K

Creating a New Playing Field

By First Name Last Name, Title Placeholder

(20 words) Sed condimentum euismod. Pellentesque fermentum justo vel erat pretium, eget condimentum lectus molestie. Mauris scelerisque hendrerit varius. Lorem ipsum dolor sit amet, consectetur tempus.

B (50 words) lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Variety in storytelling is created through the use of infographics, short stories, statistics, silhouettes, and quotes, adding depth and richness.

Quote marks in yellow, with the quote in purple, shows Marlborough's authentic voice, while also reflecting the elements of our logo.

A combination of both Benton Sans and Miller creates font variety and shows the full range of our personality.

Visual spreads that feature full-bleed photography allow for the photo to lead the storytelling, boldly showing rather than merely telling.

The use of a transparent overlay adds a soft quality and adds balance to photo-driven design.

Full-bleed photography that shows students active, engaged, and using their voices provide the perfect balance to a text-driven narrative spread.

Ample use of white space allows the reader to engage with the content on a deeper level, while keeping the design polished yet playful.

Smaller detail photos support the story by showing more depth and content through a caption.



Marlborough