



THE  
FESSENDEN  
SCHOOL

OFFICIAL GUIDE TO VISUAL IDENTITY



# The Fessenden School Visual Identity Guidelines

A school's brand should communicate its story and present a consistent message. Our audiences rely on consistent and effective use of design elements to become familiar with our brand and our story.

## **The Fessenden School History**

During its more than 100-year history, Fessenden's success has been tethered to the conviction that boys who feel cared for will thrive and succeed. The legacy of our founders' venture — to educate boys in every aspect of their lives — resonates in the work of our dedicated teachers and staff, who continue to create strong personal connections with their students.



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# LOGO

## LOGO & WORDMARK

The Fessenden School logo is one of the most valuable assets to The Fessenden School brand and it needs to be an instantly recognizable symbol. In order for this to occur, the logo must be used in a correct and consistent manner. There are two versions of the logo and wordmark lockup. The following represents accepted uses for the lockup:



Horizontal Logo and Wordmark Lockup  
Light Background

FESSENDEN FESSENDEN



Stacked Logo and Wordmark Lockup  
Light Background



Stacked Logo and Wordmark Lockup with Ribbon  
Light Background



Horizontal Logo and Wordmark Lockup  
Dark Background

FESSENDEN



Stacked Logo and Wordmark Lockup  
Dark Background

FESSENDEN



Stacked Logo and Wordmark Lockup with Ribbon  
Dark Background

# LOGO

## WORDMARK ONLY

The font used to typeset the Fessenden wordmark is Intrinseca. Use of this font in the branding should be reserved for the wordmark only. Along with the complete logo and wordmark lockup, there are three versions of the wordmark logo. The following represents accepted uses for the wordmark:

# THE FESSENDEN SCHOOL

Single Line Full Wordmark  
Light Background

THE  
FESSENDEN  
SCHOOL

Stacked Full Wordmark  
Light Background

FESSENDEN

Fessenden Wordmark  
Light Background

# THE FESSENDEN SCHOOL

Single Line Full Wordmark  
Dark Background

THE  
FESSENDEN  
SCHOOL

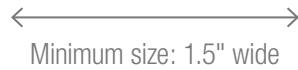
Stacked Full Wordmark  
Dark Background

FESSENDEN

Fessenden Wordmark  
Dark Background

# MINIMUM SIZE & EXCLUSION ZONE

The minimum size for The Fessenden School logo is 1.5" wide.



To ensure the preservation of the identity of the logo, it should not appear crowded by any other elements on the page. Please always observe the exclusion zone. The exclusion zone around the logo should be "x" where "x" is equal to the height of the letter F in Fessenden, or a minimum of 0.25", whichever is greater.



# INCORRECT USE OF THE LOGO

The logo is one of our most important and valued assets. As such, it is important that it is treated with respect.

The different color variations on the logo allow it to be used on various backgrounds. It is important the logo is not altered in any way.



1



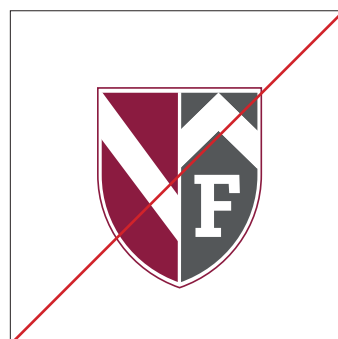
2



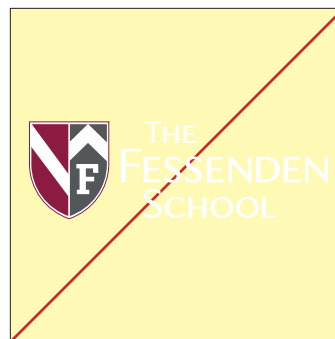
3



4



5



6

1. Do not use the color version of the logo on any color background.
2. Do not alter the colors in the logo.
3. Do not place the logo in any type of shape.
4. Do not change the proportions of the logo.
5. Do not use the shield by itself.
6. Do not use the white wordmark version of the logo on any light color background. Only use the red logo.

# COLOR

## PRIMARY PALETTE

The Fessenden School logo consists of two main colors: maroon and gray. There are also two additional grays that may be used based on graphic context. Their specific color builds are as follows:



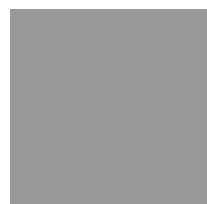
PANTONE 208  
C15 M100 Y37 K45  
R134 G31 B65



PANTONE 425  
C48 M29 Y26 K76  
R84 G88 B90



PANTONE COOL GRAY 9  
C30 M22 Y17 K57  
R117 G120 B123



PANTONE COOL GRAY 7  
C20 M14 Y12 K40  
R151 G153 B155



# COLOR

## SECONDARY PALETTE

These colors are used as accents and complement the primary palette. They can be tinted and used for highlighting pull quotes as well as for graphics. Their specific color builds are as follows:



C48 M24 Y0 K49  
R77 G103 B133



C36 M25 Y71 K1  
R170 G168 B104



C17 M63 Y100 K3  
R203 G115 B41



C61 M26 Y9 K0  
R100 G160 B200

# TYPOGRAPHY

The typeface used in print and web materials for The Fessenden School are an essential part of the brand. Using the established typefaces is necessary for creating a consistent look and feel that further strengthens the school's brand and public recognition. The following represents the established typefaces for use in Fessenden School materials:

## PRINT

### Helvetica Neue 87 Heavy Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Use Helvetica Neue 87 Heavy Condensed for Headings.

### Helvetica Neue 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use Helvetica Neue 57 Condensed for Subheadings and Pull Quotes.

### Helvetica Neue 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use Helvetica Neue 47 Light Condensed for Captions and Bylines.

### Helvetica Neue 37 Thin Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use Helvetica Neue 37 Thin Condensed for Alternate Headings.

# TYPOGRAPHY

## PRINT

### Helvetica Neue 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use Helvetica Neue 85 Heavy for Subheadings within Body Copy.

### Helvetica Neue

#### 63 Medium Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use Helvetica Neue 63 Medium Extended for Alternate Subheadings.

### Helvetica Neue

#### 53 Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use Helvetica Neue 53 Extended for Footers.

### Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use Helvetica Neue 55 Roman for Quote Attribution.

### Chaparral Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use Chaparral Pro Regular for Body Copy.

# TYPOGRAPHY

## WEB

### Oswald Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use Oswald Bold for Headings.

### Oswald Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use Oswald Regular for Subheadings and Menu Items.

### Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use Source Sans Pro Bold for Menu Headings.

### Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use Source Sans Pro Bold for Alternate Menu Headings.

### Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use Source Sans Pro Regular for Body Copy.

# STATIONARY MATERIALS

## STANDARD LETTERHEAD

School address is fixed in  
template  
and is set in 9pt Helvetica Neue  
Light



# STATIONARY MATERIALS

## OTHER LETTERHEADS

The Office of Admission, Placement Office and Office of the Headmaster letterheads may not be altered or used in any way without approval from the Department of Communications. Use or replication is strictly prohibited unless requested from the department.

Office of Admission

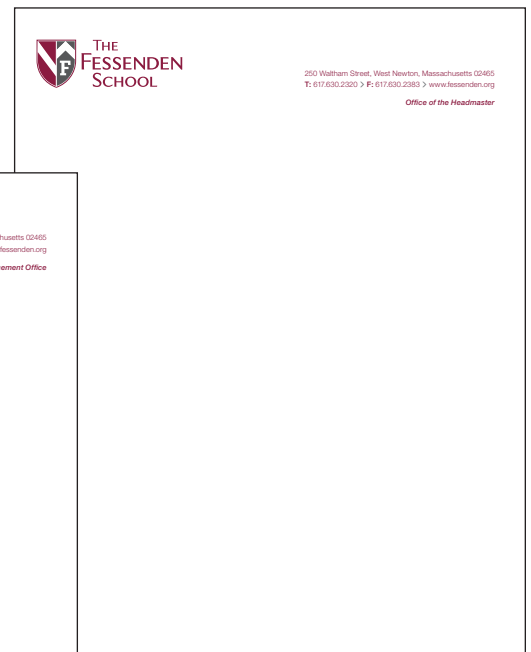
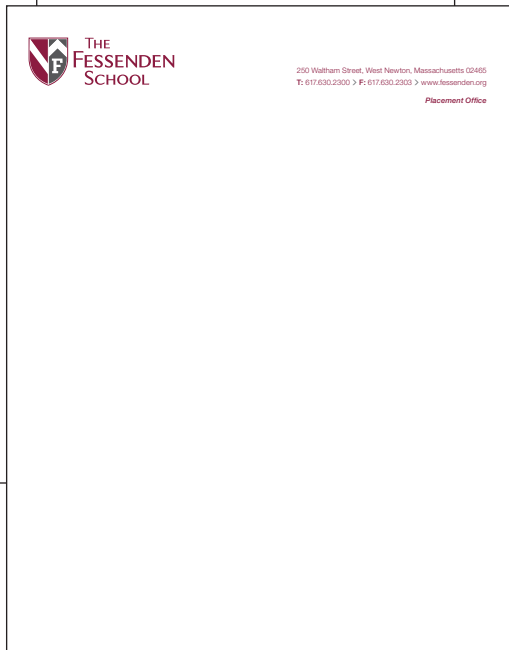
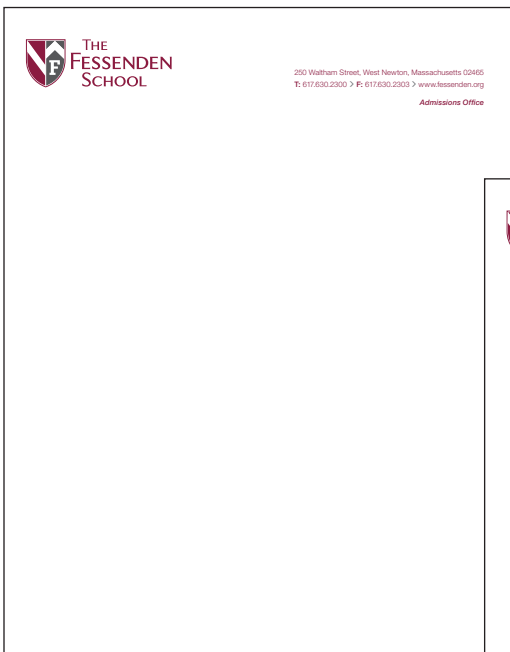
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Placement Office

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Office of the Headmaster


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# STATIONARY MATERIALS

## BUSINESS CARD

Logo/Shield set-in .25" from top and left edges



**THE FESSENDEN SCHOOL**

**Todd Eveleth**  
Upper School Head

250 Waltham Street, West Newton, Massachusetts 02465  
T: 617.630.2336 > F: 617.928.8801  
teveleth@fessenden.org




**THE FESSENDEN SCHOOL**

**Ken Howe**  
Director of Residential Life

**Judy Gobbi**  
Assistant Director of Residential Life

250 Waltham Street, West Newton, Massachusetts 02465  
T: 617.630.2316 > T: 617.630.2318 > F: 617.630.2317  
khowe@fessenden.org > jgobbi@fessenden.org

Two names



**THE FESSENDEN SCHOOL**

**Alexandra R. McMullen**  
Middle School Dean of Students and Service Learning Coordinator

250 Waltham Street, West Newton, Massachusetts 02465  
T: 617-928-8813 > F: 617.928.8803 > M: 617.981.1506  
amcmullen@fessenden.org

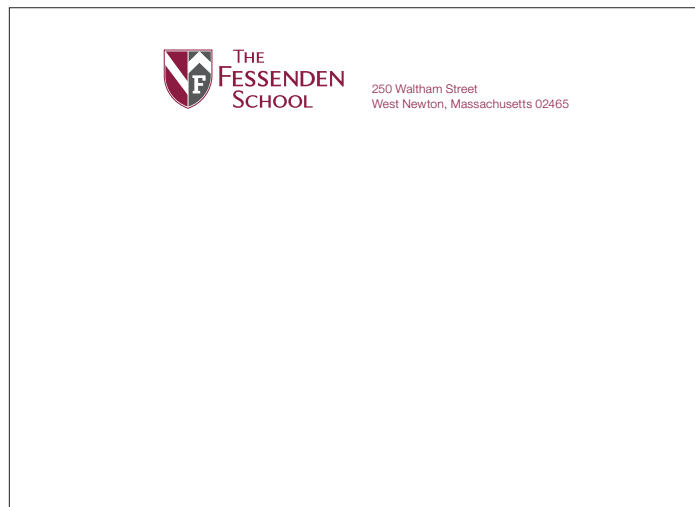
Mobile number

# STATIONARY MATERIALS

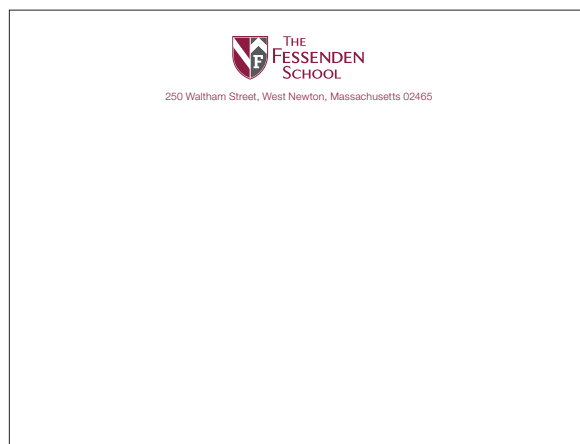
## ENVELOPES



#10  
Address layout  
also applies to  
6 x 9  
9 x 12  
10 x 13  
Monarch



A7 flap



A2 flap

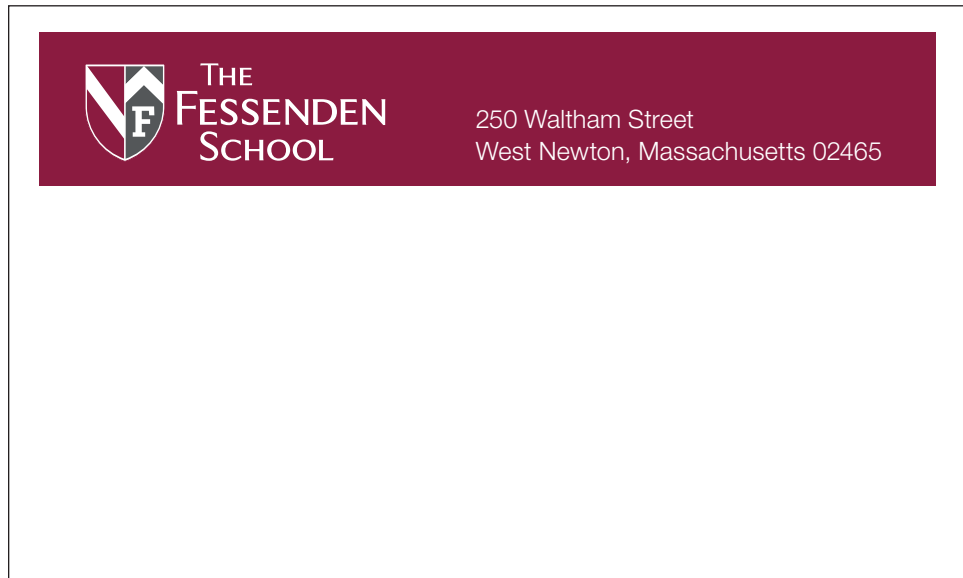


# STATIONARY MATERIALS

## MAILING LABEL

Mail Label 5 x 3

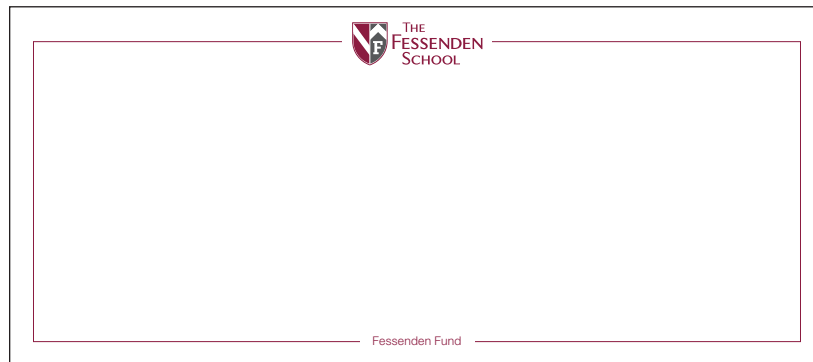
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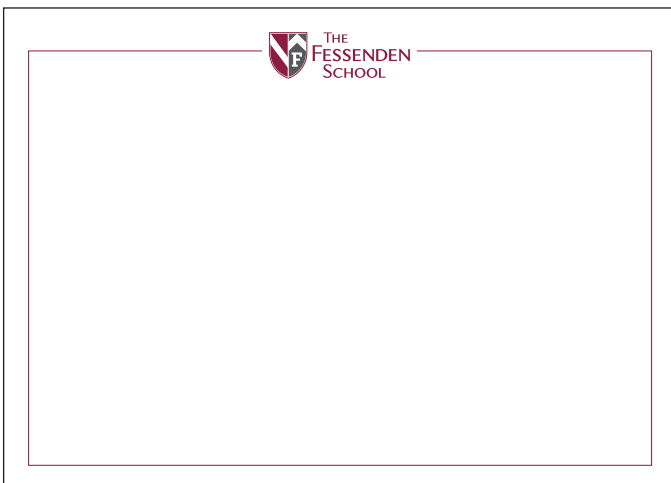
# STATIONARY MATERIALS

## NOTECARDS

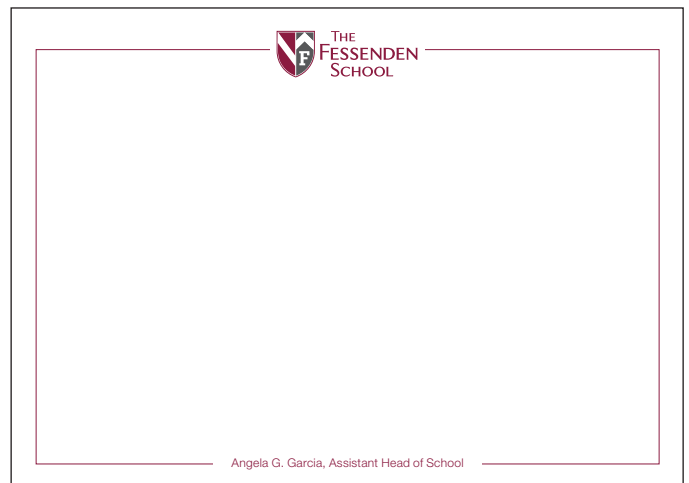
Annual Fund 8.5 x 3.75



Standard 7 x 5



Personalized 7 x 5





250 Waltham Street, West Newton, Massachusetts 02465