C

CURRY
COLLEGE

Brand Standards

C CURRY COLLEGE

Brand is about perceiving; it is a person's core feeling about an institution.

Simply put, brand is reputation.

Reputation is built on human experiences and interactions. People want to connect with other people. It's in our nature. This is why a brand must come alive, expressing a clear story and discernible personality, just like a human being.

Curry College takes great pride in its brand. These brand standards were created to ensure the long-term growth and management of the Curry College brand for decades to come.

The Curry College Brand

Curry College exists to empower determined growth.

Curry College exists to empower determined growth that gives students of every identity lifelong tools to impact their world for the greater good. Curry College's brand identity—from its colors and logo to its words and images— is guided by this purpose. Using these brand standards consistently will communicate the care, determination, and creativity found at Curry College and convey its purpose.

COLOR

Color is incredibly powerful in its ability to drive human emotion. Harnessing this power is critical to connect the viewer to the Curry College brand.

Curry's primary palette is vibrant and approachable, supported by an invitingly expressive secondary palette. Collectively, this color palette communicates Curry College's legacy of supportive excellence as well as a sense of warmth and accesibility.

Curry College's primary color is Curry Purple. Use this striking color freely to attract the eye to an important design element or headline.

Secondary colors include Teal Blue, Lime Green, Cool Grey, Rich Black, Dark Purple, Light Purple, and a purple gradient. Neutral colors, like Black and White, are essential to any brand identity system. These colors allow a canvas to breathe, while highlighting the rest of the color palette.

CURRY PURPLE
PANTONE MEDIUM PURPLE U
C 85
M 100
Y 0
K 0
HEX #654389

GRADIENT

PROCESS BLACK
C 0
M 0
Y 0
K 100
HEX #000000

WHITE
C 0
M 0
Y 0
K 0
HEX #FFFFFF

TEAL BLUE
C 72
M 50
Y 22
K 2
HEX #57769C

DARK PURPLE
C 100
M 100
Y 33
K 10
HEX #2E2C69

LIME GREEN
C 44
M 4
Y 100
K 0
HEX #9DC33B

TYPOGRAPHY

Personality-driven typography--consistently used--is key for impactful branding.

The Curry College brand is made up of select typefaces, each with its own specified use in print and web-based materials. These typefaces should be used in all Curry materials without substitution. Each typeface is available at a variety of weights, offering flexibility for a wide range of applications.

FORMAL FONT

Mrs. Eaves

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o

0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

Curry's serif typeface Mrs. Eaves should be used for formal events such as convocation and commencement and presidential communication.

HEADLINES & SUBHEADS

Fira Sans ExtraBold

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o 0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

Bold and friendly, this typeface invites viewers in and is accessible to all audiences. It should be used at a large scale for headlines only, never for body copy.

FIRA SANS REGULAR

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o 0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

Modern and approachable, this typeface adds a clean and contemporary touch when utilized in lime green or teal blue and tracked out to 180 to add a fun pop of color.

BODY COPY

Helvetica Neue Regular

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o 0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

Curry's san-serif typeface, Helvetica Neue Regular, is simple, clean, and modern. It is fully accessible and useful for headlines, subheads, and body copy.

QUOTES

Fira Sans Book Italic

*A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o 0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )*

The italic version of Fira Sans serves quotes and caption copy well as it is fully accessible and nods to dialogue.

PRIMARY LOGO

The Curry College logo is a unique yet sophisticated symbol that captures Curry's creative spirit and empowering culture.

When a symbol holds so much meaning, we have a responsibility to ensure its use is consistent and aligned with Curry College's values.

1 ICON

The "Infinity C" icon represents the endless caring, support, and community offered at Curry. The angled edges in the "Infinity C" and "R"s and the arrow in the "G" rise upward. These touches balance modernity and tradition, while signifying Curry's forward-thinking, mission-driven approach to improving the lives and experiences of students every day.

2 WORDMARK

The "Curry College" wordmark stands out in a clean, friendly, and accessible font. It reflects our community--modern, strong, and caring.
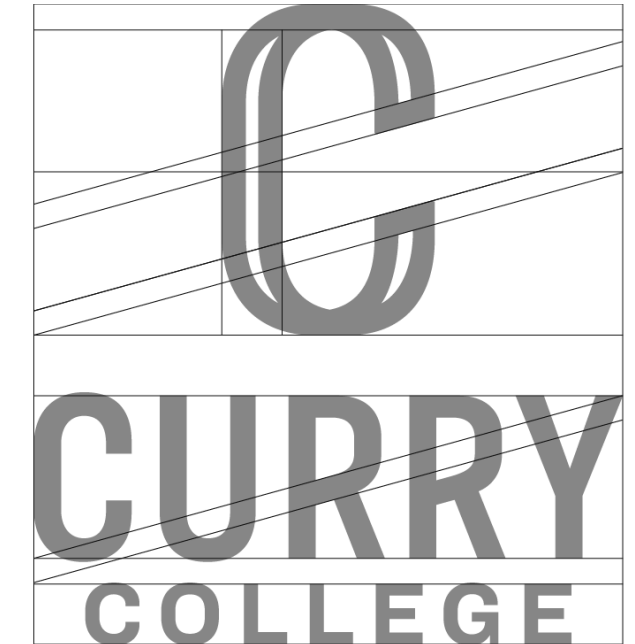
LOGO VARIATIONS

Curry College has multiple logo formats to allow for flexible usage. Only use the logos and wordmarks as intended. To tell them apart, check if there are two or three text lines, and if the icon is above or to the left of the text.

SECONDARY LOGO
The left-aligned, two-line logo is the preferred format and should be used whenever possible.

ALTERNATE LOGO
The one-line logo with the left-aligned "Infinity C" icon serves an alternate for contexts where the primary and secondary logos would not fit.

WORDMARKS
Wordmarks are a distinct text-only typographic treatment of the university name. Wordmark usage is available when size, spacing, or other limitations require a simplified expression of the Curry College identity.

WORDMARK HORIZONTAL
The one-line wordmark emphasizes "Curry" and is an option for contexts where there is more horizontal space for the wordmark.

WORDMARK STACKED
The centered, two-line logo visually emphasizes "Curry" while offering versatility for contexts with less horizontal space.

SECONDARY LOGO

WORKMARK HORIZONTAL

ALTERNATE LOGO

WORDMARK STACKED

ICONS

ICONS
Separately and in combination, the "Infinity C" icon can be used freely for internal audiences.

For external audiences, do not employ the icon unless there is first a prominent usage of the full logo within any given piece of collateral. After the full logo has been used to establish Curry Collge's identity, then the icon with monogram can be used. Never use the icon alone for external audiences.

In one exception to the above guidance, the icon can be used alone, but sparingly, as a favicon or profile icon for small applications such as social media websites, apps, or merchandise.
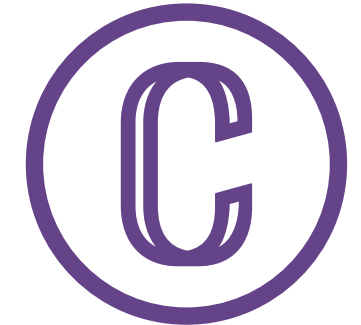
"INFINITY C" ONLY

"INFINITY C" ICON (CIRCLED)

"INFINITY C" ICON (CIRCLED WITH STROKE)

CLEAR ZONE

CLEAR ZONE WITH LOGO

Clear zone is defined as the area around a logo that no other elements can enter. This space should be kept free of any text or graphics. It is also meant to act as a buffer against the edges of a document. Find the clear zone by looking at "Curry College" within the logo. The clear zone distance should be about the width of the letter "U" in "Curry."
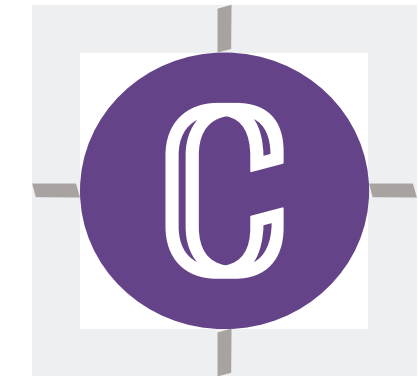
CLEAR ZONE WITH ICON

Calculate the clear zone space needed for the icon at any size as you would the logo. Find the smallest window pictured in the icon. The clear zone distance should be about the height of the gap that separates the start and end points of the "Infinity C."

CLEAR ZONE WITH LOGO

CLEAR ZONE WITH ICON

MINIMUM SIZING

There is a minimum size requirement for print and digital applications of the official logo to ensure it is always clear and legible. The minimum size requirement is based on the width of the design and applies to all variations of the logo aside from the stand-alone social media mark.

It is important that the logo remain legible. To ensure this, check that all usages of the logo are at least as wide as the widths identified to the right.

Always be mindful of both the size of the logo and the resolution of the surface or media where it is displayed. This ensures the logo can be read easily wherever it is used.

Print 0.75"
Digital 72 px

Print 1.25"
Digital 120 px

Print 1.25"
Digital 120 px

Print 1.75"
Digital 168 px

SCHOOL LOGO LOCKUPS

Curry College has a school-specific lockup. To maintain a consistent institutional brand, do not create your own logos for schools. If your school requires its own logo, please contact the Office of Marketing and Communications to request an official design.

HORIZONTAL SCHOOL-SPECIFIC LOCKUP
This version of the lockup allows the school name to pair harmoniously with the College logo. The school title is large enough to be read easily while maintaining balance within the lockup.

HORIZONTAL SCHOOL-SPECIFIC LOCKUP

COLOR VARIATIONS

It is imperative that the Curry College logo remain clear and look consistent no matter how it is displayed. These variations ensure the logo will remain readable when the color of the background or logo is changed. Please use only this approved set of color options on the backgrounds indicated for their use.

LOGO FOR DARK BACKGROUNDS
When placed against a dark background, use the variations shown in the Curry Purple and gradient columns. For more details, see Logo Usage (page 23).

C CURRY COLLEGE

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C CURRY COLLEGE
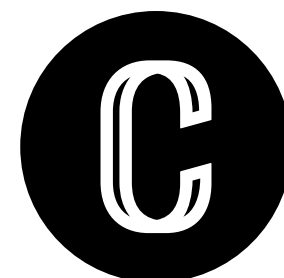
LOGO USAGE

In order to preserve the logo's functionality and identity, it may not be altered in any manner other than indicated in this brand standards manual.
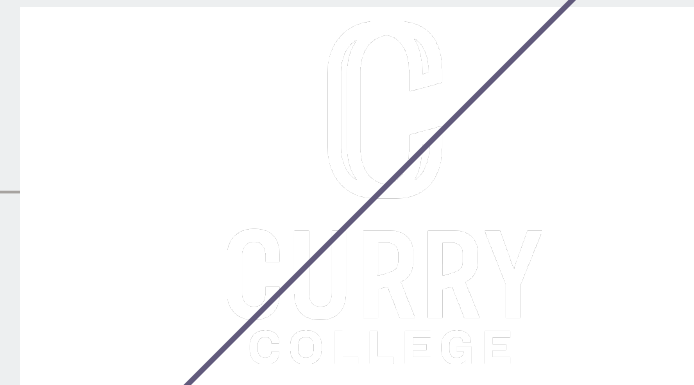
COLOR CONSISTENCY + ACCESSIBILITY
Using the logo on unapproved backgrounds, such as the examples on the right, impairs the logo's effectiveness. This dilutes the Curry College brand and makes the logo hard to see and read, causing accessibility issues.
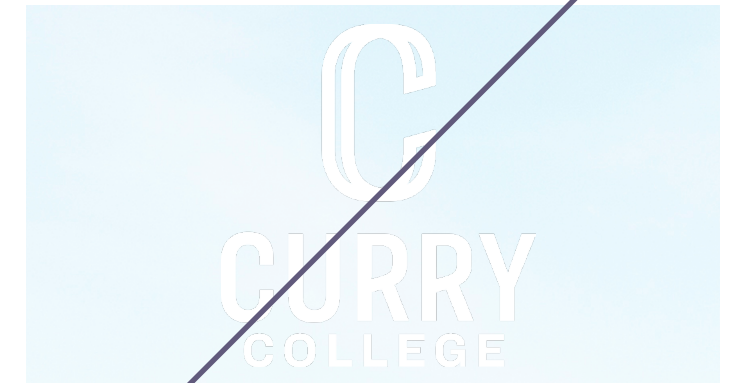
LOGO FOR LIGHT BACKGROUND

LOGO FOR DARK BACKGROUND

**PURPLE ON PURPLE GRADIENT**

WHITE OVER LIGHT AREA OF PHOTO

SOCIAL MEDIA MARKS

The social media mark can be either the icon or the Curry College monogram.
These marks should be used for all official Curry College social media accounts.

When used as a square, the social media mark should be centered in the square.
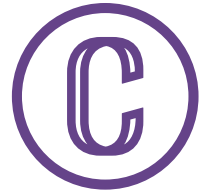The space around the mark should be proportional to the spacing represented on
the adjacent page.

CIRCULAR PROFILE
180x180

33px

33px
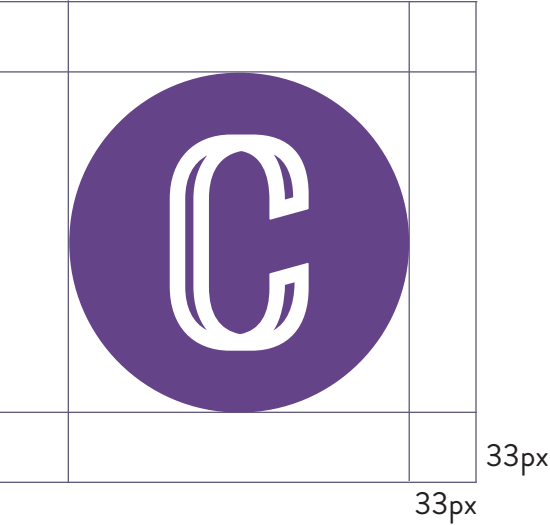
SQUARE PROFILE
180x180

33px

33px
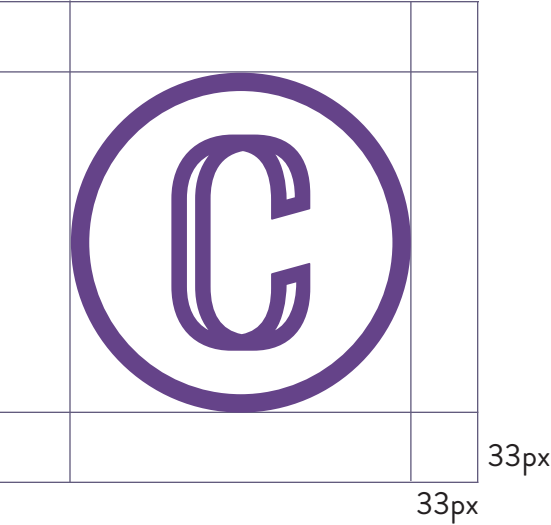
LOGO OVERVIEW

UNIVERSITY SEAL

The Seal is used to signify the College's institutional history, authority, and academic prestige. Authority to approve the use of the seal is maintained solely by the President's Office. In general, Use of the seal is exclusive to the President's Office, major academic events (e.g., Convocation and Commencement), and official College documents (e.g., diplomas, certificates, and transcripts).

It is imperative that departments not create their own seals—this diminishes the significance and gravity of the seal.

Any of Curry College's official colors can be used for the seal, but Curry Purple, Black, or White is preferred.

brand expression
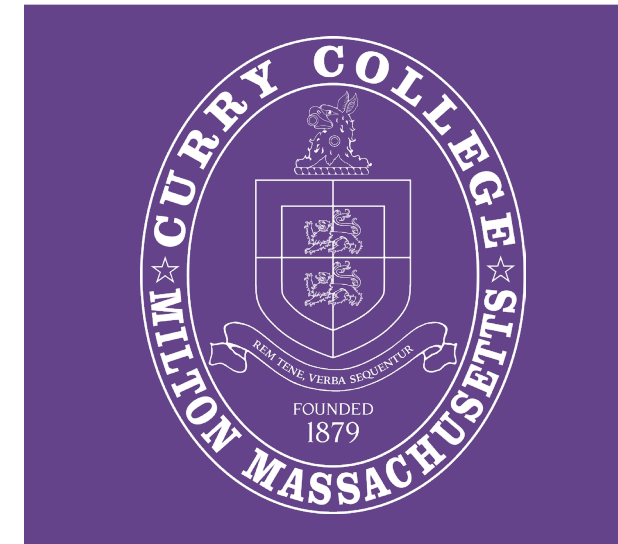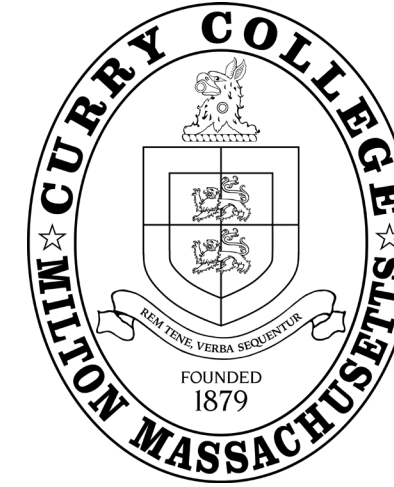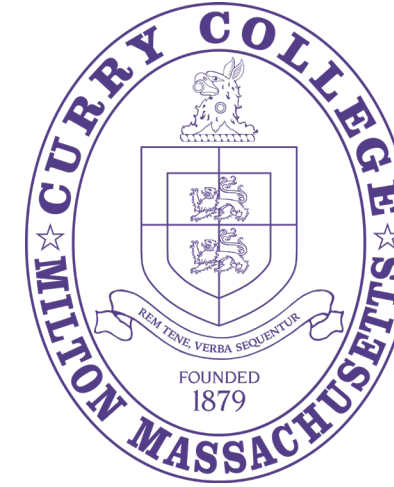
The Curry College story features three primary expressions of personality: the Caring Companion, the Determined Champion, and the Creative Contributor.

When we communicate on Curry College's behalf, we must do our best to embody aspects of this personality. By doing so, we can be confident we are communicating consistently and building an authentic, powerful, and identifiable brand story.

THE CARING COMPANION

STORYLINE

We provide a supportive foundation that empowers each person to thrive.

Everybody belongs at Curry, and you can tell. We welcome a diversity of students, and then we truly uplift them as they set out on their unique journey toward success. The approach looks different every time because no two students are exactly alike. Instead of a one-size-fits-all method, we focus on developing genuine relationships, accessible resources, and an environment of support and compassion where students can cultivate courage and expand their minds.

VOICE

Caring Companions are encouraging and others-first, allowing others to feel safe and supported. They are personable, focused fully on empowering others. When expressing this archetype through messaging, use a warm and accessible tone to create an invitational feeling. Since many colleges and universities tell a generic story of welcome and support, be detailed in messaging this archetype, telling how Curry uniquely nurtures and transforms students.

PHOTOGRAPHY

Curry students, staff, and faculty are nurturing and compassionate, driven to act by the desire to support others. These traits come alive in facial expressions that exude care and connection. Express this sense of care through photos that show collaborative moments and sharing space with others. Whether candid or posed, in a classroom, formal setting, or art studio, these photos should exhibit both dedication and warmth.

PURPLE

Supportive and selfless, driven by compassion, warmth, and the desire to care for others. Delivers nurturing, comfort, and protection. Values altruism, commitment, and generosity. Causes people to feel valued and supported.

COLLABORATIVE
COMPASSIONATE
NURTURING

THE DETERMINED CHAMPION

STORYLINE

We push ahead so students can succeed.

We believe that education can transform lives. At Curry, we are determined to empower students, remove barriers, and lay the groundwork of support that allows everyone to belong and everyone to succeed. Together, we push forward, setting and meeting goals that can both equip and inspire our students on their journey of transformation. We build loyalty, we forge community, and we ensure that determined students—no matter what challenges life may present—get every chance to thrive.

VOICE

Determined Champions are hardworking, empowering, and loyal. They desire to equip students with both the endurance and positivity needed to reach their full potential. When expressing this archetype through messaging, use an optimistic, transparent tone that communicates how Curry inspires students through grit and forward-thinking. Use a variety of sentence lengths to portray the human effort involved in overcoming obstacles to achieve future success. Tell stories that are true to life and relatable.

PHOTOGRAPHY

Curry College students, staff, and faculty are resilient and preserving, driven by the desire to help others succeed. Express this sense of determination through photos that show students focused on their craft or exploring something with intent and purpose. Capture the sweat, grit, and dirt—the details that prove the work—to communicate a relatable story. Show students who collaborate while striving to meet their goals. Subject expression is key; subjects should show that they are fully focused on their goals ahead.

MAROON

Resilient and tenacious, driven by overcoming challenges through grit and determination. Delivers surprising strength, perseverance, and toughness. Values fortitude and hard work. Causes people to feel triumphant and inspired.

RESILIENT
PERSEVERING
EMPOWERING

THE CREATIVE CONTRIBUTOR

STORYLINE
We are envisioning, pursuing, and creating a future of flourishing.

It takes creativity to see a boundary and figure out how to prevent it from stopping you. But at Curry, this is what we do every day. With an unfettered openness to what is possible, we focus our intelligence, energy, and passion on ensuring that our students have the best possible chance to see their dreams come true. We explore new ideas, interrogate old ways, and think broadly about what opportunities might exist that can translate into something ever better for our students' futures.

VOICE
Creative Contributors are imaginative and original. They desire to find unique ways to contribute to the collective flourishing of their community. They value openness and new ideas, causing others to feel included and inspired. This archetype can take on many forms in messaging because self-expression is its essence. Use tones that invite others to be creative—tones that are exuberant, personable, and welcoming to all that others have to offer.

PHOTOGRAPHY
Curry students, staff, and faculty are driven to innovate and create space for new ideas to flourish. Express this creativity with photos that visually depict a story of imagination and coming to life. This can be achieved through unique framing, lighting, angles, colors, illustration, and composition. Photos could show students exploring their abilities or creating their own educational path. Shots of individuals or groups expressing themselves creatively can effectively capture this message.

ORANGE
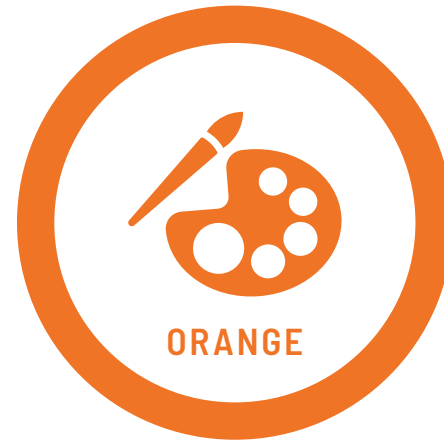
Creative and imaginative, driven by self-expression and artistry. Delivers something new that encourages creativity. Values originality, ideation, and new concepts. Causes people to feel constructive and expressive.

ORIGINAL
IMAGINATIVE
EXPERIMENTAL

CURRY COLLEGE