



MassBay Community College

Style Guide & Brand Guidelines



Mission Statement

MassBay Community College Mission Statement

MassBay Community College is a compassionate, student-centered, accessible institution of higher learning, serving a richly diverse population. MassBay is a bridge to equitable opportunities, sustained success, and a lifetime of professional and personal growth. Through transformative education, MassBay contributes to the growing regional economy and cultivates the potential of our students, empowering them to thrive in our local and global communities.





Brand Mission

Why Branding Matters

Creates a Unique Identity: Branding gives a company or organization a distinct identity, differentiating it from competitors in a crowded market. It helps the community to understand what makes MassBay unique and worthwhile, underscoring the value of the MassBay experience.

Builds Trust and Credibility: A strong brand, with consistent and authentic messaging and imagery, fosters trust and credibility with prospective students and their families. This trust is crucial for building long-term relationships and developing ambassadors — individuals willing to vouch for MassBay — in the community.

Increases Customer Loyalty: When students, parents, alumni, and families connect with our brand's values and purpose, they are more likely to become loyal advocates. Positive word of mouth is one of our most effective methods of growing our pool of prospective students, donors, and community partners.

Enhances Brand Recognition: Consistent branding (logo, colors, imagery, messaging) across all platforms helps members of our community more easily recognize and remember the MassBay brand. This recognition is reinforced and strengthened by marketing and advertising campaigns. It's why the world's strongest brands, such as McDonald's or Coca-Cola, occasionally change their jingles and taglines, but they don't touch the color scheme or the golden arches or signature fonts.

Clean | Sharp | Fun

To define the MassBay brand, we present branded material in a clean and professional manner while not being too strict. Playing with type, color, and imagery within the confines of our brand guidelines helps MassBay stand out and speak to its target audience as a whole. Keeping up with design trends while following a simple set of guidelines results in clean, fun, and professional design.

START HERE



The MassBay Community College brand musts

- Reflect the College's mission
- Set MassBay Community College apart from other institutions
- Reflect the highest quality, thereby raising the standards and expectations of our institution
- Present the benefits of the MassBay experience in a positive, compelling manner
- Remain uniform, accessible, and consistent across all media and platforms when promoting the College both internally and externally



Style Guide

Our **Style Guide** provides guidelines to help ensure all marketing and communications materials reflect the College's mission and present MassBay Community College to our internal and external communities with professional-level design and communications standards on all written and digital materials.

Our Style Guide is made up of two basic elements: the MassBay brand parameters and details, and the MassBay marketing team's functions and how to leverage them.

Logo



There should be an even amount of white space around the logo with nothing touching it.

Font
ADOBE DEVANGARI

Logo Icon



This icon may be used independently from the rest of the logo as a separate design element.

Logo should not be manipulated in any way.



To download the approved versions of the MassBay logo, visit [MassBay.edu/Marketing](https://massbay.edu/Marketing).



Benefits of a Color Palette

Increased Brand Recognition

Consistent use of a color palette across all marketing materials helps consumers easily identify and remember the brand. This can lead to higher brand recall and loyalty.

Emotional Connection

Different colors evoke specific emotions. For example, warm colors such as red and yellow can convey energy and excitement, while cool colors such as blue and green can evoke feelings of calm and trust. By strategically choosing colors, brands can create the desired emotional response in their target audience.

Improved Communication

Colors can be used to highlight important information, guide the user’s eye, and create a visually appealing and engaging experience. This can lead to a better understanding of the message and increased engagement.

Color Palette Guidelines

We encourage you to experiment with templates and colors when creating materials to promote your work. However, using colors that are outside our approved color palette weakens the MassBay brand. Please use these six colors, or the closest available match, when creating materials without the assistance of the Marketing team.

Color Example Ideas

- Navy Blue** | Title copy on white background/body copy
- Green** | Title copy/subtitle copy, breakout text
- White** | Looks good on a navy background for title or body copy
- Medium Blue** | Good for subtitle copy or breakout text
- Red** | Breakout text, extra important information
- Yellow/Gold** | Looks good on navy as title or subtitle text

Primary Colors

Navy Blue	
PANTONE: 648C	RGB: 0, 44, 92
CMYK: 100, 86, 36, 31	HEX: #002d5c
Green	
PANTONE: 370U	RGB: 104, 136, 72
CMYK: 62, 29, 89, 11	HEX: #698948

Secondary Colors

White/Negative Space	
Blue	
PANTONE: 647C	RGB: 38, 97, 147
CMYK: 90, 63, 20, 3.5	HEX: #266092
Red	
PANTONE: 201C	RGB: 164, 31, 53
CMYK: 24, 100, 80, 17.5	HEX: #a32035
Yellow/Gold	
PANTONE: 108U	RGB: 253, 221, 46
CMYK: 2, 9, 91, 0	HEX: #fddd2e



MassBay Slogan

Start Here • Go Anywhere

MassBay Slogan

“Start Here • Go Anywhere” has become a powerful mantra on our campus. This theme resonates with prospective, current, and former students, and it unites our faculty and staff with a common purpose. This simple refrain, Start Here • Go Anywhere, captures what we do for students in a concise, compelling phrase. We encourage its use as a brand element.

Slogan Guidelines

The MassBay slogan should always be written **Start Here • Go Anywhere**, capital S, H, G, and A with a bullet point (•) in between “Start Here” and “Go Anywhere.” The slogan can be used as a tagline or as a design element and can be written in a variety of fonts and weights, typically chosen at the designer’s discretion based on the specific design’s needs.

The slogan may be separated into different parts when used as a design element. For example, emphasizing “**START HERE**” or “**GO ANYWHERE**” as a design element or as copy is a typical way the slogan may be displayed. When using the slogan in designs, you may use all caps.

GO ANYWHERE



Gotham

Gotham Light ABC abc 123	Use as large title font mixed with a heavier weight
Gotham Book ABC abc 123	Body Copy
Gotham Medium ABC abc 123	Subtitle Copy
Gotham Bold ABC abc 123	Title/Subtitle Copy
Gotham Black ABC abc 123	Title Copy
Gotham Ultra ABC abc 123	Title Copy, Pull Out Copy

SignPainter

SignPainter is free to download and does not require a commercial license.

SignPainter HouseScript
ABC abc 123

Title, pull quote or featured/highlighted text or copy. It can also be used for certificates or elevated events such as Commencement, award dinner invitations, programs, etc.

SignPainter HouseScript
Semibold
ABC abc 123

Title, pull quote or featured/highlighted text or copy

Montserrat

Montserrat is a substitute for Gotham. It is free for anyone to download and does not require a commercial license.

Montserrat Light ABC abc 123	Use as large title font mixed with a heavier weight
Montserrat Regular ABC abc 123	Body Copy
Montserrat Medium ABC abc 123	Subtitle Copy
Montserrat Bold ABC abc 123	Title/Subtitle Copy
Montserrat Extra Bold ABC abc 123	Title Copy
Montserrat Black ABC abc 123	Title Copy



MassBay MarComms Team/Content Creation

The award-winning MassBay Marketing and Communications (MarComms) team provides the tools and expertise to successfully promote programs, activities, successes, profiles, and initiatives to the internal and external community. We proudly preserve and enhance the College's brand by utilizing paid advertising, social media, public relations, website development, special events, and internal and external communications.

The primary tools we use to reach internal audiences (MassBay faculty, staff, and students) are: flyers and posters, email, internal plasma TV slides, and verbal announcements. For external audiences, we use the MassBay.edu website, social media, and in some cases, the Route 9 sign, press releases, postcard/mailers or paid advertising.

Have a project?

MassBay faculty and staff with a project, website update, or an event or activity they wish to promote, **must enter an FMX ticket to request marketing services from the College.**

The FMX system can be accessed at [MassBay.edu/Marketing](https://massbay.edu/Marketing)

MassBay MarComms team tools may include:

- Website Content
- Flyer/Poster/Emails
- Social Media
- Mailers/Postcards
- Press Releases
- Photography and Videography
- SWAG
- Special Events
- Secondary Logos

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Content Creation

How and Why

In all things marketing, content is the backbone. No matter which marketing tactic is in use, how we describe our programs, people, places, and activities will encourage or discourage our target audience to answer our call to action. The quality of our writing either strengthens or diminishes our brand.

The MarComms team has skilled writers and editors on staff, ready to help you prepare content that will achieve your goals. Whether you're editing copy on a web page, preparing a flyer for an event, drafting an announcement for an upcoming event, or submitting content for a printed publication, the MarComms team can help ensure your message is clear, concise, compelling, and on-brand.

How to Prepare Content for Submission

Before submitting content to the MarComms team for design and posting, be sure it has been proofread by your team. MarComms will review and edit your content prior to beginning design work. Please do not submit content for an event or activity that has not been approved, funded, or otherwise properly vetted.

We look forward to partnering with you to meet your content needs!

Timeline

- Timeline requirements vary depending on the size of your project and the amount of content involved.
- Project timelines are based on business days.

If you're submitting content for a brand new project, please place that content in a Word document. Please make sure the content has been edited and vetted before submission.

If you're submitting edits for a previous project, please use the "Add a comment" or "Add sticky note" menu choice on the right-click menu in Adobe Acrobat.

1. Open the most up-to-date PDF
2. Right-click in the spot of the edit
3. Find "Add a comment" or "Add sticky note", it should be the first item at the top of the list.
4. Enter your edit(s) and click Post or the "x."

Note: If your project has more than 10-20 edits or long paragraphs of copy that need editing, you can create a Word document to place the new copy and leave a note to let the designer know the exact location of the edits.



Website Content

Benefits of a Professional Website

A good website offers numerous benefits, including increased credibility, wider audience reach, and improved customer engagement. It enhances brand awareness, provides valuable information, and can lead to increased prospective student engagement and enrollment. Ultimately, a well-designed website can be a powerful tool for community engagement and a credible and dynamic source of information for prospective students and to the success of any college in the digital age.

Enhanced Credibility and Trust

A professional website showcases MassBay as reliable and trustworthy, especially when it's well-designed, easy to navigate, and provides clear, accessible, accurate, timely, and engaging information.

Increased Visibility and Reach

A website expands MassBay's reach beyond geographic boundaries, enabling the College to connect with prospective students, current students, alumni, donors, and community members while showcasing its programs, services, resources, and opportunities to a broader audience.

MassBay Website

The primary audience for the MassBay.edu website is prospective students and their families. It also serves alumni, employers, donors, and community members. Maintaining news and information that might lead to additional enrolled students is the single most critical necessity of the website.

From Fall 2023–Spring 2024, the MarComms team led the MassBay community in a collaborative process to fully upgrade the MassBay.edu website. Launched in March 2025, the updated MassBay.edu features a sleek, modern design, simplified navigation, translation into nine languages with the click of a button, fresh photography, a new chatbot, and more.

Keeping MassBay.edu website content up-to-date and accurate is a shared community responsibility. No single department can be responsible for the content on more than 940 pages. So, the MarComms team relies on faculty and staff to provide edits and updates when information, activities, programs, regulations, and data evolve over time.

As part of the website refresh project, dozens of MassBay faculty and staff were trained on how to make edits to pages for which they're responsible. If you would like to be trained, please contact the MarComms department.

Every faculty and staff member is encouraged to review content periodically and provide updates via the FMX marketing ticket system.

Timeline | 1–2 Weeks

To help expedite the process of updating web content, please submit content that has already been edited and approved for posting. If you need assistance with writing, language, or content approval, please contact the Marketing & Communications Department via email or the FMX marketing ticket system.



Flyer/Poster/Email

Benefits of a Flyer

Flyers and posters offer several key benefits as cost-effective and versatile communication tools for reaching targeted audiences, especially for events. They provide a tangible, memorable connection with current and prospective students, alumni, donors, and community members and can be customized to reinforce the MassBay brand.

Targeted Reach

Flyers can be distributed on all three campuses, to pre-determined geographic areas, or to specific demographics, ensuring your message reaches the most relevant audience.

Tangible and Memorable

Unlike digital ads, flyers offer a physical reminder of your message, which can be more easily retained by recipients.

Brand Reinforcement

Flyers should be designed within MassBay's brand guidelines, using on-brand colors, the logo, and other professional-grade visual elements, helping to build brand recognition and awareness.

Email Blasts

The MarComms team is able to send email blasts upon request. However, if current students are your target audience, please forward your requests to Dean of Students students, please forward your requests to Dean of Students Josh Cheney at JCheney@MassBay.edu.

Timeline | 3-5 Weeks

If you are producing a flyer to promote a specific event, having all finalized materials ready three to four weeks prior to the event allows time to design, print, and post flyers on campus.

The College has designated bulletin boards around campus for promotional flyers. **It is the responsibility of the individual(s) who put up posters and flyers on campus to take them down when the event is over.**

Updates to previous flyers will have a faster turnaround time.

Printing/Distributing/Posting

Flyers for internal events can be printed at the College Copy Center unless requested otherwise.



Social Media

Social Media Channels

The primary audience for MassBay social media channels is external — prospective students and their families. We will occasionally post about upcoming internal events, but only if the general public is welcome to attend, or about past events if MarComms determines it would be of interest to the general public.

The College's main social media channels are the primary outlet for posts. It is highly recommended that faculty and staff enter FMX tickets with images, videos, and suggested text attached, for the Marketing team to post on the main channels.

All members of the MassBay community are encouraged to follow us on our social media channels and share our content with your networks. We should all be social champions for MassBay!



Instagram
MassBayCC



Threads
MassBayCC



TikTok
MassBayCC



Facebook
MassBay Community
College



YouTube
MassBay Live



LinkedIn
Massachusetts Bay
Community College

Timeline

It is best to share graphics for social media posts before your event, and photos or videos during or shortly after it. Social media is designed for the current moment, so the relevance of a post diminishes over time. Please send photos and videos to Marketing as soon as possible after your event — ideally the same day or the next day — to help make social media posts more timely, relevant, and impactful.



Press Releases/Media Advisories

Media Advisory vs. Press Release

A media advisory is used to invite media to attend an upcoming event or announcement, or to inform them of an upcoming newsworthy item in case they cannot send a reporter. Advisories are more concise than press releases and often do not contain quotes. To request a media advisory, provide MarComms with the following details: who, what, why, when, where, special attendees, and any logistical information.

A press release is used to try and get an event/award/activity covered by print or broadcast media. Releases can be sent on the day of an event or shortly afterward. These are more comprehensive and typically include quotes from key participants and relevant photos, usually from the event itself.

For newsworthy college events and student or faculty/staff achievements, include all information about your announcement, including your name, date, what we are announcing and why (award, new program, grant), data points, links to additional information, contact information, etc. In general, press releases should include comments from key organizers or officials and offer enough information to tell the story clearly and concisely. The best press releases share the basics of the story and include a link to a more robust write-up with more detail on the MassBay website.

Please note, MassBay uses AP Stylebook when writing press releases.

Benefits of a Press Release

A well-crafted press release offers numerous benefits, including increased brand awareness, enhanced credibility, and improved search engine optimization (SEO). It also helps build relationships with media outlets, drives website traffic, and potentially generates positive media coverage.

Increased Brand Awareness and Visibility

Press releases can help MassBay reach a wider audience, including prospective students and their families, donors, and other stakeholders. By sharing newsworthy information, MassBay can create buzz and generate interest in our brand and our mission.

Enhanced Credibility and Trust

Since the public often views a press release as a reliable source of information, it is a valuable tool for building trust and strengthening our brand.

Improved SEO and Online Presence

Optimizing press releases with relevant keywords can boost their visibility in search engine results. This can drive traffic to the MassBay.edu website and improve the College's overall online presence.

Media Relations and Coverage

Press releases serve as a direct communication channel with journalists and media outlets. They can be used to pitch stories, share news, and ultimately, generate media coverage. Be advised, only MarComms staff and senior College officials are authorized spokespeople for MassBay. If you are contacted by a member of the media, please contact the Marketing Department immediately.

Timeline

Whether an idea or accomplishment is newsworthy is the decision of the Marketing and Communications Department. We cannot guarantee every request for a press release will be granted.

Once we agree to produce a press release, we will need 3-4 weeks to generate and distribute it.

Media advisories are typically sent one week prior to an event. Depending on how much detail you send to the Marketing team, advisories can be generated in 1-2 weeks. Please be sure to plan ahead and enter your FMX marketing ticket three weeks prior to your event if you believe media coverage is warranted.

If members of the media contact you, please forward all requests to the MarComm office.



Photography & Videography

Benefits of Professional Photography

Photography is a crucial component of effective marketing, offering numerous benefits such as capturing attention, fostering authentic connections, building credibility, strengthening brand identity, and boosting search engine optimization (SEO). High-quality visuals can significantly enhance engagement, making our brand more appealing and memorable.

Photography at MassBay

Professional photographers may be hired if there is an expressed purpose for photos, including for publications, our website, or marketing campaigns. Requests for professional photographers must be made in November as budgets are being created, unless your department intends to cover the cost. Other uses, including for social media, may be captured by internal MarComms (non-professional) photographers. Event leaders are encouraged to take photos via cell phone and send to Marketing@MassBay.edu for possible posting to social media, our website, or other marketing tools.

Videography

The hiring of a professional videographer is solely at the discretion of the Marketing & Communications Department. We encourage members of the community to videotape events and activities on their cell phone and send footage to Marketing@MassBay.edu for possible use on our social media platforms and website.



Timeline | Requests for professional photography must be made during budget season, in November.

If an unanticipated need for a professional photographer arises during the year, please submit an FMX marketing ticket with as much lead time as possible. We cannot guarantee requests for a professional photographer that are submitted after November will be granted, unless your department has funds to cover the cost.

It will require at least four weeks' lead time to guarantee a professional photographer can fit your event on to their schedule.

If the MarComms team is unable to secure a professional photographer for your event, we will make every effort to be there ourselves to take quality photos.



College SWAG

College SWAG

Stuff We All Get (SWAG) are trinkets, clothing, and other materials that are designed to increase brand awareness. SWAG can be used for info sessions, open houses, and other events that engage potential students and their families, potential donors, and other external stakeholders.

MarComms SWAG On-Hand

The Marketing & Communications Department has a limited supply of College promotional SWAG. To ensure you have enough promotional items for your event, please inform the Marketing team of your SWAG needs by November 30, or earlier, of each year to coincide with annual budget planning, unless your department will cover the costs.

Ordering and Designing SWAG

Ordering clothing, hats, pennants, and other trinkets without MarComms approval can lead to a diminishing of the MassBay brand and is prohibited. To better protect and project our MassBay brand, all departments wishing to order SWAG with the MassBay logo must send their design to the MarComms team for approval via FMX prior to placing an order, even if your department is paying for the order.

Timeline

Ordering College merchandise requires advance planning.

- Custom merch (T-shirts, car magnets, stickers, and similar items): Allow three months from request to delivery for design, production, and shipping.
- In-stock MassBay merchandise (T-shirts, hats, pens, journals, mugs, etc.): Allow up to two weeks for fulfillment.
- Reorders that do not require design work: Allow approximately six weeks for delivery.





Secondary Logos

Logos

The creation of secondary logos is overseen and approved by the Marketing and Communications Department. Requests for logos representing departments, clubs, programs, and other College-affiliated groups are evaluated on a case-by-case basis. All custom logos must comply with MassBay's brand guidelines.

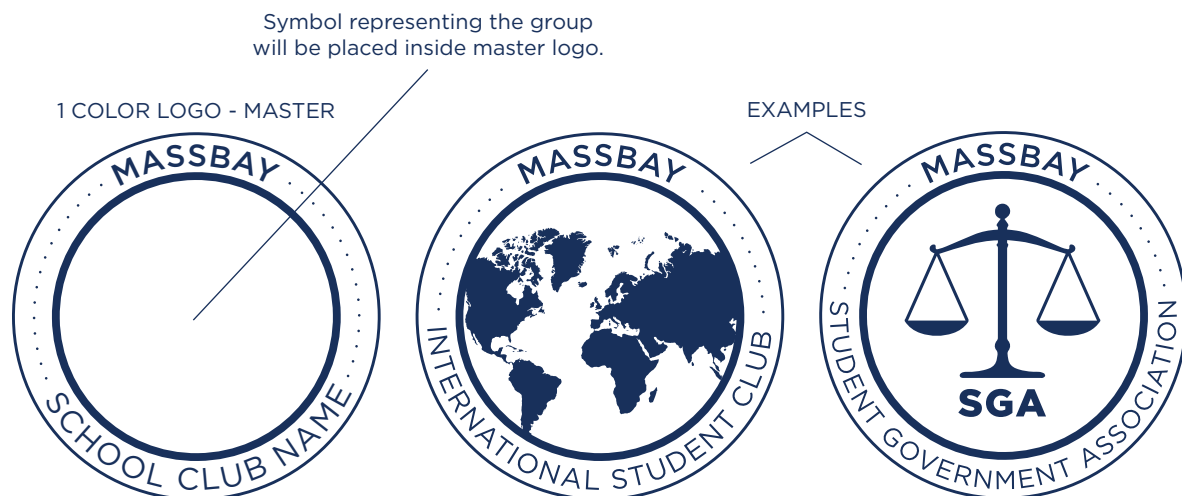
MassBay's secondary logo system features a circular design with a subject-specific symbol at the center. This approach reinforces consistency with the College's primary brand while allowing individual groups to maintain a distinct visual identity.

Secondary logos are designed in a single color whenever possible. A one-color design improves versatility across print and digital applications and helps control production costs. Additional colors may be approved by MarComms when necessary.

All secondary logos exist under the MassBay Community College brand. Maintaining a consistent approach to secondary logo design strengthens brand recognition and helps protect the integrity of the College's visual identity.

Timeline | 3-4 Weeks

A request to create a secondary logo will be evaluated by MarComms on a case-by-case basis. If approved, the secondary logo will be designed to conform to the MassBay brand. It will take approximately 3-4 weeks after a Marketing FMX ticket is placed to produce a secondary logo.





Benefits of Mailers/Postcards

Postcards provide a cost-effective, tangible, and visually appealing way to communicate with prospective students, alumni, and donors. Unlike email, postcards offer a less cluttered communication channel and can be used to promote events, highlight campus life, and share important information.

Direct and Focused Message

Postcards deliver concise messages directly to recipients, increasing the likelihood of engagement.

Cost-Effective

Postcards are generally less expensive to print and mail than brochures, booklets, and other printed marketing materials.

Visual Appeal

A well-designed postcard can capture attention while reinforcing the College's brand and identity.

Mailers

The use of postcards and other marketing mailings is limited to recruitment and enrollment marketing campaigns, or the distribution of important student-related information such as Student Accounts and Financial Aid communications.

Mailing Lists

Please review the data in your mailing list prior to sending the Excel file to MarComms. The file should not contain any FERPA-protected data, only recipients' names, and their address, city, state, and zip code. Please proofread the entire list and check for any missing data such as blank address cells, addresses outside of the U.S. (our nonprofit postage indicia will not cover these), missing numerical characters in an address, missing names, etc. We suggest that you first sort the entire list by column heading, starting with postal/zip code, then by address, then by last name to ensure you don't have any missing data or duplicated row entries. Data integrity is important and helps MarComms and our printer control costs and to send mailers in a timely manner.

Timeline | 5 Weeks

Working Backward Sample:

- **July 1:** Mail date
- **June 23:** Allow one week for postal delivery
- **June 16:** Allow one week for printing and mailing preparation
- **May 24:** Submit the initial FMX marketing ticket with mailer's final copy, which allows three weeks for design, review, edits, approvals, and mailing list preparation

More lead time is always preferred. However as long as the content has been edited and approved before the ticket has been submitted, the process should proceed smoothly.

Before attaching a mailing list to a ticket, review it carefully to ensure the data is accurate and all addresses are complete before it is sent to the printer. Accurate mailing lists support timely printing and mailing, and they increase the likelihood of meeting your desired deadline.



Special Events

Event Scheduling & Space Requests (25Live)

The Special Events staff is here to help you bring your institutional events, meetings, and gatherings to life. To maintain a consistent and seamless experience across all MassBay campuses, we utilize 25Live as our centralized scheduling and space booking platform.

Below is a quick guide to help faculty and staff navigate the space request process efficiently.

Navigating 25Live: Step-by-Step

1. **Log In:** Access the 25Live platform using through your MassBay One Login.
2. **Search & Select:** Use the “Locations” tab to search for available spaces that fit your event’s scope, capacity, and technical needs.
3. **Create an Event:** Click on the Event Forms to begin your request. Fill in the event name, sponsoring department, date, and exact times (ensuring you include necessary setup and teardown buffers).
4. **Add Resources:** Indicate any specific media, technology, or physical setup needs within the request form.
5. **Submit for Review:** Review your details and submit the form.

Important User Guidelines

- **The Confirmation Rule:** Please note that submitting a request in 25Live holds the space tentatively. A space is only fully confirmed once the requestor receives a formal confirmation email directly from the Special Events Office.
- **Resource Timeline (2-Week Notice):** If your event requires specific setup, media resources, or support services, your 25Live request must be submitted at least two (2) weeks prior to the event date. This timeframe allows our team to coordinate effectively with internal service providers and facilities to ensure your event runs smoothly.
- **Institutional Priorities & Flexibility:** As a dynamic institution, MassBay occasionally experiences shifting scheduling demands. On rare occasions, previously requested spaces or events may need to be adjusted or “bumped” to accommodate critical institutional priorities. Should this occur, please rest assured that the Special Events Office will proactively work with you to find a suitable alternative space and ensure your event’s success is not compromised.

Need Assistance?

We are always happy to help. Reach out to the Special Events Office at SpecialEvents@MassBay.edu for hands-on assistance.