

Mount Holyoke College **Brand Guidelines**

MOUNT HOLYOKE

Table of Contents

Introduction p.2

Brand Voice p.2

Positioning p.3

Brand Toolkit

Identities p.4

College Identities p.4

Sub-brand Identities p.8

Secondary College Identities p.9

Special Use Logos p.10

Development Giving Identities p.11

Color p.12

Color Palette p.12

Class Colors and Symbols p.13

Icons p.14

Architectural Patterns p.14

Iconography p.15

Typography p.16

Photography p.18

Templates p.20

Key Institutional Phrases p.22

The Office of Communications and Marketing

The Mount Holyoke College Office of Communications and Marketing serves as the official voice of Mount Holyoke College, working to express its distinction and elevate its reputation through storytelling about faculty/staff, students and alums. Our department offers a wide range of digital, social media and design services and also maintains the College website.

Our Services

Strategic Marketing

Brand management
Copy editing
Copywriting
Content strategy
Design (print and digital)
Email marketing
Marketing analytics
Photography
Social media
Story writing
Video

News and Media

Event promotion
and coverage
Internal communications
Media relations
News and media analytics
Newswriting

Web Communications

Search engine optimization
Web analytics
Web content
Web development

What is a brand?

Put simply, a brand is whatever someone thinks about when they see or hear the name of a business or an institution.

The Mount Holyoke College brand is the embodiment of everything that the College stands for — its mission and values, its reputation and its quality of educational experience. The way we talk about Mount Holyoke College shapes how people feel about us. It also helps to drive actions such as a prospective student visiting, applying or enroll. Or, if we're talking about alums, it can help drive giving or Reunion attendance.

Whatever the action, our brand matters because it is the method by which we set ourselves apart from similar high-quality institutions. The purpose of the Mount Holyoke College Brand Guidelines is to guide our communications and marketing work. Each one of us plays a role in upholding these standards so that we speak in a strong, unified voice that drives action to meet our institutional goals.

Brand Voice Overview

Mount Holyoke's brand voice is **bold, boundless, real, and responsive** — a reflection of its trailblazing legacy and dynamic vision for the future. It champions courageous thinking and cross-disciplinary connections, using language that's intellectually curious, purpose-driven, and infused with possibility. Whether it's celebrating student achievements, spotlighting research breakthroughs, or welcoming new community members, the tone is confident yet warm — never boastful, but always proud of its people and their impact.

At its core, the voice is rooted in the belief that **“we are too bold for boundaries.”** That means embracing diversity of thought, identity, and experience. Messages often highlight meaningful connections — between ideas,

people, disciplines, and global communities — and are framed around real-world outcomes and aspirational progress. The voice encourages readers to envision new paths forward and to take purposeful action in shaping a more equitable world.

Across platforms — from social media posts to website copy and admissions materials — the voice balances academic rigor with accessibility, pairing clarity with conviction. It is as comfortable talking about biochemistry research in Thailand as it is celebrating community traditions on campus. Ultimately, it inspires a sense of belonging and shared ambition, inviting every audience to **“build bonds, break barriers, and make change for all.”**

Who we are

At Mount Holyoke, our students, faculty, staff and alum community have never been afraid to be out in front. Here, we build enduring bonds, break through barriers, and blaze even bigger trails for the generations to come — so we can leave the world better than we found it.

We believe in the strength of connections. That's why we build bridges among people and across disciplines. Between cultures and through ideas. In the classroom and around the globe. It's how discovery goes deeper, sparks spread further and we push beyond the limits of what we thought was possible. And together, we guide, challenge and support each other to grow and reach the places we want to go.

Every day, each of our students cultivates the competence, confidence and courage to make an impact — whether on a personal, community or global level. And we're always moving forward. Because when you're out in front, you realize just how boundless you are.

Our Brand Pillars

Breaking Barriers: A commitment to challenge the status quo, always with impact in mind

Exploratory Education: An expansive education designed for freedom of exploration

Collaborative Community: A close-knit, supportive community built on mutual respect

Connected Campus: A diverse, inclusive and international hub

A.

MOUNT HOLYOKE

MOUNT HOLYOKE

B.

MHC



C.

MHC MHC



D.



College logo, monogram and seal

These are the three core College identities. The font, color and weight of the marks have been carefully determined and may not be altered in any way.

A. Legacy Wordmark: This is the primary version of the College identity. It should always be represented in our brand dark blue (see page 10 for color specifications) or reversed out of a color in white. The College wordmark should be used across all inward- and outward-facing brand channels.

B. Secondary Lettermark: In applications where the legacy wordmark can't be accommodated by the design context in which it needs to appear, the three-letter lettermark can be used in its place. The same color requirements apply.

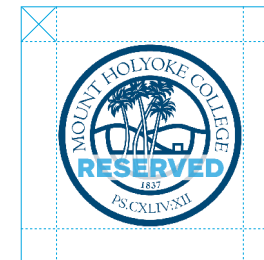
C. Block Monogram: Our new block monogram introduces a modern, confident expression of the Mount Holyoke identity. Primarily used in internal communications and community-facing materials, this mark serves to reinforce brand cohesion after initial engagement, especially following admissions outreach. Its clean, geometric design reflects the College's bold and forward-thinking spirit, complementing our legacy wordmark with a contemporary visual shorthand.

D. College Seal: The College seal is reserved for presidential and Trustee-level communications needs only. Any use or requests for the College seal must be approved by MarComms before use.

Please email info@mtholyoke.edu with any requests or inquiries regarding official College identities.

Clear space

Minimum Size



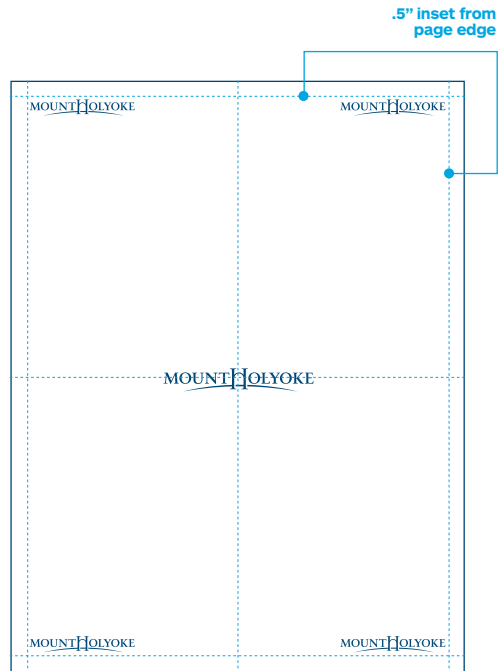
Clear space and minimum size

To promote overall readability of the College identities, a set clear space must be maintained around it. Also, a minimum size for the marks must be adhered to whenever possible.

Clear space: A clear space is defined to maintain the identity's integrity. If the minimum clear space is not applied, the identity's impact will be compromised. Whenever possible, do not allow any distracting graphic elements, such as copy, photography, or background patterns, to clutter the clear space. The minimum clear space is defined by an established distance around the full perimeter of the mark (represented by "X").

Minimum size: The minimum size is determined by the width of the identity. The minimum size for the primary identity is 1.25 inches, .75 for the monogram, and .50 inches for the College seal.

Placement



Incorrect usage

A.



B.



C.



D.



E.



F.



Placement and incorrect usage

Proper placement and usage of the College identities is integral to preserving the overall integrity and presentation of the brand. Please adhere to the requirements noted on this page at all times.

Placement: When placing the College identities in any print or digital context, the logos must always anchor to one of the four corners of the page template or centered in the middle of the page (as shown above). A .5 inch inset from page edge should always be adhered to avoid logo bleed.

Incorrect usage: Improvisation or adjustments based on the needs of a specific project are not permitted. The College marks should only be used as shown in this guide.

- A. Do not** place the logo on colors that give insufficient contrast
- B. Do not** place the logo on complicated backgrounds
- C. Do not** rotate or angle the logo
- D. Do not** crop or place the logo in shapes
- E. Do not** compress or extend the logo
- F. Do not** change the color of the logo

Lockup treatments



Departments/Divisions/Programs Horizontal

MOUNT HOLYOKE | The Office of the President

MOUNT HOLYOKE | The Division of Student Life

Departments/Divisions/Programs Stacked

MOUNT HOLYOKE
Office of Student Success
and Advising

MOUNT HOLYOKE
The Mount Holyoke Fund

Incorrect lockup usage

A.

MOUNT HOLYOKE | The Office of Communications

B.

MOUNT HOLYOKE | The Office of Communications

C.

The Office of Communications | MOUNT HOLYOKE

D.

The Office of Communications
MOUNT HOLYOKE

Identity lockups

When a College office, center or program requires the endorsement of the College, the primary identity should always be used as a lockup with the text identifying the group. Lockups should always be treated as shown in the examples above.

Usage: Departmental or administrative lockups should be used, for instance, whenever there is a promotional opportunity for the group or as an official signoff in a footer.

Placement: Identity lockups should follow the same placement rules as the primary identity (centered on the page or anchored to a corner).

Styling: The color, font and architecture of the lockups should reflect the examples shown above.

A. Do not change the color of the identity or adjoining text

B. Do not change the font of the adjoining text

C. Do not re-order the placement of the elements

D. Do not change the size or orientation of the elements

Please email brandmanagement@mtholyoke.edu with any requests or inquiries regarding official College identity lockups.

Alum Association



Alum Association Reunion:



Athletics



Art Museum



Alum Association, Reunion, Art Museum and Athletics logos

There are a variety of sub-brand identities that live alongside the College marks. The preservation and stewardship of this secondary set of identities should be managed with the same level of care as the College identities.

Alum Association: This is the Alum Association's primary identity. It can be used on white or light, neutral color fields, or reversed out of a color in white, as shown above.

Alum Association Reunion: The Alum Association's Reunion identity features a distinctive logotype that celebrates connection and tradition. A notable design element is the laurel integrated into the "R" of "Reunion," symbolizing both achievement and legacy in a fresh, celebratory form. This graphic treatment reinforces the spirit of reconnection and is reserved for use in Reunion-specific print and digital materials.

Athletics: The Athletics identity is intended to be used across a variety of backgrounds and textures, including merchandise, spiritwear and team uniforms. Please consult the Athletics communications staff with requests for usage.

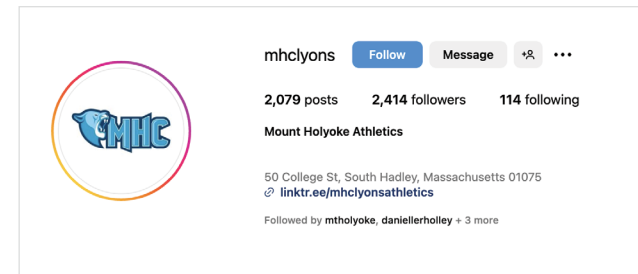
Art Museum: Like the Athletics identity, the Art Museum's identity is highly differentiated for the College's primary identity. Its unique design construction should be preserved in the same manner as the other identities represented in this document. Please consult the Art Museum's communications staff with requests for usage.

Social Media Avatars

College avatars (partial set)



College Partner avatars



Social media avatars are used as visual identifiers across our College social media platforms. When used consistently and properly, they help to create a unified brand presence to users of our channels.

Exceptions: MHC Athletics, the Art Museum, and our three named academic centers have separate visual identifiers on social due to their unique brand attributes.

Please email info@mtholyoke.edu with any requests or inquiries regarding official College social media avatars.

Academic Centers



Heritage Identity Variant



Mount Holyoke Commitment



Lyons Lift



Academic Centers and Heritage Celebrations

Some College entities and occasions require customized logos that maintain brand integrity while meeting specialized audience needs. These logos are considered Special Use Logos and are subject to review and approval by the Office of Communications and Marketing.

Academic Centers: The Miller Worley Center for the Environment and the McCulloch Center for Global Initiatives maintain adapted visual identities that align with their unique missions while preserving consistency with the primary College brand. These logos retain core brand elements such as typeface and layout architecture, while incorporating center-specific treatments in color and design. Usage is limited to center-led materials and must adhere to established clear space, size, and placement guidelines.

Heritage Identity Variant: A Pride Month version of the block monogram has been introduced to celebrate and affirm the College's ongoing commitment to LGBTQ+ inclusion. This version features the monogram overlaid with the Progress Pride flag palette, and should be used only in materials directly tied to institutional Pride Month communications or campus-wide equity and inclusion campaigns. It may not replace the standard monogram in general communications or outside the designated context.

Mount Holyoke Commitment: The Mount Holyoke Commitment logo reflects the College's dedication to access, equity, and inclusion. This mark features the blue block monogram with the C rendered in the lighter brand blue, emphasizing the spirit of commitment that anchors the College's mission. Use of this logo is limited to materials that communicate institutional priorities, strategic initiatives, or campaigns explicitly connected to the Mount Holyoke Commitment.

Lyons Lift: Lyons Lift is the College's accessible ride service operated by the Office of Public Safety and Security. As a mobility support initiative, it maintains a distinct sub-brand identity designed for clarity, visibility, and functionality across vehicle decals, signage, and digital communications. The Lyons Lift logo incorporates visual elements consistent with College identity standards while prioritizing high-contrast readability and accessibility. Use of this logo is restricted to materials and platforms directly related to the service.

Our Brand Toolkit

Development Giving Identities

Laurel Chain Society



Cornerstone Society



Mary Lyon Society



March4MHC



Visual Guidelines for Giving Societies

Mount Holyoke College's giving societies each maintain distinct visual identities that reflect their purpose and prestige. These sub-brands are used in donor communications, print and digital stewardship materials, event signage, and select recognition assets. All society marks are coordinated through the Office of Communications and Marketing to ensure consistency with the College's primary brand system.

Laurel Chain Society: The members of the Laurel Chain Society are dedicated alums, family members and friends who carry the spirit of Mount Holyoke and support the College — each and every year. *Assigned Color: 370C*

Cornerstone Society: The Cornerstone Society recognizes the exceptional commitment of alums, families and friends who, through their annual gifts of \$1,837 or more, provide a foundation of leadership support. The entry level for recent alums (one to 10 years out) begins at \$100. *Assigned Color: 7406C*

Mary Lyon Society: The Mary Lyon Society — founded in 1974 — honors those who have named the College as the beneficiary of a will, trust, retirement plan, or life insurance policy, or have established a life income gift with the College. *Assigned Color: 7693C*

March4MHC: March4MHC is Mount Holyoke's annual two-day giving initiative that blends urgency with celebration. The campaign's distinct visual identity features vibrant, campus-inspired illustrations within bold "MHC" letterforms, evoking a sense of place, progress, and pride. The color palette combines brand blues with bright accent hues to signal energy, while hand-drawn figures and foliage symbolize community connection and collective impact. Typography mirrors the main brand fonts with added flair through script elements. This identity is reserved exclusively for March4MHC-related materials and should not be adapted for other giving efforts without approval.

Usage & Approval: All giving identities must be used in accordance with Mount Holyoke's visual standards. Variations or new treatments must be approved by the Office of Communications and Marketing. When incorporating these identities, follow standard clear space, contrast, and placement protocols outlined in the Brand Toolkit (see pages 5–6).

For more information about these giving societies, please visit www.mtholyoke.edu/giving/mount-holyoke-fund/giving-societies.

Primary

7693 C 100C 57M 9Y 47K #004876 RGB (0, 73, 118)	2995 C 83C 1M #00A9E0 RGB (0, 169, 224)
--	--

Secondary (A: brighter, more aspirational; B: darker, more sophisticated)

A	350 C 80C 21M 79Y 64K #2C5234 RGB (44, 82, 52)	1525 C 2C 77M 100Y 9K #B94700 RGB (185, 71, 0)	209 C 20C 97C 40Y 58K #6F263D RGB (111, 38, 61)	200 C 3C 100M 70Y 12K #BA0C2F RGB (186, 12, 47)	7406 C 20M 100Y 2K #F1C400 RGB (241, 196, 0)
	370 C 62C 1M 100Y 25K #658D1B RGB (101, 141, 27)	165 C 70M 100Y #FF671F RGB (255, 103, 31)	234 C 18C 100M 6Y 18K #A20067 RGB (162, 0, 103)	Red 032 C 86M 63Y #EF3340 RGB (239, 51, 64)	109 C 9M 100Y #FFD100 RGB (255, 209, 0)
	376 C 54C 100Y #B4BD00 RGB (132, 189, 0)	1375 C 45M 94Y #FF9E1B RGB (255, 158, 27)	246 C 31C 88M #C724B1 RGB (199, 36, 177)		
B	5757 C 34C 12M 91Y 54K #6D712E RGB (109, 113, 46)	133 C 19C 37M 100Y 59K #6C571B RGB (108, 87, 27)	456 C 10C 23M 100Y 43K #A28E2A RGB (162, 142, 42)	5405 C 68C 35M 17Y 40K #4F758B RGB (79, 117, 139)	
	576 C 54C 5M 94Y 24K #789D4A RGB (120, 157, 74)	131 C 2C 39M 100Y 10K #CCBA00 RGB (204, 138, 0)	458 C 5C 4M 73Y 7K #D9C756 RGB (217, 199, 86)	645 C 56C 21M 2Y 8K #7DA1C4 RGB (125, 161, 196)	

Tertiary

Warm Gray 11 C 26C 36M 38Y 68K #6E6259 RGB (110, 98, 89)	Cool Gray 10 C 40C 30M 20Y 66K #63666A RGB (99, 102, 106)
Warm Gray 5 C 11C 13M 16Y 32K #ACA39A RGB (172, 163, 154)	Cool Gray 5 C 13C 9M 10Y 27K #B1B3B3 RGB (177, 179, 179)

Suggested color combinations

Complementary primary and secondary combinations



Assigned color palettes

The McCulloch Center

200 C 3C 100M 70Y 12K #BA0C2F RGB (186, 12, 47)	Red 032 C 86M 63Y #EF3340 RGB (239, 51, 64)	165 C 70M 100Y #FF671F RGB (255, 103, 31)
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The Weissman Center

5405 C 68C 35M 17Y 40K #4F758B RGB (79, 117, 139)	645 C 56C 21M 2Y 8K #7DA1C4 RGB (125, 161, 196)	Cool Gray 5 C 13C 9M 10Y 27K #B1B3B3 RGB (177, 179, 179)
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The Miller Worley Center

350 C 80C 21M 79Y 64K #2C5234 RGB (44, 82, 52)	370 C 62C 1M 100Y 25K #658D1B RGB (101, 141, 27)	458 C 5C 4M 73Y 7K #D9C756 RGB (217, 199, 86)
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Professional and Graduate Education

3252 C 89C 0M 5Y 31K #13B0A8 RGB (19, 176, 168)
--

Color palette: primary, secondary and tertiary

Color plays an integral part in how the College brand is expressed both internally and externally, across all channels and mediums. To ensure that color is used consistently, we've chosen a 27-color palette for use in all materials.

Primary: The College primary color palette consists of a dark and light blue. The primary set may be used on its own or in combination with any of the accompanying tones from the secondary or tertiary sets (see color combination recommendations above).

Secondary: The College secondary color palette consists of a brighter, more aspirational range of shades, as well as smaller set of deeper, earthier and more sophisticated set of hues that should be selected based on the nature of the project and audience.

Tertiary: The tertiary palette consists of cool gray hues that complement the secondary sets. These accents should be used sparingly — ideally at a 10–15% tint — to create subtle background tones.

Our Brand Toolkit

Class Colors and Symbols

			Pantone	HEX	CMYK (print)	RGB (digital)
Blue Lion			7693 C	#004976	100 57 9 47	0 73 118
Red Pegasus			200 C	#BA0C2F	3 100 70 12	186 12 47
Yellow Sphinx			131 C	#CC8A00	2 39 100 10	204 138 0
Green Griffin			370 C	#658D1B	62 1 100 25	101 141 27
Purple Phoenix			5115 C	#512A44	51 91 21 70	51 42 68
Teal Owl			319 C	#2DCCD3	67 2 22 0	45 204 211

Visual Identity and Usage Guidelines

Mount Holyoke College's class colors and symbols are integral to the institution's traditions, fostering a sense of unity and pride among students and alums. These symbols and colors have been a part of Mount Holyoke's heritage since the early 1900s, with the current system established in the early 1900s.

These elements are prominently displayed during class-related activities, including Convocation and Commencement.

Color Usage: Class colors should be used consistently across all materials, ensuring they match the official color specifications.

Symbol Application: Class symbols may be incorporated into designs for class-specific events and communications, maintaining their integrity and alignment with the College's branding standards.

Typography: When pairing class symbols with text, use the College's approved typefaces to maintain brand consistency.

Approval: All designs utilizing class colors and symbols must be reviewed and approved by the Office of Communications and Marketing.

Each class is associated with a specific color and symbol, alternating between even and odd years:

Blue Lion: Even years (e.g., 2024, 2028)

Green Griffin: Odd years (e.g., 2025, 2029)

Red Pegasus: Even years (e.g., 2026, 2030)

Yellow Sphinx: Odd years (e.g., 2027, 2031)

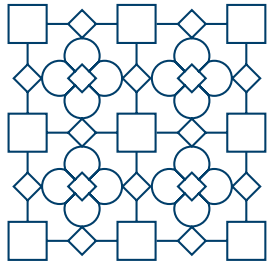
Purple Phoenix: Frances Perkins scholars

Teal Owl: Graduate degree programs

For detailed information on class colors and symbols, including a comprehensive list of class years and their corresponding colors and symbols, please visit the official Mount Holyoke College webpage:

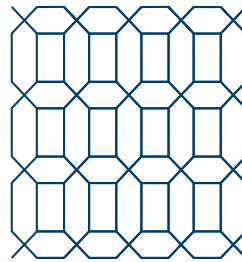
[› Class Colors and Symbols](#)

Pattern 1

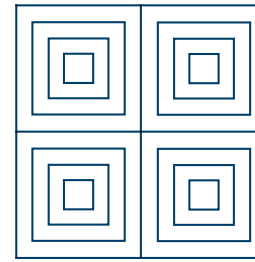


Reserved for high-level
or tentpole events

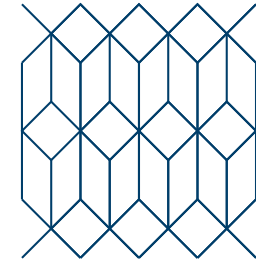
Pattern 2



Pattern 3



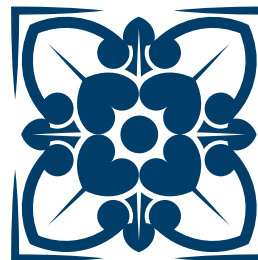
Pattern 4



Campus Detail 1



Campus Detail 2



Campus Detail 3



Architectural Patterns and Iconography

As part of our evolving visual language, Mount Holyoke has begun to incorporate campus architectural elements and custom iconography into branded materials. These graphic assets—ranging from the iconic College gates and clocktower to details inspired by stained glass, stonework, or wrought iron—help minimize white space while grounding our designs in a strong sense of place. Some patterns are exclusive to high-level or ceremonial applications, such as the custom ornamental motif used in Commencement programs, while others are available for broader use across digital and print collateral. These elements should always be employed with

intention: to enhance, not overwhelm. Use them to support storytelling or reinforce atmosphere, while maintaining clarity and hierarchy in layout.

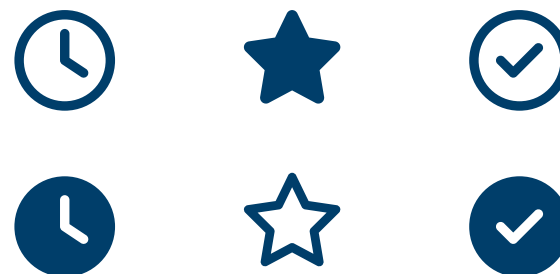
Patterns: The patterns are created from stained glass windows and ceilings found around campus. They should be used as a supporting texture to break up large color blocks and white space.

Campus details: Campus detail graphics serve as supporting elements that unify multiple pieces. Inspired by campus stonework and ironwork, these graphics feature more intricate designs than patterns. When creating new detail graphics, ensure proportions accurately reflect real-life structures.

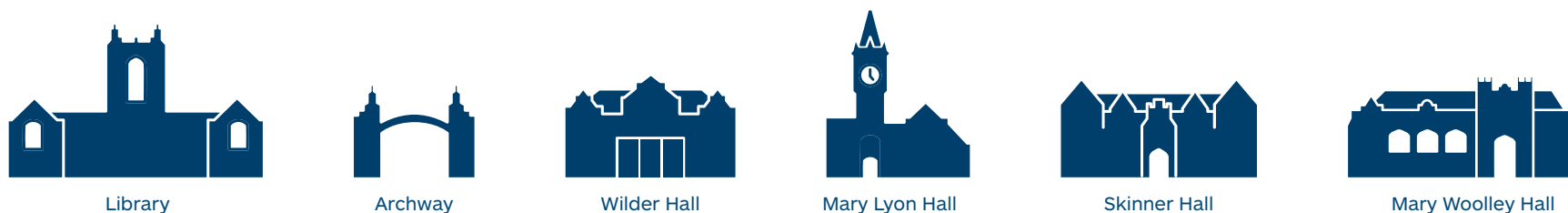
Custom Icons



Font Awesome Icons



Building Icons



Iconography

All icons in a project should remain consistent in style. **Do not mix** icon styles.

Custom icons: When creating custom icons for a project, the stroke thickness should be 1.25px thick when the icon is either .6 inches wide or tall. Outline the stroke before extending the icon any further.

The stroke should have cap edges, slightly rounding the corners of the icon.

Font Awesome icons: When using general icons, download available icons from fontawesome.com. There are a variety of free icons available for desktop use.

Building icons: Building icons can be used individually or as a set. Some buildings when used alone should reflect only certain audiences.

Library: current students, prospective students

Archway: alums

Mary Lyon Hall: donors, presidential events

For questions about usage of approved assets, email info@mtholyoke.edu.

Primary Sans Serif

ARS Maquette

Mm

AaBbCcDdEeFfGgHhIi
1234567890!?"@#%&

weights/styles

AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&
AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&
AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&
AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&
AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&

Secondary Sans Serif (open source)

Open Sans

Mm

AaBbCcDdEeFfGgHhIi
1234567890!?"@#%&

weights/styles

AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&
AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&
AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&
AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&
AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&

Primary Serif

Chronicle Text

Mm

AaBbCcDdEeFfGgHhIi
1234567890!?"@#%&

weights/styles

AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&
AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&
AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&

Secondary Serif (open source)

PT Serif

Mm

AaBbCcDdEeFfGgHhIi
1234567890!?"@#%&

weights/styles

AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&
AaBbCcDdEe 12345!?"@#%&	AaBbCcDdEe 12345!?"@#%&

Typography: primary and secondary fonts

Typography is an essential part of any identity system. Presenting text in a consistent manner wherever it is used supports the overall brand look and feel. A secondary set of open source font alternatives are offered where primary brand fonts are not available.

Primary fonts: ARS Maquette and Chronicle Text are the College's primary brand fonts. These two fonts should be used for all communication needs on and off campus. Both were selected for their unique and differentiated design qualities and presentation capabilities in both print and digital mediums.

Secondary fonts: Open Sans and PT Serif are offered as alternatives to those who do not have access to the primary set. These fonts are considered open source and can be downloaded as part of the Google Font library of fonts.

This **secondary font set** (Open Sans and PT Serif) can be downloaded directly from Google Fonts via the links below:

› [Open Sans download](#)

› [PT Serif download](#)

ARS Maquette/Open Sans

Headlines/Subheads

**Be bold.
Be fearless.** [Black/Extra bold weight]

**Be bold.
Be fearless.** [Bold/Semibold weight
Color accent]

Body text/in-line callouts

Chemist and educator **Mary Lyon** founded Mount Holyoke College (then called Mount Holyoke Female Seminary) in 1837, nearly a century before women gained the right to vote. [Regular weight
Black/Bold callout]

Chemist and educator **Mary Lyon** founded Mount Holyoke College (then called Mount Holyoke Female Seminary) in 1837, nearly a century before women gained the right to vote. [Light weight
Black/Bold callout
Color accent]

Chronicle Text/PT Serif

Headlines/Subheads

**Be bold.
Be fearless.** [Bold weight]

**Be bold.
Be fearless.** [Semi-bold weight
Color accent]

Body text/in-line callouts

Chemist and educator **Mary Lyon** founded Mount Holyoke College (then called Mount Holyoke Female Seminary) in 1837, nearly a century before women gained the right to vote. [Semi-bold weight
Bold callout]

Chemist and educator **Mary Lyon** founded Mount Holyoke College (then called Mount Holyoke Female Seminary) in 1837, nearly a century before women gained the right to vote. [Regular weight
Bold callout
Color accent]

Typography usage: styling and formatting

Careful care should always be taken when stylizing text with the College's brand fonts. Our sans serif and serif fonts can be used independently from or in combination with one another as desired, so long as the rules with usage and styling are followed.

Sans Serif styling: The character and paragraph styling for ARS Maquette and Open Sans is the same. Headlines, subheads and callouts should always be treated in black/extra bold or bold/semi-bold. Whenever possible, character tracking is typically set to -20, with leading (line spacing) tight, as seen in the examples above. Body text should be set in regular or light weight, with inline callouts treated in black or bold weights if needed (as seen above). Character tracking and leading similar to headlines.

Serif styling: Chronicle Text and PT Serif can be used in place of or in combination with the College's sans serif fonts for all character and paragraph styling. Bold and semi-bold weights should be used for headlines, subheads and callouts; semi-bold and regular weights should be used for body text with bold weight accents for in-line callouts — as seen above. There should be no character tracking when using a serif.

Our photo library



Photography: a pictorial narrative of who we are

Photography provides not just a quick representation of life at Mount Holyoke, but serves as a powerful catalyst for a richer emotional attachment to the institution

People and place: Mount Holyoke's photography style is candid, natural, and intentionally human-centered. It captures real moments in high fidelity, often emphasizing curiosity, collaboration, and transformation. Whether in a laboratory, garden, makerspace, or residence hall, images highlight genuine expressions and unscripted interactions that reflect our vibrant, diverse community and award-winning campus. The use of natural light and depth conveys authenticity and connection, while framing choices favor immersive compositions, often placing the viewer within the scene. From wide-angle environmental portraits to dynamic close-ups that spotlight student creativity and activism, our imagery reinforces a bold and boundless brand.

narrative, while scenes of iconic architecture, seasonal beauty, and outdoor gathering spaces anchor our sense of place and the College's distinct atmosphere. All photos should avoid heavy filters or artificial color treatments in favor of clarity and warmth.

Photo library: Our institutional photo library is managed through our digital asset management resource, Photoshelter. All photos on this site are free to use for most College print and digital communication needs.

Please email info@mtholyoke.edu to sign up for a Photoshelter account and to access our photo library.

Cropping

Correct cropping



Landscape format



Portrait format

Incorrect cropping



Cropping into faces



Unbalanced orientations

Image and text

Correct application of text



Proper contrast and placement of text

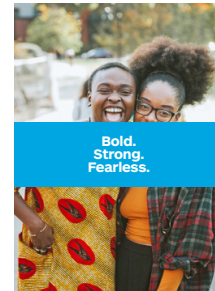


Use of color blocks as containers for text

Incorrect application of text



Improper contrast and placement of text



Improper use and placement of color blocks as containers

Color overlays

Correct use of color overlays



Edge-to-edge overlays with full-color reveals



Full image overlays over full-color images

Incorrect use of color overlays



Split-image color washes



Overlays used with inadequate transparency

Photography: usage and generation

The usage and styling of our photography is critical to the success of the channel it's being used to support. Careful attention must be applied to the process of selecting, placing, cropping and interaction our photos have with text and other brand elements.

Using existing photography: The selection, placement and styling of our photos should be approached with careful attention to detail so as to preserve the integrity of our subject matter and brand. Always choose imagery that will align most closely with the content or messaging it is intended to support. Never crop, rotate or block images in ways that compromise the original intent of the photo. In general, photos should be used in their original form as downloaded from our library. In cases where additional styling is desired, a slight color overlay can be applied, as seen above.

Generating new photography: Professional photography plays a powerful role in shaping how our audiences experience Mount Holyoke. High-quality images elevate the clarity, impact, and emotional resonance of our communications—reinforcing the College's distinctive identity across channels. When new photography is needed, prioritize working with skilled professionals who can reflect our established style and visual standards. To request photography services or guidance, please use the request form at forms.monday.com/forms/d0ccf61ec4b9b8b3daed4fccd752a31e?r=use1.

Please email info@mtholyoke.edu for a list of preferred local and regional photographers that might align with your photo needs.

Promotional

Posters



Portrait format

Landscape format (multiple versions)

Notecards/invites/announcements



5x7" landscape format folded (exterior/interior)

5x7" portrait format folded (exterior/interior)

Postcards/invites



4x6" landscape format (front/back)

5x7" landscape format (front/back)

6x11" landscape format (2 fronts/back)

Administrative

Letterhead



Name tags



Agenda/meeting notes



Branded print templates

Often, the creative needs of the campus community exceed what the communications office can support. For this, we've created a suite of print-design templates to be used as needed.

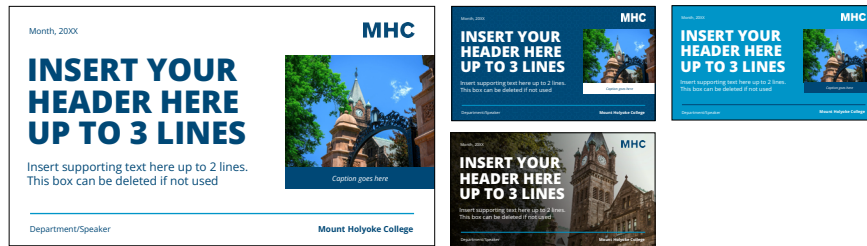
Our library of branded templates: Our suite of design templates consists of the following: posters, postcards, notecards, invites/save the dates, name tags, letterhead, and agendas/meeting notes. All templates exist as Word documents to ensure usability by all end users. There are multiple format options for some templates, such as posters and notecards. Please select the options that best serve the needs of your communication materials.

Using our templates: All templates include our College logo and details on text styling. Our two open-source brand fonts will need to be downloaded and installed before use (see typography, page 12, for additional details on fonts).

Our suite of branded print templates and template user guide for instructions on how to use the College templates can be accessed through the [MHC Connect Communications portal](#).

Monogram Presentation

Title Slides



Text Slides

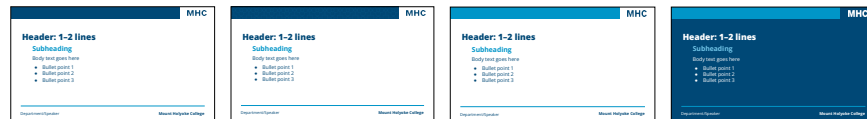
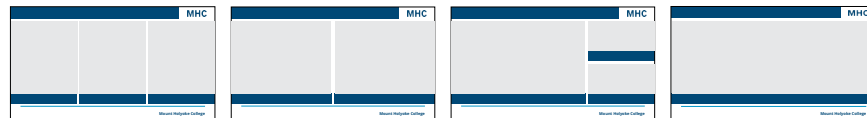
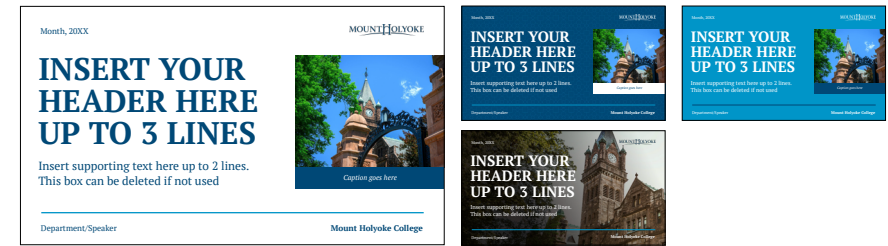


Photo Slides



Legacy Presentation

Title Slides



Text Slides

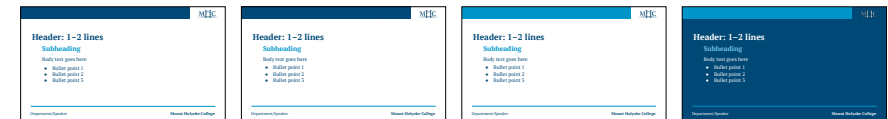
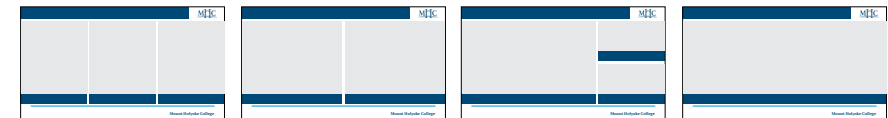


Photo Slides



Branded presentation templates

To ensure all presentations align with our brand standards, use our branded presentation templates. These templates are available in both Google Slides and Canva. Using them helps keep our visuals consistent and reinforces our professional image across all communications.

Monogram Presentation: This template is set up in Open Sans with the Monogram logo. Choose one title slide, then mix and match the text and photo slides. See the Monogram guidelines on page 4 to determine when to use this template. Users must make a copy before customizing the templates.

[› Canva Template](#)

[› Google Slides Template](#)

Legacy Presentation: This template is set up in PT Serif with the Legacy logo. Choose one title slide, then mix and match the text and photo slides. See the Legacy logo guidelines on page 4 to determine when to use this template. Users must make a copy before customizing the templates.

[› Canva Template](#)

[› Google Slides Template](#)

Key Institutional Phrases

Select phrases are signature to Mount Holyoke College's brand voice and storytelling framework. While not trademarked, they carry deep institutional meaning and should be used with care, consistency and context. They are revered for internal campaigns, presidential messaging, or flagship content and should not be altered or diluted through overuse or misuse.

"Forged in dissent"

Refers to Mount Holyoke College's founding in 1837 by Mary Lyon. This phrase encapsulates the College's history of challenging norms and shaping new futures for women in education. It should be used sparingly in high-impact content to underscore themes of legacy, bold leadership and social transformation.

"Don't give in; give."

Introduced in 2025 in response to escalating cultural and political challenges facing higher education, this phrase functions as both a declaration of resistance and a compelling fundraising appeal.

It reinforces the idea that giving to Mount Holyoke is an act of defiance against anti-intellectualism, exclusion and complacency.

Usage Guidance

These phrases should be used sparingly and in strategically placed content only. **Contact the Office of Communications and Marketing for review and approval before deploying in campaigns or high-visibility materials.**

"Forged in dissent"

Appropriate for: Presidential addresses, institutional reports, admissions campaigns, campus signage, mission-aligned marketing.

Do not use for: Everyday email signatures, general-purpose swag, social media posts without context, or casual correspondence.

Tone: Formal, reverent, mission-centric.

"Don't give in; give."

Appropriate for: Giving and donor appeals, crisis response messaging, alumni mobilization and community calls to action.

Tone: Urgent, clear and bold. Can be used as a standalone statement or integrated into short campaign headlines.