



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

**Creating 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 to 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 like McDonald's occasionally change their jingles and tag lines, but they don't touch the color scheme or the golden arches.

## Clean | Sharp | Fun

For the MassBay brand, the idea is to 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, is what 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 lends itself to clean, fun, and professional design.

START HERE



# The MassBay Community College brand must:

- 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 and consistent across all mediums and platforms when promoting the College both internally and externally

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

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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



Logo should not be manipulated in any way.



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.





# Color Palette

## 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 better understanding of the message and increased engagement.

### Color Palette Guidelines

We encourage you to experiment with templates and colors if you want to create materials to promote your work. However, using colors that do not conform to our color palette weakens the MassBay brand. Please use these six colors (or as close to these colors) when creating materials without the help 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

## 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

## The MassBay Slogan

Start Here, Go Anywhere has become a powerful mantra on our campus. This theme resonates with prospective, current, and past 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 subtext 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.

Slogan may be broken up 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 would be broken up and utilized. When using the slogan in designs, you may use all caps.

GO ANYWHERE

## Gotham

Gotham Light  
ABC abc 123

Nice to 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

**Note:** The tracking on Gotham Ultra is pushed to 10 to open up the type, then additional kerning is applied where needed.

# Montserrat

Montserrat is a substitute for Gotham. It is a Google font that is free for anyone to download.

Montserrat Light  
ABC abc 123

Nice to 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**

Note: The tracking on Montserrat Black is pushed to 10 to open up the type, then additional kerning is applied where needed.



## 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, 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 the MassBayGo mobile app. For external audiences, we use the MassBay.edu website, social media, and in some cases, the Route 9 sign, press releases, and postcard/mailers or paid advertising.

MassBay faculty and staff who have something they wish to promote must enter an FMX ticket to leverage the College's marketing tools. The FMX system can be found at [MassBay.edu/Marketing](https://massbay.edu/Marketing).

### MassBay MarComms Team tools may include:

- Website Content
- Flyer/Poster/Emails/Mobile App
- Social Media
- Mailers/Postcards
- Press Releases
- Photography and Videography
- Merch
- Secondary Logos

### MassBay MarComms Team

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# Content Creation

## How and Why

In all things marketing, content is the backbone. No matter which marketing tactic in use, how we describe our programs, people, places, and activities will entice or dissuade your target audience to answer your 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 webpage, 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 on your content needs!***

## Timeline

The size of your content/project will determine the timeline.

Project timelines are based off of 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" button on the right click menu in Adobe Acrobat.

1. Open the most up-to-date/previous PDF in Acrobat
2. Right click in the spot of the edit
3. Find "Add a comment", it should be the first item at the top of the list.
4. Fill box with edit and click "Post"

**Note:** If your previous 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 that let's the designer know exactly where the edits should be.



# 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 dynamic and credible source of information for prospective students and for the success of any college in the digital age.

### Enhanced Credibility and Trust

A professional website showcases MassBay as legitimate 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 your reach beyond geographical limitations, allowing you to connect with customers worldwide and showcase your products or services to a global audience.

### MassBay Website

The primary audience for the MassBay.edu website is external: prospective students and their families. 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 transparent process to fully upgrade the MassBay.edu website. Launched in March 2025, the new MassBay.edu features a sleek, modern design, simplified navigation, translation into nine languages with the click of a button, fresh photographs, a new chatbot, and much more.

Keeping MassBay.edu website content up-to-date and accurate is a shared community responsibility. One department cannot be responsible for the content on more than 940 landing 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 they're responsible for. If you would like to be trained, please contact the MarComms Department.

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

### Timeline | 1-2 Weeks

This process is sped up by submitting content that has been edited and approved for posting. If you need assistance with language or content approval you can contact Marketing & Communications.



# Flyer/Poster/Email

## Benefits of a Flyer

Flyers and posters offer several key benefits, primarily being a cost-effective and versatile way to reach a target audience, especially for events. They provide a tangible, memorable connection with customers and can be **customized to reinforce brand identity**.

### Targeted Reach

Flyers can be distributed in specific 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 with MassBay's brand colors, logo, and other visual elements, helping to build brand recognition and awareness.

### Email Blasts

The MarComms team is able to send email blasts upon request; however, if your target audience is only current students, please forward your requests to Dean of Students Josh Cheney at [JCheney@MassBay.edu](mailto:JCheney@MassBay.edu).

### Timeline | 3-5 Weeks

Having all finalized materials ready three to four weeks ahead of the date of an event you are promoting allows for the designing, printing, and posting of 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 rate.

### Printing/Distributing/Posting

Flyers for internal events can be printed at the College Copy Center unless requested otherwise. You can use OneLogin to submit a helpdesk ticket with the Copy Center and then submit your finalized PDF provided by Marketing.



# Social Media/Mobile App

## 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.

The College's main social media channels are the primary outlet for posts. It is highly recommended that members of the community 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 must all be champions for MassBay!



Instagram  
MassBayCC



Threads  
MassBayCC



TikTok  
MassBayCC



Facebook  
MassBay Community  
College



YouTube  
MassBay Live



LinkedIn  
Massachusetts Bay  
Community College

## MassBayGo Mobile App

The most effective tool to reach MassBay students is **MassBayGo**, the College's free mobile app. Students are instructed to download the mobile app at orientation, so most have the app on their phone.

On the app, students will find information about transportation, study tips, ride sharing, dining, clubs and athletics, career services and much more. Faculty and staff are encouraged to post about College-wide meetings, activities, clubs, or student opportunities. The mobile app is aesthetic, modern, and posting can take place in real-time. Do not rely on email to reach MassBay students — they're available on the mobile app!

Internal events/announcements/club flyers can be posted directly on **MassBayGo** by any member of the MassBay community without a marketing ticket — that includes all students, faculty, and staff.

To post or respond on behalf of a department or service (e.g. Library, Athletics, Student Engagement), staff can request **MassBay Go app training** via FMX.

*The Marketing & Communications team is ready to help you with your post to MassBayGo!*

## Timeline

It's best to share graphics for social media posts in advance of your event, and photographs/videos of the event during or just after the event. Social media is designed for the current moment, so the relevance of a post diminishes as time passes. Please send your photos and images to Marketing as soon as possible after your event, either the same day or the next, which will help make our social media posts more resonant and impactful.

Scan code to  
download the  
MassBay GO App  
for iPhone



Scan code to  
download the  
MassBay GO App  
for Android





# 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, MarComms will need the details: who, what, why, when, and where, and any special attendees or logistical details.

A press release is used to try and get an event/award/activity 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, call to action, 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

Distributing press releases from a trusted source like MassBay can build our credibility with the public and the media. The public often views press releases as a reliable source of information, making it 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.

## 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 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 January as budgets are being created, unless your department intends to cover the cost. Other uses, including for social media, may be captured by internal Marketing (non-professional) photographers. Event leaders are encouraged to take photos via cell phone and send to [Marketing@MassBay.edu](mailto: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 Department. We encourage members of the community to videotape events and activities on their cell phone and send footage to [Marketing@MassBay.edu](mailto:Marketing@MassBay.edu) for use on our social media platforms and website.



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

If an unanticipated need for a professional photographer arises during the year, please submit an FMX ticket with as much lead time as possible. We cannot guarantee requests for a professional photographer that are submitted after January 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 Merch

## College Merch

Marketing has a limited supply of College promotional merchandise. To ensure you have enough promotional items for your event, please inform the Marketing team of merch needs by January as budgets are being created, unless your department will cover the costs.

All departments wishing to order merchandise with the MassBay logo must send their design to the MarComms team prior to placing orders.

## Timeline

Ordering College merchandise can be a time-consuming and expensive endeavor. If you need custom merchandise (t-shirts with a custom logo, special items like car magnets or stickers, etc.), the Marketing team will need time to design and order it, and a vendor will need time to produce and ship the items. Expect three months from your initial request until delivery.

For smaller quantities of general MassBay merch (t-shirts, baseball hats, pens, journals, mugs, etc.), the Marketing team may have enough in stock to provide you what you need. We can fulfill orders with merch we have on-hand within two weeks of receiving your request.

Orders that don't require design work will take six weeks to reorder.



# Secondary Logos

## Logos

The creation of secondary logos is overseen and approved by the Marketing and Communications Department. Secondary logos for departments, clubs, and other groups will be evaluated on a case-by-case basis. Custom logos must conform with the established brand guidelines.

The College's divisional logos feature a circular design with a symbol representing the subject in the center. The idea is to reinforce consistency with the College's primary branding while remaining distinct from the main logo.

Custom logos will be designed in one color only. Keeping the logos one color helps transition to digital text and images for easy and cost-effective printing. Adding colors increases the cost of printing, although color may be added if necessary and approved by Marketing.

**It's important to remember all secondary logos lie under the MassBay Community College brand. Consistency of secondary logos is an important way to strengthen and ensure the integrity of the MassBay brand.**

**Timeline | 3-4 Weeks**

3-4 weeks

