

# Visual Identity System

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**Tufts**  
UNIVERSITY



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# From the President

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Tufts brings distinctive values and purpose to the landscape of higher education. The university uses its unique constellation of undergraduate and professional schools, as well as its social commitment and dedication to cross schools in multidisciplinary collaboration, to lead the way in addressing the great social challenges of our day.

This visual identity manual plays a critical role in fulfilling Tufts' promise as an institution—conveying the essence of our mission and spirit through a consistent and compelling graphic system that supports our brand strategy.

The manual provides simple ground rules. By following these guidelines in all our communications, we each contribute to Tufts' rising reputation for excellence across the country and around the globe.

When an issue arises that does not appear to be addressed by this manual, please contact Tufts' Office of Publications. They stand ready to help all offices develop strong, compelling, and distinctive communications under the banner of Tufts' visual identity system.



PRESIDENT LAWRENCE S. BACOW

## Preliminary Comments on Brand Strategy

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In January 2006, Tufts completed a year-long brand identity analysis that established the university's most advantageous market position. It defined the themes and messages that would best communicate Tufts' mission, values, and character to the general public.

Establishing and maintaining this market position requires that these themes and messages appear consistently in all communications originating from the university.

Furthermore, the brand strategy links all of Tufts' varied activities to an overarching narrative that research suggests will differentiate Tufts from its peer institutions.

For example, even a detail such as the site of Tufts' Medford/Somerville campus can reflect the broader unifying character of the institution. In addition:

- Tufts' School of Medicine has a noble and well-established tradition of preparing excellent clinicians *evidence of Tufts' commitment to addressing pressing social needs beyond the walls of the institution.*
- Nearly 40 percent of Tufts undergraduates study abroad *because Tufts students have energy and drive and understand that active citizenship requires one to experience the world beyond the campus.*
- Tufts has become a forerunner in environmental research *because Tufts has always had an institutional ethos of addressing major societal challenges, and the environment poses one of the greatest challenge of the world today.*
- Tufts has a beautiful campus set on top of a hill *because the founders of Tufts wanted the institution to shine as a beacon of higher education, with an idealistic, progressive, and socially engaged purpose.*

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It is important to remember that the brand strategy not only applies to formal communications, such as brochures or Web pages, but also to informal communications, such as a casual conversation or speech. Every communication, from the most mundane to the most elaborate, is an opportunity to reinforce a central message about the character of the institution.

Another important aspect of brand strategy is building the institution's distinctive personality in the mind of the public. Therefore both the content and the style of each message is important.

To put this in human terms, how would an institution that is forward-looking and socially engaged speak? It would not be shy, pedantic, provincial, or arcane. It would be engaging, cosmopolitan, unpretentious, and enthusiastic.

# The Tufts Brand Strategy

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Tufts' brand strategy contains two parts.

First is a series of core messages that should continually be reinforced in all communications.

## **Major Theme**

Tufts is a university focused on new leaders for a changing world.

## **Supporting Points**

We draw on traditions of innovation and progressive thinking going back to our founding in 1852.

- We are pioneering and entrepreneurial.
- We are engaged with the outside world, promoting active citizenship.
- We are focused on the great challenges of the new century.
- We are global in our perspective.
- We are educating the next generation of leaders through genuine collaboration of faculty and students.
- We possess special strengths in international affairs, life sciences, and environmental sciences and engineering.

When presenting a particular program or aspect of the university, try to bring it back to this major theme and whichever supporting points are relevant.

Second, there is a set of stylistic traits that describe the Tufts personality.

## **The Tufts Personality**

### **We are:**

- enthusiastic, eager, and flexible
- spirited, exuding enthusiasm for Tufts
- intellectually substantial
- committed to genuine diversity, conveyed through voice, tone, and style

### **We are not:**

- Verbose or pedantic
- Pretentious or hidebound
- Defensive or apologetic (never comparing Tufts to others)

Writers and graphic designers, indeed anyone involved in university communications, should try to manifest these characteristics in the tone, style, and substance of their communications in order to convey the "Tufts personality."

If you are unsure of how to proceed, please contact the Office of Publications for assistance.

# The Tufts Visual Identity System

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The Tufts visual identity system is the critical tool in achieving a consistent look across all Tufts' communications. Over time, this visual identity or "look" will become associated with the Tufts brand and thereby reinforce the institution's messages and personality.

One of Tufts' strengths is the diversity of its programs, departments, and schools. These are represented by various Web sites, brochures, pamphlets, and advertisements. The visual identity system utilizes a basic set of rules to ensure that all of these diverse communications can easily and quickly be identified as coming from the same institution.

A heightened public awareness of the broader institution also benefits the individual efforts of members of the Tufts community, whether it's recruiting students or faculty, promoting charitable giving, or collaborating with other organizations and municipalities.

The elements of the Tufts identity system are:

- The Tufts logo and its authorized variations
- The Tufts colors and an accompanying color palette
- The Tufts typefaces

The use of each of these elements is governed by the simple and clear guidelines provided in this manual. The manual also includes numerous examples of correct as well as incorrect applications of every point to provide additional guidance.

If you have questions, please contact the Office of Publications for assistance.



# The Tufts Logo

The Tufts logo exemplifies the brand strategy.

The word “Tufts” is set in type of a style known as “Egyptian” or slab serif. This typeface modern and collegiate and conveys a confident and positive feel. ....

The seal conveys the message that Tufts is an institution grounded by tradition. ....

The choice of all caps in “university” conveys a sense of strength and purpose. ....



# Guidelines for Use of the Tufts Logo

Below are guidelines for three uses of the Tufts logo. The logo must appear in a prominent location on all print and electronic communications that will be seen by audiences outside the university.

**On a multipage print publication**

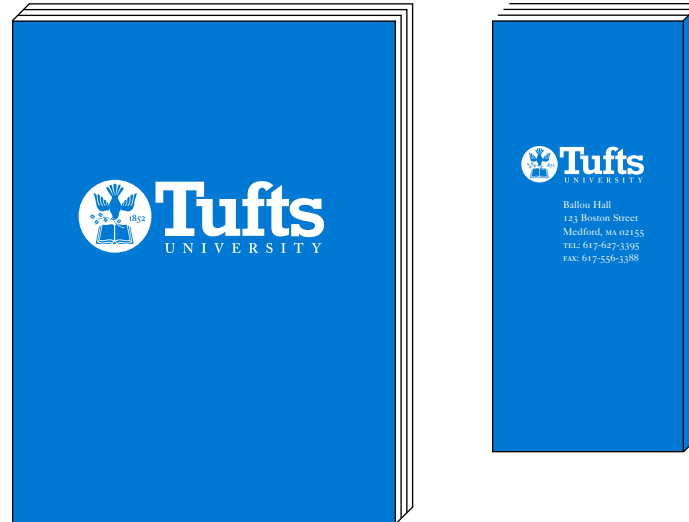
The logo should be placed on the front or back outside cover or on the inside front cover.

**On an advertisement or poster**

The logo should appear on the front.

**On a Web site**

The logo should appear on the homepage.

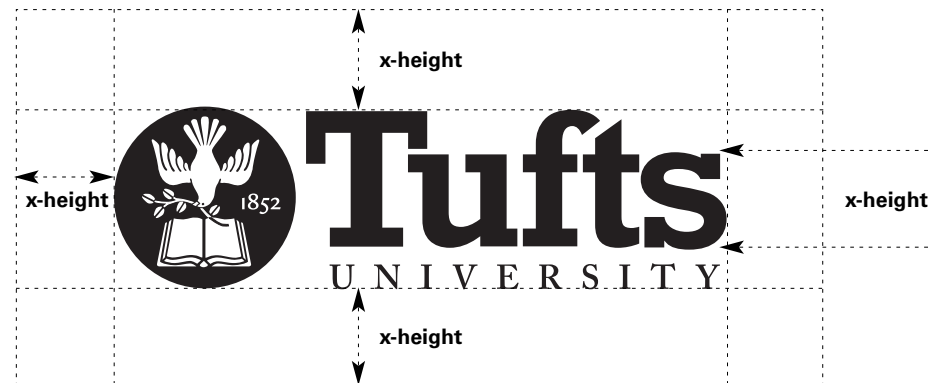


Front cover of an 8.5" x 11" publication with the Tufts logo and back cover of a 4" x 9" publication with the Tufts logo and mailing address

**It is very important that designers or desktop publishers do not attempt to construct the logo themselves, as the lettering in the logo has been sculpted especially for Tufts. Please obtain authorized electronic files of the logo from Tufts' Office of Publications.**

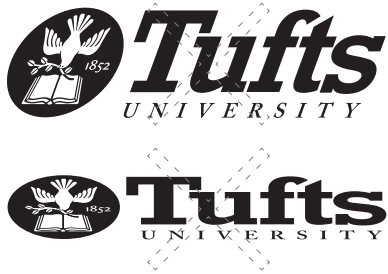
**Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and perhaps alter the scale of the various elements. Please obtain original art from Tufts' Office of Publications.**

In addition, a "clear area" around the logo equal to the height of the lower-case letters (the x-height) should be incorporated into any design using the logo.



# Incorrect Uses of the Logo

Never manipulate or distort the Tufts logo, for example, by stretching or compressing it:



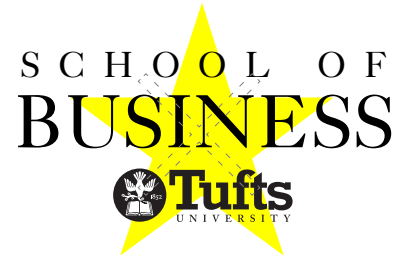
Never try to redesign one element of the logo, for example, the word “university”:



Never add words or images to the logo to create a composite logo treatment:



Never replace an element of the logo:



Never add any elements to the logo, such as a line or punctuation mark:



## Color and the Tufts Logo

*Tufts official colors are discussed in the color section of this manual, starting on page 20. The official shades of the university's brown and blue are defined and a palette of complementary colors is provided.*

This section explains how to employ color with the Tufts logo.

### Correct uses

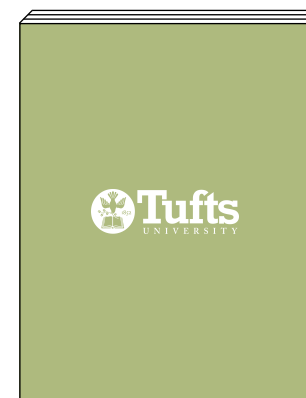
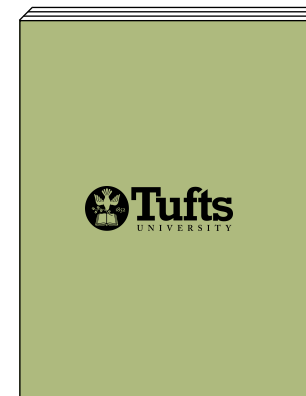
With one exception, the Tufts logo should always be printed in a single color.



That one exception is when the logo is printed in the school colors, which are brown and blue.



When designing a brochure that employs less than full color, for example a two-color green and black piece, the logo should be printed in the darker and more neutral of the two colors, which in this case would be black. The logo could also reverse out to white.



**Incorrect uses**

It is not permissible to print the logo in any other two-color combination, such as black and blue, red and black, or white and blue.



Such misuse of the logo could lead to confusion about the official school colors and would therefore be counterproductive to the aims of the branding strategy.

Because the logo is the primary mark of the university, it should be printed in the official school colors. If this is not possible, then it should be reproduced in a neutral dark shade, such as black.

## Different Versions of the Tufts Logo

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Three versions of the Tufts logo have been created to suit different design circumstances. All of the guidelines that apply to the main Tufts logo also apply to the variants.

Ultimately, the designer of a particular brochure or Web page will decide which of the three versions of the logo will best suit an individual project. The following guidelines are provided to assist designers in their thinking.



**The main version** of the university logo is the most complete and should be used wherever possible. All of the elements of the logo are important: the treatment of the word “Tufts,” the seal, and the word “university” make an essential statement about Tufts’ place in the ranks of American educational institutions.

# Tufts

UNIVERSITY

The second version of the logo retains the text “Tufts University” but omits the school seal. This treatment is mainly for low-resolution visual contexts, such as Web pages, in which the seal cannot be employed at a small size. This version is also useful in visually busy designs in which it might be difficult to incorporate the entire design.



Tufts University Undergraduate Admissions home page, with the second version of the logo in the upper left corner

# Tufts

The third version reads simply “Tufts.”

This version is mainly for use on undergraduate or on-campus communications, such as an admissions viewbook or a Tufts sweatshirt. This fresh, youthful version is appropriate for certain print and Web environments, where the complexity of the design or other content require a simple, bold look.



Collateral materials such as shirts and mugs can use the third version of the Tufts logo



# School and Program Logos

1 School of Medicine brochures

2 School of Arts and Sciences Occupational Therapy brochure

3 Center for Conservation Medicine

No unit of Tufts, whether a school, research center, or auxiliary unit, should develop an individual logo that would compete with the official Tufts logo.

The legitimate need for a clear, recognizable identity for an individual unit can be met using a variety of tools in the Tufts identity system.

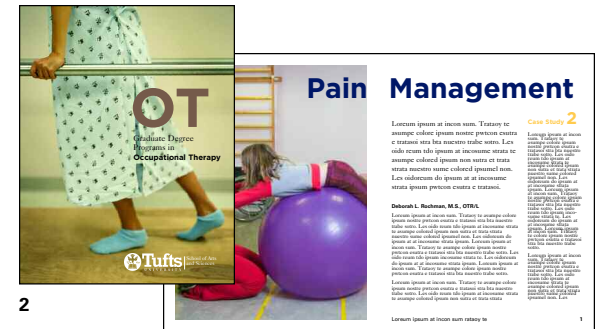
To assist Tufts units with their own branding, families of typefaces are presented in the Type section starting on page 24. In addition, a school can adopt a signature color as a unifying element among all its publications. There are many design

solutions available for conveying a sense of distinctiveness and identity. However, a unit should stop short of developing its own logo.

To the right are some examples of ways in which units could develop their own “family resemblance” for a series of publications without developing a separate logo.



1



2



3

# The University Seal

The Tufts seal has a long tradition as an element in university iconography. Many people are surprised to learn how much the seal has changed over the years.

For most of Tufts' history, the book pictured at the bottom of the seal was the Bible, and it sat on a mound of rocks surrounded by ocean. The version of the seal that most Tufts students and alumni recognize today dates from the 1950s, when the founding year was added and many of the explicitly religious elements were removed.

Use of the official Tufts seal should be limited to formal documents, i.e., on diplomas or other official administrative communications emanating from the President's Office or the Board of Trustees. The seal may also be used for official ceremonial functions and appear on approved plaques, flags, or furniture.

It should never be used on print or Web marketing materials in lieu of the Tufts logo.

Official art should be obtained from the Office of Publications and not scanned from an existing printed copy of the seal.

No unit of Tufts should develop a logo that incorporates the seal.



The Official School Seal

# Official School Logo Treatments

Tufts University consists of eight schools and colleges, each of which has a separate school logo.

There are five versions to permit flexible application in a wide variety of circumstances.

There are two horizontal versions, one with the seal and one without.



Two vertical versions, one with the seal and one without.

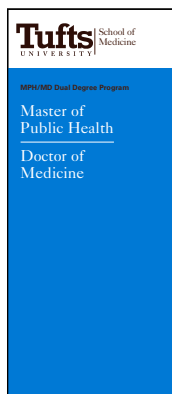
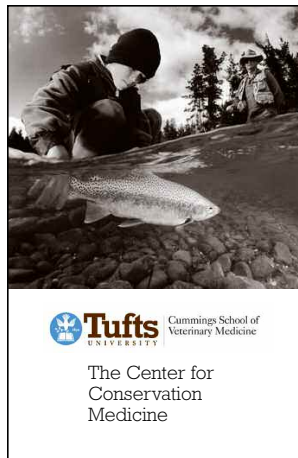


And a special horizontal version exclusively for use on the school home pages.



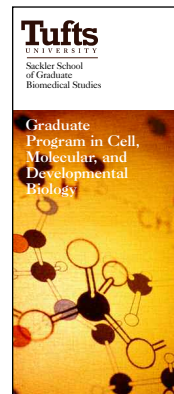
Jonathan M. Tisch  
College of Citizenship  
and Public Service

The two horizontal versions of the school logos should be used in most design contexts. Designers should use their own judgment about whether to include the seal or not.



1

The vertical versions of the school logos are employed in design contexts where the horizontal designs do not easily fit, for example on a 4" x 9" brochure.



2

A variation of the horizontal version has been developed for the Tufts school home pages. This logo treatment is used exclusively by the schools at Tufts. Other units of the institution employ a different home page design.



3



4

- 1 Brochures with the horizontal school logo
- 2 Brochure with the vertical school logo
- 3 Tisch School home page with the special horizontal version of their school logo
- 4 Undergraduate Admissions home page with the university logo in the upper left

# Guidelines Regarding the Use of the School Logos

All of the rules regarding the main university logo also apply to the school logos.

### Correct Uses

One of the five official versions (see page 16 for more details) should be placed prominently on all print and electronic communications seen by external audiences.

The school logos can be reproduced in a limited range of two- and three-color treatments. The main university logo should always be in a single color, except when it is reproduced in brown and blue.

When the university logo is reproduced in brown and blue, the words identifying the school can either be printed in brown or black.



When the university logo is produced in a single color, the words identifying the school can be reproduced in the same color, in black, or in white.



**Incorrect Uses**

Units of Tufts should not attempt to “construct” the logo themselves. Official electronic art should be obtained from the Office of Publications.

The school logos should never be manipulated or distorted.



They should never be altered.



No element of the logo should ever be replaced.



Nothing should ever be added to the logo.



The logo should never be used as an element in a larger, composite logo.



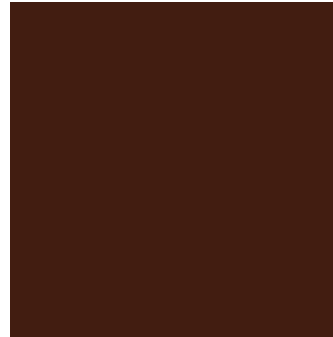
# The Tufts Colors

The official Tufts University colors are dark brown and sky blue. One or both colors together should be used frequently on publications, Web sites, sweatshirts, etc., School colors are an important tool for building school pride and awareness.

It is important that when the colors are used they are rendered accurately. This can pose a significant challenge, since vendors working in various media use different means for reproducing colors—for example on an athletic uniform, delivery vehicle, or banner. The ultimate reference point for the school colors is the Pantone color specification system, developed for offset printing. The official designation for the school colors are:

**BROWN**  
**PMS 4625**

**BLUE**  
**PMS 279**



Brown PMS 4625



Blue PMS 279

If you are working with a vendor in another medium, request that he use these colors as a reference.

A designer should never change the school colors by designating an alternate PMS color in a different shade of brown or blue.

**A note about color-builds:**

When working with four-color-process, designers should be aware that they will not be able to reproduce the school colors precisely. The following color mixes provide the closest approximation of the school colors in most contexts:



**Tufts Brown**  
PMS 4625  
CMYK = 30C 75M 90Y 75K  
RGB = 48 15 0  
HEX = 300F00



**Tufts Blue**  
PMS 279  
CMYK = 70C 30M  
RGB = 72 145 206  
HEX = 417DC1

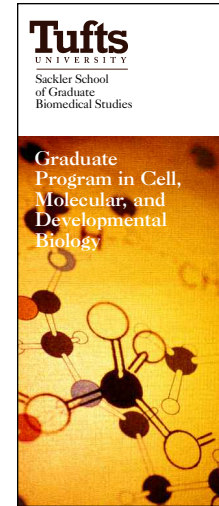
# Sample Designs Employing Tufts Colors

21 COLOR

Tufts brown and blue, either used singly or together, provide a wide range of attractive design options. *(Designer's note: Tufts brown and black make a pleasing duotone. Brown can also be used alone for reproducing images.)* Here are some examples of various uses of the school colors.



1



3

1 Greek Life brochure cover

**Colors**  
brown and blue

2 School of Medicine brochure

**Colors**  
brown and blue

3 Sackler School brochure

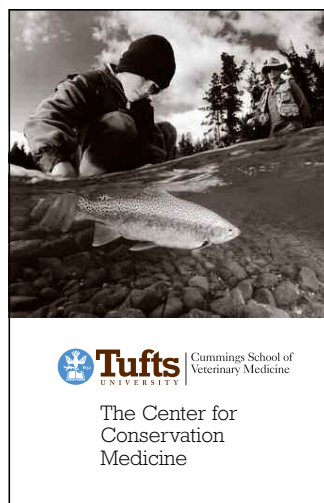
**Colors**  
brown and black

4 Center for Conservation Medicine

**Colors**  
blue and black



4



5



6

5 Center for Conservation Medicine

**Colors**  
brown, blue, and black

6 School of Medicine cover and first spread.

**Colors**  
full-color brochure with brown and blue as accent colors



# Using Extended Color Palettes to Develop School or Department-Level Identities

One of the ways individual units of the university can create a “sub-identity” is to work within a specific color palette when designing electronic or print publications. The colors below are meant to coordinate well with the school colors. A unit might choose to employ cobalt blue, green, and gray as the colors that will help create its visual identity, so that their publica-

tions are recognized as coming from a single source within the university.

The main consideration when choosing color is that it should be sufficiently distinct from the official Tufts colors of blue and brown.

Below is a suggested system of colors that would work well together in a family of publications. They include

accent colors (bright and vibrant), hues (medium tones), and tints (pale colors).

## Tufts colors



PMS 279



PMS 4625

## Accent colors



PMS 159



PMS 1805



PMS 273



PMS 378

## Hues



PMS 128



PMS 5493



PMS 577



PMS 7531



PMS 145



PMS 458

## Tints



PMS 5875



PMS 1205



PMS 2707



PMS 468



PMS 7503



PMS 406

# Color Palette Combinations

When using more than two colors, try to choose from each of the three categories: one accent, one hue, and one or two tints. These colors will work in combination with one or both of the Tufts colors. A few sample combinations are shown at right.



# Color Conversion Tables

## Tufts Colors



PMS	CMYK	RGB	HEX
279	70C 33M	R72 G145 B206	417DC1
4625	30C 75M 90Y 75K	R48 G15 B0	300F00

## Accent Colors



PMS	CMYK	RGB	HEX
1805	5C 96M 76Y 21K	R186 G34 B52	BA2234
159	1C 74M 100Y 7K	R222 G96 B32	DE6020
273	100C 100M 15K	R40 G39 B129	282781
378	43C 13M 98Y 62K	R73 G91 B20	495814

## Hues



PMS	CMYK	RGB	HEX
128	7M 68Y	R255 G229 B112	FFE570
5493	46C 5M 14Y 14K	R118 G176 B188	76B0BC
577	33C 1M 49Y 4K	R168 G204 B150	A8CC96
458	2C 7M 58Y 7K	R234 G213 B125	EAD57D
7531	16C 28M 36Y 49K	R126 G109 B95	7E6D5F
145	58M 100Y 8K	R227 G124 B29	E37C1D

## Tints



PMS	CMYK	RGB	HEX
1205	5M 35Y	R255 G237 B179	FFEDB3
5875	5C 3M 26Y 6K	R227 G223 B187	E3DFBB
2707	21C 4M	R196 G224	C4E0F5
7503	10C 15M 45Y 28K	R175 G160 B118	AFA076
406	5C 9M 10Y 13K	R211 G202 B197	D3CAC5
468	2C 7M 26Y 5K	R235 G220 B185	EBDCB9

# Examples Employing Extended Color Palette

On this page are examples of how employing colors from the extended color palette can lend distinctiveness to a publication.



1



2

1 Programs Abroad brochure

**Signature Color**  
orange

2 Six Centers brochure

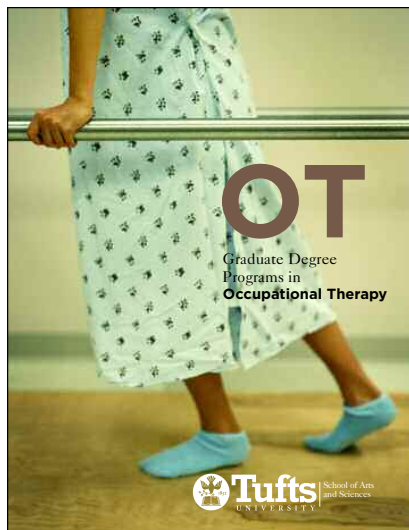
**Signature Color**  
light green

3 Graduate School of Arts and Sciences Occupational Therapy brochure

**Signature Color**  
warm brown

4 School of Arts and Sciences Occupational Therapy brochure

**Signature Color**  
purple



3



4

# Official Tufts Typefaces

---

There are certain typefaces Tufts units are required to use on all electronic and print publications.

The typefaces have been selected to allow for flexibility of design while also complementing the university logo. The goal is to allow units to create their own distinctive “look” that suits their own marketing purposes while also ensuring that all communications originating from Tufts have a professional appearance. Each family of fonts has a large range of weights and style options, including italics, small caps, etc. to allow for numerous options.

**Serif Faces**

There are three families of serif typefaces for use in the body text and headlines of publications: Caslon 540, Minion, and Bookman.

In addition, a fourth serif typeface, Georgia, is resident on most computers and has been designed to render well on a computer monitor. It should be used in electronic environments such as the Web and HTML-encoded e-mails.

**Caslon 540**

540 Roman

ABCDEFGHIJKLMN OPQRSTU  
 abcdefghijklmnopqrstuvwxyz0123

540 Italic

*ABCDEFGHIJKLMN OPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz0123456*

3 Bold

**ABCDEFGHIJKLMN OPQRS  
 abcdefghijklmnopqrstuvwxyz0**

3 Bold Italic

***ABCDEFGHIJKLMN OPQRST  
 abcdefghijklmnopqrstuvwxyz0123***

Small Caps

ABCDEFGHIJKLMN OPQRSTUVWXYZ012

**Minion**

Roman

ABCDEFGHIJKLMN OPQRSTU VW  
 abcdefghijklmnopqrstuvwxyz012345

Italic

*ABCDEFGHIJKLMN OPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz0123456*

Bold

**ABCDEFGHIJKLMN OPQRSTU VW  
 abcdefghijklmnopqrstuvwxyz0123**

Bold Italic

***ABCDEFGHIJKLMN OPQRSTU VW  
 abcdefghijklmnopqrstuvwxyz01234***

**Bookman Old Style**

Roman

ABCDEFGHIJKLMN OPQRST  
 abcdefghijklmnopqrstuvwxyz

Italic

*ABCDEFGHIJKLMN OPQRSTU  
 abcdefghijklmnopqrstuvwxyz*

**Georgia**

Roman

ABCDEFGHIJKLMN OPQRST  
 abcdefghijklmnopqrstuvwxyz01

Italic

*ABCDEFGHIJKLMN OPQRSTU  
 abcdefghijklmnopqrstuvwxyz01*

### Sans-Serif Faces

There are three families of sans-serif typefaces for use in the body text and headlines of publications.

Arial is also the designated typeface for electronic environments such as HTML-encoded e-mails and Web sites. Like Georgia, Arial was designed specifically to render well on the computer.

#### Univers

55 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0

55 Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0*

65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0**

65 Bold Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0***

### ITC Franklin Gothic

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz012

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz012*

Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz01**

Demi Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz01***

#### Arial

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz012

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz012*

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## Headlines

The following typefaces have been selected for use specifically at display height. They should be used for titles and headlines in publications, but not to set body text.

### Big Caslon

ABCDEFGHIJK  
abcdefghijklmnopq

### Gotham Bold

ABCDEFGHIJK  
abcdefghijklmn

### Rockwell Light

ABCDEFGHIJKL  
abcdefghijklmno

### Univers Ultra Condensed

ABCDEFGHIJKLMNOPS  
abcdefghijklmnopqrstuvw



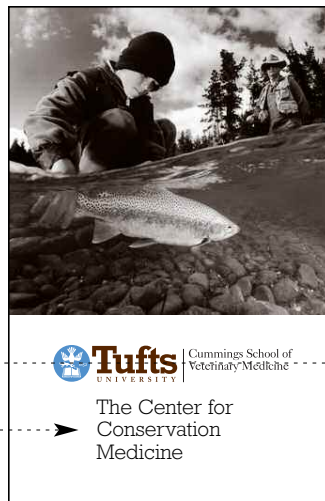
# Examples of Distinctive Programs Using Different Combinations of Typefaces

The various Tufts typefaces provide for a wide range of styles and appearances. Individual offices at Tufts may choose to select a particular “signature” combination of typefaces to lend their publications a distinctive appearance. Here are examples of a range of ways to employ the Tufts typefaces. These examples by no means exhaust the many options.

## Rockwell Light as a display face accompanied by Minion Roman as a body face

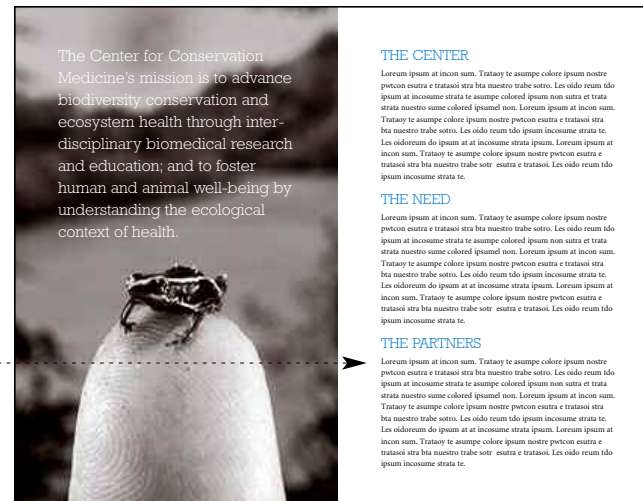
Rockwell Light is an excellent typeface for setting program names and headlines because it complements the design of the Tufts logo. In this example, Rockwell Light is paired with Minion Roman as the body face. Minion Roman is suitable for setting body copy because it is readable and compact. In this case, it contrasts attractively with the headline typeface.

**Project**  
Cummings School of Veterinary Medicine program brochure



Minion Roman

Rockwell Light





**Gotham as the display face, Univers for subheads, and Caslon 540 for body text**

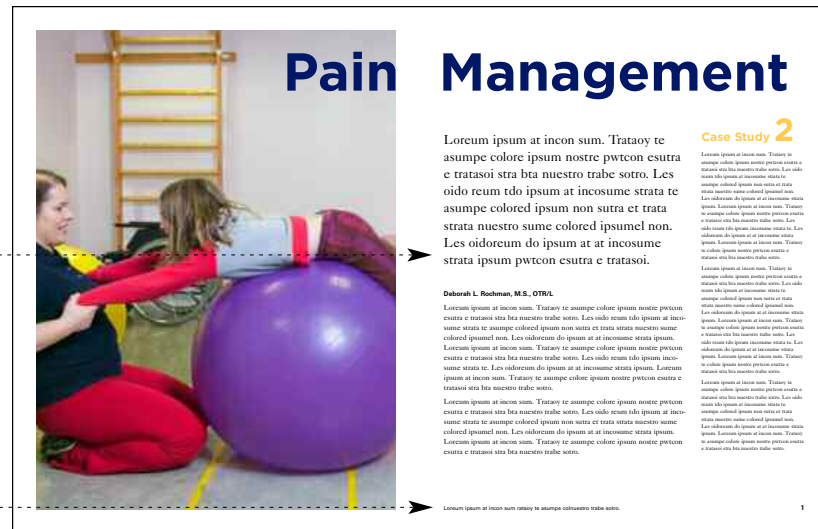
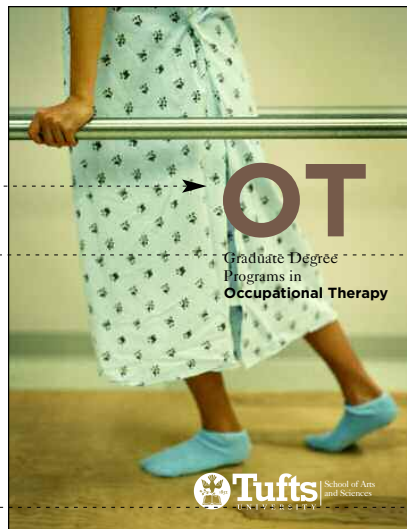
Gotham is a highly stylized sans-serif typeface best used for setting program names and large headlines. It is not suitable for large text blocks or subheads, where it might compromise readability. In the samples below, Gotham is used to set the name of the program and the major headlines. The Univers font family is employed for subheads and Minion is used for the main text.

**Project**  
School of Arts and Sciences  
Occupational Therapy brochure

Gotham Bold

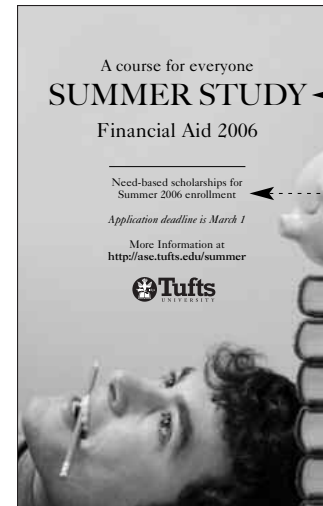
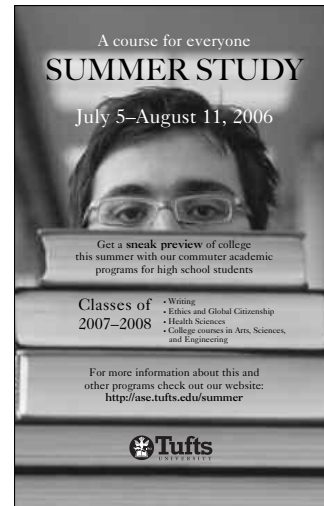
Caslon 540 Roman

Univers 55



**Big Caslon as the display face and Caslon 540 for body text**

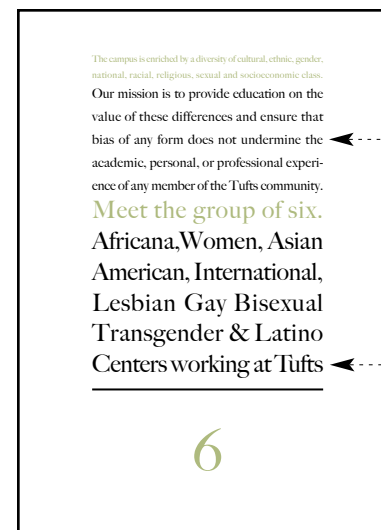
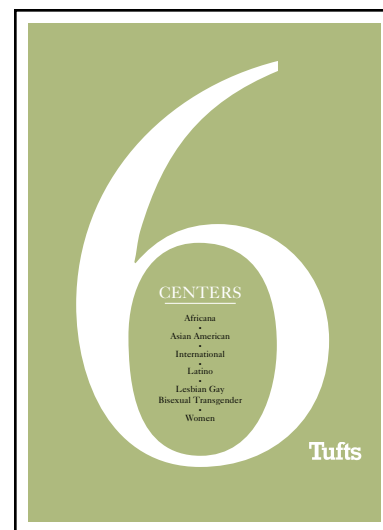
Big Caslon was specifically designed for use at large sizes of approximately 72 pts. and above. At smaller size, designers should use Caslon 540 for its greater readability. Essentially, Big Caslon provides a more stylish alternative at large sizes, with its strikingly elegant letter forms.



**Project**  
Summer School ads

Big Caslon

Caslon 540 Roman



**Project**  
Group of Six brochure

Big Caslon

Big Caslon

# Letterhead

University letterheads follow the format at right. Certain individuals, such as the president and deans, have a customized version of the university stationery in which their name and title appears under the school or division name and the department name. All other offices and individuals should employ the general university stationery without personalization.

The standard paper stock for letterhead is Fox River Capitol Bond, 25% Cotton, bright white, sub. 24, smooth.



SCHOOL OR DIVISION NAME

Department Name  
Secondary Affiliation  
Tertiary Affiliation  
John Doe, Title

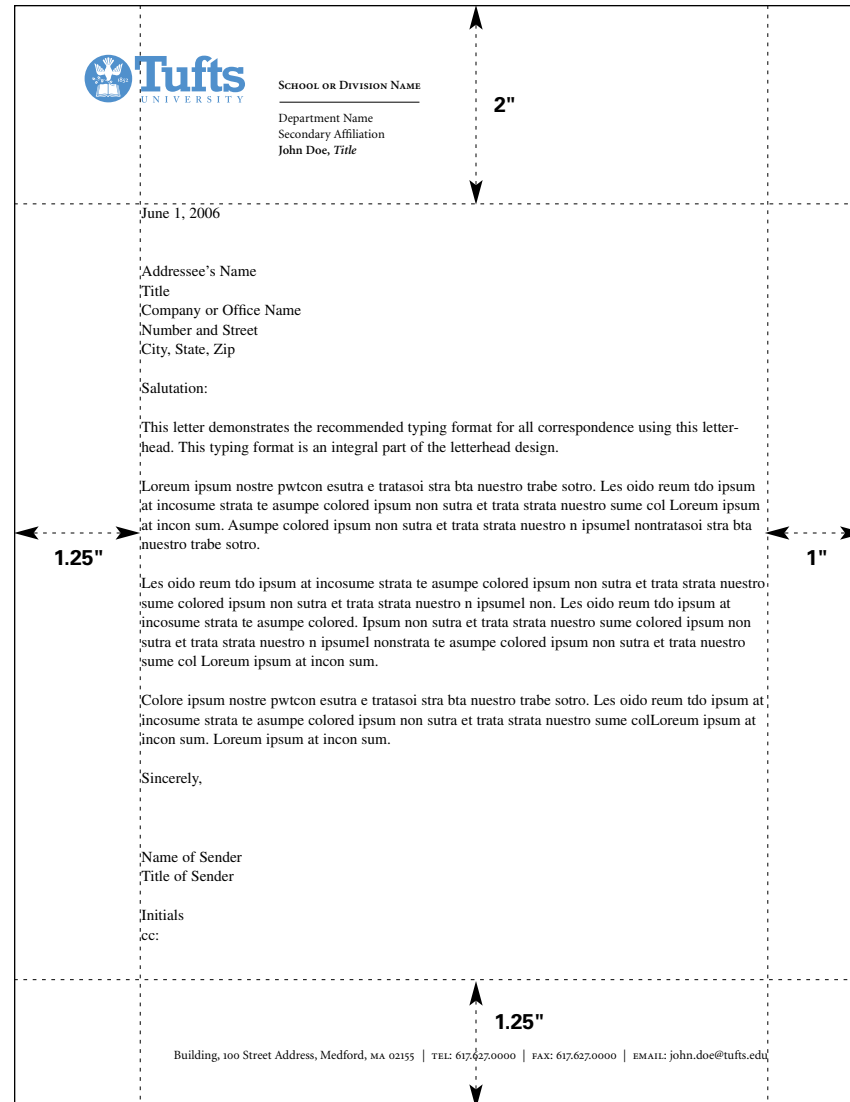
Building, 100 Street Address, Medford, MA 02155 | TEL: 617,627,0000 | FAX: 617,627,0000 | EMAIL: john.doe@tufts.edu

# The Typing Format for Letterhead

The typing format for the standard letterhead and letterhead second sheet shown at right is an integral part of the design and should be followed.

Type should be set in Times New Roman (DOS/Windows) or Times Roman (Mac) at 11 pt. The left margin should be set at 1.25" and the right margin at 1". The upper margin should be set at 2" and the bottom margin at 1.25". The signature should be set flush left. The body copy is flush left, not justified.

The date line of the letter begins two inches from the top of the letterhead. Allow two line spaces above the addressee's name, title, company name, etc. and one line above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six and one half inches. Allow three line spaces for the signature above the name of the sender.



# Business Cards and #10 Envelopes

## Business Cards

Positioning of information on Tufts business cards is shown at right.

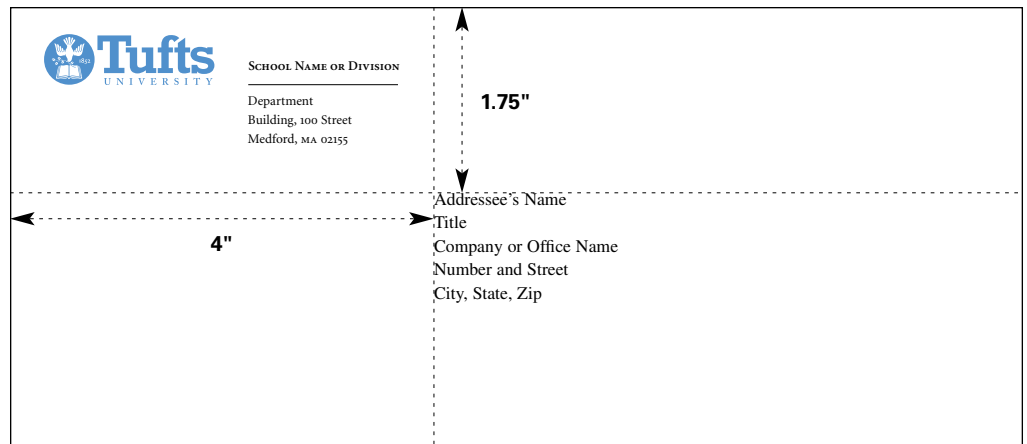
The paper stock for business cards is Fox River Capitol Bond, 25% Cotton, bright white, 80 lb. cover.



## #10 Envelope

Address on envelope should be typed as shown, 4" from left and 1.75" from top.

Oversized 9" x 12" and 10" x 13" mailing envelopes are available to order.



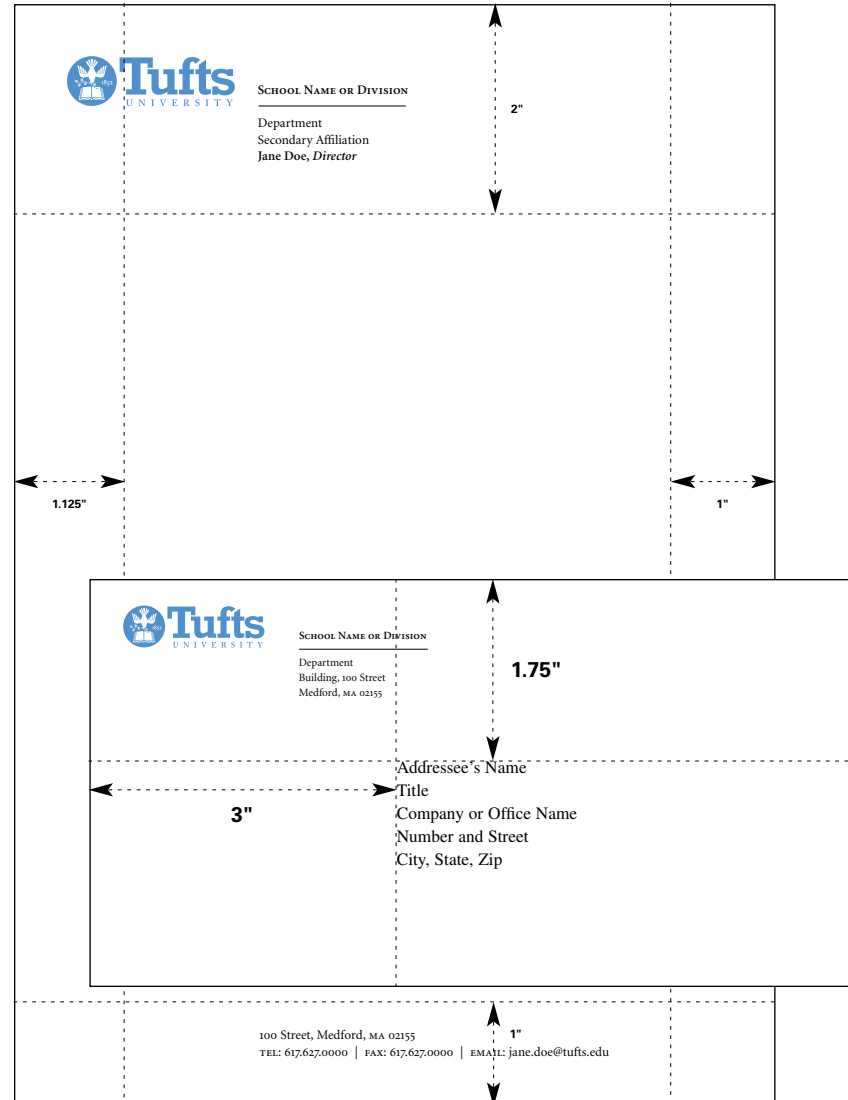
# Monarch Letterhead and Envelopes

## Monarch Letterhead

On monarch letterhead, the left margin should be set at 1.125" and right at 1", top margin at 2" and bottom at 1". The same rules for the size and style of the typing apply.

## Monarch Envelope

Address on envelope should be typed as shown, 3" from left and 1.75" from top.





# Notepads and Mailing Labels

## 5.5" x 8.5" Notepads

Note paper is supplied mainly for handwritten notes. If a note is typed on note paper, the left and right margins should be set at 1/2", top margin at 2" and bottom at 1/2".

Notepads come in two sizes, 5.5" x 8.5" (shown to the right) and 4.25" x 7".

## Mailing Labels

Addresses on mailing labels should be set at 2.165" from the left edge of the label and begin 2" from the top.

Mailing labels print on "crack-n-peel" label stock, bright white.

Mailing labels come in two sizes, 4" x 5.25" (shown to the right) and 3 5/16" x 4".

**Tufts UNIVERSITY**

SCHOOL NAME OR DIVISION

Department  
Secondary Affiliation  
Jane Doe, Title

**Tufts UNIVERSITY**

SCHOOL NAME OR DIVISION

Department Name  
Building, 100 Street, Medford, MA 02155

Addressee's Name

Title  
Company or Office Name  
Number and Street  
City, State, Zip

2.165"

2"

Building, 100 Street, Medford, MA 02155 | TEL: 617.627.0000 | FAX: 617.627.0000 | EMAIL: jane.doe@tufts.edu



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