TTS Brand and Visual Style Guidelines
Contents

OVERVIEW
3 TTS Brand Family
4 Visual Identification Hierarchy

BUILDING BLOCKS
5 Color Palette
6 Color Pairings
7 Typography
9 Headers and Footers

DESIGN SAMPLES
11 Core Style
12 Core Style—3rd Party
13 Flexible Style
Enhancing the Tufts user experience with a common visual language.

The visual identity system represented in the guide was designed for all of the websites under the Tufts Technology Services rubric and is aligned with the Tufts University Visual Identity System. This guide was created by Tufts Marketing Communications, in partnership with TTS, in order to define a unified TTS brand. Consistent brand expression across sites helps visitors associate TTS sites with its services.

CORE AND FLEXIBLE STYLES
The TTS brand family consists of a common visual language and includes two design styles. Each visual style corresponds to a broad TTS website category:

1. Core Style is for Systems Sites as in trunk.tufts.edu (Trunk) and spark.uit.tufts.edu (Spark) as well as for sites that are 3rd party products such as tufts.qualtrics.com (Qualtrics);
2. Flexible Style is for Informational Sites as in wikis.uit.tufts.edu/confluence/display/GISatTufts (GIS) and wikis.uit.tufts.edu/confluence/display/TuftsUITResearchComputing.

A visual language for the TTS brand is achieved through the use of design elements described in the guide, including color, font, and standardization of headers and footers. The specifications of these “building blocks” are described in the following pages and are combined to create a look and feel that embraces the personality of individual websites.

NOTE: TTS brand expression should only include professional photography. Use of low-resolution photos and clip art should not be used because they dilute the sophistication and unified nature of the visual brand system. Designers should incorporate graphic elements from the TTS pattern library.
Visual Identification Hierarchy

The Tufts Visual Identity System is the framework we use to create a consistent look across all forms of communication. A clear visual hierarchy identifies the placement of university, school, and department components. A TTS hierarchy was developed to function within the overarching Tufts system, balancing a simplified version of the Tufts logo/mark with an emphasis on the TTS sub-brand for internal audiences.

**Tufts Hierarchy**

Three elements define the relationship between Tufts, the School, or Division, and Department, Program, or Center.

The Tufts University / School or Division Lock-Up, comprised of levels 1 and 2, serves as a foundation and has been designed with particular type styles and size relationships. Level 3 is added when it either sits below the lock-up or is separated for alternative scale and placement.

**TTS Hierarchy**

The visual identification hierarchy for TTS websites provides visual consistency and supports a common user-experience. It balances the identification of the TTS sub-brand, Tufts Technology Services, and connection with the university. A clear hierarchy is achieved through consistent size and placement of visual elements in website header and footer areas.

**IDENTITY LOCK-UPS**

1. University
2. School or Division
3. Department, Program, System or Center

**CORE STYLE**

The University Logo with TTS sub-brand name display in the website header.

**FLEXIBLE STYLE**

The TTS sub-brand name and description display in the website header.

University logo displays in footer.

Both units can be scaled for smaller headers but the proportional relationship should always be maintained.
BUILDING BLOCK

Color Palette

The TTS Color Palette was adapted from the Tufts Visual Identity System of colors. Refer to design samples for TTS Core and Flexible Styles for specific treatments associated with each of these categories. Color values and saturation levels meet the contrast requirements for WCAG 2.0* accessibility standards. In meeting these standards, it is important to use Tufts Classic Blue exclusively for the Tufts logo** and brand-only elements. Accessible Blue values must be used for components that are intended for functional use such as navigation features. The TTS colors can be combined in unique ways to express the brand personality of each website within the TTS brand family.

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Core Style Colors

- Tufts Classic Blue
  - Hex 6699CC
- Neutral Warm Grey
  - Hex 74645B
- Accessible Blue
  - Hex 3172AE
- Neutral Cool Grey
  - Hex 6D6F72
- Tufts Classic Brown
  - Hex 572700
- Neutral Warm Black
  - Hex 333333

Flexible Style Colors

- Accent Teal
  - Hex 2F7B82
- Accent Green
  - Hex 566C11
- Background Teal
  - Hex E5F0F2

Alert Colors

- Alert
  - Hex FFD200
- Critical Alert
  - Hex C0311A
- Background Orange
  - Hex F6E7DC

EDEBF0

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**See the design samples within this guide for Tufts logo and Classic Blue treatments.
BUILDING BLOCK

Color Pairings

Using the TTS palette, sample color combinations represented below are central to establishing a unified and distinctive visual expression. Color pairings should complement pre-existing design elements, strengthening each website’s unique brand presence.

Core Color Pairings
These core pairings make central use of Tufts official blue and brown colors, supporting a clean and identifiable look and feel.

Flexible Color Pairings
These color combinations are key components of the TTS visual brand. Pairings can be limited to headers and footers but can also be applied throughout a site.
BUILDING BLOCK

Typography: Fonts

The DIN Font Family was chosen for the TTS brand because its sans serif forms display well in digital environments and it is legible at all sizes. Typographic components are limited primarily to DIN and are a unifying brand element across all TTS sites. The DIN typeface allows for flexibility of design and is part of the streamlined and signature look of the TTS Core and Flexible Styles.

DIN: Primary Font Family
The DIN font family, a modern sans serif font, was created to be legible in settings large and small. DIN references “Deutsche Industrie Norm,” and was implemented by the German government for road signs. It is used extensively in new TTS headers and footers. This font displays well on digital platforms and is recommended as a first choice for text and headings.

Verdana: Alternate Font Family
Verdana was introduced in 1996 along with other web fonts such as Georgia and Arial. This font displays well on screen and is recommended for text and small headings when DIN is unavailable.

TTS FONTS

DIN LIGHT
AaBbCcDdEeFfGg0123456789

DIN REGULAR
AaBbCcDdEeFfGg0123456789

DIN MEDIUM
AaBbCcDdEeFfGg0123456789

DIN BOLD
AaBbCcDdEeFfGg0123456789

Verdana
AaBbCcDdEeFfGg0123456789

Verdana BOLD
AaBbCcDdEeFfGg0123456789
BUILDING BLOCK

Typography: Layout and Proportion

The optimal proportion and size relationship between headlines, sub-heads, and body text should be used to establish a clear information hierarchy. Consistent spacing between headers and body copy should be maintained to meet usability standards. For best readability, you may want to check the line spacing, or leading, to make sure it is not too tight, and the space between letter forms, or kerning, at larger point sizes.

FONT PROPORTIONS

160% Extra-Large Head
135% Large Head
120% Sub-Head
100% In-Text Head / Bold Text
100% Body Text

Typographic Scale and Responsive Design

Font proportions were defined to maintain the size relationship between typographic elements as layout scales for different digital environments.

PRIMARY FONT: DIN

Extra-Large Head  ➔  Research at Tufts
Large Head  ➔  Research Opportunities
Sub-Head  ➔  Undergraduate
Bold Copy  ➔  Undergraduates are an active and vital component of the research community at Tufts.
Body Copy

Undergraduates are an active and vital component of the research community at Tufts.
There are many opportunities for undergraduate students to collaborate with faculty, graduate students and postdoctoral researchers on projects across disciplines. In addition, there are several resources available for Tufts students looking for research opportunities outside the university or after they complete their degree. More »

ALTERNATE FONT: VERDANA

Extra-Large Head  ➔  Research at Tufts
Large Head  ➔  Research Opportunities
Sub-Head  ➔  Undergraduate
Bold Copy  ➔  Undergraduates are an active and vital component of the research community at Tufts.
Body Copy

Undergraduates are an active and vital component of the research community at Tufts.
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BUILDING BLOCK
Headers and Footers: Systems Sites

Header and footer layouts provide structured placement of icons and descriptive language, which supports identification of the sub-brand. These layouts establish an uncluttered look without over use of site-specific elements that can overshadow functionality. Systems Sites incorporate the Tufts logo/mark within the header.

<table>
<thead>
<tr>
<th></th>
<th>Website Identification / Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FULL DEPTH HEADER: SYSTEMS SITES</strong></td>
<td></td>
</tr>
<tr>
<td><img src="image" alt="Tufts Logo" /></td>
<td>Sub-Brand</td>
</tr>
<tr>
<td><img src="image" alt="Sub-Brand" /></td>
<td>Consistent proportional scale and positioning of Tufts logo with website identification.</td>
</tr>
<tr>
<td><img src="image" alt="Description" /></td>
<td>Common placement and style of one-line description.</td>
</tr>
<tr>
<td><img src="image" alt="Search" /></td>
<td>Common style and placement of search tool for both systems and informational sites.</td>
</tr>
</tbody>
</table>

A unified design for the TTS brand family includes common navigation elements with styles for font, spatial, and navigation bar dimensions.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REDUCED DEPTH HEADER: SYSTEMS AND INFORMATIONAL SITES</strong></td>
<td></td>
</tr>
<tr>
<td><img src="image" alt="Tufts Logo" /></td>
<td>Sub-Brand</td>
</tr>
<tr>
<td><img src="image" alt="Sub-Brand" /></td>
<td><img src="image" alt="Search" /></td>
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<table>
<thead>
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</thead>
<tbody>
<tr>
<td><strong>THIRD-PARTY HEADER: SYSTEMS SITES</strong></td>
<td></td>
</tr>
<tr>
<td><img src="image" alt="Tufts Logo" /></td>
<td>Sub-Brand</td>
</tr>
<tr>
<td><img src="image" alt="Sub-Brand" /></td>
<td>Consistent proportional scale and positioning of the Tufts logo with website identification extends to reduced depth headers and third-party sites that provide limited customization.</td>
</tr>
<tr>
<td><img src="image" alt="Navigation" /></td>
<td><img src="image" alt="Search" /></td>
</tr>
</tbody>
</table>

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REDUCED DEPTH MINIMAL FOOTER: SYSTEMS SITES</strong></td>
<td></td>
</tr>
<tr>
<td><img src="image" alt="Copyright" /></td>
<td>Common treatment and placement of copyright information.</td>
</tr>
<tr>
<td><img src="image" alt="TTS Attribution" /></td>
<td>Common treatment and placement of TTS attribution.</td>
</tr>
</tbody>
</table>
BUILDING BLOCK

Headers and Footers: Informational Sites

Header and footer layouts provide structured placement of icons and descriptive language, which supports identification of the sub-brand. These layouts establish an uncluttered look without over use of site-specific elements that can overshadow functionality. Informational Sites incorporate the Tufts logo/mark within the footer along with consistent placement of social icons and quick-reference copy.

FULL DEPTH HEADER: INFORMATIONAL SITES

Sub-Brand
Description

Consistent proportional scale and positioning of Tufts logo with website identification.

Common placement and style of one-line description.

Search tool

Common style and placement of search tool for both systems and informational sites.

Navigation 1
Navigation 2
Navigation 3
Navigation 4
Navigation 5
Navigation 6

A unified design for the TTS brand family includes common navigation elements with styles for font, spatial, and navigation bar dimensions.

REDUCED DEPTH HEADER: SYSTEMS AND INFORMATIONAL SITES

Sub-Brand
Description

Search tool

REDUCED DEPTH FOOTER: INFORMATIONAL SITES

Contact

Identification
Tel 617.627.0000
Fax 617.627.0000
director
@program.tufts.edu

Common treatment and placement of copyright information.

FULL DEPTH FOOTER: INFORMATIONAL SITES

Tufts

Quick links

Link
Link
Link
Link
Link

Provided by Tufts Technology Services
Copyright ©2013 Tufts University

Common treatment and placement of TTS attribution and social media icons.
DESIGN SAMPLE: SYSTEMS SITE

Core Style

The full color saturation of the Core Style for System Sites communicates a strong and distinctive brand presence and provides an environment for clear identification of the sub-brand. The scale and spatial relationship of the Tufts identification maintains the consistency of the TTS brand. The rich color allows easily for contrast through a reverse out to white of header typeface, meeting accessibility standards. Functional components such as a search feature pop visually and are user-friendly.

Incorporating the TTS Core Style into Existing Sites

Header and footer color pairing should take their cue from existing site design. Navigation bar lives within new color environment. Additional graphic elements and photography are limited to central real estate on the homepage.
DESIGN SAMPLE: SYSTEMS SITE

Core Style—3rd Party

The visual presence of the header treatment is clean and simple within the limitations of the customization of 3rd-party sites. The lock-up of the Tufts identification and sub-brand maintains the consistency of the TTS brand. The predominant white space provides a counterpart to the full color treatment of other System Sites that are more customizable.
DESIGN SAMPLE: INFORMATIONAL SITE

Flexible Style

The color gradient treatment of the Flexible Style for Informational Sites communicates an unusual and distinctive brand presence, complementing the full saturation of the Core Style. It provides an environment for clear identification of the sub-brand. The complimentary colors of the header typeface and sub-brand description line add to the website’s unique look and feel. Functional components such as a search feature are readily visible and placement is user-friendly.

Incorporating the TTS Flexible Style into Existing Sites

Header and footer color pairing should take their cue from existing site design. Navigation bar lives within new color environment. Additional graphic elements and photography are limited to central real estate on the homepage.

Utilization of full-depth footer provides consistency for quick-reference text and social icons.
Connect with us.

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