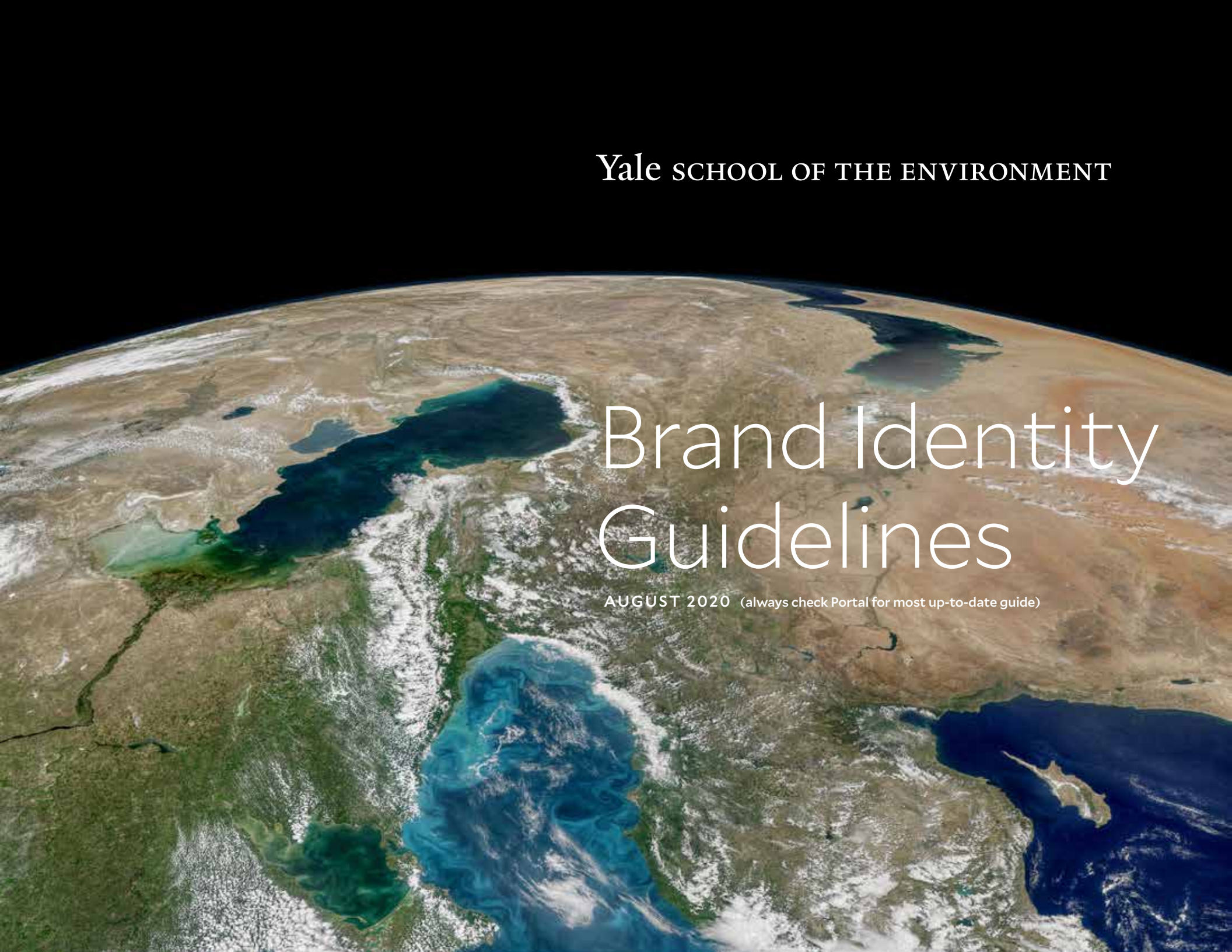


Yale SCHOOL OF THE ENVIRONMENT

Brand Identity Guidelines

AUGUST 2020 (always check Portal for most up-to-date guide)



KNOWLEDGE AND LEADERSHIP FOR A SUSTAINABLE FUTURE

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The Office of Communications at the Yale School of the Environment (YSE) is here to establish the School's branding through a consistent voice and visual treatment that works in harmony with Yale's visual identity.

Each of us at the school — staff, faculty, students, and alumni — represent YSE in numerous interactions every day. We're communicating about the school all of the time—in conversation, on social media, in talks, and presentations.

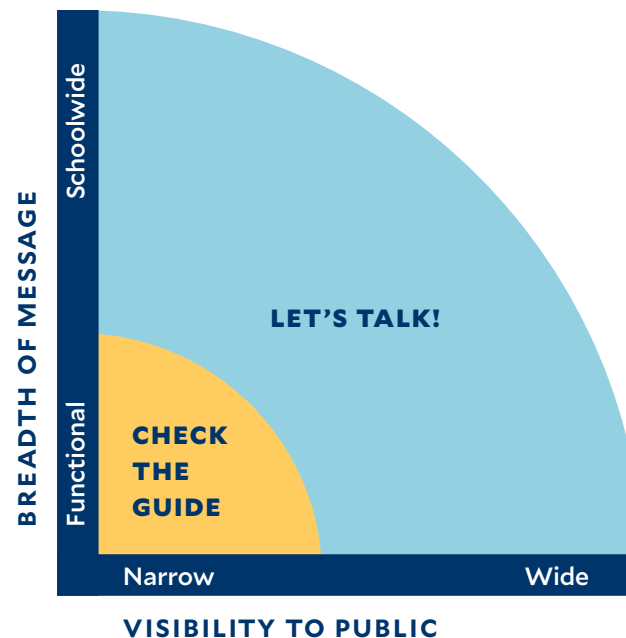
Please contact us at:
Office of Communications
communications.yse@yale.edu

So when do you need to call someone in the Office of Communications for advice or assistance?

First and foremost, you can always ask us for input. Although we may not be able to take on every project request in-house, we welcome any opportunity to talk with you about your goals and the challenges you face.

As a general rule, we want to be more involved in communications that:

- reach a larger and/or external audience, and/or
- convey broad ideas about the school, as opposed to focused or functional information.



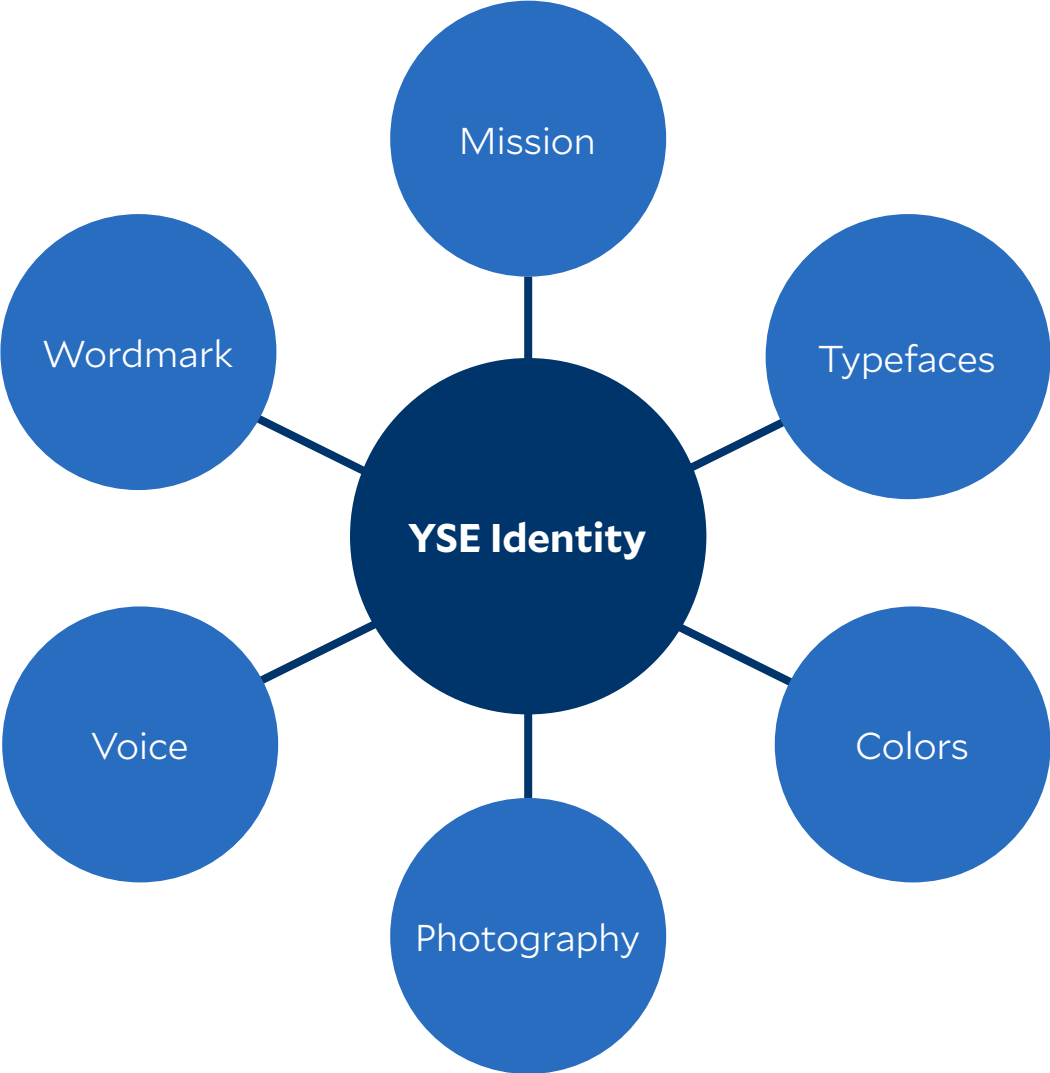
OVERVIEW

The brand identity program for the Yale School of the Environment (YSE) has been developed to provide a consistent — yet spirited and adaptable — graphic personality for YSE. This document should provide a clear understanding of our objective to enhance the School’s brand on every digital platform and print publication.

The YSE identity is composed of our mission statement — knowledge and leadership for a sustainable future — a proprietary wordmark, specific typeface families, color palettes, and both photographic and editorial voices.

The brand identity program informs and supports all aspects of communication and, through consistent use, establishes a visual system that is truly reflective of the spirit and programs of YSE.

The basic standards for the application of the identity are outlined in this booklet. The success of this identity system depends on every individual involved in its implementation continuously maintaining the standards presented here.



VISION AND MISSION

In May 2017, Yale School of the Environment (then Yale School of Forestry & Environmental Studies) released its first strategic plan in more than 10 years. The plan outlined the School's priorities for the next five years and defined its vision and mission.

While the mission and vision statements may not always be used directly or referenced explicitly, their words should provide a foundation and guidepost for much of our communications. When developing communications, we would encourage you to consider how your messaging supports and/or represents this shared mission and vision. For example, a student profile speaks to our role in helping to educate and train future environmental leaders. Our scholarship takes a “science to solutions” approach which is aimed at achieving a sustainable future for ourselves — and for future generations.

If you're unsure about how and when to incorporate the mission and vision into your communications, please contact the Angela Chen at the Office of Communications at angela.chen-wolf@yale.edu.

VISION

Knowledge and leadership for a sustainable future

Note our vision statement, “Knowledge and leadership for a sustainable future” is a phrase so does not require a period.

MISSION

Yale School of the Environment aspires to lead the world toward a sustainable future with cutting-edge research, teaching, and public engagement on society's evolving and urgent environmental challenges.

OFFICIAL WORDMARK

The official YSE wordmark is the most important component of the YSE Identity. It adheres to strict Yale University typographic specifications — not to be altered — and is derived by extending the Yale logo with the name of our school. Three versions of the logo are available for use on a variety of formats and applications.

Whenever possible, the 1-line wordmark is the preferred version to use. If space restrictions prohibit use of the 1-line workmark, then please use the 2-line version. There is an additional compact wordmark version available for swag, and is provided through the Office of Communications by request only.

Wordmark Structure

Yale SCHOOL OF THE ENVIRONMENT

Yale logo

School name

1-line wordmark

Yale SCHOOL OF THE ENVIRONMENT

2-line wordmark

Yale SCHOOL OF
THE ENVIRONMENT

WORDMARK COLOR OPTIONS

YALE BLUE

When possible, always use the YSE wordmark in the official Yale blue for all digital and print applications.

KNOCKED-OUT

A knocked-out (white) version of the wordmark may be used against a solid Yale blue background when appropriate. Avoid placing the knocked-out wordmark directly against a photograph.

BLACK

Black should only be used in cases where the color version is not possible. For example, a black and white newspaper advertisement.

Yale SCHOOL OF THE ENVIRONMENT



Yale SCHOOL OF THE ENVIRONMENT

Yale SCHOOL OF THE ENVIRONMENT

CORRECT USAGE OF THE WORDMARK

The official Yale School of the Environment wordmark files are available for download at environment.yale.edu/resources/brand-identity/ or by contacting the Office of Communications.

The logo should always be surrounded by a minimum amount of uninterrupted space. This space is equal to 2X the capital Y in “Yale” stacked vertically and stepped horizontally. All logo files are created with the minimum amount of surrounding space included in the official files. If this is not visible in your project, be sure to import the file with the file’s artboard, and not cropping to the wordmark itself.

For small applications, the cap height of the “Y” in the Yale logo should be a minimum of .1”.

Please use the logo sparingly to preserve its impact. For example, use it on the covers to brand a publication rather than on every page.

Minimum Clear Space



Minimum Size

.1"  Yale SCHOOL OF THE ENVIRONMENT

.1"  Yale SCHOOL OF
THE ENVIRONMENT

INCORRECT USAGE OF THE WORDMARK

The logo should not be recreated, distorted in shape, modified in color, or combined with any other logo or text. The previous School of Forestry & Environmental Studies (F&ES) wordmark has been retired and should never be used.

DO NOT recreate in type



Yale School of the Environment
Yale SCHOOL OF THE ENVIRONMENT

DO NOT skew or stretch



Yale SCHOOL OF THE ENVIRONMENT
Yale SCHOOL OF THE ENVIRONMENT

DO NOT change the color



Yale SCHOOL OF
THE ENVIRONMENT

DO NOT pair or “lockup”
with the shield or any other
illustrations



 Yale SCHOOL OF
THE ENVIRONMENT

DO NOT “ghost” or tint the
wordmark.



Yale SCHOOL OF THE ENVIRONMENT

DO NOT use any old versions



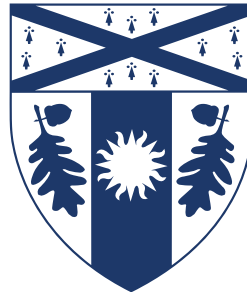
Yale SCHOOL OF FORESTRY &
ENVIRONMENTAL STUDIES

THE SHIELD

The School's shield should only be used for minimal heraldic or swag applications. **The shield and wordmark should never be paired together in a configuration, but may each be used separately. The same guidelines on page 9 apply to shield applications.**

Here are some examples of appropriate uses of the shield.

Please note the directive not to use the shield and wordmark in a "lock up" is from the Office of the University Printer and is requested of all schools and entities across Yale.



THE FOREST SCHOOL

The Office of Communications is currently working with The Forest School to develop Forest School specific subbranding within the YSE branding, including guidelines on the appropriate use of each wordmark approved for The Forest School. In general, the primary wordmark should be used when there is no other indicator on the communication that The Forest School is part of the Yale School of the Environment.

The Forest School faculty have also approved a school statement which can be used with the Yale Forest School wordmark to articulate the connection between The Forest School and the Yale School of the Environment. The statement should not be “locked up” or paired in a configuration with the wordmark, but is meant to appear on the same page.

Please see pages 8–9 for wordmark usage guidelines. In no instance shall both the primary and secondary Forest School wordmarks appear together.

Primary Forest School Wordmark

Yale SCHOOL OF THE ENVIRONMENT
The Forest School

Secondary Forest School Wordmark

Yale *Forest School*

Forest School Statement

The Yale Forest School, building on a century of leadership in forestry and land conservation at the Yale School of the Environment.

TYPOGRAPHY

Use of typography in accordance with the standards presented in this guide plays a significant role in establishing a consistent voice and appearance through all YSE communications. The full YaleNew family includes 4 weights.

PRIMARY FAMILY: YALENEW

YaleNew is the official primary typeface and foundation of Yale University and YSE's typographic program. It is a custom serif typeface that was developed specifically for Yale University. YaleNew may be downloaded for free from yaleidentity.yale.edu.

See the next page for the YSE secondary typeface family.

YaleNew Roman / YaleNew Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 *with italics*

YaleNew Bold / YaleNew Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 *with italics*

TYPOGRAPHY

SECONDARY FAMILY: MALLORY

Mallory is Yale University and YSE's secondary typeface family. It is a sans serif that has been designed to work in harmony with YaleNew. The full Mallory family includes eight weights.

Due to usage restrictions, the Office of the University Printer has a limited number of licenses for the Mallory fonts, and limits them to internal designers, art directors, and design managers.

If there are materials that require the use of Mallory, please contact Angela Chen at the Office of Communications to discuss your needs at angela.chen-wolf@yale.edu.

Mallory Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?! *with italics*

Mallory Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?! *with italics*

Mallory Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?! *with italics*

Mallory Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?! *with italics*

TYPOGRAPHY

DIGITAL FONT SUBSTITUTIONS

Times and Arial are the accepted replacement typefaces for situations where a universal font is needed (such as for business emails and digital presentation documents).

YaleNew

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890!? *with italics*



Times

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890!? *with italics*

Mallory

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890!? *with italics*



Arial

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890!? *with italics*

COLOR

The YSE color family uses the official Yale University color palette. Yale Blue is deeply ingrained in the culture of the university and has served as a key institutional identifier since the late 1800s. It is the most appropriate base or accent color for projects originating from the university.

Alternate blues are also suggested for uses for which the official Yale Blue is not suitable for technical or aesthetic reasons.

Please note the colors shown here may look different from when it is printed or viewed on screen. Because of differences in paper, ink, and equipment, these process build percentages are provided as general guidelines only. Ask your designer and printer to match the official swatch book color. Specify an inline aqueous coating or varnish for all jobs with areas of solid color to prevent bronzing, reduce rub-off, and ensure an acceptable color match.

	Yale Blue	High Intensity Blue	Low Intensity Blue	Yale Gray
PMS	295U (uncoated) 648C (coated)	660U 660C	654U 654C	Warm Gray 7U Warm Gray 7C
CMYK	100/70/5/35 U 100/75/8/40 C	90/57/0/0	100/67/0/37	42/40/44/4
RGB	0/53/107	40/109/192	N/A	150/140/132
HEX#	#00356B	#286DC0	N/A	#968C84

We are working on a secondary color palette to be used as a complement to the primary Yale color palette and in consultation with the Communications office. It will be made available as soon as possible.

EDITORIAL VOICE

While there is no single voice that represents all of Yale School of the Environment, there are some commonalities in how we communicate about our School internally and, particularly, to external audiences. Overall, our voice is engaged, informed, and positive in tone! We are focused on finding innovative, implementable solutions to global environmental challenges. Although we produce knowledge and research that is often used to inform policy, we are not an advocacy organization, and are strictly non-partisan in our approach and outreach. We don't seek to "lecture" our audiences on environmental sustainability, but to engage in dialogue about how we can best achieve a sustainable future, i.e., develop solutions that do the most good for the most people over the longest amount of time.

Our collective voice is a good starting point, however, platforms and audiences can differ greatly, so it's important to think carefully about your target audience when crafting communications. For example, how much time is your audience likely to have to digest this information, what other sources are competing for their attention (In general, it's better to use as few words as possible to convey the information needed, but there may

be times when your communications and your audience would benefit from more detailed communications.)

While the Office of Communications is not able to provide hands-on writing assistance for every project, please reach out to our office if you're unsure about the appropriate tone, voice or format for a particular communication and would like advice.

Like Yale's Office of Public Affairs and Communications (OPAC) and many major media outlets, the YSE Communications office uses AP Style in all written communications. For more information on AP Style: www.apstylebook.com.

See page 17 for written samples.

EDITORIAL VOICE

continued

Formal Written Example

In recent years, most efforts to expand New York City’s tree canopy — and thus strengthen the urban environment — have focused on planting new street trees or replacing non-native species with native trees in the city’s remaining forests. Yet citywide assessments have found that non-native trees have come to co-dominate the city landscape, calling into question these management strategies and the very value of urban forests. Those assessments might have been looking in the wrong place, Yale scientists say.

Informal Written Example

Over the past several years, a Yale-led investigation has illustrated the key role of social networks — particularly of trusted community leaders — in promoting the adoption of solar technologies. A new study confirms that when it comes to convincing consumers to install solar panels, one factor stands out above all others: whether those community leaders practice what they preach.

PHOTOGRAPHY VOICE

*Please note we are working on guidelines
for our photography tone and direction.
It will be made available as soon as possible.*

COMING SOON

SUPPLEMENTAL ARTWORK

Please note we are working on guidelines for our supplemental artwork style and direction. It will be made available as soon as possible.

COMING SOON

STATIONERY SYSTEM

YSE follows the official Yale University stationery guidelines. Letterhead, envelopes, and business cards with the YSE wordmark are exclusively produced by Yale Printing & Publishing Services (known as YPPS). This is to ensure design and editorial consistency in the university-wide adopted system. Official Yale letterhead is printed on high-quality, 100% post-consumer, recycled paper watermarked with the new Yale logo.

E-letterhead files are provided in MS Word format — corresponding to the typography and layout of the printed form of Yale letterhead.

Stationery orders should be placed by contacting Anne Marie Quirke at YPPS, anne-marie.quirke@yale.edu.

Only one Yale logo or wordmark may appear on a letterhead or business card.



EMAIL SIGNATURE

YSE asks all faculty and staff members to use a standardized email signature in all internal or external communication related to the university. This signature gives recipients an understanding of the sender's name and position in the university while maintaining credibility and professionalism. This signature represents Yale University and helps us maintain a consistent and cohesive brand.

An instructional PDF and MS Word document of the correct formatting for your email signature may be found at environment.yale.edu/resources/brand-identity/.

Please note that the customized email signature for The Forest School reflects its unique role within the Yale School of the Environment. In general, the Yale School of the Environment email signature (above) should be used.

The Communications office is working with The Forest School to develop a new Yale Forest School website in the meantime the url for Yale Forest Forum can be used in email signatures.

Style A (Standard)

—
Full name, academic credentials (credentials optional)
Job title
Name of office/entity/affiliation to school (optional)
T 203-000-0000 (tel. number using dashes)
C 203-000-0000 (cell number using dashes, optional)
F 203-000-0000 (fax number using dashes, optional)
emailaddress@yale.edu (lowercase and turn into a live hyperlink)
Pronouns: they/them/theirs (optional)

Yale School of the Environment
environment.yale.edu

Style C (Centers and Programs)

—
Full name, academic credentials (credentials optional)
Job title
Name of Center, Program or Initiative
203-000-0000 (tel. number using dashes)
emailaddress@yale.edu (lowercase and turn into a live hyperlink)
Pronouns: they/them/theirs (optional)

Yale School of the Environment
environment.yale.edu
entity.yale.edu

Style B (for The Forest School only)

—
Full name, academic credentials (credentials optional)
Job title
203-000-0000 (tel. number using dashes)
emailaddress@yale.edu (lowercase and turn into a live hyperlink)
Pronouns: they/them/theirs (optional)

Yale School of the Environment
The Forest School
environment.yale.edu
yff.yale.edu

Style D (Multiple Appointments)

—
Full name, academic credentials (credentials optional)
Job title, Name of School, Center, Program or Initiative
Job title, Name of School, Center, Program or Initiative
203-000-0000 (tel. number using dashes)
emailaddress@yale.edu (lowercase and turn into a live hyperlink)
Pronouns: they/them/theirs (optional)

Yale School of the Environment
environment.yale.edu
entity.yale.edu (list web addresses of YSE Centers/Programs/Initiatives under Yale School of the environment, do not include names)

Name of School, Center, Program or Initiative (If not part of YSE)
entity.yale.edu

POWERPOINT TEMPLATE

A YSE base-level branded PowerPoint template is available for use by all faculty and staff. It is intended as a foundational starting point only — one that provides users with the proper branding elements, such as the wordmark and Yale color palette. It is then up to the user to develop and design their presentation as they need, since it is not possible to create a one-size-fits-all template due to the vast array of differences in the content presented.

We suggest using Times and/or Arial for the fonts.



Yale SCHOOL OF THE ENVIRONMENT

PROMOTIONAL MATERIALS

Please note we are working on policy, process and guidelines for promotional materials and swag to ensure they are sustainable and reflect YSE's mission and beliefs. These guidelines will be made available as soon as possible.

COMING SOON

SAMPLE APPLICATIONS

Here are some examples of the graphic components described in these guidelines presented in various applications.

GLOBAL ENVIRONMENTAL JUSTICE CONFERENCE

Emerging Scholars

November 15, 2019

Supported by The Graciela Chichilnisky Environmental Fund in Honor of Natasha Chichilnisky-Hoal

Yale SCHOOL OF THE ENVIRONMENT

Knowledge and leadership for a sustainable future

Yale SCHOOL OF THE ENVIRONMENT

DEGREES

- Master of Forestry® (M.F.)
- Master of Forestry Science (M.F.S.)
- Master of Environmental Management (M.E.M.)
- Master of Environmental Science (M.E.Sc.)

** The two-year Master of Forestry is a professional degree reviewed and accredited by the Society of American Foresters (SAF).*

WHY F&ES

- \$5.3 million USD in scholarships
- Alumni in 86 countries
- Internationally recognized degree
- Tradition, expertise and resources
- Founded in 1900

Priority Application Deadline is December 15, 2019

Office of Admissions & Financial Aid
300 Prospect Street, New Haven, CT 06511
t: 800 825-0330 or 203 432-5106
e: fesinfo@yale.edu

environment.yale.edu/go

Yale SCHOOL OF THE ENVIRONMENT

Community Conversation
and the Office of Community & Inclusion presents

Facilitation 101: First Steps for Effective Facilitative Leadership and Dialogue

THURSDAY, JANUARY 30th from 12 – 1:00p.m.

Burke Auditorium
195 Prospect Street
New Haven, CT 06511

James Puerini
M.F., '21

Dr. Thomas Easley
Assistant Dean of Community & Inclusion

THE EVENT IS FREE AND OPEN TO THE PUBLIC. LUNCH WILL BE PROVIDED.
Please RSVP with an email to james.puerini@yale.edu

FRAMING

We want to establish a clear set of assumptions for how we will interact in order to create dialogue and collaboration among those who share the same. One way we are doing this is through more structured questions. During panel discussions, please refer to the questions posing to the group and prepare to make the distinction between **defining questions** and **probing questions**. Defining questions are for fact-finding responses and are often designed to capture. Probing questions are intended to generate deeper thinking about an issue. They are not recommendations with a question mark attached. A good probing question will have an assumption, generate more questions, create deeper meaning, or encourage perspective taking.

Another way we are doing this is through establishing community agreements to guide our interactions. We ask that you honor these community agreements as we gather today.

- Acknowledge intentions and acknowledge shared responsibility.
- Ask a dialogue through listening carefully, asking questions, and speaking from your own experience. ("I" instead of "you," "we," and "us").
- Do not be afraid to respectfully challenge one another by asking questions, but refrain from personal attacks. Focus on ideas, not on the person; the goal is not to "win" it is to gain a deeper understanding.
- Contribute to a culture of shared responsibility for learning; community growth depends on the participation and inclusion of every individual voice.

Thank you for contributing to a vibrant conference!

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EARTH DAY AT 50

"Twenty million Americans took to the streets — that was 10 percent of the population. Could you imagine that today? All of those people coming together on a common view, for the well-being of our planet and for all life? That's my hope, that we may see that again."

FRANCES BEINECKE '71 B.A., '74 M.F.S.

Yale SCHOOL OF THE ENVIRONMENT