Yale School of the Environment

Brand Identity Guidelines

JULY 2020  (always check Portal for most up-to-date guide)
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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 Office of Communications at communications.yse@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 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.
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 be used sparingly as a secondary asset of the identity. 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 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.

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
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 our office to discuss your needs at communications.yse@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).

<table>
<thead>
<tr>
<th>YaleNew</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOP</td>
<td>ABCDEFGHIJKLMNOP</td>
</tr>
<tr>
<td>OPQRSTUVWXYZ</td>
<td>OPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmn</td>
<td>abcdefghijklmn</td>
</tr>
<tr>
<td>opqrstuvwxyz</td>
<td>opqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890!? with italics</td>
<td>1234567890!? with italics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mallory</th>
<th>Arial</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOP</td>
<td>ABCDEFGHIJKLMNOP</td>
</tr>
<tr>
<td>OPQRSTUVWXYZ</td>
<td>OPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnm</td>
<td>abcdefghijklmnm</td>
</tr>
<tr>
<td>opqrstuvwxyz</td>
<td>opqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890!? with italics</td>
<td>1234567890!? with italics</td>
</tr>
</tbody>
</table>
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.

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.
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.
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.
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) and may be contacted at ypps.yale.edu. This is to ensure design and editorial consistency in the university-wide adopted system. Official Yale letterhead is printed on high-quality, 100% postconsumer recycled paper watermarked with the new Yale logo.

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

At this time, stationery will only be printed for offices. We are working on a system for faculty and will update the guidelines as soon as possible. All faculty will be provided with digital stationery.

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

Yale SCHOOL OF THE ENVIRONMENT

Dear Recipient,

This is an example of a letter using the official F&ES letterhead. The recommended font that should be used is YaleNew, which can be downloaded for free from here: yaleidentity.yale.edu/typeface/download-yale-typeface

Times is an acceptable common font substitute for YaleNew.

The font size should be set at 10 pt with single spacing.

Individual contact information may be added to the signature of the letter; see below for an example.

The background logo and contact information in the margins will print out full color and also when saved as a PDF.

If you should have any questions please contact the communications office.

Sincerely,

[Space for signature if needed]

Angela Chen-Wolf
Design Manager
203-432-9696
angela.chen-wolf@yale.edu
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)
F 203-000-0000 (fax 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

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 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
POWERPOINT TEMPLATE

A YSE branded PowerPoint template is available for use by all faculty and staff. It is designed to be used with YaleNew font family (see page 12), and can be downloaded at environment.yale.edu/resources/brand-identity/.

Example Presentation Name Here
Second Line Here
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.
SAMPLE APPLICATIONS

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