

# FRANKLIN UNIVERSITY SWITZERLAND

Brand Identity Platform





# Table of Contents

## INTRODUCTION

About This Document . . . . . 2

Definitions . . . . . 3

## THE FRANKLIN BRAND

Brand Foundations . . . . . 6

Brand Attributes . . . . . 10

Positioning Statement . . . . . 18

Brand Essence . . . . . 20

## BRAND TOOLKIT

Graphic Identity . . . . . 22

Shield . . . . . 24

Logo . . . . . 26

Typography . . . . . 30

Brand Family . . . . . 32

Color . . . . . 38

Collateral Examples . . . . . 40

Voice and Tone . . . . . 42

Sample Messaging . . . . . 46

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**This document presents a new platform for the Franklin University Switzerland brand, with the goal of conveying the tangible and intangible benefits of a Franklin education in ways that ring true with both our history and our ambitions.**

Franklin's brand is the story Franklin tells about itself. A brand is communicated visually and verbally, in print and online, with graphic marks and key messages. But underlying these communications is Franklin's story: the essential truth behind the words and images used to describe Franklin to the world (and to itself).

In some sense, that story has already been rewritten. Franklin is a very different school than it was two decades ago, both academically and culturally. But Franklin's brand hasn't kept up with its own evolution as an institution; this is the primary justification for this branding project. The ultimate goal of the project is to construct and project an engaging, up-to-date narrative about Franklin and the value of a Franklin education.

To communicate about the Franklin of tomorrow requires more than a new look. The brand proposal presented here reads and interprets Franklin's history and locates the core components of its identity that are timeless; looks to the future, identifying Franklin's priorities and goals as an institution; looks to Franklin's students, faculty, and alumni — who are the very embodiment of the brand — identifying what is Franklin in them. These elements are wrapped into a package that can be easily and quickly understood by an outside audience, and a toolkit that can guide the work of Franklin's professional communicators for years to come.

**More than just a logo and a tagline, a brand is a declarative judgment about what will be important to Franklin in the future. That's why the new Franklin brand is so important.**

## DEFINITIONS

### *Brand Foundations*

The brand foundations are the “soil” that the brand is planted in. Everything your brand communicates should be grounded in the brand's foundations.

### *Positioning Statement*

A positioning statement is a short (1-3 sentences) description of the core values and attributes of your institution: a concise and compelling picture of how target audiences should perceive your brand.

### *Brand Attributes*

The brand attributes are nouns: they are the outward-facing pillars of your institution that will be communicated by the new brand platform.

### *Brand Essence*

The brand essence is the shortest, simplest expression of your brand. It's not often used in marketing materials; rather, it's designed to serve as an institutional theme - a rallying cry - powering a range of brand communications.

### *Brand Toolkit*

The brand toolkit is a diverse range of assets— from suggested key messages to graphic identity kits to styleguides— that allow communicators to create consistent and authentic materials. It should evolve over time, as your brand is expressed to new audiences and using new media.





# THE FRANKLIN BRAND





Brand Foundations

# EXPERIENTIAL LEARNING


Franklin offers a unique approach to academics based on direct global experience and close contact with faculty, rooted in a flexible and interdisciplinary curriculum.

At Franklin, learning happens through first-hand interaction with topics of study, engaging courses with dedicated professors, and full immersion in a cross-cultural environment.

It's no wonder that our students often say that "Franklin is what you make of it": Franklin provides an ideal educational model for students ready to take a protagonist's role in a complex world.

Our brand must be communicated through the lens of this unique educational environment; every message should reflect the academic experiences of faculty, students, and alumni, with specific examples and real stories.





Brand Foundations

# SWITZERLAND + UNITED STATES

## SWITZERLAND

Located in the heart of Europe, Switzerland is the ideal home base for the Franklin experience: a jumping-off point for a serious, immersive exploration of the world and its people. Setting a brand foundation in Switzerland brings safety, modernity, stability and rigor to the Franklin story; at the same time, in keeping with the Alps that surround it, Franklin is a place for adventurers. Switzerland is also an ideal location for a university like Franklin: an institution with Franklin's ambitions and vision could perhaps only exist here.

## UNITED STATES

There is no doubt that while based in Switzerland, Franklin is also a US institution. Setting a brand foundation in the US speaks of confidence, boldness and creativity - characteristics exemplified by Franklin's choice to establish itself as an English-speaking institution in Switzerland, the interdisciplinary and international character of the Franklin curriculum, its roots in the liberal arts tradition, and the type of student Franklin attracts: confident, curious and creative.



Brand Attributes

**CONFIDENCE**  
**CURIOSITY**  
**CONNECTION**





# CONFIDENCE

Confidence has been a vital component of Franklin's history since the very beginning. Since its foundation in 1969, Franklin has moved locations, changed and strengthened its curriculum, and achieved dual accreditation - all while remaining committed to experiential, global education.

Our students learn and develop confidence throughout their education, starting the day they step onto a new campus in what is often a new country for them. Guided by our experienced faculty, they develop the skills and capabilities they need to succeed; they leave with a stronger sense of independence, ready to become leaders in a complex world. Franklin graduates are confident, bold and assertive individuals, unafraid to leap out of their comfort zone.

Keywords

**FEARLESS**  
**SELF-RELIANT**

**INDEPENDENT**  
**ASSERTIVE**

**BOLD**  
**COURAGEOUS**





# CURIOSITY

Franklin students like challenges; they aren't satisfied with the easy, predictable path. They seek out new experiences, enthusiastically explore new territory, and engage with ideas that question their assumptions.

Something magical happens when your teacher explores a text with you and your classmates in the attic of a Scottish castle, when you find yourself building a wall in Thailand, when you return home to campus exhausted, wide-eyed and changed.

By fostering global exploration, cross-cultural interaction and intellectual challenges as part of the learning experience, Franklin professors feed a hunger for ideas. Franklin students are inquisitive, adventurous and eager to learn – and Franklin's approach to teaching and learning gives them the opportunity to seek out new paths.

Keywords

**ADVENTUROUS**  
**EAGER**

**ANALYTICAL**  
**SEARCHING**

**QUESTIONING**  
**INQUISITIVE**



# CONNECTION

Franklin’s diverse and international student body and its exploratory, global curriculum offer students the opportunity to build personal relationships with people and places very different from those found at home. At Franklin, academic experiences are personal ones: the relationships students build on campus last a lifetime. After graduating, students take those relationships with them into their professional careers, as permanent members of the Franklin Family.

**Connections are also the fundamental building blocks of learning.** Our faculty help students draw connections among experiences - finding the similarities in diverse concepts, the complex in the simple, the counterpoints to your assumptions: this, and the diverse, cross-cultural environment provided by Franklin, takes students to a higher level of understanding. Challenged by expert international faculty, Franklin students build a capacity for critical analysis and creative problem solving that ensures their success in an increasingly connected world.

Keywords

<b>PERSONAL</b>	<b>INTERWOVEN</b>	<b>GLOBAL</b>	<b>INTERNATIONAL</b>
<b>DIVERSE</b>	<b>LINKED</b>	<b>RELATED</b>	<b>UNITED</b>





## Positioning Statement

**Franklin is the only university in the world that puts academic travel and cross-cultural experience at the heart of its curriculum. Our graduates are confident, worldly, creative thinkers who are ready to find innovative solutions to real-world problems.**





**THIS IS  
BOUNDLESS  
EXPLORATORY  
EDUCATION.**



Brand Toolkit:

# GRAPHIC IDENTITY



# SEAL



## The Franklin seal represents our American heritage in Switzerland.

It combines two key foundational elements, the Swiss flag and the American flag, with the letter F (for Franklin) and a stylized depiction of Ponte dei Salti, in Lavertezzo (Valle Verzasca), traditionally visited by new students since Franklin’s foundation in 1970.

The Franklin seal conveys a sense of history, tradition and formality. As such, it is to be used in situations in which these particular aspects of Franklin’s identity need to be communicated clearly and brought to the fore. This may include online and offline alumni communications, official documents, formal insignia and campus signage, depending on context.

### Use of the seal

The use of the Franklin seal is recommended for the following formal, institutional purposes:

#### Diplomas

It is recommended that diplomas and transcripts continue using the seal as a primary visual element, conveying a sense of institutional solidity and tradition.

#### Merchandise

A limited range of merchandise items should still be produced with the seal as primary graphic element, alongside pieces carrying the new logo.

#### Signage

Signage employed on occasions characterized by tradition and formality (e.g. Commencement) should also continue to make use of the seal.

#### Social Media

Use of the seal as a primary graphic element is appropriate and recommended in social media communications targeting alumni (e.g. as a profile image).

#### Presidential Stationery

Presidential letterhead templates should feature the seal as a primary graphic element, conveying a sense of officialness.

#### Other uses

Other uses of the seal may be authorized by the University’s Office of Marketing and Communications upon request.



Brand Toolkit:

# LOGO



**The new Franklin graphic mark for public facing purposes is a stylized “F” represented as three horizontal planes in a three-dimensional space.**

The mark can be used on its own or - more often - combined with the name of the university, similarly to what is done currently with the shield. Above left is the canonical or “flat” version of the mark — this is how it would appear in print collateral and non-interactive digital environments.

In digital environments— on the Franklin website, mobile apps, social media, even email signatures— the mark can appear as an animation, rotating in a 3D space (not constantly, of course, but perhaps in response to user interactions).

The logo addresses Franklin’s brand attributes in a number of ways:

## Confidence

The new Franklin mark stands alone, with no reference needed to particular elements/ characteristics of the university other than to its name. Staying true to Franklin’s ambitious, confident character, the mark also looks ‘forward’, conveying an idea of movement, progress and a direction or model for others to emulate.

## Curiosity

The mark makes the user look twice, and encourages different perspectives. While it will look great on a business card, it will also take advantage of the opportunities that new technology platforms afford, enabling its use in various, dynamic and ever-changing ways (see opposite page for some examples).

## Connection

The mark is designed to allow audiences to make connections to it, and see themselves reflected in it — metaphorically if not literally (see the applications further below). That’s the intent of Franklin’s new identity: a mark and brand that is mutable and personal if and where applicable.





Brand Toolkit:

# TYPOGRAPHY

**Switzerland is the birthplace of modern typography, and still a world center of typographical innovation. The selection of typeface for the Franklin brand is thus a crucially important part of its graphic identity.**

In accordance with Franklin's dual Swiss and American identity, the new Franklin brand is powered by two fonts: one Swiss, one American.





Display and logotype font:

# EUCLID FLEX

Designed by Emmanuel Rey of Montreux-based Swiss Typefaces and published in 2013, Euclid Flex is a sans-serif typeface with sharp geometric details.

Euclid Flex Bold (only used in uppercase)

**A B C D E F G H I J K**  
**L M N O P Q R S T**  
**U V W X Y Z**

Common text and body font:

# Franklin Gothic

Franklin Gothic is a realist sans-serif typeface originally created by Morris Fuller Benton in 1902. Like FUS, Franklin Gothic was named in honor of Benjamin Franklin; however, also like FUS, its connection to Franklin is indirect.

Franklin Gothic Demi

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk**  
**Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu**  
**Vv Ww Xx Yy Zz**

Franklin Gothic Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz



Brand family:

## INSTITUTIONAL LOGO

Primary logo



- Used in most brand applications
- Always set in brand Red, Navy, and Gray (Ponte Tresa) only; never set text in black

Reversed logo



Full width header logo



Vertical (space-saving) logo:



Long horizontal logo (used on web at desktop resolution and certain print headers):





Brand family:

## SUB-BRANDS

### Justified sub brands

(Title of sub brand must be force justified with Franklin name.)



### Compact full brand

Used in formal settings and print collateral.



### Compact informal

Appropriate for memos and signage for internal campus community.

### Extended sub brands

Used for organizations with long titles.



Master of Science in  
International Management

### Extended sub brand

- Organization title is flush with FRANKLIN name
- Typeface is Franklin Gothic, and should be set at consistent size
- Organization title should not extend past right edge of Franklin name



### Compact extended sub brand

Available when needed (but Standard version is preferred).



Usage requirements:



- 1 Exclusion area**  
A consistent amount of space should be preserved around the Franklin brand box at all times, equivalent to 20% of the box's width.
- 2** All text elements of any Franklin logo should be **left-aligned to the Franklin brand box**.
- 3** For **justified sub-brands**, both the Franklin name and the organization title should be **force-justified** to both right and left...
- 4** AND the organization title should be **flush with the bottom of the red brand box**.
- 5** The Franklin name should always be **aligned with the top of the red brand box**—
- 6** OR should be **force-aligned with both the top and bottom of the three-plane “F” mark**.
- 7** As a general rule, the Franklin logo should be used at the leftmost edge of any print or web application.

Prohibited uses:



The word **FRANKLIN** in all logos is only set in Euclid Flex Bold, all caps, and is never italicized.

It can only be used in the official brand colors of **Swiss Red** and **US Navy**, depending on application, or in pure black *for B/W applications only*.

Located in the Lowerre Academic Center on the North Campus, the Fowler Library is home to a thorough selection of reference books and materials as well as the University's French, Italian, German, Portuguese, Russian, and Spanish book collections.

The **Euclid Flex font** is used for headers only. As a general rule, Euclid Flex should not be used at font sizes lower than 18pt, or for any content that might be considered “body text.” Franklin Gothic is used for all body text applications.



The red Franklin brand box cannot be used in logos and wordmarks without the Franklin name.



Brand Toolkit:

# COLOR PALETTE

Ponte Tresa

CMYK: 66/66/66/0  
Web: #736663  
Pantone: 411C

Swiss Red

CMYK: 4/100/100/0  
Web: #e20026  
Pantone: 185C

US Navy

CMYK: 59/46/0/77  
Web: #252b4a  
Pantone: 276C

Lake Lugano

CMYK: 42/4/0/77  
Web: #22383b  
Pantone: 7546C

Wayfinder

CMYK: 4/35/100/0  
Web: #f3ad1b  
Pantone: 130C

Chianti

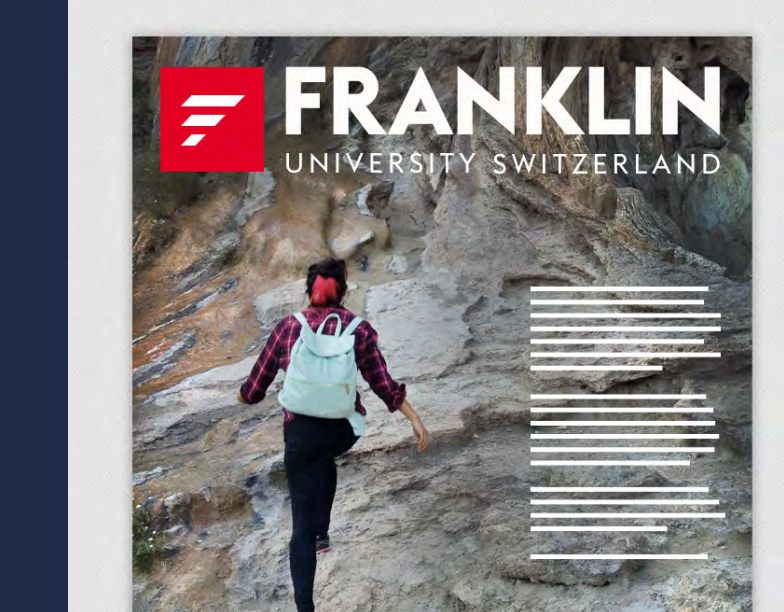
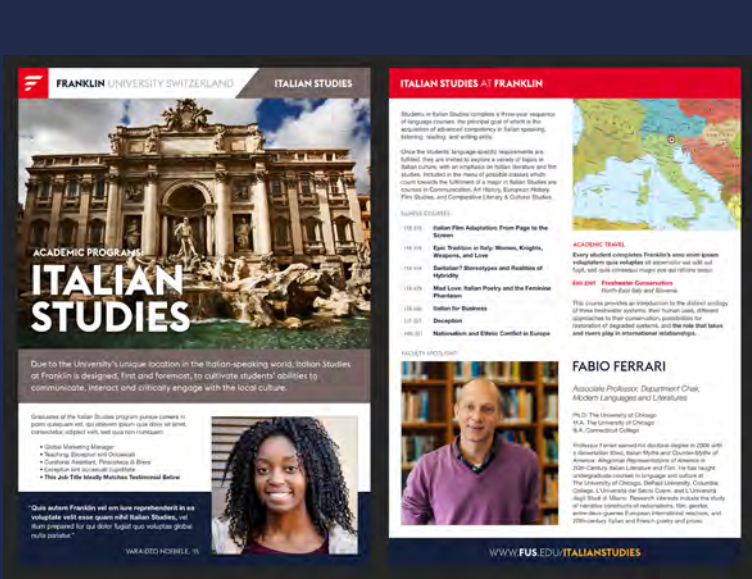
CMYK: 30/100/79/34  
Web: #711c2d  
Pantone: 188C



Brand Toolkit:

# EXAMPLES

These are all rough mockups of possible print or environmental collateral to be created with Franklin's new identity. Although by no means final, they provide a range of possibilities for how the new brand might be used in practice.





A person with long red hair, wearing a grey sweater and a colorful knit hat, stands on a wooden railing, holding a camera to take a photo of a scenic mountain lake. The lake is surrounded by snow-capped mountains under a clear blue sky. The text 'Brand Toolkit:' is overlaid on the left side of the image.

Brand Toolkit:

# VOICE AND TONE

**Some of the story told by Franklin’s brand is conveyed visually— with wordmarks, typography and imagery, as surveyed above. But the words used to tell the story are as important, if not more so, than the style and setting of its communication.**

Franklin has many audiences— far more, in fact, than a comparable US institution. Franklin reaches out to a prospective student population of striking global, linguistic, and cultural diversity. There’s no one way of communicating with all of our audiences.

But there are a few general guidelines we suggest for Franklin’s communications going forward. The official Franklin voice should be *clear* and *informative*, conveying important information as simply and concisely as possible. It should be *direct*, not burdened with formalities and clichés. And it should be *friendly*, to encourage and foster connections based on our shared human experience.

In the following pages we’ll outline some guidelines for striking the right voice and tone in communications about Franklin. Then we present a few approaches to talking about Franklin, informed by the keywords and core messages behind the new Franklin brand, in a style of communication appropriate to marketing for a diverse external audience. Of course this sample messaging is just that: an example. Everyone who speaks on Franklin’s behalf can and should find their own way of telling the story.



## VOICE & TONE GUIDELINES

**There are many ways to talk about Franklin. Here are a few guidelines to clear communication to be used by Franklin's ambassadors and representatives going forward.**

**Use plain, straightforward language. Try not to use higher ed jargon.**

Use concrete, common words. Use the simplest tense of a verb possible. Use an active voice. Use descriptive headings. The benefits of plain language are both tangible and intangible: Plain language gets your message across in the shortest time possible. More people are able to understand what you are saying. There is less chance that your content will be misunderstood. If the text includes instructions, readers are more likely to understand them and follow them correctly. This point is particularly crucial for Franklin where English is not the first language of many of its audiences.

**Formal, staid, and complex words and sentence construction do not typically result in conveying the desired sense of high academic caliber.** If anything, it turns people off because of the extra effort required to process the information. Anyone should be able to quickly understand what you are communicating.

**That said, be smart. Recognize your audience(s) and speak to them in ways that show you understand them and the modern world.** A clever turn of a phrase or cultural reference that will resonate with your key audience(s) can elevate your communication beyond strictly the facts and provide a more nuanced sense for the culture or ethos of the institution. Don't overdo it though; tired clichés and/or too many cheeky insider jokes will start to annoy your readers and undermine your messaging goals.

### BE CONCISE.

The fewer words you can use to communicate an idea the better. For most marketing/promotional pieces (including most of the core pages on the website) you should seek to make an impression that leads to an action more than anything else.

### BE SPECIFIC.

Stay away from mission statements and passive descriptive statements — These words come off as empty or applicable to almost any college/university. The words people read about Franklin should be memorable and as unique as possible to the school.

### BE CONVERSATIONAL.

Conversations build relationships; relationships build trust and active, interested constituents. Communication about Franklin should be friendly and welcoming. It should convey the school's personality and the small family-like atmosphere Franklin cultivates. It should feel like someone at Franklin is talking to you through the words on the page. Test out the text by reading the copy out loud. If you feel silly saying something or if you run out of breath finishing a sentence, rewrite for better flow.



Voice and tone:

## SAMPLE MESSAGING

# YOU CAN'T LEARN ABOUT THE REAL WORLD FROM THE INTERNET.

**You can't learn about it just from books and lectures. And you can't learn about the real world from just a few weeks or months in a "study abroad" program.**

Franklin is the only university in the world that puts direct global experience at the heart of our curriculum. Our location in Switzerland is just the jumping-off point: the entire world is our classroom. These aren't just metaphors. **Every single Franklin student takes at least four Academic Travel courses, each of which has a two-week international component.**

By the time you get your four-year degree, you will have visited four to eight other countries to do academic fieldwork. *(And that doesn't count places you visit on the weekends.)*





Voice and tone:

## SAMPLE MESSAGING



# YOU KNOW THE TYPE.

**It takes a certain kind of student to succeed at Franklin.** Our residences are lovely, and the scenery in Lugano is picturesque— but this isn't a school for students who want to stay in their comfort zone.



Voice and tone:

## SAMPLE MESSAGING

# THINK BIG PICTURE.

More than ever before: there is no problem that humanity faces that fits neatly within a border. Or a discipline. Or a language.

The world of 2016 and beyond requires leaders who are ready to engage with complex ideas; who understand that the diversity of the world's population is our greatest strength as a species.

Those are the leaders we're building at Franklin.



# A FRANKLIN EDUCATION HAS **ALWAYS** BEEN GLOBAL.

Years before every liberal arts college was talking about “diversity,” “interdisciplinarity,” and “global education,” Franklin was the living proof.

This institution was founded on principles of experiential learning, cultural immersion, and a personal and unique academic experience.

What makes Franklin unique? A student body that defies categorization, a curriculum that demands self-direction, a residential experience that provides safety and convenience without coddling, and a global perspective.

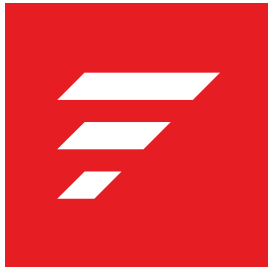
Franklin’s location isn’t just a pinpoint on a map: it is, and has always been, a gateway to the world.

Voice and tone:

## SAMPLE MESSAGING







**FRANKLIN**  
UNIVERSITY  
SWITZERLAND

**Franklin University Switzerland**  
**Office of Marketing and Communications**  
*and*  
**White Whale Web Services**  
August 2016