

KESSLER SCHOLARS PROGRAM

Brand Overview

July 2022







Overview

This overview guide to the Kessler Scholars brand was developed by the Kessler Scholars Collaborative in concert with the University of Michigan's College of Literature, Science, and the Arts, where the first Kessler Scholars Program was launched and the program's brand was created. This overview is intended to highlight the visual and editorial style of the Kessler Scholars Program to create a consistent experience for students who identify as Kessler Scholars at campuses across the country.

Warm

The Kessler Scholars visuals should feel friendly—like a hug, not a poke—not sleek or angular, no jagged edges.

Warmth can come through in dappled sunlight and inviting textures. Tactile elements can be shared through swag like a cozy winter hat. Printed pieces can make use of textured paper stocks and painted graphic elements. Photography can capture colorful fall leaves or the mottled brick of campus architecture, connecting the message to your school experience—one that is

*welcoming
and inviting.*





Confident

Photography should convey authentic moments, never posed. Real people, real Kessler Scholars, ready to embrace challenges and empowered to shape the world. Thought-provoking moments that our audience can connect with.

Photos should be emotionally resonant, bright reflections of

our bold community.



Celebratory

In all marketing and communications, it's important that prospective students, current Kessler Scholars, and alumni alike feel celebrated as part of this truly special community. Photography should be used to increase a celebratory feeling through shots that display an enchanted nostalgia and a sparkling school spirit. Kessler Scholars have demonstrated excellence in their achievements and the visuals should evoke

a sense of pride.



Energetic

Students selected as Kessler Scholars have demonstrated commitment to giving back and promise as future leaders. Even before coming to campus, they were active in their communities and organizations, and as Kessler Scholars they'll be part of a dynamic community. Photography should reveal this youthful, forward-looking energy in images that are

lively and spirited.



Professional

Kessler Scholars Program leaders are experts in student growth and academic success. The visuals should convey a sophistication that supports this and inspires confidence in that

qualified expertise.





Supportive

The Kessler Scholars community is unparalleled in the dedicated support it provides to the development, success, and well-being of Kessler Scholars. The touchpoints with our audiences should feel—in subtle but ever-present ways—wrapped in this

supportive community.



Personal

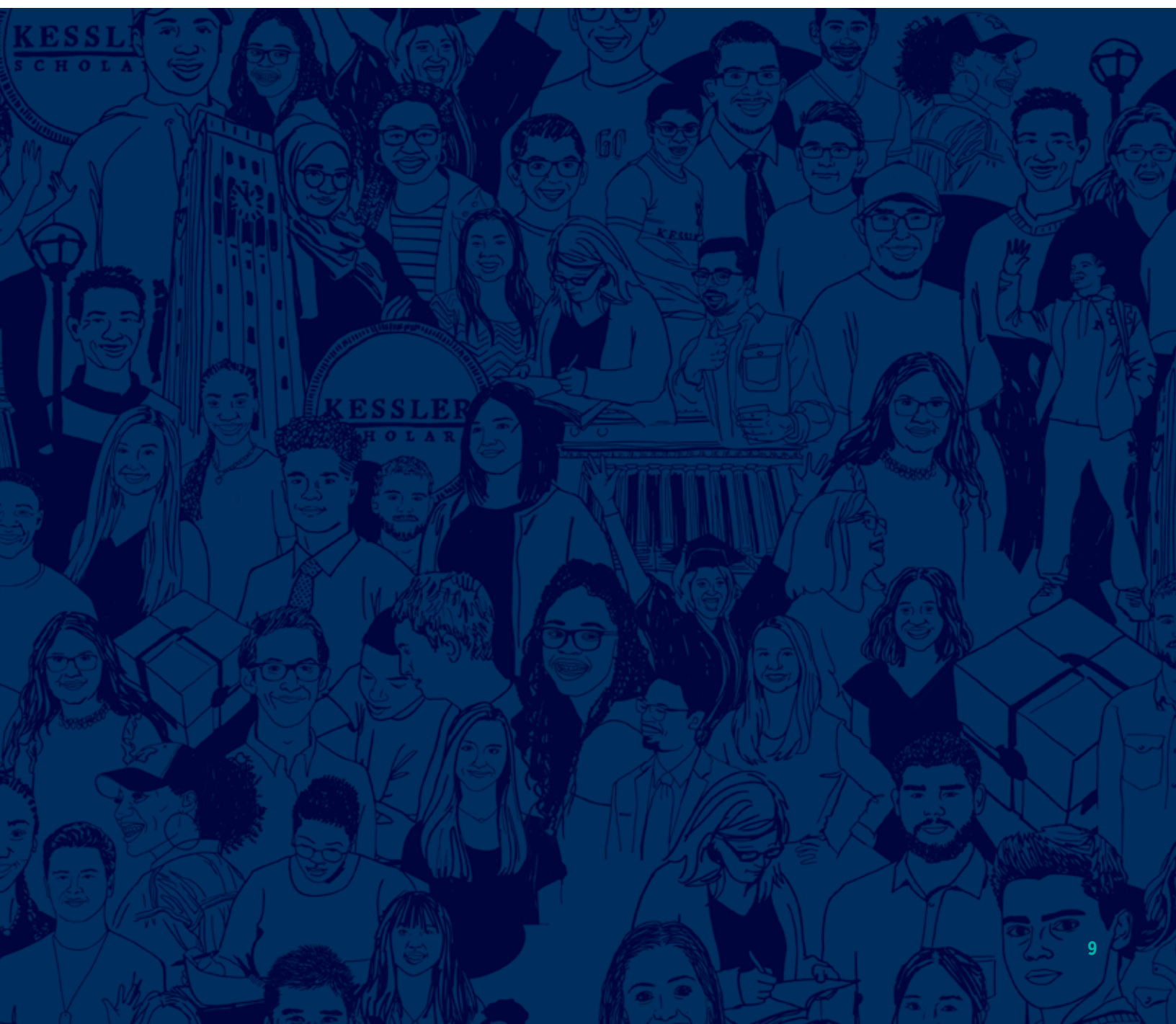
The Kessler Scholars Program connects students at 16 campuses across the country and to a supportive cohort of first-gen scholars at their own institution. With a commitment to one-on-one support from staff and a strong peer-mentoring program, the support students receive also is highly personalized.

Every Kessler Scholars piece should support this. Hand-written notes and human touches let these students know we are invested in them.

They should feel like there's a person on the other end of every communication.

They should know that we care.

Brand Elements



Kessler Scholars Wordmark

The Kessler Scholars wordmark can be used alone as a graphic, typically for swag items or social media. This graphic should be displayed in one color only. We recommend selecting your institution's dominant color and using it consistently across all media.

lockup:

KESSLER
SCHOLARS

the clear-space rule: Always give the wordmark plenty of room to breathe to ensure visibility and legibility. The minimum clear space is defined as the height of the K in Kessler.



minimum size:

Be conscious of the wordmark's size and legibility. The wordmark should not appear less than 3/8" tall on printed materials, and no less than 36px tall onscreen.

KESSLER
SCHOLARS

print: 0.375"
web: 36px



lockup use:

The Kessler wordmark should not be altered in any way. These examples illustrate how NOT to use the lockup, but do not include all instances of misuse.

DO NOT:

- alter the wordmark in any way
- redesign, redraw, modify, distort, or alter the proportions of the wordmark
- rotate or render the wordmark three-dimensionally
- add any other new elements to the wordmark
- replace the approved typeface with any other typeface
- enclose the wordmark in a shape or combine it with other design elements or effects
- modify the size or position relationship of any element within the wordmark
- add additional copy to the wordmark
- use more than one color in the wordmark

~~**KESSLER**
SCHOLARS~~

~~***KESSLER***
SCHOLARS~~

~~**KESSLER**
Scholars~~

~~**KESSLER**
SCHOLARSHIPS~~

~~**KESSLER**
SCHOLARS~~

Kessler Scholars Logo Lockup

The Kessler logo lockup is the formal pairing of your institution's logo and the Kessler wordmark in their relative position. It creates a sense of cohesion between the elements and across the program.

For the sake of maintaining consistency in all mediums, the lockup should not be taken apart or altered in any way.

The lockup uses one or two of your institution's primary colors and it should also be used consistently across promotions. For that reason, it's important to select your color application wisely and to keep readability and accessibility in mind when designing your lockup. For example, the U-M brand colors are maize and blue. U-M

LSA chose to integrate their two-color logo and apply the dominant color blue to the Kessler Scholars wordmark.

If the lockup is going to be used at small sizes, please consider creating variants with a logo component that includes less details, if available. Different lockup variations are encouraged for that purpose.

Please refer to your institution's brand guidelines when creating your own Kessler Scholars logo lockup. We understand your guidelines may require more clear space between your logo and any accompanying elements.

When possible, align your institution's logo and the Kessler wordmark. If not possible, center the two elements and make sure they are visually proportional.

locked with formal U-M LSA logo:



locked with short U-M LSA logo:



the clear-space rule:

The minimum clear space is defined as the height of the K in Kessler.



Core Elements

While there will be some variation to incorporate school colors and logos, keeping elements such as the fonts consistent unifies the Kessler brand across institutions and strengthens our collective effort to build awareness.

Kessler Logo Lockup



Fonts

Gotham XNarrow

Arno Pro

Sentinel

Adobe Caslon Pro

Kessler Coin



Photographic Style



tone words
*Warm, Confident, Celebratory,
Energetic, Professional,
Supportive, Personal*

Reversed Kessler Scholars Logo Lockup

The Kessler Scholars logo lockup can be reversed out of a field of color that provides strong contrast with the lockup or reversed out from a photo that provides contrast in the ways shown below. We encourage you to consider creating a reversed version of your own logo lock up for similar use.

on a field of Queens College Red:



on a photograph:



Fonts

Fonts are an important component of the Kessler brand. See below for proper usage of the fonts and how to acquire them. You can also find suggested Google font substitutions that are free and can be used across various digital platforms.

Gotham XNarrow

for subheads or to set apart text

Thin Extra Light Light Book **Medium Bold**
Black Ultra

You can purchase Gotham XNarrow directly from Hoefler&Co.

Proxima Nova Extra Condensed

for subheads or to set apart text

Thin Light Regular **Medium Bold Extra**
Bold Black

Free Adobe font to be used as a substitute for Gotham XNarrow.

Arno Pro

used for body copy with special emphasis in
sentinal bold italic

Arno Pro is available in Adobe Typekit.

Sentinel

for pull-quotes and to draw special attention to text

Bold *Bold Italic* Black
Black Italic

You can purchase Sentinel directly from Hoefler&Co.

Clarendon Text Pro

for pull-quotes and to draw special attention to text in
email communications

Bold Bold Italic

Free Adobe font to be used as a substitute for Sentinel .

Adobe Caslon Pro

rooted in the history and evolution of the Kessler mark,
it can be used in

ALL CAPS BOLD
HEADLINES

or with a ten-degree horizontal slant

FOR MORE ENERGY

Adobe Caslon Pro is available in Adobe Typekit.

Email and Internal Communications

The following fonts are meant for internal use only (e.g., documents, agendas, emails) and for company email signatures for ease of transferability and access across devices. These fonts are not recommended for use on external marketing materials (e.g., flyers, brochures, swag).

Verdana

for body copy

Regular **Bold**

Free Microsoft and Google font.

Georgia

for pull-quotes and to draw special attention to text

Regular **Bold** ***Bold Italic***

Free Microsoft and Google font.

Font Usage:

meeting agenda:

**Kessler Scholars Collaborative
Program Working Group**

Running Agenda and Notes
From June 2020

May 12, 2022
Zoom link: <https://zoom.us/j/99668965576>

1. Welcome and Updates (15 min)
2. [CEDER](#) Presentation: Focus Group Findings (15 min)
3. Year-End Reflections and Recalibration (40 min)
 - a. Student engagement: Evaluation and Programming
 - b. Program aims: Quality vs. quantity
 - c. Think - Pair - Share [jamboard activity](#)
4. Year-End Reporting (20 min)
 - a. Annual report data collection request

Kessler Challenge Coin

The Kessler coin distinguishes students of the program and symbolizes global connection.

No one knows exactly where the tradition of challenge coins began, but one story dates them to World War Two, when U.S. pilots gave special coins to their squadrons as mementos of their service together.

In the same spirit of community, the Kessler Scholars challenge coin distinguishes students of the program as Kessler Scholars; we hope that they keep it with them forever as a symbol of their shared strength and wisdom and as encouragement to honor the generosity of Irene and Morris B. Kessler and of Judy and Fred Wilpon, who made the Kessler Scholars possible, by giving generously to our community.

This community isn't just each institution's community, it's the Kessler Scholars community at large. The coin symbolizes this global connection, and the Collaborative staff will work with you to develop your version of this shared hallmark.

The Kessler Scholars coin is pre-stamped on the **front** with the Kessler Scholars wordmark.



Each institution can customize the **back** side of coin. For example, Syracuse chose their vertical logo for a clean, straightforward look. U-M selected an iconic campus location and incorporated the LSA logo into the art to create a multi-level, sculpted die. Similarly, Cornell included an illustration of an iconic campus building and combined it with their name and established date.



To order Kessler coins for your school, contact Power Promotions, Inc., Margarita Cerezo, 866-774-7461; marga@powerpromotionsinc.com.

Photography

Photographs at the campus level should tell the story at a glance, capturing authentic moments, never posed. They should also embody the Kessler brand personality, including an additional campus-level trait: energetic.

Confident (*bright, bold*)

Celebratory (*nostalgic, school spirit*)

Energetic (*youthful, lively, spirited*)

Personal (*caring, high-touch*)

Professional (*confident, expertise*)

Supportive (*community, connected*)

Warm (*welcoming, inviting*)



Website

The Kessler Scholars website is an extension of the Kessler brand in the digital space. Much like the other outreach material, it uses consistent messaging, tone of voice, authentic photography and branding elements.

It gives you the opportunity to showcase immersive elements like video, which elevates student voices and experiences.

There are three key items you should have on the web:

1. The website language below
2. Description of program activities, support, expectations, and requirements
3. Names and contact information for program staff



Website Language

The Kessler Scholars Program at (*insert institution*) is part of the national Kessler Scholars Collaborative (*insert hyperlink: kesslerscholars.org*) along with 15 other institutions. Together, these schools are rethinking how to support first-generation college students as they navigate higher education. Students who join the Kessler Scholars Program are part of a powerful network of first-generation leaders, connected across multiple institutions throughout their undergraduate college experience and beyond.

First established at the University of Michigan College of Literature, Science and Arts by Fred and Judy Wilpon, the Kessler Scholars Program is distinct in that it provides comprehensive support through wrap-around, multi-tiered services to ensure students' success from the moment they enroll to after graduation.

Social Media

The use of social media for the Kessler Scholars empowers students to raise awareness about the Kessler Scholars program by building community among the cohorts and program identity in the social space. It is important that for social media content we lead with the experiences being provided to the students as well as their experience of the programming. In that way, the social media coverage of the program itself creates access for any consumer, de-emphasizes “need” of the students in the cohorts, and instead celebrates their strengths and achievements.

There are three key messages the Kessler Scholars focus on for promotional social media:

1. The scholars’ individual stories are impressive on their own
2. The Kessler Scholars Program is structured so that scholars realize their potential in the context of community
3. Being a part of the program carries prestige

Additionally, students are invited to participate in building community through a staff-moderated, exclusive LinkedIn group, Kessler Scholars and Alumni.

Using the #KesslerScholars hashtag on public facing media, students and institutions expand the brand of the program by sharing celebrations, successes, and notable experiences and updates.



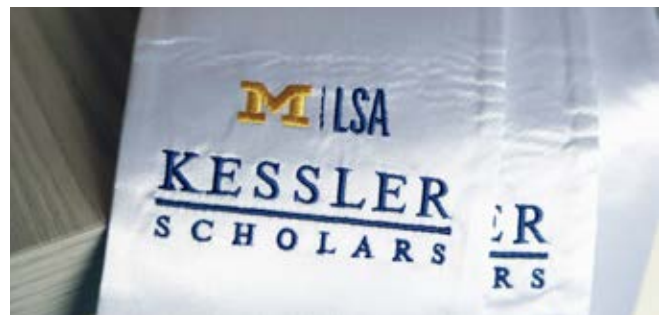
institution content



Usage Examples



Brand Collateral





KESSLER
SCHOLARS