

KESSLER
SCHOLARS

BRAND OVERVIEW



Overview

This overview guide to the Kessler Scholars brand was developed to illustrate and highlight the visual and editorial style of the Kessler Scholars Program. In an effort to create a consistent experience for students who identify as Kessler Scholars at campuses across the country, the following pages carefully outline and illustrate the look and feel of the brand, from our ethos to deliverables and beyond.

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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.





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 forward-looking energy in images that are lively and spirited.



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.



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 peer mentors, 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.

logos

KESSLER SCHOLARS

The Kessler Scholars logo can be used as a standalone graphic, and can be applied to myriad marketing materials, both printed and digital. This graphic should be displayed in one color only, and we recommend selecting your institution's dominant color and using it consistently across all media. The logo can also be reversed (white) out of solid colored backgrounds.



The Kessler “First Gen First” seal is a graphic element that was created to complement the Kessler Scholars logo and brand system. It’s essentially a shorthand version of our mission: to put first generation college students first. It should never take the place of the Kessler logo – it should be used as a secondary element, in a way that supports the rest of the identity. The following pages illustrate examples of how it should be applied.

fonts/typography

The following two fonts were selected to be the primary and secondary fonts for all Kessler materials. Libre Baskerville is a classic, timeless serifed font to be used for the majority of materials. Montserrat is to be used as a complementary font to Libre and was selected for its clean lines and range of weights, and works well for both print and online/electronic purposes.

Primary Font:

Libre Baskerville

Specimen

abcdefghijklmn
opqrstuvwxyz
0123456789!@#\$\$%&*

Weights

Regular
Italic
Bold

Secondary Font:

Montserrat

Specimen

abcdefghijklmnopqrstu
vwxyz
0123456789!@#\$\$%&*

Weights

Extra Light
Light
Regular
Medium
Semibold
Bold
Extra Bold

Extra Light Italic
Light Italic
Regular Italic
Medium Italic
Semibold Italic
Bold Italic
Extra Bold Italic

Libre Baskerville and Montserrat are both Google fonts, and are available for (free) download [here](https://fonts.google.com): <https://fonts.google.com>

Below are examples of how the Kessler Scholars fonts are to be used. They illustrate the blended use of Libre Baskerville and Montserrat, in a way that provides clarity and flexibility.

Primary Font Usage

○ → **Headline**
Libre Baskerville

We put first generation college students first.

○ → **Subhead**
Libre Baskerville Bold

Become a Kessler Scholar.

○ → **Body Copy**
Libre Baskerville

The Kessler Scholars Program provides holistic support for a diverse community of high-achieving students who are the first in their family to pursue a four-year college degree. Combining financial resources with cohort-based engagement and individualized guidance, the Kessler Scholars Program provides first-generation college students with the knowledge and skills they need to succeed and to thrive on campus and beyond.

○ → **Call-to-action**
Montserrat Regular, Bold

To learn more about becoming a Kessler Scholar, visit www.kesslerscholars.org

Secondary Font Usage

○ → **Headline**
Montserrat Bold

Access to everything you need to succeed.

Support. The pursuit of a four-year college degree can be particularly challenging to navigate for first-generation students whose family members cannot easily provide guidance about the often complex and unwritten rules of higher education. Providing multi-faceted, transformative support to first-generation students across their undergraduate journey and beyond is at the core of the Kessler Scholars Program.

Community. The Kessler Scholars Program is designed with a committed and intentional focus on cohort-based community via group classes, events and support systems that build a true focus on actual peers. Kessler Scholars work together to build a sense of belonging and shared identity to create networks intended to last well beyond their four years on campus.

Success. College success stretches well beyond the boundaries of campus and a four-year experience. The Kessler Scholars Program is designed to ensure first-generation college students have the resources and support to achieve it.

○ → **Headline**
Montserrat Bold

Kessler Scholars also gain access to:

○ → **Support Text**
Montserrat Regular

- A welcoming community of first-generation college students who come together for cohort-based activities and help guide one another through the undergraduate experience.
- Dedicated professional staff members who will provide academic, social, and career guidance to help Kessler Scholars succeed and thrive.
- Opportunities to participate in community service, leadership development, and social events to build lasting friendships and connections.

KESSLER SCHOLARS PHOTOGRAPHY

Photography at the campus level should tell a story at a glance, capturing authentic moments, not overly posed. We strongly encourage our campus partners to substitute **their own photography**, where available and appropriate, in all of the templated brand materials on the following pages. Photography should reflect the Kessler brand personality, ideally embodying our ethos...

Confident (*bright, bold*)
Celebratory (*nostalgic, school spirit*)
Energetic (*lively, spirited*)
Personal (*caring, high-touch*)
Professional (*confident, expertise*)
Supportive (*community, connected*)
Warm (*welcoming, inviting*)



PROVIDING

CREATING

BUILDING

SUPPORT • COMMUNITY • SUCCESS

Support, community, and success: They're not just words, they're three pillars that represent what we aim to deliver every day, on every campus, for every student. And you'll see, in the following pages, how we use these three words as a standalone graphic element, threaded throughout materials. Below, we've defined what these three words mean within the context of our brand, and our mission.

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The Kessler brand brand voice is just as important as our brand identity. The following messaging guidelines are designed to help craft storyline and messaging in a way that supports consistency, confidence, and approachability.

PROGRAM NAME: Kessler Scholars Program

The Kessler Scholars Program was founded as the Irene and Morris B. Kessler Presidential Scholarship at the University of Michigan in 2008. As part of the program's redesign at U-M beginning in 2017, the program was identified as the Kessler Presidential Scholars Program. The national expansion of the program has prompted further streamlining of the project name to, more simply, the **Kessler Scholars Program** in order to support consistent naming conventions and brand execution and to promote an emphasis on the project's distinctive work to support first-generation college students beyond financial support.

Beginning with recruitment of incoming cohorts of scholars for fall 2023, all references to the program should use *Kessler Scholars Program* and eliminate the adjective *presidential* at institutions where it had been in use. Inaugural partner campuses with existing merchandise or materials reflecting the name Kessler Presidential Scholars Program may continue to use those items until inventory is depleted.

Institutions also may distinguish the project on their campus as in these examples:

- Huey Hsiao leads the Kessler Scholars at Syracuse.
- Ryan Smith is a first-year student with the Kessler Scholars at Bates College.
- Staff welcomed new students to the Kessler Scholars Program, a part of the Center for Student Success at Johns Hopkins University.

Editorial Style

When referring to the cohort, or the students as individuals:

- Kessler Scholars
- Kessler Scholar

When referring to financial support at institutions where relevant:

- Kessler Scholarship or financial support from the Kessler Scholars Program

When referring to the program:

- Kessler Scholars Program

When referring to the national network:

- Kessler Scholars Collaborative

When referring to the national network on second reference, drop “Kessler Scholars” in favor of “the Collaborative”:

- We participated in the annual convening hosted by the Collaborative.

When referring to student(s), the program, and the award:

- “Soledad is a Kessler Scholar.”
- “Chrystle-Claire leads the Kessler Scholars Program.”
- “Dylan pursued the summer internship experience with financial support from the Kessler Scholars Program.”

Avoiding use of possessives in describing students and the program:

The Kessler Scholars Program prioritizes student agency and actively avoids representations of student need or dependency in all descriptions and discussions of the program. For that reason, we discourage use of possessive phrasing when referencing students who are a part of the program. For instance:

- **AVOID:** “Our Kessler Scholars are taking on key leadership roles to support other first-generation students on campus.”
- **INSTEAD:** “Students in the Kessler Scholars Program are taking on key leadership roles to support other first-generation students on campus.”

Website

At each partner campus, the web presence for the Kessler Scholars Program is an extension of the Kessler Scholars brand in the digital space. Often, it is the first place that prospective students, families, and other key stakeholders turn to in order to learn about the program's distinct model of support for first-generation students. Much like other outreach materials, web copy and images should use consistent messaging, voice, and photography to convey the program's core brand features: warm, confident, celebratory, energetic, personal, supportive. Web presence for the Kessler Scholars Program also provides the opportunity to showcase immersive elements like video, which elevates student voices and experiences.

There are three key items that should be represented on the web:

1. The website language below describing the Kessler Scholars Program and its national reach
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 transforming the undergraduate experience for first-generation college students. 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.

Founded at the University of Michigan by the Judy and Fred Wilpon Family Foundation, the Kessler Scholars Program has established a leading support model for first-generation students. The program is distinct in that it provides comprehensive support through wrap-around, multi-tiered services to ensure students' success from admissions through graduation.

Core Messaging

The Kessler Scholars Program is a national model for driving success outcomes for first-generation college students, providing comprehensive support from the moment students enroll to after graduation. Designed around evidence-based best practices for supporting students who are the first in their family to pursue a four-year college degree, the Kessler Scholars Program combines financial resources, a sense of community, and wraparound support. The program is unique in its breadth of resources and the way its nuanced, holistic support provides students with their own campus home.

Acknowledgment Language

(For programs launched as part of the Kessler Scholars | American Talent Initiative (ATI) expansion project)

Per 2022 project grant agreement: Any public statement regarding the Grant shall acknowledge the support of the Collaborative and ATI as follows: "This project was supported by the Kessler Scholars Collaborative and the American Talent Initiative with funding support from the Judy and Fred Wilpon Family Foundation and Bloomberg Philanthropies (www.bloomberg.org)."

Note: Bloomberg Philanthropies requests prior notice of publication of any materials that discuss or reference Bloomberg Philanthropies, The Bloomberg Family Foundation Inc., or any related entities. Collaborative staff can support this institutional engagement with Bloomberg Philanthropies.

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 and across the cohorts and promoting 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 program. In that way, social media coverage of the program creates access for a range of audiences, de-emphasizes “need” of the students in the cohorts, and associates the unique nature of the events with the high achievements of students in the program and the program’s distinct national positioning for first-generation student support.

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

1. The scholars’ individual stories are impressive on their own and demonstrate the Kessler Scholars Program’s commitment to putting first-generation students first.
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 builds a sense of belonging and community, including connection across campus boundaries as a part of the Kessler Scholars Collaborative

Further Guidance on Social Media:

Students and graduates of the Kessler Scholars Program, along with program staff and allies, are encouraged to participate in building community through a private, staff-moderated LinkedIn group: Kessler Scholars and Alumni.

By 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. The Kessler Scholars Program also amplifies messages of first-generation student empowerment through the Collaborative-led hashtag #firstgenfirst

Our brand and your brand, in perfect harmony. The Kessler Scholars brand identity was designed in a way that allows it to be simple and consistent, and to dovetail seamlessly with the brands of each of our partner institutions. The following pages illustrate the modular nature of the brand system, and how it's easily changeable for each university. Focused on the customization of color, photography, messaging, and the placement of the institution logo across mediums, the Kessler Scholars brand and the institution brands are balanced perfectly.

The logo color system, changeable per institution.

KESSLER
SCHOLARS

U University Logo

KESSLER
SCHOLARS

U University Logo

KESSLER
SCHOLARS

U University Logo

KESSLER
SCHOLARS

U University Logo

KESSLER
SCHOLARS

U University Logo

KESSLER
SCHOLARS

U University Logo

Example layout customization

Color is customized per institution.



Apply to join the
Kessler Scholars:
First-rate support
for your first-
generation
college journey.

Placement of institution-focused
photography.

Customizable content/text.

To learn more about becoming a Kessler Scholar, visit [contact info here]


Customizable call-to-action.



You've been admitted to [University Here], which is a huge accomplishment. And because you're a first-generation college student, your future accomplishments mean even more. As a Kessler Scholar, you'll receive more than a scholarship (but there is that). You'll get support in every sense. Financial. Academic. Personal. You'll receive money to get you to [University Here] and then a network of support, and a welcoming community, for every day after.

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 University Logo

Institution logo placed.

Example layout customization

Apply to join the Kessler Scholars:
First-rate support for your first-generation college journey.



You've been admitted to [University Here], which is a huge accomplishment. And because you're a first-generation college student, your future accomplishments mean even more. As a Kessler Scholar, you'll receive more than a scholarship (but there is that). You'll get support in every sense. Financial. Academic. Personal. You'll receive money to get you to [University Here] and then a network of support, and a welcoming community, for every day after.

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SUPPORT • COMMUNITY • SUCCESS

 University Logo

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 University Logo

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 University Logo

Example deliverables

Invitation to Apply email invite

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SCHOLARS

U University Logo

Apply to join the Kessler Scholars:
First-rate support for your first-generation college journey.

FIRST GEN FIRST

SUPPORT • COMMUNITY • SUCCESS

[Student Name]:

We're excited to invite you to apply to join a distinctive community of high-achieving, first-generation peers in the Kessler Scholars Program at [Institution]. Your demonstrated commitment to academics, leadership, and community engagement makes you an ideal fit for this opportunity[./] [OPTIONAL CLAUSE] designed to support [AREA OF FOCUS, IF APPLICABLE, e.g. "rural students from our state," "students pursuing majors in the humanities and social sciences," etc.]

Kessler Scholars benefit from a range of support—financial, academic, personal—designed specifically to meet the needs of students who are the first in their family to pursue a college degree. Across their four-year journey, Kessler Scholars are part of a close-knit community of students empowered with resources and opportunities to connect with faculty, alumni, and leaders on campus and beyond.

Kessler Scholars also gain access to:

- A welcoming community of first-generation college students who come together for cohort-based activities and help guide one another through the undergraduate experience
- Dedicated professional staff members who will provide academic, social, and career guidance to help Kessler Scholars succeed and thrive at [INSTITUTION NAME]
- Opportunities to participate in community service, leadership development, and social events to build lasting friendships and connections

The Kessler Scholars supports first-generation students like you as they turn their goals and dreams into reality. We hope you will apply to join the Kessler Scholars at [Institution Name] as, together, we put First Gen First.

To accept this invitation or to learn more, please contact [CONTACT INFO] by [DEADLINE]. We're eager to hear from you!

[Institution Name, address, general contact information]

[Unsubscribe](#) [Manage preferences](#)

Overview booklet

KESSLER
SCHOLARS

U University Logo

FIRST GEN FIRST

SUPPORT • COMMUNITY • SUCCESS

The Program is built around three key, student-focused principles:

Support • Community • Success

Poster

FIRST GEN FIRST

As a Kessler Scholar, your first-gen status gives you support every second you're here.

As a first-generation college student, at University, you're already a huge success. And as a Kessler Scholar, you'll find the support and community you need to continue your success for a lifetime. You'll find support – like scholarships and financial aid, and academic mentoring and networking. And you'll find community – with an inclusive group of first-generation peers whose academic and life goals align with yours.

So become a Kessler Scholar, and become your most successful you.

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SCHOLARS

To learn more about becoming a Kessler Scholar, visit [University.edu/GoKessler](#).

U University Logo

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Example deliverables

Zoom/Teams backgrounds



Pull-up banner



T-shirt/wearable





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