



Penn GSE

GRADUATE SCHOOL OF EDUCATION

UNIVERSITY *of* PENNSYLVANIA

BRAND GUIDELINES

Table of Contents

1. STRATEGY 04

2. VOICE & TONE 20

3. LOGO 36

4. COLOR 38

5. TYPOGRAPHY 42

6. PHOTOGRAPHY 48

7. GRAPHIC ELEMENTS 57

8. SAMPLE TACTICS 63

OVERVIEW



What is a brand?

A brand is an enduring platform that articulates an organization's unique identity and point of view. It helps an organization connect with many broad, diverse communities through informed and relevant interactions. At Penn GSE, our brand focuses on an authentic and memorable platform that's reflected in the drive of our students.

Why is a brand important?

As humans we form opinions—and they lend heavy influence to the decisions we make. That's why it's critical for Penn GSE to have positive and meaningful interactions as often as possible. Our brand works by forming emotional connections from the very first interaction.

These interactions accumulate and shape the opinions of those we serve.

The elements in this document work together to ensure that all these encounters align and convey a compelling story about Penn GSE. The principles apply to all of us, and to every interaction, and to every piece of communication. This document is designed to help you make decisions in support of our story. There's a deeply informed rationale for everything here—every visual and verbal element. These pages reflect the thought process that went into creating the brand and offer guidance for making it work

Questions? Just ask.

If you're looking for resources, or simply have questions about applying the brand, please contact:

Meg Vaughan

Director of Integrated Marketing
and Brand Identity

Graduate School of Education

www.gse.upenn.edu

Email: meghank@upenn.edu

Phone: 215.573.9643



Strategy



Strategy Overview

The brand strategy reflects a series of decisions that make up the foundation for our brand's positioning and our creative platform. It's a tool that should also be consulted for marketing planning, campaigns, and initiatives.

Audiences

Whom are we talking to?

Positioning

How do we want to be thought of?

Messaging

What do we say and why does it matter?

How to Use the Message Map

How do we craft our content?

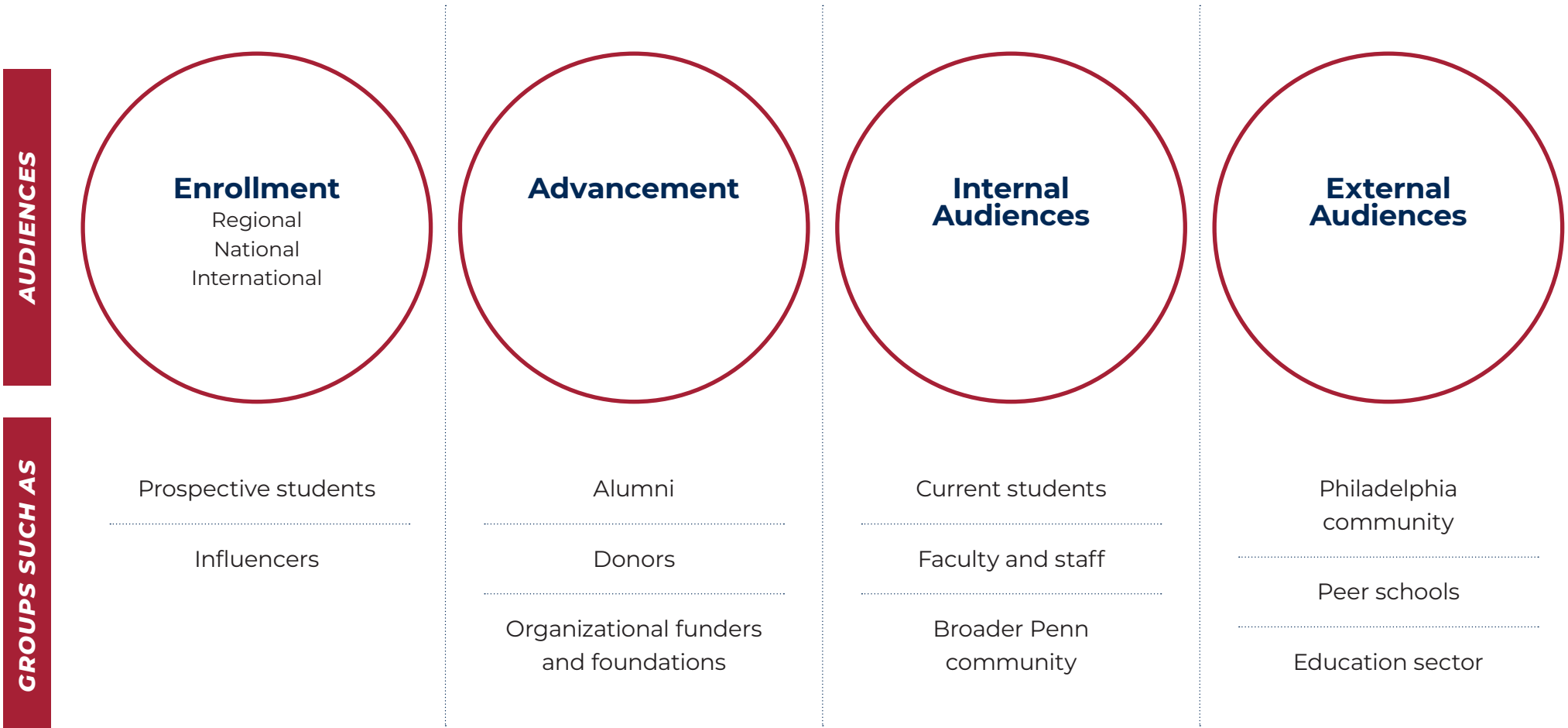
Personality

How do we look, sound, and feel?



Audiences

Penn GSE communicates with a profoundly diverse collection of audiences and individuals. Though the needs of these groups vary significantly, our brand story should remain consistent. By understanding the objective we're trying to achieve with each segment, we can bring focus and clarity to our interactions with all of them.





Enrollment
Regional

**GROUPS
SUCH AS**

Prospective students

Influencers

**ULTIMATE
GOAL**

Recruit and enroll more best-fit students by building awareness, shaping the class more effectively

Future classroom educators and service providers in the region

Current teachers seeking continuing education

Share of enrollment audience

- ~40% of master's students are in direct K-12 service*
- Many non-degree students (e.g., Penn Literacy Network)

Decision factors

- Accessibility, practicality, licensure
- Intimidated by Penn brand and perceived cost

Relevant GSE Goals

- Revitalize struggling programs (such as the Urban Teaching Residency)
- Grow tuition-generating programs (that is, research doctorates are less critical for growth)
- Serve this mission-centric audience, even if they are not a growth audience

**Ologie analysis of Penn GSE enrollment data*

STRATEGY



Audiences

This is the primary audience for the brand, as it represents both the largest segment of current enrollment and of future (growth) enrollment.



Leaders in the education sector, such as policymakers, entrepreneurs, advocates, and administrators

Share of enrollment audience

- ~60% of master’s students in higher ed or interdisciplinary ed programs*
- ~40% of all students are Executive Format*
- Many non-degree students in Catalyst, Professional Learning audience

Decision factors

- Prestige
- Format
- Relevance and degree of specialization, and timeliness of content

Relevant GSE Goals

- Diversify existing audiences
- Grow non-degree audience and offerings in the next few years

GROUPS SUCH AS

Prospective students

Influencers

ULTIMATE GOAL

Recruit and enroll more best-fit students by building awareness, shaping the class more effectively

**Ologie analysis of Penn GSE enrollment data*



**GROUPS
SUCH AS**

Prospective students

Influencers

**ULTIMATE
GOAL**

Recruit and enroll more best-fit students by building awareness, shaping the class more effectively

International students coming both from abroad and from domestic undergraduate programs

Share of enrollment audience

- About 25% to 30% of all students
- Regularly spanning 30 to 45 nations
- Distributed across many programs, but particularly those that pertain to cross-cultural competencies and to programs eligible for STEM F-1 visas

Decision factors

- Prestige
- Format
- School culture and extent of specialized services

Relevant GSE Goals

- Diversify the list of foreign countries of origin beyond the largest nations



GROUPS SUCH AS

Alumni

Donors

Organizational funders and foundations

ULTIMATE GOAL

Strengthen existing relationships and build new ones

Key Considerations

- Alumni cherish **equity and social justice** as key to the mission, while donors and organizational funders are more focused on GSE’s **role as a leader in education**
- Some donors are attracted to **disruption and innovation narratives**, rather than equity
- Board of Advisors wants the brand to **enhance GSE’s reputation and recognition**
- Development and Alumni Relations **need a flexible brand that can “code-switch”**

Relevant GSE Goals

- Highlight the outcomes-oriented **accomplishments of faculty, students, and staff**
- Demonstrate GSE’s **uncanny ability to speak to the private sector** in educational transformation
- Use the GSE brand to **supercharge upcoming advancement campaigns** and messages
- Build **pride among alumni**, acknowledging the differences in engagement by era



GROUPS SUCH AS

Current students

Faculty and staff

Broader Penn community

ULTIMATE GOAL

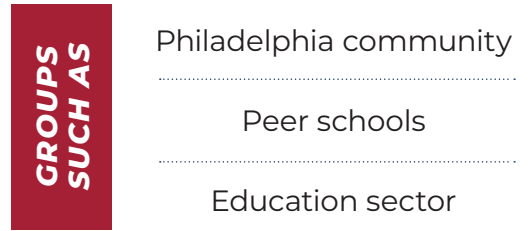
Create alignment around an authentic, differentiating brand story, in order to gain esteem

Key Considerations

- The brand must be sufficiently palatable to **encourage alignment and deployment**
- GSE needs a central narrative that can build **pride and community** among internal audiences
- This audience takes pride in **GSE’s commitment to equity and social justice**
- Showcase GSE’s innovation in **program development and partnerships**, while reckoning with **skepticism about market-focused messaging**
- The GSE brand must align with Penn’s branding guidelines

Relevant GSE Goals

- Give GSE a set of tools to **tell its story internally**, educating central administration and bigger and better-funded schools about GSE’s mission
- Make sure that internal stakeholders understand **their personal role in the evolved brand**
- Equip communicators via **effective brand training and rollout**
- Give stakeholders opportunities to tell **individualized stories within a broader brand message**



Key Considerations

- The goal is not to “out-prestige” Harvard, Columbia, Stanford, or others (GSE is already number one), but to **carve out a distinct niche that others respect and recognize**
- Continue to **humanize Penn and Penn GSE to the Philadelphia community**, which is likely to see the school as elite and distant despite our best efforts

Relevant GSE Goals

- Share stories and proof points of **differentiation among top education schools**
- Share stories and proof points of **Philadelphia partnerships and the commitment to the local community**



Positioning

Positioning is how we want to be thought of in the minds of our most important audiences. It's not how we express ourselves externally; it's about what we want people to remember when they walk away.

Positioning must answer three important questions in one succinct statement.

- Who do we serve?
- What do we do?
- Why does it matter?

For those who hunger for a world where every person can reach their potential,

WHO

Penn GSE convenes, equips, and mobilizes leaders

WHAT

to partner with educational systems and settings and to deliver renewal and results for both learners and society.

WHY



Messaging

The messaging map creates a hierarchy to articulate what we say and why it matters, consistently and compellingly. It outlines the key ideas that our brand needs to communicate. The goal is not to communicate everything at once, but to choose the right messages based on the audience we’re looking to reach and the communication goals we’re seeking to achieve.

Our messaging is composed of the **core message** and **supporting messages**, which are illustrated in a framework called a messaging map.

The core message focuses on the promise we’re making to our audiences, primarily prospective students. This core message should be reflected in the experiences that audiences have with Penn GSE at every opportunity. The supporting messages (our secondary messages and supporting elements) use specifics to communicate how we deliver on these aspects.

These messages are divided into **attributes** and **benefits**, with attributes on the top and benefits on the bottom. Attributes are the tangible things we offer our audiences, like our expert faculty and innovative programs. The benefits answer the question “So why does that matter?” Leading with benefits helps audiences understand what’s in it for them.

Attributes

An attribute is what we offer to our audiences. Attributes include things like programs, facilities, culture, and experiences.

Benefits

A benefit is what our audiences get. It’s the value of the attributes that we offer and why they matter.



Supporting Elements



Secondary Messages



Core message



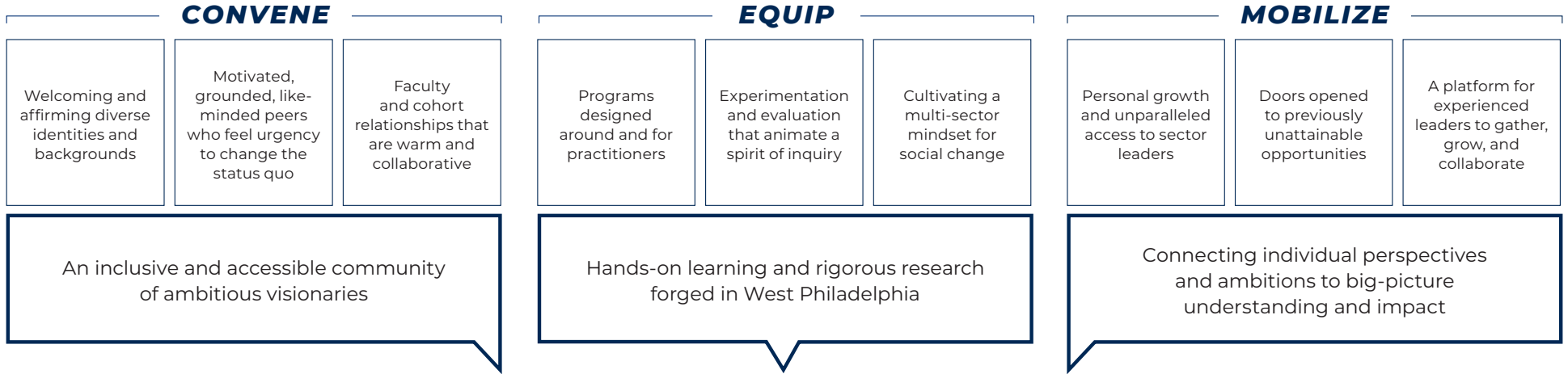
Secondary Messages



Supporting Elements



Message Map



ATTRIBUTES
(what we offer)

Penn GSE...

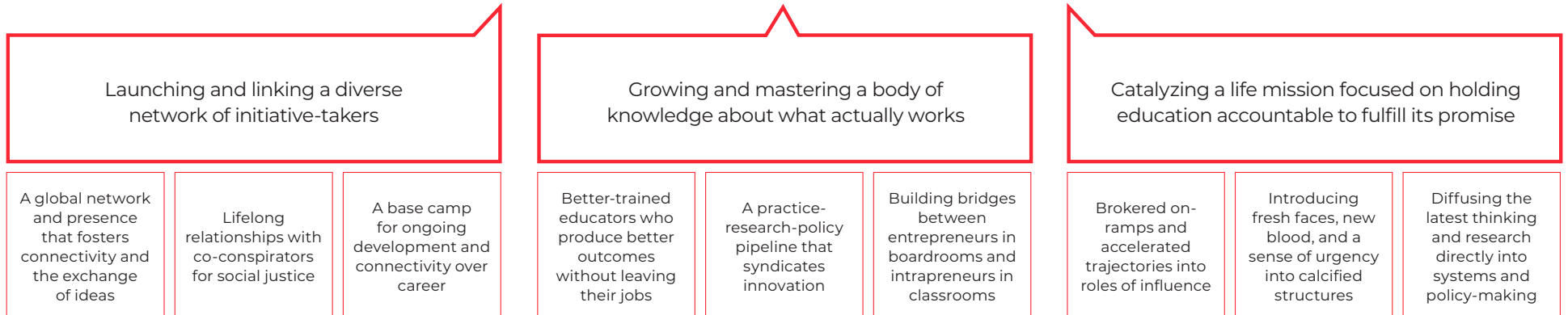
convenes, equips, and mobilizes leaders and pioneers

Core message

BENEFITS
(what they get)

in order to ...

partner with educational systems and settings and to deliver renewal and results for both learners and society



STRATEGY



How to use the message map

Our message map is a hierarchy for selecting messages, but it's not the starting point for crafting content. To get the most out of the map, follow these four steps.

Helpful hint:

Try using the message map to determine the best angle for crafting a story. Look for an opportunity to frame the story through the lens of one of the secondary message points.



Step 1

Determine your audience and objective.

Figure out who you're talking to before you decide what to say. People won't care what you have to say, unless you say what they care to hear.



Step 3

Determine the benefit.

Once you've established that your topic links to a brand attribute, you need to identify the benefit or benefits.

(Note: In most cases, your audience cares more about the benefit than the attribute.)



Step 2

Determine the attribute.

Consult the message map to align your topic with specific attributes. When possible, connect supporting points with a secondary message to strengthen your message.



Step 4

Craft your message.

You may have found one benefit, or you may have found several. You'll want to narrow your focus to the most important benefit—that's what you need to get across first. Any supporting benefits should act as talking points, complemented by the attributes of the topic you are promoting.



How to use the message map

The follow scenario walks you through the step-by-step process for using the message map to draft content in our brand voice.

Helpful hint:

Most audiences will be most interested in two out of the three columns of messaging: “convene” (who we aggregate to build community among); “equip” (how we conduct research, teaching, and outreach); and “mobilize” (how we launch people to success).

Step 1

Determine your audience and priorities.

Whom are you trying to reach? What matters to them?

You have been tasked with writing an alumni profile that will be used as content for enrollment marketing. In this case, you’re trying to engage an audience of current professionals who might be interested in non-degree continuing education for now, or eventually in executive doctorate programs.

Their priorities are advancing in their profession, developing a powerful network, and making a difference in their field.

Prospective students and alumni alike care about equity. If they’re already working in education, they’re less likely to adopt “disruption” or “innovation” narratives and would instead take interest in the personal return on investment for the program and in improving outcomes for students.

Step 2

Determine the attribute.

What is it about Penn GSE that speaks to the audience’s needs and wants?

You examine the messaging map and identify the following relevant attributes:

Penn GSE builds a peer network that is motivated, supportive, experienced, and like-minded.

Penn GSE also sharpens our students’ skills with real-world learning and capitalizes on access to sector leaders to expose those students to new experiences and perspectives.

STRATEGY



How to use the message map

The follow scenario walks you through the step-by-step process for using the message map to draft content in our brand voice.

Helpful hint:

Most audiences will be most interested in two out of the three columns of messaging: “convene” (who we aggregate to build community among); “equip” (how we conduct research, teaching, and outreach); and “mobilize” (how we launch people to success).

Step 3

Determine the benefit.

Establish how these attributes ultimately lead to outcomes that help the student advance personally and professionally.

Those attributes matter because they will lead to benefits for students and for those they will serve as professionals. You examine the messaging map and identify the following benefits:

The students will form strong relationships with classmates that endure past graduation and will continue to support each other.

When those students land in influential roles across the education system, the training and relationships they bring with them will allow them to transform their settings to improve outcomes.

Step 4

Craft your message.

You identify an alumna who, after completing a Penn GSE degree, went on to work in a management role at a large nonprofit that addresses college access and workforce development issues among underrepresented populations.

In the profile, you include specific examples of how networking within her cohort and with her professors helped her grow, and in fact led to her current opportunity. You also include examples of interesting evidence-based initiatives she has undertaken at the organization to better serve youth and how her passion for social justice inspires her work.

STRATEGY



Personality

Personality humanizes the brand and shapes the overall tone of communications. It helps bring materials to life with greater resonance and emotional strength.

Visionary

We have our eyes set on shaping the future of the educational system.

Personal

We're committed to providing our students with a warm and supportive environment.

Practical

We focus on ideas grounded in real-world impact.

Inclusive

We approach all that we do with empathy, care, and respect.

Professional

We're a prestigious graduate school that leads the field with our expertise.

Optimistic

We are energized and hopeful about the solutions we can create.



Voice and Tone



Overview

Our voice. It's the beating heart that's at the core of all our communications. It's how we bring the key messages of Penn GSE to life, how we express our personality and give all our messaging a human spirit. As our message forms the basis of what we, our voice is how we say it. The following voice guidelines serve as the core of our creative platform and the filter we'll use for every communication.

Use these guidelines to breathe life into our story and give it meaning, communicating: who we are, what we do, and why it all matters.



Brand Narrative

These short paragraphs are the basis for telling our story at the highest level. Use them to set the tone for our writing and brand language. These lines are more than a collection of poetic phrases; they help us translate our brand strategy to audience-facing language.

This language isn't intended to be used word for word in external communications. Use it as inspiration: pulling relevant phrases where appropriate, adopting its tone whenever possible, and mirroring elements of its construction when helpful.

Each of us is here for our own reasons. But we're all here to do something important.

To create big opportunities.

To get real results.

To make a lasting impact.

We're here because we believe in the power of education. Because we know there's no greater force for building communities, bridging barriers, improving lives, and healing society. So we bring our ideas, our identities, our ambition, and our commitment to a place where a diverse network of researchers, educators, counselors, and innovators is unafraid to question what it means to educate.

It's a place that gives us a framework for fulfilling the promise of education for a new generation of learners. Where we're all focused on finding ways to move the world forward. Where what matters is what works.

And that's why we're here. We're here, at Penn GSE, because the world deserves better educational systems and better educators.

We're here, in Philadelphia, where we can build partnerships, work within communities, reach out across our city, and make a difference in millions of lives.

We're here, in classrooms and schools and educational systems and legislative bodies and anywhere we can find a platform to effect true innovation.

We're here for good.
Here for results.
Here for all.

Penn GSE

Here for change.



Key Themes of Our Brand Narrative

✍ The Power of Education

We do what we do because we believe in the incredible power that education can have to serve the greater good and address society's challenges. And whether we are researchers, teachers, administrators, or counselors, we are united in our mission to use the power of education to deliver new possibilities and drive more positive outcomes.

The Approach: Whether we say it overtly, or suggest it through the words and images we choose, education is the force that drives all our work, and it's the core of our mission.

✍ Here, Together

Penn GSE is an institution that convenes the best and brightest. People who have a diverse array of backgrounds and a unique set of skills come together here to inspire and galvanize each other, as they take the initiative to challenge the status quo. Although we are all individuals, we do our best work when we do it together.

The Approach: Whenever we highlight an individual student, faculty member, researcher, alumnus, or any other person affiliated with Penn GSE, we should tell a larger story of the connected community they are a part of and the exchange of ideas they contribute to.

✍ We Take Action

Here, we're driven by results. And as much as our work is focused on mastering a growing body of knowledge, we see the true benefit of our efforts when we get out into the world and put our knowledge to work. That's how our work moves the world forward — by actually getting out there and pushing it ourselves..

The Approach: When we tell stories about our work, we do it though the lens of the change that it's making in the world. We talk about not only what we're doing, but the outcome as well. We do what we set out to accomplish. We do what works.



Key Themes of Our Brand Narrative

Why Penn GSE Is Here

Our location is an important part of our story. Not only because Philadelphia is full of opportunities to put our work into action, but because it's the beginning of a global network of classrooms and schools and communities and other places where our students and alumni are bringing about change.

The Approach: What we do is important, but where we do it is what makes our message compelling. Share stories about how our work gets us out into the city (and far beyond it). Seeing our story play out in the communities of the world is what gives it urgency and significance.

Why Each of Us Is Here

Perhaps the most compelling element of our story is our commitment to improve human lives and to better society. That is what each of us is here for. And through our storytelling we demonstrate that purpose. We declare our ambitious goals loudly — to bring equitable solutions, to remove barriers to education, to serve communities, to rewrite policy — and we share the personal reasons each of us has for fulfilling them.

The Approach: We bring our story of world-changing ambition down to earth by telling it in human terms, through the vessel of the people who believe in our mission and who live it every day.



Here for Change

This phrase is the core of our creative platform. It's not a tagline or a slogan, but rather some useful language to support our key messages and set our tone of voice.

What it is

“Here for change” is a shorthand for our brand message. It represents the purpose, the intent, and the passion behind what we do. This idea gives our communications a personal focus, and enables us to tell individual stories by illustrating why each of us is here.

How to use it

This language is most effective when it's used to pay off another thought or idea, as a verbal punctuation mark. Either using “Here for Change” or language like “This is what I'm here for.” or “That's why I'm here.” to illustrate higher-level purpose behind each person's work.”

What it means

It helps us communicate the strategy behind our brand. It's why we “convene, equip, and mobilize leaders and pioneers.” It's how we “deliver renewal and results for both learners and society.”

What it isn't

“Here for change” is not a tagline, and as such, it's not intended to be used all alone, or paired with our logo, or added without context. Also, it's not a required copy element, and it shouldn't be used in every communication.



Filters for Storytelling

Every story that we tell about Penn GSE should support our brand's larger messages. To do so, it's important that each story have a singular focus. As you consider all the elements of your story and the themes it's conveying, use one of the following storytelling filters to tether your facts to one higher-level truth about Penn GSE.

A story of PEOPLE.

Use your story to showcase our people.

Think: "We are the kind of people who _____."

Whenever possible, put a Penn GSE student, faculty member, researcher, or alumnus at the center of your story, showing them as the proof of all that we do as an institution. Penn GSE should be cast as the mentor, or as the environment that makes that person's work possible. Give our people credit for the work that they do and put them at the heart of all that we do. **Give each story a human heart.**

A story of PLACE.

Use your story to highlight the uniqueness of our location and our campus.

Think: "This is the kind of place where _____."

Part of the reason we're able to do all that we do is our location. Philadelphia is a city with a rich history of revolutionary thinking, and it's a unique location that enables us to connect our work to the world. So we tell stories that could come from nowhere else. Our stories are uniquely ours because they are uniquely here. **Take pride in where we are.**

A story of PROCESS.

Use your story to show our specific way of doing things.

Think: "We can do all the things we do because of this unique approach: _____."

We take an active approach. We get results. This unique approach to our work is a core element of our process, and a critical part of our story. When we speak to the achievements of our people, our story becomes more interesting and ownable. That's why we detail the steps we're taking to revise tired thinking and to implement our ideas in service of the good. **Show the world how we do things.**



Headline and Language Constructions

Our brand is firm, but flexible. It has the breadth and substance to respond to the needs and expectations of our different audiences. By using a range of headlines, like the ones on the next few pages, we can help our message resonate with each of these constituencies.

“Here for ____.”
(Why we’re doing it)

Here for justice.

Here for empowerment.

Here for understanding.

Here for partnerships.

Here for impact.

Here for results.



**Headline and Language
Constructions**

(continued)

“Here, because ____.”
(Why we’re here)

Here, because the world deserves more.

Here, because communities demand better answers.



**Headline and Language
Constructions**

(continued)

“ _____ for change.”

United for change.

Empowered for change.

Innovating for change.

Creating for change.

Leading for change.



**Headline and Language
Constructions**

(continued)

“ _____ who are here for change.”

Trailblazers who are here for change.

Innovators who are here for change.

Educators who are here for change.

Thought leaders who are here for change.



Applying Our Brand Voice

Example 1

Previous language

The people of Penn GSE create opportunity wherever they go.

Our community of more than 18,000 alumni has a global impact in an array of professions that transform lives through education.

Our research, field placements, and partnerships improve education on the ground across The School District of Philadelphia, addressing a microcosm of national issues in education. Our programs for working professionals and expertise in entrepreneurship infuse the professional landscape and education marketplace with ideas that make a difference. Our intercultural programs unleash the power of education locally and globally across linguistic and national boundaries.

Reading The Penn GSE Magazine will keep you updated on the research, innovations, and impact of the School and our community. Read stories of our impact below or browse our magazine archive.



In our brand voice

We believe in the power of education.

At Penn GSE, we know that there's no greater force for building communities, bridging barriers, and improving lives than education. Our impact begins here and continues with the work of our community of more than 18,000 alumni, who are out in the world to deliver results for learners everywhere.

Each of us is here to fulfill the promise of education through research, field placements, and partnerships that enable real transformation. We're here for results, with programs for working professionals and expertise in entrepreneurship that grow our body of knowledge and put solutions into action. And we're here for good, through intercultural programs that improve educational systems locally and globally, making a difference in millions of lives.

See all the ways we're moving the world forward. Read the stories of educators, researchers, trailblazers, and thought leaders in The Penn GSE Magazine.

Example 2

Education Policy Master of Science in Education (M.S.Ed.)

A master's program that prepares you for a career in education policy research, evaluation, and analysis.

The one-year Education Policy master's program equips students with the knowledge and methodological tools to understand, evaluate, and implement programs and policies that impact students and communities across the country and around the world, from early childhood to K-12 and beyond.

Here to build better educational systems.

Education Policy
Master of Science in Education (M.S.Ed.)

Smarter policy research, evaluation, and analysis begins here. In this one-year program, you'll gain the knowledge and methodological tools to understand, evaluate, and implement educational programs and policies in communities across the country and around the world. Equipped with the latest thinking and research, you'll have what it takes to create real change for students, from early childhood to K-12 to the lifelong learners they'll become.



3 things you've always got to do:

- Give your audience something to be interested in.
- Give your audience something to care about.
- Give your audience a way to connect to the work that we're doing.

Tips for writing

Start with a hook.

Give them a reason to care right away. Always lead with a benefit.

Find an angle.

A story should be about one thing. Place, process, purpose, people.

Give it a human face.

People are at the heart of everything we do. Put them there.

Reveal our character.

You don't always have to say "Here for change." But you should always show it. Use our storytelling efforts to demonstrate why we do what we do.

Breathe life in every breath.

Our voice is personal — we write like we talk. Read it out loud to test.

Be real. Clever is overrated.

The best writing doesn't call much attention to itself. Speak to people.

Avoid jargon and hyperbole.

Even if it's what everybody says. Especially if it's what everybody says.

Cut out excess.

Get to the point without using unnecessary words.

Say one thing well.

Don't overwhelm your audience with information or tiresome lists of information.

Use inclusive pronouns.

"We" speak to "you" whenever possible. Our voice is a conversational one.

Show the impact of our work.

Every story should reveal why we do the things we do.

Make an emotional connection.

Decide how you want your audience to feel, and write accordingly.

Draft a plot.

Rather than state the benefit, dramatize it. Show our brand promise at work.

Be consistently inconsistent.

These aren't rules and they shouldn't be. Choose the language that best communicates our message, and the voice will follow.



Using the Brand Voice in News Stories

When sharing stories of the work of our students, faculty, researchers, or alumni, it's more important to convey our brand message than to specifically implement the language of our brand voice. Use the creative brief (on the following page) to determine your audience and what they care about, the purpose behind the work that's being done here, and the impact it will have on the people it will benefit (students, communities, educational systems, and so on). With these elements as a guide, shape your narrative in a way that underscores our core messages while giving precedence to the human story you're telling.



Developing a Creative Brief to Inform Brand Storytelling

Before you start writing, figure out what kind of story you want to tell.

To tell a story that connects with our audiences, has an emotional impact, and causes them to take action, we need to first answer three questions:

- **Whom are we talking to?**
- **What are we talking about?**
- **Why does it matter?**

To answer those questions, it can be useful to answer as many of the questions listed at right as best as you can. Guided by our strategy and our messaging, this should help you succeed in your efforts, quickly and effectively.

Once you know who your story is for, you can connect with them more authentically.

Once you know what your story is about, you can highlight what makes it compelling.

Once you know why your story matters, you can make your audiences feel it.

Whom are we talking to?

Who are all the possible audiences for this message?
Which is the most important?
What do they care about?
What will make them interested in this?
What do they know about us?
What do we need them to know about us?
What do they expect from us?
How do we want them to feel?

How familiar are they with Penn GSE?
What perceptions or misperceptions might they have?
How will they personally benefit from this story or this work?
What do we want them to do as a result?
Which of our brand personality traits should our voice most emphasize?

What are we talking about?

Is this a story about our people, place or our perspective?
Who (or what) is at the heart of this story?
How does this embody and celebrate the spirit of who we are?
How are we doing this in a way that's different than other institutions?

How does this story show our purpose?
How does this story demonstrate the power of education?
How does this story illustrate how we're moving the world forward?
What's this story about, in 240 characters?
What's this story about, in one word?

Why does it matter?

What larger truth about Penn GSE does this message support?
What's the one thing we're standing for here?
How is the world benefiting from this?
How are individuals benefiting from this?
Why would someone care about this story if they had no interest in the school?

What's the biggest possible claim we could make here?
Should we make that claim here?
Why should we tell this story?
Why should anyone believe us?



Elevator Speech

Whether it's in an impromptu meeting, on the back of a business card, or over social media, we can communicate the essence of our brand story concisely and memorably. This is handy information: it's a helpful example of how we balance our voice and message with a minimal branding.



At the University of Pennsylvania Graduate School of Education, we are here for change. We're here because we believe in the power of education to build communities, bridge barriers, improve lives, and heal society. Here, we convene an ambitious and diverse community of leaders and pioneers, connecting them to one another and to a world that will benefit from their work. We equip them with immersive, real-world-based learning and research opportunities that bring them results. And we mobilize them to fulfill the promise of education in the classrooms, boardrooms, governments, and learning settings where true innovation and real transformation become possible.



Logo

LOGO



Overview

A brand is more than just a logo. And a logo is more than just a mark or symbol. It must seamlessly adapt with other design elements across colors, dimensions, and uses. Our logo builds into the equity of the overall institution, and should always be used with intentional care and proper scale for legibility.



Our logos should be reproduced only from authorized digital files. Do not attempt to typeset or recreate them yourself.

Clear space

Our logo must have space to breathe, with specific spacing and margins to protect its legibility. The clear space for the full logo equals the width (or height) of the dot in the shield.



Scale

To maintain good legibility, never reproduce the logo smaller than what's shown here, for print or on screen. There is no maximum size limit, but use discretion when sizing the logo.



118 pixels (1.5 inches)

To aid in scale and clear space, a best practice is to place the logo within the header or footer of a composition.



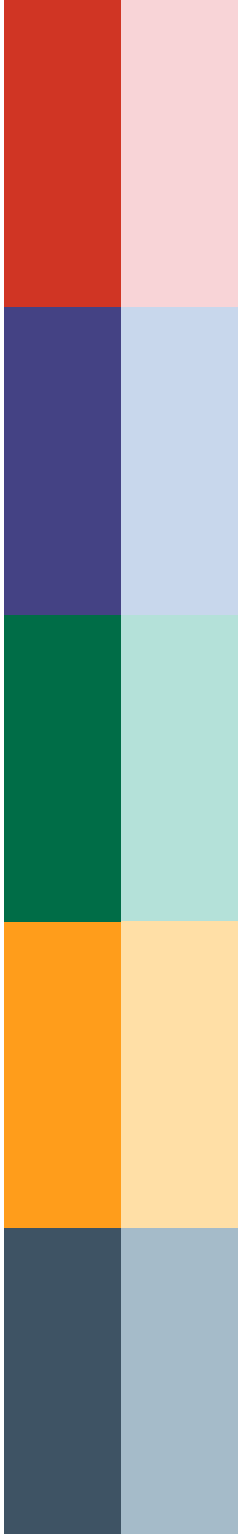
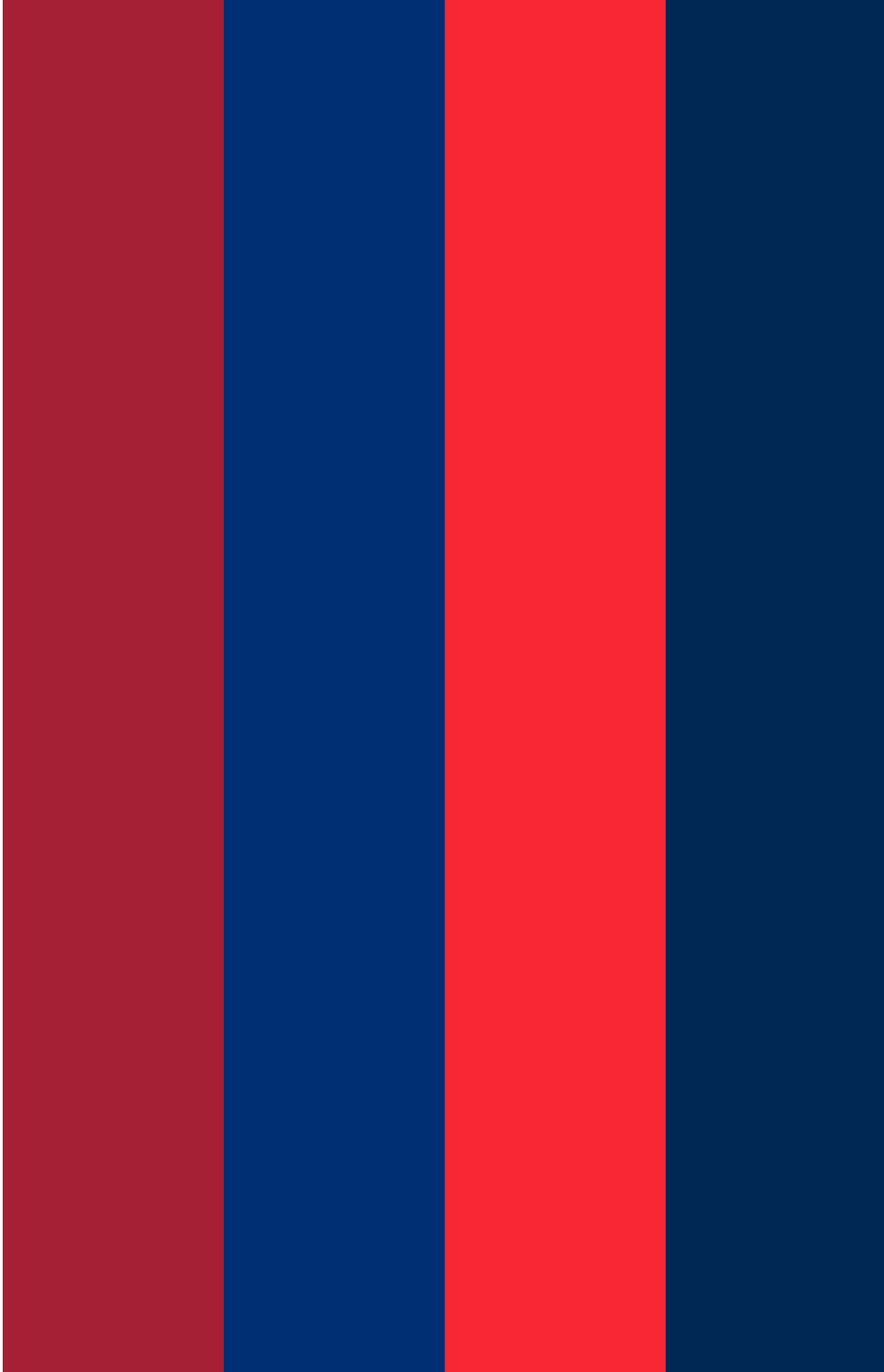
Color

COLOR



Overview

Our color palette is designed to build on Penn's primary red and blue. This set of options offers versatility to keep communications looking fresh and dynamic.



COLOR



Color Breakdowns

Primary Palette

These are our core colors. They identify our university and our school and should be the most prominent colors in any piece.

Penn Red

PMS 201

CMYK: 0-100-65-34

RGB: 153-0-0

HEX: 990000

Penn Blue

PMS 295

CMYK: 100-84-36-39

RGB: 0-40-86

HEX: 002856

PMS 1788

CMYK: 0-98-85-3

RGB: 248-6-36

HEX: F80624

PMS 288

CMYK: 100-65-0-30

RGB: 0-46-92

HEX: 002E5C

WHITE

CMYK: 0/0/0/0

RGB: 255/255/255

HEX: FFFFFFFF

COLOR



Color Breakdowns

Accent Palette

This palette can build variety and dimension into our layouts. Incorporate these colors for bright accents or use them to provide contrast.

Vibrant Accents

PMS 7626

CMYK: 14-93-100-4

RGB: 203-55-37

HEX: CB3725

PMS 7672

CMYK: 84-87-16-4

RGB: 77-65-133

HEX: 4D4185

PMS 7727

CMYK: 100-31-87-21

RGB: 0-110-71

HEX: 006E47

PMS 1375

CMYK: 0-45-96-0

RGB: 255-159-25

HEX: FF9F19

PMS 7545

CMYK: 77-60-44-25

RGB: 65-84-100

HEX: 415464

Muted Accents

PMS 698

CMYK: 2-18-8-0

RGB: 245-212-215

HEX: F5D4D7

PMS 657

CMYK: 19-9-1-0

RGB: 201-215-236

HEX: C9D7EC

PMS 573

CMYK: 29-0-17-0

RGB: 179-226-217

HEX: B3E2D9

PMS 7401

CMYK: 3-10-41-0

RGB: 247-224-165

HEX: F7E0A5

PMS 5435

CMYK: 35-18-14-0

RGB: 166-187-201

HEX: A6BBC9



Typography

TYPOGRAPHY



Overview

Typography plays a large part in our visual brand. It's an active and personal element, with a mix of typefaces that can tell our story in a number of engaging ways.

EB Garamond

Here to build stronger communities.

Montserrat

And that's why we're here.



EB Garamond

Based on letterforms created in the 16th century, EB Garamond is a classical typeface with an academic, sophisticated feel. Its qualities have been woven into the fabric of type design for centuries, so it feels familiar and timeless.

We use EB Garamond primarily for headlines, subheads, and callouts.

This font is freely available at
fonts.google.com/specimen/EB+Garamond

EB Garamond

Regular *Italic*

Medium *Italic*

Semibold *Italic*

Bold *Italic*

Extra Bold *Italic*

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789!@#\$%&*;,()



Montserrat

Montserrat is a legible, approachable typeface, available in a variety of weights that make it an important part of our brand toolkit.

We primarily use Montserrat for subheads, labels, and body copy.

This font is freely available at
fonts.google.com/specimen/Montserrat

Montserrat

Light *Italic*

Regular *Italic*

Medium *Italic*

Semibold *Italic*

Bold *Italic*

Extra Bold *Italic*

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789!@#\$%&*;,()



Headlines

Bring your ideas,
your ambition, and
your commitment.
And be prepared to
do something big.

To create big opportunities.

To shake up the status quo.

To get real results.

**WE'RE HERE FOR GOOD.
HERE FOR RESULTS.
HERE FOR ALL.**

Captions and Stats

Each of us is here for our own reasons. But we're all here to do something big. To create big opportunities. To shake up the status quo. To get real results.

We're here, at Penn GSE, because the world deserves better educational systems and better educators.

90%

LOREM GONDI IPUSM
DOESLINTST ORE MANI
TRABING LOSUN.

TYPOGRAPHY



Sample Type Usage for the Web

The objective of good web typography is to create a hierarchy of content that visually flows from one element to the next.

This requires proper distinction between headings, subheads, and body text, using a variety of font weights and styles. Having enough open space between blocks of text is also critical. Together, all these factors promote an effortless reading experience.

H1 Heading

EB Garamond
Regular
36pt / 36pt

Maiorem et, ut et, adi cullat
hicatur ressusam facea.

Subhead 1

Montserrat
Semibold
14pt / 20pt

Essenis earume conestia corest ut il est, commodi
officil moluptature con estiis conecto evenimpora
que num in nianturibus, simolor aecatun, secest.

Subhead 2

Montserrat
Bold Italic
All Caps
10pt / 14pt

EVERIBUS DOLORERUM QUI DOLUPTAS ET ALIQUI

Body Text

Montserrat
Regular
10pt / 14pt

Officillaccae voluptatet qui omnihillesto eossi cum quiatur?
Maximus porem santi secusci menihilis siminus es ernaturit ratis andigen
dicius ut quis sequis velitis modit pro earchil maximusae sequi officiet
faccum hariaspel imus volupid quaspe nis aut voluptatio. Ut et ut
exererates et inctur rerspispis erunt volor aliqui omnis num rae vel is maio.



Photography

PHOTOGRAPHY



Overview

Photography plays an important role in our brand communications because it tells our story visually. Although our words are compelling, images go further to offer powerful proof of what we say. Here are a few categories to keep in mind when capturing or displaying photographic content.

Our photos need to capture and show all members of our community: students, faculty, staff, and partners. We want to be sure everyone can see themselves in our visuals, and photography is a simple, effective way to do that. Be thoughtful as you make casting decisions to be inclusive and authentic in representing all.

For free stock photos or idea-starters, visit unsplash.com

PHOTOGRAPHY



Who We Are

PEOPLE

When we use portraiture, we put a human face to our work. We want to show our diverse network of researchers, educators, counselors, and innovators in the best light, which means capturing them with authenticity.

When taking portraits, the focus should be the individual. Although the subject won't always be the sole person in the photo, the eye should be drawn to that one individual.

Images in this category can range from lighthearted and warm to serious and resolute. Subjects can be looking at the camera in a portrait style or capturing them in a more candid and casual, all within their environment. Overly stylized photos don't reflect the genuine nature of our experiences. These shots should strive to feel natural and not staged.

And remember, it's important to show a diverse mix of individuals in an accepting and supportive environment.



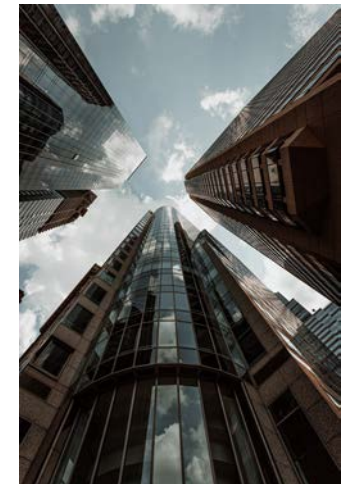
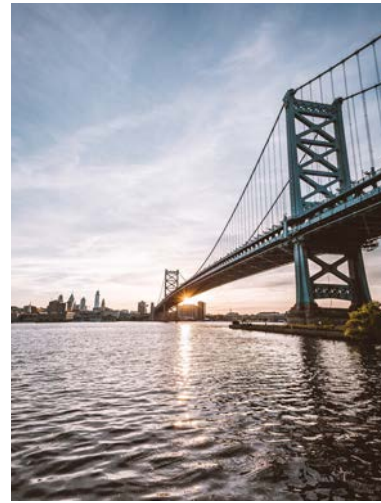
PHOTOGRAPHY



Where We Go

PLACE

The power of education comes to life in environments on our campus, in our surrounding communities and our active city, and in collaborative spaces near and far. The photos in this category help illustrate all of the places where our work is honed and implemented and informed. These images might include wide cityscapes, intimate workspaces, common areas, gathering spaces, unique architecture; and landscapes to convey the broad range of places that our people visit and explore every day.



PHOTOGRAPHY



Our Work

This category includes three focuses to help organize the initiatives and outcomes of the work we do every day.

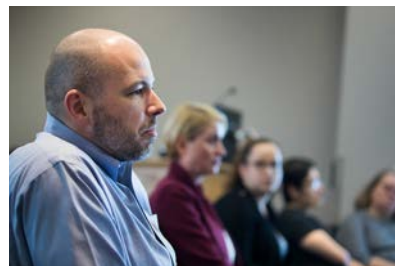
Moments and images that focus on outcomes and impact fall into our first focus, **Why It Matters**. These images show the range of individuals, communities, and programs that are informed and shaped and inspired by our work.

Our work is also about the process by which it is crafted and nurtured, and that is the intent behind our second focus, **How We Do It**. These images capture the collaboration that our communities engage in. From workspaces to whiteboards to group huddles, these images should convey the fervor of interaction and celebrate how our work is built and made better by all perspectives together.

Our final focus area **What We Do**, comprises those subtle, nuanced details that stitch our work together. These moments of levity, celebration, concentration, and diligence really round out our image library. These photos are tight crops of bigger moments, or close captures of an action. They complement the other focuses to balance out the overall depiction of our work.

Why It Matters

Outcomes and Impact



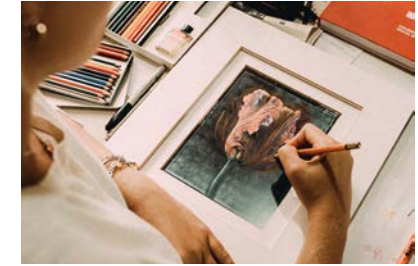
How We Do It

Learning and Collaboration



What We Do

Details



PHOTOGRAPHY



Our Work
WHY IT MATTERS



PHOTOGRAPHY



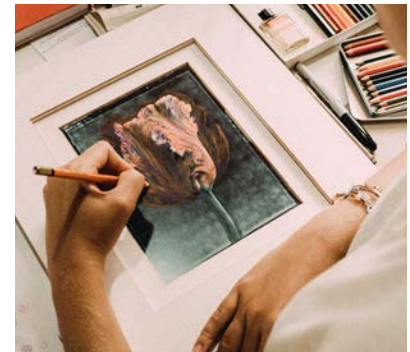
Our Work
HOW WE DO IT



PHOTOGRAPHY



Our Work
WHAT WE DO





How to photograph using an iPhone

Some of our photography is sourced from student ambassadors or communication partners at live events, where they use their iPhones to capture images, instead of professional cameras. Here are a few best practices to help take full advantage of the photography capabilities of the iPhone.

Tip 1

Turn on grid lines.

First, navigate to Settings, then Camera, then toggle on Grid (under the Composition heading). This will help you level the horizon, follow the rule of thirds, and center a subject.

Tip 2

Clean the lens.

It sounds so incredibly simple, yet so many of us forget to do it. Whether you invest in a microfiber cloth or just use the inside of your shirt, wipe off the lens before shooting an image. It will make the resulting photos much crisper.

Tip 3

Tap on a subject to focus.

Once you have the camera app open, tap the spot on the screen where you want the camera to focus. Once you tap, a yellow box will appear around the focus area.

Tip 4

Adjust the light before you shoot.

After you tap the screen to set the focus (previous tip), you'll see a yellow box and a sun icon appear. From here, you can hold your finger on the screen and drag up to brighten the photo, or drag down to darken the photo.

Tip 5

Get closer instead of zooming in.

Zooming in digitally degrades the quality of the photo. So if you want more of the subject in the photo, just take a few steps closer.



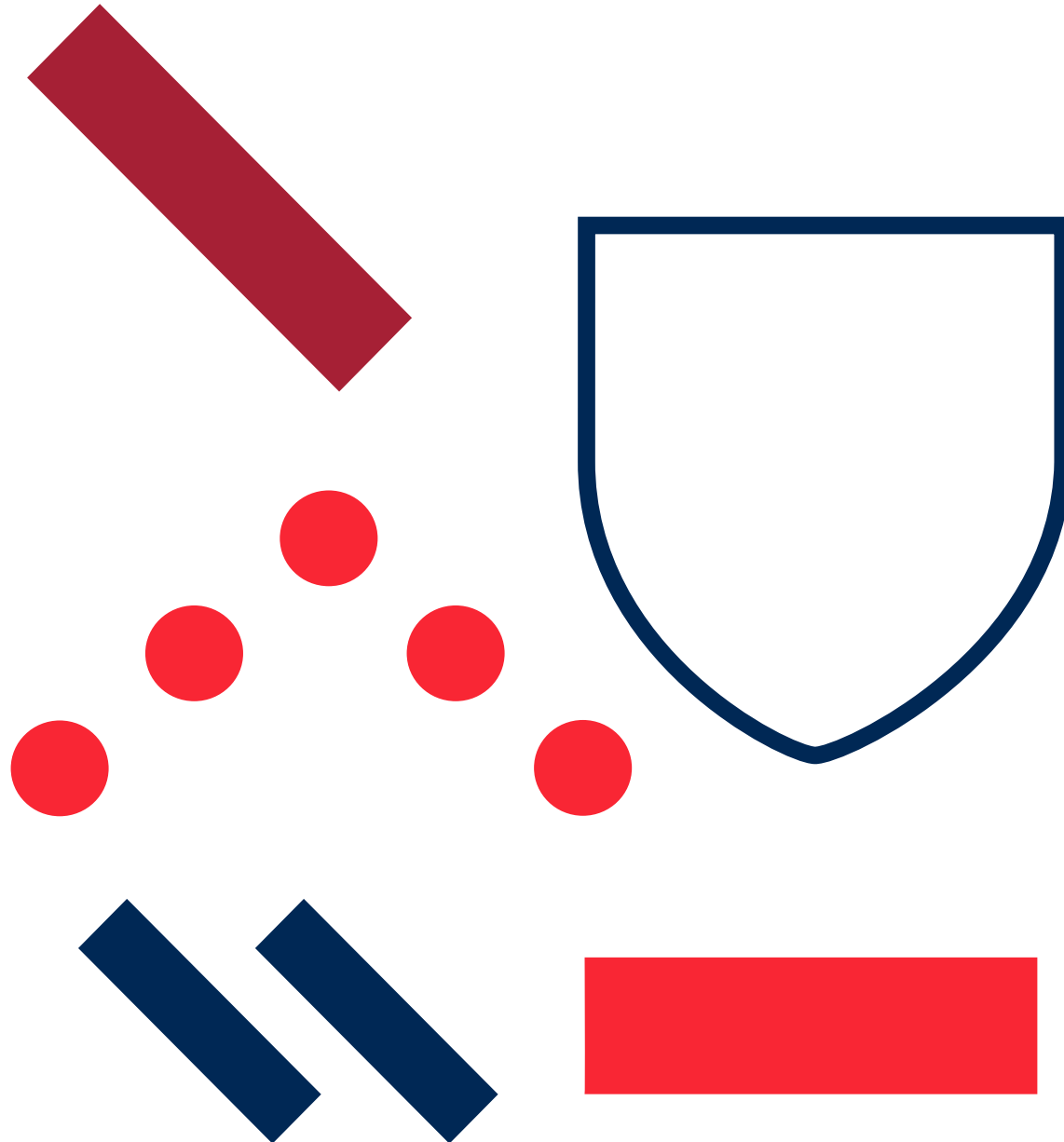
Graphic Elements

GRAPHIC ELEMENTS



Geometric Shapes

Inspired by the components of our shield, these geometric shapes can help create hierarchy and movement in a design. These serve a supplementary purpose and are not meant to replace our logo or the shield therein.





Using the Shield

The shield is a prominent identifier of our brand, and as such can be strengthened through our graphic language.

Callouts and Containers

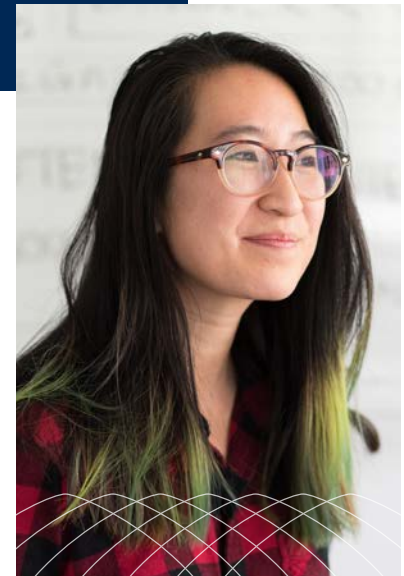
The shield can be used for wayfinding, for housing important bits of information, or for calling attention to a copy block.



We're here, at Penn GSE, because the world deserves better educational systems and better educators.

Repeating Shield Pattern

Create a sense of rhythm and movement on a page by integrating a repeating shield pattern in designs. This can be applied atop floods of color or photographs.





Window Shield

Showcase our vision and optimism by treating the shield as a window. This technique works best with photos that feature a prominent subject.

Window Shield

This effect is achieved by taking the following steps in InDesign to darken the outer image with transparency effects.

Create a black box and place the shield outline in the desired location.



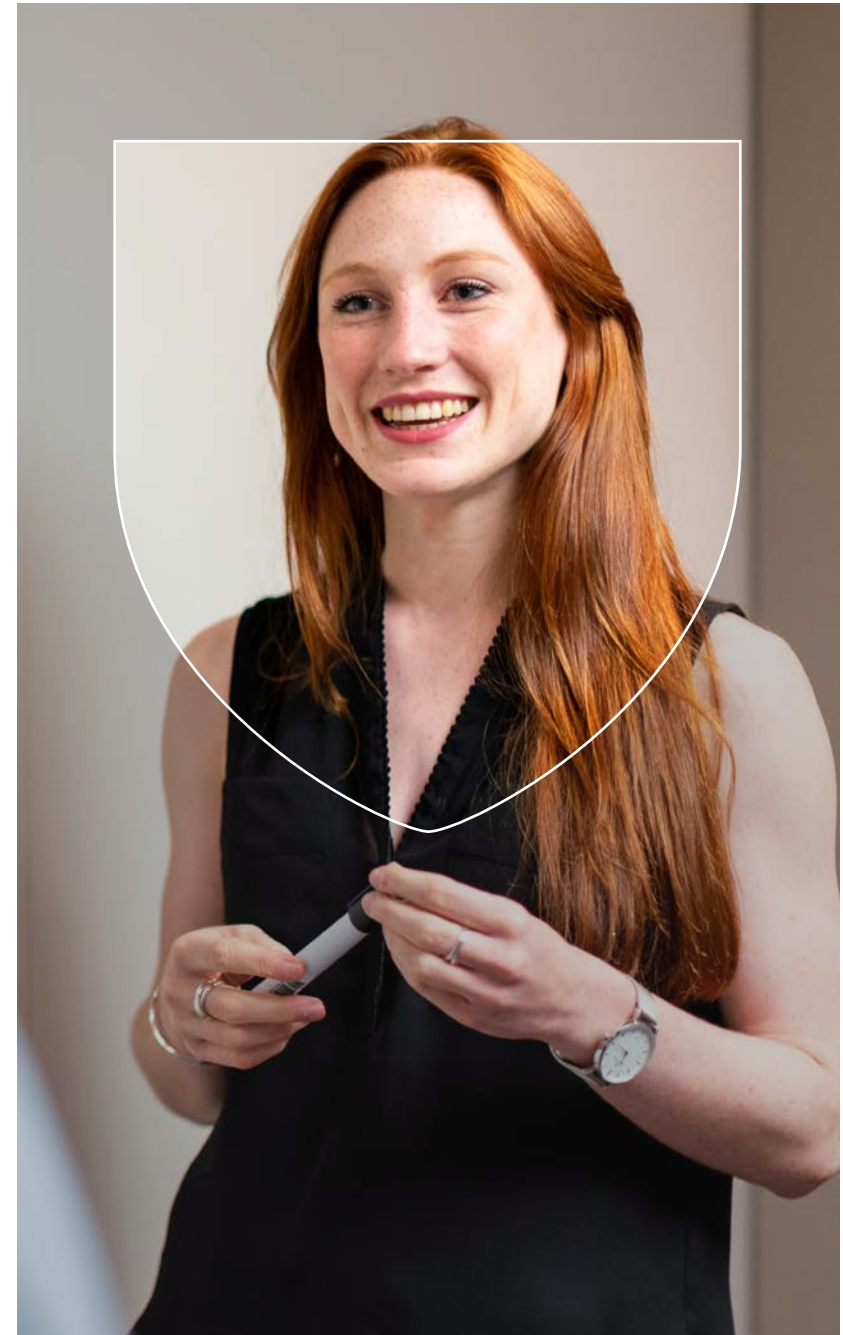
Place the photo in the desired location within the box, ensuring that it's framed correctly within the shield.



Using the Direct Selection Tool, select the photograph. Copy it and Paste in Place within the shield shape.



Still using the Direct Selection Tool, select the photograph in the box and reduce the opacity. The necessary amount will vary based on photo and usage, but it should be around 70% or 80%.



GRAPHIC ELEMENTS

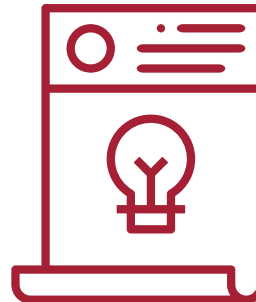
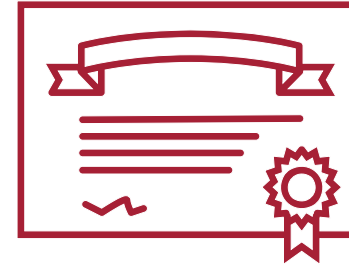


Icons

It's important to establish an icon style that has a consistent visual language and that can convey information across communications.

Our icons are simple monoline illustrations. They should be simple and easy to recognize. They can be created from scratch, or sourced from stock sites. Just be intentional to maintain this consistent style throughout the library.

For stock icons or idea-starters, visit thenounproject.com

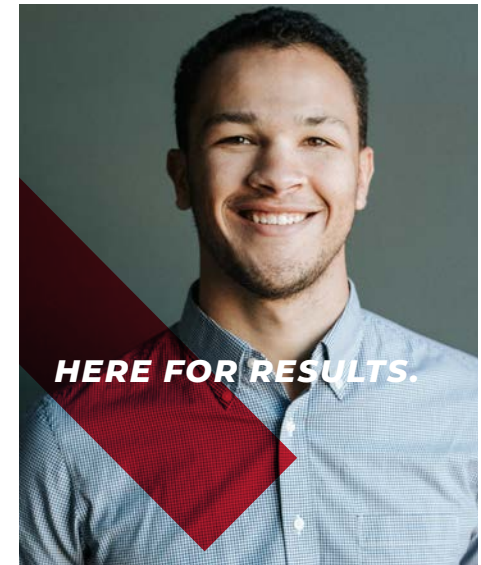


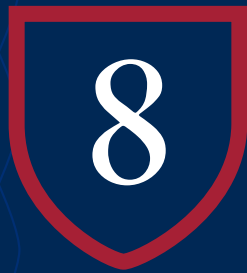
GRAPHIC ELEMENTS



Overlays

The use of full-bleed color fills over photography can add texture and depth to our layouts. Use this technique sparingly to create dark backgrounds for copy or statistics. Similarly, use overlays with the geometric shapes from our shield to create more dynamic compositions.





Sample Tactics

Fundraising Brochure and Invitation



THIS IS WHY WE'RE HERE.



We're here because we believe that there is no greater force for positive change in the world than education. And as educators, counselors, thought leaders, and change makers, we are standing together to ensure that the next generation of Penn GSE students will have an even greater platform for the transformational work they are driven to do. And with your support, we can...



Stephanie Reagen, '19



Julian James, '00



Vivian Wei, '10

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede. Donec nec justo eget felis facilis fermentum. Aliquam porttito losrr mauris sit amet orci. Aenea logingon dignissim pellentesque felis. Morbi in sem quis dui placerat ornare. Pellentesque nulla quamning.

130

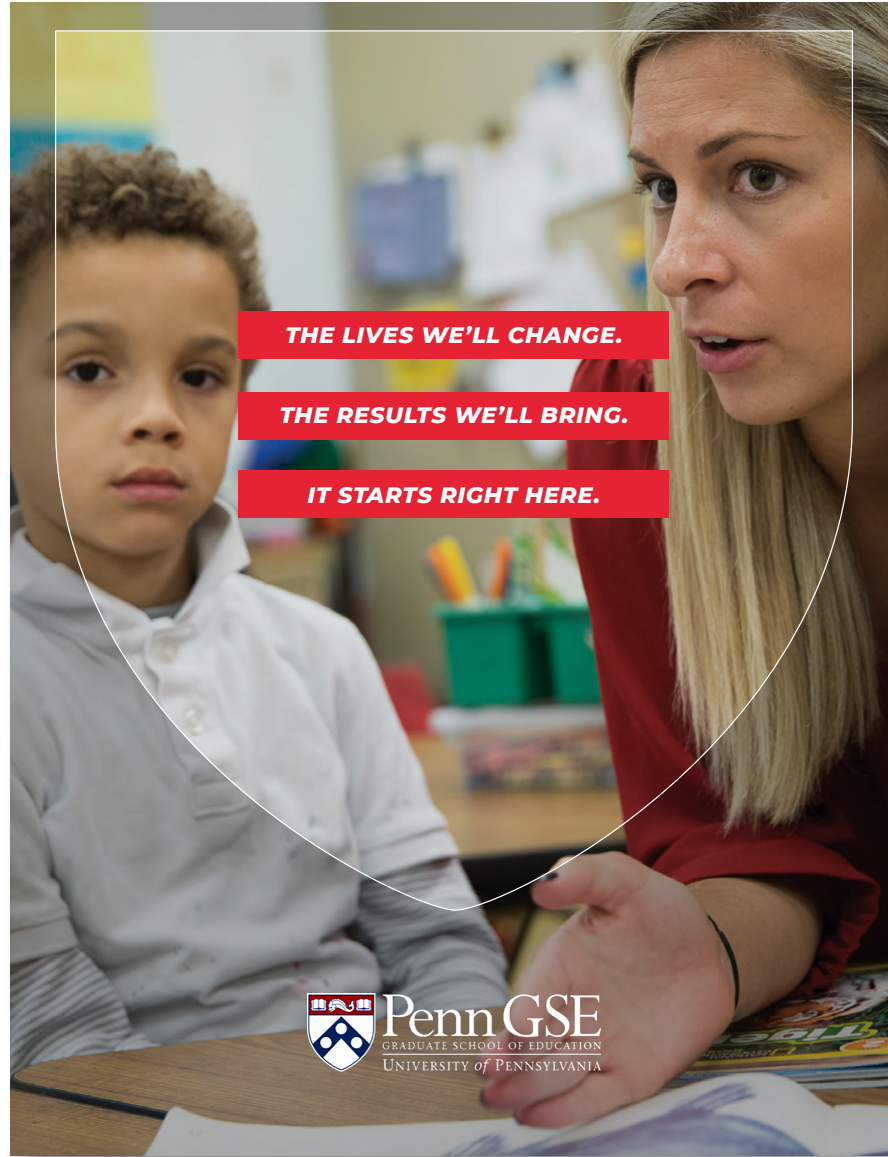
LOREM GONDI IPUSM DOES!
INTST ORE MANI TRABING
LOSUN MANING FLORS.

98%

LOREM GONDI IPUSM DOES!
INTST ORE MANI TRABING
LOSUN MANING FLORS.

SAMPLE TACTICS

Viewbook



Viewbook



Bring your ideas,
your ambition, and
your commitment.
And be prepared
to do something big.

**PRAESENT DAPIBUS, NEQUE ID CURSUS FAUCIBUS, TORTOR NEQUE
EGESTAS AUGUAE, EU VULPUTATE MAGNA EROS EU ERAT.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede. Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis. Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat. Praesent dapibus, neque id cursus faucibus, tortor neque egestas auguae, eu vulputate magna eros eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan porttitor, facilisis luctus, metus. Phasellus ultrices nulla quis nibh.

90%

LOREM GONDI IPUSM DOESL
INTST ORE MANI TRABING
LOSUN MANING FLORS.

1,200

LOREM GONDI IPUSM DOESL
INTST ORE MANI TRABING
LOSUN MANING FLORS.

14:1

LOREM GONDI IPUSM DOESL
INTST ORE MANI TRABING
LOSUN MANING FLORS.



Viewbook

Our Network

Here, you'll find a diverse network
of educators. All unafraid to question
what it means to educate.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros.

Inec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis. Morbi in sem quis dui placerat ornare. Pellentesque odio

Is is et omnihil lorisci psandunt. Icipsum, nīm lab id quiam harum sim quam quia. Omni dem volupis aniscit untiusam, cus est lam quatibe atatum exerovi duntureium fugiat.

90%
LOREM GONDI IPUSM DOESL
INTST ORE MANI TRABING
LOSUN MANING FLORS.

130
LOREM GONDI IPUSM DOESL
INTST ORE MANI TRABING
LOSUN MANING FLORS.

Viewbook



Here, you'll find a platform for fulfilling the promise of education for learners and society.



•••••
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede. Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis. Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat. Praesent dapibus, neque id cursus faucibus, tortor neque egestas auguae, eu vulputate magna eros eu erat.

130
LOREM GONDI IPUSM DOESL
INTST ORE MANI TRABING
LOSUN MANING FLORS.

98%
LOREM GONDI IPUSM DOESL
INTST ORE MANI TRABING
LOSUN MANING FLORS.

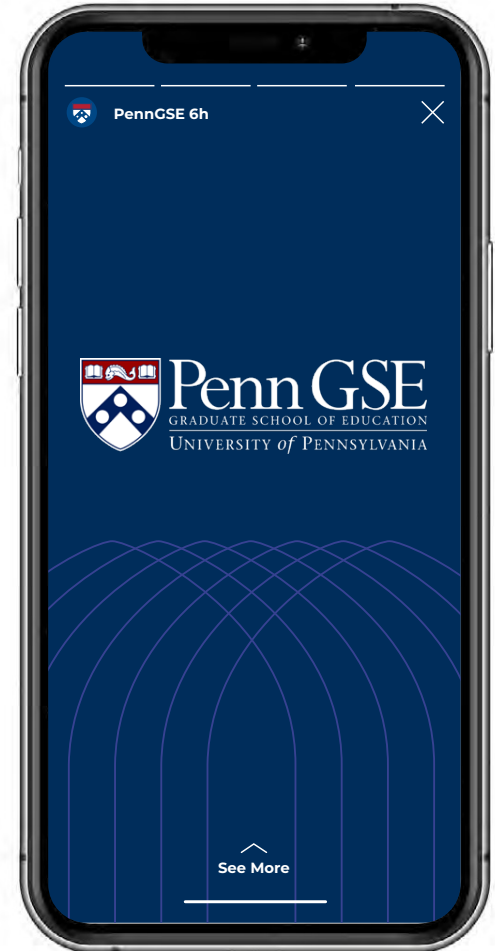
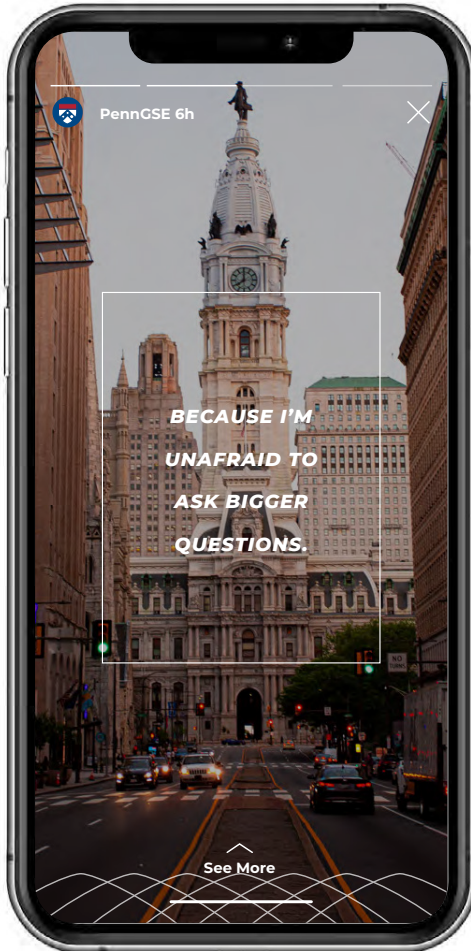
SAMPLE TACTICS

Social Media



SAMPLE TACTICS

Social Media



Website

Penn GSE
GRADUATE SCHOOL OF EDUCATION
UNIVERSITY of PENNSYLVANIA

Find a Program Request Info Apply Make a Gift Info For


About Penn GSE & Our Impact Academics & Research Admissions & Financial Aid Student Experience News & Events Explore by Topic Support Penn GSE

We're here for good.
Here for results.
Here for all.

Here, you'll find a platform for fulfilling the promise of education for learners and society.

At Penn GSE, students and faculty enjoy an Ivy League environment that supports both practical knowledge-building and high-quality research. Our alumni are recognized as some of the world's most influential educational leaders, and our distinguished professors are pacesetters in their fields.

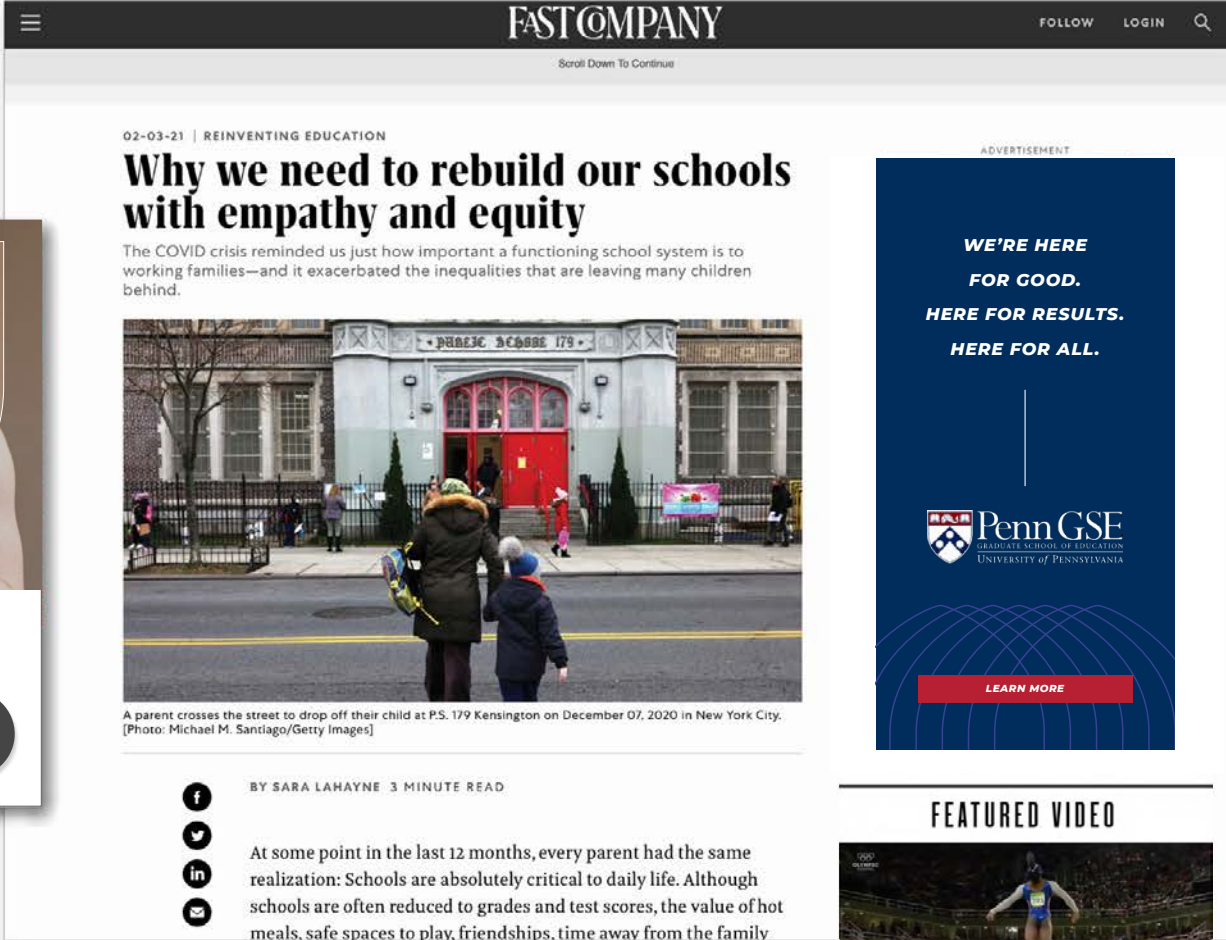

Digital Ads



Penn GSE
GRADUATE SCHOOL OF EDUCATION
UNIVERSITY of PENNSYLVANIA

Bring your ambition, your talent,
and your commitment.

And put them to work with a certificate in strategic
leadership from Penn GSE, where you'll deepen the
impact you can have on your school or organization.




FAST COMPANY FOLLOW LOGIN

02-03-21 | REINVENTING EDUCATION

Why we need to rebuild our schools with empathy and equity

The COVID crisis reminded us just how important a functioning school system is to working families—and it exacerbated the inequalities that are leaving many children behind.



A parent crosses the street to drop off their child at P.S. 179 Kensington on December 07, 2020 in New York City. [Photo: Michael M. Santiago/Getty Images]


BY SARA LAHAYNE 3 MINUTE READ

- f
- t
- in
- m

At some point in the last 12 months, every parent had the same realization: Schools are absolutely critical to daily life. Although schools are often reduced to grades and test scores, the value of hot meals, safe spaces to play, friendships, time away from the family


ADVERTISEMENT

**WE'RE HERE
FOR GOOD.
HERE FOR RESULTS.
HERE FOR ALL.**



LEARN MORE

FEATURED VIDEO



Fact Sheet



Education, Culture, and Society (M.S.Ed.)

HERE TO BUILD STRONGER COMMUNITIES.

The M.S.Ed. in Education, Culture, and Society (ECS) blends theory and practice to explore the role education plays in reproducing and potentially transforming racialized, classed, and gendered relations and structures of inequality—in the U.S. and around the world.

Under the supervision and mentorship of a faculty advisor, students undertake individualized and interdisciplinary programs of study in the social foundations of education. The program therefore provides students with a nuanced understanding of education as a historical, socio-cultural, political, and moral activity. Working in small cohorts, students explore and build a unique vision for the program through collaborative dialogue, intensive writing, and critical inquiry.

The program prepares students for careers in school administration, educational non-profits, higher education, community advocacy work, and educational consultancy, as well as for doctoral study.



Program Facts

- FORMAT: FULL-TIME OR PART-TIME**
- FALL ENTRY TERM**
- COURSE REQUIREMENTS: 10 COURSES**
(4 REQUIRED, 6 ELECTIVES)
- PROGRAM LENGTH: 12-15 MONTHS;**
2 YEARS PART-TIME
- CULMINATING EXPERIENCE:**
MASTER'S PAPER
- DUAL-DEGREE OPTIONS:**
 - MASTER OF SOCIAL WORK (MSW)
 - M.S. IN NONPROFIT LEADERSHIP
 - MASTER OF PUBLIC ADMINISTRATION (MPA)



Penn GSE Facts

- 950+ MASTER'S STUDENTS**
- 390+ DOCTORAL STUDENTS**
- 40 STANDING FACULTY**
- 70% OF FACULTY ARE INVOLVED IN INTERNATIONAL INITIATIVES**
- RANKED IN TOP 10 BY U.S. NEWS AND WORLD REPORT**

Program Options

Although many students find that the one-year master's program is well suited to achieving their goals, others feel that a second year of focused study can powerfully shape their career path. For such students, a second year in one of our dual-degree programs can solidly ground students in two communities of practice. The concentration in Community Action and Social Change is an option for those interested in community advocacy, activism, educational non-profits, or other forms of community engagement, but who do not want to extend their studies.

Sample Elective Courses

In addition to four required courses, students choose six additional electives from across Penn GSE and/or the University. These include courses such as:

- POLITICS AND EDUCATION
- ETHICS AND SOCIAL IMPACT
- YOUTH CULTURAL FORMATIONS
- MULTICULTURAL ISSUES IN EDUCATION
- UNIVERSITY-COMMUNITY PARTNERSHIPS
- ACTIVISM BEYOND THE CLASSROOM
- PHILOSOPHY OF EDUCATIONAL POLICY
- GENDER AND SEXUALITY IN EDUCATION
- ETHNOGRAPHIC FILMMAKING
- BUILDING COMMUNITY CAPACITY
- EDUCATION AND THE CULTURE WARS
- MIGRATION, DISPLACEMENT, AND EDUCATION
- CONTEXTUALIZING THE SCHOOL TO PRISON PIPELINE
- SOCIAL FINANCE AND COMMUNITY ECONOMIC DEVELOPMENT
- MERIT AND AMERICA

Faculty

- Sigal Ben-Porath, Ph.D., Tel Aviv University
- Kathleen Hall, Ph.D., University of Chicago
- Alex Posecznick, Ph.D., Columbia University
- Krystal Strong, Ph.D., University of California, Berkeley
- Jonathan Zimmerman, Ph.D., Johns Hopkins University

Contact Information

EDUCATION, CULTURE, AND SOCIETY, M.S.ED.
 Alex Posecznick, Ph.D.
 Program Manager and Associated Faculty
 alpos@upenn.edu
 (215) 573-3947

UNIVERSITY OF PENNSYLVANIA
 GRADUATE SCHOOL OF EDUCATION
 3700 Walnut Street
 Philadelphia, PA 19104
 Phone: (877) Penn-GSE
 www.gse.upenn.edu

Application Deadline and Requirements

PRIORITY DEADLINE:
February 15

Rolling admissions thereafter as space permits

 OFFICIAL TEST SCORES (GRE)	 THREE LETTERS OF RECOMMENDATION
 TRANSCRIPTS	 STATEMENT OF PURPOSE & RESUME
 APPLICATION FEE WAIVED SEPTEMBER 1 TO MARCH 1	 APPLY ONLINE

For the most up-to-date information, visit WWW.GSE.UPENN.EDU/APPLY

About Penn GSE

Penn GSE offers a vibrant array of high-quality degree programs in education research and practice. Renowned for our expertise in urban education, policy research, quantitative methods, practitioner inquiry, developmental psychology, and qualitative analysis, Penn GSE provides rigorous academic training and professional mentoring to help our students become effective leaders. Graduates of our innovative and interdisciplinary programs are shaping the future of education.





Penn GSE

GRADUATE SCHOOL OF EDUCATION

UNIVERSITY *of* PENNSYLVANIA