LESLEY UNIVERSITY

BRAND STANDARDS 2026

INTRODUCTION

Lesley University’s visual identity shows the world who we are and what we represent. A cohesive and consistent brand presence across all platforms is essential to buildling Lesley's recognition and reputation. These guidelines were created to help you correctly apply Lesley’s logos, fonts, color and support graphics in your creative work and help us to build a stronger brand and unified presence.

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LESLEY'S PRIMARY VISUAL IDENTITY LOGO

MASTER BRAND LOGO

Lesley Master Brand Mark is the primary logo that represents the overall University.

The logo is primarily used for University signage, wayfinding, administrative materials, legal and internal documentations.

The logo appears in two colors
Pantone 3405 (Green) and Pantone 368 (Bright Green).



LESLEY'S PRIMARY & UNIFIED VISUAL IDENTITY LOGOS

CLEAR SPACE

PRIMARY VISUAL IDENTITY LOGO

Careful consideration must be used when placing the logo close to other graphic elements. Please refer to the measurements on this page for the specific amount of clear space required around the logo to protect it's integrity.

In this case, the white dotted area that anchors to the angular bands is the protected zone where the logo lives. The “X” represents the cap height of “L” of Lesley, which is the minimum clear space required.

X = THE CAP HEIGHT OF “L” OF LESLEY



LEFT ALIGNMENT USAGE



RIGHT ALIGNMENT USAGE

CLEAR SPACE

UNIFIED VISUAL IDENTITY LOGO: ONE-LINE STACKED

Careful consideration must be used when placing the logo close to other graphic elements. Please refer to the measurements on this page for the specific amount of clear space required around the logo to protect it's integrity.

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X = THE CAP HEIGHT OF "L" OF LESLEY



LEFT ALIGNMENT USAGE



RIGHT ALIGNMENT USAGE

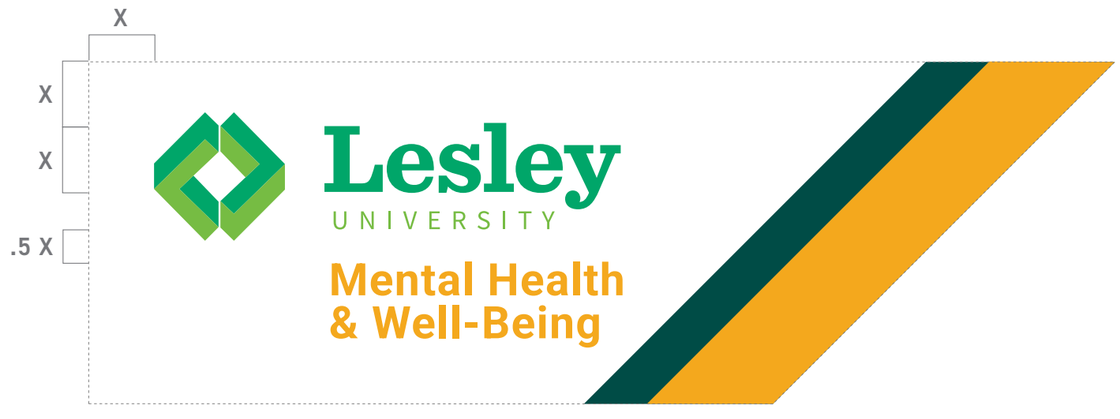
CLEAR SPACE

UNIFIED VISUAL IDENTITY LOGO: TWO-LINE STACKED

Careful consideration must be used when placing the logo close to other graphic elements. Please refer to the measurements on this page for the specific amount of clear space required around the logo to protect it's integrity.

In this case, the white dotted area that anchors to the angular bands is the protected zone where the logo lives. The "X" represents the cap height of "L" of Lesley, which is the minimum clear space required.

X = THE CAP HEIGHT OF "L" OF LESLEY



LEFT ALIGNMENT USAGE



RIGHT ALIGNMENT USAGE

LEFT ALIGNMENT
PRIMARY & UNIFIED VISUAL IDENTITY LOGOS

UNIFIED VISUAL IDENTITY COLOR USAGE:
The next two pages are Left and Right Logo Alignments available for usage, please use your discretion on which alignment works best for the Lesley brand.

Whenever using a specific identity, always refer to the color breakdowns on this page. All identities will use the Lesley Primary Logo - Pantone 3405, Pantone 368, as well as it's specific Unified Visual Identity Color

All Unified Visual Identities will have the two color Angle Graphic:
Pantone 3302 (Dark Green), anchored with the specific Unified Visual Identity Color as listed.

A. Lesley Primary_**Pantone 3405**

B. Education_**Pantone 368**

C. Mental Health & Well-Being_**Pantone 130**

D. Art + Design_**Pantone 165**

E. Liberal Arts & Business_**Pantone 279**

F. Threshold_**Pantone 319**

A



D



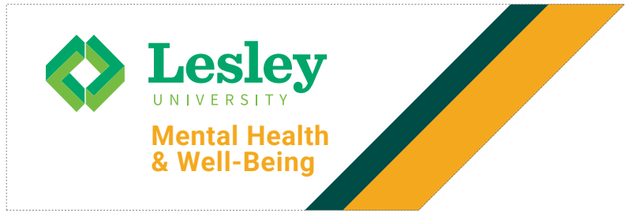
B



E



C



F



RIGHT ALIGNMENT
PRIMARY & UNIFIED VISUAL IDENTITY LOGOS

A. Lesley Primary - Pantone 3405
B. Education - Pantone 368
C. Mental Health & Well-Being - Pantone 130
D. Art + Design - Pantone 165
E. Liberal Arts & Business - Pantone 279
F. Threshold - Pantone 319



A



D



B



E



C



F

LESLEY'S COLOR PALETTE

COLORS
BRAND COLOR PALETTE

PRIMARY

LESLEY GREEN	PANTONE **3405**	RGB **R0 G172 B105**
	PROCESS **C100 M0 Y82 K0**	HEX **00AC69**

LESLEY DARK GREEN	PANTONE **3302**	RGB **R0 G76 B69**
	PROCESS **C95 M47 Y67 K42**	HEX **004C45**

LESLEY BRIGHT GREEN	PANTONE **368**	RGB **R118 G188 B33**
	PROCESS **C59 M2 Y100 K0**	HEX **76BC21**

SECONDARY

LESLEY YELLOW ORANGE	PANTONE **130**	RGB **R245 G168 B0**
	PROCESS **C2 M38 Y100 K0**	HEX **FSA800**

LESLEY BRIGHT BLUE	PANTONE **279**	RGB **R58 G141 B222**
	PROCESS **C72 M37 Y0 K0**	HEX **3A8DDE**

LESLEY PLUM	PANTONE **249**	RGB **R132 G39 B107**
	PROCESS **C52 M98 Y28 K10**	HEX **84276B**

LESLEY ORANGE	PANTONE **165**	RGB **R242 G106 B43**
	PROCESS **C0 M73 Y93 K0**	HEX **F26A2B**

LESLEY SEA BLUE	PANTONE **319**	RGB **R60 G193 B205**
	PROCESS **C65 M0 Y21 K0**	HEX **3CC1CD**

LESLEY DEEP PURPLE	PANTONE **266**	RGB **R112 G77 B159**
	PROCESS **C67 M82 Y0 K0**	HEX **704D9F**

LESLEY DARK BLUE	PANTONE **2955**	RGB **R15 G60 B96**
	PROCESS **C100 M78 Y38 K27**	HEX **0F3C60**

LESLEY TEAL	PANTONE **320**	RGB **R0 G153 B168**
	PROCESS **C80 M19 Y34 K0**	HEX **009CA7**

LESLEY PURPLE	PANTONE **2582**	RGB **R172 G79 B197**
	PROCESS **C42 M78 Y0 K0**	HEX **B14FC5**

NEUTRAL

LESLEY LIGHT GREY	PANTONE **COOL GREY 5**	RGB **R178 G178 B178**
	PROCESS **C31 M25 Y25 K0**	HEX **B2B2B2**

LESLEY MEDIUM GREY	PANTONE **COOL GREY 9**	RGB **R118 G119 B122**
	PROCESS **C56 M47 Y44 K10**	HEX **76777A**

LESLEY DARK GREY	PANTONE **432**	RGB **R50 G62 B72**
	PROCESS **C79 M64 Y52 K44**	HEX **323E48**

LESLEY'S TYPOGRAPHY

TYPOGRAPHY
STAG_PRIMARY BRAND FONT

STAG is consider the primary font of choice for main headings and sub headings. STAG is also flexible to be used as limited body copy.

AaBbCc
123

STAG THIN
STAG THIN ITALIC
STAG LIGHT
STAG LIGHT ITALIC
STAG BOOK
STAG BOOK ITALIC
STAG MEDIUM
STAG MEDIUM ITALIC
STAG SEMI BOLD
STAG SEMI BOLD ITALIC
STAG BOLD
STAG BOLD ITALIC
STAG BLACK
STAG BLACK ITALIC

TYPOGRAPHY
STAG SANS_PRIMARY BRAND FONT

STAG SANS is consider the primary font for sub headings and body copy.

STAG SANS is occasionally used as main headings and sub-headings as well, use font discretionally.

AaBbCc
123

STAG THIN
STAG THIN ITALIC
STAG LIGHT
STAG LIGHT ITALIC
STAG BOOK
STAG BOOK ITALIC
STAG MEDIUM
STAG MEDIUM ITALIC
STAG SEMI BOLD
STAG SEMI BOLD ITALIC
STAG BOLD
STAG BOLD ITALIC
STAG BLACK
STAG BLACK ITALIC

TYPOGRAPHY
SOURCE SANS VARIABLE
ALTERNATE BRAND FONT

SOURCE SANS VARIABLE is an alternate font than can be used as heading, sub-heading and body copy, but not to compete with Lesley's primary font—use font discretionally.

AaBbCc
123

SOURCE SANS EXTRA LIGHT
SOURCE SANS EXTRA LIGHT
SOURCE SANS LIGHT
SOURCE SANS LIGHT
SOURCE SANS REGULAR
SOURCE SANS REGULAR

SOURCE SANS SEMIBOLD
SOURCE SANS SEMIBOLD
SOURCE SANS BOLD
SOURCE SANS BOLD
SOURCE SANS BOLD
SOURCE SANS BOLD

TYPOGRAPHY
SENTINEL_ALTERNATE BRAND FONT

SENTINEL is an alternate font than can be used as heading, sub-heading and body copy, but not to compete with Lesley's primary font—use font discretionally.

AaBbCc
123

SENTINEL LIGHT
SENTINEL BOOK
SENTINEL MEDIUM
SENTINEL BOLD

LESLEY'S LIFESTYLE

IMAGE STYLE
LIFE AT LESLEY

If photography is necessary for a piece a specific department or faculty is working on, please submit a Marketing and Communications form, which can be found in the services directory on the Lesley website.





















IMAGE STYLE
CAMPUS

If photography is necessary for a piece a specific department or faculty is working on, please submit a Marketing and Communications form, which can be found in the services directory on the Lesley website.





















LESLEY'S SUPPORT GRAPHICS

SUPPORT GRAPHICS
UNLIMITED
GRAPHIC SHAPES

We will be utilizing graphic shapes that are drawn directly from the brackets in the Lesley logo.

Extracted and reimagined, they will appear throughout our materials — brochures, flyers, the website, signage, and beyond.

The shapes flex in height and length to fit each application, and will always appear in Lesley's primary and secondary color palettes.



LESLEY'S GRAPHIC TEMPLATES & RESOURSES

TEMPLATES

GRAPHIC MARKETING SAMPLE_TEMPLATES

Layout structure can be applied to Primary and/or
any other Unified Graphic & Color Application.



LESLEY_PRIMARY



LESLEY_ART + DESIGN



LESLEY_EDUCATION

TEMPLATES

GRAPHIC MARKETING SAMPLE_POSTCARD

Layout structure can be applied to Primary and/or
any other Unified Graphic & Color Application.





TEMPLATES

GRAPHIC MARKETING SAMPLE_ONE PAGER

Layout structure can be applied to Primary and/or any other Unified Graphic & Color Application.

Lesley UNIVERSITY

Art + Design

Lesley University College of Art + Design Remote Internships

Creative talent that works (from anywhere!)

Overview

Lesley University's College of Art + Design, in Cambridge just outside Boston, prepares artists and designers to build lasting creative careers. Students in animation, film, game art & design, communication design, illustration and studio arts work in professional studios and labs alongside faculty who are working practitioners. In conjunction with their discipline, they study the business of a creative life and gain real-world experience through internships and client-based courses. They graduate with creative and portable skillsets, a professional portfolio and the confidence to put both to work.

Our students are prepared to work the way studios work now. They're used to tight timelines, candid feedback and fast revision, and they know how to collaborate with a team they don't always see in person. Studios get interns who can contribute from the first week, on site or remote.

About Lesley's Scholar Partner Program

Most universities help students look for internships. Lesley goes further. Through our Scholar Partner Program, we work directly with employers to build a pipeline of talent in their fields, and nearly 70 organizations now partner with us. That means every art + design student has the opportunity to complete an internship in their junior or senior year.

What makes it different:

- **Internships Built into the Lesley Experience.** Every Lesley student is supported in securing an internship that aligns with their goals.
- **Financial support from Lesley.** Students receive priority scholarship consideration, which lowers the cost barrier for talented students.
- **A longer runway.** If applicable, Scholar Partners get to know their interns over time, not just for one term, and can shape the experience to their needs.
- **Priority hiring.** Partners have an early look at graduates they already know and trust.
- **Lifelong support.** Lesley stays connected to students after graduation as they grow in their careers.

Lesley Students Make Strong Remote Interns – Here's Why:

They're used to critique. Studio courses run on regular review. Students learn to take notes, revise quickly and explain their choices, which is exactly what remote feedback demands.

They've worked for real clients. Through internships or Community Studios courses, students complete projects for outside organizations, with real briefs, real stakeholders and real deadlines.

They know the business side. Every BFA program includes professional development, and students take courses focused on building a sustainable creative career. Internship seminars help them prepare portfolios, resumes, and hiring materials before they start.

They manage their own work. Studio practice means long-form projects that students plan, pace and finish on their own. That self-direction carries over to remote teams.

Partnering with Lesley

As a Scholar Partner, your studio would host one or more remote interns from our College of Art + Design programs each year. Lesley handles recruitment, academic credit and student preparation. You provide meaningful work and a point of contact. Together we'd shape the role around your pipeline, whether that's animation, game art, illustration, motion graphics or design.

TEMPLATES

GRAPHIC MARKETING SAMPLE_POWERPOINT TEMPLATE

Layout structure can be applied to Primary and/or
any other Unified Graphic & Color Application.









LESLEY'S

CONTACT INFORMATION

CONTACTS
QUESTIONS OR REQUESTS

For questions or requests:
Please contact Marketing & Communication
at **marketing@lesley.edu.**