

August 2018

Northfield Mount Hermon

# Brand Toolkit

for employees

**NMH**

Northfield Mount Hermon

**Each member of the NMH community contributes to the brand every day.**

Every time we interact with prospective students and their parents, talk with alumni, approach community partners, or contact potential donors, we influence their perception of Northfield Mount Hermon.

As brand ambassadors, it's important that we present a unified front — in the form of a cohesive and consistent brand message. This toolkit holds the essential “nuts and bolts” to help do that.

# Brand **statement**

We believe good lives  
grow from strong roots.

So we created an environment  
where creativity, character, and  
natural curiosity can flourish.

We teach our students  
how to dig deep intellectually.

As NMH graduates enter  
college and adulthood, they are  
well-adjusted, well-educated,  
and well-prepared to thrive.

Because they are, in fact,  
**Well. Grounded.**

## Brand **expression**

**“Well. Grounded.”** The periods are intentional and important; they mark separate, complementary concepts.

“Well.” emphasizes the importance the school assigns to students’ well-being — that they are safe, comfortable, healthy, and happy.

“Grounded.” emphasizes how NMH provides more than an excellent education, more than solid preparation for college. It’s instilling in

students a deep sense of humility, humanity, and purposeful action. It’s rooting them in a personal foundation that allows them to be generous, thoughtful citizens in a world that will test them, especially in the uncharted decades to come.

*See page 5 for how Well. Grounded. is used with the logo.*

# Well. Grounded.

# Mission statement and motto

The NMH Board of Trustees developed and approved this mission statement in 2009. Board members, along with students, faculty, and staff, also look to a set of core values for guidance and inspiration: excellence, respect, integrity, persistence, creativity, and teamwork.

The “head, heart, and hand” motto will always be the rock upon which NMH stands. It’s been around for more than a century; we’ve trademarked it, literally. It’s not going anywhere.

Mission statement:

**Northfield Mount Hermon  
engages the intellect, compassion,  
and talents of our students,  
empowering them to act with  
humanity and purpose.**

Motto:

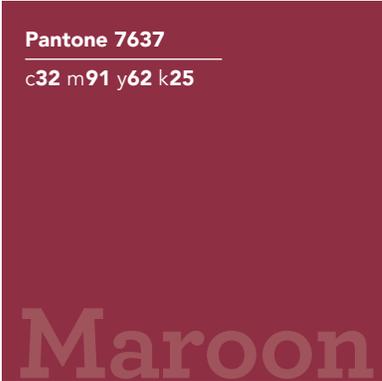
**Education for the head, heart,  
and hand**

# Official school colors

NMH blue and maroon should be used for all branded printed materials.



NMH blue: logo(s), headlines, and background. Do not use for body type.



NMH maroon: often used as an accent color and for type.

# The **NMH** logo

The primary **NMH logo** includes both the school monogram (NMH) and the school name. The logo can also appear as a “lock-up” (a single, integrated design element) with the brand expression “Well. Grounded.”

The logo must be printed in PMS 292 blue and white only. (It can be printed at 70 percent black when black ink is the only option.)

Contact the communications office (x3372) for logo and monogram artwork. Do not change the color or attempt to reconstruct the logo.



**Well. Grounded.**



# NMH fonts

Below are the official NMH fonts and their Google alternatives. Please contact the communications office (x3372) if you have questions regarding font use.

## Archer—Bold

## Archer—Book

**Aa**      **Aa**

**Primary school font (serif).** Use: headlines, body copy, marketing materials. This is a sample of body copy set in 11 pt. Archer Book.

### Google alternatives

Roboto Slab (serif)

Use: headlines, presentations

Georgia (serif)

Use: letters, emails, body copy/text

## Avenir—Heavy

## Avenir—Book

**Aa**      **Aa**

**Sans serif school font.** Use: schedules, charts, narrow column text/lists. This is a sample of body copy set in 11 pt. Avenir Book.

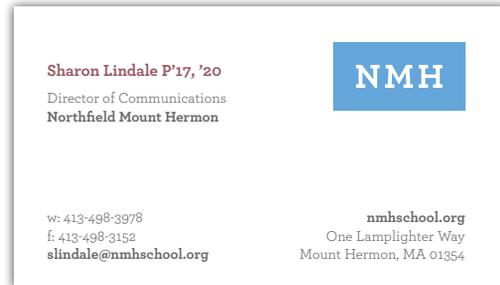
### Google alternatives

Calibri (sans serif)

Use: schedules, charts, narrow column text/lists

# NMH Stationery

For mailing, printed **letterhead and no. 10 envelopes** can be ordered through the communications office (x3372). Business cards can be ordered through the communications office using [this form](#).



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Director of Communications  
Northfield Mount Hermon

**NMH**

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nmschool.org  
One Lamplighter Way  
Mount Hermon, MA 01354



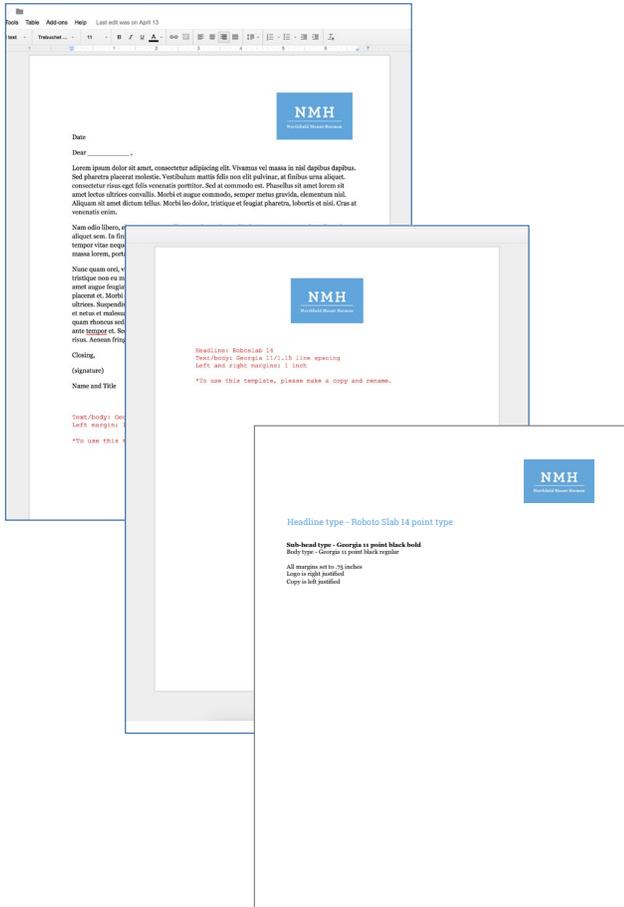
**NMH**  
Northfield Mount Hermon  
One Lamplighter Way  
Mount Hermon, MA 01354

**NMH**  
Northfield Mount Hermon

One Lamplighter Way, Mount Hermon, Massachusetts 01354 • p: 413-498-2000 • nmschool.org

# Google templates

The following branded **Google templates** are available for NMH employee use:



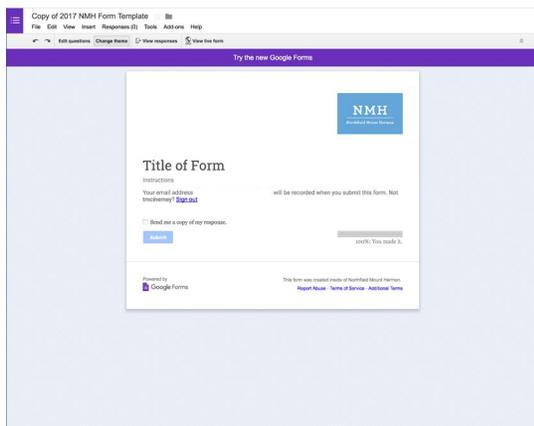
## Google doc: NMH letterhead template

Based on the printed NMH stationery

## Google doc: NMH memo template

Centered logo; often used for title pages

## Google doc: NMH information sheet template



## Google form: NMH form template

# Google slides template



## Google slides: NMH presentation template

- Includes eight different slide **layouts**:
- 2 opening title slides
  - 2 title and body text slides (1- and 2-columns)
  - 2 split slides
  - 1 photo slide with caption
  - 1 end slide

Fonts are the standard Google fonts:

**Roboto Slab (serif)**

Use: headlines

**Georgia (serif)**

Use: body copy/text

# NMH Standards for Gmail

## Two steps:

### 1. Profile Photo

Your profile photo can either be the NMH monogram or your NMH directory photo. For the monogram, go to [nmhschool.org/mail-icon](http://nmhschool.org/mail-icon). For your photo, please contact Pam Lierle.



### 2. Signature

Below is a sample of the standard NMH Gmail signature. Font: sans serif; size: normal; color: grey no. 4 (fourth grey from left in color panel). Be sure to hyperlink your links, like this: “*Join me and support NMH.*” Don’t write out URLs (for example: “<https://community.nmhschool.org/NMHFund>”). The school address, wordmark, and confidentiality notice will automatically be added to the signature on external emails.

#### Example:

font: Sans Serif  
name in bold  
size: normal  
color: grey no. 4

Sharon Lindale | Director of Communications  
Northfield Mount Hermon  
p: 413-498-3978  
[slindale@nmhschool.org](mailto:slindale@nmhschool.org)

(optional: department specific links; examples: “[Facebook](#)”, “*Join me and support NMH.*”)

One Lamplighter Way, Mount Hermon, MA 01354 [nmhschool.org](http://nmhschool.org)

address,  
wordmark, and  
confidentiality  
notice **will**  
**automatically**  
**appear** on  
all external  
NMH emails.

 **Northfield Mount Hermon**

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NMH CONFIDENTIALITY NOTICE: This transmission may contain privileged and confidential information, including information protected by federal and state privacy laws such as HIPAA and FERPA. It is intended only for the use of the person(s) named above. If you are not the intended recipient, please contact the sender by reply email or by telephone, and destroy all copies of the original message.

**Detailed instructions** on how to setup your profile photo and signature in Gmail can be found [here](#).

## NMH athletics monogram

The arched monogram is primarily for the athletics department and athletic gear and clothing use. (It may include the word ATHLETICS or the name of an individual sport as part of the lock-up.) The color variations include maroon, light blue, and white.

**The arched monogram should never replace the primary NMH logo on off-campus communications or marketing materials.**

*All potential uses should be discussed with communications office staff.*



# The NMH seal

Full-color NMH seals are reserved for **official school use**, primarily by the head of school's office and the board of trustees.

One-color NMH seals are available for **limited general use**. Appropriate uses include printing it on quality merchandise, gifts, and high-end durable goods.

**The seal should never replace the NMH logo on communications or marketing materials meant for off-campus audiences.**

*All potential uses of the seal should be discussed with communications office staff. Contact Pam Lierle ([plierle](mailto:plierle) or x 3372) for more information.*



Official school use: reserved for HOS and BOT



**Limited general use**

One-color seal: maroon (7637), dark blue (7691), grey (426 or 70% black), or white



**Well. Grounded.**