




M | LSA

KESSLER

SCHOLARS

BRAND IDENTITY GUIDELINES



A guide to the Kessler
Presidential Scholarship
voice, these pages outline
the visual communication
and editorial style of the
Kessler message to help
create a consistent tone that
expresses not only *what* to
say, but *how* to say it.

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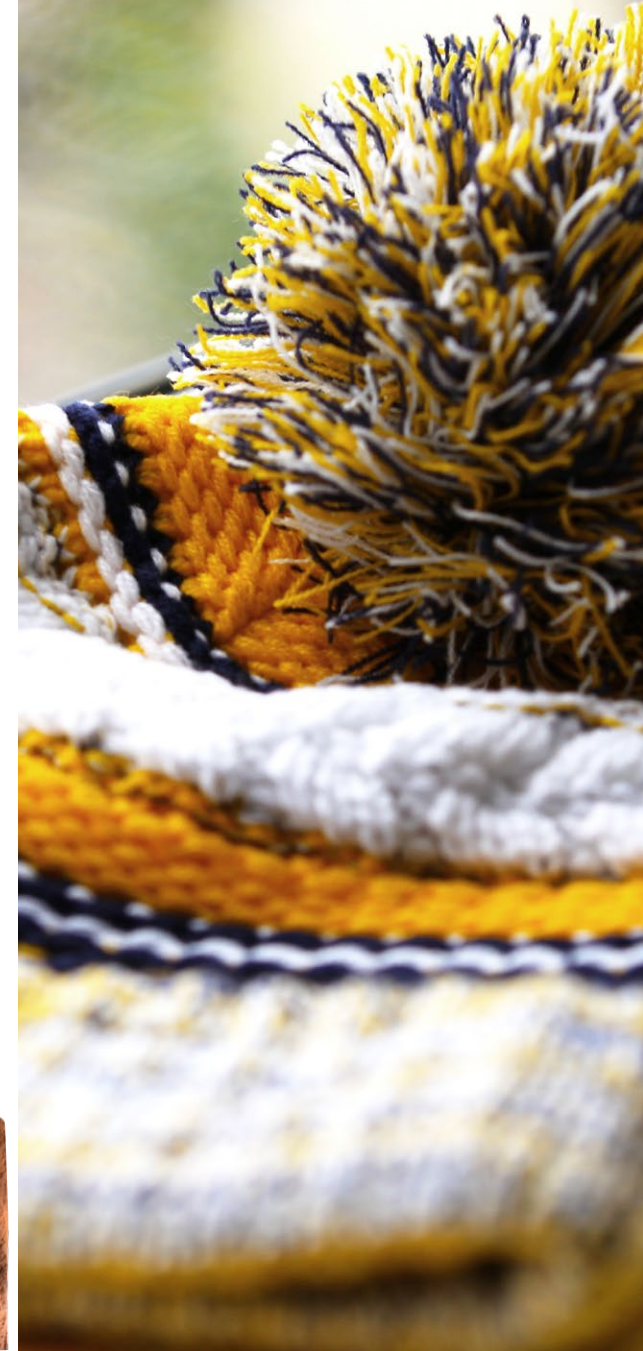
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Warm

The Kessler 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 the fall leaves on campus or the mottled brick of U-M architecture, connecting our message to the Michigan experience—one that is

*welcoming
and inviting.*



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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.

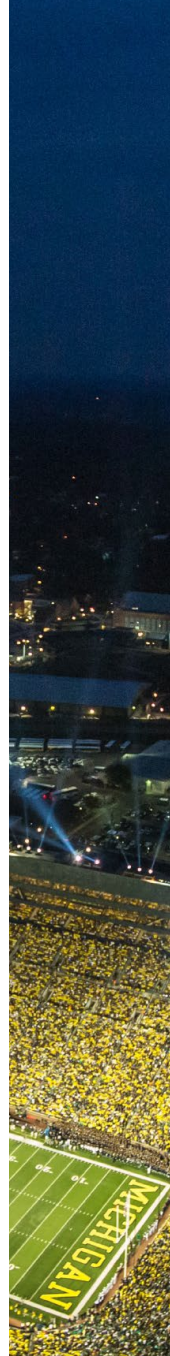
Photos should be emotionally resonant, bright reflections of *our bold community.*



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Celebratory

The Kessler Presidential Scholarship is selective and it's important that prospective, current, and Kessler 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 "Go Blue!" Michigan spirit. Kessler Scholars have demonstrated excellence in their achievements and the visuals should evoke

a sense of pride.



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Energetic

Kessler Scholars are selected in part for their positive drive and commitment. Even before coming to Michigan, they were active in their communities and organizations, and as Kesslers they'll be part of a dynamic community. Photography should reveal this youthful, forward-looking energy in images that are ***lively and spirited.***



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Professional

Kessler staff are experts in student growth and academic success. The visuals should convey a sophistication that supports this and inspires confidence in that ***qualified expertise.***



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Supportive

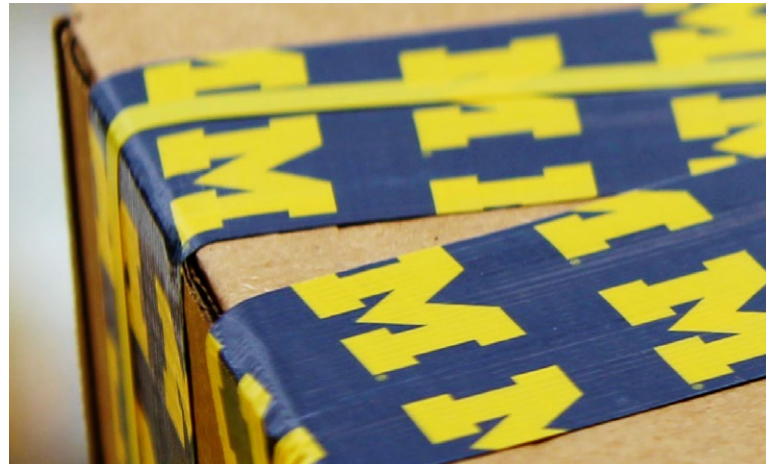
The Kessler community is unparalleled in the dedicated support it provides to the development, success, and well-being of Kessler Scholars. The touchpoints with our audiences should feel— in subtle but ever-present ways—

***wrapped in this
supportive community.***

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Personal

With some 150 students in a given year, the Kessler Scholars Program is the largest scholarship program at LSA and the most personalized. It offers one-on-one support from staff and has cultivated a strong peer-mentoring program.

Every Kessler 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.

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Kessler lockup

The Kessler lockup can be used alone as a graphic or can be locked up with the LSA logo in the ways illustrated below. Michigan Blue—Pantone 282—is the preferred color of the Kessler lockup when on a white or Maize background.

Aligning with the overall University of Michigan colors is about consistent communication. It's about achieving a common look and feel. About speaking with one voice. It reflects the academic preeminence, core values, and dedication to leadership that form the fabric of our 200-year heritage.

locked with short LSA logo:



locked with formal LSA logo:



alone on white:



alone on Michigan Maize:



Kessler lockup

The Kessler lockup can be reversed out of a field of Michigan Blue or reversed out from a photo that provides contrast in the ways shown below.

on a field of Michigan Blue:

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on a photograph:

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SCIENCE, AND THE ARTS
UNIVERSITY OF MICHIGAN
KESSLER

SCHOLARS

KESSLER

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Kessler lockup

the clear-space rule:

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



minimum size:

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



lockup use:

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

DO NOT:

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



colors

The primary color palette of Michigan Maize and Blue adheres to the powerful differentiator of the U-M brand. Using this palette appropriately and consistently creates distinction that, along with the secondary palette which is introduced through photography, imparts a feeling of professionalism, warmth, and energy.

Primary colors

The primary color palette is intended for use in headlines and other graphic elements in print and on the web. When creating digital media files we aim to meet or exceed the level AA standard for contrast ratio.



PMS 282
CMYK : 100, 60, 0, 60
HEX : 00274c



PMS 7406
CMYK : 0, 18, 100, 0
HEX : ffc005

Typography – print and web usage

Blue text on white
Blue text on yellow

Yellow text on blue
White text on blue

Secondary colors

The secondary color palette should be used to inform image selection only. These colors are not approved for use in type or other graphic elements of any kind except where these colors align with the LSA web palette.



PMS 1595



PMS 484



PMS 660



PMS 3415



PMS 7502



PMS Warm Gray 6

Typography – web usage only

Cyan on white **HEX** : 007cba

fonts

With the addition of Adobe Caslon Pro, all fonts used for Kessler should be in strict alignment with LSA brand fonts, such as the following:

Gotham XNarrow

for subheads or to set apart text

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

Arno Pro

used for body copy with special emphasis in *sentinal bold italic*

Sentinal

for pull-quotes and to draw special attention to text

Bold *Bold Italic* Black *Black Italic*

Adobe Caslon Pro

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

ALL CAPS BOLD HEADLINES

or with a ten-degree horizontal slant

FOR MORE ENERGY

supporting art

Some supporting graphics for the Kessler visual identity include hand-crafted elements such as the examples below. Textures should be made with real brushes and paint—not simulated with Photoshop brushes—and illustrations of the Kessler community should represent real people.



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usage examples

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UNIVERSITY OF MICHIGAN

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THE KESSLER PRESIDENTIAL SCHOLARSHIP

provides four years of financial support to exceptional University of Michigan students who are among the first in their family to attend college.

But the Kessler Scholarships provide so much more than just generous funding. We're a community: a close-knit group of high-achieving students and alumni committed to excellence and service, and a dedicated staff who provide academic, social, and career guidance to help you thrive at one of the world's great universities.

THE KESSLER CHALLENGE COIN, pictured on the cover, is a treasured memento that is presented to each Kessler Scholar upon their arrival to U-M as a symbol of the spirit of community and service they share.

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PRESIDENTIAL SCHOLARS

AN EXCEPTIONAL
SCHOLARSHIP

AN EXTRAORDINARY
COMMUNITY

A RARE
OPPORTUNITY

60,000 APPLICATIONS

ONLY

35
Kessler Scholars

Why you?

- You have a record of outstanding academic accomplishment
- You are among the first in your family to attend college
- You serve others and your community

Together, the Kessler Scholars comprise a diverse, inclusive community that gives you a home base during your time at Michigan. We see you as a contributor to the Kessler Scholars, to U-M, and to the world. Please apply.

We want you to join us.

THE UNIVERSITY OF MICHIGAN KESSLER PRESIDENTIAL SCHOLARS

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usage examples



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usage examples



usage examples



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language

Audiences

- *Prospective Kessler Scholars*
- *Current Kesslers Scholars*
- *Alumni*
- *Prospective donors*
- *Thought leaders in higher education and national education policy*

Core message

LSA's Kessler Presidential Scholars Program is *the* leading scholarship program for first-generation students, providing comprehensive support to ensure their success from the moment they enroll to after graduation.

Based on sound research into student success, it is among the first scholarships anywhere to combine significant financial funding, community-building, and wrap-around support for first-generation college students as they pursue a world-class liberal arts education. The program is unique in its breadth of resources and the way its nuanced, holistic support provides students with their own campus home.

Tone words

Personal
Warm
Celebratory
Confident
Supportive
Energetic
Professional

editorial style guide

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

- Kessler Presidential Scholars
- Kessler Presidential Scholar

When referring to the award:

- Kessler Presidential Scholarship

When referring to the program:

- Kessler Presidential Scholars Program

On second reference, drop “Presidential” in favor of “Kessler Scholars,” when referring to student(s), the program, and the award:

- “Soledad is a Kessler Scholar.”
- “Gail leads the Kessler Scholars Program.”
- “Germaine was grateful to receive her Kessler Scholarship.”

brand pillars

The next generation of first-generation education

Traditional need-based scholarships can get students into a university, but experience and data show that even with funding, low SES and first-generation students succeed at lower rates than wealthier continuing-generation students. The Kessler Presidential Scholars Program takes a different approach, one based on sound research into student success. We provide comprehensive support from the moment students enroll and beyond graduation, tracking their progress so that we are sure we are always providing the tools they need to succeed as first-generation students and first-generation professionals.

A supportive community

At the core of the Kessler Scholars experience is its community of scholars — a diverse group of 150 students drawn from small towns and big cities across the United States, who share the experience of being first-generation, low

socioeconomic status students at a world-class university. The program builds this diverse group into a true community with community service projects, fun activities, and courses that prepare them for college and for life after graduation. First-year students connect with older students who serve as peer mentors. Program staff hold open-door office hours for students to ask questions about school, work, or home life.

Equity, not just access

The Kessler Scholars Program is one of several LSA initiatives that support students' ability to thrive at U-M, both in the classroom and outside it. First-generation and low socioeconomic status students typically have GPAs and graduation rates that are lower than average due to financial, work, and family pressures not experienced by their continuing-generation peers. They may also be less able to take advantage of opportunities, such as research projects, study abroad, and internships. To level the playing

field, the Kessler Scholars Program provides a strategic combination of coaching, community, peer mentorship, financial support, alumni networking, and professional readiness. Together these programs and services empower Kessler Scholars to participate and achieve at rates equal to and often better than continuing-generation students.

Lifelong impact

Being a Kessler Scholar is a defining feature of a student's Michigan education — and of their life. The Kessler Scholars Program prepares students for life as a first-generation student and a first-generation professional. After graduation, alumni maintain their Kessler identities by engaging with the program and one another on social media, through special on-campus events, and as mentors and networkers for current students. A core goal of the program is to help foster the post-Michigan Kessler identity and community, and to tell the alumni's stories.

differentiators

Comprehensive support

The sum total of the funding and research-based, wraparound support described below.

Funding

The Kessler Presidential Scholarship provides four years of significant financial support. Combined with other university funds, it covers the full cost of attendance for most Kessler Scholars.

Student cohort

The students invited to become Kessler Scholars are an exceptional group, selected on several criteria including academic success, financial need, a demonstrated commitment to serving their communities, and being among the first in their family to attend college. Together they are among the most diverse and close-knit cohorts on campus.

Community

Perhaps the hallmark of the Kessler Scholars Program is its commitment to building a true community. First-year scholars enroll in a Kessler-specific course, and every month the full cohort meets for academic, personal, or career-readiness courses. The program hosts regular meals. Older students mentor first- and second-year students, and each semester the group undertakes a service project together. The bonds these activities create allow students to feel at home on campus — one of the most important criteria for success for any student, but especially first-gens.

Personalized support

While it is the largest scholarship program at LSA, with some 150 students in any given year, the Kessler Scholars Program is also the most personalized, with one-on-one support from staff and a strong peer-mentoring program. Kessler staff are expert in student growth and development.

- *Staff provide personal, one-to-one help navigating parts of the university experience that are often unfamiliar to first-generation students and their families, such as housing contracts, financial aid forms, orientation and registration, and the like.*
- *During the school year, staff are available for appointments and drop-in visits so students can ask questions or get connected to resources for anything from academic advising to health care to internship opportunities. The students know someone who cares about them is always available.*
- *Programming throughout the year systematically builds students' personal, academic, and professional skills. Monthly courses include Financial Literacy, Exploring Research Opportunities, and Wellness and Mindfulness.*
- *Career coaching addresses the particular needs of first-generation students entering the work world as first-generation professionals. These students may continue to face unfamiliar situations and they benefit from preparatory work tailored to their experiences.*

differentiators

Service

Kessler Scholars share a proven commitment to serving their communities. Participation in service projects, usually in Detroit, is a hallmark of the Kessler experience.

Research

The new Kessler Scholars approach is research-based. It is founded on solid research into what makes a positive difference in the success of first-generation students. The program adds to this body of data with research of its own, which not only informs its programming but will be shared with other institutions to advance support for first-generation students nationally.

Student empowerment

The Kessler Scholars Program gives students a strong voice in setting its direction through a Student Advisory Board and a peer-mentorship program in which upper-level students provide guidance to younger ones. Students who serve in these capacities find meaning and opportunity in the work while also strengthening the Kessler community as a whole.

Diversity

By most measures, the cohort is among the most diverse at the university.