

Graphic Guidelines

OCTOBER 16, 2025



Introduction

The NECO brand guidelines provide direction for developing and designing all internal and external communications so they are fully aligned with the NECO brand. They are intended to bring our vibrant community to life, to foster creativity, and to help us infuse all our communications with the engaging, authentic tone of voice and the inspiring, professional expertise that we want our audiences to associate with NECO.

These guidelines outline best practices for the use of our branding elements. The consistent application of our brand identity, including the NECO logo, the NECO seal, tagline, typeface, color, and layout is essential in building a strong presentation of our brand.

Please reach out to the NECO Marketing Department if you have questions about how to apply these guidelines.



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CHANGING THE WAY PEOPLE SEE THE WORLD



Brand Positioning

MISSION

NECO’s mission is to change the way people see the world.

We do so by:
Integrating innovative education with early and diverse clinical experiences to prepare today’s optometrists for tomorrow’s optometry.

Advancing the frontiers of optometric knowledge through evidence-based research and then applying this knowledge to improve patients’ lives worldwide.

Cultivating compassionate care at the highest level of proficiency, integrity, and professionalism; influencing public policy; expanding access to comprehensive and specialty optometric services; and emphasizing a sensitivity to the health and social welfare of diverse communities.

VISION

NECO will be recognized as the innovative, collaborative leader in professional, optometric education.

VALUES

Purpose & Impact: We commit to high-quality and compassionate patient care, access and advocacy for underserved populations, and impact that improves lives.

Excellence & Discovery: We encourage curiosity, explore innovation, embrace and adapt to change, and dedicate ourselves to advancing eye care in the face of evolving healthcare delivery systems and patient expectations.

Leadership & Inspiration: We inspire each other to think differently; we hold ourselves accountable for our actions, words, and results; and we communicate clearly and respectfully.

Collegiality & Collaboration: We approach our work and our relationships with a spirit of teamwork, helpfulness, honesty, and civility.

Diversity, Equity, Inclusion, and Belonging: We celebrate and cultivate diversity throughout our clinical network. As an equal opportunity employer, we are committed to ensuring that all people—faculty, staff, and patients alike—feel a sense of community and belonging at NECO.

TAGLINE

A tagline needs to be inspiring, engaging, memorable, and distinctive across all audiences. NECO has used a number of phrases in our communications and recently conducted research that led us to align on *Changing the Way People See the World* as our brand tagline. It is a variation of our Mission to change the way people see the world.

Brand Positioning

TONE OF VOICE

Brand Voice is what we say. Tone of Voice is how we say it.

Tone of Voice is the feeling we convey through our specific choice of words and our writing style.

NECO's tone of voice should bring our personality and our community to life for our audiences.

PERSONALITY

Welcoming:

NECO is engaging, positive, friendly, supportive, inclusive. NECO is welcoming.

Professional:

NECO is authentic, accountable, confident, expert. NECO is professional.

Community:

At NECO we share a belief in one another, a commitment to one another, and a sense of purpose that brings us together. NECO is a community.

Collaborative:

NECO is empathetic, actively listening, respectful, working toward a common goal. NECO is collaborative.

Inspiring:

NECO is committed, motivating, encouraging, generates enthusiasm, influential. NECO is inspiring.

ABOUT NECO BOILERPLATE

New England College of Optometry is a private, nonprofit, internationally recognized optometry school founded in 1894. NECO is a welcoming, professional community that collaborates to inspire change beyond higher education, advancing eye care and making it accessible to all. We prepare eye care providers, educators, and innovators through rigorous curriculum, extensive and diverse clinical experiences, state-of-the-art facilities, and a strong network. NECO changes the way people see the world.

Logotypes

MAIN NECO LOGOTYPE

The main NECO Logotype includes both the “NECO”, the separator line, and the “New England College of Optometry” split into two lines. The Logotype should be used on official school collateral, both digital and print.

The following pages showcase the alternative logotypes, a horizontal and stacked vertical version, to be used accordingly for different applications.

Clear Space

It is important to keep clear space around the logotype. The clear space surrounding the logotype should be equal to or greater than 75% of the height of the logo.

Minimum Sizing

Please refer to the minimum sizing to ensure legibility.

Coloration

Please note that the official Logotype should only be used in full color (the Crimson & Charcoal), Charcoal, or Off-White.

MAIN NECO LOGOTYPE



Minimum Sizing & Clear Space

.75X			.75X
X	NECO	New England College of Optometry	X
.75X			.75X



Coloration



Full Color
(Main Coloration of Crimson & Charcoal)



Charcoal
(For instances with single-color or black and white printing)



Off-White
(To be used against a dark colored background)

Logotypes

HORIZONTAL NECO LOGOTYPE

The Horizontal Logotype should be used in instances where the design is more rectangular and wide.

Clear Space

It is important to keep clear space around the logotype. The clear space surrounding the logotype should be equal to or greater than 75% of the height of the logo.

Minimum Sizing

Please refer to the minimum sizing to ensure legibility.

Coloration

Please note that the official Logotype should only be used in full color (the Crimson & Charcoal), Charcoal, or Off-White.

HORIZONTAL NECO LOGOTYPE



Minimum Sizing & Clear Space

.75X				.75X
X	NECO		New England College of Optometry	X
.75X				.75X



2.5 inches wide
(240 pixels for digital)

Coloration

Full Color
(Main Coloration of Crimson & Charcoal)



Charcoal
(For instances with single-color or black and white printing)



Off-White
(To be used against a dark colored background)



Logotypes

VERTICAL NECO LOGOTYPE

The Vertical Logotype should be utilized for designs that are more vertically oriented. Due to its left alignment, it works well to also align copy or design elements to the logotype's left edge.

Clear Space

It is important to keep clear space around the logotype. The clear space should be equal to or greater than 25% of the height of the Logotype.

Minimum Sizing

Please refer to the minimum sizing to ensure legibility.

Coloration

Please note that the official Logotype should only be used in full color (the Crimson & Charcoal), Charcoal, or Off-White.

VERTICAL NECO LOGOTYPE

NECO

New England
College of Optometry

Minimum Sizing & Clear Space

.25X		.25X
X	NECO New England College of Optometry	X
.25X		.25X

NECO

New England
College of Optometry

0.875 inches wide
(84 pixels for
digital)

Coloration

NECO

New England
College of Optometry

Full Color
(Main Coloration of
Crimson & Charcoal)

NECO

New England
College of Optometry

Charcoal
(For instances with
single-color or black and
white printing)

NECO

New England
College of Optometry

Off-White
(To be used against a
dark colored background)

Logotypes

CENTER FOR EYE CARE MAIN LOGOTYPE

The Center for Eye Care’s Main Logotype is a horizontal layout and mimics the layout of the Main NECO Logotype. This logotype should be used on official Center for Eye Care collateral, both digital and print.

There is a vertical version to be used accordingly for different applications.

Clear Space

It is important to keep clear space around the logotype. The clear space surrounding the logotype should be equal to or greater than 75% of the height of the logo.

Minimum Sizing

Please refer to the minimum sizing to ensure legibility.

Coloration

Please note that the official Logotype should only be used in full color (the Crimson & Charcoal), Charcoal, or Off-White.

CENTER FOR EYE CARE MAIN LOGOTYPE



Minimum Sizing & Clear Space

.75X				.75X
X	NECO	Center for Eye Care	New England College of Optometry	X
.75X				.75X

Coloration

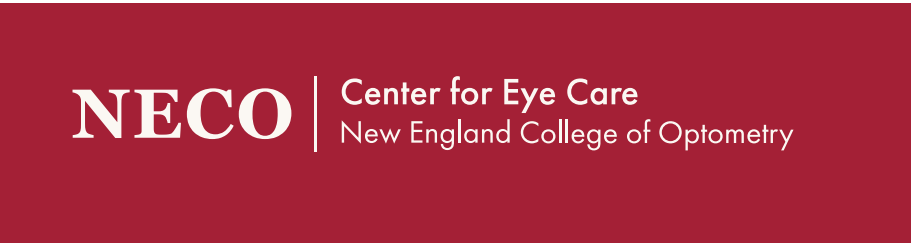
Full Color
(Main Coloration of Crimson & Charcoal)



Charcoal
(For instances with single-color or black and white printing)



Off-White
(To be used against a dark colored background)



Logotypes

CENTER FOR EYE CARE VERTICAL LOGOTYPE

The Center for Eye Care’s Vertical Logotype should be utilized for designs that are more vertically oriented. Due to its left alignment, it works well to also align copy or design elements to the logotype’s left edge.

Clear Space

It is important to keep clear space around the logotype. The clear space should be equal to or greater than 25% of the height of the Logotype.

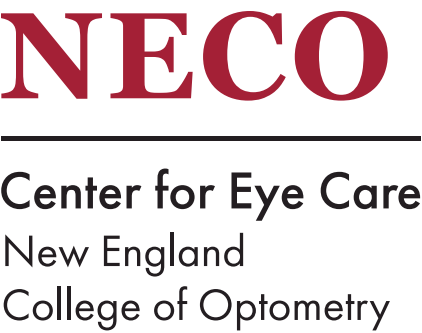
Minimum Sizing

Please refer to the minimum sizing to ensure legibility.

Coloration

Please note that the official Logotype should only be used in full color (the Crimson & Charcoal), Charcoal, or Off-White.

CENTER FOR EYE CARE VERTICAL LOGOTYPE



Minimum Sizing & Clear Space

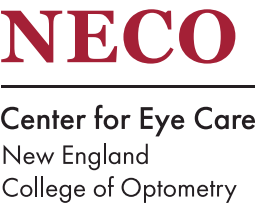
.25X		.25X
X		X
.25X		.25X

NECO

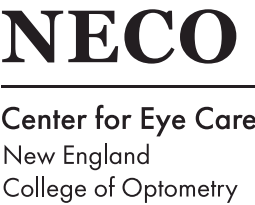
Center for Eye Care
New England
College of Optometry

0.875 inches wide
(84 pixels for
digital)

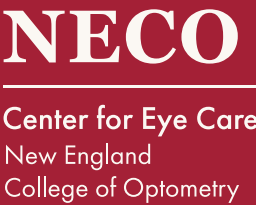
Coloration



Full Color
*(Main Coloration of
Crimson & Charcoal)*



Charcoal
*(For instances with
single-color or black and
white printing)*



Off-White
*(To be used against a
dark colored background)*

Logotypes

USAGE

For all logotypes, please avoid the following examples:

- A** Don't use the logotype on a background that offers enough contrast for legibility.
- B** Don't use unapproved colors for the logotype and branding components.
- C** Don't change the proportions or rearrange parts of the logotype that are not already provided.
- D** Don't place elements in the logotype clear space.
- E** Don't remove any elements from the logotype.
- F** Don't use the logotype with different typography.
- G** Don't rotate the logotype.
- H** Don't stretch or distort the logotype.
- I** Don't use the logotype or branding components over a busy background (photo, pattern, etc.)



Branding Components

SCHOOL SEAL

The School Seal is a freestanding element that should be used with discretion. Historically it was reserved for use in formal occasions such as graduation, formal invitations, diplomas, awards, and select communications from the Office of the President.

The School Seal can now be used sparingly as a graphic element for layering. However, when layering it over photos or branding color backgrounds, please ensure that the entire seal and all of the copy is clearly legible. The Seal should not be cut off or distorted in any way.

Minimum Sizing & Clear Space

Please refer to the minimum sizing and clear space instructions to ensure legibility.

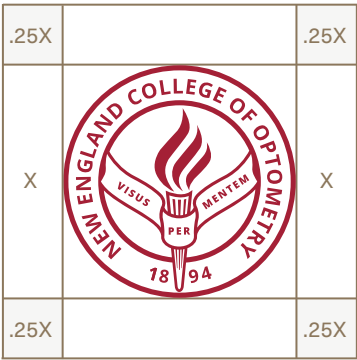
SCHOOL SEAL



Minimum Sizing & Clear Space



0.75 inches
wide (72 pixels
for digital)



Allow for Clear Space on all sides of the School Seal unless it is being used as a layering element, in which case ensure that the entire seal and copy is clearly legible.

Coloration



Crimson



Burgundy



Off-White



Golden



Sandstone



Taupe



Mahogany



Charcoal

Branding Components

LOGOTYPE COMPONENTS

For more branding versatility, the Logotype components have been separated out— a freestanding “NECO” and “New England College of Optometry”. This provides for more graphic elements which allows for more flexibility when creating designs for the school, while still staying on brand.

Separating the components allows for the ability to use the components to frame photos. See the following page for instructions and examples on how to utilize the components separately.

Please note that the “NECO” component should only be used by itself on internal designs. All external facing designs must use both “NECO” and either the “New England College of Optometry” or Seal (which spells out the school name) components together.

LOGOTYPE COMPONENTS

NECO

NECO

New England College of Optometry

One Line

New England
College of Optometry

Two Lines

Minimum Sizing

NECO

0.875
inches wide
(84 pixels
for digital)

New England College of Optometry

1.5 inches wide
(144 pixels for
digital)

New England
College of Optometry

0.875 inches
wide (84
pixels for
digital)

Coloration

Though only the NECO component is featured below, all of these elements can be used in all of the branding colors. See the following pages for usage and example layouts.

NECO

Crimson

NECO

Burgundy

NECO

Off-White

NECO

Golden

NECO

Sandstone

NECO

Taupe

NECO

Mahogany

NECO

Charcoal

NECO

ALUMNI SPOTLIGHT

Mary
Ibrahim
CLASS OF 2026

New England
College of Optometry

This is an example of the Logotype Components aligned to the same side, framing the photo. If using the two lines “New England College of Optometry” it makes the most sense to left align the elements as well since the copy for the element is also left aligned. Always make sure the Logotype elements are on one background (photo or solid color) and legible.

NECO

ALUMNI SPOTLIGHT

Mary
Ibrahim
CLASS OF 2026

New England
College of Optometry

This is an example of the Logotype Components placed at opposite corners, to provide a balanced look that also frames the photo. Make sure the Logotype elements are on one background (photo or solid color) and legible.

Branding Components

TAGLINE

The new tagline, *Changing the Way People See the World*, was the impetus and inspiration for the updated brand graphic styling. By pairing the tagline with images, it gives the phrase deeper meaning.

The tagline was purposefully broken up into three lines and should always appear this way when used as a graphic branding component. If the tagline is used within a body of text, it should be italicized and flow with the paragraph. For consistency, when using within the tagline as copy, capitalize each word except for “the”.

The left aligned tagline can be used in a corner or bumped up against a photo. The center alignment works best when also paired with center aligned copy. See the following page for examples on how to utilize this graphic component.

TAGLINE

Changing the
Way People See
the World

Left Aligned

Minimum Sizing

Changing the
Way People See
the World

0.875 inches
wide (84
pixels for
digital)

Changing the
Way People See
the World

Center Aligned

Minimum Sizing

Changing the
Way People See
the World

0.875 inches
wide (84
pixels for
digital)

COLORATION

Changing the
Way People See
the World

Crimson

Changing the
Way People See
the World

Burgundy

Changing the
Way People See
the World

Off-White

Changing the
Way People See
the World

Golden

Changing the
Way People See
the World

Sandstone

Changing the
Way People See
the World

Taupe

Changing the
Way People See
the World

Mahogany

Changing the
Way People See
the World

Charcoal

Changing the Way People See the World



Become a competent, compassionate optometry professional. Our four-year OD is our most popular academic program, where you can tailor your experience to your career goals, including a dual degree and concentration options.

Example of the center aligned tagline



Changing the Way People See the World

New England College of Optometry

Example of the left aligned tagline

Branding Components

TAGLINE

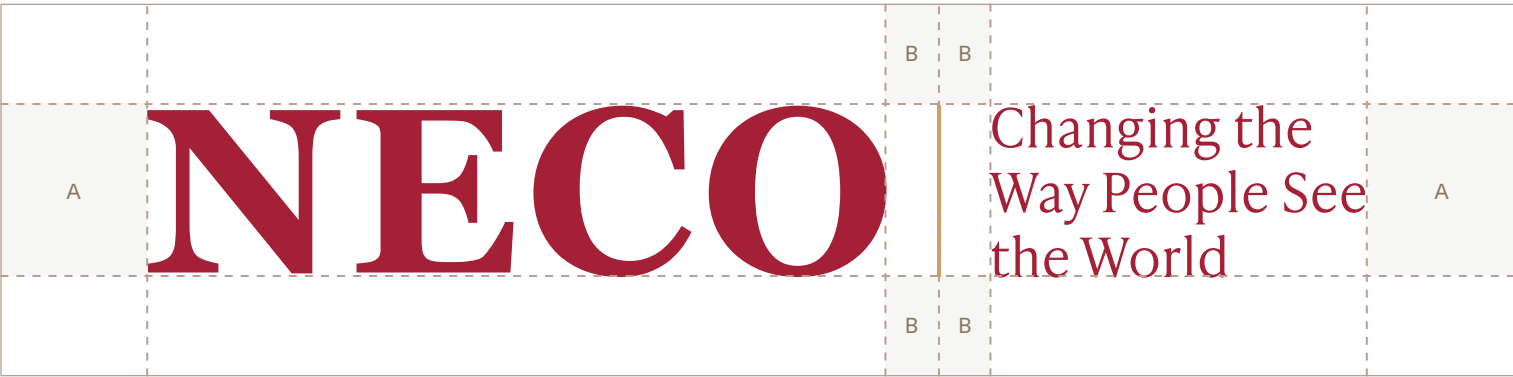
The Tagline graphic element can be used in conjunction with the “NECO” logotype component. When doing so, mimic the layout of the NECO logotype, equally spacing the elements with a separator line.

It is best to make the two components, “NECO” and the tagline, the same color, which allows them to be read together. The separator line should be differentiated in another branding color.

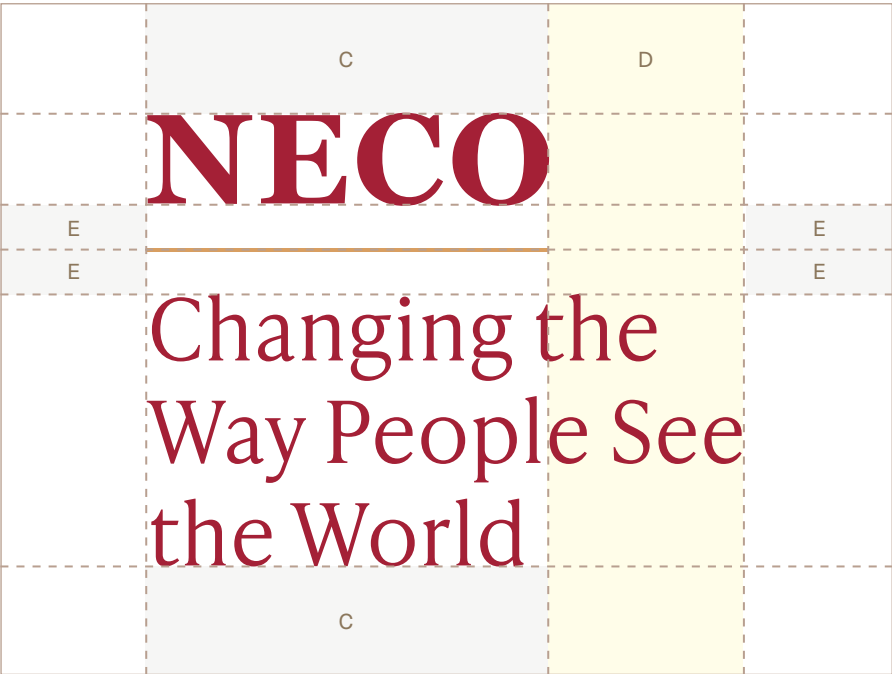
Please note that this component should be for internal use (internal PowerPoint presentations, HR newsletters, alumni newsletters) only so that there is no branding confusion.

Refer to these diagrams for how to proportionally scale the different elements.

HORIZONTAL



STACKED



For the Horizontal layout, scale “NECO” to be the same height (A) as the Tagline. Equally space (B) “NECO” and the Tagline with a separator line in the middle.

For the Stacked layout, scale the separator line to be the same length (C) as “NECO”. Note that the Tagline text will extend beyond “NECO” and the separator line (D). This proportionality is intentional for legibility, balance, and also to anchor the component as a whole. Equally space (E) “NECO” and the Tagline from a separator line in the middle.

Here is an example of the NECO logotype component paired with the tagline. Since the two graphic elements are the same Crimson color, it allows them to be read together, while the separator line, in Golden, adds a pop of color.

With the Stacked layout, it is nice to bottom and left align the element with other graphic components.



NECO

Changing the
Way People See
the World

Graphic Elements

BORDERS

The border elements are provided as a small, medium, and large size. Select the sizing that best suits the copy you are framing.

If you are using these graphic elements in Adobe Creative Cloud, you can also use the EPS file and custom adjust the borders to the sizing needed.

Throughout this PDF there are many examples utilizing these border graphic elements. Also see the Social Media sample mockups on pages 23-24 for more examples.

Please contact the Marketing Department if you have any questions about file types and colors.

Coloration

All of these borders can be utilized in all of the branding colors.

BORDER 1

Border 1 can be used to frame text. The graphic also functions really well as a button for digital marketing purposes (website, newsletters). It can be used both vertically and horizontally. If needed, a separator line can be added to differentiate different copy.



BORDER 2

Border 2 can also be used to frame text. It was inspired by the window shapes on the exterior facade of your Beacon Street campus. This element is recommended for highlighting departments in newsletters and on PowerPoint presentations.



BORDER 3

Border 3 is a repeating pattern that can be used to frame a page or a slide. Simply connect the repeated pattern to create your border.



BORDER 4

Border 4 is a semi circle shape that can be used to bring a more organically shaped and round element to more angular and grided layouts. This border can be duplicated, reflected, and intersected to frame copy or photos. When using this element, watch for where it bisects photos, taking care not to cut into important shapes and faces, but rather using it to frame. This element should be sized accordingly, filling the height of the page or space.



Here is an example of a design using the Border 4 Graphic Element. It has been duplicated, reflected, and intersected to frame the copy and offer some disruption to the otherwise angular design.

Border 4 is scaled to fill the entire height of the design. By intersecting two of the semi-circle elements, it draws the viewer's attention to the center and visually conveys NECO's interconnected community and collaborative culture.

Changing the Way People See the World



Here, you're not alone on your journey to becoming an optometrist and choosing an optometry school. At NECO, you'll find faculty, staff, and peers who are as invested in your success as you are.

NECO



Graphic Elements

DIVIDERS & CIRCULAR TAGLINE

The divider graphic elements are inspired by the architectural details of your Beacon Street campus. They are ornate and delicate and designed to bring a historic and organic touch. As envisioned, these elements can be overlaid on top of text for a layered look, or paired with text.

Coloration

Divider 1 and 2 are provided only as is with the golden line work and crimson colored accents. These two dividers work well against the Off-White, Burgundy, Sandstone, and Mahogany backgrounds.

Divider 3 and the Circular Tagline are provided in all of the branding colors.



DIVIDER 1

Divider 1 is recommended for dividing headings and body text, as well as various blocks of text.



DIVIDER 2

Divider 2 was inspired by the round, glass rotundas in your Beacon Street campus. This element is recommended for dividing headings and body text, as well as various blocks of text. It can be left aligned and paired alongside text, or centered between blocks of text.



DIVIDER 3

Divider 3 is purposely meant to be a small element to punctuate copy or function as bullet points. In terms of size and scale, please do not make this element smaller than 0.125 inches as then the shape details become hard to read.



CIRCULAR TAGLINE

The Circular Tagline is another graphic element that works great when layered on top of photos or other copy. When layering, especially on top of photos or other busy backgrounds, always make sure the copy is entirely legible. In terms of size and scale, this graphic element should not be less than 1 inch wide.



CLASS OF 2026

Students from
the Class of 2026
receive their
White Coats and
are ready to start
clinic in the fall.



“Remember, that the White Coat is signifying your commitment to the profession of optometry and the patients you will serve.” DR. ASIMELIS

Graphic Styling

LAYERING

The layered graphic look provides depth and interest and visually represents the multi-faceted, vibrant, evolving, interconnected, and welcoming NECO community.

Spliced historical architectural detail photos used as backgrounds highlight the longevity and legacy of the school and bring visual texture. While modern day photos of students and faculty overlaid on top showcase NECO's culture.

Layer the photos in a way that is dynamic, with a photo of a subject on top. Crop and combine the photos in a way that creates an interesting composition, juxtaposing modern-day photos of students with historic architectural details and solid color backgrounds.

Community-based clinical training is quintessentially NECO. It defines us by what we believe in. And we believe firmly in providing vital eye care in community health centers as part of a patient's overall health care. And in providing excellent, unique, in-depth clinical training to students at the same time. Everyone wins.

DR. HOWARD PURCELL, OD
NECO President & CEO



CHANGING THE WAY PEOPLE SEE THE WORLD



Here are some background photo splice examples. When selecting photos to layer together, it is important to consider and suitably pair the coloration of the photos as well as background colors. The background examples here are displayed from warm and moodier tones on the left, to brighter and lighter tones on the right.

Graphic Styling

PHOTO GRID

Another graphic styling tool is the photo grid, which mimics a photo album, showcasing the vibrant NECO community.

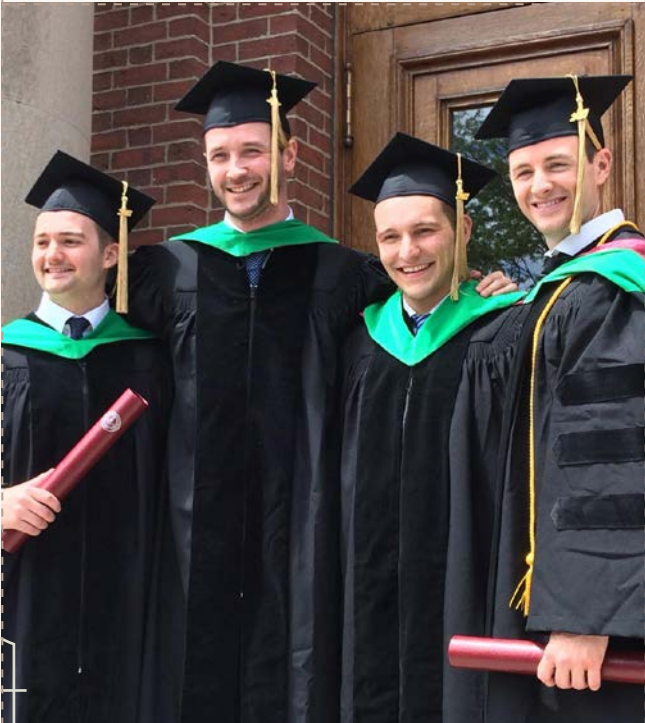
To create a visually interesting photo grid it is important to incorporate a variety of photos, mixing size and content, macro and micro details. Having photos with similar coloration will help the grid to read cohesively.

If incorporating copy with the photo grid, align and space the copy accordingly.

Here is an example of a grid with large and smaller photos paired together. In terms of heirarchy, the largest photo signals to viewers where to start, with the heading and the introduction paragraph text.

The following page showcases a large grid of a lot of smaller photos. By bumping the photos right up to the edge, it gives a limitless look and feel.

Student Experience



Nestled in Boston’s Back Bay neighborhood, NECO is just steps away from the Charles River and surrounded by the innovation and opportunity of one of the east coast’s most vibrant cities.



CAREER SERVICES

We understand the need to be best prepared for your career. That's why NECO offers career support that can meet different career needs. From meeting with alumni to get their insights into the career options; to taking courses targeted at running your own business; to attending networking events and career fairs, you can take advantage of these before your final year.



CAREER ORGANIZATIONS

You'll automatically become a member of the American Optometric Student Association (AOSA) through your student activity fee, and that's just one of many opportunities you'll have to build your experience, knowledge, leadership, and network.



OUR CAMPUS

The NECO Clinical Training Center is located nearby at our clinical campus which also houses the NECO Center for Eye Care, which also has a location in Roslindale.

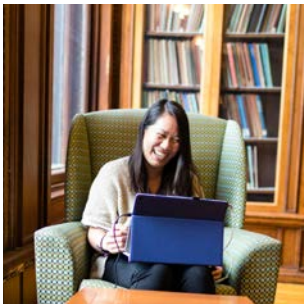
Our space is unique in its location and historical prominence in the city of Boston. We are able to offer classically maintained features while also providing state-of-the-art classroom and clinical facilities.





500 STUDENTS

NECO has 500 students across its multiple degree programs. We embrace and value the different experiences, backgrounds, and beliefs among our students, staff, faculty, partners, and patients.



NECO

Changing the
Way People See
the World

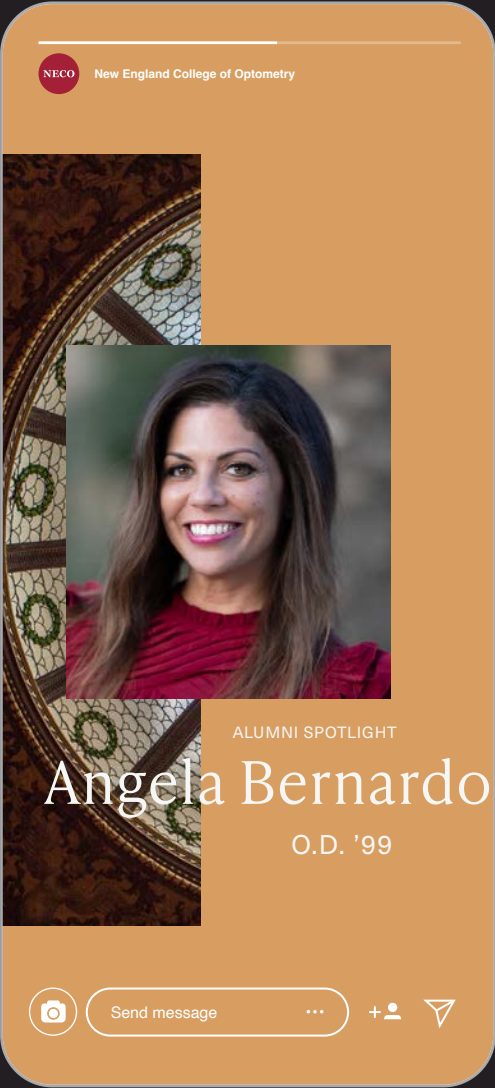
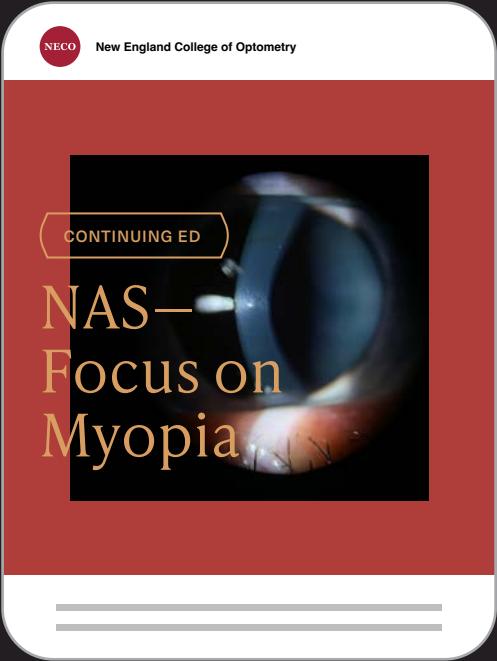


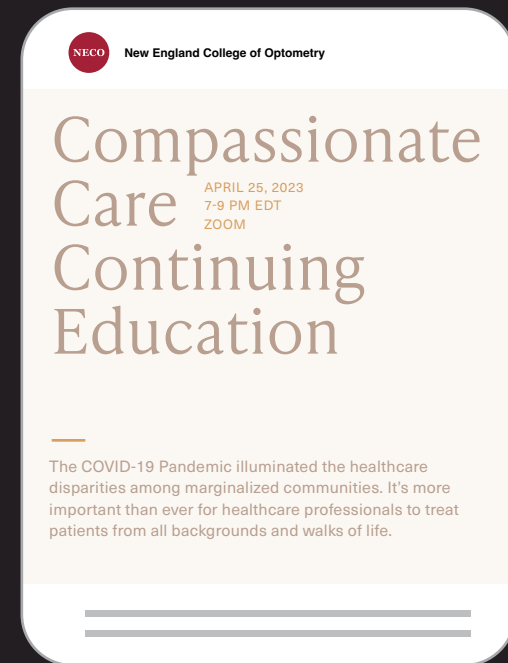
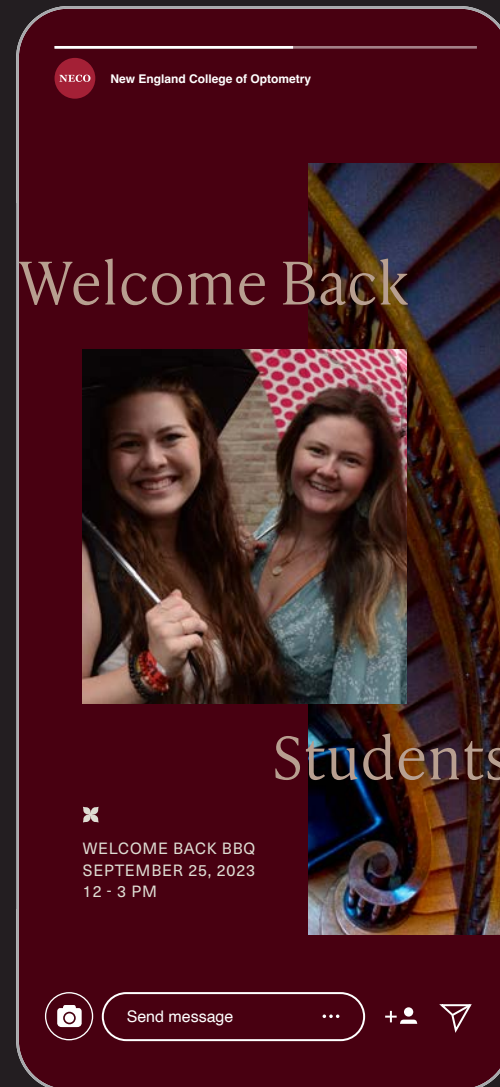
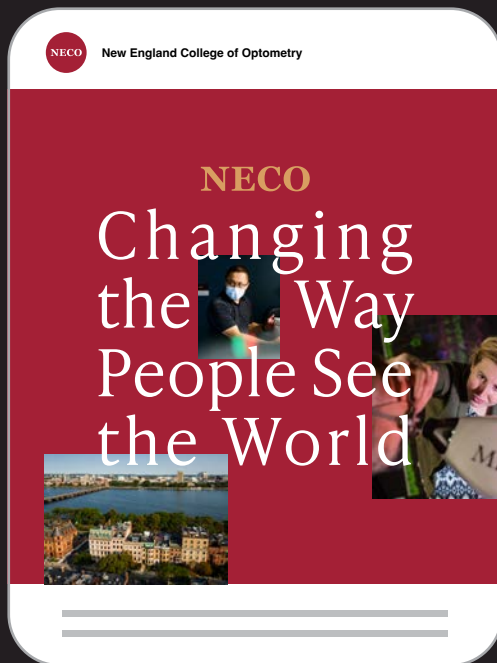
50 CLINICAL TRAINING SITES

Diverse partnerships mean diverse experiences. NECO's collaboration with community health centers, industry innovators, and more than 50 clinical training sites give our students rich, real-world learning experiences.



These social media mockups showcase a culmination of all of the branding components, graphic elements, and graphic styling.





Color Palette

The updated branding color palette is directly inspired by the architecture of the Beacon Street campus, with dark wood paneled interiors (mahogany, burgundy, and taupe), ornate floral wallpaper (golden), soldering for the stained glass atriums (charcoal), and ornate exterior facade (sandstone and off-white).

New warm-colored tones pair well with the existing NECO Crimson, and provides a more welcoming look.

Burgundy and Off-White work well as neutral background colors and Golden works well as an accent color.

CMYK 24, 99, 78, 18
RGB 164, 33, 54
HEX #A42B35
PMS 201

CRIMSON

CMYK 45, 100, 80, 65
RGB 72, 0, 17
HEX #480011
PMS 7421

BURGUNDY

CMYK 1, 1, 3, 0
RGB 251, 248, 243
HEX #FBF8F3
PMS P 1-1

OFF-WHITE

CMYK 15, 40, 70, 0
RGB 216, 158, 97
HEX #D89E61
PMS 7407

GOLDEN

CMYK 12, 9, 15, 0
RGB 222, 221, 211
HEX #DEDDD3
PMS 7534

SANDSTONE

CMYK 12, 25, 30, 20
RGB 184, 159, 144
HEX #B89F90
PMS 7530

TAUPE

CMYK 30, 90, 85, 5
RGB 175, 62, 58
HEX #AF3E3A
PMS 7599

MAHOGANY

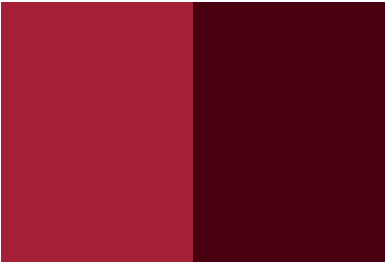
CMYK 70, 69, 63, 73
RGB 35, 30, 33
HEX #231E21
PMS 440

CHARCOAL

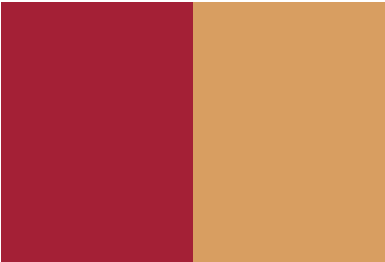
Color Palette

COLOR COMBINATIONS

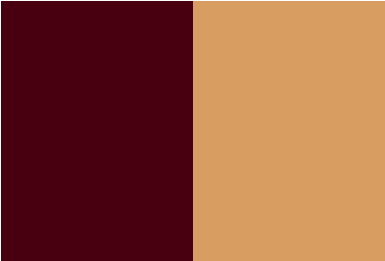
With a wider branding color palette, a variety of color combinations are possible. This page showcases some ideal color combinations. The Off-White is a good neutral base that pairs well with every branding color.



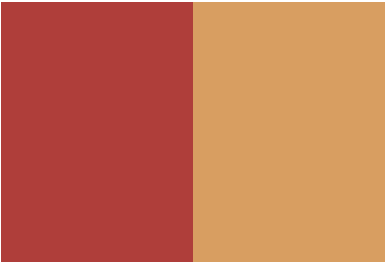
Crimson / Burgundy



Crimson / Golden



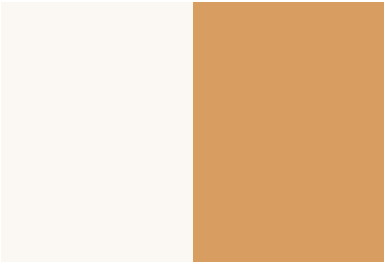
Burgundy / Golden



Mahogany / Golden



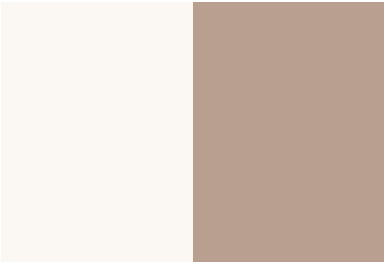
Off-White / Crimson



Off-White / Golden



Off-White / Sandstone



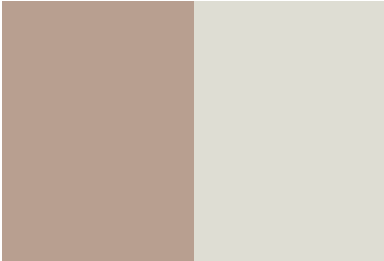
Off-White / Taupe



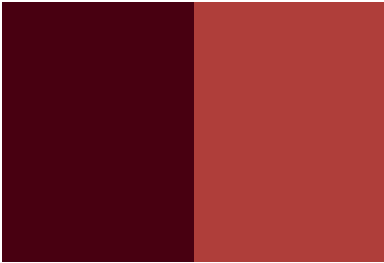
Off-White / Mahogany



Off-White / Charcoal



Taupe / Sandstone



Burgundy / Mahogany

Color Palette

COLOR COMBINATIONS

To ensure legibility on your designs, please utilize these designated color combinations for text and background colors.

Please keep in mind ADA compliance for contrast when selecting colors for your designs.

OFF-WHITE SANDSTONE GOLDEN	OFF-WHITE SANDSTONE GOLDEN TAUPE	CRIMSON BURGUNDY GOLDEN TAUPE MAHOGANY CHARCOAL	CRIMSON BURGUNDY OFF-WHITE CHARCOAL
CRIMSON BURGUNDY MAHOGANY CHARCOAL	CRIMSON BURGUNDY OFF-WHITE MAHOGANY CHARCOAL	OFF-WHITE GOLDEN SANDSTONE	OFF-WHITE GOLDEN SANDSTONE TAUPE MAHOGANY

Typography

Headings

IvyPresto Text Light

Quotes

Cambria Italic

Subheadings

Neue Haas Unica W1G Regular

All Caps

Tracking +50

Body Text

Neue Haas Unica W1G Regular

Tracking +15

*I learned very quickly
that optometry is so
much more than just
looking at peoples'
eyes; it's caring for a
patient and cultivating
relationships.*

SOPHIA, '23



Admissions Academics Clinical Training Research Innovation

CLINICAL TRAINING

As a student, you'll experience a multidisciplinary model where you'll be a part of the patient's healthcare team, collaborating with primary care doctors, ophthalmologists, pediatricians, and other providers. It's a model still rare among optometry schools. Yet one NECO believes in so strongly that it has continued to invest in the curricular and clinical model that makes it possible.

Typography

HEIRARCHY

The previous page names the branding fonts that have been selected and specifies their general usage, but another thing to consider when designing is heirarchy.

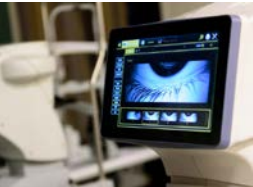
Here the Ivy Presto Text Light font is largest for the main heading, and then a little smaller for the introduction paragraph. Likewise, the Neue Haas Unica W1G Regular font in all caps is utilized a little larger for the subheadings (“When and How You’ll Train”) and then a little smaller for the page links (“Our Clinical Program”).

By just using the branding fonts, but sizing and scaling it in different ways, it guides the viewer through the copy.

1st

MONTH

Students start hands-on training with vision screenings at schools.



2,000

NUMBER OF PATIENTS

you’ll see during your 4 years of clinical experience.



#1

FIRST OPTOMETRY SCHOOL

Created the community-based clinical training model.

Clinical Training

As a student, you’ll experience a multidisciplinary model where you’ll be a part of the patient’s healthcare team, collaborating with primary care doctors, ophthalmologists, pediatricians, and other providers. It’s a model still rare among optometry schools. Yet one NECO believes in so strongly that it has continued to invest in the curricular and clinical model that makes it possible.

WHEN AND HOW YOU’LL TRAIN

Within a month of your first year, you will have the chance to conduct clinical observations with optometrists and participate in vision screenings in schools. Each aspect of your clinical training provides experience with different technologies, medical records, practice models, and eye conditions.

OUR CLINICAL PROGRAM

WHERE YOU’LL TRAIN

From learning vital skills in our Clinical Training Center to rotations in community health centers, our program is designed to prepare you to succeed in real-world eye care settings. NECO’s pioneered its community-based clinical training model and remains a national role model in clinical education.

WHERE YOU’LL TRAIN



For the past several years, NECO students have partnered with peers from Wenzhou Medical University (WMU) and SUNY Optometry to participate in the Global Health Leadership Development Program. LUCY, ‘24

Typography

VARIATIONS ACROSS DIFFERENT DESIGN PLATFORMS

Please refer to this chart for
typography selections across
the different design platforms.

ADOBE CREATIVE CLOUD

Headings
IvyPresto Text Light

Subheadings
Neue Haas Unica W1G Regular
All Caps
Tracking +50

Body Text
Neue Haas Unica W1G Regular
Tracking +15

Quotes
Cambria Italic

MICROSOFT OFFICE

Headings
Cambria Regular

Subheadings
Franklin Gothic Book
All Caps

Body Text
Franklin Gothic Book

Quotes
Cambria Italic

GOOGLE DRIVE

Headings
Merriweather Regular

Subheadings
Roboto
All Caps

Body Text
Roboto Regular

Quotes
Merriweather Light
Italic

CANVA

Headings
Cambria Regular
Letterspacing -10

Subheadings
Libre Franklin Regular
All Caps
Letterspacing +25

Body Text
Libre Franklin Regular
Letterspacing +5

Quotes
Cambria Italic
Letterspacing -10

Four-year OD Program

CLASS OF 2027

The following information presents
statistics about the Class of 2027 for
the four-year OD program, the Class
of 2026 AODP program, and the Class
of 2025 ASIP program.

*I learned very quickly that optometry
is so much more than just looking at
peoples’ eyes; it’s caring for a patient
and cultivating relationships.*
SOPHIA, ‘23

\$144,015

AVERAGE ANNUAL WAGE

Optometry offers a good living—and
increased earning potential for
practice owners and specialists.

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AVERAGE ANNUAL WAGE

Optometry offers a good living—
and increased earning potential for
practice owners and specialists.

Photo Selection

Good photography and photography selection can really convey a visual story of NECO's vibrant school culture.

When selecting photos think about the photo coloration, content, scale (macro vs. micro images), visual texture, and contrast. Choose a wide variety of photos that highlights the vibrancy and diversity of the school.

Pair large group or overview shots with close up shots of specific details or single person shots. This helps to draw the viewer's eye to different parts of the design. Content that is too similar in size, subject, and color offers no visual hierarchy.

Always make sure to have high resolution photos, particularly for print.



Editorial Style Guide

Last update: Dec 2021
Maintained by Marketing & Communications

As digital distribution has become the dominant method of communication, styles have changed to support easier reading and less formality. We work to balance the two so that we remain user friendly yet not overly casual.

This guide is not for grammar or citation styles.

WEB, MARKETING WRITING - LESS IS MORE

Less formal language:

In marketing materials, such as the websites, emails to prospective students, and videos, NECO is adopting a style of writing and use of language that is less formal with the goal of being more approachable and understandable.

Use shorter paragraphs and sentences, sharing only essential information.

In the digital world—or even in print—less is more. Most readers are scanners and do not read beginning to end, but rather skip around.

I, we, and you:

In marketing materials, we will use the less formal references of “We” instead of “NECO” and “You” instead of “the student” in many instances. The goal is to be more personal without being overly familiar. It will be balanced.

Contractions:

Contractions, such as can’t and don’t, are okay to use.

Avoid introductory sentences:

In general, there’s little value to an introductory paragraph. The reader skips these. Get to the point quickly.

Avoid Italics:

Do not use italics for emphasis, special usage, or around figures of speech or clichés.

Bullets, subheads, captions are most important
Bullets are read more than regular text. Make use of them.

Headlines should inform:

If someone reads just the headline, a few bullets, and a caption they should know the essence of the story.

- Okay: Boston responds to COVID-19
- Better: Boston’s use of masks and quarantines reduced COVID-19 infections

Headlines, subhead style:

For story, blog, article headlines, and subheads, use sentence case (only capitalize the first word of the title). Do not use title case (initial capitalization).

- What parents need to know about eye exams

For category titles, use initial capitalization.

- About Us
- Research Opportunities

Editorial Style Guide

NECO

Official name - New England College of Optometry:

“The” is not part of the name, but it may be used in sentences (lower case) to avoid awkwardness.

- New England College of Optometry opened a new training center.
- Students train in clinics run by New England College of Optometry.
- There are 13 clinics in the New England College of Optometry clinic network. *(Here “the” is the article for “network,” not the college.)*

After an initial mention of New England College of Optometry, using the more informal “NECO” is acceptable.

College is not capitalized:

Refer to “the college” (not capitalized) not “the College” unless a legal document requires it to be so.

Graduation Year:

- Jackie Smith, OD ’93
- Alums Alisha Anand, OD ’93, and Jona Jaffe, OD ’84
- The Class of 1983 celebrates its 20th reunion.

Alumni:

Use the gender neutral alumni, alum, or alums

TITLES & DEPARTMENTS

OD and Dr.:

- Joy Vieira, OD, is the director of clinics. Dr. Vieira manages 13 clinics.
- Mica Jong, OD, and Glen Garibaldi, OD *(first reference use ‘OD’)*
- Dr. Jong and Dr. Garibaldi *(preferred on second reference)*
- Drs. Jong and Garibaldi

Credentials:

- Chrys Sarnat, OD, MPH *(most instances)*
- Chrys Sarnat, OD, MPH, FAAO *(research related, faculty bio)*

Titles:

Capitalize and spell out formal titles such as professor, director, dean, chair, etc., only when they precede a name. Use lowercase in all other instances.

- Professor Maya Brillo teaches history.

Offices and departments capitalization:

- The Department of Primary Care welcomes new faculty.
- The Office of Financial Aid announced a scholarship.

Do not capitalize informal or general references to a NECO department or name:

- I’m sure the school has a financial aid office.
- They teach in both the primary care and low vision departments.

ACADEMIA

Academic term:

NECO has terms, not semesters.

- The fall term begins September 1.

Academic years:

- 2020-2021, 2020-21, or 20-21 are all acceptable.

Degree capitalizations:

- Doctor of Optometry degree
- OD, BA, PhD, MA, OD/MS, ASIP, AAO, AODP, FAAO

Do not capitalize college degrees when spelled out and non-specific.

- doctoral degree
- master’s degree

Editorial Style Guide

Course names and fields of study:

Capitalize a course name when the official course name is used, but not fields of study (unless it's a language).

- I'm taking Advanced Ocular Disease II with Dr. Logia.
- I'm studying ocular disease.

NUMBERS, DATES, TIME

Ages:

Use numeric in all instances.

- She turned 3 last year.
- The patient was 45 years old when they first noticed dry eye symptoms.
- The patient was in her late 20s or early 30s.
(Note: no apostrophe.)

Dates and commas:

- Tam graduated on May 9, 1983, and moved to Vermont.
- The clinic opened in October 1965.
- Fall 2011 was an exceptional term.
- 1980s, 2000s

Use -st, -nd, -rd and -th only for anniversary dates or conferences.

- Graduation is scheduled for May 9 this year.
(not May 9th)
- The 22nd meeting of the AOA

Time:

- 7pm
- 2:30am
- Noon–2:30pm
- 7–8am
- 6am–2pm

Money:

- The book cost \$4.
- Gabe said they want \$500,000.
- They proposed a \$300 billion budget.

Numbers - use numerals for 8 and above:

Use numbers, except when starting a sentence.

- Five students joined the meeting.
- The meeting had 5 students present.

Always use a numeral when in bulleted lists.

- 4 faculty
- 6 students

Phone numbers:

- 212-621-1500
- 800-111-1000
- 212-621-1500 x2

PUNCTUATION AND USAGE

Acronyms:

Avoid acronyms and initialisms sparingly.

- There are 9 community health centers (CHCs) in the network. Each CHC is fully staffed by optometrists.

Bullet points:

Begin each bullet point consistently, with a capital letter.

If each bullet is a full sentence or idea, end with a period. If there is a mix of clauses and full sentences, use periods for consistency.

- Every clinic waiting room should:
 - Have comfortable, adequate seating.
 - Be cleaned regularly.
 - Have a selection of children's toys.

Editorial Style Guide

Commas in a series (Oxford commas):

Use commas to separate three or more elements in a series, including a comma before the conjunction in a simple series.

- The flag is red, white, and blue.
- They would nominate Tom, Dick, or Harry.

Dashes:

Use em-dashes sparingly

- The professor—a new faculty member—couldn’t find the classroom.

Use en-dashes for time spans or number ranges

- The clinic sees 250–400 patients a week.

Use hyphens for joining words (such as compound modifiers).

- The third-year students were doing a rotation.

Email addresses and URLs:

Always use lowercase, except when it’s important to help the reader discern two words.

- academicaffairs@neco.edu or AcademicAffairs@neco.edu

URLs are also lowercase

- neco.edu
- necoeyecare.org

Quotation marks and where punctuation goes:

- Also known as “nearsightedness,” myopia is on the rise.
- The doctor called it “myopia.”
- Is myopia the same as “nearsightedness”? I have something called “myopia”!
- The doctor exclaimed, “Myopia is an epidemic!”

SPECIFIC TERMS

How we use the words:

- email
- eye care
- healthcare
- newsletter (not e-newsletter)
- web/website

Recommendations from the AOA.

- Eye Care. Not vision care. The term vision can be used only when referring to something specific to vision, yet the term does not represent all care provided by optometrist.
- Blind. Use partially sighted when visual acuity with correction is still between 20/70 and 20/200. Legal blindness is visual acuity that cannot be corrected to better than 20/200 and/or a restricted field of vision less than 20 degrees.
- Color deficiency. A person is not colorblind.
- Detect/diagnose. Optometrists diagnose and manage eye disease. They can also detect signs of a general health problem.
- Eye examination. Not refraction, vision analysis, or vision examination. Use comprehensive when describing an eye examination, not thorough or complete.
- Low vision. Use as a condition, but refer to people with low vision as partially sighted.

Editorial Style Guide

INCLUSIVE, NON-BIASED LANGUAGE

Gender-respectful language:

When possible, use gender-neutral language. Do not assume gender, and try to remove gender-specific pronouns. Try to rephrase to plural if possible (avoid the awkward “his or her”) and it’s acceptable to use the singular “they.”

- When students apply, they must put down deposits to secure their places in the class.
- The patient was late, but they were still seen by the doctor.
- Use “alumni,” “alum,” or “alums.”

Use chair, not chairman; flight attendant, not stewardess; humanity, not mankind; child, not son or daughter; parent or caregiver, not mother or father; police officer, not policeman or policewoman.

When describing a specific person, respect their preference of pronoun.

Ethnic and racial designations:

When possible, ask the person what their preferred designation is and only use it when essential to the topic.

- Use Black (not African-American), white (not Caucasian), Hispanic, Asian (not Oriental), and Native American (not American Indian). Be as specific as possible when country of origin is known.
- Latinos/Latinx. While the trend is to use the term “Latinx,” many members of the community do not use it themselves and prefer “Latinos.” It’s best to get feedback on a preference from your audience, but if you can’t, use Latinx.

Community representation:

There are a number of ways to describe communities when speaking of diversity. The examples below are not interchangeable, yet are provided as a way to share more inclusive, less stereotyping language.

- People of color
- “Historically excluded,” “historically underserved,” or “underrepresented,” not “minority.”
- To refer to people living within a city, use “metropolitan population” or “city-dwellers.” When referring to a lower income economic class, “low-income” or “high-need” might be appropriate terminology. Avoid “inner city”

LGBTQ:

For a detailed list of terms relating to the LGBTQ community, see GLAAD’s media guide: [glaad.org/reference](https://www.glaad.org/reference)

Individuals with disabilities:

Center the person, not the disability. Don’t use phrases like “suffers from” or “is afflicted by.”

- An individual who uses a wheelchair
(*not “a wheel-chair bound person”*)
- A person living with a disability
(*not “a disabled person”*)
- People who are blind or visually impaired
(*not “the blind”*)
- A member of the Deaf and Hard of Hearing community (*not “a deaf person”*)
- Person with paraplegia not paraplegic
- Person who has had a stroke not stroke victim

Use “accessible” not “handicapped.”

- Accessible parking/accessible entrance

Do not describe people without disabilities as “normal.” Instead use “person without a disability” or a specific term such as “sighted person” or “hearing person.”

Editorial Style Guide

Avoid euphemisms or patronizing terms such as “special” or “handi-capable.”

For more information, refer to the ADA National Network Guide:
adata.org/factsheet/ADANN-writing

Age:
When possible, use specific ages or age ranges and avoid generational or vague terms like “millennial”
Use older adult, not elderly

AVOID REFERRING TO PEOPLE AS PATIENTS

In many instances, referring to someone as a patient removes a bit of their identity as an individual with agency. Replacing the word “patient” is a way to acknowledge the individual as equal. Seek alternatives where possible, yet when “patient” is the most accurate and appropriate word, please use it.

WRITE IN A WAY THAT DOES NOT GUARANTEE

Avoid using language that can be perceived as a guarantee or as promising a certain outcome. Rephrase to be more accurate to the situation.

Related to patient care:

- This treatment may be helpful for certain patients. *(Not “This treatment will help patients.”)*
- Patients with dry eye might find some relief from symptoms by using lid scrubs. *(Not “Patients will be able to relieve their symptoms by using lid scrubs.”)*

Related to education:

- Students will have the opportunity to learn about ocular diseases during their first year.
- You will take five courses in ocular science. *(Not “You will learn the latest in ocular science.”)*

Wording suggestions:

- You’ll take courses...
- You’ll participate in research...
- You’ll have the opportunity to...
- In some cases/With some patients...
- May be helpful/Might be a treatment to consider..
- Could help alleviate ...
- Your doctor may recommend....