



BRAND IDENTITY GUIDELINES

VERSION 2.0: 12/18/20

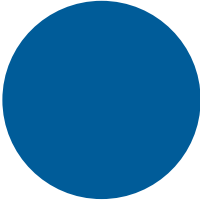
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Please submit logo and template requests to: www.assumption.edu/marketingrequest
For any questions about usage or if you need assistance, please contact marketing@assumption.edu.

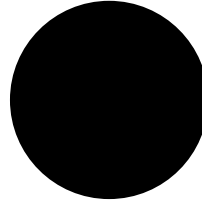
COLOR PALETTE

PRIMARY COLORS



PANTONE 301

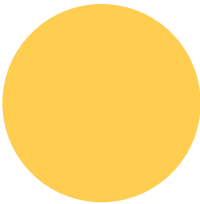
CMYK 100 | 50 | 0 | 23
RGB 0 | 75 | 135
HEX #004B87



PANTONE BLACK

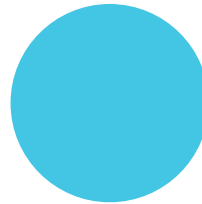
CMYK 100 | 0 | 0 | 0
RGB 0 | 0 | 0
HEX #000000

SECONDARY COLORS



PANTONE 1225

CMYK 0 | 19 | 79 | 0
RGB 255 | 200 | 69
HEX #FFC845



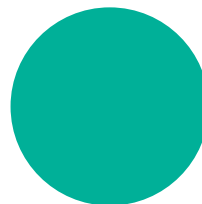
PANTONE 637

CMYK 62 | 0 | 8 | 0
RGB 78 | 195 | 224
HEX #4EC3E0



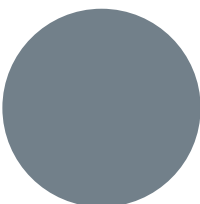
PANTONE 172

CMYK 0 | 73 | 87 | 0
RGB 250 | 70 | 22
HEX #FA4616



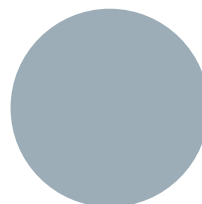
PANTONE 3268

CMYK 86 | 0 | 53 | 0
RGB 0 | 171 | 142
HEX #00AB8E



PANTONE 430

CMYK 33 | 18 | 13 | 40
RGB 124 | 135 | 142
HEX #7C878E



PANTONE 7543

CMYK 24 | 9 | 8 | 22
RGB 152 | 164 | 174
HEX #498A4AE

LOGO TIER 1 - HORIZONTAL

The Assumption logo consists of the crest and the Assumption University name. This horizontal format is the primary use.

Download University logos at
www.assumption.edu/marketingrequest

TIER 1 - HORIZONTAL

au_horizontal_blue_cmyk.eps



CLEAR SPACE & MINIMUM SIZE



LOGO TIER 1 - VERTICAL

The Assumption logo consists of the crest and the Assumption University name. This vertical format is the secondary use.

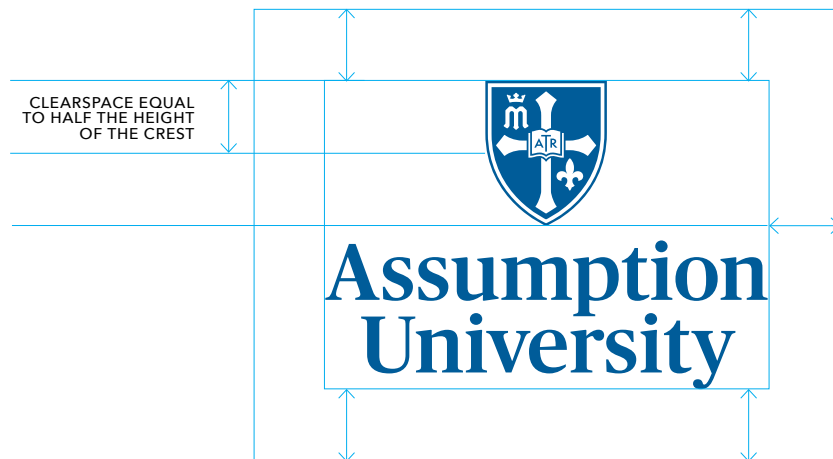
Download University logos at assumption.edu/marketingrequest

TIER 1 - VERTICAL

au_vertical_blue_cmyk.eps



CLEAR SPACE & MINIMUM SIZE



MINIMUM SIZE: .75"

WORDMARK

The Assumption wordmark is used only when the format will not allow for the crest to be present.

Download University wordmarks at assumption.edu/marketingrequest

WORDMARK - LEFT JUSTIFIED

au_wordmark_horizontal_blue_cmyk.eps

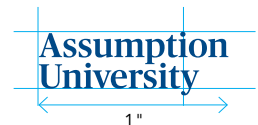
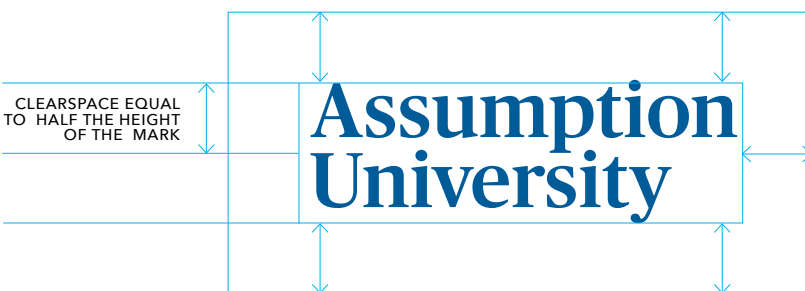
**Assumption
University**

WORDMARK - CENTERED

au_wordmark_vertical_blue_cmyk.eps

**Assumption
University**

CLEAR SPACE & MINIMUM SIZE



TIER 2 - SCHOOLS

au_school_gradstudies_blue_cmyk.eps



TIER 3 - CENTERS, INSTITUTES, DEPARTMENTS, OFFICES: LOGO AND SAFE SPACE

au_department_cdic_blue_cmyk.eps

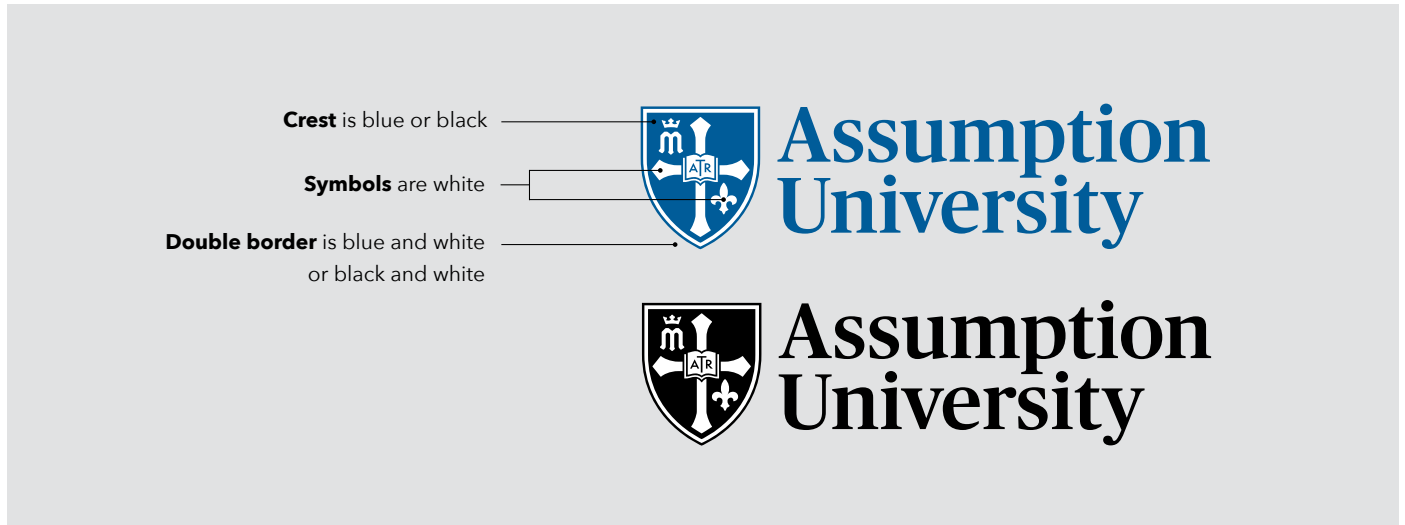


TIER 2 AND 3 CLEAR SPACE & MINIMUM SIZE

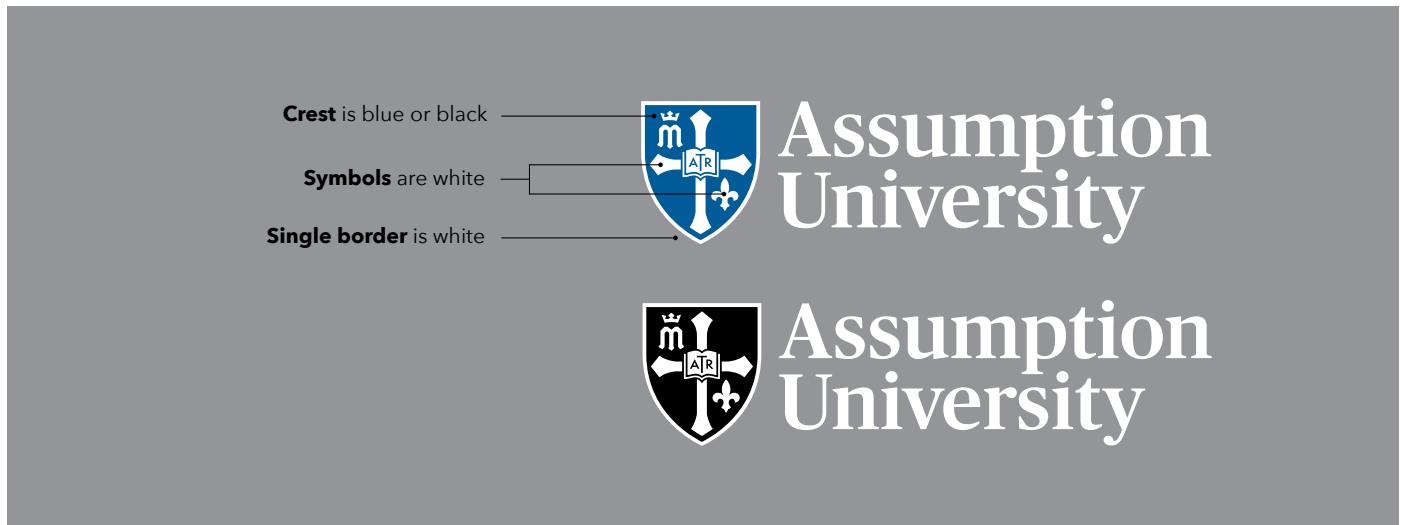


LOGO COLOR VARIATIONS AND BACKGROUNDS

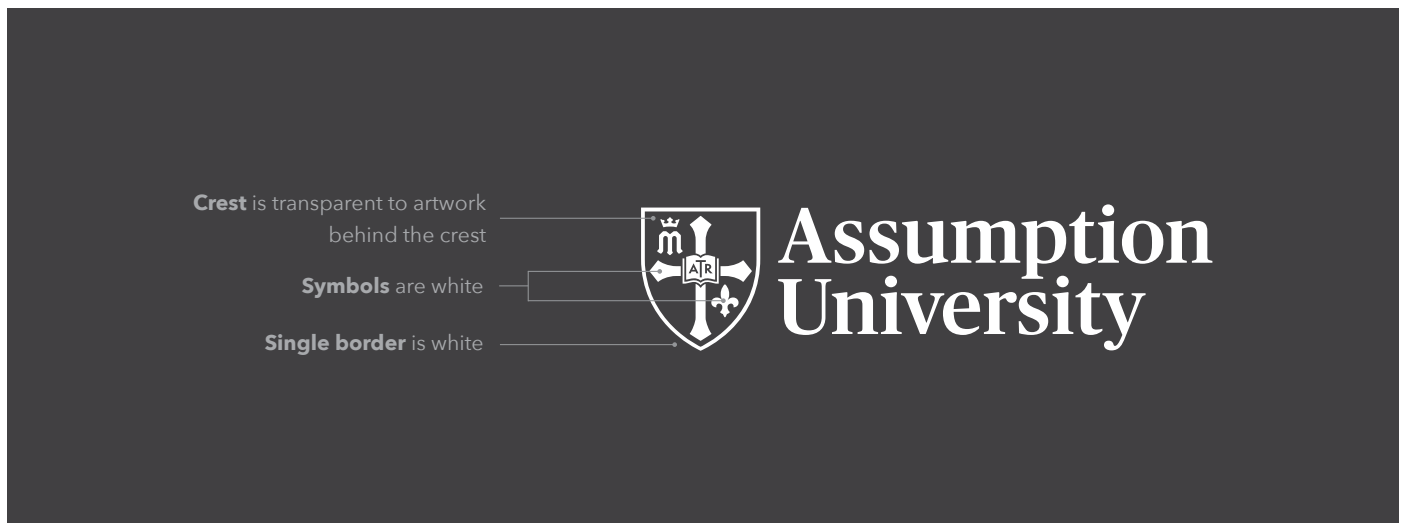
BLUE & BLACK LOGOS - BEST FOR USE ON A WHITE OR LIGHT BACKGROUND



WHITE_BLUE & WHITE_BLACK LOGOS - BEST FOR USE ON A MEDIUM OR DARK BACKGROUND



WHITE LOGO - BEST FOR USE ON A DARK BACKGROUND



LOGO MISUSE

The Assumption logo should not be misinterpreted or modified. Its orientation, color and composition should remain as indicated in this document.

NEVER change the colors within the crest beyond its provided applications. The symbols inside the crest should always be white/knocked out.



NEVER place over a pattern, color or illustration that compromises readability.



NEVER alter the size of the crest or change the composition of the logo in any way.



NEVER outline the logo or alter the letters in any way.



NEVER change the color of the logo. It is Assumption blue, black or white.



NEVER change the color combinations of the logo.



NEVER change the width of the logo, squish, twist, rotate, or elongate.







NEVER place over a photograph if readability is compromised



NAMING CONVENTIONS

The entire horizontal logo family is shown below with associated naming conventions. These conventions are used throughout the entire set of University logo files.

Download University logos at assumption.edu/marketingrequest

 Assumption University	au_horizontal_black_cmyk.eps <i>For digital or offset printing</i>
 Assumption University	au_horizontal_black_rgb.png <i>For electronic/screen use</i>
 Assumption University	au_horizontal_blue_cmyk.eps <i>For digital or offset printing</i>
 Assumption University	au_horizontal_blue_301.eps <i>For offset printing</i>
 Assumption University	au_horizontal_blue_rgb.png <i>For electronic/screen use</i>
 Assumption University	au_horizontal_white.eps <i>For digital or offset printing</i>
 Assumption University	au_horizontal_white.png <i>For electronic/screen use</i>
 Assumption University	au_horizontal_white_blue_rgb.png <i>For electronic/screen use</i>
 Assumption University	au_horizontal_white_blue_cmyk.eps <i>For digital or offset printing</i>
 Assumption University	au_horizontal_white_blue_301.eps <i>For offset printing</i>
 Assumption University	au_horizontal_white_black_rgb.png <i>For electronic/screen use</i>
 Assumption University	au_horizontal_white_black_cmyk.eps <i>For digital or offset printing</i>

SEAL: PRIMARY

The Assumption University seal is a historic symbol of our heritage. It's reserved for use on our most official communications.

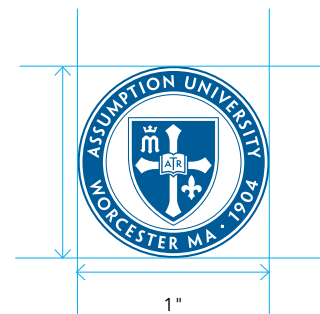
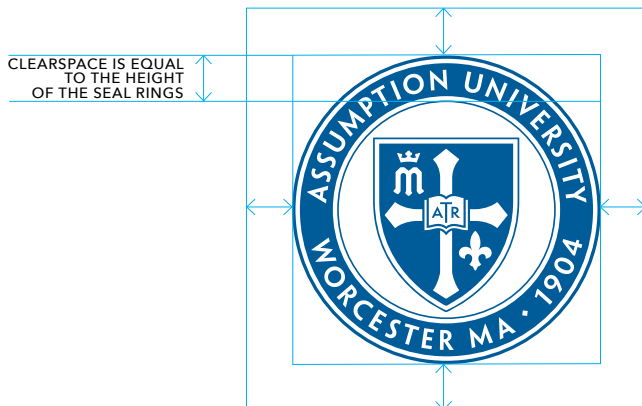
If you would like to request use of the seal, please email marketing@assumption.edu with information on the project and how it will be used.

SEAL: PRIMARY

au_seal_lg_blue_white_cmyk.eps



CLEAR SPACE & MINIMUM SIZE



SEAL: SECONDARY

The secondary seal is a simplified version that should be used when the seal is less than one inch.

If you would like to request use of the seal, please email marketing@assumption.edu with information on the project and how it will be used.



au_seal_small_blue_white_cmyk.eps

MAXIMUM SIZE: 1"



1"

MINIMUM SIZE: .75"



.75"

SEAL: SPECIALTY/OUTLINE

The specialty seal is a simplified version that should be used for specialty printing such as embossing or foil stamping

SEAL: COLOR

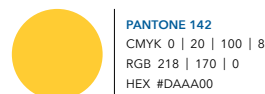
The color seal should be used for official events with approval



au_seal_outline_blue_cmyk.eps

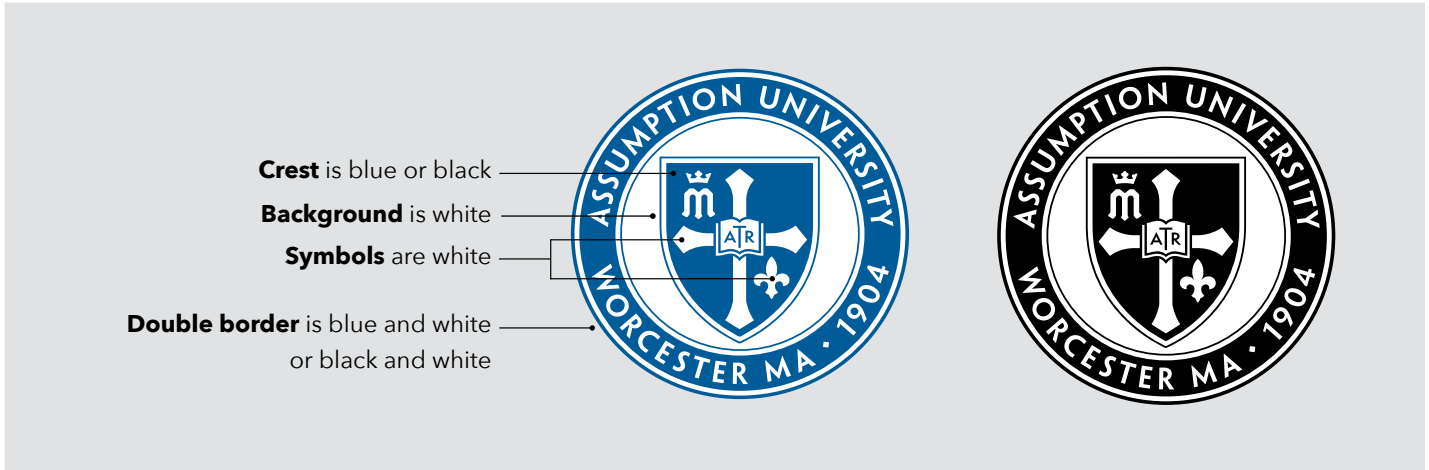


au_seal_lg_color_cmyk.eps

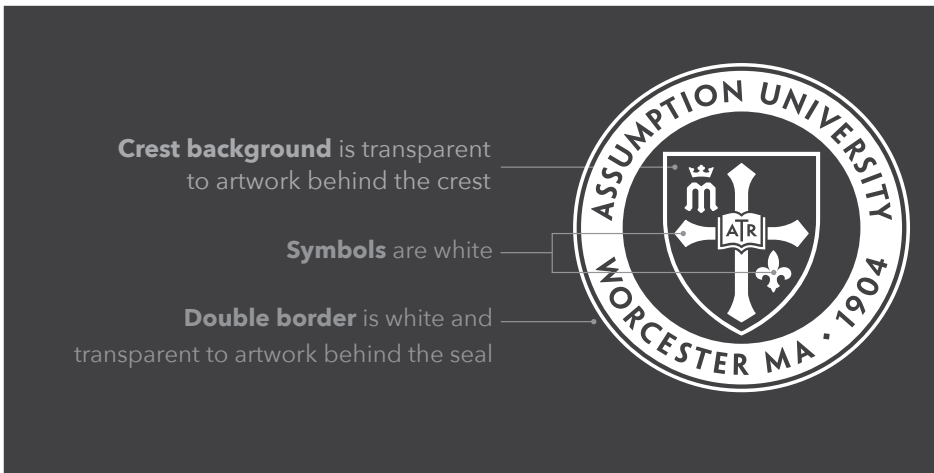


SEAL COLOR VARIATIONS AND BACKGROUNDS

BLUE & BLACK SEAL (PRIMARY USAGE)



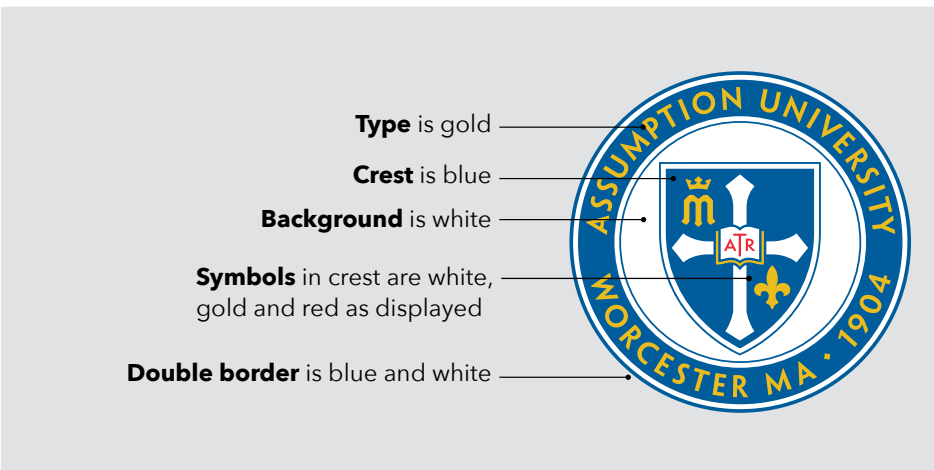
WHITE SEAL (USAGE AS NEEDED)



SCREENED SEAL (USAGE AS NEEDED)



COLOR SEAL (USAGE REQUIRES APPROVAL)



SPECIALTY SEAL/OUTLINE (USAGE AS NEEDED)



SEAL MISUSE

The Assumption University seal should not be misinterpreted, modified, or added to. No attempt should be made to alter the seal in any way. Its orientation, color and composition should remain as indicated in this document.

NEVER change the colors within the crest or rings beyond its provided applications. The symbols inside the crest should always be white/knocked out.



Crest should be blue



Lettering and symbols should be white



Ring and crest should be the same color

NEVER place over a pattern, color or illustration that compromises readability.



NEVER change the width of the logo, squish, twist, rotate, or elongate.



AVENIR HEADLINE

Avenir Headline

Avenir Next Ultra Light

Avenir Next Ultra Light Italic

Avenir Next Ultra Regular

Avenir Next Ultra Italic

Avenir Next Ultra Medium

Avenir Next Ultra Medium Italic

Avenir Next Ultra Demi Bold

Avenir Next Ultra Demi Bold Italic

Avenir Next Ultra Bold

Avenir Next Ultra Bold Italic

Avenir Next Ultra Heavy

Avenir Next Ultra Heavy Italic

SECONDARY FONT / PUBLICO HEADLINE AND PUBLICO TEXT

Publico Headline

PUBLICO HEADLINE FAMILY

Publico Headline Light

Publico Headline Light Italic

Publico Headline Roman

Publico Headline Italic

Publico Headline Medium

Publico Headline Medium Italic

Publico Headline Bold

Publico Headline Bold Italic

Publico Headline Extrabold Italic

Publico Headline Extrabold Italic

Publico Headline Black

Publico Headline Black Italic

PUBLICO TEXT FAMILY

Publico Roman

Publico Italic

Publico Semibold

Publico Semibold Italic

Publico Bold

Publico Bold Italic

ALTERNATE OFFICE FONTS

SANS SERIF: ARIAL

SERIF: GEORGIA

TEMPLATES: DESIGN ELEMENTS

When developing marketing communications utilize the following elements in order to maintain a consistent brand presence. Reference the following pages where sample templates are displayed.



Assumption University

LIGHT THE WAY

Assumption branded blue box

LOREM IPSUM DOLOR SIT AMET.

Headline font (Avenir Bold) with rules on color

Aequē vestibulum, consequat nunc se, luctus ex. Aenean nisl justo, tincidunt in dictum non.

Call out box

Lorem ipsum dolor sit amet.

Headline font (Avenir Bold) with rules on white

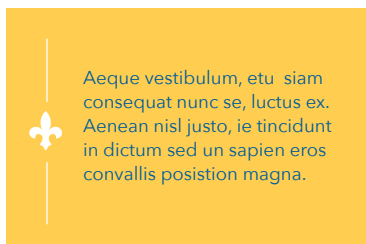
Consequat nunc sed, luctus ex.

Aenean nisl justo, tincidunt in dictum non, consequat at massa. Sed sodales eros sed sapien convallis posuere.

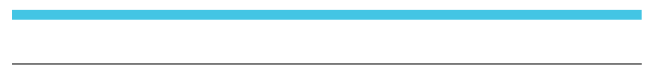
Subheads (Avenir Demi Bold) and body text (Avenir Regular)



Screened Seal



Fleur de lis with rule for marking captions



Thick and thin colored and tinted rules for division of space

Lorem ipsum dolor sit amet sodales justo.

Secondary headline font (Publico Headline Bold)

Aenean nisl justo, tincidunt in dictum non, consequat at massa. Sed sodales eros sed sapien convallis posuere. Nisl justo, tincidunt in dictum non.

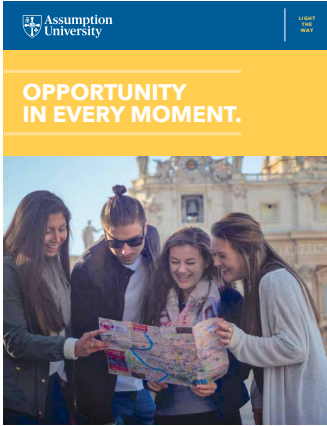
Text font (Publico Text)

TEMPLATES: BROCHURE

These templates have been created to illustrate the versatility and flexibility of the branded design elements across a variety of layout scenarios. Utilize any or all examples below to ensure a consistent brand image.

Download templates at assumption.edu/marketingrequest

COVERS



INSIDE SPREADS

CONNECTING YOUR CLASSROOM TO THE WORLD.

Consequat tunc sed, luctus eu. Amet et sed, tristique in dictum non, consequat at massa. Sed sodales eros sed sapien convallis posuere. Vivamus nisi libero, accumsan in nisl a varius interdum velit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices sagittis congue. Donec porttitor sed auctoritatis. Nullam quisquam nisi.

LOREM IPSUM DOLOR AMET.

Consequat tunc sed, luctus eu. Amet et sed, tristique in dictum non, consequat at massa. Sed sodales eros sed sapien convallis posuere. Vivamus nisi libero, accumsan in nisl a varius interdum velit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices sagittis congue. Donec porttitor sed auctoritatis. Nullam quisquam nisi.

"Etiam maximus tellus non imperdiet interdum. In eu nisi vel quam laoreet consequat." Vestibulum quis viverra tellis. Nulla enim accumsan sagittis enim nec facilisis. *Maximus tellus non imperdiet interdum.

WONDERFUL PERSON (SCHOOL OF NURSING, 2022)

HEADLINE FOR THIS SECTION CAN BE PLACED RIGHT IN THIS AREA.

THE BIG 3:

- 1. Lorem
- 2. Ipsum
- 3. Dolor

Adipiscing at labore et dilata.

Consequat tunc sed, luctus eu. Amet et sed, tristique in dictum non, consequat at massa. Sed sodales eros sed sapien convallis posuere. Vivamus nisi libero, accumsan in nisl a varius interdum velit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices sagittis congue. Donec porttitor sed auctoritatis. Nullam quisquam nisi.

Belief in the dignity of each person is the foundation of an Assumption education. Whoever shares this belief and wants to discover the breadth and depth and source of that dignity will find a home at Assumption.

"It's not enough to teach. One must help students to raise their rights."

Headline for this section can be placed right in this yellow area.

Adipiscing at labore et dilata.

Consequat tunc sed, luctus eu. Amet et sed, tristique in dictum non, consequat at massa. Sed sodales eros sed sapien convallis posuere. Vivamus nisi libero, accumsan in nisl a varius interdum velit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices sagittis congue. Donec porttitor sed auctoritatis. Nullam quisquam nisi.

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"It's not enough to teach. One must help students to raise their rights."

Headline for this section can be placed right in this gold area.

Adipiscing at labore et dilata.

Consequat tunc sed, luctus eu. Amet et sed, tristique in dictum non, consequat at massa. Sed sodales eros sed sapien convallis posuere. Vivamus nisi libero, accumsan in nisl a varius interdum velit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices sagittis congue. Donec porttitor sed auctoritatis. Nullam quisquam nisi.

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"It's not enough to teach. One must help students to raise their rights."

TEMPLATES: ONE-PAGER

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Download templates at assumption.edu/marketingrequest

TWO-SIDED EXAMPLE (PROGRAM ONE-PAGER)



APPLIED BEHAVIOR ANALYSIS

Learn the science of behavior so that you can make a positive difference in the lives of your clients.

PROGRAM OVERVIEW

The Applied Behavior Analysis (ABA) program at Assumption University prepares students for careers as applied behavior analysts. Graduates of our program will be well-prepared for both clinical and research-based positions. Our program teaches the science of behavior which is essential for individuals interested in autism, general and special education, developmental and intellectual disabilities, social work, and related fields.

The multi-disciplinary focus of the ABA program highlights application across multiple contexts, so you are well-prepared to serve your clients' diverse needs. The comprehensive curriculum covers the applied, experimental, and conceptual branches of behavior analysis, giving you a strong foundation to further your career. Students can customize their degree by choosing from elective courses in human development, autism, intellectual and developmental disabilities, collaboration, and counseling.

For information about our Applied Behavior Analysis Program, please email graduate@assumption.edu or call (508) 767-7387. Visit us online at www.assumption.edu/aba.



The program meets coursework and fieldwork requirements to apply for licensure as an applied behavior analyst in Massachusetts. The course sequence has been verified by the Association for Behavior Analysis International (ABAI) as meeting the education requirements to apply to sit for the BCBA exam. Our combined pass rate on the BCBA exam from 2018 to 2019 is 82%, compared with the national average of 63% for 2019.

SCHOOL OF GRADUATE STUDIES

Diverse Career Path Options

This program is ideal for students interested in working with people with autism and related disabilities. An ABA degree is also relevant in clinical psychology, behavioral medicine, counseling, job effectiveness, sports training, environmental protection, education, exercise and health, business, criminology, and other areas. Our coursework is multi-disciplinary and demonstrates how behavioral principles can be applied in a variety of settings.

A Well-Rounded Education that Gives You Options

Our program includes coursework in applied, basic, and conceptual behavior analysis and is designed for students who wish to become well-rounded behavior analysts with the flexibility to work in a range of settings. We teach evidence-based approaches to assessment and treatment that are widely applicable.

Fieldwork and Practicum Experience

Fieldwork is an essential part of training to become an applied behavior analyst because it allows you to develop the competencies you need to accurately assess behavior and develop successful interventions for your clients. A benefit of the program is that it includes practicum classes that allow students to obtain supervision of fieldwork hours in a manner that is coordinated with their coursework. The practicum sequence is overseen by a practicum coordinator and supervision is provided by BCBA's with extensive experience providing training to students.

➕

FULL COURSE DESCRIPTIONS CAN BE FOUND AT
assumption.edu/aba

FOR COST INFORMATION PLEASE GO TO
www.assumption.edu/gradfinaid



COURSE OF STUDY

Behavior Analysis Courses

ABA 500: Principles of Learning and Behavior Analysis*

ABA 501: Measurement and Research Methods in Behavior Analysis*

ABA 600: Behavioral and Functional Assessment*

ABA 601: Behavioral-Analytic Interventions I*

ABA 602: Behavioral-Analytic Interventions II*

ABA 603: Ethical, Legal and Professional Topics in Behavior Analysis*

ABA 604: Conceptual Foundations of Behavior Analysis*

ABA 605: The Experimental Analysis of Behavior

ABA 804: Integrative Seminar in ABA

Behavior-Analytic Fieldwork Courses

ABA 700: Practicum in Applied Behavior Analysis I

ABA 701: Practicum in Applied Behavior Analysis II

ABA 702: Practicum in Applied Behavior Analysis III

ABA 703: Practicum in Applied Behavior Analysis IV

ABA 710: Practicum in Applied Behavior Analysis I: Group Supervision

Interdisciplinary Electives (Choose 2)

ASD 640: Collaboration and Coordination: Autism Spectrum Disorders

or RCP 530: Introduction to Counseling Theory and Practice

ABA 503: Behavior Analysis and Intellectual and Developmental Disabilities

or ASD 600: Foundations and Characteristics of Autism Spectrum Disorder

PSY 502: Psychology of Development or

SCP 545: Human Growth and Development through the Life-Span

or SED 563: Developmental Pathways and Challenges

ABA 704: Practicum in Applied Behavior Analysis V

Optional Courses

ABA 800: Pre-thesis Seminar in ABA

ABA 801: MA Thesis in ABA I

ABA 802: MA Thesis in ABA II

ABA 803: MA Thesis in ABA III

*ABAI Verified Course Sequence course

SINGLE SIDED EXAMPLE (EVENT LEAVE-BEHIND EXAMPLE)





THANK YOU FOR VISITING ASSUMPTION UNIVERSITY.

We apologize for the inconvenience, but we are closed for visits today due to significant construction as we improve the on-campus experience and expand opportunities for students. This includes the construction of our new 41,000 sq. ft. state-of-the-art health sciences building, expansion to our student parking garage, and roadway resurfacing.

WE WOULD BE HAPPY TO HOST YOU SOON FOR ONE OF OUR AVAILABLE EVENTS!

Walking Tour
Monday - Friday, limited time slots available daily

Our campus tour includes a 30-minute presentation with an admission staff member and a student-led walking tour of campus where you will see academic buildings, a first-year residence hall, our student union, gymnasium, recreation center, and more!

Virtual Events
Browse our website for this week's schedule

Virtual visit opportunities allow you to learn remotely what it would be like to be an Assumption student. From information presentations to student panels, admission interviews to showcases, browse our upcoming virtual events online.

Coming Soon: Drive-Thru Tour
Monday - Saturday, limited dates due to construction

Families will soon be able to explore our campus from the comfort of their own vehicle! Visit our website to see when registration is available!

To register, visit www.assumption.edu/visit.

CONTACT ADMISSIONS

We are excited to speak with you and would be happy to discuss your admission questions or to assist you in planning your visit to campus. Contact Undergraduate Admissions at 508-767-7285 or by email at admiss@assumption.edu.

You can also scan here to chat directly with members of our admission staff or current students!

1. Open the camera on your phone
2. Hover over the QR code
3. Click on the tab the pops up at the top of your screen
4. Start chatting!

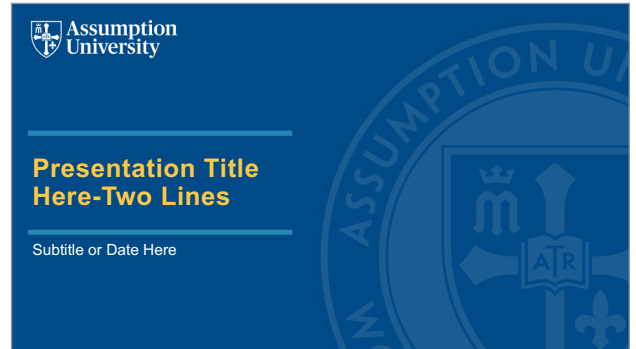
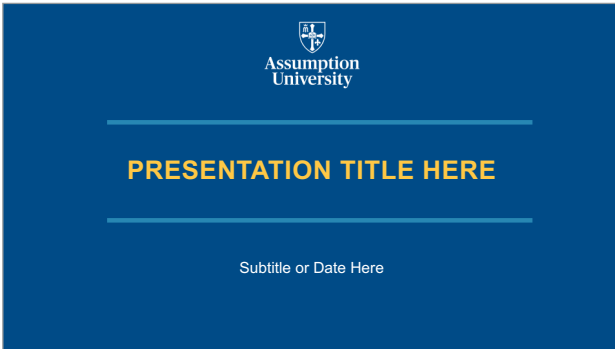


TEMPLATES: PRESENTATION SLIDES

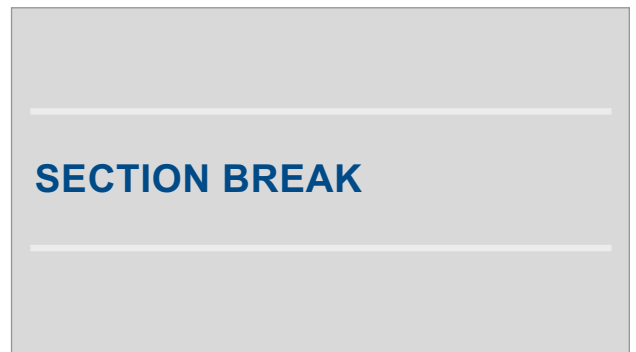
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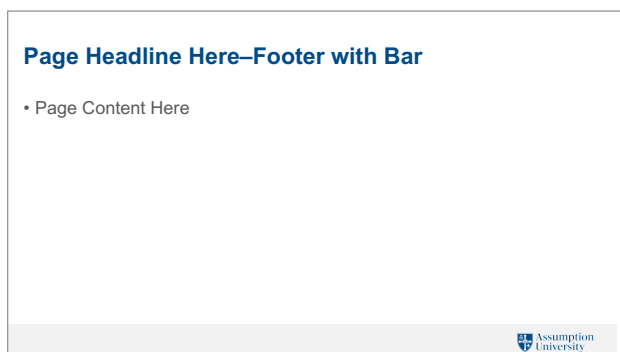
COVER PAGE OPTIONS



SECTION BREAK PAGE OPTIONS



CONTENT PAGE OPTIONS



TEMPLATES: POSTERS

These templates have been created to ensure a consistent brand image.

Download templates at
assumption.edu/marketingrequest

WITH BLUE HEADER BAR / DEGREE OFFERING LISTING BOX

Assumption University
SCHOOL OF GRADUATE STUDIES

CLINICAL COUNSELING PSYCHOLOGY

DEGREE OFFERED:
Master of Arts (M.A.) in Clinical Counseling Psychology
Master of Arts (M.A.) in Clinical Counseling Psychology
Master of Arts (M.A.) in Clinical Counseling Psychology

The only M.A. In the U.S. incorporating Cognitive Behavioral Therapy throughout the entire curriculum.

- Fill a need for skills based counselors with practical cognitive therapy experience
- All faculty bring extensive clinical experience to the classroom
- Complete the 60 credit Master's Program in two years for just over \$40k
- Graduate Fellowships available — Fellows receive tuition waivers or 30 credits
- Graduates are prepared to meet the educational requirements for licensure as a Mental Health Counselor in Massachusetts and most other states
- Students can attend lectures at the Aaron T. Beck Institute for Cognitive Studies at Assumption College, hearing from renowned CBT practitioners from around the globe

View application deadlines and learn more about the program at:
www.assumption.edu/counspsyh

WITHOUT HEADER BAR / DEGREE OFFERING LISTING BOX

Assumption University
SCHOOL OF GRADUATE STUDIES

M.A. CLINICAL COUNSELING PSYCHOLOGY

The only M.A. In the U.S. incorporating Cognitive Behavioral Therapy throughout the entire curriculum.

- Fill a need for skills based counselors with practical cognitive therapy experience
- All faculty bring extensive clinical experience to the classroom
- Complete the 60 credit Master's Program in two years for just over \$40k
- Graduate Fellowships available — Fellows receive tuition waivers or 30 credits
- Graduates are prepared to meet the educational requirements for licensure as a Mental Health Counselor in Massachusetts and most other states
- Students can attend lectures at the Aaron T. Beck Institute for Cognitive Studies at Assumption College, hearing from renowned CBT practitioners from around the globe

View application deadlines and learn more about the program at:
www.assumption.edu/counspsyh

TEMPLATES: POSTCARDS

These templates have been created to ensure a consistent brand image.

Download templates at assumption.edu/marketingrequest

FRONT OPTIONS

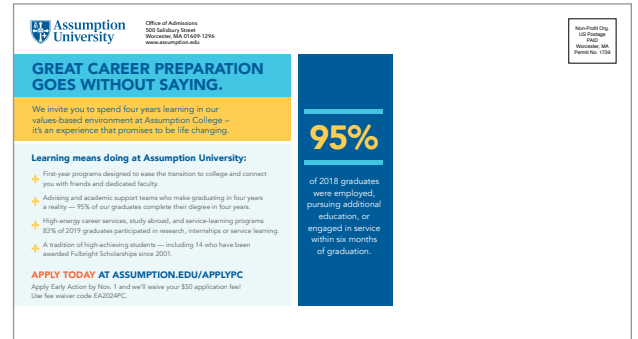
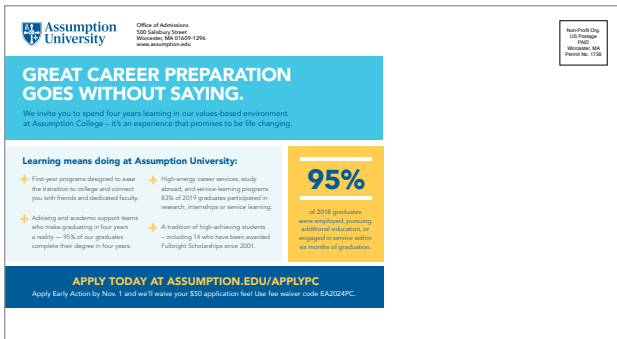


With thick rule



Without thick rule

BACK OPTIONS



TEMPLATES: INVITATION

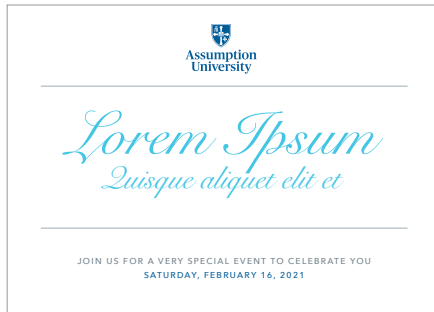
These templates have been created to ensure a consistent brand image. Assumes a horizontally folding 4-panel invitation.

Download templates at assumption.edu/marketingrequest

FRONT OPTIONS



Seal with PMS 301 Blue headline



Logo with PMS 637 Blue headline

BACK OPTIONS



Blue Background



White Background

INSIDE OPTIONS



White background

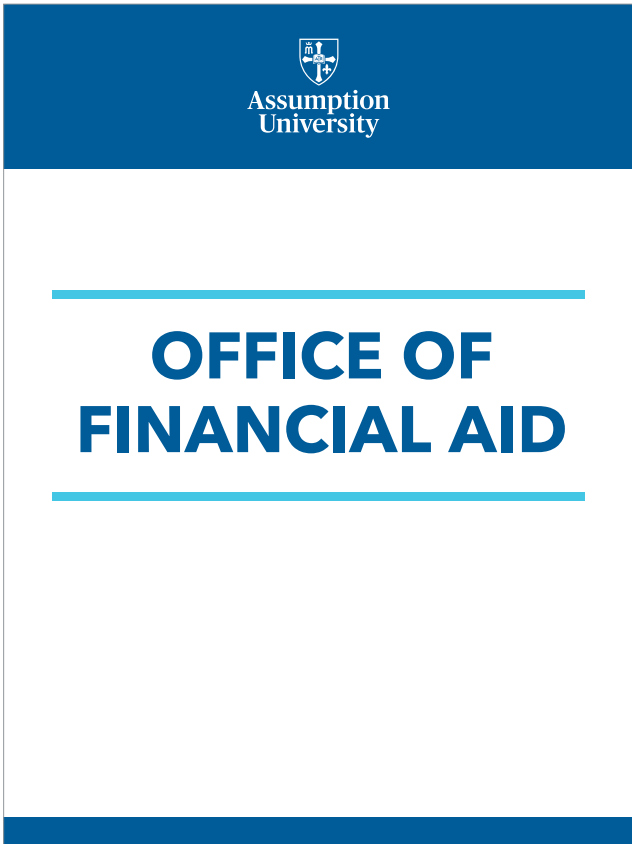


Gray and white background

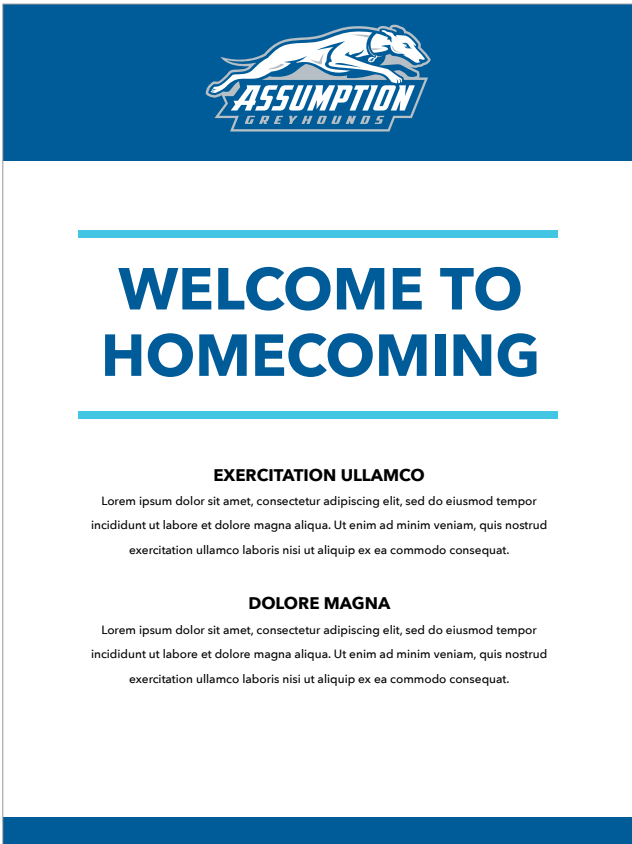
TEMPLATES: SANDWICH BOARDS/SIGNAGE

These templates have been created to ensure a consistent brand image.

Sandwich boards can be requested through Curry Printing by emailing CurryPrinting@assumption.edu. Templates can also be downloaded at assumption.edu/marketingrequest.



Header with Assumption University logo



Header with Assumption Greyhound logo

TEMPLATES: EMAIL SIGNATURE

The below template should be used for all email signatures. with the appropriate logo for your school.

EMAIL SIGNATURE EXAMPLE WITH SPECIFICATIONS

Jon Smith (Arial Bold, 10pt, line spacing 12pt, blue–Hex # 004B87)
Director of Marketing (Arial Regular, 10pt, line spacing 12pt, blue–Hex # 004B87)

Office: 508-555-5555 (Arial Regular 9pt, Line spacing 12pt, gray-Hex#2E2E2E)
Cell: 781-777-7777
500 Salisbury Street
Worcester, MA 01609



[Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Instagram](#) (Arial Regular 9pt, Line spacing 12pt, gray-Hex#2E2E2E)

TEMPLATES: ZOOM BACKGROUNDS

University-branded Zoom backgrounds are available for your virtual meetings.

Download Zoom backgrounds at assumption.edu/marketingrequest



TEMPLATES: STATIONARY

Letterhead, envelope and business card templates can be customized through Curry Printing. In addition to the standard Assumption template below, templates are available for each school..

Stationary can be ordered through Curry Printing at:
https://www.curryprinting.com/customer_portal/



Office of Admissions
500 Salisbury Street
Worcester, MA 10609
508.555.5555
assumption.edu



John Smith
*Vice President for
Enrollment Management*

500 Salisbury Street
Admissions House, Office 123
Worcester, MA 10609
Office: 508.555.5555
Cell: 508.666.6666
j.smith@assumption.edu

Business card front



Business card back



Office of Admissions
500 Salisbury Street
Worcester, MA 10609

#10 envelope

8.5"x11" letterhead

