

BRAND GUIDE

# Concerned Students of Middlebury

*Representing the Underrepresented & Hearing the Unheard*  
EST. 2020



CONCERNED STUDENTS OF  
MIDDLEBURY COLLEGE

Middlebury College • Middlebury, Vermont, 05753

CREATED JANUARY 2021

By Myles C. Maxie, CSM Founder & President

# The Mission

The Concerned Students of Middlebury (CSM) is a collective of student organizers who are committed to challenging the status quo that the College has maintained. We exist to fight for the liberation of our BIPOC, disabled, queer, poor, first-generation, and otherwise marginalized students of today and tomorrow. The freedoms we seek do not equate to the rearrangement or redecoration of elite, white supremacist hegemony at the College, but, instead, its complete abolition and transformation, channeling healing, power, and justice for all communities at this institution.

Our organizers come from communities all over the world, but that is not to say that our struggles in this life are the same. We commit ourselves to a framework of restorative justice, conflict resolution, coalition building, and accountability that will educate, center, and guide those of us from privileged upbringings and backgrounds. We commit ourselves to respect and to uplifting the work of those who have paved the way before us. It is their history of resistance and liberation from which we continue to grow from and we pledge to keep working for liberation for all of us.

Agents against change, upholding the white supremacist framework rooted in much of society, may seek to invalidate our fight or create barriers to our work, but we know dismantling oppressive systems are lifelong and challenging battles. The results of these battles may at times be filled with frustration and despair but also many are filled with insurmountable hope and imagination. It is these instances that allow us the will to believe there can be a better future. Our hope is that our work supporting those of marginalized backgrounds not only supports those directly affected but also educates those who may not have ever identified with freedom struggles or the interconnectivity of oppressions.

To challenge the borders of the College, we must ensure that our collective voices echo within the chambers of every person's heart and mind in the Middlebury College community. It is not enough to fight for the seat at a table where we are unvalued and unwanted guests eating off the same oppressive, centuries-old menu. The time now is to create a stage where our histories cannot be disregarded, and where equity is the priority.

Concerned Students of Middlebury Co-Founders

*Updated June 2021*

# The Typeface(s)

Organization documents such as this are typed in Advent Pro, with proper

**emphasis**

or

subtlety

given as needed.

The website typeface is "Actor" for the majority of text. The only exceptions present itself

- in the title which uses Advent Pro and
- in buttons, which use "Libre Franklin".

Our email communications utilize Calibri Light with sections **bolded**, or underlined when needed.

Finally, our logo utilizes Futura (pulled from Adobe Spark, where the original logo design was created in 2020).

# The Palette



Middlebury Snow White



Made of Stone



Cut from Marble



A Brighter Middlebury



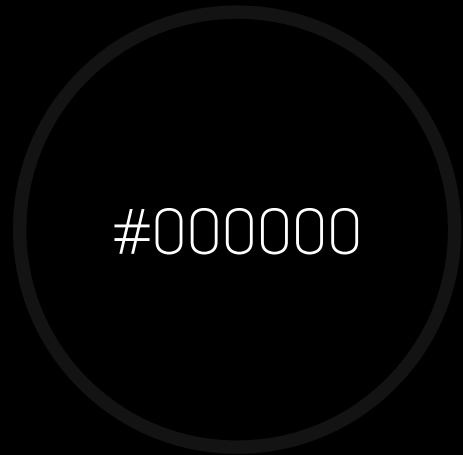
Building on Hope



Certainty Defined



Brave New World



Our Future Untold

# The Logo



Our Future Untold