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Brand Guidelines

Welcome!

This book is a guide to the Wheaton College brand. Through understanding the vision, values and ideas that are core to the Wheaton College identity and the visual and verbal tools that are used to express those qualities, the work that is done to communicate the brand and fulfill its promise will strengthen and perpetuate the Wheaton College experience and its reputation.

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Brand strategy and design by Minelli, Inc.

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**Where the
community
inspires
and potential
thrives**









Brand strategy



Why does brand matter?

At the heart of any high-performing organization are guiding principles and values that align strategic intentions with day-to-day operating practices. These guiding principles shape the brand and every expression of it from the company culture to customer interactions and beyond—it is reflected in the website, printed material, marketing and all communications. The creation of a strong brand identity builds internal alignment and customer loyalty. When everyone across an organization speaks with one voice and delivers a consistent message, the people served better understand the value provided.

A brand is organic. A brand truly flourishes when it becomes part of the culture and is reflected in everyone's roles and responsibilities. The Wheaton College brand framework is built on our core values, our history of progressive education and the vision driven from our strategic plan.

A photograph of a group of people in a field at sunset. The scene is bathed in a warm, golden light. In the foreground, the back of a person's head and shoulders is visible, looking towards a group of people in the distance. The people in the background are slightly out of focus, creating a sense of depth. The overall mood is hopeful and inspiring.

Igniting the spark of possibility

Brand attributes

Personal

Empowered individuals and a one-of-a-kind collective whole.

Connected

To each other and to the world. In ideas and action.

Confident leaders

Thoughtful risk takers at home and around the world.

Inclusive

Welcoming and celebrating difference.

Life-changing

Nurturing positive change, big and small.

A network for life

Relationships that inspire and sustain.

A woman with grey hair tied back, wearing glasses, a blue long-sleeved top, and a light blue scarf, is smiling and looking down at a table. She is surrounded by art supplies, including a black container of pens, a yellow square object, and various papers and drawings. The background is a bright, indoor setting, possibly a classroom or workshop.

**Empowering
students to pursue
their passion**





Brand toolkit



Icon & wordmark

The wordmark appears both as a lock-up and unlocked with the 'W' icon and can also be used with or without the 'Massachusetts' location.



College identity

The 'W' icon, a customization of the Effra 'W' letterform, provides a powerful and simple symbol that is used to create a strong and recognizable mark on print and other collateral. The use of the 'W' honors the college's past use of the letter as an icon while its design brings a contemporary look and focus to the future.

'W' icon



'W' icon & college name



Wordmark font

The Wheaton College wordmark is designed in Effra, an open, accessible, sans serif font whose roots date back to the time of the college's founding. The use of sans serif and lowercase creates a modern and approachable wordmark that reflects the continued evolution of the school's progressive and humanistic education, its welcoming culture and its spirit of innovation. Wheaton College is always capitalized in text, only appearing in lowercase when the wordmark graphic is used.

Wheaton College competes with liberal arts colleges and universities in New England and beyond. While the use of sans serif and lowercase fonts are increasingly prevalent in the consumer product and service market, Wheaton College's strongest competitors all use a serif font for their wordmark. When compared to the competition, the sans serif, lowercase Wheaton College mark projects a strong contemporary image that positions the college as one that, while rooted in the past, is thriving in the present.

Location

Including the location with the wordmark differentiates the school clearly from the Wheaton College in Illinois. It creates a declarative statement that we are proud of our history and location. It is included in applications for audiences who are not yet familiar with the school. For on-campus and school community collateral and signage, the wordmark without 'Massachusetts' is an option.

'W' icon, college name & location



College name & location



Icon & wordmark: 'W' icon

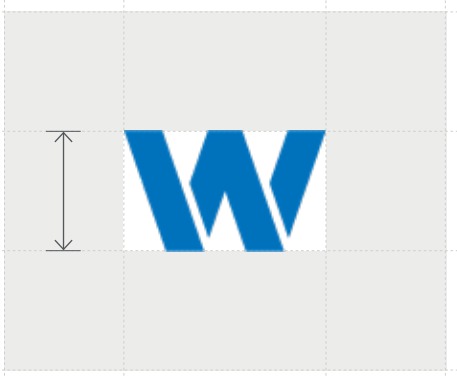
The rich signature blue and 'W' icon adds an appropriate amount of gravitas and weight to the identity. The 'W' icon used untethered from the wordmark creates dynamic graphic energy which reflects Wheaton College's diverse culture and progressive education. The bold photography and graphic style reflect and amplify the refreshed identity and further differentiate the school from its competitors.






Icon & wordmark: clear space & size

The wordmark and icon should be isolated from competing text, images and graphics by surrounding it on all sides by an adequate clear space that is equal to the height of the 'W' icon. To ensure the legibility use of the Wheaton College 'Massachusetts' icon, minimum sizes are provided for print and digital use.

Clear space



Minimum sizes

	.375" 27 px @ 72 dpi
	.275" 20 px @ 72 dpi
	.375" 27 px @ 72 dpi



Icon & wordmark: primary color

The primary icon and wordmark color is Wheaton blue. The icon and wordmark are dropped out of solid backgrounds and photography.



Icon & wordmark: misuse

Do not alter the icon in any way. Avoid physical distortions and special effects such as drop shadows. Below are some examples of misuse.

Filling with another color from the palette



Mixing the colors



Filling with a color gradient



Applying a drop shadow



Outlining the wordmark or 'W' icon



Placing the wordmark or 'W' icon in a holding shape



Placing the wordmark or 'W' icon on a gradient background



Stretching in any direction



Changing the font

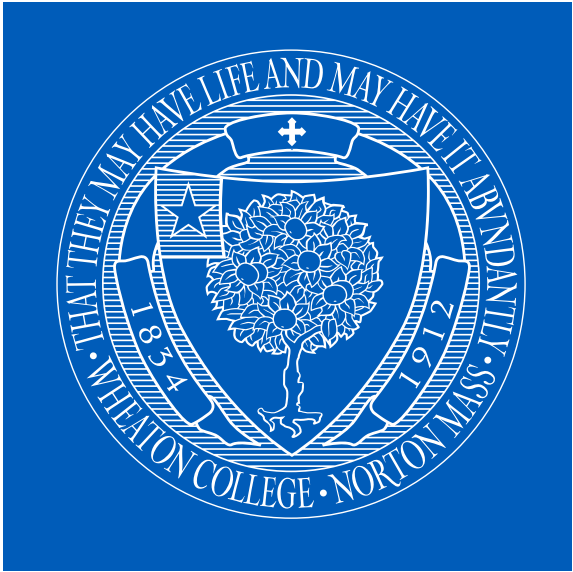
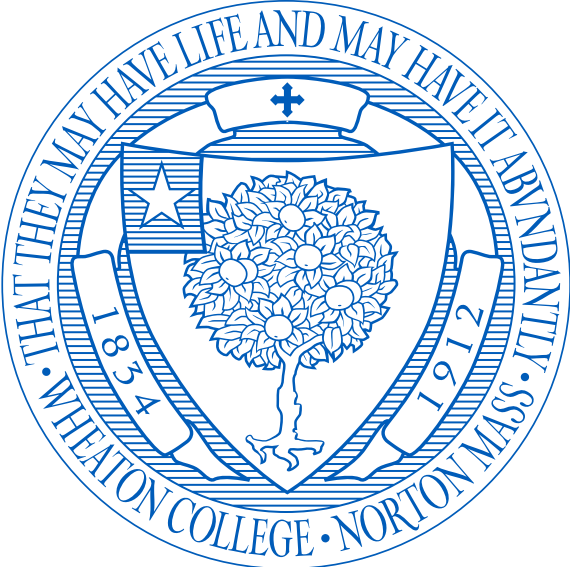


Rearranging elements



College seal

The seal is the college's most enduring institutional symbol, dating from the time Wheaton became a four-year college in 1912, when it was created entirely as an artist's drawing. The seal should be used for applications with audiences that know us well (the college's alumni, current students, faculty and staff), and within activities and materials of major institutional importance or impactful personal accomplishments. The seal should not be used as the sole identifier for external audiences that do not know the college.





Athletics identities

- The word Athletics must always be used in partnership with Wheaton College athletics wordmarks.
- The Lyons mascot icon must always be accompanied with either the Wheaton Lyons full lockup, or another Wheaton Athletics mark must be used in another placement of the same production.
- Do not create a logo by associating the Lyons mascot icon with "Wheaton Athletics" or Wheaton sports name graphics.
- Note: Sport names are typeset as "Wheaton" (larger) and the name of the sport below (smaller). These are available for use as graphics and can be acquired from Resource Space.



**WHEATON
ATHLETICS**

**WHEATON
TRACK & FIELD**

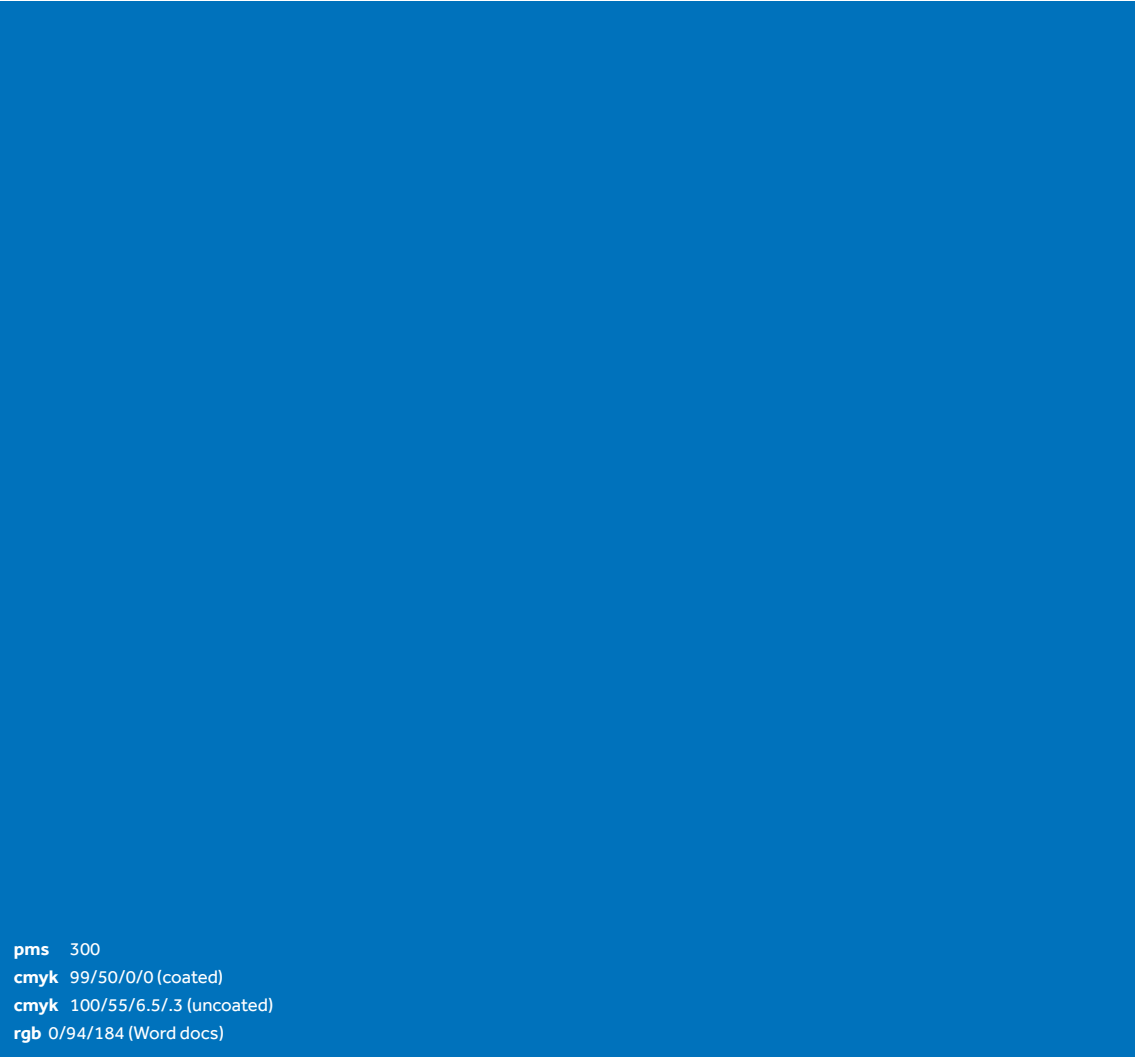


WHEATON ATHLETICS

Color

Primary color

Wheaton blue has evolved through the years, sometimes darker, sometimes brighter and not always consistent. By adopting this vibrant and strong blue and using it consistently in all applications, the brand is strengthened and becomes more clearly memorable.



pms 300
cmk 99/50/0/0 (coated)
cmk 100/55/6.5/.3 (uncoated)
rgb 0/94/184 (Word docs)

Support colors

These pairs of spot and neutral colors support the primary color and photography and are used to add depth and variety. Avoid over 'colorizing', instead choose one or two colors that best support the application.

<p>pms 179 cmymk 0/87/85/0 c rgb 224/60/49</p>	<p>pms 1805 cmymk 5/96/80/22 c rgb 175/39/47</p>	<p>pms 3262 cmymk 76/0/38/0 c rgb 0/191/179</p>	<p>pms 321 cmymk 96/3/35/12 c rgb 0/140/149</p>	<p>pms 389 cmymk 21/0/85/0 c rgb 208/223/0</p>
<p>pms 5305 cmymk 18/15/2/6 c rgb 198/196/210</p>	<p>pms 275 cmymk 100/100/7/56 c rgb 32/23/71</p>	<p>pms Cool Gray 2 cmymk 5/3/5/11 c rgb 208/208/206</p>	<p>pms 425 cmymk 48/29/26/76 c rgb 84/88/90</p>	<p>pms 383 cmymk 29/1/100/18 c rgb 168/173/0</p>

Web color palette

These colors are for use solely on the web or in web-based applications.

<p>Primary blue</p> <p>rgb 19/116/186 hex 1374BA</p>	<p>Royal purple</p> <p>rgb 32/23/69 hex 201745</p>	<p>Teal</p> <p>rgb 0/186/179 hex 00BAB3</p>	<p>Lime</p> <p>rgb 206/222/0 hex CEDE00</p>	<p>Red - PMS 1805</p> <p>rgb 175/39/47 hex AF272F</p>
<p>Light grey</p> <p>rgb 238/238/238 hex EEEEE</p>	<p>Medium grey</p> <p>rgb 226/226/226 hex E2E2E2</p>	<p>Charcoal grey</p> <p>rgb 39/46/50 hex 272E32</p>	<p>Lilac</p> <p>rgb 200/196/210 hex C8C4D2</p>	

Typography: fonts

Primary font: Effra

Effra is used for both headlines and body text. It comes in a variety of weights, allowing for flexibility in type treatment.*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . ? ; () ! @ # \$ % ^ & *

Alternative font: Arial

If Effra is not available, Arial is used.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 . ? ; () ! @ # \$ % ^ & *

Primary print font: Abril

Abril is used for body text only in printed materials. Serif fonts are not used for headlines, titles or ethos statements.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 0 1 2 3 4 5 6 7 8 9 . ? ; () ! @ # \$ % ^ & *

Alternative print font: Palatino Linotype

Palatino is used for word processing and applications where Abril is not available. As with Abril, Palatino is not used for headlines, titles or ethos statements.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 . ? ; () ! @ # \$ % ^ & *

Web fonts: Roboto

For application on the web, the Google fonts Roboto (headlines) and Work sans (body copy) are used.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 . ? ; () ! @ # \$ % ^ & *

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 . ? ; () ! @ # \$ % ^ & *

Typography: font case

- Standard sentence-case is used for bold ethos statements in strong graphic treatments
- When ethos statements are used as headlines, they follow the headline and title style e.g. "Where potential thrives"
- Wheaton College NEVER appears in lowercase except in the logo
- Headlines and titles are sentence-case with sentence capitalization. (Boston Globe style not New York Times style) e.g. This is your campus—vibrant, diverse, engaged." NOT... "This is Your Campus—Vibrant, Diverse, Engaged."
- Proper names are always capitalized e.g. "A conversation with web designer, mother and professional beat boxer Camille." "What is the Wheaton Edge?"
- Ampersands can be used in section heads but not titles (unless it is part of a proper name) e.g. "News & Events" is fine... "Camille: web designer, mother & professional beat boxer" is not
- All caps can be used selectively for section heads, links on the website, etc. but not titles
- All caps is never used for headlines, titles or ethos statements e.g. "IGNITING THE SPARK OF POSSIBILITY" is not the Wheaton College brand

*The Wheaton College wordmark is designed in Effra, an open, accessible, sans serif font whose roots date back to the time of the college's founding. The use of sans serif and lowercase creates a modern and approachable wordmark that reflects the continued evolution of the school's progressive and humanistic education, its welcoming culture and its spirit of innovation.

Typography: paragraph styles

With the range of Effra weights and careful use of paragraph styling, text is clearly and elegantly presented. The paragraph styles for this book are shown in the following examples.

Effra Bold
67/69
H1 Title

**Title, brand
and message
statements**

Effra Bold
25/27
H2 Subtitle

Subtitle

Effra Bold
65/67
H3 Section

Section divider

Effra Bold
26/28
H4 Header

Page header

Effra Bold
15/17
H5 Header

Page header

Effra Bold
12/15
H6 Header

Page item header

Effra Light
13/16
P Intro paragraph

Page description lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

Effra Light
9/12
P Paragraph A

Page item lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Effra Regular
7/10.5
A Caption

Caption lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

Typography: web styles

Roboto and Work Sans are for web use as header and body fonts, respectively. Below are approximate guides for reference, adapted to print format.

(Roboto bold)

82 pixels

H1 Heading

48 pixels

H2 Heading

32 pixels

H3 Heading

24 pixels

H4 Heading

Web Style Guide

COLOR



TYPOGRAPHY

H1 Heading Style

H2 Heading Style

H3 Heading Style

H4 Heading Style

ROBOTO

Intro styling text. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam quis, nostrud exercitation

Body copy styling. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip, commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

ICONS & GLYPHS



BUTTONS & LINKS



Where potential thrives

The Wheaton College voice is engaging, passionate and clear. It is honest, unpretentious, accessible, conversational and deeply optimistic.

Ethos statements and headlines are declarative, underscoring the primary values that support the brand and define the Wheaton College experience. Supporting text is written in the active voice and is free from extravagant use of superlatives and jargon. The voice reflects the culture. It is welcoming, informative and smart.

**Empowering
students to
pursue their
passion**

**Liberal arts
unbound**

**Progressive
education
with timeless
values**

**Where the
community
inspires
and potential
thrives**

**Igniting the
spark of
possibility**

**Connections
and confidence
for life**

Design intent

In both print and digital, Wheaton College materials are modern and memorable, relying on an energetic visual vocabulary that is innovative yet approachable, presenting an open invitation that is ripe with possibility.

Balancing a vibrant, energetic approach that is distinctive but never chaotic, Wheaton College design is, above all, intentional and thoughtful. The use of oversized headlines, bold color, transparencies, text overlay and full-bleed images are all part of the tools. Because there are no set templates for design, it is up to the designer to choose the appropriate elements and balance the use of strong and quieter elements to evoke the brand.



A semi-transparent 'W' icon on a photograph is bold and memorable.

Less is more

Design

Choose elements in the toolkit carefully. Let the brand identity shine. Use only what is needed to get the idea across. It is not necessary to 'decorate' print or online collateral. Rely on strong photography. Avoid adding extra design elements, lines, squiggles, etc. Never use clip art or canned illustrations, if there is no photography, use bold text, vibrant colors and texture.

Evoke, don't explain

Content

We respond strongly when images and words are evocative and emotional. Use strong photography and evocative language to get attention. Details can be included in simple and clear text with data points as needed. Evaluate each application and include only the content needed to create action.

Have a point of view

Tone

Use declarative statements and a strong, active voice. Create memorable pieces by communicating clearly and with passion. Use first person quotes and personal stories. Create a clear call-to-action.

Online visual elements

BUTTONS & LINKS



UI ELEMENTS

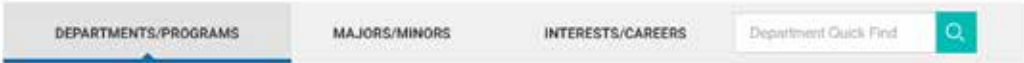


prefooter ctas.



cards

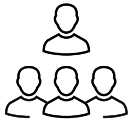
stats



tabs

Icons

Icons



STUDENT/FACULTY RATIO



EVENT/CALENDAR



TIME



GRADUATION



SCHOLARSHIP



ALUMNI



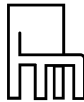
HOUSING



CLUBS/ORGANIZATIONS



COFFEE RUN



CLASS SIZE



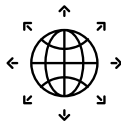
STUDENT/GRADUATE



COMPASS



WHEATON EDGE



GLOBAL



TEACHER



INTERNSHIP

Glyphs



VISIT/LOCATION



INFO



APPLY



CONNECT



EMAIL



ATTEND EVENT



GIVE



BUILDING/HALL



PHONE



COFFEE TO GO

Photography

Strong photography is a primary element of the Wheaton College brand. The quality of the photograph is as important as the subject. All photography should be the highest quality. This is true for marketing materials as well as photographs used to document events. Great light, thoughtful cropping, good color, the right moment, interesting detail, strong composition and distance from the subject are all important considerations when taking and choosing photographs.





Photography: top level

- Capturing the height of the moment
- Evoke, don't explain
- Energy and beauty





Photography: community & experience

- Celebrating community and personality
- Point of view
- Represented through unexpected angles, scales, movement
- Energy and beauty
- Engaged in the experience





Photography: portraits of Wheaton

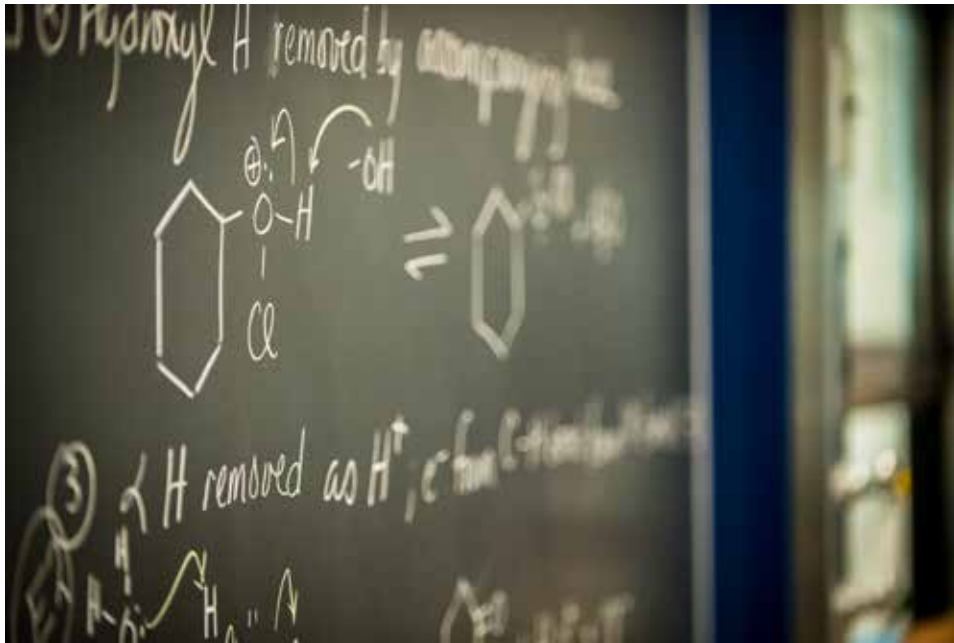
- Individual personalities
- Singular and together
- Expressing joy, wonder
- Engagement, curiosity





Photography: details & textures

- Interesting compositions and focus
- Dynamic in both movement and static images





Photography: celebrate the campus

- Celebrating the natural beauty of the campus
- With and without people
- Capturing light, shadow, color and atmosphere
- Representing a place you want to experience





Expression



1,650
students

70+ countries	22% domestic students of color	1834 founded
40 states	12% international students	1912 granted college charter

Statistics and dates are represented boldly, often with numbers that are significantly bigger than the accompanying words.



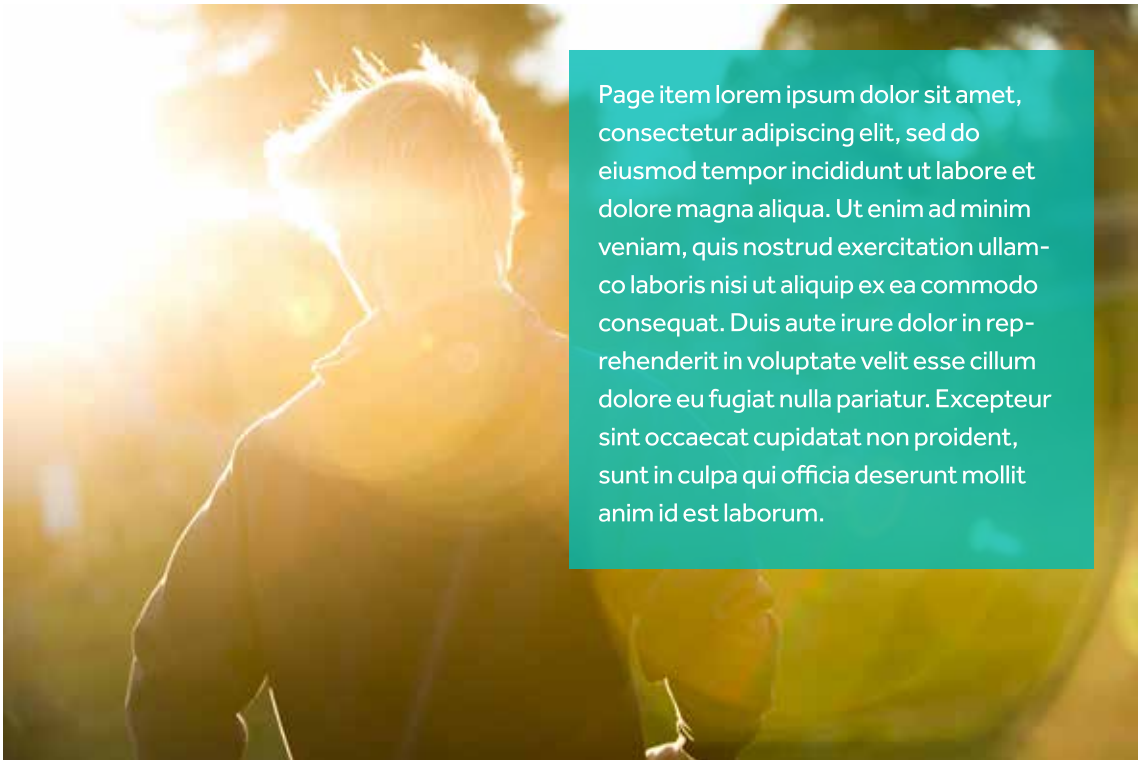
**authentic
experiences
build confident
leaders**

Wheaton students are thoughtful-risk takers, embracing and managing change at home and around the world. Study abroad opportunities includes short-term intensive sessions, semester and full-year offerings—in more than 40 countries, including Wheaton's distinctive program in Bhutan. Students collaborate with faculty on research, participate in internships, field experience, co-ops and practicums. The Wheaton Edge guarantees funding for internships or other experiential learning opportunities, fueling wide-ranging experiences including internships, service positions, independent research, and entrepreneurial projects.

Large areas of small text are best set in dark neutrals over white or light neutral background.



When using full-bleed images, set type in white and place over dark areas. A supporting color can be used to add emphasis.



Similar to titles, text can be dropped out of photos and transparent color can be added for readability.

