# wheaton college
## massachusetts

JANUARY 2026

# Brand Guidelines

# Welcome!

Welcome to the brand guidelines for Wheaton College. These guidelines are designed to provide clear direction to effectively represent our college's identity across all platforms and communications. Our brand is more than a logo or a color palette—it's the embodiment of our values, vision, and the unique experience we offer.

This document serves as a toolkit to help you convey Wheaton College's voice consistently and with impact, ensuring that every interaction with our brand reflects the excellence and integrity we stand for. Whether you are crafting a message, designing visual assets, or engaging with our community, these guidelines will help you align your work with the essence of who we are.

Together, we can create a cohesive, recognizable, and inspiring brand that not only resonates with our audience but also strengthens our reputation for years to come.

## Contact

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# Brand Strategy

# Why does brand matter?

At the heart of any 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 culture to 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 lifelong 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 the college's core values, its history of progressive education and its strategic vision.

# The Place for being...

# Challenged, Championed, Supported and Seen.
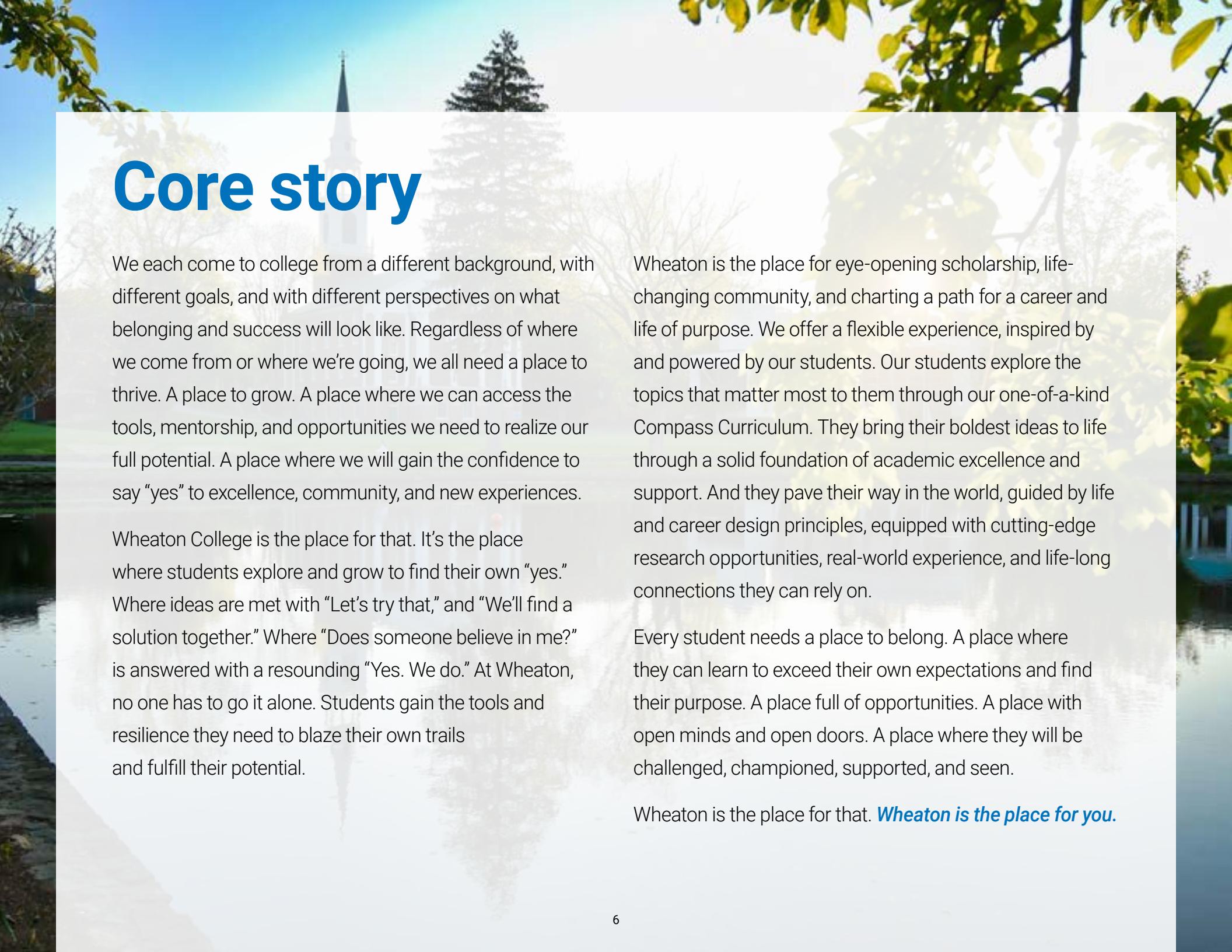
# Core story

We each come to college from a different background, with different goals, and with different perspectives on what belonging and success will look like. Regardless of where we come from or where we're going, we all need a place to thrive. A place to grow. A place where we can access the tools, mentorship, and opportunities we need to realize our full potential. A place where we will gain the confidence to say "yes" to excellence, community, and new experiences.

Wheaton College is the place for that. It's the place where students explore and grow to find their own "yes." Where ideas are met with "Let's try that," and "We'll find a solution together." Where "Does someone believe in me?" is answered with a resounding "Yes. We do." At Wheaton, no one has to go it alone. Students gain the tools and resilience they need to blaze their own trails and fulfill their potential.

Wheaton is the place for eye-opening scholarship, life-changing community, and charting a path for a career and life of purpose. We offer a flexible experience, inspired by and powered by our students. Our students explore the topics that matter most to them through our one-of-a-kind Compass Curriculum. They bring their boldest ideas to life through a solid foundation of academic excellence and support. And they pave their way in the world, guided by life and career design principles, equipped with cutting-edge research opportunities, real-world experience, and life-long connections they can rely on.

Every student needs a place to belong. A place where they can learn to exceed their own expectations and find their purpose. A place full of opportunities. A place with open minds and open doors. A place where they will be challenged, championed, supported, and seen.

Wheaton is the place for that. *Wheaton is the place for you.*

# Messaging rationale

"The Place for..." concept is centered on the idea that every student needs a place to thrive, grow, and learn, and Wheaton is the perfect environment for students to reach their highest potential. From a flexible curriculum to student-run clubs, faculty collaborations, research opportunities, community and beyond, Wheaton is uniquely equipped to help each student achieve their goals and explore their interests.

"The Place for..." is also inherently inclusive. It asserts that everyone is looking for a place to belong, and Wheaton can be that place for every student. It also emphasizes Wheaton's supportive community and flexibility by using phrases like "No one has to go it alone," and "If there isn't a clear path, we'll build one together."

Headlines can be as concept-forward as "The Place for Yes" or "The Place for Let's Try That," which explicitly use "The Place for..." model.

Headlines can also be concept-inspired, incorporating "Place" through other constructs, such as "A Time and A Place" or "This Must be the Place." Finally, headlines can be concept-subtle, embodying the spirit of the concept without using the word "Place" at all, such as "Thrive at Wheaton" or "There's a Club for That." Calls to action can be as concept- inclusive as "Find Your Place" or as direct as "Apply Now."

# Voice

The tone of our brand is confident, encouraging, and empowering. When addressing a student or prospective student audience, our brand has a relatable quality that uses practical language. The language should always be supportive, emphasizing that Wheaton can help them reach their goals and give them unique opportunities. There is also opportunity for writers to use a call-and-response motif as demonstrated in the core story, with the student asking a question, like "Does someone believe in me" and the college replying "Yes, we do." This demonstrates the sentiment of the campaign very clearly, ie. Wheaton does not expect students to have all the answers or their ducks in a row, but here, they will find people who are eager to help them succeed.

When addressing other audiences, such as donors, faculty, or alumni, this campaign can take on a more polished tone while remaining personable. While the student-centric copy takes on more of a present and future focus, emphasizing how Wheaton can help them succeed today, other audiences may be more interested in how Wheaton has proven itself in the past and is worthy of investment for the future. For example, "Wheaton is a special place…For decades, we have invested in a transformative, rigorous, interdisciplinary liberal arts education model, and we're not slowing down." The content of this sentence is more legacy-focused than the content that students might be interested in, but it still fits within this concept. The tone, while more elevated, similarly demonstrates Wheaton's can-do spirit.

# 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 differences.

## Life-changing

Nurturing positive change, big and small.

## A network for life

Relationships that inspire and sustain.

# Brand Toolkit

# Logo (icon & wordmark)

The wordmark appears as a lockup with the 'W' icon and includes the 'Massachusetts' location. This is the primary and preferred presentation of the logo, as it strongly associates the identity of the college with the icon and reinforces the college's location.

**wheaton college massachusetts**

## 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.

## 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.

## 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.

# Alternate lockups

The full lockup version of the wordmark and icon should be used in most instances. However, given the wide variety of contexts in which the college's wordmark and icon appear, there are several alternate presentations of the wordmark that may be used in certain circumstances.

### Without the icon

On some occasions, the full lockup of the wordmark with the 'W' icon may be repetitive, such as when the icon is displayed as a design element. In such cases, the wordmark may include a version without the 'W' icon and one without the 'Massachusetts' location. Use of these alternatives should be reserved for uses that are internal to the campus community, such as signage and apparel.

### Without the location

The location of Wheaton College is an important element for differentiation from Wheaton College in Illinois, and its inclusion is preferred in most instances. For on-campus uses, the wordmark and icon without the 'Massachusetts' is an option.

### Stacked presentation

Stacking the 'W' icon above the wordmark creates a square layout format that allows the identity to be used effectively in certain circumstances, such as on branded apparel and on some digital platforms. This layout option should be used sparingly and only when required, e.g. for apparel. The full lockup remains the primary logo or mark of the institution and should be used in most instances.

# Logo: '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 that 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.

In most cases, it is preferable to pair the W icon with the wordmark as shown on the preceding pages, or including the wordmark elsewhere on the publication or product. This serves to reinforce the identity of the W as a college brandmark.

# Logo: clear space and size

The logo should be isolated from competing text, images and graphics by surrounding it on all sides with an adequate clear space that is equal to the height of the 'W' icon. For the stacked logo, use the height of the wordmark. Minimum sizes are provided for print and digital use.

## Clear space definition
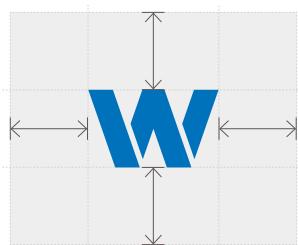


## Minimum sizes

.275"
20 px @ 72 dpi

.375"
27 px @ 72 dpi

.475"
34 px @ 72 dpi

1"
79 px @ 72 dpi

# Logo: primary color

The primary icon and wordmark color is Wheaton blue. For optimal visibility and accessibility, the blue logo should be used on solid light backgrounds or photographs with light areas to ensure sufficient contrast. When design needs require it, the icon and wordmark can be reversed (white) for use on solid dark backgrounds or photographs with dark areas.

# 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 | | | Placing the wordmark or 'W' icon in a holding shape | | |
| Mixing the colors | | | Placing the wordmark or 'W' icon on a gradient background | | |
| Filling with a color gradient | | | Stretching in any direction | | |
| Applying a drop shadow | | | Changing the font | | |
| Outlining the wordmark or 'W' icon | | | 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.
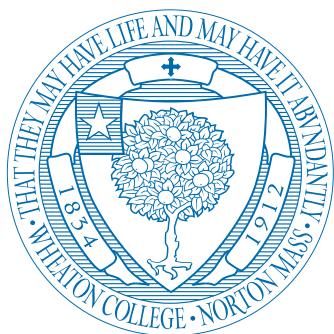
.625" is the absolute minimum in one color
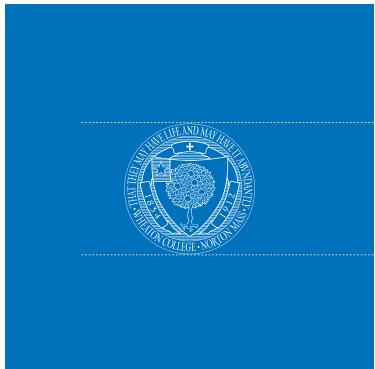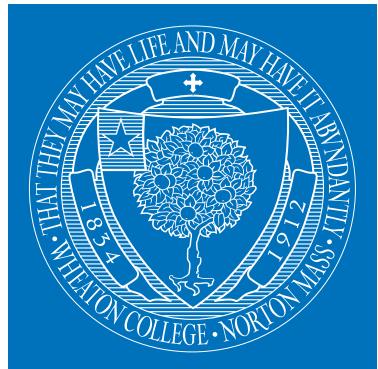
1" is the absolute minimum in reverse

# 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 ResourceSpace.

The Lyons logo is always edged in white. A reversed version of the logo is available that is also edged in white for maximum visibility on colored surfaces.

# Color

## Primary color pair

**Wheaton**
(primary)
CMYK 100/50/0/0

**Pistachio**
(secondary)
CMYK 83/10/55/0

## Complementary and neutral colors

This set of complementary and neutral colors support the primary and secondary colors. Along with photography, they are used to add variety and highlights. The primary and secondary colors should always be dominant. For further visual interest and communication clarity, choose one or two colors from the complementary palette that best support the message in layout.

Maroon and beige evoke a nostalgic feel, making them ideal for certain audiences. Maroon should be used sparingly in designs targeting prospective students but can be applied more generously when designing for alumni. Beige serves as a versatile neutral accent to complement designs but should not be overused as the default background color.

**Lyon**
(complementary)
CMYK 0/15/80/0

**Merlot**
(complementary)
CMYK 39/100/57/45

**Lemon-lime**
(complementary)
CMYK 20/0/80/0

**Slate**
(complementary)
CMYK 100/80/0/30

**Sky**
(complementary)
CMYK 40/0/0/0

**Beige**
(neutral)
CMYK 1/5/10/0

**Light Gray**
(neutral)
CMYK 16/13/13/0

**Medium Gray**
(neutral)
CMYK 43/39/39/2

**Dark Gray**
(neutral)
CMYK 43/39/39/2

# Typography: fonts

### Title display font: Oswald

Oswald is used for primary headlines.

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 . ? ; ( ) ! @ # $ % ^ &

### Subhead and callout font: Crimson Pro

The Google font Crimson Pro is used in print for subheads and some callouts.

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 . ? ; ( ) ! @ # $ % ^ &

### Subhead, body, and web font: Roboto

The Google font Roboto is used in print for body copy, subheads, and web display.

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 display font: Arial

Arial is a pre-installed font on most computers and should be used in those instances where Roboto is not available

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 . ? ; ( ) ! @ # $ % ^ &

### Correspondence print font: Palatino or Arial

Palatino is used for word processing, but is not to be used for headlines, titles, ethos statements, or online display..

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 title-case is used for bold ethos statements in strong graphic treatments.

- Wheaton College NEVER appears in body copy as entirely 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 beatboxer Camille" or "What is Wheaton's Compass Curriculum?"

- 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 beatboxer" is not.

- All caps can be used selectively for section subheads, web links, etc., but not titles. All caps should only be used sparingly for emphasis.

# Typography: paragraph styles

With the range of weights in Roboto and careful use of paragraph styling, text is clearly and elegantly presented. The paragraph styles for this book are shown in the following examples. These are the baseline styles for all communications. They are flexible, however, and can be adjusted accordingly. Simply maintain the hierarchies of size and weight.

Oswald Bold
48/49
H1 Title

# Title, brand and message statements

Roboto Bold
18/19

H2 Subtitle

## Subtitle

Crimson Pro Bold
18/19

H3 Subhead

### Subhead

Roboto Bold
26/28
H4 Header

# Header

Roboto Bold
15/17
H5 Header

## Header

Roboto 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.

Roboto Regular
7/10.5
P 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** is for web use in both headers and body type hierarchies. It has all the basic weights available: bold, regular, and italic.

Style: normal | Weight: 700 | Color: RGB 18/116/184 | Hex: #1274B8 | Size: 36px | Line Height: 48px

# H1 Title

Style: normal | Weight: 700 | Color: rgb(38, 45, 50) | Hex: #262D32 | Size: 25px | Line Height: 32px

## H2 Heading

Style: normal | Weight: 700 | Color: rgb(38, 45, 50) | Hex: #262D32 | Size: 20px | Line Height: 24px

### H3 Heading

Style: normal | Weight: 700 | Color: rgb(38, 45, 50) | Hex: #262D32 | Size: 18px | Line Height: 20px

#### H4 Heading

Style: normal | Weight: 400 | Color: rgb(38, 45, 50) | Size: 18px | Line Height: 31px

Body Font

17 pixels

**BUTTON STATIC**

**BUTTON HOVER**

# Web palette

The color palette for web use complements the print color palette. The complementary colors should be used only as decorative elements.

Wheaton
(primary)
Hex     006AAB
RGB     0/106/171

Pistachio
(secondary)
Hex     00A58F
RGB     0/165/143

Pistachio
(secondary)
Hex     04857E
RGB     4/133/126

Mint
(complementary)
Hex     CCEFEE
RGB     204/239/238

Merlot
(complementary)
Hex     690B34
RGB     105/11/52

Lyon
(complementary)
Hex     FFD64F
RGB     255/214/79

Slate
(complementary)
Hex     00377b
RGB     0/55/123

Lemon-lime
(complementary)
Hex     D5E05B
RGB     213/224/91

Sky
(complementary)
Hex     8ED8F8
RGB     142/216/248

Beige
(neutral)
Hex     FDFBF7
RGB     253/251/247

Light Gray
(Neutral)
Hex     EEEEEE
RGB     238/238/238

Medium Gray
(Neutral)
Hex     AAAAAA
RGB     170/170/170

Dark Gray
(Neutral)
Hex     5E5E5E
RGB     94/94/94

# Accessibility standards of color contrast

- Wheaton blue, green, and dark gray do not support enough contrast using type colored with 262D32 to meet accessibility standards. White (FFFFFF) is acceptable.

- Red does not support 262D32 or white (FFFFFF) below 18px.

- Beige, squash, Maroon, purple, sky blue, light gray, and medium gray can have 262D32 type on them and meet contrast standards for accessibility.

- Links set in Wheaton blue (1274B8) do not meet contrast standards for accessibility when set over any color in this palette

# Design intent

In both print and digital, Wheaton College materials are modern with a touch of nostalgia, 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, text overlay and full-bleed images are all part of the tools.

## 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. 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.

# Design elements

**Primary:**

## *Double line*

**Primary: Double line**



Double lines can be drawn organically and used to interact with hero photo subjects to create a sense of movement or weave through a page to create continuity between sections. The organic double line can vary in weight depending on the needs of the composition.



In an advancement context, the organic double lines can be used in the same way as above, but should be thinner and more refined to suit the more mature design style of advancement pieces.



Double lines can also be used to trace and highlight hero photo subjects. This creates a fun and playful focal point.
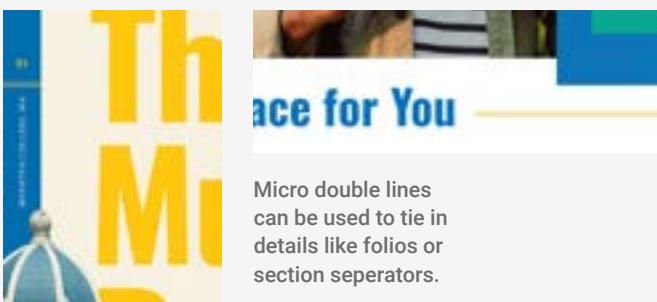


Micro double lines can be used to tie in details like folios or section seperators.

**Secondary:**

## *Photo Masking*



Masking photo subjects and layering them across sections of a page creates depth and visual interest.

**Secondary:**
**Text that breaks the plane**
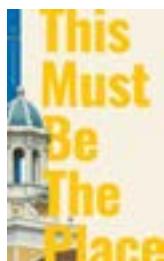


Placing large header text slightly outside of the top, bottom, or side margins creates a sense of playful tension that beckons the viewer into the page.

**Secondary:**
**Campus motifs**



Hand drawn motifs bring a personal touch to the design system. They also add to the concept's overall feel of nostalgia.

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# Photography

# Photography

Compelling photography is a cornerstone of the Wheaton College brand, where both storytelling and functionality shape our visual identity. The quality of an image is just as vital as its subject, ensuring that every photograph meets the highest standards across marketing materials, event documentation, and digital experiences. By considering storytelling and usability upfront, we enhance the effectiveness of our design and execution processes, ensuring that our visuals seamlessly integrate into multiple formats and platforms.

To achieve the best possible outcomes, we have structured our photography guidelines into two key sections:

Style and Function. These elements work in tandem to create images that are both visually striking and strategically adaptable—allowing for flexibility in layouts, text overlays, and multi-channel usage while maintaining the authenticity and emotional depth that define the Wheaton experience.

# Style

### Real

Capture moments that evoke authentic emotions—joy, curiosity, reflection, or camaraderie. Seek expressions and interactions that tell a compelling story and foster a sense of connection.

### Expressive

Use dynamic angles and compositions to emphasize movement and vitality. Candid shots of people in action, subtle details like wind-blown leaves, or a lively background can all convey a sense of energy and momentum.

### Personal

Leverage close-ups, shallow depth of field, and soft focus to highlight intimate details, drawing viewers in and creating a deeper, more personal connection with the subject. A subtle blur can add warmth and emotion, guiding attention to key elements while evoking a sense of intimacy and depth.

# Lighting and color

Create an inviting atmosphere with warm, natural lighting—such as golden hour or soft indoor light—that adds a touch of nostalgia. Avoid harsh artificial lighting, except in contexts like the Nursing Simulation Lab.

# Branded storytelling

Capture the richness of Wheaton's historic campus to evoke a deep sense of tradition and nostalgia. Seek out candid, authentic moments—shared laughter, quiet reflection, or personal achievements—that resonate with emotion and connection, making each image both timeless and relatable.

A well-composed image naturally guides the viewer's eye through the frame. This is particularly important when the photo is used in conjunction with typography, graphics, or motion design. Leading lines, balanced framing, and thoughtful subject placement help maintain harmony between the image and other design elements.

# Function

## The importance of photography composition in design and multi-platform usage

Photography is more than just capturing a compelling image—it must also serve a purpose within a broader visual and communicative context. In many cases, photos are not used in isolation but are integrated into designs, overlaid with copy and graphics, or embedded within presentations and videos. Thoughtful composition plays a crucial role in ensuring that images remain effective, versatile, and adaptable across various applications.

By considering these factors during the photography process, images become not only visually striking but also highly functional and adaptable, making them more effective for a wide range of creative and communication needs.
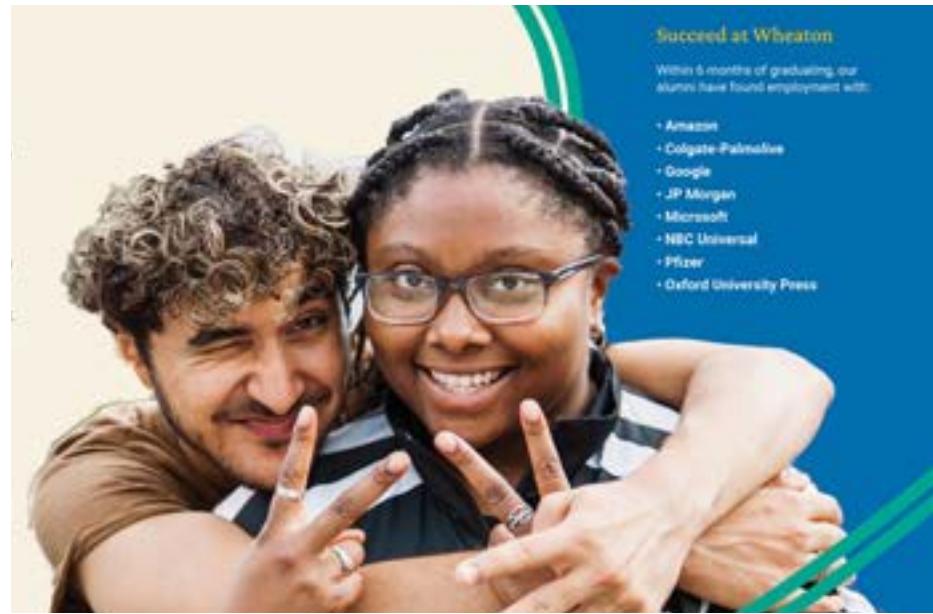




## Allowing space for copy and design elements

When photos are used in marketing materials, websites, or social media graphics, they often need to accommodate text overlays, logos, or other visual elements. A well-composed image considers negative space, ensuring that important content remains legible without overwhelming the subject.

# Function, cont.

### Maintaining consistency across media

Photos used across multiple formats—print, digital, video—must maintain a consistent brand aesthetic. Composition plays a key role in achieving this by ensuring cohesion in lighting, cropping, and focal points. An image that works well on a website banner should also adapt effectively to a social media post, a printed brochure, or a presentation slide.

### Cropping and aspect ratio considerations

Not all photos will be displayed in their original format. They may need to be cropped into different aspect ratios for various platforms—vertical for social media stories, horizontal for web banners, or square for thumbnails. Strong composition ensures that key elements remain intact and impactful, regardless of how the image is resized.

### Enhancing motion and video integration

When images are incorporated into videos or presentations, they must work within dynamic layouts, transitions, and animations. Compositions with clear focal points, balanced contrast, and appropriate depth of field help maintain engagement and readability, ensuring they seamlessly integrate into moving media.

# Thank You