Brand Guidelines

wheaton college
massachusetts
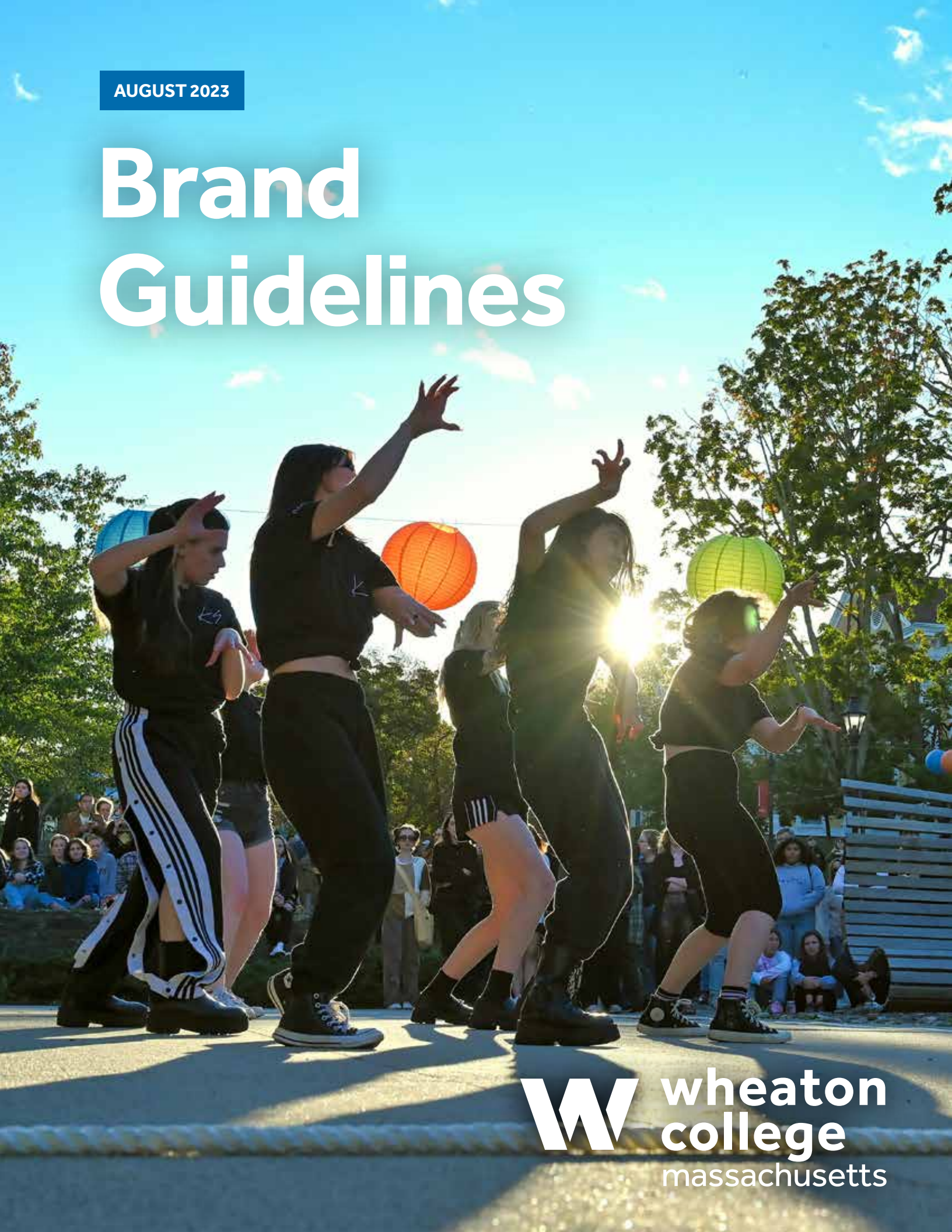
Welcome!

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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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 s built on the college's core values, its history of progressive education and its strategic vision.

An education with experience
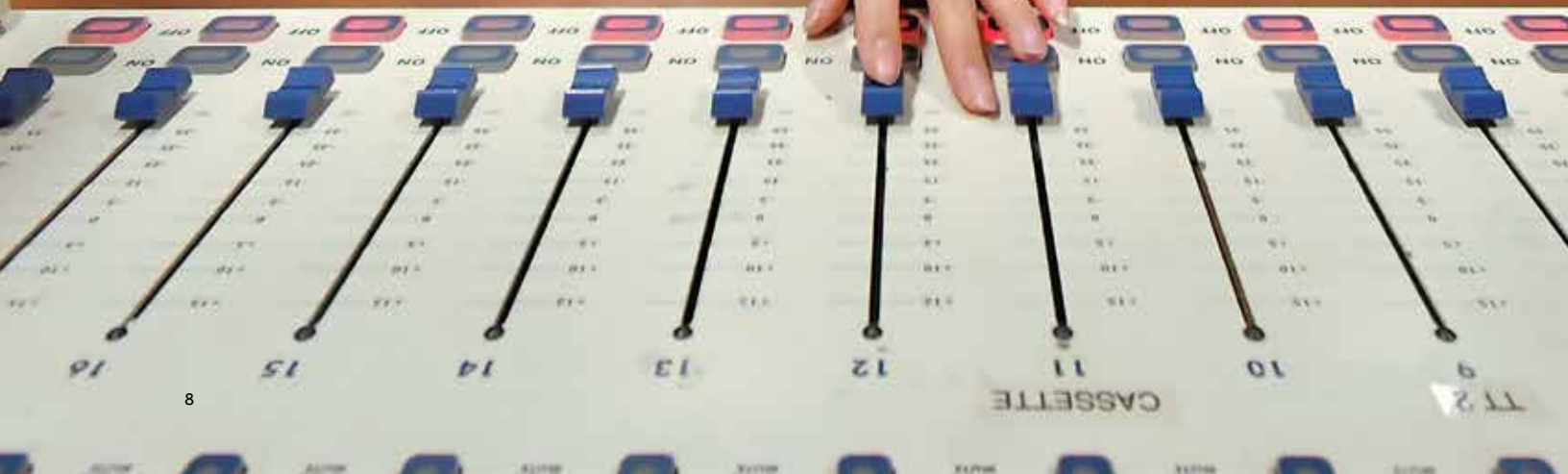
Brand attributes

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.

Empowering students to pursue their passion
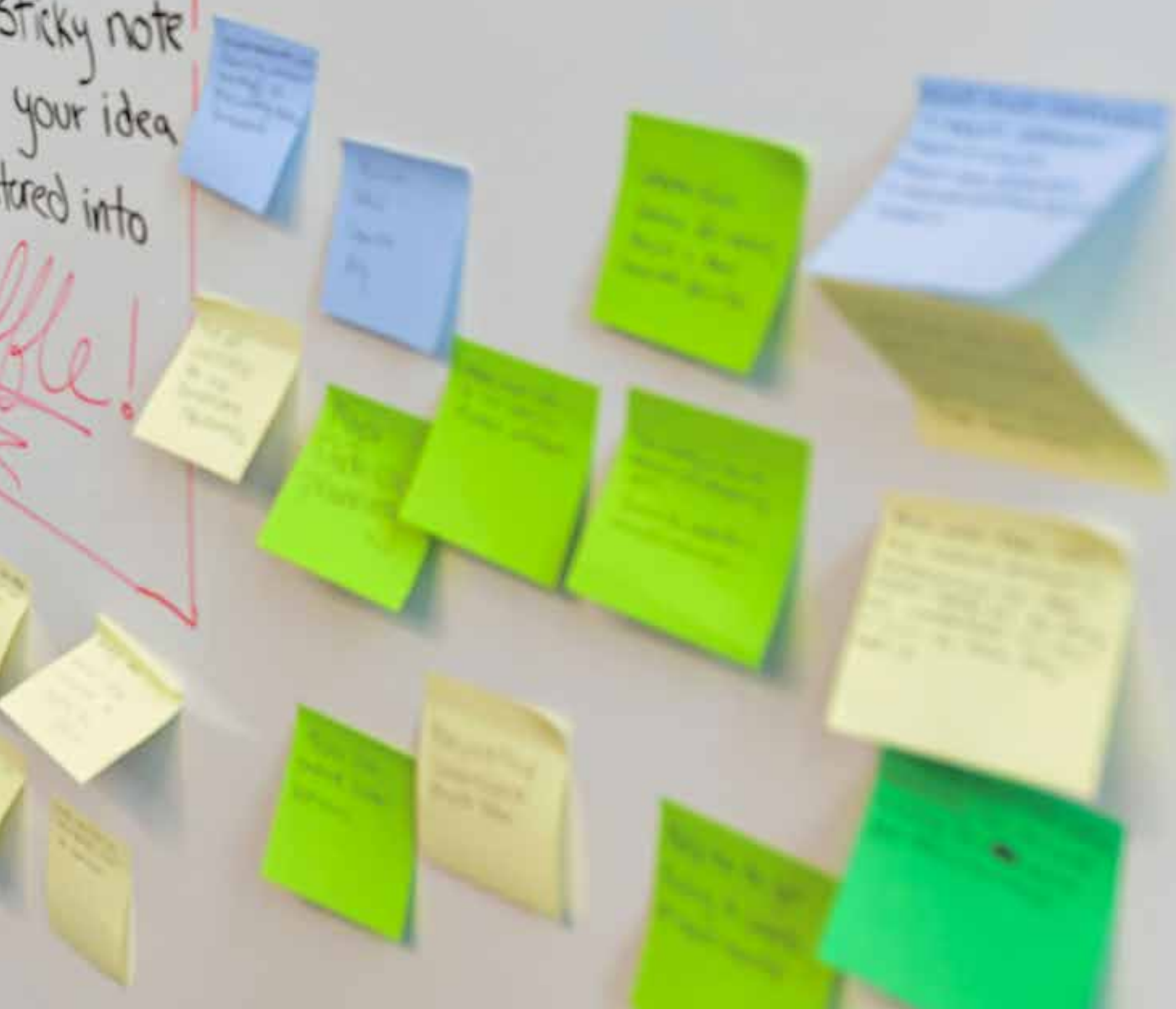
Brand toolkit

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.

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.

Alternate lockups

The full lockup version of the wordmark and icon (as shown on page 14) 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.

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. However, *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.* The full lockup shown on page 14 remains the primary logo or mark of the institution and should be used in most instances.

**wheaton
college**
massachusetts

**W wheaton
college**

**wheaton
college**

**W
wheaton
college**
massachusetts

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 & 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
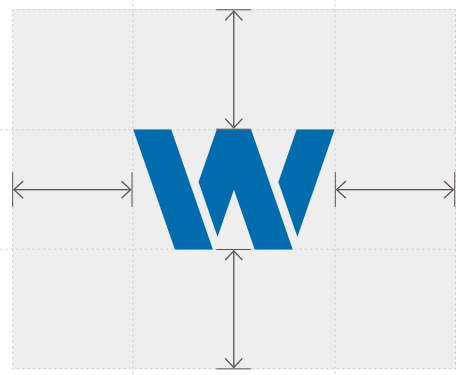
Minimum sizes

.375"
27 px @ 72 dpi

.275"
20 px @ 72 dpi

.475"
34 px @ 72 dpi

1"
79 px @ 72 dpi

Example:

Example:

Logo: 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.

.625" is the absolute minimum in one color
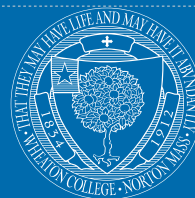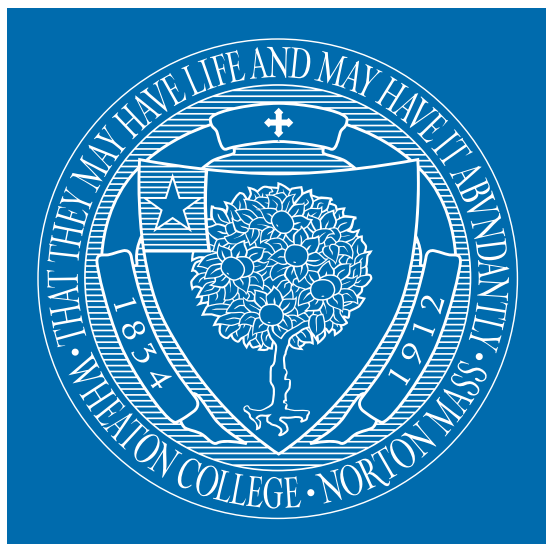
1" is the absolute minimum in reverse

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 Resource Space.

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.
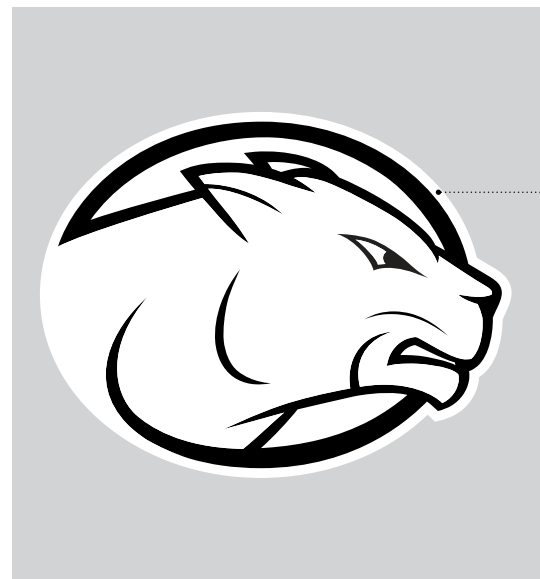
WHEATON ATHLETICS

Color

Primary color pair

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. (*The color palette for electronic display can be found on page 33 of these guidelines.*)

Wheaton Blue
(primary)
CMYK 100/55/6.5/.3

Green
(secondary)
CMYK 72/11/46/0

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. instead choose one or two colors that best support the application.

Squash
(complementary)
CMYK 0/20/80/0

Red
(complementary)
CMYK 9/86/100/2

Orange
(complementary)
CMYK 0/50/99/0

Purple
(complementary)
CMYK 70/45/0/0

Sky Blue
(complementary)
CMYK 45/0/10/0

Lime
(complementary)
CMYK 24/0/79/0

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

Primary display 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 display font: Arial

Arial should be used in those instances where Effra 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 . ? ; ( ) ! @ # $ % ^ & *

Web fonts: Roboto

The Google font Roboto is used for 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 . ? ; ( ) ! @ # $ % ^ & *

Correspondence print font: Abril

Abril is used only for body text in printed materials such as correspondence. Serif fonts are 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 . ? ; ( ) ! @ # $ % ^ & *

Alternative print font: Palatino

Palatino is used for word processing and other applications where Abril is not available. As with Abril, Palatino 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 sentence-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 beat boxer Camille" or "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 subheads, web links, etc., but not titles. All caps should only be used sparingly for emphasis.

- All caps is never used for headlines, titles or ethos statements *e.g.* "AN EDUCATION WITH EXPERIENCE" is not within the Wheaton College typographic 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 weights in Effra 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.

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

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.

82 pixels

H1 Heading

48 pixels

H2 Heading

32 pixels

H3 Heading

24 pixels

H4 Heading

20 pixels

P Paragraph (intro)

17 pixels

P Paragraph

17 pixels

BUTTON STATIC

BUTTON HOVER

Web palette

The color palette for web use reflects the print color palette. The complementary colors should be used only as decorative elements. Lime and Orange, in particular, are only for minimal use.

Wheaton Blue
(primary)
Hex 1274b8
RGB 18/116/184

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

Squash
(complementary)
Hex FFCB4E
RGB 255/203/78

Red
(complementary)
Hex D9471F
RGB 217/71/31

Orange
(complementary)
Hex F6921E
RGB 246/146/30

Purple
(complementary)
Hex BBCCE6
RGB 187/230/204

Sky Blue
(complementary)
Hex 82D1E2
RGB 130/209/226

Lime
(complementary)
Hex D3DF4E
RGB 211/223/78

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

RED, ORANGE, AND LIME ARE FOR MINIMAL USE ONLY

Accessibility standards of color contrast

Using 262D32 colored type, according to WCAG 2.1 Level AA contrast standards:

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.

Lime, squash, orange, 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.

1274B8

17px-
FFFFFF
Wheaton Blue

04857E

17px-
FFFFFF
Green

D9471F

18px+
FFFFFF
Red

D3DF4E

17px-
262D32
Lime

FFCB4E

17px-
262D32
Squash

F6921E

17px-
262D32
Orange

BBCCE6

17px-
262D32
Purple

82D1E2

17px-
262D32
Sky Blue

EEEEEE

17px-
262D32
Light Gray

AAAAAA

17px-
262D32
Med Gray

5E5E5E

17px-
FFFFFF
Dark Gray
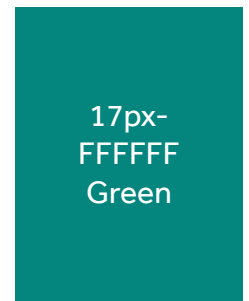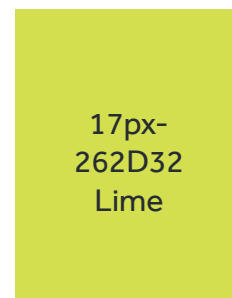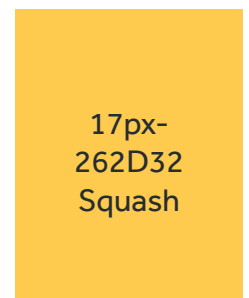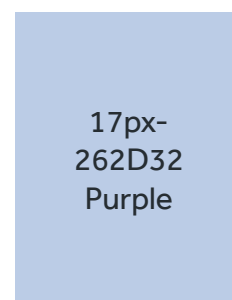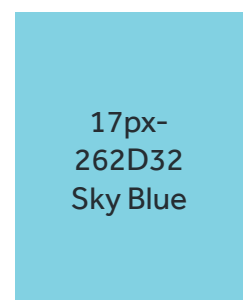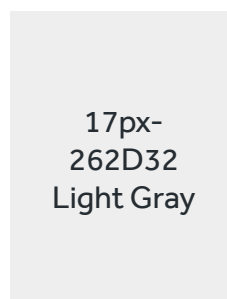
Voice

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.

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

Example spreads

Start making an impact today

You'll probably hear the term "social impact" a lot as you learn more about Wheaton. It's an approach to education and career-building that emphasizes finding solutions to the pressing issues of our day, from social and economic inequalities to environmental conservation.

Wheaton believes embracing diversity of all kinds leads to personal growth, intellectual enrichment, freedom of expression, idea generation and social justice. Being a part of Wheaton means more than being tolerant of difference. It means appreciating, embracing and celebrating those differences. With that in mind, diversity, equity and inclusive excellence at Wheaton is always a work in progress; that is, a process that requires constant monitoring, honing and refining. Wheaton recently received a $10 million grant from the Diana Davis Spencer Foundation to help us grow programs

that encourage social innovation and impact on campus, including creating an endowed professorship in social entrepreneurship—making us one of very few liberal arts colleges to do so. But you don't have to be a business or economics major to benefit from these programs and have an impact. Through a Wheaton education, you'll develop skills that will help you put your ideas into action, whether they involve science, business, language, art, theater, technology or any other passion. There are so many ways our students and alumni act as changemakers in communities around the world, as well as right here on campus.

Here are just a few of the resources that will help you build on your ideas:

Innovation spaces

Feeling inspired? You can plug into a campus network of new technologies such as 3D printers and laser cutter/engraver, creative studios, classic tools such as milling machines and jacquard looms, and supportive faculty, staff and student assistants who will help you turn your ideas into reality. Wheaton's innovation spaces include a virtual and augmented reality center, fiberspace, wood and metalworking shop, and maker lab.

Business bootcamp

Every year, the internationally recognized Global Center for Social Entrepreneurship Network, in partnership with Wheaton, teaches students the skills and strategies to launch their own businesses. It begins with an intensive, week-long "boot camp" held over winter break and continues with a series of workshops offered throughout the year, in which you can fine-tune your business plan and pitch it to potential supporters and investors.

Equity, inclusion and social justice

Wheaton's campus features a network of resources to build a community that draws from each of us: Office for Institutional Equity and Belonging, Network for LGBTQ+ Inclusion Support and Advocacy, Marshall Center for Intercultural Learning, First-Gen and Low-Income Task Force, Diversity, Access, Equity and Leadership (DEAL) Senate, Center for Religious and Spiritual Life, and Center for Social Justice and Community Impact.

18   19

Large areas of small text are best set in black type over white backgrounds.

Why Wheaton

At Wheaton College, our innovative 21st-century approach to learning provides students with content expertise in their major, and the flexibility to explore other fields of interest. Wheaton stands out for a number of reasons, including:

- **Affordable** education with generous scholarships
- **Close-knit and connected** community that students call home
- **Guaranteed** funding for internships and research
- **Innovative and flexible** curriculum supports each student's unique personal and professional goals
- **Personal and professional** development experience leading to career success
- **Safe and picturesque** classic New England campus

#**53**
Best Value Liberal Arts Degree
U.S. News & World Report, 2022

#**40**
Best Liberal Arts Colleges
Money, 2022

97%
Success rate 6 months after graduation

VT   NH   MA   Boston   Norton   15 MILES   Providence   25 MILES   CT   RI   190 MILES   NY   New York   3

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

52

PARADOX

No one knows how you feel. Everyone has felt that way.

3 red flags on a college tour

A high percentage of people walking or eating alone.

Everyone seems to have bought their clothes at the same store.

No posters or chalked sidewalks.

3 questions to ask a tour guide during a college visit

Who is your favorite professor and why?

How do students here support each other and collaborate with each other?

How have you changed since you came here?

4

5

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

students defray the costs associated with professional conference attendance. Each year, more than 20 students attend conferences throughout the U.S. and abroad.

Career Fairs and On-Campus Recruitment
Career Services hosts 50+ employers at the annual Spring Career Fair. This and a multitude of campus recruitment programs provide students with the opportunity to talk with hiring professionals from across the Northeast. Evening information sessions are often followed by on-campus interviews and employer tabling in the student center. Each year, many students secure internships on the day of the career fair.

Weiss Women Program
This women's leadership program works to build first-year students' confidence, enhance their leadership skills, encourage deeper connections to campus life, and jumpstart their career development. They travel to Boston to visit alumni working in organizations where they have demonstrated their personal brand of leadership and found career success. The students provide support, advice and friendship to one another throughout their time at Wheaton and beyond.

Wheaton to the World
Wheaton to the World, held every fall, helps seniors prepare for the job search and life after graduation. Professionals and alumni come to campus to share advice on life after college, networking, social media, personal finance and interviewing, culminating in a business etiquette dinner. For some students, the program has led directly to jobs through professional connections made at this event.

Allison Cox '18
Graduate Student / Candidate for a Doctor of Veterinary Medicine, Midwestern University; biochemistry major

"I was accepted straight into veterinary school and did not take any gap years. This is very rare in veterinary medicine, and I am beyond thankful for Wheaton and its amazing career services center. Without their help, I do not think I would have stood a chance at being accepted on the first try."

14

15

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