WELLESLEY COLLEGE
VISUAL IDENTITY GUIDELINES

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I

OVERVIEW

This guideline outlines all components of the visual identity of Wellesley College and its departments.

Included herein are explanations of how to use the various components: the logo, logotype, monogram, color, typography, typesetting, art direction, and grid system. Although the rules that follow are strict, the overall identity system for Wellesley has been designed to be able to accommodate a wide variety of subjects and contexts, and can be used creatively.

The success of the Wellesley identity requires the cooperation and collaboration of all parties involved in its implementation. In adhering to these guidelines, we will move towards a stronger, more consistent, and more cohesive Wellesley identity.
LOGO

The job of a college or university is to do two things simultaneously: 1) to steward knowledge and honor history by studying ideas from the past, and 2) to move forward into realms that have not yet been discovered.

Wellesley’s logo must also look backwards and honor the past and move forward and be innovative. To accomplish this, a unique, custom-designed W has been developed as the College’s monogram.
LOGO

The Wellesley logo is a single unit comprised of two elements: the W monogram and the logotype.

This logo has been furnished on disc as an EPS. Please use only the provided logo.
Any and all modifications (adjustments to kerning, proportions, etc.) are prohibited.
LOGOTYPES

There are two versions of the Wellesley logotype. The “Wellesley” logotype is used primarily in familiar, informal contexts such as on-campus and in communications with alumnae. The “Wellesley College” logotype is used in more formal, external contexts such as admissions and public affairs. Please refer to the Applications section of this manual for further contexts on logotype usage.

The Wellesley logotypes have been furnished on disc as EPS’s. Please use only the provided logotypes. Any and all modifications (adjustments to kerning, proportions, etc.) are prohibited.
MONOGRAM

The Wellesley W monogram is a custom-designed character. While in most instances the W will appear in conjunction with the logotype (as the logo), it may for certain contexts—for example, on the cover of a media kit or on the back of business cards—exist on its own as a representative decorative element. Please refer to the Applications section of this manual for further contexts on monogram usage.

It has been furnished on disc as an EPS. Please use only the provided monogram. Any and all modifications are prohibited.
LOGO COMPOSITION

With the cap height of the logotype as one unit, the height of the monogram is 4.5 units. The logotype is stacked and centered on the monogram, with a space of 0.5 unit between them.

The Wellesley logo has been furnished on disc as an EPS. Please use only the provided logo. Any and all modifications (adjustments to kerning, proportions, etc.) are prohibited.
CLEAR SPACE & MINIMUM SIZE

A protected clear space, determined by twice the height of the logotype, designates the absolute minimum zone in which no other graphic element (text, line, shapes, image box, etc.) may appear. It also indicates how close the logo can be to the edge of a page. This zone helps to avoid problems of legibility and/or recognition. Consistent with these same considerations, the logo may exist at a size of no smaller than 0.5".
GRAPHIC ELEMENTS

In addition to the logo, logotype, and monogram, the graphic elements of color, typography, and typesetting all contribute to providing Wellesley with a distinctive, rich, layered identity.
COLORS – PRIMARY PALETTE

“Wellesley Blue” (Pantone 280) is the foundation color of the identity. Offset by the addition of a cream (Pantone 7506) and black, Wellesley’s traditional color is given the ability to exist in different and differentiating contexts throughout the identity, while retaining its historical significance to the College.

PMS 280
C100 / M78 / Y5 / K18
R0 / G39 / B118
#002776

PMS 7506 (Reserved for President)*
C0 / M7 / Y23 / K1
R236 / G222 / B187
#ECDEBB
*effective 2015

BLACK
C0 / M0 / Y0 / K100
R0 / G0 / B0
#000000
COLORS – SECONDARY PALETTE

A secondary color palette has been developed to strengthen, support, and complement the Wellesley Blue, giving it greater versatility and dynamism in the long term. Each secondary color, in its own way, emphasizes the richness of the Wellesley Blue and enhances its character. In addition to Wellesley Blue (PMS 280) and black, there are 14 secondary colors, categorized into two groups: color-saturated hues and “sister” tinted shades. We recommend that combinations across the two groups be used, not within them.
CLASS COLORS

Specific Pantone colors have been designated as the four class colors.
Note that for legibility, text in the green, red, and purple are a slightly darker shade, while the yellow becomes Wellesley Blue.

PMS 369
C59 / M0 / Y100 / K7
R88 / G166 / B24
#58A618

Not to be ministered unto but to minister

PMS 186
C0 / M100 / Y75 / K4
R198 / G12 / B48
#C60C30

Not to be ministered unto but to minister

PMS 267
C86 / M96 / Y0 / K0
R82 / G35 / B152
#522398

Not to be ministered unto but to minister

PMS 122
C0 / M14 / Y80 / K0
R252 / G212 / B80
#FCD450

Not to be ministered unto but to minister

PMS 364
C73 / M9 / Y94 / K39
R66 / G119 / B48
#427730

PMS 187
C5 / M100 / Y71 / K22
R167 / G25 / B48
#A71930

PMS 268
C86 / M100 / Y0 / K12
R79 / G45 / B127
#4F2D7F

PMS 280
C100 / M78 / Y5 / K18
R0 / G39 / B118
#002776
To convey the rich, classic heritage of Wellesley, we use a serif typeface. Garamond Pro is versatile and easy to read in any size or weight.

**WELLESLEY**

**LIBERAL ARTS**

*Not to be ministered unto but to minister*

106 Central Street, Wellesley, Massachusetts 02481

Adobe Garamond Pro
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
SERIF TYPEFACES

Adobe Garamond Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
SERIF TYPEFACES – ALTERNATE

For instances where Garamond Pro is not available—web and Microsoft Office programs, for example—use the more universal Times New Roman as an alternate.

Adobe Garamond Pro Regular

Times New Roman Regular

Aa

Times New Roman Regular

ABCDEFghijklmnopqrstuvwxyz
0123456789

Times New Roman Italic

ABCDEFghijklmnopQRSTUVWXYZ
0123456789

Times New Roman Bold

ABCDEFghijklmnopQRSTUVWXYZ
0123456789

Times New Roman Bold Italic

ABCDEFghijklmnopQRSTUVWXYZ
0123456789
SANS SERIF TYPEFACES

To add a contemporary edge, and complement the classic feel of serif Garamond Pro, we use sans serif font Swiss 721. Swiss 721 exists in several weights and variations, offering a wide range of expression.

WELLESLEY
LIBERAL ARTS

Not to be ministered unto but to minister

106 Central Street, Wellesley, Massachusetts 02481

Swiss 721
Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
## SANS SERIF TYPEFACES

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample Text</th>
</tr>
</thead>
</table>
| Swiss 721 Light | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz 0123456789 |
| Swiss 721 Light Italic  | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz 0123456789 |
| Swiss 721 Roman   | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz 0123456789 |
| Swiss 721 Italic  | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz 0123456789 |
| Swiss 721 Bold    | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz 0123456789 |
| Swiss 721 Bold Italic | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz 0123456789 |
| Swiss 721 Bold Rounded | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz 0123456789 |
| Swiss 721 Black   | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz 0123456789 |
| Swiss 721 Black Italic | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz 0123456789 |
SANS SERIF TYPEFACES – ALTERNATE

For instances where Swiss 721 is not available—web, Microsoft Office programs, for example—use the more universal Helvetica Regular as an alternate.

Swiss 721
Roman

Helvetica
Regular

Aa

Helvetica
Regular

ABCDEF
abedef
0123456789

Helvetica
Oblique

ABCDEF
abedef
0123456789

Helvetica
Bold

ABCDEF
abedef
0123456789

Helvetica
Bold Oblique

ABCDEF
abedef
0123456789
TYPESETTING – SERIF

The examples below illustrate several contexts for typesetting the serif typefaces, and can be used as references when typesetting. Use the serif typeface—either Adobe Garamond Pro or Times New Roman—in timeless, formal contexts such as inauguration and faculty uses. Please refer to the Applications section of this manual for further examples of typesetting.

**Garamond Regular / Size 10pt / Leading 15pt / Tracking 0**

Small body text should have enough leading for easy legibility. Leading should be about two or three points more than the font size when set in upper and lowercase. Small text might be better in the light weight, depending on how much visual weight and contrast is needed in the composition.

**Garamond Regular / Size 18pt / Leading 24pt / Tracking 0**

As text gets bigger, the leading should get tighter, so that the text block appears as a unit (rather than stripes). Light and regular weights may be preferred at larger scales.

**HEADLINE Garamond Bold / Size 10pt / Leading 15pt / Tracking 5**

**BODY Garamond Regular / Size 10pt / Leading 15pt / Tracking 0**

**Headlines Might Be Bold**

The corresponding body text could be the same point size as the headline, but upper and lowercase, light or regular weight. When typesetting, first understand what the hierarchy is, then visualize that hierarchy by assigning the order of weights, caps, sizes, and composition to each distinct level.

**HEADLINE Garamond Regular / Size 18pt / Leading 24pt / Tracking 5**

**BODY Garamond Regular / Size 10pt / Leading 15pt (first line 18pt) / Tracking 0**

**Headlines Might Be All Caps And Bigger**

The corresponding body text could be the same point size as the headline, but upper and lowercase, light or regular weight. When typesetting, first understand what the hierarchy is, then visualize that hierarchy by assigning the order of weights, caps, sizes, and composition to each distinct level.
TYPESETTING – SERIF

HEADLINE Garamond Regular and Italic / Size 30pt / Leading 36pt / Tracking 10
SUBHEAD Garamond Regular and Italic / Size 18pt / Leading 24pt / Tracking 0
BODY Garamond Regular / Size 10pt / Leading 15pt (first line 18pt) / Tracking 0

TRY BIG AND ALL CAPS FOR DISPLAY TEXT

Different weights and sizes distinguish levels of hierarchy

Combine with lowercase text to add visual texture and interest. The different weights, sizes, and use of caps should be based on the hierarchy of the information (not random). Adjust the tracking so that the different weights are visually equal in terms of letter spacing. The bold is naturally more open than the regular and light weights, so those lighter weights should be tracked out about 10 to 25 points.

HEADLINE Garamond Semibold / Size 64pt / Leading 64pt / Tracking 10
BODY Garamond Regular / Size 32pt / Leading 38pt (first line 40pt) / Tracking 0

STACK BIG TEXT

TRY BIG AND ALL CAPS FOR DISPLAY TEXT
TYPESETTING – SANS SERIF

The examples below illustrate several contexts for typesetting the sans serif typefaces, and can be used as references when typesetting. Use the sans serif typeface—either Swiss 721 or Helvetica—in less formal contexts such as informational and student uses. Please refer to the Applications section of this manual for further examples of typesetting.

Swiss 721 Regular / Size 9pt / Leading 13pt / Tracking 0

Small body text should have enough leading for easy legibility. Leading should be about two or three points more than the font size when set in upper and lowercase. Small text might be better in the light weight, depending on how much visual weight and contrast is needed in the composition.

Swiss 721 Regular / Size 18pt / Leading 24pt / Tracking 10

As text gets bigger, the leading should get tighter, so that the text block appears as a unit (rather than stripes). Light and regular weights may be preferred at larger scales.

HEADLINE Swiss 721 Bold / Size 10pt / Leading 14pt / Tracking 5
BODY Swiss 721 Regular / Size 9pt / Leading 13pt / Tracking 0

Headlines Might Be Bold
The corresponding body text could be the same point size as the headline, but upper and lowercase, light or regular weight. When typesetting, first understand what the hierarchy is, then visualize that hierarchy by assigning the order of weights, caps, sizes, and composition to each distinct level.

HEADLINE Swiss 721 Regular / Size 18pt / Leading 24pt / Tracking 10
BODY Swiss 721 Regular / Size 9pt / Leading 13pt / Tracking 0

HEADLINES MIGHT BE ALL CAPS AND BIGGER
The corresponding body text could be the same point size as the headline, but upper and lowercase, light or regular weight. When typesetting, first understand what the hierarchy is, then visualize that hierarchy by assigning the order of weights, caps, sizes, and composition to each distinct level.
TYPESETTING – SANS SERIF

HEADLINE Swiss 721 Black / Size 30pt / Leading 36pt / Tracking 10
SUBHEAD Swiss 721 Bold / Size 18pt / Leading 24pt / Tracking 0
BODY Swiss 721 Regular / Size 9pt / Leading 13pt (first line 17pt) / Tracking 0

TRY BLACK FOR DISPLAY TEXT

Different weights and sizes distinguish levels of hierarchy
Combine with lowercase text to add visual texture and interest. The different weights, sizes, and use of caps should be based on the hierarchy of the information (not random). Adjust the tracking so that the different weights are visually equal in terms of letter spacing. The bold is naturally more open than the regular and light weights, so those lighter weights should be tracked out about 10 to 25 points.

HEADLINE Swiss 721 Bold Rounded / Size 48pt / Leading 50pt / Tracking 10
BODY Swiss 721 Regular / Size 18pt / Leading 24pt (first line 30pt) / Tracking 10

WHY NOT ROUNDED?

TRY BIG AND ALL CAPS FOR DISPLAY TEXT
ART DIRECTION

Photography should capture all aspects of the Wellesley experience, from faculty and students to academic and social life, on campus and beyond. Photography should reflect Wellesley students’ diversity, seriousness of purpose, creativity, and resourcefulness.
ACADEMIC

Photographic imagery should reflect Wellesley as a dynamic institution fostering academic excellence in all arenas. Subject matter should reflect the scope of the Wellesley education, in arts, humanities, and sciences. Students should be placed in context whenever and wherever possible to convey their profound engagement with the world around them.
FACULTY

Wellesley professors should be captured in action, either lecturing or interacting with students, formally or informally.
CAMPUS WITH PEOPLE

Imagery of people within the campus setting should include physical highlights of the school, with Wellesleyans engaged and interacting with one another and their environment.
CAMPUS

Campus imagery should feature the College’s architecture, natural beauty, and unique and symbolic features, in different seasons. Reflecting the impact and scale of Wellesley’s campus reinforces its institutional soundness and speaks to the College’s endurance, stability, and promise.
CAMPUS LIFE

Imagery of campus life should reflect Wellesley’s diversity, give glimpses into the lives of Wellesley women, and capture the advantages of a women’s college. Photography should reveal women interacting, bonding, having fun, being themselves, and learning from each other.
CAMPUS LIFE
BEYOND CAMPUS

In addition to life on campus, photography should present Wellesley as a springboard to the world beyond. Imagery should reflect Wellesley’s proximity to Boston, affiliation with MIT and the 3-College Alliance, strong study-abroad programs, and general connectedness to the world at large.
GRID SYSTEM

With the logo, logotype, monogram, colors, typography, typesetting, and art direction in place, a distinctive grid system provides a recognizable graphic gesture that contributes an additional layer of uniqueness to the Wellesley identity.
GRID SYSTEM

A centered grid is anchored with the logo as a footer or signature. Applied over imagery, this centered, bottom-logo grid system is a simple, recognizable template.
GRID SYSTEM

For certain applications, the centered logo can be split, with the logotype rising to become a header and the monogram remaining as a footer. With this structure the logotype can increase in proportion to the monogram, taking on a stronger presence as the header. The exact proportion can flex according to context, and is left to the discretion of the designer. Department logos can likewise break from the monogram and increase in size to become a header. Body text should comply with the centered grid.
GRID SYSTEM

To avoid conflicting with imagery, the “centered” axis can slide left or right for greater flexibility in design. In these cases, the header and footer should remain aligned and centered with each other. The placement of the axis is open to the discretion of the designer but must maintain the clear space (see page 9) at the edges of the field. The grid axis can slide to the right or left to balance text with imagery and give flexibility and dynamism to the designed materials.
GRID SYSTEM

The centered grid system can be scaled down, while maintaining the same format or proportions, and serve as an identifying insert that can be placed freely over imagery. This miniature grid box corrals information into a compact, distinctive box that can be placed according to the content of the imagery it accompanies. In this way both the image and the written content can be emphasized.
The global identity of Wellesley College accounts for its various departments and sub-entities—including the Alumnae Association, the Davis Museum, and Centers for Women’s Studies—with sub-identities that function independently within the larger identity. In this system, the College identity comprises the umbrella that the others fall under.
LOGO

Based on the main logo, variations have been designed for different departments and sub-entities in order to carry the College’s identity throughout for cohesion and consistency.
DEPARTMENT LOGOS

Each department logo within the Wellesley identity system relates visually to the others and to the whole. When shown together, these departmental logo-lockups (such as “Wellesley Administration” or “Wellesley Academics”) should be the same size and proportion, and the baselines of the logotype and department should align. The serif typeface (Garamond) is used to designate administrative offices; the sans serif typeface (Swiss) is used for academic departments.
DEPARTMENT LOGOS – ADMINISTRATIVE

The serif typeface (Garamond) is used to designate all administrative offices. Building from the College logo, the name of each department can be inserted between the college logotype and monogram. With the cap height of the logotype as one unit, the department name is typed at a height of 0.5 units and centered, with a space of 0.75 units above and below.

The Wellesley department logos have been furnished on disc as EPS’s. Please use only the provided logos. Any and all modifications (adjustments to kerning, proportions, etc.) are prohibited.
DEPARTMENT LOGOS – ACADEMICS

The sans serif typeface (Swiss) is used for all academic departments.
Building from the College logo, the name of each academic department can be inserted between the college logotype and monogram. With the cap height of the logotype as one unit, the department name is typed at a height of 0.5 units and centered, with a space of 0.75 units above and below.

The Wellesley department logos have been furnished on disc as EPS’s. Please use only the provided logos. Any and all modifications (adjustments to kerning, proportions, etc.) are prohibited.
DEPARTMENT LOGOS

Department logos exist in two primary versions—with and without the monogram—with two alternate constructions as options if preferred.

Optional—description / the monogram should be at the bottom
OFFICE OF THE PRESIDENT

While the logo for the Office of the President also exists in three variations, it must always include the full name. This lock-up system only applies to three offices: Office of the President, Provost & Dean of the College, Dean of Students. Other departments should follow the rule as explained on page 40.
PROVOST & DEAN OF THE COLLEGE

While the logo for the Provost also exists in three variations, it must always include the full name. This lock-up system only applies to three offices: Office of the President, Provost, Dean of Students. Other departments should follow the rule as explained on page 40.
While the logo for the Dean of Students also exists in three variations, it must always include the full name. This lock-up system only applies to three offices: Office of the President, Provost & Dean of the College, Dean of Students. Other departments should follow the rule as explained on page 40.
As these components come together, the Wellesley identity comes to life. As the identity is designed to be flexible, the applications in this section should serve as instructive references for how to creatively implement the identity.
STATIONERY – BUSINESS CARDS

3.5 x 2 inches
Double-sided
For the information side, use “Wellesley Blue” text on white. The backside can be printed in blue with a knock-out logo. On request, the logo can be printed in blue on a white card.

Soe Lin Post  
Director of Design  
COMMUNICATIONS & PUBLIC AFFAIRS  
Wellesley College  
106 Central Street, Wellesley, MA 02481  
Tel 234.567.3343 Fax 345.678.9012  
spost@wellesley.edu  

Back  
Blue  

Back (optional)  
White  

WELLESLEY  
W
STATIONERY – BUSINESS CARDS

Front

Wellesley College
106 Central Street, Wellesley, MA 02481
Tel 781.283.3343 Fax 781.283.3675
spost@wellesley.edu

Soe Lin Post
Director of Design
COMMUNICATIONS & PUBLIC AFFAIRS

Back

WELLESLEY
STATIONERY – LETTERHEAD

For letterhead, the logo is split, with the logotype rising to the top and the monogram plus contact info remaining at the bottom as a footer.
STATIONERY – LETTERHEAD

WELLESLEY COLLEGE

The letterhead is designed to be 9x1 inch with a 1.75 inch margin on all sides. The college name is centered on the top portion of the letterhead. The name and title of the sender are positioned accordingly, maintaining a consistent look and feel with the rest of the stationery. The dimensions provided ensure that the letterhead is suitable for various printing and mailing needs.

Sender Title

106 Central Street, Wellesley, MA 02481  Tel 781.283.2237  Fax 781.283.3675
STATIONERY – LETTERHEAD

Letterhead can account for specific departments and individuals.

Universal

WELLESLEY COLLEGE

Department specific

WELLESLEY COLLEGE
OFFICE OF ADMISSION

Personalized
(For Senior staff)

WELLESLEY COLLEGE
OFFICE OF ADMISSION
Joy P. St. John
Dean of Admission & Financial Aid

Footers
(For personalized version, email address can be added)

106 Central Street, Wellesley, MA 02481 Tel 781.234.2253 Fax 781.345.6789
STATIONERY – LETTERHEAD

Stationery from the Office of the President can be general or personalized with the President’s name.
STATIONERY – #10 ENVELOPE

Envelopes should include the full college name and address in the top-left corner on the envelope front, with the logo on the back, centered on the sealing flap.
STATIONERY – #10 ENVELOPE

Envelopes, like letterhead, can account for specific departments and individuals.

Universal

**WELLESLEY COLLEGE**
106 Central Street, Wellesley, MA 02481

Department specific

**WELLESLEY COLLEGE**
OFFICE OF ADMISSION
106 Central Street, Wellesley, MA 02481

President office

**WELLESLEY COLLEGE**
OFFICE OF THE PRESIDENT
106 Central Street, Wellesley, MA 02481
STATIONERY – COMPLIMENTS CARDS AND ENVELOPE

Card
6.75 x 5 inches, card stock (100 lb. or heavier)
Wellesley logo embossed

Envelope
7.25 x 5.25 inches
STATIONERY – MONARCH LETTERHEAD AND ENVELOPE

Letterhead 7.25 x 10.5 inches
Envelope 7.5 x 3.875 inches
STATIONERY – NOTEPAD

5.5 x 8.5 inches
50 sheet (suggested)
Perfect bound (glued on short side)

Follow the same logic as for letterhead: it can be specified for a department or a person. (See rules of variation on pages 47–50.)
Email signatures should include the Wellesley employee’s full name, title, and department on separate lines, followed by a line space, college name, address, and individual phone and fax numbers, all on separate lines. Email signatures should begin two line spaces below the employee’s typed name or message sign-off, be left-justified, and appear in Wellesley Blue (R0 G39 B118 or #002776).

Individuals can edit the personal contact info as needed, e.g., drop fax number, add mobile number, etc.

(Example)

Soe Lin Post
Director of Design
COMMUNICATIONS & PUBLIC AFFAIRS
Tel 781.283.3343  Fax 781.283.3650

Wellesley College
106 Central Street, Wellesley, MA 02481
Tel 781.345.6789
Fax 781.456.7890
ADMISSION – VIEW BOOK

While this application has not been officially designed, this rendering presents design possibilities that may be useful as a reference.
FINANCIAL AID

While these applications have not been officially designed, these renderings present design possibilities that may be useful as references.
SERIAL BROCHURES

While these applications have not been officially designed, these renderings present design possibilities that may be useful as references.
SERIAL BROCHURES

While these applications have not been officially designed, these renderings present design possibilities that may be useful as references.
VISUAL IDENTITY GUIDELINES
APPLICATIONS

COURSE CATALOG

While this application has not been officially designed, this rendering presents design possibilities that may be useful as a reference.

Photographic Covers

Index Covers
ANNOUNCEMENT BROCHURE

While this application has not been officially designed, this rendering presents design possibilities that may be useful as a reference.
CALANDER OF EVENTS

AN EVENING WITH ANNE CARSON AND DANCERS
Bracko and Cassandra Float Can: Reading and Performance

THE ARTS AT WELLESLEY

It is not an accident that the arts outlive the civilizations that produce them—art lives and informs forever. Because art is both intellectual and emotional, we believe that there is no more powerful way to teach critical thinking, inspire students, and make knowledge personal, patterned, and permanent.

The Wellesley arts curriculum—and highly acclaimed Davis Museum and Cultural Center—are integral and irreplaceable components of our fine liberal arts education. The many outstanding exhibits, performances, and lectures featured in this brochure are free of charge and open to the public unless otherwise noted.

THE CONCERT SERIES PRESENTS

THE CYPRESS QUARTET
with soprano Andrea Matthews

THE THEATRE

The Department of Theatre Studies at Wellesley College provides students the opportunity to explore the history and literature of the theatre, and then bring their knowledge from the classroom to a hands-on application of the craft. To facilitate this essential experiential learning, Department of Theatre Studies hosts three active performing programs on campus: Wellesley Summer Theatre, Wellesley College Theatre, and The Upstage Series. Pay what you can for entrance to all theatre performances. Please visit the Department of Theatre Studies web site for exact performance times.

Wellesley Summer Theatre
Wellesley College Theatre
Wellesley Summer Theatre Company is the professional Equity theatre company in residence
Under this direction of the Wellesley College Theatre Department, performances feature local actors.
CARDS

While these applications have not been officially designed, these renderings present design possibilities that may be useful as references.
FAMILY & FRIENDS WEEKEND AND FOWCA HOMECOMING

Save The Date Card

Wellesley College

SAVE THE DATE
OCTOBER 2–4, 2009
FAMILY & FRIENDS WEEKEND AND FOWCA HOMECOMING

Invitation

Wellesley College

Family & Friends Weekend and FOWCA Homecoming
OCTOBER 2–4, 2009

We invite you to come celebrate with other Wellesley College families, friends, alumni, students, faculty, and staff. Family & Friends Weekend and FOWCA Homecoming at Wellesley College. Highlights of the weekend include:

FRIDAY, OCTOBER 2, 2009
2:30–4:30 PM
HOW WE LEARN
Come see student learning at its best as students share their learning, study abroad, and research experiences, and showcase how they learn both on and off campus.

SATURDAY, OCTOBER 3, 2009
9:30–10:30 AM
PRESIDENT’S ADDRESS
Ann President A. Kim Butterly as she welcomes you and addresses the state of the College.

10:30–12:00 PM
BLUE PRIDE PARADE
Come join us for our first pep rally/parade for Homecoming. Follow the bantams as students, faculty, and staff make their way to the soccer field for a pre-match lunch. Then, cheer on the Wellesley Blue as they play a match against Mount Holyoke.

1:00–3:00 PM
STUDENT LEADERSHIP PANEL
Hear a panel of student leaders share their experience of being leaders on campus.

3:30–5:30 PM
OPEN MIC/CABARET
Enjoy the talents of Wellesley students as they come together to perform and showcase all of their talents in one exciting night.

For a complete schedule of events and to register, please visit www.wellesley.edu/familyweekend.
Dear Wellesley Families and Friends,

I am pleased that you have been able to travel to the College and join us for this weekend that brings together events for Family and Friends Weekend and FOWCA Homecoming.

The purpose of creating the schedule for this weekend is to share with you the amazing achievements and accomplishments of Wellesley students, and to provide you with a glimpse of the campus, including the rich diversity of the campus by attending panels and services throughout the weekend. As part of Homecoming activities, the Wellesley events will be hosted by Mayor Follansbee. Wellesley is known for the leadership opportunities that it provides for students, and students and alumni will be offering their perspectives on the ways in which Wellesley has contributed to their lives.

President Bottomly will share her vision for the College at the President’s Address on Saturday. Some of our students will be sharing their internship and study-abroad experiences, while others will be presenting their original research. The rich cultural diversity of the Wellesley experience is known for the leadership opportunities that it provides for students, and students and alumni will be offering their perspectives on the ways in which Wellesley has contributed to their lives.

The goals in creating the schedule for this weekend are to share with you the amazing talents and accomplishments of Wellesley students and to provide you with a glimpse of the campus. We know that the weekend will be a busy one for you and your student, and we extend our best wishes for an informative, enriching, and fun weekend.

We hope that you will take advantage of the many opportunities to participate in events that will bring together events for Family and Friends Weekend and FOWCA Homecoming.

Sincerely,

Debra K. DeMeis
Dean of Students
Wellesley College
HOLIDAY CARD

Card 7.625 x 5.125 inches
Stamp 1.8 x 1.3 inch
NAME STICKERS

Sticker 3.5 x 2.5 inches
Printed on label stock
MEDIA BACKDROP

10 x 8 feet (size can vary)
POSTCARDS

While these applications have not been officially designed, these renderings present design possibilities that may be useful as references.
GENERAL MERCHANDISE

While these applications have not been officially designed, these renderings present design possibilities that may be useful as references.

Tee-shirts

Buttons
While this application has not been officially designed, this rendering presents design possibilities that may be useful as a reference.

Tote Bag
INTERNAL SIGNAGE SYSTEM, TYPOGRAPHY

Internal signage system uses a serif typeface, Garamond Pro in ALL-CAPS for non-numerical information. For numerical information, such as room numbers, sans serif typeface, Swiss 721 Bold is used in compliance with the Americans with Disabilities Act (ADA) guidelines.

How the typeface is rendered (its typographic size, justification, placement, and materials used) will be decided by the architect working with the donor representative team, to ensure the plaque’s compatibility and harmony with the building/space.

221
CLASSROOM

221

Adobe Garamond Pro
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

221

Swiss 721
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
INTERNAL SIGNAGE SYSTEM, CLASSROOMS

These renderings present examples of internal signage system for classrooms.

How the typeface is rendered (its typographic size, justification, placement, and materials used) will be decided by the architect for compatibility and harmony with the building/space.

Prior to production, all design work must be submitted to Wellesley College’s director of design, Soe Lin Post, s.post@wellesley.edu.
INTERNAL SIGNAGE SYSTEM, OFFICES

These renderings present examples of internal signage system for offices.

How the typeface is rendered (its typographic size, justification, placement, and materials used) will be decided by the architect for compatibility and harmony with the building/space.

Prior to production, all design work must be submitted to Wellesley College’s director of design, Soe Lin Post, spost@wellesley.edu.
INTERNAL SIGNAGE SYSTEM, OFFICES (DECAL ON GLASS)

This renderings presents an examples of internal signage system for offices—decals on glass doors.

How the typeface is rendered (its typographic size, justification, placement, and materials used) will be decided by the architect for compatibility and harmony with the building/space.

Prior to production, all design work must be submitted to Wellesley College’s director of design, Soe Lin Post, spost@wellesley.edu.
INTERNAL SIGNAGE SYSTEM, [INTERNAL] WAYFINDING

These renderings present examples of typesetting for internal wayfinding.

How the typeface is rendered (its typographic size, justification, placement, and materials used) will be decided by the architect for compatibility and harmony with the building/space.

Prior to production, all design work must be submitted to Wellesley College’s director of design, Soe Lin Post, spost@wellesley.edu.

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<thead>
<tr>
<th>SECOND FLOOR</th>
<th>PENDLETON HALL</th>
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<tr>
<td></td>
<td>PENDLETON HALL WEST</td>
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<tr>
<td></td>
<td>Lynda Davis Jeha 249</td>
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<td></td>
<td>Cyndy Northgraves</td>
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<td>FIRST FLOOR</td>
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<tr>
<td>FOUNDRY</td>
<td>Candland, Christopher 245</td>
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<td>SCULPTURE STUDIO</td>
<td>Dionne, Elizabeth 134</td>
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<tr>
<td>WOODWORKING STUDIO</td>
<td>Euben, Roxanne 248</td>
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<td>PAPERMAKING STUDIO</td>
<td>Goddard, Stacie 233</td>
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<tr>
<td></td>
<td>Grattan, Laura 230</td>
</tr>
<tr>
<td></td>
<td>Han, Hahrie 245</td>
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</tbody>
</table>
DONOR PLAQUES, TYPOGRAPHY

Donor plaques use serif typeface, Garamond Pro, and sans serif typeface, Swiss 721.

How the typeface is rendered (its typographic size, justification, placement, and materials used) will be decided by the architect working with the donor representative team, to ensure the plaque’s compatibility and harmony with the building/space. Examples are intentionally not provided to demonstrate the flexibility of the system.

Prior to production, all design work must be submitted to Wellesley College’s director of design, Soe Lin Post, spost@wellesley.edu.

Adobe Garamond Pro
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swiss 721
(Can use various weights as deemed appropriate by architect.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
These guidelines are intended to explain Wellesley College’s visual identity system, but in case there is something that is not clear or that we did not have the foresight to address, please do not hesitate to contact us. We are more than happy to discuss issues as they come up.

Elizabeth Gildersleeve
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