Wellesley College
Brand Identity Standards

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

COLORS – PRIMARY PALETTE

PMS 280
C100 / M78 / Y5 / K18
R0 / G59 / B819
#002776

PMS 289
C100 / M0 / Y0 / K100
R0 / G174 / B239
#00AEEF

PMS 190
C0 / M0 / Y0 / K100
R0 / G0 / B0
#000000

Any and all modifications (adjustments to kerning, proportions, etc.) are prohibited.

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.

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.

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.

Typeface (Font)

SERIF TYPEFACE (ADOBE GARAMOND PRO)

For serif typefaces, use Garamond Pro. 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.

SANS SERIF TYPEFACE (SWISS 721)

For sans serif typefaces use Swiss 721. 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.

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.

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.

Make a difference today for the women who will make a difference tomorrow

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 vary 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.