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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.
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.

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

PMS 7474
C98 / M7 / Y30 / K30
R0 / G122 / B135
#007A87

PMS 378
C43 / M13 / Y98 / K62
R85 / G96 / B28
#55601C

PMS 116
C0 / M12 / Y100 / K0
R254 / G203 / B0
#FECB00

PMS 483
C20 / M81 / Y76 / K61
R103 / G51 / B39
#673327

PMS Warm Gray 5
C11 / M13 / Y14 / K26
R174 / G167 / B159
#AE79F

Black*
C0 / M0 / Y0 / K100
R0 / G0 / B0
#000000

PMS 326
C85 / M0 / Y38/ K0
R0 / G178/ B169
#00B2A9

PMS CYAN
C100 / M0 / Y0/ K0
R0 / G159/ B183
#009FDA

PMS 178
C0 / M80 / Y60/ K0
R255 / G88/ B95
#FF585F

PMS 3291
C36 / M3 / Y0 / K0
R160 / G207 / B235
#A0CFE8

PMS 7464
C36 / M0 / Y14 / K0
R160 / G214 / B210
#A0D6D2

PMS 386
C6 / M0 / Y54 / K0
R232 / G235 / B111
#E8EB6F

PMS 7506*
C0 / M7 / Y23 / K1
R236 / G222 / B187
#ECE8B8

PMS 7520
C0 / M24 / Y22 / K0
R234 / G196 / B183
#EAC4B7

PMS 524
C11 / M19 / Y0 / K0
R215 / G200 / B220
#D7C8DC

PMS 329
C0 / M80 / Y60/ K0
R255 / G88/ B95
#FF585F

PMS 178
C0 / M80 / Y60/ K0
R255 / G88/ B95
#FF585F

PMS 329
C0 / M80 / Y60/ K0
R255 / G88/ B95
#FF585F

PMS 178
C0 / M80 / Y60/ K0
R255 / G88/ B95
#FF585F

PMS 329
C0 / M80 / Y60/ K0
R255 / G88/ B95
#FF585F

PMS 178
C0 / M80 / Y60/ K0
R255 / G88/ B95
#FF585F
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

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

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

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

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

Adobe Garamond Pro
Italic

Adobe Garamond Pro
Semibold

Adobe Garamond Pro
Semibold Italic

Adobe Garamond Pro
Bold

Adobe Garamond Pro
Bold Italic
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
abcdefghijklmnopqrstuvwxyz 0123456789

Aa

Times New Roman
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEF
abcdefghijklmnopqrstuvwxyz 0123456789

Times New Roman
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Times New Roman
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swiss 721 Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
<tr>
<td>Swiss 721 Light Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
<tr>
<td>Swiss 721 Roman</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
<tr>
<td>Swiss 721 Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
<tr>
<td>Swiss 721 Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
<tr>
<td>Swiss 721 Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
<tr>
<td>Swiss 721 Bold Rounded</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
<tr>
<td>Swiss 721 Black</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
<tr>
<td>Swiss 721 Black Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
</tbody>
</table>
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.
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.

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
STATIONERY – BUSINESS CARDS

Front

Soe Lin Post
Director of Design
COMMUNICATIONS & PUBLIC AFFAIRS
Wellesley College
106 Central Street, Wellesley, MA 02481
Tel 781.283.3343 Fax 781.283.3675
spost@wellesley.edu

Back

WELLESLEY

VISUAL IDENTITY GUIDELINES
APPLICATIONS
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

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)
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.

WELLESLEY COLLEGE
106 Central Street, Wellesley, MA 02481
STATIONERY – #10 ENVELOPE

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

Universal

WELLESLEY COLLEGE
106 Central St. Wellesley, MA 02481

Department specific

WELLESLEY COLLEGE
OFFICE OF ADMISSION
106 Central St. Wellesley, MA 02481

President office

WELLESLEY COLLEGE
OFFICE OF THE PRESIDENT
106 Central St. 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.

First name Last name
Title
Department

Wellesley College
106 Central Street, Wellesley, MA 02481
Tel 781.345.6789
Fax 781.456.7890

(Example)
Soe Lin Post
Director of Design
COMMUNICATIONS & PUBLIC AFFAIRS
Tel 781.283.3343 Fax 781.283.3650
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.
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.
CALENDAR OF EVENTS

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

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
Under the direction of the Wellesley College Theatre Department, performances feature cast members from Wellesley College, Olin College, Babson College, and the Boston theatre community.

View the full calendar online at wellesleysummertheatre.com, theatre.wellesley.edu.

Kathryn Svirsky, Theatre Studies Administrative Assistant
ksvirsky@wellesley.edu
Nora Hussey, Director of Theatre and Theatre Studies
nhussey@wellesley.edu

About Wellesley
The Wellesley arts curriculum—and 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 Davis Museum and Cultural Center
Theatre
The Davis Museum and Cultural Center
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.

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Kathryn Svirsky, Theatre Studies Administrative Assistant
ksvirsky@wellesley.edu
Nora Hussey, Director of Theatre and Theatre Studies
nhussey@wellesley.edu

THE NEWHOUSE CENTER FOR THE HUMANITIES PRESENTS

AN EVENING WITH ANNE CARSON AND DANCERS

Bracko and Cassandra Float Can: Reading and Performance

THE ARTS WELLESLEY
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

COME CELEBRATE
STUDENT LIFE AT WELLESLEY AND
CHEER ON THE WELLESLEY BLUE!

This fun-filled weekend is chock-full of social, athletic, and educational activities for the entire family and friends of Wellesley College. Parents, reconnect with your students and meet other members of the Wellesley community.

Adddress, reconnect with friends and former teammates and test your skills in alumni contests.

For more information on activities and events planned, please visit www.wellesley.edu/athletics/Homecoming or www.wellesley.edu/familyweekend.

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
2:00-3:30 PM
HOW WE LEARN
Come see student learning at its best as students share their research, 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
Act. President H. Kim Butler will welcome you and address the state of the College.

10-12:30 PM
BLUE PRIDE PARADE
Come join us for our first annual parade for Homecoming. Follow the band 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.

12:30-1:30 PM
STUDENT LEADERSHIP PANEL
Join a panel of student leaders share their experience of being leaders on campus.

1-3:15 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.
**WELCOME TO WELLESLEY!**

Dear Wellesley Families and Friends,

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

The goal in creating the schedule for this weekend was to showcase the amazing talents and accomplishments of Wellesley students and to provide you with a glimpse of the campus life at Wellesley. This weekend includes a variety of events, while others will be presenting their original research. The arts, whether it be Wellesley’s rich tradition of performances and a student cabaret. As part of our Homecoming festivities, the Wellesley soccer team will be hosting Mount Holyoke. Wellesley is known for the leadership opportunities that it provides for students, and students and alumni alike will be offering their perspectives on the ways in which Wellesley has contributed to their leadership development.

President Hamilton will deliver her welcome to the College at the President’s Address on Saturday. At the program, she will update you about recent developments at the College as well as her plans for the coming year. You will also have the opportunity to meet faculty members as open houses that will be hosted by various academic departments, and at noon on Saturday, you will have the opportunity to meet faculty members in a casual gathering on Friday night. You will also have the opportunity to visit the campus and experience what a student's day is like at Wellesley.

We believe that the weekend will be a special one for you and your student, and we extend our best wishes for an informative, enriching, and fun weekend.

Sincerely,

Ellen R. Giliberti
Dean of Students
Wellesley College

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**LETTER FROM DEAN OF STUDENTS**

**FRIDAY 10/2**

- **9:00-10:00**
  - Information Center: *Welsh Center*
  - *First-Year Orientation*
  - *Freshmen Classes*

- **10:00-11:00**
  - **CAMS 138 Photography I**
  - **Rogers JAC457**

- **11:10-12:20**
  - **ARTS 113 Basic 3-D Design**
  - **Mowbray PNW208**

- **12:45-2:15**
  - **MUS 200 History of Western Music I**
  - **Sholes JAC218**

- **2:30-3:30**
  - **CHEM 205 LAB: Chemical Analysis and Equilibrium**
  - **Turnbull SCI212**

- **3:45-5:15**
  - **PHIL 216 Logic**
  - **McGowan SCI274**

**SATURDAY 10/3**

- **9:00-10:00**
  - **CS 111 Computer Programming and Problem Solving**
  - **Tjaden SCIE111**

- **10:00-11:00**
  - **CHEM 120 Intensive Intro Chemistry w/Lab**
  - **Kolodny SCI104**

- **11:10-12:20**
  - **CHEM 105 Fundamentals Chemistry w/Lab**
  - **Radhakrishnan SCI278**

- **12:30-2:15**
  - **ARTS 108 Photography I**
  - **Rogers JAC457**

**SUNDAY 10/4**

- **9:00-10:00**
  - **ENG 283 Topic: Gospel, Body, and Soul**
  - **Tyler FND126**

- **10:00-11:00**
  - **ENG 241 Romantic Poetry**
  - **Hickey FND102**

- **11:10-12:20**
  - **EDUC 215 Understanding and Improving Schools**
  - **Hawes PNE151**

- **12:45-2:15**
  - **ECON 311 Economics of Immigration**
  - **Butcher PNE251**

- **2:30-3:30**
  - **ECON 101 Principles of Microeconomic**
  - **Coile PNW117**

**APPLICATIONS**
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

Adobe Garamond Pro
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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, spost@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.

<table>
<thead>
<tr>
<th>SECOND FLOOR</th>
<th>PENDELTON HALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POLITICAL SCIENCE AND INTERNATIONAL RELATIONS OFFICES</strong></td>
<td><strong>PENDLETON HALL WEST</strong></td>
</tr>
<tr>
<td><strong>FIRST FLOOR</strong></td>
<td></td>
</tr>
<tr>
<td>FOUNDRY</td>
<td>Candland, Christopher 245</td>
</tr>
<tr>
<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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<tr>
<td>PAPERMAKING STUDIO</td>
<td>Goddard, Stacie 233</td>
</tr>
<tr>
<td></td>
<td>Grattan, Laura 230</td>
</tr>
<tr>
<td></td>
<td>Han, Hahrie 245</td>
</tr>
</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
Chief Communications Officer
Office for Communications & Public Affairs
Tel 781.283.2376
Fax 781.283.3650
egilders@wellesley.edu

Soe Lin Post
Director of Design
Office for Communications & Public Affairs
Tel 781.283.3343
Fax 781.283.3650
spost@wellesley.edu

Wellesley College
106 Central Street
Wellesley, MA 02481