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Bryn Mawr is one of the world’s most distinctive, distinguished colleges. Every year, students from around the world gather on the College’s historic campus to study with leading scholars, conduct advanced research, and expand the boundaries of what’s possible. Bryn Mawr’s identity embodies the school’s tradition while at the same time looking toward to the future with a font family that is historic and also contemporary. The Bryn Mawr identity contains various elements and many colors to add different flavors to applications, thereby keeping the look fresh for years to come. With so many variables, this styleguide should be used to ensure brand consistency for current and future use.
The logo

This is the Bryn Mawr College logotype.

It is strong and decisive while being classic and elegant. A Humanist influence in the letterforms pay homage to the stonework around campus.
The logo

The Bryn Mawr logotype was carefully created using proportional spacial considerations. Never tamper with the elements of the logo or any of its elements.

The outermost dotted line indicates the minimum amount of clear space the logotype requires. No external graphic elements should ever come closer to the logotype than this line.
Bryn Mawr College
Brand Styleguide

The logo

This is the shortened Bryn Mawr logotype, lacking the words “college.” This version can be used interchangeably with the other configurations.
The logo

Within limited horizontal spaces, the 3-line logotype configuration can be used.
Additional Elements

This element references the rich tradition of lanterns at Bryn Mawr. The element should be used not instead of a core logotype configuration, but as an auxiliary dingbat. It should always appear small and never be overpowering.
Additional Elements

The Bryn Mawr College monogram is another auxiliary element. It can be used either very small, as a signature, or very large, as a supergraphic.
Bryn Mawr College
Brand Styleguide

Using the logo and elements

These examples show allowable uses of the logotype and elements together.
Primary Colors
Main colors to be used in all materials for the institution.

- **BLACK**
  - PMS 7545
  - C 25 / M 0 / Y 0 / K 65
  - R 100 / G 110 / B 125
  - PMS 1205
  - C 0 / M 5 / Y 30 / K 0
  - R 255 / G 240 / B 190

- **WHITE**
  - PMS COOL GREY 5
  - C 0 / M 0 / Y 0 / K 30
  - R 190 / G 190 / B 190
### Color Palette

#### Primary Colors
Main colors to be used in all materials for the institution.

- **PMS 7545**
  - CMYK: C 25 / M 0 / Y 0 / K 65
  - RGB: R 100 / G 110 / B 125

- **PMS 1205**
  - CMYK: C 0 / M 5 / Y 30 / K 0
  - RGB: R 255 / G 240 / B 190

- **PMS COOL GREY 5**
  - CMYK: C 0 / M 0 / Y 0 / K 30
  - RGB: R 190 / G 190 / B 190

#### Primary Accent
Main color accent to be used by the bold and adventurous.

- **PMS 108**
  - CMYK: C 0 / M 5 / Y 95 / K 0
  - RGB: R 255 / G 230 / B 190

- **PMS GREEN**
  - CMYK: C 100 / M 0 / Y 60 / K 0
  - RGB: R 255 / G 165 / B 140

- **PMS RED 032**
  - CMYK: C 100 / M 60 / Y 0 / K 20
  - RGB: R 240 / G 65 / B 55

- **PMS 294**
  - CMYK: C 100 / M 60 / Y 0 / K 20
  - RGB: R 100 / G 110 / B 125

#### Secondary Colors
Color accents to be used for materials requiring a more vibrant color palette. One or several colors can be used at a time in conjunction with the Primary Colors.

- **PMS PROCESS CYAN**
  - CMYK: C 100 / M 0 / Y 0 / K 0
  - RGB: R 0 / G 170 / B 240

- **PMS 1205 COOL GREY**
  - CMYK: C 0 / M 5 / Y 30 / K 0
  - RGB: R 255 / G 230 / B 190

- **PMS 7545 COOL GREY**
  - CMYK: C 0 / M 0 / Y 0 / K 30
  - RGB: R 190 / G 190 / B 190
The Carter Sans typeface family is a robust, sophisticated design that melds distinction and clarity in perfect proportions. It can be purchased here:

Secondary Typeface: National

National is a deceptively simple sans serif with subtle quirks in the details that give it a distinctive—but not distracting—personality.

It can be purchased here:
http://vllg.com/KLIM/National#panel=usage-poster
USE SELECTIVELY: CARTER SANS

HEADLINES
Special Occasions

FORMAL INVITATIONS & ANNOUNCEMENTS

USE OFTEN: NATIONAL

Body copy and everything else.

Hentius et volupta tquassi officiur aut esedi cum consequi conet od minum ditatur, optatia sim exernam quidiciis si conse optatur? Qui ipsae quiandi dolum ipsum que erovitatio. Et aut licillectate cus expedit prerati occupaspe eate simillu ptataspid ma quis parchic ipsante officur sim ilit aut magnimusci cor aliquo intur aliquodit il mi, vellores alicaeacat am quis plaboriatem as dolupid empore voluptias a corae eveniendit alicem que il eleserum eatus eossimilit quaest quas non pore est, sit moluptur?

Example Sub-head 1
Olessi dunto quas connis esciendae sa veleceatur aperios nectore strupturn aute porate sanditatis dolorumet omni rescia simust quat.

Example Sub-head 2
Pa doluptamus, verunt et quist lab inctus is dolor reped ea quam natiae dolupta temporio dolore volupti nimentibus es consequat ametur sit omnis etur molupiet maximin re volupietur, unto quo veles autem volum ut od experia dolupta ededitatem liquamust volupidus con et rescium sunt harit, adi con nis volorro et aut idit qui adit volo dolent des porit magnimu scitatur? Con eatusda volessed esequae esciaes es debit inimcia dolest, offic tet pres eatecestis et pro blabo. Et qui ut am num sumque.
System Fonts: Arial and Georgia
Because Carter Sans and National might not be available to everyone working at Bryn Mawr, these alternate typefaces can be used for internal documents. These should only be used for internal documents in Word, Excel and Powerpoint when Carter Sans and National are not available. Never use these to design marketing and customer-facing materials. These typefaces are acceptable on the web.
With so many sub-brands at Bryn Mawr, the new system must be flexible to allow for various configurations and hierarchies. Various sub-brand relationships are available within the Bryn Mawr brand family.

1: Schools

This is an example of equal relationships between Bryn Mawr and the sub-brand.
With so many sub-brands at Bryn Mawr, the new system must be flexible to allow for various configurations and hierarchies.

Various sub-brand relationships are available within the Bryn Mawr brand family.

2A: Institutes and Organizations

This is an example of a prominent sub-brand, secondary Bryn Mawr.
With so many sub-brands at Bryn Mawr, the new system must be flexible to allow for various configurations and hierarchies.

Various sub-brand relationships are available within the Bryn Mawr brand family.

2B: The Hepburn Center

This is an example of a prominent sub-brand, secondary Bryn Mawr.

The Hepburn Center is the only sub-brand that uses the monogram as an icon in its configurations.
With so many sub-brands at Bryn Mawr, the new system must be flexible to allow for various configurations and hierarchies.

Various sub-brand relationships are available within the Bryn Mawr brand family.

2C: Special Lecture Programs

This is an example of a prominent sub-brand, secondary Bryn Mawr.
With so many sub-brands at Bryn Mawr, the new system must be flexible to allow for various configurations and hierarchies.

Various sub-brand relationships are available within the Bryn Mawr brand family.

2D: Alumnae Association

This is an example of a prominent sub-brand, secondary Bryn Mawr.

The Alumnae Association is the only sub-brand that uses the lantern as an icon in its configurations.
With so many sub-brands at Bryn Mawr, the new system must be flexible to allow for various configurations and hierarchies.

Various sub-brand relationships are available within the Bryn Mawr brand family.

3: Resources

This is an example of a prominent Bryn Mawr, secondary sub-brand.
Stationery:
Business Cards

Two-sided business cards, Two color options
Stationery:
Business Cards

One-sided business cards,
Two color options
September 30, 2011
Ms Betty Draper
1234 Willow Road
Ossining, New York 12047

Dear Ms Draper:

Et wis del ulla facip enim iuret nulla faccum iure volor iure core molorperat utpatue rolis utatie dolese del utputatet fortis aci blaore facip enim nullAMetue rolis utatie dolese del tat.

Od tat nullute modit, vent doluptat landigna commv nonsequissim iurer am. velis nonsenissim velesrud euis ellsi delismi ipsustrud ming et ulla adiat, quat, sum ex quatio exer adignim adio con henibh el di Tatincil iure faci blan henit lore tem incilia

Nonsequat vel ip exer sim nostrud tie mo nullutat utat. Lenim dolore vulput adignis odolum quipsum sandre et illam duis iusi verci te dolorem dolorperit. Nonsequat ve eum vulland ipsummy nullutat.

Sincerely,

M. Carey Thomas
President,
Bryn Mawr College
TODAY’S DISCUSSION TOPICS

Why Bryn Mawr?
Enrollment Numbers
Admission Goals for 2012
Admission Goals for 2013
Student Living
Campus Renovations
Swag
Bryn Mawr College
Brand Styleguide
Swag
<table>
<thead>
<tr>
<th>1. NAME</th>
<th>3. OUTPUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMC: Bryn Mawr College</td>
<td>cmyk: process/digital color</td>
</tr>
<tr>
<td>BM: Bryn Mawr</td>
<td>rgb: screen/video rgb</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. OBJECT</th>
<th>4. COLOR</th>
<th>5. FILE TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>logo</td>
<td>dkgrey</td>
<td>eps: print</td>
</tr>
<tr>
<td>lantern</td>
<td>ltgrey</td>
<td>jpg: screen</td>
</tr>
<tr>
<td>monogram</td>
<td>creme</td>
<td></td>
</tr>
</tbody>
</table>