# Table of Contents

- Introduction ....................................................... 3
- The Logo .......................................................... 4
- Additional Graphic Elements ................................. 8
- Using the Logo and Graphic Elements ..................... 10
- Color Palette ..................................................... 11
- Primary Font ...................................................... 12
- Secondary Font .................................................. 13
- Using the Fonts .................................................. 14
- Alternate Fonts .................................................. 15
- Sub-Brands ....................................................... 16
- Applications and Templates .................................. 19
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.
This is the Bryn Mawr College logo. 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 logo was carefully created using proportional spacial considerations. Never tamper with the logo of any of its elements.

The outermost dotted line indicates the minimum amount of clear space the logo requires. No external graphics should ever come closer to the logo than this line.
This is the shortened Bryn Mawr logo, lacking the word “College.” This version can be used interchangeably with the other configurations.
Within limited horizontal spaces, the stacked logo can be used.
This element references the rich tradition of lanterns at Bryn Mawr. The element should be used not instead of the logo, but as an auxiliary design element. It should always appear small and never be overpowering.

The “lit” lantern was introduced with the Defy Expectation Campaign for Bryn Mawr.
The Bryn Mawr College monogram is another auxiliary element. It can be used either very small or very large.
These examples show allowable uses of the logo and elements together.
The Carter Sans font family is a robust, sophisticated design that melds distinction and clarity in perfect proportions. It can be purchased here: http://www.linotype.com/769928/CarterSansVolumne1-product.html.
National is a deceptively simple sans serif font with subtle quirks that give it a distinctive—but not distracting—personality.

It can be purchased here:


Alternate Fonts

If it is not possible to procure these fonts, please see page 15 for guidelines.
USE SELECTIVELY: CARTER SANS

HEADLINES
Special Occasions

FORMAL INVITATIONS & ANNOUNCEMENTS

USE OFTEN: NATIONAL

Body copy and everything else.

Hentius et volupta tquass officiur aut esedi cum consequat
conet od minum ditatur, optatia sim exernam quidiciis
si conse optatur? Qui ipsae quiandi dolum ipsum que
erovitatio. Et aut licillectate cus expedt prerati occupaspe
eate similu ptataspid ma quis parchic ipsante offictur sim
iilt aut magnumuscii cor aliquo intur aliquodit il mi, vellores
aliaecat am quis plboriame as dolupid empore voluptias
a corae eveniendit alictem que il eleserum eatus eossimiliit
quaeest quas non pore est, sit moluptur?

Example Sub-head 1
Olessi dunto quas comnis esciendea sa veleceatur aperios
nectore struptum aute porate sanditatis dolorumet omni
rescia simust quat.

Example Sub-head 2
Pa doluptamus, verunt et quist lab incus is dolor reped ea
quam natiae dolupta tempori dolore volupti nimentibus
es consequ ametur sit omnis etur molupiet maximin re
volupietur, unto quo veles autem volum ut od experia
dolupta epeditatem liquamust volupidus con et rescium
sunt harit, adi con nis volorrh et aut idit qui adit volo dolent
des porit magnum scitat? Con eatusda vossed esequae
escaes es debit inuncia dolest, offic tet pres eatecestiis et
pro blabo. Et qui ut am num sumque.
Alternate Fonts: Arial and Georgia

Because Carter Sans and National might not be available to everyone working at Bryn Mawr, Arial and Georgia 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.
Sub-Brands

With so many sub-brands at Bryn Mawr, the identity guidelines must be flexible to allow for various configurations.

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

These are examples of prominent sub-brands (institutes and organizations; special lecture series).
Sub-Brands

This is an example of a prominent sub-brand (Alumnae Association). The Alumnae Association is the only sub-brand that uses the lantern in its configuration.
Sub-Brands

These are examples of prominent sub-brands (Development).

- BRYN MAWR ANNUAL FUND
- BRYN MAWR SENIOR GIFT
- BRYN MAWR REUNION GIVING
- BRYN MAWR SLADE SOCIETY
- BRYN MAWR PARENTS FUND
- BRYN MAWR TAYLOR SOCIETY
- BRYN MAWR GRADUATE FUND, GSAS
- BRYN MAWR GOLD
- BRYN MAWR GRADUATE FUND, GSSWSR
Bryn Mawr College
Brand Styleguide

Applications: Stationery

Business cards, two-sided, with two color options; one-sided, with two color options.

Business cards, letterhead, envelopes, and many other customizable stationery items are available through the Custom Stationery interface in Office Depot via eMarket.
Powerpoint templates are available as downloads from https://www.brynmawr.edu/identity/templates-and-downloads/powerpoint-templates.
Bryn Mawr College Brand Styleguide

Applications: Website

The Bryn Mawr College website reflects the visual identity utilizing fonts, graphics, colors, images, and language.