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.
The Logo

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 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.
Bryn Mawr College
Brand Styleguide

The Logo

This is the shortened Bryn Mawr logo, lacking the word “College.” This version can be used interchangeably with the other configurations.
The Logo

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.
Bryn Mawr College
Brand Styleguide

Using the Logo and Graphic Elements

These examples show allowable uses of the logo and elements together.
# Color Palette

## Primary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Hex Code</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 7545</td>
<td>C 25 / M 0 / Y 0 / K 65</td>
<td>#646E7D</td>
<td>R 86 / G 109 / B 121</td>
</tr>
<tr>
<td>PMS 1205</td>
<td>C 0 / M 5 / Y 30 / K 0</td>
<td>#00AEEF</td>
<td>R 0 / G 174 / B 239</td>
</tr>
<tr>
<td>COOL GREY 5</td>
<td>C 0 / M 0 / Y 0 / K 30</td>
<td>#BCBEC0</td>
<td>R 188 / G 190 / B 192</td>
</tr>
<tr>
<td>BLACK</td>
<td>C 0 / M 0 / Y 0 / K 100</td>
<td>#000000</td>
<td>R 0 / G 0 / B 0</td>
</tr>
<tr>
<td>WHITE</td>
<td>C 0 / M 0 / Y 0 / K 0</td>
<td>#FFFFFF</td>
<td>R 255 / G 255 / B 255</td>
</tr>
</tbody>
</table>

## Primary Accent Color

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Hex Code</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS PROCESS CYAN</td>
<td>C 100 / M 0 / Y 0 / K 0</td>
<td>#00AEEF</td>
<td>R 0 / G 174 / B 239</td>
</tr>
</tbody>
</table>

## Campaign Colors / Defy Expectation

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Hex Code</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 281</td>
<td>C 100 / M 54 / Y 0 / K 60</td>
<td>#03335F</td>
<td>R 0 / G 51 / B 97</td>
</tr>
<tr>
<td>PMS 7406</td>
<td>C 4 / M 29 / Y 98 / K 0</td>
<td>#F3B720</td>
<td>R 243 / G 183 / B 32</td>
</tr>
</tbody>
</table>

## Athletics Yellow

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Hex Code</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 108</td>
<td>C 0 / M 5 / Y 95 / K 0</td>
<td>#FFE0BE</td>
<td>R 255 / G 242 / B 13</td>
</tr>
</tbody>
</table>
Bryn Mawr College
Brand Styleguide

Primary Font: Carter Sans

The Carter Sans font family is a robust, sophisticated design that melds distinction and clarity in perfect proportions.

It can be purchased here:
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 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 occultaspe eate similu ptataspid ma quis parchic ipsante offictur sim ilt aut magimusci cor aliquo intur aliquodit il mi, vellores alicaeat am quis plavoriatem as dolupid empore voluptias a corae eveniendit alictem que il eleserum eatus eosismiiq quaeest quas non pore est, sit moluptur?

Example Sub-head 1
Olessi dunto quas comnis esciendae 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 temporio dolore volupti nimentibus es consequ ametur sit omnis etur molupiet maximin re volupietur, unto quo veles autem volum ut od experia dolupta epeditatem liquamust voluptus con et rescium sunt harit, adi con nis volorro et aut idit qui adit volo dolent des porit maginum scitatur? Con eatusda volesed esequae esciaes es debit imincia dolest, offic tet pres eatecesitiis et pro blabo. Et qui ut am num sumque.
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.
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).
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).
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.
The Bryn Mawr College website reflects the visual identity utilizing fonts, graphics, colors, images, and language.