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Bryn Mawr, a selective women’s college with 1,350 undergraduates, is renowned for its academic excellence, diverse and close-knit community, and engagement with the world.

On an historic campus just outside of Philadelphia, Bryn Mawr students find challenging courses and research; strong bonds with faculty, students, and alumnae/i; innovative programs that connect study with action; and top-tier partnerships that expand options.

Critical, creative, and collaborative, Bryn Mawr alumnae/i are agents of change in every arena—and forever members of a community founded on respect for individuals.
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 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.
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.

BRYN MAWR COLLEGE
ADDITIONAL DESIGN ELEMENTS
These elements reference the rich tradition of lanterns at Bryn Mawr. These elements should be used not instead of the logo, but as additional design elements.

The “lit” lantern was introduced with the Defy Expectation Campaign for Bryn Mawr.
**ADDITIONAL DESIGN ELEMENTS**
The Bryn Mawr College monogram is another auxiliary element. It can be used either very small or very large.
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>PMS 7545</th>
<th>PMS 1205</th>
<th>COOL GREY 5</th>
<th>BLACK</th>
<th>WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 25 / M O / Y 0 / K 65</td>
<td>C 0 / M 0 / Y 0 / K 0</td>
<td>C 0 / M 0 / Y 0 / K 30</td>
<td>C 100 / M 0 / Y 0 / K 100</td>
<td>C 0 / M 0 / Y 0 / K 0</td>
</tr>
<tr>
<td>#646E7D</td>
<td>#646E7D</td>
<td>#FF0BE</td>
<td>#000000</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>R 86 / G 109 / B 121</td>
<td>R 255 / G 238 / B 189</td>
<td>R 188 / G 190 / B 192</td>
<td>R 0 / G 0 / B 0</td>
<td>R 255 / G 255 / B 255</td>
</tr>
</tbody>
</table>

PRIMARY ACCENT COLOR

<table>
<thead>
<tr>
<th>PMS PROCESS CYAN</th>
<th>ATHLETICS YELLOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 100 / M 0 / Y 0 / K 0</td>
<td>C 0 / M 0 / Y 0 / K 0</td>
</tr>
<tr>
<td>#00AEF</td>
<td>#00AEEF</td>
</tr>
<tr>
<td>R 0 / G 174 / B 239</td>
<td>R 0 / G 174 / B 239</td>
</tr>
</tbody>
</table>

CAMPAIGN COLORS / DEFY EXPECTATION

<table>
<thead>
<tr>
<th>PMS 281</th>
<th>PMS 7406</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 100 / M 54 / Y 0 / K 60</td>
<td>C 4 / M 29 / Y 98 / K 0</td>
</tr>
<tr>
<td>#03335F</td>
<td>#F38720</td>
</tr>
<tr>
<td>R 0 / G 51 / B 97</td>
<td>R 243 / G 183 / B 32</td>
</tr>
</tbody>
</table>
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:
www.linotype.com/769928/CarterSans/Volumne1-product.html

If it is not possible to procure this font or National on the following page, please see page 15 for guidelines.

CARTER SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
**PRIMARY FONT / NATIONAL**

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: vllg.com/KLIM/National#panel=usage-poster

If it is not possible to procure this font or Carter Sans on the preceding page, please see page 15 for guidelines.

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**NATIONAL REGULAR**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789
```

**NATIONAL REGULAR ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789
```

**NATIONAL BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789
```

**NATIONAL BOLD ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789
```

*Other weights of National are also available.*
USING THE FONTS
Carter Sans should be used mostly for headlines and in shorter subheads. It can be used as all caps or upper and lower case. National should be used for everything else. It can be used in all different weights, sizes, and cases.

USING CARTER SANS WITH NATIONAL

LOREM IPSUM DOLOR

Nunc Feugiat Neque
Vivamus tempor sem consectetur, mollis tellus id, pretium elit. Maecenas interdum, turpis ac egestas finibus, justo nisl fringilla sem, non pretium tortor ante eu ligula. In venenatis malesuada vestibulum. Etiam ut turpis nec lectus efficitur fringilla molestie a mauris.

USING NATIONAL

LOREM IPSUM DOLOR

Nunc Feugiat Neque
Vivamus tempor sem consectetur, mollis tellus id, pretium elit. Maecenas interdum, turpis ac egestas finibus, justo nisl fringilla sem, non pretium tortor ante eu ligula. In venenatis malesuada vestibulum. Etiam ut turpis nec lectus efficitur fringilla molestie a mauris.
**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.

**ARIAL**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

*Bold and italic versions may also be used.*

**GEORGIA**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

*Bold and italic versions may also be used.*
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).

Please visit www.brynmawr.edu/communications/project-requests and use the Project Request Form to request a sub-brand.
UNIQUE SUB-BRANDS

These are examples of unique sub-brands that use additional design elements.

Please visit www.brynmawr.edu/communications/project-requests and use the Project Request Form to request a sub-brand.
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.
APPLICATIONS
POWERPOINT TEMPLATES
Powerpoint templates are available as downloads from www.brynmawr.edu/identity/templates-and-downloads/powerpoint-templates.
APPLICATIONS
WEBSITE
Bryn Mawr College’s public website, www.brynmawr.edu, incorporates compelling photographic imagery into its design, which is intended to provide an overall consistent visitor experience.
APPLICATIONS
DIGITAL NEWSLETTERS
Daily Digest and Campus News

BRYN MAWR COLLEGE DAILY DIGEST

Submit to the Daily Digest | View the Master Calendar

Below you will find three sections of relevant information for All Campus, Students, and Faculty and Staff.

All Campus

ANNOUNCEMENTS

Go On! Athletic Events Today
April 25 | Lacrosse @ Newford College | 7 p.m.

Be sure to follow Bryn Mawr Athletics on social media for more game day updates.

Health Center Hours Thursday
The Health Center will open at 12:30 p.m. on Thursday, April 26, due to a staff meeting. All appointments will begin at that time.

EVENTS

Philanthropy Education Day
Learn about The Bryn Mawr Fund and how it supports students as one of the Daily Expedition Campaign priorities. Win a week’s worth of ice cream treats for your class, earn coffee tickets, and much more!

Campus Center
04/26/2018
11 a.m. - 5 p.m.
Taylor Miller
trmiller@brynmawr.edu

Open House - Science Conversations
Next time we build in relationships at Bryn Mawr across differences of gender, race, and more!

Campbell Seminar Room
04/26/2018
Noon - 1 p.m.
Joan O’Callahan
jocallahan@brynmawr.edu

Conferences in Visual Culture
"The First Emperor, the Chinese Empire, and the Wider World: Art and Material Culture of the Qin Dynasty" presented by Jason B. B. Brooks, Assistant Curator of Chinese Art at the Metropolitan Museum of Art.

College Hall 113
04/26/2018
12:30 - 2 p.m.

BRYN MAWR COLLEGE CAMPUS NEWS

TOP STORIES

Professor of Chemistry Michele Proudfoot Honored

The new taught students for three decades and still nothing makes me happier than to watch them become fully themselves,” says the recipient of the Frank B. Mallory Professorship. She will give a lecture on “Measuring Molecular Motion” on Feb. 28. Read more.

Setsy Zubrow Cokes ’83 Gives $1 Million Gift for Data Science

"With her help, we will enable interested students to graduate from Bryn Mawr with a strong liberal arts foundation supplemented by a strong degree in data science," says President Cassidy. Read more.

Sandie Toombs ‘19 on the Importance of the Humanities

"If everyone focuses on being engineers or architects, who is going to tell the stories that no one is telling? Someone needs to be there to tell them." Read more.

IN THE MEDIA

Joel Schissler in Political Science News

"Teaching has been an education for me - I’ve learned just how precious and fragile the sense of the classroom is," says the Assistant Professor of Political Science. Read more.

Anna Stevens ’16 on Being a Digital Nomad
Please visit www.brynmawr.edu/communications/project-requests and use the Project Request Form to request a brochure.
APPLICATIONS
SWAG