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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 or 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.

BRYN MAWR
THE LOGO
Within limited horizontal spaces, the stacked logo can be used.
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 PALLETTE

**PRIMARY COLORS**

- **PMS 7545**
  - C 25 / M 0 / Y 0 / K 65
  - #646E7D
  - R 86 / G 109 / B 121

- **PMS 1205**
  - C 0 / M 5 / Y 30 / K 0
  - #F0F0BE
  - R 255 / G 238 / B 189

- **COOL GREY 5**
  - C 0 / M 0 / Y 0 / K 30
  - #BCBEC0
  - R 188 / G 190 / B 192

- **BLACK**
  - C 0 / M 0 / Y 0 / K 100
  - #000000
  - R 0 / G 0 / B 0

- **PMS 7406**
  - C 4 / M 29 / Y 98 / K 0
  - #F3B720
  - R 243 / G 183 / B 32

- **PMS 5503**
  - C 44 / M 16 / Y 23 / K 0
  - #9387BC
  - R 147 / G 183 / B 188

**ACCENT COLORS**

- **PMS 281**
  - C 100 / M 54 / Y 0 / K 60
  - #03335F
  - R 0 / G 51 / B 97

- **PMS 7406**
  - C 4 / M 29 / Y 98 / K 0
  - #F3B720
  - R 243 / G 183 / B 32

- **WHITE**
  - C 0 / M 0 / Y 0 / K 0
  - #FFFFFF
  - R 255 / G 255 / B 255

**ATHLETICS YELLOW (FOR ATHLETICS USE ONLY)**

- **PMS 108**
  - C 0 / M 5 / Y 95 / K 0
  - #F3B720
  - R 255 / G 242 / B 13
PRIMARILY 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:
vlg.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.

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.
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.
PRIMARY FONT / BERLINGSKE SERIF

PLEASE CONTACT COMMUNICATIONS TO USE THIS FONT.

BERLINGSKE SERIF REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

BERLINGSKE SERIF BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

BERLINGSKE SERIF ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

BERLINGSKE SERIF EXTRABOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

BERLINGSKE SERIF EXTRABOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789
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.

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**ARIAL**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*Bold and italic versions may also be used.*

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**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
Please visit www.brynmawr.edu/communications/project-requests and use the Project Request Form to request a brochure.
APPLICATIONS

SWAG