

BRYN MAWR

COLLEGE

BRAND STYLEGUIDE
JANUARY 2022

TABLE OF CONTENTS

3	INTRODUCTION
4	THE LOGO
8	ADDITIONAL GRAPHIC ELEMENTS
10	USING THE LOGO AND GRAPHIC ELEMENTS
11	COLOR PALETTE
12	PRIMARY FONT
15	USING THE FONTS
16	ALTERNATE FONTS
17	SUB-BRANDS
19	APPLICATIONS AND TEMPLATES

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.

BRYN MAWR
COLLEGE

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.

BRYN MAWR

THE LOGO

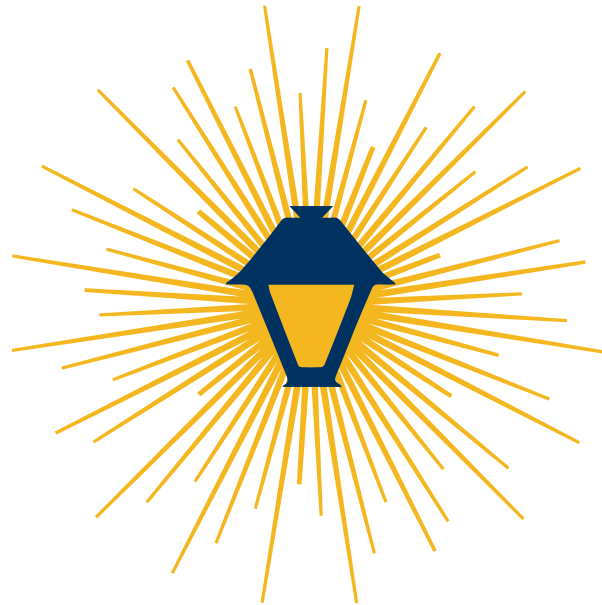
Within limited horizontal spaces, the stacked logo can be used.

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

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
#FFFOBE
R 255 / G 238 / B 189

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

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

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 PROCESS CYAN
C 100 / M 0 / Y 0 / K 0
#00AEEF
R 0 / G 174 / B 239

PMS 5503
C 44 / M 16 / Y 23 / K 0
#93B7BC
R 147 / G 183 / B 188

PMS 108
C 0 / M 5 / Y 95 / K 0
#FFF20D
R 255 / G 242 / B 13

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.

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.

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 / 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

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer et lacus pulvinar odio egestas porta sed rutrum tortor. Quisque dapibus justo aliquet, consectetur mauris eu, ultrices nisl. Nullam tempus consequat tempor. Suspendisse dictum dolor dui, eu blandit mauris interdum et. Vestibulum auctor turpis quis lacus convallis con sectetur. Donec in luctus risus. Mauris at blandit magna. Nam posuerimus nibh finibus non.

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.

← EXAMPLE OF CARTER SANS
USED FOR HEADLINE

← EXAMPLE OF NATIONAL
USED FOR FOR BODY COPY

← EXAMPLE OF CARTER SANS
USED FOR SUBHEADS

USING NATIONAL

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer et lacus pulvinar odio egestas porta sed rutrum tortor. Quisque dapibus justo aliquet, consectetur mauris eu, ultrices nisl. Nullam tempus consequat tempor. Suspendisse dictum dolor dui, eu blandit mauris interdum et. Vestibulum auctor turpis quis lacus convallis con sectetur. Donec in luctus risus. Mauris at blandit magna. Nam posuerimus nibh finibus non.

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.

← EXAMPLE OF NATIONAL
USED FOR HEADLINE

← EXAMPLE OF NATIONAL
USED FOR FOR BODY COPY

← EXAMPLE OF NATIONAL
USED FOR SUBHEADS

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.

GRADUATE SCHOOL
OF SOCIAL WORK AND
SOCIAL RESEARCH
OF
BRYN MAWR
COLLEGE

THE
ARCHWAYS
SOCIETY
OF BRYN MAWR COLLEGE

THE
HEALTH CENTER
AT BRYN MAWR COLLEGE

GRADUATE SCHOOL
OF ARTS AND SCIENCES
OF
BRYN MAWR
COLLEGE

PENSBY CENTER
AT BRYN MAWR

FRIENDS
OF THE
BRYN MAWR COLLEGE
LIBRARIES

THE
BRYN MAWR
FUND

PRESIDENT'S
ADVISORY COUNCIL
AT BRYN MAWR COLLEGE

THE
TAYLOR
SOCIETY
OF BRYN MAWR COLLEGE

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.

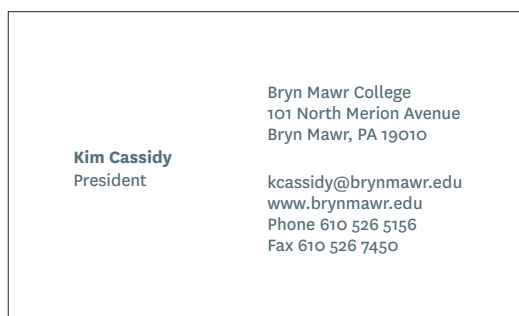
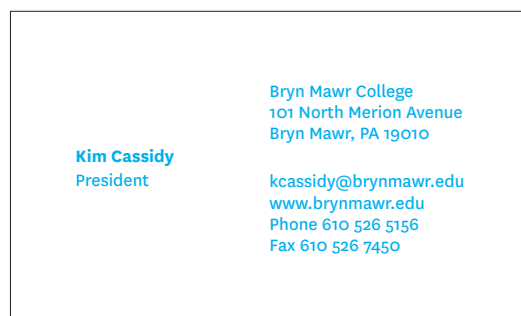


APPLICATIONS

STATIONERY

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

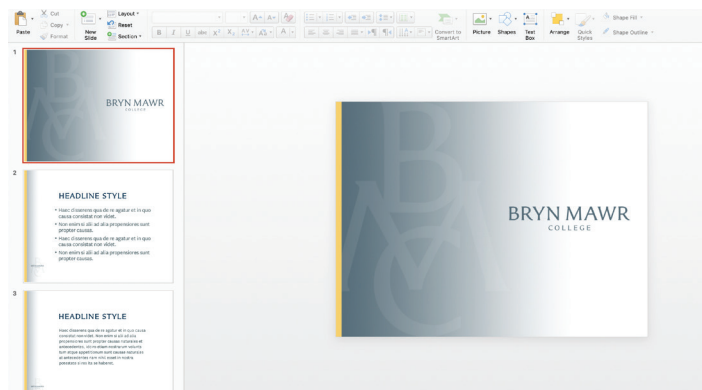
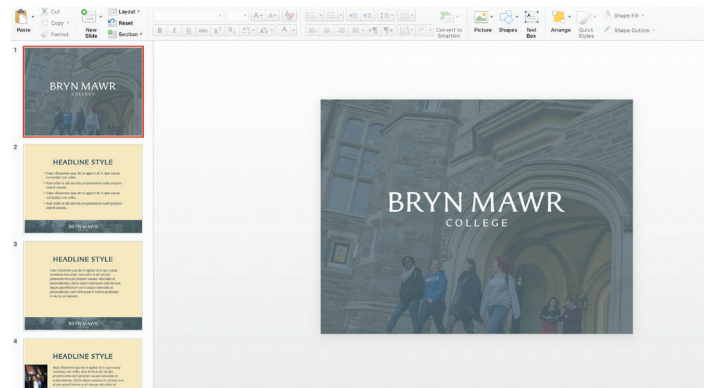
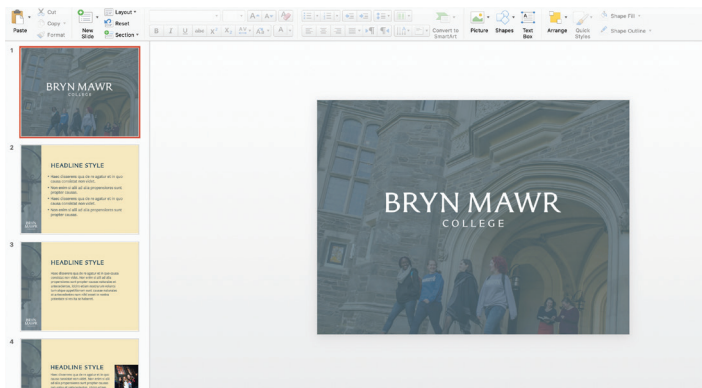
Business cards, letterhead, envelopes, and many other customizable stationery items are available through the Custom Stationery interface in Office Depot via eMarket.



APPLICATIONS

POWERPOINT TEMPLATES

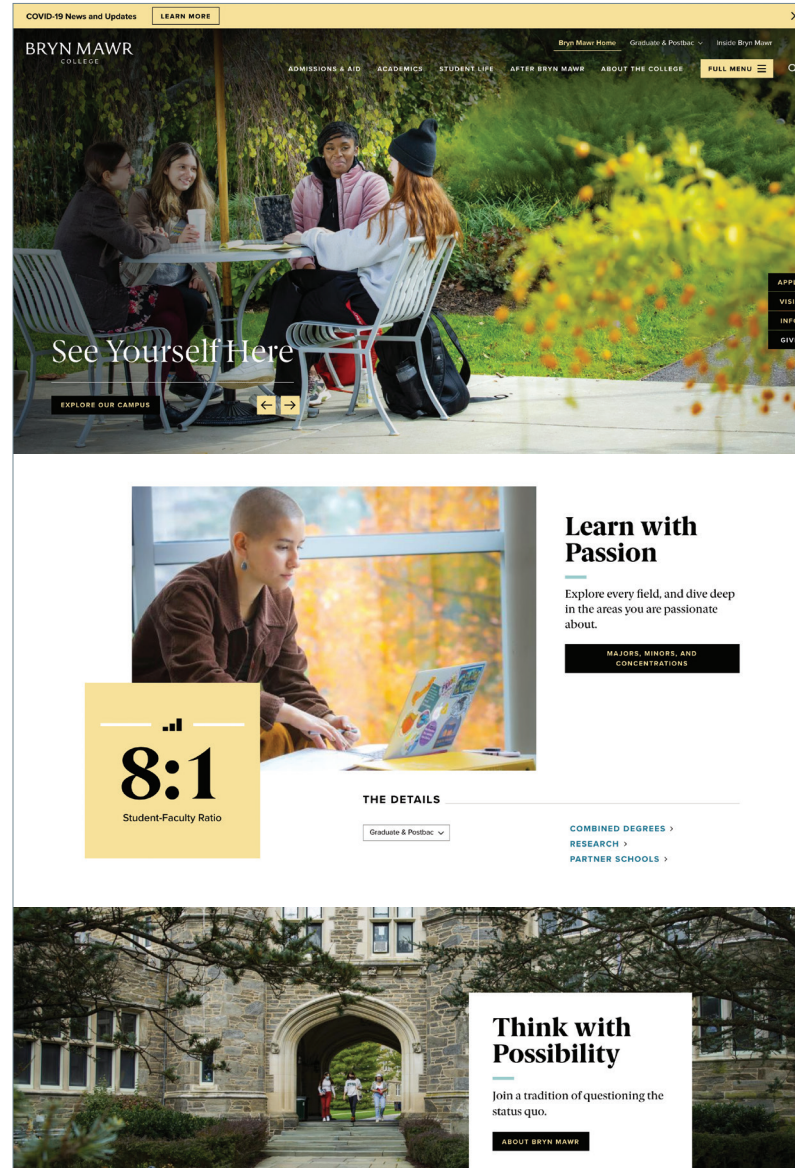
Powerpoint templates are available as downloads from www.brynmawr.edu/identity/templates-and-downloads/powerpoint-templates.



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



[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 Owls! Athletic Events Today.](#)
 April 25 | Lacrosse @ Haverford 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 all students as one of the *Defy Expectation* Campaign priorities. Win Weckerly's ice cream treats for your class, earn raffle tickets, and much more!


Campus Center
04/25/2018
 11 a.m.-3 p.m.
 Taylor Milne
tmilne@brynmawr.edu

[Open Space Conversation](#)
 Trust: How do we build trust in relationships at Bryn Mawr across differences of identity, rank, and role?


Dorothy Vernon Room
04/25/2018
 Noon-1 p.m.
 Joann O'Doherty
jodoherty@brynmawr.edu

[Colloquium in Visual Culture](#)
 "The First Emperor, the Chinese Empire, and the Wider World: Art and Material Culture of the Qin Dynasty," presented by Jason Sun, Brooke Russell Astor Curator of Chinese Art, The Metropolitan Museum of Art.

College Hall 110
04/25/2018
 12:30-2 p.m.




TOP STORIES




Professor of Chemistry Michelle Franci Honored

"I've now 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 "Making Molecular Monsters" on Feb. 28. [Read more.](#)



Betsy Zubrow Cohen '63 Gives \$5 Million Gift for Data Science


"With her help, we will enable interested students...to graduate from Bryn Mawr with a strong liberal arts foundation complemented by a fluency in data science," says President Cassidy. [Read more.](#)



Sandra Torres '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." [Watch video.](#)

IN THE MEDIA



Joel Schlosser in *Political Science Now*

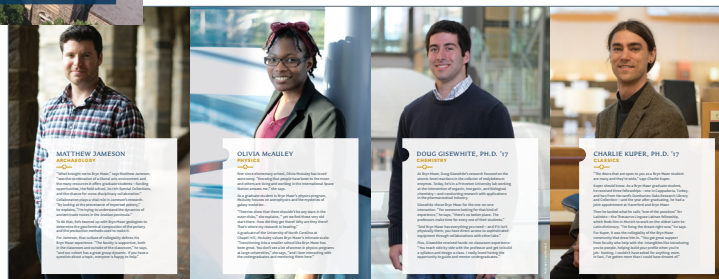
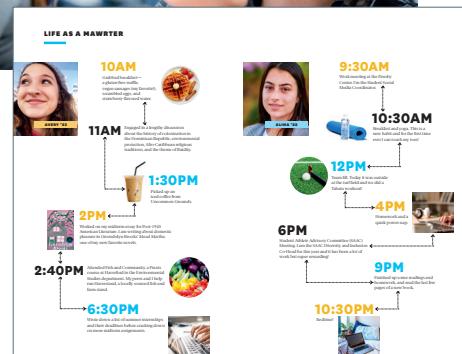
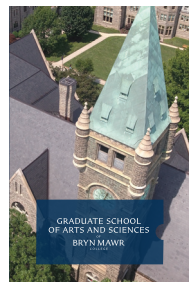
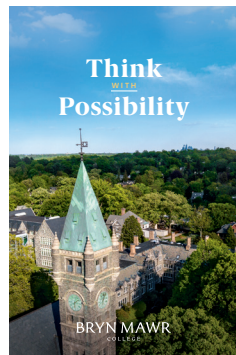
"Teaching has been an education for me. I've learned just how precious and fragile the space of the classroom is," says the Assistant Professor of Political Science. [Read more.](#)



Anna Shamim '06 on Being a Digital Nomad

APPLICATIONS BROCHURES

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



APPLICATIONS

SWAG

