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Bryn Mawr, a selective women’s college with 1,400 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.
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

PRIMARİE 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

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 1205
C 0 / M 5 / Y 30 / K 0
#FF0BE
R 255 / G 238 / B 189

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

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

ACCENT COLORS

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
#9387BC
R 147 / G 183 / B 188

ATHLETICS YELLOW (FOR ATHLETICS USE ONLY)

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:
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.

CARTER SANS

ABCDEFGHJKLMNOPQRSTUVWXYZ
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


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


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
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 NEWS

COMMENCEMENT 2022

Celebrate the graduates of the class of 2022 on May 13 with the graduate ceremony and on May 14 with the undergraduate ceremony.

READ MORE.

To see more upcoming events, go to the College's EVENTS CALENDAR.

FEATURED EVENT

COMMENCEMENT 2022

Celebrate the graduates of the class of 2022 on May 13 with the graduate ceremony and on May 14 with the undergraduate ceremony.

READ MORE.

To see more upcoming events, go to the College's EVENTS CALENDAR.

FEATURED STORY

New Power, Inequality and Justice Requirement Approved

Bryn Mawr faculty have approved a new “Power, Inequality, and Justice” curriculum requirement that will be in place when the Class of 2027 arrives on campus in August 2023.

READ MORE.

For more stories, please visit BRYN MAWR COLLEGE NEWS.

SUBMIT TO THE DAILY DIGEST

Submit to the Daily Digest | Submission deadline is 10 a.m.

All Campus

ANNOUNCEMENTS

Last Day! Bring Your EOV Sale Donations to the Schwartz Gym (7 a.m.-6 p.m.)

Through May 18, keep your mail box out of the dunk tank and send in the hands of community members by donating them to the EOV Sale. Revenue from the sale will fund Staff Association initiatives.

Help Set Up the End-of-Year Sale on Sunday, May 15

Come to the Gym any time between 8 a.m. and 5 p.m. on Sunday, May 15 to volunteer. Monday and Tuesday hours are 7:15 a.m.-6:30 p.m. Questions? staffassociation@brynmawr.edu

BMC Bookshop Commencement Weekend Hours

Your BMC Bookshop will be open extended hours throughout Commencement weekend: Friday, 10 a.m.-7:30 p.m.; Saturday, 10 a.m.-4 p.m.; and Sunday, 10 a.m.-2 p.m. Congratulations, grads!

Last Call for Book Buyback

Book buyback at your BMC Bookshop ends Friday, May 13. Immediate cash for books you no longer need. Visit the link for more information, including prices for current semester titles.

Staff Association End-of-Year Sale Dates

Shop the sale at Schwartz Gym:

- May 10 and 11, 11 a.m.-2 p.m.
- May 20, 11 a.m.-2 p.m.
- May 23 and 24, 11 a.m.-2 p.m.

Friends and family of the BMC community are welcome May 23-24.

TODAY'S EVENTS

Graduate Commencement 2022

The 2022 Graduate Commencement ceremony is scheduled for May 13 at 5 p.m.

Daily Digest

Submissions deadline is 10 a.m.

Submissions are due bi-weekly.

Contact:

Daily Digest

submit@brynmawr.edu

(610) 526-6334

Daily Digest is a compilation of announcements from around Bryn Mawr and is distributed Monday through Friday.

SUBMISSION DEADLINE IS 10 A.M.
Applications Brochures
Please visit www.brynmawr.edu/inside/offices-services/college-communications/creative-services/visual-design-printed-materials and use the Project Request Form to request a brochure.
APPLICATIONS

SWAG