Wilmington College

BRAND GUIDELINES MANUAL V4

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CONTENTS

1 OVERVIEW

Why brand guidelines?

Wilmington College is a highly respected liberal arts college in southwestern Ohio and beyond. Its solid visual brand, consistently and creatively applied, communicates Wilmington College's values effectively, increases its visibility and builds on its fine academic reputation.

To create and maintain a strong brand for Wilmington College, it is vital that we deliver our brand consistently. An important part of this is maintaining a consistent visual brand across all our communications – providing our audiences with a set of compelling visual associations that communicate our value quickly and effectively.

This Brand Identity Guidelines Manual (Manual) has been created to help you promote Wilmington College by providing you with the knowledge and tools to market the college with maximum positive impact. The logos, color palettes and typefaces that make up the College's visual brand identity system are explained in detail. When used correctly, these tools will effectively communicate Wilmington College's excellence and strengthen our brand in a very competitive education marketplace.

If you should have questions about anything in this Manual, please contact the Director of Public Relations or email brand@wilmington.edu.

How to use these guidelines

FOR THE GENERALIST

Wilmington College faculty, staff and students often are called upon to promote Wilmington College, whether it's creating a simple agenda, a flyer or a PowerPoint® presentation. Some may have graphic design or marketing training, but others are generalists who need the right tools to get the job done in a professional manner. The following templates are provided to assist the generalist:

- Wilmington College Letterhead with address
- Electronic Word Document (i.e., letterhead without contact information — best used for syllabi, agendas, etc.)
- PowerPoint® templates
- Flyer templates
- E–signature
- Report template (best used for reports, handbooks, catalogs, etc.)

These can be downloaded from www.wilmington.edu/brand/templates.

Familiarize yourself with the appropriate sections of both the Wilmington College brand messaging and visual brand components by reviewing this Manual. This will help you develop your messages and serve as starting point for your marketing materials prior to review by the WC Brand Committee. All materials must be approved by submitting to brand@wilmington.edu.

FOR THE DESIGN OR MARKETING PROFESSIONAL

Wilmington College often calls on professional graphic designers and marketing professionals to use their expertise to promote Wilmington College in more complex, visually sophisticated ways.

First, review this Manual to acquaint yourself with both the Wilmington College brand messaging and visual brand components. Then turn to the "Graphic Elements" section, in section 3 or the "Applications" section, in section 4. There you'll find a discussion of tools and ideas that will prepare you for the creation of engaging materials for Wilmington College.

Although this Manual covers many topics related to the Wilmington College brand, you still may have questions. For additional assistance, please contact the Director of Public Relations or email brand@wilmington.edu.

Our name and tagline

WILMINGTON COLLEGE

We're Wilmington College — never just Wilmington. When referring to the College, always use our full name, at least the first time we're mentioned. After that, you can abbreviate our name to WC or the College.

HANDS–ON LEARNING. HANDS–ON LIVING.

Our tagline appears most often as part of our logo (page 3–4) or as a stand–alone wordmark (page 3–9). It can also be used in body copy when describing who we are and what we do.

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2 BRAND POSITIONING

What distinguishes the Wilmington College brand?

The following text describes and captures the essence of the Wilmington College difference, encapsulating all aspects of our brand promise and brand attributes, which make our institution stand out.

**HANDS-ON LEARNING.
HANDS-ON LIVING.**

At Wilmington College (WC), we are dedicated to your passion for hands-on learning. Our community-of-doing will place you in the center of the learning experience, unlocking your potential and opening doors. Students can leave with hundreds of hours of practical application — now that's learning by doing.

We are dedicated to you and your abilities. We believe in your ability to change the world. Be hands-on, act and build our tomorrow. The future is yours. Every generation has an opportunity to shape society and build the world. Now it's your turn. Show your pride. Make a difference. Wilmington College carries on through you.

The Wilmington College voice

AP STYLEBOOK

Wilmington College follows the AP Stylebook. The AP Stylebook (updated annually by Associated Press editors, usually in June) is a guide for grammar, punctuation, and principles and practices of reporting. Although some publications use a different style guide, the AP Stylebook is considered a newspaper industry standard and is also used by broadcasters, magazines and public relations firms.

In adherence to AP Style, ad headlines will include punctuation (such as a period) when the headline is a grammatically correct sentence. If the headline is not a sentence, a period is not needed.

Note: The AP Stylebook may be abandoned when required by government standards, particularly when preparing grant proposals.

Follow these tips to make sure your writing is always interesting, engaging and on brand.

1. KEEP IT BRIEF.

Attention spans are short, and your copy should be, too. That means getting to the point as quickly as possible while still keeping the language smart and intriguing. It's a tough line to walk, but it makes the message even more rewarding to the reader.

2. FOCUS, FOCUS, FOCUS.

When you try to say everything, it's hard for the reader to hone in on anything. Whenever possible, try to limit your piece to just one topic.

3. MAKE IT SCANNABLE.

When it's *not* possible to keep the piece to one topic — or if you're working on a long–copy piece that requires more content — make it easier to scan by organizing the information into smaller sections, and using subheads and bullet points to help readers move through the piece.

4. BACK IT UP WITH PROOF.

Our stories are so much more powerful when we have facts to back them up. When you're writing a piece, try to include specific proof points or testimonials whenever possible.

5. INSPIRE ACTION.

Every piece of our communication exists to convey a message — but that message is only important if the reader knows what to do after they've digested it. Always remember to include a clear call to action, whether it's applying for a course, visiting a website or attending an event.

6. STAY TRUE TO OUR BRAND POSITIONING AND PROMISE.

Use our brand positioning and promise to guide you as you communicate the Wilmington College brand. Our message should always deliver on our promise.
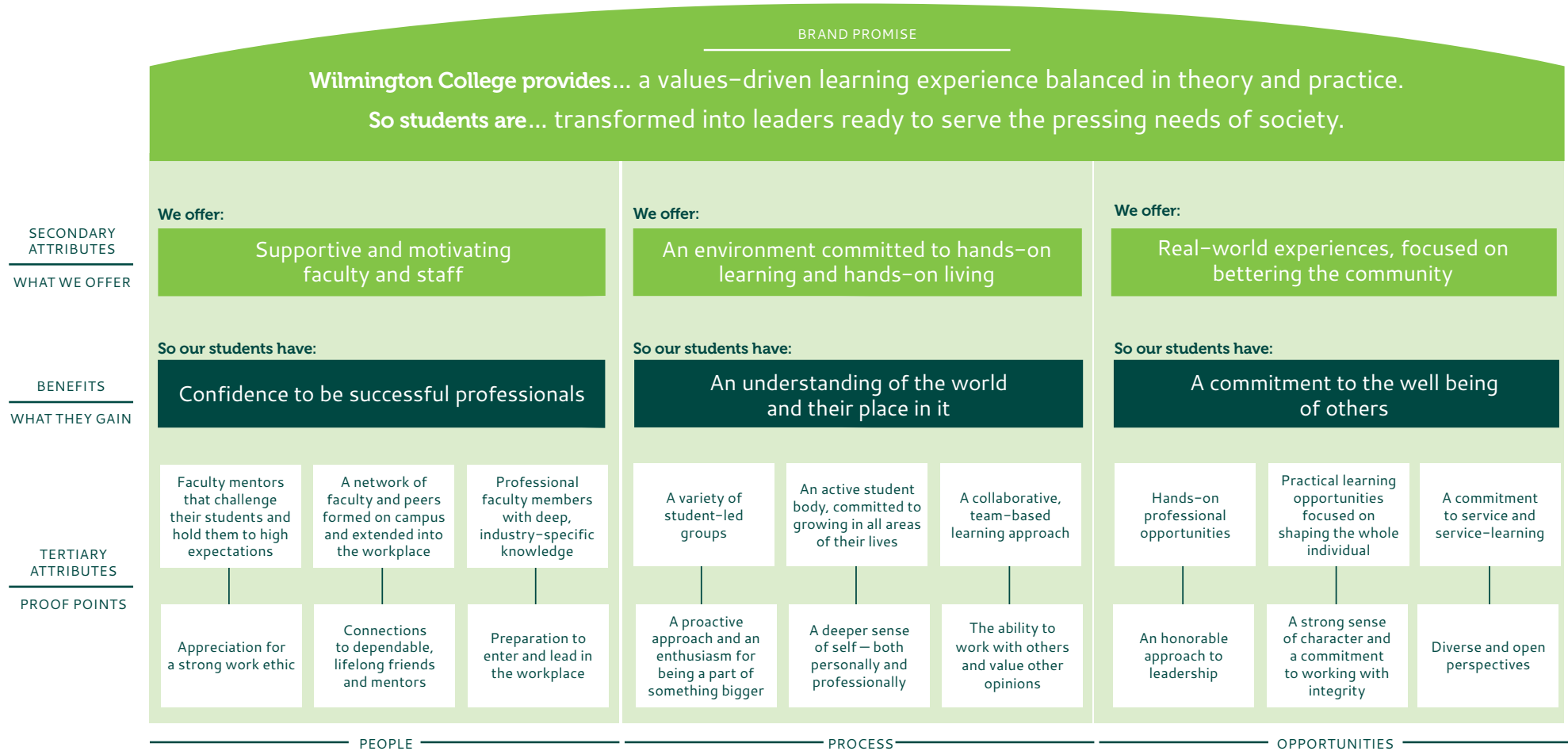
The Wilmington College Message Platform

This Message Platform addresses how Wilmington College tells its story and fits into the education marketplace. It articulates the core elements of the Wilmington College story and explains who Wilmington College is, what it does, its unique approach and the benefits delivered. The positioning and messages inform all communications, from the website to media interviews, marketing communications collateral, advertising and thought leadership content.

HOW TO USE THE MESSAGE PLATFORM

· This Message Platform (Platform) translates Wilmington College's brand and key differentiators, and balances the attributes (what we do and give) with the benefits (what our target audiences get from those attributes).

· The Platform is written to inform clear and consistent Wilmington College communications, creative direction and copywriting. Although Platform messages can be used verbatim when the context is right, it is not intended that all messages must be used exactly as in this Platform.

· The Wilmington College Message Platform Framework information graphic (see page 2–5) is intended for internal use only, as an abbreviation of the messaging that follows on pages 2–6 through 2–9.

This Message Platform reflects the Wilmington College brand promise and helps organize what we say. These ideas will inform communications, but may not always use the exact wording shown here.

BRAND PROMISE

Wilmington College provides... a values–driven learning experience balanced in theory and practice.

So students are... transformed into leaders ready to serve the pressing needs of society.

SECONDARY ATTRIBUTES

WHAT WE OFFER

We offer:

| Supportive and motivating faculty and staff | An environment committed to hands–on learning and hands–on living | Real–world experiences, focused on bettering the community |

BENEFITS

WHAT THEY GAIN

So our students have:

| Confidence to be successful professionals | An understanding of the world and their place in it | A commitment to the well being of others |

TERTIARY ATTRIBUTES

PROOF POINTS

| Faculty mentors that challenge their students and hold them to high expectations | A network of faculty and peers formed on campus and extended into the workplace | Professional faculty members with deep, industry–specific knowledge | A variety of student–led groups | An active student body, committed to growing in all areas of their lives | A collaborative, team–based learning approach | Hands–on professional opportunities | Practical learning opportunities focused on shaping the whole individual | A commitment to service and service–learning |

| Appreciation for a strong work ethic | Connections to dependable, lifelong friends and mentors | Preparation to enter and lead in the workplace | A proactive approach and an enthusiasm for being a part of something bigger | A deeper sense of self — both personally and professionally | The ability to work with others and value other opinions | An honorable approach to leadership | A strong sense of character and a commitment to working with integrity | Diverse and open perspectives |

PEOPLE — PROCESS — OPPORTUNITIES

On the following pages, you'll see how each section of the platform can come to life in conversation and communications.

CORE — Our brand promise
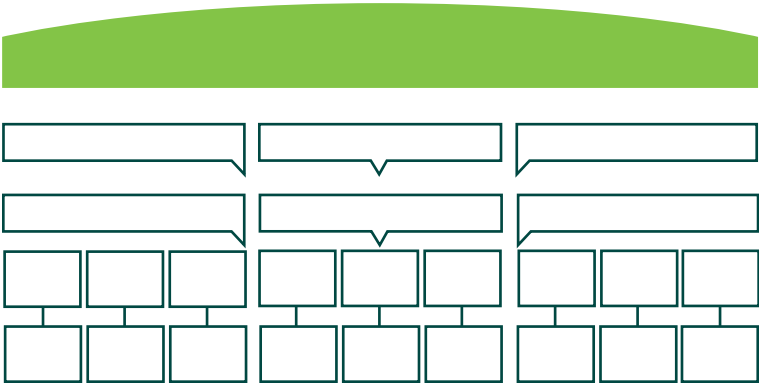
AS A TALKING POINT

We offer a values-driven learning experience balanced in theory and practice, so that our students are transformed into leaders ready to serve the pressing needs of society.

AS A NARRATIVE

There is a broad spectrum of skills that people in a well-rounded society need in order to thrive. At Wilmington College, we arm our students with those skills, and prepare them to succeed in any industry.

LEFT COLUMN - Our people
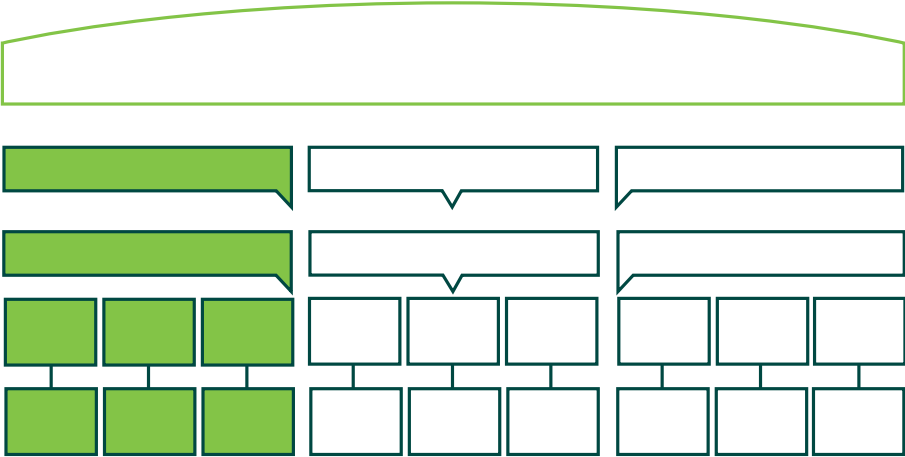
AS TALKING POINTS

With supportive and motivating faculty and staff, our students have the confidence to be successful.

· Our faculty mentors challenge students and hold them to high expectations, which instill in them a desire to contribute, a drive to go above and beyond the call, and the ability to become future leaders in the workforce.

· Formed on campus and extended into the workplace, the network of faculty and peers our students develop here will help them stay connected to dependable, lifelong friends and mentors.

· Because our professional faculty members have deep, industry–specific knowledge, our students are prepared to lead in the workplace.

AS A NARRATIVE

Having a support system is important. But here, support is just the beginning. We mentor. We challenge. We hold our students to high expectations — because we know they can meet them. And with the right combination of empowerment and motivation, they can all stand taller, push harder and gain the confidence they need to succeed in any career.

CENTER COLUMN - Our process
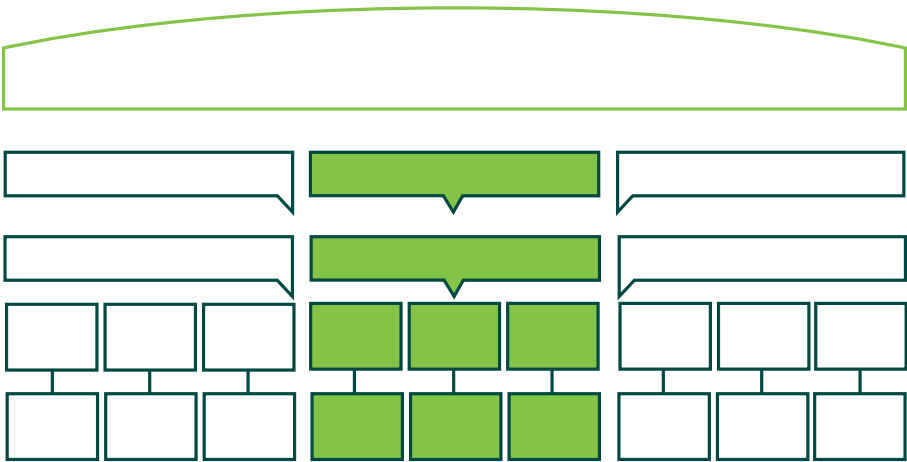
AS TALKING POINTS

Through an environment that's committed to hands-on learning and hands-on living, our students gain an understanding of the world and their place in it.

· With a wide variety of student-led groups and opportunities, they learn to be proactive and become enthusiastic about being a part of something bigger.

· Our students are committed to growing in all areas of their lives, which leads them to a deeper sense of self, both personally and professionally.

· With a collaborative, team-based learning approach, our students develop the ability to work with others and value other opinions.

AS A NARRATIVE

At Wilmington College, it's not enough to learn about the world. We want to find out how we can make it better. With a wealth of opportunities to take action right here on campus, we work together to find a bigger purpose that will drive us in our future professions.

RIGHT COLUMN - Our opportunities
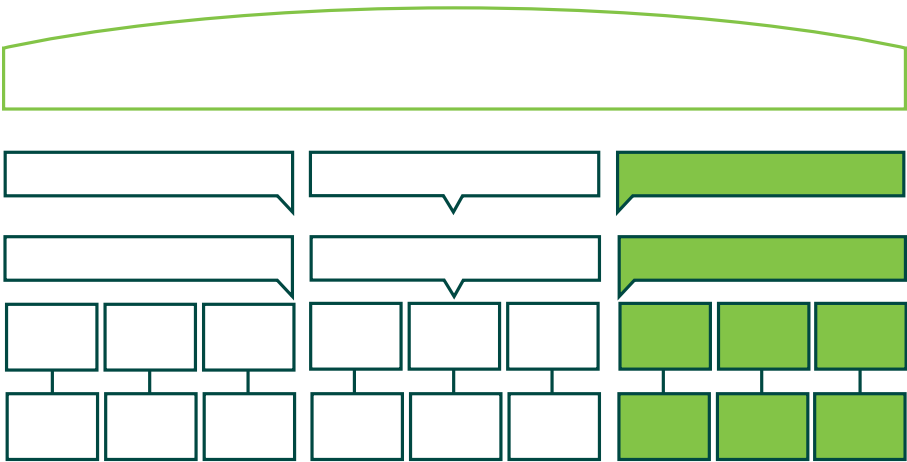
AS TALKING POINTS

We offer real-world experiences that focus on bettering the community — so our students come to value the well being of others.

· With an abundance of hands-on, professional opportunities, students develop an honorable approach to leadership.

· With practical learning opportunities that focus on shaping the whole individual, students gain a strong sense of character and a commitment to working with integrity.

· Our commitment to learning and service means that students experience an array of diverse and open perspectives.

AS A NARRATIVE

At Wilmington College, we believe that learning means nothing without doing. We prepare for the real world by integrating everything we do here on campus, from hands-on opportunities to community service initiatives. These kinds of experiences don't just open our minds — they strengthen our commitment to bettering ourselves and the lives of others.

When we know who we're talking to, we're better able to connect with them on a personal level. Here's a peek into the mindset of the four main audiences we target:

STUDENT

· I'm hands–on. I'm a doer. When I can actually apply what I'm learning in the classroom, I do better.

· I like the balance of study, then intern, study, then intern again – applying my skills right away.

· I want to have purpose and make a difference.

· I want to do more than go to class lectures.

· I can't be in a cubicle for the rest of my life.

· I like the feeling that I'm actually building a tomorrow.

· I want to become a leader.

FACULTY AND STAFF

· We create an "Active Learning" environment.

· Our lessons fully engage the senses.

· We work to unleash the leader in each of our students.

· We love to pique students' curiosity — enabling quicker retention.

· We believe that students are able to retain information more quickly by doing.

· Our curriculum is tailored to real–life experiences.

· Our curriculum is built on Quaker values — always relevant.

PARENT

· My child is an active learner who can succeed in a traditional classroom but excels in an interactive environment.

· I want my child to find his/her purpose and impact the world around him/her.

· High–touch is where my child does best. I appreciate that it's a school that encourages hands–on learning.

· Lecture halls (passive learning) are old school and not engaging — I remember. I want something better for my child.

· I want my child to grow into a well–rounded adult and leave college with more than just a diploma.

· I want my child to graduate with the skills and experiences that are attractive to employers.

FRIENDS AND SUPPORTERS

· I want to see Wilmington College (WC) continue to grow and carry its values–driven curriculum forward.

· I know I'm impacting the lives and work of the students at WC.

· I'm supporting the future and vision of WC.

· I believe in the difference WC is making in the community and the state.

· My support helps bring awareness to the WC story and raises the value of the degrees offered.

All audiences should understand the essence of the brand, but the specific messages that are emphasized in communications will vary.

EXTERNAL AUDIENCE

WHAT THEY NEED TO KNOW

PROSPECTIVE STUDENTS AND PARENTS

· Lead with Wilmington College (WC)'s values–driven approach.

· Showcase the "hands–on learning, hands–on living" experience.

· Communicate outcome stories.

· Emphasize the leadership opportunities that exist on campus.

· Convey WC's commitment to graduating successful professionals in four years.

· Emphasize the faculty–student relationship and the supportive, dynamic environment they create.

· Highlight the transformational experience for students.

ALUMNI AND FRIENDS

Alumni
· Remind them of their experience at WC.

· Connect them to a greater purpose and share their success stories.

· Educate them on what current students are doing in the world.

· Communicate mentorship opportunities and other opportunities for engagement.

Friends
· Highlight the role of WC in the community and world.

· Focus on the vision and what is driving WC into the future.

WILMINGTON COMMUNITY

· Position WC as the economic driver that it is.

· Emphasize the leaders on campus and what they contribute to the community.

· Articulate the Quaker values that drive everything that WC does on campus and in the community.

FUTURE EMPLOYERS

· Communicate the impact that WC graduates have in the communities they serve.

· Highlight the strength of character that WC develops in its students.

· Demonstrate the professional skill and experience of WC graduates.

· Emphasize the unique combination of skills, values and education possessed by WC graduates, and articulate the impact that can have in the workplace.

All audiences should understand the essence of the brand, but the specific messages that are emphasized in communications will vary.

INTERNAL AUDIENCE

WHAT THEY NEED TO KNOW

CURRENT STUDENTS

· Communicate the value of a Wilmington College (WC) degree by emphasizing the unique opportunities WC provides.

· Showcase the rich variety of successful programs available to students.

· Let students know how they demonstrate the WC promise and how they play an integral role in its story.

· Highlight the real-world skills they receive.

· Emphasize the hands-on opportunities that WC enables.

FACULTY, STAFF AND ADMINISTRATION

· Communicate how WC continues to evolve with a focus on the future, while staying true to its values and who it is.

· Highlight the great value that they bring to this experience and their critical place within the WC story.

· Articulate the promise of a WC education and how its Quaker roots support the brand promise.

· Emphasize how their hands-on approach to teaching impacts the lives of their students.

These brand values declare our intentions, motives and views. They should be memorized or carried with us at all times. These are the phrases we use in press releases, articles and speeches.

HANDS-ON

We are a hands-on school. We learn by doing, and carry that learning forward into how we live our lives. "Hands-on learning. Hands-on living." is our tagline after all.

PURPOSE-DRIVEN

We are driven to help you find your purpose and become a leader.

ENCOURAGING

We encourage you to stand up and speak out — be taught, then teach others. We believe in your ability to change the world.

PRACTICAL

Students can leave with hundreds of hours of practical application — now *that's* learning by doing.

FOCUSED

Our community-of-doing will place you in the center of the learning experience, unlocking your potential and opening doors. We are focused on building *you*.

TRANSFORMATIVE

Students transform while they are here. We'll make a big difference in your life, and you'll make a big difference in the world.

Once you've written copy for a piece of communication, ask yourself these questions:

WRITING CHECKLIST

☐ Does this communication convey our brand promise?

☐ Does it include a benefit?

☐ Do we pay off the benefits with attributes?

☐ Does it sound like something a person with our brand's values would say?

☐ Have you integrated the Wilmington College voice throughout the piece — not just the headline and subhead?

☐ Is the point of your message focused?

☐ Does the message align with the audience for whom it is intended?

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3 VISUAL BRAND COMPONENTS

Visual definitions

Here are a few common terms you'll find referenced throughout the Manual.

LOGO

A symbol or other design adopted by an organization to identify it, often a combination of an icon and type.

WORDMARK

A distinct text–only typographic treatment of the name of a company, institution, product name, tagline or other brand asset, used for purposes of identification and branding.

LOCKUP

In logo design, a mark (or symbol) and the type elements are positioned in specific location(s) in relation to each other. A lockup refers to this relationship.

TAGLINE

A phrase that captures the essence of a brand, and is often seen paired with its logo.

CLEARSPACE

A defined space around a logo in which no other elements can be placed.

OUR LOGO

Our logo and visual brand components help us tell our story and portray our purpose through imagery.

The logo mark is iconic, alive and active. It puts the attention on the student. It forms a "W" and a "C," a gesture that shows we are Wilmington College.

LOGO LOCKUPS

· Approved logo format is the primary lockup (text of Wilmington College with the icon) in Wilmington College green.

· Primary lockup may also be reversed out of dark backgrounds (dark green).

· On publications (brochures, direct mail, flyers, etc.) the logo lockup is always to be placed in the upper or lower left of the publication (See 4–5 for examples).

· Never reproduce the logo in any other way than what is shown here.

· Alternate lockup should only be used in vertical applications when space does not allow for the horizontal lockup.

· Refer to page 3–18 for Logo Do Not's.

Wilmington College

Wilmington College

Wilmington College

Alternate Lockups

Wilmington College

Wilmington College

PLACEMENT

· The relationship of the logo (icon) to the
  wordmark (font) has been carefully determined
  for optimal balance.

· The icon is intentionally asymmetric from
  the typography to achieve forward movement.
  This relationship should not be altered in
  any way.

· We have established a designated clearspace
  area around the logo lockup to make it more
  legible and give it more room to breathe.

· Photos, text and other graphic
  elements should not be placed within
  the clearspace area.

· The clearspace zone is created by using
  the height of the "W" in Wilmington.

  "E"= height of the "W"

· When using the tagline locked up with
  the logo, the logo may not be smaller
  than 1.5 inches high to retain legibility of
  the tagline.

· NOTE: Please refer to the complete color
  palette beginning on page 3-25 for all PMS,
  CMYK, RGB and Web color values.

· Refer to page 3-18 for Logo Do Not's.

Primary Logo Lockup with Tagline Stacked

Wilmington College

HANDS-ON LEARNING, HANDS-ON LIVING.

Alternate Logo Lockup Stacked

Wilmington College

PMS 3305

PMS 376

PMS: Pantone Matching System

HORIZONTAL LOGO LOCKUP

· Use this logo lockup only when space constraints require a logo that takes up little vertical space.

· Text below the unstacked logo lockup i.e., tagline, building name, begins flush left with the icon and never extends beyond the e of College.

· The tagline font will always be Cantarell Bold, while building names will always be Museo 700.

· The color of the external signage should be in contrast to the background upon which it is placed. All external signage must be approved by the Brand Committee.

· The relationship of the logo (icon) to the wordmark (font) has been carefully determined for optimal balance.

· The icon is intentionally asymmetric from the typography to achieve forward movement. This relationship should not be altered in any way.

· We have established a designated clearspace area around the logo lockup to make it more legible and give it more room to breathe.

· Photos, text and other graphic elements should not be placed within the clearspace area.

· The clearspace zone is created by using the height of the "W" in Wilmington.

"E"= height of the "W"

· When using the tagline locked up with the logo, the logo may not be smaller than 1.5 inches high to retain legibility of the tagline.

· Refer to page 3–18 for Logo Do Not's.

Unstacked Logo Lockup with Tagline

Unstacked Logo Lockup Building Name

NOTE: Please refer to the complete color palette beginning on page 3–25 for all PMS, CMYK, RGB and Web color values.

PMS 3305

PMS 376

PMS: Pantone Matching System

SUBCATEGORIES (ONLY MEMBERS OF THE PUBLIC RELATIONS DEPARTMENT CAN ADD SUBCATEGORIES)

· Sometimes the logo can be locked up with the names of WC campuses, groups and departments associated with Wilmington College.

· The secondary name should be typeset in the same font (Museo) and the same size as Wilmington College.

· Always maintain the clearspace zone around the lockup.

· Clearspace: "E"= height of the "W"

· The subcategory should NEVER extend past the clearspace zone and should NEVER be more than three lines.

· Refer to page 3–18 for Logo Do Not's.

· The approved color combination for this lockup is PMS 3305C for the Wilmington College wordmark and PMS 376C for the secondary type.

· Official institutional documents will always use the dark green lockup.

NOTE: Please refer to the complete color palette beginning on page 3–25 for all PMS, CMYK, RGB and Web color values.

Approved Color Lockup | PMS 3305C lock up

Alternate Color Lockups

PMS 376
Lockup

White
Lockup

White
Lockup

· The PMS 376C color lockup is to be used only on a dark background (green, black, dark gray or purple).

· If the background is white or light gray, then use the dark green version.

· The logo may also be used in white, knocked out of a primary, bright or neutral color from the palette (see color page 3–27).

PMS 3305   PMS 376

PMS: Pantone Matching System

SUBCATEGORIES

· The logo lockup for our Cincinnati branches follows the guidelines on the previous page, but uses PMS 137 for the secondary type. This is the only logo lockup that allows a color other than our lime green (PMS 376) for our secondary type.

· The logo may also be used in white, knocked out of a primary, bright or neutral color from the palette (see color page 3-27).

· Always maintain the clearspace zone around the lockup.

·Clearspace: "E"= height of the "W"

· Refer to page 3-18 for Logo Do Not's.

NOTE: Please refer to the complete color palette beginning on page 3-25 for all PMS, CMYK, RGB and Web color values.

White
Lockup

Dark Green
C=92 M=17 Y=52 K=65
R=2 G=78 B=67
Web=024E43

Cincinnati Orange
C=0 M=35 Y=90 K=0
R=232 G=174 B=65
Web=E8AE41

PMS 3305
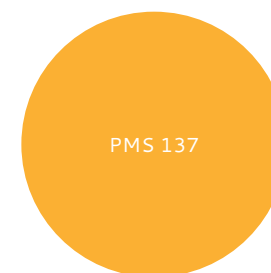
PMS 137

TAGLINE

· The tagline can be partnered with the Wilmington College icon.

· The primary Wilmington College logo is used on a cover, the icon tagline lockup can be used on the inside or back of a piece.

· The approved color for this lockup is the core brand color PMS 3305C. Other acceptable options are PMS 376C or white knocked out of a primary, bright or neutral color from the palette (see color page 3–25).

· Always maintain the clearspace zone around the lockup. When the icon is used with the approved word or tagline instead of the Wilmington College wordmark, the clearspace is determined by using the distance between the two "fingers."

HANDS–ON LEARNING. HANDS–ON LIVING.

HANDS–ON LEARNING.
HANDS–ON LIVING.

Clearspace

PMS 3305

PMS 376

PMS: Pantone Matching System

TAGLINE WORDMARK

· The tagline can be used as a stand–alone wordmark, separate from the icon and Wilmington College wordmark.

· The preferred color for this lockup is the core brand color PMS 3305C. Other acceptable options are PMS 376C or white knocked out of a primary, bright or neutral color from the palette (see color page 3–25).

· Always maintain the clearspace zone around the lockup. When the tagline is used as a wordmark the clearspace is determined by using the height of the "H."

NOTE: Please refer to the complete color palette beginning on page 3–25 for all PMS, CMYK, RGB and Web color values.

HANDS–ON LEARNING. HANDS–ON LIVING.

Alternate Color Lockups

HANDS–ON LEARNING. HANDS–ON LIVING.

PMS 376C

HANDS–ON LEARNING. HANDS–ON LIVING.

White knocked out of a color field

PMS 3305

PMS 376

PMS: Pantone Matching System

KEY MESSAGES

· Key branding messages and Quaker values can be locked up with the icon. The only words to which this applies are the full tagline and the following:

– Community
– Diversity
– Integrity
– Excellence
– Peace

– Social Justice
– Respect
– Service
– Civic Engagement
– Hands–On

· These words should be typeset in Cantarell Regular.

· The preferred color for this lockup is the core brand color PMS 3305C. Other acceptable options are PMS 376C or white knocked out of a primary, bright or neutral color from the palette (see color page 3–25).

· Always maintain the clearspace zone around the lockup. When the icon is used with approved words or the tagline instead of the Wilmington College wordmark, the clearspace is determined by using the distance between the two "fingers."

Primary Color Lockups

EQUALITY

PMS 3305C

Alternate Color Lockups

HANDS–ON

PMS 376C

PEACE

White

Clearspace

PMS 3305   PMS 376

PMS: Pantone Matching System

ATHLETIC LOGO LOCKUP

· The athletic logo uses an outlined icon. This icon treatment should only be used in athletic brand applications.

· The primary use of the outlined icon is locked with the "Quakers" wordmark (font). The stacked lockup is the preferred orientation for this logo.

· The preferred color for this lockup is the combination of the core brand colors PMS 3305C and PMS 376C. The logo may also be reversed out of another brand color (see color page 3–26).

· The alternate lockup should only be used in more horizontal applications where the primary lockup won't fit.

· Refer to page 3–18 for Logo Do Not's.

NOTE: Please refer to the complete color palette beginning on page 3–25 for all PMS, CMYK, RGB and Web color values.

Quakers Logo Lockup on a dark background

Quakers Logo Lockup on a light/medium background

NOTE: The weight of the logo's white outline will vary based on the size of the logo. As such, only a member of the Public Relations department is authorized to create deviations from the standard logo lockup. Please submit your request for any logo variation to brand@wilmington.edu.

PMS 3305

PMS 376

PMS: Pantone Matching System

ATHLETIC LOGO PLACEMENT

· Always maintain the clearspace zone
  around the lockup.

· Clearspace: "E"= height of the "Q"

· Refer to page 3–18 for Logo Do Not's.
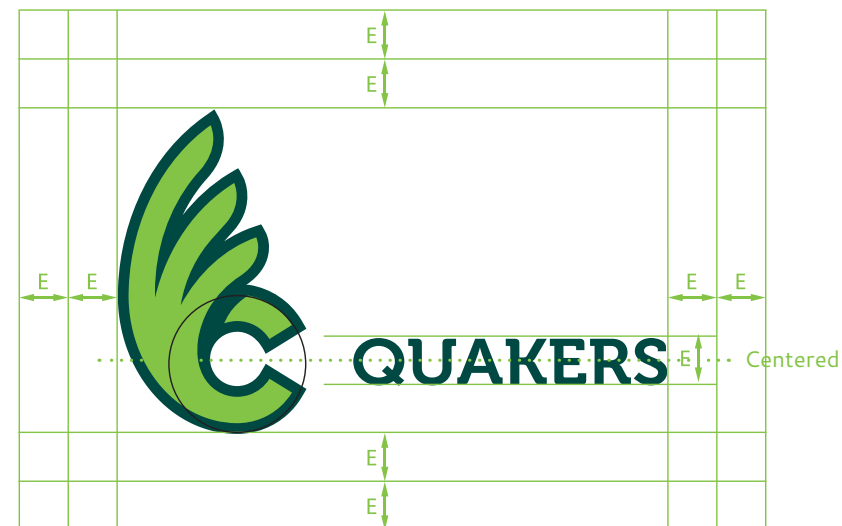
FIGHTIN' QUAKERS

The "Quaker" logo lockup is the official visual identity for Wilmington College
Athletics and is provided in two formats: stacked and unstacked. Although WC's
sportsteams technically are the "Fightin' Quakers," this term is to be used only in
written applications such as press releases and in verbal announcements — never
as part of the logo lockup. Team uniforms will display a combination of:

· the athletics icon alone,
· the athletics icon lockup with "Quakers" stacked or horizontal, or
· the wordmark: "Quakers," "Wilmington," or Wilmington College."
  Use of either initial cap with lower case or all uppercase is permissiable.

QUAKERS

Wilmington College

Wilmington

PMS 3305

PMS 376

PMS: Pantone Matching System

ATHLETIC SUBCATEGORIES
(ONLY MEMBERS OF THE PUBLIC RELATIONS DEPARTMENT CAN ADD SUBCATEGORIES)

· Sometimes the outlined athletic icon can be locked with the Wilmington College wordmark and a secondary descriptor.

· Acceptable secondary descriptors are athletic departments and Wilmington College sports teams. The secondary name should be typeset in the same font (Museo) and size as Wilmington College.

· The subcategory should NEVER extend past the clearspace zone and should NEVER be more than three lines.

· The preferred color combination for this lockup is a two-toned, outline icon in the two primary brand colors (PMS 3305C and PMS 376C), with the Wilmington wordmark in PMS 3305C and the secondary type in PMS 376C.

· Always maintain the clearspace zone around the lockup.

· Clearspace: "E"= height of the "W"

NOTE: Please refer to the complete color palette beginning on page 3–25 for all PMS, CMYK, RGB and Web color values.

Alternate Color Lockups

NOTE: The weight of the logo's white outline will vary based on the size of the logo. As such, only a member of the Public Relations department is authorized to create deviations from the standard logo lockup.
Please submit your request for any logo variation to brand@wilmington.edu.

PMS 3305

PMS 376

PMS: Pantone Matching System

ATHLETICS ICON WITH TEAM NAME

· In certain applications, where space is limited, this lockup may be used. For example, this lockup would be used for social media icons, or on apparel where the height of the lockup is equal to, but no more than, three inches.

· In this application, the word QUAKERS is replaced with the name of the sport, such as WOMEN'S BASKETBALL or SOCCER.

· To ensure proper creation of these lockups, requests must be sent to brand@wilmington.edu.

· The logo lockup should always be used in the primary colors (PMS 3305 and PMS 376C). The icon can, however, be knocked out of the other colors in the palette.

· Please see the following page (3–15) for one–color applications of the Athletics logo lockup.

NOTE: Please refer to the complete color palette beginning on page 3–25 for all PMS, CMYK, RGB and Web color values.

BASEBALL

**WOMEN'S LACROSSE**

WOMEN'S BASKETBALL

SOCCER

PMS 3305

PMS 376

PMS: Pantone Matching System

ONE–COLOR ATHLETIC ICON

· When it pertains to clothing, sometimes it is required to have the athletic logo lockup in a one–color format.

· When placing the logo on a light colored shirt (white, lime green or light gray), the dark green outlined logo should be used. On a dark colored shirt (dark gray or dark green), the lime green outlined logo should be used. If you are printing on a shirt that is not dark green, lime green, gray or white, you must use the white outlined version of the logo.

· To ensure proper creation of these lockups, requests must be sent to brand@wilmington.edu.

· The icon should always be used in the primary colors (PMS 3305 and PMS 376C). The icon can, however, be knocked out of the other colors in the palette.

NOTE: Please refer to the complete color palette beginning on page 3–25 for all PMS, CMYK, RGB and Web color values.

PMS 3305

PMS 376

PMS: Pantone Matching System

BLACK AND WHITE OPTIONS

· Sometimes the Wilmington College logos will need to be used in black and white applications.

· This option should only be used when it is not possible to use a color logo.

· If a secondary tone is needed, use 60% Black.

60% Black

Do not change alignment.

Do not change angles.

Do not change proportions.

Do not alter color from approved.

Do not add adornments.

Do not alter color or patterns.

LIVING LOGO

· RIGHT HAND*: Use your forefinger and thumb to create the letter "C," leaving your remaining three fingers to form the "W."

· An easy way to remember it: Cover your heart like it's our "pledge of allegiance" to Wilmington College. But it doesn't always need to be over your heart—hold your hand up high!

*Always use your right hand because if you use your left hand, it reads "CW" instead of "WC."

VISUAL BRAND COMPONENTS

STANDALONE ICON

· The icon may be separated from the word mark and used as a design element on printed collateral, banners, websites and buildings.

· The size of the stand–alone icon should not exceed that of the size of the primary logo on the piece.

· Placement of the stand–alone icon is somewhat flexible. Placement should be thoughtfully considered. Align it to the underlying grid like most other design elements. Typical places are corners, footers, mastheads, etc.

· Regardless of where the icon is placed, it should be consistently positioned in the layout, in any series of pages that it would occupy.

· The small icon and the supergraphic and/or the primary logo should not occupy the same page layout — although all three may appear in the same document.

· The small stand–alone icon is not to be cropped. Use the supergraphic crops as shown on page 3–21 for the supergraphic ONLY.

· The icon should always be used in the primary colors (PMS 3305 and PMS 376C). The icon can, however, be knocked out of the other colors in the palette.

NOTE: Please refer to the complete color palette beginning on page 3–25 for all PMS, CMYK, RGB and Web color values.

Primary Icon Color

Alternate Icon Color

PMS 376
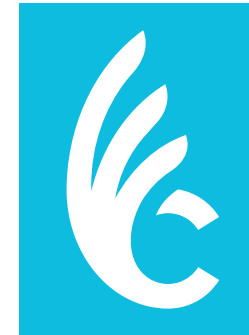
White

PMS 631

ICON CROPS

· The icon may be used as a supergraphic element on printed collateral, banners and website.

· The following examples demonstrate an acceptable range of crops for minimum to maximum presence.

· Once the icon is cropped, preferred placement is on a dark green or lime green background.

· Dark green background
– the icons are dark green (PMS 3305C) with the tint set at 90%

· Lime green background
– the icons are lime green (PMS 376) with the tint set at 90%

Option 1

Option 2

Option 3

Option 4

Option 6

Option 5

Option 7

These are the only acceptable icon crops. Do not crop the icon in any other way.

Lime Green (PMS 376) Application

Dark Green (PMS 3305C) Application

PMS 3305

PMS 376

PMS: Pantone Matching System

Do not alter clearspace.

Don't place text over the icon.

Don't use the icon in illustrations.

Do not add adornments or use unapproved lockups.

Don't combine the icon with any other symbol.

ICON FRAME

How do you capture the moment of discovery in a image? The icon may be used as a framing device on images. Not every moment is a frameable moment.

· Make sure the moment in question indicates activity, energy or innovation.

· Use the icon graphic to highlight the moment of discovery in a signature place — not somewhere that feels frivolous or trite.

· The images used should follow the guidelines outlined in the photography section (see page 3–32).

· The icon should frame the focal point of an image.

· If you place the icon over an image to call attention to a detail, a multiply filter should be used to create transparency.

· The icon may be used at 100% opacity if it frames a portion of an image that is on a simple background.

We respect you in all you do. Our focus is simple: we are dedicated to you and your abilities. Unwavering and true, our seal of approval – our heritage – carries on through you. With stable practical knowledge, you will craft and lead the next generation of society for this world.

ICON PATTERN

· The icon may be repeated to create a pattern.

· The wordmark should not be included in the pattern.

· The spacing between icons should allow enough breathing room to maintain the soaring quality of the mark.

· Always maintain the clearspace zone around the lockup as a guide for spacing.

· Dark green background
– the icons are 25% black
  with transparency set to Multiply Tool.

· Lime green background
– the icons are dark green

PRIMARY COLORS

· Our heritage green is rich and gives us our foundation. In addition, lime green embodies the vibrancy of our school. These core colors should be represented in all Wilmington College design and communications. They should be reproduced in spot colors when possible to retain the integrity of the color. Only use screen tints on rare occasions.

· The brand colors (both primary and secondary) are labelled with a PMS (Pantone Matching System) number and their CMYK, RGB and hexadecimal (Web) builds. The Pantone colors and CMYK builds should be used for traditional printing. The RGB and Web values are for screen display.

· Certain printing methods (offset, digital, desktop, etc.) and computer monitors may adjust the final color output. Various media such as print, electronic, signage and merchandise may require adjustments to achieve the appearance of the primary colors.

PRIMARY

Dark Green
C=92 M=17 Y=52 K=65
R=2 G=78 B=67
Web=024E43

PMS 3305

Lime Green
C=53 M=0 Y=96 K=0
R=122 G=184 B=0
Web= 7AB800

PMS 376
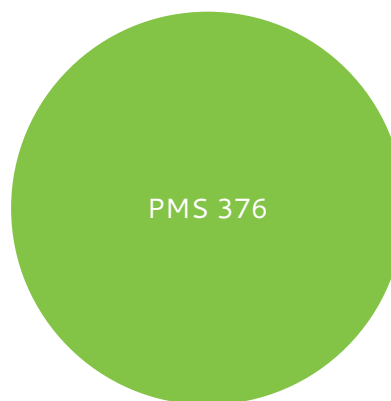
Cincinnati Orange
C=0 M=35 Y=90 K=0
R=232 G=174 B=65
Web= E8AE41
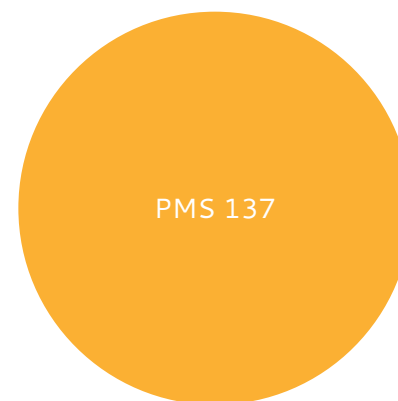
PMS 137

NOTE: The logo lockup for our Cincinnati branches follows the guidelines 3–7, but uses PMS 137 for the secondary type. This is the only logo lockup that allows a color other than our lime green (PMS 376) for our secondary type.

SECONDARY PALETTE

BRIGHTS

The bright palette has been designed to work in harmony with the core primary colors. These colors add vibrancy and energy to the Wilmington College palette. These colors should create contrast within a piece of collateral. The bright palette is used primarily in undergraduate and admissions collateral, but is designed to work seamlessly with the entire brand palette. Only use one bright color per layout.

BRIGHTS

C=0 M=46 Y=85 K=0
R=246 G=146 B=64
Web=F69240

C=73 M=0 Y=11 K= 0
R=60 G=182 B=206
Web=3CB6CE

C=35 M=49 Y=0 K=0
R=171 G=138 B=184
Web=AB8AB8

C=O M=17 Y=97 K=0
R=235 G=183 B=0
Web=EBB700

PMS 715   PMS 631   PMS 521   PMS 7406

NEUTRALS

Earthy and warm, neutral colors offer a point of balance within the wider palette. Use these colors to create pause and contrast with the core and bright palette.

NEUTRALS

C=8 M=5 Y=12 K=15
R=198 G=198 B=188
Web=C6C6BC

C=28 M=18 Y=28 K=54
R=109 G=111 B=100
Web=6D6F64

C=3 M=5 Y=25 K=5
R=220 G=214 B=178
Web=DCD6B2

PMS 413   PMS 417   PMS 4545
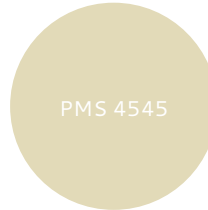
BLACK AND WHITE CONVERSION

GRAYSCALE

Collateral material created in black and white should use the following formulas. Please note that printer outputs vary; some adjustment may be required.

GRAYSCALE

Dark Green

PMS 3305

Grayscale Version

80% Black

Lime Green

PMS 376

Grayscale Version

40% Black
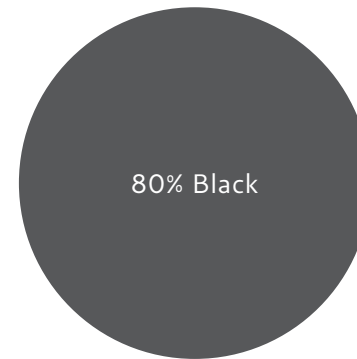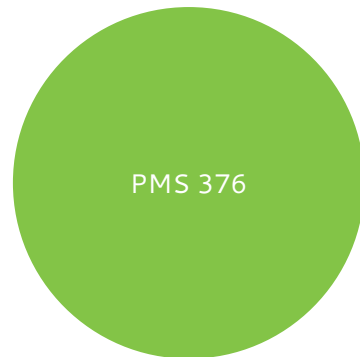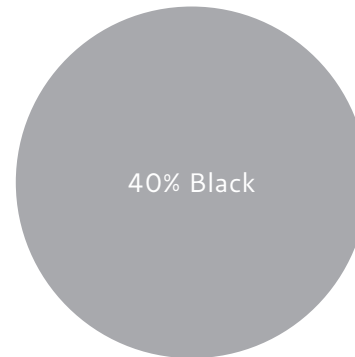
RULES OF COLOR USAGE

Here are four simple rules for making effective color choices:

1. AVOID COLORS OF SIMILAR VALUE

Avoid using colors of similar value (lightness or darkness) adjacent to one another, as shown below, even if they differ in saturation or hue.
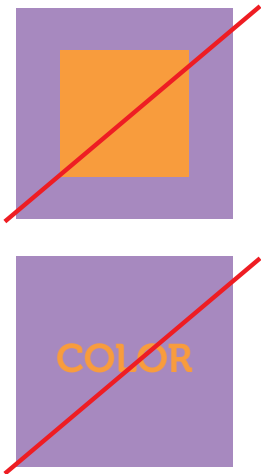
2. USE COLOR CONTRAST

Unlike the first example, emphasize the difference between background and foreground (as shown below) by choosing dark colors against light colors, or light colors against dark colors.

3. AVOID COLORS OF SIMILAR HUES

Aside from our core greens, avoid using colors of similar hues, as in this example.
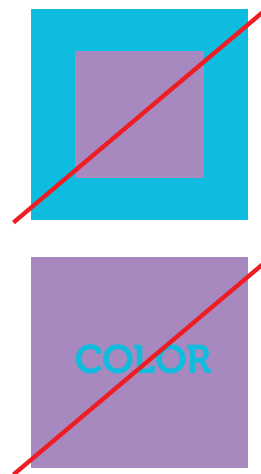
4. CREATE A BALANCED PALETTE

The primary greens should always be the most prominent color in any layout. Neutrals are used to ground the design and the brights should be used sparingly as a punch of color.
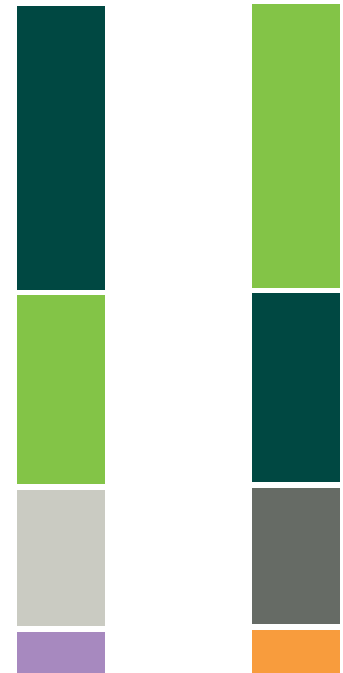
Consistent typeface use is especially important when communicating the Wilmington College brand, because it helps unite the visual brand throughout all types of communications.

Our typography* is a strong expression of our brand's personality and positioning. We use Museo and Cantarell for their unique combination of classic and modern qualities.

Use Museo for titles and headlines. You may use bold, but please try to reserve bold for titles and headlines instead of sub-copy.

For sub-copy, use Cantarell. It is a nice, clean, modern font that complements the Wilmington College logo.

*"Typography" is another name for "fonts" — both terms may be used interchangeably.

"Typeface" refers to the font when it is specialized (bold, condensed or italicized).

QUICK FACTS

Location: Wilmington, Ohio, a safe and friendly town within an hour's drive of Cincinnati, Dayton and Columbus.

Founded: 1870 by the Religious Society of Friends (Quakers).

MUSEO: title and headline

CANTARELL: sub-copy

Museo 700 | Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789$%&!?

Museo 500 | Subheadlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789$%&!?

Museo 300 | Subheadlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789$%&!?

Cantarell Regular | Sub-copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789$%&!?

Cantarell Bold | Sub-copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789$%&!?

FONTS FOR MS OFFICE APPLICATIONS

In most cases, it is preferred that you use the brand fonts Museo and Cantarell. These fonts may be acquired by contacting the Director of Public Relations. If you are unable to use those fonts, use these standard MS Office fonts, when using Word, Excel, Outlook or similar applications. For instructions on setting these fonts as your default, see page 4–4.

Use Rockwell for titles and headlines. You may use bold, but please try to reserve bold for titles and headlines instead of sub–copy.

For sub–copy, use Corbel. It is a nice, clean, modern font that complements the Wilmington College brandmark.

Rockwell Bold | Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789$%&!?

Rockwell Regular | Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789$%&!?

Corbel Regular | Sub–copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Corbel Bold | Sub–copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

QUICK FACTS

Location: Wilmington, Ohio, a safe and friendly town within an hour's drive of Cincinnati, Dayton and Columbus.

Founded: 1870 by the Religious Society of Friends (Quakers).

Rockwell: title and headline

Corbel: sub–copy

USE OF SPECIAL CHARACTERS

In certain circumstances, you are permitted to use special characters to separate information when space is limited. The two special characters that can be used are the vertical bar (|) and the dot (·). The use of these special characters would be primarily used in the WC letterhead footer (see 4–2), on printed materials such as brochures and flyers (see 4–1), in enewsletter footers (see 4–6), and the WC email signature template (see 4–8).

CREATING THESE SPECIAL CHARACTERS

PC

Vertical Line: SHIFT + \

MAC

Vertical Line: SHIFT + \

EXAMPLE

USING VERTICAL LINE:

WILMINGTON COLLEGE | 1870 QUAKER WAY | WILMINGTON, OH 45177 | 937.382.6661

WILMINGTON COLLEGE | 1870 QUAKER WAY | WILMINGTON, OH 45177 | 937.382.6661

WILMINGTON COLLEGE | 1870 QUAKER WAY | WILMINGTON, OH 45177 | 937.382.6661

PMS 3305

PMS 376

PMS: Pantone Matching System

PHOTOGRAPHY PRINCIPLES

Our photography is a key asset in communicating our brand personality, as well as setting us apart from our competition. Our primary photography style is full color, while black and white can be used to complement color photos and add a unique style.

Regardless of subject matter, photography should be honest, spontaneous and authentic. Avoid photos that are overly staged or slick, or that feel cliché.

Experiment by varying the crop or scaling of an image to add interest and energy. This may be preferable to using a more polished but far more typical stock photo. Make sure the resolution of the photo is sufficient to allow enlarging and recropping.

To maintain visual consistency across all materials, use only approved brand photography. Never use unapproved stock photography.
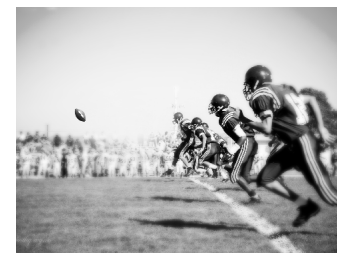
FOCUS ON OUR PEOPLE

These are the students, faculty, alumni and friends that form our community.

It's important to show them authentically, so these shots should always feel natural and in the moment. Sometimes subjects are shown up close, in portraits and candid shots. Other times, we use active shots to show how we learn in the classroom and how we take what we've learned out into the world.

Subjects:
Student life
Candids around campus
Residential life
Classrooms
Activities and athletics

Feel:
Warm
Authentic
Active
Welcoming
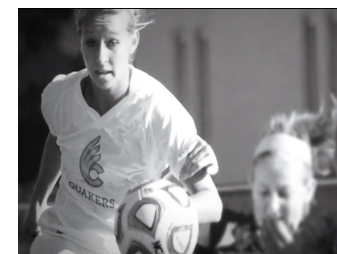
FOCUS ON OUR SPACES

Wilmington College is a place to learn and grow. Photographs of our campus and our community reflect that. These shots, always taken at natural angles, reflect our energy and openness. Our campus and community photography should immediately give a sense of what it's like to be at Wilmington College. Although these photos can and should contain people, they shouldn't be the main focus.

Subjects:
Exterior and interior architecture
Libraries
Laboratories
Classrooms
Athletic facilities
Student housing
Green spaces
Community areas

Feel:
Warm
Natural
Inviting
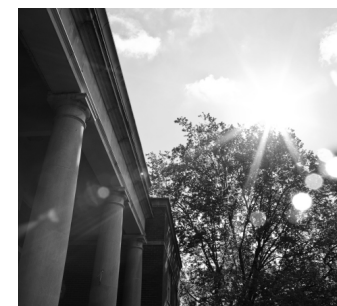
FOCUS ON THE DETAILS

Showing the tools and objects that help us learn and serve can complete our story or illustrate an idea. Sometimes these photos can take a dominant role, but we shouldn't lose sight of the people who use the tools.

Subjects:
· Objects and tools in classrooms
· In laboratories
· Around campus
· In the community

Feel:
Documentary
Warm
Authentic
Engaging
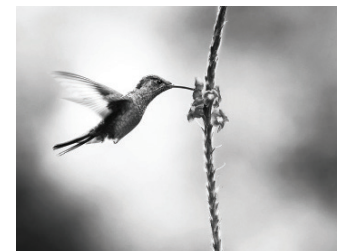
COLOR OVERLAY TREATMENT

Color overlay photography is used to create background images. These images can be used to create visual breaks within documents. Type can be layered over top of the image to create divider pages, covers and headers. The content of the images should be simple and express the brand essence of Wilmington College. The base image should follow our photography principles (see page 3–33) and be a black and white image.

The color overlay effect should only be used with the dark green color from the primary palette (PMS 3305C). The effect can be created by overlaying a field of dark green with transparency set to multiply on top of a black and white image.

THE WILMINGTON COLLEGE SEAL

The College seal is among the most enduring symbols of Wilmington College. It was designed in 1905 and remained essentially unchanged until early in the new millennium when an updated version was developed featuring color. It is the College's symbol of choice on official documents such as diplomas and transcripts.

When it is the seal alone, both the full color and black and white version of the seal may be used for apparel and merchandise.

The black and white version of the WC seal may also be reversed out of another brand color (see color page 3–26).

THIS PAGE LEFT BLANK INTENTIONALLY

4 APPLICATIONS

PROMOGRAPH

The following space as shown within the brackets is to be used to place promograph/bolierplate or legally required text such as the following on such printed materials as brochures, flyers, manuals, etc. For assistance in crafting additional promograph statements, please contact brand@wilmington.edu.

Approved WC Promograph/Boilerplate Text

Wilmington College (WC) is an independent college in Wilmington, Ohio, with a hallmark for hands-on learning opportunities. Founded in 1870 by Quakers, WC hosts 1,100 students at its main campus and another 200 at two satellite locations in Cincinnati. The College competes in 20 sports as a member of NCAA D-III and the Ohio Athletic Conference.

Approved Equal Opportunity Employer Text

Wilmington College does not discriminate on the basis of age, race, color, religion, national or ethnic origin, gender, sexual orientation or disability in the administration of education policies, admission policies, financial aid, employment or any other College program or activity.

Wilmington College
HANDS-ON LEARNING. HANDS-ON LIVING.

PROMOGRAPH
CANTARELL BOLD
9.25 POINT
12.5 LEADING
PMS 3305

WWW.WILMINGTON.EDU | 1870 QUAKER WAY | WILMINGTON, OH 45177 | 1.800.341.9318

SETTING YOUR DEFAULT FONT

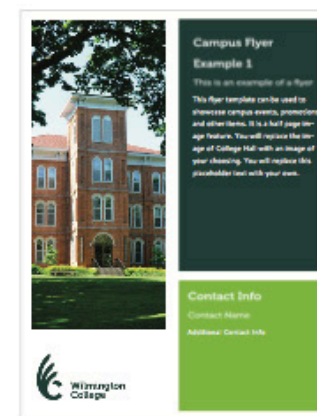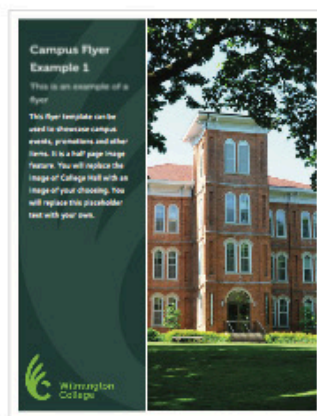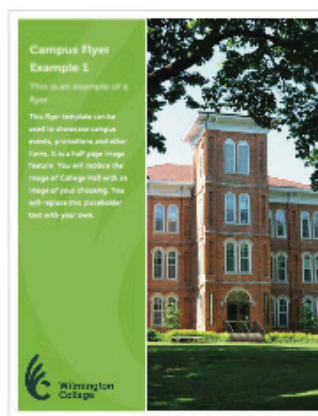To set Cantarell as your default font in Word 2010 (PC):

1. If you do not have a document open, create a new document that is based on the Normal template. To do this, click FILE, click NEW, click BLANK DOCUMENT, and then click CREATE.
2. In the Font group, click the Font flyout.
3. Select the options that you want to apply to the default font, such as font style and font size. If you selected specific text, the properties of the selected text are set in the dialog box.
4. Click SET AS DEFAULT.
5. Select the ALL DOCUMENTS BASED ON THE NORMAL.DOTM TEMPLATE? option, and then click OK.

To set Cantarell as your default font in Outlook 2013 & 2010:

1. Click the FILE tab.
2. Click OPTIONS.
3. Click MAIL.
4. Under Compose messages, click STATIONERY AND FONTS.
5. On the Personal Stationery tab, under New mail messages, click Font.
6. On the Font tab, under Font, click the font that you want to use for all new messages.
7. If you want, select a font style and size.
8. Click OK on the Font, the Signatures and Stationery, and the Outlook Options dialog boxes.
9. When you create a message, the new settings take effect.

To access Word templates, visit
www.wilmington.edu/brand/templates.

AGENDA

Month 00, 2000

Meeting Participants

- *Lorem Ipsum*
- *Lorem Ipsum*
- *Lorem Ipsum*
- *Lorem Ipsum*
- *Lorem Ipsum*

MEETING TITLE

Subhead Goes Here

| 00:00pm | Activity Title |
| | *Lorem ipsum dolor sit amet, soleat periculis reprehendunt mei ei.* |

| 00:00pm | Activity Title |
| | *Lorem ipsum dolor sit amet, soleat periculis reprehendunt mei ei.* |

| 00:00pm | Activity Title |
| | *Lorem ipsum dolor sit amet, soleat periculis reprehendunt mei ei.* |

| 00:00pm | Activity Title |
| | *Lorem ipsum dolor sit amet, soleat periculis reprehendunt mei ei.* |

| 00:00pm | Activity Title |
| | *Lorem ipsum dolor sit amet, soleat periculis reprehendunt mei ei.* |

| 00:00pm | Activity Title |
| | *Lorem ipsum dolor sit amet, soleat periculis reprehendunt mei ei.* |

| 00:00pm | Activity Title |
| | *Lorem ipsum dolor sit amet, soleat periculis reprehendunt mei ei.* |

Wilmington College

CAMPUS FLYERS

These are examples of campus flyers to be used by Wilmington College groups and organizations. These flyers are preformated in Microsoft Publisher to allow seamless editing.

For assistance editing campus flyers, please contact brand@wilmington.edu.

CHANGING YOUR EMAIL SIGNATURE

In MS Outlook 2013 and 2010:
1. Select the File tab.
2. Select OPTIONS in the left-hand menu.
3. Select MAIL in the left-hand menu.
4. Click on SIGNATURES.
5. Cut and paste the sample e-signature
   template from
   www.wilmington.edu/brand/templates
   and update it with your personal information.
6. Click OK.

In MS Outlook 2007:
1. Select TOOLS tab.
2. Select OPTIONS.
3. Select MAIL FORMAT tab.
4. Select SIGNATURES.
5. Follow steps 4 to 6 above.

If you use an alternative to Outlook
(Yahoo, Gmail, etc.), please include
this basic information:

Your Name, Title or Designation
Your Department
Phone Numbers
Email address

Wilmington College
WC Address
WC Web URL

Cantarell Bold 12 pt. Lime Green ——————

Cantarell Regular 11 pt. Dark Green

Your Name | Title, Department
937.481.0000 (O)
123.456.7890 (C)
123.456.7890 (F)
(Any other phone numbers as needed)
youremail@wilmington.edu
@mytwitterhandle

Museo 700
12 pt. Dark Green ——————

Cantarell Regular
11 pt. Dark Green

Wilmington College
Pyle Box 1234
1870 Quaker Way
Wilmington OH 45177
+1.800.341.9318

www.wilmington.edu

It is REQUIRED that you include the following:
· Name
· Title
· Department
· Office Phone
· Email
· The entire second half of the signature (eveything after
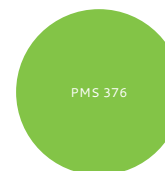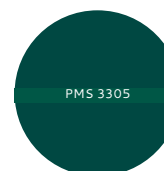 Wilmington College).

Dark Green
C=92 M=17 Y=52 K=65
R=2 G=78 B=67
Web=024E43

PMS 3305

Lime Green
C=53 M=0 Y=96 K=0
R=122 G=184 B=0
Web= 7AB800

PMS 376

PowerPoint® Template is available at:
www.wilmington.edu/brand/templates

Slide Title (Museo 700 40)

- Content (Cantarell Reg 24)
  - Content 2 (Cantarell Reg 20)
    - Content 3 (Cantarell Reg 18)

Agenda (Museo 700 32)

- List 1 (Cantarell Reg 28)
  - Sub 1 (Cantarell Reg 24)
    - Sub 2 (Cantarell Reg 20)
      - Sub 3 (Cantarell Reg 18)

Wilmington College

PPT Title (Museo 700 40)

Subheading (Cantarell Bold 24)

Wilmington College

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5 APPAREL

· When placing the logo on a light colored shirt (white, lime green or light gray), the dark green logo should be used. On a dark colored shirt (dark green, dark gray or black), the lime green logo should be used. If you are printing on a shirt that is not dark green, lime green, gray, white or black you must use the white outlined version of the logo. By following these guidelines, the logo will contrast with the color of the shirt, and therefore, stand out.

· These same rules apply when placing the athletic logo lockup on apparel. See page 3–15.

· Custom designs may be used on a shirt as long as the WC logo lockup is included on the shirt in another location.

· To ensure brand compliance with regard to t–shirts and all other apparel, please email proposed designs to brand@wilmington.edu for review and approval prior to placing your apparel order.

WILMINGTON COLLEGE ON APPAREL

When placing the text WILMINGTON COLLEGE or WILMINGTON QUAKER, use the following guidelines:

· Always use two lines of text with WILMINGTON on the top line and COLLEGE or QUAKERS on the second line.

· WILMINGTON must always be more prominent than either COLLEGE or QUAKERS. This hierarchy is achieved by making WILMINGTON Museo 700 and COLLEGE or QUAKERS Museo 300.

· WILMINGTON COLLEGE QUAKERS is not permitted.

· The icon may be centered below the text.

· Light outlines (no more than 3 points) may be applied to WILMINGTON COLLGE or WILMINGTON QUAKERS.

All apparel must be approved by the Wilmington College brand committee. Please submit all designs to brand@wilmington.edu.

WILMINGTON COLLEGE WITH DESCRIPTOR

Descriptors can be added beneath WILMINGTON COLLEGE or WILMINGTON QUAKERS in a rounded rectangle shape. The maximum character limit is twelve (12).

Some examples are:

· 1870
· MOM
· DAD
· BABY
· BASKETBALL
· FOOTBALL
· BASEBALL
· SOFTBALL
· FOOTBALL
· LACROSSE
· ANOTHER SPORT NAME
· AGGIES
· WISE
· ORIENTATION

The text inside the rounded rectangle shape will always be MUSEO 500.

The rounded rectangle's shape and size is static as shown, regardless of the number of characters within the shape.

All apparel must be approved by the Wilmington College brand committee. Please submit all designs to brand@wilmington.edu.

CIRCULAR APPLICATION

The placement of the circular design is permitted as follows:

· Front of shirt
· Back of shirt
· Sleeve
· Chest pocket
· Bottom left or right of shirt
· Upper thigh area on pants

The text WILMINGTON COLLEGE and WILMINGTON QUAKERS may not be substituted with other text.

Text will always be Museo 700.

All apparel must be approved by the Wilmington College brand committee. Please submit all designs to brand@wilmington.edu.
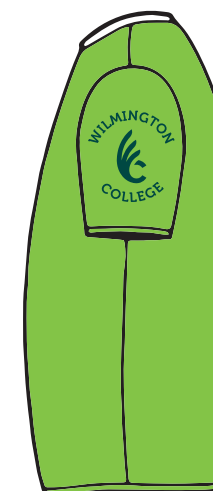
DISTRESSED APPLICATION

Adding a distressed effect to a design for apparel is permitted, however, careful consideration should be made to the placement and strength of the distressed effect. Distressing the letters too much will negatively impact legibility.

Be careful not to distress the letters so much so that they are hard to read.

All apparel must be approved by the Wilmington College brand committee. Please submit all designs to brand@wilmington.edu.

Properly Distressed

Too Distressed

THE WILMINGTON COLLEGE SEAL

When using the seal on apparel and merchandise, it should be the only item on that piece. The seal should maintain enough space so that WILMINGTON COLLEGE and ESTABLISHED A.D. 1870 can be read with ease.

NOT using the seal in combination with any other design elements will maintain the importance of the seal as an historic symbol for Wilmington College.
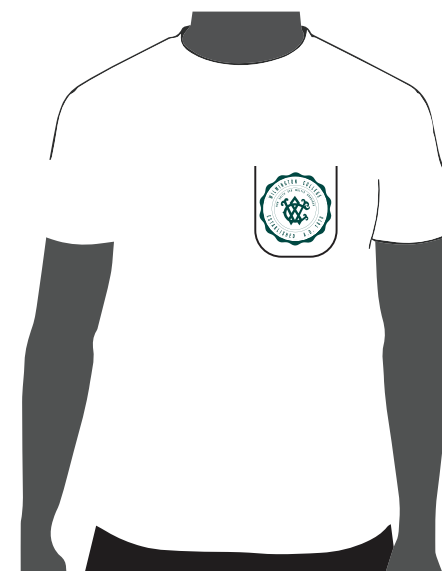
The placement of the seal is permitted as follows:

· Front of shirt
· Back of shirt
· Chest pocket

The use of the Wilmington College seal on apparel is only approved for bookstore purposes.

No group or organization may use the seal on apparel.

All apparel must be approved by the Wilmington College brand committee. Please submit all designs to brand@wilmington.edu.

ATHLETIC SUBCATEGORIES

Use brand approved logos only for the front of shirts.

To ensure consitency, the NCAA® branded sports icons will be used as the indicator of sport.

These NCAA® branded sport icons may be placed on the sleeve. Any other sport icons must first be approved by the Wilmington College brand committee.

All apparel must be approved by the Wilmington College brand committee. Please submit all designs to brand@wilmington.edu.
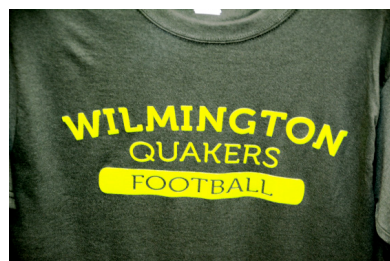

NCAA® branded sport icons

SAMPLES

These designs are examples of approved apparel designs.

SAMPLES

These designs are examples of approved apparel designs.

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6 ATHLETIC UNIFORMS

The following pages provide the Brand Guidelines for Wilmington College on-court (field) athletic uniforms. These guidelines DO NOT apply to warm-up gear, spirit wear or any other apparel.

ATHLETIC UNIFORMS

· ALL Wilmington College on–court (field) uniforms must use the NIKE ready font BUREAU for team name/location and either BUREAU II or VARSITY BLOCK FONT for the numbers.

· ALL UNIFORMS must be approved by the Brand Committee prior to the order being completed. Please email all designs to brand@wilmington.edu

· Always maintain the clearspace zone around the icon.

· Clearspace: "E"= height of the "W"

· Uniforms must include:
  · The athletics logo
  · Either the word "Wilmington" or "Quakers"
  · One or both of WC's greens

NOTE:
Base colors or accent colors on uniforms can include white, gray or black. Please refer to the complete color palette beginning on page 3–25 for all PMS, CMYK, RGB and Web color values.

PMS 3305

PMS 376

PMS: Pantone Matching System

WILMINGTON

BUREAU

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VARSITY BLOCK

0123456789

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