At the heart of any high-performing organization are guiding principles and values that align strategic intentions with day-to-day operating practices. These guiding principles shape every expression of the brand, from the website to printed flyers to email communications to in-person interactions.

Our Guidelines and Templates section of the Marketing and Communications presence on InsideWheaton is your home for all aspects of the Wheaton brand. Below are a few key elements of the brand framework, but you’ll find templates, recommendations and links to resources on InsideWheaton.

**Brand attributes**
These are core characteristics of the Wheaton experience that should drive the essence of all brand messages and expressions.
- Personal
- Connected
- Inclusive
- Life-changing

**Key messages**
These are headlines and talking points that can be used to describe the Wheaton experience.
- Igniting the spark of possibility
- Where the community inspires and potential thrives
- Connected to each other and to the world in ideas and action
- Relationships that inspire and sustain
- Empowering students to pursue their passion
- Progressive education with timeless values
- Liberal arts unbound
- Thoughtful risk-takers at home and around the world
- Connections and confidence for life

**Resources and templates**
Our toolkit on InsideWheaton will be your home for brand resources and templates, including but not limited to:
- Brand Guidelines
- Editorial Style Guide
- Presentation Templates
- Project Request Forms
- Resource Space Photos
- Social Media Guidelines & Best Practices
- Vendor Licensing Forms
- Website Documentation
Fonts
The college’s branded design fonts are Effra and Abril. If you are familiar with font management, you can purchase and download those at fonts.com. Our brand-approved and recommended substitute fonts are Arial and Palatino Linotype.

Alternative sans-serif font: Arial
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 . ? ( ) ! @ # $ % ^ & *

Alternative serif font: Palatino Linotype
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 . ? ( ) ! @ # $ % ^ & *

Colors
These pairs of spot and neutral colors support the primary color and photography and are used to add depth and variety. Avoid over ‘colorizing’; instead, choose one or two colors that best support the application.

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<th>RGB Values</th>
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