



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](https://www.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.

<p>pms 300 cmyk 99/50/0/0 rgb 0/94/184</p>	<p>pms 179 cmyk 0/87/85/0 c rgb 224/60/49</p>	<p>pms 1805 cmyk 5/96/80/22 c rgb 175/39/47</p>	<p>pms 3262 cmyk 76/0/38/0 c rgb 0/191/179</p>	<p>pms 321 cmyk 96/3/35/12 c rgb 0/140/149</p>	<p>pms 389 cmyk 21/0/85/0 c rgb 208/223/0</p>
	<p>pms 5305 cmyk 18/15/2/6 c rgb 198/196/210</p>	<p>pms 275 cmyk 100/100/7/56 c rgb 32/23/71</p>	<p>pms Cool Gray 2 cmyk 5/3/5/11 c rgb 208/208/206</p>	<p>pms 425 cmyk 48/29/26/76 c rgb 84/88/90</p>	<p>pms 383 cmyk 29/1/100/18 c rgb 168/173/0</p>