



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
- Logos and photos available on ResourceSpace
- 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.

<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>