wheaton college massachusetts

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 idea

The brand idea is the essence of what Wheaton stands for and is the core of the marketing framework.

An education with experience

Brand attributes

These attributes are core characteristics of the Wheaton experience that should drive the essence of all brand messages and expressions.

- Personal
- Connected
- Inclusive
- Life-changing
- Confident leaders
- A network for life

Key messages

These are headlines and talking points that can be used to describe the Wheaton experience.

- Where potential thrives
- Welcoming and inclusive community celebrating difference
- Connecting academic interests to career success
- Relationships that inspire and sustain
- Empowering students to pursue their passion
- Where the community inspires and potential thrives
- Progressive education with timeless values
- Thoughtful risk-takers and global citizens
- 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 for print are Effra and Abril. If you are familiar with font management, you can purchase and download those at fonts.com. For web and other digital communications our branded font is Roboto. Our brand-approved and recommended substitute fonts for print and digital 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

The hierarchy of primary and secondary colors are supported by the complementary and neutral colors. They are used to add depth, variety, and highlights. Avoid over 'colorizing.' Start with the primary and secondary colors and use one or two complementary colors for highlights.

Wheaton Blue (primary)
CMYK 100/55/6.5/.3
Hex 1274b8
RGB 18/116/184

Squash (complementary)
CMYK 0/20/80/0
Hex FFCB4E
RGB 255/203/78

Red (complementary)
CMYK 9/86/100/2
Hex D9471F
RGB 217/71/31

Orange (complementary)
CMYK 0/50/99/0
Hex F6921E
RGB 246/146/30

Light Gray (Neutral)
CMYK 16/13/13/0
Hex EEEEEE
RGB 238/238/238

Medium Gray (Neutral)
CMYK 43/39/39/2
Hex AAAAAA
RGB 170/170/170

Green (secondary)
CMYK 72/11/46/0
Hex 04857E
RGB 4/133/126

Purple (complementary)
CMYK 70/45/0/0
Hex 5480C0
RGB 84/128/192

Sky Blue (complementary)
CMYK 45/0/10/0
Hex 82D1E2
RGB 130/209/226

Lime (complementary)
CMYK 24/0/79/0
Hex D3DF4E
RGB 211/223/78

Dark Gray (Neutral)
CMYK 43/39/39/2
Hex 5E5E5E
RGB 94/94/94

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