

# WILSON COLLEGE

Wilson College

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Identity Guidelines 2016

1869

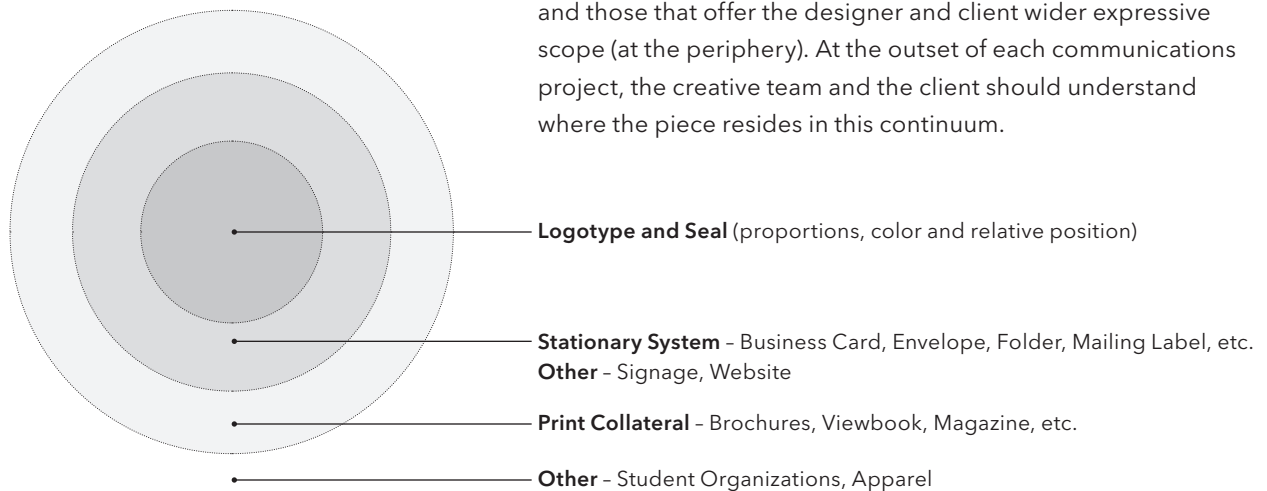
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This style guide presents Wilson’s logotype, font family and color palette; provides clear guidelines for how these elements are to be used; and gives users the tools they need to maintain the College’s identity across all visual communications.

The guide is comprehensive but not exhaustive. There will frequently be a need for design solutions that fall outside of given formulas. At those times we ask that you consult with design professionals in Wilson's Office of Marketing and Communications. No visual identity will survive long unless its users understand how it expresses the vision, mission and personality of the College.

Every visual identity is a struggle between the overall institutional identity and the goals of each piece of visual communication. If the institutional identity is too strictly applied, the message is smothered by the system. If the rules are ignored, each piece of communication is isolated, and the investment and effort in creating a visual brand identity for the College is undercut.

The diagram below shows the types of applications that require strict adherence to graphic standards (at the core) and those that offer the designer and client wider expressive scope (at the periphery). At the outset of each communications project, the creative team and the client should understand where the piece resides in this continuum.



● No modification allowed   ● Strictly controlled   ● Some latitude   ○ Increased latitude

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Figure A: Logotype

Wilson's core identity consists of three elements: the Wilson logotype (**Fig. A**), the Wilson "W" mark (**Fig. B1** and **B2**) and the Wilson Unit (**Fig. C**). These elements are the foundation of the College's overall identity. The rendering and color of the logotype, and the size and relationship of the "W" mark to the logotype in the unit must be consistently applied to all levels of communications.



Figure B1: "W" mark



Figure B2:  
"W" mark-  
small uses

The Wilson logotype and "W" mark are a modified version of the typeface New Baskerville. The logotype should never be recreated using the New Baskerville typeface in any program. Only supplied files of identity artwork should be used for reproduction of the Wilson identity system. Additionally, the New Baskerville font is restricted to the logotype and "W" mark—no other text appearing with the Wilson identity should use New Baskerville.



Figure C: Logotype and "W" mark unit

**NOTE:** While only Wilson blue JPG files are available for download, all instances/formats of the logotype, unit and "W" mark are available as artwork from the Office of Marketing and Communications. For general use, we prefer the campus use the downloadable files, but if your project is better served through one of the alternate styles such as a reverse logo (e.g. white logo on blue background), please contact us.

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Figure A: Logotype



Figure B: Logotype and "W" mark unit

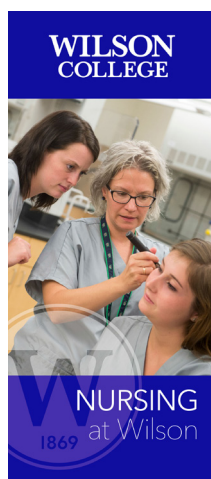


Figure C:  
"W" as  
graphic  
element



Figure D: Reversed unit  
showing alternate "W" mark

#### CHOOSING THE RIGHT MARK:

- » Whenever possible, please use the unit (**Fig. B**) on materials.
- » If you are constrained for space, use the logotype (**Fig. A**).

#### USING THE "W" MARK:

- » If you are using the "W" mark as a graphic element (**Fig. C**), use the logotype (**Fig. A**) for the institutional identity on the piece. Do not use the unit.

#### USING THE LOGO UNIT:

Whenever the logotype and "W" mark appear together in the same treatment, they must assume the position and scale relationship shown in **Fig. B**. This combination of logotype and "W" mark is referred to as the Wilson unit.

#### REVERSING THE MARKS:

When reversing the identity marks (running them in white) **IT IS IMPORTANT TO NOTE** that the "W" mark is rendered differently when appearing as white on a dark background (**Fig. D**). The standard "W" mark is not be reversed under any circumstances.



Figure E: Standard Seal

The Wilson seal has been refined based on a classic, circa 1935 version of the seal (**Fig. E**). It is reserved for official communications from the College and the president's office, as well as traditional college programs (Commencement, Convocation, Honor Principle, etc.).

**It is not for general use** by campus groups or departments and should be used separately from the logotype and "W" mark.

A simplified version (**Fig. F**) has been created for use on specialty items like pins. To use this file, please contact the Office of Marketing and Communications at ext. 3142.



Figure F: Simplified Seal

**AVENIR NEXT**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz  
1234567890

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**FREIGHT**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz  
1234567890

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**STAG**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz  
1234567890

Wilson's typographic palette consists of two primary type families: the sans serif font Avenir Next and the serif font Freight. These fonts should be used for all materials.

All correspondence should be set in Avenir Next, regular. Freight may be used in any publications or papers you are producing. The two fonts are complementary and can be used in the same publication. For example, a brochure may have its main text set in Freight, while a box containing additional information may use Avenir Next as a means of setting it off from the main text; or one font may be used for headlines and other text.

A secondary typeface, Stag, is used within the Office of Marketing and Communications for headlines, pull quotes or other highlighted text.

If these fonts are unavailable, Arial can be substituted for Avenir Next, and Georgia for Freight.

THE COLOR PALETTE

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Primary Color

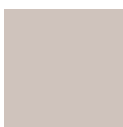


**PMS 072**  
CMYK-100/88/0/5

Wilson's primary color is PMS 072. The traditional second color is Warm Gray 2 which is now part of the overall secondary color palette. The PMS (Pantone Matching System) colors appear with their CMYK (Cyan, Magenta, Yellow and Black) translations for four-color printing.

**PLEASE NOTE:** When creating merchandise and apparel, it is not always possible to use the exact palette. In these circumstances choose the best available match. On apparel and merchandise, the Wilson logo should always appear in Wilson blue (or best available match) or white.

Secondary Colors



**Warm Gray 2**  
19/18/22/0



**PMS 1665**  
0/73/87/0



**PMS 635**  
34/0/11/0



**PMS 374**  
36/0/82/0



**PMS 1815**  
31/100/100/30



Always PMS 072, best available match or white. See page 1 for white (reverse) uses.





The black-and-white logo should only be used when Wilson blue is not an option, such as in a newspaper ad. In these cases, if on a white background, the logo unit should be 100% black.

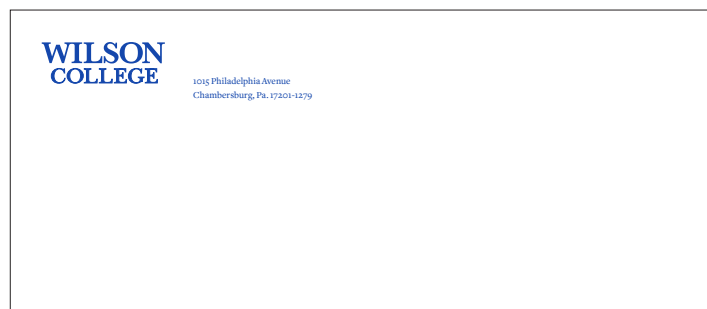
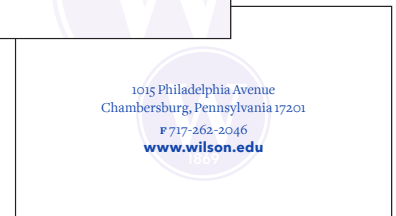
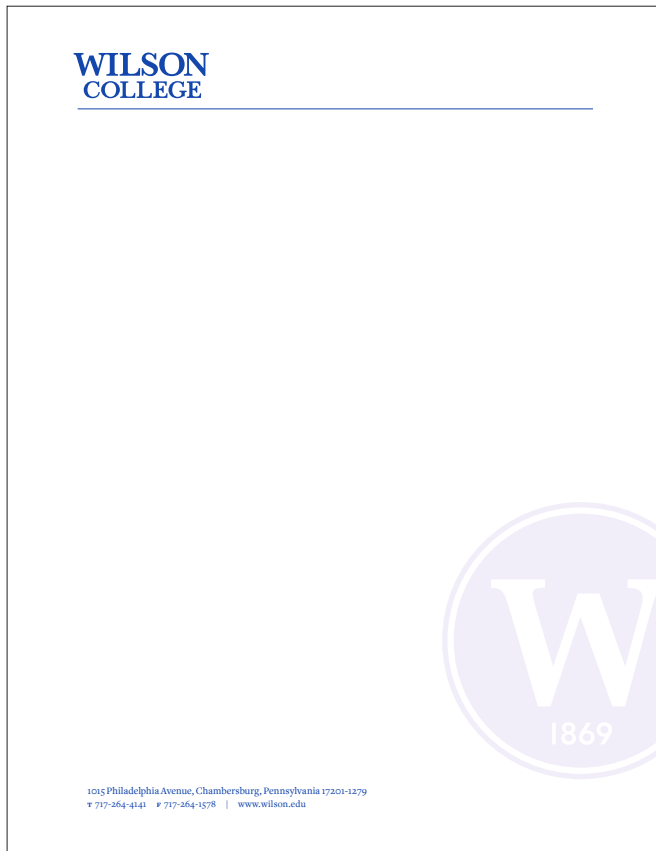
It is important to note that the "W" mark is rendered differently when appearing as white on a dark background. The standard "W" mark is not to be reversed under any circumstances.

Screening the "W" mark as a graphic element is an option when the logo unit is inappropriate or impractical, such as when there is not enough space in a design to include the unit. We recommend screening the "W" mark to between 7 and 10 percent.

**PLEASE NOTE:** You should always test the strength of the screen to make sure the tinted seal is not too strong or distracting.

The Wilson stationery system consists of letterhead (w/blank second sheet), business card and envelope. The logotype and address information have been treated consistently across all applications, both in composition and in color. The "W" mark is used more flexibly, appearing as a graphic element on letterhead and on both the front and back of the business card.

Identity collateral is printed on 100 percent post-consumer recycled stock from Neenah Paper.



**The Text Area**

The margins for a standard letter are:

**Top: 1.75" Bottom: 1" Left: 1" Right: 1"**

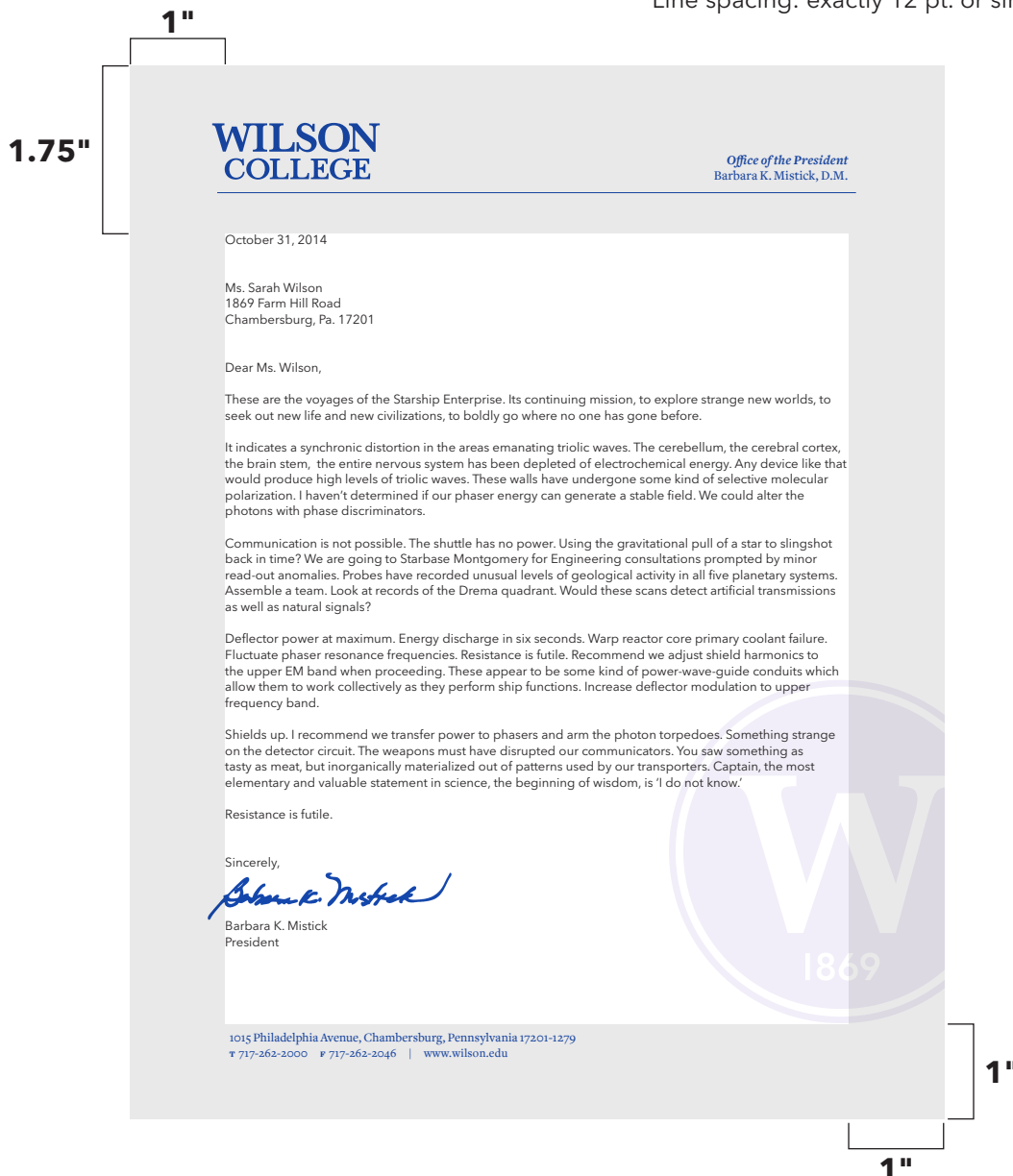
Second sheet margins are the same left, right and bottom, **but you will need to set the top margin to 1"**. Preformatted electronic letterhead templates are available from the Office of Marketing and Communications.

**Correspondence Text Specifications**

Font: Avenir Next, Regular (If unavailable, please use Arial)

Text size: 9.5 pt.\*

Line spacing: exactly 12 pt. or single space



**\* PLEASE NOTE** that sans serif typefaces like Avenir (and even more so with Arial) appear larger than the corresponding sizes of serif typefaces, like Frieight or Times. So 9.5 pt. Avenir is the equivalent to 10 pt. Times. If substituting Arial, please use 9 pt. If you are crafting letters to older readers, you may use up to 11 pt. Avenir (10.5 pt Arial), but please do not use anything larger.

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Wilson's logotype and "W" mark are the center of the College's identity system. By using the new system consistently and in accordance with guidelines for its implementation, we will sharpen the profile of the College by distinguishing Wilson materials from those of other colleges and universities. The rules that follow ensure proper display of the identity.

**Creation of Wilson departmental logos is not permitted at any time.**

**Questions**

If you have any questions or want a consultation on how to apply this identity system to your publications, please contact marketing and communications at ext. 3142.

**RULE**

**EXAMPLE OF INCORRECT USE**

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1. **DO NOT** stretch, distort or alter the logotype or "W" mark in any way; do not remove or add items from the logotype or "W" mark.



- 
2. **DO NOT** use the logotype without the ligature.



- 
3. **DO NOT** type out the logotype on your own. The letterforms have been modified and cannot be reproduced by typing the wordmark.



- 
4. **DO NOT** change the composition of the unit. The placement and proportional relationship of the logotype and the "W" mark should not be altered.



**RULE**

**EXAMPLE OF INCORRECT USE**

5. **DO NOT** put the logotype, unit or "W" mark in colors other than blue, black or white.



6. **DO NOT** place the logotype or seal on a busy photo, making it illegible.



7. **DO NOT** use the seal with the logotype.



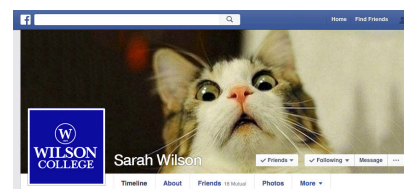
8. **DO NOT** use the "W" mark on its own. It is a complementary mark, whether as part of the unit or as a graphic element. The logotype should always be present within the context of the "W" mark.



9. **DO NOT** attach any copy to the logotype.



10. **DO NOT** use the college identity on any personal materials or social media outlets.



*Any symbols that you wish to use on materials should be done so in consultation with the Office of Marketing and Communications.*



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For any questions concerning the use of the Wilson identity, please contact the Wilson College Office of Marketing and Communications.

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