



**WASHINGTON
& JEFFERSON**
COLLEGE

Brand Standards Guide

Brand Guidelines



We are Washington & Jefferson College (W&J). This is our brand.

Our story began with three leaders creating three colleges on the American frontier. Since then, W&J has emerged as a leading institution with a storied history of doers, dreamers, and achievers: Senators and Congressmen, Hall of Famers, an NFL commissioner, CEOs, chairpersons, space travelers.

These Guidelines are designed to honor our history and guide our future.

Inside this document you'll find everything you need to represent W&J – from our logos, colors, and messaging to all associated best practices. Each has a unique role to play in representing us, but together, they tell the story of who we are and where we're going.

The following pages will help you understand our story and how to tell it in the best way possible.

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1.0

Introduction

1.0 > A Message from the President

Welcome to Washington & Jefferson College, one of America's oldest and most distinguished liberal arts institutions. We have a proud tradition of preparing students for post-graduation success in a way that few colleges or universities can match.

W&J students discover their unique gifts and interests while benefiting from a personalized educational experience designed to meet the needs of each individual. Our students often graduate with more than one major, and many take advantage of the opportunity to create a customized major of their own. Beyond the classroom, W&J students participate in more than 90 student organizations, play championship varsity sports, develop exceptional leadership qualities, and explore their interests around the world through our acclaimed Magellan Project.

Student success at Washington & Jefferson College begins with a generous financial aid program undergirded by substantial endowed scholarship resources provided by generations of alumni and friends of the college. It continues with devoted faculty mentors who support academic performance every step of the way. And it extends beyond graduation as our network of 15,000 graduates help students and fellow alumni find opportunities in every field of endeavor. Just as important, W&J students graduate in four years - we guarantee it.

Nothing reflects the spirit of W&J more than the experience of living and learning in a community where everyone is known by name. My wife Kelly and I are fortunate to live on campus where we form friendships with our students and frequently host them in our home. As parents of five adult children - all college graduates - we know how important it is to be in a supportive and caring environment during the formative college years. We look forward to the opportunity to get to know you, and will consider it a privilege to be part of your educational experience.



John C. Knapp, Ph.D.
President and Professor



1.0 > Purpose of this Document



Our brand is one of our most valuable assets.

It defines who we are, what we do and what we represent as an institution.

The following pages help all members and partners of W&J to work together to communicate a consistent brand story and image.

The W&J brand elements used to represent us must be replicated and produced according to the associated guidelines herein. As a representative of W&J, it is your responsibility to follow these guidelines, helping to affirm the foundational elements upon which our brand is built.

Adhering to these guidelines will allow us to communicate in a consistent, compelling and unified manner. Correct application of the brand elements contained in this guide is crucial in communicating what makes W&J a truly special place.

1.0 > Approval Requirements



All applications of W&J assets must receive written approval from the Marketing Department. This includes the development of new logos, all forms of advertising and marketing, event collateral, merchandise, web applications, audio elements, copywriting and photography. Please direct all requests to the appropriate contact listed below. All requests for approval must be received at least three (3) business days prior to the release of the final artwork.

W&J reserves the right to deny approval for any request found not to be in line with these established guidelines. Because each situation creates unique challenges and new modes and methods of communication frequently arise, this outline contains a certain degree of flexibility pending consultation with the contact below. W&J is ultimately responsible for approving applications that interpret the established standards. In any situation of question,

Please reach out as early as possible in the process to allow for timely completion and approval. Such uses will be considered and directed on an individual basis. The goal is to meet the needs of every W&J marketing partner without adversely affecting the basic uniformity upon which a successful brand program is based.

W&J will thus provide all digital assets and instruct all partners to use only original artwork for reproduction of these marks. Printed images extracted from publications should never be used for scanning or paste ups when preparing graphics for an application. Elements and logos may not be electronically or manually altered. All questions or inquires should be directed to:

Kelly Kimberland
Vice President, Communications & Marketing
724-503-1001 ext. 5294
kkimberland@washjeff.edu

1.0 > File Formats & Usage

The success of the W&J brand relies on the **clarity and consistency with which it is implemented.**

Marks are available for use per the enclosed Guidelines in the formats listed to the right.

Supplied File Formats

File formats are limited to specific use scenarios.

PDF, AI, EPS - Resolution independent vector files used for logos, icons and other line art.

PNG, JPEG - Compressed image files for web or Microsoft Office applications.

**PNG's allow transparency.*

Usage Formats

PRINT - PDF, AI, EPS (CMYK, PMS)

DIGITAL - On-screen, broadcast, web, PowerPoint: PNG, JPG (RGB)

2.0

Brand Identity

2.0 > Primary Mark (Stacked)



Presented here is our Stacked Primary Mark.

This version of our logo should be used whenever possible in any official college communications.

It is important to display our Stacked Primary Mark with clear space area around all four sides and stick to the recommended color combinations in order to maintain brand consistency and integrity.

There is no maximum size for this mark; minimum sizes are listed below:



Digital: 56px (height)

Print: 0.75 inches (height)



2.0 > Secondary Mark (Horizontal)

Presented here is our Horizontal Secondary Mark.

This version of our logo can be used in any official college communications but priority should always be given to our Stacked Primary Mark. When the Stacked Primary Mark cannot be reasonably applied, this version is the next best option.

It is important to display our Horizontal Primary Mark with clear space area around all four sides and stick to the recommended color combinations in order to maintain brand consistency and integrity.

There is no maximum size for this mark; minimum sizes are listed below:



Digital: 36px (height)

Print: 0.5 inches (height)



2.0 > Shield



Presented here is our Shield Mark.

This version of our logo should only be used in combination with one of our Wordmarks for official college communications. For licensing applications, this mark can be used on its own.

It is important to display our Shield Mark with clear space area around all four sides and stick to the recommended color combinations in order to maintain brand consistency and integrity.

There is no maximum size for this mark; minimum sizes are listed below:



Digital: 47px (height)

Print: 0.65 inches (height)



2.0 > Icon



Presented here is our Icon.

This version of our logo should only be used to represent sub-brands within W&J's architecture such as Administrative and Academic Departments, as well as other internally-facing college communications.

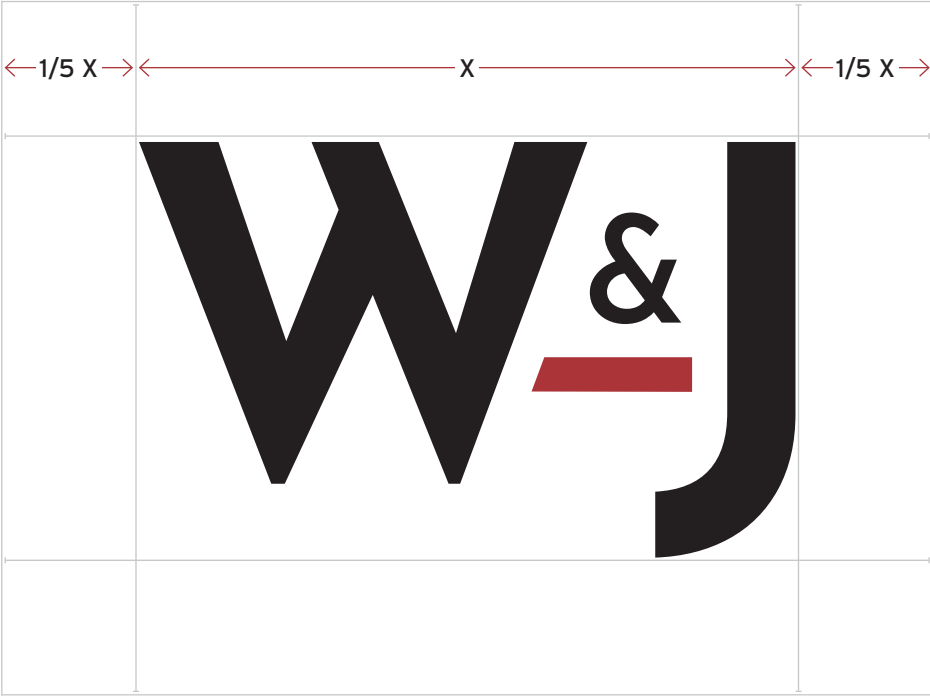
It is important to display our Icon with clear space area around all four sides and stick to the recommended color combinations in order to maintain brand consistency and integrity.

There is no maximum size for this mark; minimum sizes are listed below:



Digital: 18px (height)

Print: 0.25 inches (height)



2.0 > Wordmark (Three-Line)



Presented here is our Three-line Wordmark.

This version of our logo is secondary to our Primary Marks but can be used for official college communications.

It is important to display our Three-line Wordmark with clear space area around all four sides and stick to the recommended color combinations in order to maintain brand consistency and integrity.

There is no maximum size for this mark; minimum sizes are listed below:



Digital: 18px (height)
Print: 0.25 inches (height)



2.0 > Wordmark (Two-Line)



Presented here is our Two-line Wordmark.

This version of our logo is secondary to our Primary Marks but can be used for official college communications.

It is important to display our Two-line Wordmark with clear space area around all four sides and stick to the recommended color combinations in order to maintain brand consistency and integrity.

There is no maximum size for this mark; minimum sizes are listed below:



Digital: 18px (height)
Print: 0.25 inches (height)



2.0 > Sub-brand Architecture

Presented here are W&J Sub-brand Architecture Mark examples.

Under a two-tiered system these logos lock our Icon with a variable field in both horizontal and vertical orientations and should be used to represent the wide array of departments, programs, offices, centers, institutes, entities, and other initiatives at W&J.

It is important to display our Sub-brand Architecture Marks with 1/5th clear space area around all four sides (see pg. 13) and stick to the recommended color combinations in order to maintain brand consistency and integrity.

There is no maximum size for these marks. Minimum sizing is flexible based on the text within the Mark but must maintain legibility of both text and Icon.

Tier 1:



ENVIRONMENTAL
STUDIES



PUBLIC RELATIONS
STUDENT SOCIETY
OF AMERICA



Tier 2:



OFFICE OF ADMISSION
FINANCIAL AID



OFFICE OF ADMISSION
FINANCIAL AID
COUNSELORS



2.0 > Seal

Presented here is our Seal Mark.

As the most formal element in our brand system, our Seal Mark may be used only by the following departments: the Office of the President, Human Resources, and the Ethics & Compliance Office. Each office has its own set of composite Sub-brand Architecture Marks similar to the Marks on pg. 16.

It is important to display our Seal Mark with clear space area around all four sides and stick to the recommended color combinations in order to maintain brand consistency and integrity.

There is no maximum size for this mark; minimum sizes are listed below:



Digital: 54px (height)

Print: 0.75 inches (height)



2.0 > Improper Usage

Our brand is an expression of who we are. To the right are various examples of ways you shouldn't express it.

Though only our Stacked Primary Mark is shown here, these incorrect usage examples apply to all of our marks.



Don't change our colors.



Don't outline.



Don't skew or shear.



Don't add effects.



Don't add gradients.



Don't stretch or squish.



Don't create your own compositions or change our proportions.



Don't obstruct, block, or crop our Marks.



Don't change the opacity.

2.0 > Composite Marks

Presented here are examples of how to create Composite Marks using our Primary Marks.

Composite Marks indicate a partnership or sponsorship and may only be displayed in the compositions and orientations shown to the right.

When crafting Composite Marks, use the respective clear space guidelines on pg. 10 and 11 to ensure proper distance between our Primary Marks and partner(s) logos.

Composite Marks are also subject to the same minimum sizing restrictions on pg. 10 and 11, but may also be subject to the minimum sizing restrictions of our partner(s) – whichever is larger to ensure legibility for the average reader/viewer.



3.0

Look

Tools Kit

3.0 > Primary Color Palette



Next to our logos, color is the most recognizable aspect of our brand and one we heavily rely on to tell our story.

Our Primary Color Palette is high-contrast and predominantly driven by W&J Red – a symbol of our passion for developing ethical leaders.

Using our colors appropriately is one of the easiest ways to make sure our materials reflect a cohesive W&J brand image and visual story.

W&J Red

Pantone® 1807 C

RGB 164/52/58

HEX #A4343A

CMYK 3/90/65/28

Black

RGB 0/0/0

HEX #000000

CMYK 0/0/0/100

White

RGB 255/255/255

HEX #FFFFFF

CMYK 0/0/0/0


3.0 > Secondary Color Palette

Our Secondary Color Palette is reflective of and wholly inspired by where we study, work, and live – W&J’s beautiful campus in Washington, Pennsylvania.

It is derived from the warmth of our historic campus landmarks, scenic foliage and tree-lined terrain, and powerful, natural skyline.

Use of our Secondary Color Palette is limited and requires approval from the Office of Marketing.

Though our Secondary Color Palette is a direct complement to our Primary Color Palette, it must always play a supporting role.



Autumn Orange
Pantone® 7583 C

RGB 196/98/45
HEX #C4622D
CMYK 1/67/88/12



Tree Green
Pantone® 376 C

RGB 132/189/0
HEX #84BD00
CMYK 48/0/100/1



Spring Yellow
Pantone® 376 C

RGB 241/196/0
HEX #F1C400
CMYK 0/13/100/1



Sky Blue
Pantone® 2985 C

RGB 91/194/231
HEX #5BC2E7
CMYK 58/0/0/0



Winter Gray
Pantone® 664 C

RGB 224/219/227
HEX #E0DBE3
CMYK 6/8/0/0

3.0 > Typography



The typeface at the core of the W&J brand is Interstate – a smart, sophisticated sans serif font family with extensive weights and styles and unmistakable design details that retain legibility at any scale.

Interstate comes in a variety of weights from Thin to Ultra Black, making it extremely useful for a range of applications.

Interstate Extra Light
Washington & Jefferson College is

Interstate Extra Light Italic
a four-year, residential college

Interstate Light
committed to fostering the personal

Interstate Light Italic
and professional success of our students

Interstate Regular
through interconnectedness,

Interstate Italic
hands-on learning experiences,

Interstate Bold
and individualized academic programs.

Interstate Bold Italic
With a long legacy

Interstate Black
of ethical leadership,

Interstate Black Italic
W&J College gives students

Interstate Ultra Black
of talent and passion

Interstate Ultra Black Italic
a place to thrive.

3.0 > Typography Styling

Different combinations of Interstate evoke different facets of W&J's personality.

Heavier weights, used in titles and headers, evoke our boldness and decisiveness. Lighter weights, used in body copy and other supporting roles, provide a clean, contemporary presence and reflect the intellectual curiosity of our community.

No matter which combination of typefaces you choose, always use contrasting weights and sizes to create a hierarchy of information.

Headline

Our story begins with three leaders creating three colleges on the American frontier.

Subhead

Since then, W&J College has emerged as a leading institution with a storied history of doers, dreamers, and achievers.

Body Header

At a Glance

Body Copy

For over 200 years, W&J has produced ethical, well-rounded, and informed leaders in all fields and a strong network of alumni to support the next generation.

Founded in 1781, right after the end of the battles for American independence, W&J has its origins in three log cabin colleges established by three graduates of the College of New Jersey (now Princeton). Soon after, two of those initial founders joined together as the first trustees for the newly chartered Washington Academy, later Washington College. The other founder became headmaster of Canonsburg Academy, later Jefferson College. His students joined him at the new academy.

Finally, in 1865, Washington College and Jefferson College unified, establishing Washington & Jefferson College. Since then, Juncta Juvant: Together We Thrive.

3.0 > Typography Styling

Use the styling recommendations presented to the right as a guide for setting bodies of text that are attractive, legible, and consistent.

Align Left

For most occasions we advise aligning left so the straight edge of the text is to the left.

Line Length

Text is read most comfortably when set in a line length of 40 to 65 characters.

Rules

When using rules with text, use a line thickness no larger than 1pt. Lines that are too heavy become a distraction to the text.

Leading

Body text leading should always be set larger than the type size so the text reads comfortably.

Headline and sub-head leading can be tighter for greater impact, but should not drop below the type size.

Hanging Punctuation

When using quote marks, set them in the margin so the flow of text is not interrupted.

Washington & Jefferson College is recognized nationally as a highly selective, residential, student-centered liberal arts college with an exceptional record of producing future leaders, whose graduates are prepared for a breadth of life opportunities and professional success.

0 16 39 63
Toward that end, W&J asserts its place as Pittsburgh's premiere liberal arts institution, a role it has played for more than 230 years.

A Legacy of Leadership

As one of the oldest colleges west of the Allegheny Mountains, W&J College has been educating people who become leaders in their professions and communities since 1781.

We lead the way in integrating professional readiness with intellectual engagement, graduating students who are prepared for professional success, ready to solve problems and make contributions in as-yet-unimagined ways.

Text: 13pt
Leading: 15.6pt

Our story begins with three leaders...

Text: 30pt
Leading: 30pt

"My W&J education has encouraged me to travel and experience cultures that are different from what I know."

– Kelsea Siter, Public Policy '20

3.0 > Photography

Photography is an essential tool for telling our story and bringing our 'Founded Here' platform to life. As such, it should always strive to capture the following three themes which are fundamental to evoking the W&J experience:

1. Our Welcoming Community
2. Intellectual Engagement
3. Professional Readiness & Leadership Development

Through the use of a shallow depth of field, vibrant contrast, and natural lighting to establish a universal determination in our subject matter, our photography galvanizes our audiences by authentically depicting our programs, initiatives and the W&J student experience at large.



3.0 > Photography

How to Capture Our Welcoming Community:

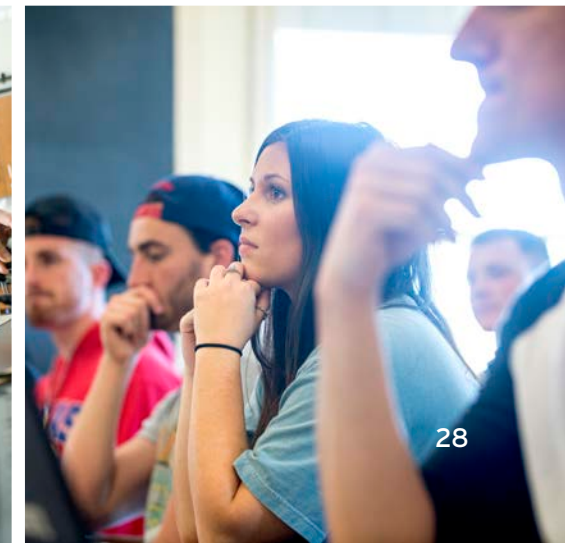
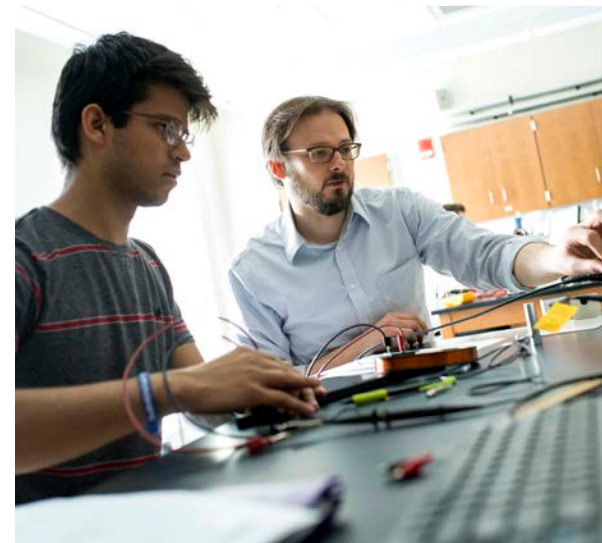
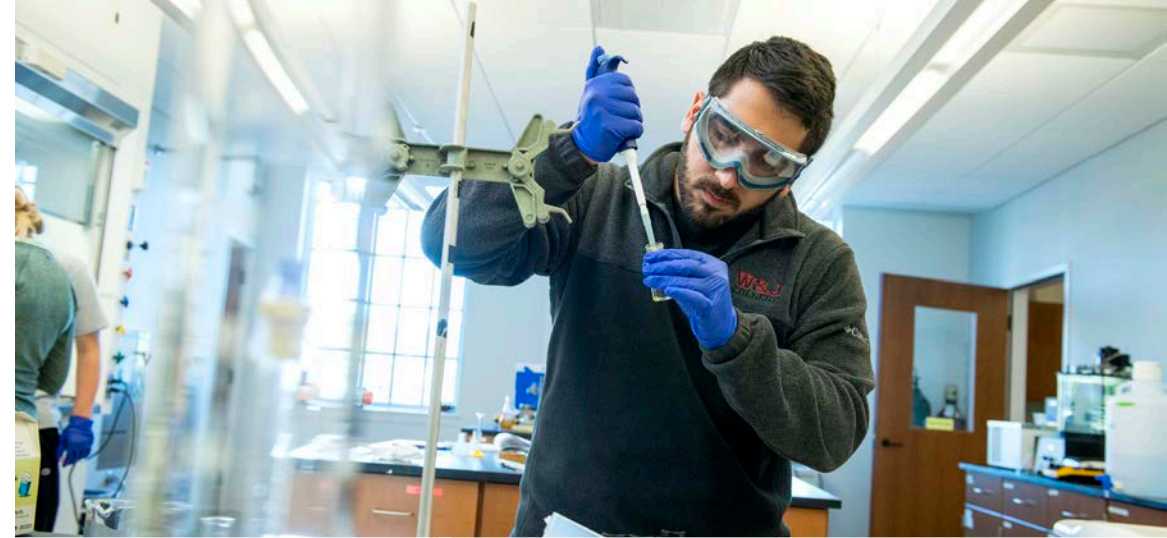
- Location-based photography featuring prominent campus landmarks to establish a setting and reinforce a sense of community
- Social activities/interactions between students which express diversity, opportunity and our campus community's tight-knit, student-first culture
- Action-oriented photography featuring our students partaking in community service programs, clubs and student-led projects outside of the classroom



3.0 > Photography

How to Capture Intellectual Engagement:

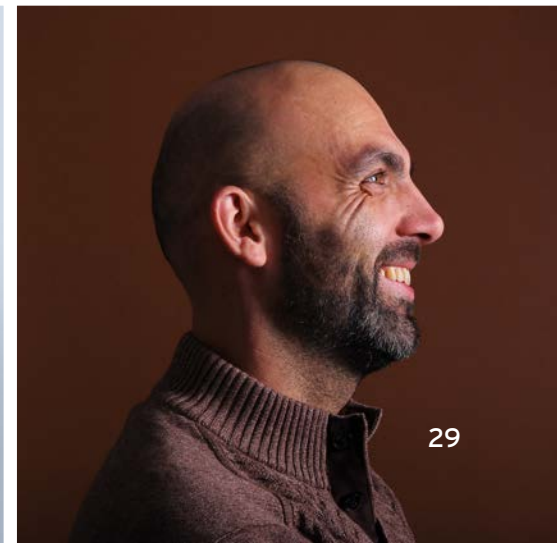
- Experiential hands-on learning emphasizing discovery, innovation and engagement in the classroom, lab or field
- Collaborative and supportive work/study environments, intimate classroom settings and meaningful interactions between students and faculty
- Photography which showcases our driven students partaking in rigorous study and research both in individual and group settings



3.0 > Photography

How to Capture Professional Readiness & Leadership Development:

- Portraits which express powerful and aspirational attributes, such as confidence, determination, passion, focus and fulfillment
- Portraits can showcase our students, alumni, faculty and staff to communicate examples of leadership, impact and multi-dimensional opportunity



3.0 > Graphic Elements

Our primary graphic element is our “path line,” which connects a defining characteristic to W&J and represents the College’s mission to develop professionally-ready, ethical leaders.

Our “path line” directly links our titles/headlines and messaging to our logo to create an unmistakable link between what we say and what we do. This structure is reinforced by W&J’s colors and purposeful, intent-driven photography.

“Path lines,” which can be vertical or horizontal, drive through the center of our Shield Mark (or corresponding mark). Our “path line” is applied with a conservative stroke weight (approximately double the border of our shield mark) and should create matching gaps between the elements it is linking. In multi-page documents, be sure to maintain a consistent value between pages.



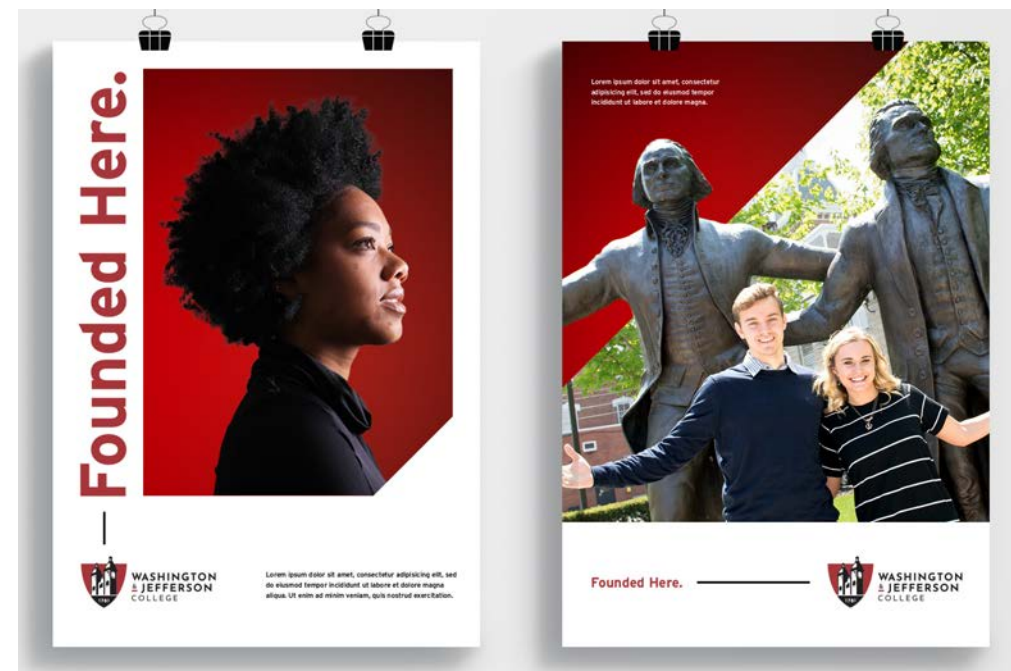
3.0 > Graphic Elements

Our strong red gradient and it's utilitarian application is another key element in our look feel.

Our gradient can be used as a background, an anchoring element, or as a directional component to drive target audiences through our communications. It can be used at any scale, angle, or proportion.

When used as a background element, the vibrancy at the center of our strong red gradient commands attention, doubling as a focal point when paired with isolated imagery – particularly Professional Readiness & Leadership Development portraiture.

Be mindful of legibility when placing any full-color mark atop the strong red gradient. To ensure proper contrast, position our marks near the darker areas of the gradient.



3.0 > Graphic Elements

45° angles, representing our forward-looking mentality, also play a key role in our look feel.

These angles are used to divide compositions, interacting with photography and typography, while always carrying our target audiences through our communications.

These angles can be applied at any scale or proportion, anywhere in our compositions, giving flexibility to our look feel system and helping to consistently create fresh, new layouts.



3.0 > Graphic Elements

Presented here are additional design grids, highlighting the expansive configurations available within W&J's look feel.

These compositions aren't predetermined/approved layouts, but are designed to showcase the multitude of paths that can be taken to structure our communications within a set look feel that doesn't fall victim to repetition.



4.0

Sample Applications

4.0 > Sample Applications (Apparel)



4.0 > Sample Applications (Apparel)



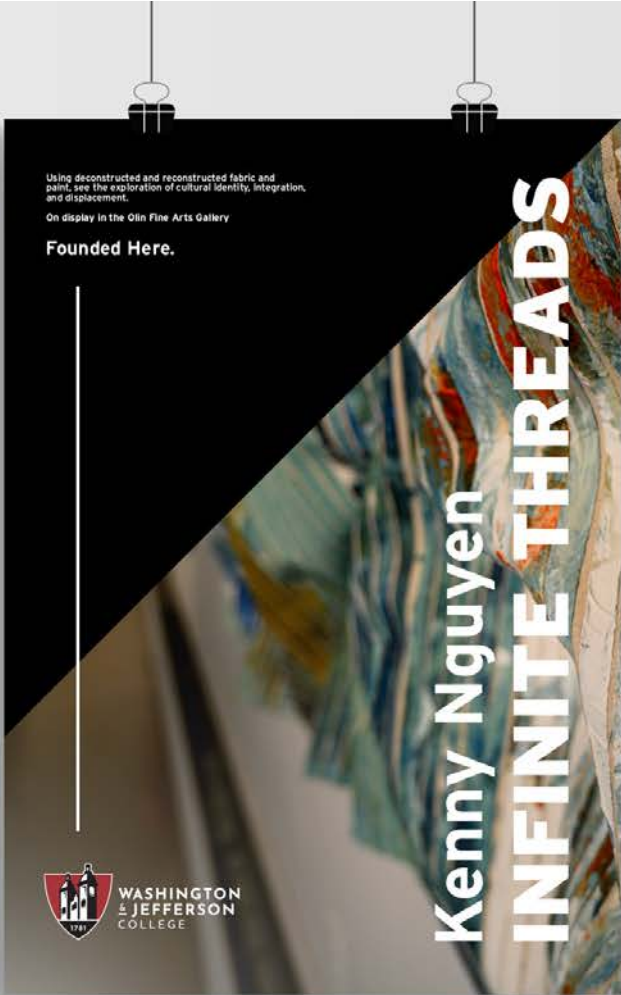
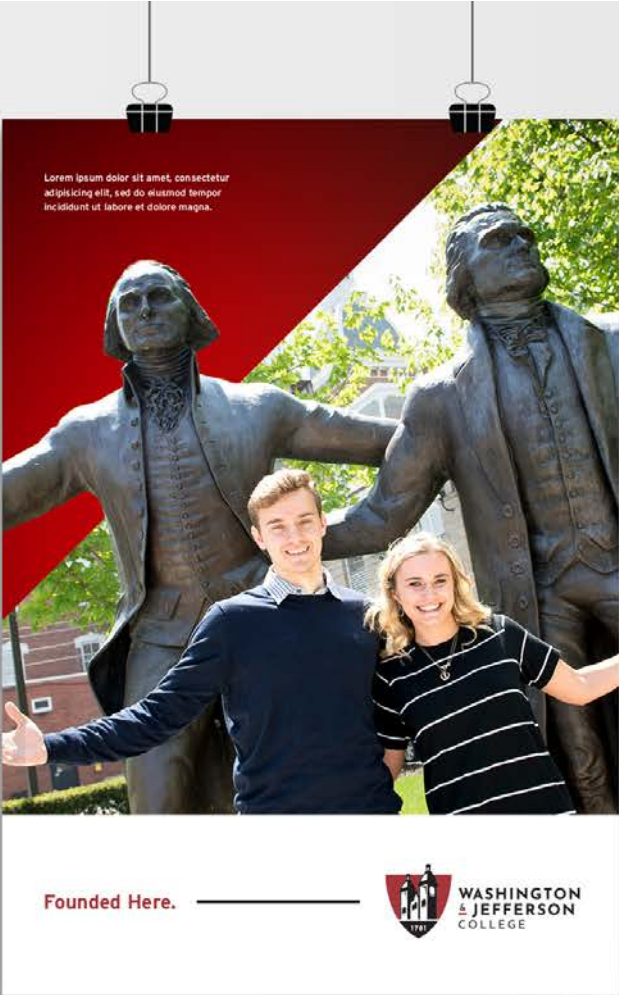
4.0 > Sample Applications (Merchandise)



4.0 > Sample Applications (Campus Signage)



4.0 > Sample Applications (Posters/Ads)



4.0 > Sample Applications (Posters/Ads)




Vision.
Founded Here.



**Where
Changemakers
Get Their Start.**



Opportunity.
Founded Here.




From Classwork to Fieldwork.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Purpose. Founded Here.



4.0 > Sample Applications (Marketing Materials)



4.0 > Sample Applications (Marketing Materials)



4.0 > Sample Applications (Marketing Materials)

Academic Life

For information about academic life at Washington & Jefferson College (W&J), including full descriptions of the academic policies at W&J, visit our College Catalog website at washjeff.edu/catalog

Accommodations for Students with Disabilities

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi

Disability Services Office

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

W&J does not offer a specialized curriculum for persons with disabilities. Instead, the College works with the student to provide academic accommodations within the W&J curricular framework that do not substantially alter course content or requirements essential to the academic program. W&J is committed to working in partnership with students with disabilities to best ensure that they receive equal access to academic curriculum and programs.

What Is A Disability?

According to the Americans with Disabilities Act, a person with a disability is one who has a physical or mental impairment that substantially limits a major life activity; has a record or history of such an impairment; or is regarded as having such an impairment.

A physical impairment is any medical disorder, condition, disfigurement or loss affecting one of the body systems. A mental impairment is any mental or psychological disorder, including neurologically-based learning differences. Some major life activities include caring for oneself, performing manual tasks, seeing, hearing, eating, sleeping, standing, walking, lifting, bending, speaking, breathing, learning, reading, concentrating, thinking, communicating, working and major bodily functions.

Accommodations Process

Non-academic and housing

accommodation requests are handled differently than the procedure listed below. Students seeking such accommodations must complete the College's Housing Accommodations request form, which is found at W&J's Residence Life web page. Students should direct non-academic accommodation questions or concerns to Justin Swank, Director of Residence Life.

1. Self-Disclosure or Referral

The College encourages students to self-disclose early in their academic careers to fully access support systems, though students may self-disclose at any time. It is recommended that freshmen disclose the summer before the start of the fall term if possible. To do so, students must contact the disability support services office at (724) 223-6008 or ds@washjeff.edu. Accommodations are not retroactive, so early disclosure is essential. Faculty and staff are encouraged to refer students who may benefit from support.

2. Submission of Document

Students requesting support services and/or reasonable accommodations from Washington & Jefferson College are required to submit a Disability Self-Disclosure form and supporting disability documentation to disability support services. Students are encouraged to keep copies of this

4.0 > Sample Applications (Outdoor Advertising)



4.0 > Sample Applications (Digital Advertising)



Frame 1 – Headline + Platform

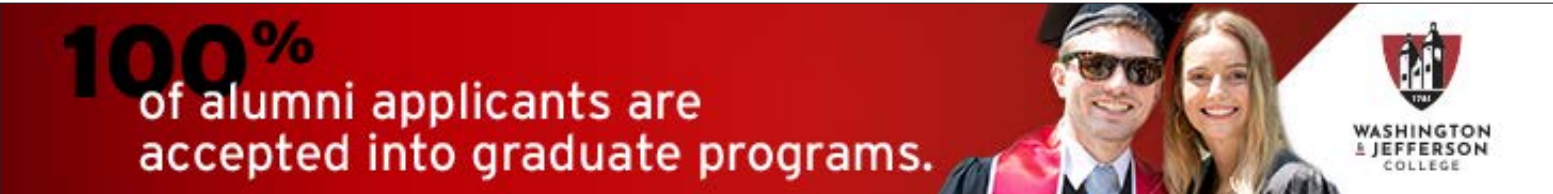


Frame 2 – Headline + Platform + CTA

4.0 > Sample Applications (Digital Advertising)



Frame 1 – Headline



Frame 2 – Proof Point

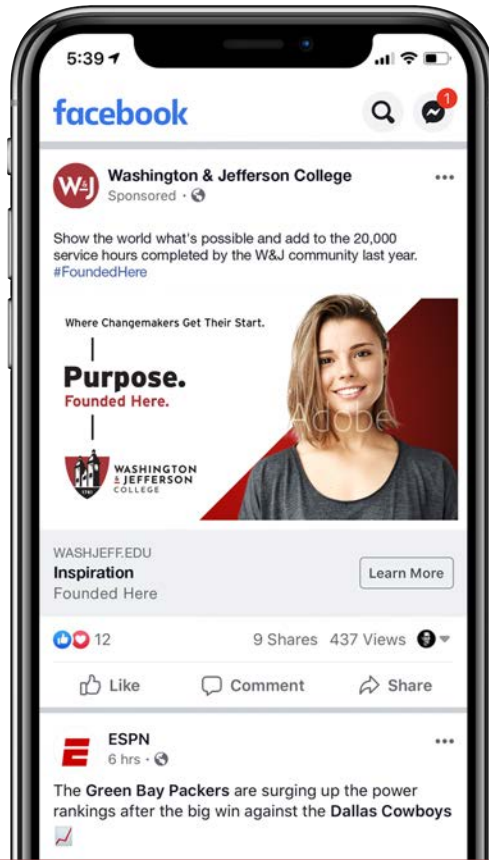


Frame 3 – Headline + Platform + CTA

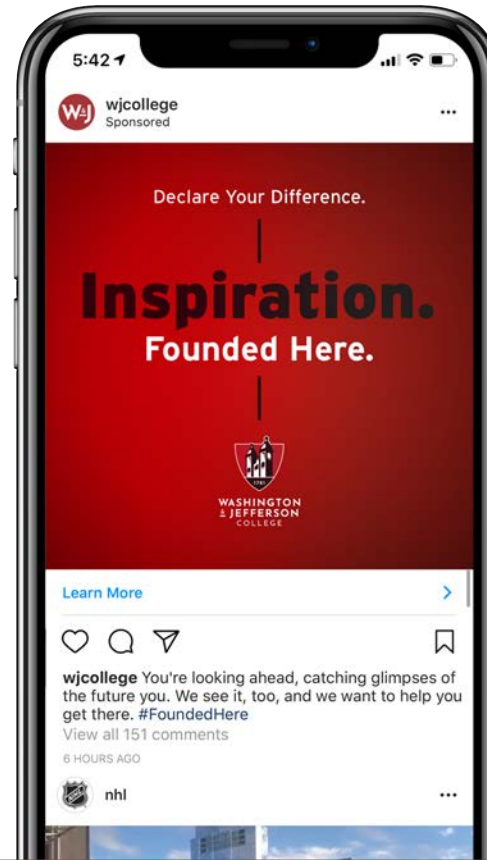
4.0 > Sample Applications (Digital Advertising)



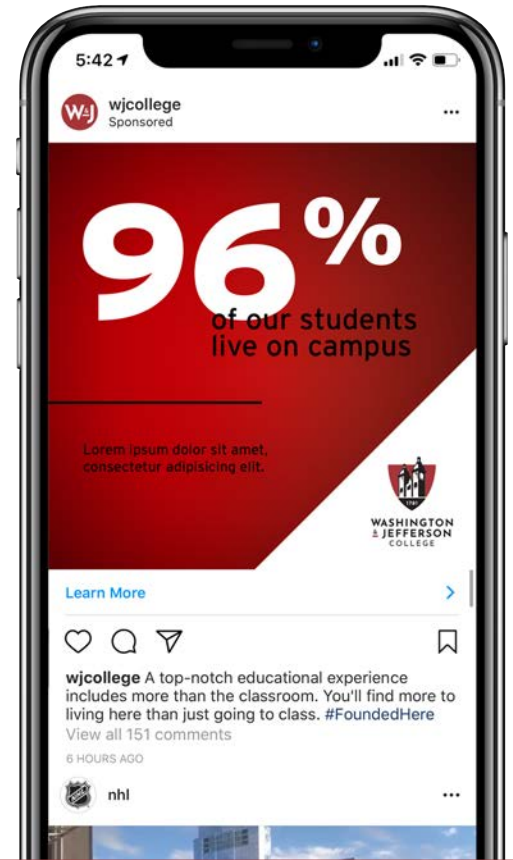
Brand-Building



Brand-Building
(with Proof Point)



Brand-Building



Brand-Building
(with Proof Point)

5.0

Questions?

5.0 > Contact Us

Still have questions?
Visit washjeff.edu for
more information or
contact us directly:

Kelly Kimberland
Vice President, Communication & Marketing
kkimberland@washjeff.edu
724-503-1001 ext. 5294

Matt Michalko
Creative Director
mmichalko@washjeff.edu
724-531-6883





WASHINGTON
& JEFFERSON
COLLEGE



Thank You