WILSON
COLLEGE

Wilson College Identity

Brand Guidelines 2019

Figure A: Logotype

Figure B1: "W" mark

Figure B2: "W" mark-small uses

Figure C: Logotype and "W" mark unit

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.

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.

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.

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 on a dark background) **IT IS IMPORTANT TO NOTE** that the "W" mark is rendered differently (**Fig. D**). The standard "W" mark is not be reversed under any circumstances. For subtle color shifts where there is little difference in value between the color of the "W" mark and the background, you may use the standard "W" mark (see cover of this guide).

AVENIR NEXT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

FREIGHT

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.

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

Primary Color

PMS 072
CMYK–100/88/0/8
#081994

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
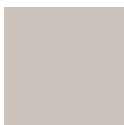
Warm Gray 2
19/18/22/0

PMS 1665
0/73/87/0

PMS 629
34/0/11/0

PMS 382
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 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 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.

6

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
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 modifed 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.	

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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1869

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

717-262-2796