

# BRYN MAWR

COLLEGE

**BRAND STYLEGUIDE**  
SEPTEMBER 2023

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**Bryn Mawr, a selective women’s college with 1,400 undergraduates, is renowned for its academic excellence, diverse and close-knit community, and engagement with the world.**

On an historic campus just outside of Philadelphia, Bryn Mawr students find challenging courses and research; strong bonds with faculty, students, and alumnae/i; innovative programs that connect study with action; and top-tier partnerships that expand options.

Critical, creative, and collaborative, Bryn Mawr alumnae/i are agents of change in every arena—and forever members of a community founded on respect for individuals.

## THE LOGO

This is the Bryn Mawr College logo.

It is strong and decisive while being classic and elegant.

A Humanist influence in the letterforms pay homage to the stonework around campus.

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BRYN MAWR  
COLLEGE

**THE LOGO**

The Bryn Mawr logo was carefully created using proportional spacial considerations. Never tamper with the logo or any of its elements.

The outermost dotted line indicates the minimum amount of clear space the logo requires. No external graphics should ever come closer to the logo than this line.

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## THE LOGO

This is the shortened Bryn Mawr logo, lacking the word “College.”

This version can be used interchangeably with the other configurations.

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BRYN MAWR

## THE LOGO

Within limited horizontal spaces, the stacked logo can be used.

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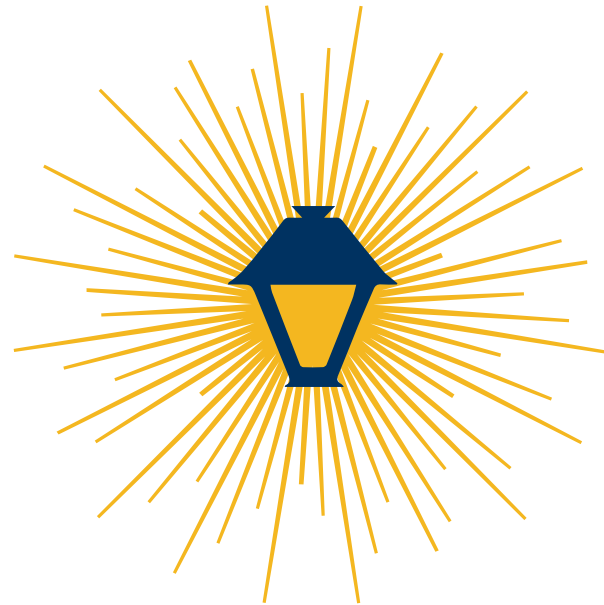
BRYN  
MAWR  
COLLEGE

## ADDITIONAL DESIGN ELEMENTS

These elements reference the rich tradition of lanterns at Bryn Mawr. These elements should be used not instead of the logo, but as additional design elements.

The “lit” lantern was introduced with the *Defy Expectation* Campaign for Bryn Mawr.

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### **ADDITIONAL DESIGN ELEMENTS**

The Bryn Mawr College monogram is another auxiliary element. It can be used either very small or very large.

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## USING THE LOGO AND GRAPHIC ELEMENTS

These examples show allowable uses of the logo and elements together.

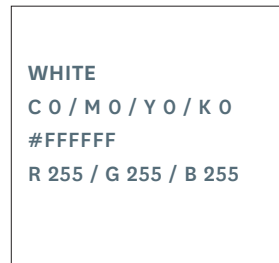
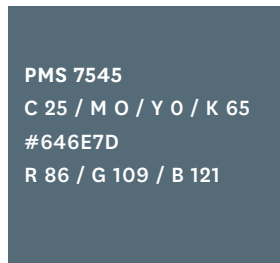
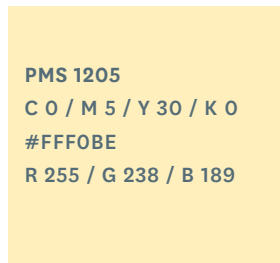
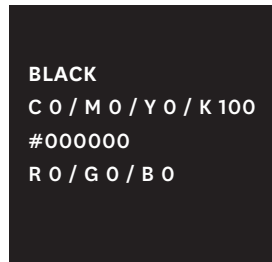
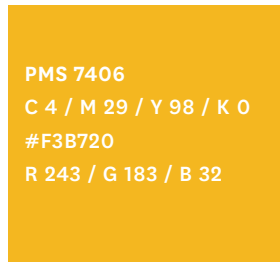
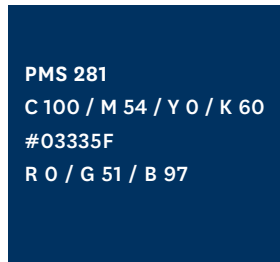
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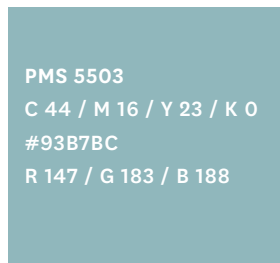
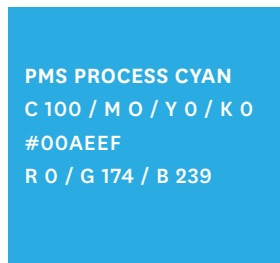
## COLOR PALETTE

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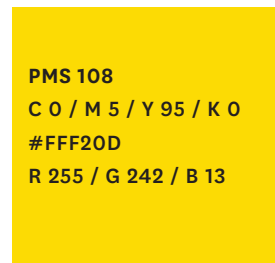
### PRIMARY COLORS



### ACCENT COLORS



### ATHLETICS YELLOW (FOR ATHLETICS USE ONLY)



**PRIMARY FONT / NATIONAL**

National is a deceptively simple sans serif font with subtle quirks that give it a distinctive—but not distracting—personality.

It can be purchased here:

[vllg.com/KLIM/National#panel=usage-poster](http://vllg.com/KLIM/National#panel=usage-poster)

If it is not possible to procure this font or Carter Sans on the preceding page, please see page 15 for guidelines.

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## NATIONAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
0123456789

## NATIONAL REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*  
*0123456789*

## NATIONAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## NATIONAL BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***  
***0123456789***

*Other weights of National are also available.*

**PRIMARY FONT / CARTER SANS**

The Carter Sans font family is a robust, sophisticated design that melds distinction and clarity in perfect proportions.

It can be purchased here:

[www.linotype.com/769928/CarterSans/Volumne1-product.html](http://www.linotype.com/769928/CarterSans/Volumne1-product.html)

If it is not possible to procure this font or National on the following page, please see page 15 for guidelines.

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## CARTER SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**PRIMARY FONT / BERLINGSKE SERIF**

PLEASE CONTACT COMMUNICATIONS TO USE THIS FONT.

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BERLINGSKE SERIF REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
0123456789

BERLINGSKE SERIF BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**0123456789**

BERLINGSKE SERIF ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*  
*0123456789*

BERLINGSKE SERIF EXTRABOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**0123456789**

BERLINGSKE SERIF EXTRABOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***  
***0123456789***

## USING THE FONTS

Carter Sans should be used mostly for headlines and in shorter subheads. It can be used as all caps or upper and lower case. National should be used for everything else. It can be used in all different weights, sizes, and cases.

### USING CARTER SANS WITH NATIONAL

## LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer et lacus pulvinar odio egestas porta sed rutrum tortor. Quisque dapibus justo aliquet, consectetur mauris eu, ultrices nisl. Nullam tempus consequat tempor. Suspendisse dictum dolor dui, eu blandit mauris interdum et. Vestibulum auctor turpis quis lacus convallis con sectetur. Donec in luctus risus. Mauris at blandit magna. Nam posuerimus nibh finibus non.

### Nunc Feugiat Neque

Vivamus tempor sem consectetur, mollis tellus id, pretium elit. Maecenas interdum, turpis ac egestas finibus, justo nisl fringilla sem, non pretium tortor ante eu ligula. In venenatis malesuada vestibulum. Etiam ut turpis nec lectus efficitur fringilla molestie a mauris.

← EXAMPLE OF CARTER SANS  
USED FOR HEADLINE

← EXAMPLE OF NATIONAL  
USED FOR FOR BODY COPY

← EXAMPLE OF CARTER SANS  
USED FOR SUBHEADS

### USING NATIONAL

## LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer et lacus pulvinar odio egestas porta sed rutrum tortor. Quisque dapibus justo aliquet, consectetur mauris eu, ultrices nisl. Nullam tempus consequat tempor. Suspendisse dictum dolor dui, eu blandit mauris interdum et. Vestibulum auctor turpis quis lacus convallis con sectetur. Donec in luctus risus. Mauris at blandit magna. Nam posuerimus nibh finibus non.

### Nunc Feugiat Neque

Vivamus tempor sem consectetur, mollis tellus id, pretium elit. Maecenas interdum, turpis ac egestas finibus, justo nisl fringilla sem, non pretium tortor ante eu ligula. In venenatis malesuada vestibulum. Etiam ut turpis nec lectus efficitur fringilla molestie a mauris.

← EXAMPLE OF NATIONAL  
USED FOR HEADLINE

← EXAMPLE OF NATIONAL  
USED FOR FOR BODY COPY

← EXAMPLE OF NATIONAL  
USED FOR SUBHEADS

**ALTERNATE FONTS / ARIAL AND GEORGIA**

Because Carter Sans and National might not be available to everyone working at Bryn Mawr, Arial and Georgia can be used for internal documents.

These should only be used for internal documents in Word, Excel, and Powerpoint when Carter Sans and National are not available.

Never use these to design marketing and customer-facing materials.

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## ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Bold and italic versions may also be used.*

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## GEORGIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Bold and italic versions may also be used.*



## SUB-BRANDS

With so many sub-brands at Bryn Mawr, the identity guidelines must be flexible to allow for various configurations.

Various sub-brand relationships are available within the Bryn Mawr brand family.

These are examples of prominent sub-brands (institutes and organizations; special lecture series).

Please visit [www.brynmawr.edu/communications/project-requests](http://www.brynmawr.edu/communications/project-requests) and use the Project Request Form to request a sub-brand.

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GRADUATE SCHOOL  
OF SOCIAL WORK AND  
SOCIAL RESEARCH  
OF  
BRYN MAWR  
COLLEGE

THE  
ARCHWAYS  
SOCIETY  
OF BRYN MAWR COLLEGE

THE  
HEALTH CENTER  
AT BRYN MAWR COLLEGE

GRADUATE SCHOOL  
OF ARTS AND SCIENCES  
OF  
BRYN MAWR  
COLLEGE

PENSBY CENTER  
AT BRYN MAWR

FRIENDS  
OF THE  
BRYN MAWR COLLEGE  
LIBRARIES

THE  
BRYN MAWR  
FUND

PRESIDENT'S  
ADVISORY COUNCIL  
AT BRYN MAWR COLLEGE

THE  
TAYLOR  
SOCIETY  
OF BRYN MAWR COLLEGE

## UNIQUE SUB-BRANDS

These are examples of unique sub-brands that use additional design elements.

Please visit [www.brynmawr.edu/communications/project-requests](http://www.brynmawr.edu/communications/project-requests) and use the Project Request Form to request a sub-brand.

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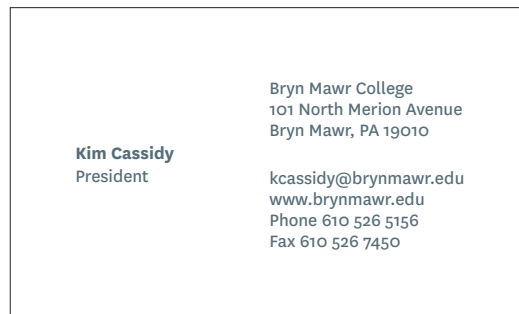
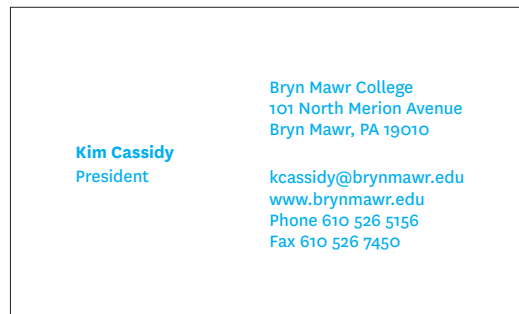


## APPLICATIONS

### STATIONERY

Business cards, two-sided, with two color options; one-sided, with two color options.

Business cards, letterhead, envelopes, and many other customizable stationery items are available through the Custom Stationery interface in Office Depot via eMarket.

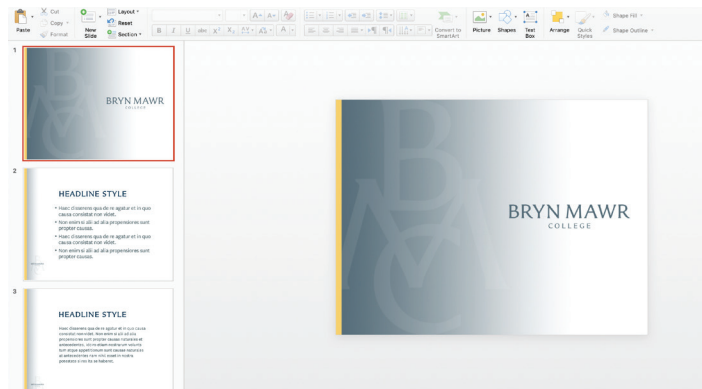
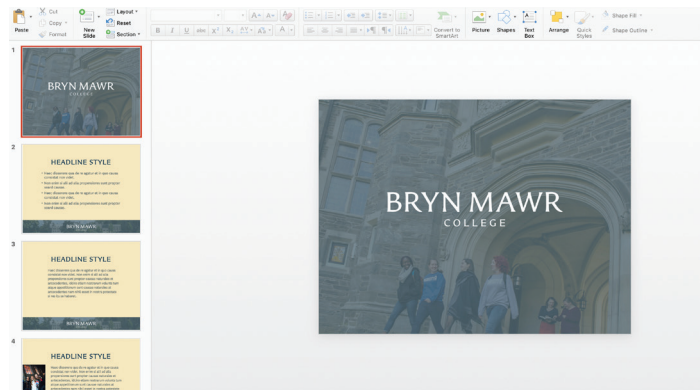
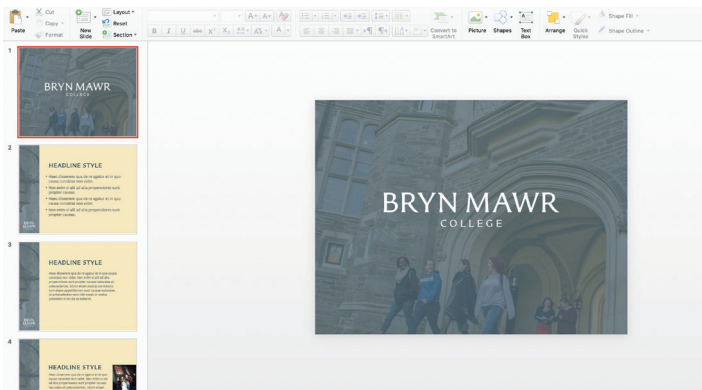


## APPLICATIONS

### POWERPOINT TEMPLATES

Powerpoint templates are available as downloads from

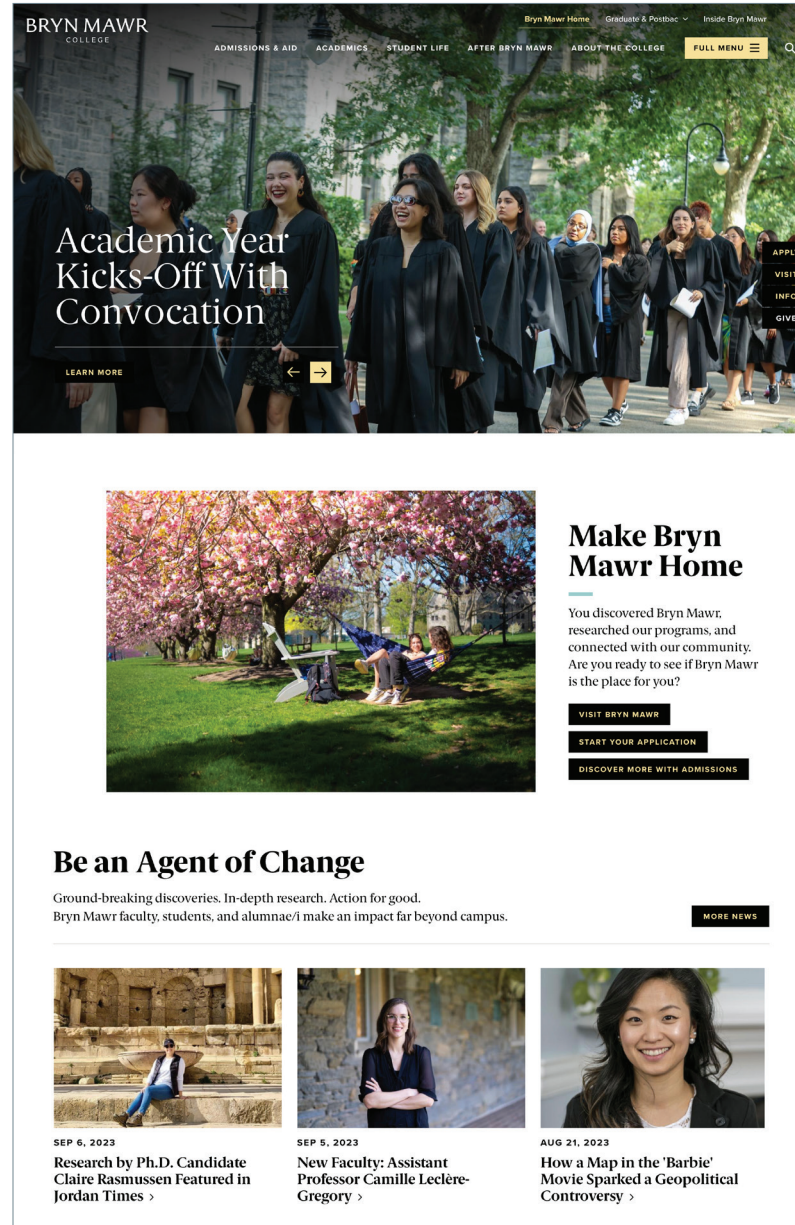
[www.brynmawr.edu/inside/offices-services/college-communications/creative-services/college-identity-templates/templates-downloads/powerpoint-templates](http://www.brynmawr.edu/inside/offices-services/college-communications/creative-services/college-identity-templates/templates-downloads/powerpoint-templates)



## APPLICATIONS

### WEBSITE

Bryn Mawr College's public website, [www.brynmawr.edu](http://www.brynmawr.edu), incorporates compelling photographic imagery into its design, which is intended to provide an overall consistent visitor experience.



**BRYN MAWR COLLEGE**

Bryn Mawr Home Graduate & Postbac Inside Bryn Mawr

ADMISSIONS & AID ACADEMICS STUDENT LIFE AFTER BRYN MAWR ABOUT THE COLLEGE FULL MENU

Academic Year Kicks-Off With Convocation

LEARN MORE

APPLY VISIT INFO GIVE

**Make Bryn Mawr Home**

You discovered Bryn Mawr, researched our programs, and connected with our community. Are you ready to see if Bryn Mawr is the place for you?

VISIT BRYN MAWR

START YOUR APPLICATION

DISCOVER MORE WITH ADMISSIONS

**Be an Agent of Change**

Ground-breaking discoveries. In-depth research. Action for good. Bryn Mawr faculty, students, and alumnae/i make an impact far beyond campus.


MORE NEWS

SEP 6, 2023  
Research by Ph.D. Candidate Claire Rasmussen Featured in Jordan Times >

SEP 5, 2023  
New Faculty: Assistant Professor Camille Leclère-Gregory >

AUG 21, 2023  
How a Map in the 'Barbie' Movie Sparked a Geopolitical Controversy >

**APPLICATIONS**  
**DIGITAL NEWSLETTERS**  
 Daily Digest and Campus News



— BRYN MAWR —

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SUBMIT TO THE DAILY DIGEST | SUBMISSION DEADLINE IS 10 A.M.

**All Campus**

ANNOUNCEMENTS

**Last Days! Bring Your EOY Sale Donations to the Schwartz Gym (7 a.m.-6 p.m.)**  
 Through May 16, keep your cast-offs out of the dumpster and in the hands of community members by donating them to the EOY Sale. Revenue from the sale will fund Staff Association initiatives.

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**Help Set Up the End-of-Year Sale on Sunday, May 15**  
 Come to the Gym any time between 9 a.m. and 5 p.m. on Sunday, May 15 to volunteer. Monday and Tuesday hours are 7:15 a.m.-6:30 p.m. Questions? [staffassociation@brynmawr.edu](mailto:staffassociation@brynmawr.edu)

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**BMC Bookshop Commencement Weekend Hours**  
 Your BMC Bookshop will be open extended hours throughout Commencement weekend: Friday, 9:30 a.m.–7:30 p.m.; Saturday, 10 a.m.–6 p.m.; and Sunday, 10 a.m. to 2 p.m. Congratulations, grads!

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**Last Call for Book Buyback**  
 Book buyback at your BMC Bookshop ends Friday, May 13. Immediate cash for books you no longer need. Visit the link for more information, including prices for current semester titles.


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**Staff Association End-of-Year Sale Dates**  
 Shop the sale at Schwartz Gym:  
 -May 18 and 19, 11 a.m.-2 p.m. and 4-6 p.m.  
 -May 20, 11 a.m.-2 p.m.  
 -May 23 and 24, 11 a.m.-2 p.m.  
 Friends and family of the BMC community are welcome May 23-24.

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TODAY'S EVENTS

**Graduate Commencement 2022**  
 The 2022 Graduate Commencement ceremony is scheduled for May 13 at 5



— SHINING A LIGHT ON THE BRYN MAWR COMMUNITY —

FEATURED STORY




**New Power, Inequity and Justice Requirement Approved**  
 Bryn Mawr faculty have approved a new "Power, Inequity, and Justice" curriculum requirement that will be in place when the Class of 2027 arrives on campus in August 2023. [READ MORE.](#)

For more stories, please visit [BRYN MAWR COLLEGE NEWS.](#)

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FEATURED EVENT



**Commencement 2022**  
 Celebrate the graduates of the class of 2022 on May 13 with the graduate ceremony and on May 14 with the undergraduate ceremony. [READ MORE.](#)

To see more upcoming events, go to the College's [EVENTS CALENDAR.](#)



## APPLICATIONS

### SWAG

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