WHEATON

COLLEGE

For Christ & His Kingdom

Contents

Download all official marks and templates at wheaton.edu/brandbook

OUR BRAND

"For Christ and His Kingdom"

OUR MISSION

Wheaton College serves Jesus Christ and advances his kingdom through excellence in liberal arts and graduate programs that educate the whole person to build the church and benefit society worldwide.

About Wheaton

WHEATON COLLEGE IS AN EXPLICITLY CHRISTIAN, ACADEMICALLY RIGOROUS LIBERAL ARTS COLLEGE AND GRADUATE SCHOOL located in the Chicago area. Established in 1860 in Wheaton, Illinois, the school is guided by its original mission to provide excellence in Christian higher education. It offers more than 40 undergraduate degrees in the liberal arts and sciences, and 18 graduate degrees in various fields of study.

Brand Personality

Characteristics to calibrate the brand

ROOTED *established in a history, a mission, and a faith*

QUINTESSENTIAL *exemplary, authentic, and classic*

UNPARALLELED *distinguished, exceptional, and highly esteemed*

AMBITIOUS *challenging, empowering, and excellent*

ADVENTUROUS *valiant, undaunted, and confident*

INTELLIGENT *learned, reflective, and imaginative*

NURTURING *caring, growing, and inclusive*

Brand Culture

Values that underlie the brand

Wheaton College is an educational community of ethnically, denominationally, and internationally diverse people learning, living, working, serving, and worshiping together—a mutually committed community that…

strives to **do all things for Christ and his kingdom,**

educates the whole person to **build the church and benefit society worldwide,**

holds fast to its **Statement of Faith,**

practices a **Christian way of life described in its Community Covenant,** *and*

seeks **Kingdom Diversity as explained in its Diversity Commitment.**

Brand Position

What sets Wheaton apart from other colleges

We are the quintessential Christian Liberal Arts college, the academic home for globally diverse, intellectually ambitious, deeply faithful Christians who want comprehensive world-class quality in an environment of curiosity, conviction, and community.

Brand Promise

What Wheaton promises students

At Wheaton, you don't have to settle. We deliver the essence of the Christian Liberal Arts educational experience. In community with expert, like-hearted professors and fellow students, you engage in an unparalleled journey integrating faith and learning. Wheaton delivers a singular opportunity to become the person God is calling you to become and to prepare you to make the difference God is calling you to make for Christ and his kingdom.

BRAND NARRATIVE

An inspiring account of the ideas and experiences that make up the brand

HUMBLE LEADERSHIP (INSTITUTIONAL IDENTITY)

With twin traditions of quality academics and deep faith along with a faculty composed of Christian thought leaders, Wheaton is the standard-bearer for world-class undergraduate and graduate Christian education. We are the academic home of integrated faith and learning defined by iconic thinkers such as Beatrice Batson, Arthur Holmes, Mark Noll, and others, many of whom served and shaped not only Wheaton College but the very idea of Christian Liberal Arts. Evangelical luminaries such as Carl F. H. Henry, Kenneth Taylor, Jim and Elisabeth Elliot, and Ruth and Billy Graham came from Wheaton, and we maintain deep bonds around the globe today with evangelical institutions like the National Association of Evangelicals and the Lausanne Movement. Over a century and a half after our founding, we champion the true essence of the Christian Liberal Arts educational experience. Our enduring model makes space to wrestle with timeless challenges and to pursue biblically informed, thoughtful wisdom.

ADVENTUROUS THINKING (ACADEMICS)

Wheaton's Christ-centered, collaborative, and immersive academics invite adventurous thinkers to deepen their faith through intellectual testing as they work with stellar scholars who are exceptional mentors and guides. Our *Christ at the Core* curriculum helps students think Christianly about all disciplines while making connections between them and with diverse peers and contemporary global contexts. Students gain the big picture thinking and intercultural competency that every career requires as they develop a vision for their own vocation.

Our 40 majors—from psychology, history, business, and international relations to environmental science, health professions, and urban studies—as well as our 19 graduate programs, will expand your knowledge, enhance your wisdom, and advance your marketable skills. More than that, your learning here will prepare you to realize God's purpose in your life and to cultivate talents you can offer in His service. It's whole-person preparation for your whole life's journey.

TOTAL EXCELLENCE (ATHLETICS, ARTS, AND MORE)

At Wheaton, you don't have to settle. Here, you can pursue academic, athletic, and artistic excellence intentionally integrated with faith in Christ. Our across-the-board high standards mean that if you switch your major, you can be assured our engineering program is as strong as our music or political science programs. Beyond academics, you'll find a championship-winning, All-American athletics tradition and a Conservatory of Music that includes one of the nation's 25 "Most Impressive College Orchestras." You'll find opportunities unique to Wheaton such as our Global Programs and Studies, Black Hills Science Station, and specialized academic centers that focus on areas as diverse as applied Christian ethics, urban engagement, outdoor leadership, human needs and global resources, and faith and innovation, all united in applying Christian Liberal Arts to the needs of church and society. With top rankings in *U.S. News*, *Forbes*, and *Money Magazine*, as well as *Kiplinger's* consistently rating Wheaton as one of the best values in higher education, you can confidently choose Wheaton. We believe you shouldn't have to sacrifice your values or the quality necessary to cultivate your gifts.

UNPARALLELED JOURNEY (COMMUNITY/STUDENT LIFE)

Expect to bring your whole self to your Wheaton experience. We will challenge you even as we support your growth. Wheaton is a grace-filled, Christ-centered community where students from all backgrounds are welcomed, loved, valued, and respected. Generations of students agree: this is a place of deep kindness where reaching your God-given potential is never accomplished alone. Expect to experience fun and joy here. Expect to live, lead, work, serve, and worship together as an educational community centered around Jesus and reflecting the beautiful diversity of his kingdom. From hip-hop battles to talent shows to all-school communion to canoeing at HoneyRock to leading a business meeting to performing at a coffeehouse or nerding out with the Tolkien Society—you'll have opportunities to express who you are, how you see the world, and where you witness God at work. Expect lasting friendship and community here on campus and throughout your life as part of a Wheaton family that spans the globe. At Wheaton, you can live your convictions with like-hearted friends. That's bold—a lifetime chance not to be missed.

AMBITIOUS CALLING (OUTCOMES)

What makes us unique is our focus not only on what you can achieve but also on who you can become. We are one of the nation's *Colleges that Change Lives* because that is exactly what we do. Wheaties live their service in ways that might surprise you. We are scientists, lawyers, doctors, CEOs, filmmakers, engineers, policy experts, educators, renowned scholars, investment bankers, musicians, entrepreneurs, and, yes, church leaders, missionaries, and theologians living out our calling with heart and skill through Christ-centered leadership. We call ourselves Thunder because, like thunder, the Wheaton network is a force moving through Him and for Him to build the church and benefit society worldwide. Like rolling thunder, God's mighty voice calls us to be humble leaders for Christ and his kingdom.

BRAND VOICE

How to express the Wheaton brand in a way of speaking

Wheaton College's personality is expressed in a way of speaking, a voice. The brand voice should be differentiated from tone—while voice is what makes our communications sound like Wheaton, tone has to do with the situation of the communication, including the audience, the information, the medium, and the purpose. While voice is fairly static, tone should adapt the voice to particular situations.

Wheaton's brand voice is visionary, thoughtful, genuine, authoritative, dynamic, and engaging.

Visionary

Our voice conveys wisdom and inspires an imagination for the world as it should be. Be moving.

• Visionary, but grounded

• Inspirational, but not superficial

• Moving, but not manipulative

Genuine

Our voice flows from sincerity and honesty of emotion, thought, and belief. Be earnest.

• Sincere, but not unadorned

• Gracious, but not ingratiating

• Honest, but not critical/snide/snarky

Thoughtful

Our voice is intelligent, erudite, and learned. Be profound.

• Refined, but not stuffy

• Intellectual, but not jargony

• Learned, but not incomprehensible

Dynamic

Our voice is lively and active. Be passionate.

• Lively, but not frivolous

• Active, but not frenetic

• Passionate, but not aggressive

Authoritative

Our voice is trustworthy, confident, and respectable. Be bold.

• Confident, but not cocky

• Bold, but not rude

• Dignified, but not serious

Engaging

Our voice draws attention and interest. Be inviting.

• Inviting, but not pushy

• Calling in, but not calling out

• Attractive, but not fake

LANGUAGE

LANGUAGE

These editorial style guidelines are provided to assist you in writing for and editing Wheaton College publications. They serve as the authority for editorial style for the campus, taking precedence over other style manuals.

When questions arise that are not covered in this manual, you can find answers in these resources:

• AP Stylebook

• Chicago Manual of Style

• Christianity Today Style Guide

• Webster's New World College Dictionary

Academic Degrees

Following are the correct ways to abbreviate academic degrees:

B.A. or B.S. = Bachelor of Arts/Science

B.D. = Bachelor of Divinity

B.M. = Bachelor of Music

B.M.E. = Bachelor of Music Education

D.A. = Doctor of Arts

D.D. = Doctor of Divinity

D.M. = Doctor of Music

D.M.A. = Doctor of Musical Arts

J.D. = Juris Doctor

L.H.D. = Doctor of Humanities

Litt.D. = Doctor of Letters

LL.D. = Doctor of Laws

M.A. = Master of Arts

M.D. = Medical Doctor

M.Div. = Master of Divinity

M.F.A. = Master of Fine Arts

M.M. = Master of Music

M.T.S. = Master of Theological Studies

Ph.D. = Doctor of Philosophy

Psy.D. = Doctor of Psychology

Th.M. = Master of Theology

Never capitalize degrees when they are referred to in general terms.

Examples: doctorate, doctoral, master's, bachelor's, master of science, bachelor of arts

Doctoral is an adjective. Doctorate is a noun.

Examples: She received her doctoral degree from Wheaton.

She received her doctorate from Wheaton.

Academic Disciplines, Departments, and Titles

Disciplines should be lowercased unless they are a part of headline text. Of course, proper nouns within the name must be capitalized.

Examples:

• He is an intercultural studies professor.

• Her degree is in Middle Eastern studies.

• I am going to my English class.

Course titles are capitalized, not italicized, and without quotes.

Example:

• Dr. Richard Gibson, Associate Professor of English, teaches the course Classical and Early British Literature.

If the name of a department or office is used as an adjective, it should be lowercased. If it is used as a noun, it should be capitalized.

Examples:

• The lecture is held each year in the business and economics department.

• The Department of Business and Economics is housed in the Memorial Student Center.

• Homecoming was hosted by Alumni Relations.

• The alumni relations office hosted Homecoming.

Always capitalize academic titles.

Examples:

• Professor of English Emerita E. Beatrice Batson

• Dr. E. Beatrice Batson, Professor of English Emerita

• Knoedler Chair of Biblical and Theological Studies Dr. Daniel Block

• Dr. Daniel Block, Knoedler Chair of Biblical and Theological Studies

A.D./B.C./C.E./B.C.E

The abbreviations for eras are set in small caps with periods. A.D. always precedes the year (e.g., A.D. 1973, but 3000 B.C.). C.E. or B.C.E. may be used when prescribed by context.

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Addresses

When citing an address within running text (body text, paragraphs, etc.), spell out Avenue, Boulevard, Drive, Road, Street, and the like. Spell out all street names.

For mailing addresses: use USPS rules (no punctuation within lines).

NAME
Department
Wheaton College
501 College Avenue
Wheaton IL 60187-5501

For directions, event locations, and other non-mailing purposes: list all pertinent location information and exclude ZIP code. "Wheaton College" must be included on any publication that will be read externally or where the association with Wheaton College is not already clear.

Barrows Auditorium
Billy Graham Hall
Wheaton College
501 College Avenue
Wheaton, Illinois

Room 339
Blanchard Hall
Wheaton College
501 College Avenue
Wheaton, Illinois

The Stupe
Lower Beamer
Todd M. Beamer Student Center
Wheaton College
501 College Avenue
Wheaton, Illinois

When used in running text, locations should be formatted in ascending order, including items like room, building, street, or address.

- *Example*: The event will be held in room 339 of Blanchard Hall, Wheaton College, located at 501 College Avenue in Wheaton, Illinois.

Cities and States

- Spell out the names of all 50 U.S. states when used in running text, whether standing alone or with a city.
- Only abbreviate state names in tabular material, captions, lists, or where space is especially limited.
- Use the AP state abbreviations when an abbreviation is required.
- Use the two-letter USPS abbreviations only with full mailing addresses, including ZIP code.

Following are the AP state abbreviations with USPS state abbreviations in parentheses:

Ala. (AL)	Ill. (IL)	Mont. (MT)	R.I. (RI)
Alaska (AK)	Ind. (IN)	Neb. (NE)	S.C. (SC)
Ariz. (AZ)	Iowa (IA)	Nev. (NV)	S.D. (SD)
Ark. (AR)	Kan. (KS)	N.H. (NH)	Tenn. (TN)
Calif. (CA)	Ky. (KY)	N.J. (NJ)	Texas (TX)
Colo. (CO)	La. (LA)	N.M. (NM)	Utah (UT)
Conn. (CT)	Maine (ME)	N.Y. (NY)	Vt. (VT)
D.C. (DC)	Md. (MD)	N.C. (NC)	Va. (VA)
Del. (DE)	Mass. (MA)	N.D. (ND)	Wash. (WA)
Fla. (FL)	Mich. (MI)	Ohio (OH)	W.Va. (WV)
Ga. (GA)	Minn. (MN)	Okla. (OK)	Wis. (WI)
Hawaii (HI)	Miss. (MS)	Ore. (OR)	Wyo. (WY)
Idaho (ID)	Mo. (MO)	Pa. (PA)	

The following are stand-alone cities for which state names are never necessary: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, Washington.

When following the name of a city, the names of states, provinces, and territories are enclosed in commas, whether they are spelled out or abbreviated.

- *Example*: Wheaton College is located near Chicago, Illinois, and has many connections with the city.

adviser vs. advisor

Use adviser. The spelling advisor is obsolete.

Alumna, Alumnus, Alumni

Alumna = a female graduate

Alumnae = two or more female graduates

Alumni = two or more male graduates or a combination of male and female graduates

Alumnus = a male graduate

Do not use "alum" or "alumn."

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Alumni, Honorary, or Non-degreed

Persons who have attended Wheaton for at least two semesters are considered "non-degreed alumni" but are alumni nevertheless. Generally, the class year for non-degreed alumni is the year they would have graduated; however, the individual's preferred class year should be confirmed using the College's alumni database.

Graduate School students who completed at least two semesters of study but did not receive a degree are to be designated as "GS" followed by the year they would have graduated. The Alumni Association may also give "honorary alumna/us" status to some individuals, designated in alumni materials as "HON" following the person's name with no class year.

Alumni Names, Degrees, and Class Years

Alumni class years should be included following alumni names in all materials whose audience will include alumni, or in which the class year helps denote the individual as a Wheaton graduate.

When the class years of alumni follow their names, it is generally not necessary to use "B.A." or "B.S." to distinguish the degree. However, master's, doctoral, and honorary degrees are to be specified, along with the class year. If alumni have more than one degree from Wheaton College, include all of the degrees with their class years. Alumni degrees should only be referenced in the first usage of the name in an article. Include original names for alumni whose names changed. The apostrophe before class year abbreviations is the same as a closing single quotation mark: ' (compare: an opening single quotation mark: ').

Examples:

- Timothy A. Stoner '82
- John D. Frame B.A. '38, B.S. '38
- Jane A. McNally '39, M.A. '44
- Ruth Kraft Strohschien '27, L.H.D. '72
- Carl F. H. Henry '38, M.A. '41, Litt.D. '68

If the century of the class year could be in question, do not abbreviate.

Examples:

- Charles A. Blanchard 1870
- Ellen Congdon Kellogg 1902

In cases where the subject is deceased, nicknames should be recorded in quotes, following the given name.

Example:

- John "Jack" Doe '12

Otherwise, use the subject's preferred name.

When a husband and wife are both alumni, the husband's first name and class year precedes the wife's full name (including maiden name) and class year.

Example:

- John '05 and Jane Smith Doe '04

If the husband is an alumnus and his wife is not, there is no need to include her maiden name.

Example:

- John '67 and Jane Doe

If the wife is an alumna and her husband is not, his name is written with no class year, followed by her full name (first, maiden, married) and class year.

Example:

- John and Jane Smith Doe '67

If the alumna/us has a degree designation from another institution (M.D., for instance), that designation should follow the Wheaton class year.

Examples:

- Jane Doe '88, M.D.
- John Doe '90, M.A. '92, M.D.
- Alternatively, the title may be used before the name:
- Dr. Jane Doe '88

Ampersand

In running text (body text, paragraphs, etc.), do not use the ampersand to replace "and" unless it is part of the actual name of an organization or company. The ampersand may be used in titles, where space is particularly limited, or in brand marketing materials.

Example:

- For Christ & His Kingdom
- Faith & Learning (when used as a headline)

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Bible Books

Bible books should be spelled out in running text but abbreviated when the reference is placed in parentheses (see examples).

Gen.	Job	Hab.	1 Thess.
Exod.	Ps. (pl. Pss.)	Zeph.	2 Thess.
Lev.	Prov.	Hag.	1 Tim.
Num.	Eccles.	Zech.	2 Tim.
Deut.	Song of Sol.	Mal.	Titus
Josh.	Isa.	Matt.	Philem.
Judg.	Jer.	Mark	Heb.
Ruth	Lam.	Luke	James
1 Sam.	Ezek.	John	1 Pet.
2 Sam.	Dan.	Acts	2 Pet.
1 Kings	Hos.	Rom.	1 John
2 Kings	Joel	1 Cor.	2 John
1 Chron.	Amos	2 Cor.	3 John
2 Chron.	Obad.	Gal.	Jude
Ezra	Jon.	Eph.	Rev.
Neh.	Mic.	Phil.	
Esther	Nah.	Col.	

Bible Verse Quotations and References

Make certain all quoted material is accurate, down to the punctuation—unless it is clear that the quoted material is the author's own paraphrase. Check every Scripture reference in text, even if you think you know the reference.

Most Scripture quotations should be followed by specific references. Place the ending quotation marks after the verse or verses quoted and then follow with the reference in parentheses. The closing punctuation (usually a period) follows the reference and is placed outside the parentheses.

Examples:

• John 10:3, 5 (refers to verses 3 and 5)

• John 10:3-5 (refers to verses 3, 4, and 5)

• In 2 Timothy 2:15 (NIV), Paul is exhorting Timothy to…

• Paul exhorts Timothy, "Do your best to present yourself to God as one approved" (1 Tim. 2:15a, NIV).

Bible Versions

When quoting from the Bible, in most cases, it is necessary to cite the version. Cite the version with abbreviation and set it in small caps when used with the reference, e.g., 1 Tim. 2:15, ESV. The Editorial Style Guide does not designate a particular, official Bible version for the College.

Bible Version Abbreviations

• American Standard Version (ASV)

• English Standard Version (ESV)

• Good News Bible (GNB)

• Jerusalem Bible

• King James Version (KJV)

• Living Bible (LB)

• The Message (MSG)

• New American Bible (NAB)

• New American Standard Bible (NASB)

• New English Bible (NEB)

• New International Version (NIV)

• New Living Translation (NLT)

• New Revised Standard Version (NRSV)

• New King James Version (NKJV)

• Reader's Digest Bible

• Revised English Bible

• Revised Standard Version (RSV)

• Today's New International Version (TNIV)

LANGUAGE

Capitalization of Buildings/Locations

Campus buildings and locations should be capitalized only when they are official names.

Examples:

• Wheaton's library

• Wheaton College Library

• front campus

Capitalization of Common Words

• administration

• Alumni Board

• alumni board members

• Board of Trustees

• email

• e-newsletter

• faculty

• internet

• staff

• trustees

• web

• website

• webmaster

• Wheaton College Board of Trustees

Capitalization of Religious Terms

• apostle Peter, et al.

• biblical

• body of Christ (the church)

• Book of Genesis, et al.

• Calvary

• Catholic (when referring to the Roman Catholic Church or a member of the Roman Catholic Church)

• catholic (when used as the adjective meaning "universal")

• Christlike

• church (body of Christ)

• church (building)

• church (service)

• church universal

• Church

  - The word church is capitalized when it forms part of a church or communion (denomination) name but not when it stands alone or is used to denote a religious organization of the world or a particular country.

    ▪ St. Michael's Roman Catholic Church, the Roman Catholic Church (but: the Catholic church)

    ▪ the Reformed Church in America

    ▪ the Church of England (but: Reformed churches, Anglican church, Presbyterian church)

• Cross, the (when referring to the event, but not the object itself)

• Epistle to the Romans

• Epistles, the

• evangelical, evangelicalism

• God's Word (Bible)

• Godlike

• godly

• godsend

• Good News, the (the gospel)

• gospel (adj.)

• gospel (John's gospel, et al.)

• Gospel of John (et al.)

• gospel, the (Good News)

• Gospels, the

• he, him, his (i.e., deity; lowercase pronouns for persons of the Trinity unless the meaning is unclear or ambiguous)

• kingdom, the

• kingdom of God

• kingdom of heaven

• non-Christian

• Psalm (Psalm 30; but Psalms 30-31)

• psalmist, the

• Reformation

• Reformed theology

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- Reformers
- Resurrection, the
- Satan
- satanic
- scriptural
- Scriptures(s) (Bible)
- Sunday school
- Trinity, the
- unchristian
- unscriptural
- Word, the (Bible or Christ)
- Word of God (Bible)

Colon

Capitalize what follows a colon if it is a complete sentence, but lowercase what follows the colon if it is not a sentence.

Examples:

- He revealed the truth: The senior bench was in his trunk.
- We requested the following items: chairs, tables, and tablecloths.

Commas in a Series (serial comma, Oxford comma)

Elements in a series of three or more should be separated by commas, and when a conjunction joins the last two elements, a comma should be inserted before the conjunction.

Examples:

- The kindness, consideration, and personal interest of Wheaton's professors made a lasting impression on him.
- Each of the three authors places emphasis on creating spaces that are slow, reflective, quiet, and sacred.

When elements in a series are long, complex, and carry their own punctuation, they should be separated by semicolons instead of commas.

Example:

- Adams Hall has two galleries for student and professional exhibits; studio spaces for painting, photography, and graphic design; and six smart classrooms.

College, the

When the words "the College" are used instead of Wheaton College, the word "College" is capitalized. If used as an adjective, the word "college" is lowercased.

Examples:

- the college administration
- the college community
- After she graduated from the College

Dates and Time

Months: abbreviations for months:

Jan.	Apr.	July	Oct.
Feb.	May	Aug.	Nov.
Mar.	June	Sept.	Dec.

Centuries:

Particular centuries are spelled out and lowercased.

Examples:

- the twenty-first century
- the eighth and ninth centuries
- the nineteen hundreds

Decades:

When referring to decades, add an s to the year.

Examples:

- the 1960s
- sixties or '60s

Month and Year:

Do not place a comma between month and year if the day of the month is omitted. Always spell out the month in these cases.

Example:

- We changed typesetters in March 1983.

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Month, Day, and Year:

When the usual month-day-year sequence is used, the year is always set off within commas, and the day is always listed as an Arabic figure without st, nd, rd, or th.

Example:

• Grover Cleveland was born on March 18, 1837, and became the 22nd and 24th president of the United States.

Abbreviations for Days of the Week:

Mon.	Wed.	Fri.	Sun.
Tues.	Thurs.	Sat.	

Seasons and Semesters:

In general, lowercase the names of seasons and semesters (autumn, fall, spring, summer, winter), even when used with a year (e.g., fall 2013, spring '88).

Years:

When abbreviating a particular year, use an apostrophe to show the omission: class of '80. When connecting multiple years with an en dash, only include the last two digits of the final year, except if the last year is in a different century from the first year.

• 2013–14

• 1987–93

• 1999–2001

Time (AM/PM vs a.m./p.m., etc.):

Ante meridiem: Times before noon should be designated with a.m. following the time, with a space separating the numerals and the abbreviation.

Examples:

• 11:00 a.m.

• 10:00–11:00 a.m.

• 11:00 a.m. – 12:00 p.m.

Post meridiem: Times after noon should be designated with p.m. followingthe time, with a space separating the numerals and the abbreviation.

Examples:

• 11:00 p.m.

• 10:00–11:00 p.m.

• 11:00 p.m. – 12:00 a.m.

In general, use the minute digits (:00) unless space constraints demand otherwise.

In general, avoid ending a sentence with a.m./p.m., but if you must, the final period in a.m./p.m. serves as the sentence-ending full stop.

Ellipses

Use ellipses to indicate an omission from a quote. There should be a space before and after, as well as between the dots.

Emeritus Status

Titles for professors who have been granted emeritus status should be written in the following style:

• Professor of [Discipline] Emeritus

Note:

• Emeritus = individual male professor

• Emerita = individual female professor

• Emeritae = multiple female professors

• Emeriti = multiple male or mixed professors

For Christ and His Kingdom

When used as Wheaton's motto, "For Christ and His Kingdom" should be written in title case and placed within quotation marks (not italicized). If you are using the words—for Christ and his kingdom—as content, but not as the motto, only capitalize "Christ" and do not use quotation marks.

LANGUAGE

Hyphen, En Dash, Em Dash

The hyphen (-) should be used to create compound words or to break a word across a line. Do not use in date or number ranges, nor to replace "to" when preceded by "from." The en dash (–) should be used for ranges of numbers, dates, or other. The em dash (—) sets off an amplifying or explanatory element in a sentence or separates a subject from a pronoun. Commas, parentheses, semicolons, and colons can serve the same purpose, but the em dash is used when extra emphasis is desired. The hyphen has its own key on the keyboard. An en dash is keyed with "ctrl+minus" (PC) or "option+hyphen key" (Mac). An em dash is keyed with "alt+ctrl+minus" (PC) or "option+shift+hyphen key" (Mac).

Examples:
• 4:00–5:00 p.m.
• from 4:00 to 5:00 p.m.
• pp. 55–70
• September–June
• from September to June

Hyphens should be used for clarity when a compound adjective precedes a noun, and the omission of the hyphen would cause ambiguity. Do not hyphenate compounds formed by an adverb ending in "ly" plus an adjective or participle. Generally, if you are undecided about whether or not to hyphenate, don't.

Examples:
• Christ-centered education
• User-friendly website
• Nicely phrased sentence
• Self-motivated employees
• 100-year-old tradition

When forming nouns, adjectives, and verbs that indicate occupation or status, use a hyphen; for other combinations of words, you don't need one.
• co-worker
• co-owner
• coeducational
• coexist

Inclusive Language

Access the Inclusive Language Guidelines at https://www.wheaton.edu/inclusivelanguage

Initials for Personal Names

A space should be placed between initials that are used as names, except when initials are used alone.

Examples:
• C. S. Lewis
• J. R. R. Tolkien
• JFK

Numbers

All cardinal numbers 11 and up are written as figures; all 10 and below are spelled out.

Examples:
• He met with five alumni.
• They invited ten professors.
• She spoke to 11 students and 14 parents.
• There were 23 students in the class, and five came late.

Avoid beginning a sentence with a number, but if you must, spell it out.

Examples:
• Two hundred twenty-three people attended the event.
• The event was attended by 223 people.

All ordinal numbers 11 and up are abbreviated: 11th, 51st, 500th anniversary, 18th century.

Use numerals with the mark % or the word "percent." Use the word "percent" in running text.

Use a comma whenever numbers get into the thousands (e.g., 5,263, 125,000). However, do not use a comma when referring to a year (e.g., 1998, 2012).

LANGUAGE

Quotation Tense (e.g., says/said)

Quotes in narrative or prose should be attributed in the past tense, rather than the present. Use said rather than says, and so on.

Titles of Events and Works of Visual and Performing Art

Place double quotation marks around the titles of

• speeches and lectures

• panel discussions

• art exhibitions

• short musical works (such as songs or sonatas)

• individual episodes or segments of podcasts or webcasts

Italicize the titles of

• films

• plays

• books

• print newspapers, magazines, and journals

• long musical works (such as operas and symphonies)

• visual artworks (such as paintings)

• TV show series, and series of podcasts or webcasts

• sound and video recordings

Capitalize

• all proper nouns

• all verbs, regardless of length

• all other major words

Lowercase

• prepositions

• articles such as a, an, the

• the second part of a hyphenated compound (unless that second part is a proper noun or proper adjective)

Wheaton's Academic Entities

Names and Designations of Academic Divisions

• School of Biblical and Theological Studies

• School of Mission, Ministry, and Leadership

• School of Psychology, Counseling, and Family Therapy

• Division of Natural Sciences

• Division of Social Sciences

• Division of Humanities

• Division of the Conservatory, Arts, and Communication

• Division of Global Programs and Studies

Within the divisions, there are academic departments, centers, institutes, and programs.

Academic departments should be referred to as "Department of [Name]." Do not use ampersands to replace the word "and" in department names. Do not use "[Name] Department" on the first mention.

Examples:

• Department of Chemistry

• Department of Business and Economics

For a full list of programs, go to https://www.wheaton.edu/academics/

Listing Wheaton's Academic Degree Programs

When a list of degrees is presented to an audience related to Wheaton College Graduate School, the degrees should be listed with doctoral degrees first. When a list of degrees is presented to an audience related to Wheaton College, the degrees should be listed with bachelor's degrees first.

LANGUAGE

Other Academic Entities

- Army Reserve Officers' Training Corps
  - Use ROTC after first mention
- Department of Military Science
- Wheaton College Graduate School
- Library and Archives
  - Wheaton College Library
  - When referring to the library as a whole, call it "Wheaton College Library."
  - Special Collections, Wheaton College Library
    - When referring to the department of special collections, use "Special Collections, Wheaton College Library"
    - Use "Special Collections" after the first mention.
    - "college archives" is a collection within the Special Collections, and should not be used to refer to a location, department, facility, or the like. The collection documents the history of Wheaton College, and its predecessor, the Illinois Institute.
- The Wheaton College Billy Graham Center Archives
  - Billy Graham Museum
- Core Studies
  - Core Studies is the name of the department.
  - *Christ at the Core*, part of Core Studies, is the name of Wheaton's general education curriculum.
  - Also included in Core Studies are the *Christ at the Core* Fall Series, Core Book, the First Year Seminar, and the Advanced Integrative Seminar.

Centers and Institutes

- The Wheaton College Billy Graham Center
  - Use WCBGC after first mention
  - WCBGC is part of the School of Mission, Ministry, and Leadership
  - The Wheaton College Billy Graham Center Archives and the Billy Graham Museum are not part of the WCBGC
- Center for Applied Christian Ethics
  - Use CACE after first mention
  - CACE is part of the Division of Humanities
- Center for Urban Engagement
  - Use CUE after first mention
  - CUE is part of Global Programs and Studies
- English Language Institute of China
  - Use ELIC after first mention.
  - ELIC is part of the Division of Natural and Social Sciences
- HoneyRock, the Center for Leadership Development of Wheaton College
  - Use HoneyRock after first mention.
  - HoneyRock Camp should never be used.
  - HoneyRock is part of the School of Mission, Ministry, and Leadership
- Humanitarian Disaster Institute
  - Use HDI after first mention
  - HDI is part of the School of Psychology, Counseling, and Family Therapy

- Human Needs and Global Resources
  - Do not use HNGR
  - Human Needs and Global Resources is part of the Division of Global Programs and Services
- Institute for Cross-Cultural Training
  - Use ICCT after first mention
  - ICCT is part of the Division of Natural and Social Sciences
- Marion E. Wade Center
  - Use Wade Center after first mention
  - Wade Center is part of Wheaton College Library and Archives
- Wheaton Center for Faith and Innovation
  - Use CFI after first mention
  - CFI is part of Academic Affairs
- Wheaton Center for Faith, Politics & Economics
  - Use FPE after first mention
  - FPE is part of the Division of Natural and Social Sciences
- Wheaton Center for Early Christian Studies
  - Use WCECS after first mention
  - WCECS is part of the School of Biblical and Theological Studies

VISUALS

COLOR PALETTE

The Wheaton College color palette consists of primary and secondary tones. Consistent implementation of these colors helps to ensure that our brand is both cohesive and immediately recognizable.

Primary Palette
(PMS C, PMS U, CMYK, RGB, HEX)

Our primary brand palette is composed of two colors: Wheaton blue and Wheaton orange. These colors are the hallmarks of our visual brand and should play a leading role in all branded communications. Of the two colors, Wheaton blue should be used for areas of larger cover and take the lead role. Wheaton orange is used to greatest effect as a prominent accent color.

Secondary Palette
(PMS C, PMS U, CMYK, RGB, HEX)

To bring depth, variety, and visual hierarchy to a composition any of the following colors from our secondary palette may be used across all media. Care should be taken that these secondary colors do not over-whelm any composition, as they are intended to augment our primary brand colors—not supplant them.

PRIMARY PALETTE

PMS 295 C
PMS 295 U
C100 M69 Y8 K54
R0 G40 B86
#002856

PMS 159 C
PMS 717 U
C1 M72 Y100 K7
R210 G95 B21
#D25F15

SECONDARY PALETTE

PMS 2945 C
PMS 2935 U
C100 M53 Y2 K16
R0 G75 B152
#004B98

PMS 7707 C
PMS 634 U
C100 M18 Y12 K52
R0 G96 B128
#006080

PMS 1375 C
PMS 123 U
C0 M45 Y94 K0
R255 G169 B25
#FF9F19

PMS 430 C
PMS 444 U
C33 M18 Y13 K40
R124 G134 B141
#7C868D

PMS 447 C
PMS 419 U
C69 M60 Y64 K54
R55 G58 B54
#373A36

PMS WARM GRAY 1 C
PMS WARM GRAY 1 U
C3 M3 Y6 K7
R215 G210 B203
#D7D2CB

PRIMARY FONTS

Our primary fonts should be used in all college communications. They are the purest tool for the expression of our brand voice and character and are appropriate for all media, occasions, and audiences.

That being said, experienced designers should not view this as a limitation on their skill or talent. With the approval of the Office of Marketing Communications, additional non-brand fonts may be used in conjunction with our primary fonts for the purposes of promoting an event, providing a limited campaign with a distinctive voice, or speaking to a specific audience. In these instances, every effort should still be made to incorporate our brand fonts in some manner, limited though it may be. The goal should be to augment, not replace entirely, our brand fonts.

If for any reason our primary fonts are not available, the default fonts on page 33 may be used in their stead.

Arno

Arno is an old-style serif font. Though only released in 2007, it draws inspiration from the classic typefaces of fifteenth- and sixteenth-century printers. It is equally at home in print and digital applications and is a truly global font with available Cyrillic, Greek, Vietnamese, and extended Latin character sets. It is both classic and modern, prestigious and accessible, romantic and practical.

Arno is suitable for all text applications and should be used with prominence. Pull quotes, stats, and some headline instances that demand the viewer's attention should be set in any of the Arno styles listed here. Body copy should also be set in Arno whenever possible.

Adobe Typekit users can activate the Arno family of fonts free of charge at fonts.adobe.com/fonts/arno.

Arno Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arno Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arno Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arno Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arno Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arno Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PRIMARY FONTS

Futura PT

Futura PT is a geometric sans-serif typeface. Its clean aesthetic, timeless appeal and effortless readability have made it a mainstay of graphic and type design since its first release in 1927. It should be used as an accent font in combination with Arno. It should be used sparingly, set as large, bold headlines, smaller section headings, or callouts.

Adobe Typekit users can activate the Futura PT family of fonts free of charge at fonts.adobe.com/fonts/futura-pt.

Futura PT Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura PT Book Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura PT Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura PT Demi Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura PT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura PT Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DEFAULT FONTS

Our default fonts have been standardized for implementation in worst-case scenarios only. Their objective is less to faithfully mimic the unique characteristics of our primary fonts, and more to provide the College with consistent alternatives. They have been selected for their ubiquity and passing similarity to our primary fonts. Though useful in a pinch or as work-a-day fonts, our default fonts should never be used in materials destined for a wide audience, especially if that audience is not part of the internal Wheaton community.

Our default fonts may be used in the following instances:

- **When primary fonts cannot be downloaded.** When no internet connection is available or online access for the device has been purposefully disconnected.
- **When primary fonts cannot be installed.** On password protected machines, or when using a non-Wheaton computer.
- **When we have no or limited control over how text is displayed.** When custom fonts cannot be embedded in a presentation, or in the body copy of a text-only email.
- **When the function of the communication is utilitarian and the audience is limited.** Intra-office memos, or in day-to-day communications between co-workers.

Our default fonts are readily available on almost every modern computer, tablet, and smartphone regardless of application or operating system.

Times (Mac) and Times New Roman (PC)

Times and Times New Roman are our default fonts for Arno. They are both classic Roman serif fonts.

Times Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial

Arial is our default for Futura PT. It is a neo-grotesque sans-serif font.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BRAND MARKS

THE OFFICIAL COLLEGE LOGO

The **Official Wheaton College logo** is the primary graphic element of our brand system. Consistently applying our visual element strengthens our brand and reinforces our reputation with our community of students, faculty, staff, and alumni; other academic institutions; the people of Illinois and surrounding regions; and the wider world. It is suitable for use on all College communications.

This stacked lockup is the preferred version of our logo. Though other lockups are available and approved, this should be considered our default primary logo.

THE OFFICIAL COLLEGE LOGO

THE SHIELD of faith. A classic signifier of higher education.

THE BOOKS represent the sources of knowledge that fuel our pursuit of wisdom.

WHEATON ORANGE in the flag and bookmarks brings greater depth to the mark and strengthens the bonds between our institutional and athletic identities.

THE TOWER of Blanchard Hall. Our campus. Our home.

WHEATON
COLLEGE
For Christ & His Kingdom

THE WORDMARK states our name boldly in all caps. We lead. We set the standard. We speak our name not with haughty pride, but with time tested and well-earned confidence.

THE MOTTO is not an add-on or afterthought. It is an integral part of our identity and is always locked up with the wordmark.

ALTERNATE LOCKUP (HORIZONTAL)

In instances where space is limited or in layouts with extreme horizontal proportions, the alternate horizontal lockup of our logo may be used. Though the stacked lockup is the preferred version of our logo, the horizontal lockup is in no way deficient or inappropriate.

COLOR VARIATIONS

Knockout

The Official College logo is available in two knockout variations. When the logo is set against a background of PMS 295 (Wheaton blue), the logo may be knocked out in white but the flag atop the tower and both bookmarks should retain their orange color whenever possible.

When the logo is set against black or any other darker color, the all white knockout version must be used.

Grayscale and one color

When reproducing in black and white, the grayscale version of the official College logo should be used whenever possible. When this is not feasible due to reproduction or visibility concerns, it may also be reproduced in solid black or knocked out in white. Our logo should not be reproduced in any other colors unless approved by the Office of Marketing Communications.

When placed on a light-colored background, our official logo should be reproduced in PMS 295 (Wheaton blue). If reproduction capabilities are limited, it may be produced in solid black. Whether using PMS 295 or solid black, it must be printed at 100% opacity—shades or tints are not acceptable.

If the logo is being placed on dark background, it may be reproduced in white.

RULES AND USAGE

Clear space

To ensure visibility and clarity, all text, graphic elements, and other logos must observe a clear space on all sides of the Official College logo. This clear space should, on all sides of the mark, be equal to the width of the shield.

Responsive Mark and Minimum Sizes

When used at very small sizes (when the shield is below .5" in height in print, or when the shield is below 75 pixels in height on screen) the responsive versions of the Official College logo must be used. These versions place the wordmark on a single line, which allows the motto to be comparatively larger. This size shift aids in legibility at even very small sizes.

No version of this mark, responsive or otherwise, may be used when the shield is below .25" in height in print, or when the shield is below 25 pixels in height on screen.

The responsive mark is available in all the same color and lockup variations as the Official College logo. See pages 48-49 for further details.

IMPROPER USAGE

Do not skew or scale disproportionately.

Do not rearrange, alter the proportions, or recreate any constituent parts.

Do not set the logo as a tint or screen.

Do not rotate or set on an angle.

Do not apply filters such as drop shadows, outer glows, or faux embossing.
(Note: This does not apply to print materials that are physically embossed.)

Do not reproduce in unapproved colors, even if those colors are part of our secondary brand palette.

Do not distort.

Do not reproduce on busy or competing backgrounds.

Do not substitute fonts or alter typesetting.

Do not stack or place multiple copies of the logo on top of each other.

Do not alter approved lockups.

OTHER MARKS

THE SHIELD

The Shield may be used on its own as an identifying mark for the College when sufficient context accompanies the mark to ensure that the viewer will have little to no trouble in connecting it to the Wheaton brand. For example, the Shield may be used on its own on the front of a print piece if the Official College logo is used in full on the back or interior of the piece. Similarly, the shield may be used on its own as a favicon for a web page, or as the avatar on social media, when the full Official College logo is used elsewhere on the page.

COLOR VARIATIONS

Knockout, Grayscale, and one color

The Shield may be used in the same color variations as the Official College logo, including both versions of the knockout, grayscale, and one color. For complete details on the use of these variations, please see the guidelines for the Official College logo color variations on page 38 of this guide.
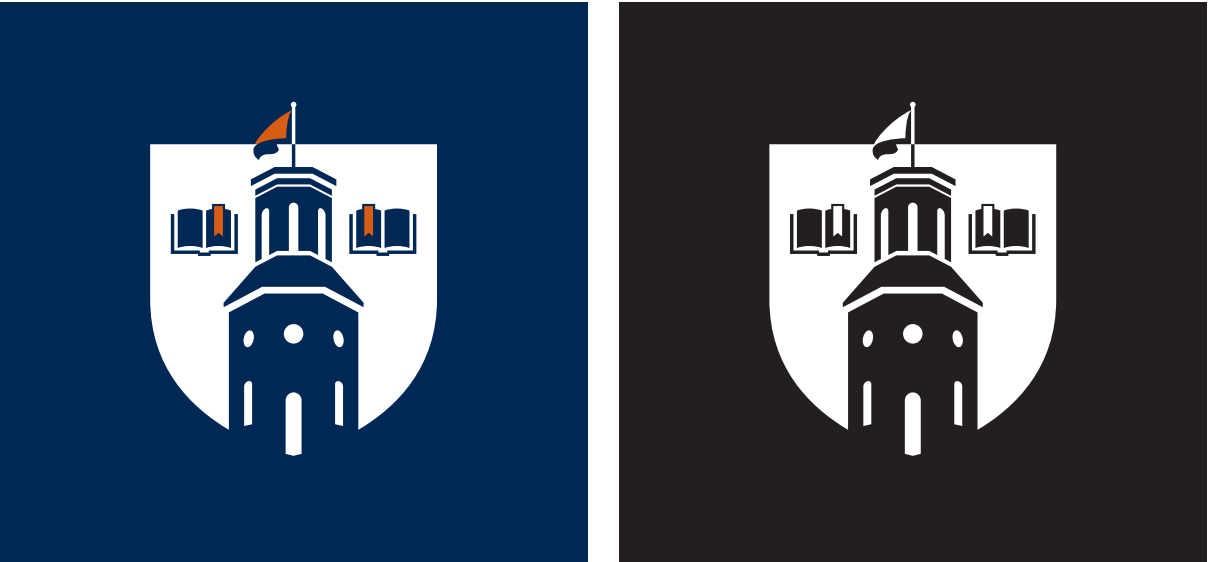
RULES AND USAGE

Clear space

To ensure visibility and clarity, all text, graphic elements, and other logos must observe a clear space on all sides of the Shield. This clear space should, on all sides of the mark, be equal to the width of the shield.

Minimum Sizes and Icon

The Shield should never be used smaller than .25" in height in print. When used on screen, the shield may be used as small as 65 pixels in height. When used below that size, the icon rendering of the Shield must be used. The icon rendering has been optimized for onscreen reproduction and is available in heights of 64 pixels, 32 pixels, and 16 pixels. The icon rendering should never be used at sizes smaller than 12 pixels in height. See pages 50-51 for further details.

0.25"

65 px

IMPROPER USAGE

Do not skew or scale disproportionately.

Do not rotate or set on an angle.

Do not distort.

Do not rearrange, alter the proportions, or recreate any constituent parts.

Do not apply filters such as drop shadows, outer glows, or faux embossing.
(Note: This does not apply to print materials that are physically embossed.)

Do not reproduce on busy or competing backgrounds.

Do not stack or place multiple copies of the logo on top of each other.

Do not set the logo as a tint or screen.

Do not reproduce in unapproved colors, even if those colors
are part of our secondary brand palette.

THE WORDMARK AND MOTTO

Just as the Shield may be used on its own and separated from the rest of the Official College logo, so may the Wordmark and Motto. It should be noted, however, that the Wordmark and Motto may never be separated from each other. They should be considered a single, indivisible unit.

The Wordmark and Motto may only be used in a centered orientation.

WHEATON
COLLEGE
For Christ & His Kingdom

COLOR VARIATIONS

Knockout and one color

The Wordmark and Motto must always be reproduced in a single color. The preferred color is PMS 295 (Wheaton blue), but it may be reproduced in any color of the primary palette or set in black. When appearing on a darker background, the Wordmark and Motto may only be knocked out in white.

RULES AND USAGE

Clear space

To ensure visibility and clarity, all text, graphic elements, and other logos must observe a clear space on all sides of the Wordmark and Motto. This clear space should, on all sides of the mark, be equal to the capital W of "Wheaton."

Responsive Mark and Minimum Sizes

When used at very small sizes (below .5" in height in print or below 50 pixels in height on screen) the responsive versions of the Wordmark and Motto must be used. These versions place the wordmark on a single line, which allows the motto to be comparatively larger. This size shift aids in legibility at even very small sizes.

The responsive version of the wordmark may be used as small as .25" in height in print or 25 pixels in height on screen. See pages 50-51 for further details.

IMPROPER USAGE

WHEATON
COLLEGE
For Christ & His Kingdom

Do not skew or scale disproportionately.

WHEATON
COLLEGE
For Christ & His Kingdom

Do not rearrange, alter the proportions, or recreate any constituent parts.

WHEATON
COLLEGE
For Christ & His Kingdom

Do not set the logo as a tint or screen.

WHEATON
COLLEGE
For Christ & His Kingdom

Do not rotate or set on an angle.

WHEATON
COLLEGE
For Christ & His Kingdom

Do not apply filters such as drop shadows, outer glows, or faux embossing.
(Note: This does not apply to print materials that are physically embossed.)

WHEATON
COLLEGE
For Christ & His Kingdom

Do not reproduce in unapproved colors, even if those colors are part of our secondary brand palette.

WHEATON
COLLEGE
For Christ & His Kingdom

Do not distort.

Do not reproduce on busy or competing backgrounds.

WHEATON
COLLEGE
For Christ & His Kingdom

Do not substitute fonts or alter typesetting.

WHEATON
COLLEGE
For Christ & His Kingdom

Do not stack or place multiple copies of the logo on top of each other.
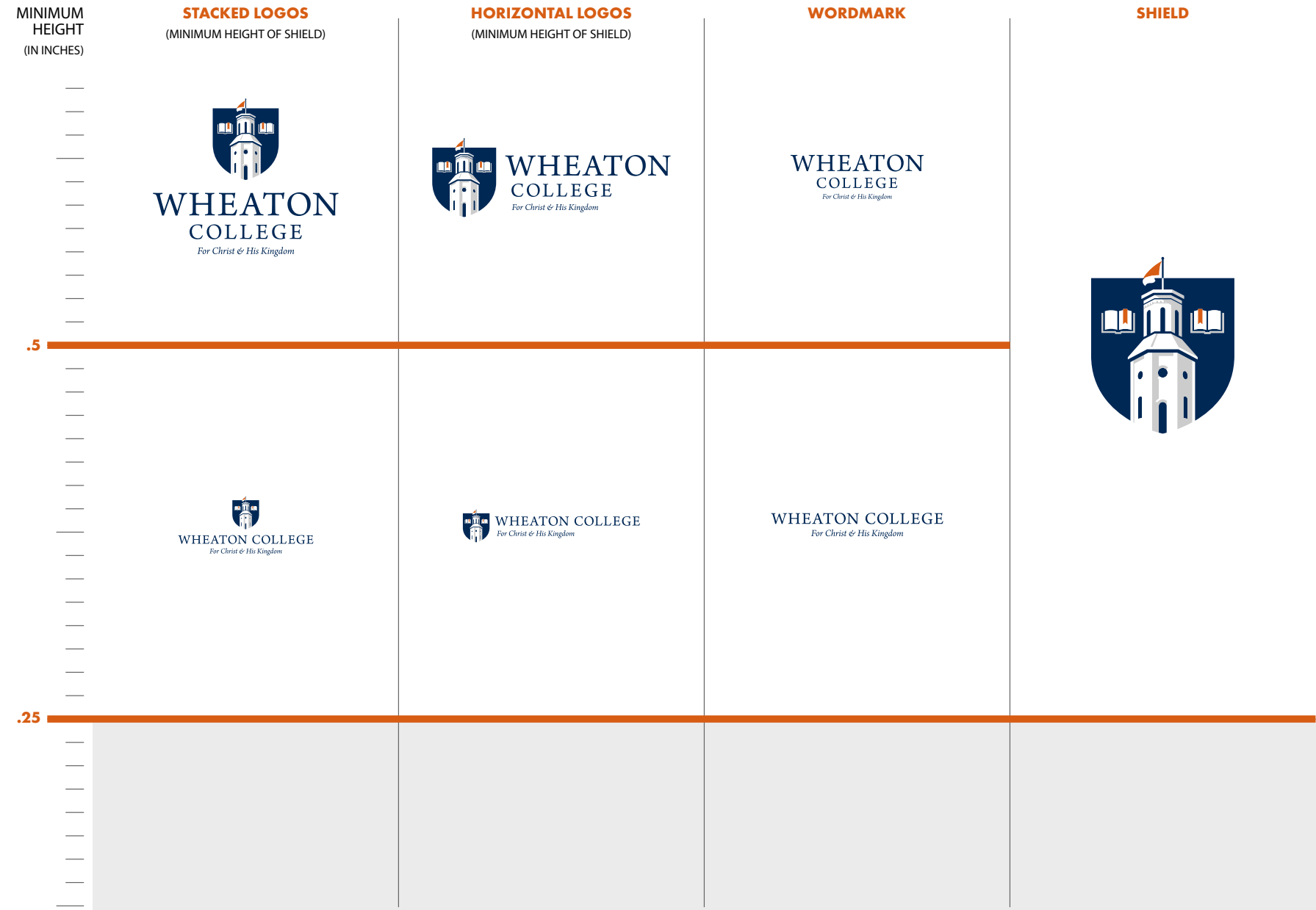
For Christ & His Kingdom
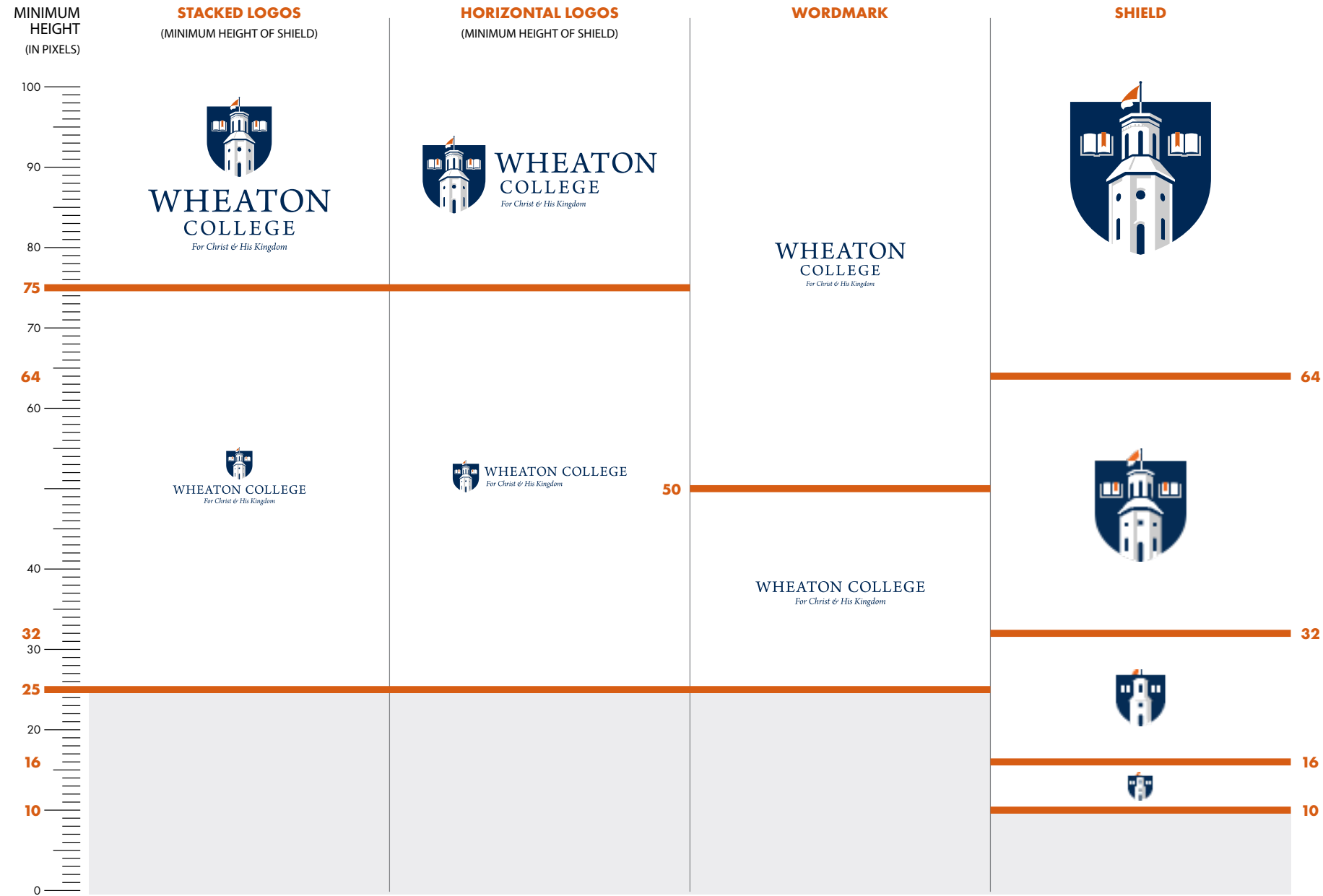**WHEATON**
COLLEGE

Do not alter approved lockups.

RESPONSIVE MARKS FOR PRINT

Our marks work best when reproduced at sizes above their stated minimums. With this in mind, each mark is available in two or three layouts to maximize readability at reduced sizes. As a guide to better understand which version of a mark you should use at a given size, please refer to the chart at right.

Please note, the size ranges for centered and horizontal logos apply to all variations of the Official College Logo (including the Conservatory Mark and Graduate Studies Mark).

MINIMUM HEIGHT
(IN INCHES)

STACKED LOGOS (MINIMUM HEIGHT OF SHIELD)	**HORIZONTAL LOGOS** (MINIMUM HEIGHT OF SHIELD)	**WORDMARK**	**SHIELD**

.5

.25

RESPONSIVE MARKS FOR DIGITAL

Our marks work best when reproduced at sizes above their stated minimums. With this in mind, each mark is available in two or three layouts to maximize readability at reduced sizes. As a guide to better understand which version of a mark you should use at a given size, please refer to the chart at right.

Please note, the size ranges for centered and horizontal logos apply to all variations of the Official College Logo (including the Conservatory Mark and Graduate Studies Mark).

Also, the three smallest versions of our Shield mark (64 pixels, 32 pixels, and 16 pixels) have been specially optimized for onscreen display. They should be reproduced only from original rasterized files. Scaling vector artwork to the desired size will not accurately reproduce these marks.

MINIMUM HEIGHT (IN PIXELS)

| STACKED LOGOS (MINIMUM HEIGHT OF SHIELD) | HORIZONTAL LOGOS (MINIMUM HEIGHT OF SHIELD) | WORDMARK | SHIELD |

THE CONSERVATORY MARK

The Wheaton College Conservatory of Music logo is a specially prepared lockup of the Official College logo. It may be used exclusively by the Conservatory of Music or to promote the Conservatory of Music. Like the Official College logo, it is available in both stacked and horizontal formats, though the stacked version is preferred.

COLOR VARIATIONS

Knockout, Grayscale, and one color

The Conservatory Mark may be used in the same color variations as the Official College logo, including both versions of the knockout, grayscale, and one color. For complete details on the use of these variations, please see the guidelines for the Official College logo color variations on page 38 of this guide.

SOCIAL MEDIA MARK

A special version of the Conservatory of Music mark may be used as a social media icon. For greater legibility and slight differentiation from the overarching Wheaton College brand, the emphasis in these marks has been altered to draw greater attention to the words Conservatory of Music.

The mark is available both with and without the Wheaton shield and may be used either in its positive or knocked out of Wheaton blue.

RULES AND USAGE

Clear Space

To ensure visibility and clarity, all text, graphic elements, and other logos must observe a clear space on all sides of the Conservatory of Music Mark. This clear space should, on all sides of the mark, be equal to the width of the shield.

Responsive Mark and Minimum Sizes

When used at very small sizes (when the shield is below .5" in height in print or when the shield is below 75 pixels in height on screen), the responsive versions of the Conservatory of Music Mark must be used. These versions place the wordmark on a single line that allows the motto to be comparatively larger. This size shift aids in legibility at even very small sizes.

No version of this mark, responsive or otherwise, may be used when the shield is below .25" in height in print or when the shield is below 25 pixels in height on screen.

The responsive mark is available in all the same color and lockup variations as the main Conservatory of Music Mark. See pages 50-51 for further details.

IMPROPER USAGE

Do not skew or scale disproportionately.

Do not rearrange, alter the proportions, or recreate any constituent parts.

Do not set the logo as a tint or screen.

Do not rotate or set on an angle.

Do not apply filters such as drop shadows, outer glows, or faux embossing.
(Note: This does not apply to print materials that are physically embossed.)

Do not reproduce in unapproved colors, even if those colors are part of our secondary brand palette.

Do not distort.

Do not reproduce on busy or competing backgrounds.

Do not substitute fonts or alter typesetting.

Do not stack or place multiple copies of the logo on top of each other.

Do not alter approved lockups.

THE WHEATON COLLEGE
GRADUATE SCHOOL MARK

The Wheaton College Graduate School mark is a specially prepared
lockup of the Official College logo. It may be used exclusively by
Graduate Studies or to promote Graduate Studies at Wheaton. Like
the Official College logo, it is available in both stacked and horizontal
formats, though the stacked version is preferred.

**FOR MORE INFORMATION ON THE GRADUATE SCHOOL VISUAL IDENTITY,
SEE SECTION BEGINNING ON PAGE 94.**

WHEATON
COLLEGE
GRADUATE SCHOOL
For Christ & His Kingdom

WHEATON
COLLEGE
GRADUATE SCHOOL
For Christ & His Kingdom

COLOR VARIATIONS

Knockout, Grayscale, and One Color

The Graduate School mark may be used in the same color variations as the Official College logo, including both versions of the knockout, grayscale, and one color. For complete details on the use of these variations, please see the guidelines for the Official College logo color variations on page 38 of this guide.

FOR MORE INFORMATION ON THE GRADUATE SCHOOL VISUAL IDENTITY, SEE SECTION BEGINNING ON PAGE 94.

SOCIAL MEDIA MARK

A special version of the Graduate School mark may be used as a social media icon. For greater legibility and slight differentiation from the overarching Wheaton College brand, the emphasis in these marks has been altered to draw greater attention to the words Graduate School.

The mark is available both with and without the Wheaton shield and may be used either in its positive or knocked out of Wheaton blue.

FOR MORE INFORMATION ON THE GRADUATE SCHOOL VISUAL IDENTITY, SEE SECTION BEGINNING ON PAGE 94.

RULES AND USAGE

Clear Space

To ensure visibility and clarity, all text, graphic elements, and other logos must observe a clear space on all sides of the Graduate School mark. This clear space should, on all sides of the mark, be equal to the width of the shield.

Responsive Mark and Minimum Sizes

When used at very small sizes (when the shield is below .5" in height in print or when the shield is below 75 pixels in height on screen), the responsive versions of the Graduate School mark must be used. These versions place the wordmark on a single line that allows the motto to be comparatively larger. This size shift aids in legibility at even very small sizes.

No version of this mark, responsive or otherwise, may be used when the shield is below .25" in height in print or when the shield is below 25 pixels in height on screen.

The responsive mark is available in all the same color and lockup variations as the main Graduate School mark. See pages 50-51 for further details.

FOR MORE INFORMATION ON THE GRADUATE SCHOOL VISUAL IDENTITY, SEE SECTION BEGINNING ON PAGE 94.

IMPROPER USAGE

Do not skew or scale disproportionately.

Do not rearrange, alter the proportions, or recreate any constituent parts.

Do not set the logo as a tint or screen.

Do not rotate or set on an angle.

Do not apply filters such as drop shadows, outer glows, or faux embossing.
(Note: This does not apply to print materials that are physically embossed.)

Do not reproduce in unapproved colors, even if those colors are part of our secondary brand palette.

Do not distort.

Do not reproduce on busy or competing backgrounds.

Do not substitute fonts or alter typesetting.

Do not stack or place multiple copies of the logo on top of each other.

Do not alter approved lockups.

THE COLLEGE SEAL

Wheaton College was founded in 1860. The official Wheaton College seal conveys a strong sense of our rich history, including our motto, "Christo et Regno Ejus" ("For Christ and His Kingdom"). While use of the seal is not restricted to legal documents and diplomas, it is most often used on materials whose message is primarily academic, historical, or distributed by the president's office.

RULES AND USAGE

Color

When appearing on a white or light gray background, the seal should be PMS 430 gray. When appearing on a background other than white or light gray, the seal should reverse out as white.

Size

The minimum size for the seal is .5". It should also have at least .5" of clear space surrounding it on all sides. There is no limit to the maximum size of the seal, but please contact the Office of Marketing Communications if you would like it to be larger than 3.5".

0.5"

ATHLETIC MARKS

ATHLETIC MARKS

It could be argued that more people experience the Wheaton College brand through athletics than any other medium. Therefore, it is vitally important that we protect this entity of the College with consistent standards. If you have any questions about the athletics standards, please contact the Athletics Communications Director or the Art Director.

The primary logo provides the foundation for the three breakouts. When the logo or any of the breakouts is used, it must be used in its entirety and never altered. Never combine two breakouts or closely combine the primary logo with a breakout. In those rare instances in which the primary logo and one or more of the breakouts must appear on apparel or printed material, they should be on separate sides, panels, pages, etc. so as not to be visible at the same time.

A common misuse of the logo and/or breakouts is improper background color. Please pay close attention to the rules on pages 69, 70, and 71, as the logo breakout artwork may be different for each of the four background colors.

OFFICIAL COLLEGE LOGO LOCKUP

The Official College logo is not required to appear with athletic logos. However, whenever any of the athletic logos are used in conjunction with the Official College logo, they should be locked up as shown on this page with precedence given to the Official College logo.

ATHLETIC LOGO COLORS

The blue and orange used in the athletics logos are the same as in the College brand palette (see page 30 of this document). All logos can only be applied to a white, gray, orange, or blue background field. Please note that artwork on a colored background is often different from artwork on white. It is vital that the appropriate artwork coordinates with the correct background color.

Given the inexact nature of color matching when embroidering or silkscreening, a broader palette of gray, orange, and blue may occasionally have to be considered. This is especially true as different vendors and materials are used. For clothing fabric please stay close to the white, gray, orange, and blue within the College palette. When printing a background color, please reference the brand standards CMYK or PMS colors.

ATHLETIC PRIMARY PALETTE

PMS 295 C
PMS 295 U
C100 M69 Y8 K54
R0 G40 B86
#002856

PMS 159 C
PMS 717 U
C1 M72 Y100 K7
R210 G95 B21
#D25F15

THE PRIMARY LOGO
RULES AND USAGE

Minimum Size and Clear Space for the Primary Logo

These specifications outline the minimum size allowance and mandatory clear space for the primary logo. In those rare instances that you may require a smaller reproduction, contact the Department of Marketing Communications.

The minimum size of the logo is 1.25" wide.

The mandatory clear space on all four sides is shown here. All text, graphic elements, and page edges must be outside of this clear space

THE PRIMARY LOGO
ON BACKGROUNDS

The primary logo must be used in its entirety and on the proper background color. Please note that the logo artwork is different for each of the four background colors. In those rare instances that you feel a background color other than the four shown here may be necessary, contact the Office of Marketing Communications.

IMPROPER USAGE OF THE PRIMARY LOGO

The examples on this page demonstrate some improper uses of the primary athletic logo.

The word "Wheaton" has been removed from the logo.

The "W" and/or "Wheaton" have been straightened.

The logo featuring the orange W has been used on a background color other than blue.

The cloud has been removed.

The font has been changed.

IMPROPER USAGE OF THE BREAKOUTS

The examples on this page demonstrate some improper uses of the breakouts.

The word "Wheaton" from the primary logo has been added to the Thunder breakout.

The W and Thunder breakouts have been combined.

The W and Wheaton breakouts have been combined.

The cloud and Thunder breakout have been extracted from the logo.

THE W BREAKOUT
RULES AND USAGE

Minimum Size and Clear Space for the W Breakout

These specifications outline the minimum size allowance and mandatory clear space for the W breakout. In those rare instances that may require a smaller reproduction, contact the Department of Marketing Communications.

The minimum size of the W breakout is 1 inch wide.

The mandatory clear space on all four sides of the W breakout is shown here. All text, graphic elements, and page edges must be outside of the clear space.

X

X

X

1"

THE W BREAKOUT
ON BACKGROUNDS

The W breakout must be used on the proper background color. Please note that the logo artwork is different for each of the four background colors. In those rare instances that you feel a background color other than the four shown here may be necessary, contact the Department of Marketing Communications.

IMPROPER USAGE OF THE W BREAKOUT

The examples on this page demonstrate some improper uses of the W breakout.

The W has been straightened and/or distorted.

Wording has been added above the W.

The breakout featuring the orange W has been used on a background color other than blue.

Wording has been added across the W.

Wording has been added below the W.

THE WHEATON BREAKOUT
RULES AND USAGE

Minimum Size and Clear Space for the Wheaton Breakout

The Wheaton breakout can stand alone or be used in conjunction with an approved team or athletic department.

The minimum size of the Wheaton Breakout is 1.5" wide.

The mandatory clear space on all four sides of the logo is shown here. All text, graphic elements, and page edges must be outside of this clear space.

Clear space – "A" letter height

1.5"

1.5"

THE WHEATON BREAKOUT
ON BACKGROUNDS

It is vital that the appropriate Wheaton breakout artwork is used on the correct background color. The breakout includes white trim when appearing on the gray, orange, or blue background. In those rare instances that may require a background color other than the four shown here, contact the Office of Marketing Communications.

The team name may appear under the breakout. This sampling of team names illustrates how lettering must appear below the breakout. Please note that the color of the team name is different on a colored background than it is on white.

IMPROPER USAGE OF
THE WHEATON BREAKOUT

The examples on this page demonstrate some improper uses
of the Wheaton breakout.

The Wheaton breakout has been straightened or distorted.

Wording has been added above the Wheaton breakout.

The size of the elements has been altered.

The typeface for the Wheaton breakout has been changed.

THE THUNDER BREAKOUT
RULES AND USAGE

Minimum Size and Clear Space for the Thunder Breakout

The Thunder breakout can stand alone or be used in conjunction with an approved team or athletic department.

The minimum size of the Thunder Breakout is 1.5" wide.

The mandatory clear space on all four sides of the logo is shown here. All text, graphic elements, and page edges must be outside of this clear space.

Clear space – "N" letter height

1.5"

1.5"

THE THUNDER BREAKOUT
ON BACKGROUNDS

It is vital that the appropriate Thunder breakout artwork is used on the correct background color. The breakout includes white trim when appearing on the gray, orange, or blue background. In those rare instances that may require a background color other than the four shown here, contact the Office of Marketing Communications.

The team name may appear under the breakout. This sampling of team names illustrates how lettering must appear below the breakout. Please note that the color of the team name is different on a colored background than it is on white.

IMPROPER USAGE OF THE THUNDER BREAKOUT

The examples on this page demonstrate some improper uses of the Thunder breakout.

The Thunder breakout has been straightened or distorted.

Wording has been added above the Thunder breakout.

The size of the elements has been altered.

The typeface for the Thunder breakout has been changed.

OTHER
CAMPUS
MARKS

OTHER CAMPUS MARKS

Logos that are used primarily for communication to off-campus audiences must be created or approved by the Office of Marketing Communications and used in conjunction with the Official College logo. It is not appropriate for people, departments, offices, or buildings to have a logo.

Other campus marks should be locked up with the Official College logo as shown on this page.

Logos for student organizations should be created or approved by the Office of Marketing Communications and, if possible, should make use of the primary and secondary color palettes outlined on page 30.

Such logos should be used when communicating with an internal audience only. Any communication with an external audience should carry the Official College logo. They may be locked up with the Official College logo as shown on this page. In any lockup, precedence should be given to the Official College logo.

Alumni Relations

Advancement Divisions

OTHER CAMPUS MARKS

Centers and Institutes
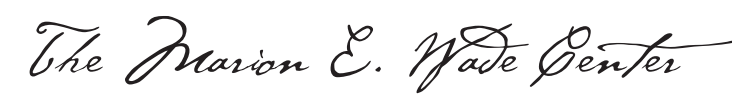
OTHER CAMPUS MARKS

Centers and Institutes

DO NOT USE PAST LOGOS

It is inappropriate to use any past logo, seal, wordmark, or identity to represent the College. These marks may only be used in the interior of a printed piece or in online executions and only in the context of speaking to the history of the College. They are not suitable for any current advertising or promotional purposes. To use or obtain any historical logo or identity mark, please contact the Office of Marketing Communications.

GRAPHIC ELEMENTS

GRAPHIC ELEMENTS

Icon Style

When creating or sourcing new icons, every effort should be made to match the style and character of these icons. The icons are refined but not stodgy. They are geometric but not harsh. Corners are subtly rounded, and rather than solid shapes, they are composed of lines of consistent weight.

The Bookmark

The bookmark element from the Official College logo may be used as a callout or flagging device. Though these elements may be of any size or length, they should always feather a swallow tail element at one end. The angles of the swallow tail should always be 45 degrees from the vertical or horizontal regardless of element size.

Wheaton College is an explicitly Christian, academically rigorous, liberal arts college and graduate school located just 25 miles west of Chicago. Established in 1860 in Wheaton, Illinois, Wheaton is guided by its original mission to provide excellence in Christian higher education, and offers more than 50 academic programs in various fields of study.

WHEATON AT A GLANCE

2,400 UNDERGRADUATES

600 GRADUATE STUDENTS

10:1 STUDENT-FACULTY RATIO

30% DOMESTIC STUDENTS OF COLOR

4% INTERNATIONAL STUDENTS

9% MISSIONARY AND THIRD-CULTURE KIDS

7% FIRST GENERATION COLLEGE STUDENTS

3.7 AVERAGE HIGH SCHOOL UNWEIGHTED GPA

$34+ Million IN GRANTS AND SCHOLARSHIPS AWARDED EACH YEAR

50 STATES

90+ COUNTRIES

55 DENOMINATIONS

WI

LAKE MICHIGAN

WHEATON COLLEGE

CHICAGO

IL

IN

VISIT
Register for an in-person or virtual visit:
WHEATON.EDU/VISITWHEATON

APPLY
Apply to Wheaton College:
WHEATON.EDU/APPLYTODAY

CONNECT
Meet your admissions counselor:
WHEATON.EDU/CONNECTTODAY

501 College Avenue
Wheaton, IL 60187-5501
630.752.5000
800.222.2419
admissions@wheaton.edu

O'HARE 18MI
MIDWAY 24MI
UNION STATION . . 25MI
CHICAGO 25MI

WHEATON.EDU

GRAPHIC ELEMENTS

Pull Stat Styling

When incorporating a pull stat or figure in a layout, we must pursue consistent styling of elements. Though the exact sizes of each component are of lesser importance, the general relationship and font usage should remain consistent. The numerals for the stat itself should be set in Arno. Typically, tabular figures work best, but old-style figures may be employed occasionally at the designer's discretion. Any other glyphs used in combination with the numerals (%, $, #, etc.) should be set as superscript. Captions and supporting text should be set below the numerals in Futura Bold in all caps.

The Dotted Line

To bring a sense of motion, life, and joy to our photography, a dotted line may be overlaid on the photo and incorporated into headline treatments. Though highly effective and memorable, care must be taken not to overuse this element, lest it become a gimmick. Additionally, this technique must only be used on large images that command an entire page or spread. The dotted line should not be used on pages or spreads with multiple images or dense text.

TOTAL EXCELLENCE

99% OF RECENT GRADUATES LANDED* WITHIN 6 MONTHS OF GRADUATION COMPARED WITH THE NATIONAL AVERAGE OF 86% *EMPLOYED, INTERNING, FURTHER THEIR EDUCATION, OR PURSUING OTHER ADVENTURES OF THEIR CHOICE

#33 BEST UNDERGRADUATE TEACHING MONEY MAGAZINE

TOP 25 MOST IMPRESSIVE COLLEGE ORCHESTRAS

50+ DIVISION III TITLES IN 13 DIFFERENT SPORTS

#16 BEST ALUMNI NETWORK BY THE PRINCETON REVIEW

#1 CHRISTIAN COLLEGE AMONG NATIONAL LIBERAL ARTS COLLEGES U.S. NEWS & WORLD REPORT

At Wheaton, you don't have to settle. With top rankings in *U.S. News & World Report*, *Forbes*, and *Money* magazine, as well as *Kiplinger's* consistently rating Wheaton as one of the best values in higher education, you can confidently choose Wheaton. It's all here for you, from across-the-board academic excellence to a championship Division III athletics program to one of the most formidable music conservatories in the country.

80% OF UNDERGRADUATE STUDENTS RECEIVE SCHOLARSHIPS AND GRANTS. $29K AVERAGE NEED-BASED FINANCIAL AID PACKAGE TO FIRST-YEAR STUDENTS WITH NEED

#25 KIPLINGER'S 25 OUT OF 100 BEST VALUES IN LIBERAL ARTS COLLEGES

#9 BEST QUALITY OF LIFE BY THE PRINCETON REVIEW

Rankings and statistics current at time of printing

AN UNPARALLELED JOURNEY

Like-hearted friends,
Expect to bring your whole self to this unparalleled journey.
Expect fun and joy.
Expect a place of deep kindness where becoming one's best self is never accomplished alone.

STUDENT GROUP AT HONEYROCK

OTHER GUIDELINES

PHOTOGRAPHY

Photography is an important and influential ingredient of our visual brand. Images should be selected very carefully. Photos should communicate a personality that is inviting, real, and honest. They should be intriguing, simple, and always chosen with the purpose of telling a story. Our design guidelines allow for the use of a strong horizontal photo (as long as the subject matter is still visually strong and recognizable).

PHOTO AND VIDEO GUIDELINES

Photography and videography say what words alone cannot say. Therefore, intentionality of subject matter and styling should create a sense of unity and place, while also conveying the brand attributes.

Just as Wheaton's voice is visionary, thoughtful, genuine, authoritative, dynamic, and engaging, so should be its photos and videos. These should have a journalistic, editorial style that gives an insider's perspective and invites the viewer into the experience. Every piece should depict the unique Wheaton experience.

DO

Highlight Community

Use visuals that reveal and promote Wheaton's community, diversity, joy, and unique activities. Visuals should show human interaction, friendship, and unexpected locations and events.

Emphasize Adventurous Thinking

Select visuals that showcase Wheaton's unique educational environment: show a diversity of fields, student collaboration, unexpected educational spaces, professor-to-student relationships and mentorship, hands-on/experiential learning, intercultural human engagement, and deep and dynamic thinking. Whenever possible, visuals should present Wheaton people as humble leaders—showing composure and gravitas without appearing haughty.

Create a Sense of Place

Employ images that display the beauty and diversity of Wheaton's traditions, landmarks, and residential campus locations. Show a variety of perspectives—both sprawling and close-up images create dynamic shots. Select visuals that show off the change of seasons.

Represent Wheaton's Diversity

Choose visuals that present an accurate view of Wheaton's diversity of majors, genders, ethnicities, etc.

Create Context

In video, start wide and end tight: give your viewer a wide perspective before moving to narrow.

Be Attentive to Focus and Lighting

Visuals should have a clear focal point even when depicting a large crowd of people. Whenever possible, use natural light to capture the real feel of College places.

Be Intentional with Editing

Limit editing to a minimum in order to maintain an editorial style that prioritizes clean- and natural-looking visuals that are sharp, emphasize depth of field, and have a higher exposure, contrast, and saturation.

DON'T

Don't Use Clichés

Avoid shots that look posed, inauthentic. Capture people with natural expressions.

Don't Use Boring Shots

Avoid static shots of lectures, classroom visuals that lack dynamism, professor-to-student engagement, or interaction. Wheaton isn't boring; don't make it look boring.

Don't Manipulate, Modify, or Over-Edit

Avoid the use of any sort of filter that would mask the true event.

Don't Use Stock Photography / Archived Footage

As much as possible, avoid visuals that are indistinct, dated, or recycled. Keep it alive.

APPAREL

Faculty, Staff, and Board members representing the College in an official capacity

If the wearer is representing the College in an official capacity (i.e., facilities, faculty, staff, various nonstudent boards), use the College logo in its entirety. If embroidering the logo on a shirt, contact the Office of Marketing Communications for guidelines on options for the best outcomes.

Students representing the College in an official capacity

Student groups who are traveling off campus for the purpose of creating awareness, completing acts of service, bringing campus talent to others, or competing as a team are ambassadors of the College brand. They are an extension of the brand and, thus, should support the College's visual brand by following the apparel guidelines.

Include the official College logo, whether it is on the sleeve, the back, or the front.

Use approved typeface and colors. For example, purple is not within the College palette, therefore; it cannot be used for a t-shirt color or print color. If you have questions about color selection, don't hesitate to give the design team a call.

Acceptable Apparel Usage

Wheaton Football Ministry Partnership

Student Orientation Workday

Symphonic Band Tour

Music Camp front

Music Camp back

APPAREL

Applying the guidelines for typefaces and colors when designing apparel will allow Wheaton College to be immediately recognized when the wearer is off campus.

The following apply to all apparel types:

• Do not copy any aspect of the Official College logo unless using the logo in its entirety.

• Do not try to imitate the college logo in typeface or in graphic elements.

• Do not include the phrase "For Christ and His Kingdom" unless you have been given permission from the Department of Marketing Communications.

• The seal is to be used for apparel and/or swag at the discretion of the Department of Marketing Communications only.

• Unless otherwise stated, approval is required from the Department of Marketing Communications before purchase is made.

GRADUATE SCHOOL BRAND NARRATIVE

WHEATON COLLEGE GRADUATE SCHOOL

Wheaton College Graduate School exists to enrich the mind, spirit, vocation, and character of each of its students—to refine and evolve what's already within them. Whether you're pursuing further study and training in the areas of psychology, education, ministry, leadership, or biblical and theological studies, you'll find a graduate program at Wheaton that will help you focus your talents, develop your professional skills, and deepen your faith.

Academically exceptional, but never exclusive, Wheaton offers doctoral and master's programs that are world-renowned for collaborative and compassionate faculty of visionary leaders. Under their mentorship, our practically skilled and spiritually mature graduates go on to publish books, partner with the underserved in global settings, earn further advanced degrees at top-tier institutions, teach around the world, and serve in a broad range of evangelical churches and nonprofits.

We are intentional about fostering an environment of academic inquiry and diversity of thought—where different perspectives are appreciated and honest, and insightful conversations happen daily. When a community of scholars who are Christ-like in their actions, filled with humility and gratitude, and determined to better themselves and the world put their heads together in the pursuit of a forward-looking graduate education, the result is a training ground the world will always need.

GRADUATE SCHOOL VISUAL IDENTITY

COLOR PALETTE

The Wheaton College Graduate School visual identity draws from the Wheaton College master color palette (see page 30 of this guide), with the addition of light blue (PMS 2925 C).

PMS 295 C
PMS 295 U
C100 M69 Y8 K54
R0 G40 B86
#002856

PMS 159 C
PMS 717 U
C1 M72 Y100 K7
R210 G95 B21
#D25F15

PMS 2925 C
PMS 2995 U
C75 M25 Y0 K0
R25 G154 B214
#1C9AD6

PMS 1375 C
PMS 123 U
C0 M45 Y94 K0
R255 G169 B25
#FF9F19
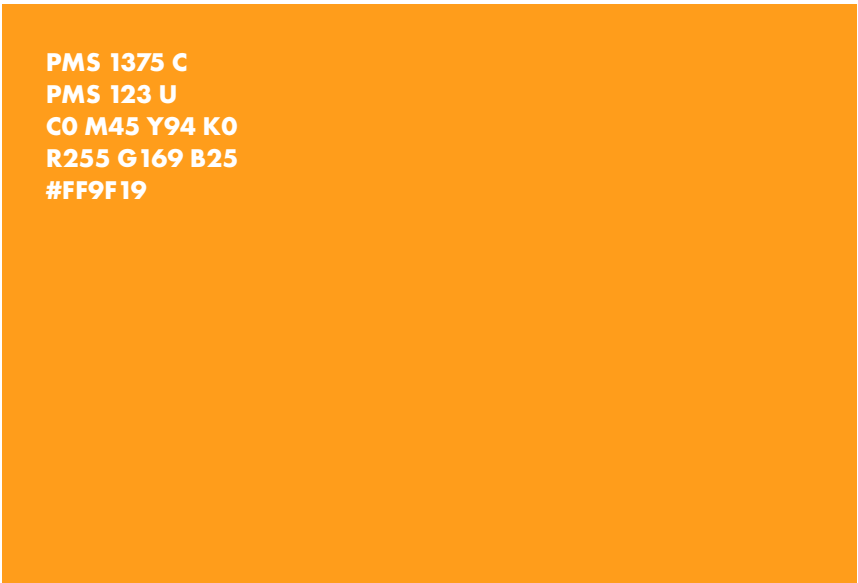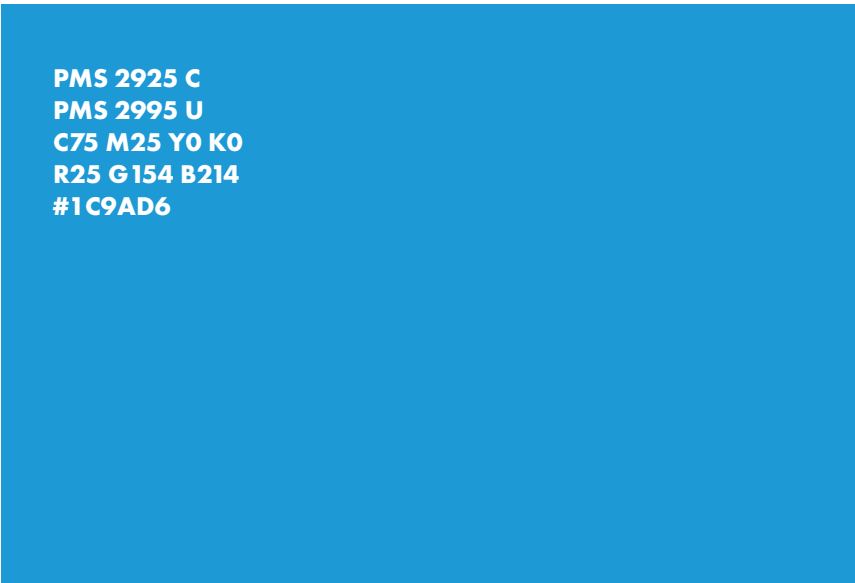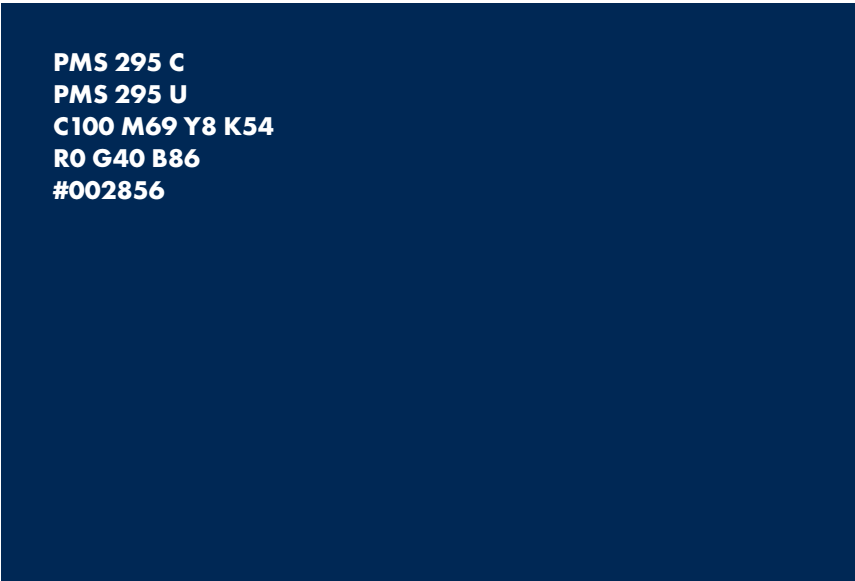
FONTS

Wheaton College Graduate School typography makes use of the same fonts as the Wheaton College master brand (see pages 31-33 of this guide). The difference is in emphasis. Whereas the master brand typically uses Arno for headlines, the Graduate School consistently makes use of Future PT Bold for all headlines.

When Futura or Arno are not available, the Graduate School visual identity employs the same substitute fonts as the master brand (see page 33 of this guide).

Futura PT Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura PT Demi Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura PT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura PT Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arno Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arno Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arno Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arno Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arno Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arno Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONTS IN USE

Headline

Futura PT Bold

Subhead

Arno Pro Italic All Caps

Body copy

Arno Pro Display

In these examples, our body copy has been set at 12 point over 18 point leading. While these proportions are preferred, users may adjust body copy font size and leading appropriately for the individual layout or hierarchy needs.

Call-to-action copy

Futura PT Bold All Caps

List copy

Futura PT Demi All Caps. Guillemets (») as bullets.

DESIGN STYLE AND LAYOUT

We utilize a geometric overlap style of layout that pairs our imagery with blocks of color to support our copy. This layout is flexible, but should always be structured and organized. Headlines should overlap the structural elements, always keeping readability as our highest priority.

Headlines

Headlines are set in two colors of Future PT Bold: white and PMS 1375 (bright orange). Headlines should be calls to action, using the bright orange copy to spotlight the most significant word or words.

Logos

The knockout horizontal lockup of the Wheaton Graduate School logo is our preferred version. It should always be used against a dark background — either a dark area of the photo set in blue-on-blue duotone, or on its own rectangle filled with a blue-on-blue gradient.

Overlays

Orange or blue gradient boxes may be used as overlays for text or logos. Our orange translucent overlay is an orange (PMS 159) box with a subtle gradient feather to allow some background image to be shown. In order to achieve rich colors, our blue overlay consists of two parts. Light blue (PMS 2925) with a gradient feather sits on top of solid dark blue (PMS 295). Gradients should always be manually adjusted to ensure readability.

Calls To Action

An orange (PMS 159) flag may be used as a call-to-action, or to display a URL. It may be right or left justified, and can use the same overlapped style as other elements on the page.

PHOTOGRAPHY

Primary Imagery

Primary imagery for most layouts consists of two related photos. The first should highlight a human experience. We want to show the faces of our programs. This image is usually reproduced in full color.

PHOTOGRAPHY

Duotone Imagery

The second image should bring context to the first human-focused image. This second photo gives a sense of place (campus architecture, the buildings or spaces in which our graduates work, the activities in which they participate, etc). This context-driven photo should be reproduced using our blue-on-blue duotone.

Supporting photos may be added as needed for additional context or graphic texture, but they should not compete with the two photos that comprise our primary image.

Duotone images are built with the following layers:

1. Gradient map consisting of our dark blue (PMS 295) and light blue (PMS 2925).

2. Level adjustment to open up the midtones and reduce the output level of white.

3. A subtle gradient "shadow" to reduce contrast in busy areas that may contain text or logos.

4. Source image.

TEMPLATES

LETTERHEAD

8.5"

2.75"

.75"

11"

Month 00, 2020

Firstname Lastname
Address Line 1
Address Line 2
City, State 00000

Dear Firstname Lastname,

Aquamus solorpo rehendae reius di il il id ma quas seque odicimod eatquo cum re mi, qui nemperionem. Ipisto enda verae peratet acienih illecae ceaquate re, cum ullit unt etur a que nisquia sum volseque eaquid ut aut tem earum fuga. Et officium facipis debis exeruptate eum inis rectaerferro volesen tiisitis doluptas etur, us dolorrum ium et litiusa picillis quatur, quibus dunt ium id est, cum harum reperro conem saperatur, si ommolore vitaquis quam erum acerferio mo minulles adipsap ictessitini iur sae sit volori sinciatibus:

- Ehent dit ea venim ne volorpori volo quisqui natem quatur

- Ma doluptate conet, net aut ratus non estrum

- Quiat alique vernati umquuntem quis sernatet lamus

Everovit quam eturias volorec tissin consequae poreribus, et, sequis acest, vent porissitatia re, to voluptatecti utem facea doluptatibus commolorunt aborrum rent, audit exerspi squam, officit endae cus ad est, nis utemossi eossitatatio iduci conse cuptaqu aesenitis porio. Namuscil maio. Ut quod ma istias il ium quo totatur seque. Giati sit, sanim quam quas rernatem dignatem quo voluptat.

Sincerely,

Firstname Lastname
Title

BODY COPY
Times Roman 10/14, Black

Please note: While Wheaton College letterhead should be used for the first page of any official correspondence, any subsequent pages of the same correspondence may be printed on plain white paper (preferably of the same color and weight as the letterhead).

BUSINESS CARD

First Lastname
Title

P 000.000.0000
P 000.000.0000
E name@wheaton.edu

501 College Avenue, Wheaton, IL 60187-5501
admissions@wheaton.edu

3.5"

2"

First Lastname
Title
Title
Title
Title

P 000.000.0000
P 000.000.0000
E name@wheaton.edu

501 College Avenue, Wheaton, IL 60187-5501
admissions@wheaton.edu

NAME Arno Pro Bold 8/10, PMS 295

TITLE Arno Pro Italic 8/10, PMS 295

CONTACT Arno Pro 8/10, PMS 295

URL Arno Pro Bold 8/10, PMS 295

BUSINESS ENVELOPE

9.5"

4.125"

WHEATON
COLLEGE
For Christ & His Kingdom

501 College Avenue, Wheaton, IL 60187-5501

ADDRESS Arno Pro 8/10, PMS 295

WHEATON
COLLEGE
For Christ & His Kingdom

Office of the President

501 College Avenue, Wheaton, IL 60187-5501
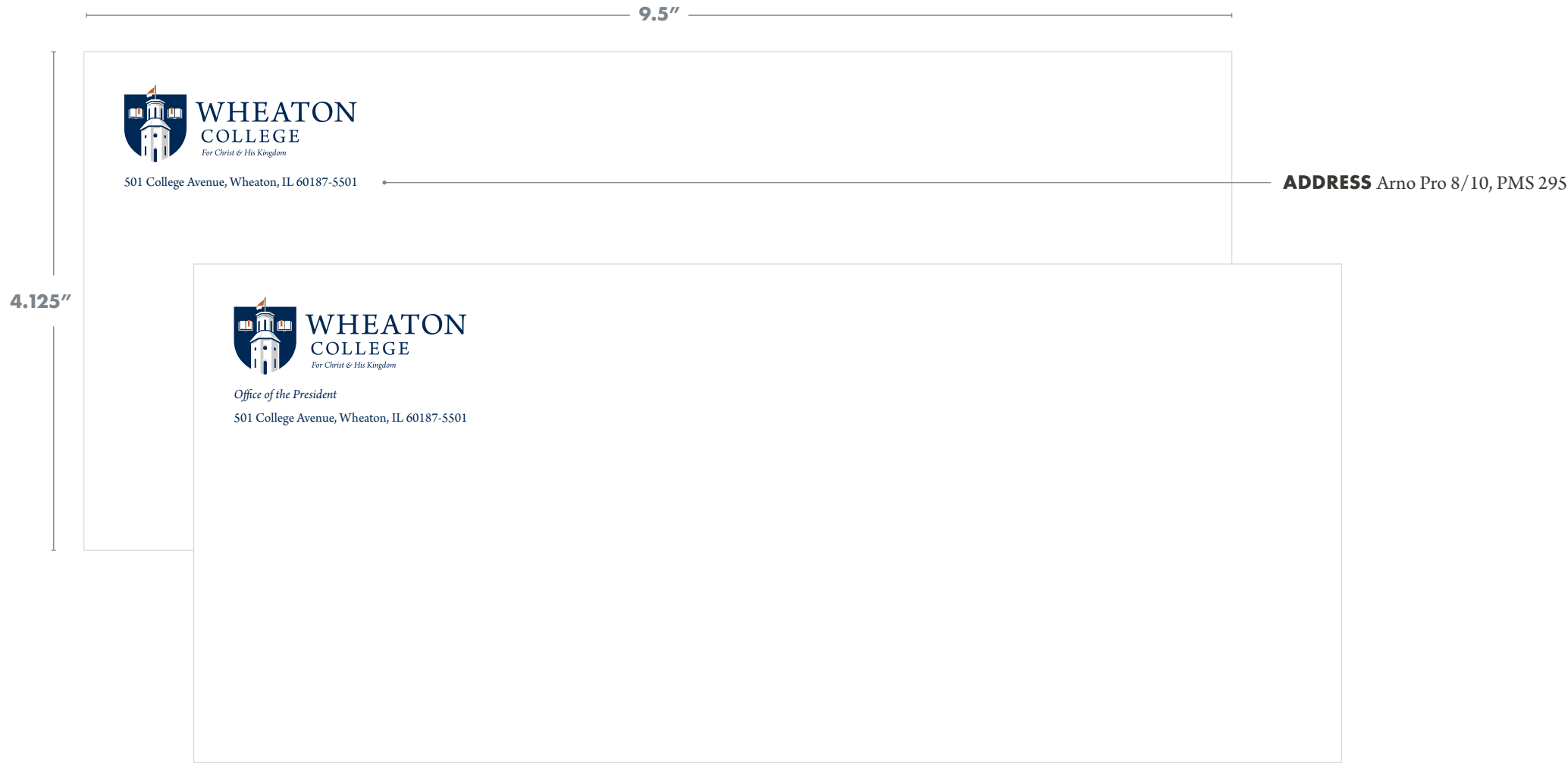
PRESENTATION SLIDES

For all presentations that will be viewed by an audience other than current faculty, staff, and students, please work with the Office of Marketing Communications to use appropriate fonts. For all presentations that will be viewed only by current faculty, staff, and students, use either the brand or the default/desktop fonts.

Cover Options
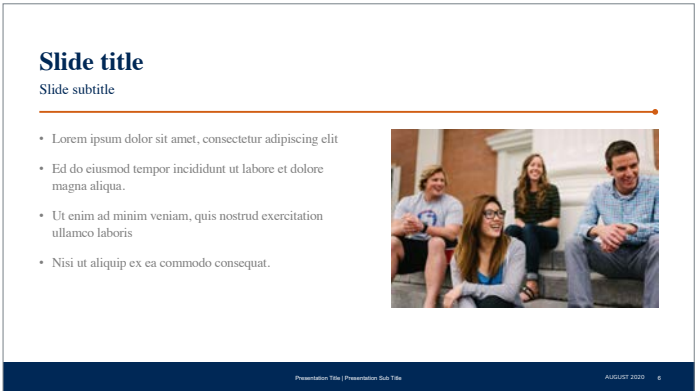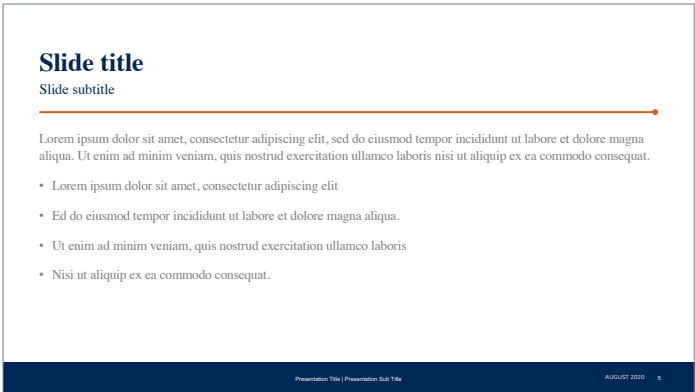
Interior Options

EMAIL

These emails are for use as templates and guides for any designed emails, especially those sent to external audiences. Any email used to promote the College must be designed according to brand guidelines and must be mobile-responsive.

Dear Firstname Lastname,

Aquamus solorpo rehendae reius maquas

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Sincerely,

Firstname Lastname
Title

View Online | Unsubscribe

Aquamus solorpo rehendae reius maquas

Eatquo cum re mi, qui nemperionem. Ipisto enda verae peratet acienih illecae ceaquate re, cum ullit quatur, quibus dunt ium id est, cum harum reperro conem saperatur, si ommolore vitaquis quam erum acerferio mo minulles adipsap ictessitini iur sae sit volori sinciatibus:

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Everovit quam eturias tissin poreribus admissions@wheaton.edu

VISIT US TODAY

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POSTER

ONE-SHEET

BELIEVE

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. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

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WHEATON COLLEGE
For Christ & His Kingdom

SED UT PERSPICIATIS UNDE OMNIS ISTE NATUS ERROR SIT VOLUPTATEM

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• Qui ratione voluptatem sequi nesciunt

Neque porro quisquam est, qui dolorem ipm quia dolor sit amet consectetur quaerat voluptatem.

WHEATON COLLEGE
For Christ & His Kingdom

QUICK REFERENCE

Academic Disciplines, Departments, and Titles

- Disciplines should be lowercased unless they are a part of headline text.

- Course titles are capitalized, not italicized, and without quotes.

- If the name of a department is used as an adjective, it should be lowercased. If used as a noun, it should be capitalized.

- Always capitalize academic titles.

Alumni

- Alumna (female graduate) / Alumnae (2+ female graduates) / Alumni (2+ male or a combination of male and female graduates) / Alumnus (male graduate)

- Alumni class years should be included following alumni names: John Doe '20.

Commas in a Series (serial comma, Oxford comma)

- Elements in a series of three or more should be separated by commas, and when a conjunction joins the last two elements, a comma should be inserted before the conjunction.

For Christ and His Kingdom

- When used as Wheaton's motto, "For Christ and His Kingdom" should be written in title case and placed within quotation marks (not italicized). If you are using the words—for Christ and his kingdom—as content, but not as the motto, only capitalize "Christ" and do not use quotation marks.

WHEATON COLLEGE
For Christ & His Kingdom

Logo

The **Official Wheaton College logo** is the primary graphic element of our brand system.

This stacked lockup is the preferred version of our logo. Though other lockups are available and approved, this should be considered our default primary logo.

The Shield of faith. A classic signifier of higher education.

The Tower of Blanchard Hall. Our campus. Our home.

The Books represent the two sources of knowledge that fuel our pursuit of wisdom.

Wheaton Orange in the flag and bookmarks brings greater depth to the mark and strengthens the bonds between our institutional and athletic identities.

The Wordmark states our name boldly in all caps. We lead. We set the standard. We speak our name not with haughty pride, but with time-tested and well-earned confidence.

The Motto is not an add-on or afterthought. It is an integral part of our identity and is always locked up with the wordmark.

PRIMARY COLORS

PMS 295 C PMS 295 U C100 M69 Y8 K54 R0 G40 B86 #002856	**PMS 159 C** PMS 717 U C1 M72 Y100 K7 R210 G95 B21 #D25F15

SECONDARY COLORS

PMS 2945 C PMS 2935 U C100 M53 Y2 K16 R0 G75 B152 #004B98	**PMS 7707 C** PMS 634 U C100 M18 Y12 K52 R0 G96 B128 #006080	**PMS 1375 C** PMS 123 U C0 M45 Y94 K0 R255 G169 B25 #FF9F19
PMS 430 C PMS 444 U C33 M18 Y13 K40 R124 G134 B141 #7C868D	**PMS 447 C** PMS 419 U C33 M18 Y13 K40 R55 G58 B54 #373A36	**PMS WARM GRAY 1 C** PMS WARM GRAY 1 U C3 M3 Y6 K7 R215 G210 B203 #D7D2CB

BRAND FONTS — ARNO PRO AND FUTURA PT

Arno Pro should be in places of prominence such as headlines, pull quotes or stats, or large callouts that demand the viewer's attention.

Futura PT is suitable for all text applications, particularly subheads, captions, and body copy.

DEFAULT FONTS — TIMES AND ARIAL

Times (Mac) and Times New Roman (PC) should be used as the default replacements when Arno Pro is unavailable.

Arial should be used as the default replacement when Futura PT is unavailable.

All of these fonts are suitable for web, email, and online copy. They are readily available on the vast majority of modern digital devices and reproduce faithfully across all operating systems.

WORKING WITH THE OFFICE OF MARKETING COMMUNICATIONS

Guidelines, Procedures, and Resources

Submit a Project Request Form (Web, Video, Photo, Design)

Current Editorial Style Guidelines

Video Policy and Procedures

Photography Policy and Procedures

Social Media Policy and Procedures

Website Governance, Policy, and Procedures

Office of Marketing Communications Services and Staff

Submit a Story Tip

WHEATON.EDU/MARKETING