Logo Overview

The logo and favicon must be shown appropriately and consistently across all assets in order to maintain undiluted visual impact and brand integrity.

Physical dimensions, proportion, and background should be assessed before deciding which format to use in each instance.The following page should serve as a guide to the various logo variations and how they may be used, depending on different visual circumstances.

The logo should not be altered under any circumstance. All assets must be constructed using only the approved files

For more information, visit Page 5.

FORMATS

- The main logo may be used in contexts of Wesleyan Impact Partner's Learning and Innovation department, refering to programs beyond the podcast

Logo

- The favicon may be used for minimalist brand presence, or at very small sizes

Favicon

- The full lock-up, including the tagline should be used when reaching a new audience, or to provide additional context to the brand. Keep in mind the size of the tagline and it's visibility. See page 5.

Full Lock-up

FULL COLOR LOGO
Should be used when possible on light backgrounds.

LIGHT COLOR LOGO
Should be used when possible on dark backgrounds.

BLACK LOGO
May be used when printing is limited to grayscale on light backgrounds.

WHITE LOGO
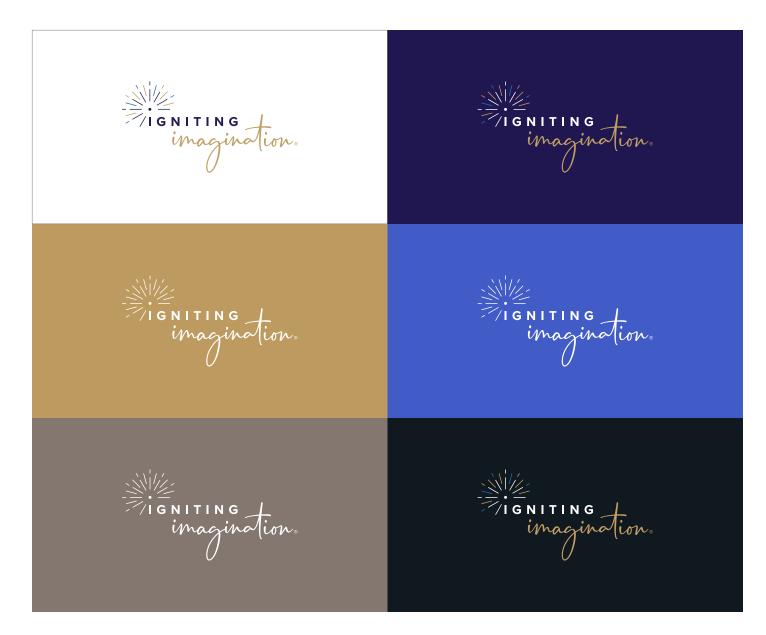May be used when printing is limited to grayscale on dark backgrounds.

Logo Parings

COLOR BACKGROUNDS

To the right are some examples of how the logo should appear when placed onto solid blocks of Igniting Imagination colors.

- The color logo may be placed onto white or complimentary pastel neutrals.
- The black logo may be placed onto white or non-complimentary pastel colors
- The light color logo may be placed onto dark blues or dark neutrals.
- The white logo may be placed onto any non-complimentary bright or dark color.
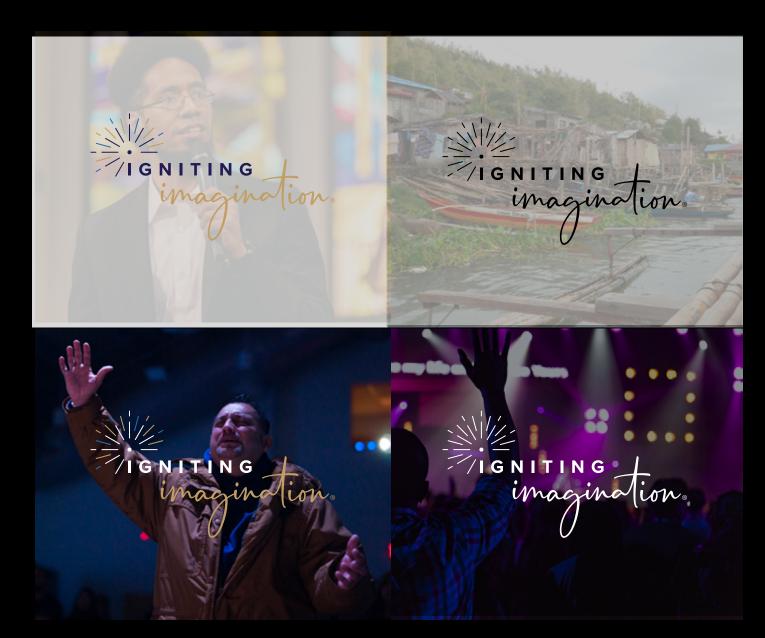
Logo
Parings

PHOTO BACKGROUNDS

To the right are some examples of how the logo may appear when placed over photos, wlth a focus on contrast.

- The color logo may be placed onto simple light wash images.

- The black logo may be placed onto complex light wash images.

- The light color logo may be placed onto simple, dark images that contain complimentary colors (dark blues and dark neutrals).

- The white logo may be placed onto bright, complex, or non-complimentary dark images.

Logo Usage

Incorrect use of the logo subtracts from the integrity of the brand. The logo and mark should not be altered in any way, nor under any circumstance. All assets must be constructed using only the approved files provided by Igniting Imagination, using this document to define appropriate use.

To the right, you will find some practices to avoid, including do not:

🚫 Modify the logo by squeezing or stretching the dimensions disproportionately.

🚫 Skew the logo or change the angle.

🚫 Add text or visual elements on top of the logo or within the minimum clear space.

🚫 Change any part of the logotype, including, but not limited to color, font, etc.
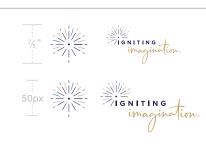
🚫 Apply dramatic effects to the logo.

CLEAR SPACE

For visual clarity, assets must allow padding on all four sides of the logo. A minimum of 25% of the full height is suggested for all variations of the logo.
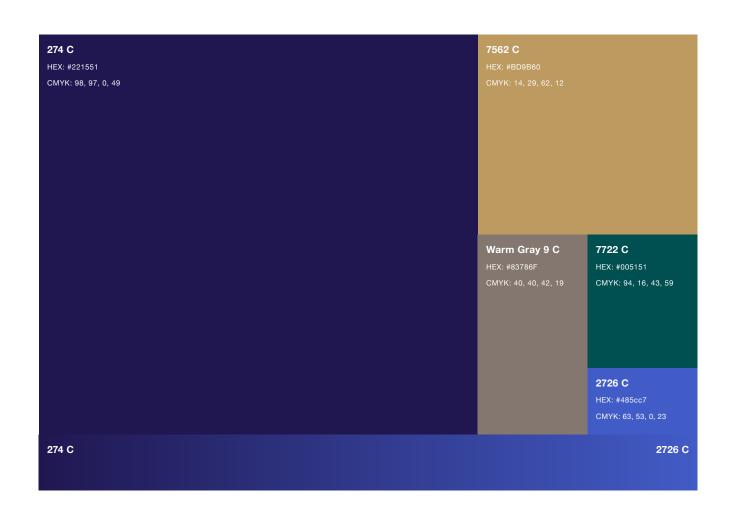
4X

X

X

MINIMUM SIZE

For legibility and visual impact of the logo and graphic mark, all versions must be reproduced at a reasonable, legible size. For print, the height must be at least two fifths inch. For digital, the height should must be at least 50px. The favicon should be used at smaller sizes

2/5"

50px

Color & Gradients

Color is a key element to setting the tone of the brand. The Igniting Imagination palette consists of a deep navy, classic gold, warm gray, vibrant blue, and dark teal.

- Navy, blue, teal, black, or warm gray text may be used for lighter backgrounds

- White or gold text may be used for darker backgrounds

- Any brand color may be used for emphasis, large titles, etc.

- No more than two brand colors should be used for a single block of text.

- A clean, fluid gradient consisting of deep navy and vibrant blue may be used sparingly for a dynamic look/feel.

- If possible, the direction of the gradient should strategically emanate from the point of focus (logo, numerical stat, illustration, etc.).

274 C

HEX: #221551

CMYK: 98, 97, 0, 49

7562 C

HEX: #BD9B60

CMYK: 14, 29, 62, 12

Warm Gray 9 C

HEX: #83786F

CMYK: 40, 40, 42, 19

7722 C

HEX: #005151

CMYK: 94, 16, 43, 59

2726 C

HEX: #485cc7

CMYK: 63, 53, 0, 23

274 C

2726 C

Primary Typefaces

Igniting Imagination has a distinct set of primary typefaces that may be combined to create dynamic and diverse layouts. To the left is a visual preview of each typeface and its suggested use. Montserrat may be used in place of Proxima Nova where it is not available.

HEADER

Proxima Nova Bold
0 Spacing, Title Case

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 ? ! @ # $ % & ( ) { } < > : ; ", . /

CALLOUT

Seville Script, Alt or Slant
0 kerning, Sentence case

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ? ! @ # $ % & ( ) ( ) < > : ; ", . / *

SUBHEAD 1

Proxima Nova Bold
150 spacing, ALLCAPS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ? ! @ # $ % & ( ) { } < > : ; ", . / *

BODY

Proxima Nova Regular
25 kerning, Sentence Case

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ? ! @ # $ % & ( ) { } < > : ; ", . / *

Proxima Nova Italic
25 kerning, Sentence Case

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
*0 1 2 3 4 5 6 7 8 9 ? ! @ # $ % & ( ) { } < > : ; ", . / *

Proxima Nova Italic
25 kerning, Sentence Case

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
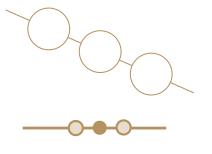0 1 2 3 4 5 6 7 8 9 ? ! @ # $ % & ( ) { } < > : ; ", . / *

Patterns & Motifs

The pattern and motif on this page should be used to add visual interest, and improve hierarchy.

SPARKS

- The spark element may be rotated and rays may be deleted to add empahais to different elements, but should not be used on the same compositions as the favicon logo.
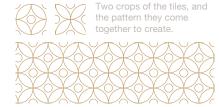
PLAY BUTTON

The play button may be used in the context of podcast promotion.

ELIPSES ON A LINE

Circles on a line may be used as a small or large design element

INTERLOCKING CIRCLES

- This repeating pattern may be used to separate sections, or improve hierarchy. It is designed so it can be set up in a infinite array.

Two crops of the tiles, and the pattern they come together to create.

GOLDEN CIRCLE

- Circles can be used to add dimension and to create additional patterns.

- Be mindful of their placement-- directly behind the shoulders and above the head can create an inappropriate haloed effect.

An example combining golden circles and the interlocking pattern appropriately.

HAND-DRAWN FLOURISHES

- These elements can be used to add emphasis to text. They should be avoided on more technical documents.

Circle or Underline What Needs Emphasis

Type Ratios

Typeface plays a vital role in visual communication and is an essential component in leaving a lasting impression. The typographic diversity of the Wesleyan Impact Partners brand leaves room for different interpretations/visual approaches.

For consistency and optimal results, refer to the ratios on the right when constructing branded layouts.

Sample Header
24pt size, 28pt leading

3x Size of Body Copy

Sample Subhead A
8pt size, 16pt leading

EQUAL TO SIZE OF BODY COPY WITH 200-300% LINE SPACING

Sample Callout
28pt size, 35pt leading

At least 1.5x the size of body copy

Sample Body
8pt size, 11.6 leading

Body copy with 1.45x line spacing. Lorem ipsum dolor ismet. Pa id quos ex ea si dolumet volor sitat. Ro blabo. Atest, temodi am et molorem odignatur sime perum re ex eroviti dolorit hil in expere tionet od ma dolent quam es si asped eosae venem.