

LOGO OVERVIEW

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

Two variations of the logo and one graphic mark are available for use across applications. 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 and graphic mark should not be altered under any circumstance. All assets must be constructed using only the approved files

For more information, visit Page 5.

ANATOMY

The **logo** consists of two parts:

- The **logotype** is the typographic portion that conveys the title of the organization.
- The **graphic mark** is the symbol that conveys the visual theme of the organization.



FORMATS

- The **graphic mark** may be used for minimalist brand presence.
- The **stacked logo** should be used when possible for vertically oriented assets.
- 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 its visibility. See page 5.

Graphic Mark



Stacked Logo



Full Lock-up



FULL COLOR LOGO

Should be used when possible on light backgrounds.



BLACK LOGO

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



LIGHT COLOR LOGO

Should be used when possible on dark backgrounds.



WHITE LOGO

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



LOGO PAIRINGS

COLOR BACKGROUNDS

To the right are some examples of how the logo should appear when placed onto solid blocks of Wesleyan Impact Partners 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 PAIRINGS

PHOTO BACKGROUNDS

To the right are some examples of how the logo may appear when placed over photos, with 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 Wesleyan Impact Partners, 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.



WESLEYAN
IMPACT
PARTNERS



WESLEYAN
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WESLEYAN
IMPACT
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Lorem Ipsum



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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.



MINIMUM SIZE

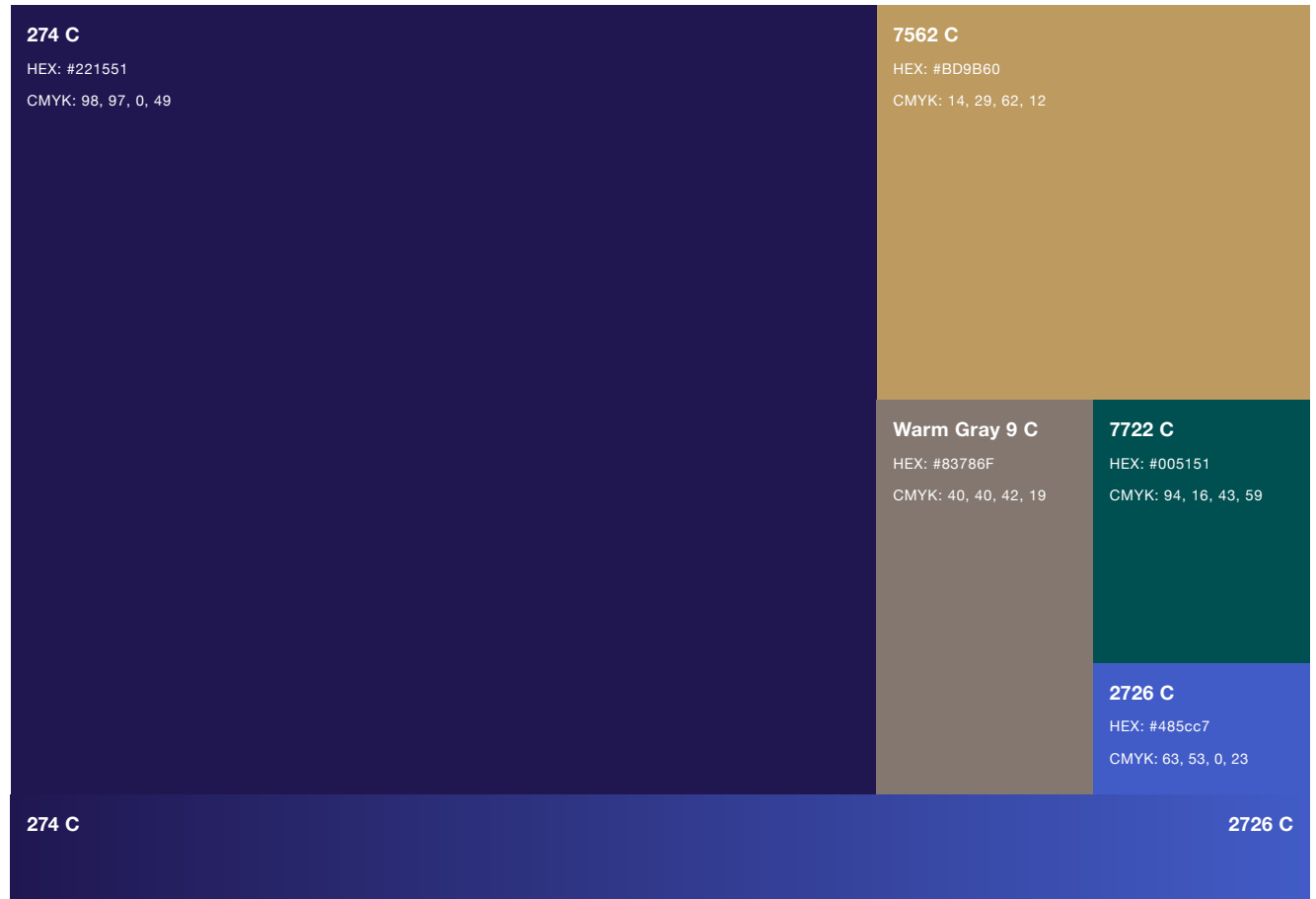
For legibility and visual impact of the logo and graphic mark, all versions must be reproduced at a reasonable, legible size. For print, the height must be at least one quarter inch (1/4"). For digital, the height must be at least 50px.



COLOR AND GRADIENT

Color is a key element to setting the tone of the brand. The Wesleyan Impact Partners 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.).



PRIMARY TYPEFACES

Wesleyan Impact Partners 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.

[Click here](#) to sync Bebas Neue Pro

[Click here](#) to download Seville Script

[Click here](#) to sync Brandon Grotesque

[Click here](#) to download Crimson Text

[Click here](#) to download Akzidenz-Grotesk

HEADER

Bebas Neue Pro Bold
0 kerning, 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 ? ! @ # \$ % & () { } < > : ; " , . / *

CALLOUT

Seville Script
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

Brandon Grotesque Medium
350 kerning, 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 ? ! @ # \$ % & () { } < > : ; " , . / *

SUBHEAD 2

Crimson Text Italic
75 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 ? ! @ # \$ % & () { } < > : ; " , . / *

BODY

Akzidenz-Grotesk Std Book
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 ? ! @ # \$ % & () { } < > : ; " , . / *

Akzidenz-Grotesk Std 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 ? ! @ # \$ % & () { } < > : ; " , . / *

Akzidenz-Grotesk Std Medium
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 ? ! @ # \$ % & () { } < > : ; " , . / *

ALTERNATE TYPEFACES

Unfortunately, not all fonts are available for use within online spaces. To accurately reflect the Wesleyan Impact Partners brand, you may use visually similar alternatives that are available through Google Fonts.*

To the left is a visual preview of each typeface and its suggested use.

[Click here](#) to download Bebas Neue
[Click here](#) to download Josefin Sans
[Click here](#) to download Crimson Text
[Click here](#) to download Work Sans

* There is no substitute for Seville Script available online. This callout font must be exported as a graphic image then placed in as an object.

HEADER

Bebas Neue
0 kerning, 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 ? ! @ # \$ % & () { } < > : ; " , . / *

SUBHEAD 1

Josefin Sans Bold
350 kerning, 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 ? ! @ # \$ % & () { } < > : ; " , . / *

SUBHEAD 2

Crimson Text Italic
75 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 ? ! @ # \$ % & () { } < > : ; " , . / *

BODY

Work Sans 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 ? ! @ # \$ % & () { } < > : ; " , . / *

Work Sans 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 ? ! @ # \$ % & () { } < > : ; " , . / *

Work Sans SemiBold
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 ? ! @ # \$ % & () { } < > : ; " , . / *

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
32pt size, 32pt leading

4X SIZE OF BODY COPY

Sample Subhead B
12pt size, 17.4pt leading

*1.5x size of body copy with 145% line spacing.
Lorem ipsum dolor ismet.*

Sample Subhead A
8pt size, 20pt leading

EQUAL TO SIZE OF BODY COPY WITH
250-300% LINE SPACING

Sample Callout
28pt size, 28pt leading

At least 3x 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 dolor 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.

PATTERNS & MOTIFS

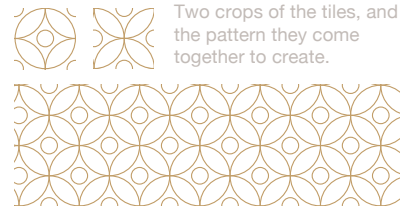
The pattern and motif on this page should be used to add visual interest, and improve hierarchy.

LOGO GRADATION

- The logo may be faded into white or blue as a background element. No text or other elements should overlap or interrupt this gradation. The logo should be at a scale that makes it an abstract 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