

Albright
COLLEGE

CONTENTS

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THE ALBRIGHT BRAND

Every phrase we use to describe Albright, every photograph we choose, every time we use our logo, we are creating an image of Albright. These verbal and visual elements introduce Albright to those who do not yet know us and create their first impression of our College. For those who do know us, they reinforce the image. Our *brand image*, therefore, is both drawn from and enriched by the actual *experience* of Albright. Everyone who speaks publicly about Albright, publishes print or electronic information about us or represents us to the media plays a part in creating and maintaining our image. Everyone who touches student lives contributes to our brand.

This branding toolkit gives us a verbal and visual language to express our image in ways that reflect the Albright experience and strengthens our brand. It allows us to accurately capture and convey our essence and differentiates ourselves from other institutions. It creates continuity by providing a common language and technical specifications for graphics and visuals.

The Brand Concept and its Importance to Albright

What is a brand? Simply put, a brand is our promise. It is what we deliver and are known for — the sum of the Albright experience for our various constituencies, something they can depend on. We have worked together to clarify our brand — just who we are and what sets us apart. Our two-year planning process included research, dialogue and consensus building among faculty, administrators, students and alumni. The end result of this process is a clear brand for the College. If we express our brand when we communicate about Albright, it will help others see us as a College that knows itself and its strengths. Establishing a clear image will attract the faculty and students who will help us realize our promise.

The Albright College Mission

Albright's mission is to inspire and educate the scholar and leader in each student, building on a strong foundation in the liberal arts and sciences and a commitment to the best of human values, fostering a commitment to a lifetime of service and learning.

The College seeks to produce graduates who think critically, communicate effectively, serve community and deal effectively and positively with life situations. We do this through our interdisciplinary approach to the educational experience: study across multiple academic disciplines, personal faculty involvement with each student, a high degree of student-faculty and faculty-to-faculty collaboration and flexible curricular options. Our approach includes a union of the academic experience with the non-academic or co-curricular life, with opportunities for collaboration among many different members of the Albright community.

Albright's Brand and Position in Higher Education

Albright's brand rests on the distinct character of our interdisciplinary approach to education. Our desired position in the higher education marketplace can be summed up in one sentence: **Albright College is the college of choice for an interdisciplinary education in a collaborative environment.**

Support for this position:

Since the early 1960s, Albright College has had a well-established tradition of leadership in interdisciplinary and cross-disciplinary education among small liberal arts colleges. Albright:

- has offered interdisciplinary programs for more than 40 years;
- requires all students to take an interdisciplinary course, usually team-taught;
- had the first undergraduate psychobiology major in the nation (1969) and among the first biochemistry majors (1970) in the region;
- led the way with more than 10 interdisciplinary programs — more than any of our peers;
- directs some of its largest grants to establishing interdisciplinary education as a hallmark of the College, including the grant that initiated the Latin American studies and digital media programs — both highly popular and fast-growing;
- has an interdisciplinary focus that is distinctive among both Carnegie I and Pennsylvania colleges; and
- educates about 50 percent of students with dual or triple concentrations and a student body with over 200 different combinations of majors.

The marketing position supports the strategic plan, has the unanimous support of senior administration and key faculty and tests well with prospective and current students, parents and counselors.

THE ALBRIGHT BRAND

Albright's Brand Attributes

These are words and phrases that describe who we are and what we do:

- Interdisciplinary: actively crossing disciplinary boundaries and making connections
- Collaborative and outgoing: engaging fellow students and faculty
- A long history and tradition
- A liberal arts college
- Dynamic

Tagline

A Different Way of Thinking

Message Points

- **Our interdisciplinary focus encourages multiple perspectives and makes connections between fields of learning.** An interdisciplinary emphasis gives students a broader education, deeper understanding and the ability to find more creative solutions. Our students are broadly trained and employable.
- **Students can combine majors and connect fields of learning to create an individualized, structured educational path for success in life and career.** Our Alpha program also provides an interdisciplinary foundation for many students.
- **Our interdisciplinary focus extends to the co-curriculum.** Residential life, cultural events, volunteerism and other programs are all part of the interdisciplinary leadership experience at Albright.
- **Albright has a unique collaborative culture that breaks barriers and connects people in and out of the classroom.** Collaboration with faculty is not limited to the classroom. Students have opportunities to work not only with faculty, but also with many other members of the campus and local communities.
- **We are more than friendly. We are open, willing to engage, down to earth, receptive to new ideas and supportive of individuals.**
- **We focus on the total student and the connection between mind, body, spirit and interpersonal interaction.** Albright's approach is holistic and fosters wellness and values. Our graduates are leaders in the broadest, most integrated sense.

USING THE ALBRIGHT BRAND

Follow these guidelines when using the Albright brand:

- **Emphasize our interdisciplinary education and collaborative environment when you tell people about Albright.**
- **Use the logo and wordmark exactly as shown in all of your communications.**
- **Use the tagline wherever it is appropriate.**
- **Draw on the brand attributes and message points for speeches, presentations, brochures and all other communications. The brand attributes describe what we do and the message points explain why what we do matters.**
- **Select images from our image library for your PowerPoint presentations, posters, publications and other communications tools.**
- **Plan events that tell the Albright story of interdisciplinary education in a collaborative environment and support our messages.**
- **Let the Office of College Relations & Marketing know of people and programs who are doing things that reflect the brand. They can then use these stories on the Web, in College publications and with the media.**

EDITORIAL GUIDELINES

Which is it: Reading, PA or Reading, Pa.? Bachelors degree or bachelor’s degree? Alumnus, alumni, alumna or alumnae? And what about those commas in a series — should you put one before the “and”? And does it matter?

Stylistic consistency lets the reader concentrate on the content without being distracted by variations in spelling and punctuation from one page to the next. It’s an invaluable tool for editors, who often edit material intended for a single publication but written by several people. Having a style guide to consult keeps editors from having to reinvent a rule every time a new publication (or a new writer) comes along. Adhering to an agreed-upon style gives each campus publication a “voice” that harmonizes with those from other departments, schools and colleges.

We all have individual preferences — in dress, in food, in how we write. The reason we have style rules is to ensure consistency from page to page, article to article, publication to publication. And although freedom of expression might certainly be enhanced if we all spelled and punctuated as the spirit moved us, the goal of communication would be badly served.

The following glossary serves as a quick reference for you when producing copy for a publication. Most entries refer to educational institutions or are common mistakes that are made when writing for publications.

Although Albright has adopted some of its own style, the majority comes from *The Associated Press Stylebook*. For a more comprehensive guide, please refer to *The Associated Press Stylebook*, available in the Office of College Relations & Marketing.

We hope that this glossary will help you in your publication writing. If you have any questions regarding something not listed in this abbreviated guide, or are confused by an entry, please call the Office of College Relations & Marketing at x7526.

Happy Writing!

Glossary

A

Academic degrees —

If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: *Patt Snyder, who has a doctorate in psychology.*

Use an apostrophe in *bachelor's degree, master's, etc.*

Use such abbreviations as B.A., M.A., LL.D., and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name — never after just a last name.

When used after a name, an academic abbreviation is set off by commas: *Karen Campbell, Ph.D., spoke.*

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

Wrong: *Dr. Pam Artz, Ph.D.*

Right: *Pam Artz, Ph.D.*

When in doubt about the proper abbreviation for a degree, follow the first listing in Webster's New World Dictionary.

Academic departments —

Albright capitalizes departments and offices: *English Department, Financial Aid Office.* However, lowercase references such as: "in athletics departments across the country," or "when thinking about financial aid the first thing to remember is..."

Academic majors —

Lowercase all majors except those incorporating proper nouns: *textiles & design, Latin American studies.*

Academic titles —

Capitalize and spell out formal titles such as professor, dean, chairman, etc. when they **precede** a name. Lowercase when title follows name.

Lowercase modifiers such as *history* in *history Professor Barbara Fahy* or *department* in *department Chairman John Pankratz.*

Alumnus, alumni, alumna, alumnae —

Alumnus — Singular male

Alumni — Plural male (or both men and women)

Alumna — Singular female

Alumnae — Plural female

a.m., p.m. —

Always lowercase, with periods. Do *not* capitalize.

Annual —

Do not describe an event as "annual" until it has been held at least two successive years. You may note that sponsors plan to hold an event annually.

EDITORIAL GUIDELINES

B

Bachelor of arts, bachelor of science —

Use *bachelor's degree* or *bachelor's*. See academic degrees for guidelines on when the abbreviations B.A. or B.S. are acceptable.

board of directors, board of trustees —

Capitalize when referring to Albright's Board. Lowercase in all other usages. *Sal Cutrona is the chair of the Board of Trustees. Sal Cutrona is a trustee of the College.*

C

campus —

Lowercase: *The Albright campus.*

campuswide —

One word, not hyphenated.

chapters —

Capitalize *chapter* when used with a numeral in reference to a section of a book or legal code. Always use Arabic figures: *Chapter 1, Chapter 20*. Lowercase when standing alone.

College —

Capitalize when part of a proper name: *Albright College*, or when referring to Albright as "the College." Lowercase when used alone and not in reference to Albright.

Commas —

Some common uses: (excerpted from *The Associated Press Stylebook*, 1992)

In a Series:

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: *The flag is red, white and blue.*

Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast.* Use a comma also before the concluding conjunction in a complex series of phrases: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*

Introducing Direct Quotes:

Use a comma to introduce a complete one-sentence quotation within a paragraph: *Marshall said, "This style guide will help you to help us produce your publications quicker and smarter."* Use a colon to introduce quotations of more than one sentence.

Before Attribution:

Use a comma instead of a period at the end of a quote that is followed by attribution: *"I'm the director of college relations," said Barbara Marshall.*

Placement with quotes:

Commas **always** go inside quotation marks.

With Hometowns and Ages:

Use a comma to set off an individual's hometown when it is placed in apposition to a name: *Rebecca Miles, Reading, and Jennifer Post, Oley, were there.*

If an individual's age is used, set it off by commas: *Gini Rinkus, 29, Reading, Pa., was present.*

EDITORIAL GUIDELINES

Course titles —

Use standard type, capitalize and put in quotation marks: “Introduction to Sociology.”

Courtesy titles —

Courtesy titles such as *Miss*, *Mr.*, *Mrs.*, or *Ms.* should not be used with the first and last names of the person. Use last name only upon second reference unless otherwise specified.

D

Days of the week —

Capitalize them. Do not abbreviate, except when needed in a tabular format: *Sun*, *Mon*, *Tue*, *Wed*, *Thu*, *Fri*, *Sat* (three letters, without periods, to facilitate tabular composition.)

Days of the month —

Do not use “rd,” “th,” “st,” “nd” following the numerals: *April 4*, *June 23*, not *April 4th* or *June 23rd*. (See **months** for more information.)

Dean —

Capitalize when used as a formal title before a name: *Dean Michelle Daniels*. Lowercase in other uses: *Michelle Daniels*, *dean of students*; *the dean*.

dean’s list —

Lowercase in all uses: *He/she is on the dean’s list*.

Dorm —

This is incorrect usage. Use *Residence Hall*.

E

e-mail —

Lowercase *e*, with a hyphen

Emeriti —

Use when referring to two or more retired professors given emeritus rank. Use *emeritus*, when referring to a male and *emerita* when referring to a female.

F

Foreign words —

Always italicize.

Full time, full-time —

See **hyphens**

Fund raising, fund-raising, fundraiser —

See **hyphens**

EDITORIAL GUIDELINES

H

Honorary degrees —

All references to honorary degrees should specify that the degree was honorary. Do not use *Dr.* before the name of an individual whose only doctorate is honorary.

Hyphens —

- Do not hyphenate “vice president”
- For clarity, Albright does hyphenate words beginning with the prefix “pre:” pre-medical, pre-theological, pre-dental, pre-professional.
- Hyphenate words with a prefix when the last letter of the prefix and the first letter of the word are the same: *co-operate*.
- Numbers below 100 should be hyphenated when they consist of two words: *fifty-three*. (Please see **numerals** for other rules.)
- Hyphenate “part-time” when used as an adjectival compound to describe a job, assignment, etc. *She has a part-time job. She works part time.* (Same for *full-time, full time*)
- Hyphenate “fund-raising” when used as an adjective: *Bob Miller is a fund-raising genius.* Do not hyphenate when used as a noun: *Gina Young is an excellent fundraiser.*
- Do not hyphenate the word *multicultural*.
- When two descriptive words precede a noun, hyphenate them: *He is a small-business owner. It is a seven-story building.*

I

information superhighway —

Lowercased

Internet —

Capitalize

J

junior, senior —

Abbreviate as *Jr.* and *Sr.* only with full names of persons. Do not precede by a comma: *John F. Horrigan Jr.*

K

Kids —

Use *children* unless you are talking about goats, or the use of *kids* as an informal synonym for *children* is appropriate in the context.

M

Majors —

See **academic majors**.

Months —

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

Examples: February 2001 was a cold month. Feb. 17 was the coldest day of the month. My birthday is April 4. Sept. 22, 2001, is my wedding date.
(excerpted from *The Associated Press Stylebook*, 1992)

Mr., Mrs. —

The plural of *Mr.* is *Messrs.*; the plural of *Mrs.* is *Mmes.* These abbreviations are never spelled out. (See **courtesy titles** for guidelines on when to use *Mr.* and *Mrs.*)

EDITORIAL GUIDELINES

N

Names —

Use full name on first mention and then refer by last name only. Do not use courtesy titles with last name on further references.

Numerals —

Spell out one through nine. Use numerals beginning with 10. Spell out if at the beginning of a sentence. When referring to decades, do not place an apostrophe after the number: *The 60s were swinging*. Not *60's*.

O

Online —

One word

P

Percent —

Always spell out: *The teacher said 60 percent was a failing grade*. Use % only when numbers appear in a table.

Percentages —

Use figures: *1 percent, 2.5 percent* (use decimals, not fractions), *10 percent*. For amounts less than 1 percent, precede the decimal with a zero: *The cost of living rose 0.6 percent*. Repeat percent with each individual figure: *He said 10 percent to 30 percent of the electorate may not vote*.

Persons —

Use *chairman/chairwoman* instead of *chairperson*; *spokesman/spokeswoman* instead of *spokesperson*. When in doubt, try to use a neutral word like *leader* or *representative*. Use *chairperson* or similar terms only in direct quotations or when it is the formal description for an office.

Ph.D., Ph.D.s —

The preferred form is to say a person *holds a doctorate* and name the individual's area of specialty (See **academic degrees**).

President —

Capitalize president only as a formal title before one or more names: *President Zimon, Presidents Zimon and Mazzeno*.

Lowercase in all other uses: *Dr. Zimon is our president*.

Professor —

Never abbreviate. Capitalize when used as a formal title before a full name. Do not continue in second reference unless part of a quotation. (See **academic titles**).

Pupil, student —

Use *pupil* for children in kindergarten through eighth grade. *Student* or *pupil* is acceptable for grades nine through 12. Use *student* for college and beyond.

R

Religious titles —

The first reference to a clergyman or clergywoman normally should include a capitalized title before the individual's name.

In many cases, *the Rev.* is the designation that applies. (*the Rev. Dr.* is used if the individual has an earned doctoral degree).

Residence Hall —

This is proper terminology. Do not use "dorm."

EDITORIAL GUIDELINES

S

Seasons —

Lowercase *spring*, *summer*, *fall*, *winter* and derivatives such as *springtime* unless part of a formal name. *Albright Spring Fever*, *Winter Olympics*.

Spouse —

Use when some of the people involved may be men. For example: *physicians and their spouses*, not *physicians and their wives*.

State —

Lowercase in all “state of” constructions: the state of Maine, the states of Maine and Vermont.

Four states — Kentucky, Massachusetts, Pennsylvania and Virginia — are legally *commonwealths* rather than states. The distinction is necessary only in formal uses. For simple geographic reference, *state of Pennsylvania* is appropriate.

Do not capitalize state when used simply as an adjective to specify a level of jurisdiction. Apply the same principle to phrases such as *the city of Reading*.

State names —

Follow these guidelines:

(excerpted from The Associated Press Stylebook, 1992)

Standing alone:

Spell out the names of the 50 U.S. states when they stand alone in textual material. Any state name may be condensed, however, to fit typographical requirements for tabular material.

Eight not abbreviated:

Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are never abbreviated in text.

Abbreviations:

In text format, states are abbreviated differently than the U.S. postal abbreviations. They are: Ala., Ariz., Ark., Calif., Colo., Conn., Del., Fla., Ga., Ill., Ind., Kan., Ky., La., Md., Mass., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Vt., Va., Wash., W.Va., Wis., Wyo.

T

Teen, teen-ager (n.) teen-age (adj.) —

Do not use *teen-aged*.

Theatre —

Albright usage differs from standard American usage “theater.”

Times —

Use a colon to separate hours from minutes: *11 a.m.*, *1 p.m.*, *3:30 p.m.* Use the words *noon* and *midnight* rather than *12 p.m.*, *12 a.m.*

Titles —

In general, confine capitalization to formal titles used directly before an individual’s name. Do not capitalize titles that follow a name: *Donald P. Kirkwood*, *vice president for advancement*, *is in today*. However, in a bulleted list of individuals, capitalize title even when it comes after the name.

EDITORIAL GUIDELINES

Titles of Works —

When referencing the title of a book, magazine, play, newspaper, film, etc., use *italics*. Ex. College Relations produces *The Albright Reporter*.

U

User friendly —

Avoid. For example: *The system is easy to use*, not *the system is user friendly*.

W

Weights —

Use figures: *The baby weighed 9 pounds, 7 ounces. She had a 9-pound, 7-ounce boy.*

World Wide Web —

Capitalize. *Web* should also be capitalized, and *Website* is one word.

Y

Years —

Use figures, without commas: *2001*. Use an s without an apostrophe to indicate spans of decades or centuries: *the 1990s, the 1900s*.

Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence: *1973 was a very good year*.

Youth —

Applies to boys and girls from age 13 until 18. Use *man* or *woman* for individuals 18 and older.

Writing Sample 1

*Albright College
Inquirer Fall 2002 Education Guide*

Albright College A Different Way of Thinking

Can't decide whether to major in business or communications? Fascinated by both art and biology? Why choose only one?

Interesting people are interested in more than one thing. And connecting your interests and fields of learning can lead to new career possibilities. Today's complex world demands the special know-how gained from an education that crosses boundaries to link knowledge, ideas, people and possibilities. Flexible thinkers, open to new ideas and able to communicate, are in demand in the job market.

For more than 40 years, Albright has led the way in interdisciplinary education with its flexible curriculum and the ability to connect fields of study. At Albright, nearly half of all students opt for combined or interdisciplinary majors. (And still graduate in four years!) Last year, students had 143 *different* combinations of majors — from art/biology to psychology/business to sociology/Latin American studies. But whether you select one major or combine fields, Albright faculty work closely with all students to create an individualized education that reflects individual talents, interests and career goals.

Of 52 areas of study, 19 are interdisciplinary or combined programs, including digital media, information systems, optics, Latin American studies, psychobiology, biochemistry, environmental studies and cultural ecology. A combined concentration in music/business for those interested in careers in the music industry is a recent addition.

Albright's long tradition of excellence in the natural sciences and pre-professional programs continues to prepare graduates for law school, as well as medical, dental and veterinary school.

Albright's unique Alpha program is designed for students who come to college undecided about a major. Alpha encourages students to explore different fields of interest and assess interest and talents before selecting a major (or majors). Alpha provides academic guidance, activities, events, peer support, career counseling and coursework in a wide variety of disciplines to help students make an informed choice when the time comes.

Albright is a place that connects people in an open, down-to-earth, collaborative community. With 1,600 undergraduate students, Albright's small size ensures a 13:1 student/faculty ratio, close student/faculty relationships and an emphasis on the whole individual. Collaboration both in and outside of the classroom means students have extraordinary opportunities to work with, communicate with and learn from — not only faculty but many others with different perspectives and experiences.

Founded in 1856, Albright is located on a tree-lined, suburban campus in Reading, Pennsylvania. Year after year, students who visit Albright rate it as one of the friendliest small, private, liberal arts colleges anywhere.

Visit Albright's beautiful campus and experience the unique quality of life at Albright for yourself. For more information, or to schedule a campus tour, call the Admission Office at 1-800-252-1856. Visit Albright College on the Web at www.albright.edu.

Writing Sample 2

Albright College Sponsorship

Albright College. Albright's interdisciplinary approach encourages students to explore interests, connect fields of learning and create an individualized education for life and leadership in a complex world. Albright College. A different way of thinking.

Events and Presentations

- Pick a theme that highlights interdisciplinary studies and our collaborative environment.
- Showcase interdisciplinary collaborative work.
- Use the message points for speeches.
- Use the wordmark as a backdrop.
- Draw on our image library to create your Web site, PowerPoint presentations, programs and other materials.

VISUAL GUIDELINES

Very often the first contact that people have with the College is through images and materials that they see. This branding toolkit will help us make sure that all of our materials — from the Web to tee shirts, from signage to publications — convey our brand. A strong brand image helps people remember us. Research shows that the key to name recognition is consistent, frequent presentations over time. Using our wordmark and consistent images will help us become better known and recognized for who we are and what we do best. Every time you use the Albright wordmark, you help the College build our brand and raise our profile.

Digital files of the Albright wordmark in various formats are available for your use in simple publication projects such as fliers and posters. There are also a variety of templates, for forms, memos, PowerPoint presentations, etc. These files can be obtained from the Office of College Relations and Marketing, and are also downloadable from the Albright College Website at www.albright.edu/cr/logos.html.

College Relations can assist you in determining the appropriate type of file for your project (one-color in black, one-color in red, two-color, etc.)

Please do not attempt to copy the logo from other places on the Website, from PDF files, or to scan the logo from a hard copy of a printed piece. This will result in a poor quality, distorted image that will undercut the professionalism we want to communicate through our publications.

VISUAL GUIDELINES

The Logo

The Albright College logo consists of two graphic components: a primary wordmark (*Albright College*) and a secondary symbol (*A*).

Please use the wordmark prominently in all of our college print and electronic materials to strengthen our brand.

The symbol — the first letter of the wordmark — can support the wordmark as a secondary graphic component. Please do not use the symbol alone because it does not create a strong enough image for the College on its own.

The Wordmark

The wordmark for Albright College. The word "Albright" is written in a red, serif font with a decorative flourish on the letter 'A'. Below it, the word "COLLEGE" is written in a smaller, red, all-caps, sans-serif font.

The Symbol



VISUAL GUIDELINES

The Wordmark

The wordmark comprises two components — *Albright* and *College*. We modified the typefaces Bodoni Book and Scala Sans to create a unique rendering and relationship between the two words.

Everyone must use the wordmark in its entirety — *College* cannot be separated from *Albright* and needs to be used exactly as shown below. The colors of our wordmark are shown below and are the **only** colors and combinations in which the wordmark may appear.

The wordmark is available online at: www.albright.edu/cr/logos.html.

Please contact the Office of College Relations & Marketing if you have questions regarding usage.

Red and Gray Wordmark
Primary and Preferred Version
Available in Pantone and CMYK versions.



The wordmark consists of the word "Albright" in a red, serif font with a decorative flourish on the "A", and the word "COLLEGE" in a gray, sans-serif font below it.

Red Wordmark
Use when two colors are unavailable.
Available in Pantone and CMYK versions.



The wordmark consists of the word "Albright" in a red, serif font with a decorative flourish on the "A", and the word "COLLEGE" in a red, sans-serif font below it.

White Wordmark
Use when two colors are unavailable,
against a red background or photo-
graph. The background shown here is
NOT part of the wordmark but used
only to illuminate the white wordmark.



The wordmark consists of the word "Albright" in a white, serif font with a decorative flourish on the "A", and the word "COLLEGE" in a white, sans-serif font below it, all set against a solid red background.

Black Wordmark
Use when only black is available.



The wordmark consists of the word "Albright" in a black, serif font with a decorative flourish on the "A", and the word "COLLEGE" in a gray, sans-serif font below it.

VISUAL GUIDELINES

The Address Block

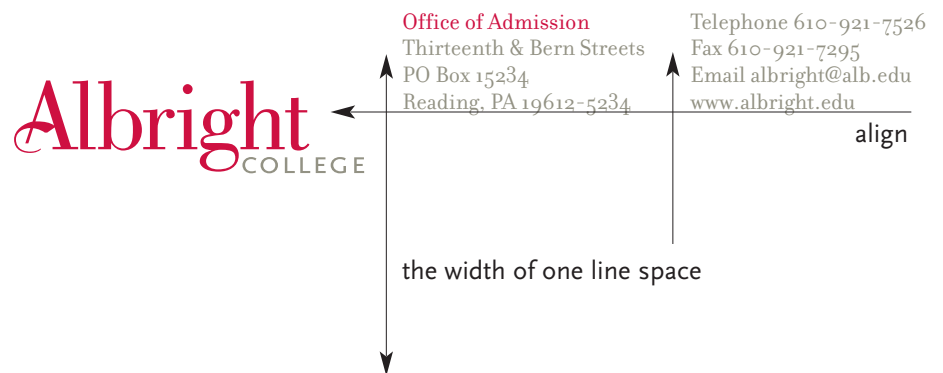
When applying the wordmark and address on printed materials, use one of the three formats below, depending on the space available.

Where possible, the address block is always in Albright Gray. Highlighted offices should appear in Albright Red. The address block is most commonly set in Filosofia, one of the College's official fonts, 9-point type with 10-point leading.

The examples below show the alignments and spacing for the wordmark and address block. A line space is defined as the visual distance of one extra line of text from the address block, 10 points.

Use any of the three formats below for all printed materials, with the exception of the College's stationery. For stationery layouts, please see pages 10-11.

Horizontal—Two Groups



Horizontal—One Group



Vertical—One Group



VISUAL GUIDELINES

Other Albright Symbols

The College seal is reserved for publications or materials requiring a formal and ceremonial image, such as commencement materials or formal invitations from the president. The Office of College Relations & Marketing must approve all uses of the seal.

The seal is shown here in Pantone 200. It may be reproduced in Albright Red, Black, foil stamped, or embossed.



VISUAL GUIDELINES

General Usage

Using our logo consistently and frequently helps Albright become better known and understood. Please use the logo as outlined.

Check with the Office of College Relations & Marketing if you have questions or to obtain digital files of the artwork. The office has the authority to approve or disapprove uses of all the components of the Albright identity.

Some examples of what to do and what to avoid are shown below.

The logo cannot be recreated with any font, resized or rearranged for any reason.

Always use the symbol in support of the wordmark, never by itself. (See next two pages for examples.)



Always use the official Albright colors. Do not switch or substitute colors with those outlined in this document.



Always use the official wordmark. Do not substitute fonts or retype the wordmark and/or symbol. Both the wordmark and symbol use customized fonts and are unique to Albright College.

Do not resize the wordmark.



Minimum size for both the wordmark and symbol are shown at right. Do not use the logos any smaller than shown here.



VISUAL GUIDELINES

Usage Examples

These guidelines do not cover every application of the wordmark. When in doubt, please contact the Office of College Relations & Marketing for assistance in maintaining the Albright College look.

We have included two examples to illustrate the clarity and simplicity of approach. The examples below and on the next page illustrate possible uses of both the wordmark and symbol.

Sample Banners

Banner A uses only the Albright College wordmark in conjunction with the banner title.

Banner B uses the Albright College symbol in support of the wordmark and banner title.



Banner A



Banner B

VISUAL GUIDELINES

Usage Examples

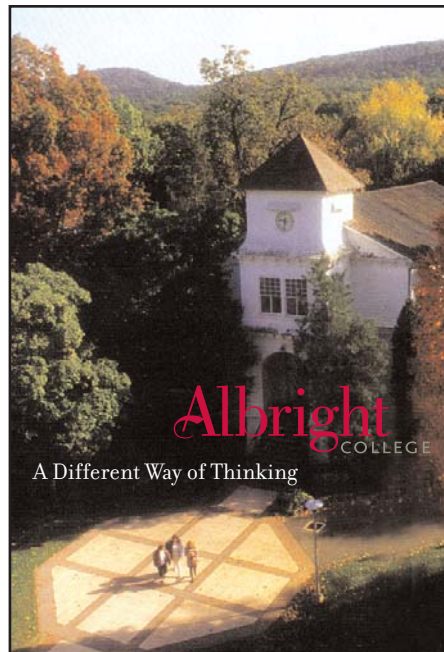
These guidelines do not cover every application of the wordmark. When in doubt, please contact the Office of College Relations & Marketing for assistance in maintaining the Albright College look.

We have included two examples to illustrate the clarity and simplicity of approach. The examples below and on the previous page illustrate possible uses of both the wordmark and symbol.

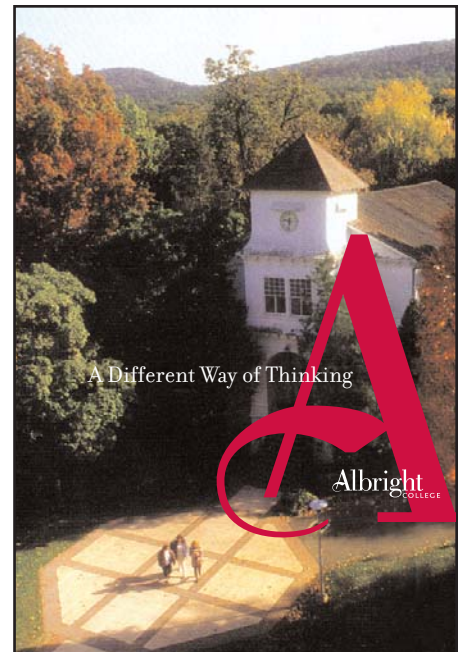
Sample Publication Covers

Cover A uses only the Albright College wordmark in conjunction with the publication title.

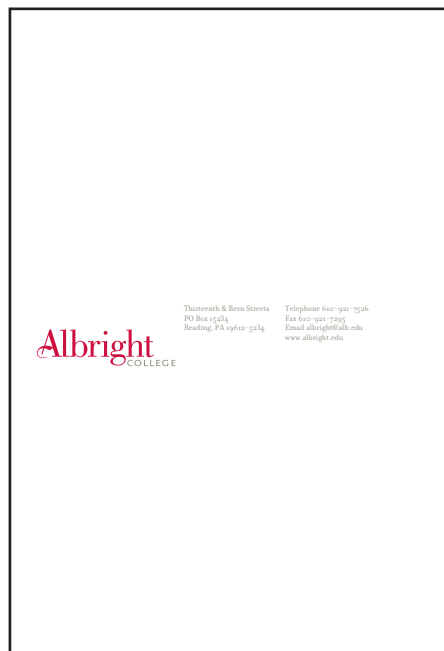
Cover B uses the Albright College symbol in support of the wordmark and publication title.



Publication Cover A



Publication Cover B



Publication Back Cover A and B

VISUAL GUIDELINES

Stationery

Stationery, which often makes the first impression, represents one of the most important aspects of the College's identity.

Below is the primary stationery — letterhead, #10 envelope and business card. Stationery is printed in two colors, Pantone 200 and 416. Address blocks are flush left and printed in Pantone 416.

Typing formats are flush left and aligned with the Albright wordmark — 3/4" from the left and 2" from the top of the page. Text is Garamond, a standard font widely available on IBM and MAC computers.

Personalized stationery is only permitted for the president, vice presidents, provost, and chair of the board of Albright College.

Primary letterhead
#10 envelope
Business card

Thirteenth & Bern Streets
PO Box 15234
Reading, PA 19612-5234

Telephone 610-921-7526
Fax 610-921-7295
Email albright@alb.edu
www.albright.edu

Albright
COLLEGE

Date

Company Name
Street Address 1
Street Address 2
City, State, Zip
Attn: Person
Title

Dear Person,

Brevi vel toto est iunior anno. Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum. Si meliora dies, ut vina, poemata reddit, scire velim, chartis perficit quotus pretium quotus arroget annus. Scriptor abhinc reddit misso annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque perfectos novos? Excludat iurgia finis. "Est vetus atque probus, centum qui perficit annos." Quid, qui deperit in his perfectos uno mense vel anno.

Iste quidem veteres inter pnetur honeste, qui vel mense brevi vel toto est iunior anno." Utor permissio, caudaeque nisi pilos ut equinae paulatim vello et virtutem, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit. Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et sanctum mentibus haeret paene recens? Adeo sanctum est vetus omne poema. Ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alti, dicitur Afrani toga convenisse Menandro, Plautus ad exemplar Siculi properare Epicharmi. Hos ediscit et hos arto stipitata theatro spectat Roma potens; habet hos nisi numeratque poetas ad ambigitur tempus Livi scriptoris ab aevo. Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et mentibus haeret.

Thirteenth & Bern Streets
PO Box 15234
Reading, PA 19612-5234

Albright
COLLEGE

Thirteenth & Bern Streets
PO Box 15234
Reading, PA 19612-5234

Telephone 610-921-7526
Fax 610-921-7295
name@alb.edu

Albright
COLLEGE

Person Name
Title Line 1
Title Line 2

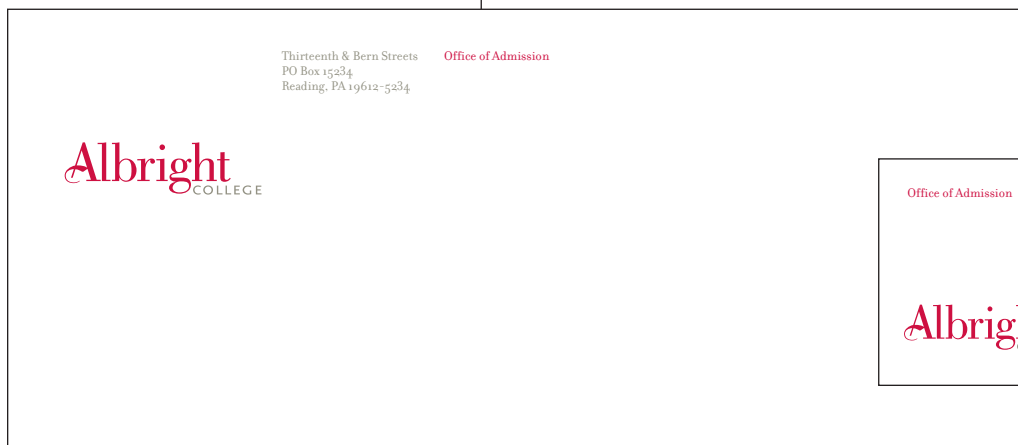
VISUAL GUIDELINES

Stationery

An example of stationery for a department is shown below. Contact the Office of College Relations & Marketing to develop stationery for your department.

Personalized stationery is only permitted for the president, vice presidents, provost, and chair of the board of Albright College.

Department letterhead
#10 envelope
Business card



VISUAL GUIDELINES

Typography

The College has chosen two primary font families — Scala Sans and Filosofia — to complement the wordmark and symbol. Both offer a wide range of weights and styles, of which only a few are shown below. In creating materials for Albright, please use these fonts. Use your discretion when selecting one, or both, and remember that clear and legible communication is always a primary goal — let the typography support the communication rather than impede it.

For body text in correspondence, always use Garamond, a standard font widely available on IBM and MAC computers.

ScalaSans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!@#\$%^&*()[]{}

ScalaSans Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!@#\$%^&*()[]{}*

ScalaSans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!@#\$%^&*()[]{}**

ScalaSans Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!@#\$%^&*()[]{}***

Filosofia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!@#\$%^&*()[]{}

Filosofia Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!@#\$%^&*()[]{}*

VISUAL GUIDELINES

Typography

For publications (newspapers, magazines, brochures, etc.), the following fonts may be considered: (serif) Garamond, Bodoni, Perpetua and (sans serif) Frutiger and Gill Sans.

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!@#\$%^&*()[]{}

Bodoni

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!@#\$%^&*()[]{}

Perpetua

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!@#\$%^&*()[]{}

Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!@#\$%^&*()[]{}

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!@#\$%^&*()[]{}

VISUAL GUIDELINES

Color

The official colors of the Albright College visual identity are Albright Red and Albright Gray. The red is more important to the identity of the College; you may omit the gray, which is often treated as an accent color. Albright Red is Pantone 200 and Albright Gray is Pantone 416; CMYK, RGB and HTML equivalents are indicated below.

In instances where only one color is available, use Pantone 200. When two are available, use Pantone 200 and 416.

Secondary colors can also be used to express the identity of an individual unit while maintaining overall consistency.

PANTONE 200
HTML C41E3A

CMYK C 0
M 100
Y 63
K 12

RGB R 196
G 30
B 58



PANTONE 416
HTML 8E8C7A

CMYK C 0
M 0
Y 16
K 50

RGB R 142
G 140
B 122



VISUAL GUIDELINES

Photography

Imagery should capture the essence of the College's brand:

- A Different Way of Thinking
- Interdisciplinary
- Crossing boundaries
- Collaborative
- Willing to engage
- Dynamic
- Diverse

Examples

People with interesting expressions, people who look like there is something going on behind their eyes, who appear intellectually engaged, curious, etc. Portraits and close-ups of faces.

Students and faculty working collaboratively in visually interesting and challenging projects of all sorts.

Students and faculty having fun together.

Students working collaboratively with other students, mentoring each other, having fun.

Shots that show diverse people engaging together in activities.

Shots that show a real diversity of activities, from athletics to classrooms, to residence halls, to science projects.

Campus shots that show off the beauty of the campus should always have people in them.





Office of College Relations & Marketing
Selwyn Hall, 2nd Floor
Thirteenth & Bern Streets
Reading, PA 19612-5234

610-921-7526
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