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THE ALBRIGHT BRAND

The brand of Albright College comprises the sum total of all associations with the College — positive, negative and otherwise. The closer these associations with the College are to people's expectations, the stronger our brand will be. For this reason it is important to communicate about Albright with credibility, clarity and consistency to all audiences and across all platforms.

The guidelines that follow are meant to help the Albright community convey through words and images the inherent traits and character of the College. These traits were discerned through rigorous market research, which was then used to develop a new brand strategy and visual identity. The expression of a strong, genuine, distinct and easily articulated brand identity will allow us to position Albright to respond to the needs and interests of our key audience, create broad-based pride in the College, clarify our promise and reduce misperceptions, and authentically represent the institution of today while conveying an aspirational vision of our future.

RESEARCH

In 2015, Albright engaged SimpsonScarborough, a research and creative firm from Alexandria, Virginia, to conduct a comprehensive market research project. Quantitative and qualitative studies of prospective students and their parents, current students, alumni, faculty and staff, and high school counselors produced findings on a variety of topics. These included the College's perceived strengths and weaknesses, its position with respect to competitor institutions, its reputation and perceived academic quality, aided and unaided awareness of the College, and more.

This comprehensive study enabled Albright to develop a brand strategy that was evidence-based and designed to reposition the College among its most important internal and external stakeholder groups.

BRAND STRATEGY

The strategy language developed from and informed by the research serves as a touchpoint for all of Albright's externally facing marketing communications efforts. It is for internal use only. It includes a new brand promise, brand positioning, brand pillars and key messages, and brand personality.

BRAND PROMISE

The brand promise identifies what key audiences should expect in all interactions.

Albright College educates creative, curious students to become adaptable global citizens who discover and reach their full potential.

BRAND POSITIONING

Brand positioning articulates Albright's (researched and documented) desired brand associations; rooted in today, but also aspirational.

Albright guides its students to exceed their own expectations and reach their full potential, encouraging and enabling them to nurture their creative passions, discover untapped talents, and graduate as well-rounded citizens and adaptable leaders.

Albright encourages all students to discover and pursue a unique path to their dreams and talents with confidence and conviction. The College gives them every opportunity to embrace their creativity and explore their interests inside and outside the classroom. A liberal arts foundation, an interdisciplinary focus, a nurturing community, and a diverse campus environment give our students the knowledge and skills needed to thrive in an ever-changing global environment that demands flexible knowledge and perspectives. Educated to know, engage and understand the world, Albright graduates are inspired by what they have learned and prepared to face the uncertainties of the future.

BRAND STRATEGY

BRAND PILLARS

Brand pillars are the most important attributes we want to communicate. They must emphasize very specific, tangible aspects of the Albright experience

- Liberal arts curriculum
- Interdisciplinary focus
- Nurturing community
- Diverse campus environment

BRAND PERSONALITY

The brand personality includes attributes or traits that guide the tone of voice and visual expression. It captures the spirit of the brand positioning and supporting pillars, and helps us bring the brand to life and foster consistency in the ways we communicate it.

- Adaptable
- Inclusive
- Supportive
- Creative
- Diverse
- Curious

BRAND STRATEGY

KEY MESSAGES

Key messages support the brand pillars in every piece of communication, interaction and touch-point we have with our audiences.

Liberal arts curriculum

- Albright students learn the variety of paths to knowledge and use that information to understand the bigger picture and its contexts.
- Albright students are taught to become lifelong learners and lead meaningful, considered lives. Albright students are prepared to be informed, engaged citizens of their communities and the world.
- Albright students are taught to rethink, reimagine, and redefine. They have the depth and versatility to thrive in a highly competitive and ever-changing workplace.
- Outcome: Flexible, versatile, and well-informed worldview; interpersonal and intellectual skills that complement technical knowledge

Interdisciplinary focus

- Albright students are encouraged to blend coursework and think across the boundaries of disciplines. By connecting diverse ideas and themes across academic disciplines, students develop intellectual breadth and a deeper understanding of complex relationships that make up the world.
- Albright students are taught to take intellectual risks and think laterally. As a result, students make connections between divergent perspectives to uncover unique insights.
- Students are empowered to see past limits and create a unique path tailored to their own skills and interests.
- Outcome: Depth, intellectual perspective, and versatility

Nurturing community

- Albright students develop meaningful relationships with faculty and staff that are based on shared academic and personal interests and experiences. Through these interactions, students are encouraged to engage in diverse activities and explore new worlds of knowledge.
- Faculty and staff serve as mentors, advisers, and collaborators. As a result, students develop leadership, problem-solving, and communication skills, as well as a greater sense of purpose.
- Albright students are cared for as individuals. The small class environment gives students greater opportunities to ask questions, participate in discussions, and have professors who actually know who they are. Academic and student support services help them navigate the rigors of college life.
- Outcome: Long-term personal fulfillment and professional success

Diverse campus environment

- Albright's student body reflects the wider population, helping all students learn to work and interact with a variety of individuals from different backgrounds.
- Albright students develop greater self-awareness and self-confidence. They compare and contrast their life experiences with those of others and learn to appreciate the differences. Students gain a panoramic perspective of the world and a more complete view of their place in it.
- Students expand their capacity for viewing issues or problems from multiple perspectives, angles, and vantage points. As a result, they are able to consider various options when making decisions and weighing values and outcomes.
- Outcome: Preparation for an increasingly global society

VISUAL GUIDELINES

THE LOGO

The College designed and tested a new visual identity meant to provide a strong graphic representation of our new brand identity. Our new mark includes two elements: the name of the College, with “Albright” in an all-caps serif font, denoting strength and pride; and a graphic with several important facets:

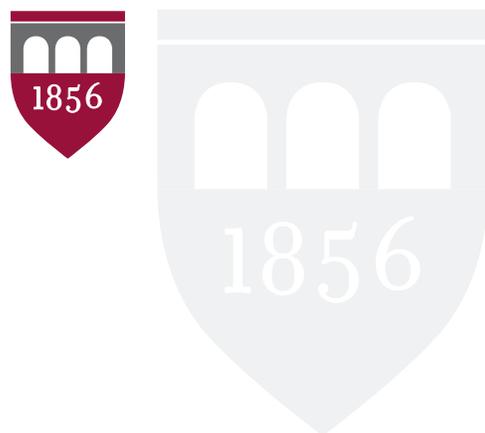
- A shield shape, conveying academic presence and strength
- Archways, reflecting one of the campus’s more distinctive architectural features, seen most prominently at Selwyn Hall but also observable across the College
- 1856, the year of our founding, emphasizing our impressive history and legacy of excellence

The mark must be used in its entirety – that is, neither the image nor the College’s name is to be pulled out of the mark and used separately. The shield may be used as a design element, but only when the entire mark is also present.

The Logo



The Shield



VISUAL GUIDELINES

The logo comprises two components — “Albright College” and the shield. We modified the typefaces Minion and Optima to create a unique rendering and relationship between the two words. The logo must be used in its entirety — “College” cannot be separated from “Albright” and needs to be used exactly as shown below. The colors of our logo are shown below and are the only colors and combinations in which the logo may appear. The logo is available online at www.albright.edu/cr/logos. Please contact the Office of College Relations & Marketing if you have questions regarding usage.

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



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



White Logo
Use when two colors are unavailable,
against a photo or red or black background.
The background shown here is only used
to illuminate the white logo.



Black Logo
Use when only black is available.



VISUAL GUIDELINES

THE SYMBOL

The shield must always be used with the logo. It never appears alone except when used as a design element in conjunction with the full logo. The only colors are shown below. The symbol is available online at www.albright.edu/cr/logos. Please contact the Office of College Relations & Marketing if you have questions regarding usage.

Grey Shield
Available at 10% of PMS 431
on a white background.



White Shield
Use when two colors are unavailable,
or against a photograph or red or black
background. The background shown
here is only to illuminate the white symbol.



Grey Shield
Available at 20% of white on
a black background.



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 Grey PMS 431.
It may be reproduced in Red PMS 201,
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. Digital files of the artwork are available on the College Relations department page. 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. Please contact College Relations with any questions you might have.

Never use the shield by itself.



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

Do not resize the logo.
Minimum size for both the logo and shield are shown below.
On written documents, do not use the logo any smaller or larger than its shown here.



Do not substitute fonts or retype the logo or shield. Both the logo and shield use customized and unique to Albright College.

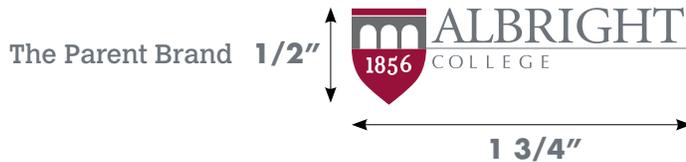


VISUAL GUIDELINES

SUB BRANDS

Sub-branding is the process of creating a secondary brand within a main brand that can help differentiate important offices, departments and organizations that are subsidiary units. It is critical that all administrative and academic offices and areas be represented as a sub-brands of Albright. This ensures that their affiliation with their parent institution, the College, is clearly identified and helps make certain that messages to our external and internal audiences are not confused with those of another institution.

Your office's sub-brand, in keeping with brand guidelines and institutional strategies, will be provided to you. If you do not have a sub-brand or have questions about your sub-brand, please contact College Relations.



Examples

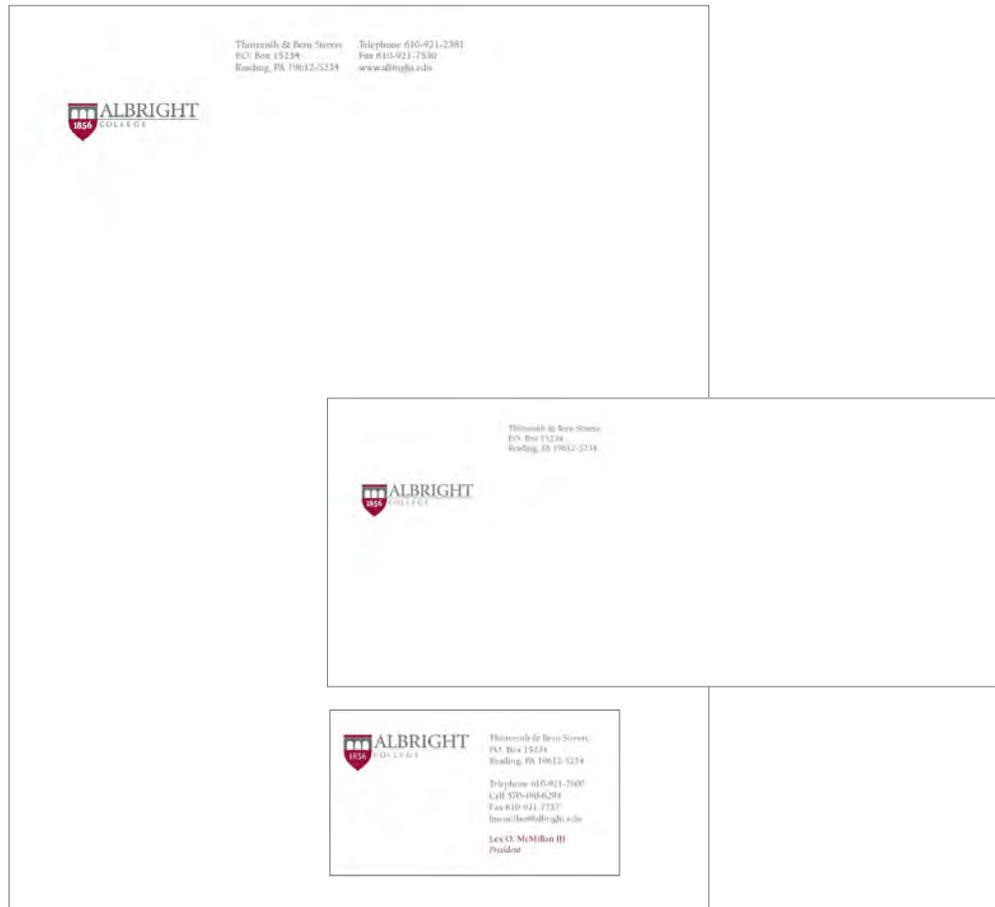


VISUAL GUIDELINES

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 201 and 431. Typing formats (your letter or communication) are to be flush left and aligned with the Albright logo. Your communication should be typed in 12-point Garamond, a standard font widely available on PC and Mac platforms. Personalized stationery is permitted only for the president, vice presidents, provost and chair of the board of Albright College.

Primary letterhead
#10 envelope
Business card



VISUAL GUIDELINES

SUPPORTING DOCUMENTS

A fax sheet, memo sheet and Word document have been designed to support the letterhead are available on the intranet under the College Relations department page. Typing formats (your letter or communication) are to be flush left and aligned with the Albright logo. Your communication should be typed in 12-point Garamond, a standard font widely available on PC and Mac platforms. These documents should not be created by offices “as needed” but downloaded and used in strict compliance with the style guidance provided here.

Word Document

Memo Sheet

Fax Cover Page

Name Tag

Word Document template showing the Albright logo and contact information at the top left. The contact information includes: University of West Virginia, 101 Ray 1010, Morgantown, WV 26501-0100, Telephone: (304) 257-2000, Fax: (304) 257-2000, www.albright.edu.

Memo Sheet template showing the Albright logo and contact information at the top left. The contact information includes: University of West Virginia, 101 Ray 1010, Morgantown, WV 26501-0100, Telephone: (304) 257-2000, Fax: (304) 257-2000, www.albright.edu. Below the logo, there are fields for: Date, Fax To, Company Name, Attention, Total no. of pages (including cover), Fax From, Subject, and a note: (If the Facsimile is received incomplete or unreadable, please call Albright College at (304) 257-2000. There is a horizontal line for the subject field.

Fax Cover Page template showing the Albright logo and contact information at the top left. The contact information includes: University of West Virginia, 101 Ray 1010, Morgantown, WV 26501-0100, Telephone: (304) 257-2000, Fax: (304) 257-2000, www.albright.edu. Below the logo, there are fields for: Date, To, Department, From, and Re.

Name Tag template showing the Albright logo and contact information at the top left. The contact information includes: University of West Virginia, 101 Ray 1010, Morgantown, WV 26501-0100, Telephone: (304) 257-2000, Fax: (304) 257-2000, www.albright.edu.

VISUAL GUIDELINES

TYPOGRAPHY

The College has chosen four primary font families — Futura Bold, Calvert Light, Avenir Book and Berkeley Old Style Book — to complement the logo and symbol. These fonts are to be used by College Relations only and provided here for you to educate third-party vendors who will be building supporting visual material for the College. For body text in correspondence, always use 12-point Garamond, a standard font widely available on PC and Mac platforms.

FUTURA BOLD

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

Calvert Light

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

Avenir Book

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

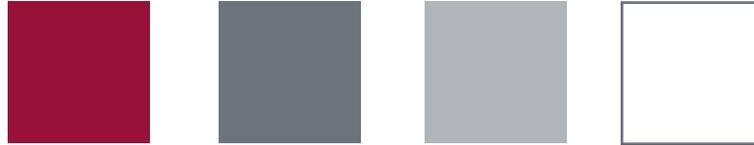
Berkeley Old Style Book

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

VISUAL GUIDELINES

COLOR

The official primary color palate of the visual identity is Albright red (PMS 201) and Albright gray (PMS 431). The red is more important to the identity of the College. In instances where only one color is available, use Pantone red 201. When two are available, use Pantone red 201 and Pantone gray 431. Secondary colors (Pantone gray 429 and white) can also be used to express the identity of an individual unit while maintaining overall consistency.



PANTONE 201	PANTONE 431	PANTONE 429	WHITE
HTML C41E3A	HTML 8E8C7A	HTML 8E8C7A	
CMYK	CMYK	CMYK	
C 0	C 11	C 3	
M 100	M 1	M 0	
Y 63	Y 0	Y 0	
K 29	K 564	K 32	
RGB	RGB	RGB	
R 179	R 106	R 176	
G 8	G 115	G 183	
B 56	B 123	B 188	

