

# Bryn Mawr *Girl*

Brand Guide 9.14.17



These guidelines were created for the Bryn Mawr Girl Campaign. The brand guide should be used by designers and marketers as a resource to ensure that The Bryn Mawr Girl brand is represented consistently and accurately throughout all applications. Please reference this guide when making decisions about how to visualize the campaign so that a unified brand experience is delivered to our audience.





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Bryn Mawr *Girl*

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# Primary Logo

This is our **primary logo**. This version of the logo should be used whenever possible for both printed and digital collateral.

The lettering style in the word 'girl' has a playful, friendly vibe. The hand-drawn style helps emphasize the handmade and personal values of the campaign. The daisy as part of the mark, combined with the Bryn Mawr typeface, makes the brand recognizable and memorable.

A. The logo features the words "Bryn Mawr" in a white serif font, with a small white daisy flower icon positioned between the two words. Below "Bryn Mawr", the word "Girl" is written in a light green, cursive script font.

Vertical Logo

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B. The logo features the tagline "Become a" in a light green, cursive script font above the words "Bryn Mawr" in a white serif font. A small white daisy flower icon is positioned between "Mawr" and "Girl", which is written in a light green, cursive script font.

The logo features the tagline "I am a" in a light green, cursive script font above the words "Bryn Mawr" in a white serif font. A small white daisy flower icon is positioned between "Mawr" and "Girl", which is written in a light green, cursive script font.

The logo features the tagline "She is a" in a light green, cursive script font above the words "Bryn Mawr" in a white serif font. A small white daisy flower icon is positioned between "Mawr" and "Girl", which is written in a light green, cursive script font.

The logo features the tagline "We are" in a light green, cursive script font above the words "Bryn Mawr" in a white serif font. A small white daisy flower icon is positioned between "Mawr" and "Girls", which is written in a light green, cursive script font.

Logo Variations with Targeted Statements

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C. The image shows two stand-alone marks: "Girl" and "Girls". Both are written in a light green, cursive script font. A small white daisy flower icon is positioned between the 'i' and 'r' in "Girl", and between the 'i' and 'l' in "Girls".

Girl Stand-alone Mark

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# Secondary Marks

The secondary marks should all be used in specific scenarios. Groups A and B can be used in place of the primary logo, but only on specific occasions. Refer to usage examples on page 7-8.

## A. Stacked Logo

A stacked version of our logo was created for use in spaces that are best suited for square or a more vertical orientation of our logo. **Please consider the primary horizontal version as the preferred mark.** Do not make the stacked logo smaller than 0.75 in. (54 px. wide).

## B. Targeted Logo Variations

The logo variations can be used in place of the primary logo. These variations are used to further the messaging of the creative. **Use only these 4 approved sentiments with the approved primary logo.** Keep the placement and positioning with the primary logo exactly how you see here. These should be treated like logos and not altered. Refer to pg. 7 on example scenarios as to where to use each logo variation.

## C. *Girl* Stand-Alone Mark

**The *Girl* Mark should never be used as a replacement of the primary or vertical logo.** This should only be used as part of a sentence. Anywhere it appears in print or digital application, the primary logo should be shown somewhere on the same piece of collateral. The only time you may see it by itself is on items such as apparel, stickers, etc., or as a background textural element (Intro page). Use judgement when using the plural vs. singular version in a sentence.





A.



# Secondary Mark Usage

- A. This is an example of where a stacked logo would work best because of the vertical orientation of the banner.
  
- B.1. This example shows the stand-alone Girls mark being used in a sentence with the pairing of the secondary logo “We Are Bryn Mawr Girls.” The photo in this ad shows multiple girls that already attend this school. Since the sentence in this ad is framed to target students already attending, using the “We are Bryn Mawr Girls” logo is the most logical choice. Always use the “We are...” or “I am a...” logos when referring to in-house scenarios (C.1 and C.2) because these are meant to give the girls already involved and part of the Bryn Mawr family a sense of unity and recognition.
  
- B.2. This example shows the stand-alone Girls mark being used in a sentence with the pairing of the secondary logo “Become a Bryn Mawr Girl.” The photo in this ad shows a current teacher at Bryn Mawr interacting with her classroom. The sentence is framed around the community and education the audience would be receiving if attending Bryn Mawr. This is targeted toward an audience that doesn’t currently attend Bryn Mawr; therefore, “Become a Bryn Mawr” girl becomes a call to action.

B.1



C.1



C.2



B.2





# Girls Rule

After making a conscious decision as to what logo to use, we want to make sure that the audience is able to clearly read it. Since this campaign is very image-heavy, any time there is a lighter photo or a photo that may clash with the colors of the logo, be sure to put the logo on top of a dark green (refer to pg.30 for exact color) rectangular box. This is to ensure that the logo stands out in all applications. On occasion, you may include a secondary line locked up with the logo inside of the same box.



# Clear Space

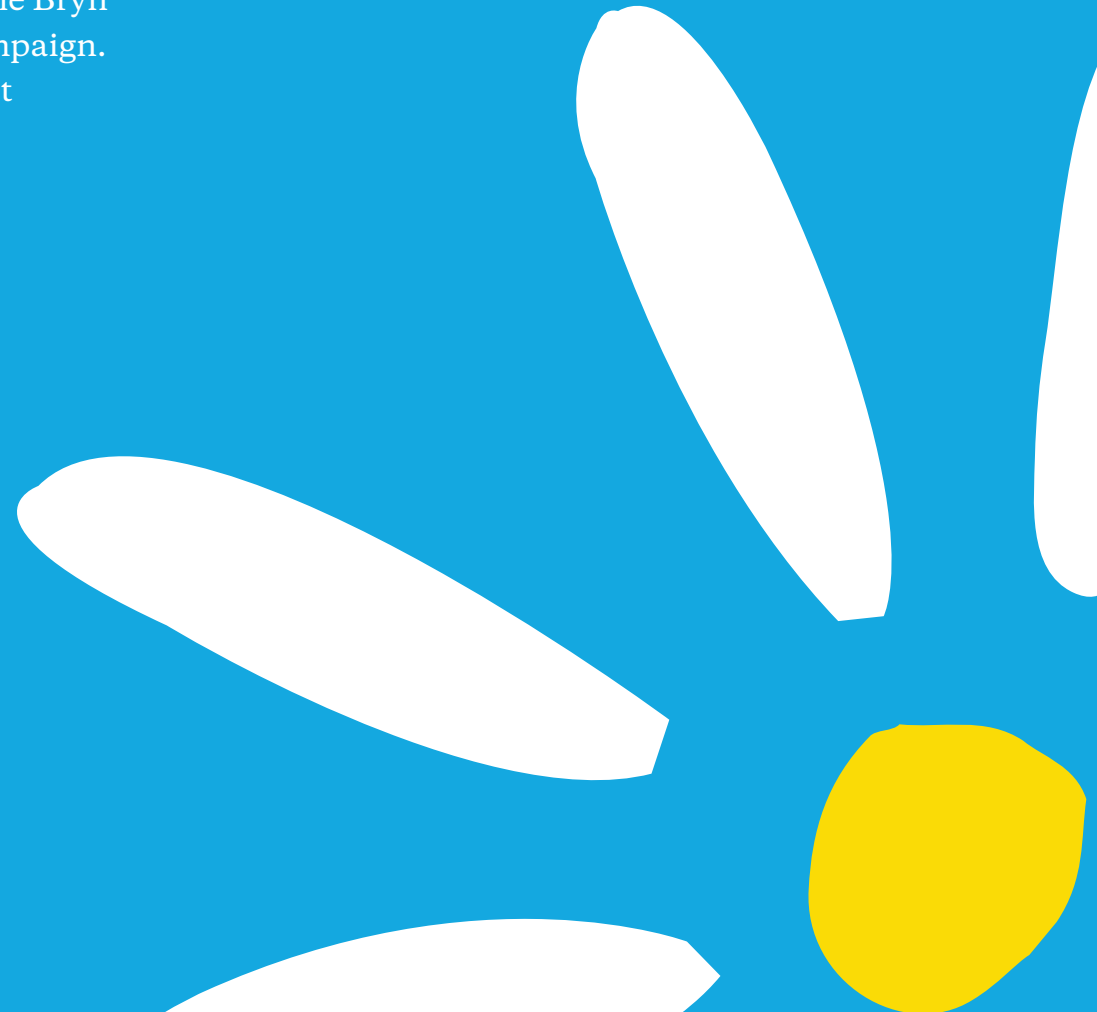
To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements such as other logos or body copy that might conflict, overcrowd, and lessen the impact of the mark.

Use the minimum defined space of the letter 'B' in the logo as the width and height. This minimum space should be maintained as the logo is proportionally resized or a secondary line is added. *\*Keep in mind these rules still apply for the space around the logos that can stand by themselves on top of a photo without the green box.*



# The Daisy

The daisy is a very important symbol in regards to the Bryn Mawr School and plays a huge role in this brand campaign. When using it, please follow certain rules so as to not compromise the overall look of the brand campaign.





A. Always use the Bryn Mawr Girl Campaign Daisy when using it in reference to this campaign.

B. When using the daisy as part of the logo, never use the full daisy.

C. Do not rotate or change the size of the daisy when using it as part of the logo.

D. Do not change the colors of the daisy. Always keep it white with the brand yellow at the center (refer to page 30 for correct yellow).

E. Because the daisy is always white, do not ever have the logo on a white background.

F. When using the daisy as part of a descriptive (adjective) word, always use the full daisy.





# She is Confident

A huge part of the Bryn Mawr Girl Campaign's objective is use of the descriptive words. Every piece of creative is meant to show the audience how the girls are feeling or thinking. These powerful words represent why the girls love to be Bryn Mawr Girls and why a prospective student would become one. This helps the campaign to resonate with the current students or alumni, while promoting the school to new audiences.

Part of tying everything together aesthetically means incorporating the daisy into these powerful adjectives. Although a group of words have already been pre-selected for this campaign (*refer to pages 17-18*), the designer or marketer may choose their own words. When choosing an adjective, make sure they are simple, engaging, and contain the letter 'o'.

Strong

Bold



THE  
BRYN MAWR  
SCHOOL

Become a  
Bryn Mawr Girl





C.



# Keep it Consistent

When using a descriptive word (with daisy), you should always have a primary or *previously specified secondary logo* (refer to pg.7) together on a piece of a creative. Example on pg. 16. **Note:** *Do not use a word starting with the letter O; the daisy at the beginning can be hard to read and look out of place.*

- A. Do not use the Girl stand-alone mark on the same creative as the descriptive word (with daisy). We feel the daisy starts to get too repetitive and becomes less powerful if overused within the same creative.
- B. When using a descriptive word (with daisy), it can be used as part of the message or by itself. If it is being used as part of the messaging, make sure the word is located close enough to the sentence to feel as though it is read as one message and not multiple.
- C. Whenever possible, try to have the descriptive word (with daisy) interacting in some way with the photo. (i.e. going behind the girl). This is meant to give a greater sense of connection from the girl to the word. We understand this is not always possible and is not vital.



A.



B.



Extra\*rdinary

Ho\*peful

Co\*nfident

Curio\*us

Str\*ng

Passi\*nate

B\*ld

J\*yful



# Photography

Bryn Mawr school has a wonderful selection of photography to choose from. We want to ensure that we are always using this photography, preferably showing the girls in their most current uniforms. Consult with the designer, marketer, or photographer if it is unclear what photos are appropriate for use.



# Bright & B\*ld

Bryn Mawr Girls are bright and their voices are bold. We want the girls to really pop and their words to be easily read. There are certain photography rules established to push the style of the campaign and ensure the creative comes to life.



# Choosing the Photo

When making a decision on which photo to use for your creative it can become tricky. There are a few target guidelines we try to follow to ensure these photos feel like part of the Bryn Mawr Girl campaign.

- A.** Use photos where the girls are looking happy and engaging. There are a lot of beautiful photos of girls concentrating hard or having a more serious expression. Although these are good photos, we want to make sure that the overall feeling of the campaign is upbeat and welcoming. *\*This also applies to the photography using teachers.*
- B.** Do not select photos that are overly busy. Keep in mind that this photo will be part of campaign creative that will contain other elements such as a logo or text. We don't want there to be too much going on for the audience.
- C.** Photos with shallow depth-of-field work best. When the background is slightly blurred it typically allows a lot of space for the text to live and be easily read.
- D.** Capture a variety of ages. We want to make sure the audience understands that Bryn Mawr girls range from K-12.

A.



A.



B.



C.







# Editing Your Photos

After choosing the photo(s) you want to use, there are a few steps to stylize them and make them unique to the Bryn Mawr Girl Campaign. Make sure to stay consistent in following these steps so that the overall brand campaign looks cohesive.



1. Choose your focal point. There are usually multiple girls in a photo, but part of the Bryn Mawr Girl aesthetic is to highlight just one girl per photo.
2. Use your path tool in photoshop to clip out the girl you have chosen. Be sure to keep the original background as a layer.
3. On the original background layer, use the layer effects called “color overlay.” Always select the color black at 40% opacity with the blend mode set to normal. Be sure to keep this layer underneath your cut-out layer, so that your focal point stands out.
4. Adjust the brightness slightly on your focal cut-out so that it really pops against the background.
5. Add any additional design elements within the campaign guidelines.

One

Two

Three



Original Photo



Focal point cut-out and background  
with black overlay



Final Creative with Additional  
Design Elements



# Halftone Photos

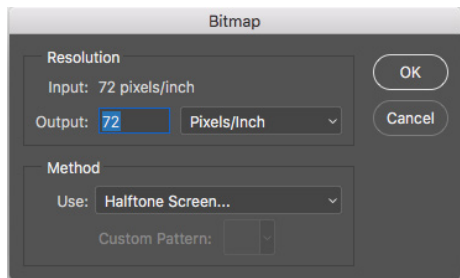
Bryn Mawr Girl Campaign also has another style option for photography called halftone. Only use halftone stylization for environmental scenarios or digital ads that animate. *\*Note: It is not necessary to use this type of photography, but serves as a fun addition to the overall campaign brand.*



1. Once you have the photo selected that you want to edit, go to Image < Mode < Grayscale. This will turn your image to black and white.

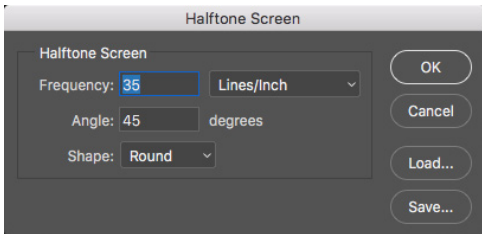
2. Once you have your grayscale image adjust the brightness and contrast. Make sure to have a heavy contrast so that the halftone will have a lot of variation to pick up in the photo.

3.



Next go to Image < Mode < Bitmap. This window will pop up. Use the output 72 pixels/inch for anything digital and 300 pixels/inch for anything print. Method should always be selected Halftone screen to get this effect. Click OK.

4. Once you select OK, the next pop up window appears.



For smaller images use the Frequency 35 lines/inch at an angle of 45 degrees with the shape selection Round. Select OK. *\*This will need to be adjusted for larger images.*

5. Almost done! Your image should now have the halftone effect. To get a more finalized look, go back to Image < Mode < Grayscale. Select OK. You now have your halftone stylized image.

*\*Note: When you want to add any color, make sure you save it out as a separate image. You will not be able to add any color to this file because it will be in grayscale mode.*



# Halftone & Digital Usage

- A.** Although the Halftone-styled imagery is a fun addition to the Bryn Mawr Girl Creative, it should only be used on Digital Ads that have multiple slides, videos that animate, or environmental applications (pg 7). We want the audience to be able to focus on the messaging immediately. On a really small ad size the halftone can be distracting and make the messaging harder to read.
- B.** When referencing the style of buttons or example layouts on digital creative, refer to our provided digital templates.

Slide 1



Slide 2





# Typography

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the fun, friendly, and bold feel of the brand campaign and should be used across all print and web applications.

## Copernicus

### SEMI-BOLD TYPEFACE

Use for any body text.

### TITLECASE

Always use 40 pt kerning for this typeface.

### Semi-Bold

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

**DISPLAY TYPEFACE**

*Shelby*

**BOLD TYPEFACE**

*Bold*

Use for the describing words referenced on page 13-18.

**TITLECASE**

Always use 0 kerning for this typeface. Since it is a script, we want to ensure all the letters stay connected and fluid.

*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*

**SHELBY WITH DAISY**

Use tracking of 40 + -40 on both sides of the daisy. This gives the daisy room to breathe while keeping the rest of the word legible.

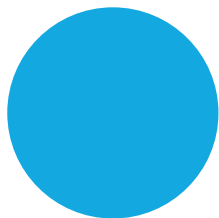
*B|\*|ld*



# Colors

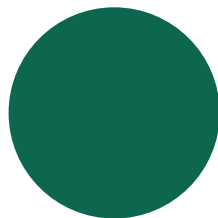
Color is an integral part of brand identity. We want to keep this color palette consistent to the Bryn Mawr School brand. It is important to give the audience a sense of connection from this specific brand campaign to the overarching brand.

## Primary Colors



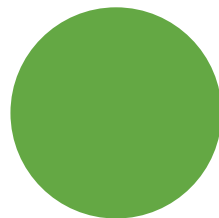
PMS 2995

CMYK 80 10 5 5  
# 02a8df



PMS 336

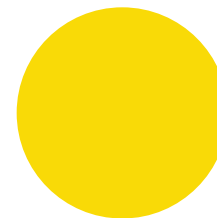
CMYK 100 0 70 55  
# 006750



PMS 376

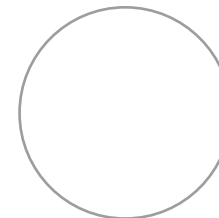
CMYK 45 5 100 0  
# 62a945

## Secondary Colors



PMS 611

CMYK 10 10 100 0  
# fbdc05



White

CMYK 0 0 0 0  
#ffffff



Gurl

Gurl

Gurl



# Little School

Although the campaign is called Bryn Mawr Girl, we still want Little School to be a part of the overall aesthetic of the brand. There are a few rules to follow in terms of what not to use from the Bryn Mawr Girl campaign on Little School collaborative, as well as what should be used to tie it together aesthetically.

**A. Never use any variation of the Bryn Mawr Girl Logos.**

This is very important because Little School has boys and girls as students. We don't want to defer the audience in thinking that only girls can attend Little School.

**B. Edit the Photography in the same style**

Use photo selects of boys and girls together as much as possible to make it clear to the audience who can attend the Little School. Continue to have the focal point cutout and brightened, as well as a darkened background (refer to pg.23 for more detail.)

**C. Use the Shelby Typeface as a Logo or Descriptive (Adjective) Word**

Although you can use the Shelby Typeface in the collaborative for Little School, never use the daisy as part of the word. We want the aesthetic to look similar, but not identical to the Bryn Mawr Girl campaign because of the difference in audiences.



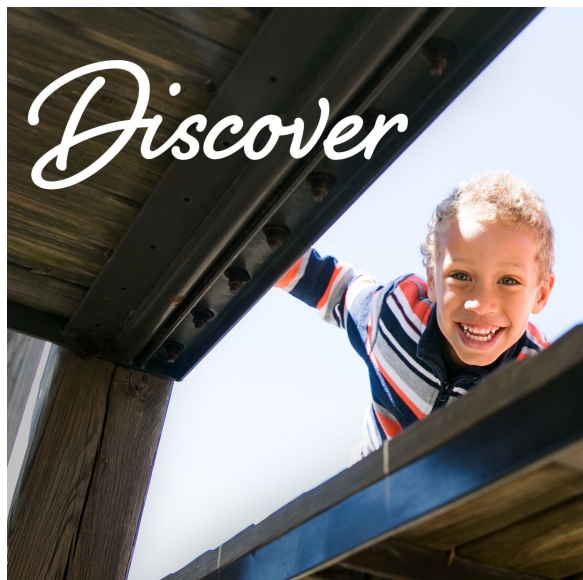
A.



B.



C.





Bryn Mawr *Girl*