



Communications Tune-Up #3

Branding Basics

The Road We're On

We're moving from communications goals to planning, branding, resources and student social media supervision.

Each session builds on the one before it, creating an intentional path from **why you communicate** to **how you and your team will put that work into practice**.

Session #1: Start With Your Why

Session #2: Build Your Communication Plan

Session #3: Branding Basics

Session #4: Find the Right Resources

Session #5: Student Social Media Management



University Brand

W&M BRAND BASICS

At the most basic level, the W&M brand gives us a shared visual and verbal foundation. It helps the university look, sound and feel connected across all the different places people encounter us, whether that is a website, poster, email, social graphic, event sign or presentation. The goal is not to make everything identical. The goal is to make everything feel like it belongs to William & Mary.



WHY CONSISTENCY MATTERS

Students do not experience W&M as a set of separate org charts. They experience it as one university. So even though each office has a different role, the communications should still feel connected. That does not mean every department loses its personality. It means we all work from the same foundation so the overall experience feels more cohesive.





A Brand is More Than Logos, Colors & Fonts

A Brand is Also:

- Tone of the message
- Quality of the image
- Hierarchy of information
- The way something is organized
- The feeling someone walks away with

A flyer can technically use the right logo and colors and still feel off-brand if the message is cluttered, the design feels random or the imagery does not reflect W&M well.

Learn more at wm.edu/brand



Visual Brand Elements

Issues With The Cypher & Chartered 1693

Difficulty Reproducing Consistently

Fine details in the Cypher often disappear or distort, which weakens recognition and diminishes brand credibility.

Limited Visibility & Recognition

The Cypher and Chartered 1693 can create visual clutter, reducing quick readability. Because they require prior context to be understood, they weaken the recognition of “William & Mary.”



WILLIAM & MARY

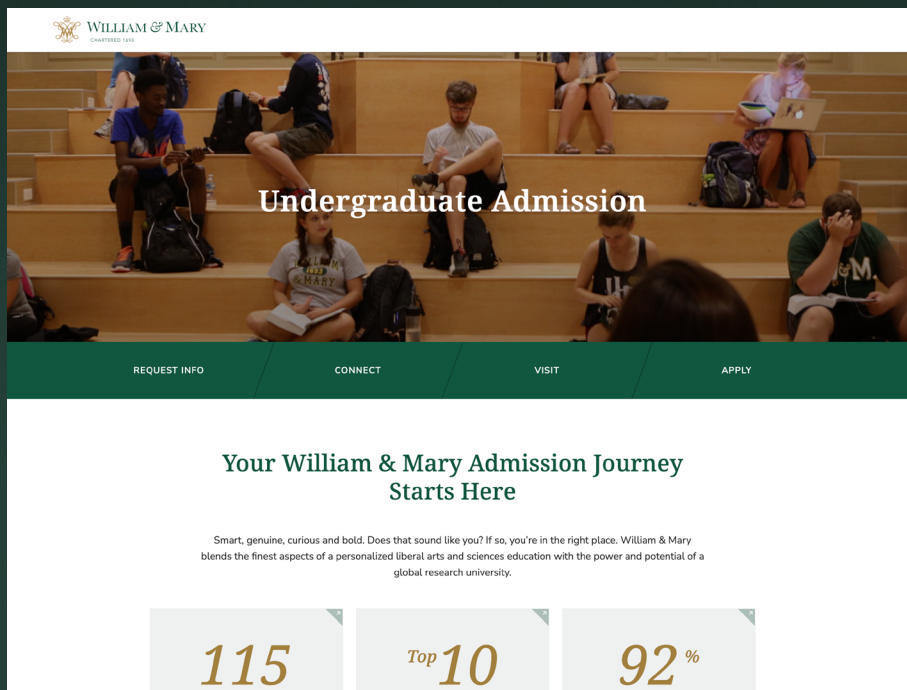
CHARTERED 1693

Reduced Versatility

The Cypher and Chartered text are not adaptable across all platforms. Their complexity limits effective use on signage, digital channels, and promotional items, reducing the logo's flexibility.

Poor Scalability

When reduced in size, the Cypher and Chartered 1693 lose legibility, making them ineffective small applications like social media icons on merchandise and difficult to read, especially from long distances.



Primary Logo

The William & Mary logo is the keystone of our visual identity. This logo should be used on all communications materials. Using the logo consistently will enhance the recognition of the university by all audiences. The primary logo can either be stacked or all on one line.

STACKED VERSION (PREFERRED)

The stacked version of the William & Mary logo. The word "WILLIAM" is in a dark green, all-caps serif font. Below it is a gold-colored ampersand "&". Below the ampersand is the word "MARY" in the same dark green, all-caps serif font.

WILLIAM
& MARY

SINGLE-LINE VERSION

The single-line version of the William & Mary logo. The words "WILLIAM" and "MARY" are in a dark green, all-caps serif font, separated by a gold-colored ampersand "&".

WILLIAM & MARY

School Logos

School logos are now designed for consistency, working well both together and on their own. Each school also has a vertical version, with the W&M logo centered above the school name. School names appear in green, title-case type — complementing the W&M logo while distinguishing school logos from unit logos.

HORIZONTAL VERSION

WILLIAM
& MARY | School of Computing,
Data Sciences & Physics

WILLIAM
& MARY | Raymond A. Mason
School of Business

WILLIAM
& MARY | School of Education

STACKED VERSION

WILLIAM & MARY
College of Arts & Sciences

WILLIAM & MARY
Law School

Department & Program Lockups

The names of the units are written in bold, all-caps and in 76% of W&M green, to immediately contrast the school lockups.

WILLIAM
& MARY

COMPUTER SCIENCE

WILLIAM
& MARY

APPLIED SCIENCE

WILLIAM & MARY

**BETTER ARGUMENTS
LEADERSHIP FELLOWS**

WILLIAM & MARY

ENTREPRENEURSHIP HUB

W&M

**ASIAN & MIDDLE
EASTERN STUDIES**

The Cypher

To maximize usability and alleviate reproduction issues, the Cypher should only be paired with the William & Mary text in select, special instances where it enhances the overall visual experience. It can only be rendered in William & Mary's primary colors.



GOLD GRADIENT



BLACK



WHITE



WM GREEN



WM GOLD

Primary Typefaces

Adelle is the perfect pairing for William & Mary, as it's a modern take on a classic serif type style. With its serif- and sans-serif versions, Adelle offers a wide variety of weights, is effective for communicating to any of our primary audiences and is the perfect compliment to the main William & Mary logo and persona.

The word "Adelle" is displayed in a dark green serif font. It is centered within a light beige rectangular background. Thin, light beige horizontal and vertical lines intersect at the top and bottom of the text, creating a crosshair effect. A thin vertical line extends from the bottom of the letter 'A' down to the label "SERIF".

Adelle

SERIF

The word "Adelle" is displayed in a dark green sans-serif font. It is centered within a light gray rectangular background. Thin, light gray horizontal and vertical lines intersect at the top and bottom of the text, creating a crosshair effect. A thin vertical line extends from the bottom of the letter 'A' down to the label "SANS-SERIF".

Adelle

SANS-SERIF

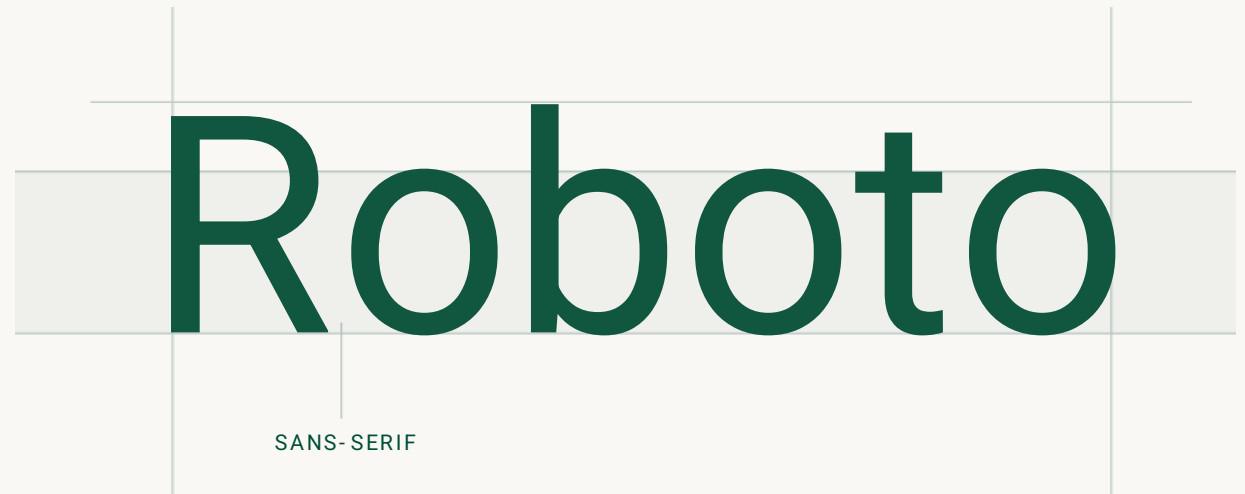
Secondary Type: Google Fonts

When Adelle is not available, we recommend using free Google Fonts as alternatives: Aleo for serif applications and Roboto for sans-serif. These options maintain a similar aesthetic and ensure consistency across platforms where licensing or access to Adelle is limited.

The word "Aleo" is displayed in a dark green serif font. It is centered within a light beige rectangular background. Thin vertical and horizontal lines form a crosshair around the text. A small vertical line points from the word "SERIF" below to the first letter 'A'.

Aleo

SERIF

The word "Roboto" is displayed in a dark green sans-serif font. It is centered within a light gray rectangular background. Thin vertical and horizontal lines form a crosshair around the text. A small vertical line points from the word "SANS-SERIF" below to the first letter 'R'.

Roboto

SANS-SERIF

Color Palettes

Primary

Spirit

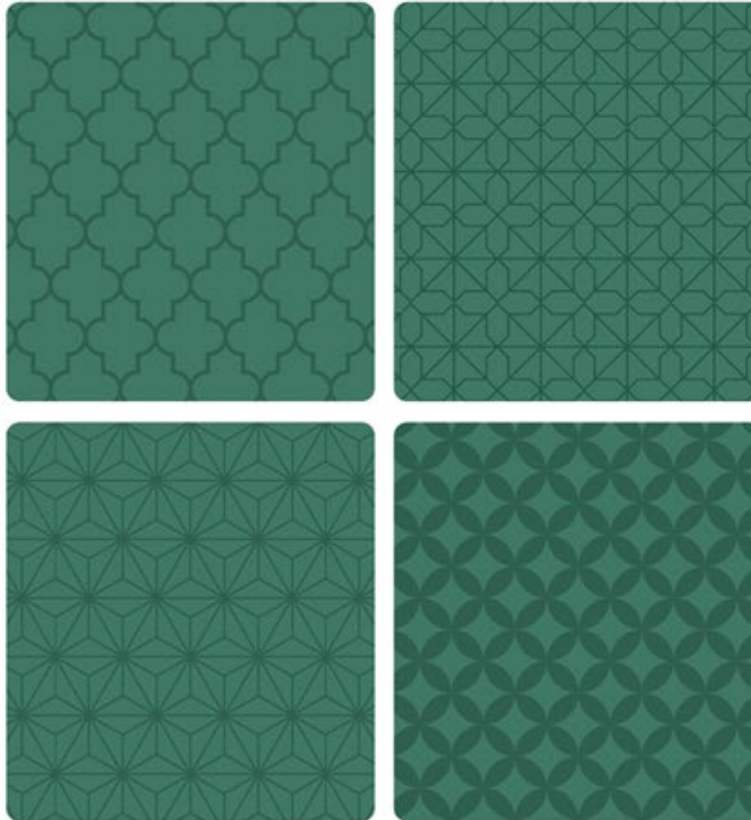
Secondary Greens

Tertiary Colors

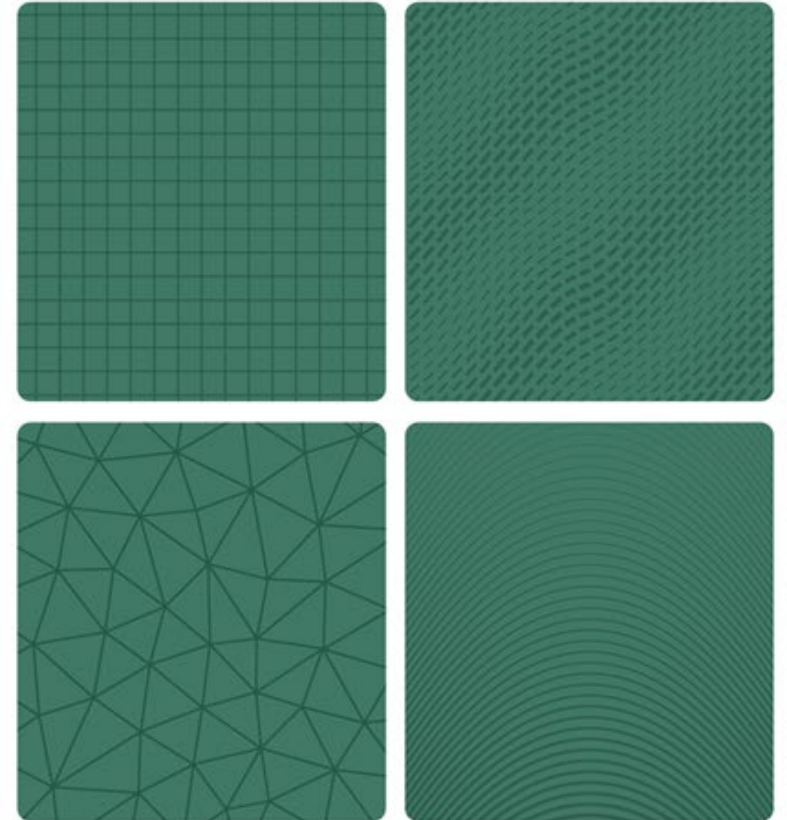
Background Patterns & Textures

Drawing inspiration from the colonial architecture and landscaping around campus, many patterns and textures can be pulled into brand materials; offering a subtle nod to the tradition of the school and campus

PATTERN EXAMPLES



TEXTURE EXAMPLES



Gradients

With unlimited use cases in both print and digital applications, These gradients help propel the brand into the modern era by adding a depth, elegance, and a subtle level of sophistication to advertising and marketing materials.



Linear Gradient



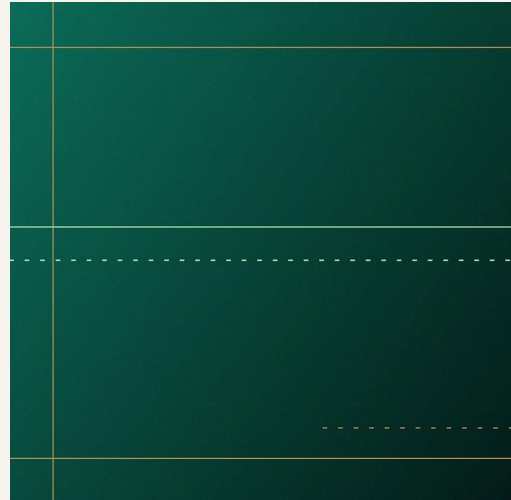
Complex Gradient



Radial Gradient

Design Elements

Lines, curves and rounded corners can add movement, flow and approachability to W&M materials. Used consistently, they help guide the eye, suggest connection and progress, and make designs feel more inviting while still staying aligned with the visual brand.



Lines



Curves



Rounded Corners



Putting it Together



WM.EDU/ADMISSION

300 years of tradition.

Anything but
traditional.

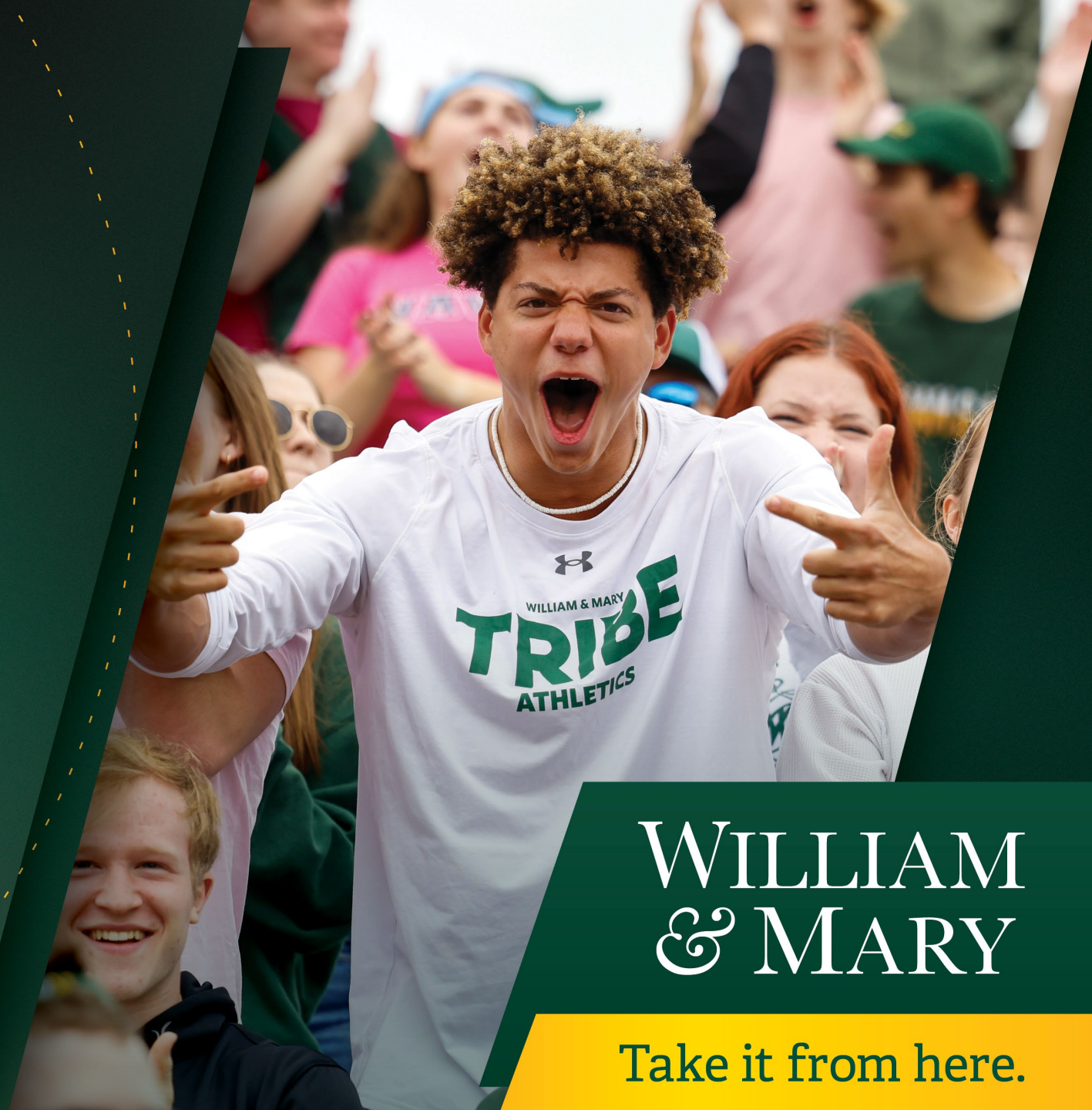
WILLIAM & MARY

WE, YOUR PEOPLE

WM.EDU/ADMISSION

WHERE FUN GOES TO THRIVE

APPLY EARLY DECISION BY NOV. 1



WILLIAM
& MARY

Take it from here.

WM.EDU/ADMISSION



You can, in
fact, teach
an old school
new tricks.

PERSONAL POTENTIAL. UNIVERSALLY REALIZED.

45%
of students
major in STEM

WILLIAM & MARY

PERSONAL POTENTIAL. UNIVERSALLY REALIZED.

Changing the
world takes time.

About four years,
give or take.

WM.EDU/BATTENSCHOOL

WILLIAM
& MARY



Change is a part of life.

LEADING IT IS A PART OF OUR CURRICULUM.

TAKE IT FROM HERE.

WILLIAM & MARY





Brand Resources



Canva

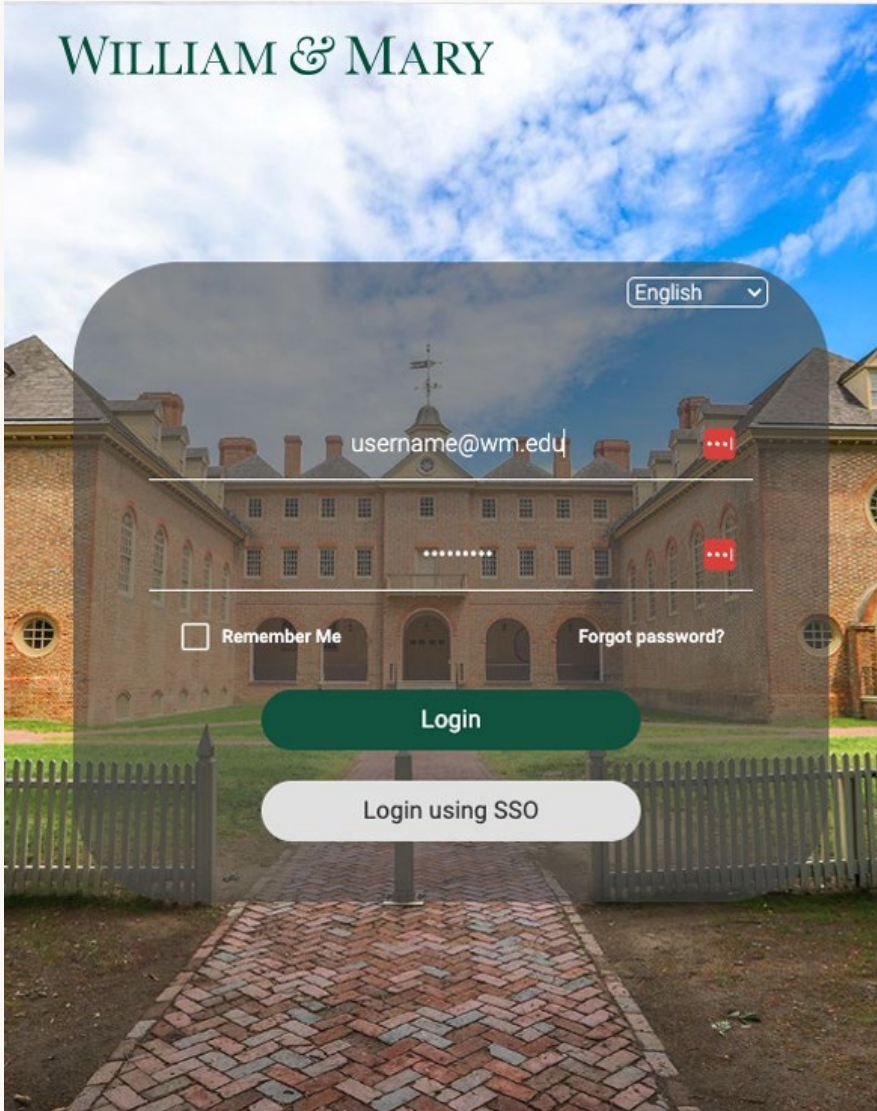
Canva Enterprise

Purpose

Expand access to easy-to-use design tools for faculty, staff and students while creating a more unified, brand-aligned content ecosystem across the university.

Key Benefits

- Provides access to all students, regardless of major, role or resources
- Supports brand consistency through approved templates & assets
- Helps faculty, staff and students create aligned materials without constant oversight
- Makes it easier to manage communications in a highly decentralized environment
- Reduces fragmented tools, files and workflows across campus



Canto (DAM)

Digital Asset Management

Purpose

Create a single source for collecting, organizing and distributing university photography, brand assets and other shared content.

Key Benefits

- Gives campus partners easier self-service access to assets
- Expands visibility and use of photography and brand resources
- Centralizes asset management in one organized, searchable system
- Provides data on asset views, downloads and usage
- Supports public distribution through web portals for approved external-facing assets

wm.canto.com

William & Mary Brand Hub



VISUAL BRAND

Explore the visual assets that give W&M its distinctive look, from colors and logos to typography and imagery.



VOICE, TONE & MESSAGING

Learn how to use a clear, authentic voice that reflects the university's distinct personality and unique message points.



TOOLS & RESOURCES

Access practical guidance, customizable templates and examples that help bring the brand to life with purpose and consistency across all materials.

wm.edu/brand

Questions?



Thank You!



Let's Test Drive It!



Brand Check!

Choose one communication from Spring or Summer. This could be a Flyer, Social Post, Poster, Email, etc.

Does it feel connected to W&M?

Could it be identified as your department?

Is the main message and/or call to action clear?

Is there anything clearly off-brand?

What adjustments could you make for brand alignment?