

Middlebury

Table of Contents

Introduction

Wordmark	1
Safety Area	2
Color	3
Primary Typography	4
Secondary Typography	5
Misuse of the Logo	6

Applications

Official Seal	8
Letterhead	9
Typing Formats	10
Half Size Letterhead	11
Business Cards	12
Note Cards & Compliments Cards	13
Business Envelopes	14
Announcement Envelopes	15
Fax Form	16
Memo Form	17
Mailing Label	18
Brochures	19
Signatures	20
Press Kit Folder	21
Power Point Template	22
Apparel	23
Additional Merchandise	24

Introduction

Middlebury strives to maintain a consistent visual, or graphic, identity as a major component of communicating the strength and integrity of the institution. A unified approach to graphics fosters a strong, consistent institutional image for both internal and external audiences. The success of any identity program depends on the cooperation of all members of the college community.

These guidelines include a description of the logo and guidelines for its use, including official colors and typefaces, as well as the appropriate use of the existing presidential seal. If any questions regarding usage arise, please contact the communications department.

1 Wordmark

The Middlebury wordmark is set in Bembo Semibold. The Bembo typeface originated in Venice, an important typographic center in 15th- 16th-century Europe. Bembo is an oldstyle serif face with calligraphic details. It has been used in Middlebury College communications for decades and carries a sense of history and tradition.

Please note that the word Middlebury has been carefully letterspaced and should only be reproduced from original art. Please do not use computer fonts to recreate the wordmark.

Middlebury

2 Safety Area

The recommended safety area equal to the cap height of the wordmark.

Use the safety area zone between the wordmark and other graphic elements such as type, images, and other logos to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the wordmark.



3 Color

The Middlebury wordmark must only print positive against a light background with values ranging from 10% to 40%. For effective contrast against dark tone backgrounds with values ranging from 70% to 100%, use the reversed wordmark. Please do not place the wordmark over textured or 50-60% toned backgrounds.

Middlebury

Match Color:
PMS 294

Process Color:
C 100, M 58, Y 0, K 21

On Screen:
R 9, G 53, B 122

Web:
003F84



Middlebury

10%

40%



Middlebury

70%

100%

4 Primary Typography

One of the key factors in any identity is the use of a specific typestyle for text or running copy. Using a consistent family of typefaces visually reinforces the identity of Middlebury.

Bembo Regular, Semibold, Bold, Small Caps and Oldstyle Figures, and Italics are used as the primary typefaces on all printed materials.

Bembo Regular/*Italic*

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;'\$¢%!?(★)

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;'\$¢%!?(★)

Bembo Semibold/*Semibold Italic*

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;'\$¢%!?(★)

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;'\$¢%!?(★)

Bembo Bold/*Italic*

abcdefghijklmnopqrstvwxyz

1234567890&.,:;'\$¢%!?(★)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;'\$¢%!?(★)

BEMBO CAPS WITH SMALL CAPS AND OLDSTYLE FIGURES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;'\$¢%!?(★)

5 Secondary Typography

The Univers type family has been chosen as the secondary typeface for Middlebury as a distinctive modern face that balances with the more traditional look of Bembo.

Univers in its various weights can be used in brochures, posters, postcards and other printed materials.

Univers Light / *Oblique*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:'\$¢%!?(*)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:'\$¢%!?()*

Univers Roman / *Oblique*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:'\$¢%!?(*)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:'\$¢%!?()*

Univers Bold / *Oblique*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:'\$¢%!?(*)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:'\$¢%!?(*)

Univers Black / *Oblique*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:'\$¢%!?(*)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:'\$¢%!?(*)

6 Misuse of the Logo

Protect the integrity of the Middlebury brand by being aware of the improper logo usage illustrated at the right. If questions about usage arise, please contact the Communications Office.

MIDDLEBURY

Do not recreate the wordmark using all capital letters

MIDDLEBURY

Do not recreate the wordmark using large and small capital letters

Middlebury

Do not use wordmark in a non-approved color

Middlebury

Do not stretch or distort the workmark

Middlebury

Do not recreate the wordmark using a different typeface

Middlebury

Do not use the wordmark as a frame for a photo

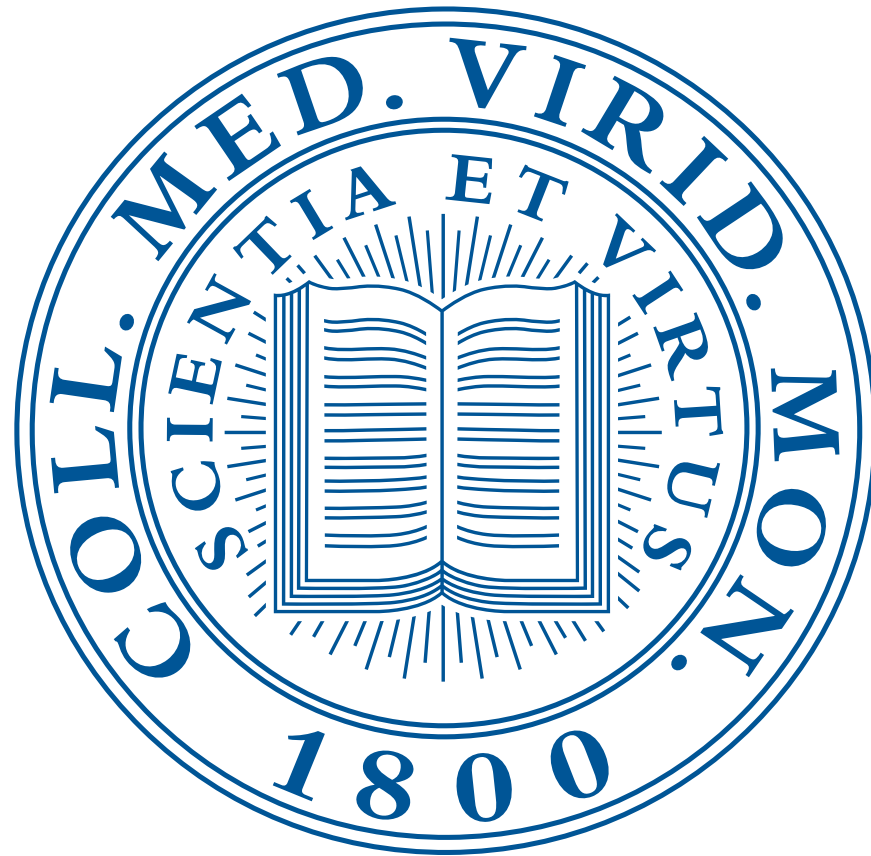
Middlebury

Do not put the wordmark in a shape

Applications

8 Use of the Official Seal

The Middlebury seal should be ONLY on letterhead, business cards, and official presidential pieces such as commencement invitations, programs, etc. Always use original artwork. Do not use the seal on brochures, Web sites, or advertisements. The original art is available through the communications office for use on approved items.



9 Letterhead

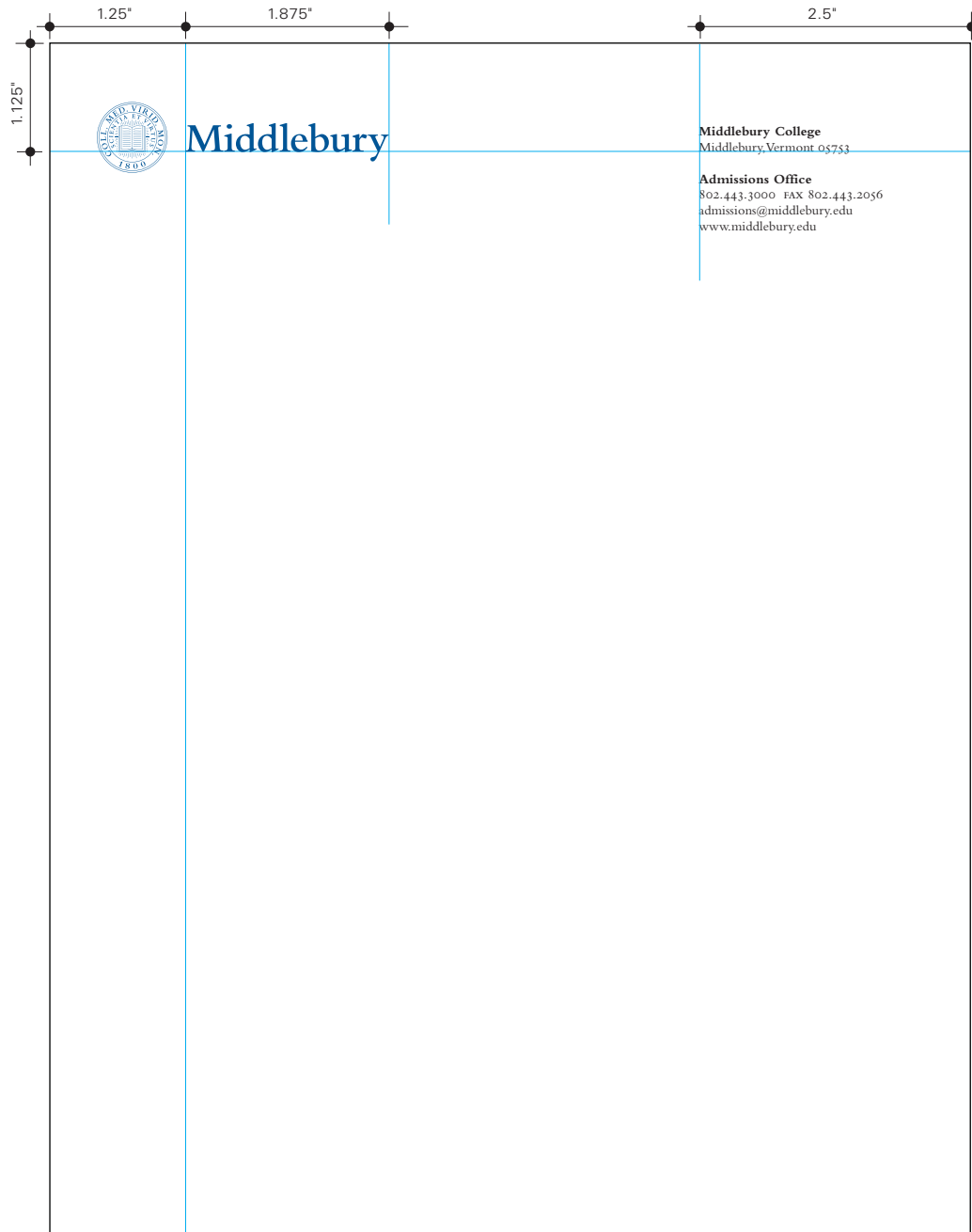
Size: 8.5" x 11"

Stock: Neenah Environment Writing
PC 100 White 24W

Color: PMS 294 and Black

Type specifications:

Middlebury College and its office
or department is set in 9pt Bembo
Bold/10.5pt leading. The address is set
in 9pt Bembo Regular/10.5pt leading.
All numerals are set in 9.5 Bembo Small
Caps & Oldstyle figures. In the email
address "@" is set to 8pt.




Shown at 60%

10 Typing Formats

For typing a letter please use Bembo Regular 11pt for all correspondence. If Bembo is not available, Garamond is recommended as an alternative.

If you are sending a letter off campus electronically, Times New Roman is recommended. This typeface is the most commonly available typeface on both PCs and Macs, so your letter is most likely to look as you intended on the recipient's computer.

Microsoft Word templates are available for download on the Middlebury Web site. Please note there are two versions of the typing format to choose from. The preferred version sets the entire letter flush left and aligned with the Middlebury Wordmark. The alternative version sets the date and complimentary close flush left to the center-line of the page with indented paragraphs.



Middlebury

Middlebury College
Middlebury, Vermont 05753

Office of the President
802.443.5400 FAX 802.443.2070
liebowitz@middlebury.edu
www.middlebury.edu

Ronald D. Liebowitz
President

Date

Addressee's Name
Company Name
Address
City, State Zip

Salutation:

This letter demonstrates an alternative typing format for correspondence and is a part of the letterhead design.

The date is base-aligned at 2.75 inches from the top edge of the page and flush left to the center line. The addressee's name is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the addressee's name. The salutation appears three spaces below the address.


The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. The maximum line length should not exceed 5.75 inches.

A double space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

CC/cc



Middlebury

Middlebury College
Middlebury, Vermont 05753

Office of the President
802.443.5400 FAX 802.443.2070
liebowitz@middlebury.edu
www.middlebury.edu

Ronald D. Liebowitz
President

Date

Addressee's Name
Company Name
Address
City, State Zip

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design.

The date is base-aligned at 2.75 inches from the top edge of the page and 1.25 inch from the left edge, thus setting the margin for the entire letter. The addressee's name is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the addressee's name. The salutation appears three spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. The maximum line length should not exceed 5.75 inches.

A double space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

CC/cc

11 Half Size Letterhead

Size: 5.5" x 8.5"

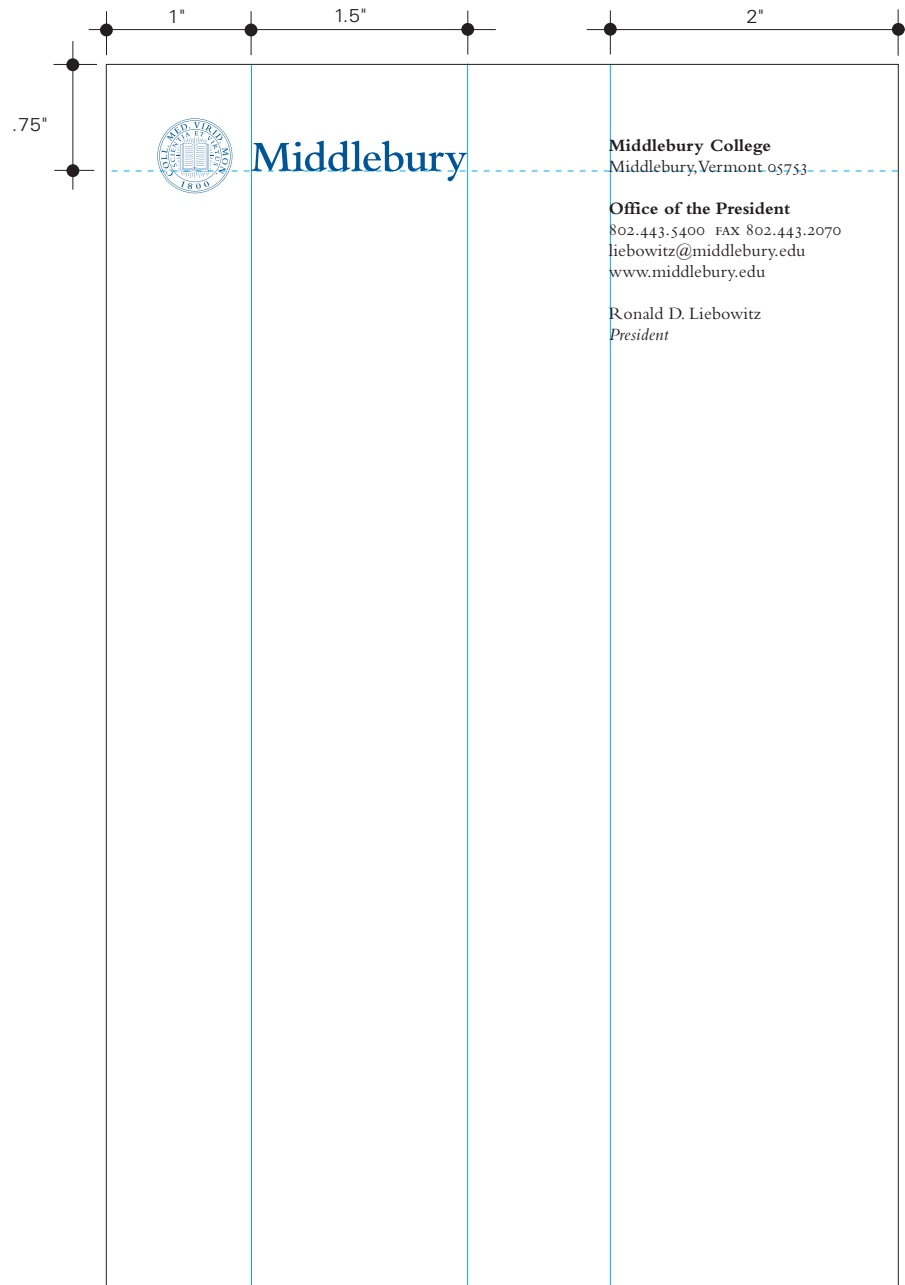
Stock: Neenah Environment Writing
PC 100 White 24W

Color: PMS 294 and Black

Type specifications:

Middlebury College and its office or department is set in 9pt Bembo Bold/10.5pt leading. Address is set in 9pt Bembo Regular/10.5pt leading. All numerals are set in 9.5 Bembo Small Caps & Oldstyle figures. In the email address "@" is set in 8pt.

Half size letterhead is for personal use and does not require a typing format.



Shown at 75%

12 Business Cards

Size: 3" x 2.5"

Stock: Neenah Environment Writing
PC 100 White 80lb cover

Color: PMS 294 and Black

Type specifications:

Name (Bembo Semibold 11pt)

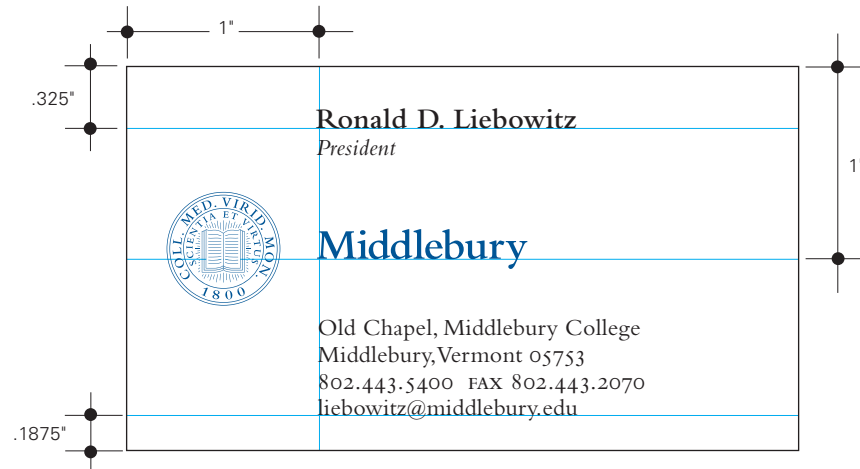
Title (Bembo Italic 9pt)

Department or Designation (Bembo
Regular 9pt)

Street, City, State (Bembo Regular 9pt)

All numerals and words or letters
attached to the numerals (Bembo Small
Caps & Old Style Figures 9.5pt)

In the email address "@" is set in 8pt.



Name in upper and lower case

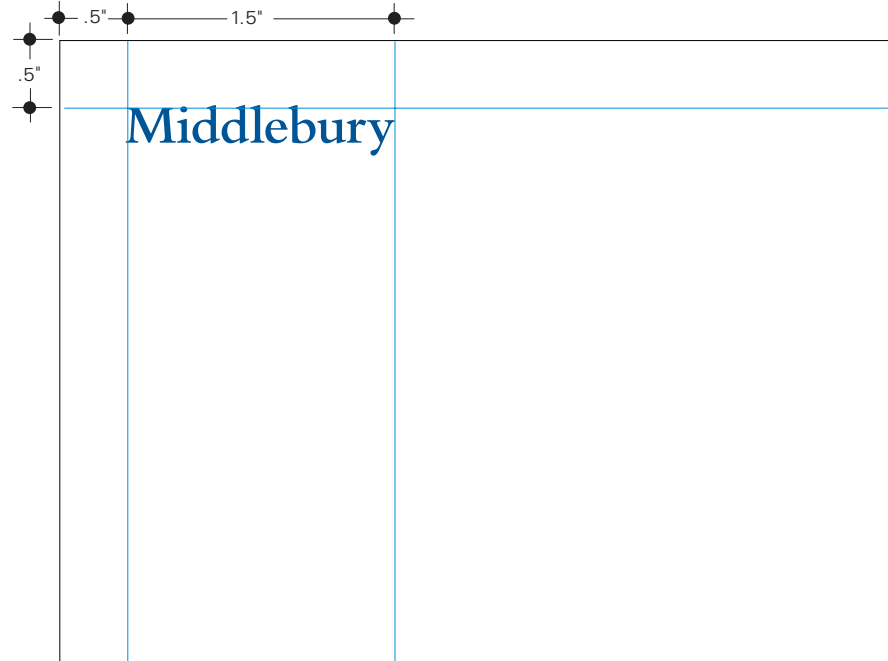
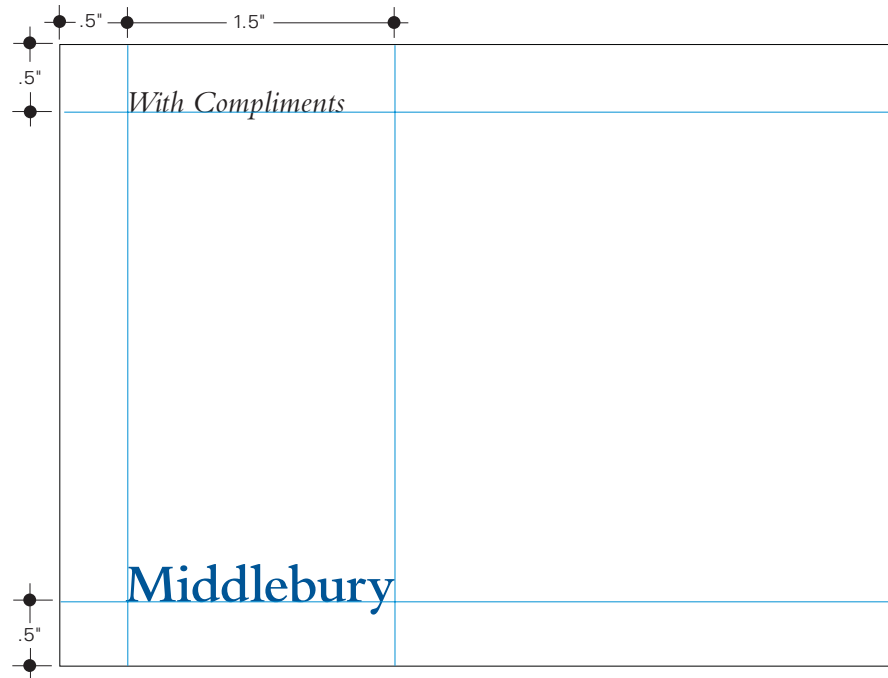
13 Note Cards and Compliments Cards

Size: 6.25" x 4.625"

Stock: Neenah Environment Writing
PC 100 White 80lb cover

Color: PMS 294 and Black

"With Compliments" is set in 17pt
Bembo Italic.



Shown at 70%

14 Business Envelopes

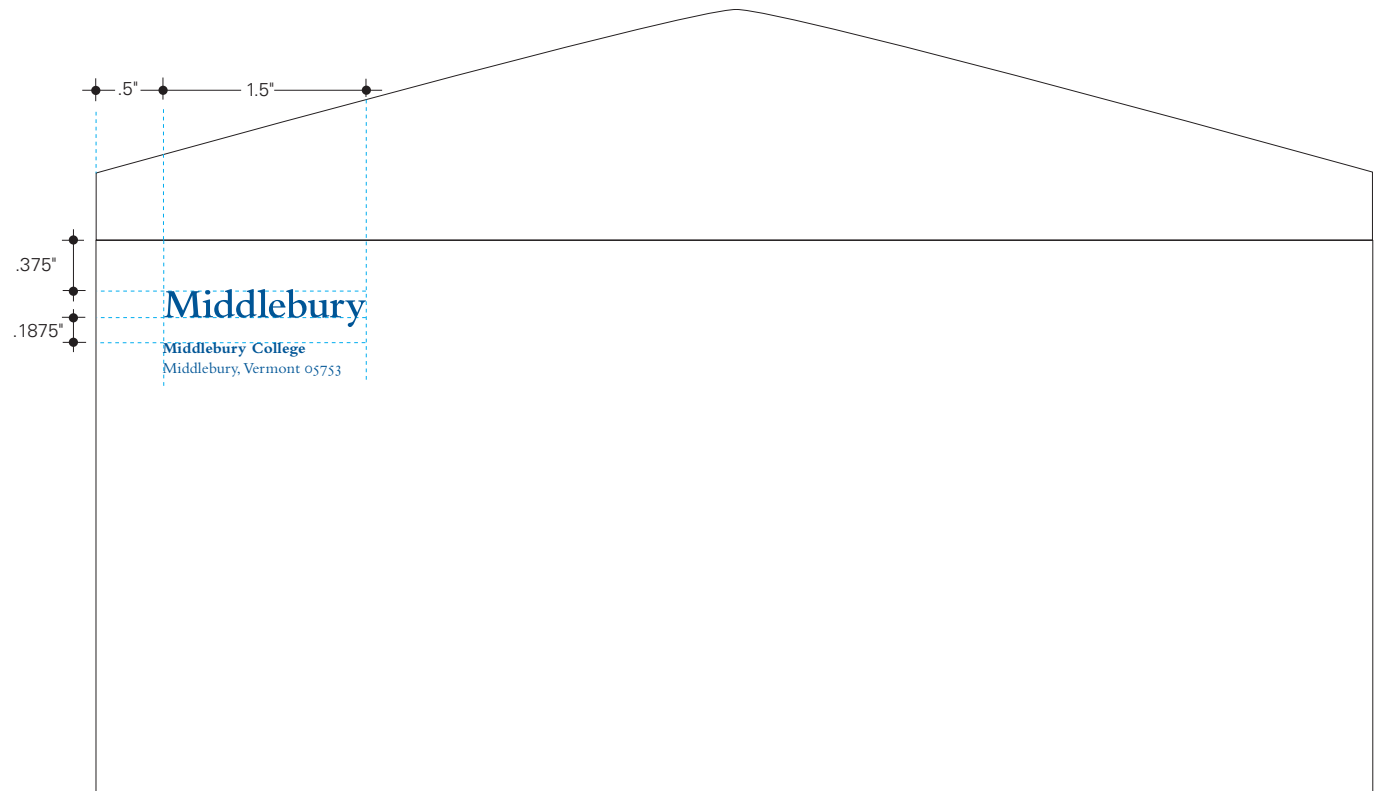
Size: 4.125" x 9.5" (#10 standard)

Stock: Neenah Environment Writing
24 W White

Color: PMS 294

Type specifications:

Middlebury College is set in 9pt Bembo
Bold/10.5pt leading Address is set in 9pt
Bembo Regular/10.5pt leading
All numerals are set in 9.5pt Bembo
Small Caps & Oldstyle figures.



Shown at 60%

15 Announcement Envelopes

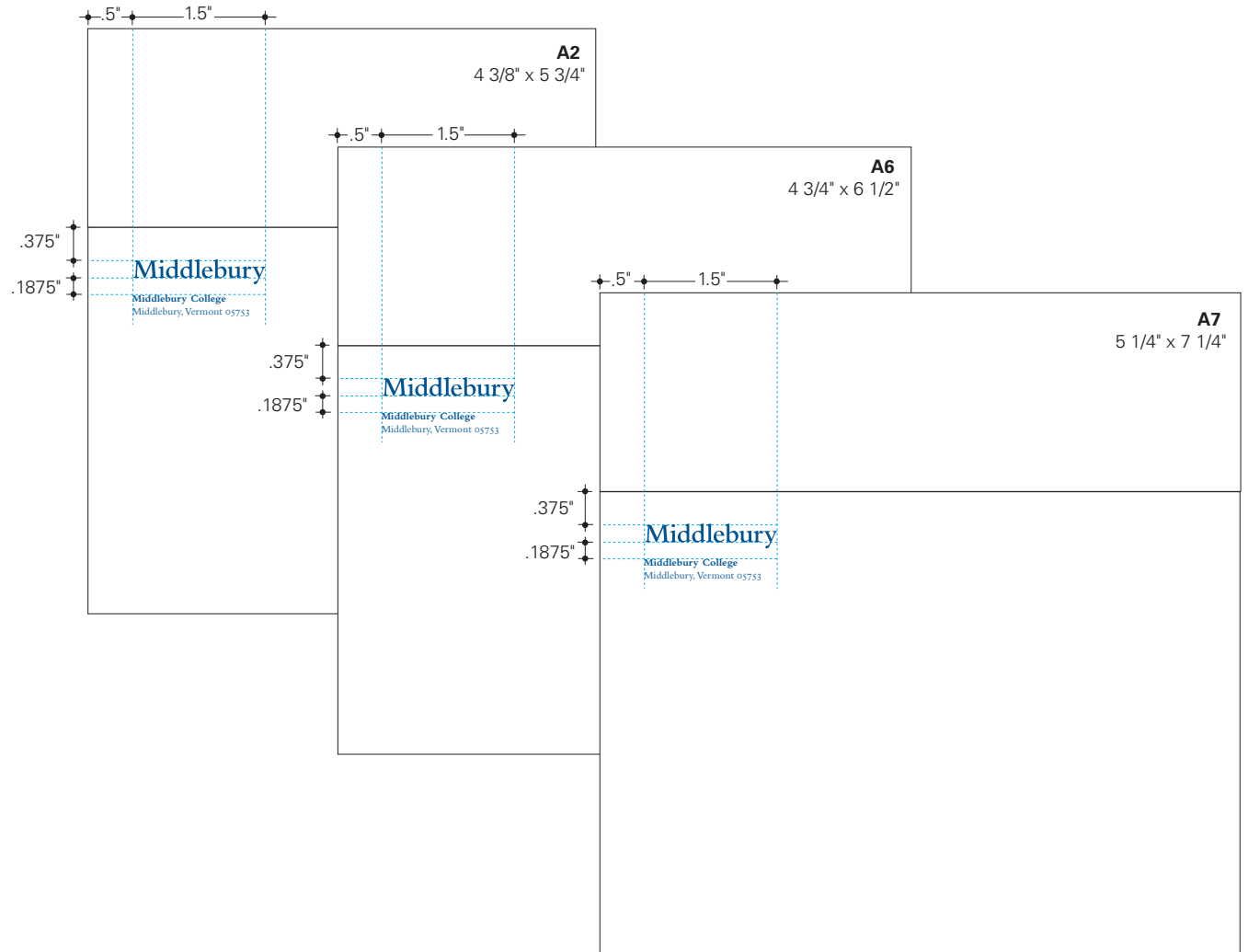
Size: Various sizes

Stock: Neenah Environment Writing
24 W White

Color: PMS 294

Type specifications:
Middlebury College is set in 9pt Bembo
Bold/10.5pt leading
Address is set in 9pt Bembo
Regular/10.5pt leading
All numerals are set in 9.5pt Bembo
Small Caps & Oldstyle figures.

Please note that the size and placement of the logo and address is the same for all envelope sizes.



Shown at 50%

16 Fax Form

Size: 8.5" x 11"

Color: Black

Type specifications:

Fax is set in Bembo Regular 35pt

Middlebury College is set in 9pt

Bembo Bold with 10.5pt leading

Address is set in 9pt Bembo

Regular with 10.5pt leading

All categories are set in 11pt Bembo

Bold with the editable area set in 11pt

Bembo Regular

Confidentiality statement is set in

9pt Bembo Regular

Please note that if Bembo is not

available on your computer that

Garamond is the recommended

alternative.

A Microsoft Word template is

available for download on the

Middlebury Web site.

1.25" 2.25" 2.25"

1"

2.75"

.5"

Middlebury **Fax**

Middlebury College
Middlebury, Vermont 05753

Department
802.XXX.XXXX FAX 802.XXX.XXXX

To: [Click here and type subject]

Fax Number: [Click here and type recipient fax #]

From: [Click here and type subject]

Date: [Click here and type date]

Number of Pages: [Click here and type # of pages]

Message:
Select this text and delete it or replace it with your own.

This document is intended only for the use of the person to whom it is addressed. It may contain information that is privileged and confidential. If you have received this communication in error, please notify us by telephone or arrange for the return of the original document.

1"

Shown at 60%

17 Memo

Size: 8.5" x 11"

Color: Black

Type specifications:

MEMO is set in Bembo Regular 35pt
Middlebury College is set in 9pt Bembo
Bold with 10.5pt leading
Address is set in 9pt Bembo Regular with
10.5pt leading
All categories are set in 11pt Bembo
Bold with the editable area set in 11pt
Bembo Regular.

Please note that if Bembo is not available on your computer that Garamond is the recommended alternative.

A Microsoft Word template is available for download on the Middlebury Web site.

1.25" 2.25" 2.5"

1"

2.75"

.5"

Middlebury **Memo**

Middlebury College
Middlebury, Vermont 05753

Department
802.XXX.XXXX FAX 802.XXX.XXXX

Subject: [Click here and type subject]

To: [Click here and type name]

Date: [Click here and type date]

From: [Click here and type name]

Select this text and delete it or replace it with your own

Shown at 60%

18 Mailing Label

Size: 5" x 3.5"

Stock: Neenah Classic Crest Recycled
Bright White Label

Color: PMS 294

Type specifications:

Designation is set in 9pt Bembo

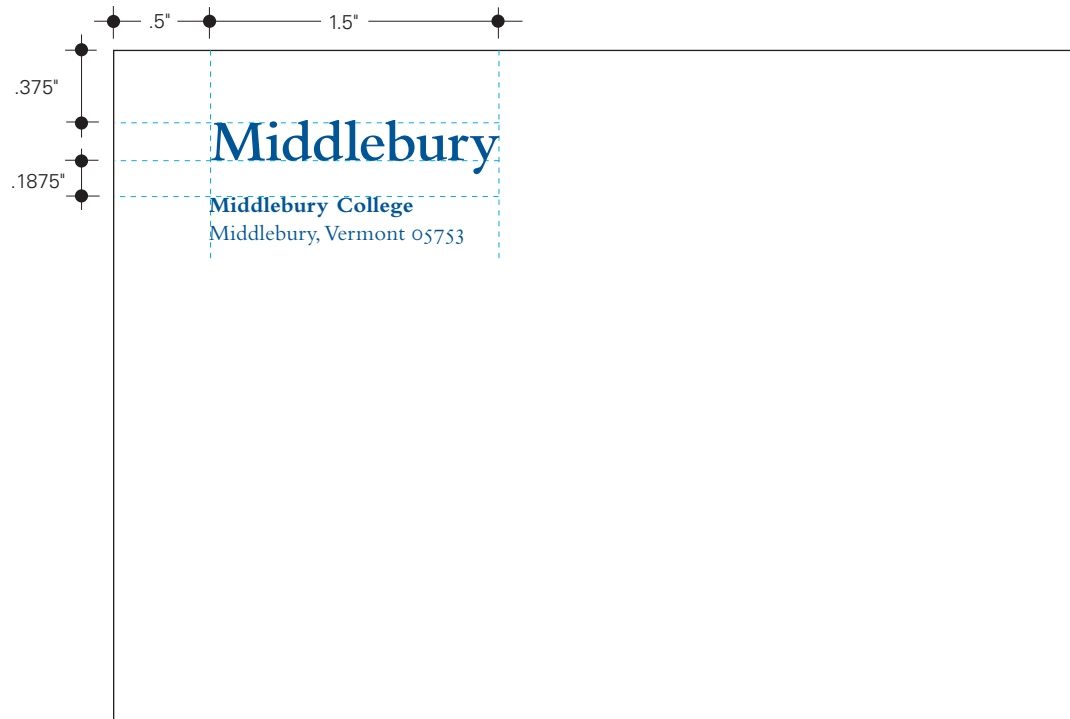
Bold/10.5pt tracking

Address is set in 9pt Bembo

Regular/10.5pt tracking

All numerals are set in 9.5pt Bembo

Small Caps & Oldstyle figures.



Shown at 100%

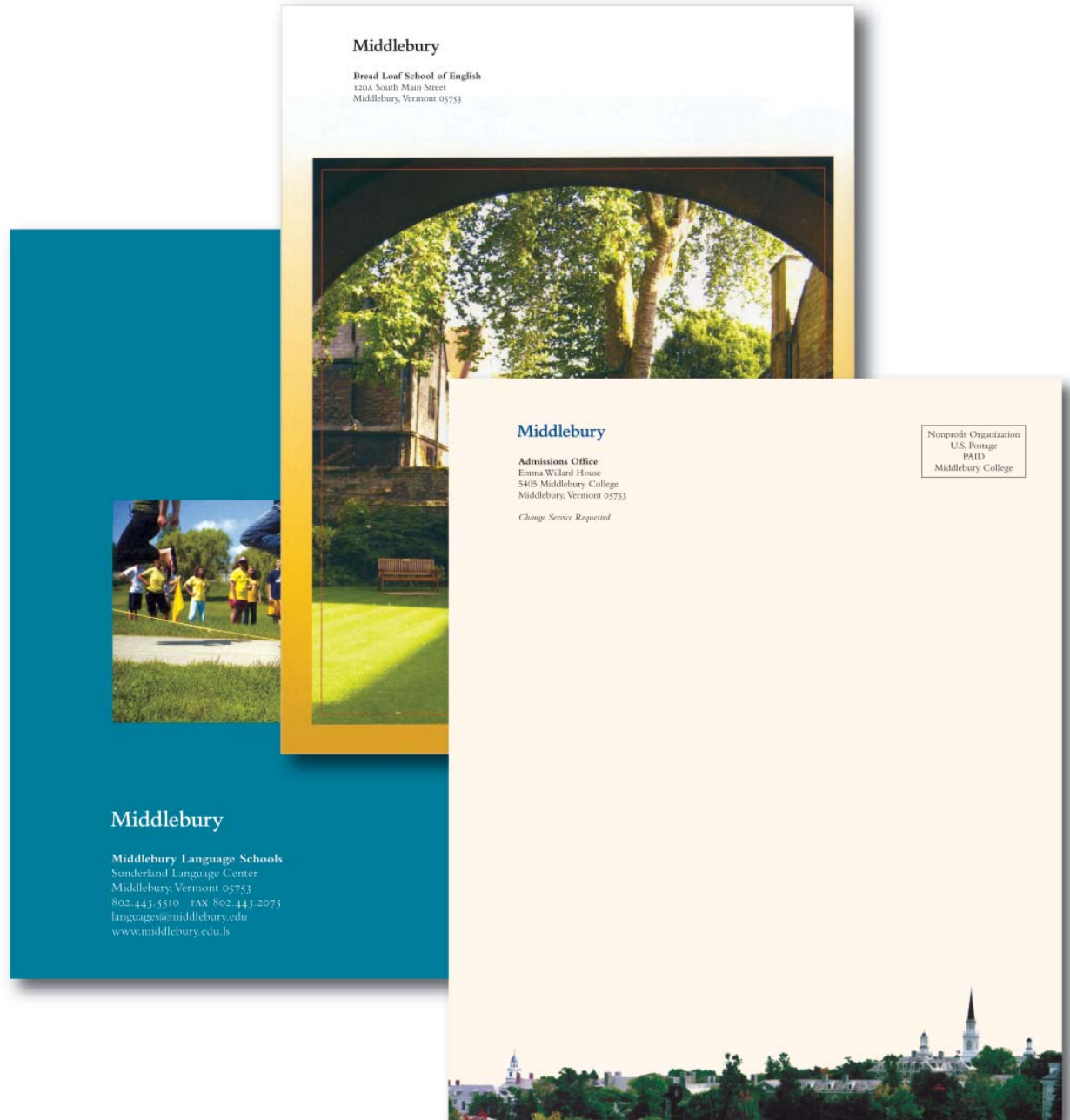
19 Brochures

The Middlebury wordmark should be used on the front cover of all brochures and folders. On the sample covers shown at the right Bembo or Univers is used for all typography. Please use either of these typefaces for all publications. If another typeface is preferred for a particular piece, it must be approved by the communications office.



20 Signatures

The examples shown at the right demonstrate the proper use of the wordmark on the back of a brochure, with the appropriate name and address format.



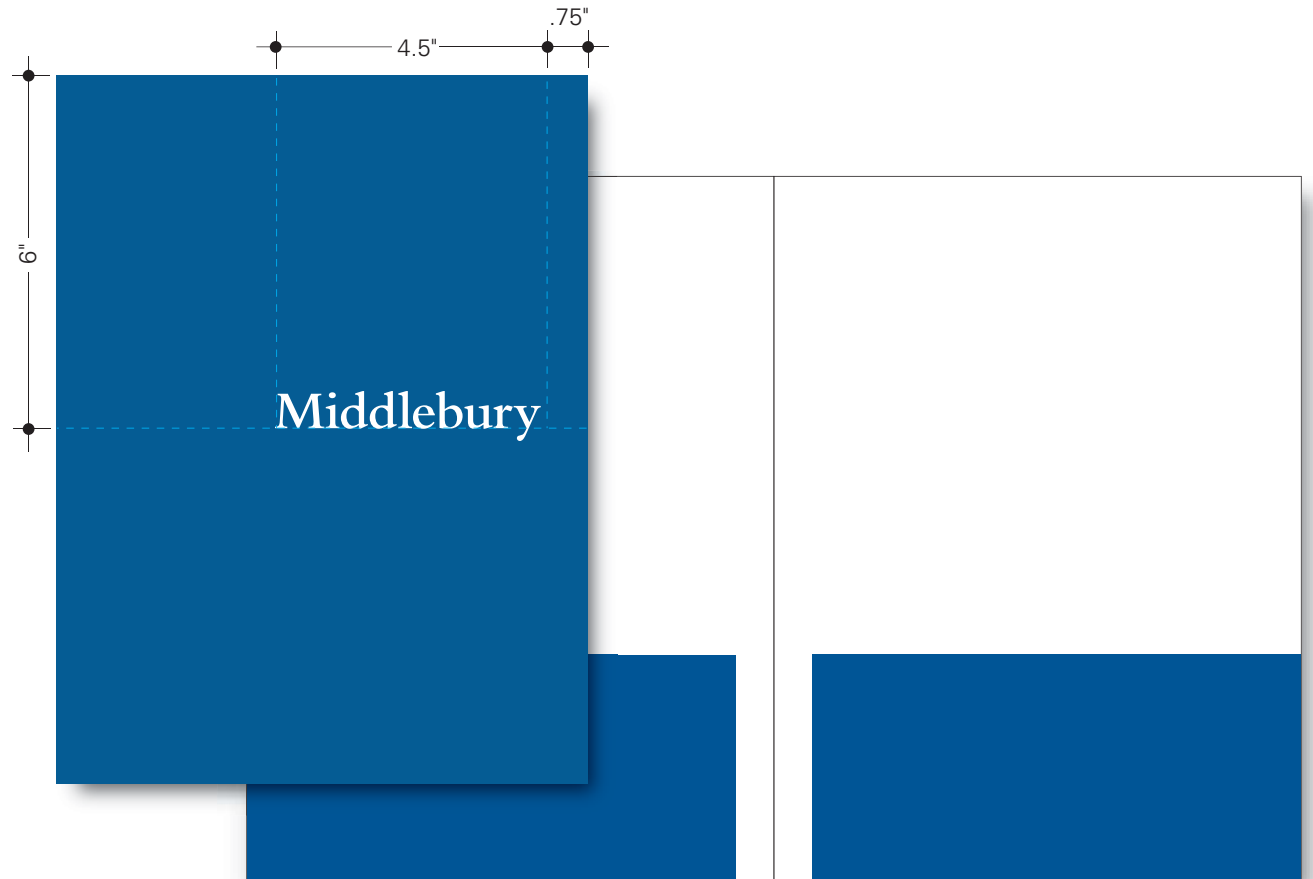
21 Press Kit Folder

Size: 12" x 9" folded size

Stock: Neenah Environment PC 100
White 100lb cover

Color: PMS 294

Finishing: The Middlebury wordmark may be embossed, or white foil stamped if desired.



22 Power Point Template

A basic template has been developed for Middlebury Powerpoint presentations. On the cover page the wordmark placed in a 2" band at the top of the page. The presentation title on a blue background or a photograph is placed below the band.

On interior pages a blue line separates the title of the slide from the body of the slide. The Middlebury wordmark moves to the bottom of the page and is sized to 1.25" wide. The title, text and wordmark are aligned at 1.75" from the left edge of the presentation.

Typefaces: The preferred typeface is Bembo. If you do not have Bembo on your computer or are sending a presentation to someone outside of Middlebury, Garamond or Times New Roman are the recommended alternative typefaces.

A Microsoft Power Point template is available for download from the Middlebury Web site.

Middlebury

Middlebury

Middlebury

Admissions Statistics
for Middlebury College
2007

Slide Title

Lorem ipsum dolor sit amet. Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent lacinia sapien

Middlebury

Slide Title

Lorem ipsum dolor sit amet. Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros.

Middlebury

2

23 Apparel

Apparel for students and faculty featuring the Middlebury wordmark is important to bring awareness of the brand into the public eye. The wordmark may appear at any size and in any color suitable for a particular item.



24 Additional Merchandise

Hats, mugs and other merchandise may feature the Middlebury wordmark in any size or color suitable for a particular item.

