



Middlebury

Visual Identity System

# Contents

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## INTRODUCTION

- 1 Introduction
- 2 Brand Architecture and Narrative
- 4 Visual Identity System

## LOGO

- 5 Logo Components
- 6 The Master Logo

## SUPPLEMENTAL LOGOS

- 7 School Name Logos
- 11 School Name Logos with Lockups
- 12 Department Names with Lockups

## LOGO RULES

- 13 Clear Area and Minimum Size
- 14 Separating Components
- 15 Incorrect Uses
- 16 The Logo Colors
- 18 The Transparent Logo vs. the Logo with a Background
- 19 The Logo on a Color Background
- 20 The Logo with a Background on a Color Background
- 21 Middlebury's Seal

## LOGO APPLICATIONS

- 22 Guidelines for Applying the Logo
- 23 Signage and Banners
- 24 Products

## COLOR

- 25 The Official Color
- 26 Institutional Color Palette
- 27 School Palette Combinations
- 28 Complete Color Palette
- 29 Color Conversion Table

## TYPE

- 30 Official Typefaces
- 31 Slab Serif Typeface
- 33 Sans Serif Typeface
- 35 Serif Typeface
- 37 Using the Typefaces Together

## STATIONERY

- 38 Master Stationery
- 39 School Stationery
- 40 Customized Letterhead
- 41 Typing Format for Letterhead
- 42 #10 Envelopes
- 43 Business Cards

## DIGITAL

- 44 Formatting Emails and Email Signatures

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Although Middlebury is known most widely as a New England liberal arts college, in fact it possesses a range of programs that make it unique among its cohort. The Language Schools, Bread Loaf School of English and Writers' Conferences, Schools Abroad, School of the Environment, and most recently, Middlebury Institute of International Studies at Monterey all add to our institution. It is not simply that Middlebury maintains an unusual range of programs—it is that most of these are leaders in their area. Middlebury pioneered immersion language study and remains known as the leader in this field to this day. Likewise, it developed the first, and still most prestigious, summer writers' workshops.

The identity system attempts to maintain a fine balance: it is not necessarily the case that each of our programs needs a relationship to the others to thrive. Many of the programs possess their own prestige and audiences. In the years to come, our goal for each program is that it realize its particular vision, growing and prospering in ways appropriate to its goals and its audiences.

Yet we believe that Middlebury will be a stronger place, and the programs will prosper best, if there is awareness both here and in the outside world that all are part of Middlebury. We want our faculty to know about their colleagues working in various corners of the institution. We want our students to know that they have options to advance their educations beyond the programs in which they are currently enrolled. We want Middlebury to be reflected in the success of these wonderful programs, and likewise, we want these wonderful programs to shine the light of their success on Middlebury.

This is what the system described in the following pages attempts to represent. If you have questions about anything you read herein, please contact our Office of Communications and Marketing. They are eager to help.

The benefits of a system such as this accrue over time through continual application. In this way, each of you can help maintain and enhance the institution.

# Middlebury's Brand Architecture and Narrative

## THE MIDDLEBURY BRAND ARCHITECTURE

The term “brand architecture” refers to the relationship of individual services or products to each other within the universe of a company or organization. There are many options. Some companies, like Procter & Gamble, have decentralized brand architectures. Each individual brand, such as Charmin or Cover Girl, has its own identity, and there is little connection to the corporate entity that oversees it. Other companies pursue the masterbrand model, where individual product lines or services are strongly tied back to the core entity. Apple computers and Starbucks are good examples of masterbrand architectures.

A considerable amount of both qualitative and quantitative research was conducted to understand attitudes, priorities, and perceptions of students, staff, faculty, alumni, prospects, and the broader public that affiliate with Middlebury's several programs.

The result is neither a decentralized brand architecture nor a masterbrand architecture. It is a hybrid.

What the research indicated is that for the vast majority of students, faculty, and staff affiliated with individual Middlebury programs, their attachment is to the program, not to the larger entity known as Middlebury. Therefore, when admissions officers, fundraising officers, or faculty recruiters are promoting their individual program or school, they should speak mainly about their program. It is distracting, and not necessarily beneficial, to talk about the umbrella Middlebury entity. There are relatively few audiences who look at Middlebury primarily through the lens of the broader institution: among these are the Board of Trustees and certain select donors and opinion leaders.

Therefore, the identity system that was developed in light of the brand architecture does not dictate a homogenous “look” across

Middlebury's various programs. It establishes a limited number of anchors that enable all the programs to be identified as part of Middlebury:

- The use of the name “Middlebury” consistently before the program name
- The use of Middlebury's official color
- The use of a consistent system of logos and typography for setting school names (see page 7)
- Sub-brands that include centers as part of the lockups. Department names are never part of the main lockup. See page 12 for department guidelines.

## THE MIDDLEBURY BRAND NARRATIVE

Just as the system anticipates diverse “looks” within the family of Middlebury programs, we also anticipate that each program will use its own narrative to describe itself to its various audiences. This is how it should be: those who affiliate

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with any one of our programs, whether the undergraduate College or the Bread Loaf Writers' Conferences, are mainly concerned with that particular entity. It would be counterproductive to subordinate the individual programs under a master narrative.

However, discussions among leadership of the institution did arrive at two themes that we believe are shared by the various programs at Middlebury and thus do define the Middlebury brand:

1. All of Middlebury's programs are focused on developing the particular expertise and perspective that are required for successful engagement with an increasingly globally interconnected world.

In many instances, this literacy involves foreign language proficiency. But more central and fundamental to Middlebury than foreign language proficiency itself is an acknowledgment of the importance of effective communication across differences of culture, nationality, race, and socioeconomic status.

2. Although Middlebury programs are situated across the country, around the world, and increasingly in cyberspace, they are distinguished by pedagogical

approaches that emphasize intimacy and high levels of contact that are the legacy of the institution's historic Vermont roots.

Those creating materials to communicate with various audiences such as prospective students, donors, current students, faculty, and staff are requested to attempt to weave these two themes into their presentations. This does not mean they would use these passages verbatim. They would employ the themes in ways that are suited to their audience and situation.

**For further guidance on employing the brand architecture and messaging guidelines, please contact Middlebury's Office of Communications and Marketing.**

# Middlebury's Visual Identity System

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Middlebury's visual identity system is the critical tool for creating linkages among the schools' various programs. Over time, we hope to build greater awareness, and thereby synergies, among the various programs at Middlebury.

The goal for this system is that the accomplishments of the programs and centers at Middlebury will elevate the reputation of the institution and conversely that the reputation of the broader institution will benefit the individual programs.

These are the elements of the Middlebury identity system:

- Middlebury's logo and its authorized variations
- Middlebury's color palette
- Middlebury's family of typefaces

The use of each of these elements is governed by the simple and clear guidelines provided in this manual.

If you have questions, please contact the Office of Communications and Marketing for assistance.

# Middlebury Logo Components

The Middlebury logo is self-confident, attractive, and outgoing. It conveys school pride through the elements within the shield and through the use of the official color.

All elements are important: the shield and the treatment of “Middlebury” make an important statement about the institution’s place in the ranks of American educational institutions.

## SHIELD

There are many dimensions to this shield. It is a distinctive image on its own. Even without knowledge of the various references, it is well-suited to the institution as a recognizable and emotionally warm image.

The shield and its elements were chosen to honor Middlebury’s excellence in its various programs.

**Old Chapel:** The signature building on the Middlebury campus

**Bread Loaf Mountain:** The home of two of Middlebury’s signature programs and an element in the romantic range of mountains

**Globe:** Signifies the global focus of Middlebury’s programs

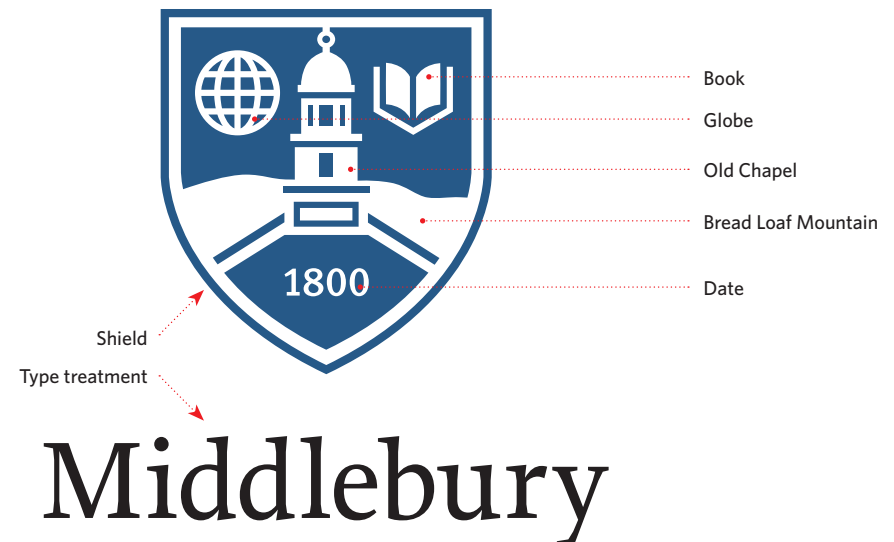
**Book:** Referencing the central image in the College seal, and alluding to the academic values at the core of the institution

**Date:** Founding year of the College

## TYPE TREATMENT

The typeface was chosen to reflect the tradition and excellence of Middlebury.

**The letterforms have been specifically sculpted and spaced. Users should never attempt to redraw this logo or rebuild it from scratch.**



# The Master Logo

The master logo combines the shield with simply the word “Middlebury.”

## VERSIONS OF THE LOGO

There are three versions of the Middlebury logo, each created for different design circumstances.

*The master logo should be used by offices and services known as “anchor” functions.*

*Electronic versions of logo art can be obtained from the Office of Communications and Marketing.*

*If you have questions about which version best fits your scenario, please contact the Office of Communications and Marketing for guidance.*

### CENTERED LOGO

The centered logo is best used in contexts where other elements of the design are centered.



Middlebury

### LEFT-ALIGNED LOGO

The left-aligned logo is useful when producing a modern-feeling design where all elements align left and where a centered logo would be discordant, or in situations where efficient use of space is a priority.



Middlebury

### SHIELD ONLY (NO TYPE)

For use only by the Office of Communications and Marketing.





# School Name Logos

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The Middlebury school name logos have been produced in concert with the master logo. The text has been carefully crafted and the letterforms specifically sculpted and spaced. **No one should ever attempt to redraw these logos or rebuild them from scratch.**

High-resolution versions of logo art can be obtained from the Office of Communications and Marketing or located on ImageRelay with permission.

The Middlebury school name logos can be found on the following pages.

# School Name Logos



Middlebury  
College



Middlebury  
College



Middlebury Language  
Schools



Middlebury Language  
Schools



Middlebury Bread Loaf  
School of English



Middlebury Bread Loaf  
School of English

# School Name Logos



Middlebury Bread Loaf  
Writers' Conferences



Middlebury Bread Loaf  
Writers' Conferences



Middlebury School  
*of the Environment*



Middlebury School  
*of the Environment*



Middlebury C.V. Starr  
Schools Abroad



Middlebury C.V. Starr  
Schools Abroad

# School Name Logos

## MIDDLEBURY INSTITUTE OF INTERNATIONAL STUDIES AT MONTEREY

The Middlebury Institute of International Studies at Monterey employs its own version of the Middlebury shield that is stylistically similar but replaces the image of Old Chapel with the Segal Building, eliminates the outline of Bread Loaf Mountain, and replaces the founding date of the College with the Institute's founding date.



Middlebury Institute *of*  
International Studies at Monterey



Middlebury Institute *of*  
International Studies at Monterey



Middlebury Institute  
*of* International Studies  
at Monterey

### *The Institute's Shield*

The Institute shield can be used on its own with permission from the Office of Communications and Marketing.



# School Name Logos with Lockups

Middlebury College, Middlebury Language Schools, and Middlebury Institute for International Studies at Monterey employ lockups for certain centers.

Lockups are created by the Office of Communications and Marketing. The letterforms have been specifically sculpted and spaced. **Nobody should ever attempt to remake the logo lockup or rebuild it from scratch.**

*A request for a lockup should be made to the Office of Communications and Marketing.*



**Middlebury College**  
*Center for Careers and Internships*



**Middlebury Language Schools**  
*The Kathryn Wasserman Davis School of Russian*



**Middlebury Institute of International Studies at Monterey**  
*James Martin Center for Nonproliferation Studies*

Lockups are not to be centered; they are only used in the left-aligned logo format.

incorrect



**Middlebury College**

*Center for Careers and Internships*



**Middlebury Language Schools**

*The Kathryn Wasserman Davis School of Russian*



**Middlebury Institute of International Studies at Monterey**

*James Martin Center for Nonproliferation Studies*

# Department Names with Logos

For the departments and programs, use this lockup that slightly separates the shield (with or without center name) from the office name. These are intended for uniforms and other office-related apparel or non-letterhead uses.



Middlebury  
College

**PUBLIC SAFETY**



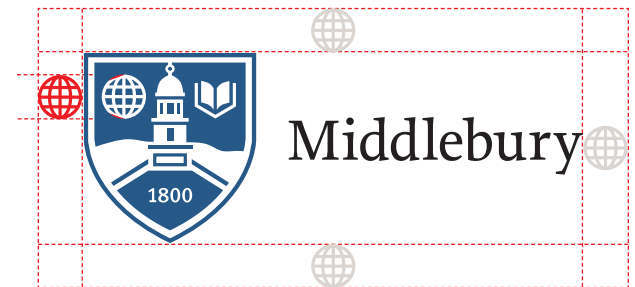
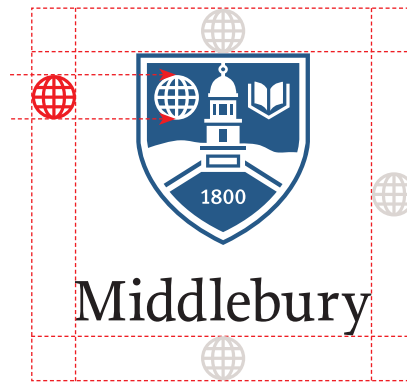
Middlebury  
College

**PUBLIC SAFETY**

# Clear Area and Minimum Size

## CLEAR AREA

A “clear area” around the logo equal to the diameter of the globe should be incorporated into any design using the logo.



## MINIMUM SIZE

The minimum acceptable size for the Middlebury logo is defined by the height of the shield. The shield should never be less than .625" (or 5/8") high in print.

It is shown here at its actual minimum size.

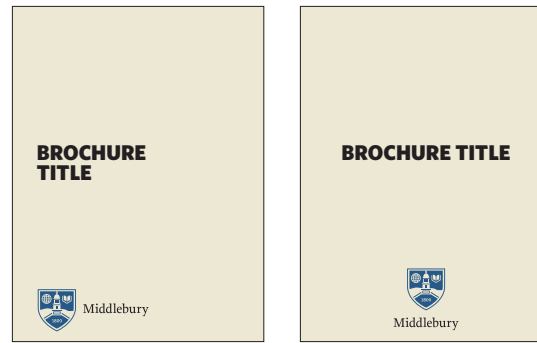


# Separating Components of the Logo

The examples to the right show **correct** usage of the Middlebury logo. The type treatment should always appear underneath or to the right of the shield.

It is acceptable to use the shield without the type treatment in moderation.

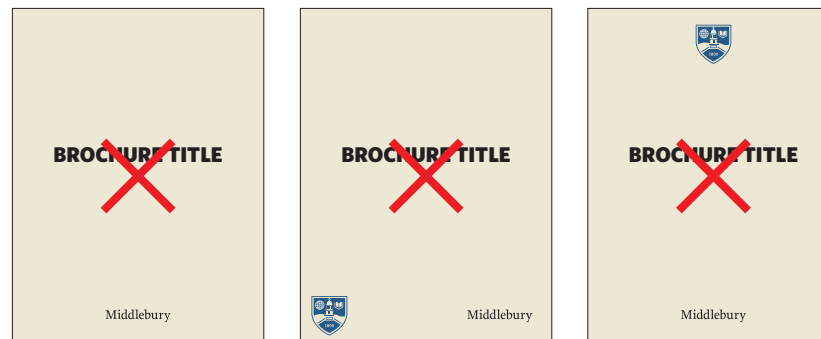
correct



The Middlebury type treatment should never be used on its own or separated from the shield.
















The examples to the right show **incorrect** usage of the Middlebury logo.

incorrect





# Incorrect Uses of the Logo

<p><b>correct</b></p> <p>Always use the appropriate artwork file.</p>			
<p><b>incorrect</b></p> <p>Do not skew or distort the logo.</p>			
<p><b>incorrect</b></p> <p>Do not reposition or resize components.</p>			
<p><b>incorrect</b></p> <p>Do not add effects, punctuation, or any other elements to the logo.</p>			
<p><b>incorrect</b></p> <p>Do not add to the logo or replace components with words, images, or other marks to create a composite logo treatment.</p>			

# The Logo Colors

## THE LOGO IN TWO COLORS

In most cases, the logo will appear in two colors, blue and black. It is not permissible to replace any of the colors nor to add additional color(s). This is the preferred logo color treatment.

correct



Middlebury

incorrect



Middlebury



Middlebury



Middlebury



Middlebury

## THE LOGO IN ONE COLOR

The only colors that can be used in the one-color logo treatments are blue, black, or white (see next page). It is not permissible for the logo to appear in any other colors.

correct



Middlebury Middlebury



incorrect



Middlebury



Middlebury



Middlebury



Middlebury

# The Logo Colors

## THE SHIELD IN ONE COLOR

The only colors that can be used in the shield are blue, black, or white (see below).

**It is not permissible for the shield to appear in any other colors, nor may it appear in two or more colors.**

correct



incorrect



## THE LOGO IN WHITE

If the one-color logo is to be placed on a dark background, this specially designed variant of the logo may be used. In it, the illustration has been redrawn so that it does not appear to be a “negative.” The difference is important.

correct



Middlebury

*Note that in its correct use, the mountains in the logo always appear white.*

incorrect



Middlebury

*Shown here is the one-color logo simply changed to white. The shield appears “negative”; it should not appear in this manner.*

# The Transparent Logo vs. The Logo with a Background

## THE TRANSPARENT LOGO

With images that offer a simple, solid background with consistent color and contrast, the logo can be used with a “transparent” background.

### THE LOGO IN TWO COLORS



Middlebury

### THE LOGO IN ONE COLOR



Middlebury



Middlebury

### THE LOGO IN WHITE



Middlebury

## THE LOGO WITH A BACKGROUND

With images that have a busier and more varied background, the logo will look best when used with a background. Shown to the right are the approved versions of the background color.

### THE LOGO IN TWO COLORS



Middlebury

### THE LOGO IN ONE COLOR



Middlebury



Middlebury

### THE LOGO IN WHITE



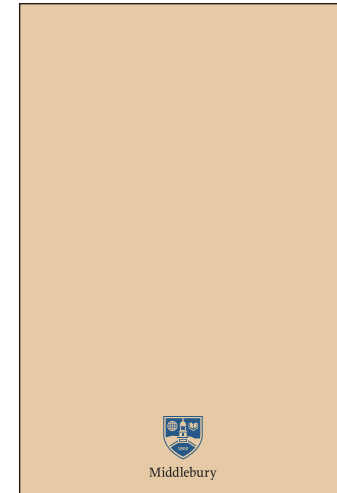
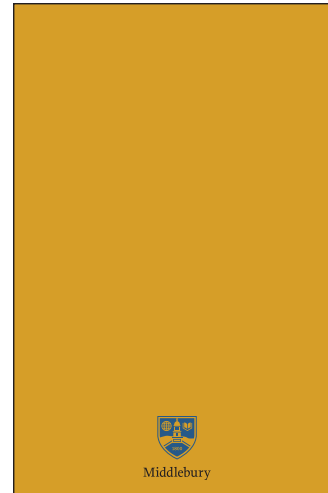
Middlebury



Middlebury

# The Transparent Logo on a Color Background

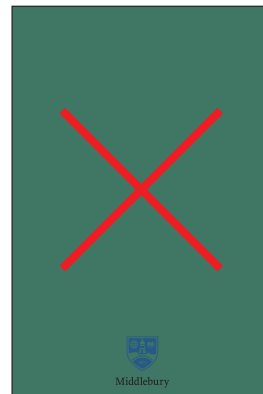
When the Middlebury logo is placed on a background other than white (such as another color or a photo), enough contrast should be present to allow the logo to stand out.



## INCORRECT USES OF THE TRANSPARENT LOGO ON A COLOR BACKGROUND

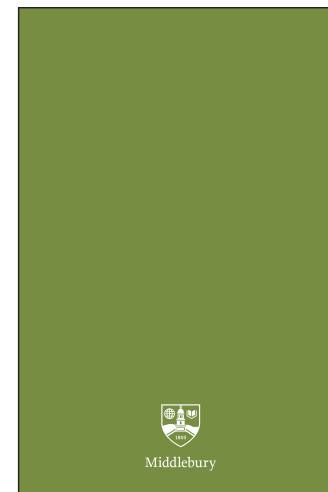
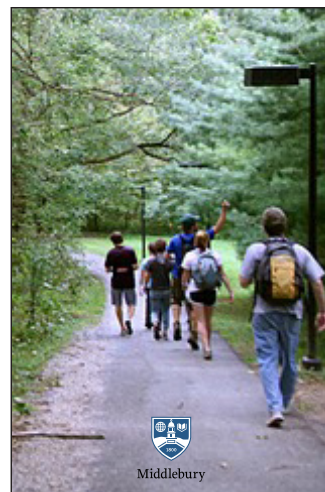
Shown to the right are examples of the Middlebury logo used improperly on a background other than white. The logo fails to contrast with the background.

incorrect



# The Logo with a Background on a Color Background

It is often easier to place the logo with a background behind the shield over a photo, since it inherently provides better contrast. However, care must still be given to ensure that the wordmark portion of the logo (in this case, “Middlebury”) is still legible.



## INCORRECT USES OF THE LOGO WITH A BACKGROUND ON A COLOR BACKGROUND

Shown to the right are examples of the Middlebury logo with a background behind the shield being used improperly on a background other than white. The logo fails to contrast with the background.

incorrect



# Middlebury's Seal

The official Middlebury seal is used on formal documents, i.e., diplomas or other official administrative communications emanating from the Office of the President or the Board of Trustees. The seal is also used for official ceremonial functions such as Commencement and appears on approved plaques, flags, or furniture.

**The seal is not the school logo. It should not be used on stationery or brochures as a logo.** Generally, it should be reserved for official and ceremonial functions.

*Offices wishing to use the seal as a design element in a brochure should contact the Office of Communications and Marketing.*





# Guidelines for Applying the Logo

The Middlebury logo should appear on all print and electronic communications that are intended for external audiences. Examples of external audiences are prospective students and faculty, alumni, donors, press, community groups, academic societies, community organizations, foundations, and corporations.

**Before going to print, it is important that all material is approved by the Office of Communications and Marketing, particularly if the material was not originally designed by a member of the communications staff.**

The logo is not required on strictly internal communications, such as flyers posted on campus, club announcements, and internal departmental communications.

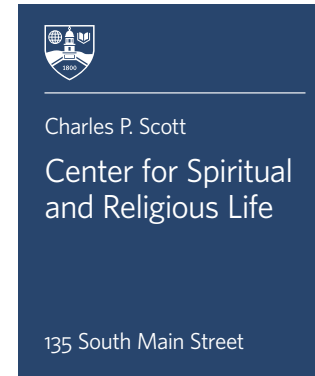
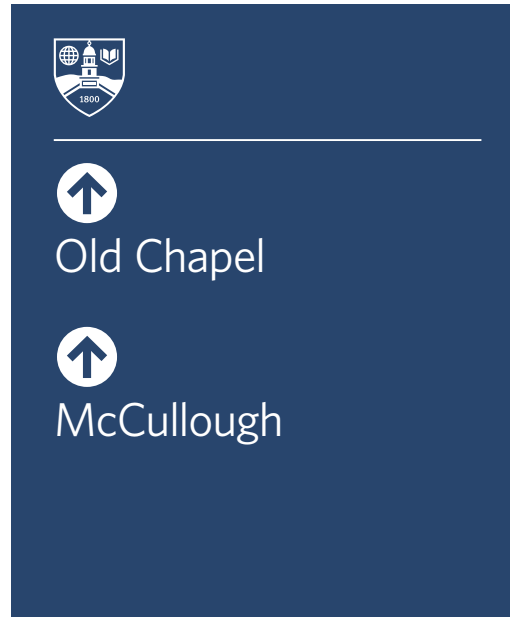




# Applying the Logo to Signage and Banners

Signage is produced by the Office of Facilities Services in collaboration with the Office of Communications and Marketing to assist in visual recognition and wayfinding.

Banners, such as the one below, can be used for special events, ceremonies, and celebrations.



# Applying the Logo to Products

Product placements, such as hats, mugs, and T-shirts, should show the logo prominently. Sometimes it might look best with only the shield, especially if the printable space is small.



# The Official Middlebury Color

The official Middlebury color is blue. It should be used frequently in all communications.

The official color is an important tool for building school pride and awareness.

Do not use a tint of the official color. It should always appear at 100 percent.

## COLOR ACCURACY

It is important that when the colors are used they are rendered accurately. This can pose a significant challenge since vendors working in various media use different means for reproducing colors, for example on an athletic uniform, delivery vehicle, or banner. The ultimate reference point for the Middlebury colors is the Pantone color Matching System (PMS) developed for offset printing.

If you are working with a vendor printing on a medium other than paper, request that he or she use the PMS colors as a reference.

*A designer should never change the official colors by designating an alternate PMS color in a different shade of blue.*



**Blue**  
PMS 294

# Institutional Color Palette

The colors on this page have been selected to complement Middlebury's official color.

The accompanying colors avoid any shades of blue that could be confused with Middlebury's official color. It is important that no shades are employed that would lead to confusion about the official color.

## Official Color



PMS 294

## Accent Colors



PMS 292



PMS 426



PMS 401



PMS 128

# School Color Palettes

Inspired by a sense of place, we developed the following palettes to help the schools to distinguish themselves within the Middlebury family. We recommend primary use of these colors to reinforce the visual identity established.

## Bread Loaf School of English



PMS 294 PMS 7406 PMS 159

## Bread Loaf Writers' Conferences



PMS 294 PMS 7406 PMS 292

## Institute of International Studies



PMS 294 PMS 544 PMS 326



PMS 426 PMS 7527

## School of the Environment



PMS 294 PMS 7406 PMS 377

## Language Schools



PMS 294 PMS 292 PMS 159



PMS 7406 Warm Red PMS 389

## Schools Abroad



PMS 294 PMS 291 PMS 397



PMS 7406 PMS 159

# Complete Color Palette

The official Middlebury blue should be used in most Middlebury communications as an anchor color. It is the color of the logo and is also used for athletics uniforms and institutional banners.

We recognize that a more extensive palette is required to help develop more complex communications vehicles. This full palette is being made available to designers who should not use every color in equal measure, but develop systems to support navigation and communication goals.

A subset of this palette has been made available to the general public. We recommend the limited palette for most institutional informational materials such as standard invitations, forms, basic newsletters, or methods of communication that do not require complex color systems but do require an immediate connection to the Middlebury brand.

## Official Color



PMS 294

## Accent Colors



PMS 426



PMS 292



PMS 544



PMS 291



PMS 326



PMS 397



PMS 377



PMS 389



PMS 1545



PMS 401



PMS 7527



PMS 187



Warm Red



PMS 159



PMS 110



















PMS 7406



PMS 128

# Color Conversion Tables

Official Color	PMS	CMYK (uncoated)	HEX
	294	100C 53M 2Y 21K	0D395F

Accent Colors	PMS	CMYK (uncoated)	HEX
	426	65C 48M 37Y 60K	4C4B4C
	292	65C 14M 0Y 0K	75A3CD
	544	36C 0M 0Y 17K	97BBD5
	291	34C 0M 5Y 9K	ACD6EB
	326	100C 0M 41Y 0K	1F9F8B
	397	23C 0M 100Y 15K	8F9A17
	377	48C 0M 100Y 14K	5E7E2C
	1545	18C 53M 89Y 33K	604937
	401	28C 22M 30Y 0K	AAA59F
	7527	10C 5M 15Y 3K	DCD8BC
	187	0C 84M 69Y 26K	962C28
	159	0C 49M 85Y 12K	C26533
	110	0C 8M 100Y 8K	B1850B
	7406	0C 18M 100Y 6K	F4B824
	128	0C 8M 100Y 0K	FDD16D

**PANTONE (PMS)**, a.k.a. spot color, is to be used in printed applications. It should be used for the official color whenever possible to reinforce the brand identity, and can be used for complementary colors when possible.

**CMYK** is used for printed applications as an alternative to PANTONE (with the exception of any Microsoft Office documents, which use RGB).

**HEX** values can be used for websites and other e-communications. The value is an exact match to RGB.

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The Middlebury identity system includes specific fonts that are to be used on all publications. Under no circumstances should anyone employ fonts other than those specified here. Questions should be directed to the Office of Communications and Marketing.

These typefaces have been selected to provide sufficient flexibility for a range of communications while maintaining a coherent and consistent Middlebury look. They complement the Middlebury logo system, and each font family offers a wide range of weights and style choices, including italics, bold, etc., to allow for numerous design options.

Middlebury's fonts are meant to be employed by professionals working with the Office of Communications. All fonts are licensed by the number of users and are not available to the general public.



# Slab Serif Typeface

The slab serif typeface that has been selected for Middlebury communications is **Sentinel**.

Sentinel was produced by the esteemed Hoefler & Co. ([www.typography.com](http://www.typography.com)) to address the many shortcomings of the classical slab serif. Sentinel is a fresh take on this style, designed to function in small sizes as well as large. It includes a complete range of styles, six weights from Light to Black that are consistent in both style and quality. It also includes thoughtfully designed italics across its entire range of weights.

Designers using this font are required to obtain their own license.

Slab serif is a type of serif where the serifs are more square, larger, and bolder than traditional serifs.

*SUSTO COMMOLO PEROS* ← Medium Italic

*Inibh erilit lor sit landre modigna conulput lorem iuscilit augiat vel erostrud tatue modipsun zzril utatum odiamcon ulla faccum volor iriustio esequisisl incincin vulla alit lore dolobore facinci pissed ex et iure te tie etum zzriurer cing eu faccum aut augiamet, vulla feum molore dolorer ating erat aut venisi.* ← Light Italic

← Semibold

**ross Country** ← Semibold

**by Robert Sullivan** ← Black

*Fifteen Years and  
Ninety Thousand Miles  
on the Roads and  
Interstates of America* ← Medium Italic

← Book

# Slab Serif Typeface

Sentinel Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Sentinel Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*

Sentinel Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Sentinel Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*

Sentinel Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Sentinel Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*

Sentinel Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

Sentinel Semibold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890***

Sentinel Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789**

Sentinel Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789***

Sentinel Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 12345678**

Sentinel Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 12345678***

# Sans Serif Typeface

The sans serif typeface that has been selected for Middlebury communications is **Whitney**.

Whitney was developed by Tobias Frere-Jones (available for purchase at [www.typography.com](http://www.typography.com)) for New York's Whitney Museum. Because of this, Whitney is exceptionally functional in both editorial settings and signage or other large-use applications. It includes a complete range of styles, six weights from Light to Black that are consistent in both style and quality. It also includes thoughtfully designed small caps and numerics in its OpenType system, as well as separate typefaces for index characters.

Designers using this font are required to obtain their own license.

Sans serif typefaces do not have small, finishing strokes on the arms, stems, or tails of characters.

**f**rom head to toe  
*The Amazing Human Body and How It Works*

**Bold**  
**Black**  
**Medium Italic**  
**Book Italic**  
**Medium**  
**Light**

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Whitney Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Whitney Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*

Whitney Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Whitney Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*

Whitney Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Whitney Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*

Whitney Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

Whitney Semibold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890***

Whitney Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

Whitney Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890***

Whitney Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

Whitney Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890***

# Serif Typeface

The serif typeface that has been selected for Middlebury communications is **Epic**.

Epic is a versatile and contemporary typeface. Designed in 2008 with a full complement of six weights and true italics, the Epic family offers itself as a true workhorse. Numerous standard and discretionary ligatures, majuscule ligatures, stylistic alternates, and swash characters ensure visual interest as an effective headline face.

Designers using this font are required to obtain their own license.

Serifs are small, finishing strokes on the arms, stems, and tails of characters.

**A**

**cross the Universe** ← Medium

*A guide to amateur astronomy* ← Thin Italic

Per ipsustis num irilit iuscips ustrud dip elit velit nostrud delu enit digniam dionseq uipessed min ullum vel ea commy nullan henit wis autpat praesto eraessecte magna feum dolor autat, vel iuscin hendip exeros autatie conulla feuguer susto commolo rperos aci blam dolorperil utet la faccum zzrilis autpat. Er augait utpatio nulputatuer ipit nos eum zzriureet at. Ut wis nim quis auguerat. Duipisl eummy nim alit lut praessequi blandio nsenim zzril ex eu feugait incip eratum augiat. Riureros alisism olendiat. Ommy num incilit utem in hendigna feu nim volorperatum ipit inibh ex endip lenis wisim nos ea facil ut numsan henim do dignis.

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An ullanconse er sequisil irilit, quam delma esent iriure ming et, commy num num at laortionse facillan exerosto dir utatuisisi. ← Medium

← Thin

← Normal

← Medium

Epic Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Epic Thin Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*

Epic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Epic Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*

Epic Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Epic Normal Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*

Epic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Epic Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*

Epic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

Epic Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890***

Epic Ultra

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 12345678**

Epic Ultra Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890***

Epic, Sentinel, and Whitney are the official typefaces for Middlebury. They have been selected to work well together or on their own. All three typefaces are appropriate for headlines as well as text.

Sketching  
**LIGHT**  
*An Illustrated Tour of  
the Possibilities of Flash*  
By Joe McNally

UREPRE NIS CUS MI, NECTATE LAMET MAXIMI, CONECEPTINT, nonseribus ento dolessit et paribusae est, sit, num quibus im adia volorro odigenit discidis ma qui dit, nectassunt qui occumquat exel et es nus est, optat magnam facestio. Nem quaspe voloreium exerum intion et fugias perit eume volum qui omnimil int am voluptat. Ma pratem qui berume dest, et que qui omnihiciam explit faceatis re, cupid quidi asped mi, unt mos esciure pudaepu daepero molore, simpos experionet eture nus et aut andi con corenistrum volentiscius min nobit vendicit, odicidu cienectem volupid mod eturepra dolore experi tempercit es aliquae ctibero ribus, te aut est, illore, seribus, to et quis doluptaquea era quamusc illiandem dolor quos mintore henec.

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landre modigna  
nulpul lorem iuscilit  
augiat vel erostrud  
tatue modipsum  
utatum odiamcon.*

Sentinel Light  
Whitney Black  
Sentinel Medium Italic  
Epic Bold  
Whitney Medium Italic  
Epic Book






# School Stationery

Middlebury stationery follows the format at right. The stationery is printed in two-color using blue (PMS 294) and black.

## SCHOOL STATIONERY

There is specific stationery for each school. Shown right are two examples.

 **Middlebury College**

14 Old Chapel Road • Middlebury, VT 05753

Date 1, 2015

Addressee's Name  
Title  
Company or Organization  
Number and Street  
City, State, Zip

Salutation:

This letter details the following information:

Lorem ipsum  
nuestro sume  
non sustra et tr  
te asumpe col  
colored ipsum

Les oïdo reum tdo ipsum at incosume strata te asumpe colored ipsum non su  
colored ipsum non sustra et trata strata nuestro n ipsuemel non. Les oïdo reum


Colore ipsum nostre pwtcon esutra e tratasoï stra bta nuestro trabe sotro. Les oïdo reum tdo ipsum at  
incosume strata te asumpe colored ipsum n strata te asumpe colored. Ipsum non sustra asumpe colored  
ipsum non sustra et trata nuestro sume on sustra et trata strata nuestro sume col Lorem ipsum at incon sum.

Sincerely,


Name of Sender  
Title of Sender

Initials  
cc:

Old Chapel 207 • Middlebury, VT 05753 • p. 802-443-5908 • middlebury.edu

 **Middlebury College**

**Baishakhi Taylor**  
Vice President for Student Affairs/Dean of Students  
Old Chapel 104  
Middlebury College • Middlebury, VT 05753  
p. 802-443-5777 • f. 802-443-3157  
taylorb@middlebury.edu

 **Middlebury Institute of International Studies at Monterey**

14 Old Chapel Road • Middlebury, VT 05753

Date 1, 2015

Addressee's Name  
Title  
Company or Organization  
Number and Street  
City, State, Zip

Salutation:

This letter details the following information:

Lorem ipsum  
nuestro sume  
non sustra et tr  
te asumpe col  
colored ipsum


Les oïdo reum tdo ipsum at incosume strata te asumpe colored ipsum non su  
colored ipsum non sustra et trata strata nuestro n ipsuemel non. Les oïdo reum

Colore ipsum nostre pwtcon esutra e tratasoï stra bta nuestro trabe sotro. Les oïdo reum tdo ipsum at  
incosume strata te asumpe colored ipsum n strata te asumpe colored. Ipsum non sustra asumpe colored  
ipsum non sustra et trata nuestro sume on sustra et trata strata nuestro sume col Lorem ipsum at incon sum.

Sincerely,

Name of Sender  
Title of Sender

Initials  
cc:

 **Middlebury Institute of International Studies at Monterey**

**Jeff Clayton-Johnson**  
Dean of the Institute, Vice President for Academic Affairs  
Segal Building • Monterey, CA 93940  
p. 831-647-4647  
jclayton@imiss.edu

# Customized Letterhead

Some offices and individuals will be given customized letterhead. Customized letterhead is available in both Master and School stationery options. Shown right are three examples.



**Middlebury College**

Andrea Lloyd  
Vice President for Academic Affairs  
Dean of the Faculty, Stewart Professor of Biology  
lloyd@middlebury.edu

Date 1, 2015

Addressee's Name  
Title  
Company or Office Name  
Number and Street  
City, State, Zip

Salutation:

This letter demonstrates typing format is an integ

Lorem ipsum nostrer pvt  
nuestro sume colored ip  
non sutra et trata nuest  
te asumpe colored ipsu  
colored ipsum non sutra

Les oido reum tdo ipsu  
colored ipsum non sutra

Colore ipsum nostrer pvt  
incosume strata te asump  
ipsum non sutra et trata  
Lorem ipsum at incon s

Sincerely,

Name of Sender  
Title of Sender

Initials  
cc:

Old Chapel 207 • Middlebury



**Middlebury**

Michael D. Schoenfeld  
Senior Vice President and Chief Philanthropic Advisor  
schoenfe@middlebury.edu

Date 1, 2015

Addressee's Name  
Title  
Company or Office Name  
Number and Street  
City, State, Zip

Salutation:

This letter demonstrates typing format is an integ

Lorem ipsum nostrer pvt  
nuestro sume colored ip  
non sutra et trata nuest  
te asumpe colored ipsu  
colored ipsum non sutra

Les oido reum tdo ipsu  
colored ipsum non sutra

Colore ipsum nostrer pvt  
incosume strata te asump  
ipsum non sutra et trata  
Lorem ipsum at incon s

Sincerely,

Name of Sender  
Title of Sender

Initials  
cc:

Old Chapel 207 • Middlebury



**Middlebury Institute of  
International Studies at Monterey**

Jeff Dayton-Johnson  
Dean of the Institute  
Vice President for Academic Affairs  
jdaytonjohnson@miis.edu

Date 1, 2015

Addressee's Name  
Title  
Company or Office Name  
Number and Street  
City, State, Zip

Salutation:

This letter demonstrates typing format is an integ

Lorem ipsum nostrer pvt  
nuestro sume colored ip  
non sutra et trata nuest  
te asumpe colored ipsu  
colored ipsum non sutra

Les oido reum tdo ipsu  
colored ipsum non sutra

Colore ipsum nostrer pvt  
incosume strata te asump  
ipsum non sutra et trata  
Lorem ipsum at incon s

Sincerely,

Name of Sender  
Title of Sender

Initials  
cc:

Segal Building • Monterey, CA



**Middlebury Institute of  
International Studies at Monterey**

Special Collections & Archives

Date 1, 2015

Addressee's Name  
Title  
Company or Office Name  
Number and Street  
City, State, Zip

Salutation:

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

Lorem ipsum nostrer pvt  
nuestro sume colored ip  
non sutra et trata nuest  
te asumpe colored ipsu  
colored ipsum non sutra

Les oido reum tdo ipsu  
colored ipsum non sutra

Colore ipsum nostrer pvt  
incosume strata te asump  
ipsum non sutra et trata  
Lorem ipsum at incon s

Sincerely,

Name of Sender  
Title of Sender

Initials  
cc:

Davis Family Library • 110 Storrs Ave. • Middlebury, VT 05753 • middlebury.edu

# The Typing Format for Letterhead

The typing format for the letterhead is an integral part of the design and should be followed.

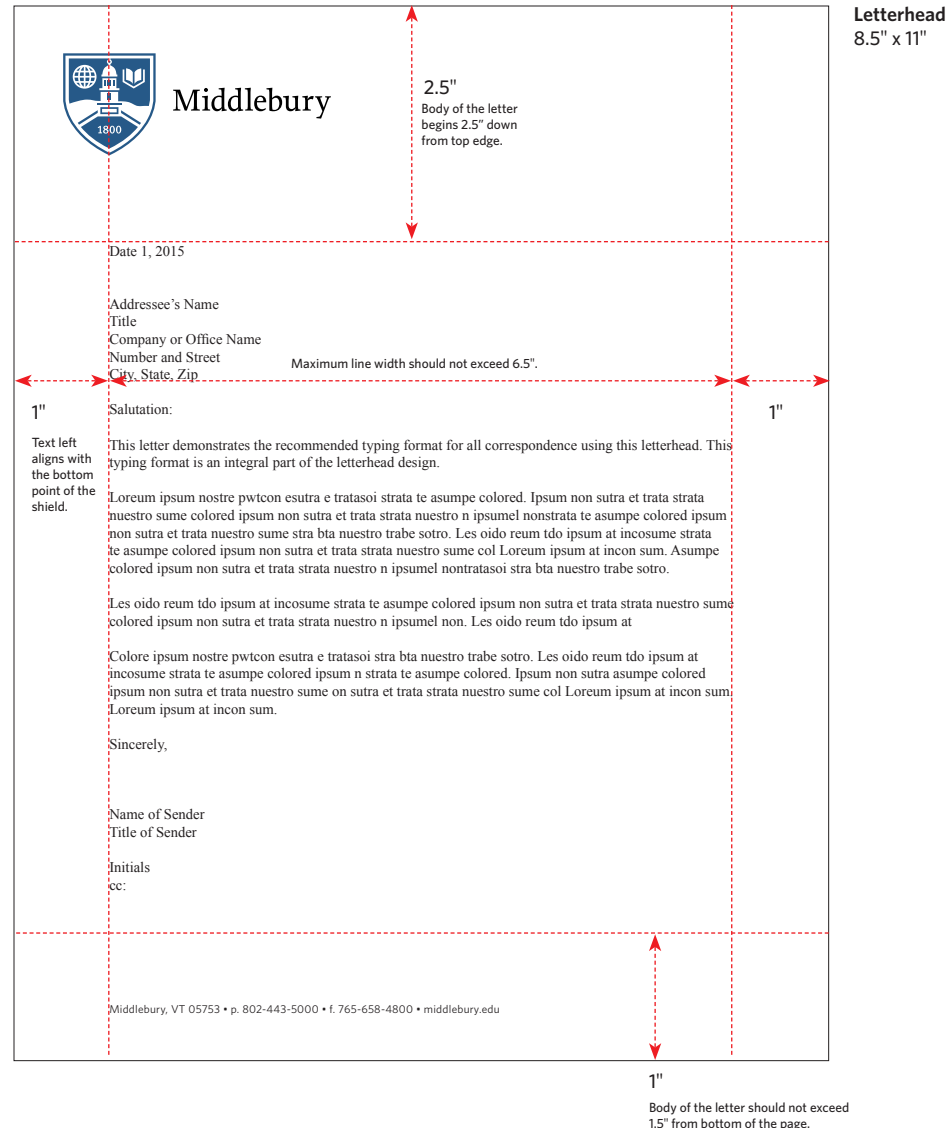
Shown right is the Master letterhead, but these rules are also to be applied to School and Customized letterhead.

The letter should be set in Times New Roman at 11 point. The left, right and lower margins are set at 1". The signature aligns left. The body copy aligns left, not justified.

The date line of the letter begins 2.5" from the top of the letterhead. Allow two line spaces above the addressee's name, title, company name, etc., and one line above the salutation. Add one line space between paragraphs in the body of the letter; there are no indentations. The maximum line width should not exceed 6.5". Allow three line spaces for the signature above the name of the sender. The body of the letter should end 1" from the bottom of the page or higher.

## PAPER STOCK

Neenah Environment PC100 White Smooth



# #10 Envelopes

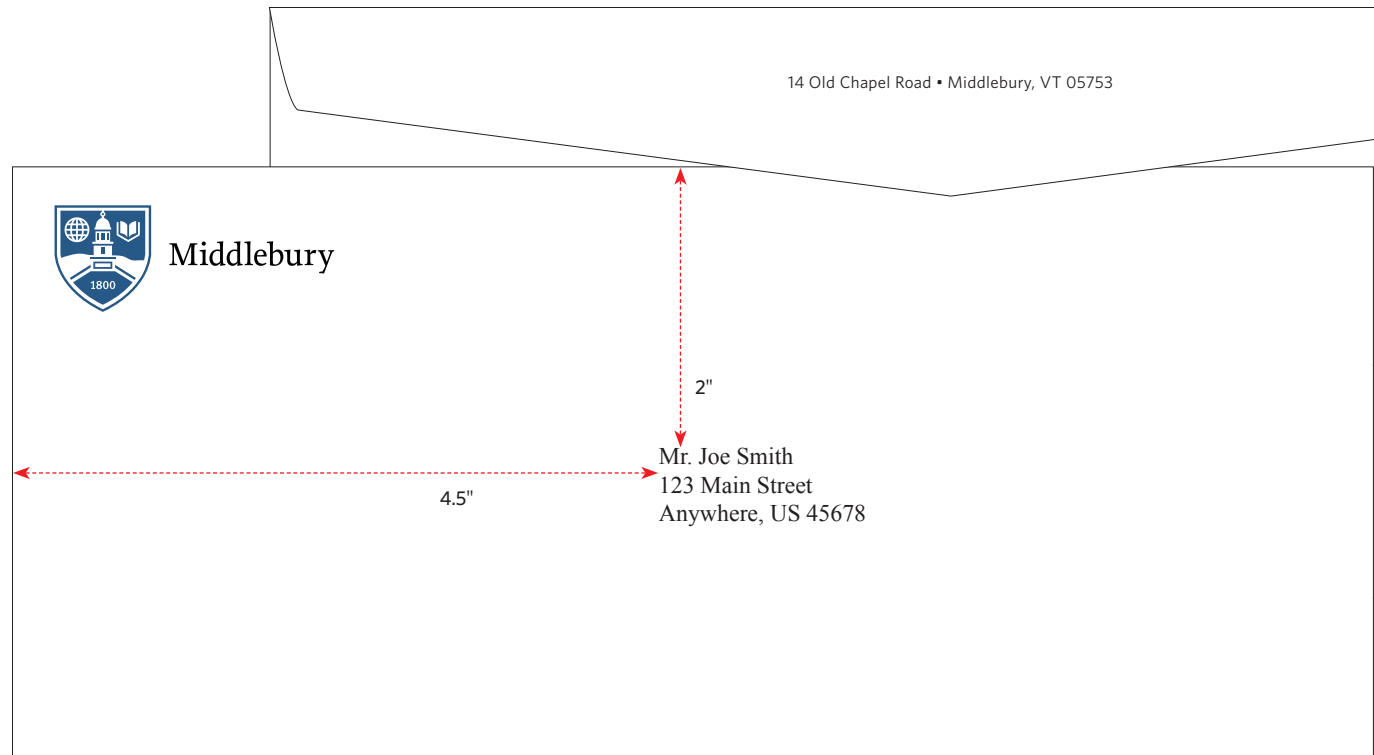
Shown right is the Master\* envelope, but these rules are also to be applied to School envelopes.

The mailing address on an envelope should be typed as shown, 4.5" from left and 2" from top. The text should be set in Times New Roman at 12 point.

If you are unsure about which lockup to employ, contact the Office of Communications.

**PAPER STOCK**

Neenah Environment PC100 White Smooth



#10 envelope  
9.5 x 4.125"

# Business Cards

Shown right is the Master business card, but these rules are also to be applied to School business cards.

There are always five or six lines of text on the business card. There should never be fewer and there can never be more.

There is space between the name/title and address/email/phone numbers. And where requested, pronoun choices are positioned between name and title.

## PAPER STOCK

Neenah Environment PC100 White Smooth



**Business Card**  
3.5" x 2"

The text top aligns so that whether five lines or six lines, the name is always in the same location.

More white space will be at the bottom for cards that have five lines of text.



Text left aligns with the bottom point of the shield.

The right margin for text is .25". Text should not go past this point.

It is important that all faculty and staff using a Middlebury email account format their emails the same way.

## EMAIL FORMATTING

Email **backgrounds** should remain white.

Acceptable **fonts** are Calibri, Georgia, Times New Roman, or Verdana. The email's body text should always be black.

## SIGNATURE FORMATTING

Acceptable **fonts** are Calibri, Georgia, Times New Roman, or Verdana. It is acceptable to bold the person's name and/or "Middlebury" (or school name). It is also acceptable to italicize "phone," "fax," or "mobile."

The **color** of email signature text may be black or blue (R9 G53 B122).

There should be a full line space between the name/title/school and the rest of the information.

## SIGNATURE INFORMATION

The information included in your signature is the same as your business card.

### *Always include*

- Name
- Title
- Middlebury (or school name)
- Mailing address
- Phone number (use dashes to separate components: 802-443-0000)
- Email address
- Middlebury URL ([www.middlebury.edu](http://www.middlebury.edu))

### *May include*

- Additional contact numbers, such as fax, mobile, 800 number, etc.

### *Do not include*

- Any link or logo for a website or organization either related or unrelated to Middlebury, including any version or variation of the Middlebury logo or its supplements
- Personal websites, blogs, twitter feeds, quotes, etc.
- Background images or decorative elements, such as clipart, emoticons, etc.

## **First Lastname**

Title Placed Here

## **Middlebury**

14 Old Chapel Road  
Middlebury, VT 05753  
*phone:* 802-443-0000  
*fax:* 802-443-0000  
[email@middlebury.edu](mailto:email@middlebury.edu)  
[middlebury.edu](http://middlebury.edu)



# Middlebury

Office of Communications and Marketing

Kitchel House  
152 College Street  
802-443-2502