



# VASSAR

BRAND GUIDELINES | VERSION 1.0

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Welcome to the Vassar College brand guidelines v. 1.0. This document serves as a resource for understanding and applying the Vassar College brand, identity and creative expression. It outlines brand strategy, tone and voice and provides standards for the use of logos, artwork, color palette, typography and other key visual elements.

These guidelines are based on a discovery process that took place throughout 2019. Thorough and highly inclusive, this effort drew from a wide cross-section of Vassar constituents. A living reference, this guide is intended to serve as a resource and a starting point for communications and creative professionals charged with articulating and representing the Vassar College brand. It is intended to be a developing body of work that will evolve moving forward.

## BRAND TOOLKIT

To ensure proper usage of certain elements, we have developed a brand toolkit that consists of several reference files. Here you'll find color swatches, typography, graphic elements, photography treatments and more.

### DISCLAIMER

This is a living document. Elements outlined within are subject to change. Additionally, some photos in this guide may be part of the conceptual work and are not owned by Vassar College.



# BRAND STRATEGY



## BRAND STRATEGY

The Vassar College brand strategy is an internal reference framework meant to guide marketing communications. It is an internal code that all parties will use to evaluate work. It is not a tagline. The brand strategy should be broad enough to cover multiple audiences. It should be relevant across multiple campaigns, and should reflect true aspects of the College. The brand strategy consists of the single idea, supported by four brand pillars, and five tone words that encapsulate the spirit of Vassar College.

## THE SINGLE IDEA

## WHERE EDGES MEET

## BRAND PILLARS

Impassioned  
Discourse

Naturally  
Cultivated

Collective  
Individualism

Fearlessly  
Consequential

## TONE WORDS

Savvy

Creative

Gutsy

Ambitious

Spirited

## THE SINGLE IDEA

This phrase is not a tagline, but rather encapsulates the essence of Vassar. The single idea is influenced and formed by the support pillars, and serves as an internal reference guide to marketing communications. This statement should never be used in outward-facing materials; it should only be used to check all creative work against, ensuring that the spirit of Vassar is shining through. Use it as a tool to guide all creative inspiration.

WHERE  
EDGES  
MEET

## BRAND PILLARS

Four pillars support and clarify the “Where Edges Meet” positioning. These are:

### ACADEMIC PHILOSOPHY

## Impassioned Discourse

*Where diverse thought meets  
impassioned dialogue*

It’s in Vassar’s DNA to question everything. They believe the most impactful solutions come from pursuing honest dialogue and debate, driving our world forward through a diversity of thought and thriving in the spaces where that “wonderful friction” lives. Vassar’s differentiating, open curriculum and programs, including academic “intensives,” create a multidisciplinary mindset and develops critical thinkers, doers, and leaders.

### ENVIRONMENT

## Naturally Cultivated

*Where wide open landscapes meet  
innovative communities*

Not only is Vassar a microcosm of the world, it also sits at the heart of an open and accessible region with great cultural influence. From it’s remarkable campus in Poughkeepsie, with national historic landmarks and 1,000 beautiful acres to explore (designated as an arboretum including more than 230 species of trees) to its access to business and culture hubs like New York City, Albany and New England, to its access to a broad array of cultures and people, this “petri dish” of experiences makes Vassar an altogether unique experience.

### COMMUNITY

## Collective Individualism

*Where fierce individuals meet their  
shared purpose*

At Vassar, it’s common to hear the phrase “go to the source.” People here are driven from within to “be the source” – of energy, of support, of critical inquiry, of inspiration to advance knowledge in the name of progress. We are rugged individualists, but experiencing shared burdens and successes together also unites us.

### OUTCOMES AND IMPACT

## Fearlessly Consequential

*Where proven impact meets  
fearless creativity*

Vassar is wired for impact. While we consider the world’s grand challenges, we also believe in practical application. With access to hands-on, high-level research alongside faculty, co-authoring impactful research (e.g., Undergraduate Research Summer Institute, Ford Scholars, Ecology research at Vassar Farm) we’re not just learning, leading, and conducting research for the sake of recognition – but to improve the world around us.



## TONE WORDS

Five tone words describe the character and persona of the Vassar brand. The tone will shift depending on our audience, but all brand communications—from social media posts and websites to printed materials—should use the following words as a guide.

### Savvy

Admirable and intelligent, motivated by deep experience and worldly knowledge

### Creative

Uncompromisingly unique and inventive, curious and adept

### Gutsy

Ingrained with a pioneering spirit and empowered to take risk

### Ambitious

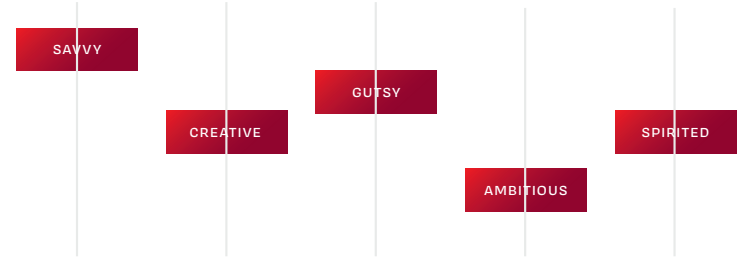
Driven and resilient, steadfast in values and willing to pursue uncommon paths

### Spirited

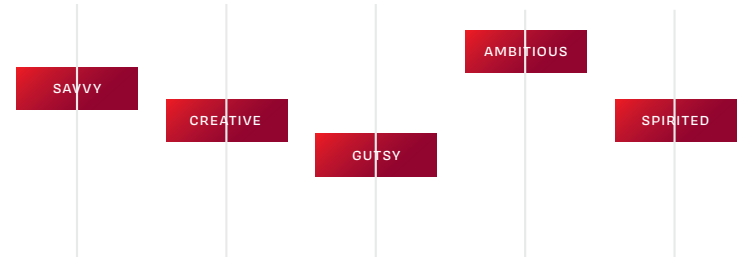
Animated, empathetic, and deeply passionate

These words can be dialed up or down in order to appropriately address each audience. For instance, the brand might be more “Gutsy” and “Creative” when talking to students, but more “Savvy” and “Ambitious” when speaking to Alumnae/i.

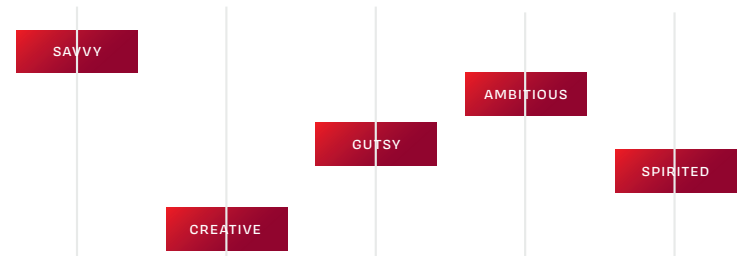
#### STUDENTS

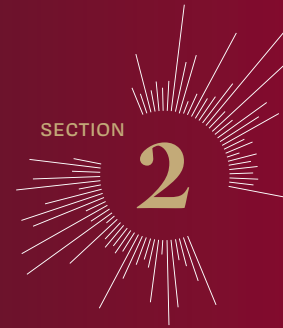


#### ALUMNAE/I



#### PARENTS





# BRAND PLATFORM

## BRAND PLATFORM

The brand platform is the creative expression of the brand positioning. It encapsulates the story of our College and answers the question, “What defines Vassar?” The brand platform is the foundation of the brand creative and can be seen in many examples of creative work outlined in the Brand Reference Compositions. The brand platform is not a tagline and only needs to be used directly in campaign messaging.

## *GREAT THINGS ARE RARELY FOUND ON THE SURFACE.*

To find meaning, we have to be willing to stand at the edges, look between the seams, and clash with opposing forces. We must push ourselves to uncomfortable places, seek beauty against the grain, and create positive friction in all that we do. Because only then, will we uncover deeper meaning, expose the world to more inspiring ideas, and expand our minds. Cultural divides will be torn down. Movements will ripple further than we ever imagined. And a powerful spirit will ignite the world around us.

*PERSPECTIVES  
CROSS.*

*IDEAS  
COLLIDE.*

*PASSIONS  
INTERSECT.*

*HORIZONS  
MEET.*

*WHERE  
SPARKS  
FLY*





# BRAND IDENTITY

## WORDMARK

The Vassar Wordmark is set in the brand font Masqualero with minor custom adjustments for legibility and spacing.

VASSAR WORDMARK

VASSAR

VASSAR WORDMARK GRID/ADJUSTMENTS

VASSAR

## SIZING/SPACING REQUIREMENTS



Use the V from the wordmark to measure the minimum distance between the logo and other competing elements in a composition.

MINIMUM SIZE

1.26 in

VASSAR .25 in

The wordmarks should never appear smaller than 1.26 in. wide x 0.25 in. high for legibility.

## COLOR

The Vassar Wordmark should only be used in the following colorways.

VASSAR BURGUNDY



BLACK



DARK GRAY



WHITE



## WORDMARK/DEPARTMENT TREATMENT

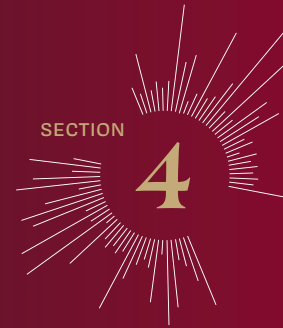
The Vassar Wordmark can be locked up with department names in a horizontal or vertical format.

VERTICAL



HORIZONTAL





# BRAND VOICE



## BRAND VOICE

Our brand voice is how we convey ourselves to external audiences in writing. It embodies the unique spirit and attitude of our institution. Through our brand voice, we bring to life the constructive tension, intellectual curiosity, ambition, and impact at the core of the Vassar College Identity. When writing for different audiences, keep in mind the brand tone words listed in section 1.

## HEADLINES

Headlines should always grab the attention of your audience and keep them curious to read more. There are two primary headline modes in the Vassar Brand that can be used depending on the audience and the intent of the piece.

### EDGES

The Edges headline system is a short, impactful headline mode that plays up the concept of edges meeting by juxtaposing contrasting nouns and verbs. This system is meant to create a sense of tension and action and work closely with the accompanying imagery.

*PERSPECTIVES CROSS*

*IDEAS COLLIDE*

*PASSIONS INTERSECT*

*MINDS ARE CHANGED*

*PASSION BURNS BRIGHT*

*HORIZONS MEET*

### STORY

The Story headline system allows for more nuanced messaging that works closely with longer form storytelling in body copy.

*IT'S TIME TO FACE THE MUSIC  
AND LET IT MOVE YOU.*

REFERENCE TO ALUMNAE/II FITZ PATTON'S PURSUIT OF STUDYING MUSIC

*WHERE GOALS BECOME GREATER*

REFERENCE TO ALUMNAE/II ETHAN ZOHAN'S NONPROFIT GRASSROOTS SOCCER

*SEARCHING FOR CONTRAST*

REFERENCE TO STUDENT STORY ABOUT EDITING CONTRASTS MAGAZINE

*CLASHING GRACEFULLY*

REFERENCE TO STUDENT STORY ABOUT ATHLETICS

## BODY COPY

Body copy should support and keep the energy of the initial message in the headline. When crafting long-form messaging, always be as concise as possible. Body copy should be easy to follow, but shouldn't give everything away at once. We should entice the reader by starting with an intriguing opening, followed by the supporting evidence or information needed.

### HIGH LEVEL MESSAGING

EXAMPLE COPY (UNDERGRADUATE)

Vassar is fueled by an abundant energy. A creative force, a curious spirit, propelling our pursuits, hobbies, studies, and artistic endeavors. As we feed off one other's energy, we further ignite our own fascinations. We can be freakishly motivated, deeply inspired, and incredibly unique. We can also be super chill. But we are never just one thing. Eccentric types and introverts, open-minded folks and opinionated ones. And no matter who we are, how we're feeling, or what we're doing, we share that universal spark that illuminates the world around us. We invite you to explore the things that spark our world and maybe discover something that sparks yours as well.

### STORYTELLING

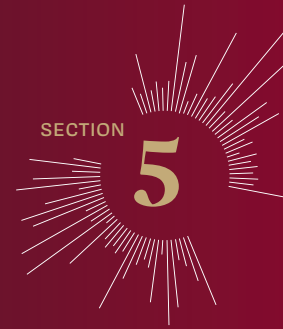
EXAMPLE COPY (ALUMNAE/I)

There are infinite paths between your A and B. None of them right. None of them perfect. But that's the beauty of pursuing your passions. It can be unsettling and thrilling. You'll find setbacks and challenges constantly. Course corrections frequently. And successes often come rarely. But if you're willing to embrace the tension and resistance that meets you with every step, you will find some amazing results.

Against his father's wishes and support, sound designer and composer Fitz Patton '88 was steadfast in his artistic pursuit. Patton's father wanted his son to study science, and pulled his financial support when that was not the path Patton chose. But after making his case to Vassar financial aid, he was given the chance to take the risk he longed for.

"It was clear to me that I had been given this tremendous opportunity to function independently, to pursue what I cared about. It came from a spirit of generosity on the part of the college, a sense of humanity, and the principles by which Vassar is governed."

And he turned it to gold. Patton has since amassed a long resume of accomplishments, and winning the 2019 Tony for his sound design of then Broadway hit, *Choir Boy*, certainly tops the list. He's faced his fair share of struggles, and there will be more down the road. But making magic is never easy.



# BRAND ELEMENTS



## COLOR

The lead colors for the Vassar College brand are Vassar Burgundy and Vassar Dark Burgundy. These are the foundation of all Vassar College communications. The secondary color palette is composed of four colors that serve to complement the lead colors. Tertiary colors are used for accents and detailing.

**BRAND TOOLKIT** Vassar\_CMYK.ase, Vassar\_RGB.ase

### LEAD

**VASSAR BURGUNDY**  
PANTONE 1955 C  
CMYK 10/100/65/40  
RGB 145/6/47  
HEX #951829

**VASSAR DARK BURGUNDY**  
PANTONE 2042 C  
CMYK 20/91/44/58  
RGB 100/26/43  
HEX #641A2B

### SECONDARY

**DARK GRAY**  
PANTONE Cool Gray 10  
CMYK 40/20/20/66  
RGB 99/102/106  
HEX #63666A

**GOLD**  
PANTONE 7503 C  
CMYK 10/15/48/25  
RGB 198/170/118  
HEX #C6AA76

**RED**  
PANTONE 185 C  
CMYK 0/91/80/0  
RGB 237/28/36  
HEX #ED1C24

**CREAM**  
PANTONE NA  
CMYK 0/2/5/0  
RGB 255/248/255  
HEX #FFF8EF

### TERTIARY

**ROSE**  
PANTONE 698 C  
CMYK 0/16/4/0  
RGB 242/212/215  
HEX #F2D4D7

**LIGHT GRAY**  
PANTONE Cool Gray 2  
CMYK 5/0/5/12  
RGB 208/208/206  
HEX #D0D0CE

## GRADIENTS

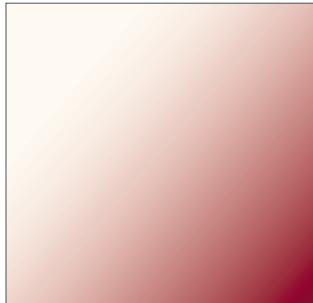
The gradients below can be used for fills as background or shapes. They represent a dynamic sense of movement and transition to the brand and allude to the light given off by a spark.



**GRADIENT 1**  
Vassar Dark Burgundy / Vassar  
Burgundy



**GRADIENT 2**  
Red / Vassar Burgundy



**GRADIENT 3**  
Cream / Vassar Burgundy



**GRADIENT 4**  
Cream / Red



Application example from concept

## TYPEFACES

The Vassar College brand uses the following typefaces.

Masqualero should be used primarily for headlines, and Covik

Sans should function as a supporting typeface. Source® Sans

Pro should be used for all body copy.

### PRIMARY

## MASQUALERO

Masqualero is a display serif typeface that features sharp and sculptural serifs.

#### MASQUALERO REGULAR

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  
0 1 2 3 4 5 6 7 8 9 ! & # \$ % ^ \* ( ) ? / " ; : >

#### MASQUALERO DEMIBOLD

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  
0 1 2 3 4 5 6 7 8 9 ! & # \$ % ^ \* ( ) ? / " ; : >

#### MASQUALERO 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  
0 1 2 3 4 5 6 7 8 9 ! & # \$ % ^ \* ( ) ? / " ; : >

#### MASQUALERO BLACK

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  
0 1 2 3 4 5 6 7 8 9 ! & # \$ % ^ \* ( ) ? / " ; : >

### SECONDARY

## COVIK SANS

Covik Sans neo-grotesque sans serif with chiseled points of tension.

#### COVIK SANS REGULAR

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  
0 1 2 3 4 5 6 7 8 9 ! & # \$ % ^ \* ( ) ? / " ; : >

#### COVIK SANS SEMIBOLD

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  
0 1 2 3 4 5 6 7 8 9 ! & # \$ % ^ \* ( ) ? / " ; : >

#### COVIK SANS 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  
0 1 2 3 4 5 6 7 8 9 ! & # \$ % ^ \* ( ) ? / " ; : >

### BODY

## SOURCE SANS PRO

Source® Sans Pro is a streamlined sans serif typeface with high legibility.

#### SOURCE SANS PRO REGULAR

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

#### SOURCE SANS PRO 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  
0 1 2 3 4 5 6 7 8 9 ! & # \$ % ^ \* ( ) ? / " ; : >

## TYPESETTING BEST PRACTICES

Setting type is a subtle art and it's important to have standards in place to ensure legibility and continuity of the brand. Here are some general rules to keep in mind when laying out type for headlines or body copy.

Headlines are always set larger than the body copy and in a bold weight, which provides the most contrast from body copy. Body copy should be set between 7-11 pts for print, and 12-16 px for web.

### THINGS TO AVOID WHEN SETTING HEADLINES

- Do not create your own modifications to the font. Use only the typefaces provided.
- Do not place the headline over a photo in such a way that the legibility is compromised.

### THINGS TO AVOID WHEN SETTING BODY COPY

- Do not track out the body copy more than 20 pts as it's difficult to read.
- Do not set body copy in all bold; it will become too dense to read at small sizes.
- Do not place the copy over a photo in such a way that the legibility is compromised.

## HEADLINE TREATMENTS

There are a variety of headline styles that create interest in a design. Having several styles and spacing options to choose from gives each piece variety from page to page. The format, available space, and layout pacing will determine what treatments work best within the design.

### HEADLINES & DESIGN

Many print, digital, social and mobile communications blend textual and graphic elements to tell a story. To successfully pair a headline with an image or design element, consider the two as complementary, not separate, entities. The headline provides context for the image or graphic element, while the design sets a visual tone. Considering how the two work together will amplify your message and extend its reach and appeal.


## SPARK HEADLINE TREATMENT

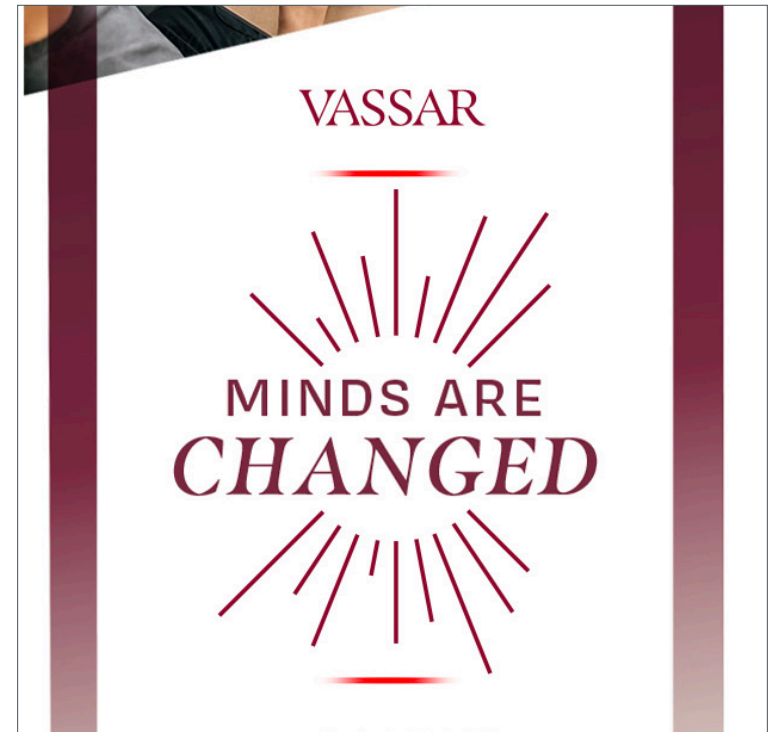
In cases where the headline is the main focal point of a composition, the spark graphic elements can be combined with the primary and secondary typefaces to create emphasis.

BRAND TOOLKIT Vassar\_sparkHeadlineTreatment.ai

PASSION  BRIGHT

  
WHERE  
GOALS *BECOME*  
GREATER  


IDEAS  
  
WILL  
COLLIDE



Application example from concept



## TENSION LOCK-UPS

This headline style is used as an expressive treatment to create visual tension between two words. These lock-ups work especially well in placements where the two words can meet physically (e.g. corners or meeting pages)

BRAND TOOLKIT Vassar\_TensionLockups.ai

IDEAS  
SPARK

CULTURES  
COINCIDE



Application example from concept

## TEXTURAL TYPE TREATMENTS

These type treatments can be used as texture or pattern in larger compositions or brand moments.

### TEXTURAL TYPE

This textural type approach takes two opposing ideas and creates a textural pattern out of the repeating statement.

**BRAND TOOLKIT** Vassar\_TexturalType.ai

RESTLESS *is* HARMONY *is*  
 TLESS *is* HARMONY *is* RES  
 HARMONY *is* RESTLESS *is*  
 ONY *is* RESTLESS *is* HARM  
 RESTLESS *is* HARMONY *is*  
 TLESS *is* HARMONY *is* RES  
 HARMONY *is* RESTLESS *is*

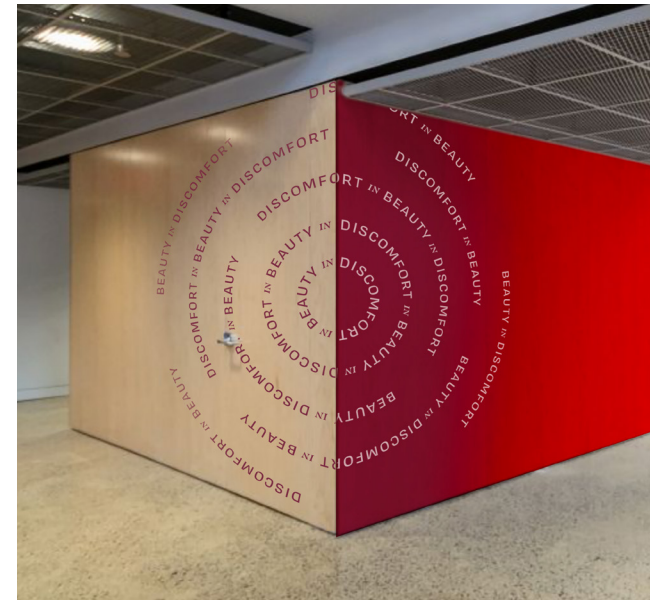
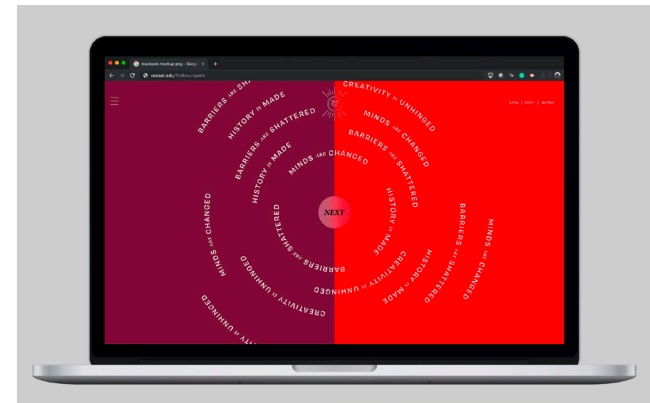
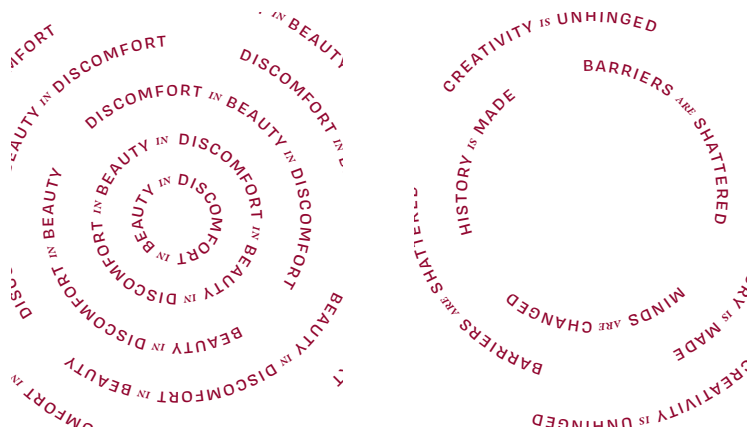


Application example from concept

## RADIAL TYPE

This approach sets messaging on concentric circular paths. The message can repeat or vary throughout the design. The space between messages should scale along with the size of the circle. The larger the circle, the more space between the end of one message and the beginning of the next.

**BRAND TOOLKIT** Vassar\_RadialType.ai



Application example from concept

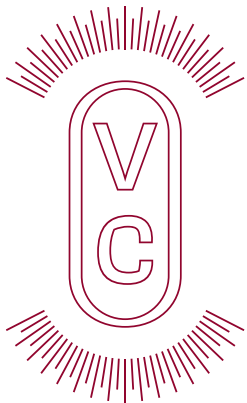
## GRAPHIC ELEMENTS

This library of graphic elements is made up of badges, shapes, frames, patterns, and textures, that can be added to compositions to create versatile and dynamic designs.

### BADGES

These illustrative icons serve as a graphic nod to the school identity. They should not replace the Vassar logo or branding.

BRAND TOOLKIT Vassar\_Badges.ai



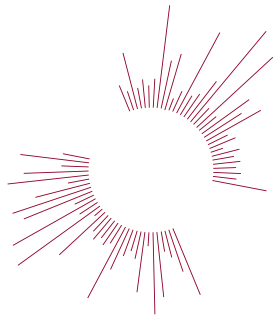
Application example from concept



## SPARKS

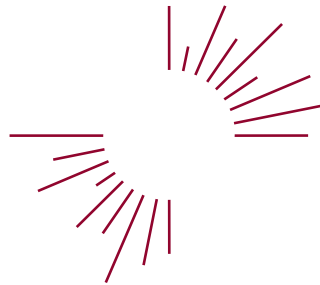
These circular elements can be added around type to create a more dynamic headline treatment.

**BRAND TOOLKIT** Vassar\_SparkShapes.ai



### SPIRITED SPARK

Should mainly be used at a larger size due to the thin weight and number of strokes



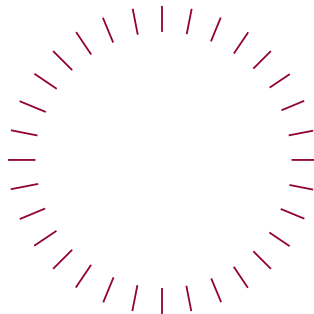
### CREATIVE SPARK

Can be used at a smaller size to surround singular elements (e.g. icons, numbers)



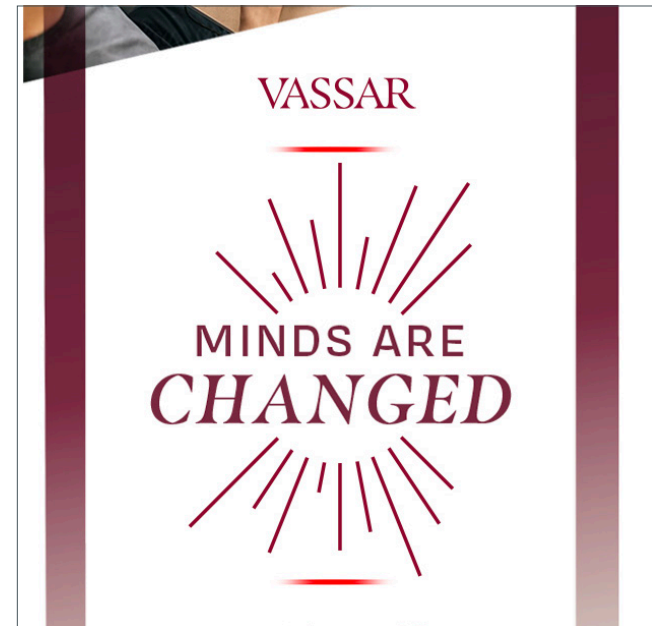
### AMBITIOUS SPARK

Only use within the spark headline treatment and should never surround an icon, logo, or symbol



### SAVVY SPARK

Can be used to surround type or elements and scaled at any size



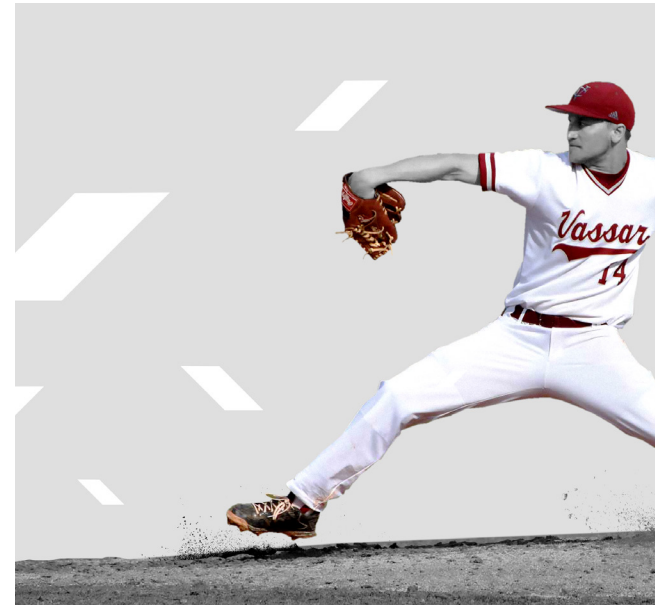
Application example from concept



## SHAPES

The angled shapes be employed at a variety of scales with flat-color or gradient fills or as an outline. They can also be used as a border or container for photography or copy.

BRAND TOOLKIT Vassar\_AngledShapes.ai

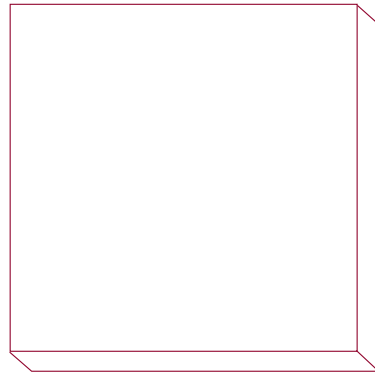


Application example from Concept

## FRAMES

The frame elements can be used as borders or containers for copy or photography.

BRAND TOOLKIT Vassar\_AngledGradientFrame.ai , Vassar\_3DBoxFrame.ai

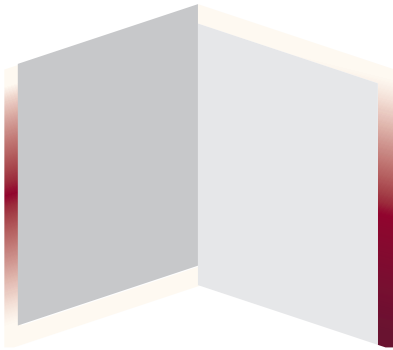


Application example from Concept

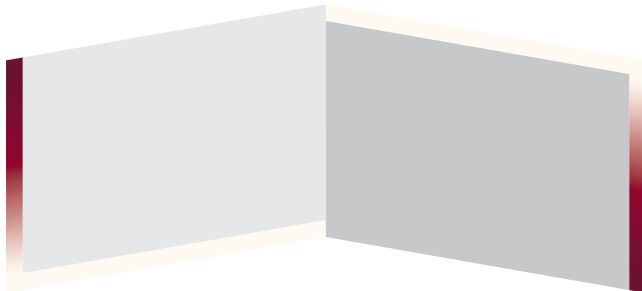
## PHOTOGRAPHY FRAMES

Photography frames can be used in two-photo compositions to capture a sense of tension between two ideas and subjects through convergence and connection rather than opposition. This use case works especially well when the two photos can meet in a physical intersection such as in the spine of a book or wrapped around a corner.

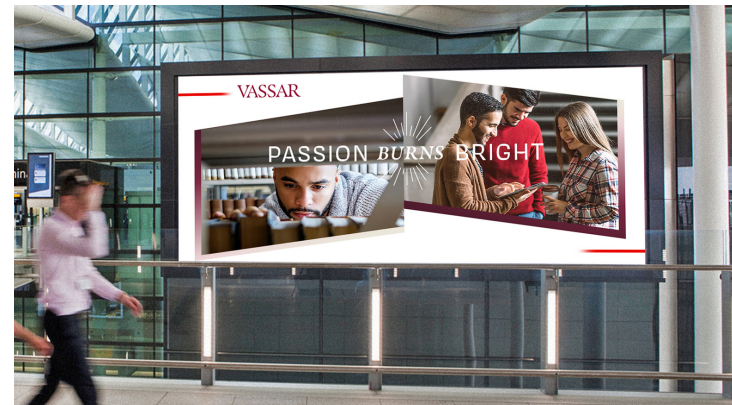
Note: This brand element is intended to depict tension between ideas and subjects, not tension between people.



**BRAND TOOLKIT** Vassar\_CornerGradientFrame\_Vertical.ai,



**BRAND TOOLKIT** Vassar\_CornerGradientFrame\_Horizontal.ai



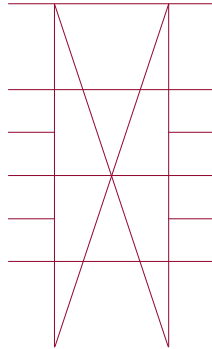
Application example from Concept

## TEXTURES & PATTERN

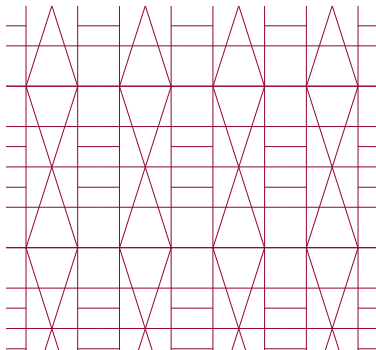
These textures and patterns serve as foundational grids or backgrounds for compositions.



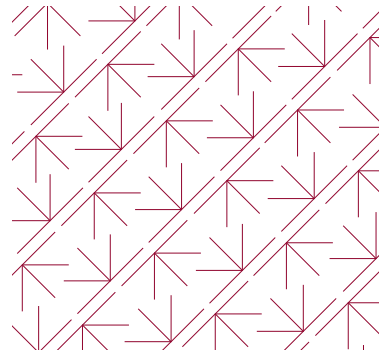
**ANGLED GRADIENT BACKGROUND**  
**BRAND TOOLKIT** AngledShapeBkg.ai



**QUAD GRID ELEMENT**  
**BRAND TOOLKIT** Vassar\_QuadGrid.ai



**QUAD GRID PATTERN**  
**BRAND TOOLKIT** Vassar\_QuadGrid\_Pattern.ai



**SPARK PATTERN**  
**BRAND TOOLKIT** Vassar\_SparkPattern.ai



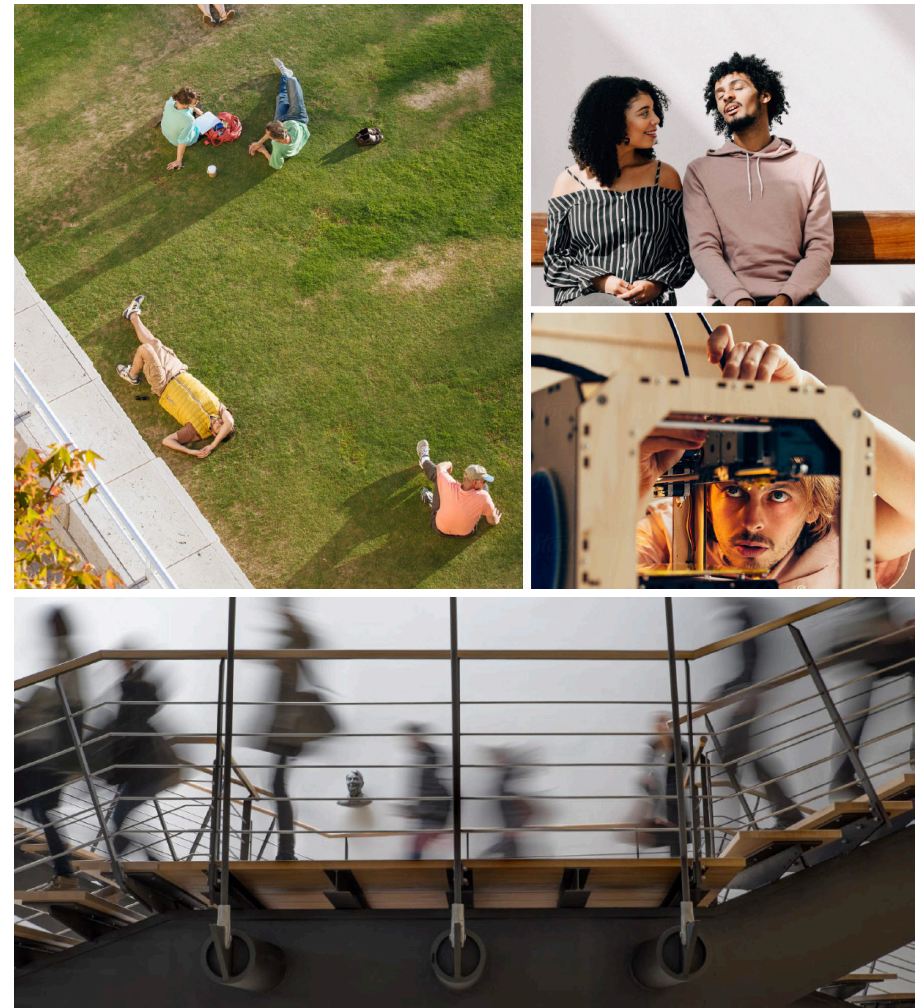
Application example from Concept



## PHOTOGRAPHY

The Vassar College brand takes a lively approach to photography, evoking a dynamic portrayal of a community where sparks fly. Photography should invite the viewer to witness the energetic exchange of ideas, connections between people, and the experience of living and learning at the College. Photography should represent the multidimensional experience of the Vassar student.

Admissions photography should have a lifestyle aesthetic: candid, authentic, and in-the-moment. We should show real connection and interaction as much as possible.



Please Note: The photos above are shown for style and content reference and are not owned by Vassar College



## PEOPLE

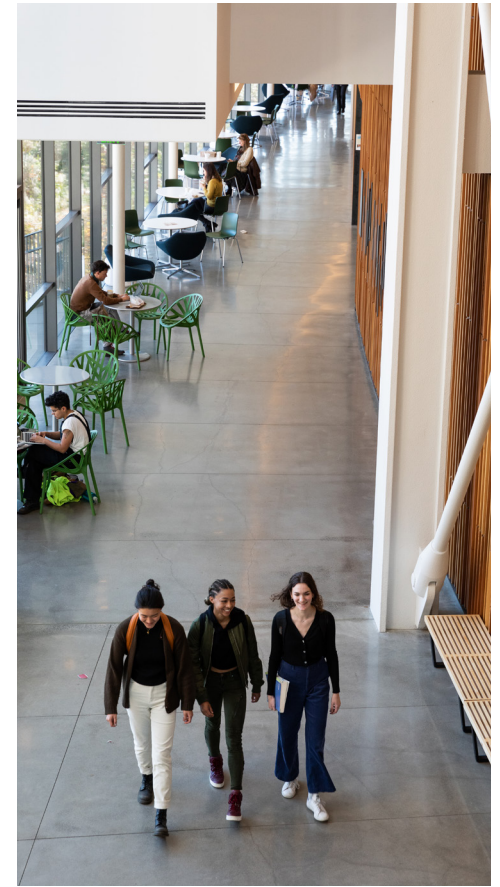
The Vassar community is made up of fiercely individual students and faculty finding shared purpose. Portraits should reflect that strength, creativity, and ambition of the individual.





## GROUPS

Vassar's communal dynamic is one derived from honest dialogue and debate. Putting value on diversity of thought, Vassar's multidisciplinary academic approach feeds the culture of impassioned discourse on campus. When capturing groups our photography should show individuals who are genuinely engaged with each other.





## ACADEMICS

At Vassar the classroom is a collaborative environment that provides access to hands-on, high-level research, giving students an opportunity to experience real impact. In academic photography we want to highlight that collaboration and real world experience.





## SCENIC

Vassar College's campus is a sprawling 1,000-acre environment that brings together nature and historic architecture to create a unique cultural "petri dish." In photography of campus, we want to show a balance the open landscape with the innovative community that populates it.



## GRADIENT MAP PHOTOGRAPHY TREATMENT

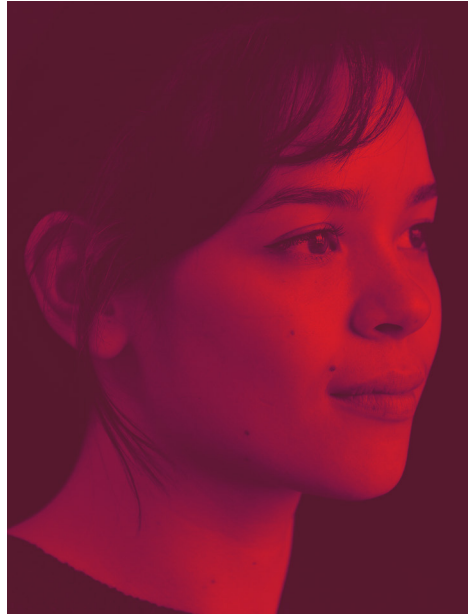
The gradient map treatment combines Vassar's recognizable brand colors with high-contrast photography to create a unique and textural effect. You can achieve this effect in Photoshop by selecting Layer > New Adjustment Layer > Gradient Map, or by using any of the Brand Toolkit Files referenced below.



### VASSAR ELITE GRADIENT MAP

**BRAND TOOLKIT** Vassar\_GradientMap\_1.psd

Black > Vassar Dark Burgundy > Vassar Burgundy



### VASSAR ADMISSIONS GRADIENT MAP

**BRAND TOOLKIT** Vassar\_GradientMap\_2.psd

Vassar Dark Burgundy > Vassar Burgundy > Red

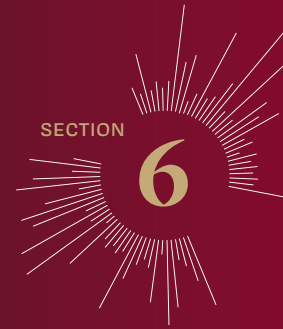


### VASSAR LIGHT GRADIENT MAP

**BRAND TOOLKIT** Vassar\_GradientMap\_3.psd

Gold > Cream



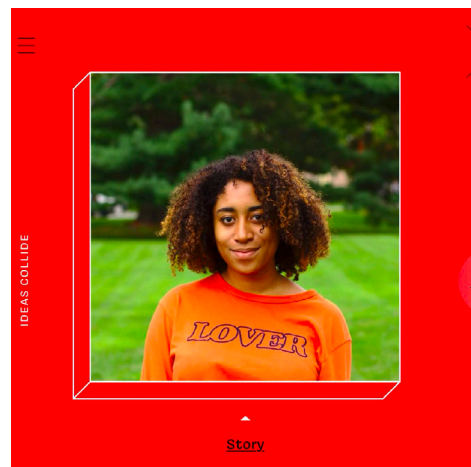


# BRAND OVERVIEW



## OVERVIEW

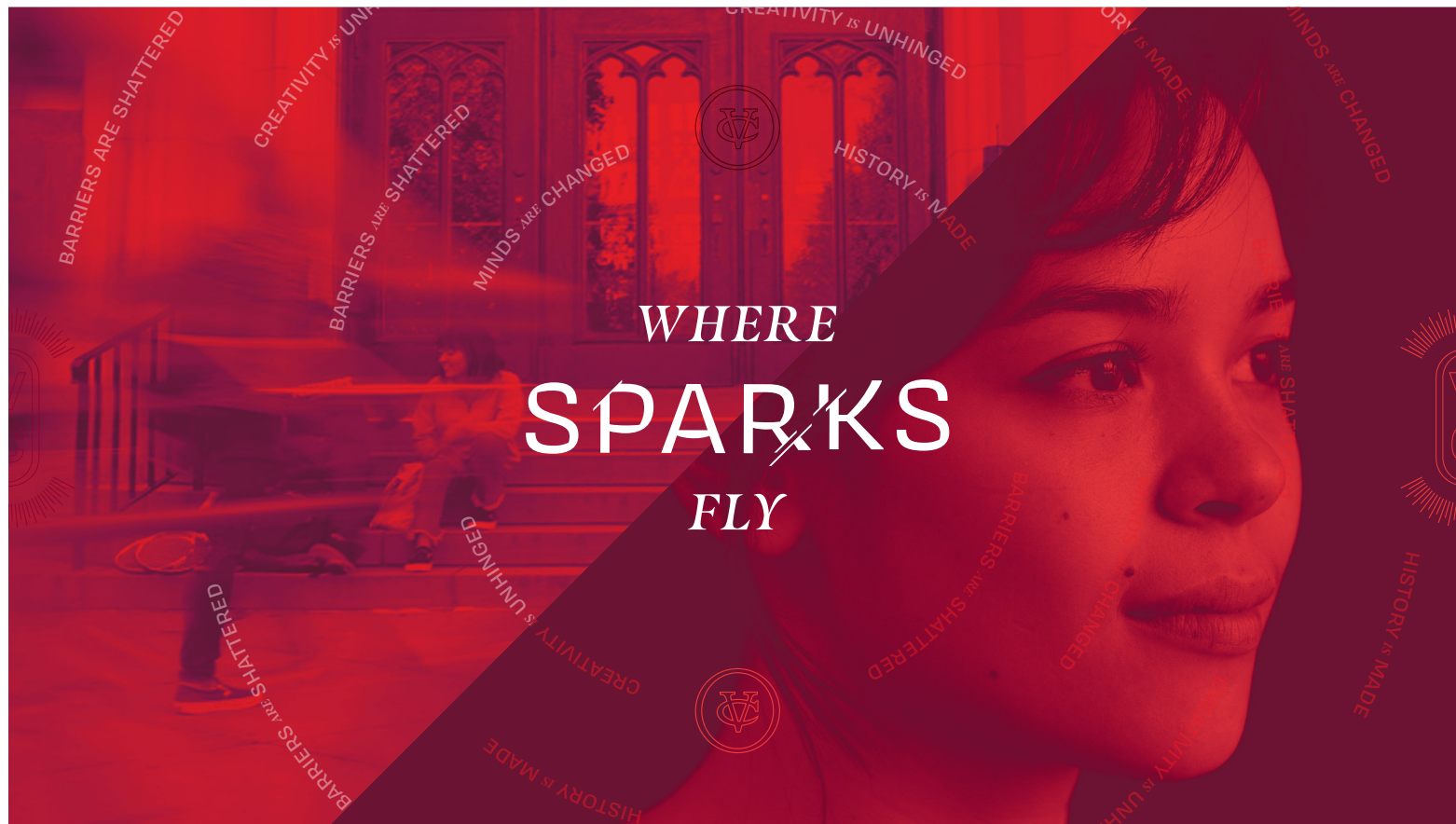
Below is a selection of conceptual work spanning a variety of audiences to use as reference when creating communications within the Vassar College brand.



Application example from concept

## BRAND REFERENCE COMPOSITIONS

The following compositions are layered reference files that illustrate how all the brand elements can be used together to create singular compositions representative of the Vassar College brand.

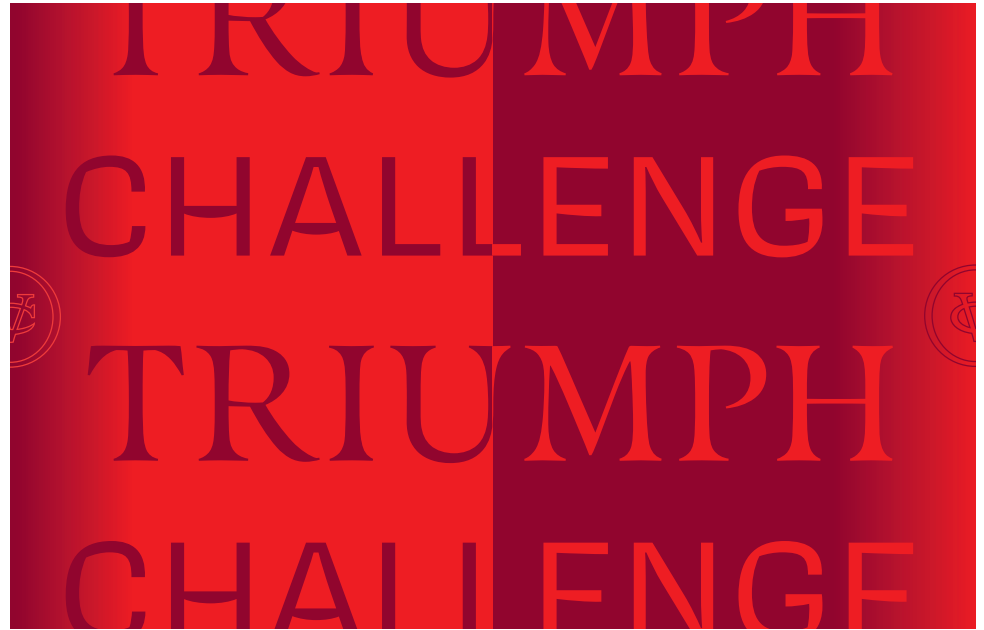


BRAND TOOLKIT Vassar\_BrandComposition1.indd

## BRAND REFERENCE COMPOSITIONS



**BRAND TOOLKIT** Vassar\_BrandComposition2.psd



**BRAND TOOLKIT** Vassar\_BrandComposition3.psd

## CONTACT INFO

If you have any questions about how to use the brand guidelines, where to find elements, or any other concerns regarding Vassar College's new brand, please contact [ TBD ] for further advice.

[ OFFICE ]

[ NAME ]

[ EMAIL ]

[ PHONE ]

