



Olin College of Engineering

# *Branding Guidelines*

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# LOGO IDENTIFIER + CONFIGURATIONS

## *Section 1*



# Identifier

This identifier should be used when communicating on behalf of the entire institution - press release, endorsement opportunities, outside publications (including print, screen, and time-based media), and co-sponsored events, products, or publications.

- ➔ Our legal name—which should appear typeset with the legal or copyright statement on all publications—remains ‘Franklin W. Olin College of Engineering’.



**Olin College**  
of Engineering

- **For print applications**, reproduce the identifier (symbol + wordmark) at a minimum of 1.25” wide.
- **For screen-based applications**, reproduce the identifier at a minimum of 120 pixels wide.

STANDARD IDENTIFIER

## Alternate configurations

Horizontal and vertical alternate configurations of our identifier are available for applications where the standard configuration would produce less than optimal results.



**Olin College**  
of Engineering



**Olin College** of Engineering

HORIZONTAL CONFIGURATION

VERTICAL CONFIGURATION

- **For print applications**, always reproduce the horizontal identifier at a minimum of 1.9” and the vertical identifier at .73” wide.
- **For screen applications**, always reproduce the horizontal identifier at a minimum of 185 px and the vertical identifier at 70 px wide.

# Identifier Two color and single color

Where production techniques allow, use the gradient versions of our identifier. Where production techniques are limited—or where a particular communication would be better served—two color, black and white, and reversed versions of our identifier are available.

## TWO COLOR



- *Flat and single color variants are also available in primary, horizontal, and vertical configurations.*

## ONE COLOR



## REVERSED



## Variety through color (Internal Use)

Use the blue version of our identifier when communicating on behalf of the entire institution or when sharing our identifier with outside communicators.

For internal uses extended palette of identifier color (which complements our school colors) are available.



# Identifier building a unified brand

Our identifier is a part of a system. To ensure that all of our good work accrues to the Olin master brand, programs that are part of our community can have, where appropriate, their own identifier configurations. ***One-off program identifiers are strongly discouraged.***

○ SCOPE → HORIZONTAL



**Olin College**  
of Engineering  
**SCOPE**



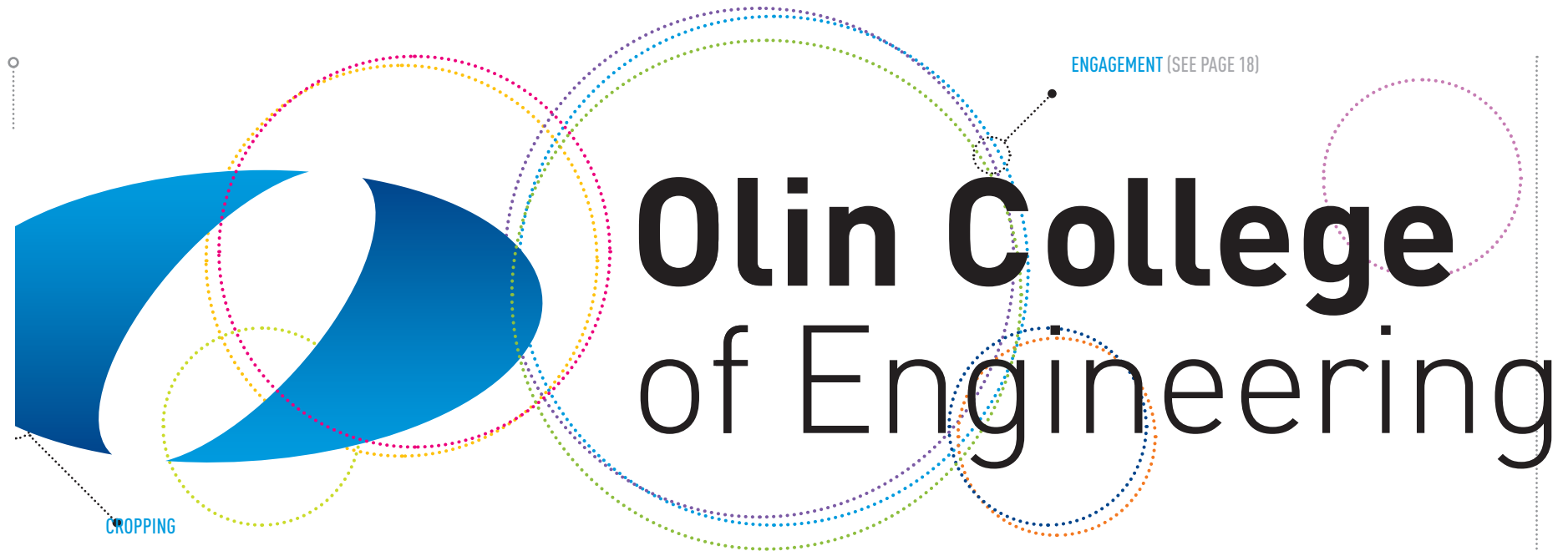
**Olin College**  
of Engineering  
**SCOPE**

○ SCOPE → VERTICAL

If you have a question about building the profile of your program, please email [oscom@olin.edu](mailto:oscom@olin.edu).

# Identifier an active player

The simplicity and strength of our identifier allows it to play an active role in our visual communications. Integrating our identifier with our graphic elements supports our commitment to creativity, passion for design and diversity of perspectives. Pushing the edges of our visual system mirrors our commitment to extending the boundaries of engineering education.

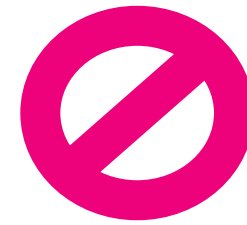


- *Appropriate cropping of our identifier communicates our fearlessness of boundaries and our engagement with the world beyond our campus. When cropping the identifier, always take care to maintain the integrity of the inner Olin oval and the legibility of the overall form.*

- *Engaging our identifier in direct visual dialogue with other elements of our visual system communicates our willingness to engage, test, and develop our own conversations and standards. A richer experience - not obfuscation - is our goal. The identifier must remain legible.*

# Identifier *please don't...*

Modification of our brand identifier system outside of our established guidelines will dilute our brand, jeopardize our ownership of it and make it harder for people to understand, recognize and value us.



*use unapproved colors*

*'fill' the 'O' with an image or texture*

*alter the relationship between the symbol and the wordmark*

*skew, stretch or otherwise alter the form of our 'O' symbol*

*use unapproved gradient fills*

**Olin College of Engineering**

**Comedy Club**

- *change the typography of the wordmark*
- *create unapproved modifiers*
- *add drop shadows, bevels or other effects.*



# TYPOGRAPHY

## *Section 2*

**OLIN COLLEGE**  
*Olin College*

# Typography precise, varied, inviting

Distinctive, consistent use of our type families will enhance brand recognition and help us to communicate with clarity. Our two type families provide us with a wide range of typographic expression, allowing us to construct clear hierarchies while adjusting the voice of individual communications to better serve particular goals—and to resonate with different constituents.

## DIN OT

STYLES →

WEIGHTS ↓

Light *& Italic* + Condensed Light *& Italic*  
Regular *& Italic* + Condensed *& Italic*  
Medium *& Italic* + Condensed Medium *& Italic*  
Bold *& Italic* + Condensed Bold *& Italic*  
Black *& Italic* + Condensed Black *& Italic*

SUBSTITUTE - *ARIAL*

## Crimson Pro

STYLES →

WEIGHTS ↓

Light *& Italic*  
Regular *& Italic*  
Semibold *& Italic*  
Bold *& Italic*  
Black *& Italic*

SUBSTITUTE - *TIMES NEW ROMAN*

When our type faces aren't available - such as in HTML emails and applications including PowerPoint - substitute *Arial* (for DIN OT) and *Times New Roman* (for Crimson Pro).

DIN OT Crimson Pro

# Typography establishing hierarchy in practice

When creating communications, strive to create clear, distinct and scannable visual hierarchies. Within complicated documents, this reduces reader fatigue and facilitates the navigation of dense content.

 Olin College of Engineering



## Letter From the President

As I write this, the Olin campus is alive with activity even as the temperature in the Oval hovers near 100 degrees. Students, faculty and staff are busy in Olin labs and classrooms, working on research projects ranging from designing assistive technology for the blind to ethics in engineering to restructuring some of our signature courses, such as Quantitative Engineering Analysis. At Olin, we are always creating, iterating and, importantly, evolving, even as we manage the lingering effects of a pandemic.

Our new strategic plan, approved by the board of trustees in May, will define our direction for the next five years.

Our vision for the future is captured in three words:  
**Engineering for Everyone.**

We chose this message carefully to be bold, definitive and direct. In practical terms, this vision means advancing equity and access within engineering education because engineering education must be welcoming to and enable the success of people from all backgrounds. That means changing many things—from the educational environment to the curriculum to the financial structure of higher education.



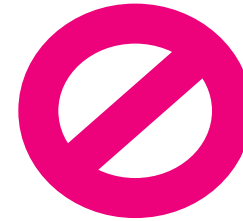
ANNUAL REPORT 2022 PAGE 6

EXAMPLE FROM ANNUAL REPORT

- To reduce complexity, use the fewest possible typographic changes to establish clear hierarchy while maintaining a pleasing visual experience.
- When crafting typographic hierarchies, make sure that any shift in size, weight, value, or color looks intentional - and is easily scannable
- Shifts in color or value create subtle shifts in hierarchy within headlines or dense blocks of information.
- Dramatic shifts in size signal dramatic shifts in hierarchy.
- Use weight for emphasis or to establish more subtle levels of hierarchy.

# Identifier please avoid...

Our typographic guidelines are designed to project our institutional voice while encouraging visual exploration and maintaining a high standard of legibility and clarity. Following these few, simple prohibitions will help us maintain a unified typographic voice and will facilitate a more pleasant reading experience.



## using ALL CAPS for EMPHASIS.

- *When used within headlines or running text, this is the typographic equivalent of SHOUTING at our readers.*

## setting type in multiple colors.

- *Using too many colors in a single block of text creates excess noise—an unpleasantly staccato reading experience.*

## Using Initial Caps for Headlines.

- *We're not a newspaper—our tone is more informal and conversational. Use sentence style capitalization.*

## obscuring our words with our visual gestures.

- *Use care when combining our visual gestures with blocks of copy or headlines. Legibility is paramount!*

## using force justification for body copy.

- *In most cases, force justifying text will create inconsistent typographic color, awkward spaces and will make reading more difficult.*

## setting type that is too light or to read.

- *Always keep the legibility of content—and the age of your readership—in mind when choosing type styles and sizes.*

# BRAND COLORS

## *Section 3*



# Brand Colors

Our school colors—blue, silver/gray—are supported by a host of bright, clean colors that express the vibrancy and vitality of our community and the diversity and depth of our pursuits.

- ➔ Always use the correct color formulas when building new communications. Our palette includes custom CMYK and RGB builds.

## SCHOOL COLORS

100.15.0.0  
HEX 009BDF

0.0.0.40  
HEX A7A9AC

100.75.0.20  
HEX 00458C

0.0.0.100  
HEX 000000

## EXTENDED PALETTE

5.100.80.0  
HEX E31D3C

0.65.100.0  
HEX F47920

0.25.100.0  
HEX FFC20E

25.0.100.0  
HEX C0D028

50.5.100.0  
HEX 8EBE3F

80.15.100.0  
HEX 349E49

75.10.40.0  
HEX 26AAA5

55.5.15.0  
HEX 6BC1D3

60.75.0.0  
HEX 7B5AA6

20.60.0.0  
HEX C77EB5

0.100.15.0  
HEX ED037C

20.100.70.50  
HEX 750324

10.100.80.5  
HEX CF1D39

100.50.100.10  
HEX 00653E

100.50.40.10  
HEX 00677E

75.100.0.25  
HEX 511C74

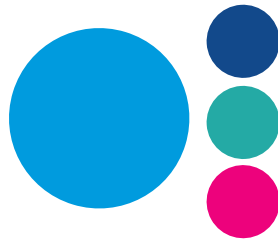
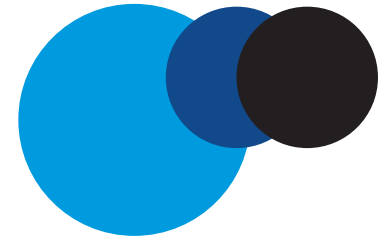
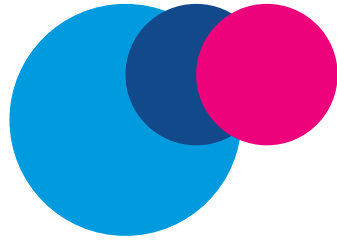
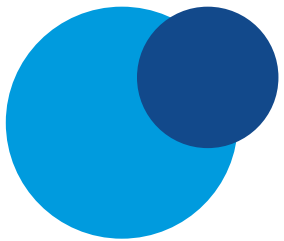
## MONOCHROMATIC PAIRINGS

- An .ase file of our colors is available for download or can be requested from Office of Strategic Communications at [oscom@olin.edu](mailto:oscom@olin.edu).
- 0.0.0.0 = Cyan.Magenta.Yellow.Black (process)
- HEX = Hexadecimal RGB (Red Green Blue)

# Color Combination Tips

To create higher quality designs, aim to create something lively but also that limits the amount of colors you use. Rule of thumb is use 3 other colors with the Olin Blue.

Below we have provided some examples of color combinations that work well. Feel free to use other color combinations, these have been the ones we have seen work best.



# BRAND ASSETS + IMAGERY

## *Section 4*





# Imagery building narratives, generating motion, inviting ...

Ours is an open, inviting community - so too is our approach to photography. Images of our community are taken from the perspective of the community members themselves, rather than from an outside observer's perspective. Our goal is to invite people into our community, to welcome them into the vibrant, inclusive discourse that characterizes our interactions.



The Olin community is creative - literally. We create stuff. Some of it works, some of it doesn't, but it's all done in the service of our broader goal - to learn through doing. Imagery of our work-product and work-process shouldn't feel sterile or commercial; it should feel active, iterative and experimental.

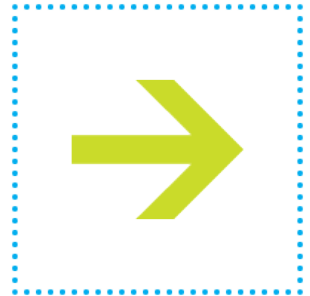
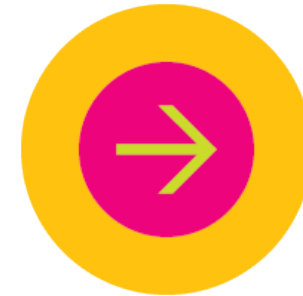


To obtain access to professional images or to get assistance on hiring a photographer, please email [oscom@olin.edu](mailto:oscom@olin.edu).

# Graphic Elements vital, iterative, experimental

- ➔ Our visual brand system includes an extensible series of visual gestures that are both symbolic of our community and its work and highly adaptable for use in organizing information and setting visual tone in our communications.

ENGINEERING  
FOR  
EVERYONE



If you have a question, please email [oscom@olin.edu](mailto:oscom@olin.edu).

# BRAND IN USE

## Section 5



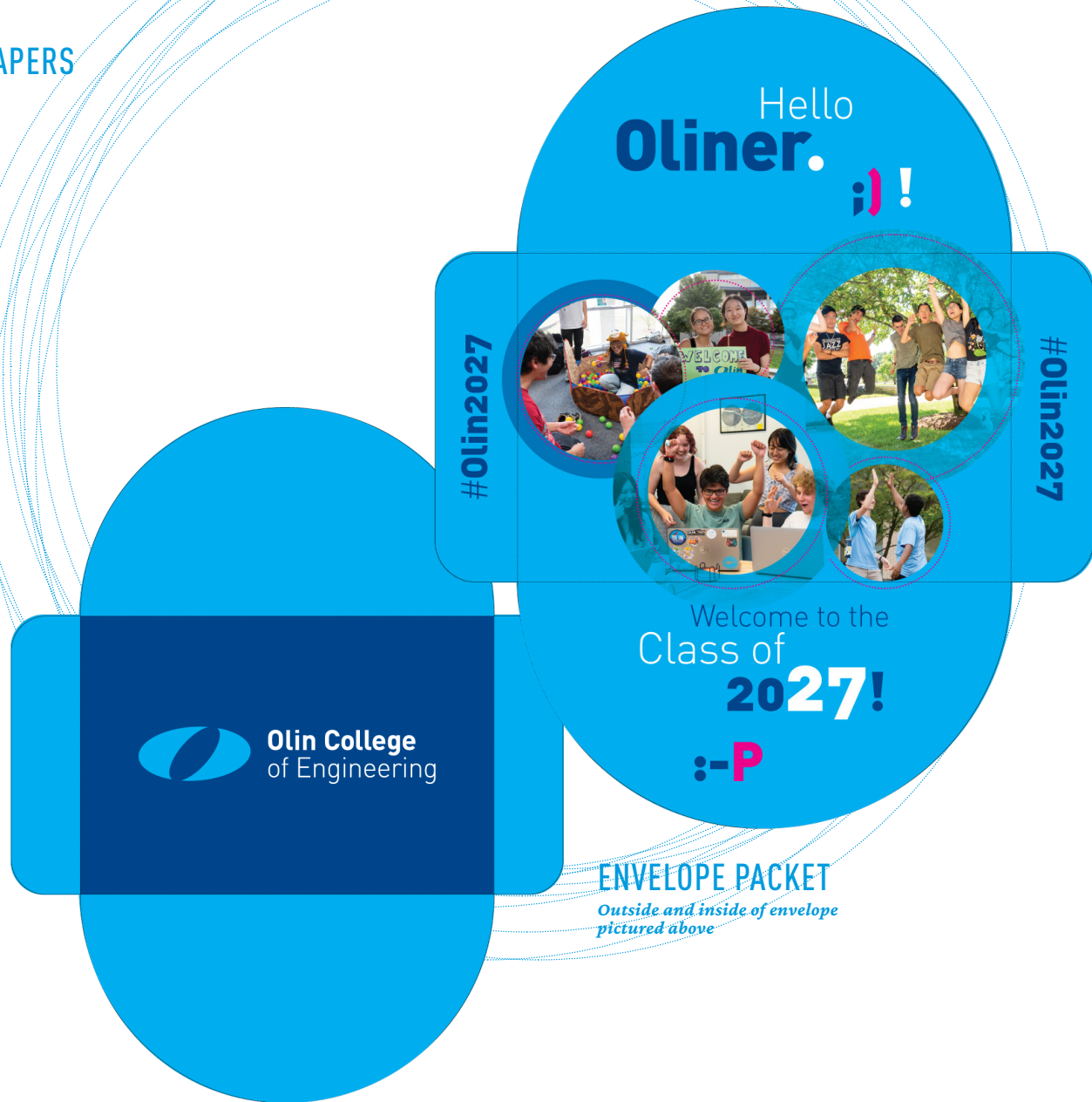
# example - Admission Packets



SOCIAL MEDIA WALLPAPERS



STICKER



ENVELOPE PACKET

*Outside and inside of envelope pictured above*

# example - Prospectus

## Design & Entrepreneurship

**Design Matters (DMMAT)** is a hands-on, experiential course that is taken by all students in their first year. In this introduction to mechanical design and engineering class, students design and engineer a toy that captures the wonder of science in the playful way.

**Product's Markets (PMAT)** is Olin's introductory entrepreneurship class and is taken by every student in the second semester of their first year. In this course, students are introduced to the core of entrepreneurship, grounded in the context of engineering and driven by the question, "How do we create value?" Value for our clients, customers, selves and the world. In small, dynamic teams, students explore their entrepreneurial vision and pursue their own definition of value by creating real products, services and business plans that are being taken with real users and customers.

**Collaborative Design (CD)** has students learn to create a functional design for a group of users whose they wish to design a deep understanding of their needs and desires. From writing a business plan to prototyping, they work in teams to identify needs and ultimately develop detailed concepts and models of sustainable new products and services.

**Principles of Integrated Engineering (PIE)** (2020) first students conceptualize, design and implement a mechatronic system. This multidisciplinary team project experience contains a range of engineering a complete mechatronic system that includes a mechanical design system, an electronic system, a microprocessor, and the hardware, firmware and software necessary for program. Students do all of the work, helping to meet real-world constraints of materials, process and budget.

**Quantitative Engineering Analysis (QEA)** is a special course for teams of two or students that require solving a series of related challenges while learning linear algebra, trigonometry, physics, multivariable calculus, and vector calculus. It's a semester around completing three projects, including building a laser, learning facial recognition software, and programming a mobile robot to accomplish a task. The course uses these projects to connect course material and emphasizes self-directed learning.

## Math, Science & Engineering

### Introduction to Sensing

**Sensing and Measurement (SMN)** and **Making Physical Measurements**. Students collect and analyze data, understand basic error analysis, and design a personal system.

### Mechatronics Analysis

**Decision Making in Mechatronics** Systems, **Business, Analytical and Climate Change Data Science**, **Renewable Energy**, **The World that Changed the World**, **Software Design**, **Fundamentals of Robotics**

### Experimental

Students are invited to opt in to an experimental course at Olin where we use 93 new pedagogical approaches and require students to complete projects outlined in the new **General, Typical, and Social Technology** curriculum.

**Engineering Systems, Society and Science (ESS)**, **Social Technology Learning and Purpose (STLP)** are the two new courses.

By integrating natural, social, and human systems, and engineering "E," students learn to apply their concepts and tools that are useful by understanding complexity holistically, designing responsible solutions to complex, and creating new value within the dynamic world of complex systems.

**STLP** is a project experience designed to reimagining the range of a college course. Students are required to apply their work to a real-world problem and apply their work to a project that combines engineering, design, research, consulting, and technology. This STLP project includes the field and industry projects in an experiential and possibly leading to an opportunity to pursue a job in the industry or to continue your education.

## CLASSES

### Art, Humanities & Social Sciences

We believe arts, humanities, and social sciences (AHSS) are essential for engineering students. In this course, students explore the role of art, thought, purpose, and direction in their educational experience. Through a variety of hands-on activities and assignments, we help students think and understand more about their role in society.

**Design and Health**

- Engineering for Humanity
- Digital Pedagogy
- The World that Changed the World
- Health
- Introduction to Urbanism

Olin students also have the opportunity to cross-register for courses at Olin College, Boston College, Stanford University, and Wellesley College. Many students pursue AHSS interests at these partner schools.

Every year, faculty lead courses (seminars) and classes that explore the role of art, thought, purpose, and direction in their educational experience. In these courses, students explore the role of art, thought, purpose, and direction in their educational experience. In these courses, students explore the role of art, thought, purpose, and direction in their educational experience.

**Olivia Jo '23**  
One of my favorite memories at Olin is *Topper Nights*, the night before the first big project is due.

Every year, faculty lead courses (seminars) and classes that explore the role of art, thought, purpose, and direction in their educational experience. In these courses, students explore the role of art, thought, purpose, and direction in their educational experience.

[olin.edu/academics/curriculum](https://olin.edu/academics/curriculum)

# ACADEMICS WITH IMPACT

[olin.edu/impact-research/career-services](https://olin.edu/impact-research/career-services)

## CAPSTONES

Yearlong projects solving real-world problems

All students complete a yearlong capstone experience that applies what they have learned to real-world problems. Olin offers three capstone alternatives:

**Senior Capstone Projects**

Capstone projects are supervised by professors and other mentors that bring in experience that requires engineering solutions. Students include research, design, automation for an experiment, software development for the mobile and social applications, and electronic communication systems.

**Affordable Designtech**

**Entrepreneurship (ENT)** students work with mentors and entrepreneurs around the world to address challenges endemic to working and to disseminate their work. Together they create new products and social ventures to reduce poverty, increase yields, expand education, improve health and generate income.

**Entrepreneurial Engineering Capstone (EEIC)** students work on a project-based course while gaining an understanding of user pain points, and the value of a solution. The course and experimentation and how to go from a prototype to a manufacturable product for a specific customer, and through a process to face the challenges of producing prototypes in small-run quantities.

**Research**

Students work on a project-based course while gaining an understanding of user pain points, and the value of a solution. The course and experimentation and how to go from a prototype to a manufacturable product for a specific customer, and through a process to face the challenges of producing prototypes in small-run quantities.

**CO-CURRICULARS & PASSIONATE PURSUITS**

All Olin we encourage our students to pursue their personal interests, hobbies, and passions. We offer a variety of options through our **Co-Curriculars** program. We encourage our students to pursue their own goals and passions. We offer a variety of options through our **Co-Curriculars** program. We encourage our students to pursue their own goals and passions. We offer a variety of options through our **Co-Curriculars** program.

Examples include: sports, bird appreciation, wood building, identity and engineering, accessibility, fundraising, the music of our time, and learning while mountain.

## STUDY AWAY

One of the founding principles of Olin was that every student should have the opportunity to have a learning experience away from Olin College. Olin has 23 programs to study at over 30 institutions, and students also have the opportunity to create a self-designed study experience.

## SUMMER RESEARCH & INTERNSHIPS

Olin has a diverse curriculum that allows us to prepare students for the real world, and there's no better way to learn how to do meaningful, real-world technical work than to jump in and do it.

That's why we ensure that our students have all the resources they need to access internships, from Career Fairs and workshops to alumni mentorship, and summer research opportunities.

**10% of the 2021 graduating class** did a paid summer research or research experience during their time at Olin. 8% did before.

**100 Hours Community Service** (Mandatory for all students) at Olin, through Olin's Service, Study, and Work Week.

**Berwin '24**  
The summer research program is building important skills and value and helping me figure out what kind of engineer I want to be. The experience is so much more than just a summer job. It's an opportunity to learn from the best in the field and to make a real impact on the world.

**Paul Ruvalo**  
Associate Professor of Computer Science  
At Olin, we want our students to understand the impact of their work. Research programs like the Summer Research Program are so important because they allow students to understand that you don't have the experience of the person doing the research, but you have to learn to work with people every day and work their best.

## Alumni Snapshot

Six months after graduation:

- 88% of alumni employed at a private client
- 75% are employed at startup and business
- 13% are in graduate school

Two years after graduation:

- 38% of alumni have received a startup
- 56% have received grants/finances
- 84% felt valued in their workplace
- 84% felt their job was meaningful

**Olin students come to MathWorks with a unique level of preparedness, dedication to impact and ability to contribute to an inclusive workplace.**

Lizze H., Senior Research, College Programs, MathWorks

## No two paths through or after Olin are the same,

but we love how our alumni are making their mark by carrying the Olin culture with them as they tackle the real world with curiosity, passion and purpose. And we're pretty damn proud that 87% of our alumni would choose Olin again.\*

**TOP GRADUATE SCHOOLS**

- Boston University
- Cornell
- CMU
- Harvard
- MIT
- Northwestern
- Stanford
- UC Berkeley
- University of Washington
- WPI

**TOP EMPLOYERS**

- Amazon
- Applied
- Johnson & Johnson
- Facebook
- Google
- HubSpot
- Johnson & Johnson
- Microsoft
- RightHand Robotics
- Skylio
- Yext
- Woods Hole Oceanographic Institute

**OLIN-FOUNDED COMPANIES**

- Accelerate Wind
- Big Belly Solar
- Indico
- Lever
- Highland Robotics
- Skylio
- Twelve

**SUMMER INTERN EMPLOYERS (2021)**

- MathWorks
- National Grid
- Nissan
- SpaceX
- Yext
- Google
- Verizon
- Waters Water

**99%**

Of the 2021 graduating class, 99% of alumni would choose Olin again, 8% did two or more times.

## Audrey '24

MAJOR MECHANICAL ENGINEERING  
HOMETOWN BELMONT, MASSACHUSETTS

**Through Baja, I've had the opportunity to be in the shop welding and machining almost every day. I've also gotten to connect with many experienced upperclassmen who have taught me so much about Baja and Olin in general.**

Find out more at [olinbaja.org](https://olinbaja.org)

example - **Email Banners** (Headers + Footers)



**FRANK TALKS**  
AN ALUMNI SPEAKER SERIES

Olin College of Engineering

This banner features a purple-to-blue gradient background with abstract circular patterns in various colors. The text is in a clean, sans-serif font. The footer includes the Olin College of Engineering logo and name.



**ALUMNI WEEKEND 2023**  
*REVISIT + RECONNECT + CELEBRATE*

→ Friday, September 22 & Saturday, September 23

Olin College of Engineering

This banner has a yellow-to-orange gradient background. It features a right-pointing arrow icon in a circle on the left. The text is bold and clear, with the dates in a smaller font. The footer contains the Olin College of Engineering logo and name.



**FAMILY WEEKEND 2023**

Olin College of Engineering

This banner has a dark blue background. It features a photograph of people at an outdoor event, with a large stack of wooden blocks in the foreground. The text is in a bold, sans-serif font. The footer includes the Olin College of Engineering logo and name.



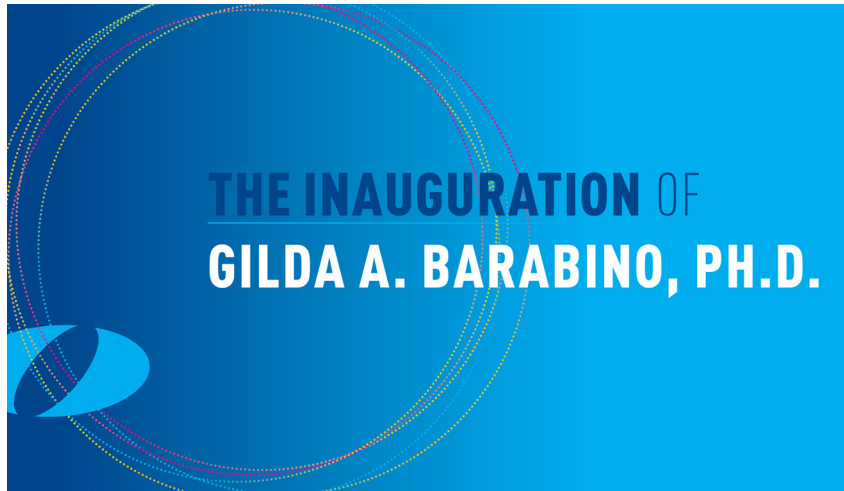
*Convocation*  
**2020**

Olin College of Engineering

This banner has a blue background with a pattern of white and red lines. It features a large, stylized '2020' with red arrows pointing towards it. The text is in a mix of serif and sans-serif fonts. The footer contains the Olin College of Engineering logo and name.

# example - Innaguration

## PRESENTATION SLIDE



## INNAGURATION BOOKLET

DR. GILDA A. BARABINO BECAME THE SECOND PRESIDENT OF OLIN COLLEGE OF ENGINEERING, AND PROFESSOR OF BIOMEDICAL AND CHEMICAL ENGINEERING, ON JULY 1, 2020.



Olin is committed to advancing equity within and through engineering education."

GILDA A. BARABINO, PH.D.

Gilda A. Barabino is the second president of Olin College of Engineering, which is dedicated to educating the next generation of engineering innovators who recognize needs, design solutions and engage in creative enterprises for the good of the world.

A chemical engineer by training, with broad interests in global health and interdisciplinary research and education, Dr. Barabino has pioneered new engineering approaches to problems in medicine. Her seminal research in sickle cell disease has informed current technologies and formed the basis for novel therapies. She is a passionate advocate for health equity and leads national efforts to engage engineers in the development of solutions to health disparities.

Prior to becoming president of Olin College, Dr. Barabino served as Dean of the Grove School of Engineering at the City College of New York and held appointments in the Departments of Biomedical Engineering and Chemical Engineering as well as at the City University of New York School of Medicine. There she established the Master's in Translational Medicine program, which addresses unmet clinical needs through the integration of engineering, medical innovation and entrepreneurship.

Dr. Barabino has also held academic and administrative appointments at Georgia Institute of Technology, Emory University and Northeastern University. At Georgia Tech, she served as the inaugural vice provost for academic diversity, and at Northeastern, she served as vice provost for undergraduate education. She is an internationally recognized thought leader and highly sought-after speaker and consultant on race/ethnicity and gender in science and engineering, with a particular focus on creating cultures and climates that support a sense of belonging. She has led a number of initiatives in these areas, including serving as the founder and executive director of the National Institute for Faculty Equity.

In recognition of her visionary leadership and outstanding professional achievement, Dr. Barabino has received many of the highest honors in academia. In 2021, she was elected to the American Academy of Arts and Sciences. She is also an elected member of the National Academy of Engineering and the National Academy of Medicine. She is a fellow of the American Association for the Advancement of Science, the American Institute of Chemical Engineers, the American Institute for Medical and Biological Engineering, and the Biomedical Engineering Society.

Dr. Barabino leads on a global stage. She is the president of the American Association for the Advancement of Science (AAAS), the world's largest interdisciplinary scientific society. In advancing science, engineering and innovation, she and AAAS are committed to science for and by all and engineering for everyone.

As the second president in Olin's history, Barabino is leading the college into its next chapter as it continues its mission to transform engineering education around the world.

Dr. Barabino received a B.S. from Xavier University of Louisiana and a Ph.D. from Rice University. She is married to Joseph Barabino, and they have a son, Jori Barabino.

## EMAIL BANNER



## ABOUT THE INAUGURAL CEREMONY

The theme for our ceremony is "Expanding the Oval: Connecting Individuals and Communities." Just as Olin is a unique community, our college's symbol—the oval—is a unique shape. Ovals orbit around more than one focus, just as every member of our community focuses on multiple disciplines, causes, and relationships. But an oval also implies togetherness, a cohesion of community and intention. Today's ceremony shares individual perspectives with the goal of expanding our community's shared perspective.

Today we will build connections by engaging with personal stories that speak to this inaugural moment. We will embrace inaugural traditions, but also reinterpret them. And we will transform you, the audience, into active participants.

Our ceremony really began when you arrived here, on Olin's campus, to celebrate. A big tent is just the right setting for gathering community while still seeing outside—beyond this space, beyond ourselves.

The formal ceremony will begin with a special recognition of our coming together and include all of our voices. Next, we will engage with the diverse perspectives of our storytellers and celebrants, finding the relationships between their experiences and feeling how they resonate with our own. This practice of connection prepares us to conclude our ceremony as we formally install President Barabino and celebrate her vision for our community.

In true Olin spirit, we invite you to say yes to the unexpected connection or experience, to listening that turns into doing, and to expanding how we see ourselves, others, and the world we make together.

**President of Olin College**  
Gilda A. Barabino, Ph.D.

**Hosts**  
Shereka Banton, Ph.D.,  
Regulatory Affairs Manager,  
Boston Dickinson

Megan Ku '22  
Student, Olin College

**Celebrations**  
Denise Garlick  
Massachusetts State Representative

William B. Nordan  
Founder and Former Chair,  
Olin Board of Trustees

Beverly Wyse P'15  
Chair, Olin Board of Trustees

**Music**  
Anima Chamber Ensemble

### Speakers

Jori Barabino  
Director, Pre-Award Research  
Administration, Tufts University

Lee Edwards '07  
Olin College Trustee

Molás Sabide García '24  
Student, Olin College

David Hall, S.J.D.  
President, University of the Virgin  
Islands

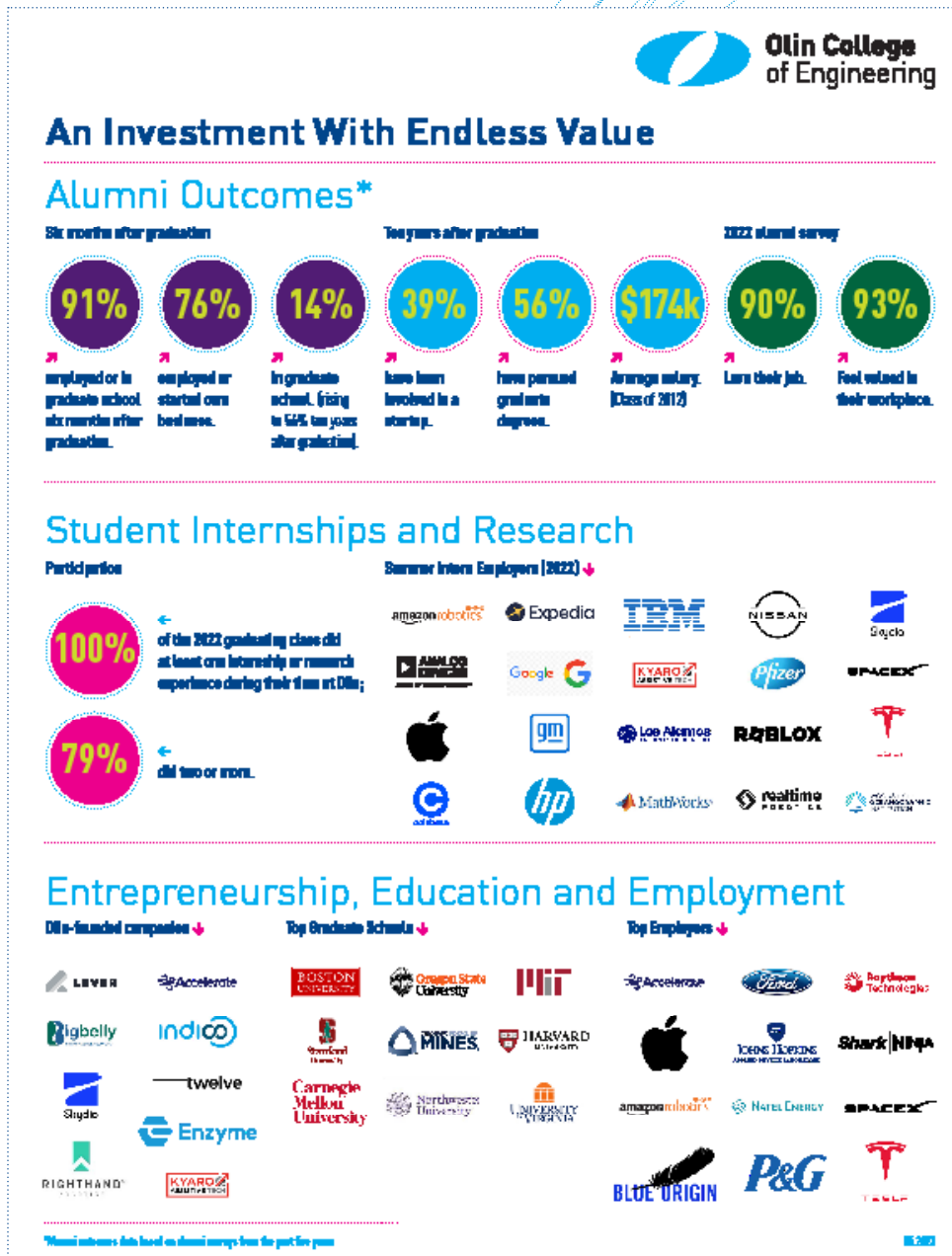
Cheryl Leggon, Ph.D.,  
Associate Professor of Public Policy,  
Georgia Institute of Technology

Willie Pearson, Ph.D.,  
Professor of Sociology,  
Georgia Institute of Technology

Emily Roper-Doten  
Dean of Admission and Financial Aid,  
Olin College

Alison Wood, Ph.D.,  
Assistant Professor of Environmental  
Engineering, Olin College

# example - Fact Sheet





# example - PowerPoint



## Including Images

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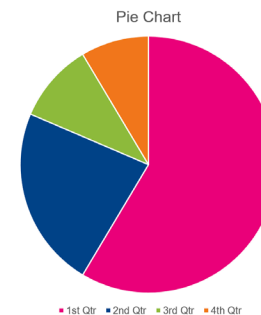
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## Graphs

The only thing to keep in mind about graphs and branding are the colors being used as well as the fonts. The colors have been programmed to this presentation deck.

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1st Qtr 2nd Qtr 3rd Qtr 4th Qtr

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# example - Website

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**Olin College of Engineering**



### Introducing Olin's Incoming Class of 2027

On August 23, Olin College will welcome 100 new students of the Class of 2027 to campus! This class is the largest in recent memory, with a record number of international students and first-generation college students, and one of the College's largest cohorts of domestic students of color.

#olin2027  
Read all about the new class



### Olin is #11 in Salaries for Software and Tech According to New WSJ-Published Ranking

The Wall Street Journal (WSJ) has published a new ranking of the Top Colleges for High-Paying Jobs in Software, with Olin ranking #11 in all salaries for software and tech. Olin graduates entering the software industry are out-earning their peers from other colleges and universities.

Read more

Engineering for Everyone  
Olin College Reveals its 2022-27 Strategic Plan  
[Read the plan](#)

### Humans of Olin - Meet our Students




View  
Edit  
Delete  
Revisions

Relive Olin Commencement 2023!




## Scenes from Campus



Making lifelong friends... Celebrating art at Olin. SLAC Fest Shows!

## Upcoming Events

<p><b>EVENT</b></p> <p>Olin College of Engineering Summer Institute</p> <p>ENGINEERING FOR IMPACT LEADING TRANSFORMATION CURRICULAR DESIGN TEACHING + LEARNING</p> <p>Summer Institute 2023</p> <p>JUNE 8, 2023 - 09:00AM EDT VIRTUAL</p> <p>DESIGN &amp; COLLEGE SUMMER INSTITUTE Designing Impact Events will learn experientia</p> <p><a href="#">Read More</a></p>	<p><b>EVENT</b></p> <p>ALUMNI WEEKEND 2023 REVISIT + RECONNECT + CELEBRATE</p> <p>Friday, September 22th - Saturday, September 23rd</p> <p>ALUMNI</p> <p>Alumni Weekend 2023</p> <p>SEPTEMBER 22, 2023 - 10:00PM EDT Olin College of Engineering</p> <p>Connect like never before and build bonds for life, part and students. This year we will celebrate milestones! Reunions for 2000, 2010, 2015, 2020, 2025, and 2030!</p> <p><a href="#">Read More</a></p>	<p><b>EVENT</b></p>  <p>FAMILY</p> <p>Family Weekend 2023</p> <p>OCTOBER 27, 2023 - 10:00PM EDT Olin College of Engineering</p> <p>Two beautiful special times of year come Olin for you. Time to reunite in an Olin class, watch student teams compete from President Carelino and get great food.</p> <p><a href="#">Read More</a></p>
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*Thank you for your  
help with building a  
strong Olin brand!*

For questions and assistance, please email  
[oscom@olin.edu](mailto:oscom@olin.edu) or contact:

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