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6. **CONTACT INFORMATION FOR THE OFFICE OF STRATEGIC COMMUNICATION**
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’.

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.

Alternate configurations

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

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.
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**
  - Olin College of Engineering

- **ONE COLOR**
  - Olin College of Engineering

- **REVERSED**
  - Olin College of Engineering

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

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.
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.

If you have a question about building the profile of your program, please email oscom@olin.edu.
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.
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.

- Please don’t use unapproved colors.
- Please don’t ‘fill’ the ‘O’ with an image or texture.
- Please don’t skew, stretch or otherwise alter the form of our ‘O’ symbol.
- Please don’t use unapproved gradient fills.
- Please don’t change the typography of the wordmark.
- Please don’t create unapproved modifiers.
- Please don’t add drop shadows, bevels or other effects.
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.

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).
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.

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 heirarchy.

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.
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.

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

**obscuring our words with our visual gestures.**
- Use care when combining our visual gestures with blocks of copy or headlines. Legibility is paramount!
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 511C74
  - 75.10.40.10
    - HEX 00677E

- **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.

- 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.
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.
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.

If you have a question, please email oscm@olin.edu.
BRAND IN USE

Section 5

unique, recognizable

Olin College
of Engineering
communications

IDENTIFIER
COLOR
GESTURE
TYPOGRAPHY
COMPOSITION
THE INAUGURATION OF
GILDA A. BARABINO, PH.D.

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

GILDA A. BARABINO, PH.D.

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

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 a unique community, and our college’s impact on the world is unique because each of our students and faculty are encouraged to work toward innovation, collaboration, and leadership together, a cohesion of community and action. Today’s ceremony is a celebration of Olin’s shared perspective.

Dr. Barabino has also held academic and administrative appointments at Georgia Institute of Technology, Texas A&M University, and the University of Washington. She has served in various capacities for several years, including serving as the vice president for research at the University of Washington.

In recognition of her outstanding leadership and scholarly achievements, Dr. Barabino has been honored with numerous awards and recognitions. She is a member of the National Academy of Engineering and the National Academy of Sciences, and she is a fellow of the American Association for the Advancement of Science.

Olin College is a private, liberal arts college located in Needham, Massachusetts.

As the second president of Olin College, Dr. Barabino leads the college into its next chapter as it continues to innovate and expand engineering education around the world.

Dr. Barabino received a B.S. in chemical engineering from Lehigh University and a Ph.D. in chemical engineering from MIT, as well as an M.B.A.

The theme for our ceremony is “Expanding the Olin: Connecting Individuals and Communities.” Just as Olin is a unique community, our college’s impact on the world is unique because each of our students and faculty are encouraged to work toward innovation, collaboration, and leadership together, a cohesion of community and action. Today’s ceremony is a celebration of Olin’s shared perspective.

Today we will build connections by engaging with personal stories that connect to this inaugural moment. We will share our unique traditions, but also recommit them. And we will translate to pay the academic, civil, and social debt to our participating community.

Our ceremony will begin when you arrive here, on Olin’s campus, to celebrate. A big tent will set the right setting for our gathering community while still seeming like a gathering community.

The formal ceremony will begin with a special recognition of our ceremony and our dedication to service. Our ceremony will engage with the diverse perspectives of our storytellers and participants, finding the intersectional points between these experiences and feeling how they resonate with our own.

This is the opportunity for our community to celebrate our Olin College community as we formally install President Barabino and celebrate her vision for our community.

In true Olin spirit, we invite you to stay in the unexpected connection and engagement, of building that turns into learning, and to expand how we see ourselves, others, and the world we create together.

SAVE THE DATE

Olin College of Engineering
An Investment With Endless Value

Alumni Outcomes*

<table>
<thead>
<tr>
<th>Six months after graduation</th>
<th>Ten years after graduation</th>
<th>2023 student survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>91% employed or in graduate school</td>
<td>39% have been involved in a startup</td>
<td>90% love their job</td>
</tr>
<tr>
<td>76% started own business</td>
<td>56% have pursued graduate degrees</td>
<td>93% feel valued in their workplace</td>
</tr>
</tbody>
</table>

Student Internships and Research

Participation: 100% of the 2023 graduating class did at least one internship or research experience during their time at Otis.

Entrepreneurship, Education and Employment

Start-up: 79% did two or more.
**Including Images**

The size of this image is 7.5" by 6.35".

To change the image, "picture format" >> "change picture" >> select the image you want. The image should automatically fit the dimensions set on this slide.

To reposition the image, go to "crop". Do not move the edges of the crop box because it will change the dimensions, simply click on the image and drag it around to where you like it.

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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.

To edit the chart, go to chart design, there you can select the colors you would like to use and replace the data.
Scenes from Campus

- Making lifelong friends...
- Celebrating all at Olin.
- SLAC Fest Show!

Upcoming Events

- **Olin College of Engineering Summer Institute 2023**
  - **Date:** June 5, 2023 - 8:00AM EDT
  - **Description:** Curriculum Design and Engineering for Impact Centered Learning

- **Alumni Weekend 2023**
  - **Date:** September 22, 2023 - 1:00PM EDT
  - **Description:** Reunite with Olin faculty, immerse yourself in an Olin bubble, and meet friends, faculty, staff and students.

- **Family Weekend 2023**
  - **Date:** October 27, 2023 - 1:00PM EDT
  - **Description:** Reunite and spend time with your student, meet Olin faculty, immerse yourself in an Olin bubble, and meet friends, faculty, staff and students.

Humans of Olin - Meet our Students

Relive Olin Commencement 2023!
Thank you for your help with building a strong Olin brand!

For questions and assistance, please email oscom@olin.edu or contact:

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