Our primary logo and monogram contain circular 'C' forms that suggest a window. In the case of the primary logo, this is achieved by having the text close the form and complete the circle. In the case of our monogram, we utilize a more closed 'C' form to find a balance between reading as a 'C' and as a window.

CONCEPT RATIONALE

Primary Logo
Primary Monogram

First women on water: In 1877, Wellesley College was the first college in the country to establish a women's rowing program.
Email Signature Structure with Wellesley Logo

Your name, title, and office/department, and contact numbers should match the information from your business card.
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Office/Department

Wellesley College

Tel / Cell/Fax

Social media

Custom logo

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Independent Entities (The Davis, Wellesley Centers for Women), Sub-Entities (The Albright Institute, The Suzy Newhouse Center for the Humanities, The Freedom Project), Wellesley Athletics, Wellesley Alumnae, Wellesley Career Education, and Wellesley Child Study Center will use their custom logos. Wellesley College is included in the signature below the department and link to Wellesley College homepage.
Division email signatures are signed by Wellesley logo, except Wellesley Athletics and Wellesley Alumnae. If Wellesley logo is not used, Wellesley College is included in the signature below the department and links to Wellesley College homepage. In addition, links to division-related initiatives, such as MyinTuition, and Athletics Hall of Fame, are grouped with the social media icons. All logos and icons function as links to appropriate webpages/urls.
Public-facing organization email signatures are signed by their unique logo. If Wellesley logo is not used, Wellesley College is included in the signature below the department and links to Wellesley College homepage.

In addition, links to public-facing organization–related initiatives, such as The Hive, may be grouped with the social media icons. All logos and icons function as links to appropriate webpages/urls.
Campaign email signatures are signed by Wellesley logo. Campaigns, such as The Humanities, The Sciences, The Spoke, and The Wellesley Effect, are grouped with the social media icons. All logos and icons function as links to appropriate webpages/urls.
Joanne Murray
Director
THE MADELEINE KORBEL ALBRIGHT INSTITUTE FOR GLOBAL AFFAIRS
Wellesley College
Tel 781.283.xxxx

Anjali Prabhu, Ph.D.
Professor of French
FRENCH DEPARTMENT
Director
THE SUZY NEWHOUSE CENTER FOR THE HUMANITIES
Wellesley College
Tel 781.283.xxxx

Thomas Cushman
Deffenaugh de Hoyos Carlson Professor in the Social Sciences
Professor of Sociology
SOCIOLOGY DEPARTMENT
Director
FREEDOM PROJECT
Wellesley College
Tel 781.283.xxxx

Sub-Entity email signatures are signed by their unique logo.
Wellesley College is included in the signature below the department and links to Wellesley College homepage.
All logos and icons function as links to appropriate webpages/urls.
Signature Structure Overview

- **Independent Entity**
  - Name: Independent Entity name
  - Title: Independent Entity
  - Tel/Cell/Fax: Wellesley College
  - Social media icons: Independent Entity logo

- **Sub-Entity**
  - Name: Sub-Entity name
  - Title: Sub-Entity
  - Office: Wellesley College
  - Department: Tel/Cell/Fax
  - Social media icons: Sub-Entity logo

- **Division**
  - Name: Division name
  - Title: Division
  - Office: Wellesley College
  - Department: Tel/Cell/Fax
  - Social media icons: Wellesley logo

- **Public-Facing Org.**
  - Name: Public-Facing Org. name
  - Title: Public-Facing Org.
  - Office: Wellesley College
  - Department: Tel/Cell/Fax
  - Social media icons: Public-Facing Org. logo

- **Campaign**
  - Name: Campaign name
  - Title: Campaign
  - Office: Wellesley College
  - Department: Tel/Cell/Fax
  - Social media icons: Wellesley logo
Initiative Icons
(more to be added)

Albright Institute  Athletics Hall of Fame  The Hive  Humanities  My inTuition  Sciences  The Spoke  The Wellesley Effect