Wellesley Visual Identity Map

**Primary Logo**

- Wellesley Office of the President
- Wellesley Provost & Dean of the College
- Wellesley Child Study Center
- Wellesley Athletics
- Wellesley Admission
- Wellesley Student Life
- Wellesley Resources and Public Affairs
- Wellesley Alumnae

**Primary Monogram**

- The Humanities
  - Make a difference.
- The Sciences
  - Explore. Experiment. Discover.
- The Wellesley Effect
- Be Engaged by Difference

**Sub-Entity**

- The Suzy Newhouse Center for the Humanities at Wellesley College
- MANN RULMAN CENTER FOR SOCIAL SCIENCE

**Entity**

- The Freedom Project at Wellesley College

**Division**

- The Humanities
- The Sciences

**Public-Facing Org.**

- www.wellesleyblue.com/hof

**Independent Entity**

- The Davis. Davis Museum at Wellesley College
- Wellesley Centers for Women

**Campaign**

- Be Engaged by Difference

- Make a difference.
Email Signature Structure with Wellesley Logo

Your name, title, and office/department, and contact numbers should match the information from your business card.
## Email Signature Structure with Custom Logo

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Office/Department</th>
<th>Tel / Cell/Fax</th>
<th>Social media</th>
<th>Custom logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Title</td>
<td>OFFICE</td>
<td>Wellesley College</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tel 781.283.xxxx</td>
<td></td>
<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.
Email Signature [Campaign]

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.
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.
Tsugumi Maki Joiner
Associate Director of Operations
THE DAVIS MUSEUM
Wellesley College
Tel 781.283.xxxx

Donna Tambascio
Deputy Director Communications & External Relations
WELLESLEY CENTERS FOR WOMEN
Wellesley College
Tel 781.283.xxxx

Independent 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.
Initiative Icons
(more to be added)