MOUNT WASHINGTON COLLEGE™

Mount Washington College is the online extension and evolution of Hesser College, a heritage dating back to 1900. This guideline deck is designed to direct and shape the brand elements in all internal and external materials development.

Mount Washington is an entirely new identity as part of a national online product launch. It is important that the existing five ground campuses are also unified and consistent in their messaging and design aesthetic.

Enclosed you will find a simple and clear guide for developing materials effective now through the launch of the new identity in approximately July 2013. These brand guidelines include:

• Core Messaging
• Brand Overview
• Brandmarks
• Logo Spacing / Minimum Size
• Logo Placement / Arrows

• Color Theory
• Color Palette
• Typography
• Apparel / Promotion
• Graphic Treatments

All applications of the brandmark must be approved by one of the following brand managers. Please send all materials to both parties. A written response from one of the brand managers is required before proceeding:

Mike Langrehr, Director of Marketing, Mount Washington College
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608.779.5599 x2397

Jeff Hall, Brand Manager, Mount Washington College
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954.515.4396

Name Usage
To preserve the integrity of the Mount Washington College name, it should be completely spelled out or in acronym form.

Proper uses for Mount Washington College
Mount Washington College - MWC
Mount Washington College Campus(es) - MWCC
Mount Washington College Online - MWCO

Improper uses
Mt. Washington College
Mount WA College
Mt. WA College
MW College

Core Messaging
Mount Washington College serves as a conduit, allowing students to access the education they desire on their own terms. Mount Washington College provides students with control over their own educational experience in a number of ways outlined below:

• Fully interactive, 360-degree educational platform that redefines the online student experience

• Asynchronous class deliveries giving students control over their schedules and pacing

• Value-priced degrees giving students control over their educational costs

Mount Washington College Campuses (MWCC) will continue to reinforce the "connection" messaging that has been a part of the Hesser Rebrand launched in Q4 2012. This messaging reinforces the idea that MWCC can link students to the things they need to be successful, as defined in the chart on page 5.
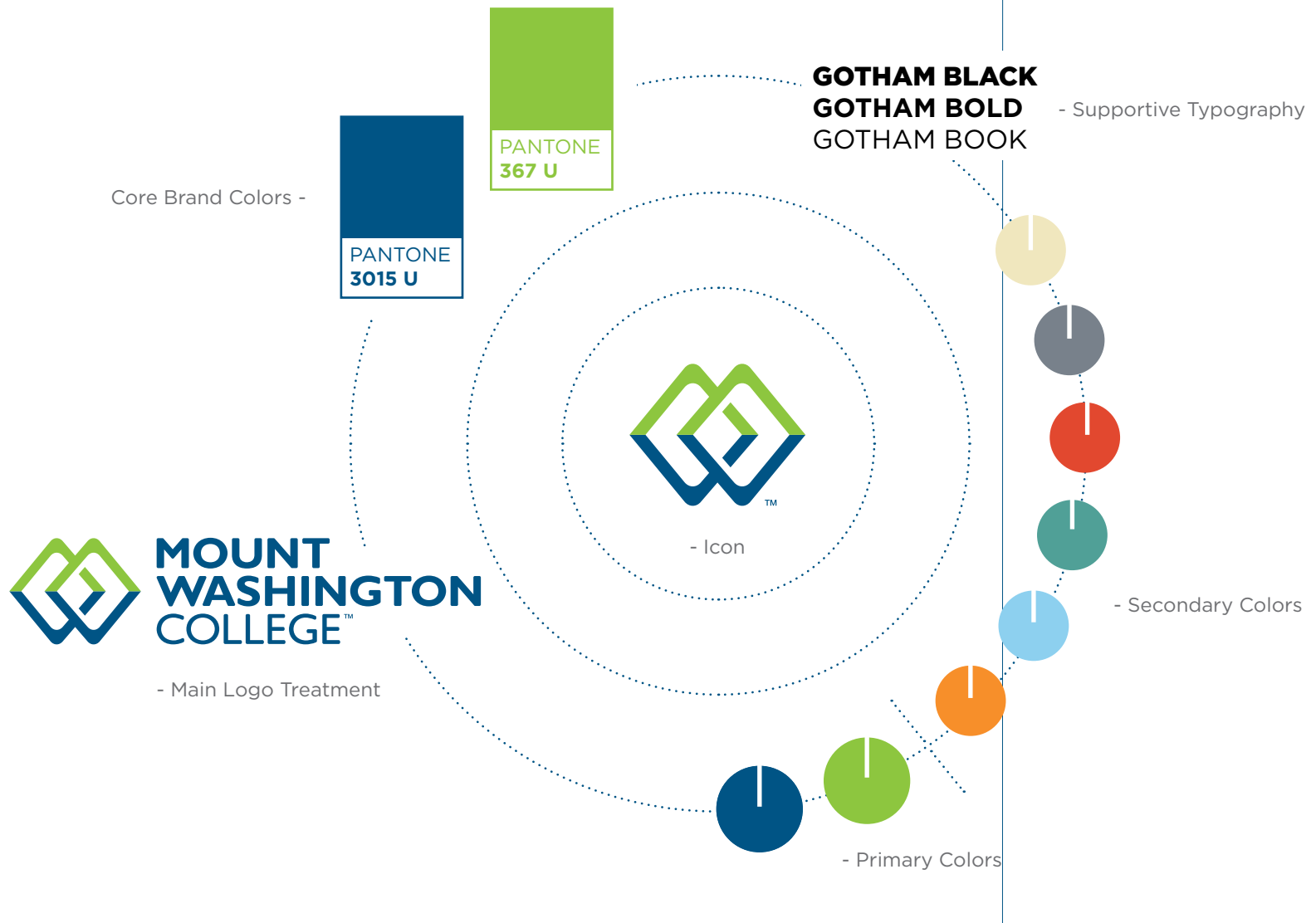
Messaging: What does MWC currently connect students to?

PRE-	DURING	POST-
tangible	**tangible**	**tangible**
Financial aid	Hands-on learning	Career placement for life
Program selection	Experienced teachers	Resume building
Career planning/ counseling	Focused curriculum	Interview training
Goal setting assistance	Tutoring support	Mentoring network
Help identifying strengths/ talents	Study groups	Alumni services/ discounts
Scholarships/ grants	Internships/ externships	
	Work-study programs	
	Student discounts	
	Online classes	
intangible	**intangible**	**intangible**
People who care about my success	Classes that matter, classes I like	Maximize my potential
A fresh start	Like minded peers/ friends	Self-esteem
Something I've always wanted to do	Building my confidence	
Want to finish what I started		

Mount Washington College Campuses (MWCC) will establish themselves as the segment leaders for Business and Information Technology education, two of the fastest growing industries now through the coming decades. MWCC will leverage the connection messaging through defining the logo as the link to career acceleration and advancement.

Core Brand Colors -

PANTONE
367 U

PANTONE
3015 U

GOTHAM BLACK
GOTHAM BOLD
GOTHAM BOOK

- Supportive Typography

- Icon

- Secondary Colors

MOUNT
WASHINGTON
COLLEGE™

- Main Logo Treatment

- Primary Colors

The new logo for Mount Washington College incorporates the "M" and the "W" into a interconnected link symbolizing the way this online business and IT school will link its students to career advancement in these growing fields and the way these campuses will continue to link students to the things they need for success.

The bracket that is formed inside the diamond shapes is a direct nod to the web world as it is an angle bracket used in html coding. The colors are a contemporary green and an enhanced blue that are in the same color family as the originating Hesser blue, as a nod to the school's roots.

The name, Mount Washington College, was survey-tested and performed well in important target audience criteria such as respectable, reputable and established. To counter-balance these criteria, we tested the logo icons by themselves without context to determine which best conveyed the important criteria of innovative, exciting and open to everyone. The links logo outperformed other options in these criteria.
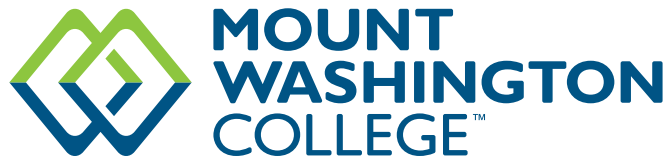
In the survey, we discovered that a more rounded font increased perceptions of affordability. Therefore, the logo font is a custom treatment that softens the edges of this sans serif font to incorporate this important criteria as well.

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The Mount Washington College brandmark appears in PMS 3015 (blue) and PMS 366 (green).

*The preferred logo position is in horizontal format, but a vertical option for specific applications is allowed when necessary.

The Mount Washington College brandmark is trademarked and we recommend the use of the TM symbol in all reasonable applications. In some cases, such as apparel, the TM may be too small to be distinguishable and may be eliminated with brand management approval.

- Horizontal Logo Treatment

- Vertical Logo Treatment
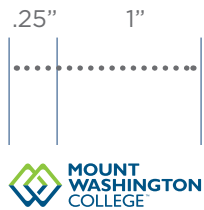*use only when necessary**

- Icon, stand alone

The preferred usage of the Mount Washington College brandmark is full color on white or light backgrounds. In some color applications, a reverse is preferred and that option is provided.

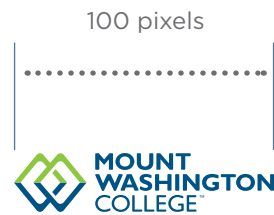For black and white options, both a positive and negative brandmark option is provided.

The brandmark should never appear in any other color options or combinations other than shown here. Any special requests to deviate must be approved by brand management.

- Positive Color Logo Treatment

- Positive 1-color Logo Treatment

- Reversed Color Logo Treatment

- Reversed 1-color Logo Treatment

The Mount Washington College brandmark should have clear space around any placement or position without encroachment from other text or graphic elements.

The icon within any logo variant should not appear smaller than .25" in width.

A ········ B

- Clear Space
(space between icon and first letter)

.25"   1"

- Minimum Size Allowed Print

100 pixels

- Minimum Size Allowed Web

.375"

.375"

MOUNT WASHINGTON COLLEGE

MOUNT WASHINGTON COLLEGE
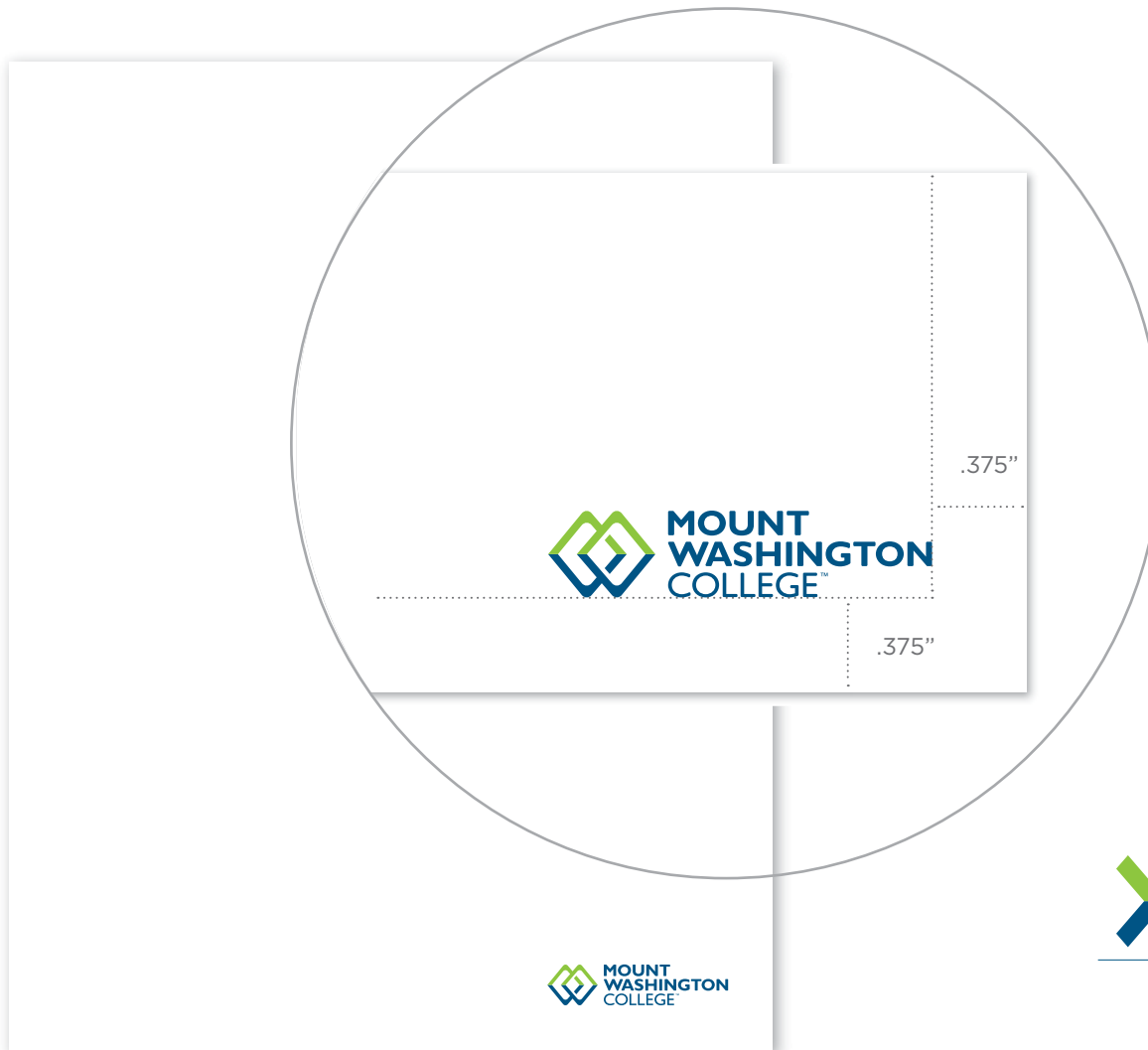
All placement of the logo should be in the lower righthand corner, .375" spacing from the edge.

There are four proper uses of the arrow; however, only one use of the arrow is permitted per application.

• Setting off the headline
• Bringing focus to the subhead
• Listing benefits in a bulleted
  format
• Emphasizing the call-to-action

4 ways to properly use the arrow

› **HEADLINE TEXT**

› **Subhead text**

› Bullet point example

› **Call today 1.800.123.4567**

Color Palette Theory

In correlation with the core messaging for Mount Washington College, the core brand colors (primary colors) and secondary colors serve to emphasize a modern look and feel.

The following colors have been selected to help convey certain moods and emotions for maximum effect to inspire people to take action. They include a slightly warmer version of bright colors, adding a friendly, approachable tone to a contemporary palette. The cool gray and ivory will be the neutral tones used to counter the bolder colors.

Core Brand Colors

Bright Green: fresh, grass, lively, spring, renewal
Deep Blue: credible, authoritative, strong, reliable, traditional, loyal, confident, professional

Secondary Colors

Sky Blue: calming, cool, constant, dependable, trusting, serene, expansive, open, transcendent
Red Orange: stimulating, warm, assertive, motivating, energizing, powerful accent
Cool Gray: sleek, neutral, modern, cool, stylish
Orange: energizing, whimsical, friendly, communicative, sunset, hot, persuasive, represents change/movement
Light Emerald: balanced, harmony, refreshing, modern
Ivory: classic, neutral, soft, subtle, warm, comforting

Core Brand Colors

BRIGHT GREEN

DEEP BLUE

Secondary Colors

SKY BLUE

RED ORANGE

COOL GRAY

ORANGE

LIGHT EMERALD

IVORY

Primary Colors

Secondary Colors

Color Palette

PMS 3015

c 100 m 65 y 20 k 15

r 40 g 84 b 130

HTML 275481

PMS 291

c 41 m 3 y 1 k 0

r 134 g 193 b 234

HTML 86C1EA

PMS 1795

c 1 m 86 y 89 k 4

r 216 g 89 b 94

HTML D8595E

PMS Cool Gray 10

c 26 m 16 y 9 k 43

r 127 g 129 b 132

HTML 7F8184

PMS 367

c 50 m 0 y 100 k 0

r 143 g 210 b 104

HTML 8FD268

PMS 715

c 0 m 50 y 100 k 0

r 245 g 150 b 98

HTML F59662

PMS 3268

c 70 m20 y 45 k 0

r 16 g 177 b 151

HTML 10B197

PMS 7500

c 3 m 4 y 27 k 2

r 231 g 220 b 186

HTML E7DCBA

The core brand color for Mount Washington College is Pantone 3015 (blue) and Pantone 366 (green). These should be the predominant colors utilized in materials development.

A complementary color palette is provided for use throughout materials development:

• To complement other design elements or images

• To highlight key elements, graphics or text

• Callout for call to action in print or web applications

GOTHAM BLACK
(headline typeface: print)

ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789!@#$%&

GOTHAM BOOK
(body copy typeface: print)

abcdefghijklm nopqrstuvwxyz 0123456789!@#$%&

HELVETICA NEUE CONDENSED
(disclaimer typeface 5pt: print)

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. CRAS CURSUS, ARCU AT PORTA VARIUS, ORCI LEO SOLLICITUDIN NIBH, QUIS ELEIFEND EROS URNA ET MASSA. ETIAM AUCTOR NISI METUS. NAM CONDIMENTUM ARCU UT LIBERO SEMPER VESTIBULUM. VIVAMUS AT ODIO RISUS, VEL ADIPISCING LOREM. NULLA AT PHARETRA LIGULA. VIVAMUS ALIQUAM MOLESTIE MAGNA, NON PLAC-ERAT RISUS RHONCUS NEC.

GOTHAM BOLD
(sub-headline typeface: print)

ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789!@#$%&

GOTHAM BOOK ITALIC
(body copy typeface: print)

abcdefghijklm nopqrstuvwxyz 0123456789!@#$%&

OPEN SANS FAMILY
(headline / body copy typeface: web)

ABCDEFGHIJKLM nopqrstuvwxyz 0123456789!@#$%&

The typography for Mount Washington College consists of two font families that should easily accommodate all development applications.

For headlines Gotham Black is preferred.

For body copy Gotham Book is preferred.

For disclaimer copy use Helvetica Neue Condensed.

Open Sans family should be used for e-based communication or web-based applications as it is optimized for electronic usage.

The preferred apparel usage of the Mount Washington College brand-mark is full color on white or light backgrounds.
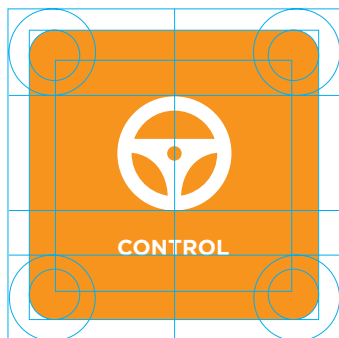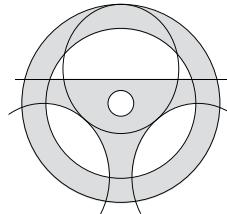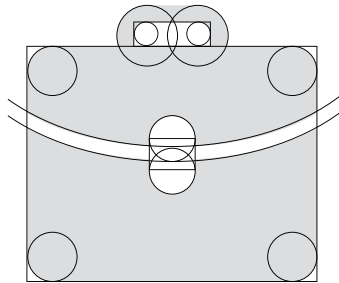
These are the suggested graphic treatments for PowerPoints. This design will reinforce the brand look and create a cohesive, clean presentation format for all internal use.

For an added flair, incorporate the pattern as a subtle design treatment.

MOUNT WASHINGTON COLLEGE ❯ **HEADLINE HERE**

- Powerpoint Opening Slide

(M/mountain shape flows into logo treatment at bottom of page, *see below*)

MOUNT WASHINGTON COLLEGE

MOUNT WASHINGTON COLLEGE

FOOTER INFO

- Footer Treatment

- Pattern Treatment

DISCOVER	GOALS	BUDGET	TOOLS	ENROLL ONLINE
ASSESSMENT	BUSINESS	FINANCIAL AID	CONTROL	STUDENT EXPERIENCE MENTORS

CONTROL

Simplified Flat Icon
• no shadows
• no gradients
• 1-color (reversed/white)
• use secondary colors
  as main fill color

Geometric Shapes
Use simple geometric shapes to create the icon illustrations. Circle and sqaure shapes will best comunicate the idea from a distance

3mm Corner Radius
(reference illustrator template for specific placement of icon and text relationship)

This iconography database was designed to set Mount Washington College apart from every other online school. These icons are reminiscent of the mobile apps that the target engages with on a regular basis. They give the creative a clean, yet colorful feel that is technologically inspired.

DISCOVER	GOALS	BUDGET	TOOLS	ENROLL ONLINE
ASSESSMENT	BUSINESS	FINANCIAL AID	CONTROL	STUDENT EXPERIENCE MENTORS
LIVE 24/7 CHAT	TRY A FREE CLASS	CALL US	EMAIL US	CLOUD
CONNECTIONS	NOTIFICATIONS	COMMUNICATION	SUPPORT	APPLY ONLINE
LEARNING RESOURCES	ONLINE DEGREES	CAMPUS DEGREES	BOOKS	QUESTIONS
VISIT A CAMPUS	GRADUATION	LEGAL STUDIES	CREDIT TRANSFER	ART SCIENCES AND DESIGN

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Overall Imagery Direction

The criteria below should guide imagery throughout all marketing materials.

Expression: Natural, quietly confident, approachable, optimistic, engaging and warm. The images are photojournalistic in style and capture a slice of the subject's life. Avoid direct eye contact with the camera.

Setting: Authentic and believable places, including places that you would find people engaging in online education like cafes, parks, libraries, and work and home settings.

Styling: Appropriate clothing for 30s-40s adults. Focus on classic styles that will not date the image in both weekend casual and business casual attire.

Composition: Focus on scenes that capture a moment or tell a story of the student's journey through school. Encourage interesting angles and crops to allow for unique placement of icons or advertisement copy.

Lighting: Use soft, cool white light that looks natural to the scene. Daylight preferred, if possible.

Imagery Do Nots

Please note that these "do nots" are intended primarily for marketing materials and customer-facing expressions of the brand.

Avoid high-depths of field and in-focus backgrounds that distract from the foreground.

Avoid overly-posed subjects and unrealistic expressions

Avoid group shots, unless shown in a lifestyle shot (i.e. with a child)

Imagery Spokesperson

The criteria below is reflective of the use of our spokesperson Drew, specifically when he is used in print, web and other still-shots for marketing materials.

Styling: Should always be in a similar outfit to how he is shown in the video shots. His button-up shirt and sweater will be consistent. Drew should be recognizable by a signature style.

Expression: Drew is a witty and confident character, and his expression should reflect that. He should always look friendly and confident, but is allowed to add some personality and playfulness or even thoughtfulness into his facial expression or body language. He is a dynamic character, and his representations should reflect that. Also, Drew will break the fourth wall with the audience and address them directly in the images; looking to camera is preferred in this instance.

Setting: The background should be a solid color to allow for use and interaction with icons.

Props: including chairs, are allowed, as long as they do not distract from Drew.

Print Materials

All print items will use selected icons from the icon library. A color block to house the copy will protrude from the icon that best depicts the focus on the piece, as shown in examples.

Web Banners

Standard web banners should utilize the spokesperson and feature iconography where appropriate against a solid color background. All colors used should be pulled from the previously directed color palette. Edges are rounded to mimic the shape of an icon.