

AGNES SCOTT COLLEGE

BRAND IDENTITY

Color Palette

Logo

Tagline(s)

January 24, 2012

Graphic Identity Recommendations

Our brand research corroborated the dynamic we found in our research for the capital campaign: Agnes Scott is equally shaped by commitments to honor its past and to remain a leading liberal arts college. Finding the balance point between these two pulls demanded that we approach this branding project mindful that the process must be an **evolution rather than a revolution**.

Sleeker and more modern, the elements of the new design are intended to communicate a strong, clear identity in a simple, yet bold way, and thus be a quicker read and to better speak to an evolving and dynamic marketplace.

EXISTING LOGO

Challenges with the existing logo:

1. PRACTICAL CHALLENGES

- a. The four-color logo made stationery expensive to produce.
- b. The current icon—the three overlapping Gothic windows—does not reproduce well at small sizes.
- c. Our goal was to create a logo that is bold and recognizable while also being user-friendly and cost-conscious

2. AESTHETIC CHALLENGES

- a. The four different colors combined with an intricate icon make the overall logo unnecessarily complex.
- b. The current graphic identity, now some fourteen years old, simply needs to be refreshed.

COLORS

The new palette comprises colors that provide the college with tremendous latitude in its marketing. We have updated the purple, making it deeper and richer while keeping it in the same tonal family. We have also added inviting brown and green tones that serve as nice contrast and grounding influence to the rich, vivid purple. Within this 3 color palette, the purple—by virtue of its being the only “cool” color within the group—is allowed to project forward and shine.

Because these colors are viewed differently depending on their context and the viewer, **the palette will appeal to both traditionalists looking for a classic style and to ASC’s quirkier constituents who are looking for a more idiosyncratic style**. Given the college’s desire to attract more full-pay students, and knowing that those students often—but not always—come from more traditional backgrounds, this palette places us firmly in the middle, thus allowing the viewer to use her own taste and life experiences to better connect with Agnes Scott.

The color scheme—bright and warm and energetic—conveys a classic Northeastern style, furthering positioning ASC as one of the Seven Sisters and reinforcing its identity as the “Southern Sister.” They are tasteful and sophisticated, recalling the campus’ classical architecture, its academic rigor, and the pride it takes in its legacy. However in other contexts they can easily be given a funky, chic, or even vintage feel, which will broaden Agnes Scott’s appeal to prospective students. This color palette could just as easily be found in a Ralph Lauren or LL Bean catalogue as it would at a vintage clothing shop in Little Five Points.

Given this flexibility, these new colors capture Agnes Scott’s distinctive campus environment—its academic rigor and its deep commitment to its legacy, as well as its community where women feel comfortable enough to express themselves.

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Graphic Identity Recommendations

NEW LOGO/WORDMARK OPTIONS

The serif type on the wordmark also presents a classic image of the college, painting it as a solid, serious institution and recalling its heritage. The combination of this classical font style and new color palette allows us to be **more things to more people.**

WORDMARK

The all-caps typeface remains distinctive with the extended crossbar of the G in Agnes and the missing serifs of the T's in "Scott."

ICONS

Both symbols are highly abstract, yet they originate from very traditional iconic campus architecture. This abstract style is simpler and makes the symbols a quicker/easier read, but it also **allows us to project a distinctive image of Agnes Scott as progressive while still acknowledging the college's traditional heritage.**

THE WINDOW

The current symbol comprises three overlapping Gothic windows contained in a circle. The new version takes a minimalist approach and uses the mullions as the central feature with just enough of the arched frame to keep the symbol contained. The overall shape also forms a highly stylized "W," which subtly reinforces the tag line—given we continue to use "The World. For Women."

As with the tower, giving this very traditional iconic element a more unconventional and progressive style, allows us to be viewed more positively by more people.

AGNES SCOTT COLLEGE

Graphic Identity Recommendations

TAG LINES

THE WORLD. FOR WOMEN.

Our focus groups expressed a marked preference for the existing tagline: people feel that “The World for Women” captures Agnes Scott’s mission and the educational experience women have there. However, we also heard misgivings that the line also suggested a cloistered environment, a world (suited) to women, rather than women prepared for the greater world. To address these concerns and to broaden the creative opportunities inherent in the line, we simply added two periods. It is a minor change with significant implications: “The World. For Women.” signals Agnes Scott’s global focus, its intentionality in educating women, and its dedication to producing graduates with the skills and confidence to pursue their goals.

WOMEN. LEADERS.

The second tag line places the focus more squarely on the outcomes of an Agnes Scott education: Agnes Scott produces women leaders. Yet this direct message also references the college’s commitment to women and women’s issues and alludes to its own position as a leading voice for women.

CLEAR VISION. STRONG VOICE.

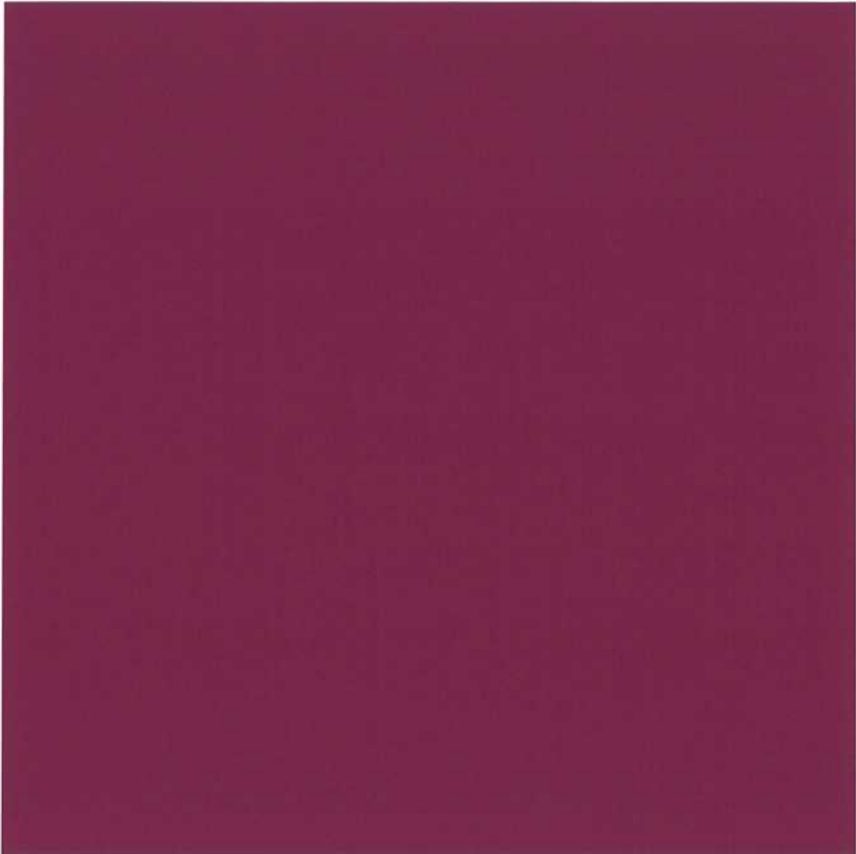
This tag line builds on a recurring theme from our qualitative research, viz., the importance placed at Agnes Scott on finding one’s voice. Vision speaks to Agnes Scott’s role as a women’s college, how it has adapted throughout history to prepare students and the vision they have because of the unique education they have received.

The result is alumnae who have a strong voice—confident women, unafraid to speak their mind. Further, it could be read as Agnes Scott as a voice for women or Agnes Scott as a strong voice in education.

KEY MESSAGES

- Agnes Scott is a place where women find their voice.
- Our strategic partnerships with Atlanta universities, corporations, government agencies and nonprofit organizations create a dynamic learning environment.
- Students have cutting-edge research opportunities both on and off campus.
- Agnes Scott is an accepting community that prides itself on its diversity.
- Agnes Advantage ensures students have a holistic college experience over their four years.
- Our student-run Honor Code is a defining element of campus culture.
- ASC’s community of students, faculty, staff and alumnae are dedicated to social justice and the issues women face in the 21st century.
- The alumnae of Agnes Scott share a deep bond that unites a diverse group of highly accomplished women.
- Agnes Scott is global in every sense of the word—its student body, its educational focus and its concern for worldwide issues.

Primary Color Palette



Pantone 511



Pantone 449



Pantone 4495



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AGNES SCOTT

C O L L E G E



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THE WORLD. FOR WOMEN.



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WOMEN. LEADERS.

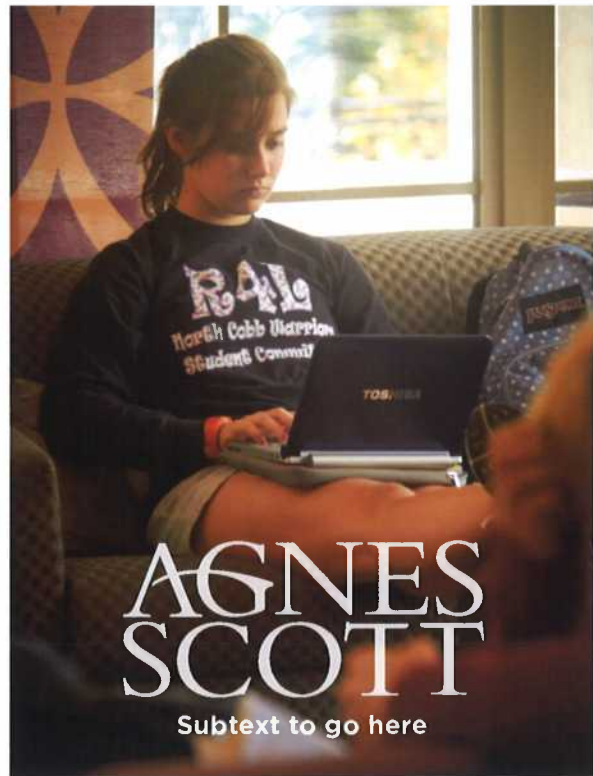
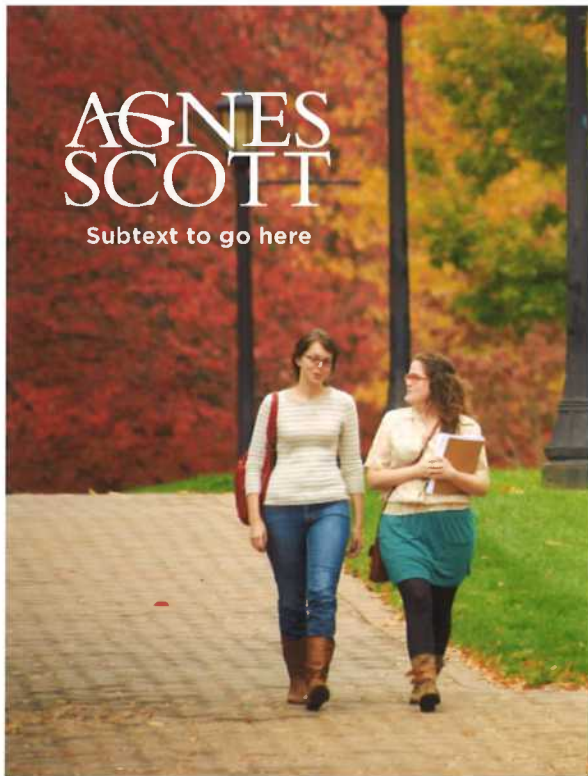
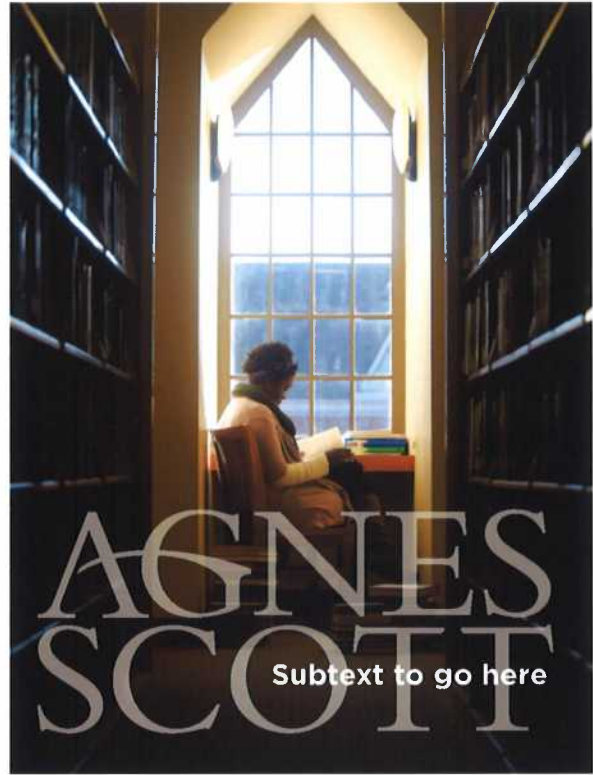
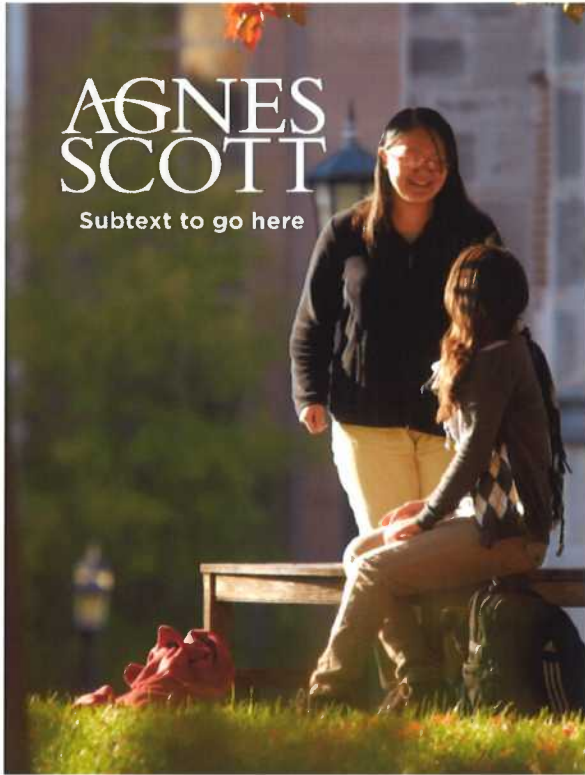
New Wordmark
at reduced sizes



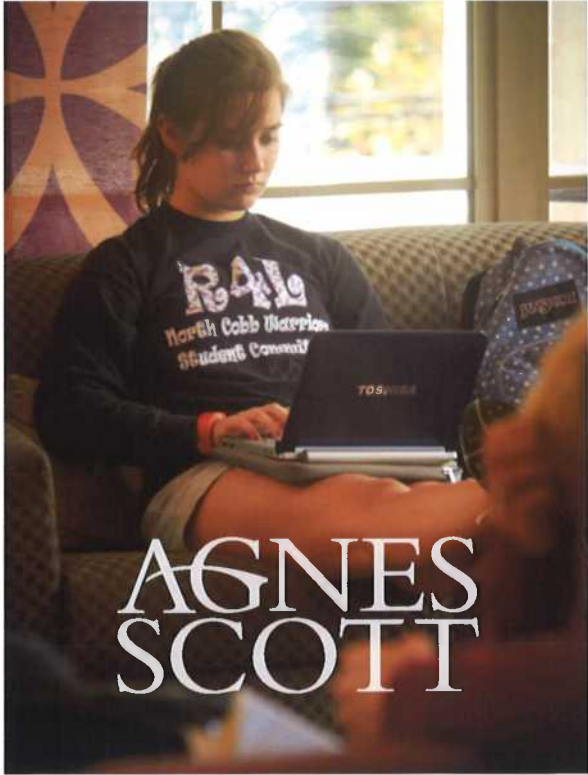
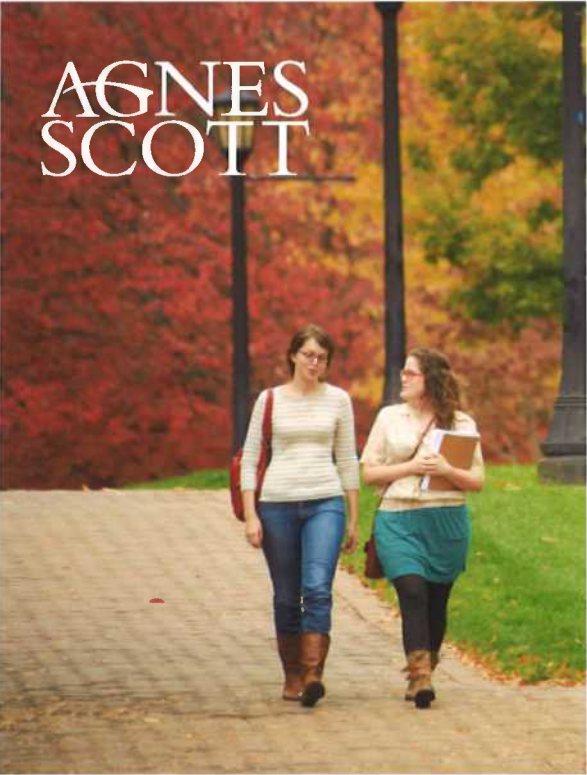
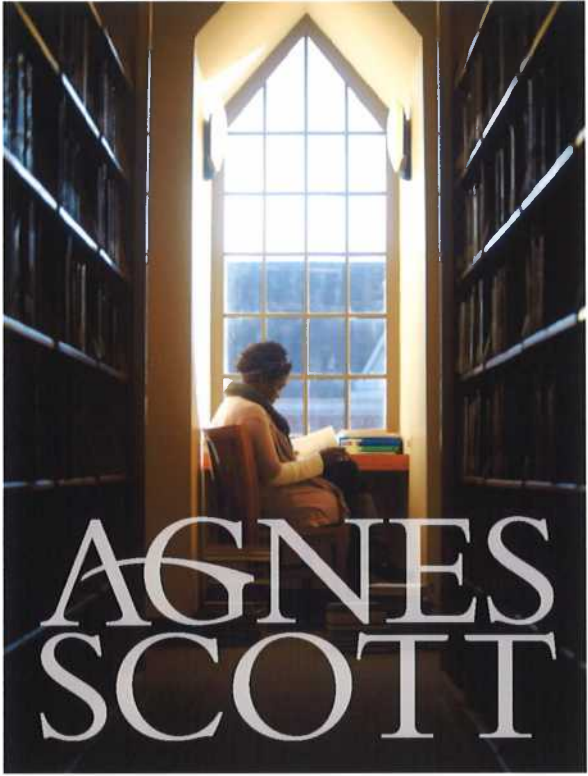
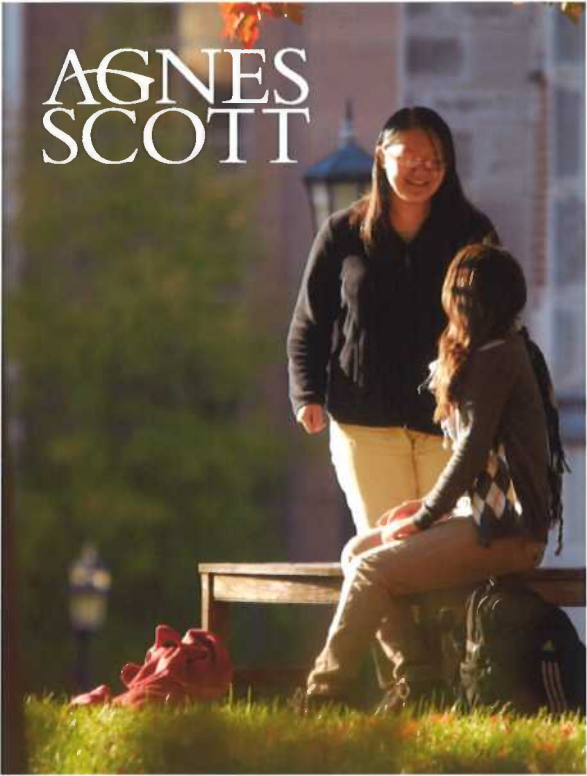
AGNES SCOTT COLLEGE
THE WORLD FOR WOMEN



New Wordmark: Marketing Usage



New Wordmark: Marketing Usage



Additional usages



Iconic Architecture

