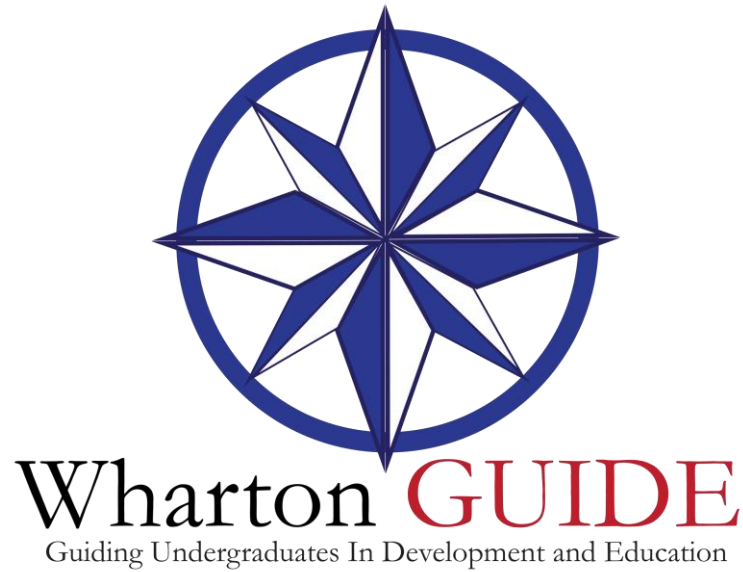




Brand Guidelines

July 2020

Our History

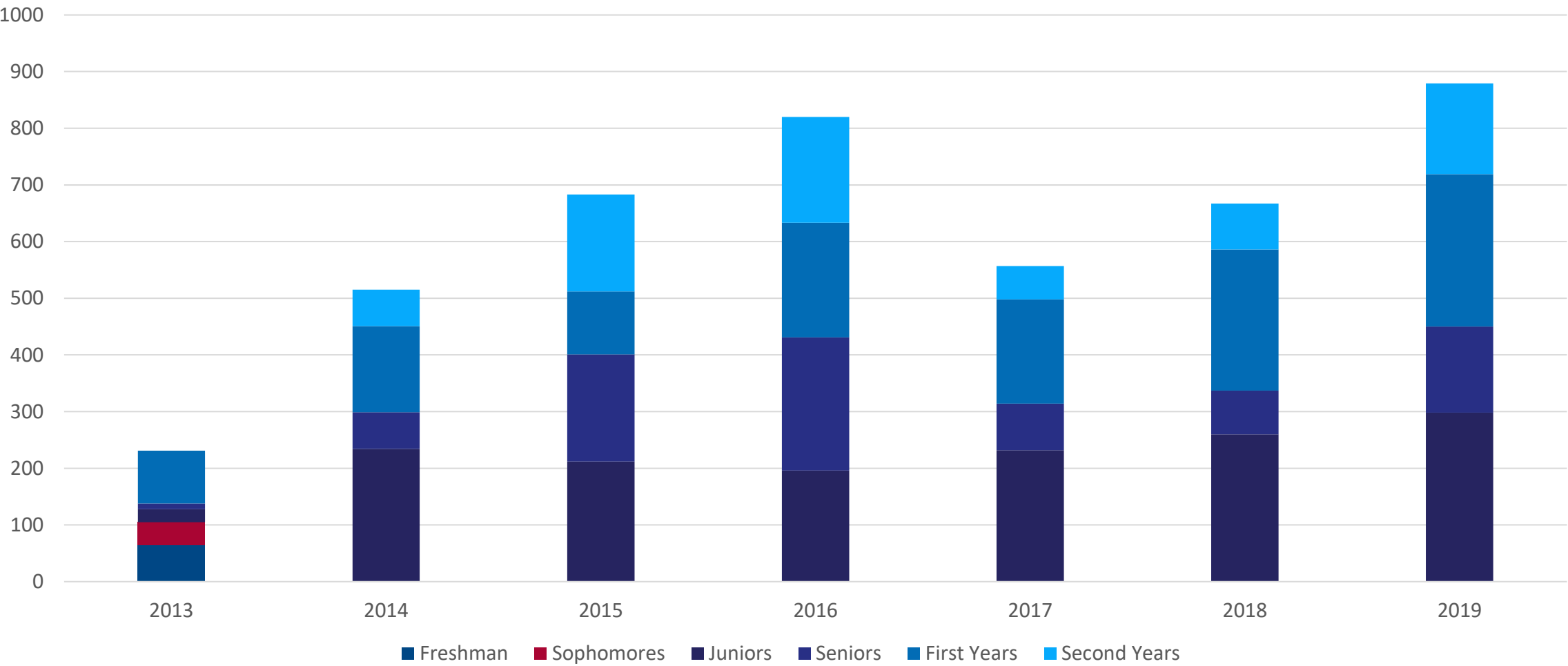


Wharton Guiding Undergraduates In Development and Education (Wharton GUIDE) was founded in 2013 to promote personal development and growth in undergraduates at The Wharton School. GUIDE is predominantly known for its MBA-Undergraduate mentorship programming.

Starting from an initial cohort of 233 in 2013, **today, Wharton GUIDE is a Wharton Undergraduate Division (G95) sponsored organization with over 1,200 members** and is the largest MBA-Undergraduate student group at Wharton.

Our Growth

New Annual Matches



Our Purpose

**“To guide undergraduates in their
personal development and educational
endeavors through their time at
Wharton and beyond”**

Our Mission

“GUIDE empowers undergraduates with opportunities that expand their perspectives, foster a sense of community, and challenge them to grow”

Our Vision

**“To foster a community of leaders,
ready to make their mark on the world”**

Our Values



Did you know? The center of the GUIDE logo is a compass rose (wind rose) and is used in navigational charts to depict the cardinal directions, allowing explorers to properly orient themselves.

Our Values



It's About People – We can't do this without our people: our colleagues and our community. We build and elevate others, treating them with empathy and kindness along the way.



Stronger Together – We are greater than the sum of our parts. We are team players and take pride in attracting talented, passionate, and diverse leaders who have the potential to be better than ourselves. At every stage, we invest in our people so that they can be the best they can be.

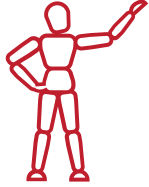


Have Fun – Joy brings out the best in us. We crack jokes, play games, and bring positivity to the world. We are grateful for every moment we have together and make them count.

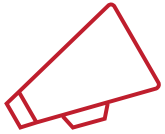


Strive For The Best – Nothing but the best will do. We encourage each other to be the best that we can be and uphold ourselves to the highest of standards.

Our Values



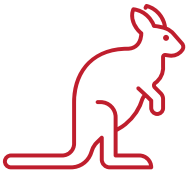
Own It – We are leaders responsible and accountable for our collective success. We can depend on each other and are ready to help each other thrive.



Unmute Yourself – Communication is what brings us together. We are clear communicators who speak up and share our perspectives on issues that matter.



Keep On Growing – We are open to new ideas and curious about the world around us. We inspire each other to grow and maximize our potential.



Make the Leap – We are not afraid to take calculated risks, to try new things, and to be bold in our thinking if that means we can be extraordinary together.

Our Benchmarks

Our people are evaluated on our 8 values:

It's About
People

Own It

Stronger
Together

Unmute
Yourself

Have Fun

Keep on
Growing

Strive For The
Best

Make The
Leap

Our ideas are evaluated on their originality:

1
Misguided

2
Ambiguous

3
Confusing

4
Cliché

5
Routine

6
Fresh

7
Original

8
Impactful

9
Compelling

10
Legendary

Our Voice

Authentic – We are genuine in how we present ourselves. Our voice is a compelling expression of our identity, our mission, and our values. Most times, we write as ourselves. Other times, we write as Wharton GUIDE or as the Wharton GUIDE team. **We are authentic, but not excessive.**

Compassionate – We care about our people: our colleagues and our members. We bring in the right level of empathy, kindness, and positivity to make people feel welcome and valued. **We are compassionate, but not temperamental.**

Guiding – We lead others in the right path and provide clear, concise direction. We aspire to be a trusted source of counsel for others. **We are guiding, but not overbearing.**

Informative – We seek to be knowledgeable in all that we present. Yet while knowledge is power, we are considerate of the potential value of what we share to others. **We are informative, but not arrogant or a smart alek.**

Playful – We are social people and like to keep things casual. We try to be friendly and engaging when speaking with others. **We are playful, but not sloppy.**

Our Logo

Wharton GUIDE has 3 approved logo variants:

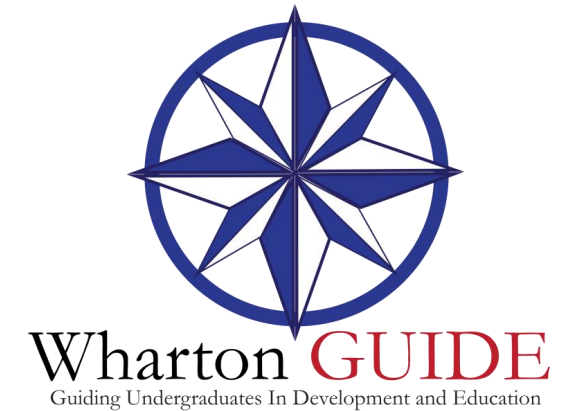
Horizontal



Wind Rose



Vertical



Always use the horizontal logo where possible

The wind rose and vertical logos should only be used when space is limited



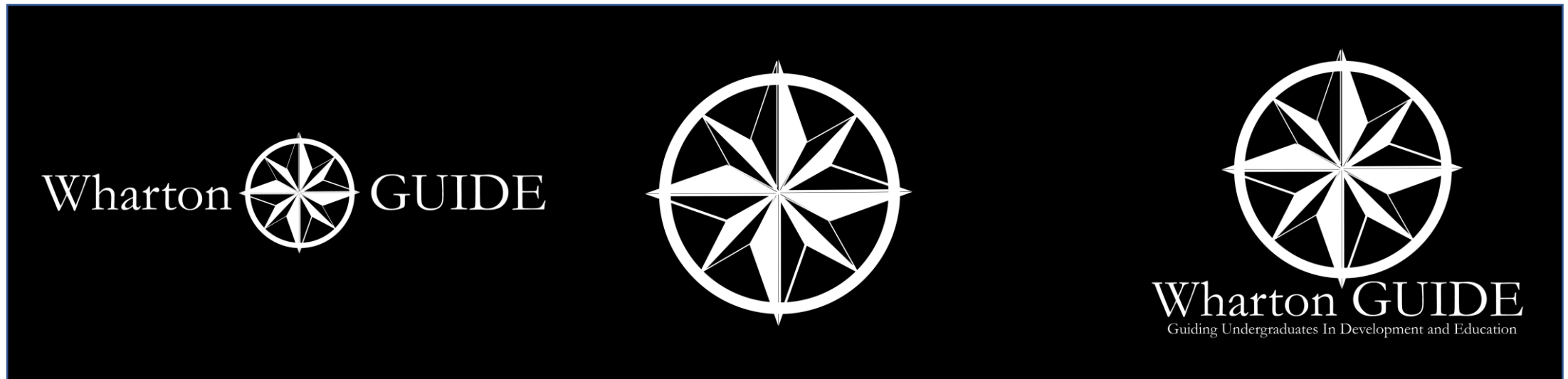
Our Logo

Wharton GUIDE has 3 approved white logo variants:

Horizontal

Compass Rose

Vertical



Always use the horizontal logo where possible

The compass rose and vertical logos should only be used when space is limited

White equivalent logos are primarily for background with 51-100% color

Our Symbol

Historically used in the course of navigation to orient explorers by depicting cardinal directions, **the compass rose is an essential part of the Wharton GUIDE identity.**

It reflects our continued commitment to lead others in the right path, to orient those who are lost, and to be the first guiding force for those journeying into the unknown.

No part of the Wharton GUIDE compass rose should be altered, changed, or modified without the express approval of the executive leadership team.

Only the full color and white equivalent logos are permitted for use.

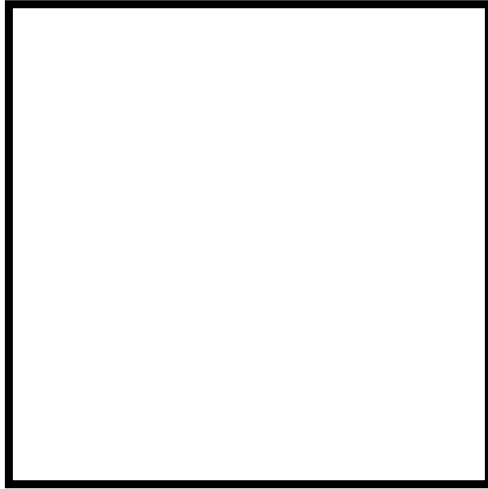


Our Language

Terms for new initiatives, projects, and programs should reflect the Wharton GUIDE name and values. In addition, navigational or explorational terms may be used to fit our theme. Including, **but not limited to**:

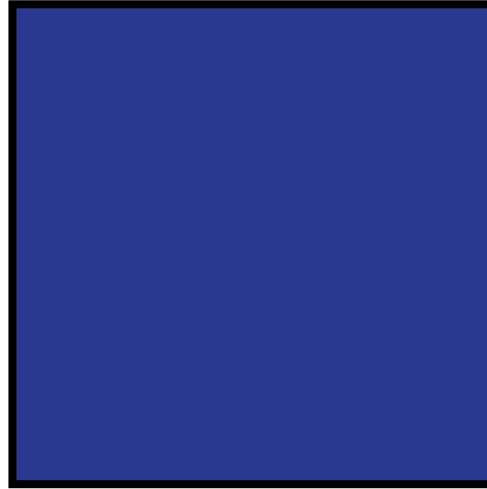
- Aboard
- Adventure
- Anchor
- Atlas
- Beacon
- Bearing
- Captain's Log
- Cardinal
- Compass
- Compass Rose
- Constellation
- Course
- Destination
- Drift
- Equator
- Expedition
- Explore
- Forecast
- GPS
- Heading
- Horizon
- Journey
- Knot
- Latitude
- Longitude
- Map
- Meridian
- Navigate
- North Star
- Polaris
- Quadrant
- Quest
- Sherpa
- Tide
- Trade Winds
- Trek
- True North
- Vector
- Venture
- Voyage
- Wander
- Waypoint

Our Primary Colors



Worldly White

Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PMS: White C



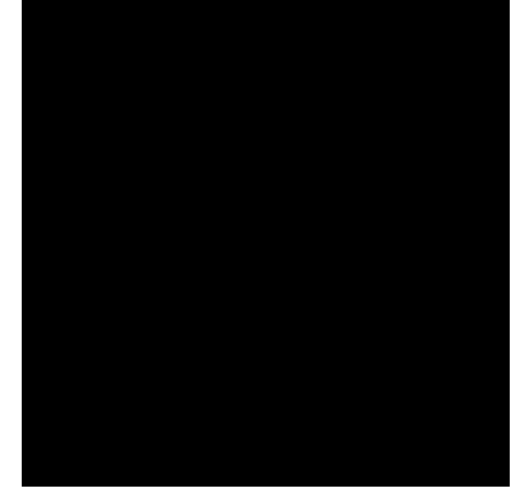
Brilliant Blue

Hex: #2A3890
RGB: 42, 56, 144
CMYK: 71, 61, 0, 44
PMS: 7687 C



Regal Red

Hex: #BF1E2D
RGB: 191, 30, 45
CMYK: 0, 84, 76, 25
PMS: 180 C



Bold Black

Hex: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
PMS: Neutral Black C

Our Wharton Primary & Accent Colors

Primary Colors

Wharton Blue Hex: #004785 RGB: 0, 71, 133 CMYK: 100, 65, 0, 30 PMS: 288
Wharton Red Hex: #A90533 RGB: 169, 5, 51 CMYK: 0, 100, 65, 34 PMS: 201

Accent Colors

Night Street Hex: #2D2C41 RGB: 45, 44, 65 CMYK: 81, 78, 48, 50	College Gray Hex: #B2B6A7 RGB: 178, 182, 167 CMYK: 32, 22, 34, 0
Morning Yellow Hex: #D7BC6A RGB: 215, 188, 106 CMYK: 17, 23, 70, 0	Marine Gray Hex: #EEEEDE RGB: 238, 237, 234 CMYK: 2, 2, 3, 3

Our Wharton Secondary Blue Colors

Blues

Midnight Blue Hex: #262460 RGB: 38, 36, 96 CMYK: 100, 99, 31, 23	Pacific Blue Hex: #026CB5 RGB: 2, 108, 181 CMYK: 90, 56, 0, 0
Atlantic Blue Hex: #282F85 RGB: 40, 47, 133 CMYK: 100, 99, 13, 2	Bay Blue Hex: #06AAFC RGB: 6, 170, 252 CMYK: 67, 21, 0, 0

Reds

Evening Red Hex: #532A85 RGB: 83, 42, 133 CMYK: 84, 100, 9, 2	Brick Red Hex: #A8204E RGB: 168, 32, 78 CMYK: 27, 99, 56, 13
Sunset Red Hex: #96227D RGB: 150, 34, 125 CMYK: 47, 100, 15, 2	Heritage Red Hex: #C5093B RGB: 198, 9, 59 CMYK: 16, 100, 77, 5

Our Typography

Official Typeface – Headings

Whitney

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Alternate Typeface – Body Text

Arial

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Official Secondary Typeface – Sub-Headings

Garamond

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Our Emails

Emails sent to our listserv should

- Be directed towards the individual member
- Be clear, concise, and succinct
- Have a direct, clear, and engaging subject line.
- Have an explicit purpose and value to the reader
- If a newsletter, list the contents at the beginning
- Provide an actionable, call to action link at the very end or allude to next steps, if possible
- Be signed by The Wharton GUIDE Team or the name of an individual board member (preferred)
 - The signer's name should be the name of the email sender. The reply email should still be the main Wharton GUIDE inbox