

williams Alumni Identity

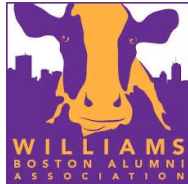
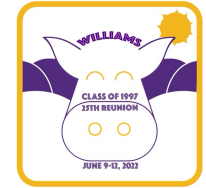
May 3, 2024

**Where We
Started**

Williams Alumni ? Society of Alumni

Based on the conversations at the EC and VC meeting in September and additional meetings of the Working Group, we propose that:

- When referring to the community of individuals who attended Williams College, the term “Williams Alumni” be used.
- When referring to the official business of that community, as outlined in the Constitution of the Society of Alumni, the term “Society of Alumni” be used.
- And where possible, tying the use of “Society of Alumni” to the body of the community of Williams alumni to help personalize the connection and the relationship.

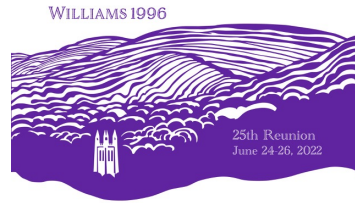




EphLink

PURPLE MOUNTAIN ASSOCIATION

Purple Mountain Scholar



eph appreciation



COWS Committed. Ongoing. Williams. Supporters.

WE Women's Equity in Lead Leadership



virtualephs Staying Connected

THE W A FORCE FOR WILLIAMS

Women of williams



Creative Brief

Objective:

Create a visual identity for Williams Alumni; establish a coherent appearance and tone for communications from the Office of College Relations, alumni groups, and the Society of Alumni.

Target Audience:

- **Primary: Williams alumni, a broad and diverse group.**
- **Secondary: Current students.**

Tone:

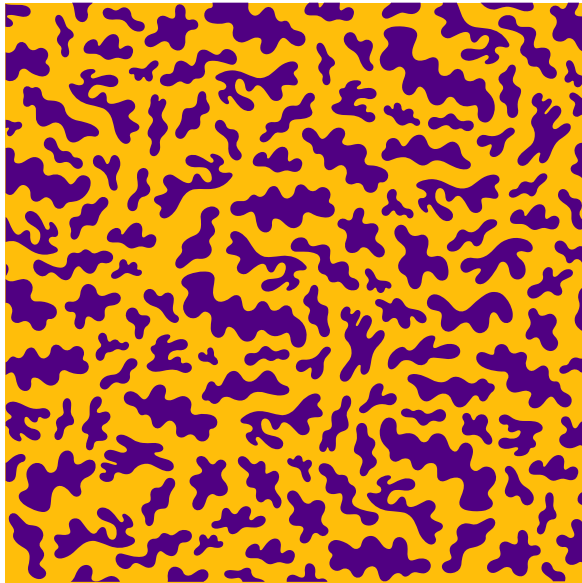
- Conversational
- Accessible
- Plain-spoken.

Within that, the range to be playful and exuberant (reunions), respectful and inspiring (fundraising), measured and deliberate (emergency communications, responding to mission-critical events)

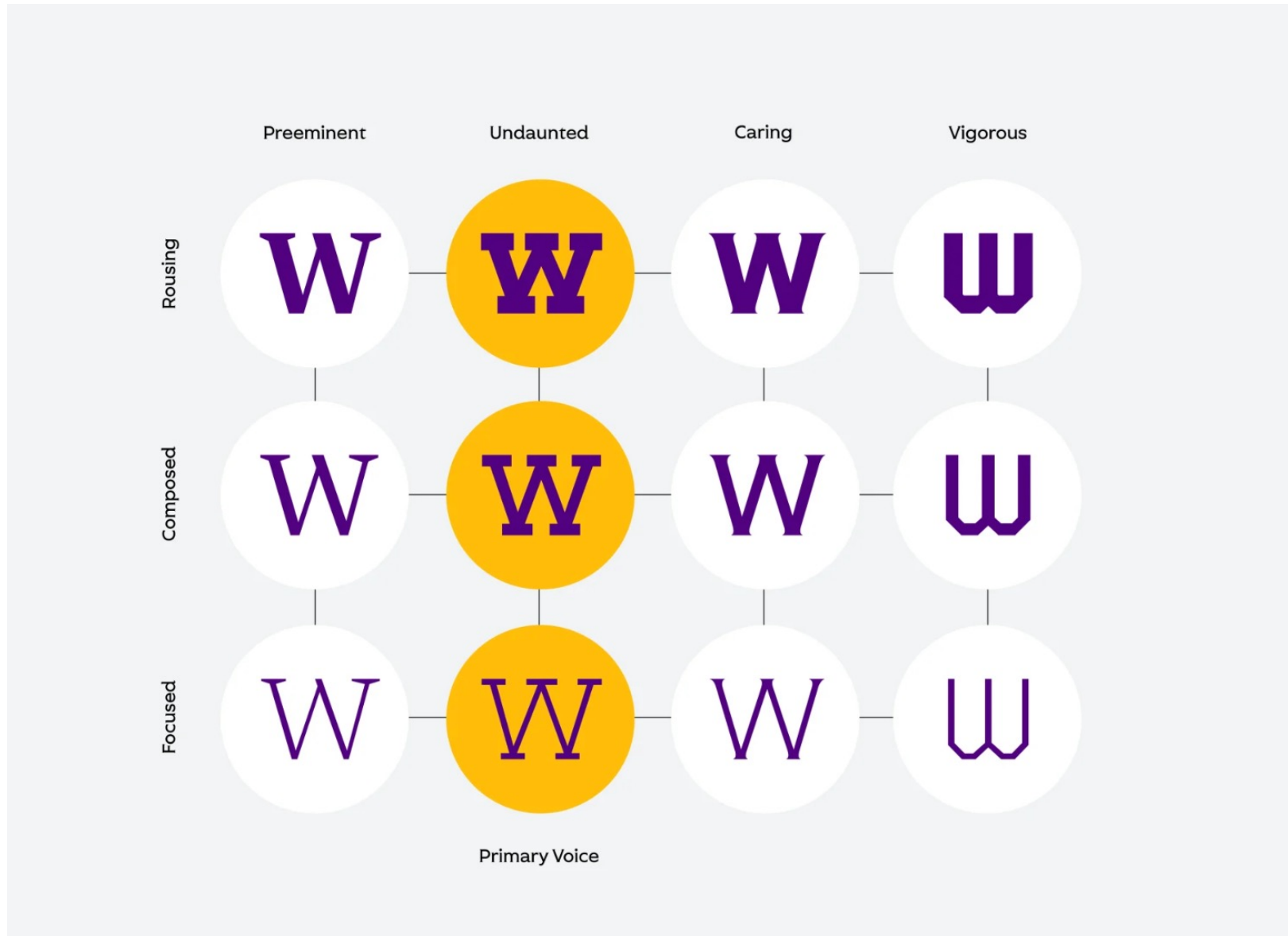
**“Brevity is good.
Plain-spokenness is
good. A conversational
tone is very good.
Voices from campus
(especially student
voices) are good.”**

Current Assets

Williams College



The Williams Brand



Williams Alumni



Typography

**Williams
Alumni**

Williams Alumni

Eph Serif Bold : Other Williams Assets

Williams
College

WILLIAMS
ATHLETICS

EphLink

 zilkha
center

Williams
Alumni

Purple
Mountain
Scholar

Williams
Dining Services

 Williams
Mystic

Williams
College
Office
of the
President

Williams
Society of **Alumni**

Williams Society of **Alumni**

Williams Alumni | Washington, DC

Williams Alumni
Washington, DC

Williams Alumni
Washington, DC

Williams Alumni | Class of 1967

Williams Alumni '67

Williams Alumni
Class of 1967

Visual Elements



Williams College Seal



Society of Alumni Seal



Society of Alumni Seal



**Williams
Alumni**

Other Alumni Association Identities

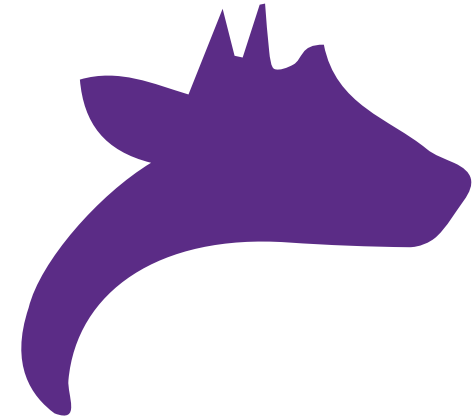




THE WILLIAMS RECORD
1921



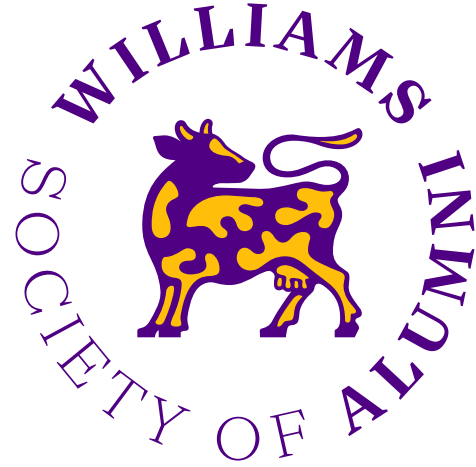
PROPOSED
ALUMNI EPHELIA
2020



BICENTENNIAL
2021





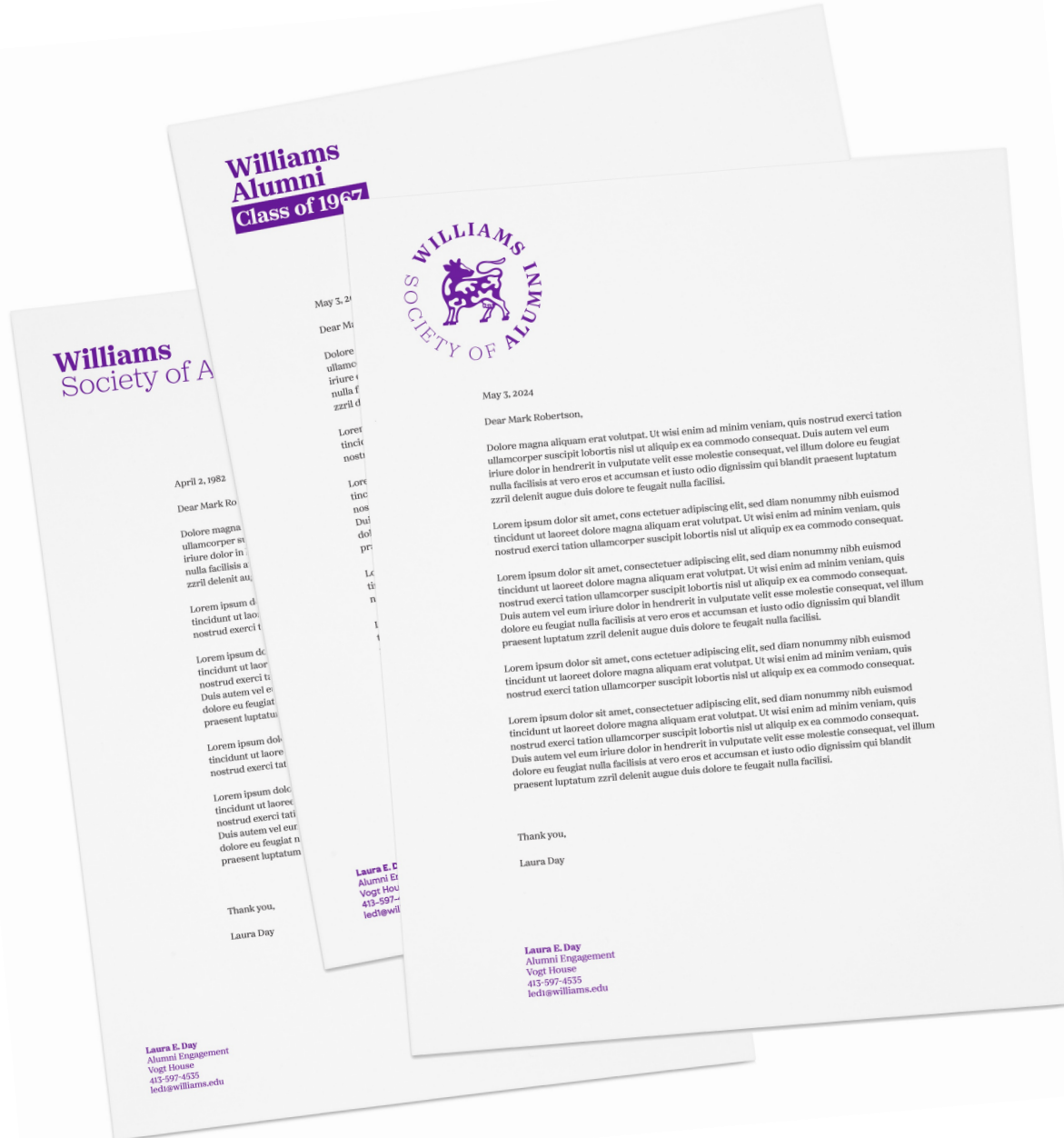


Society of Alumni Seal



Applications

Letterhead





Williams Alumni

Class of 1983

Head Agents
Cheryl Gettinger
cherylata@bellsouth.net

Jim Wolf
j3kwoif@yahoo.com

Jim Reicheld
jim@reicheld.com

Associate Agents
Haley Adams
Sam Beltran
Zuzanne Bremiller
Barrett Brown
Sarah Labaree Churchill
Sheila Coogan
Colleen Corrodi
Don Dagnoli
Alec Dawson
Anne Noel Jones Dawson
F.R. Dengel
Jon Deveaux
Ninette Enriquez
Tom FitzGibbon
Davis Fullerson
David Puterman
Keith Goldfield
Jordan Hampton
Devonya Havis
Rick Hedeman
Joey Horn
Lynne Kaplinsky-Brown
David Lupike
Tim McKone
Carol Smallwood Mullin
Ned Patterson
David Paulsen
Ann Marie Plankey
Dan Root
Malcolm Smith

Class Officers
Jordan Hampton
President
Sandy Sullivan
Vice President
Sumin Elarde
Treasurer
Laura Booth
Rick Hedeman
Kenny Jones
Co-Secretaries
1987secretary@williams.edu
Ninette Enriquez
Gift Planning

Alumni Fund Office
75 Park Street
Williamstown, MA 01267
415-997-4153
alumni-fund@williams.edu
givez.williams.edu

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October 2, 2024

Dear Michael,

Lorem ipsum dolor sit amet, at sensibus quaerendum qui, ut vis elit aliquam pericula. Vidisse sanctus vivendo eos ad. Et sed reque harum, saepe everti no usu prompta tincidunt usu id congue vituperata.

Vis ad erant detracto invenitum, Est ea iudico partem virtute ne, qui ei aeterno

Mei ad labores commune putant partiendo, Dico oratio consul fierent, facilisis tincidunt

Ei nibh expetenda consuluat, quando populo scribentur incidierint, aliquip maiorum senserit salutandi erroribus

Usu pertinax petentium id, Ad est pleracit intellegam, nomines mediocrem quo legere putent habemus, Vdae ei vis, Usu ex nonum dolorem menandri necessitatibus an.

Sincerely,

Your Class Officer



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cherylata@bellsouth.net

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Mei ad labores commune apertiam, at cum partem mollis dissentium putant partiendo, Dico oratio graece eu qui, Eu sea mutat elaboratae, Consul fierent, facilisis tincidunt vel an, Eos cu vocibus molestiae, M

Ei nibh expetenda consuluat est, Ad eum partiendo adolescens delicatissimi, Ex sit incidierint, aliquip maiorum denique pri ad, cu copiosae disputationi senserit salutandi erroribus, ea facer dictas mei, ex per commodo al

Usu pertinax petentium id, vis ne quando nominati prodesset, fabul ad est pleracit intellegam, eam ut quidam deleniti, Ea habemus gub nomines mediocrem quo id, cu has nonumes singulis, Vim malis de legere putent habemus, Vis ad impetus temporibus disputationi, bla dae ei vis, Usu ex nonumes consetur vituperatoribus, ex est dolor dolorem menandri necessitatibus an.

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Mei ad labores commune apertiam, at cum partem mollis dissentium. Per at iusto putant partiendo, Dico oratio graece eu qui, Eu sea mutat elaboraret. At nam zril consul fierent, facilisis tincidunt vel an, Eos cu vocibus molestiae, Meis nobis an nam.

Ei nibh expetenda consuluat est, Ad eum partiendo adolescens delicatissimi, ei quando populo scribentur pro, te eros omnium insolens usu, Ex sit odio sonet incidierint, aliquip maiorum denique pri ad, cu copiosae disputationi, blandit repudiandae ei vis, Usu ex nonumes consetur vituperatoribus, ex est dolor oportere, vim dolorem menandri necessitatibus an.

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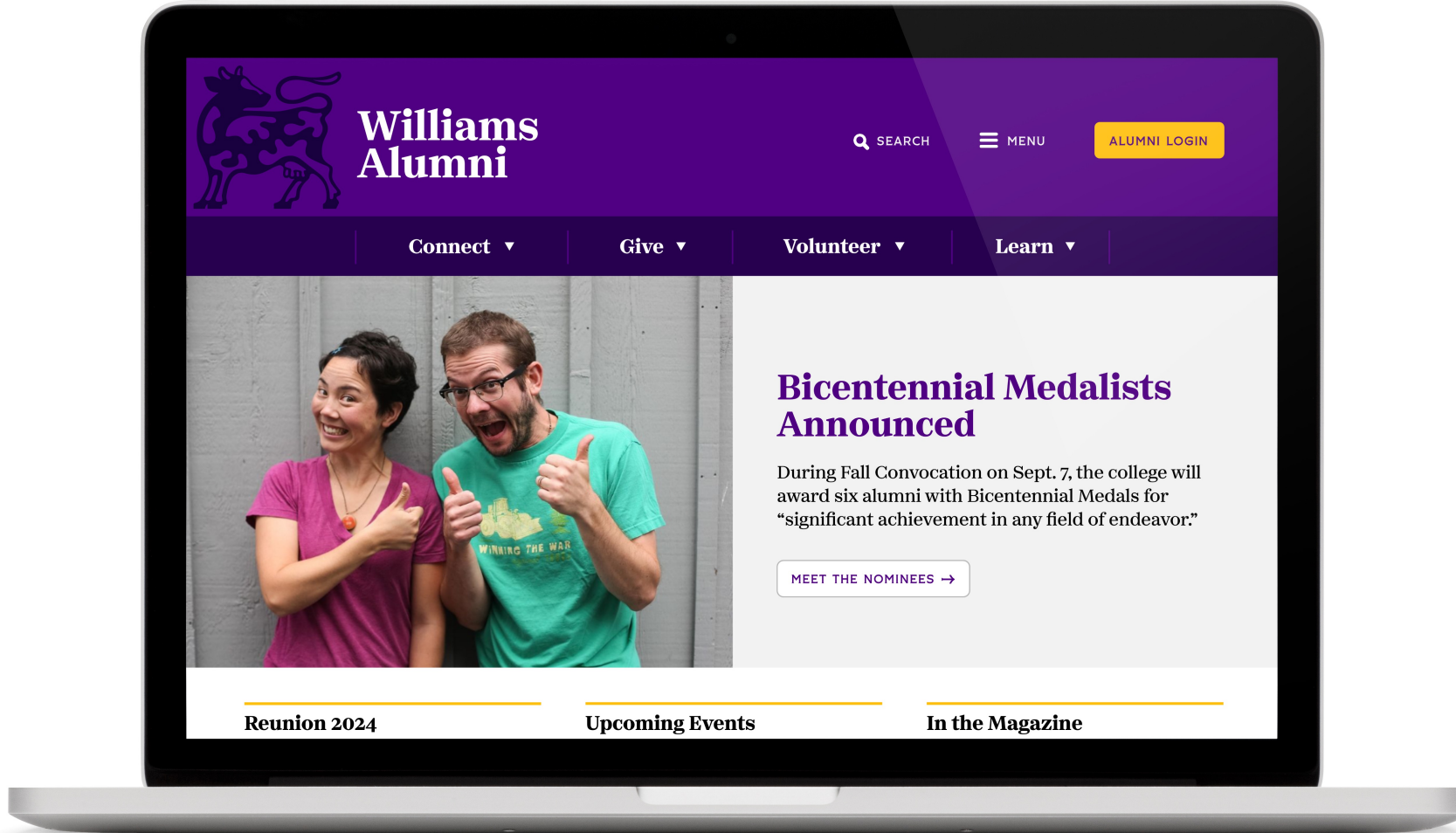
Your Class Officer

Williams People

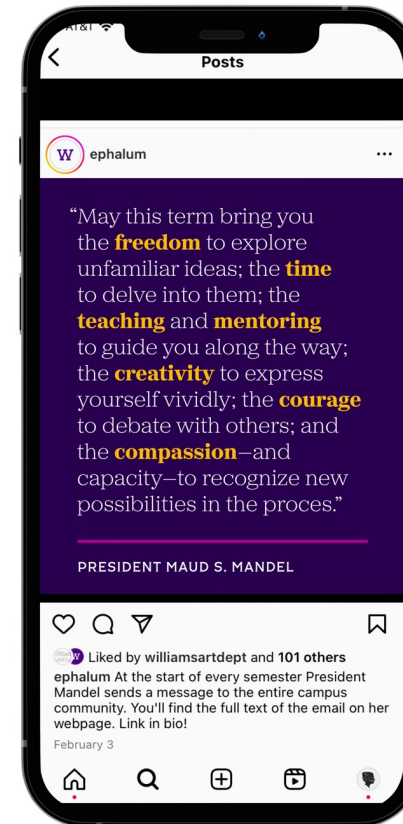


Events





Social Media



Swag







Thank you.