

**Date Updated and Published: August 2017**

**Review: Annually**

**Last Date Reviewed:** November 2019

**Revision History:**

**January 2019 (new logo)**

**July 2019 (Athletics branding)**

## DEFINITIONS

The words Insignia, Seal, or Logo refer to any digital image that makes reference to the University as outlined in the Policy details.

The word Unit refers to all entities under the Bethel University umbrella including, but not limited to, the various Colleges and departments, as well as the individuals who belong to those entities.

## POLICY

The intent of this policy is to govern the use of all approved University seals (see Definitions) for purposes of identifying Bethel University through various methods including, but not limited to, marketing materials, events, camps, and/or other activities. Consistency in the use of University seals, or other approved identifying logos, only strengthens the value and assists in the efforts to protect the University from unauthorized use. The University Marketing Department, or other assigned representatives, shall be consulted when the intended use of a Bethel University logo or seal may violate this policy.

## PROCEDURE

### I. General

Bethel University is comprised of several Colleges, and within each, several Departments and individuals henceforth known as Units. This policy shall be adhered to when any action is taken to promote any event, program, or otherwise that is in direct or indirect affiliation with the University. In general:

- No university logo, seal, or insignia shall be altered, revised, or combined with any other element, even if such element is another approved image, logo, seal, or insignia unless approved by the University Marketing Department. The Department may, when questions arise, seek guidance from the Office of the President.

- Any Unit or other approved entity may use its name with the University's logo/seal only as outlined within this policy. Questionable situations shall always seek approval from the University Marketing Department.
- All communication (written or digital), marketing material, or other correspondence with an individual or organization outside of Bethel University must contain the approved logo/seal on such material. This includes, but is not limited to, social media pages and all other digital forms of online communication.
- The use of official Bethel University letterhead and business cards is required in all matters of official Bethel University business.
- Any use of unapproved taglines, icons, graphics, or otherwise is strictly prohibited.
- At no such time shall any College, department, or individual adopt any other logo, image, or seal for use in official Bethel University business without the approval of the University Marketing Department. The Department may, when questions arise, seek guidance from the Office of the President.
- The following statement is the only statement which can be used in relation to Bethel University's SACS-COC accreditation. Furthermore, the logo or seal of the Southern Association may not be used in any publication or document:
- "Bethel University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate, baccalaureate, and master's degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call (404) 679-4500 for questions about the accreditation of Bethel University."

## **II. Use of Bethel University Logos and Seals**

Units specifically identified for the purposes of promoting Bethel University are as outlined below, followed by detailed language pertaining to the use of approved Bethel University logos, seals, taglines or otherwise:

### Faculty and Staff

- Includes, but not limited to, athletics, Renaissance, academic organizations, Office of Development, and all other entities within Bethel University that do not fall under that which is defined as a student operated organization.

- No member of the faculty or staff may use any University seal, logo, or image on any support, endorsement, or promotion intended to be received by an individual or organization outside of Bethel University that does not fall within the scope of the Mission of the University and has not been previously approved by the University Marketing Department.
- Coaches employed by the University who operate private summer camps, or other events on Bethel University property, are permitted to use Bethel University insignia so long as the event(s) are approved by the Athletic Director, or other governing authority within the University, and so long as the material used remains in compliance with this policy and other University policies which govern private camps held in affiliation with the University.

#### Students and Student Organizations

- Includes, but is not limited to, actively enrolled students, student organizations, and organizations governed by or operated by alumni of the University.
- Registered students on all campuses and in all programs may use the approved Bethel University insignia in accordance with this policy for all activities or events as approved by the Director of Student Life, Dean of Student Services, or other individual(s) as delegated by the Office of the President.

#### External Persons or Entities

- Defined simply as an individual or organization not in direct affiliation with the day-to-day operations of Bethel University or is not under any contractual agreement with the University.
- University seals, logos, or images may be used by persons or organizations as approved by the University Marketing Department, which may seek guidance from Office of the President as necessary. Such approval shall be in writing and a copy of this policy shall be provided during the agreement process so such individual or organization is in agreement as to how the Bethel University insignia may or may not be used.

### **III. Prohibited Uses of Bethel University Insignia**

Neither the name of Bethel University, nor any of the Units which operate under its umbrella, may be used in any manner which may be misleading, endorse (implied or otherwise) a commercial product or service, give a false impression,

or cause any confusion in reference to the relationship of Bethel University and any such service, product, individual, or organization without prior approval from the University Marketing Department.

Neither the name of Bethel University, nor any of the Units which operate under its umbrella, may be used in any such manner that could adversely affect the University's image, or otherwise be deemed as inappropriate/offensive.

#### **IV. Exceptions and Approval Process**

Requests for an exception to any of the details as outlined above shall be directed to the Bethel University Marketing Department for consideration. Approval or denial will be provided in writing by said office.

Requests and or suggestions to modify the logo should be made to the University Marketing Department in writing.

For additional guidance, refer to the Bethel University Visual Identity Guide (attached) for instructions and examples regarding the use the Bethel University logo. By reference, the Visual Identity Guide is incorporated into this policy verbatim.

#### **RESPONSIBLE PARTIES/ENFORCEMENT**

University Marketing Department, President's Cabinet, and others delegated by the aforementioned Department or Cabinet.

#### **DISTRIBUTION**

This policy will be available on the University's website and will be distributed to all cabinet officers for further distribution.

#### **ATTACHMENTS**

Bethel Brand Identity Guide Combined





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# StyleGuide

BethelUniversity

# BU

## Welcome!

Adherence to a strong visual identity serves to position Bethel University as a leader in higher education. Consistent use of the identity that follows enhances the recognition of who we are as an institution and visually reinforces our reputation for quality leadership.

This Guide serves to provide a basis and starting point for those working with Bethel assets to adhere to a set of consistent usage guidelines.

For questions, more information, or additional assets; including special fonts or specific logos needed in specific situations, please contact Marketing:

Terri Merrill / [merrillt@bethelu.edu](mailto:merrillt@bethelu.edu)

Note: Athletics and Renaissance are addressed in a separate guide.

**Bethel**University

# BU

## Color

By expanding upon the initial purple and gold color palette to include a variety of neutral color options, the new brand system allows for flexible and modular color options.

**Purple (PMS 267C)** serves as the Primary Color, while the addition of a deep purple and Warm Grays helps to support and provide a base for the purple and gold to live.

**Gold (PMS 7406C)** should be used as a support color, and not as a major design element. Care should be taken, particularly in web-based designs, that gold is used sparingly and clearly.

**BethelUniversity**

## Bethel's School Colors

↙ Bethel's Primary Colors ↘

<p>Black</p>			
<p>CMYK: 54 / 61 / 64 / 54 RGB: 61 / 57 / 53 #3D3935</p> <p>Pantone Black 7C</p>	<p>CMYK: 88 / 96 / 40 / 43 RGB: 46 / 26 / 70 #2E1A46</p> <p>Pantone 2695C</p>	<p>CMYK: 77 / 97 / 0 / 0 RGB: 97 / 51 / 147 #613393</p> <p>Pantone 267C</p>	<p>CMYK: 6 / 22 / 100 / 0 RGB: 243 / 195 / 0 #F3C300</p> <p>Use gold sparingly as an accent color only.</p> <p>Pantone 7406C</p>
<p>85%</p>	<p>85%</p>	<p>85%</p>	<p>60%</p>
<p>75%</p>	<p>75%</p>	<p>75%</p>	<p>20%</p>
<p>CMYK: 31 / 28 / 30 / 0 RGB: 181 / 173 / 165 #B5ADA5</p> <p>Secondary Gray</p> <p>Pantone Warm Gray 4C</p>	<p>CMYK: 26 / 24 / 28 / 0 RGB: 191 / 183 / 176 #BFB7B0</p> <p>Primary Gray</p> <p>Pantone Warm Gray 3C</p>	<p>75%</p>	<p>25%</p>

# BU

## Logos

The Bethel logos have been designed with clarity and strength in mind. Bethel is seen bolder than University in all cases, and is meant to stand out. University is kept, however, in most cases to reinforce the nature of the institution's structure and prominence.

Colors and simple grids utilized in a clean and sparing manner allow for the logo to be seen in many variations, and provide flexibility in design and immediately identifiable and bold creative. Over time, the Bethel mark in combination with color palette, will be recognized as a modular system that can be easily implemented across many different formats.

**Logo Spacing:** Provide ample spacing around logo.

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**Main Logo:** For white or light backgrounds: Primary Logo, filename: BU\_Logo\_1 PRIMARY.png

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Official copies of Bethel University artwork can be downloaded from the [2019 Bethel University Logos](#) folder.

# BethelUniversity

**Logos for medium or dark backgrounds:**

Background colors are for display and are not part of logo files

Dark Background	Medium Background	Bright Background
 filename: BU - 4 Dark Bkgrd 1		 filename: BU - PurpleWhite
 filename: BU - WhiteGray	 filename: BU - WhiteGray	 filename: BU - all Purple
 filename: BU - all White	 filename: BU - all White	 filename: BU - all Black

**Stacked Logo:** This secondary logo and is used only if the horizontal space is too small to accommodate the primary logo. If you need a stacked logo in a different color combination, contact Terri Merrill at [merrillt@bethelu.edu](mailto:merrillt@bethelu.edu)

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Official copies of Bethel University artwork can be downloaded from the [2019 Bethel University Logos](#) folder.

filename: BU stacked logo - large.png



### College Logos:

The options shown below are for white or light backgrounds. A different version for dark backgrounds is also available on Google Drive. The version for dark backgrounds features the college name centered under the logo, rather than left-aligned.

An optional third version for light backgrounds has the college name centered like the dark-background version. This option is only used where the logo is centered in a wide open space, such as the back of a folder.

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**BethelUniversity**

College of Arts and Sciences

filename: BU-CAS Logo\_1

**BethelUniversity**

College of Health Sciences

filename: BU-CHS Logo\_1

**BethelUniversity**

College of Professional Studies

filename: BU-CPS Logo\_1

**BethelUniversity**

College of Arts and Sciences

filename: BU-CAS Logo\_2

**BethelUniversity**

College of Health Sciences

filename: BU-CHS Logo\_2

**BethelUniversity**

College of Professional Studies

filename: BU-CPS Logo\_2



**Department Logos:** These logos may be used instead of the main or college logo as long as the university as a whole is represented elsewhere on the design. **This is a sample, not all departments/units are represented here.**

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Official copies of Bethel University artwork can be downloaded from the [2019 Bethel University Logos](#) folder.

**Bethel** Athletics

**Bethel** Physician  
Assistant Program

**Bethel** Bookstore

**Bethel** Office of  
the President

**Bethel** CASA

**Bethel** Office of  
the Chaplain

**Bethel** Department  
of Music

**Bethel** Office of  
Development

**Bethel** Department  
of Education

**Bethel** Burroughs  
Learning Center

**Bethel** Department  
of Nursing

**Bethel** Online  
Library Services

**Bethel** Campus  
Security

**Bethel** Renaissance

Examples on Dark Background

**Bethel** Criminal Justice  
Program

**Bethel** Global  
Studies

**Bethel** Honors  
Program

**Bethel** Dual Enrollment  
Program

**Bethel** Department  
of Religion

# BU

## Typography

The logo is created using **Mont**, a geometric sans serif font. Any artwork created using this font must be generated by Bethel's marketing design team.

**Century Gothic** is the primary option readily available to all operating systems for body copy.

**Palatino** is a serif font, used for longer documents such as the catalog, contracts, and student guides.

**Bickham Script** for formal invites.

**Rockwell** is a slab serif used sparingly for large banners and uses such as in athletics.

More informal fonts such as handwriting or informal scripts can be selected at the designer's discretion to be used as an accent in specific cases. These are approved by marketing on a case-by-case basis.

## Approved Font Families

### Century Gothic

This is the **primary font for staff and faculty to use** for documents /signs/etc.

#### REGULAR

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

#### BOLD

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**0123456789**

#### REGULAR ITALIC

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

#### BOLD ITALIC

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**0123456789**

### Palatino

This is for longer documents such as catalogs, contracts, and student guides.

#### REGULAR

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

#### BOLD

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**0123456789**

#### REGULAR ITALIC

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

#### BOLD ITALIC

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**0123456789**

### Bickham Script

This formal font is for invitations and art emphasis only. **Should not be used in all caps.**

ABCDEFGHIG  
HIJKLM  
NOPQRS  
TUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

### WINNER

This is the primary **Athletics** font. Also used for special emphasis and on clothing outside of athletics.

WINNER NARROW LIGHT

**WINNER NARROW BOLD**

**WINNER NARROW BLACK**

WINNER LIGHT

**WINNER BOLD**

**WINNER BLACK**

WINNER WIDE LIGHT

**WINNER WIDE BOLD**

**WINNER WIDE BLACK**

### Mont

This is Bethel's **primary font and is used by the graphic design team** on all printed and online media.

Mont Hairline

Mont Thin

Mont Extra Light

Mont Light

Mont Book

Mont Regular

**Mont Semi-Bold**

**Mont Bold**

**Mont Heavy**

**Mont Black**

### Rockwell

This font is used instead of Winner if limited font choices are available.

Rockwell Regular

Rockwell Condensed

**Rockwell Bold**

**Rockwell Extra Bold**



# BU

## Support Art

Support Elements to the main logo are provided for several reasons. When Bethel needs to be represented in a small space, the BU mark can substitute for a full logo treatment (ex. Instagram profile, web favicon, etc.). They can also be used large as an element of texture or background, or as a standalone in the instance of a sticker or button. When using this element as a background or texture it is advisable to try adjusting the transparency and scale to create unique and varying results, making for varied and multi-faceted design solutions.

## BU Mark: The BU Mark is NOT to be combined with the logo.

Note: the mark is used in instances where the logo is too small to be legible, such as a social media user icon. Please use the Bethel logo if space allows. Official copies of Bethel University artwork can be downloaded from the [2019 Bethel University Logos](#) folder.

### Primary Mark



filename:  
BU Mark - PRIMARY



filename:  
BU Mark - dark purple



filename:  
BU Mark - gold

## Marks for dark backgrounds: Background color is for display and are not part of art files



filename:  
BU Mark - all purple



filename:  
BU Mark - white  
For use on black and white printing.  
Also available in all black



filename:  
BU Mark - Warm Gray



filename:  
BU Mark -  
transparent overlay

## University Seals and Other Artwork:

No member of the faculty or staff may use any University seal, logo, or image on any support, endorsement, or promotion intended to be received by an individual or organization outside of Bethel University that does not fall within the scope of the Mission of the University. Use of seals must have previous approval of the marketing team (for the University Seal) or the program director (for individual program seals).



Occasionally Bethel departments or units will request an additional piece of artwork to use as part of their branding. This artwork must be mutually approved by the department head and the marketing team. **The artwork options below are examples and not entirely inclusive of all artwork used by the University.**



For full usage guidelines for athletic artwork, refer to the [Bethel U Athletic Branding Guide](#) and download approved artwork from the [Athletic Artwork Folder](#).



## Social Media Icons: This art is NOT to be combined with the logo.

This artwork is a variation of the Mark for use as a social media profile picture only. This visually ties all of Bethel's social media accounts together as part of one organization.

The art is provided as a square and Facebook makes it into a circle. These icons are produced as needed and distributed to the person responsible for that unit's social media accounts. Do not use this as departmental artwork outside of social media or on promotional items that are too small for the logo to be legible. For other applications, use your department logo (see page 9).

If your department, team, or unit does not have an icon yet, please contact a member of the marketing team to get one.



BethelUniversity



**ATHLETICS BRANDING GUIDELINES**



# Bethel Athletics

**INTEGRITY. TEAMWORK.  
SPORTSMANSHIP. EXCELLENCE**

The intercollegiate Athletic program at Bethel University facilitates the personal growth and education of students through their participation in a comprehensive program of NAIA sports in accordance with the Champions of Character initiative.

**BethelU.edu/Athletics**

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# BETHEL WILDCATS VISUAL IDENTITY

Founded in 1842, Bethel University is the second-oldest private university in Tennessee. Today, Bethel supports 28 sports teams with over 700 student-athletes representing the school each year at the NAIA and club level. Brand recognition is important. This document is a guideline to ensure the Bethel Athletics brand is presented appropriately in all forms of media.

# PRIMARY MARK

The primary mark features claw marks across the letter **B**. This **B** is always used alone or as part of the word “Bethel” or “BU”, Never use it as a substitute **B** in another word or sentence (ex. “Baseball”) All artwork is available in the Google Drive [Athletics Art](#) folder.



Additional approved color applications are shown here. This chart applies to many 1-color marks in this guide. For questions or additional color applications, contact the marketing team.

# WILDCAT ART

The Wildcat head is available in both full-color and one-color versions. Note that there are differences in the design. Do not use an all-black version of the full-color wildcat in place of the one-color art. Refer to the color chart on the previous page for additional color applications of the one-color Wildcat Head. All artwork is available in the Google Drive [Athletics Art](#) folder.



# WORDMARK

The Bethel Wildcat Wordmark is created using the Winner Bold Extended font. (See the font section for additional guidelines). The wordmark is available in 2 options: straight and arched. This mark can be used either with the Wildcat Head artwork, or alone. Refer to the color chart on the primary athletic mark page for additional color applications of the one-color Wildcat Wordmark. All artwork is available in the Google Drive [Athletics Art](#) folder.

**WILDCATS**

**WILDCATS**

## Bethel Wildcat Mark Combinations

The following combinations of the Wildcat Art, Bethel Wordmark, and Wildcat Wordmark are approved. For additional variations, contact the marketing team for approval/guidance. All artwork is available in the Google Drive [Athletics Art](#) folder.



# WILDCAT TEAM ARTWORK

The team artwork features the Wildcat Head combined with the straight Wildcat Wordmark, is available for each sport. This art is designed to go over a light background. All artwork is available in the Google Drive [Athletics Art](#) folder. A variation to go on a dark background is available upon request. These are sized for online use. A larger version for use on banners, posters, or swag is available from the marketing team. Any team/unit is not represented here can contact the Athletic Director to request addition.





# SPORTS INFORMATION DEPARTMENT

The SID office is the public relations arm of the Athletic Department. The SID director is in charge of athletic media relations on all levels. Any stories, images, or wording that represents Bethel University athletics should originate from (or be approved by) the SID.

The SID is also the department responsible for Wildcat Vision, the online/radio broadcast of Bethel University games. Below are the various versions of the Wildcat Vision logo. Do not use this logo without the permission of the SID.



Primary Logo



For use on a  
dark background  
(black panel is not part of the design)



Black/White version

**BU**