



Brand Continuity Guide

Bethel 
University

Who doesn't love a good story? Bethel University has a great one to tell. Our brand story is an inspirational narrative that describes and inspires people to come to Bethel University. The brand story combines key attributes, core values, legacy, vision and passion all into one conversational delivery. A great brand story allows others to understand who and where we came from. Packaged in an inspirational way, it demonstrates a written style and tone that best represents us as Bethel University.



Strong Academics, Spiritual Formation, Mentoring, Relationships

Every university wants their students to succeed. But at Bethel University, we go a step beyond. We are intentional in guiding students along a journey of spiritual and academic growth, helping them find their calling so they can go on to transform communities around the world.

At Bethel, this starts with being true to God and his word. Our intentional Christian environment applies a Biblical perspective to every aspect of a student's experience. The end result is not just academic preparation, but also spiritual formation, creating a holistic approach for each student's spiritual journey and personal discovery.

Bethel University is not just a school—it's a community. Our emphasis on mentoring gives students meaningful opportunities to connect with faculty, staff, alumni and community members who desire to encourage students along their path. Sometimes this means going to dinner at a professor's house and talking through the stressors of life. Sometimes this means an honest conversation with a mentor about skills and calling. At Bethel, students build lifelong relationships that will continue well past graduation.

Our Christian environment allows for a spiritual and academic adventure with over 50 areas of study to explore. We offer associate, bachelor's, master's and online programs. Each field of study is rich with knowledgeable professors seeking the success of our students. Professors also provide connections that cultivate into enduring relationships. Our faculty are not just mentors, they are guides.

Here at BU, we want our students to be true to God's word, be confident in Bethel's strong academics and mentoring approach and to be themselves through living out their calling—to "Be true. Be blue. Be you."

Imagine you're riding in an elevator, and the person beside you asks where you go to school and what it's like. You only have a few seconds to reply before reaching your floor. A good elevator speech to relay the main points is crucial. It boils down the essence of Bethel University's most important attributes in an inspiring way. However, the elevator speech is not designed to be a memorized script. It keeps the talking points consistent while expressed in your own words.

Depending on how long the elevator ride is, you may be able to express more detail. The first section is the shortest at 15 seconds. If you are riding to a farther floor, you might be able to combine the second piece, which creates a 30 second speech. If you're riding even longer, you could add the final section for a full 60 second span, which fully explains Bethel University and its core values with detail and passion.

15 Seconds: *Inform*

Bethel University, located in Mishawaka, Indiana, is an accredited, evangelical, liberal arts institution offering associate, bachelor's and master's degrees in various disciplines with a unique emphasis on mentoring.

30 Seconds: *Explain*

Combining strong academics from a Christian perspective while focusing on one-on-one mentoring and discipleship, Bethel develops the whole person to serve God through their chosen vocation.

60 Seconds: *Inspire*

Bethel's approach equips students for leadership in God's kingdom and the world through challenging academic programs that foster critical thinking and a broadened worldview. Our relational focus helps guide students on their academic and spiritual journey through one-on-one mentoring, small class sizes and professors who truly care. Our students develop relationships that will last a lifetime and go on to serve God in almost every imaginable field. Bethel is not just a university, it's a caring community and a training ground for future leaders.

Bethel University equips graduates to lead a life of impact in their chosen vocation, offering **strong academic** programs led by faculty and staff who are intentional about **mentoring students** within a **Christian environment**. At Bethel's core is the desire to guide students on their **spiritual and academic journey** by integrating faith and learning in a caring, collaborative environment that helps students discover and prepare for their life calling while cultivating **lifelong relationships**.

Tagline

Be true. Be blue. Be you.

- The line “be you” ties back to the new branding to a university as “BU.”
 - The alliteration and three-part message provide a memorable phrase.
 - “Be blue” is in the middle and connects the “Be true” and “Be you” just like Bethel bridges the gap between the students and their journey.
 - Each part of the tagline addresses Bethel’s goals for students: being true to God and his word, keeping a connection with Bethel as a school, and students being themselves in finding their calling.
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Brand Voice and Tone

The Bethel University brand is shaped by the words and language used to describe it. In both internal and external communication, every conversation should reflect the brand’s unique personality and voice. Use these guidelines to craft messaging and written content that clearly and consistently conveys the Bethel University brand.

The Bethel University Brand is Always:

- Academic
- Grounded in Faith
- Motivated by relationships
- Passionate about students’ journeys
- Future-focused for lifelong relevance
- Intelligent
- Straightforward
- Impactful

The Bethel University Brand is Never:

- Aimless
- Ignoring the relationships to its students and alumni
- Unintentional
- Shortsighted

Brand Traits, Techniques & Tactics

Just like each one of us, the Bethel University has unique traits and characteristics. To help the Bethel University brand stand out in the marketplace and connect with current and future customers, the messaging techniques you use should reflect each of the brand’s traits.

This entire menu does not need to appear in every single communication piece. Think of this list as a “messaging palette” that allows you to mix-and-match techniques to appeal to specific audiences, for specific purposes, with specific goals in mind.

Brand Traits

Messaging and Writing Techniques

Academic Knowledge,
Expertise and Experience

Use language, vocabulary and descriptions that are confident, knowledgeable and informed.

Future-oriented and
Journey Driven

Focus on the impact that the student will have, and how the university’s experience will have a lifelong effect.

Motivated by Relationships,
A Passion for Students

Maintain a friendly tone, even when messaging focuses on technical details. Continually position Bethel University as having a supportive mentoring environment—not simply a school.

Christian Environment

Messaging must confirm and ensure audience of Christian values.

Straightforward and Direct

Use an active voice, and to-the-point sentences that highlight the important details.

Primary Logo

This is the primary logo for Bethel University. The primary stacked version of the logo should be the first choice any time a logo is needed to represent the university. The horizontal logo should only be used in special situations where the primary version will not fit or be appropriate.

PRIMARY STACKED



PRIMARY HORIZONTAL



Minimum Size and Placement

To maintain readability and avoid print production limitations, the Bethel University logo should not appear smaller than 1" wide on all traditionally printed materials. It should also never be placed less than .5" away from the trim edge. A "safe area" the size of the "B" should be maintained to prohibit any elements on the page from getting too close to the logo.



Logo with Tagline

The tagline can be used by itself, or locked up with the logo. When the tagline is locked up with the logo it is considered one graphic and is subject to all the rules as the primary corporate logo. Do not use the tagline in any other font or position from the example below.

Stacked



Be true. Be blue. Be you.

Horizontal



Be true. Be blue. Be you.

Note: Usage of the tagline with the logo is not mandatory, but when it is used it should be displayed in the graphic proportions shown here.

Primary Logo Variations

These alternate logos may be used when production or design issues make it difficult to reproduce the primary logo.



Wordmark

The wordmark may be used by itself when appropriate.



Monogram

The monogram may be used when appropriate.



***Note:** Spot color use limited to cases where CMYK is not available.

Shield

The shield may be used by itself when appropriate. Avoid cropping the shield. The flame should never be used on its own.



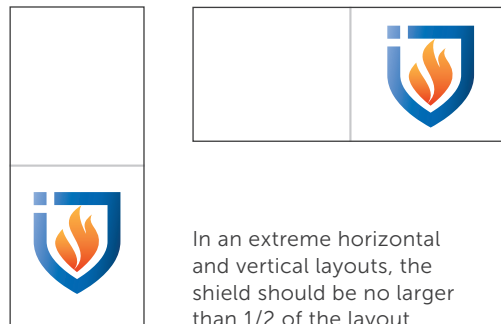
The shield should never be placed directly in the middle of a composition. There are exceptions for clothing. Please contact the Marketing and Communications Department. Follow these guidelines when using the shield in the following ways:

Standard Layout



The shield should be no larger than 1/4 of the layout.

Extreme Horizontal and Vertical Layouts



In an extreme horizontal and vertical layouts, the shield should be no larger than 1/2 of the layout.



The shield may be used larger than 1/4 of the layout only if the shield is no more than a 30% contrast value to the background.

Note: The primary logo must be included somewhere on any piece that features the shield by itself.

Seal

The seal should only be used on university approved materials.
The seal may be cropped as long as the shield is not.

Full Color



Spot Color*



One Color



Reverse



Black



Seal Cropping



Top or bottom



Corner



Middle

***Note:** Spot color use limited to cases where CMYK is not available.

Primary Typeface

The corporate fonts are the graphic voice of Bethel University. The primary font is Camphor Pro. To build brand recognition, use these fonts to represent Bethel University in all materials. All headlines, subheads, body copy, captions, etc. should be set in this font. All fonts in the Camphor Pro font family may be used.

Camphor Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Thin	Light	Regular	Medium	Bold	Heavy
<i>Thin</i>	<i>Light</i>	<i>Regular</i>	<i>Medium</i>	<i>Bold</i>	<i>Heavy</i>

Secondary Typeface

The secondary typeface for Bethel University is Amariya. Use these fonts to supplement the primary typeface when appropriate. Headlines, subheads, body copy, captions, etc. can be set in this font. All fonts in the Amariya font family may be used.

Amariya

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Regular Medium **Bold** **Heavy** **Black**

Digital Typeface

The digital typeface for Bethel University is Arial. Use these fonts when the primary typeface is not available, such as in email body copy or in Word documents and PowerPoints created on a computer where Camphor Pro is not installed. The entire font family can be used, if applicable.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Logo Restrictions

The Bethel University logo must always remain easily recognizable. No part of the logo may be altered in any way and must be reproduced only from approved artwork. Below are examples of incorrect versions of the logo. These restrictions help maintain brand consistency and apply to the primary and alternate logos.



Do not mix or use unapproved colors in the logo.



Do not change the font of the logo.



Do not stretch the logo horizontally or vertically.



Do not skew or rotate the logo.



Do not rearrange elements of the logo.



Do not change proportions of the logo.



Do not add a stroke around the logo.



Do not add a keyline or box around the logo.



Do not add effects to the logo.

Color Usage

Color reproduction is vital for proper usage of the Bethel University brand and sets it apart. Acceptable options are shown here. Take care when reproducing colors—materials and reproduction methods affect color, so each should be considered.

PRIMARY COLORS

BETHEL BLUE

Pantone® 2935 C
CMYK 100/57/0/2 (Print)
RGB 0/103/177 (Screen)
HTML 0067B1 (Web)

***Note:** PMS 293 should only be used when CMYK is not an option.

INDIANA SKY

Pantone® 2925 C
CMYK 72/38/0/0 (Print)
RGB 71/137/200 (Screen)
HTML 4789C8 (Web)

SECONDARY COLORS

Pantone® 7687 C
CMYK 100/82/29/14 (Print)
RGB 24/65/115 (Screen)
HTML 184173 (Web)

Pantone® Black 7 C
CMYK 0/0/0/90 (Print)
RGB 65/64/66 (Screen)
HTML 414042 (Web)

Pantone® 179 C
CMYK 0/90/100/2 (Print)
RGB 233/63/34 (Screen)
HTML E93F22 (Web)

Pantone® 715 C
CMYK 0/57/86/0 (Print)
RGB 246/136/28 (Screen)
HTML F6883A (Web)

Pantone® 1365 C
CMYK 0/31/84/0 (Print)
RGB 253/183/67 (Screen)
HTML FDB743 (Web)

Photography Styles

The photography styles shown below help make the Bethel University brand more recognizable and provide brand continuity throughout all marketing tactics. These images don't have to be copied in exact detail but should serve as examples of the overall style that represents Bethel University in photography applications.

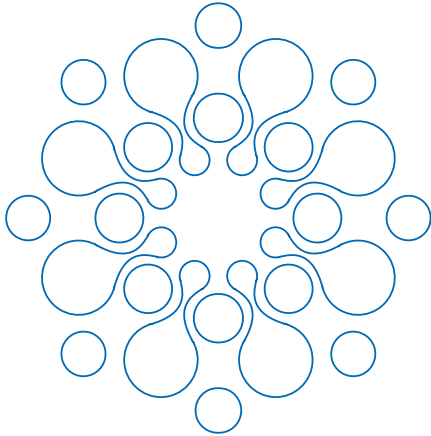
NATURAL COLOR LIFESTYLE



Use lifestyle photography showing moments of connection, joy and individuality. Images should be naturally colored and work best if brand colors and graphic styles are visible in the images.

Graphic Styles

The graphic styles shown below help make the Bethel University brand more recognizable and provide brand continuity throughout all marketing tactics. These images don't have to be copied in exact detail but should serve as examples of the overall style that represents Bethel University in graphic applications.



STARBURST

The Starburst graphic represents mentoring, relationships, journeys and community. Use this graphic to crop images and add areas of visual interest.



KRAFT PAPER



DENIM

These textures help add a casual feel. Use these to supplement the Bethel University brand.



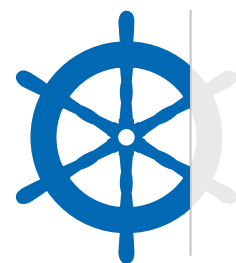
THE HELM

The helm is a recognizable image associated with Bethel University. The helm should be used sparingly and never be the focal point of any layout. The Helm can be used with the motto, "With Christ at the helm."

Helm Cropping



Top or bottom



Side



Corner

Note: The helm should always have six spokes

Creative Samples





Bethel  **University**

BethelUniversity.edu