

Bringing Our Brand to Life

Bellevue University Brand Guidelines



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The Importance of the Bellevue University Brand



What is a Brand?

A brand is much more than a name or a logo. A brand goes far beyond signage, letterhead, advertising and a presence on social media.

A brand is how a person feels about a particular company. And because tens of thousands of people have their own individual feelings about a company, that company has thousands of different brands. The goal is to have those thousands of people feel the same about a company. The goal is to have one brand. That's accomplished through consistency—in marketing and in operations.

Marketing sets the tone for a brand. That's what "branding" means which is different from a "brand." Branding introduces the company—its look, its feel, and its voice—to people who are unfamiliar with it. Branding also helps maintain how someone feels about a company after they're introduced to the company—as long as that introduction was positive.

Branding can't counteract a negative encounter with a company. It's unlikely that a logo or commercial will change someone's mind once they have a bad experience.

That's why a brand is everyone's responsibility—including yours.

We want students and prospective students to feel good about the Bellevue University brand. We want them to understand how we can positively affect their lives. We want them to spread the word about their great experience.

We know that you do everything possible to provide students with an experience unlike any other university. We ask that you put as much effort into providing a consistent experience visually and tonally, because that's where the Bellevue University brand begins. And that's the purpose of this Brand Guide.

Why is a Brand Important in Higher Education?

Higher education is a category where the vast majority of brands say the same thing, act the same way and hold the same beliefs. School colors and mascots differ. But once you move past the brand visuals, the messages of those schools and the language of those messages sound a lot alike.

Potential students find themselves in a Sea of Sameness, so we need to differentiate ourselves from the competition as much as possible. This isn't difficult, because we're unlike the vast majority of our competition—in philosophy and in practice.

It's incumbent on each of us to ensure that we remain separate from other universities so that prospective students notice and prefer us.

Who is Our Audience?

In short, our audience is anyone who comes in contact with Bellevue University and its messaging. We want everyone to think positively about us.

Of course, those people who have a relationship with Bellevue University—and those who we hope would like to begin a relationship—are the most important. This includes:

- Students, prospective students and alumni
- University faculty, staff, donors and board of directors
- Omaha business and community leaders

Defining the Bellevue University Brand



The Bellevue University Difference

Bellevue University has had a well-respected brand since 1966. Our long history is only eclipsed by our bright future. That future is bright because we're fundamentally different from other universities.

We understand that education is changing based on technological advancement and evolving student needs. In fact, we're driving a lot of that change. Many universities look to our experience and success—both online and on-campus—to develop a foundation for the future of their own programs.

This advancement comes from our core belief: students are the most important part of our university. Students are at the core of our attention and efforts. Everything we do helps students take the next step on their path toward their personal success. This includes:

- **Career-relevant degrees.** Because of our relationships with many national businesses and business leaders, we understand the future of the marketplace. Based on their feedback and direction, we can shift our curriculum to get ahead of the curve before marketplace changes occur. This increases the value of our degrees and raises the employability of our graduates.
- **Skills-based learning.** We make sure that our students have the knowledge they need to succeed in their chosen field. Just as importantly, though, we teach the skills they need for success in the workplace: communication, collaboration and problem solving.
- **Innovative individual teaching.** We don't lecture to large groups of students. We provide personalized learning, so that students can leverage their strengths in and out of the classroom while we provide support whenever it's needed.
- **Student Coaches.** We don't just react to the challenges our students face in and out of their studies. We assign each student a coach who proactively helps to remove any barrier that may pose a threat to a student's success—whether that's personal, academic or financial.
- **Open access.** We don't put up hurdles for students or make them jump through hoops to fulfill their dreams. We don't ask for standardized test scores, GPAs or letters of recommendation. All a student needs is the drive and determination to complete a degree. There are no limitations, only opportunities.

The Foundation of the Bellevue University Brand



Archetype

In every story, there are people whose underlying character traits are familiar. We may not know their individual stories, but we know the role they play within the broader narrative. They help us immediately understand and relate to a person and their motives, from the hero and the ruler to the magician and the explorer.

Archetypes are also very useful for brands. By understanding a brand's archetype, you know its voice, its story and how it intends to help its customers.

Bellevue University's archetype is the Heroic Outlaw.

The most famous Heroic Outlaw is Robin Hood, who stole from the rich (the Outlaw) and gave to the poor (the Hero). Other Heroic Outlaws include Civil Rights figures like Rosa Parks and Dr. Martin Luther King, Jr.

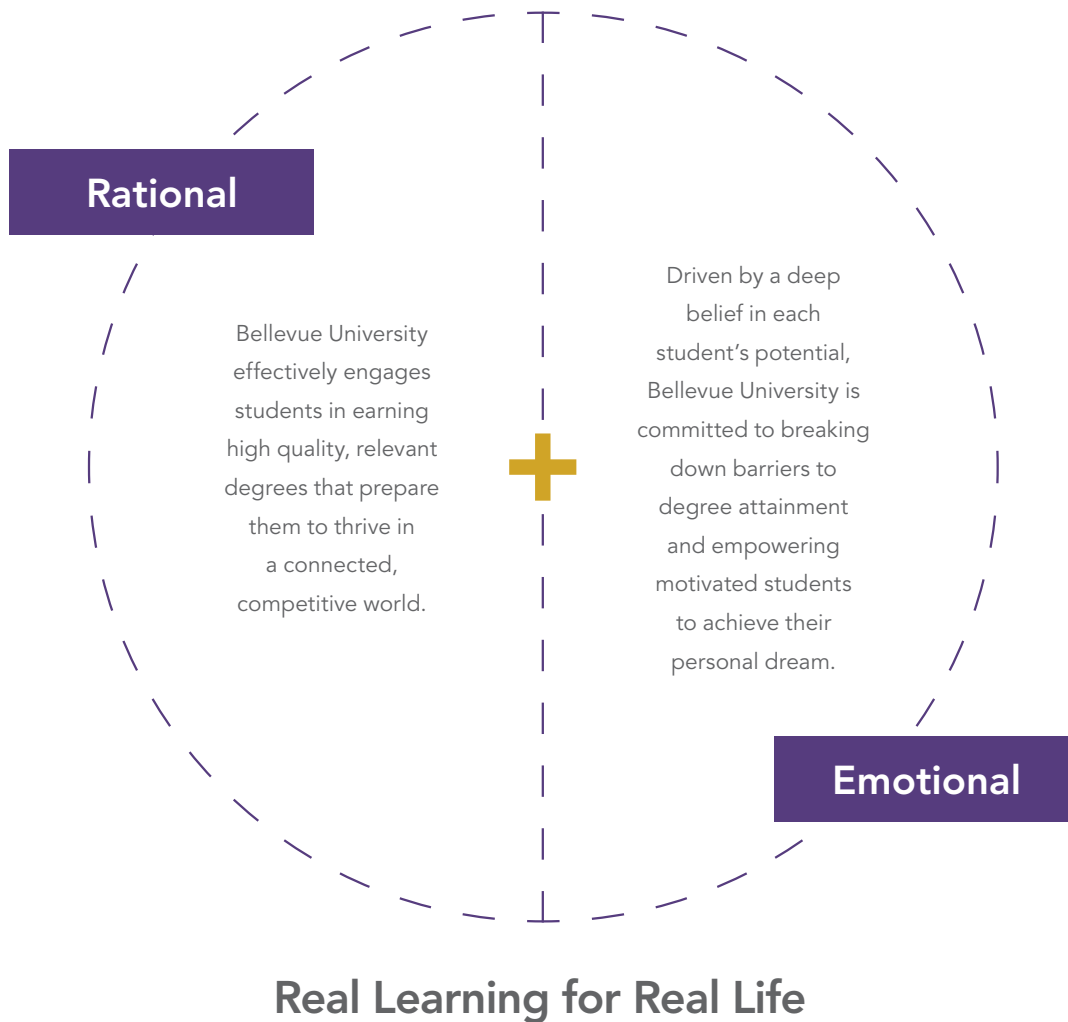
At Bellevue University, our students are the heroes and we are the outlaw. We always put our students first (making them Heroes). And we're changing the focus of education and the way education is delivered.

There are many traits of a Heroic Outlaw, which should guide you in the way you think about your work and in the way you think about Bellevue University. The Heroic Outlaw:

- Believes in a higher purpose.
- Challenges the status quo when it gets in the way of success.
- Stands by convictions.
- Tackles the big challenges.
- Realizes that everyone has the right to pursue their dreams.

Brand Print

Like an individual fingerprint, the Brand Print serves as a guide to Bellevue University's unique purpose, position and personality. There are two ways to represent our purpose—rational and emotional. The rational purpose is in the half-circle on the left. The emotional purpose is on the right. Together, they form the brand position. There are also six personality words that guide how we act and speak.



Innovative

Dynamic

Bold

Principled

Empathetic

Grounded

Brand Story

Every brand has a story that describes its people and its purpose. Bellevue University's story is unique among higher education brands and tells the story of our version of the Heroic Outlaw:

At Bellevue University, we see the world a little bit differently. When it comes to our students, words like 'normal' and 'typical' aren't terribly important. Instead, we see a world full of unique people with untapped potential.

People who aren't afraid of hard work. People who are hungry for encouragement as well as challenges. People who only need a chance. And when those people rise up to make their lives better, the faculty and staff of Bellevue University rise up to stand by their side.

How do we champion their pursuits? We make sure every dollar and every hour are well spent. We strive to ensure that their education is as real as their aspirations. We commit to their future as our future.

We do these things because we see both the possibilities and the path to success. Because we believe in the hard work that can lead to the American dream. Because we see a world full of remarkable, ambitious people who just need someone to believe in them.

Additionally, every brand has an elevator speech to describe its essence in situations where the longer brand story won't fit. Our elevator speech is easy to remember and easy to relate to anyone who asks about Bellevue University:

At Bellevue University, we believe anyone who is willing to work hard toward earning a degree deserves people who will work hard for them. We're committed to our students because we believe everyone deserves a chance at the American Dream, even if it's a second or third chance.

Brand Voice

We all have distinct voices. How someone speaks is a large part of what makes a person unique. Bellevue University is no different. We have our own voice. You should use that voice in any official, public statements and writing.

Our voice begins with what we talk about—our content and subject matter. After that, our voice focuses on how we speak and communicate.

Every message you craft should consider the six personality words from the Brand Print and use them as the foundation for both content and tone:

- **Innovative:** We don't do things the same way as everyone else.
- **Dynamic:** We are filled with focused energy.
- **Brave:** We are unafraid to change higher education.
- **Principled:** We are here for our students and never take advantage of them.
- **Empathetic:** We genuinely care about our students.
- **Grounded:** We are accessible to all potential students and make no lofty over promises.

Beyond the personality words, there are other ways to ensure that you're using the Bellevue University Brand Voice. Our Brand Voice follows the basic rules of good copywriting. There are many things that can make your writing connect with your audience. The four most important ways are listed below, along with examples that are in and out of the Bellevue University brand voice.

1. Focus on the student, not on the university. "You" is one of the most powerful words in the English language. When it comes to Bellevue University, using "you" puts the student at the front and center of our message. Begin with "you," then talk about how we can benefit the reader instead of just listing our features.

+ In Voice: You can save time and money while earning your degree, because we have one of the most generous credit transfer programs in the nation.

– Out of Voice: Bellevue University is recognized as having one of the nation's most generous credit transfer policies.

2. Use straightforward language and avoid jargon. Jargon and academic language can often make a reader feel excluded. Using simple language invites your audience into the conversation. Good writing feels more like a conversation than a lecture.

+ In Voice: By using jargon in an email, you don't sound like Bellevue University.

– Out of Voice: By utilizing lofty discourse in correspondence, you're producing a framework that is anathema to Bellevue University's Brand Voice.

3. Write simply. Beware of too many compound phrases and sentences. Trying to accomplish too much in a single sentence often gets confusing and requires a second or third re-read for someone to comprehend. If you're using multiple commas in a sentence, consider rewriting into multiple sentences.

+ In Voice: Are you trying to determine between two or more majors? Have a conversation with someone in each department. This will give you a deeper understanding of your options and should make your decision much easier.

– Out of Voice: If you're trying to determine between two or more majors, consider having a conversation with someone in each department so that you can have a deeper understanding of each major, which will make your decision much easier.

4. Be specific whenever possible. Use facts and figures to make your writing more definitive. People are drawn to the truth, and the truth is often quantifiable.

+ In Voice: In 2014, 88% of our undergraduate students had been previously enrolled at another college. Currently, 84% of students are enrolled in online classes at Bellevue University.

– Out of Voice: Many of our undergraduate students attended another college before enrolling at Bellevue University. Now most of those students take classes online at our school.

Student Personas

When we talk about our students, we're actually talking about several different groups of people. Each group has a shared experience that differs from the other groups, which means they're motivated by different possibilities. It's important to understand what inspires and encourages the individuals in each group, because one size doesn't fit all.

The following personas give you a glimpse at the motivations and obstacles for each segment of our students and prospective students.



Bachelor's Completer

"I'm looking for a legitimate school that can work around my hectic schedule, and help me achieve my career goals."

Greatest Motivations:

- Get a better job or get ahead in my current career
- Pride in completing my degree

Biggest Obstacle:

I'm already so busy juggling family and work demands, how can I fit another thing in?

Theme:

Help me complete my degree

Key Bellevue University Talking Points:

- 100% credit transfer—save money and finish faster because I don't have to take unnecessary courses
- Flexibility with life (scheduling, class times)
- Support for going back



Master's Candidate

"I need to know that the school I select and the degree I earn will put me on the leadership track."

Greatest Motivation:

Making it to the top of his career

Biggest Obstacles:

- How quickly can I get ahead, while working full-time?
- Reputation: assure me the university is worth my investment of time and money

Theme:

Help me achieve my career ambitions, quickly and cost-effectively

Key Bellevue University Talking Points:

- Reputation of university
- Assurance that degree, skills and knowledge are valued by employers, and will help him move up the ladder
- Cost effective
- Overall time to completion



Military Student

"I've proudly served my country, now I'm hoping to transfer my skills and knowledge to a meaningful degree and civilian career."

Greatest Motivations:

- Being respected and valued for accomplishments in the service
- Pride in completing my degree

Biggest Obstacles:

- Entering "uncharted" waters (both leaving military and college application process)
- Some doubts on the need for a degree

Theme:

Help me successfully transfer into the civilian world, while I am still actively serving

Key Bellevue University Talking Points:

- Military-friendly school
- Extensive support – Military Veterans Services Center
- Flexibility – deployments, etc.



High School Student

"I'm looking for an affordable option that will still offer me some of the traditional college experience."

Greatest Motivation:

Fit in – get started and grow

Biggest Obstacle:

Seeking mentoring and guidance; fears the unknown and taking on debt

Theme:

- I know a degree is important, but which institution is right for me?
- I also don't want to take on too much debt to pay for school

Key Bellevue University Talking Points:

- Small class sizes – person not a number
- Support and personalized guidance
- Ways to get involved – campus activities
- Parents can be comfortable – affordable and campus is safe



Community College Transfer

"I don't want to stop at an associate's degree. I want to do more for myself, and a four-year degree has always been the plan."

Greatest Motivation:

To earn his bachelor's degree as quickly and cost-effectively as possible

Biggest Obstacles:

- Perception that transferring will add time or cost
- Concern if credits will transfer
- Questions on fit

Theme:

- Help me design my path to a bachelor's degree
- Make my transition as smooth and easy as possible

Key Bellevue University Talking Points:

- Assurance credits will transfer
- Clear view on time and cost of four-year degree
- Local partnership with community college
- Affordability



Hispanic Student

"I'm the first in my family to attend college. I need to be sure that college is possible for me."

Greatest Motivations:

- Creating a better life for himself and his family
- Making his family proud

Biggest Obstacles:

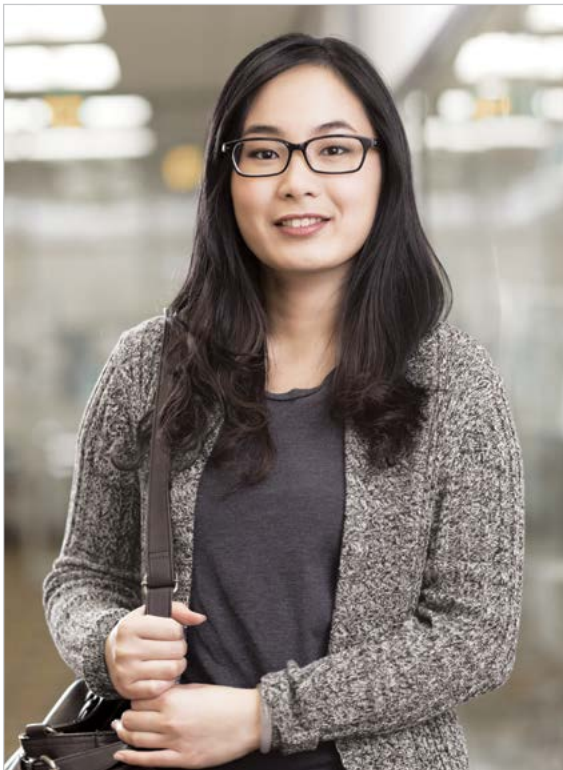
- No one in his family to guide or mentor him
- Parents non-English speakers but involved in the decision process
- Desire to stay near home

Theme:

Help me select a program, finance the cost and successfully complete my degree program

Key Bellevue University Talking Points:

- Small class sizes
- Support and personalized guidance
- Parents comfortable with choice – proximity and cost
- Option to live at home or on campus
- Community of Hispanic students



International Student

"For me, studying in the U.S. is a chance to learn, explore and grow."

Greatest Motivations:

- Learning that will apply in her career
- Gaining knowledge that will help her home countries advance and develop

Biggest Obstacles:

- Language barriers
- Unfamiliarity with American culture

Theme:

Help me adjust to living abroad and help me maximize my experience while I'm there

Key Bellevue University Talking Points:

- Small class sizes and personal attention to student needs
- Accredited degrees in desired career fields
- Campus activities and dorm living for student interaction
- Respected faculty with real world experience
- A department dedicated to the needs of international students on campus

The Bellevue University Funnel



The Sales Funnel and Its Target Consumers

The Bellevue University Brand Funnel is used to determine where an individual is in our sales process. Where someone falls in the process determines what kind of messages they receive—upper-level brand messaging, specific benefit messaging or a combination of both.



- 1** Present the benefits of higher education and the need to select the right school
- 2** Highlight Bellevue University-specific messaging around key benefits such as flexibility, affordability, relevancy and support
- 3** Hard sell of the rational reasons to enroll now
- 4** Ongoing support and success stories to strengthen bond with the university, its faculty and its graduates

Messaging to the Funnel

Generally, messages are higher-level and more emotional at the top of the funnel. Features and benefits play a more important role as you go deeper into the funnel.

For anyone who is unaware of Bellevue University, messaging acts as a handshake. It's an introduction to our brand of student-centered support.

For people who are familiar with our brand, we begin to tell them about the benefits of going to school at Bellevue University:

- Save time and money with one of the nation's most generous credit transfer policies.
- Earn a degree in as little as 18 months through our accelerated programs.
- Have the flexibility to take classes online or on campus.
- Learn real-world skills that you can apply to your job immediately.

Staff and faculty support from the moment you enrolls until the day you graduate.

For those potential students who are in a conversation with someone at Bellevue University and are looking for details on one of the particular topics above, the messaging would become more personal and more detailed.

For students and stakeholders, the messaging is less about benefits and more about keeping them engaged in school events, activities and details of day-to-day student life.

Bellevue University Branding Elements



The Bellevue University Logo

Our logo reflects the paths to the future, as well as our passion for the many ways education can help people achieve their hopes and dreams.

The mortar board symbolizes that students are at the center of Bellevue University's mission. Making it possible for students to earn an education so they can thrive in the real world is the reason we exist.

The exterior upstretched arms represent our staff's dedication to supporting students every step of the way.



The interior upstretched arms represent the faculty's expertise and commitment to guiding students towards their educational goals.

BELLEVUE
UNIVERSITY

The type fonts show our unique combination of the strength of our tradition (Bellevue – serif font) and our commitment to innovation (University – sans serif modern font).

Logo Guidelines

Logo

The vertical logo is the preferred logo and should be used whenever possible to encourage consistency. The horizontal logo is used only when special restrictions do not accommodate the vertical logo and should never be used as a preference over the vertical logo. The logo mark by itself may only be used if Bellevue University is obviously stated elsewhere.



vertical



horizontal



mark

Logo with URL

In some instances, the url bellevue.edu is paired with the Bellevue University logo. For these cases bellevue.edu should be centered and outside of the exclusion zone. It should be set in small caps and equal to the x-height of UNIVERSITY.



vertical



horizontal

Exclusion Zone



Variations



vertical



one-color purple



one-color gold



one-color black



reversed

Incorrect Logo Usage

Do not scale individual parts of the logo.

Do not switch colors within the logo.

Do not skew or distort the logo.

Do not change logo position.

Do not outline the logo.

Do not lighten the logo.



Department Signature

The department signature should use the vertical logo followed by a separator line and the department signature. The secondary logo may only be used in cases where the space does not allow for the vertical logo. The separator line should be set at .5pt and in the Bellevue gold. The department signature should be written in Avenir Medium with the Bellevue purple and in proportion to the cap height of UNIVERSITY. If you need a department signature created, please contact Marketing.



Academic Advising

The Bellevue University Seal

The University seal authenticates official University documents and signifies the importance of special occasions and events. Use of the seal is limited to communications from University executives—the president, vice presidents and the dean of students, as well as to official documents such as diplomas, certificates, legal documents, and plaques. For any other use, please contact University Communications for review and permission. The seal is the legal signature of the University and must not be altered in any way. .

The University seal authenticates official University documents and signifies the importance of special occasions and events. Use of the seal should be restricted to official documents such as diplomas, certificates, legal documents, and plaques. For any other use, please contact University Communications for review and permission. The seal is the legal signature of the university and must not be altered in any way.

Diamond Circle of Excellence represents the individual and collective power of our students carrying their knowledge forth to change the world. It also signifies Bellevue University's commitment to excellence in purposeful pursuit of our mission.

Gold is the color of success which symbolizes our students' triumph over challenges to earn an education as a pathway to prosperity. Gold symbolizes optimism and represents our lasting belief in what our students can accomplish. In addition, gold represents generosity, compassion and sharing knowledge as our students illuminate the world.



Quills are symbolized on each side of the seal to connect Bellevue University and Verus Virtus pro Verus Vita. They represent the gift of garnering knowledge and the responsibility to carry it forth to make a meaningful difference.

Roman numerals reflecting Bellevue University's founding date in 1966

Purple combines stability and energy which reflect Bellevue University's passion for both tradition and innovation. Purple also represents our students' individual wisdom and creativity as they apply their learning to real life.

Verus Virtus pro Verus Vita is a Latin expression translated as 'real learning for real life' which describes Bellevue University's dedication to civic values, love of country, democracy and the free market. The phrase expresses our dedication to preparing students for the real world so they can to achieve their personal dreams, and contribute to the greater moral good as global citizens.

Seal Guidelines

Variations

The purple and gold seal as well as the reversed version are to be used for communication to other academic institutions and current students.



two-color



reversed

The one-color gold version is the executive seal and is to be used only for executive communications (deans, vice presidents, and the president).



one-color

Exclusion Zone



Minimum Size



minimum size: 1.15"

Incorrect Seal Usage



Do not skew or distort the seal



Do not rotate the seal



Do not outline the logo within the seal



Do not switch colors within the seal



Do not add filter graphics to the seal



Do not display the seal on a low contrast background

Color Ratio

Refer to the chart below to make sure that there is a similar balance of color. Color ratio may vary slightly depending on the individual application.



Typography

Avenir LT Std is the recommended typeface for all Bellevue University applications. Its sans serif forms allow for clean and simple communication, making it ideal to use in both headers and body copy. On the web, whenever Avenir LT Std is used, it should be saved as a graphic. Arial is the secondary typeface and it should be used in communication when Avenir LT Std is not available. Arial is the recommended Microsoft/Web font substitute for Avenir LT Std.

Primary Typeface

Avenir LT Std 35 Light

Avenir LT Std 35 Light Oblique

Avenir LT Std 45 Book

Avenir LT Std 45 Book Oblique

Avenir LT Std 55 Roman

Avenir LT Std 55 Oblique

Avenir LT Std 65 Medium

Avenir LT Std 65 Medium Oblique

Avenir LT Std 85 Heavy

Avenir LT Std 85 Heavy Oblique

Avenir LT Std 95 Black

Avenir LT Std 95 Black Oblique

Secondary Typeface

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Athletics Branding Elements



The Bellevue University Athletics Logo Usage

Our logo reflects the paths to the future, as well as our passion for the many ways education can help people achieve their hopes and dreams.

Primary Logos

The logos containing the words Bellevue University, or Mascot 1 and Mascot 2, are the preferred logos and should be used wherever possible, unless the words Bellevue University are clearly stated. The words Bellevue University should always be visible wherever the logo is used.

Mascot 1



Mascot 2



Mascot 4: Team-specific



Secondary Logos

The secondary logos may be used when the words Bellevue University are clearly stated elsewhere.

Mascot 3: Mascot Head



BU



Swipe



Claw



Claw + BU



Wordmarks

Bellevue University

Sometimes the words Bellevue University will be used by themselves due to spacing or placement. There are two versions of the Bellevue University wordmarks and should be used according to space requirements.

Bellevue University Horizontal

BELLEVUE UNIVERSITY

Bellevue University Stacked

BELLEVUE
UNIVERSITY

Team Names

The team name Bruins or specific team names may be used without the mascot. The Bruins or team name wordmarks may be used when the words Bellevue University are clearly stated elsewhere.

Bellevue University
Bruins



Bruins



Bellevue University
Bruins + Team Name



Team Name

ATHLETICS
BASEBALL

Team Name Options:

- Athletics
- Baseball
- Basketball
- Golf
- Soccer
- Softball
- Volleyball

Exclusion Zone

The exclusion zone is the area of clear space around the logo. Keeping this space clear from other objects helps keep the logo clean and visible.



Colors

Primary Color Palette



PANTONE 7679C
CMYK 80/90/20/5
RGB 79/54/116
HEX #4F3674



PANTONE 7753C
CMYK 17/32/100/3
RGB 207/164/39
HEX #D6A800

Secondary Color Palette



Pantone: 2695C
CMYK: 87/96/40/43
RGB: 47/26/69
HEX: #2F1A45



Pantone: 7679C
CMYK: 53/58/18/1
RGB: 133/115/156
HEX: #85739c



White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF



Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000



Pantone: Cool Grey 11C
CMYK: 0/0/0/50
RGB: 147/149/151
HEX: #939597



Pantone: 427C
CMYK: 17/12/12/0
RGB: 209/211/211
HEX: #D1D3D3

Color Ratio



Refer to the chart on the left to make sure there is a similar balance of color. Color ratio may vary slightly depending on the individual application.

Bellevue University Athletics Typeface

HouseGothic is the font that the Bruins typography is based off of. HouseGothic Bold One should be used for all headlines. HouseGothic Light One should be used for all subheads when designing for Bellevue University Athletics.

HouseGothic Light One

HouseGothic Bold One

Incorrect Logo Use



- Do not scale individual parts of the logo.
- Do not switch colors within the logo.
- Do not skew or distort the logo.
- Do not change the logo position.
- Do not lighten the logo.
- Do not combine individual logos to create a single logo.

Color Variations: Primary Logos (Mascots 1, 2, 4)

The primary logos are approved in the following color options:

One color: purple, black, and reversed.

Full color: The primary logos in full color are approved to use with either gold or purple Bruins type. The reversed full color option contains a white outline around logo so that it can sit on top of a dark background.

One color



Full color



Primary logos



Team Name Options:

- Athletics
- Baseball
- Basketball
- Golf
- Soccer
- Softball
- Volleyball

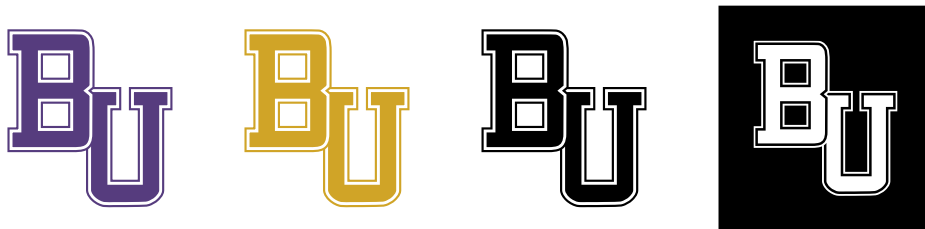
Color Variations: Secondary Logos

The secondary logos are approved in the following color options:

One color: purple, black, gold, and reversed.

Full color: The BU full color is approved in the color version below. The full color mascot head in full color is approved in the two options pictured below. The reversed option contains a white outline around the mascot so that it can sit on top of a dark background. The swipe and paw marks are only available in one color.

One color



Full color



Secondary logos



Color Variations: Wordmarks

The wordmarks containing the Bruins type are approved in the following color options:

One color: purple, black, and reversed.

Full color: The wordmarks in full color are approved to use with either gold or purple Bruins type. The reversed full color option contains a white outline around logo so that it can sit on top of a dark background.

One color



Full color



Wordmarks



Team Name Options:

- Athletics
- Baseball
- Basketball
- Golf
- Soccer
- Softball
- Volleyball

Color Variations: Wordmarks

The Bellevue University and team name wordmarks are approved in the following color options:

One color: purple, gold, black, and reversed.

Horizontal

BELLEVUE UNIVERSITY

BELLEVUE UNIVERSITY

BELLEVUE UNIVERSITY

BELLEVUE UNIVERSITY

Stacked

BELLEVUE
UNIVERSITY

BELLEVUE
UNIVERSITY

BELLEVUE
UNIVERSITY

BELLEVUE
UNIVERSITY

Team Names

ATHLETICS

ATHLETICS

ATHLETICS

ATHLETICS

Team Name Options:

- Athletics
- Baseball
- Basketball
- Golf
- Soccer
- Softball
- Volleyball

Colors

The color palette is essential to Bellevue University and consistent use will protect and strengthen the brand. Purple and gold are the primary colors and should be dominant in all communication pieces. Purple inspires us to be innovative in our unique and individual journeys. Gold is the empathetic guiding light, reassuring those that they are not alone on their journey. The secondary and neutral color palettes should be used as an accent color to add depth and variety. Green is the environment around us reminding to be grounded and principled. Blue signifies reflection and encourages us to think about who we are and what we are capable of doing. Red represents the boldness and bravery that it takes for an individual to accomplish their dreams and goals. Orange represents each dynamic individual and their ability to move forward in bettering themselves.

Primary Color Palette



PANTONE 7679C
CMYK 80/90/20/5
RGB 79/54/116
HEX #4F3674



PANTONE 7753C
CMYK 17/32/100/3
RGB 207/164/39
HEX #D6A800

Neutral Color Palette



PANTONE 7499C
CMYK 6/6/30/0
RGB 238/229/188
HEX #EEE5BC



PANTONE Cool Grey 11C
CMYK 0/0/0/50
RGB 147/149/151
HEX #939597

Secondary Color Palette



PANTONE 7679C
CMYK 76/34/21/0
RGB 78/134/159
HEX #4E869F



PANTONE 383C
CMYK 29/1/100/18
RGB 170/173/0
HEX #AAAD00



PANTONE 159C
CMYK 1/72/100/7
RGB 210/93/18
HEX #D25D12



PANTONE 187C
CMYK 7/100/82/26
RGB 171/22/43
HEX #AB162B

Compliance Standards



Compliance Standards

When developing marketing materials of any kind, remember that we're accredited by The Higher Learning Commission through the U.S. Department of Education. This holds us to strict standards when it comes to messaging. While there are more guidelines, these are the most important to keep in mind.

Commission Policy FDCR.A.10.070 – Public Information: Advertising and Recruiting Materials and Other Public Information

An institution's public information including its advertising and recruiting materials shall evidence the same fairness and accuracy the Commission expects in an institution's catalog and other documents for students.

Advertising and Recruitment Materials and Other Public Information

- 1 Demonstrate that advertisements and recruiting materials provides accurate, timely, and appropriately detailed information to current and prospective students and that information about the institution's accreditation status with the Commission and other accrediting agencies is clear and accurate.
- 2 Demonstrate that the institution provides such information to current and prospective students about its programs, locations, and policies.

Questions?

If you have questions about any of these guidelines, please contact the marketing department:

Becky Urlaub
Manager of Creative Services
becky.urlaub@bellevue.edu
402.557.7367

For general information on Bellevue University marketing, please contact:

Geri Mason
Senior Director of Marketing
geri.mason@bellevue.edu
402.557.7367