



Brand Guidelines

Complete branding guidelines for all usage and applications of **Bluefield University**.

The Overview

Bluefield University is a Christ-centered learning community developing servant leaders to transform the world.

Our Brand Guidelines are a full and comprehensive guide to usage of any University property including logos, typography, colors, and photography.

Please follow these guidelines for reference for proper usage in all applications. Prohibited examples can be found in the misuse section of the guide.

01.

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02.

University Logo

Primary Logo

The Bluefield University logo is comprised of two elements, the logo symbol and the logo type. The logo symbol is a powerful image evoking the history of the university. It has a particular relationship with the Bluefield University name. The logo type has been carefully chosen for its modern yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Wensley, and has been chosen to compliment and balance perfectly with the logo symbol. The university logo is presented through the use of color as well as shape and form.



Center Vertical Alignment

Secondary Logo

As an alternative to the primary center aligned logo, use of the Bluefield University secondary logo is interchangeable with the primary logo in most instances, with the exception of hero, header, or banner images as those applications are limited to the primary logo exclusively. Best usage for the secondary logo is in horizontal application.



Horizontal Left Aligned



Horizontal Center Aligned

The Typeface

The Typeface plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Bluefield communications. We have selected Wensley and Article, as a way to honor our history while also modernizing and streamlining the display.

BLUEFIELD
UNIVERSITY

Center Aligned Stack

Logo Mark

This mark was inspired by the campus steeple, which is a recognizable landmark that speaks to Bluefield University's foundation in faith and academics. The steeple is cleanly and minimally stylized to communicate the prestige of the school as well as an attitude of optimism toward the future.



Full Color



Scaled Back



Watermark

Safe Zone

The safe zone refers to the distance needed around the logo. This allows the primary and secondary logos as well as the logo mark to have ample space on all sides. This varies based on the overall size of the logo. The minimum height is 150px for the primary logo, 100px for the secondary logo, and 100px for the logo mark.



Safe Zone

The safe zone refers to the distance needed around the logo. This allows the primary and secondary logos as well as the logo mark to have ample space on all sides. This varies based on the overall size of the logo. The minimum height is 150px for the primary logo, 100px for the secondary logo, and 100px for the logo mark.



03.

Athletics Logo

Primary Logo

For use as the primary athletics logo for
Bluefield University.



Two Color



One Color

Secondary Logo

For use as the primary athletics logo for
Bluefield University.



Two Color



One Color

The Typeface

The Rams typeface can be used as an interchangeable secondary option to the primary athletics logo and/or the Rams logo mark.



Two Color



One Color

Logo Mark

The Rams logo mark can be used as an interchangeable secondary option to the primary athletics logo and/or the Rams typeface.



Two Color



One Color

The Monogram

This mark is used as a secondary logo for all Bluefield Athletics. The "BU" monogram is a bold, slab-serif with a 10° shear. The combination of heavy-weight letter forms and bold outlines embody the traditional look and feel of university athletics.



Two Color Navy



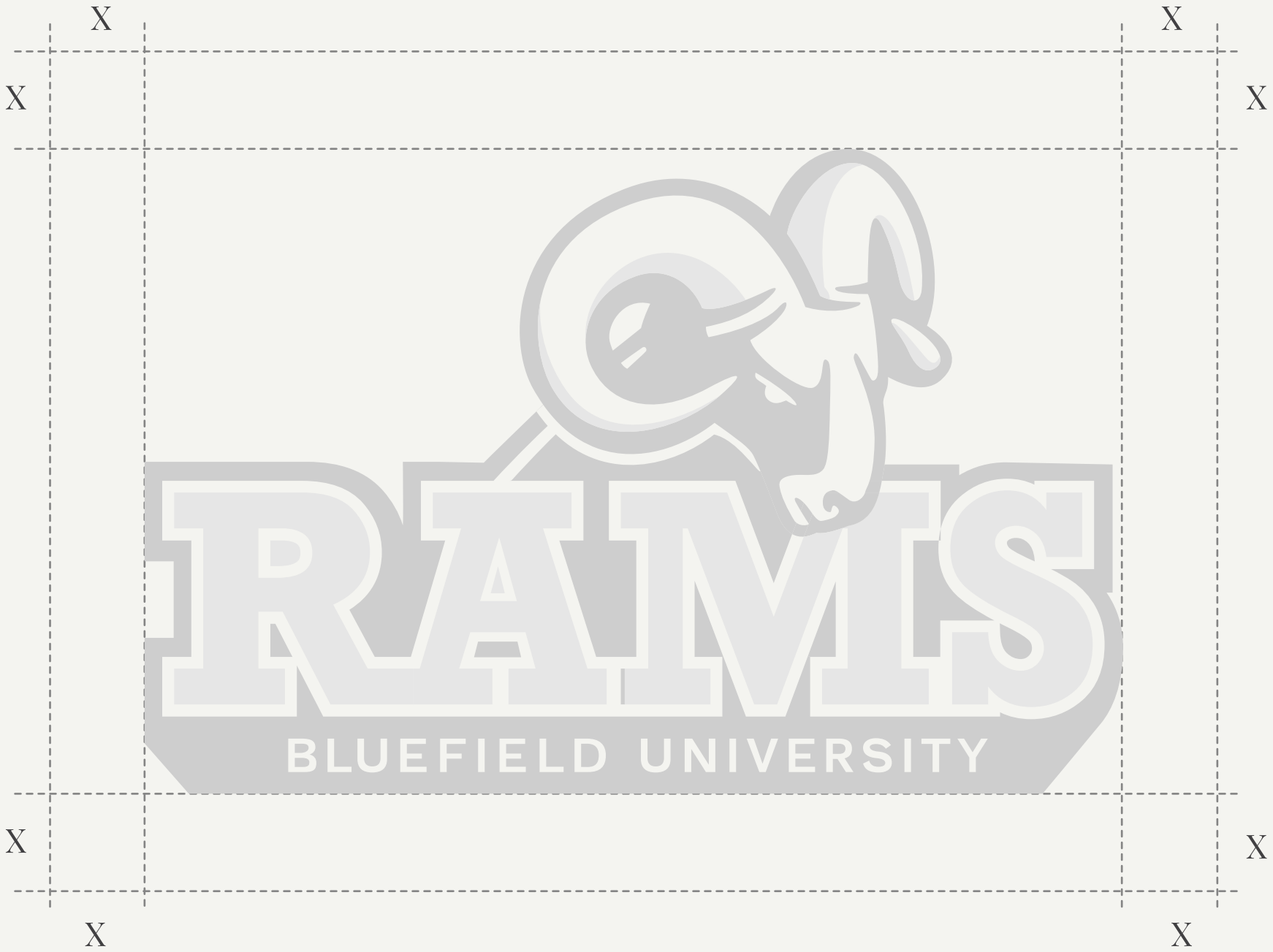
Two Color Red



One Color

Safe Zone

The safe zone refers to the distance needed around the logo. This allows the primary and secondary logos as well as the logo mark to have ample space on all sides. This varies based on the overall size of the logo. The minimum height is 150px for the primary logo, 100px for the secondary logo, and 100px for the logo mark.



Logo mark

Safe Zone

The safe zone refers to the distance needed around the logo. This allows the primary and secondary logos as well as the logo mark to have ample space on all sides. This varies based on the overall size of the logo. The minimum height is 150px for the primary logo, 100px for the secondary logo, and 100px for the logo mark.



04.

Typography

Typography

Complementary fonts for the Bluefield University logo include Wensley (serif) and Article (sans-serif).

These fonts are exclusive to the logo and not used for general branding purposes.

Serif

Wensley Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking - 0px

Sans Serif

Article Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking - 0px

Article Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking - 0px

Article Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking - 0px

Typography

Ibarra Real Nova (serif) and Roboto (sans-serif) serve as the primary font families for all Bluefield correspondence including the Visual Identity System.

Serif

Ibarra Real Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking - 0px

Sans Serif

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking - 0px

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking - 0px

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking - 0px

Typography

Winner (slab-serif) serves as the primary font family for all Bluefield Athletics material, across all digital and print applications.

SLAB SERIF

WINNER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Character Tracking - 0px

SLAB SERIF

EXTENDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Character Tracking - 0px

CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Character Tracking - 40px

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Character Tracking - 0px

05.

Misuse

Misuse

The Bluefield University brand standards must be applied for all usage. It is important that the brand logo and/or logo mark is never altered. This can be altering the size or the orientation of the logo, or adding colors or effects. Any misuse of the logo or any of the Bluefield University elements is strictly prohibited. Please review misuse examples for reference.



DO NOT
Apply Outlines



DO NOT
Apply Dropshadows



DO NOT
Apply Gradients



DO NOT
Skew or Stretch



DO NOT
Change Orientation



DO NOT
Change Composition



DO NOT
Change Colors



DO NOT
Fill with patterns



DO NOT
Contain in Shape

06.

Color Guide

Colors

The university color is Navy, with a Pantone® swatch ID of 2768 C. The Bluefield Navy is an integral piece to the university identity, symbolizing the intelligence, stability, and unity that the school embodies, The colors have been selected according to international standards as shown below and are easily implemented.

<div>Primary</div> <div>Bluefield Navy</div> <div>RGB 07 29 73 CMYK 100 78 0 66</div> <div>HEX #071D49 PANTONE 2768 C</div>		<div>Athletics</div> <div>Bluefield Red</div> <div>RGB 255 0 31 CMYK 0 100 93 0</div> <div>HEX #FF001F PANTONE 186 U</div>	
<div>Secondary</div> <div>Bluefield Navy (50%)</div> <div>RGB 07 29 73 CMYK 50 78 0 66</div> <div>HEX #071D49 PANTONE 2768 C</div>	<div>Watermark</div> <div>Bluefield Navy (3%)</div> <div>RGB 07 29 73 CMYK 3 78 0 66</div> <div>HEX #071D49 PANTONE 2768 C</div>	<div>Grey</div> <div>R255 G111 B97</div> <div>HEX #B7B9BC</div>	<div>White</div> <div>R255 G255 B255</div> <div>HEX #FFFFFF</div>

