



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 complement 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. The best usage for the secondary logo is in horizontal application.



Horizontal Left Aligned



Horizontal Center Aligned

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. The best usage for the secondary logo is in horizontal application.



Stacked Bottom Aligned



Stacked Middle Aligned

Division Logos

Bluefield University's colleges and schools have division-specific logos which include the university's primary logo, a horizontal line, and the division name in the Article typeface.

Letterhead and envelopes specific to one office of the university may use any university logo featuring both the logo symbol and the logo type. The logo should be placed above a horizontal line matching the width of the logo. The office name should appear below the line in the Ibarra Real Nova typeface. The logo, line, and office name should all appear in the same color, whether navy, black, or white.



Bluefield University
Caudill School of Business

Bluefield University
College of Arts & Letters



Bluefield University **College of Science & Health Sciences**

Bluefield University
Online

Bluefield University
School of Criminal Justice



Bluefield University **School of Education & Social Sciences**

Bluefield University
School of Nursing

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

The Seal

The University Seal features three Latin words, "Deus," meaning God, "Patria," meaning country, and "Lux," meaning light. The seal speaks of the duty to serve God and to be divine light in this country and throughout the world.

The University Seal should be used sparingly in official and formal contexts. Unless it is embossed on paper, it may only appear in the university's primary color, black, or white.



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

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03.

Athletics Logo

Primary Logo

For use as the primary athletics logo for Bluefield University.



Two Colors



One Color

Secondary Logo

For use as the secondary athletics logo for Bluefield University.



Two Colors



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 Colors



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 Colors



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 embodies the traditional look and feel of university athletics.



Two Color Navy



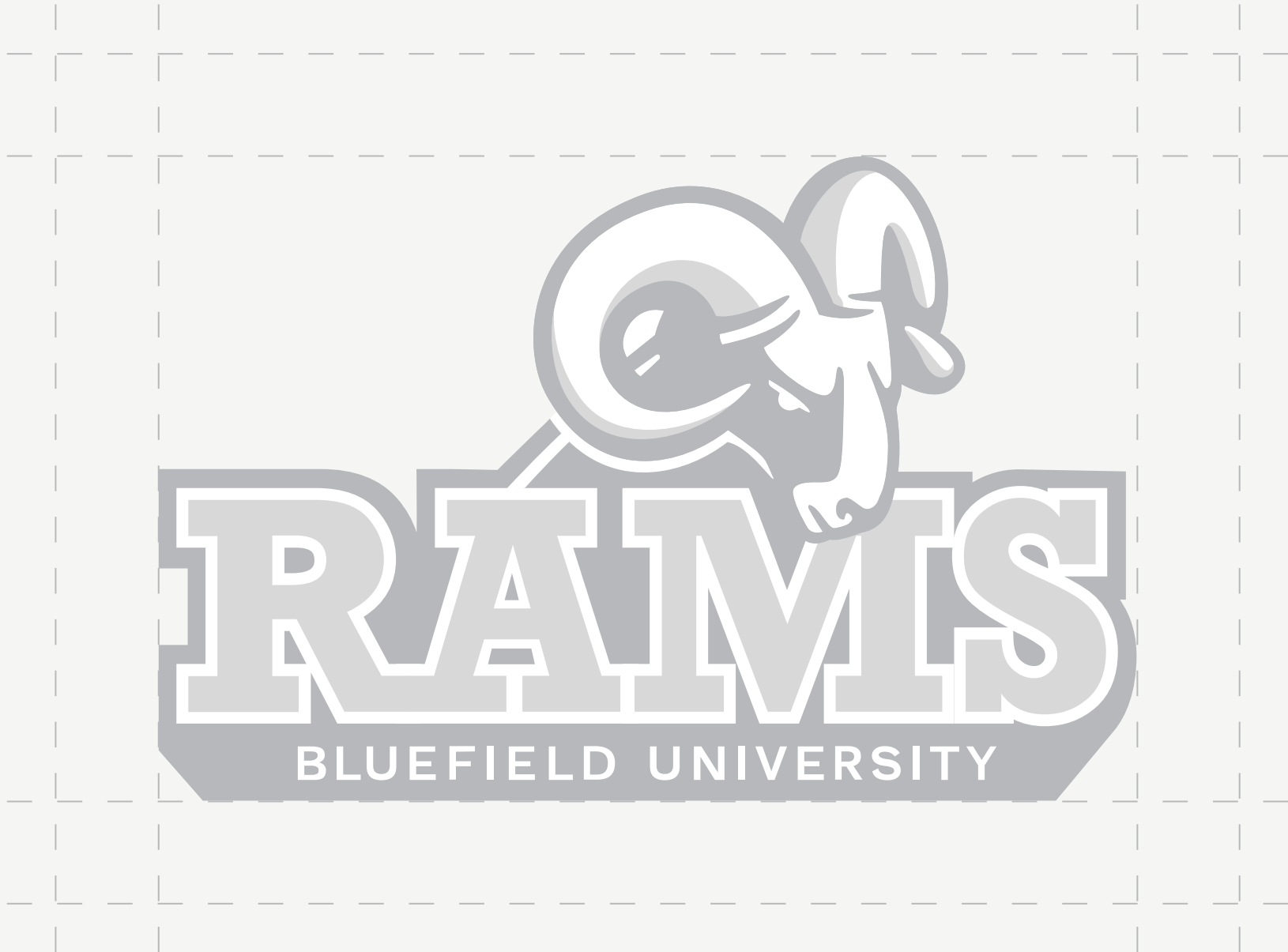
Two Color Red



One Color

Safe Zone

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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 – 0 em

Sans Serif

Article Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking – 0 em

Article Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking – 0 em

Article Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking – 0 em

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 – 0 em

Sans Serif

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking – 0 em

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking – 0 em

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking – 0 em

Typography

Proxima Nova and Decalotype are used for the "Where Purpose Meets _____" tagline and may also be used for titles or first headings. Proxima Nova is used primarily on Bluefield University's website, while Decalotype is used in most other media. Roboto is used for secondary headings and body text.

This version of the Brand Guidelines retires the "Go Further in _____" tagline as well as the Perfect Moment typeface.

Website

Proxima Nova Extrabold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking – 0 em

Other Media

Decalotype Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking – 0.005 em

Decalotype SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Tracking – 0.005 em

Decalotype ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

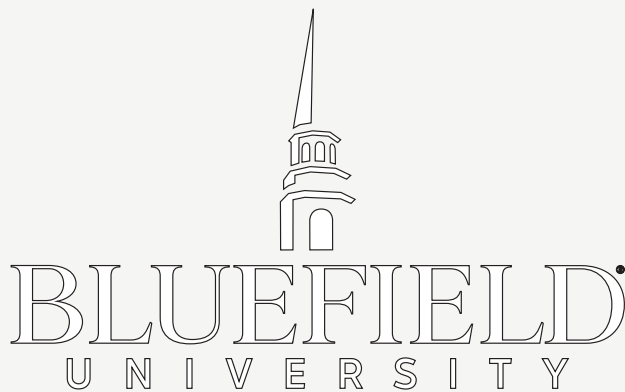
Character Tracking – 0.005 em

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



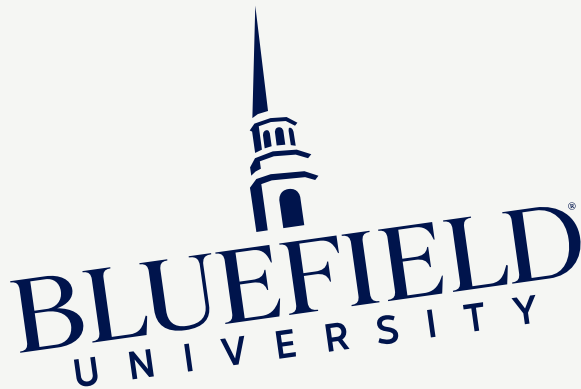
DO NOT
Apply Drop Shadows



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 of the university identity, symbolizing the intelligence, stability, and unity that the school embodies. The colors have been selected according to international standards and are easily implemented.

Primary Bluefield Navy RGB 07 29 73 CMYK 100 78 0 66 HEX #071D49 PANTONE 2768 C	Athletics Bluefield Red RGB 255 0 31 CMYK 0 100 93 0 HEX #FF001F PANTONE 186 U WEB SAFE RGB 206 32 47 HEX #CE202F
Secondary Bluefield Navy 50% OPACITY ON WHITE RGB 07 29 73 CMYK 100 78 0 66 HEX #071D49 PANTONE 2768 C 100% OPACITY RGB 96 107 148 CMYK 50 39 0 33 HEX #606B94	Online Bluefield Blue RGB 76 131 200 CMYK 71 43 0 0 HEX #4C83C8

Logo Colors

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

Primary Bluefield Navy RGB 07 29 73 CMYK 100 78 0 66 HEX #071D49 PANTONE 2768 C	Athletics Bluefield Red RGB 255 0 31 CMYK 0 100 93 0 HEX #FF001F PANTONE 186 U
Secondary Bluefield Navy RGB 131 142 164 CMYK 55 41 22 1 HEX #838EA4	Grey RGB 183 185 188 HEX #B7B9BC CMYK 29 22 21 0

Additional Colors

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

Watermark

Bluefield Navy

3% OPACITY ON WHITE
RGB 07 29 73 CMYK 100 78 0 66
HEX #071D49 PANTONE 2768 C

100% OPACITY
RGB 237 238 243 CMYK 5 4 1 0
HEX #EDEEF3

Website

RGB 224 213 199
HEX #E0D5C7

Grey

RGB 226 227 228
HEX #E2E3E4
CMYK 10 7 7 0

White

RGB 255 255 255
HEX #FFFFFF
CMYK 0 0 0 0

Black

RGB 0 0 0
HEX #000000
CMYK 0 0 0 100

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