

Bryant University

CREATIVE BRAND GUIDELINES



LOGOS

The primary Bryant University logo has two components: the university seal and the wordmark. The secondary option consists of just the wordmark. The primary logo should be used in most situations, but the wordmark can often be used interchangeably.

University Seal

Wordmark



Primary Logo



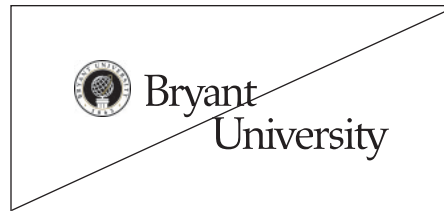
Wordmark

LOGO MISUSES

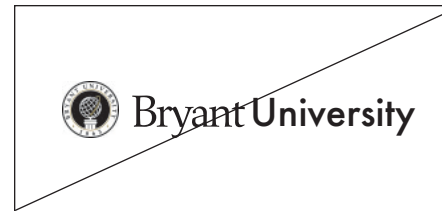
Adhering to these simple rules will ensure that our logo stays consistent and recognizable wherever we use it.



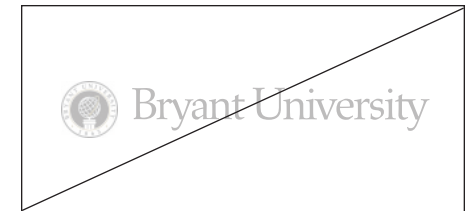
Always use the provided files for the correct primary logo.



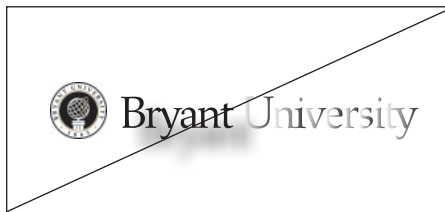
Do not change the placement of the seal in relation to the logotype.



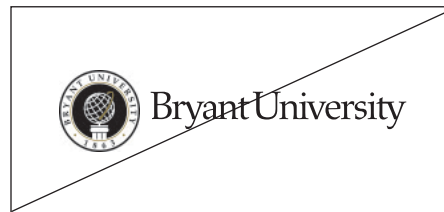
Do not use another typeface in the logo.



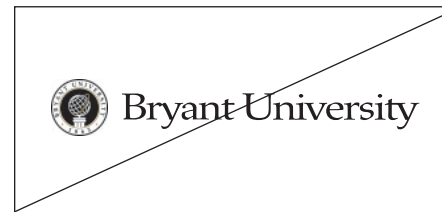
Do not use a version of the primary logo with a lower opacity.



Do not add drop shadows or other visual effects to the logo.



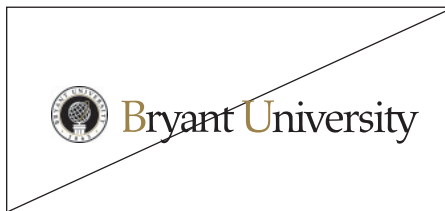
Do not change the scale of the logo's elements.



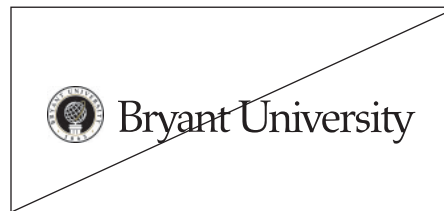
Do not stretch, condense, distort, or change the logo's dimensions.



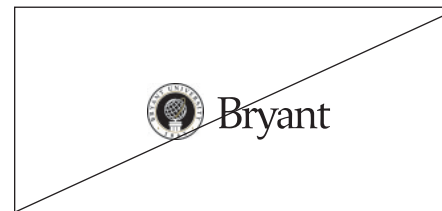
Do not add type or graphic elements to the logo.



Do not change the color of the letters in the logo.



Do not set the logo in any colors except black, white, or Bryant Gold.



Do not remove the word "university" from the logo.



Do not use the logo as a pattern or graphic element.

OTHER UNIVERSITY LOGOS

UNIVERSITY SEAL

The university seal can act as a secondary logo when branding materials, but it's used primarily with an audience who is familiar with Bryant University. The seal is never used as a graphic element.



ATHLETIC LOGOS

Commonly used graphic logos for Bryant University Athletics.



SEAL MISUSES

Adhering to these simple rules will ensure that our logo stays consistent and recognizable wherever we use it.



Always use the provided files for the correct seal.



Do not change the colors of the seal's elements.



Do not tilt or skew the seal.



Do not add type or graphic elements to the seal.



Do not add drop shadows or other visual effects to the seal.



Do not change the scale of the seal's elements.



Do not stretch, condense, distort, or change the seal's dimensions.



Do not change the color of any of the seal's elements.



Do not remove any words or elements from the seal.



Do not use the seal as a pattern or graphic element.

LOGO USAGE

Always use provided art files for the university logos. Do not redraw, modify, or embellish the logos in any way, including computer manipulations and animations.

CLEAR SPACE

To ensure that enough clear space appears around the logo at all times — including at the edges of ads or pages — the height of the word mark (labeled here with an “x”) should be used as a guide.



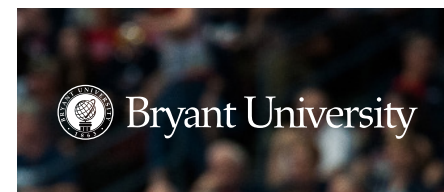
MINIMUM SIZE

Whenever possible, use the preferred logo size on all applications. Never reproduce the logo at widths smaller than stated below. There is no maximum size limit, but use discretion when sizing the logo. It should never be the dominant element on the page; instead it should live comfortably and clearly as a signature.



LOGO COLOR

The logos should only appear in white, black, or Bryant Gold and with sufficient contrast between the logo and any background color or images.



SECOND TIER LOGO TREATMENT

The second tier logo treatment combines the wordmark with the seal and uses the font Syntax for the specific name of an office or department on campus. The x-height of the sub-brand text, as well as the distance between the black rule and the text above and below should be equal to half of the x-height of the logotype text. The rule should align with the right-most point of the wordmark text.



Bryant University

ACADEMIC INNOVATION CENTER



Distance from bottom of the "y" to the line

Bryant University

ACADEMIC INNOVATION CENTER

Height of "an"



Bryant University

ACADEMIC INNOVATION CENTER

Typeface: Futura black

Tracking: 50

Font size: 8.5

Leading: 10



Align at the edge of the left-most point

Bryant University

ACADEMIC INNOVATION CENTER

Align at the edge of the right-most point. Break the sub text to a second row once it hits that point.

DISCONTINUED LOGO



Bryant
UNIVERSITY



Bryant
UNIVERSITY

BRYANT FUND LOGO

This logo is used specifically for any annual fund related communication. As with the primary logos it is important that this mark is consistently used on all annual fund communications it ensure a high-level of recognition.

Bryant Fund | *INVEST IN
EXCELLENCE*

Bryant Fund | *INVEST IN
EXCELLENCE*

ALUMNI ASSOCIATION LOGO

This logo is used specifically for any alumni related communication.



PRIMARY TYPEFACE

Futura is a contemporary and highly legible sans-serif typeface with several different weights for versatility in tone and impact. This is a strong, bold font that can be used for headlines, subheads, numerals, body copy, callouts, and it pairs well with our other typefaces. Futura is appropriate for all of Bryant's materials. It can be used for print and on web materials, in sentence case or in all caps.

This typeface can be downloaded here: typekit.com/fonts/futura-pt

PRIMARY

Futura PT

SPECIMEN

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789!@#\$%&*

WEIGHTS

Book _____
 Medium _____
 Heavy _____
 Bold _____

SECONDARY TYPEFACE

Merriweather is a sturdy yet approachable serif typeface with plenty of personality. It's used to add character to our communications. Merriweather was designed to be pleasant for reading text on screens. This is a classic, legible typeface with modern serifs and a variety of weights for effective communication. Use this typeface for body copy, headlines, numerals, and subheads. This typeface shouldn't be used in all caps.

This typeface can be downloaded here: fonts.google.com/specimen/Merriweather

SECONDARY

Merriweather

SPECIMEN

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789!@#\$%&*

WEIGHTS

Light _____
 Regular _____
 Bold _____

TERTIARY TYPEFACE

The Trajan typeface is a serif font with elegant, sweeping curves inspired by its Roman typography, it is an upper case only font family. It's reserved for formal applications.

This typeface can be purchased here: www.fonts.com/font/adobe/trajan-3

TERTIARY

TRAJAN 3

SPECIMEN

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 0123456789!\$%&*

WEIGHTS

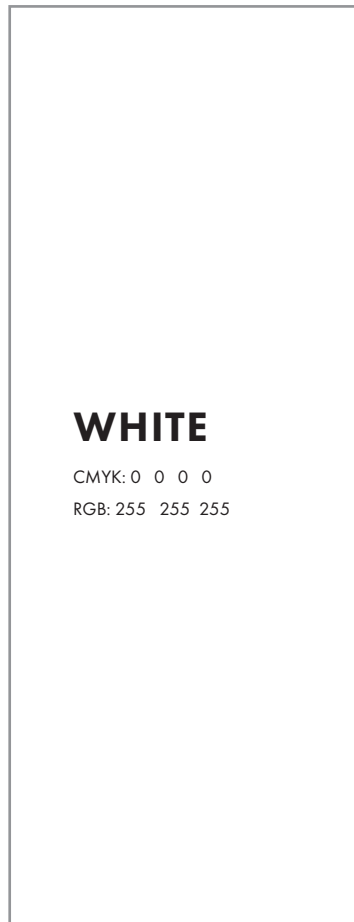
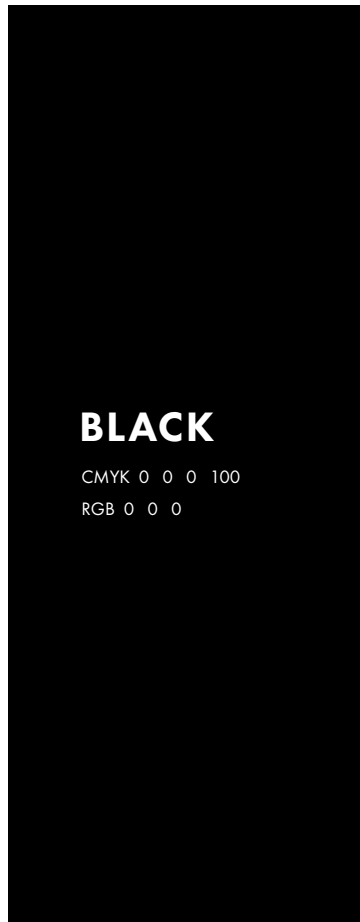
REGULAR

SEMI BOLD

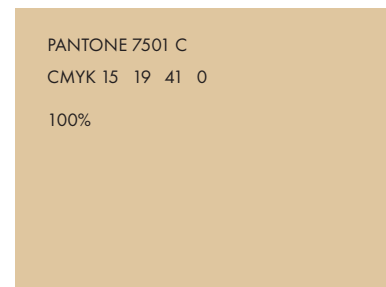
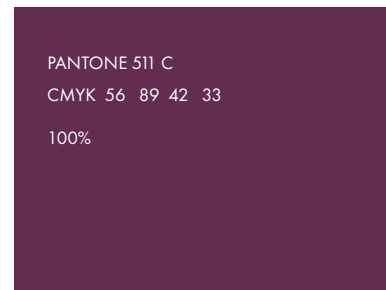
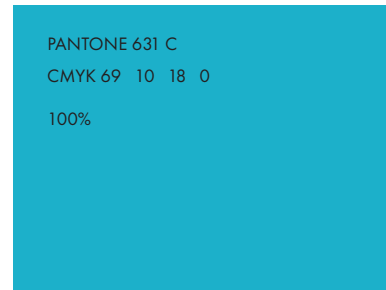
COLOR OVERVIEW

Our color palette has three layers: primary, secondary, and accent's. Communications should lean heavily on our primary and secondary palette, but may use the accent colors to add dimension and variety. When using color builds, always use the color values listed on the following pages. A robust color palette provides options, but thoughtful consideration and restraint should be exercised to maintain our visual identity.

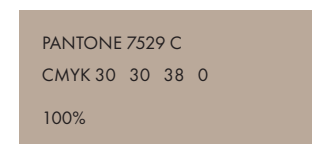
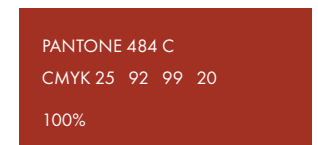
PRIMARY COLORS



SECONDARY COLORS



ACCENTS COLORS



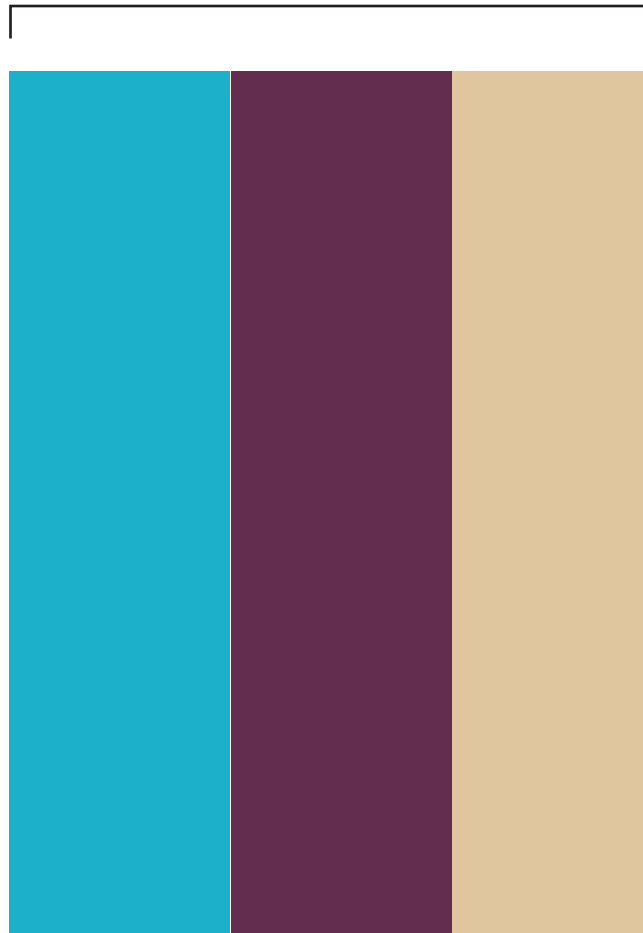
COLOR RATIO

When designing communications material the ratio of color in our primary, secondary and accent palettes should be displayed are shown below.

50%
PRIMARY



35%
SECONDARY



15%
ACCENTS



DIGITAL COLOR PALETTE

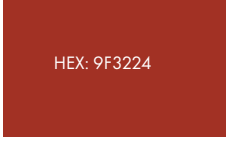
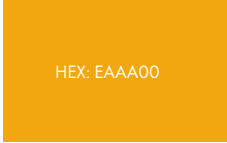
PRIMARY



SECONDARY COLORS



ACCENT COLORS



ICONS - THESE ARE NOT YET FINALIZED

Icons can visually communicate broad concepts within a minimal amount of space. They act as visual accents—drawing attention to important messages and call-outs without dominating the design. To make the icons easy to recognize and reuse, they should always follow the style represented below. This isn't meant to imply strict usage guidelines; rather, these should help guide your design choices.



Global

USE WHEN TALKING ABOUT:

- Global studies
- Studying abroad
- Global opportunities



High performance

USE WHEN TALKING ABOUT:

- Priority topics
- People excelling



Success

USE WHEN TALKING ABOUT:

- Setting goals
- Focused studies
- Leadership



Graduation

USE WHEN TALKING ABOUT:

- Graduates or seniors
- Life after college



Liberal arts

USE WHEN TALKING ABOUT:

- College of Arts and Sciences
- Tutoring
- Studying



Business

USE WHEN TALKING ABOUT:

- College of Business
- Business courses
- Business careers



Science

USE WHEN TALKING ABOUT:

- School of Health Sciences



School pride

USE WHEN TALKING ABOUT:

- Bryant University spirit
- Students and alumni
- Athletics
- Special events



Innovation

USE WHEN TALKING ABOUT:

- Building
- Innovation
- Forward thinking
- Future focus



Connection

USE WHEN TALKING ABOUT:

- Pairing items together
- Additional items

To learn more about implementing our brand or to inquire about obtaining assets or usage recommendations, please contact:

Jennifer Zevon

Art Director, Marketing & Communications

Office: 401.232.6131

E-mail: jzevon@bryant.edu



Bryant University