MOVING FORWARD.

This year, we introduce an evolved Bentley brand — a brand that reflects our strong history. And looks forward to our even stronger future.

We are not changing our name, building a new campus, or making any seismic shifts in our curriculum. Rather, we are developing a stronger long-term brand positioning strategy with more focused messages and a new brand identity — a combination of actions, words and visuals — to better reflect what we do, elevate our core attributes, and position Bentley for the future.

Built on an almost century-old tradition, this new chapter reflects how we help smart people become wise people, intellectually nimble people — people who mix savvy and compassion in equal doses to lead successful lives. Professionally. And personally.

The development of the brand is one of the five goals of the Bentley strategic plan. This book introduces you to the evolving brand and helps tell the ever-developing Bentley story.
BRAND POSITIONING STATEMENT:

Preparing the next generation of smart, nimble, compassionate leaders.

This positioning statement stems from two sources: the university’s strategic plan, and comprehensive marketing and brand research that studied perceptions about the university, especially its past and current distinctions as well as its future opportunities. In the research, Bentley was identified as an institution that prepares students for both a rewarding career and a fulfilling life outside the workplace. In addition, Bentley is recognized as a business university that:

• successfully integrates its core business curriculum with strong and relevant liberal arts courses, giving students a solid foundation in academics
• supports its courses with extensive hands-on learning
• features technology through its courses and programs
• holds a proven track record in career planning that starts in year one

Our distinctive integration of our core strengths stood out in the research and helped us to craft a positioning statement that was authentic, bold and sustainable.

OUR BRAND HAS GREAT INTEGRITY:
WHAT WE DO IS IN ACCORD WITH WHAT WE SAY WE DO.
BRAND IDENTITY.

Our institutional image and brand identity further the university’s strategic goals. A consistent set of university messages and a unified graphic identity play a key role in Bentley’s success.

In unveiling a new brand identity, we seek to:

• **MAINTAIN A CONSISTENT IMAGE** because each communication reflects on the university as a whole.

• **AVOID CONFUSING OUR AUDIENCES** by presenting a consistent visual identity that allows us to distinguish our institution in a competitive marketplace.

• **SHOW UNITY OF PURPOSE.** Visual consistency illustrates that the university is unified, even while it pursues a wide range of interests, which is an attractive feature for potential faculty, staff and students.

This shield represents our new identity and pays homage to our history. Elevated from a previous logo that referenced our roots in accounting, it illustrates additional elements that encompass more of what Bentley represents today. The shield also symbolizes academics and preparation.
ELEMENTS OF THE BENTLEY LOGO

**BENTLEY**
We elevate the Bentley name to drive awareness. The type style communicates bold, collegiate pursuits.

**CLOCK TOWER**
The Bentley clock tower—our most prominent physical campus feature—has been utilized in previous logos.

**FALCON**
A falcon in flight references the school mascot. A frame of foliage evokes the character of our classic New England campus.

**1917**
The year of our founding by Harry Bentley in Boston is included to represent our meaningful history.

**PARATUS**
Prepared is Paratus in Latin. It’s our positioning, our promise to our students: you will leave Bentley prepared for your career and for life.
BEING CONSISTENT: THE BRAND IDENTITY SYSTEM.

There are a variety of ways in which the brand identity can be expressed, depending on audience, medium, message, area for display and other variables.

The shield is used as the common foundation for identity, and along with the Caecilia typeface and iconic “B,” links the academic and athletic identity marks.

The Bentley University logo will appear prominently in all our communication and promotional materials. It is rendered in various versions; each version comprises a locked unit with consistent spacing.

BENTLEY COLORS

| PMS 3005 U | PMS 295 U | PMS 7545 U | PMS 7542 U | PMS 7406 U | PMS 874 U | BLACK |
WHY CHANGE NOW?

The higher education market is an increasingly competitive environment. We feel strongly that we need to better define Bentley and establish a stronger position for the university.

There is a growing demand for graduates with strong core business and critical thinking skills. We are proud to say that Bentley is one of the few business universities in the country that is uniquely positioned to meet this growing market demand. We have a window of opportunity over the next few years to establish a strong differentiating position.

As we look forward to our 100th anniversary, this is the right time to leverage our strengths — student-centered programs that are market driven and focused on the future — and position Bentley for our next century.
THE BRAND IS YOU.
STUDENTS, PARENTS, FACULTY, STAFF, ALUMNI, FRIENDS — 
YOU ARE THE BENTLEY BRAND. 
YOU LIVE IT EVERY DAY.

In moving the brand forward, we aim to increase the value of your degree, the pride you have in your alma mater, our reputation in your workplace and our standing in the academic community. Your commitment to Bentley is what allows us to boldly claim that we prepare smart, nimble, compassionate leaders.

Introducing the evolved Bentley brand is ultimately about increasing awareness, enhancing perceptions, amplifying our core attributes and realizing Bentley’s true (and untapped) potential.

PLEASE JOIN US AS WE UNVEIL THE BRAND THROUGH A VARIETY OF INITIATIVES — CAMPUS EVENTS, WEBSITES, ADVERTISING, AND BLOGS TO PROMOTE THE BRAND AND TELL OUR STORY.

YOUR SUPPORT IS WELCOME AND VALUED. 
Questions? Feedback? Email ga_BentleyStrategy@bentley.edu.
LEARN MORE ABOUT THE BRAND AND CAMPUS INITIATIVES. CHECK OUT FREE DOWNLOADS. VISIT BENTLEY.EDU/PREPARED.