THE BENTLEY ATHLETICS & STUDENT LIFE BRAND STYLE GUIDE
A FALCON IS FIERCE. FAST. FAITHFUL. YOU’RE A FALCON FOREVER.

On a campus full of competitors, Bentley student-athletes are focused, disciplined and driven in whatever they do. You grind on the field, ice, court, and track while becoming a leader in the classroom, committed to achieving a life of success and integrity. As a Bentley athlete, you’ll be fueled by passionate and proud fans, and become part of something much bigger. Because once you’re part of Bentley athletics,
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For more information about Bentley Athletics Marketing and Promotions or to initiate a project, please contact:

Rico DePaolis
rdepaolis@bentley.edu
781.891.2074 or extension 2074

Any Athletics related branding needs to be approved by Rico DePoalis. Additionally, Marketing is available as a consultative partner.
ATHLETICS LOGOS

The B Shield
The stand-alone "B" Shield logo is the primary brand for all Varsity Bentley Athletics. The coordinated use of the Athletics logos project a unified image and reinforces the consistency of the Bentley brand. The design of the logos conveys the strength of character and clarity of purpose and effectively represents Bentley for Varsity Athletics (uniforms, apparel and branding). Use is limited to Athletics marketing it is not interchangeable with the university logo in any form.

The Logotype
The Bentley logotype can be used independent of the shield and creates a highly visible word mark.

Primary Usage
- Varsity Team Uniforms & Equipment
- Team Apparel
- Signage
- Playing Surfaces
- Environmental Branding
  (weight rooms, offices, etc.)

For questions about the proper logo usage, please contact Athletics Marketing or Bentley Marketing & Communication.
STUDENT LIFE LOGOS

The Complete Shield
The Bentley and “B” shield logo is the primary brand for all intramural and club sports, as well as spirit and student life merchandise. It also can be used for Academic applications where sports are a primary recruitment opportunity. **Full Shield logo and B logo can coexist; best practice is to use full logo for initial usage, then B Shield in subsequent appearances.** The coordinated use of the logo project a unified image and reinforces the consistency of the Bentley brand. The design of the logos conveys the strength of character and clarity of purpose and effectively represents Bentley overall. **Use is limited to student life marketing and it is not interchangeable with the university logo in any form.**

The Logotype
The Bentley logotype can be used independent of the shield and creates a highly visible word mark.

Primary Usage
- Intramural & Club Sports
- Spirit Merchandise
- Undergraduate Recruitment
- Academic Events

For questions about the proper logo usage, please contact Athletics Marketing or Bentley Marketing & Communication.
LOGO USAGE & HIERARCHY

Bentley Athletics brand awareness is the key driver for how the Shield is used. Building a recognizable brand for the B Shield is dependent on visibility and consistency. B Shield without Bentley above is preferred, but should be used when brand recognition is in question. If “Bentley” is used in adjacent typography, stand-alone B Shield is preferred. Always consider the audience when determining usage.

Usage
- Maintain correct colors from above palette
- Correct contrast shading in faceted B helps to create visual dimension, weight and strength.
- Maintain the original proportions of shield and logotype.

Primary: Varsity Athletics

Audiences:
- Varsity Teams
- Athletics Signage
- Regional/National Recruitment

Secondary: Student Life

Audiences:
- Campus Events
- Intramurals
- Clubs

Baseball ONLY

Segmented B with outline

Safe Space
The safe space is an area around the logo that keeps it separate from other competing fonts or graphics. Use one quarter of the width of the image all the way around.

Download
High resolution and vector logos available here: bentley.edu/brand-assets
TEAM IDENTIFIERS

Individual Sport Lock-Ups
The individual team sports for varsity, club and intramurals can be used with B Shield & Bentley, B Shield or Bentley logotype. The font is Caecilla Heavy, all caps. Sport name should not be used alone. Do NOT put “Bentley” in place of sport name.

MEN

Division I
Ice Hockey
Division II
Baseball
Basketball
Cross Country
Football
Golf
Lacrosse
Soccer
Swimming & Diving
Tennis
Track & Field

WOMEN

Division II
Basketball
Cross Country
Field Hockey
Lacrosse
Soccer
Softball
Swimming & Diving
Tennis
Track & Field
Volleyball

CLUB SPORTS

Cheerleading
Men’s Rugby
Women’s Rugby
Sailing
Equestrian
Dance Team
Men’s Bentley
Ultimate Society
Women’s Bentley
Ultimate Society
Triathlon
Men’s Hockey
Women’s Golf
Men’s Volleyball

INTRAMURALS

Fall
Coed Soccer
Men’s Soccer
Flag Football
Ultimate Frisbee

Winter
Men’s A League Basketball
Men’s B League Basketball
Women’s Basketball
Coed Dodgeball
Coed Volleyball

Spring
Coed Softball

Download
For individual team logo kits, please visit:
bentley.edu/brand-assets
THE MASCOT

The Falcon
The Falcon mascot is meant to be energetic, dynamic; bold with a modern style representing speed. It should be used primarily on black background and may inform a third uniform or arm patch, merchandise and sports branding.

Spirit Mascot
The secondary Falcon mascot is the legacy graphic that can be used for spirit and campus life events, merchandise and campus branding.

Primary Usage
- Supporting Graphic (used with Shield logo)
- Apparel
- Campus Events
- Merchandise

For questions about the proper logo usage, please contact Athletics Marketing or Bentley Marketing & Communication.

Download
For mascot logos, please visit:
bentley.edu/brand-assets
Athletics Brand Colors
Introduced to compliment the larger use of black, the blue is unique to Athletics and differs from the prominent blue of the Bentley University Academic brand. Black is the dominant background color.

Secondary Accent Colors
Use accent colors forinfographics, statistics (athletic highlights and academic achievements) and directional elements.

Paper
Pantone colors and process formulas are based on use of uncoated stock, Bentley’s print standard.

Textiles
With the variations of fabrics, vendors and manufacturing, stay as close to these as possible for consistency. Black is the dominant color for uniforms and apparel.
(For apparel vendor recommendations, please contact Rico DePaolis.)
TYPOGRAPHY

Display Fonts
The Display font is an additional Athletics font intended to complement the Bentley brand fonts. It is for use as large headlines or other prominent typographic elements. This font is intended to express the strength and boldness of our teams and our athletes. Use is limited to sports teams and Athletics Marketing Communication and it is not to be used outside of Athletics communications.

United Sans Stencil (Semi-Extended & Extended)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

United Serif Stencil (Semi-Extended & Extended)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

Bentley Brand Fonts

Helvetica Neue 45 Light
Helvetica Neue 46 Light Italic
Helvetica Neue 55 Roman
Helvetica Neue 56 Italic
Helvetica Neue 65 Medium
Helvetica Neue 75 Bold
Helvetica Neue 95 Black

Ceacilia 45 Light
Ceacilia 46 Light Italic
Ceacilia 55 Roman
Ceacilia 56 Italic
Ceacilia 75 Bold
Ceacilia 75 Bold Italic
Ceacilia 85 Heavy
Ceacilia 86 Heavy Italic

Download
(Font licensing rules apply)
fonts.com/font/monotype/pmn-caecilia
fonts.com/font/adobe/neue-helvetica
PHOTOGRAPHY

Image Style
Photography should be bold, dark, and high contrast with black being dominant. Tone should represent dynamic, movement, speed, and power.

Combining Image + Text
- United font become dominant display font balanced with Helvetica Nueve
- Correct contrast shading in faceted B helps to create visual dimension, weight, and strength.

(Examples shown are representative image and layout.)
YOU'RE A FALCON FOREVER.