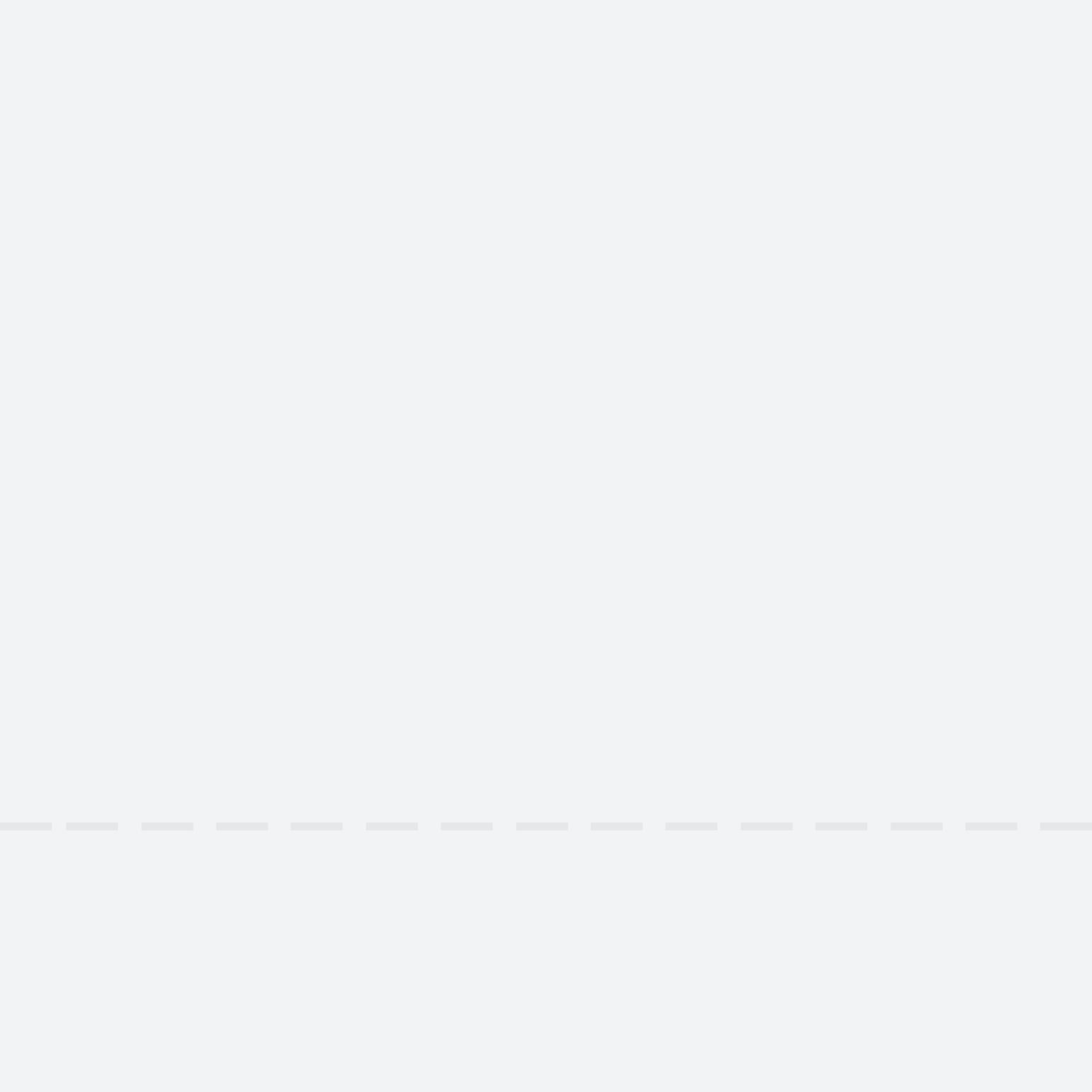




**BENTLEY**  
UNIVERSITY

---

BRAND  
GUIDELINES





# Introduction

---

Simply put, our brand is the sum total of experiences people have with Bentley, how they feel about us and why we matter in their lives. A consistent expression of our brand helps the world understand exactly who we are and what we've set out to do. When conveyed accurately, it allows our reputation to thrive and our network to grow.

In this guide, you'll find an introduction to our brand and everything you need to communicate it clearly and consistently. The more unified we are in these efforts, the stronger our brand becomes and the greater the impact we can all make with it.

If you have questions or need additional resources, contact [brand@bentley.edu](mailto:brand@bentley.edu) or visit [bentley.edu/brand](https://bentley.edu/brand).

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# 01



## BRAND ARCHITECTURE

## What we're made of

---

Bentley University is a place for successful leaders who set out to create positive change in our communities, organizations and the world. We believe in doing business and doing good at the same time.

Our brand is a direct reflection of that spirit and allows us to express ourselves in a way that's compelling, inspiring, consistent and most importantly, unique to Bentley.

In this section, we define our brand and what it means for all who are connected to us.

# Brand Foundation

---

Our Brand Foundation consists of the University Mission, University Values and University Value Proposition. Together, these core elements are the bedrock upon which the Bentley brand is built.

# University Mission

---

Our mission statement describes our fundamental purpose and answers the question, *Why do we exist?*

More at [bentley.edu/about/mission-and-values](https://bentley.edu/about/mission-and-values)

*Bentley University changes the world with a transformative business education, integrated with arts and sciences, that inspires and prepares ethical leaders who will confront the challenges of today and shape the opportunities of tomorrow.*

# University Values

---

To help accomplish our mission, the Bentley community embraces these values and uses them to guide our conduct.

More at [bentley.edu/about/mission-and-values](https://bentley.edu/about/mission-and-values)

Caring

Collaboration

Diversity

Honesty

Impact

Learning

Respect

# University Value Proposition

---

The Bentley brand is grounded in a position that makes us unique in the world of higher education. Our Value Proposition defines this position and serves as an important part of our brand's foundation.

*Bentley University creates successful leaders who set out to make business a force for positive change — in our communities and around the world.*

# Brand Framework

Our Brand Framework consists of our Brand Pillars, Brand Personality and Audience. The Brand Framework builds upon our Brand Foundation and informs the outward expression of our brand.

# Brand Pillars

Our Brand Pillars define what we promise to deliver. We commit ourselves to be a force for positive change in everything we do by providing:

**Business focus, integrated with arts and sciences**

**Purposeful work with a positive impact**

**Holistic education for a rewarding career and life**

**Flexible, personalized approach to education**

**Community of lifelong knowledge seekers**

**Reinventing business education for a changing world**

# Brand Personality

As we communicate our brand outward, our personality is at the heart of every expression. It's inspired by our values and defines our *Tone of Voice*, the way in which we connect and communicate with the world.

For guidance on *Tone of Voice*, see page 65.

Our personality is at the intersection of **leadership** and **understanding**, a balance that inspires us to be a force for positive change.



## LEADERSHIP

### Impactful

We believe in making a positive difference.

### Inclusive

We value diversity, collaboration, partnership and sharing knowledge.

### Honest

We act ethically, with integrity and accountability.

## UNDERSTANDING

### Caring

We're empathetic, kind and compassionate.

### Respectful

We seek to understand our differences and champion them.

### Curious

We seek knowledge, experience and new ways of learning.

# Audience

These are the key groups of people that need to understand our brand, what it represents and what it can mean for them. Each audience is unique, so use these profiles to help inform your approach and interactions with each of them.

If you're creating a communication for these audiences and need more technical guidance, reference the *Visual Approach* and the *Editorial Approach* in Section 04.

## Prospective Students

An education at Bentley means the chance to transform business and the world for the better. You will be empowered to collaborate with others, develop your skills, build a successful and rewarding career and become a powerful force in whatever field you choose.

## Prospective Parents

A student enrolled at Bentley will receive a transformative business education with a conscience. They will be empowered to be ethical leaders, and find success in their careers and their lives by making a positive impact in the world around them.

## Undergraduate Students

To be empowered on an individual level, while participating in the collective empowerment of an entire university, makes the Bentley experience unlike any other. Each and every student here can be more than just a force in business, they will be a force for positive change at Bentley and around the world.

## Graduate Students

As business shapes itself to a changing world, the Bentley education adapts and transforms with it. Through continuous learning and a holistic approach, graduate students find the resources necessary to be an instant force as they move forward with their careers and lives.

## Faculty

Our faculty are impactful leaders committed to academic excellence by teaching and empowering students to create positive change, inspiring new ideas among academic peers and creating innovative ways to help move the business community forward.

## Staff

Our staff remind us that positive change can be made in so many ways and that leadership happens on many fronts. Our staff unite us, propel us and prove that, when we support each other, we make a much greater impact.

## Alumni

As alumni, Bentley graduates continue to be a force, in their careers and in their daily lives, as industry leaders, entrepreneurs and change makers. Their appetite for life-long learning experience keeps them connected to their Bentley family, which instills a sense of pride, keeps them engaged, and ensures a robust network to welcome and stay connected to the next generation of leaders.

## Donors and Prospective Donors

Bentley has always been a force for change. With the help of alumni and friends, who attribute their success to their Bentley education, we will continue the spirit of reinvention to create the education these times demand. Our donors will be investors in shaping the future of business education and will achieve a lasting impact on generations of Bentley students to come.

## Corporate Partners

By delivering a transformative business education, Bentley develops talent that actively reshapes the corporate landscape in positive, productive ways. This valuable network is ever-growing and inspires connections that strengthen the business community, our community and society as a whole.

BE A  
FORCE

## BRAND PLATFORM

## Uniquely Bentley

---

Our brand platform is the outward expression of our brand's foundation. It represents our past, our vision for the future and what we stand for as a university unlike any other.

### BE A FORCE

To be a force is to make a difference, big or small. It's about accountability, recognizing the need for positive change and acting on it. It's about understanding others, challenging the status quo and making an impact that doesn't just move business forward, but that moves us all forward.

In the section that follows, you'll learn how to bring this platform to life visually and editorially.

# Be a Force Elements

---

*Be a Force* embodies the spirit and ambition of the Bentley community and plays an important role in how we express our brand. Use these elements to inspire, unite and share our unique point of view.

BE A  
FORCE

BE A FORCE

## Be a Force Wordmark

---

As a wordmark, *Be a Force* can be used in a wide variety of contexts and environments to make a bold statement that empowers and unifies our audience.

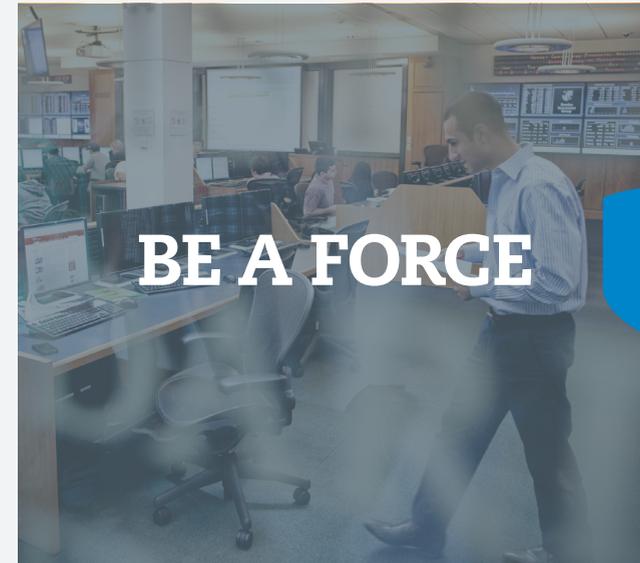
**BE A  
FORCE**

**BE A FORCE**

## Be a Force Usage

---

Be a Force can live against solid colors and backgrounds or with an image to create a bigger impact.



# Be a Force Applications

---

Here, you'll find good examples that show how the Bentley brand is properly applied. Use these ideas as reference and inspiration to help you create something new and impactful that moves the brand forward.

# Be a Force in Layout

---



While *Be a Force* elements can stand alone, they work best within context of a larger statement or setting.

# Be a Force in Writing

---

When referencing the creative platform as a title in body copy, apply italics and title cap the words “Be” and “Force.”

**Ex.** In a sentence, this is how *Be a Force* would appear.

When using *Be a Force* to make a statement in context, no specific formatting is necessary.

**Ex.** When writing the context of a sentence, try to be a force in the way you apply it.

# Be a Force in Writing

---

There will be many instances when it won't be necessary or appropriate to leverage the *Be a Force* message in our communications. Conversely, it can be a useful way to elevate the brand when writing or speaking on behalf of Bentley. Here are a few ways to use the language of *Be a Force* in an editorial context.

*Be a Force* can create larger statements to fit different contexts.

Be a force in business.

Be a force that inspires.

Be a force for progress.

Be a force for positive change.

## Be a Force in Writing

In body copy, *Be a Force* can be repurposed and used as part of a larger statement.

Mike Mangini shares with us how his business degree fueled his drive to become a force in the music industry.

In her latest book, *Movie Analytics: A Hollywood Introduction to Big Data*, Dominique Haughton reveals the intersection of big data and Hollywood – showing us that analytics are a dynamic force in the movie marketplace.

Or it can be used literally, providing a strong resolution to any communication.

This is where students, faculty, staff and alumni come together and empower each other to transform our world for the better. Join us at Bentley University. Be a force.

## Be a Force Usage

When applying *Be a Force* elements, try to use them in concert with a Primary Logo or University Wordmark when possible. At a minimum, pair your element with a Bentley image or environment. Consider the hierarchy of your message and ensure that logos and wordmarks don't compete.

For guidance on the Primary Logo and University Wordmark usage, see Section 04.



# 03



## BRAND MATERIALS

## Instant recognition

---

In this section, you'll find the specific elements that define our complete identity. These serve as the building blocks for anything created on behalf of the brand.

For guidance on how to apply these elements, refer to Section 04.

# Identity Elements

---

These are the logos, seals, marks, typefaces and colors that visually communicate our identity, along with the specific rules that ensure their proper use.



BENTLEY UNIVERSITY



# University Seal

Use of the University Seal is strictly limited to Board of Trustees, Office of the President, Office of the Provost and University Advancement.

Any other applications, such as formal events, must be approved by the brand team by contacting [brand@bentley.edu](mailto:brand@bentley.edu).



The University Seal comprises the distinctive things that make Bentley special: Our beloved Falcon soaring high. The beautiful greenery of our lush campus. And, at the center of it all, our iconic Clocktower, set at 19:17 in tribute to the year Harry Bentley's vision for a new kind of business education came to life.

# Usage

When applying the University Seal, only use these approved colors. If placed over irregular backgrounds or images, be sure that the tower is the lightest element within the design.



PMS 7545  
 C 15 M 0 Y 0 K 60  
 R 123 G 133 B 143  
 HEX #7B858F



PMS 7542  
 C 10 M 0 Y 3 K 15  
 R 179 G 196 B 204  
 HEX #B3C4CC



# Primary Logo

Our Primary Logo serves more informal applications and can be used to create a fresher look with an accessible tone.



# Usage

These four colors from the secondary palette can be applied to the graphic line within the University Logo when the context calls for it.

If you need additional guidance on secondary color usage, refer to the Color Palette on page 42-43.



The shield should not appear any smaller than 1.25" in print executions or 90px in digital executions.



# University Wordmark

The University Wordmark introduces the brand simply and clearly. It provides flexibility when dealing with space constraints and can accommodate a wide range of uses and contexts.

**BENTLEY  
UNIVERSITY**



**BENTLEY UNIVERSITY**

# Usage

Combining the Primary Wordmark and the Primary Logo creates a lockup that provides an elevated sense of brand.



# Departmental Logo Lockups

Departmental logo lockups are created by combining the Primary Logo, the University Wordmark and the Department name.

To download your departmental logo, visit [bentley.edu/brand](https://bentley.edu/brand).



A careful hierarchy allows for departments with longer names to be balanced within the lockup.

# Usage

The graphic line within each Departmental Logo can be treated with one of the four approved secondary colors below.

Reference the following pages for specific color values.



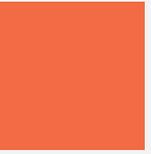
# Primary Color Palette

Use the following colors as a first choice when designing print or web assets to create a look that instantly and consistently aligns with our identity.

	<b>PMS 3005</b> C 100 M 35 Y 0 K 0 R 0 G 117 B 201 HEX #0075BE
	<b>PMS 295</b> C 100 M 50 Y 0 K 40 R 43 G 69 B 102 HEX #2B4566
	<b>PMS 7545</b> C 15 M 0 Y 0 K 60 R 123 G 133 B 143 HEX #7B858F
	<b>PMS 7542</b> C 10 M 0 Y 3 K 15 R 179 G 196 B 204 HEX #B3C4CC
	<b>PMS 7406</b> C 0 M 18 Y 100 K 0 R 255 G 204 B 51 HEX #FFCC33

# Secondary Color Palette

Use these accent colors sparingly as choices that complement the primary palette. As a reminder, always lead with a primary color before introducing a secondary color.

					
<b>C 35 M 5 Y 100 K 0</b> R 178 G 200 B 53 HEX #B3C642	<b>C 70 M 0 Y 36 K 0</b> R 46 G 188 B 179 HEX #42B7B0	<b>C 0 M 44 Y 100 K 0</b> R 249 G 159 B 28 HEX #F99F1C	<b>C 0 M 72 Y 78 K 0</b> R 243 G 108 B 69 HEX #F36F45	<b>C 10 M 90 Y 90 K 0</b> R 211 G 65 B 53 HEX #D0433A	<b>C 47 M 13 Y 3 K 0</b> R 128 G 188 B 230 HEX #82BCE5
					
<b>C 5 M 5 Y 5 K 0</b> R 239 G 236 B 234 HEX #EFECEA	<b>C 30 M 24 Y 32 K 0</b> R 181 G 180 B 169 HEX #B5B4A9	<b>C 7 M 0 Y 9 K 0</b> R 235 G 241 B 231 HEX #EBF1E7	<b>C 63 M 55 Y 55 K 30</b> R 88 G 88 B 88 HEX #585858	<b>C 74 M 65 Y 58 K 56</b> R 47 G 51 B 56 HEX #2F3338	

# Color Scale

Use these scales to help guide your choice and ratio of colors within print and digital executions.

If you have questions or need additional resources, contact [brand@bentley.edu](mailto:brand@bentley.edu) or visit [bentley.edu/brand](http://bentley.edu/brand).

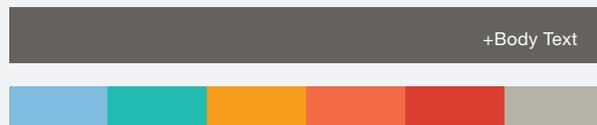
## Print Executions

Brochures, Direct Mail, Large Format

### Primary



### Secondary



# Usage

Aim to balance your color ratios across the entire page. Remember that not every color within the palette needs to be represented, but also remember that secondary colors should be used selectively to heighten the design and prevent a stark or sterile look.

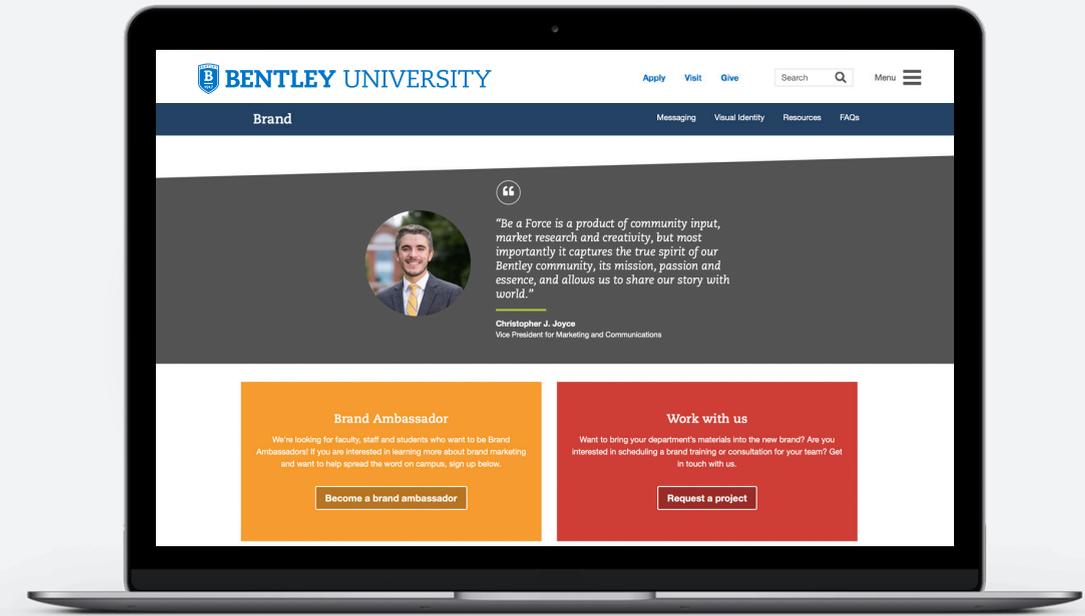
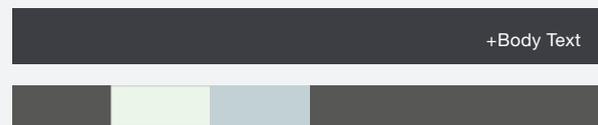
## Digital Executions

Web, Email, Video

### Primary



### Secondary



## Primary Font

Our primary font, Helvetica Neue, is our first choice for most applications, from big bold headlines to smaller body copy.

Helvetica Neue 35 Thin

Helvetica Neue 45 Light

*Helvetica Neue 45 Light*

Helvetica Neue 55 Regular

*Helvetica Neue 56 Italic*

Helvetica Neue 65 Medium

**Helvetica Neue 75 Bold**

***Helvetica Neue 76 Bold Italic***

Arial can be used as a substitute for digital applications.

## Secondary Font

The use of our secondary font, Caecilia, should be limited to applications that serve as an accent to the primary font and only when appropriate.

Caecilia LT 45 Light

*Caecilia LT 46 Light Italic*

Caecilia LT 55 Roman

*Caecilia LT 56 Italic*

**Caecilia LT 75 Bold**

***Caecilia LT 76 Bold Italic***

**Caecilia LT 85 Heavy**

***Caecilia LT 86 Heavy Italic***

If you have font requests, email [brand@bentley.edu](mailto:brand@bentley.edu) or visit [bentley.edu/brand](http://bentley.edu/brand).

# 04



## BRAND CREATION

## The sum of parts

---

Together, the foundation of the Bentley brand and its core elements can be combined to create clear and unique communications that consistently convey the essence of Bentley. This section provides you with the direction, style and approach you need to properly interpret the brand and create with it.

# Visual Approach

---

With a clear point of view, we can create imagery that represents Bentley in a way that consistently communicates what it means to be a force. Our approach to photography is an important part of how we express and reinforce our brand.

# Photography

---



# Portraiture



## CONSISTENTLY HEROIC

Being a force is about having the confidence and passion to make an impact. Look for body language that conveys this along with low-angle compositions that elevate the individual in heroic ways.



## OVERLAYS

Using overlays adds a unique energy to our imagery, helping to communicate Bentley's active and dynamic spirit.

# Groups



## DIVERSITY

Be cognizant of diversity in any given photographic application. While not every single photo needs to be ethnically diverse, take time to review each body of work and strive to represent diversity without forcing it unnaturally.



## ACTIVE ENGAGEMENT

We've set out to create positive change in ways big and small – there's passion in that. So, we look to capture inspired moments that convey the personal connections that are unique to the Bentley community – our subjects are engaged, inspired and energized.

# Environments



## DEPTH AND DYNAMICS

Bentley is a dynamic place because of its people and the spaces they occupy. Whether we have a human element or not, we look to capture the depth and dynamics of these environments.



# Design Approach

Our approach to layout leverages the assets and guidelines we've established for each respective element and uses them in concert – showing us how hierarchy and design choices can come together to convey a clear and compelling brand message.

# Layout



# Layout Example

A simple overlay conveys energy.

A

Our choice of photography has depth and dynamics, with a composition that makes the subject feel heroic.

B

The headline provides a clear hierarchy of message with the body copy.

C

Iconography draws the eye, elevating the design with purpose.

D

Brand elements complement each other while fitting the composition and context with appropriate separation.

E

*Be a Force* is treated appropriately within the hierarchy and pays off the statement that precedes it.

F



C

B

A

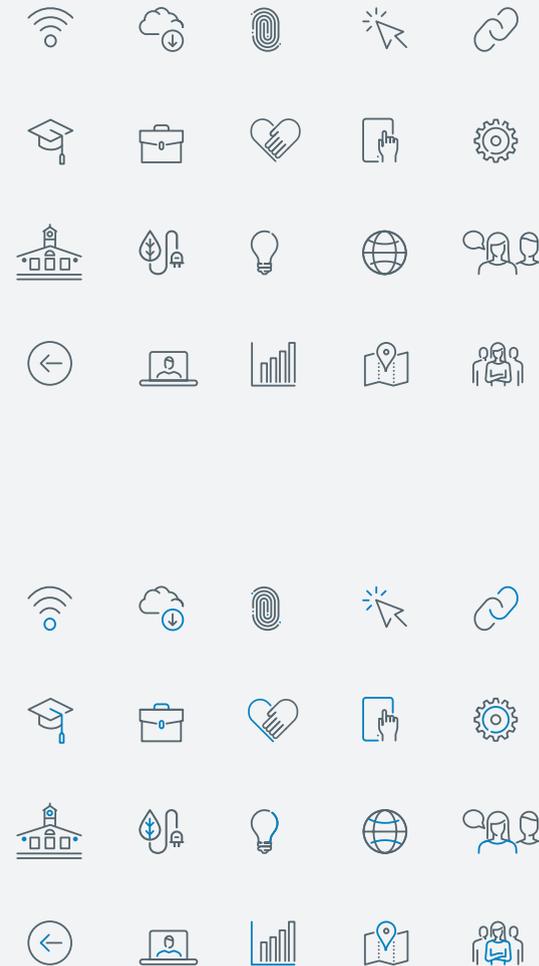
D

E

F

# Iconography

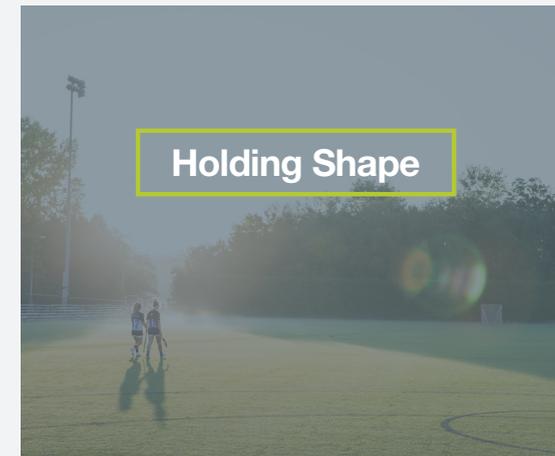
Simple, line-based iconography provides a design option that can support and simplify brand communications while adding visual interest.



Add the primary blue selectively for a more branded presentation of any icon.

# Graphic Elements

Our graphic line can be used to create simple holding shapes, accent type and images, or as a spatial separator.



**Accent Type**

**Headline**

Subhead

A good rule to follow when applying crops is to try and always show at least 50 percent of the shield.



# Editorial Approach

---

So much of the Bentley brand is communicated in our voice – what we decide to say with our spoken and written language. This editorial approach will guide you as you craft the voice of Bentley on the page, on the screen and in person.

# Tone of Voice

---

Our voice is born of our personality: a balance of leadership and understanding. It's why we communicate in a way that conveys we're a force for positive change – our leadership qualities are why we're able to be a force and make a lasting impact, and our understanding nature is why we're able to do it in a positive, ethical and compassionate way.

Our tone of voice is:

## LEADERSHIP

### Impactful

Confident and knowledgeable

### Inclusive

Approachable and collaborative

### Honest

Ethical and conscientious

## UNDERSTANDING

### Caring

Selfless and compassionate

### Respectful

Understanding and gracious

### Curious

Inquisitive and interested

# Written and Spoken Voice

---

When writing on behalf of Bentley, consistency is key. Remembering that we tailor our approach to each audience in our network (see page 16), it's important that we do so with a unified voice that comes from a position of leadership and understanding. Here is a simple guide that will help you create our tone of voice and be confident that it's true to our brand.

## LEADERSHIP

When writing from a position of Leadership, ask yourself:

*Does my statement create an impact? Did I leverage knowledge to inspire confidence?*

*Is my statement inclusive of diverse points of view? Am I inspiring others to collaborate?*

*Is there honesty in my communication? Am I being sincere, ethical and conscientious?*

## UNDERSTANDING

When writing from a position of Understanding, ask yourself:

*Does my statement provide a sense of caring? Did I communicate selflessness and compassion?*

*Did I convey respect? Did I understand my audiences' needs and speak with sincerity and courtesy?*

*Did I leave room for curiosity? Am I conveying a genuine interest and desire to learn?*

# Boilerplate

---

Use this boilerplate as a standard way of communicating a high-level understanding of Bentley University. It's often included in articles, press releases, brochures and the like.

Be sure to check [bentley.edu/brand](https://bentley.edu/brand) for the most up-to-date version.

Bentley University is more than just one of the nation's top business schools. It is a lifelong-learning community that creates successful leaders who make business a force for positive change. With a combination of business and the arts and sciences and a flexible, personalized approach to education, Bentley provides students with critical-thinking and practical skills that prepare them to lead successful, rewarding careers. Founded in 1917, the university enrolls 4,200 undergraduate and 1,000 graduate and PhD students and is set on 163 acres in Waltham, Massachusetts, 10 miles west of Boston. For more information, visit [bentley.edu](https://bentley.edu).

# Applications

---

Here, you'll find good examples that show how the Bentley brand is properly applied. Use these ideas as reference and inspiration to help you create something new and impactful that moves the brand forward.

# Applications

---



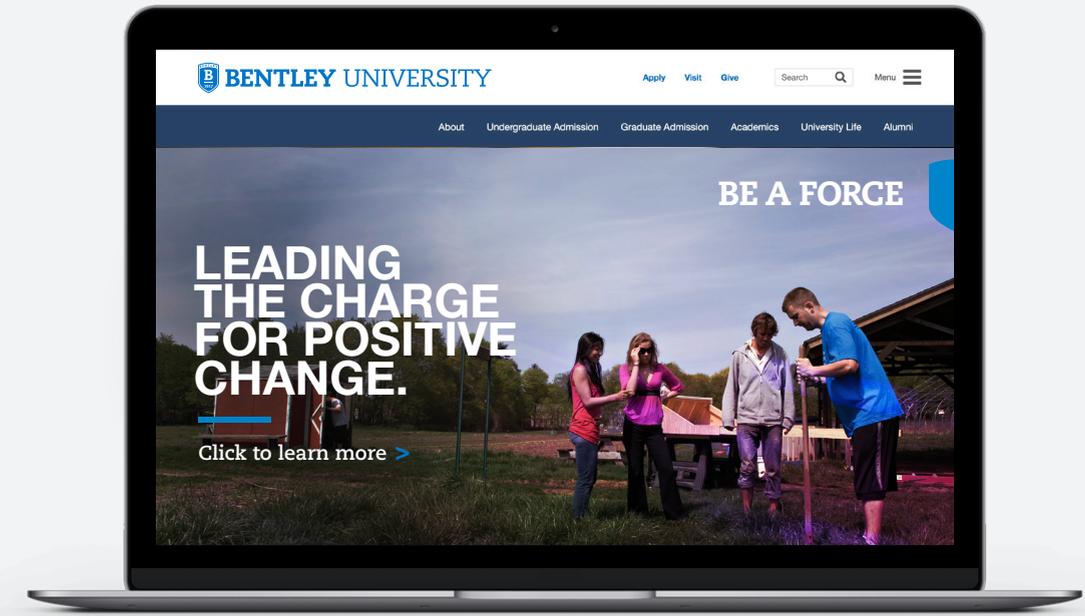
# Applications

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# Applications

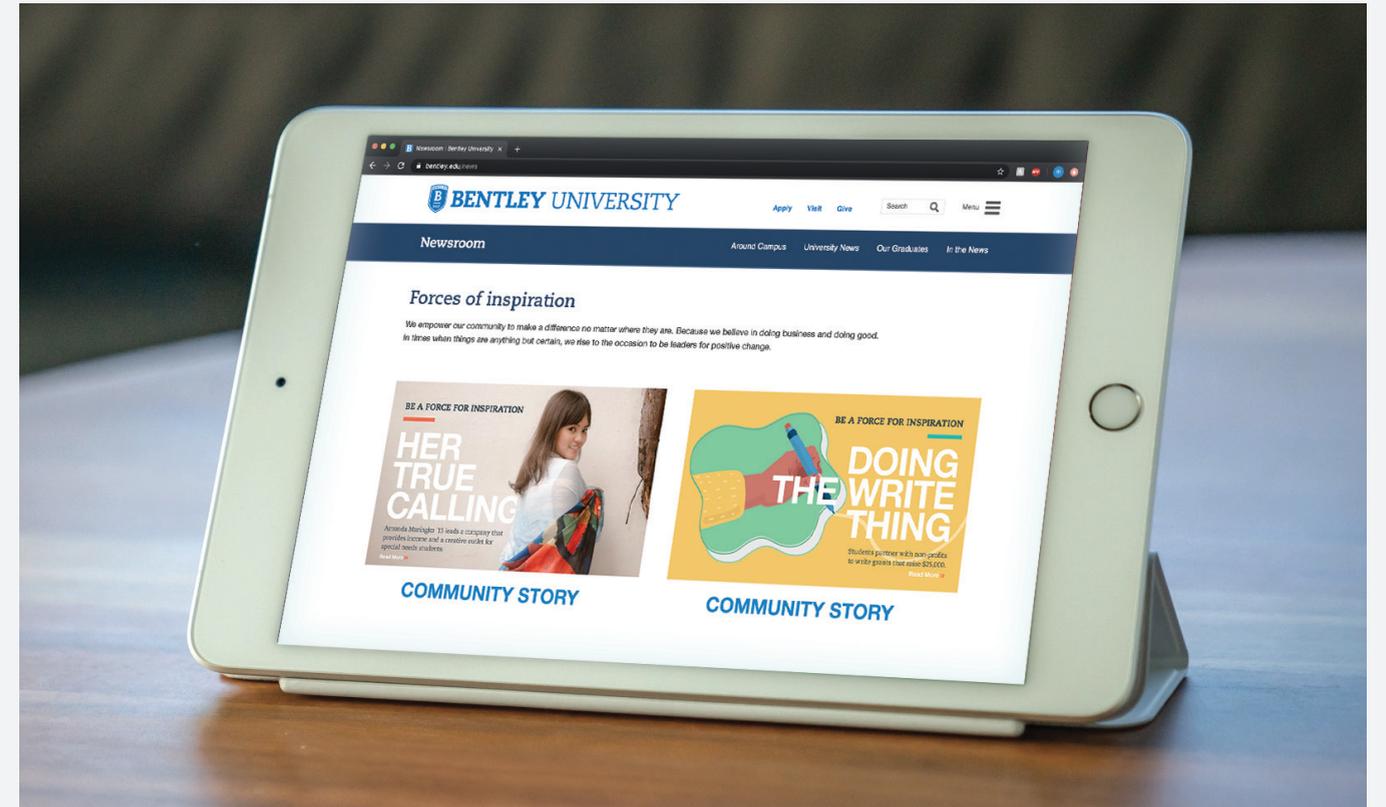
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# Applications



# Applications



# Applications

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If you have requests or questions about

these guidelines, visit [bentley.edu/brand](https://bentley.edu/brand)

or email us at [brand@bentley.edu](mailto:brand@bentley.edu).

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**19**  
**17**

**20**  
**20**