



# Bethany College Brand Manual 2020

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# Introduction

# The Purpose of Branding

The creative and communications platform provided by branding allows an institution to define the perceptions held by its internal and external constituencies. And market research shows that audiences who have consistent and positive associations with an institution are more likely to be supportive and responsive to calls for action. By adopting unique branding elements and applying them consistently, Bethany can take ownership of the strengths and qualities that differentiate this college from its competitors.





Brand Management

# Services Offered by the Office of Communications

Primary responsibility for managing the Bethany College brand lies with the college's Office of Communications. The communications office works with all members of the Bethany community to share the Bethany story. The office advances the college by heightening awareness of Bethany's high-achieving students, accomplished alumni, and talented faculty and staff; by promoting its academic programs and events; by providing clear, honest, and timely information to internal and external audiences; and by ensuring an internal and external identity consistent with the college's mission and brand.

The Bethany College Office of Communications

coordinates the production of all college publications and printed materials and oversees the content and design of the Bethany College website. The office produces Bethany Magazine and Bethany Insight, a weekly campus e-newsletter. The office is also the main source for disseminating all college news, working with media representatives, and providing press releases and other public information.

The communications office supports the campus community by providing expertise and project management in the development of publications and communications. It helps produce marketing

and informational materials that clearly communicate a desired message, while enhancing Bethany College's brand and supporting the college's mission.

The Bethany College Office of Communications is available to answer questions or provide assistance on all of your projects. The office can produce your project from concept to printing or assist with any part of the process. Staff members can oversee the project or offer suggestions and brand identity recommendations.

## Review and Approval Process

Because of the need to clearly and consistently share the Bethany story, all publications, premiums and advertising materials at Bethany College must comply with the guidelines in this brand manual. Therefore, the Bethany College Office of Communications must review all such materials prior to production and distribution. This requirement allows communications staffers who are familiar with both the letter and spirit of the brand manual to review materials for consistency, clarity, and quality.

Materials that must be reviewed include but are not limited to: brochures; newsletters; fliers; posters; postcards; advertisements; and specialty items (also

known as "premiums") such as pencils, pens, mugs, and T-shirt designs.

If your project is produced through the Bethany College Office of Communications, the review process is automatically incorporated into the project's production timeline. (For more information on planning a publication, see the Director of Publications.

If your project is not being produced through the Bethany College Office of Communications, you will need to provide the director of communications and/or the director of publications with a digital file or hard copy proof of your project prior to final production.

To expedite review of your project, please be timely in providing the proof to the Communications Office. The amount of time required by communications staff members to review the proof will vary depending on such factors as type of project, complexity of project, and availability of staff.

Materials that use the logo and mascot in ways that are not brand compliant – and materials that have not been approved prior to publication or distribution – will receive notification of the error. Merchandise or publications will be subject to retraction, reprinting and/or redistribution, depending upon the severity of the error. Re-work will be paid for out of the budget that purchased the materials.

# Information and Artwork

The Bethany College Office of Communications can answer questions, locate information, hear concerns, and provide you with available artwork that meets the specifications for your project. You can find this information online at (we will insert link to Communications & brand manual information page here) High-quality files of the Bethany logo and mascot can be provided in most instances (I've added this in case we don't want to provide it because we don't want them using it) at your request upon an email to the Director of Publications. Other ways we can help with a project is to share select images from the college's digital photograph archives.

For additional assistance contact us as shown:

Director of Communications  
General Counsel  
baueral@bethanylb.edu; x8271

Director of Publications  
ballewf@bethanylb.edu; x8202

Webmasterr  
carvermm@bethanylb.edu; x8186

Communications Coordinator  
torresb@bethanylb.edu; x8163

## Selection of Imagery

Photographs are as important as words in telling the Bethany College story. When choosing photographs for your project, careful consideration of the following questions can help you to select the best images:

- Does the image enhance your message? Does it tell your story in an appealing way?
- Do the subjects in the image look happy and engaged? Is the image flattering?
- Does the image showcase Bethany College at its best?
- Is the image appropriate for your audience and your purpose?
- Is the image of sufficient quality? Is it sharp and clear?





Bethany Branding Elements



## College Mission and Core Values

The mission of Bethany College is to educate, develop, and challenge individuals to reach for truth and excellence as they lead lives of faith, learning, and service.

Bethany College embraces six core values.

Integrity is both personal and communal as we seek knowledge, strive for understanding, and carry out Bethany's mission. As we aspire to excellence in all that we do, we remain faithful to Bethany's identity and our calling to "inspired learning and informed faith."

Hospitality encompasses the genuine care, grace, and generosity that is shared among all those who come

in contact with Bethany. Recognizing that each person is a child of God, all who enter Bethany's community learn to live more gratefully and faithfully.

Community is formed at Bethany as we bring our diverse gifts and talents together for our common mission and purpose. Because we care deeply about one another, share a sense of personal and social responsibility, and seek to communicate openly and honestly, our relationships are marked by mutual respect, forgiveness, and trust.

Leadership that is grounded in service liberates all who work and study at Bethany to be skilled, empathic listeners; to develop problem-solving skills; and to

embrace the challenge of guiding others. As we seek to be servants first, our motivation for leadership grows out of our commitment to the common good.

Sustainability is our stewardship of all aspects of the Bethany community both now and for future generations. Bethany's policies, campus, and people are attuned to the judicious use of resources in order to care for all of God's creation.

Excellence is the standard by which we will evaluate all that we do for our students and our community. Our continued pursuit of excellence in all that we do will assure that Bethany is an outstanding institution.

## Athletics Mission and Core Values

In accordance with the core values of Bethany College, the mission of the Department of Athletics is to utilize sports as a method to educate, develop, and challenge its participants.

Bethany Swedes will:

- Genuinely engage in the greater Bethany community
- Develop and evolve key character traits including integrity, humility, commitment, spiritual perspective, compassion and perseverance toward success

- Maintain healthy mental and physical lifestyles while competing substance-free
- Lead lives of faith, learning and service

Bethany's student-athletes' commitment to individual development and teamwork have defined Swedes Athletics. Bethany College has been recognized regionally and nationally for its championship teams. The Swedes belong to the National Association of Intercollegiate Athletics (NAIA) and are a member of the Kansas Collegiate Athletic Conference (KCAC). Bethany fields teams in 19 sports.

Bethany College has a longstanding tradition of excellence in athletics. The Swedes have won conference championships in football, tennis, basketball, golf, baseball, softball, soccer, volleyball, cross country, and track & field.

## Promise Statement

### Promise

At Bethany College, we value individuals and believe in community. We know every human being is worthwhile, can make valuable contributions in the world, and is responsible for doing so. Working together in service to one another builds character, deepens relationships, improves our quality of life, and brings meaning to life.

If you choose to join the Bethany community as a student, you can expect...

- personal attention within a caring community;
- active learning and meaningful practical experience – in and beyond the classroom;
- an educational experience that prepares you for a life and career of consequence;
- to be an active participant in your own education and in the life of the college;
- to be a part in something bigger than yourself.

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## Targeted Messages for Key Audiences

All guidelines in this manual are set in consideration of providing a consistent message and tone for multiple key audiences with whom Bethany communicates; including but not limited to, prospective students and parents, Bethany alumni, Bethany faculty and staff and coaches, community and friends, current students and ELCA member churches.





Logo Treatment

# Bethany College's Logo

The Bethany College logo (a.k.a. the Dove) consists of a symbol (a graphic representation of a dove) and a wordmark (the name of the college).

The dove in flight, a symbol of the Christian faith, is depicted in clean lines with open wings to represent Bethany's Swedish-Lutheran heritage. The wordmark

is simple yet strong, representing the lasting relevance of Bethany's mission in the world.

The logo represents Bethany, what it values, and what it promises: a personal, caring, and spiritual learning environment in which all students can soar to success.

The logo must be produced from master artwork; it must not be redrawn or altered.





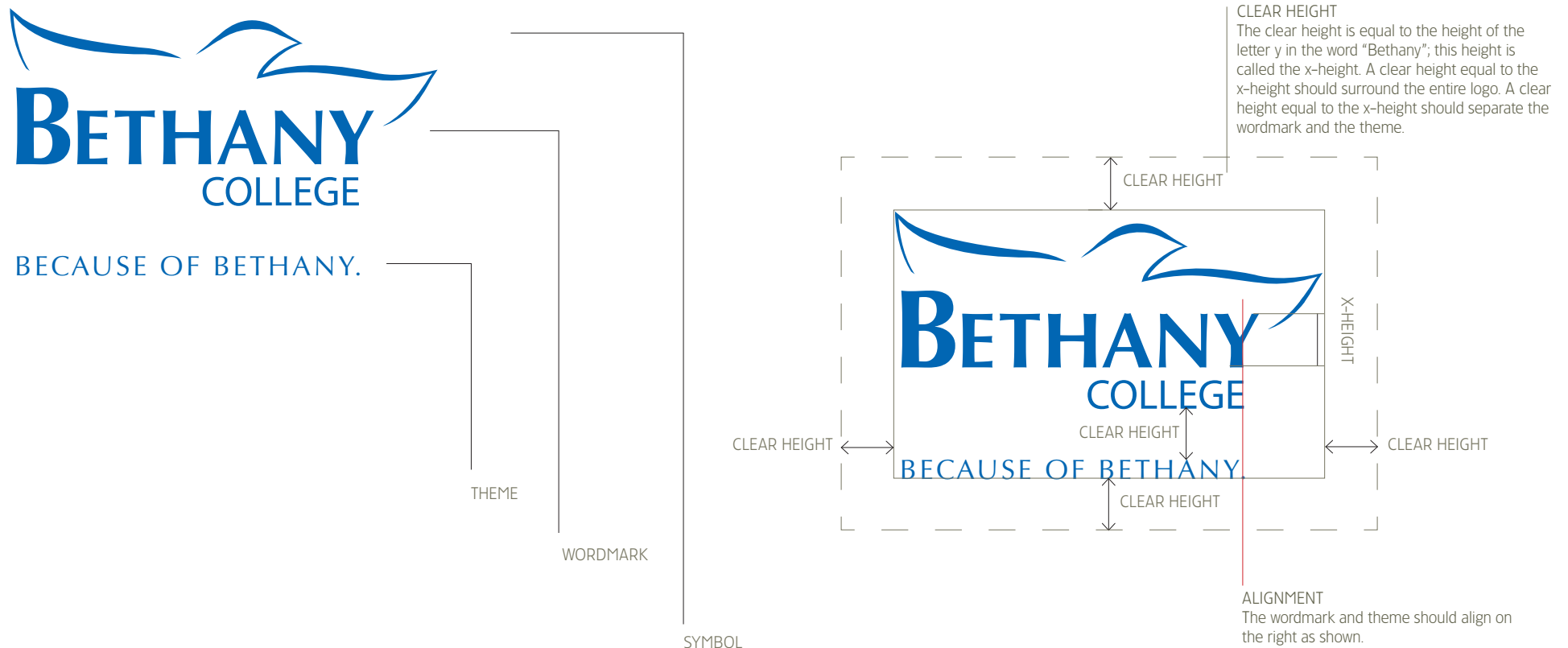
# Logo and Theme Treatment

The Bethany College logo can be used alone or it can be complemented with a theme. (“Because of Bethany” is used only as a sample since the theme will change periodically.) The correct proportions of and relationships among these elements—symbol, wordmark, and theme—are shown below. These proportions and relationships should not be altered unless otherwise stated in this manual.

The logo is more visible and thus more effective when surrounded by a sufficient clearance area. The minimum clearance area is based on the height of the letter y in the word “Bethany”; this height is called the x-height. A clearance area (or clear height) equal to the x-height should surround the entire logo. No type, imagery, or other graphic elements should appear within this minimum clearance area. Please note that

this is a minimum clearance area; additional clearance should be given if possible and appropriate.

The correct distance between the wordmark and the theme is also determined by the clear height. In addition, the correct alignment of the wordmark and the theme should be followed as shown below.



# Size of the Logo

The standard size of the logo is 2" wide. Whenever possible and appropriate, the logo should appear at this size.

When used with any theme, such as "Because of Bethany," it is recommended that the logo should not be smaller than 1.665."

When used without a theme, it is recommended that the logo should not be smaller than 1."

When sizing the logo, and especially when sizing the logo smaller than the recommended minimum size, please consider both proportion and readability. Whether the logo is used on print or digital material,

the size of the logo should be appropriate in context and legible to the eye. The Office of Communications can provide assistance in appropriately sizing the logo.





## Color Variations

When used on a white background, the logo should appear in Bethany blue (PMS 286). When used on a dark background, the logo should appear in white or in Bethany gold (PMS 109).

The strong preference is that the logo should appear

in Bethany blue whenever possible. When cost or reproduction requirements prohibit reproduction of the logo in Bethany blue (for example, in fax communications and newsprint), the logo can appear in black.

When using a color variation of the logo, please obtain master artwork from the Office of Communications.



## Wordmark Without Symbol

The combined wordmark and symbol are strongly preferred. However, use of the wordmark alone, without the symbol, may sometimes be appropriate. When using the wordmark alone, please obtain master artwork from the Office of Communications.



## Departmental Variations

Departments and offices of Bethany College may customize the logo by placing the name of the department beneath the logo as shown below. All rules for correct usage of the Bethany College logo and correct placement of its individual elements must be

followed when creating departmental variations of the logo. For this reason, departments and offices desiring a customized variation of the logo should contact the Office of Communications for assistance.

**BETHANY**  
COLLEGE

DEPARTMENT OF ENGLISH

**BETHANY**  
COLLEGE

DEPARTMENT OF  
MATHEMATICS AND PHYSICS

**BETHANY**  
COLLEGE

OFFICE OF ADMISSIONS

## Application of the Logo

Consistent and appropriate application of the Bethany College logo is critical to establishing and maintaining the college's brand identity. The logo should therefore be incorporated into all of the college's printed materials, including stationery (letterhead, envelopes, business cards, mailing labels, etc.); routine business documents (NCR forms, etc.); recruitment communications (applications, brochures, viewbooks, etc.); other college pamphlets and brochures; and miscellaneous items, including, but not limited to, invitations, programs, and posters.

The logo may appear in electronic communications, especially the Bethany College website.

The logo may be incorporated into advertising specialty items, or "premiums," including mugs, key chains, hats, shirts, and other promotional gifts. (Refer to Premiums in this manual.)

The logo may also be valuable for on-campus identification through specialty applications, for example, on banners, signage, and vehicles.

Because the logo can be applied to a great number and wide variety of items, questions about appropriate application will invariably arise. The Bethany College Office of Communications can provide guidance on when, where, and how to use the logo.

# Incorrect Usage

Correct use of the Bethany College logo is important for building recognition. Any deviation from the way the logo is presented (see below) by physically changing

the wordmark or symbol of the logo is inconsistent and therefore non brand compliant.

To showcase Bethany's geographic location and distinguish the college from other educational institutions with similar names, the phrase "Lindsborg, Kansas" or "Lindsborg, KS" may be used. See sample below.

## CORRECT EXAMPLES



## INCORRECT EXAMPLES (the possibilities for incorrect usage are endless)



## NOTE:

- Do not change the colors of the logo.
- Do not outline any part of the logo.
- Do not tint or screen the colors of the logo.
- Do not change the size relationships among the elements of the logo.
- Do not create patterns within the logo.
- Do not rearrange the elements of the logo.
- Do not use the logo as part of a sentence.
- Do not put the logo on a patterned background or image.
- Do not change the proportional dimensions of the logo.
- Do not enclose the logo within a holding shape.
- Do not create your own logo by locking new text or an additional graphic element with the logo.





Mascot Treatment

# Bethany College's Mascot

The Bethany College Swedes athletic mascot consists of an image and a wordmark (a.k.a PrimMark): the historical image of a Swede, complemented by the dynamic rendering of the words "Bethany Swedes."

The mascot, instantly recognizable as a proud Swede, depicts Bethany's tradition of excellence in athletics as well as its uniquely Swedish heritage. The details of the traditionally Nordic winged helmet of the Swede, and the wind blowing across the Swede, help represent active, fierce athletic teams and student-athletes that soar to victory.

The mascot must always face right and be produced from master artwork; it must not be redrawn or altered.



## Wordmark Without Image

The use of the wordmark alone (a.k.a WordMark), without the image, may sometimes be appropriate. When using the wordmark alone, please obtain master artwork from the Office of Communications.



## Image Without Wordmark

The use of the image alone, without the wordmark (a.k.a Primlcon) may sometimes be appropriate. The image may face left or right (see Mascot Flag sample on page 25), however the “TM” must appear readable depending on the direction being used. When using the image alone, please obtain master artwork from the Office of Communications.

Do not change, add, or delete any parts of the mascot or its variations. Use only artwork supplied by the Office of Communications and/or Publications.

PREFERRED DIRECTION  
TO FACE



OPTION WHEN NEEDED

PLEASE NOTE DIRECTION  
OF “TM” WHEN USING THIS OPTION



## Simplified Version of the Wordmark

The strong preference is that the image should appear in full detail whenever possible. When size or reproduction requirements prohibit use of the image (for example, in embroidery), a simplified version of the image is available for use.

The simplified version of the image should be used as a single mark, and not combined with any other marks.

When using a simplified version of the image, please obtain master artwork from the Office of Communications.





## Size of the Mascot

The standard size of the mascot is 2" wide. Whenever possible and appropriate, the mascot should appear at this size.

When the wordmark is used alone, it is recommended that it not be smaller than 1.375".

When the image is used alone, it is recommended that it not be smaller than .5256". For some uses of the image, especially at a small size, it may be preferred to use a less detailed version that is easier to reproduce.

When sizing the mascot, please consider both proportion and readability. Whether the mascot is

used on print, digital or premium material, its size should be appropriate in context and legible to the eye. The Office of Communications can provide assistance in appropriately sizing the mascot.

STANDARD SIZE MASCOT

2"



RECOMMENDED MINIMUM SIZE WORDMARK

1.375" (3/4")



RECOMMENDED MINIMUM SIZE MASCOT

1.375" (3/4")



RECOMMENDED MINIMUM SIZE IMAGE (DETAILED)

.5" (1/2")



## Application of the Mascot

The mascot is not intended to create a separate brand for Bethany College, or to replace the use of the logo. (See Application of the Logo.) The mascot is meant to create a clear and consistent visual identity for the Bethany College Athletics Department, its associated teams, and the college's fan base, in a way that complements the larger institution's brand.

The mascot should therefore be incorporated into publications and items for the Bethany College Athletics Department, its associated teams, and the college's fan base, including but not limited to: newsletters, brochures, signage, banners, equipment, the Bethany Swedes Web site, letterhead, business cards and merchandise. (See Premiums).

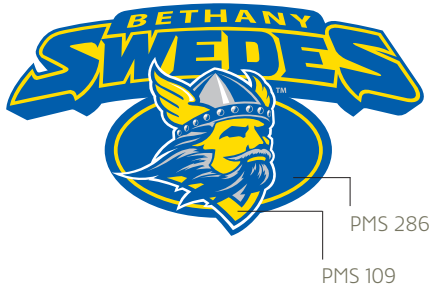
Questions about appropriate use of the mascot will invariably arise. The Bethany College Office of Communications can provide guidance on when, where, and how to use the mascot.

# Color Variations

The strong preference is that the mascot should appear in full color whenever possible. The mascot should appear in Bethany blue (PMS 286) and Bethany gold (PMS 109).

When cost or reproduction requirements prohibit reproduction of the mascot in full color (for example, in newsprint), the mascot, wordmark and image can appear in Bethany blue (PMS 286), Bethany gold (PMS 109) or black.

When using a color variation of the mascot, please obtain master artwork from the Office of Communications.



PRIMARY MARK IN FULL COLOR



PRIMARY MARK IN WHITE ON BLUE (PMS 286) BACKGROUND WITH NO SCREEN



WORDMARK IN BLUE (PMS 286) ON WHITE BACKGROUND



WORDMARK IN GOLD (PMS 109) AND WHITE ON BLUE (PMS 286) BACKGROUND



PRIMARY MARK IN BLACK WITH 10% SCREEN



IMAGE IN GOLD (PMS 109) ON BLUE (PMS 286) BACKGROUND WITH NO SCREEN



SPORTS SPECIFIC IN BLUE (PMS 286) ON GOLD (PMS 109) BACKGROUND

# Sport-Specific Identifiers

A version of the wordmark which incorporates the name of each sport – called a sport-specific identifier – is available for use. Sport-specific identifiers should only be used in communications limited to that sport. In communications that include more than one sport, the Bethany College Swedes mascot should be used rather than one or more sport-specific identifiers.

A sport-specific identifier should be used as a single mark, and not combined with any other marks.

As with the mascot, the strong preference is that sport-specific identifiers should appear in full color whenever possible. When cost or reproduction requirements prohibit reproduction in full color, the sport-specific

identifier can appear in Bethany blue (PMS 286), Bethany gold (PMS 109) or black.

When using a sport-specific identifier, please obtain master artwork from the Office of Communications.



**Please note:** The Athletic Training Sports Specifier seen here represents an academic major and shown for apparel only. It does not represent a sport.



# Incorrect Usage

Correct use of the Bethany College Swedes mascot is important for building recognition. The examples below show incorrect uses that should be avoided.

## CORRECT EXAMPLES



## INCORRECT EXAMPLES



Calling all 



## NOTE:

- Do not change the colors of the mascot.
- Do not outline any part of the mascot.
- Do not tint or screen the colors of the mascot.
- Do not change the size relationships among the elements of the mascot.
- Do not create patterns within the mascot.
- Do not rearrange the elements of the mascot.
- Do not use the mascot as part of a sentence.
- Do not put the mascot on a patterned background or image.
- Do not change the proportional dimensions of the mascot.
- Do not enclose the mascot within a holding shape.
- Do not create your own mascot by locking new text or an additional graphic element with the mascot.

# Other Mascot Imagery



A fun addition to the athletics department is the Rockar Stockar Viking costume, affectionately called "Sven" the Terrible Swede (see left). Sven is the personification of Bethany College's sports Mascot and makes appearances at most all on-campus sporting events and other on-campus events requiring a lite atmosphere. Typically, Sven leads the football team onto the field before the game and remains throughout accompanying the Cheer Squad prompting the audience to cheer on the home team to victory.

It is recommended the person wearing the costume be

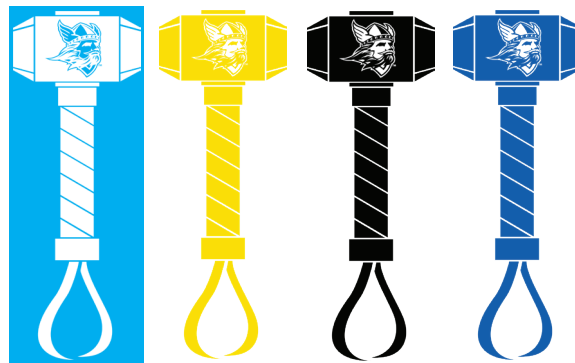
5'9" - 6'0". It comes in 11 pieces including an internal, battery powered ventilation system, Cool-U Phase Change vest, and a Cool Pack Vest so the wearer can perform in cool comfort. The accompanying Costume Performance Manual addresses how to dress the performer, along with cleaning the costume instructions, performance tips, such as gestures, dealing with children, etc.

Reserving the Sven outfit needs to be done through the Athletics Office (ext. 8184) and/or Sports Information Department (ext. 8337).

Thor's Hammer (far left) is an iconic prop used as a rallying symbol for the football team just before they take to the field. Unlike the Rockar Stockar Viking costume that can be used for other on and off campus events, the hammer is strictly used by the football team.

There is also a digital graphic of the Hammer (below left),

which is designed to be used as a background image for printed and online materials. The graphic can be used as a background, foreground, or watermark. The Hammer comes in white, yellow, black or blue. Please contact the Office of Communications (ext. 8271) and/or the Office of Publications (ext. 8202) for the digital art.



Suggested background color for visibility.

The Mascot Flags (seen right) are another rallying prop used by the Cheer Squad during a home football game. Each displays the Mascot head on both sides either in Bethany Gold or Blue field. Each flag is mounted on a 9' aluminum pole and measure 6'x8'. Typically, one is waved while the holder is running up and down the section of track in front of the home team bleachers to help spur on the audience.

The flags are used primarily by the Cheer Squad for home football games.



# Uniform Guidelines

Understanding that change in style is a constant with athletic uniforms, and depending upon vendor availability, below are guidelines for the design and ordering of athletic uniforms.

It is understood that it may not be possible to follow these guidelines 100 percent of the time. Some exceptions may be made, but must have the approval of the athletic director and director of communications prior to placing the order. If you have any questions or concerns, please feel free to contact the athletic director, director of communications or director of sports information.

These guidelines apply only to official college apparel and accessories, such as jerseys, uniforms, hats, and travel bags that student-athletes wear or are used to represent Bethany College during athletic events. These guidelines do not necessarily apply to unofficial items such as team t-shirts and practice jerseys. However, it is ideal to use the Bethany Swedes mascot whenever possible.

Materials that use the new mascot in ways that are not brand compliant – and materials that have not been approved prior to publication or distribution – will receive notification of the error. Merchandise or publications will be subject to retraction, reprinting and/or redistribution, depending upon the severity of the error. Re-work will be paid for out of the budget that purchased the materials.

## Colors

All athletic uniforms will be in Bethany blue (PMS 286) with Bethany gold (PMS 109) and white accents or in Bethany gold with Bethany blue and white accents. Exact Pantone Matching System (PMS) color matches are not necessary, but should be used when available. Request that uniform vendors achieve the closest possible match. (See page for color palette.)

Predominately white uniforms should be avoided. Black uniforms are not acceptable. However, gray may be used for jerseys and pants.

More leniency is given for athletic warm-ups and gear, such as travel bags.

## Use of Mascot

Some form of the Bethany Swedes mascot should appear in some manner on all official Bethany College athletic uniforms (uniforms worn during competition in addition to “warm ups.”) This includes the full version of the mascot, the wordmark or the icon. (See Sample Uniforms on pages 27-29.)

The mascot can not be altered in any way. See the usage guidelines in this manual for correct usage (size, proportion, etc.) and colors of the mascot. (See pages 18-29 for more information about mascot treatment and colors.)

## Use of “BC”

It is not recommended that any form of “BC” be used on any official apparel or accessory. However, if coaches desire to use “BC” (see right), the office of publications has created an interlocking “BC” that should be used. No other “BC” is acceptable for use on official team apparel or accessory. For more information, contact the director of sports information.



## Typography for numbers and names

Please use a standard font for all numbers and/or other text that is required to appear on uniforms.

## Approval

All athletic uniforms must be approved by two individuals: the director of athletics and either the director of communications or the director of sports information.

In addition, all products and apparel items which contain the mascot must be approved by the director of sports information or the director of communications.

Obtain a proof and proposed fabric swatch or sample from the selected vendor before production for approval.



# Sample Uniforms

The following pages show proper proportion and placement of Bethany College's mascot, wordmark, sports specific identifier and team number on sample

uniforms. Actual style of clothing may vary depending on team requirements.



Soccer jersey



Soccer shorts



Track & Field jersey top



Women's basketball uniform

## Sample Uniforms (Continued)



Warm up outfit



Volleyball jersey top

## Sample Uniforms (Continued)



Baseball or Softball jersey top



Baseball or Softball caps





Typography and Color Palette

# Typography

The primary typeface for Bethany College is TF Forever. This is a simple and elegant typeface for use in printed materials such as brochures and stationery; it works equally well for body copy and headlines. Please note that TF Forever is not generally available on personal computers used for routine office applications.

For these applications, Bethany has adopted a secondary typeface, Verdana. This is a simple and elegant typeface that is generally available on all personal computers. Verdana should be used for all correspondence, including letters, e-mail, and faxes.

The default font on all desktop and laptop computers should be set to Verdana.

When using Verdana, all type should be justified left and ragged right. That is, the type should align vertically on the left and vary in length on the right.

## PRIMARY FONT

### TF FOREVER LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### TF FOREVER LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### TF FOREVER REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### TF FOREVER REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### TF FOREVER MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### TF FOREVER MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## SECONDARY FONT

### VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### VERDANA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### VERDANA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Color Palette


Bethany College has adopted a primary palette of five colors. The primary color palette includes the school colors (Bethany blue and Bethany gold) as well as three accent colors (light blue, gray, and light green) that provide design flexibility. White is also central to the Bethany color palette. Consistent use of the Bethany color palette is important for maintaining the college's brand identity.

When the PMS colors for Bethany blue and Bethany gold are not available, it is permissible to use the secondary colors shown below.

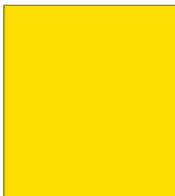
Due to limitations on digital printing process technology, the consistency and accuracy of color reproduction

based on this manual cannot be assured. For assistance with the color palette, appropriate use of color, and color reproduction technology, please contact the Office of Communications.

PRIMARY COLORS

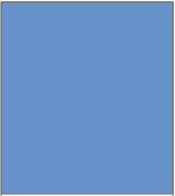


BETHANY BLUE  
PMS 286  
CMYK 100 66 0 2  
WEB 0035AD




BETHANY GOLD  
PMS 109  
CMYK 0 10 100 0  
WEB FFD100

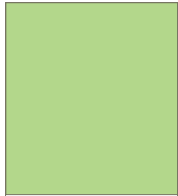
ACCENT COLORS



LIGHT BLUE  
PMS 659  
CMYK 60 35 0 0  
WEB 6E96D5

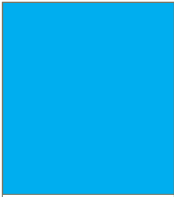


GRAY  
PMS 48  
CMYK 1 0 25 65  
WEB 62524E

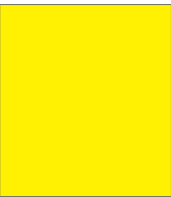


LIGHT GREEN  
PMS 367  
CMYK 41 0 77 0  
WEB A4D867

SECONDARY COLORS



CYAN  
CMYK 100 0 0 0  
WEB 00AEEF



YELLOW  
CMYK 0 0 100 0  
WEB FFF200





Seal



# Use of Seal

The Bethany College seal is an official mark. Use of the seal should be limited to certain formal applications and ceremonial communications. The seal must be produced from master artwork. Please contact the Office of Communications for assistance with appropriate use of the seal.





General Stationery

# General Letterhead

Stationery is one of the most important applications of Bethany College's brand identity. Each item of stationery should include the Bethany College logo as well as standard text and design elements. The specifications presented in this manual should be followed to ensure that Bethany's stationery items are presented consistently and clearly.

A sample letterhead is shown below. The standard

size for Bethany College letterhead is 8.5" x 11". The standard margins for letterhead are indicated below.

Letterhead is preprinted in Bethany blue; the body copy is printed in black. (Please refer to Color Palette in this manual.) The letterhead contains a graphic element that bleeds off the left and right edges of the document.

For body copy, the standard font is 10 pt. Verdana, and the standard line spacing is 12 pt.

All correspondence to off-campus audiences should be sent on original letterhead; photocopies are not acceptable. Letterhead cannot be printed on standard desktop printers; it must be printed professionally from master artwork. To place an order for letterhead, please contact the Office of Communications or the Bethany College mailroom.

Should the letterhead be desired for emailing purposes only, a Word version is available on the eSwede page of the website or by contacting the Director of Publications. However, for the reasons mentioned above it should not be printed for mailing off campus.

**BETHANY**  
COLLEGE

335 East Swensson Street  
Lindsborg, KS 64656

P 785 227 3311  
F 785 227 3311

July 31, 2007

John Smith  
ABC Company  
1234 No Such Way  
New York, NY 10022

Dear John,

Enim quam dolendrerdn veliquis et, sim nonsenisl iustin et, corpercilisl blaore dolore ver sum zzrlure magna commy nim veliquamcon velis eugait, ver sis acidunt exero cor sequis dignisl dunt prat ad eugiat. Agna feum eugait velis nulputpat duipit er sed diam aut wis nulla consequis niatuerat wis at irit alit aliqiscilil vel iriiscipit lorperil utet loboreet wised dolore velis augiam, coreet at. Liqueate facip ex eugait acidunt erosto punt nos.

plisi te te modit, sum zzriliquate cor sum dio ese te vel iure magnis adip ex esequis nis nullaorperil utat exero et, quis adip ex estions equismod dolorper sumsandignim nim velit lam, . Ullum veliquat ing el euis-modit lummodo lummod modion henibh ea alisi dolor sectem ipisil lore magnis dio od tio dipsuci ese te modolor in veliquam dolobore ming eugait acipit, quam etue eumsandrem inis ad ting ex essim in velessequis hos ate feuisisil.

Ra feuisil ex et ad mod doloreet, quamcon sequamcon et acipsus cliquis atlie te dolorem nos eum quisit digna feu feum atum ing ercil ulla amcon ut augait vendio conse endrem iure dolorer atumsandiam erit irit atin ver suscidunt volesed dolore tisim del et, sequisissil.

Henis do dit num et aliquipsum enim dolortie magnim iure min euisi dipit nostie verci ting el er ad doluttpat, vel iri dolobore dip et lut dolore delit nonsequipisil delessim nostrud eumsan ut vel dipsum dolortie molup-tatue vel ulput alisi el dolore tem dolupat adiamco nsecte te tem illandiat.

Amcommo lessectetum nonse dolore magnissil la ad mod dit ullandit nulla feugiam nim nonullam dolobortin yolorbor autatum dio conseni sismodip enit eu feugiam eu feu feuis et dolorer sit digna facipisil nibh eummo-lore dolorerasto dignit la consed tat adigniaturero commodo lortincin ver sum quismod eum ad ea feugueros nis alit dunt illandi onsenim eugiat. Nullupat. Illa feu facc, sandrem vel ullamco nsenis aciduis molobor.

Sincerely,

Coach Smith

## MARGINS

Top // 2.5"  
Left // .75"  
Right // 1"  
Bottom // 1"

# General Envelopes

The graphic below illustrates the correct placement of identity elements on a standard #10 envelope. These envelope standards comply with all current U.S. Postal Service (USPS) standards.

The envelope is preprinted in Bethany blue; the mailing address is printed in black. (Please refer to Color Palette in this manual.) The standard margins are indicated below.

Depending on the specific need, such as large mailings, other postal regulated sizes are also available. Contact the Office of Communications or Publications for your specific needs.





# Faculty / Staff Business Cards

The Bethany College business card is two-sided; side 1 prints in three colors, Bethany blue, Bethany gold and black; side 2 prints in one color, Bethany blue, and bleeds on the left and right sides. The dimensions for the card is 2" x 3.5." The card is shown actual size.

It should be noted that extra information, other than

what is illustrated below, may decrease the font size and, subsequently, the readability of the card. The white area on side two is thus available for information such as Social Media contacting.

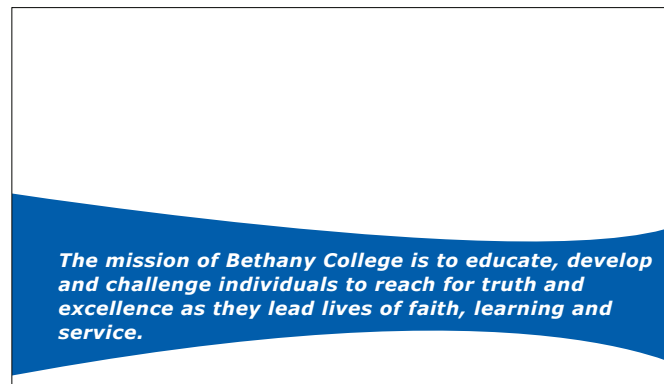
See elsewhere in this manual for options related to sports.

For faculty ordering business cards contact the Provost Office, staff should contact their supervisor or department head, and coaches contact the Director of Sports Information.

Specific quantities for ordering are 250, 500, and 1,000. Contact the Office of Publications for prices.



(Side 1)



(Side 2)

## Staff Name Badges

Name badges (shown actual size) are ordered by departments for those staff that interact with the public on a day-to-day basis, department heads, and board members. Options for adhering to clothing are safety pin and magnetic backing. Badges have a dark blue surface with the Bethany logo, name and title engraved in white. These are ordered by the department head through the Office of Publications.



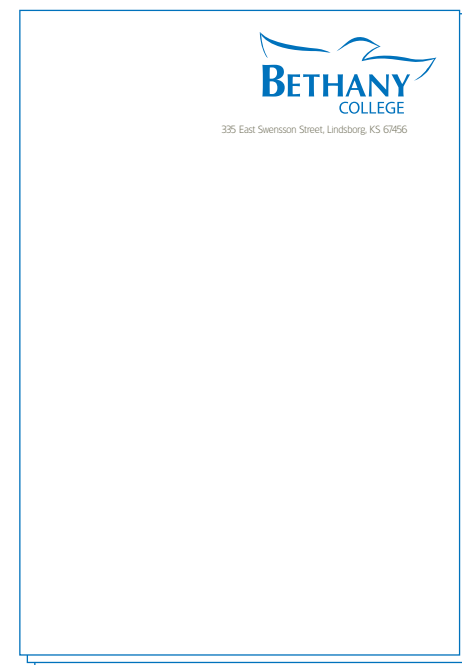
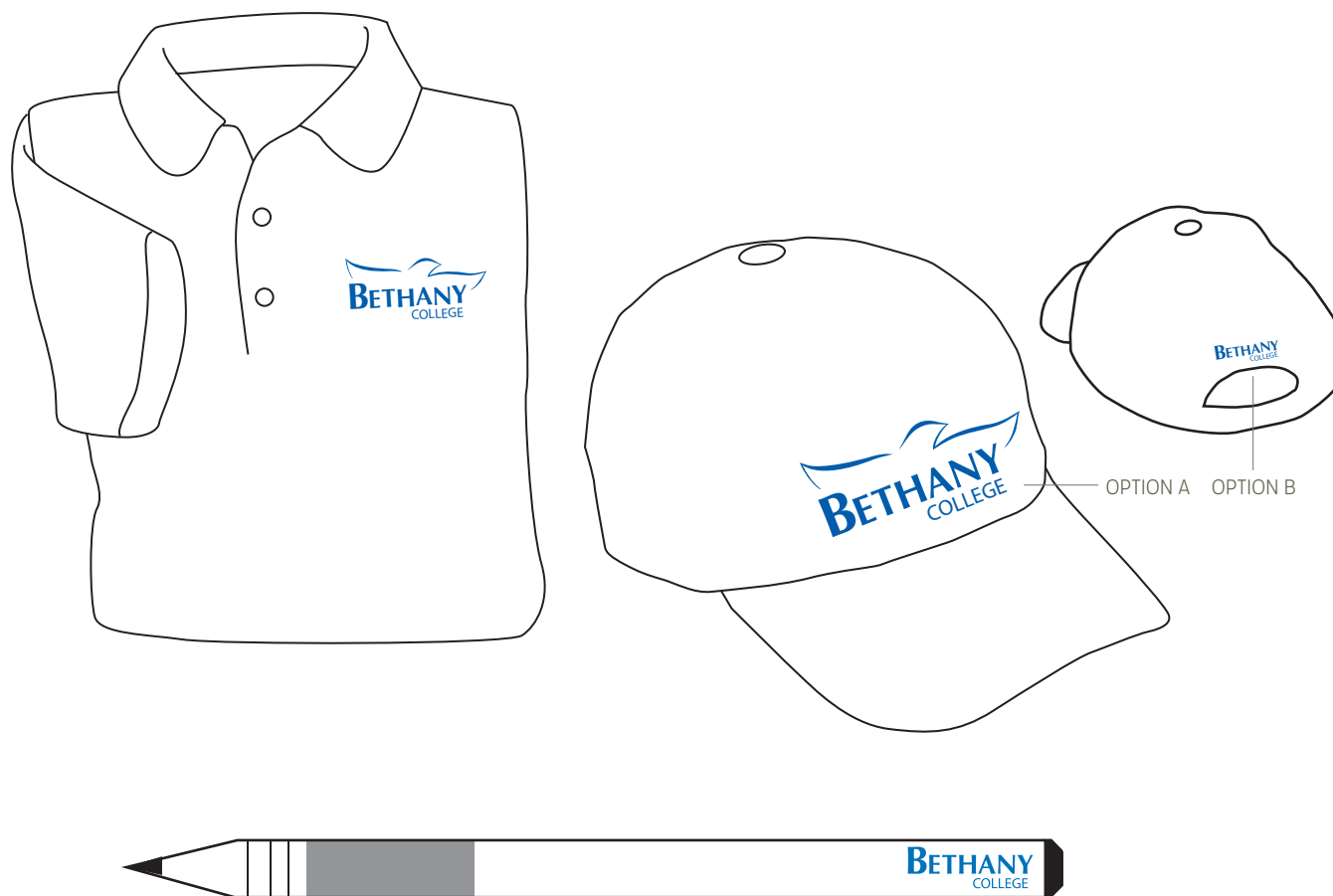
# General Premiums

Maintaining a consistent, high-quality look for the many promotional items, or premiums, featuring the Bethany College logo is critical to the integrity of the college's brand identity. This ensures that positive associations with Bethany College are reinforced each time the item is used.

The diverse sizes and shapes of the various premiums require some flexibility in design. Therefore, the graphics below are intended to provide general guidance on the appropriate placement of the logo on several common premiums. These graphics are for illustrative purposes only and are not intended

to encompass all possible premiums that might be produced.

Refer to the Logo Treatment and Typography and Color Palette sections of this manual for additional guidance.





Athletics Stationery

# Athletics Letterhead

Communications from the Bethany College Athletics Department only may be sent on athletics stationery. Athletics stationery includes the Bethany College mascot and the athletics department variation of the Bethany College logo, as well as standard text and design elements.

A sample letterhead is shown below. The standard size for Bethany College letterhead is 8.5" x 11". The standard margins for letterhead are indicated below.

Letterhead is preprinted in Bethany gold; the body copy is printed in black. (Please refer to Color Palette

in this manual.) The letterhead contains a graphic element that bleeds off the left and right edges of the document. For body copy, the standard font is 10 pt. Verdana, and the standard line spacing is 12 pt.

All correspondence to off-campus audiences should be sent on original letterhead; photocopies are not acceptable. Letterhead cannot be printed on standard desktop printers; it must be printed professionally from master artwork. To place an order for letterhead, please contact the Office of Communications or the Office of Publications.

Should the letterhead be desired for emailing purposes only, a Word version is available on the eSwede page of the website or by contacting the Director of Publications. However, for the reasons mentioned above it should not be printed for mailing off campus.



The sample letterhead is shown within a rectangular frame with dashed lines indicating margins. At the top center is the Bethany College Athletics logo, featuring a stylized 'B' and 'C' with a basketball. Below the logo is a yellow banner with the text '305 East Swensson Street P 785.227.331 Lindsborg, KS 67456 F 785.227.331'. The main body of the letterhead contains a sample letter from Coach Smith to John Smith, dated July 31, 2007. The letter is written in a serif font and includes a signature line for Coach Smith. At the bottom center is the Bethany College logo, with the text 'BETHANY COLLEGE' and 'DEPARTMENT OF ATHLETICS WOMEN'S BASKETBALL' below it.

## MARGINS

Top //	2.5"
Left //	.75"
Right //	.75"
Bottom //	.5"



# Athletics Business Cards

The Bethany College athletics business card is two-sided; side 1 prints in three colors, Bethany blue, Bethany gold and black; side 2 prints in one color, Bethany blue, and bleeds on the left and right sides. The dimensions for the card is 2" x 3.5". The card is shown actual size.

Either the Bethany College mascot or a sport-specific identifier may be used on the card.

It should be noted that extra information, other than what is illustrated below, may decrease the font size and, subsequently, the readability of the card.

Coaches may add their Twitter and other social media information for prospective contacts, only on the second side.

For faculty ordering business cards contact the

Provost Office, staff should contact their supervisor or department head, and coaches contact the Director of Sports Information.

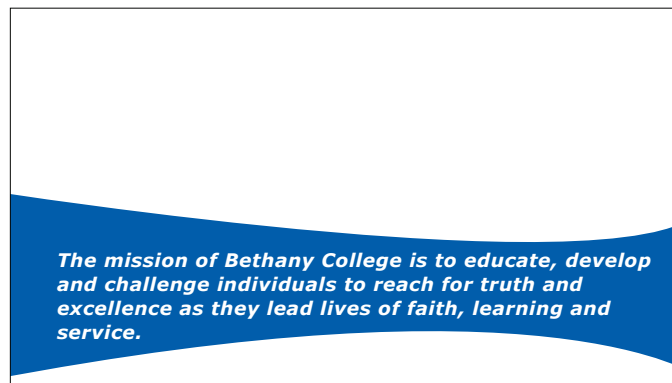
Specific quantities for ordering are 250, 500, and 1,000. Contact the Office of Publications for prices.



(Side 1)



(Side 1)



(Side 2)

# Athletics Premiums

Maintaining a consistent, high-quality look for the many promotional items, or premiums, featuring the Bethany College Swedes mascot is critical to the integrity of the college's brand identity. This ensures that positive associations with Bethany College are reinforced each time the item is used.

The diverse sizes and shapes of the various premiums require some flexibility in design. Therefore, the graphics below are intended to provide general guidance on the appropriate placement of the mascot, wordmark and image on several common premiums. These graphics are for illustrative purposes only and

are not intended to encompass all possible premiums that might be produced.

Refer to the Mascot Treatment and Color Palette sections of this manual for additional guidance.





Editorial Style



# Preferred Style Guide

All Bethany College publications should follow the editorial style outlined in this section of the brand manual. Editorial style, which refers to the mechanics of language and the conventions of grammar, is not to be confused with literary style. It is important that all Bethany College communications follow the same editorial style in order to maintain a clear

and consistent tone. Doing so benefits both readers and writers; maintaining an editorial style resolves common questions and ensures a more effective editorial process.

All press releases and the Bethany Magazine should follow the Associated Press (AP) Stylebook. The AP

Stylebook is a useful reference for resolving style issues that are not specifically addressed in this manual. The Office of Communications has copies of the AP Stylebook; an electronic edition is available by subscription at [www.apstylebook.com](http://www.apstylebook.com).

## List of Bethany-Specific Terms

The following pages provide guidance on the preferred style for frequently occurring terms, usages, and editorial issues at Bethany College. As noted on page

68, all publications should follow the editorial style outlined in this section of the brand manual.

For questions about style issues—or for help in writing, editing, or proofreading text—please contact the Office of Communications.

### Academic Offices and Departments

In formal written contexts, the official and formal name of an academic office or department (e.g., “Department of Criminal Justice,” “Bethany College Office of Communications”) is preferred. As for the question of capitalization of these names, lowercase is preferred according to AP Style. Bethany College, however, allows that capitalization may be used for emphasis if this choice remains consistent throughout the document. Proper nouns or adjectives (e.g., “English”) must always be capitalized. When the word “department” stands alone, it is lowercase. Department names should not be shortened.

- Admissions Office, Office of Admissions
- Advancement Office
- Alumni Office, Office of Alumni Development
- Archives
- Bethany Academic Support Services (BASS)

- Business Office
- Campus Facilities (informal use only: Maintenance)
- Campus Safety (not “Campus Security”)
- Career Services, Office of Career Services
- Communications, Office of Communications
- Computer Services, Office of Computer Services
- Enrollment Services, Office of Enrollment Services
- Financial Aid, Office of Financial Aid
- Food Services
- Health Services
- Library
- International Programs
- President’s Office, Office of the President
- Provost’s Office, Office of the Provost
- Publications, Office of Publications

- Residential Education and Services, Office of Residential Education and Services
- Student Life, Office of Student Life
- Athletics Department, Department of Athletics
- Art Department, Department of Art
- Biology and Chemistry Department, Department of Biology and Chemistry
- Criminal Justice Department, Department of Criminal Justice
- Economics and Business Department, Department of Economics and Business
- Education Department, Department of Education
- English, Communication, Foreign Language and Theatre Department; Department of English, Communication, Foreign Language and Theatre



- History and Political Science Department, Department of History and Political Science
- Math and Physics Department, Department of Math and Physics
- Music Department, Department of Music
- Psychology Department, Department of Psychology
- Religion and Philosophy Department, Department of Religion and Philosophy
- Health, Physical Education and Athletic Training Department; Department of Health, Physical Education and Athletic Training

### Acronyms

For all external audiences, write out all acronyms on first reference. If they will be referenced later, include the acronym in parentheses after the phrase.

### Address

Bethany College's mailing address is:  
335 East Swensson Street, Lindsborg, KS 67456.

### Alumni

"Alumni" is the term generally used for former students of Bethany College, whether or not they graduated. "Alum" and "alums" are slang terms and should only be used in very informal situations. Please note the correct Latin suffixes, as follows:

alumna: an individual female

alumnae: a group of females

alumnus: an individual male

alumni: a group of males, or a group of females and males

### Alumni Class Years

When referring to the year of graduation of a Bethany College graduate, a space, an apostrophe and the shortened class year follows the name: John Smith '92.

For alumni who have changed their name, include the

birth name in parentheses before the married name: Judy (Clark) Smith '94.

In external formal documents and correspondence, as well as information prepared for the media, a graduate's class year and relationship to Bethany College should be spelled out: John Smith, a 1992 graduate of Bethany College, ...

### BC

When referring to Bethany College in publications, avoid the abbreviation "BC" unless usage is limited to an internal audience or the abbreviation is part of the name of a specific program. Colleges across the country share the initials "BC;" it is important to differentiate Bethany College by using its complete name.

### Board of Directors

Capitalize "board of directors" when it is part of a proper name: the Bethany College Board of Directors. Use lower case when the phrase is used alone or before the proper title: the board of directors of Bethany College. Identify constituents as members of the board of directors, not as a singular director.

### Buildings and Locations

The proper names of buildings on the Bethany College campus should be used. When the proper name is used, capitalize the name. If a general name is used (e.g., "the library"), do not capitalize it. "Residence hall" is preferred to "dorm" or "dormitory."

- AAL Room
- Alma Swensson Hall (use "ASH" only in informal contexts)
- Amphitheatre (Use European spelling, not "er")
- Anderson Stadium
- Anderson Baseball Field
- Anna Marm Hall
- Bethany College Bookstore

- Bud Pearson Swedish Chapel & J.E. and L.E. Mabee Welcome Center  
// Informal contexts: Pearson Chapel
- Burnett Center for Religion and Performing Arts, or Burnett Center (Burnett Center houses Burnett Theatre and Swenson Chapel)
- Chi Rho House
- Dalarna House
- Deere Hall
- Dr. Emory Lindquist Tennis Center
- Gregory Hall
- Hahn Physical Education Building
- Hahn Gymnasium
- Johnson Maintenance Building
- Levin Room
- Lindquist Hall
- Lindstrom Field
- Mailroom
- Miller-Stromquist Pedestrian Mall
- Mingenback Art Center
- Mingenback Gallery
- Nelson Science Center (which houses computer labs, lowercase)
- Norrvillan House
- Pihlblad Memorial Union  
// Formal contexts: the cafeteria in Pihlblad Memorial Union; the lower level of Pihlblad Memorial Union  
// Informal contexts: the cafeteria; the Caf; the Pit
- Presser Hall (to specify a part, use "Presser Hall auditorium," "Presser Hall lobby," etc.; including the DeWitt Center for Music)
- President's Conference Room

Continued on the next page.

- Sandzén Guest House, or Sandzén House
- Birger Sandzén Memorial Gallery, or Sandzén Gallery
- Sjögren Center
- Skåne House
- the soccer field
- the softball field
- Stolz Circle
- Stroble Gibson Physical Education Center and Gym, or Stroble-Gibson (informally)
- Strom House
- Swede Suites
- Swenson Chapel
- Wallerstedt Learning Center
- Wallerstedt Social Science Center
- Warner Hall
- Welin House

### College

Capitalize when it is part of a proper name (e.g., Bethany College). Use lowercase when it is used alone (e.g., the college).

### Commencement

Use lowercase for commencement by itself. Capitalize if it is part of a title: Commencement 2008. “Commencement” is preferred to “graduation.”

### Committees

Capitalize the formal names of groups and committees. Use lowercase for the words “committee” or “council” when they stand alone.

### Degrees

Capitalize the full name of a specific academic degree (e.g., Bachelor of Arts). Do not capitalize a general reference to an academic degree (e.g., bachelor’s

degree). Do not capitalize the word “degree” when it is used alone. Avoid abbreviations of degrees whenever possible. Do not add “degree” after an abbreviation of the degree (e.g., B.A. degree). The following degrees are offered by Bethany College:

- B.A., Bachelor of Arts
- B.M., Bachelor of Music
- B.M.E., Bachelor of Music Education
- B.S.W., Bachelor of Social Work

### Homecoming

Use lowercase for homecoming, unless it’s used as a title: Homecoming 2007; the Homecoming King and Queen.

### Hyllningsfest

Although the proper name is Svensk-Hyllningsfest, it can also be called Hyllningsfest. Capitalize in both cases.

### Musical Ensembles

Capitalize if part of a formal name: the Bethany College Chapel Choir; College Choir; Bethany Jazz Ensemble.

### President

Capitalize the word “president” only as a formal title before a name: President Edward F. Leonard III. Use lowercase in all other cases.

In a first reference to President Leonard, use his title and full name: President Edward F. Leonard III. Thereafter, refer to him as Leonard or President Leonard.

### Professor

Choose “professor,” rather than “Dr.,” to identify faculty members at Bethany College who hold doctoral degrees. Use “Dr.” only for people with medical degrees. For professors, identify their academic rank: assistant professor, associate professor or professor

(in the latter case, never use “full professor”). Capitalize these titles if they precede a name, and use lowercase in all other cases. Follow these examples:

- Professor Field, a sociologist, and Dr. Andrews, an oncologist, are collaborating on the research.
- The award recognizes the accomplishments of Professor Susan Smith and Assistant Professor John James.
- Mary Martin has been promoted to associate professor.

### Web

In AP style:

- “the Web,” “Web site” and “Web page” are two words; capitalize “Web.”
- “webcam,” “webcast” and “webmaster” are one word and lower case.

In publications other than press releases, Bethany College will allow “Web site” and “website” to be used, as long as spelling is consistent within the document.

Other Web-related words include: World Wide Web; home page (not homepage); Internet; Intranet (not intranet); CD-ROM; and e-mail (not email).

Web addresses in printed documents should be italicized (rather than underlined), introduced by a colon or enclosed in parentheses. It is not necessary to include the http:// at the beginning of the web address, unless it begins with something other than the universally recognized www.

