Know our brand. **Benedictine University.**

**WHAT IS A BRAND?**

Our brand is not our logo, tagline, viewbook or advertisements.

Our brand is the image and aspirations of the institution.

Our brand lives in the minds of our key audiences — students, alumni, faculty, parents, donors and the community at large.

Our brand is the intangible sum of our attributes.

Through consistent communication over time, we will build recognition and meaning around our brand.

**CORE LOGO**

This is the core Benedictine University logo. It comes in two versions, horizontal and vertical. It can be used with or without our University tagline *Informing Today. Transforming Tomorrow.* and must always include the ® at the end.

**RIBBON AND BOX TREATMENT**

The University cross is a sacred symbol of Benedictine and is protected. The cross cannot be used on its own or without the protection of a ribbon/box. These are the ribbon and box treatments. If the University core logo doesn't work, you can use this option as long as the University's full name is typed on the same page in large letters.

**CORE AND SUB-BRAND SIGNATURES**

Core signature

![Benedictine University® College of Science](image)

Sub-brand signature

![College of Science Benedictine University](image)

Core and Sub-brand signatures are a way to brand the various services and departments on campus while keeping within the approved University brand. Signatures can be used in place of the core logo but should never be scaled to less than 1 and 1/2 inches wide.

**LOGOMARK GRID**

Yes, our logo has math behind it.

![Benedictine University](image)

The University logo uses a grid to ensure consistency. Secondary information constitutes service departments or colleges, and tertiary information includes subdepartments or entities. Requests for tertiary logos can be made to the Office of Marketing and Communications.

**THINGS TO AVOID WHEN IT COMES TO OUR LOGO AND SPIRIT MARK**

- Never separate the cross from the logo itself.
- Never use more than one cross per page.
- Never use the “B” spirit mark to replace the letter “B” in a word or to represent the word “be.”
- Never add additional graphic elements: drop shadow, outline, glow, dimension, etc.
- Never redraw or reproportion.
- Never alter the weight of the logotype.
- Never alter the box or ribbon treatment.
- Never use the logo against contrasted or complex backgrounds.
- Never reproduce the logo in a secondary color or font.
Know our brand. Benedictine University.

**B SPIRIT MARK**

The B spirit mark was developed as a universal graphic for all of Benedictine. The B can be used in the approved color combinations of red, black and white and must be accompanied by the University’s full name typeset nearby. No alterations or adornments can be added to the B without written approval by the Office of Marketing and Communications.

**UNIVERSITY SEAL**

The University seal is reserved for the Office of the President and formal high-level institutional purposes such as transcripts and diplomas. It should never be used on any other materials. Instead, use the B spirit mark.

**CORE UNIVERSITY FONTS**

If possible, communications for the University should utilize the core fonts for a consistent and cohesive presentation to the outside community.

- **Avenir**
- **Adobe Garamond Pro**
- **ITC Franklin Gothic** - secondary
- **Arial** - web display only

**PRO-NUN-SEE A-SHUN**

Pronouncing the University's name correctly is a part of keeping our brand strong.

’ ben-uh-dik-tin ’

“Teens” go to school here, but they aren’t a part of our name.

**Abbreviating the University’s name**: first reference should always be Benedictine University. References afterward should be Benedictine or BenU—never BU because we’re one of a kind.

**ATHLETIC MASCOT**

Ernie the Eagle is the Athletics mascot on the Lisle campus. Use is reserved for Athletics and recreational initiatives. Use of the Eagle logo is prohibited without written approval by the Department of Athletics or the Office of Marketing and Communications.

**COLOR PALETTE**

- **Primary**
  - PMS 200
  - Black
  - Cool Grey 10
  - Cool Grey 5
  - White

- **Secondary**
  - PMS 228
  - PMS 526
  - PMS 1595
  - PMS 357
  - PMS 123

  - PMS 540
  - PMS 390
  - PMS 299
  - PMS 4525