

# BETHEL UNIVERSITY BRAND GUIDELINES



**BETHEL**  
UNIVERSITY



**BETHEL UNIVERSITY**  
BRAND GUIDELINES

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OUR BRAND IS SO MUCH MORE  
THAN A LOGO, A TAGLINE, OR  
A SET OF COLORS. IT DEFINES  
WHO WE ARE, WHAT WE SAY, AND  
HOW WE ACT. IT'S HOW WE SEE  
OURSELVES, AND HOW WE WANT  
OTHER PEOPLE TO SEE US.

*THESE GUIDELINES will help you  
learn more about our brand, and will  
show you how to reinforce it with every  
communication you create.*



## MISSION

Boldly informed and motivated by the Christian faith, Bethel educates and energizes men and women for excellence in leadership, scholarship, and service. We prepare graduates to serve in strategic capacities to renew minds, live out biblical truth, transform culture, and advance the gospel.

## OUR FOUNDATION



## VISION

Bethel will be the Christ-centered university of choice for this century.

Rooted in faith. Committed to excellence. Bethel will become the leader in Christian higher education by building stronger communities, equipping confident leaders and gracious servants, and preparing passionate world-changers. Through our thoughts, words, and actions, we'll demonstrate what it means for a university to be centered on Jesus Christ.

## OUR FOUNDATION





## VALUES

**WE ARE CHRIST-FOLLOWERS**—orthodox, conversionist, and evangelical, rooted in the authority of Scripture.

**WE ARE CHARACTER-BUILDERS**—concerned with personal and spiritual formation, and therefore committed to the development of whole and holy persons.

**WE ARE TRUTH-SEEKERS**—recognizing that all truth has its source in God as revealed in creation and Scripture and personified in Christ.

**WE ARE LEARNERS**—committed to academic excellence within a community characterized by teaching, scholarship, and service.

**WE ARE RECONCILERS**—honoring the worth and dignity of people from all races and purposely seeking to create a community that reflects the diversity of the Body of Christ.

**WE ARE SALT AND LIGHT**—relating to the world and society in culturally relevant ways, while being informed by our pietistic, denominational heritage and characterized by an irenic spirit.

**WE ARE WORLD-CHANGERS**—driven to prepare graduates who will shape and change the world through exemplary leadership in the church and throughout society.

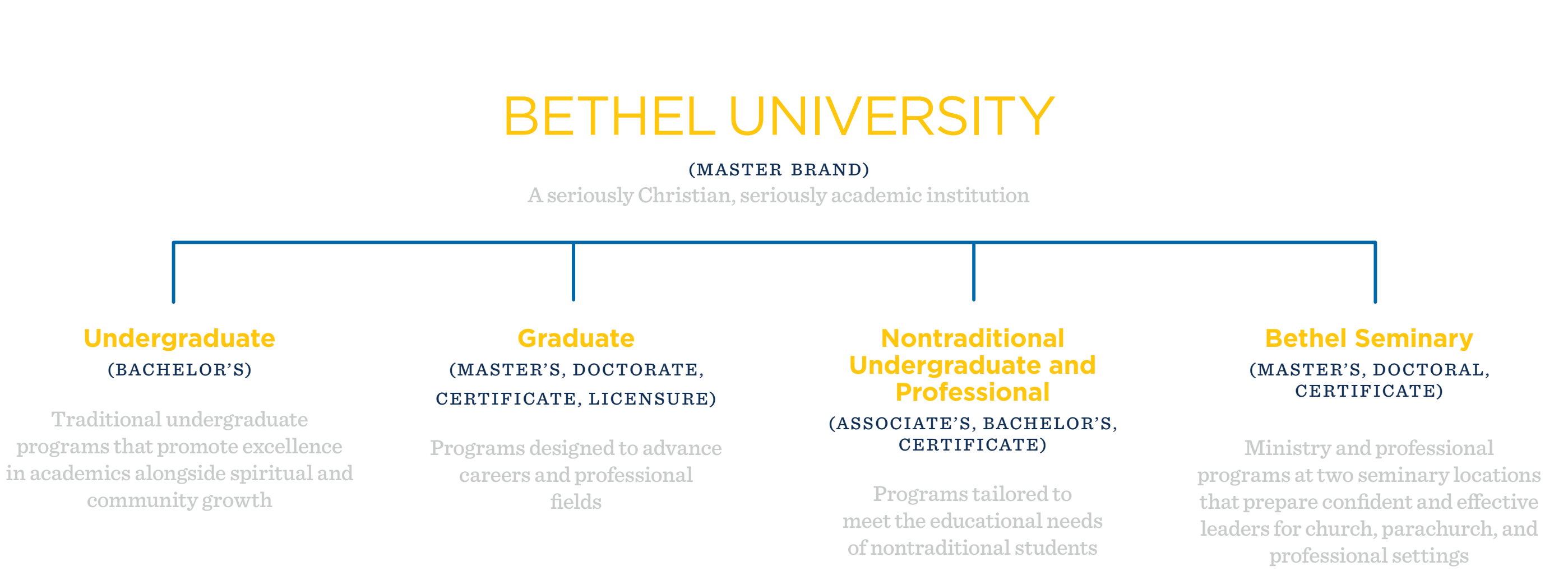
## OUR FOUNDATION





# BRAND ARCHITECTURE

The brand architecture defines how the components of the university fit together. It gives hierarchy to the story, defines the role of the brand in each entity, and guides the visual and verbal language for the master brand and sub-brands.





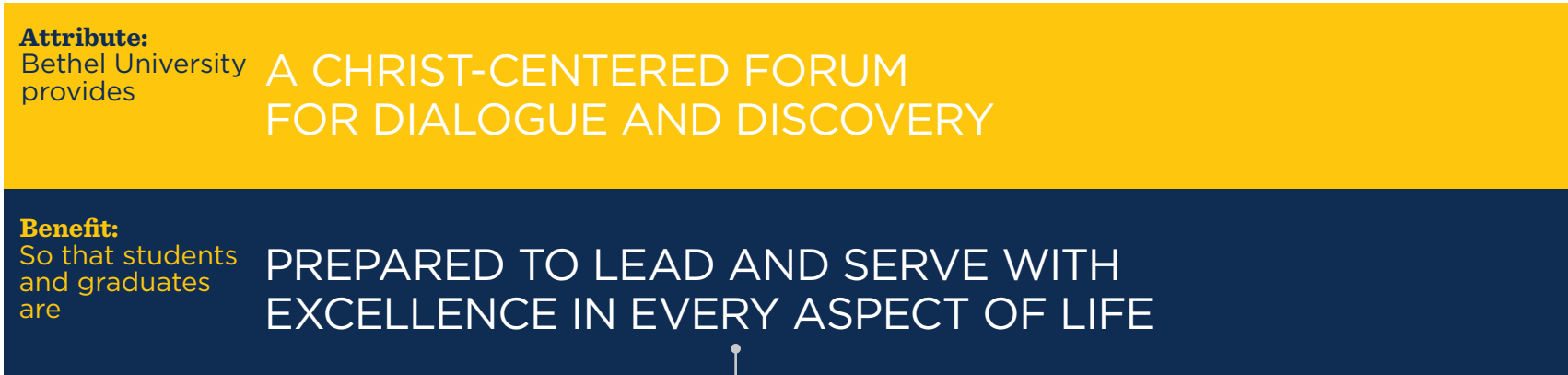
# MESSAGING AND VOICE

WE HAVE A LOT OF IMPORTANT THINGS TO SAY.  
WHEN WE ALL SAY THEM IN THE SAME WAY,  
OUR STORY HAS MORE IMPACT, AND OUR  
AUDIENCE CAN BETTER CONNECT WITH  
OUR BRAND. AND WHEN WE ORGANIZE OUR  
COMMUNICATIONS SO THE BIG IDEAS REALLY  
STAND OUT, IT MAKES OUR MESSAGE CLEAR,  
CONCISE, AND POWERFUL.



# MESSAGING MAP

This map is a helpful tool for organizing and prioritizing our messages. Remember to communicate an attribute and a benefit when possible so the audience can easily get the information they need and understand why it matters to them.



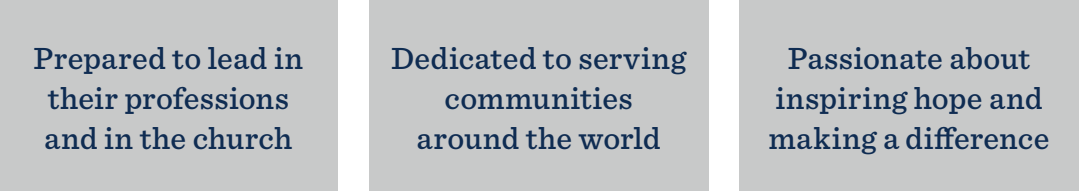
This is the core of our messaging map. Together our core attributes and core benefit create our core message, as seen below. The rest of the messaging map is made up of supporting attributes and benefits that help to craft messaging on many levels.

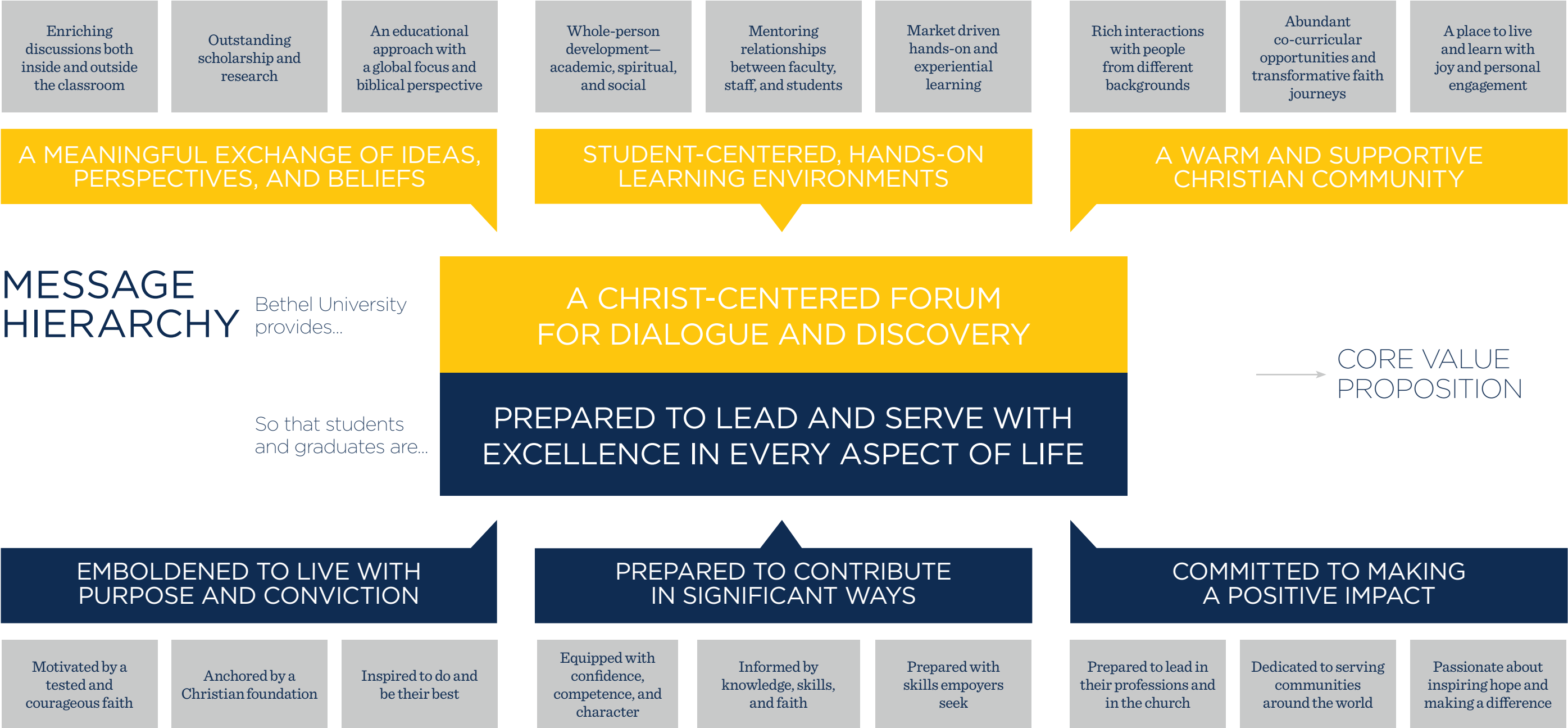
BETHEL UNIVERSITY PROVIDES A CHRIST-CENTERED FORUM FOR DIALOGUE AND DISCOVERY, SO THAT STUDENTS AND GRADUATES ARE PREPARED TO LEAD AND SERVE WITH EXCELLENCE IN EVERY ASPECT OF LIFE.

These are features. They add credibility to the supporting message. They are meant to be the most flexible elements of the message.



These are supporting attributes (yellow) and benefits (blue). Use them to craft deeper messaging that supports the core.







# BRAND POSITION

This statement holistically defines Bethel University as an institution. Use it as a reference point for any high-level communication that introduces an audience to Bethel for the first time—like in an admissions viewbook, on the university’s website, or at special events. The statement can be used verbatim for internal or external audiences.

AT BETHEL  
UNIVERSITY,  
EXCELLENCE  
IS ABOUT  
SOMETHING  
MORE.

It’s about being gracious servants, compassionate friends, and diligent scholars who are confident in our abilities and humble in our faith.

It’s about finding a place within a community of people who challenge each other just as much as they support each other.

It’s about taking everything we believe and infusing it into everything we do—whether we’re sitting behind a desk, standing in front of a congregation, leading in a conference room, or caring for a patient in the operating room.

It’s accomplishing incredible things—in our careers, in our communities, and in our world. Because here, excellence isn’t a destination. It’s a commitment to Christ. It’s a calling to serve. It’s an evolving process that compels us to reach further, push harder, and get even closer to realizing a true, meaningful purpose—together.



## BRAND PLATFORM

AT BETHEL UNIVERSITY, WE'RE COMMITTED TO EXCELLENCE. BUT HERE, EXCELLENCE MEANS SOMETHING MORE. IT MEANS TAKING OUR FAITH IN CHRIST AND INTEGRATING IT INTO EVERYTHING WE LEARN, INTO EVERYTHING WE DO, SO WE CAN ACCOMPLISH INCREDIBLE THINGS—IN OUR CAREERS, IN OUR COMMUNITIES, AND IN OUR WORLD.



# PERSONALITY

Just like a person, our brand has a set of characteristics that come through in what we say and do. These characteristics show people who we are and what we stand for, and give us a filter to use when we express the Bethel University voice. There are two sides to our personality:

HOW WE WANT PEOPLE  
TO THINK ABOUT BETHEL

COMMITTED

ANCHORED AND ROOTED, CHOOSING  
ACTIONS PURPOSEFULLY

INTELLIGENT

CURIOUS, BRIGHT, AND ALWAYS LEARNING

MOTIVATED

TAKING SMART STEPS FORWARD  
AND RAISING THE BAR

HOW WE WANT PEOPLE  
TO FEEL ABOUT BETHEL

INVITING

EMBODYING A COMMUNITY SPIRIT

SPIRITED

COURAGEOUS, LIVELY,  
AND ENTHUSIASTIC

INSPIRING

CALLING INDIVIDUALS TO DO  
AND BE THEIR BEST

# WE ARE NOT

ARROGANT

WE'RE PROUD OF OUR ACCOMPLISHMENTS, BUT WE  
ALWAYS MAINTAIN A SENSE OF HUMILITY.

SELF-RIGHTEOUS

WE STAND FIRM IN OUR CONVICTIONS,  
BUT WE ALWAYS LISTEN TO OTHER VIEWPOINTS, TOO.

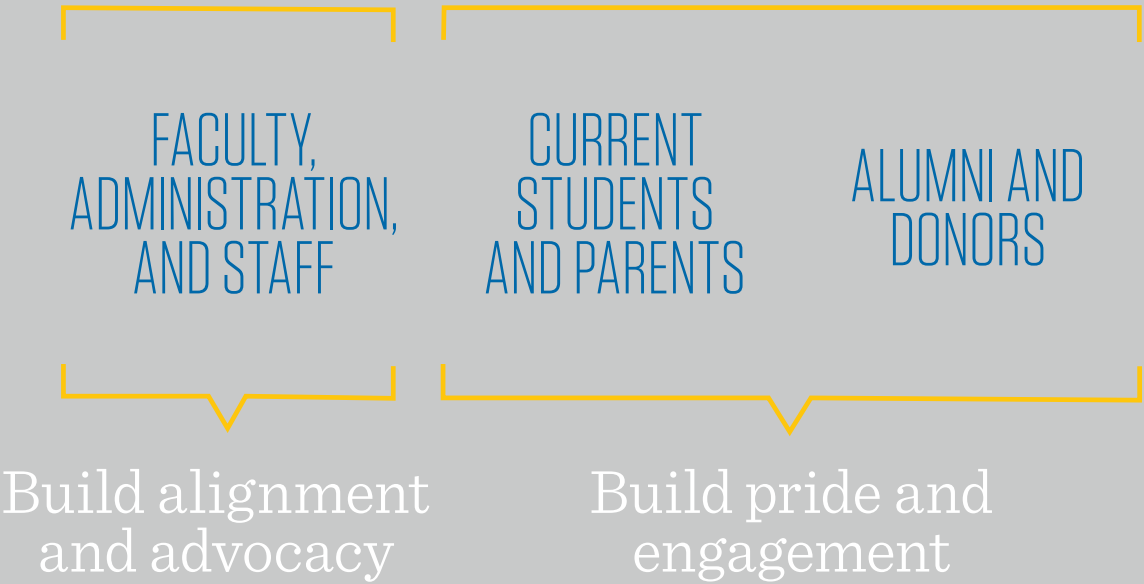
COMPLEX

WE COMMUNICATE IN THE SIMPLEST OF TERMS,  
AND DON'T USE CONFUSING JARGON.

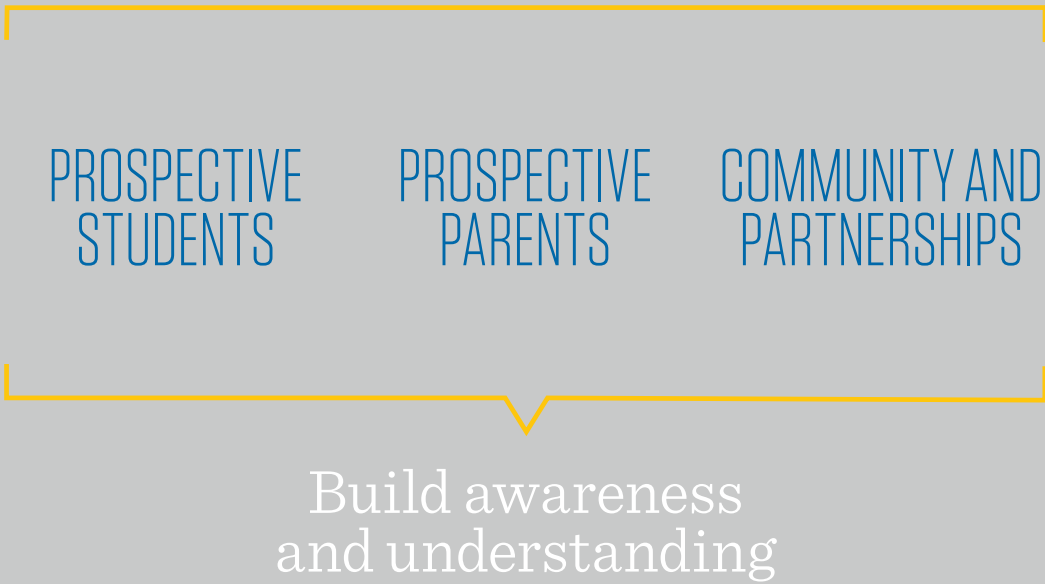
# AUDIENCES

While it’s important to keep our brand consistent, our messages are more effective and engaging when we understand our different audiences and tailor our content to their needs. Here’s a brief overview of our audience segments and what matters to each of them.

## INTERNAL AUDIENCES



## EXTERNAL AUDIENCES





# CRAFTING CONTENT

A brand can be a tough thing to express through written communication. To make things easier, we’ve developed a list of things to keep in mind as you write.

## 1. LIMIT THE JARGON.

Even though your audience may be familiar with insider terms, it’s perfectly okay to speak to them with everyday, conversational language.

**FOR EXAMPLE:**

**INSTEAD OF SAYING:** “Our CAPS/GS program offers advanced degrees and certificates in a broad range of growing career fields.”

**SAY:** “With degrees and certificates in high-growth fields like education, nursing, and business, our Graduate School makes it easier to get a job—or advance the one you already have.”

## 2. KEEP THE READER IN MIND.

Don’t just list out a series of attributes. Think about why the reader should care, and tell them what’s in it for them.

**FOR EXAMPLE:**

**INSTEAD OF SAYING:** “Check out the Bethel MBA.”

**SAY:** “Strengthen your career with a Bethel MBA.”

## 3. MAKE EXCELLENCE MORE MEANINGFUL.

Here, excellence is never expressed in a singular notion. We look at excellence from a holistic point of view: how multiple people, attributes, and ideas can come together to create something even greater. Think of it as “above and beyond excellence”—the normal definition of excellence is never good enough for us.

There are three structures we use when we talk about excellence:

Excellence means\_\_\_\_\_

Excellence is about more than\_\_\_\_\_

Excellence isn’t just \_\_\_\_\_. It’s \_\_\_\_\_.

When you’re deciding which structure to use, consider the medium and the space you have to work with—a smaller space might mean that you need to use a shorter structure.

**FOR EXAMPLE:**

**INSTEAD OF SAYING:** “Excellence is about being one of the top universities in the Midwest.”

**SAY:** “Excellence isn’t just about being one of the top universities in the Midwest. It’s being gracious servants, compassionate friends, and diligent scholars who are confident in our abilities and humble in our faith.”

## 4. BE PURPOSEFUL.

Make sure everything you communicate has a clear meaning and purpose—don’t just say something for the sake of saying it. Similarly, think about the purpose of a message in a larger context: Sure, it may be great at face value, but is there a deeper meaning?

**FOR EXAMPLE:**

**INSTEAD OF SAYING:** “Find a greater sense of purpose at Bethel University.”

**SAY:** “At Bethel University, you’ll work together with others toward a meaningful purpose, so you won’t just make a difference in your life—you’ll make a difference in their lives, too.”

## 5. CONVEY A SENSE OF ACTION.

Try to keep the voice active—especially in headlines. Words that end in “-ing” and phrases with the word “can” sound passive and unsure, and we want our brand to be as confident and direct as possible.

**FOR EXAMPLE:**

**INSTEAD OF SAYING:** “Bethel Seminary can prepare you for a lifetime of serving God, your community, and your congregation.”

**SAY:** “Prepare for a lifetime of service to God, your community, and your congregation. Start at Bethel Seminary.”

# BETHEL STYLE TIPS

## ACADEMIC DEGREES

Cap full official degree name (M.A. in Organizational Leadership) but lowercase informal references (master’s degree). Note that the seminary’s Master of Arts in Theological Studies has unique parentheses: Master of Arts (Theological Studies) or M.A.(T.S.)

## ACRONYMS

Always spell out full name first with acronym in parentheses, then use acronym alone. Example: College of Arts & Sciences (CAS) first, then CAS in future references

## ALUMNI

alum—singular, male or female, informal use; alumna—singular, female; alumnae—plural, female; alumni—plural, male and mixed groups; alumnus—singular, male

When referring to Bethel alumni, follow their name with their grad year:  
CAS            John Smith ’98  
Seminary    John Smith S’98  
CAPS/GS    John Smith CAPS’98 or  
                 John Smith GS’98  
Multiple degrees    John Smith ’98, S’06

## AMPERSANDS

Only use when part of an official name: College of Arts & Sciences

## COMMAS

Bethel style uses serial commas: “We offer rigorous academics, supportive community, and flexible scheduling.”

## DEITY

Pronouns related to deity should be capitalized: “For God so loved the world that He gave His only Son...” Exception: any direct quote from Scripture in which the pronoun is not capitalized in the text

## ITALICS

Use italics for titles of books, magazines, and newspapers; pamphlets and booklets; movies and plays; paintings and sculpture; long musical compositions (operas, oratorios, etc.); individual audio and video recordings; and computer programs.

## NAMES

- Identify students and alumni by their full name and grad year (Joe Johnson ’17, Mary Smith ’94). For students, mention their hometown and major. For alums, mention their degree/major, where they live now, and their current vocation.
- Schools, churches, or businesses should be identified by their full name followed by the city and state of their location (“Will Johnson S’12 serves at Wooddale Church, Eden Prairie, Minnesota.”)
- First mention of a person should include full name; subsequent mentions use last name only.

## NUMBERS

- In print, spell out one to nine; use numerals for 10 and up. On the web, use numerals for ALL numbers. In print or web, spell out numbers that begin a sentence (“Eighty-five students attended the event.”)
- Use the percent symbol unless the percent is starting a sentence.

## PHONE NUMBERS

Use periods: 612.338.4125

## QUOTATION MARKS

Use quote marks to identify magazine articles; book chapters; names of radio and TV programs; titles of songs, sermons, and poems.

## SAYS

Keep attributions present tense when possible: “She says,” not “she said.”

## SCRIPTURE REFERENCES

Most Scripture quotes are followed by a reference. Note format and punctuation in example. If the Bible version is other than NIV, include it. Example: The shortest verse in the Bible is “Jesus wept” (John 11:35), or “Then Jesus wept” (John 11:35, NLT).

## STATES

Spell out states in text per AP style.

## TIME

- Use only the hour (5 p.m., not 5:00 p.m.). Use a.m. and p.m. (lowercase with periods).
- Use “noon” and “midnight” rather than “12 p.m.” or “12 a.m.”

## TITLES

- Identify faculty and staff by their full official titles (use Cascade or see catalog).
- Job titles: Capitalize titles that come before a name (Professor of History John Smith); lowercase titles after a name (John Smith, professor of history) or standing alone in body copy (“The new position will report to the director of financial aid.”)
- Academic titles: Avoid using “Dr.” before a name; when necessary, add the degree following the name (John Smith, Ph.D.) although generally avoid it.

## URLs

Generally, bold URLs in print (use editorial discretion) and do not use punctuation after them. Use www unless the URL contains a backslash and location. Example: www.bethel.edu but bethel.edu/athletics

## DICTIONARY

Bible  
biblical  
Chapel  
Christ-follower  
church (lowercase unless part of a name, like “Calvary Baptist Church”)  
died (not “passed away” or “passed”)  
godly  
gospel (lowercase except when referring to a specific gospel: “the Gospel of John”)  
Homecoming  
interim  
kingdom  
preprofessional  
Scripture, Scriptures  
theatre  
website  
Word (capitalize when referring to God’s Word or Jesus as the Word)



LOGO

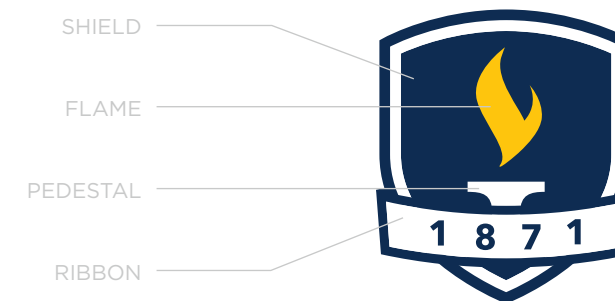
# INTRODUCTION

Because our logo represents us at the very highest level, it is vitally important. Together, the wordmark and the crest act as a signature, an identifier, and a stamp of quality.

To maintain consistency and professionalism as we use our logo, follow the few simple guidelines in this section.

## PRIMARY LOGO

Our primary logo is used for most applications and contains two basic elements: the wordmark and the crest. They should never be separated or adjusted. Contact the Office of Marketing and Communications to request digital files for the logo.



### THE CREST

The crest is a crucial aspect of the Bethel logo, illustrating our integration of faith and academics. The crest consists of three elements: the flame and pedestal, representing our commitment to faith and knowledge; the shield, standing for academic excellence; and the ribbon, signifying Bethel's long history as an institute of higher education.

There are rare instances where it is appropriate for the crest to be used as a stand-alone element representing Bethel University. Contact the Office of Marketing and Communications to discuss before using the crest solo.



COLOR

The primary logo should appear only in the colors and combinations shown here.



PANTONE 295 + PANTONE 7548

**FULL-COLOR**  
The full-color logo is the most common version, consisting of the primary Bethel colors. If printing restrictions are an issue, use the simpler one-color version.

**ONE-COLOR**  
One-color versions of the logo should be used only if printing restrictions demand it.

**REVERSED**  
When placing the logo on a colored background, it should be reversed out in one of the ways shown at right.



FULL-COLOR: ON PANTONE 7548



FULL-COLOR: REVERSED OUT OF PANTONE 2945



ONE-COLOR: PANTONE 295



ONE-COLOR: REVERSED OUT OF PANTONE 295



ONE-COLOR: BLACK



ONE-COLOR: REVERSED OUT OF BLACK



BRAND GUIDELINES | PROPER USE OVER PHOTOGRAPHY

 **BETHEL**  
UNIVERSITY







## LOGO SIZE

The logo should not be reproduced at widths smaller than 2.25 inches. (On limited occasions, a logo might need to be reduced to 1.75 inches, i.e., in the return address on a postcard, but it should never be reduced to less than 1.75 inches in width.) There is no maximum size limit, but use discretion when sizing the logo. It should never be the dominant element on the page; instead it should live comfortably and clearly as an identifying mark.

## CLEAR SPACE

Maintain proper clear space around the logo. That way, it's legible and has room to breathe. Use the height of the capital "B" from the logo as a measuring tool for proper clearance. Photos, text, and graphic elements must follow this guideline.

The illustration below shows how to place the logo in a layout.



# UNACCEPTABLE USES

Here are a few examples of practices to avoid.



Do not rearrange the logo elements.



Do not place the logo on a slant.



Do not use other graphic elements in place of the crest.



Do not use drop shadows with the logo.



Do not lock up any other elements with the logo.



Do not mix alternate colors with the logo.



Do not place the logo over busy areas of a photograph.



Do not crop the logo.



Do not change the font or recreate the logo for any reason.



Do not remove the crest from the logo.



Do not place the logo over busy patterns.



Do not stretch or compress the logo.



# ALTERNATE LOGOS

The alternate logos are only for special applications where space is limited, such as the web, vehicle graphics, and signs. They should not replace the primary logo on any printed materials. Contact the Office of Marketing and Communications to request the digital file and to get approval for usage.

VERTICAL LOGO



SUPER HORIZONTAL LOGO



# SEMINARY LOGO

Bethel Seminary has its own logo, which reflects its unique position within the university. This logo is approved for use on business cards, stationery, advertising, collateral pieces, and signage.

PRIMARY LOGO — HORIZONTAL



VERTICAL LOGO



SUPER HORIZONTAL LOGO



# SUB-BRAND LOCKUPS

Consistency is key when building an identity system and for overall brand recognition. Each official sub-brand should use only the approved and supplied version of its lockup. To maintain uniformity, individual marks unique to each sub-brand are not permitted.



Example of single-line school or department with primary horizontal logo



Example of double-line school or department with primary horizontal logo

MINIMUM SIZE



3.75"



BETHEL  
UNIVERSITY

Libraries

Example of single-line school or department with vertical logo



BETHEL  
UNIVERSITY

Department of  
Education

Example of double-line school or department with vertical logo

MINIMUM SIZE



BETHEL  
UNIVERSITY

Libraries

1.75"

MINIMUM SIZE



BETHEL  
UNIVERSITY

Department of  
Education

1.75"



# OFFICIAL SEAL

The Bethel University official seal should appear only on official Bethel University documents and print materials. When printed conventionally, it should be reproduced in black, PMS 295, or metallic gold foil, or used as a background graphic at no more than 15% of the solid color. It also may be embossed or blind-embossed in certain instances.

Avoid using the Bethel University seal for purposes other than official, cross-institutional purposes. The seal is not a logo and should never be substituted for the Bethel University logo.

## ACCEPTABLE USE

Examples of acceptable use include the Covenant for Life Together, commencement materials, and the background on official documentation (such as checks, receipts, and diplomas).

## UNACCEPTABLE USE

Do not use the seal for folders, vehicles, signs, napkins, displays, flyers, collateral brochures, advertising, or other similar applications.

Contact Bethel’s Office of Marketing and Communications with specific questions or to request a digital art file.



# BUILDING SIGNAGE

Building signage is another great opportunity to reinforce the brand. Use the guidelines in this section when creating signage throughout campus.

SAMPLE USE



CREATING SIGNAGE

For campus signage, always use Gotham medium in upper and lower case, in addition to the logo. If possible, the signage should follow the guideline of the sub-brand lockups. Positioning of building or department name might vary depending on space and shape of signage area.



SAMPLE USE





TYPOGRAPHY

Aa Aa A

**Typography is one of the easiest and most essential ways to create a consistent visual voice for our brand.** If you need to obtain these font files or have any other general questions, please contact the Office of Marketing and Communications.

# OUR TYPOGRAPHY

The Bethel brand uses the three typefaces shown below. For consistency, it's important to use these typefaces for all Bethel marketing and communication efforts. There are rare instances to stray, such as a promotional event.

PRIMARY

**Gotham**

SECONDARY

Sentinel

DISPLAY

TUNGSTEN



# GOTHAM

Gotham is a broad type family that allows for great flexibility. We use Gotham for most of our headlines, especially when we’re communicating from the master brand perspective. It can be used for introductory style copy as well as short captions. See the examples in the last section of this document for sample uses.

**WHERE TO FIND IT**

If you work for Marketing and Communications, the font is available internally. Other Bethel employees can purchase a license for the full font family at [www.typography.com](http://www.typography.com).

**WEB FONT OPTIONS**

Gotham is available as a desktop and web font at [www.typography.com](http://www.typography.com).

**GENERIC DEFAULT FONT**

When Gotham is not available, use Helvetica or Arial instead.

**GOTHAM EXTRA LIGHT**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

**GOTHAM MEDIUM**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

**GOTHAM LIGHT**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

**GOTHAM BOLD**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

**GOTHAM BOOK**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

**GOTHAM BLACK**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

# Sentinel

Sentinel is primarily used for body copy. It can also be used for subheads, for introductory style copy, and for mixing with other fonts in a typographic lockup, as shown in the graphic elements section of this document. It should not be used alone for headlines.

**WHERE TO FIND IT**

If you work for Marketing and Communications, the font is available internally.

Other Bethel employees can purchase a license for the full font family at [www.typography.com](http://www.typography.com).

**WEB FONT OPTIONS**

Sentinel is available as a desktop and web font on [www.typography.com](http://www.typography.com).

**GENERIC DEFAULT FONT**

When Sentinel is not available, use Georgia instead.

**SENTINEL LIGHT**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890

**SENTINEL BOOK**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890

**SENTINEL MEDIUM**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890

**SENTINEL SEMIBOLD**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890

**SENTINEL BOLD**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890

# TUNGSTEN

Tungsten is available in a variety of weights from thin to black, but we only use a few weights in our materials. Even though this font comes in upper and lowercase, we also only use the uppercase letters, and it is reserved for display purposes and never used as body copy. It can be mixed with Gotham to create points of emphasis, but we should be sensitive when applying it on certain materials like highway billboards and at small sizes.

**WHERE TO FIND IT**

If you work for Marketing and Communications, the font is available internally. Other Bethel employees can purchase a license for the full font family at [www.typography.com](http://www.typography.com).

**WEB FONT OPTIONS**

Tungsten is available as a desktop and web font at [www.typography.com](http://www.typography.com).

**GENERIC DEFAULT FONT**

There is no generic version of Tungsten. Use Helvetica as a default. Or you can get a free download of Ostrich Sans Rounded at [www.fontsquirrel.com](http://www.fontsquirrel.com).

**TUNGSTEN LIGHT** (PREFERRED)

ABCDEFGHIJK  
LMNOPQRS  
TUVWXYZ  
1234567890

**TUNGSTEN EXTRA LIGHT**

ABCDEFGHIJK  
LMNOPQRS  
TUVWXYZ  
1234567890

**TUNGSTEN BOOK**

ABCDEFGHIJK  
LMNOPQRS  
TUVWXYZ  
1234567890





This set of colors should become recognizable as distinct to Bethel University.

Consistent use of this palette will ensure a cohesive expression of the Bethel brand. Our palette was selected from the Pantone Matching System (PMS), the printing industry standard. Four-color process values and digital color mixes were derived from the PMS colors. More information about these colors appear on the following pages.

# OUR COLORS

Our colors are grouped into two sets as shown below. This section of the document will define them and show how to use them properly.

## PRIMARY PALETTE



## SECONDARY PALETTE



## COOL AND WARM NEUTRALS



## COLOR CONSISTENCY

To help improve color management and consistency for all design software, use the following color settings: North America Prepress 2 (Adobe RGB, U.S. Web coated SWOP 2 CMYK). When printing, sometimes colors that are set as spot or RGB will print less accurately than if they are set to process CMYK. Unfortunately, maintaining color consistency in-house can be difficult. The best way to check color is with a Pantone PMS color swatch book. Swatch books from the Pantone “Color Bridge” system are a great reference that includes both spot and process builds.



# PRIMARY PALETTE

The primary palette, made up of our core blues and yellow, should appear in all designs and communications at some level. For print pieces, reproduce them in spot colors whenever possible to retain their integrity. Screen tints should be used only on rare occasions.

## COATED PAPER

PMS 295 C  
CMYK 100 84 36 38  
**DIGITAL**  
RGB 0 40 86  
#0F2C52

## UNCOATED PAPER

PMS 295 U  
CMYK 100 84 36 38

PMS 2945 C  
CMYK 100 45 0 14  
**DIGITAL**  
RGB 0 105 170  
#0069AA

PMS 300 U  
CMYK 91.77 55.21 0.47 0

PMS 7548 C  
CMYK 0 23 100 0  
**DIGITAL**  
RGB 255 199 0  
#FFC600

PMS 7548 U  
CMYK 0 23 100 0

# SECONDARY PALETTE

The secondary palette supports the primary palette and gives our brand a greater visual flexibility. These colors should never replace the primary palette in designs and communications.

# NEUTRAL PALETTE

The neutral palette offers quiet colors to be used in conjunction with the primary palette. These colors serve to enhance the primary palette, and provide a backdrop that allows our primary colors to take center stage. These colors should also never replace the primary palette in designs and communications.

COATED PAPER

PMS 284 C  
CMYK 55 19 0 0  
**DIGITAL**  
RGB 108 173 223  
#6CAEDF

PMS 7412 C  
CMYK 2 58 96 10  
**DIGITAL**  
RGB 211 130 53  
#D38235

PMS 3155 C  
CMYK 100 0 24 38  
**DIGITAL**  
RGB 0 120 138  
#00788A

PMS 229 C  
CMYK 0 100 15 60  
**DIGITAL**  
RGB 122 0 60  
#7A003C

PMS 7495 C  
CMYK 42 5 98 29  
**DIGITAL**  
RGB 143 153 62  
#8F993E

PMS COOL GRAY 3 C  
CMYK 8 5 7 16  
**DIGITAL**  
RGB 200 201 199  
#C8C9C7

PMS 404 C  
CMYK 20 25 30 59  
**DIGITAL**  
RGB 119 110 100  
#776E64

PMS 414 C  
CMYK 0 0 10 30  
**DIGITAL**  
RGB 189 189 176  
#BDBCBO

UNCOATED PAPER

PMS 284 U  
CMYK 55 19 0 0

PMS 7413 U  
CMYK 2 58 96 10

PMS 3155 U  
CMYK 100 0 24 38

PMS 229 U  
CMYK 0 100 15 60

PMS 7495 U  
CMYK 42 5 98 29

PMS WARM GRAY 8 U  
CMYK 0 9 16 43

PMS 404 U  
CMYK 20 25 30 59

PMS 414 U  
CMYK 0 0 10 30

# COLOR USE

The concept of ratios can be helpful when selecting sets of colors from the palette for layouts and materials. Below and on the adjacent page are some example of color ratios for different audiences.

MASTER BRAND



UNDERGRADUATE



GRADUATE



NONTRADITIONAL OR ADULT STUDENTS



SEMINARY



ALUMNI



DONORS

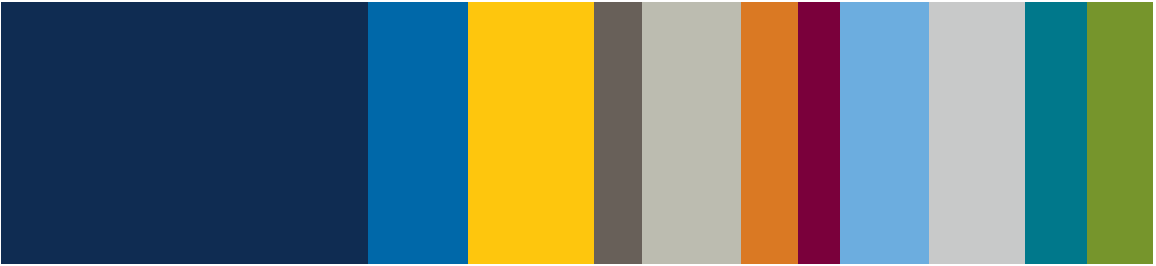




PHOTO-  
GRAPHY

Photography is a primary element in all Bethel University communications. We show what we do more than we talk about it. For this reason, we must always protect the high-quality photography that’s required for our brand. The information on the following pages will help guide your photographic decision making.

# OUR PHOTOGRAPHY

Our photography is grouped into five categories as shown below. Think about them as a visual way to support the story you are telling. Each category is described further in this section.

Photos are shot in an editorial style, using little or no camera lighting. A short depth of field draws attention to the subject in an intimate way. Photos are saturated slightly to add life and align with the color palette.



*Note: The photography shown in this document is for illustration purposes and placement only. For photography needs, contact the Office of Marketing and Communications.*





## PEOPLE

When we depict people at Bethel, we want the images to show how engaged the students are with their academic and social experience here. We also want viewers to see themselves in the setting, so shoot from an individual's perspective when possible. To authentically reflect Bethel, show our community in smaller groups instead of large crowds.





# ENVIRONMENT

At Bethel, our setting is one of our greatest assets, so it's important that we show it consistently. When capturing architectural shots, always look for an interesting and engaging perspective—one that shows students interacting with each other and the spaces. If showing a building without students, it should have a high level of visual interest. Be sure to give equal play to the exterior and interior spaces of our campus.

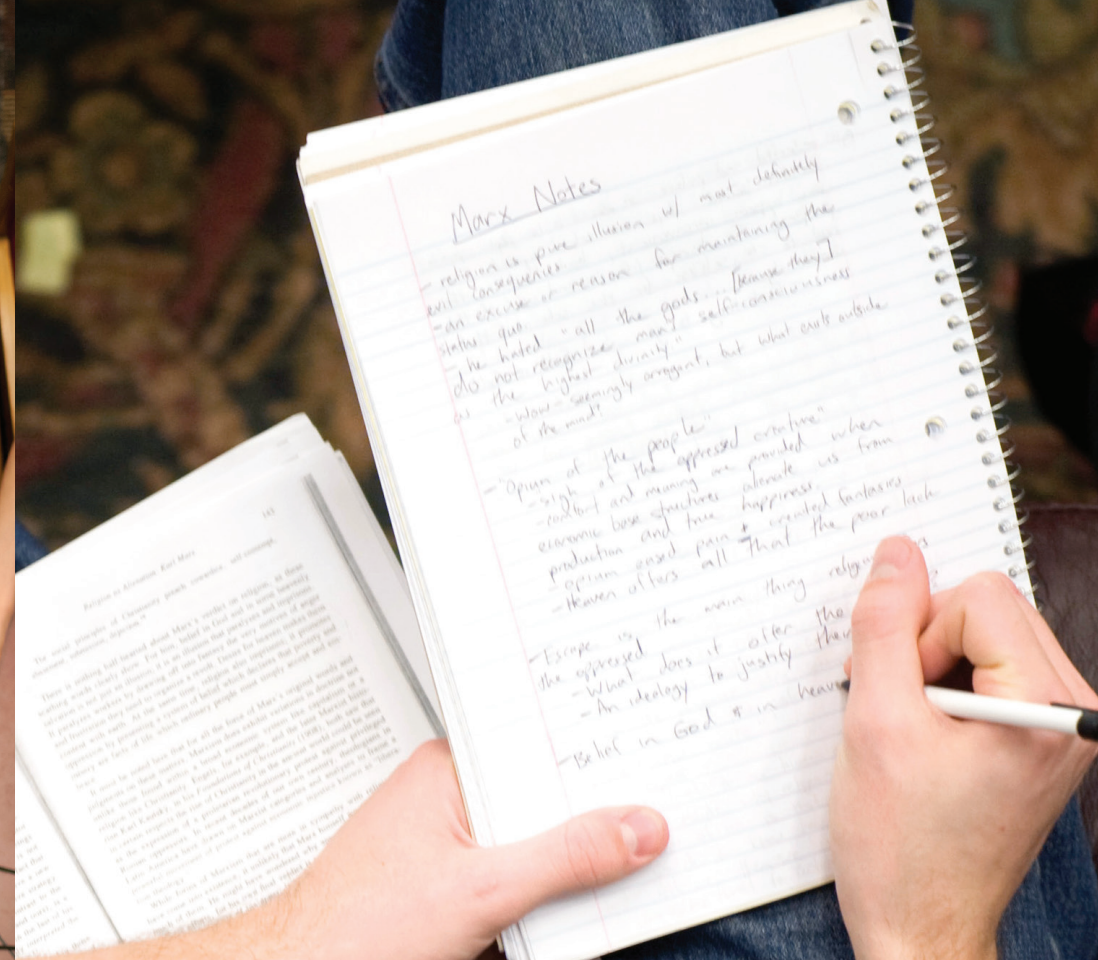






## ACADEMICS

The academic experience at Bethel encourages students and their professors to interact. When we portray this experience, the images should go beyond shots of people studying to convey this sense of engagement. It's also important to show that sometimes learning happens outside of the classroom.







## OUTCOMES

Bethel graduates go out into the world and become part of a variety of great things, whether it's business, healthcare, or professional ministry. Always balance the images of outcomes to cover the full spectrum of opportunities for graduates. When possible, these photos, like the rest, should allow viewers to imagine themselves in the situation.







## FAITH AND SERVICE

Faith and service are a large part of what makes us Bethel. When illustrating these two areas, be sure to show how faith is experienced and lived out in ways that are unexpected, not clichéd. We are serious about these matters, but we also enjoy them and have fun. Show these moments authentically.





# GRAPHIC ELEMENTS



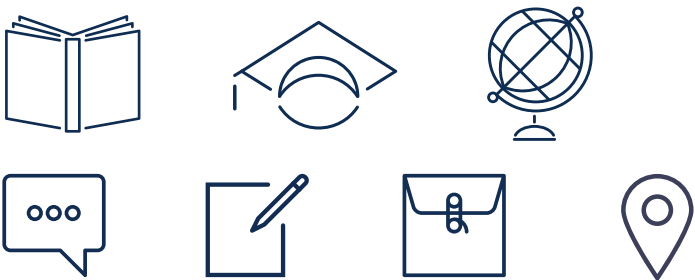
The Bethel brand has a set of graphic tools that creates a unique look and makes our communications recognizable.

These elements add visual interest and enhance our storytelling, and they can be emphasized or scaled back individually, depending on the audience.

# OUR GRAPHIC ELEMENTS

We have three main categories of graphic elements. They are shown below and defined throughout this section.

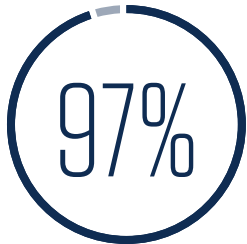
## ICONS



## DUOTONE IMAGERY



## INFOGRAPHICS



**of recent grads  
are employed or in  
graduate school**

# BETHEL VALUE ICONS

This set of icons, created to help communicate the Bethel brand, visualizes our core values and messaging strategy through a set of simple illustrations. Contact the Office of Marketing and Communications to obtain the current approved set.

## BETHEL VALUE ICONS



WE ARE  
CHRIST-FOLLOWERS



WE ARE  
CHARACTER-BUILDERS



WE ARE  
TRUTH-SEEKERS



WE ARE  
LEARNERS



WE ARE  
RECONCILERS



WE ARE  
SALT AND LIGHT




WE ARE  
WORLD-CHANGERS

# INTERSECTIONS:

## SUMMIT ON HUMAN NATURE

NOVEMBER 6-7



### INTERSECTIONS: SUMMIT ON HUMAN NATURE

At Bethel, we believe in the importance of standing at the intersection of science and faith, examining what it means to be a Christian in a scientific world. That's why we're inviting you to attend our Summit on Human Nature, November 6-7.

Held at Colonial Church in Edina, MN, the Summit will examine the science of morality and spirituality through a Christian lens. If you're ready for a hope-filled, reconciliatory approach to understanding what it means to be human, join us!

#### FEATURING:

Richard Beck, Associate Professor of Psychology, Abilene Christian University  
Rebekah A. Richert, Associate Professor of Psychology, University of California, Riverside  
Steven J. Sandage, Professor of Pastoral Psychology and Theology, Boston University  
Michael Spezio, Associate Professor of Psychology, Scripps College  
James Van Slyke, Assistant Professor of Psychology, Fresno Pacific University  
Julie Yonker, Associate Professor of Psychology, Calvin College

#### DETAILS:

Friday, November 6 | 8 a.m.-4:30 p.m.  
Saturday, November 7 | 8 a.m.-4:30 p.m.  
Colonial Church, Edina, MN  
\$20 registration fee due November 1

To register or learn more, visit: [bethel.edu/events/2015/summit-on-human-nature](http://bethel.edu/events/2015/summit-on-human-nature).

Sponsored by Bethel University's "Intersections: Science and the Church" program and the John Templeton Foundation.



3900 Bethel Drive  
St. Paul, MN 55112-6999

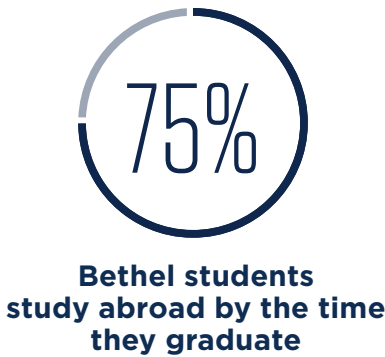
Nonprofit  
Organization  
US Postage  
PAID  
Twin Cities MN  
Permit No 899



# INFOGRAPHICS

These are designed to add quick visual reference and immediate context to our content. Use these type treatments to illustrate statistics and facts throughout the Bethel brand.

## INFORMATION ICONS AND GRAPHICS



founded in  
**1871**

## CREATING NEW ICONS

Information graphics are used to help visually enhance an idea. When creating new infographics, stay within the established style: Use one color, but mix a serif and sans serif font, and be sure to highlight the number, or a few words in the fact. Tungsten is great for calling attention to the number in an info-graphic. And always remember to keep it simple.

## BE CONFIDENT IN YOUR SKILLS AND BOLD IN YOUR RESEARCH.

The Biokinetics major prepares healthcare scientists to address a wide range of health needs related to lifestyle, aging, and inactivity. You'll examine human biological systems—and their reaction to stressors on the body—in order to develop strategies of care.

**Award-winning health science research.**  
Collaborate with professors on original research projects that will prepare you for your career or graduate school.

**Hands-on clinical experience.**  
You'll interact with volunteer practitioners in the classroom and gain clinical experience across the Twin Cities and beyond. You'll gain practical skills through direct patient care, simulations, internships, and research.

**State-of-the-art facilities.**  
Take advantage of the latest hardware and software that'll help you study human physiology and anatomy and set yourself apart in a rapidly-changing field.

**You were made to accomplish incredible things.  
Get started at Bethel.**  
[bethel.edu/undergrad/biokinetics](https://bethel.edu/undergrad/biokinetics)

93%

recent grads are employed or  
in graduate school

“Getting to work with real people in a clinical setting has put me a step ahead of many of my classmates when it comes to taking vital signs or speaking with patients. The program provided me with an appreciation for whole-person wellness and taking care of oneself, both aspects that are often overlooked in the medical school curriculum.”

—Derek McGaffey  
Medical student,  
Saint Louis University

## SERVE WITH PURPOSE. LEAD WITH EXCELLENCE.

The Department of Business and Economics prepares ethical, inspirational leaders. You'll explore the intersection of business and faith, develop your God-given talents, and learn to use the tools of business to make a difference in your communities and our world.

**Internships.** Prepare for your career through internships at companies like Wells Fargo, Target, UnitedHealth Group, General Mills, Deloitte, and local and small businesses.

**International experiences.**  
Study in locations around the world to learn about the global economy firsthand.

**Student and alumni associations.** Get connected and grow as a business leader in the Bethel Business and Economics Association. Stay connected to an extensive alumni network through BethelBiz.

**You were made to accomplish incredible things.  
Get started at Bethel.**  
[bethel.edu/undergrad/business-economics](https://bethel.edu/undergrad/business-economics)

97%

of recent grads are employed  
or in graduate school

100+  
Twin Cities  
internship sites

**MAJORS**  
Accounting & Finance (B.S.),  
Business with emphases in:  
Accounting, Analysis and Analytics,  
Finance, Human Resource Mgmt.,  
Innovation and Entrepreneurship,  
International Business, Marketing,  
Economics, Economics & Finance

**MINORS**  
Business, Economics, Leadership

# DUOTONE IMAGERY

Using duotone images is a great solution when you need an image for context or interest, but don't want to distract from the primary message. Creating these duotones is part art, part science. Most images are created in Photoshop from one of our spot colors and black, but some will need to be approached a bit differently. See the examples of desired results on these pages, and throughout the brand manual.



# SAMPLE USE



## CREATING DUOTONES

There are two different ways to create duotones. The first method should be used in most cases, but if the result is unsatisfactory, use the second option.

- 1: Open the image in Photoshop, convert it to grayscale, then adjust contrast. Then; using InDesign, place B&W image in document and decrease value of image to between 75-90%. Multiply the image, then add color block under the image.
- 2: Open the image in Photoshop and convert it to grayscale. Adjust contrast and convert to a duotone. Make the first color black, then change the second to one of the spot colors from the Bethel brand palette.





# APPLYING THE BRAND

IN THIS SECTION, YOU'LL FIND EXAMPLES OF  
HOW THE BETHEL BRAND COMES TO LIFE.

DON'T THINK OF THESE AS RIGID RULES OR  
TEMPLATES. INSTEAD, USE THEM AS A GUIDE TO  
UNDERSTAND HOW THE BRAND CAN FLEX FOR  
EACH AUDIENCE, AND HOW ALL OF OUR BRAND  
ELEMENTS CAN COME TOGETHER TO CREATE  
REAL, TANGIBLE MARKETING MATERIALS THAT  
ARE ENGAGING AND EFFECTIVE.



# MASTER BRAND

WHEN CREATING PIECES FOR THE BETHEL MASTER BRAND:

Emphasize a balance of academics and faith, and show how they work together to form a more complete education.

Keep messages philosophical and at a high level—save the details for the audience-specific pieces.

**PAPER CHOICE:**

When choosing paper for all professional, offset-printed marketing materials, it is important to be consistent with the color of the paper, the weight, the surface finish, and coating options.

**The preferred specifications for paper are:**

- Coated (quality, coated papers offer more consistency, brighter color, and durability)
- Matte finish, 100# cover for postcards or other projects requiring a heavier stock (more of an aesthetic characteristic, this option aligns with our personality)
- Dull finish, 100# text for brochures, sell sheets, or other projects requiring a lighter stock to accommodate a fold, or stapling of pages.
- Balanced white (which is a color slightly warmer than a typical bright white color)
- Satin aqueous (when using in-line coatings)

**If possible, please use Sappi Flo in the finishes and weights listed at left.**

Whether coordinating with a paper stock representative or a printer’s “house” stock, there are usually options available that match the preferred paper specifications.

When printing “in-house” or on digital reproduction printers, there will likely be less availability of the preferred papers to choose from.

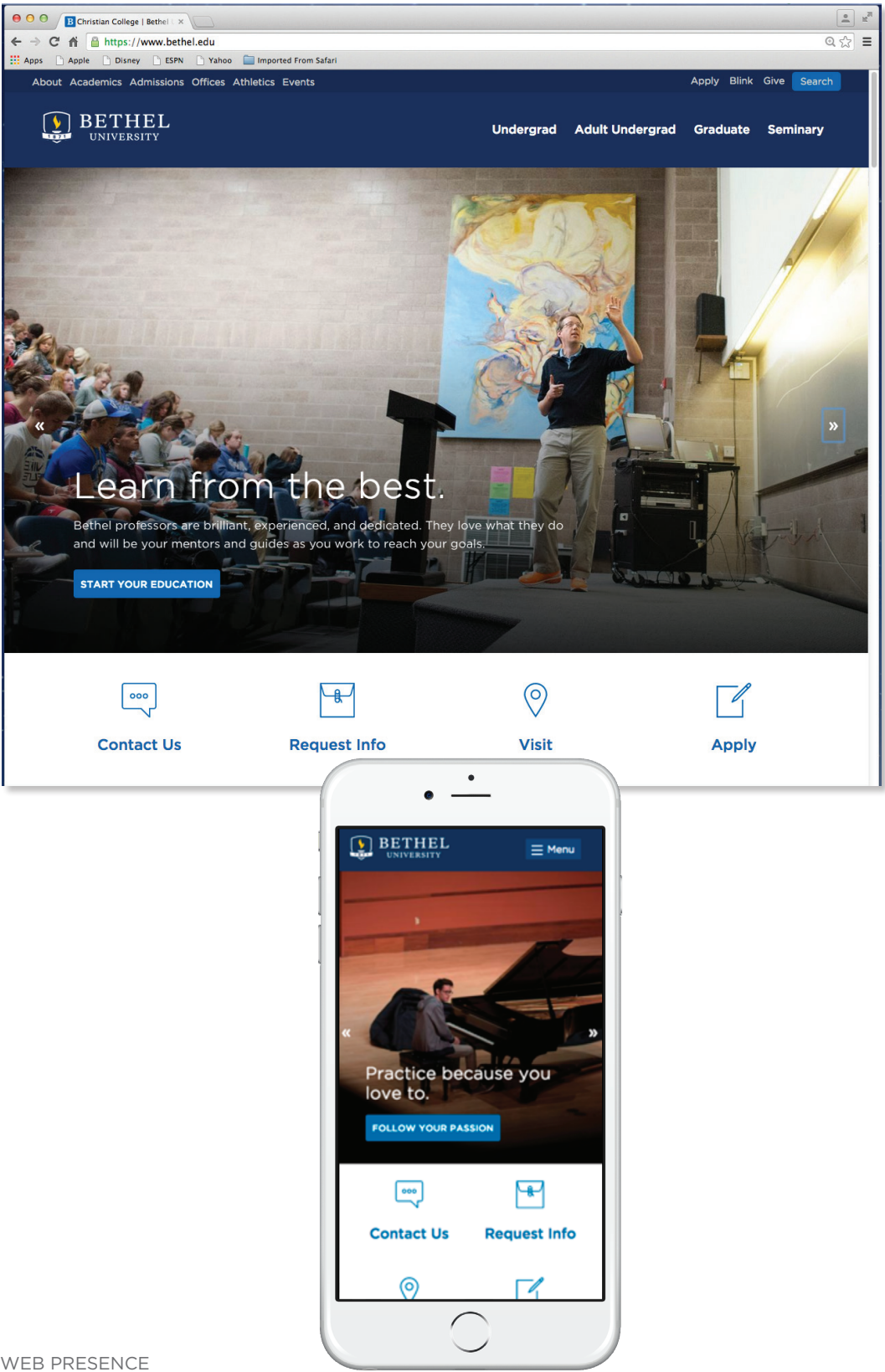
Futura is used in lieu of Sappi Flo at Bethel University’s Print Services. Futura is an acceptable alternate stock.

**POSTCARD SIZES:**

When creating postcards and mailers for Bethel, there are two standard sizes that should be used. Choose a size that fits the amount of information you need to communicate.

**The preferred postcard sizes are:**

- 6”x4”
- 9”x6”
- 11”x6”



WEB PRESENCE

YOU WERE  
CREATED FOR  
SOMETHING  
AMAZING.

At Bethel, you'll find an incredible community that will challenge and encourage you on as you discover what that is. Nationally-recognized professors who will invest in you and walk alongside you as you ask big questions. You'll laugh. Your worldview will grow a little. And you'll walk away a stronger and more confident person, ready to change the world.

PRINT AD — UNIVERSITY WIDE

LEAD WITH EXCELLENCE. LIVE WITH PURPOSE.  
Human Services Programs at Bethel. [LEARN MORE ►](#)

  
BETHEL  
UNIVERSITY

ROOTED IN FAITH.  
COMMITTED  
TO EXCELLENCE.

Ministry, Therapy,  
Counseling, and  
Leadership Programs  
at Bethel.

  
BETHEL  
SEMINARY

[LEARN MORE ►](#)

WEB ADS — BETHEL SEMINARY

 BETHEL UNIVERSITY

SUPPORTED CHALLENGED PREPARED

DISPLAY/BANNERS

ROOTED IN FAITH.  
COMMITTED TO  
EXCELLENCE.

  
BETHEL  
UNIVERSITY

[Undergraduate](#) | [Graduate](#) | [Seminary](#) | [Online](#)

BILLBOARD — UNIVERSITY WIDE



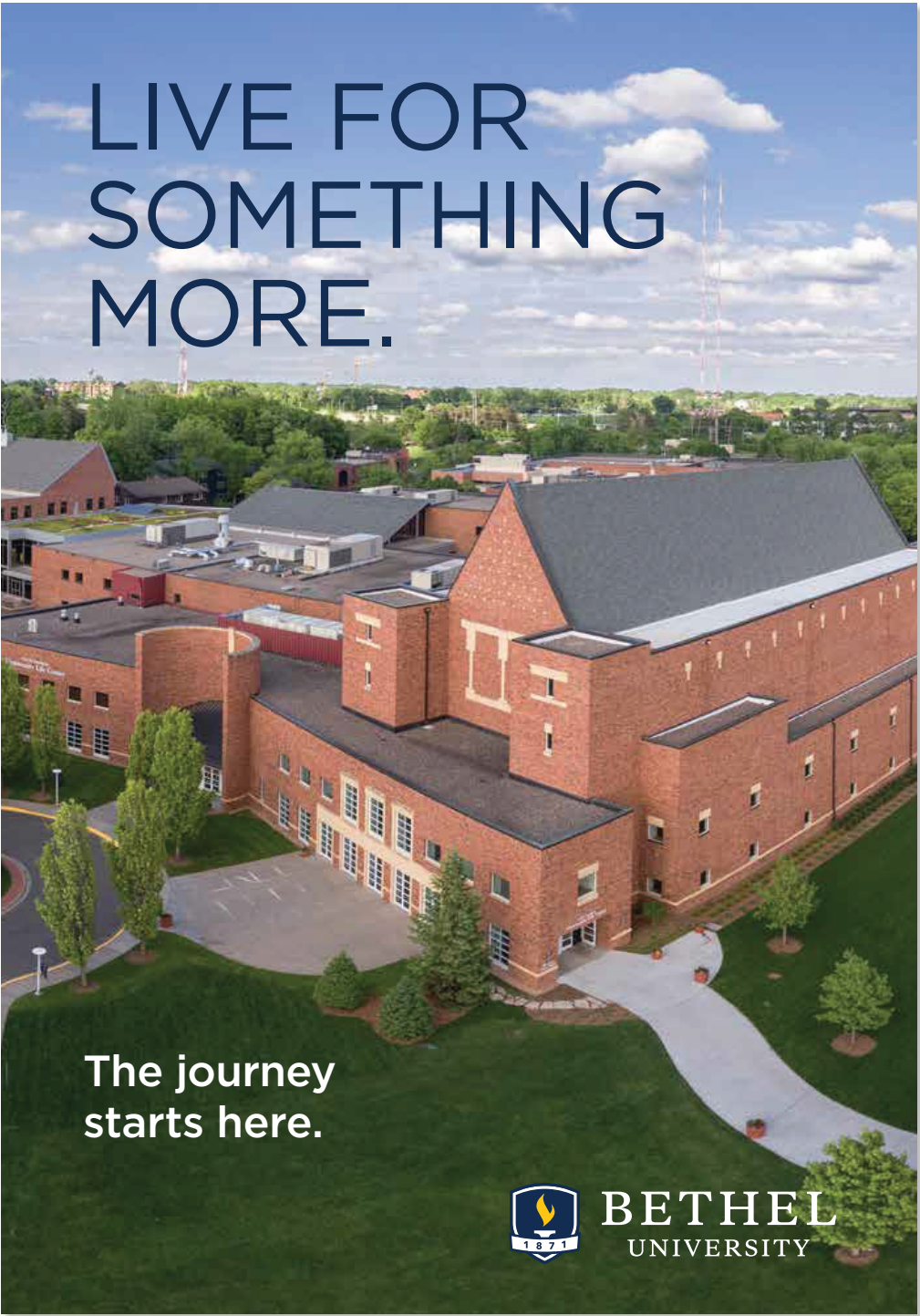
# UNDERGRADUATE STUDENTS

**WHEN CREATING PIECES FOR COLLEGE OF ARTS & SCIENCES STUDENTS:**

It’s okay to make the pieces feel “younger.” Don’t be afraid to use more lighthearted photography and a conversational tone—but no text-speak, please.

Choose words and images that highlight our warm, supportive community.

Feel free to talk about faith—after all, it’s a big part of who we are as a university. But make sure to show that Bethel is presented as a serious academic institution as well as a faith-based school.



UNDERGRADUATE ADMISSIONS  
VIEWBOOK COVER

Find your place:

**25+**  
varsity teams and club sports



**30+**  
academic and special interest clubs

FIND YOUR PLACE.  
MEET YOUR PEOPLE.

*With countless ways to get involved, you'll do more than settle in—you'll find a place to thrive.*

Whether it's athletics, music, theatre, media, or politics, our students do more with the activities and issues they care about. With our variety of sports, clubs, and organizations, you'll learn to develop yourself as a leader and build relationships that will last a lifetime.

[bethel.edu/undergrad/student-life](http://bethel.edu/undergrad/student-life)



“One of my favorite aspects of Bethel is the relationships I have formed with my peers and professors. The people I've met here have forever impacted me by sharing their passions and helping me discover mine.”

—Elise Krohn '16

UNDERGRADUATE ADMISSIONS  
VIEWBOOK INSIDE SPREAD

WHERE YOU GO TO SCHOOL SAYS SOMETHING ABOUT YOU.

*Live up to a legacy of excellence.*

We prepare sought-after graduates who are known for being diligent in their work, principled in their decisions, and experienced in their fields. You'll benefit from a close-knit network of alumni who will connect you with professional opportunities and top-notch employers as they uphold Bethel's excellent reputation—and when you land the job of your dreams, we know you'll do the same.

[bethel.edu/alumni](http://bethel.edu/alumni)

92%

job satisfaction of recent grads

50,000+

Bethel alumni

93%

recent grads are either employed or in graduate school



“During my time at Bethel, the idea of pursuing excellence was instilled into my work ethic. I was able to use that during my training regimen, preparing to compete against the best of the best.”

—Leif Sundberg '12



UNDERGRADUATE ADMISSIONS  
VIEWBOOK INSIDE SPREAD





# YOU BELONG AT BETHEL.

Transfer Visit Day | Friday, May 19, 2017



# YOU'RE CALLED TO KINGDOM WORK. WE'LL PREPARE YOU TO LEAD THE WAY.



DIRECT MAIL PIECES



# Tell Us Your Story.

Your story is unique and inspiring, and we want to hear it. Through your application, we can learn about your interests, your accomplishments, your faith journey.

Who will you become? What will you do? We can't say for sure, but we do know you can start figuring it out with us in a committed community of Christ-followers. We'll challenge and support you as you discover God's plans for your future.



**Apply Today**  
Visit [bethel.edu/undergrad/admissions/application](https://bethel.edu/undergrad/admissions/application) to complete your online application today. You can also call 651.638.6242 with any questions.

97%	99%	75%
RECENT GRADS ARE EMPLOYED OR IN GRAD SCHOOL	INCOMING STUDENTS RECEIVE FINANCIAL AID	STUDENTS STUDY ABROAD BY THE TIME THEY GRADUATE



# GET A FRESH START AT BETHEL.

Transfer Visit Day  
Friday, May 11, 2018



DIRECT MAIL PIECES



# GRADUATE AND ADULT UNDERGRADUATE STUDENTS

## WHEN CREATING PIECES FOR GRADUATE SCHOOL AND COLLEGE OF ADULT & PROFESSIONAL STUDENTS:

Keep the message as benefit-driven as possible, and get to the point quickly and clearly. Maintain a sophisticated, business-like look and feel to the brand. You can include subtle nods to faith, but the bulk of the information and visuals should focus on academics.

### PROGRAM HEADINGS

This graphic treatment helps distinguish between multiple printed pieces of the same form. When creating templated marketing materials, this is a way to call out the degree or program, and the specific school or college the piece is representing. As seen below, the degree is in Gotham medium in PMS #7548, and the school or college is in Gotham book in white. If there are two lines, the second line should be flush left or right, according to its placement on the page.

MASTER OF BUSINESS ADMINISTRATION

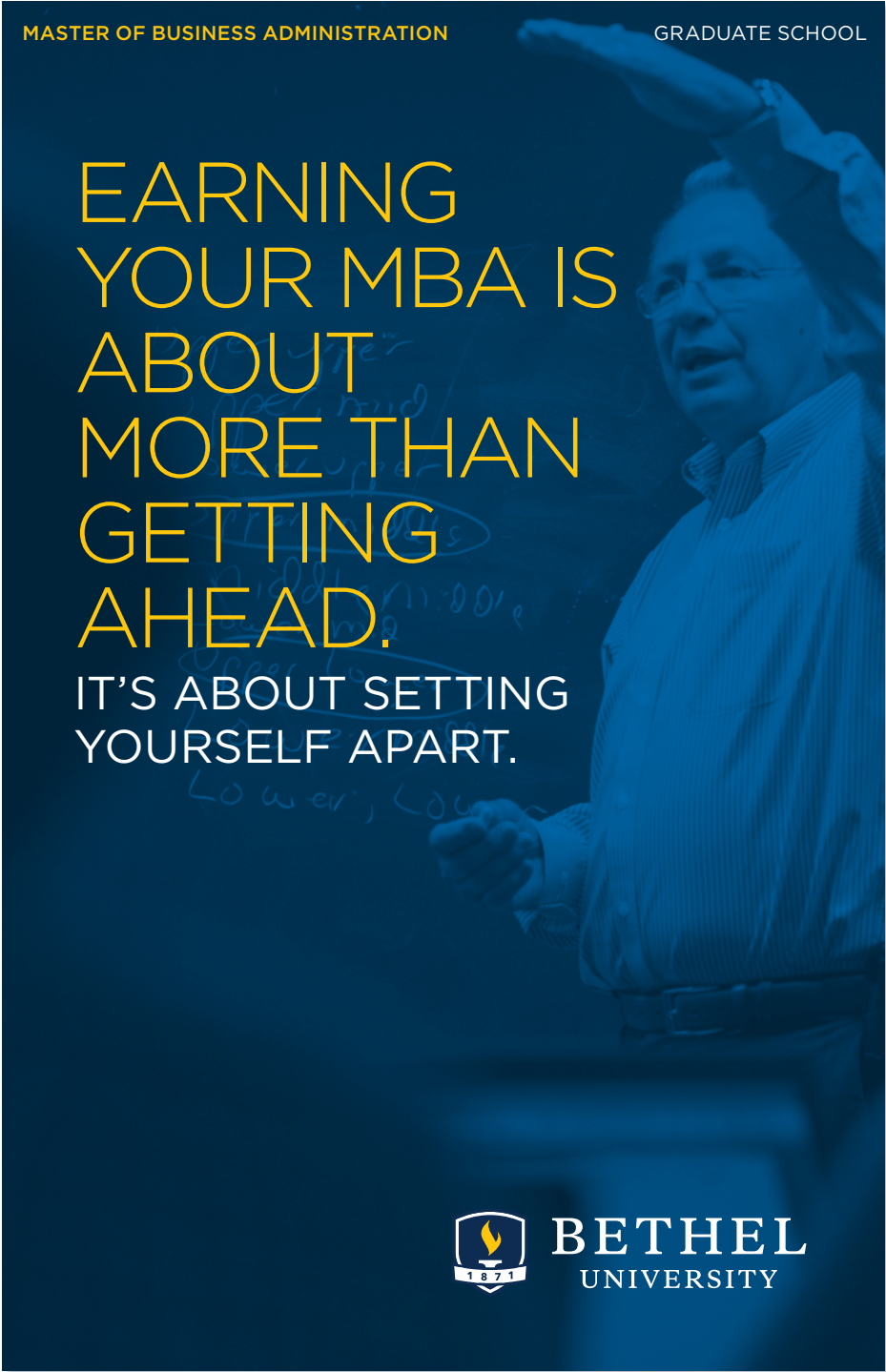
GRADUATE SCHOOL

Single line vs. double line program

School name or description

BACHELOR OF ARTS IN ORGANIZATIONAL LEADERSHIP

ADULT UNDERGRADUATE



MBA SELL SHEET COVER



GOING BACK TO SCHOOL  
IS ABOUT MORE THAN  
MAKING A LIVING.  
IT'S ABOUT MAKING  
A DIFFERENCE.

**INFORMATION SESSIONS** | March 10, 12 and May 14

**BETHEL**  
UNIVERSITY

Human Services  
Organizational Leadership  
Nursing (RN to B.S.)  
B.A. Communication Studies

Join us for an Info Session

**Tuesday, March 10** | 6 p.m.  
Normandale Place, 8201 Norman Center Drive, Suite #400, Bloomington

**Thursday, March 12** | 6 p.m.  
Bethel University Eastlund Room, 3900 Bethel Drive, Arden Hills

**Thursday, May 14** | Noon and 6 p.m.  
Online Info Sessions  
*(Check our website for additional online sessions.)*

You can look forward to:

- Learning about our conveniences, week or online options
- Meeting program directors
- Hearing from professionals managing their careers

Learn more and  
Visit [bethel.edu/rsvp](http://bethel.edu/rsvp) or call

**BETHEL**  
UNIVERSITY

Office of Admissions  
3900 Bethel Drive  
St. Paul, MN 55112

Nonprofit  
Organization  
US Postage  
PAID  
Twin Cities MN  
Permit No 899

**BETHEL**  
UNIVERSITY

M.A. IN ATHLETIC TRAINING LEADERSHIP  
M.S. IN ATHLETIC TRAINING

**ATHLETIC TRAINING  
IS ABOUT BRINGING  
OUT THE BEST  
IN YOURSELF,  
IN YOUR PATIENTS,  
AND IN SOCIETY.**

**BETHEL**  
UNIVERSITY

[bethel.edu/graduate](http://bethel.edu/graduate)

DIRECT MAIL PIECES

**BUSINESS IS  
ABOUT MORE  
THAN MAKING  
A PROFIT.  
IT'S ABOUT MAKING  
A DIFFERENCE.**

**Adult Undergraduate Programs**

- A.A. General Studies
- A.S. Business and Leadership Concentration
- B.A. Business Management
- B.A. Christian Ministries
- B.A. Communication Studies
- B.A. Human Services
- B.A. Organizational Leadership

**Graduate Programs**

- MBA
- M.A. Strategic Leadership

**BETHEL**  
UNIVERSITY

**651.635.8000**  
[bethel.edu/business](http://bethel.edu/business)

POSTER

# SEMINARY STUDENTS

## WHEN YOU’RE CREATING PIECES FOR SEMINARY STUDENTS:

Give the brand a more serious tone, but without making it stuffy or overly traditional.

Highlight faith within the context of a bigger picture, and show how we can take it beyond church to make a difference in lives, in communities, and in the world.

Convey our thoughtful approach to faith, which encompasses cultural issues and applies to many different people.

**MOTHERHOOD & MARTYRDOM:  
WOMEN'S WITNESS IN THE EARLY CHURCH**  
Friday, April 20, 2018

The witness of women in the early church was critical to the spread of the Gospel message throughout the Roman Empire and the formation of Christian worship and family structures. Join us for two events focusing on the world of the female ascetics and their significance within the early church.

**12-1:30 p.m. | Lunch Seminar | Chapel**  
"Character and Leadership: The Martyrs' Influence in Church Life."  
Lunch \$5 at the door.

**7-9 p.m. | Free Lecture | Room 101**  
"Motherhood and Martyrdom: Women's Witness in the Early Church."

**ABOUT THE SPEAKER**  
Dr. Lynn Cohick is professor of New Testament at Wheaton College and an expert on the contributions of women to the Christian movement in its earliest days. Her publications include *Women in the Patristic World: Their Influence, Authority, and Legacy in the Second through the Fifth Centuries*, *On Philipians and Ephesians*, and others.

Register for these events at [bethel.edu/motherhood](http://bethel.edu/motherhood)  
Contact Mitchell Campbell at [mitchell-campbell@bethel.edu](mailto:mitchell-campbell@bethel.edu)

**ATTENTION ALUMNI!**  
**5:30-7 p.m. | Alumni So-Cal Social Hour**  
Join in on a free social and networking hour with C from all Bethel programs. Appetizers will be served.

**BETHEL SEMINARY**  
Bethel Seminary San Diego  
6116 Arosa Street  
San Diego, CA 92115-3902

Nonprofit Organization  
US Postage PAID  
Twin Cities MN  
Permit No 899

**MOTHERHOOD & MARTYRDOM:  
WOMEN'S WITNESS IN  
THE EARLY CHURCH**

Friday, April 20, 2018

**BETHEL SEMINARY**

DIRECT MAIL PIECE



MINISTRY SCHOLARS PROGRAM

**MINISTRY IS ABOUT FOLLOWING GOD'S LEAD.**

AND DISCERNING GOD'S UNIQUE PATH TO YOUR FUTURE.

**BETHEL SEMINARY**  
ST. PAUL | SAN DIEGO | ONLINE

MINISTRY SCHOLARSHIP POSTCARD

**PROGRAM HIGHLIGHTS**

**Versatility.** You can choose from multiple concentrations to focus your studies. The program will prepare you for a variety of career and ministry opportunities in world missions, parachurch organizations, social agencies, and teaching religion in academics settings.

**Relationship building.** Our programs are small enough for you to build lasting relationships with students, teachers, and staff, but have the resources of a large school thanks to the support of Bethel University.

**Knowledgeable faculty.** You'll study with respected, published faculty who are actively engaged in ministry throughout the world. Our programs are designed to reach the highest standards of biblical scholarship, personal devotion, and community relevance.

**Adaptable learning.** Our graduates understand the many historical traditions of applied and situative faith and are prepared to live out the gospel of Christ in any context to which they've been called.



**DELIVERY**  
Face to face  
Our online program at Bethel Seminary blends online course work with two weeks of on-campus intensive classes each year.

**FORMAT**  
Daytime Classes  
You'll take most courses during the day with students enrolled in other seminary programs.  
Evening Options  
To accommodate students who run into daytime commitments, we schedule some classes on Tuesday and Thursday evenings. Evening courses are available to all students and apply towards a variety of degrees and concentrations.  
Classes and Schedule  
Each semester you'll register for courses and choose your schedule according to your program track and desired workload.

M.A.(TS) SELL SHEET



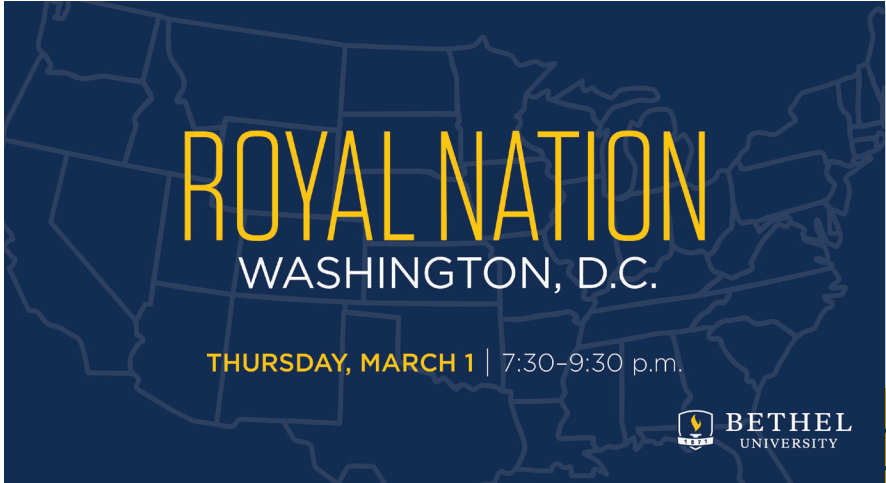
# ALUMNI

## WHEN YOU’RE CREATING PIECES FOR ALUMNI:

Tie the themes and images to the audience’s memories of Bethel by showcasing photos of campus or other alumni.

Aim for a look and feel that is elevated, yet still includes lighthearted touches.

Play up connections between alumni from all generations.



ALUMNI POSTCARD COVERS



FAMILY WEEKEND BROCHURE COVER AND INSIDE

# ADVANCEMENT

## WHEN YOU’RE CREATING PIECES FOR FRIENDS OF BETHEL:

Keep the voice more mature, softer and more refined.

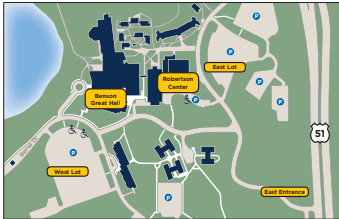
Balance messages of faith and academics.

Whenever possible, feature results of donors’ participation: What did their money help fund? How does the university or students benefit?

To keep pieces visually interesting, variety in photography is welcome here.



ROYAL HERITAGE SOCIETY INVITATION

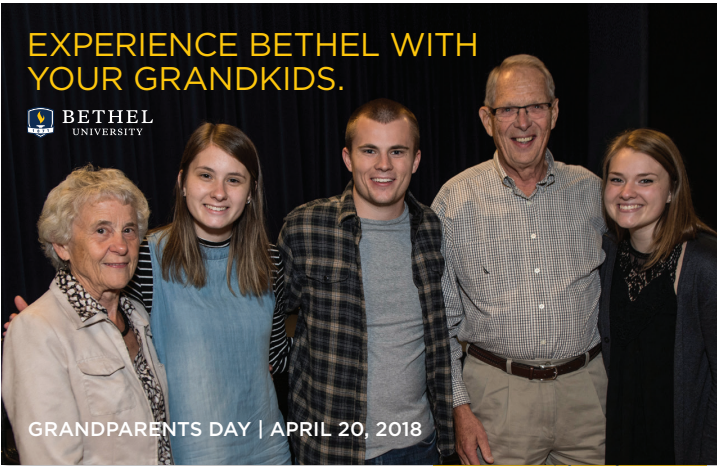


Please park in the West lot for dinner and concert. If you'll be attending dinner only, please park in the East lot (see map).

When you arrive, please pick up your name tag, table assignment, and concert ticket in the Robertson Center Gym. This invitation is not transferable.

Visit [bethel.edu/about/maps-directions](http://bethel.edu/about/maps-directions) for a more detailed map of campus, as well as directions and updated information on road closures.

 **BETHEL**  
UNIVERSITY  
**Royal Heritage Society**  
3900 Bethel Drive | St. Paul, MN 55112



GRANDPARENTS DAY POSTCARD INVITATION

Thursday, April 12 or go online at [bethel.edu/grandparents](http://bethel.edu/grandparents). Make checks payable to *Bethel University*. Cost is \$12 per person (includes a ticket for lunch in the Monson Dining Center).

Please note: Bethel has a limited number of complimentary wheelchairs available for use on Grandparents Day. If you'd like to reserve a wheelchair, please contact the Office of Alumni and Family Relations.

**QUESTIONS?**  
Contact the Office of Alumni and Family Relations at 651.638.6462 (800.255.8706, ext. 6462) or [parents@bethel.edu](mailto:parents@bethel.edu). We also encourage you to connect with your grandchild and discuss your plans for the day.

 **BETHEL**  
UNIVERSITY  
**Office of Alumni and Family Relations**  
3900 Bethel Drive  
St. Paul, MN 55112-6999

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DONOR LUNCH INVITATION

& Engineering Nathan Lindquist, Ph.D.

**SAVE THE DATE**  
**Saturday, January 28**  
11 a.m. punch reception | noon lunch  
The Naples Beach Hotel & Golf Club  
851 Gulf Shore Boulevard North | Naples, FL 34102

A formal invitation will follow. Feel free to invite friends and family and use this opportunity to introduce them to Bethel.

Looking forward to seeing you in January!

Sincerely,  
  
Dan Wiersum  
Associate Vice President for Planned Giving

 **BETHEL**  
UNIVERSITY  
**Office of Development**  
3900 Bethel Drive  
St. Paul, MN 55112-6999

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PLEASE CONTACT  
THE OFFICE OF  
MARKETING AND  
COMMUNICATIONS  
WITH QUESTIONS.

[marketing@bethel.edu](mailto:marketing@bethel.edu)



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