1. Our Foundation
   Mission ............................................. 8
   Vision ............................................. 10
   Values ............................................. 12
   Brand Position ..................................... 14
   Brand Architecture ............................ 16

2. Messaging and Voice
   Introduction ................................ 20
   Messaging Map .................................. 22
   Brand Platform .................................. 26
   Personality ..................................... 28
   Audiences ....................................... 30
   Crafting Content ............................... 32
   Style Tips ...................................... 34

3. Logo
   Introduction .................................... 38
   Color .............................................. 40
   Proper Use ...................................... 42
   Size and Placement ............................ 44
   Unacceptable Uses ............................. 46
   Alternate Logos ................................ 48
   Seminary Logo .................................. 49
   Sub-brand Lockups .............................. 50
   Official Seal .................................... 52
   Building Signage ................................ 54

4. Typography
   Introduction .................................... 58
   Gotham ............................................. 60
   Sentinel ......................................... 62
   Tungsten ........................................... 64

5. Color
   Introduction .................................... 68
   Primary .......................................... 70
   Secondary and Neutrals .......................... 72
   Color Use ........................................ 74

6. Photography
   Introduction .................................... 78
   People ............................................ 80
   Environment ..................................... 82
   Academics ....................................... 84
   Outcomes ....................................... 86
   Faith/Service .................................... 88

7. Graphic Elements
   Introduction .................................... 92
   Value Icons ..................................... 94
   Infographics .................................... 96
   Duotone Imagery ................................ 98

8. Applying the Brand
   Introduction ................................... 102
   Master Brand ..................................... 104
   Undergraduate .................................. 108
   Graduate and Adult ............................. 114
   Seminary .......................................... 118
   Alumni ............................................ 120
   Advancement ..................................... 122

9. Contact Information
   Contact Information ............................ 125

TABLE OF CONTENTS
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.
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.
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.
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.
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.

BRAND ARCHITECTURE

BETHEL UNIVERSITY
(MASTER BRAND)
A seriously Christian, seriously academic institution

Undergraduate
(BACHELOR’S)
Traditional undergraduate programs that promote excellence in academics alongside spiritual and community growth

Graduate
(MASTER’S, DOCTORATE, CERTIFICATE, LICENSURE)
Programs designed to advance careers and professional fields

Nontraditional Undergraduate and Professional
(ASSOCIATE’S, BACHELOR’S, CERTIFICATE)
Programs tailored to meet the educational needs of nontraditional students

Bethel Seminary
(MASTER’S, DOCTORAL, CERTIFICATE)
Ministry and professional programs at two seminary locations that prepare confident and effective leaders for church, parachurch, and professional settings
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.

**Attribute:** Bethel University provides

**Benefit:** So that students and graduates are

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.
A MEANINGFUL EXCHANGE OF IDEAS, PERSPECTIVES, AND BELIEFS

Outstanding scholarship and research
Enriching discussions both inside and outside the classroom
An educational approach with a global focus and biblical perspective
Whole-person development—academic, spiritual, and social
Mentoring relationships between faculty, staff, and students
Market driven hands-on and experiential learning
Rich interactions with people from different backgrounds
Abundant co-curricular opportunities and transformative faith journeys
A place to live and learn with joy and personal engagement

STUDENT-CENTERED, HANDS-ON LEARNING ENVIRONMENTS

A CHRIST-CENTERED FORUM FOR DIALOGUE AND DISCOVERY

PREPARED TO LEAD AND SERVE WITH EXCELLENCE IN EVERY ASPECT OF LIFE

EMBOLDENED TO LIVE WITH PURPOSE AND CONVICTION

PREPARED TO CONTRIBUTE IN SIGNIFICANT WAYS

COMMITTED TO MAKING A POSITIVE IMPACT

Motivated by a tested and courageous faith
Anchored by a Christian foundation
Inspired to do and be their best
Equipped with confidence, competence, and character
Informed by knowledge, skills, and faith
Prepared with skills employers seek
Prepared to lead in their professions and in the church
Dedicated to serving communities around the world
Passionate about inspiring hope and making a difference
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.
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**
- Faculty, administration, and staff
- Current students and parents
- Alumni and donors

Build alignment and advocacy
Build pride and engagement

**EXTERNAL AUDIENCES**
- Prospective students
- Prospective parents
- Community and partnerships

Build awareness and understanding
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; 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/JS John Smith CAPS ’98 or John Smith JS ’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 alumni, 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”)
kingdom
preprofessional
Scripture, Scriptures
theatre
website
Word (capitalize when referring to God’s Word or Jesus as the Word)
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.

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.
**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 lock up any other elements with the logo. Do not mix alternate colors with the logo.

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

Do not use other graphic elements in place of the crest. Do not place the logo over busy areas of a photograph.

Do not place the logo over busy patterns. Do not stretch or compress the logo.

Do not use drop shadows with the logo. Do not crop 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.

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.
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 vertical logo

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

Example of double-line school or department with vertical logo

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

Example of double-line school or department with vertical logo
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.

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.
TYPOGRAPHY
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 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.

WEB FONT OPTIONS
Gotham is available as a desktop and web font at www.typography.com.

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

GOTHAM EXTRA LIGHT
ABCD
EF
GH
IJ
KL
MN
OP
QR
ST
UV
WX
YZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM LIGHT
ABCD
EF
GH
IJ
KL
MN
OP
QR
ST
UV
WX
YZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM MEDIUM
ABCD
EF
GH
IJ
KL
MN
OP
QR
ST
UV
WX
YZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BLACK
ABCD
EF
GH
IJ
KL
MN
OP
QR
ST
UV
WX
YZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOOK
ABCD
EF
GH
IJ
KL
MN
OP
QR
ST
UV
WX
YZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOLD
ABCD
EF
GH
IJ
KL
MN
OP
QR
ST
UV
WX
YZ
abcdefghijklmnopqrstuvwxyz
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.

WEB FONT OPTIONS
Sentinel is available as a desktop and web font on www.typography.com.

GENERIC DEFAULT FONT
When Sentinel is not available, use Georgia instead.

SENTINEL LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SENTINEL BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SENTINEL MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SENTINEL SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SENTINEL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
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.

WEB FONT OPTIONS
Tungsten is available as a desktop and web font at 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.

TUNGSTEN LIGHT (PREFERRED)

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234567890</td>
</tr>
</tbody>
</table>

TUNGSTEN EXTRA LIGHT

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234567890</td>
</tr>
</tbody>
</table>

TUNGSTEN BOOK

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234567890</td>
</tr>
</tbody>
</table>
COLOR
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 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**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 295 C</td>
<td></td>
</tr>
<tr>
<td>PMS 2945 C</td>
<td></td>
</tr>
<tr>
<td>PMS 7548 C</td>
<td></td>
</tr>
</tbody>
</table>

**SECONDARY PALETTE**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 284 C</td>
<td></td>
</tr>
<tr>
<td>PMS 7413 C</td>
<td></td>
</tr>
<tr>
<td>PMS 3155 C</td>
<td></td>
</tr>
<tr>
<td>PMS 229 C</td>
<td></td>
</tr>
<tr>
<td>PMS 7495 C</td>
<td></td>
</tr>
</tbody>
</table>

**COOL AND WARM NEUTRALS**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS COOL GRAY 3 C</td>
<td></td>
</tr>
<tr>
<td>PMS 404 C</td>
<td></td>
</tr>
<tr>
<td>PMS 414 C</td>
<td></td>
</tr>
</tbody>
</table>

**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.
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.
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.
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.
PHOTOGRAPHY
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 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.
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 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

Info graphics

97% 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.

WE ARE
CHRIST-FOLLOWERS
WE ARE
CHARACTER-BUILDERS
WE ARE
TRUTH-SEEKERS
WE ARE
LEARNERS
WE ARE
SALT AND LIGHT
WE ARE
WORLD-CHANGERS
WE ARE
RECONCILERS

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.

Sponsored by Bethel University’s “Intersections: Science and the Church” program and the John Templeton Foundation.
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.

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.

SERVE WITH PURPOSE.
LEAD WITH EXCELLENCE.

past grads are employed or in graduate school
97%

in the Twin Cities
100+
internship sites

MAJORS

MINORS
Business, Economics, Leadership

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.

INCOMING STUDENTS receive financial aid
99%

founded in 1871
12:1 student to teacher ratio
75% Bethel students study abroad by the time they graduate

You were made to accomplish incredible things. Get started at Bethel.
bethel.edu/undergrad/business-economics

BE CONFIDENT IN YOUR SKILLS AND BOLD IN YOUR RESEARCH.

Hands-on clinical experience.
You’ll intern with healthcare 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

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.
Collaborations with professors on original research projects that will prepare you for your career or graduate school.

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

PMS 2945 + Black

PMS 7548 + Black

PMS 229 + Black

PMS 414 + Black

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)

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”

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.
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.

Accomplish incredible things.
Make Bethel a part of your story.
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.
“One of my favorite aspects of Bethel is the relationships I’ve 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

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.

Find your place: 25+ varsity teams and club sports 30+ academic and special interest clubs

WHERE YOU GO TO SCHOOL SAYS SOMETHING ABOUT YOU.

Live up to a legacy of excellence.

We prepare taught in other institutions but have devoted in their work, principles in their decisions, and experience in their fields. You’ll benefit from a close-knit network of alumni who will connect you with professional opportunities and top-notch employers who uphold Bethel’s excellent reputation—and when you land the job of your dreams, we know you’ll do the same.

bethel.edu/alumni

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

—Leif Sundberg ’12

92% of recent graduates are employed or in graduate school

93% of recent graduates are employed or in graduate school

Bethel alums

50,000+

bethel.edu/student-life

bethel.edu/undergrad/student-life
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.

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 to complete your online application today. You can also call 651.638.6242 with any questions.

Get a Fresh Start at Bethel.

YOU BELONG AT BETHEL.

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

Apply Today
Visit bethel.edu/undergrad/admissions/application to complete your online application today. You can also call 651.638.6242 with any questions.

GET A FRESH START AT BETHEL.

YOU BELONG AT BETHEL.

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

Apply Today
Visit bethel.edu/undergrad/admissions/application to complete your online application today. You can also call 651.638.6242 with any questions.
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.
Earning your degree will open a world of possibilities. Our programs are designed for students with busy lives who want to pursue their goals and advance their careers. 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 convenient locations and flexible one night a week or online options
• Meeting program directors, faculty, and students
• Hearing from professionals who have earned degrees while managing their careers

Learn more and RSVP
Visit bethel.edu/rsvp or call 651.635.8000 (800.255.8706, ext. 8000).

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

Nonprofit Organization
US Postage PAID
Twin Cities MN
Permit No 899

UNDERGRADUATE DEGREE PROGRAMS
Associate's Degree (A.A. and A.S.)
B.A. Business Management
B.A. Christian Ministries
B.A. Communication Studies
B.A. Human Services
B.A. Organizational Leadership
B.S. Nursing (RN to B.S.)

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.edu/business
651.635.8000
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.
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.

QUESTIONS?

Contact the Office of Alumni and Family Relations at 651.638.6462 or parents@bethel.edu

We also encourage you to contact your student and discuss your plans for the weekend.

YOU'RE INVITED TO A BETHEL FAMILY TRADITION

FAMILY WEEKEND

NOVEMBER 3–5, 2017

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 CONTACT THE OFFICE OF MARKETING AND COMMUNICATIONS WITH QUESTIONS.

marketing@bethel.edu