

# graphic identity guideLines



# introduction

These guidelines were created to help maintain a consistent representation of the Bethany identity across all media including Web, print, and advertising. By consistently expressing the Bethany visual identity, we can build stronger awareness among all our audiences.

Please follow these guidelines carefully to ensure the most effective, consistent, expression of the Bethany graphic identity.

Contact members of the  
Institutional Communication  
staff with questions or concerns.

# Logo

*The Bethany logo is comprised of two elements: a graphic symbol and a wordmark.  
They come together to create a unified, coherent presence for Bethany.*

# Logo

## GRAPHIC SYMBOL

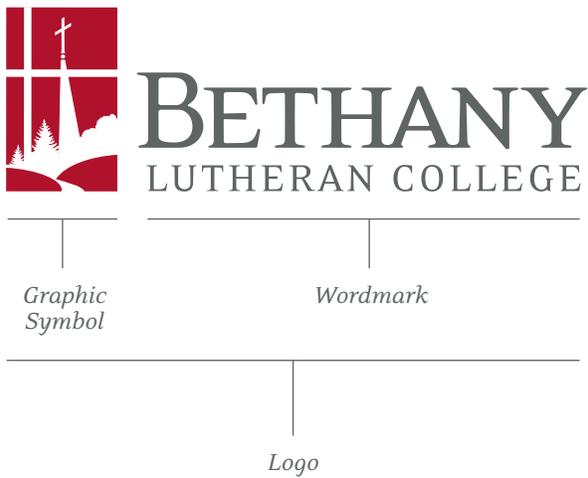
The visual, figurative component of the logo

## WORDMARK

The particular typographic treatment of our name

## LOGO

The logo is a combination of the graphic symbol and wordmark.



# Logo

## CLEAR SPACE

Clear space is the blank area around the logo.

To preserve the integrity of the identity and make sure it has maximum impact in situations where it appears with other graphic or type elements, clear space must be maintained on all sides.



The minimum clear space measurement is equal to the height of the word Bethany in the logotype. This clear space must be maintained on all sides of the identity.

# Logo

## VERTICAL IDENTITY

A vertical logo has been created for those instances when the horizontal version does not fit well into the space available.



The same rules of clear space established for the primary identity apply to the vertical identity.

# Logo

## SIZING

The preferred size for the logo on stationery and most printed material is 3/4 inch in height (.75 inch., 5 picas).



There will be instances where the logo could, and should, be used at a larger size in print. Please contact the Manager of Visual Media if you need to use the logo at a larger size.

# Logo

## PLEASE, DO NOT...

The logo should only be printed using the designated colors. It should not be distorted or redesigned in any way.

Do not change the fonts



Do not use undesignated colors



Do not rearrange the design elements



Do not add typography



Do not distort or "squish"



# color palette

*Along with the identity, a specific color palette reinforces the unique Bethany brand. Consistent use of color helps create unity and recognition wherever the identity appears.*

# color palette

## PRIMARY COLOR PALETTE



**BETHANY RED**  
PANTONE® 187  
C:0 M:100 Y:79 K:20  
R:150 G:25 B:47  
Hexidecimal #9B121F



**BETHANY GREY**  
PANTONE® 425  
C:0 M:0 Y:0 K:77  
R:96 G:101 B:99  
Hexidecimal #5A5856

When four-color offset printing is used for printed materials, the identity may be produced in the four-color equivalents of the PANTONE® colors. RGB and hexadecimal values are noted for on-screen use.

## SECONDARY COLOR PALETTE



**BETHANY LT BLUE**  
PANTONE® 277  
C:27 M:7 Y:0 K:0  
R:229 G:238 B:250  
Hexidecimal #E5EEFA  
(Tinted for Web use)



**BETHANY TAN**  
PANTONE® 9203  
C:9 M:12 Y:19 K:0  
R:224 G:213 B:196  
Hexidecimal #DFD5C3

A secondary color palette offers more choices when more than two colors would enhance the design. In situations where only one color is used, secondary colors should not replace the primary colors.

## TERTIARY COLOR PALETTE



**BETHANY DK BLUE**  
PANTONE® 7462  
C:100 M:50 Y:0 K:10  
R:35 G:94 B:149  
Hexidecimal #235E95



**BETHANY GREEN**  
PANTONE® 5545  
C:59 M:0 Y:50 K:52  
R:90 G:116 B:90  
Hexidecimal #5A745A

A tertiary color palette offers more colors for advertising and admissions materials. The tertiary colors are not to be used where use of the secondary colors could be used to enhance the design.

# color palette

## TWO-COLOR IDENTITY

The primary Bethany identity appears in two colors: Bethany Red (PANTONE® 187) and Bethany Grey (PANTONE® 425).

The two-color version is the preferred usage for all printed materials or promotional items.



BETHANY RED



BETHANY GREY

# color palette

## ONE-COLOR IDENTITY

If it's not possible to use the two Bethany colors or their four-color equivalents for printed materials, a one-color version of the identity may be used. Bethany Red is the preferred option. Black is also an acceptable choice.



---

*Bethany Red (PANTONE® 187)*



---

*Black*

# color palette

## REVERSED IDENTITY

The two-color identity on a white background is the preferred version, but there will be instances when the identity must appear on a color background. When the background is dark, the graphic symbol and logotype must reverse to white for maximum legibility.

