

BJU BRUINS IDENTITY GUIDELINES



UPDATED JULY 2013

BUILD FAITH. CHALLENGE POTENTIAL. FOLLOW CHRIST.



BOB JONES UNIVERSITY
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INTRODUCTION

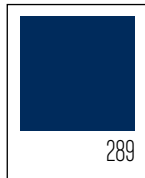
These policies were established to ensure brand consistency and the integrity of Bob Jones University's Department of Athletics name and marks. The use of the BJU Department of Athletics and BJU Bruins identity are for the express and exclusive usage of designated Bob Jones University departments and licensees.

Separate identity/usage guidelines exists for general university identification. This guide is specific to the BJU Department of Athletics and the BJU Bruins identity.

For more information, please contact David Lovegrove of BJU Creative Services at 864-242-5100, extension 4235.

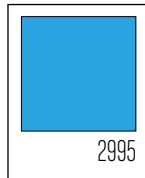
OFFICIAL COLORS

PRIMARY COLORS



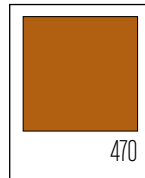
NAVY

PANTONE 289 C
CMYK: 100, 64, 0, 60
RGB: 0, 43, 92
HEX: 002B5C
Embroidery:
1200 (Sulky)



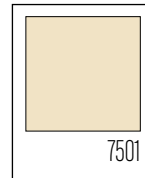
COLUMBIA BLUE

PANTONE 2995 C
CMYK: 70, 20, 0, 0
RGB: 51, 163, 220
HEX: 33A3DC
Embroidery:
1252 (Sulky)



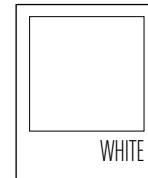
COPPER

PANTONE 470 C
CMYK: 0, 58, 100, 33
RGB: 176, 96, 16
HEX: B06010
Embroidery:
568 (Sulky)



SANDSTORM

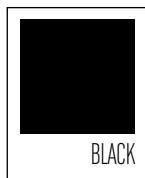
PANTONE 7501 C
CMYK: 0, 4, 20, 6
RGB: 241, 227, 197
HEX: 002B5C
Embroidery:
1082 (Sulky)



WHITE

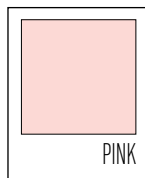
PANTONE WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF

SECONDARY COLORS



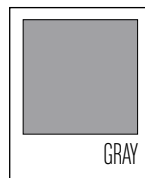
BLACK

PANTONE Black C
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000



SOFT PINK

PANTONE 706 C
CMYK: 0, 17, 10, 0
RGB: 252, 217, 213
HEX: FCD9D5



NARWHAL GRAY

PANTONE Cool Gray 8C
CMYK: 0, 0, 0, 40
RGB: 161, 161, 164
HEX: A1A1A4



CHOCOLATE

PANTONE 4625 C
CMYK: 0, 60, 100, 80
RGB: 90, 40, 0
HEX: 5A2800

MARKS: PRIMARY

PLEASE NOTE: When used on a colored background, the white border is a critical element of the logo and must be maintained exactly as shown (including the thickness of the border).

COLOR TYPE

PRIMARY MARK

DARK BACKGROUND

Pantone Colors:

Navy: PMS 289
Columbia Blue: PMS 2995
Brown: PMS 470
Sandstorm: PMS 7501
Gray: PMS 289 at 25%

CMYK:

Navy: 100, 64, 0, 60
Columbia Blue: 70, 20, 0, 0
Brown: 0, 58, 100, 33
Sandstorm: 0, 4, 20, 6
Gray: 25, 14, 0, 14

RGB:

Navy: 0, 44, 91
Columbia Blue: 64, 164, 218
Brown: 174, 96, 28
Sandstorm: 240, 228, 199

HEX

Navy: 002E5B
Columbia Blue: 3999CC
Brown: 9D601E
Sandstorm: ECE2C5



2-color

Pantone Colors:

Navy: PMS 289
Columbia Blue: PMS 2995
Gray: PMS 289 at 35%



MARKS: PRIMARY

PLEASE NOTE: When used on a colored background, the white border is a critical element of the logo and must be maintained exactly as shown (including the thickness of the border).

COLOR TYPE

PRIMARY MARK

DARK BACKGROUND

1-color

Pantone Colors:

Navy: PMS 289

Gray: PMS 289 at 35%



monochrome



MARKS: SECONDARY

PLEASE NOTE: When used on a colored background, the white border is a critical element of the logo and must be maintained exactly as shown (including the thickness of the border).

COLOR TYPE

SECONDARY MARK

DARK BACKGROUND

Pantone Colors:

Navy: PMS 289
Columbia Blue: PMS 2995
Brown: PMS 470
Sandstorm: PMS 7501
Gray: PMS 289 at 25%

CMYK:

Navy: 100, 64, 0, 60
Columbia Blue: 70, 20, 0, 0
Brown: 0, 58, 100, 33
Sandstorm: 0, 4, 20, 6
Gray: 25, 14, 0, 14

RGB:

Navy: 0, 44, 91
Columbia Blue: 64, 164, 218
Brown: 174, 96, 28
Sandstorm: 240, 228, 199

HEX

Navy: 002E5B
Columbia Blue: 3999CC
Brown: 9D601E
Sandstorm: ECE2C5



2-color

Pantone Colors:

Navy: PMS 289
Columbia Blue: PMS 2995
Gray: PMS 289 at 35%



MARKS: SECONDARY

PLEASE NOTE: When used on a colored background, the white border is a critical element of the logo and must be maintained exactly as shown (including the thickness of the border).

COLOR TYPE

SECONDARY MARK

DARK BACKGROUND

1-color

Pantone Colors:

Navy: PMS 289

Gray: PMS 289 at 35%



monochrome






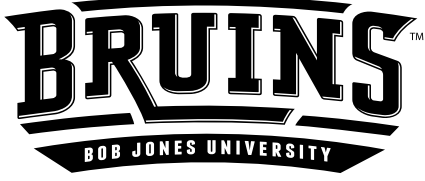
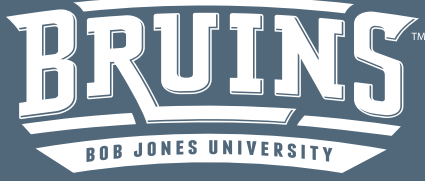
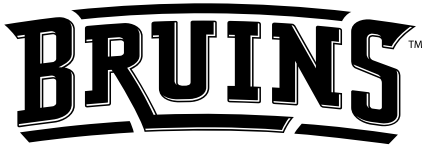



When a monochrome mark is used on a dark background, the eyes should always appear in the lighter of the two colors.



MARKS: WORDMARK

PLEASE NOTE: When used on a colored background, the white border is a critical element of the logo and must be maintained exactly as shown (including the thickness of the border).

COLOR TYPE	WORDMARK	DARK BACKGROUND
2-color Pantone Colors: Navy: PMS 289 Columbia Blue: PMS 2995 Gray: PMS 289 at 25% CMYK: Navy: 100, 64, 0, 60 Columbia Blue: 70, 20, 0, 0 Gray: 25, 14, 0, 14		
1-color Pantone Colors: Navy: PMS 289 Gray: PMS 289 at 35%		
monochrome		
reversed monochrome		
reversed monochrome – name only		

SIZE AND SPACE

SIZE REQUIREMENTS

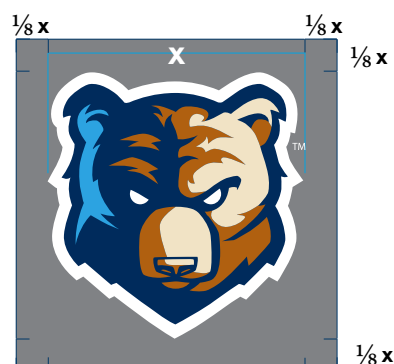
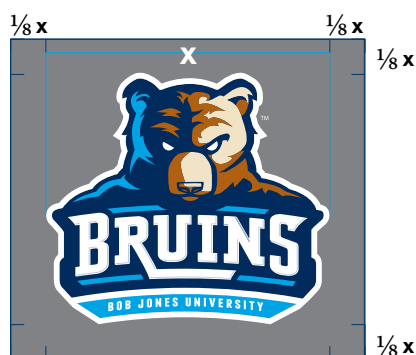
Marks should always be reproduced at a size clearly legible in the medium used. Special variants have been designed specifically for small-size use. Follow the size guidelines below.

CLEAR SPACE REQUIREMENTS





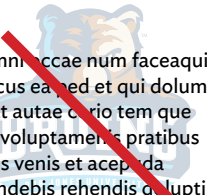



The minimum clear space area ensures that no other elements infringe upon the BJU Bruins emblems, allowing them to be seen easily and recognized quickly. Clear space standards apply to all versions of all marks.

Our standard for clear space is $\frac{1}{8}x$ of the width of the marks.

Whenever possible, allow more than this minimum clear space around each mark. With the exception of trademark designations, do not place other graphics or typography in the minimum clear space area.



UNACCEPTABLE USES

 DO NOT STRETCH OR ALTER PROPORTION	 DO NOT PLACE IN A SHAPE	 DO NOT COMBINE WITH OTHER ELEMENTS
 DO NOT USE UNAPPROVED COLOR COMBINATIONS	 DO NOT TOUCH OTHER OBJECTS	 <p>Omni occae num faceaqui occus ea ped et qui dolum niat autae crio tem que pa voluptamen is pratibus enis venis et accep da dendebis rehendis a lupti- uri ipsus as aut quo officia</p> DO NOT GHOST BEHIND OTHER ELEMENTS
 DO NOT USE WITHOUT TRADEMARK DESIGNATIONS	 DO NOT MINIMIZE CLARITY	 DO NOT INVERT COLORS (eyes should always be lighter than the background)

BRUINS FRANCHISE SHADOW **BRUINS FRANCHISE REGULAR**

Bruins Franchise Shadow and Bruins Franchise Regular are custom fonts designed by the BJU Creative Services Department. They are not publically available at this time. If you are interested in acquiring Bruins Franchise, contact Creative Services.

FRANCHISE BOLD

Franchise Bold from font house Derek Weathersbee (DerekWeathersbee.com) is used as a secondary supplemental font. In document layouts, Franchise Bold is used as a headline font.

CHALET COMPRIME MILAN 80

Chalet Comprime Milan 80 from font house House Industries (houseind.com) is used as a tertiary supplemental font, typically in upper case only.

MINION PRO REGULAR

Minion Pro from font house Adobe (adobe.com) is used for bulk text. In document layouts, Minion Pro Regular is used for body copy.

LICENSING

BJU Department of Athletics and BJU Bruins registered marks, including names, logos and other symbols may be used solely with permission of Bob Jones University. Items offered for sale bearing these marks must be licensed. Licensing is handled through the Licensing Resource Group; for more information on LRG, visit LRGUSA.com.

University academic marks including the crest, the seal, the logo and the wordmark are not available for use by licensees.

GUIDELINES FOR FACULTY/STAFF, STUDENTS & ALUMNI

Groups that have official BJU or Alumni Association recognition may use the BJU Department of Athletics and BJU Bruins registered marks, including names, logos and other symbols as long as they are developed and produced by a licensed vendor and comply with licensing requirements.

Groups that have official BJU or Alumni Association recognition may use the BJU name and academic marks in association only with their University-sanctioned activities. Recognized groups producing merchandise that incorporates BJU's name or marks must obtain approval from David Lovegrove in Creative Services and must comply with the university style guides.

INFORMATION & PERMISSION

For more information on this guide or on the BJU licensing program, contact David Lovegrove of Creative Services at (864) 242-5100, extension 4235.