

# Quick Reference for Branding and Usage

## LOGO AND GRAPHIC STANDARDS\*

The Belhaven University logo is the key graphic element in Belhaven's communication system. The design is well-suited for use in a wide range of applications that are aimed at both internal and external audiences; i.e., advertising, recruitment materials, identification, etc.

Some notes to remember when using the Belhaven University logo:

(1) The logo has been carefully drawn and should only be reproduced by photographic processes from approved reproduction art or from electronic, digital files.

No prior versions of the university logo or wordmark may be used.

(2) The university logo may not be used in connection with any other artwork.

## BASIC USES AND CORRECT CONFIGURATIONS\*

These are the preferred configurations of the Belhaven University logo. Developed to provide maximum flexibility in the use of Belhaven's name as shown below

BELHAVEN  
UNIVERSITY

BELHAVEN UNIVERSITY

Approved texts that can appear below the logo as indicated below: Do not attempt to re-create, logo can be provided.\*

BELHAVEN  
UNIVERSITY  
*Our Standard is Christ*

BELHAVEN  
UNIVERSITY  
*ASPIRE | Accelerated Degree Program*

BELHAVEN  
UNIVERSITY  
*MEMPHIS | Adult and Graduate Programs*

BELHAVEN  
UNIVERSITY  
*Adult. Graduate. Online Programs.*

BU

The BU logo is a secondary mark that will be used on non-athletic items where the Belhaven Logo is difficult to reproduce. Possible Examples: Embroidery, social media icons, or state license tag. Please refrain from using the BU logo and the Belhaven Logo together.\*



The university seal has long played an important role in the visual history of Belhaven University. This traditional symbol has now been assigned a special place in the heraldry of Belhaven, with a clearly defined and specific use, as well as restrictions. Use of the university seal is reserved for official Belhaven diplomas and certificates, as well as for commencement and convocation programs. It is to be used as a formal seal on such documents.\*

\*As this document is a summary, if you have any questions, would like a logo use to be considered, or need a logo provided please e-mail Bryant Butler at [bbutler@belhaven.edu](mailto:bbutler@belhaven.edu).