



BRAND IDENTITY STANDARDS

JULY 16, 2026

TABLE OF CONTENTS



PRIMARY LOGOS	3-6
SECONDARY LOGOS	7-11
LOGO CLEAR SPACE AND MINIMUM SIZES	12
LOGO USAGE DO'S AND DONT'S	13-14
COLOR	15-16
TYPOGRAPHY ON LOGOS	17
TYPOGRAPHY ON TAGLINE	18
TYPOGRAPHY	19-22
TEXT AND COLOR DO'S AND DONT'S	23
LOGO FILE NAMES AND USAGES	24-26

LOGO - Primary 2-Color

WORDMARK



HORIZONTAL



BU LETTERMARK



BU LETTERMARK COLUMN



COLUMN



STACKED



BU LETTERMARK WORDMARK



BU LETTERMARK FULL LOGO



LOGO - Primary Black

WORDMARK



HORIZONTAL



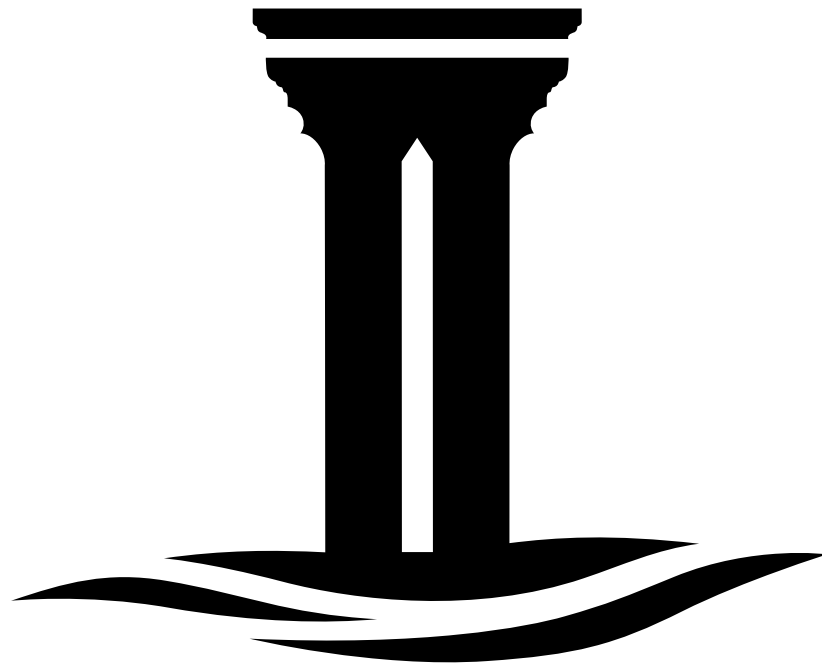
BU LETTERMARK



BU LETTERMARK COLUMN



COLUMN



STACKED



BU LETTERMARK WORDMARK



BU LETTERMARK FULL LOGO



LOGO - Primary Reversed 2-Color

WORDMARK



HORIZONTAL



BU LETTERMARK



BU LETTERMARK COLUMN



COLUMN



STACKED



BU LETTERMARK WORDMARK



BU LETTERMARK FULL LOGO



LOGO - Primary White

WORDMARK



HORIZONTAL



BU LETTERMARK



BU LETTERMARK COLUMN



COLUMN



STACKED



BU LETTERMARK WORDMARK



BU LETTERMARK FULL LOGO



LOGO - Secondary 2-Color

SHORT NAME
SUB-BRAND



SHORT NAME
STACKED



SHORT NAME
HORIZONTAL



LONG NAME
SUB-BRAND



LONG NAME
STACKED



LONG NAME
HORIZONTAL



FINE ARTS
SUB-BRAND



FINE ARTS
STACKED



FINE ARTS
HORIZONTAL



LOGO - Secondary Black

SHORT NAME
SUB-BRAND



SHORT NAME
STACKED



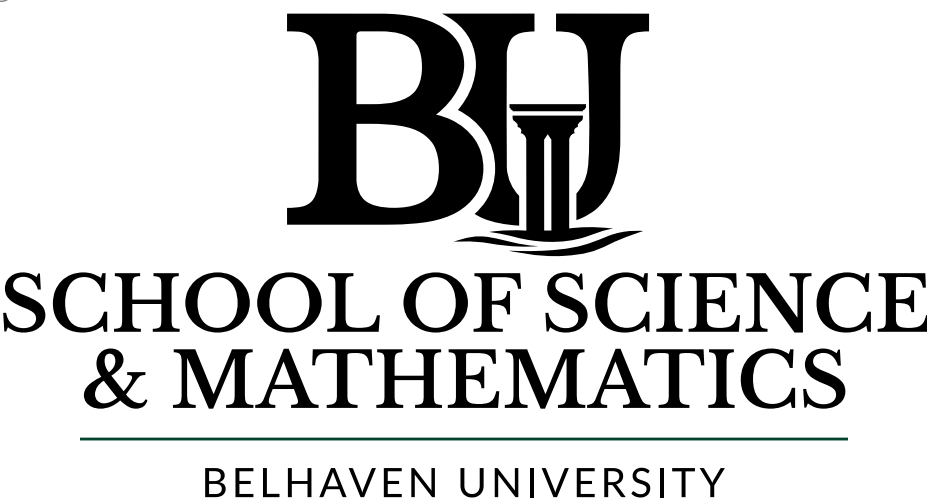
SHORT NAME
HORIZONTAL



LONG NAME
SUB-BRAND



LONG NAME
STACKED



LONG NAME
HORIZONTAL



FINE ARTS
SUB-BRAND



FINE ARTS
STACKED



FINE ARTS
HORIZONTAL



LOGO - Secondary Reversed 2-Color

SHORT NAME
SUB-BRAND



SHORT NAME
STACKED



SHORT NAME
HORIZONTAL



LONG NAME
SUB-BRAND



LONG NAME
STACKED



LONG NAME
HORIZONTAL



FINE ARTS
SUB-BRAND



FINE ARTS
STACKED



FINE ARTS
HORIZONTAL



LOGO - Secondary White

SHORT NAME
SUB-BRAND



SHORT NAME
STACKED



SHORT NAME
HORIZONTAL



LONG NAME
SUB-BRAND



LONG NAME
STACKED



LONG NAME
HORIZONTAL



FINE ARTS
SUB-BRAND



FINE ARTS
STACKED



FINE ARTS
HORIZONTAL



LOGO - Secondary Website Header

This logo may only be used for the website header or for any specific usages approved by the Belhaven Marketing Department.

TWO-COLOR



REVERSED TWO-COLOR



WHITE



LOGO CLEAR SPACE AND MINIMUM SIZES

CLEAR SPACE

To ensure prominence and legibility, the logo is always surrounded by an area of clear space which remains free of other design elements, such as type and other logos. This is also the minimum distance the logo can be placed from the edges of the page. The construction of the exclusion zone is based on the height of the column icon. The clear space is implemented from the left and right edges of the logo and from the top of the icon height and baseline of the logo on the bottom.



MINIMUM SIZE

MINIMUM SIZE - PRINT

The minimum size is defined by the width of the column icon. To ensure maximum clarity the minimum size is .46 inches (width) when used for print.

MINIMUM SIZE - DIGITAL

When used in digital formats, the icon has a minimum size of 44px (width).

ADDITIONAL SIZING

All other logo minimum sizes are based on the logo symbol's minimum size as stated above and shown to the right.



LOGO USAGE DO'S AND DONT'S

The logo must be used in accordance with the following do's and don'ts.



Proper full color application



Proper white logo on medium or dark colored background



Proper one-color logo on light colored background



DO NOT use the logo on a photo that overpowers the mark. The background needs to have enough contrast so the logo sufficiently stands out.



Proper full color application



DO NOT use a logo with BU Gold on a mid-light background



Proper two-color logo on light colored background



DO NOT use the logo on a photo that overpowers the mark. The background needs to have enough contrast so the logo sufficiently stands out.

LOGO USAGE DO'S AND DONT'S (continued)

The logo must be used in accordance with the following do's and don'ts.



DO NOT add drop shadows to the logo



DO NOT tilt the logo



DO NOT change the position of any of the logo elements



DO NOT use any color on the column except BU Gold or Green



DO NOT add glows or other styling to the logo



DO NOT put other elements on top of the logo OR too close to it (see Clear Space instructions on page 11)



DO NOT put other elements on top of the logo OR too close to it (see Clear Space instructions on page 11)



DO NOT use any color besides BU Green or BU Green/Gold

COLOR - Primary



COLOR - Secondary

EXPANDED PALETTES

Accent colors must always be used alongside the primary BU Green and Gold. The BU Green with appropriate BU Gold accents should always be the dominant colors in university publications.

Deep & Bright Accent Palettes

Accent colors may be used to highlight an area in a color that works with the BU Green and Gold. Accent colors may not be dominant in a design and they may not be used without using BU Green and Gold.

DEEP ACCENTS

MIDNIGHT NAVY
R22 G41 B74
#16294A

OXBLOOD
R110 G38 B50
#6E2632

PLUM
R60 G42 B77
#3C2A4D

Rich jewel tones for depth, formal pieces, donor materials, and print where you want gravitas.

NEUTRAL ACCENTS

PARCHMENT
R247 G244 B236
#F7F4EC

SAND
R239 G232 B218
#EFE8DA

MIST
R239 G241 B240
#EFF1F0

POWDER
R222 G233 B242
#DEE9F2

SAGE WHISPER
R230 G236 B226
#E6ECE2

Neutral Palette
In addition to lower opacity versions of the university primary colors, these colors may be used as background colors.

BRIGHT ACCENTS

BRIGHT BLUE
R31 G162 B214
#1FA2D6

CORAL
R242 G106 B60
#F26A3C

BERRY
R214 G60 B110
#D63C6E

VIOLET
R110 G82 B194
#6E52C2

Vivid pops for digital, social, student life, infographics, and athletics where you want energy.

TYPOGRAPHY ON LOGOS



TYPOGRAPHY ON TAGLINE

The all-caps tagline may be used primarily as a lockup with the logo in place of any of the secondary school names.

OUR STANDARD IS CHRIST] Lato Regular (100pt tracking) All Caps

The upper and lower case tagline may be used in a designed piece completely separate from the logo.

Our Standard Is Christ] Lato Regular (100pt tracking)

Libre Baskerville

LIBRE BASKERVILLE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@ \$ # & * { [(. , ; ' ")] }

LIBRE BASKERVILLE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@ \$ # & * { [(. , ; ' ")] }

LIBRE BASKERVILLE SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@ \$ # & * { [(. , ; ' ")] }

LIBRE BASKERVILLE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@ \$ # & * { [(. , ; ' ")] }

LIBRE BASKERVILLE ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@ \$ # & * { [(. , ; ' ")] }*

LIBRE BASKERVILLE MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@ \$ # & * { [(. , ; ' ")] }*

LIBRE BASKERVILLE SEMIBOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@ \$ # & * { [(. , ; ' ")] }*

LIBRE BASKERVILLE BOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@ \$ # & * { [(. , ; ' ")] }*

Lato

LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@\$\$&*{[(.,:;'")]]}

LATO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@\$\$&*{[(.,:;'")]]}

LATO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@\$\$&*{[(.,:;'")]]}

LATO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@\$\$&*{[(.,:;'")]]}

LATO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@\$\$&*{[(.,:;'")]]}

LATO MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@\$\$&*{[(.,:;'")]]}

LATO SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@\$\$&*{[(.,:;'")]]}

LATO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@\$\$&*{[(.,:;'")]]}

TYPOGRAPHY APPLICATIONS

HEADLINES (H1, H2, H3) LATO REGULAR

BRAND
BRAND PILLARS
BRAND PILLARS
BRAND PILLARS

SPECIAL CHARACTERS LIBRE BASKERVILLE MEDIUM

@ & * {}

HEADLINES OR DISPLAY CALLOUTS LIBRE BASKERVILLE REGULAR

PURPOSE

PULL QUOTE LIBRE BASKERVILLE ITALIC | 26 PT | 40PT LEADING

“Belhaven has been a wonderful experience because of the helpful professors and the Christian emphasis in the curriculum.”

BODY COPY LATO REGULAR | 12.5 PT | 18 PT LEADING

Belhaven University is a Christ-centered institution where faith is not a label—it is the living, breathing culture of the place. Biblical worldview is woven into every course, every mentoring conversation and every interaction between faculty and students. This is not performative Christianity or denominational rigidity. It is a mature, grace-filled integration of faith and learning that welcomes students from all backgrounds while never wavering on who Belhaven is.

At its core, Belhaven helps people discover their God-given purpose and equips them to carry that calling into the world. Whether a traditional undergraduate, an adult learner finishing a degree they started years ago, or a working professional pursuing a doctorate, Belhaven meets each student with personal attention, genuine care, and an education designed to transform not just careers, but lives.

SUB-HEADS & BODY COPY LATO SEMIBOLD (24PT) & REGULAR (14.5/13 PT) | 27 PT LEADING

The Brand Promise

Belhaven, your faith, your work, and your future come together.

This is what Belhaven can consistently promise and deliver to all audiences. It is the intersection of three things no other institution combines in quite the same way: a Christ-centered environment that is welcoming rather than policing; deeply relational, mentoring-driven academics; and real preparation for meaningful careers and callings.

CAPTION LATO REGULAR | 9 PT | 15 PT LEADING

Faith that's integrated, not imposed. Christian worldview runs through every course—not as an add-on, but as the bloodstream of the academic experience. Belhaven holds biblical orthodoxy and grace in equal measure.

LARGE NUMERALS LIBRE BASKERVILLE REGULAR

2026

TYPOGRAPHY

Modish

Modish Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*0 1 2 3 4 5 6 7 8 9 @ \$ % & * { [(. , ; ' ")] }*

EXAMPLE USAGES

Fine Arts | *Discover Day* | *Orientation*

NOTE: If the font Modish is not available, an alternative Google font “Yellowtail” may be used.

Yellowtail | *Discover Day* | *Orientation*

TEXT AND COLOR DO’S AND DONT’S

Text in BU Gold may only be used on dark backgrounds....	so there is enough contrast to read it easily.	Do not use BU Gold on mid-light backgrounds like this one....	or on white/light backgrounds like this one. There's not enough contrast and it is not ADA accessible.
Proper use of BU Gold text	Proper use of BU Gold text	DO NOT use BU Gold on mid-light backgrounds like this one...	or on white/light backgrounds like this one. There's not enough contrast and it is not ADA accessible.

LOGO FILE NAMES AND USAGES

Our logos represent who we are as an organization, and their consistent and responsible application is critical. Help maintain this consistency through adherence to our guidelines and by choosing the correct digital file for the job.

Please refer to the charts here to determine the best file to use for your need. If you have any questions, please notify Belhaven University.

FILE TYPE	USES AND CHARACTERISTICS	FILE NAMES
.eps files	> Vector (line art based images) art is the best file type for use in professional page layout programs, print production, and to provide to vendors for signage, etc. > Scalable to larger sizes without loss of quality.	BU PRIMARY LOGOS BU_Column_Only_Black.eps BU_Column_Only_CMYK.eps BU_Column_Only_RGB.eps BU_Column_Only_White.eps BU_Stacked_Black.eps BU_Stacked_CMYK.eps BU_Stacked_Reversed_CMYK.eps BU_Stacked_Reversed_RGB.eps BU_Stacked_RGB.eps BU_Stacked_White.eps BU_Horizontal_Black.eps BU_Horizontal_CMYK.eps BU_Horizontal_Reversed_CMYK.eps BU_Horizontal_Reversed_RGB.eps BU_Horizontal_RGB.eps BU_Horizontal_White.eps BU_Lettermark_Black.eps BU_Lettermark_CMYK.eps BU_Lettermark_RGB.eps BU_Lettermark_White.eps BU_Lettermark_Column_White.eps BU_Lettermark_Column_Black.eps BU_Lettermark_Column_CMYK.eps BU_Lettermark_Column_Reversed_CMYK.eps BU_Lettermark_Column_Reversed_RGB.eps BU_Lettermark_Column_RGB.eps BU_Lettermark_Full_Logo_Black.eps BU_Lettermark_Full_Logo_CMYK.eps BU_Lettermark_Full_Logo_Reversed_CMYK.eps BU_Lettermark_Full_Logo_Reversed_RGB.eps BU_Lettermark_Full_Logo_RGB.eps BU_Lettermark_Full_Logo_White.eps BU_Lettermark_Wordmark_Black.eps BU_Lettermark_Wordmark_CMYK.eps BU_Lettermark_Wordmark_RGB.eps BU_Lettermark_Wordmark_White.eps BU WORDMARK Belhaven_University_ Wordmark_Black.eps Belhaven_University_ Wordmark_White.eps
	WORKS BEST USING Adobe Creative Suite: - Illustrator - InDesign - Photoshop	BU SECONDARY LOGOS BU_Secondary_Fine_Arts_Horizontal_CMYK.eps BU_Secondary_Fine_Arts_Horizontal_Reversed_CMYK.eps BU_Secondary_Fine_Arts_Horizontal_Reversed_RGB.eps BU_Secondary_Fine_Arts_Horizontal_RGB.eps BU_Secondary_Fine_Arts_Stacked_CMYK.eps BU_Secondary_Fine_Arts_Stacked_Reversed_CMYK.eps BU_Secondary_Fine_Arts_Stacked_Reversed_RGB.eps BU_Secondary_Fine_Arts_Stacked_RGB.eps BU_Secondary_Fine_Arts_Sub-brand_CMYK.eps BU_Secondary_Fine_Arts_Sub-brand_Reversed_CMYK.eps BU_Secondary_Fine_Arts_Sub-brand_Reversed_RGB.eps BU_Secondary_Fine_Arts_Sub-brand_RGB.eps BU_Secondary_Long_Horizontal_CMYK.eps BU_Secondary_Long_Horizontal_Reversed_CMYK.eps BU_Secondary_Long_Horizontal_Reversed_RGB.eps BU_Secondary_Long_Horizontal_RGB.eps BU_Secondary_Long_Stacked_CMYK.eps BU_Secondary_Long_Stacked_Reversed_CMYK.eps BU_Secondary_Long_Stacked_Reversed_RGB.eps BU_Secondary_Long_Stacked_RGB.eps BU_Secondary_Long_Sub-brand_CMYK.eps BU_Secondary_Long_Sub-brand_Reversed_CMYK.eps BU_Secondary_Long_Sub-brand_Reversed_RGB.eps BU_Secondary_Long_Sub-brand_RGB.eps BU_Secondary_Short_Horizontal_CMYK.eps BU_Secondary_Short_Horizontal_Reversed_CMYK.eps BU_Secondary_Short_Horizontal_Reversed_RGB.eps BU_Secondary_Short_Horizontal_RGB.eps BU_Secondary_Short_Stacked_CMYK.eps BU_Secondary_Short_Stacked_Reversed_CMYK.eps BU_Secondary_Short_Stacked_Reversed_RGB.eps BU_Secondary_Short_Stacked_RGB.eps BU_Secondary_Short_Sub-brand_CMYK.eps BU_Secondary_Short_Sub-brand_Reversed_CMYK.eps BU_Secondary_Short_Sub-brand_Reversed_RGB.eps BU_Secondary_Short_Sub-brand_RGB.eps BU_Secondary_Website_Reversed_RGB.eps BU_Secondary_Website_RGB.eps BU_Secondary_Website_White.eps

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FILE TYPE	USES AND CHARACTERISTICS	FILE NAMES
.jpg files - CMYK (300 dpi)	> Raster (pixel-based images) acceptable for use in professional page layout programs, print production, and to provide to vendors for other applications, etc. when used at actual size and when an .eps file is not available. > Use 300 dpi (high resolution) .jpg files for best desktop printed output from programs such as Microsoft Word and Google Docs. > These are NOT high enough resolution for usage in large-format printing of any kind. WORKS BEST USING Adobe Creative Suite: - Illustrator - InDesign - Photoshop Microsoft Office: - Word - PowerPoint - Excel Google Docs Web authoring programs	BU PRIMARY LOGOS BU_Column_Only_Black.jpg BU_Column_Only_CMYK.jpg BU_Stacked_Black.jpg BU_Stacked_CMYK.jpg BU_Horizontal_Black.jpg BU_Horizontal_CMYK.jpg BU_Lettermark_Black.jpg BU_Lettermark_CMYK.jpg BU_Lettermark_Column_Black.jpg BU_Lettermark_Column_CMYK.jpg BU_Lettermark_Full Logo_Black.jpg BU_Lettermark_Full Logo_CMYK.jpg BU_Lettermark_Wordmark_Black.jpg BU_Lettermark_Wordmark_CMYK.jpg BU SECONDARY LOGOS [These logo file names will need to be added by the BU Marketing Department] BU WORDMARK Belhaven_University_ Wordmark_Black.jpg

LOGO FILE NAMES AND USAGES

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Please refer to the charts here to determine the best file to use for your need. If you have any questions, please notify Belhaven University.

FILE TYPE	USES AND CHARACTERISTICS	FILE NAMES
.png files - RGB	> Raster (pixel-based) pngs have transparent backgrounds and are the best file type to use for screen-based presentations, for web sites and web-based applications. > These are NOT high enough resolution for usage in large-format printing of any kind and not recommended for anything other than digital applications if possible. WORKS BEST USING Microsoft Office: - Word - PowerPoint - Excel Google Docs Web authoring programs	BU PRIMARY LOGOS BU_Column_Only_Black.png BU_Column_Only_RGB.png BU_Column_Only_White.png BU_Stacked_White.png BU_Stacked_Black.png BU_Stacked_Reversed_RGB.png BU_Stacked_RGB.png BU_Horizontal_Black.png BU_Horizontal_Reversed_RGB.png BU_Horizontal_RGB.png BU_Horizontal_White.png BU_Lettermark_Black.png BU_Lettermark_RGB.png BU_Lettermark_White.png BU_Lettermark_Column_White.png BU_Lettermark_Column_Black.png BU_Lettermark_Column_Reversed_RGB.png BU_Lettermark_Column_RGB.png BU_Lettermark_Full Logo_White.png BU_Lettermark_Full Logo_Black.png BU_Lettermark_Full Logo_Reversed_RGB.png BU_Lettermark_Full Logo_RGB.png BU_Lettermark_Wordmark_White.png BU_Lettermark_Wordmark_Black.png BU_Lettermark_Wordmark_RGB.png BU SECONDARY LOGOS BU_Secondary_Website_Reversed_RGB.png BU_Secondary_Website_RGB.png BU_Secondary_Website_White.png [The rest of these logo file names will need to be added by the BU Marketing Department] BU WORDMARK Belhaven_University_ Wordmark_Black.png Belhaven_University_ Wordmark_White.png



BELHAVEN BRAND IDENTITY STANDARDS

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