

**Beloit College
Brand Guidelines**



What people know, think, say, and feel about Beloit College comes from a wide range of sources, experiences, and interactions. The college's faculty, curriculum, website, social media, publications, events, facilities, signage, staff, and the countless other ways people observe and interact with Beloit all shape the college's brand.

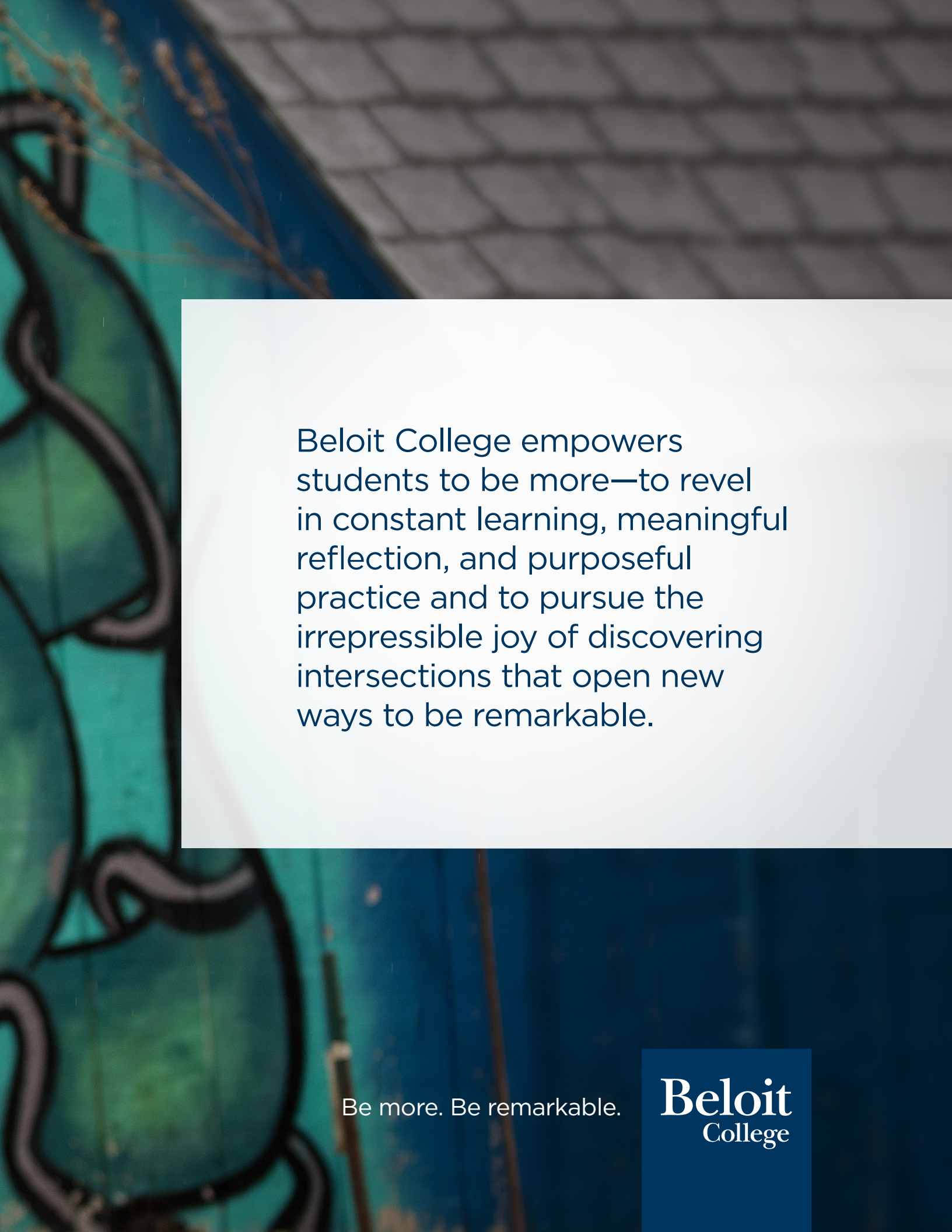
Put simply, everything speaks.

This brand toolkit provides a framework for the fundamental elements of the brand and ways to signal those attributes throughout various dimensions of Beloit College.

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The background of the page features a blurred image of a stone archway on the right side and a tree branch with small, light-colored flowers on the left side. The colors are muted, with greys, blues, and greens.

Beloit College empowers students to be more—to revel in constant learning, meaningful reflection, and purposeful practice and to pursue the irrepressible joy of discovering intersections that open new ways to be remarkable.

Be more. Be remarkable.

Beloit
College

Positioning Statement

Beloit College's one-of-a-kind, tailored education teaches students to entwine their curiosity, passion, and experiences and to practice a seamless blend of knowledge, insight, expertise, social responsibility and intellectual agility. Beloiters do what they love and love what they do while becoming remarkably well-prepared to thrive in any endeavor—undaunted by an ever-changing world.

Beloiters do what needs doing, change what needs changing, and create what needs creating. And it's remarkable.



Product Description

Beloit College offers a distinctly premium product through the liberal arts in practice developmental model and ideology. Specific elements of this approach resonate with our audiences, signal our premium quality, and help demystify Beloit's rich educational approach.



One of a kind, tailored education

Structured to inspire connections, elicit reflection, and enable meaningful transfer of theory and practice. Beloit eschews prescribed, overly-linear approaches in favor of facilitating educational journeys uniquely suited for individuals.



Authentic relationships

Designed to encourage, celebrate, and foster connections outside the limits of traditional hierarchies and structures to allow students, faculty, staff, alumni, and the broader Beloit community to connect with and learn from one another—constantly.



3

Personalized career development

Pushes Beloiters to do what they love, love what they do, and create meaning in the world, giving them the confidence and agency needed to thrive in an often chaotic, ever-more-complex world.

4

Exclusive opportunities

Only available through Beloit's unique ecosystem of mission, people, place, and work.

5

Purposeful, joyful practice

Enduring desire to combine knowledge, passion, curiosity, experience, and reflection into practice, and do so with persistence. Always seeking to find ways to grow, get better at the things that matter most, and make things better for others.

Principled
Curious
Unconventional
Thoughtful
Intrepid

**Brand
Personality**

These characteristics describe
Beloit College as if it was a
person to help guide what we
do and how we are perceived
by our audiences.

Brand Voice

Instill the following characteristics into the work that you do and the content you produce.



Empowering and Optimistic

Positive, enthusiastic, celebratory, and supportive. Always looking for opportunities and ways to connect others with opportunities.

How To Do It

Bright, vibrant, and encouraging language and imagery with an emphasis on progress, forward movement, and the joy of the journey. Show subjects exercising agency to pursue positive, remarkable outcomes that align with audience values and goals.



Empathetic and Genuine

Honest, self-aware and a consistent willingness to consider audience perspectives. Constant desire to understand social, psychological, emotional, and contextual factors that shape different identities, audience opinions, perceptions, beliefs, and behaviors.

How To Do It

Embrace the audience mindset and emotional factors through thoughtful, considerate language. Balance audience concerns with institutional values, focusing on the commonalities that create opportunities for meaningful progress.



Confident and Clever

Tireless commitment to and belief in the value of a Beloit education and the college's mission that enables unconventional playfulness while remaining principled and grounded. Smart, informed, and self-assured without arrogance or pretension.

How To Do It

Unapologetic, straightforward, familiar language that demonstrates a conviction in the value of the college and its mission. Distill ideas to the most compelling elements and avoid unnecessary detail, justifications or explanations. Be proud (but not cocky) with a sense of humor that expresses joy in what the college does and speaks to audiences' values and goals.



Visual Identity



Overview

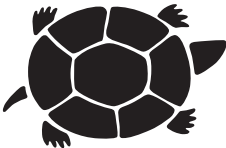


This section deals with basic identity elements: the wordmark, logos, seal, and college colors that are the foundation of a visual identity. The college's name, wordmark, logos, and seal are trademarks and property of Beloit College. These elements may only be used by authorized units of Beloit College, or through approval for external use. When in doubt about which mark to use for different types of mediums, please contact the Office of Communications and Marketing.

The Beloit College Name

Our name is the primary means by which we are recognized; therefore, the Beloit name, in the appropriate font that constitutes our wordmark, must appear on all forms of communication. Only approved visual elements or icons may be paired with the wordmark to form the logo. The wordmark may not be visually altered, overprinted, paired with unapproved images, bordered, changed proportionally, or otherwise tampered with in any way.

Primary  

Secondary  

Limited use   

On-campus/
internal use

Used by President's Office only

Logo and template files are available online

All logos, visual elements, and templates are available to download from:

www.beloit.edu/communicationsandmarketing/brand-toolkit/assets/

A Beloit College username and password are required to download these files. Downloading Beloit logos means that you acknowledge and agree to follow the brand guidelines document.

The Beloit College Wordmark

Size and Appearance: At minimum, the wordmark should appear no smaller than one-half an inch high on a standard 4" x 9" brochure, and larger on larger publications. In busy or complex designs, it should be surrounded by appropriate white space to set it apart.

The wordmark should appear in the official Beloit blue color, solid black, or all white on a dark background. Gold metallic embossing is also acceptable.

Never attempt to create or typeset the wordmark on your own. The mark is set in a particular font with specific kerning of the letters that should not be altered.

Download wordmarks and visual elements at:

www.beloit.edu/communicationsandmarketing/brand-toolkit/assets/



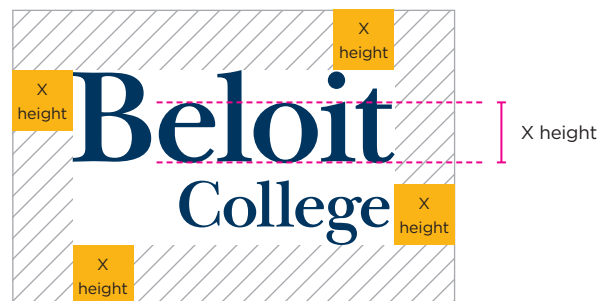
One color PMS 2955 blue or equivalent CMYK



White on dark (also known as reversed)



0.5 inch
minimum
height



Clear space required on the top, sides, and bottom of the wordmark. No other graphic or type may encroach within a unit of Beloit word X-height.

The Beloit “B” Logo

The B is an official logo of Beloit College and can be used as a stand-alone graphic. It can be used for promotional, formal, informal, or athletic materials and can be used as a graphic support for publications as long as the wordmark also appears prominently on that publication. The B may be used without the wordmark for internal college communication, or community projects where the audience is already highly familiar with the symbols.

The B may appear in the Beloit gold and blue color combination in full color publications. Black or white may be used for one color printing projects. Use a gold version for overprinting on dark backgrounds or a blue for solid gold or white backgrounds. Never put a white outline on the gold or blue B.



Logo Use Advise

Despite the brand guidelines presented in this document, it is only natural to want to use a little creativity in marketing materials. We encourage creative thinking when marketing Beloit College. However, the following are examples of inappropriate usage of the Beloit College wordmark and B that may serve to confuse more than help with our consistent brand message.

Beloit
College



Do not recreate the wordmark or B in different fonts.

Beloit
College

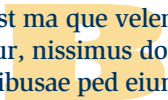


Do not “stretch” or “squeeze” the wordmark or B.

Beloit
College

Do not combine the various brand elements in unofficial lockups.

Temporest ma que velenis erchil
modi ratur, nissimus doluptam
fugitaq uibusae ped eium et re,



Do not overprint text or image on the B, even when screened back.



Do not place the wordmark or logo directly over a busy background. Place a solid box behind the wordmark to avoid visual confusion.

Beloit College Temporest ma que velenis
erchil modi ratur, nissimus
College doluptam fugitaq uibusae.

Do not allow images or text to encroach inside the required clear space around the logo (see page 9 for correct clearspace).

Beloit
College



Do not rotate the wordmark or B.

Beloit
College



Do not change the official college colors or add textures to the wordmark or B.

BC

Do not use independent logos or visual identities; all units that operate wholly as part of Beloit College must use the Beloit College approved visual identity.

Do not hyphenate the name Beloit or Beloit College in written copy.

Do not hyphenate the name Beloit or Beloit College in written copy.

The Beloit College Seal

The seal should be used only for official or ceremonial documents or on prestigious gift items. Any other usage must be approved by the Office of Communications and Marketing.

When reproduced, Beloit blue or black is acceptable. On special occasions the seal may also be gold embossed. Any manipulation or alteration of the seal is strictly prohibited.



The Beloit College Crest

The crest should be used only with approval by the Office of Communications and Marketing. When reproduced, Beloit blue or black is acceptable. On special occasions the crest may also be gold embossed. Any manipulation or alteration to the crest is strictly prohibited.



A brief history

In 1930, when the University Club of Chicago decided to decorate its main dining room with the coat of arms of each charter member's alma mater, several of the Midwestern schools did not yet have official emblems. A group of Beloiters helped to design a wood-carved coat of arms for Beloit. They borrowed symbols from the college's seal and the flag of the city of Beloit, ultimately selecting a shield, a dove, an open book, a "flaming wheel," ribbons, flora, and a turtle. The original wooden coat of arms remains on display at the University Club. A plaster copy was restored in 2012 and is now displayed in the President's Office in Middle College.

About the crest symbols

A guide to the college's coat of arms, culled from Beloit College Archives source material by Eric Miller'87:

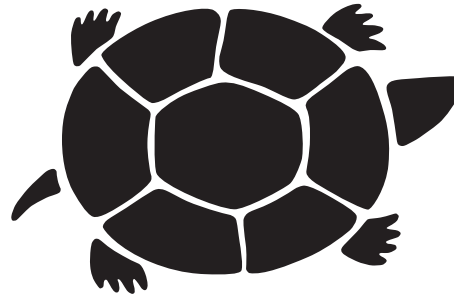
- The turtle at the top of the coat of arms is an indigenous animal to Beloit.

- The college motto on the banner at the bottom, "scientia vera cum fide pura," means "true knowledge with pure faith."
- The dove represents divine guidance or inspiration, the fide pura of the college motto.
- The flowing "mantling" represents gold as an official color of the college.
- The open book represents human learning, the scientia of the motto.
- The cogged wheel, (also a symbol used in the flag of the city of Beloit) represents a turtle metamorphosed into a flaming wheel of industry, a motif representing the transformation of nature/wilderness (the turtle) under the influence of industry. The wheel represents the water wheel, windmill, and engine typical of three major industries that have historical importance to Beloit: the Wheeler Eclipse Windmill, the Fairbanks-Morse Engine, and A.P. Warner Speedometer.

The Beloit College Turtle

The Beloit College turtle logo is a well-known insider mark of the college.

The turtle should never be used on official college publications that are intended for promotion of the college or for official college business. It should also not be used in conjunction with the college wordmark. The turtle should never be confused with the Buccaneer as a sports-related symbol and should never appear on athletic apparel or publications.



A brief history

The turtle had already been a totem symbol used by the local Native Americans for hundreds of years when the Europeans arrived in the Turtle Creek and Rock River valleys in the early 1800s. Hundreds of years ago ancient peoples erected several Indian mounds on the east brow of the hill

overlooking the Rock River, one in the shape of a turtle. This mound can still be seen today behind the Wright Museum of Art. Beloit College was built among these Indian mounds in 1846 and the turtle symbol was lovingly adopted as the unofficial mascot of the Beloit College students.

Beloit College colors

Color is as significant to a graphic identity as images, symbols, and marks. The official colors of Beloit College are Beloit blue and Beloit gold.

Precise color matching can be difficult depending on the medium. The Office of Communications and Marketing recommends the following Pantone Matching System (PMS) colors for their proven versatility, long history of use, and quality consistency across multiple mediums:

Primary Palette

The Primary Palette of Beloit College consists of the two core colors Beloit Blue (PMS 2955C) and Beloit Gold (PMS 130C) along with two grey values and black and white. When printing spot color, these PMS colors should be used. If printing in process color, use the CMYK values shown below. The RGB and Hex numbers are also provided for electronic or web use.

PMS 2955
CMYK - C:100 M:60 Y:10 K:53
RGB - R:0 G:56 B:101
WEB COLOR - Hex #003865

PMS Warm Grey 7
CMYK - C:16 M:23 Y:23 K:44
RGB - R:150 G:140 B:131
WEB COLOR - Hex #968C83

Black
CMYK - C:0 M:0 Y:0 K:100
RGB - R:42 G:42 B:41
WEB COLOR - Hex #2C2A29

PMS 130
CMYK - C:0 M:32 Y:100 K:0
RGB - R:242 G:169 B:0
WEB COLOR - Hex #F2A900

PMS Warm Grey 3
CMYK - C:9 M:11 Y:13 K:20
RGB - R:191 G:184 B:175
WEB COLOR - Hex #BFB8AF

White
CMYK - C:0 M:0 Y:0 K:0
RGB - R:0 G:0 B:0
WEB COLOR - Hex #FFFFFF

Accent Palette

The accent palette consists of colors that complement the primary brand palette while providing energy and visual interest. These color are intended to be used as accent colors only. This can be best achieved through use in type, call-out boxes, background fills, rules, infographics shapes, and charts.

PMS 229
CMYK - C:26 M:100 Y:19 K:61
RGB - R:103 G:33 B:61
WEB COLOR - Hex #672146

PMS 7403
CMYK - C:1 M:11 Y:58 K:2
RGB - R:238 G:212 B:132
WEB COLOR - Hex #EED484

PMS 1675
CMYK - C:5 M:83 Y:100 K:27
RGB - R:169 G:67 B:30
WEB COLOR - Hex #A9431E

PMS 562
CMYK - C:85 M:12 Y:53 K:36
RGB - R:0 G:111 B:98
WEB COLOR - Hex #006F62

PMS 7759
CMYK - C:6 M:3 Y:100 K:20
RGB - R:196 G:178 B:0
WEB COLOR - Hex #C4B200

Alternate material matching

Beloit Blue vinyl matching for signs: Gerber Dark Blue

Department logos

Department logos that are being used within the campus environment can use the B logo lock-up. For formal and off-campus use, please use the wordmark version. To place an order for a complete set of department logos for your office, contact Communications and Marketing. They will create the logo lockup in .EPS (for print) and .JPG (for electronic) in each of the color options you will need.



Beloit College Online Print Shop

Beloit College contracts their general business and low volume promotional printing with DigiCopy of Milwaukee, Wis. The online storefront is provided exclusively for all faculty, staff, offices, departments, and student clubs and can be found at www.beloit.dcopy.net.

College Print Orders Order online at www.beloit.dcopy.net

Faculty and staff: Log in using your Beloit email address and the default password "1234." You can change your password once you have logged in.

1. Pay with BC account codes (pre-loaded) or fill in the account code field at check out.
2. Products include business cards, letterhead, envelopes, posters, flyers, large format printing, invitations, postcards, booklets, course packs and many more.

3. Orders will be delivered to the Mail Center in Pearsons Hall. Mail Center staff will alert you via email when your DigiCopy order arrives.

4. Turnaround time is 2 days (order by 3 p.m. and have your order delivered two days later. E.g. place order by 3 p.m. Monday and pick up after 3 p.m. on Wednesday.)

Personal Print Orders Order online at www.beloitretail.dcopy.net

Students, faculty, and staff can also utilize DigiCopy for personal printing needs using the "retail" site for personal purchases. All payments are made using personal credit cards and products are delivered to the Beloit College Mail Center.

Faculty and staff: Log in using your Beloit email address and the default password "retail." You can also create a new account by clicking "Create an account," to the bottom left of the login field.

Students: Go to "Create an account" to the bottom left of the login field to create an account and login to the system.

Stationery

All customizable letterhead, envelopes, and business cards are available to order on the DigiCopy storefront. Below are the accepted design standards for the Beloit College stationery address lockups.



Bottom align the address to the base of the word "college".



Right align the address to the wordmark.



When using the wordmark and return address, consider it's proportions to the size of the envelope. The logo does not need to be big in size. Depending on printing costs, black only is acceptable.

Stationery

Communications and Marketing offer a digital version of the college letterhead. An editable Word document template is available to download at

www.beloit.edu/communicationsandmarketing/brand-toolkit/assets/

Beloit College	700 College Street	Department Name
	Beloit, WI 53511-5595	Faculty/Staff Name
	www.beloit.edu	Title
		608-363-2314
		Fax: 608-363-2052
		name@beloit.edu

Date

Dear Madam,

Ovidior sus dolupta tiberun dandam quaerferorum et labore cus, cus, ut quia plis ut exceptatia veror sunt volendene nihilla dolorro tectatior alit et possum dellore prerate seque perovid istecus cidiatem as dolorec estiunt ionest quia consequi blaut resti con nis alibus externam as rem qui voluptati corepre volorroviod modigenditem eatem. Hende minctorero volum arum remporro que et es mosaestrum doloria tquatur, occullecte prae. Ut que pel idus voles et atiiis ulparci tiores suntia derem que poritin rehendebit aliquae pa natem quidi apeditiumque nosame optatio saerovitia dis si sum eossimi, int.

At eos sequibus, omnis nimus, seditaturem harum volorio rerferu mquatur as porum et ipsum rem est, et laut pedia sit, et, utetusam ipiet labor auda quiam ut et re esciis none nustiatiem velitio nsequiassim ute reseque pro ditis etur? Nam, tet omnimax imagnihit prendanti dolesequis ut ipsam quiam quatemos el iunt lam sum fuga. Il maioreped quae voloriae. Gendam a vit dolorepe nihil et lam quatus, temo to modi ulpa dolorunt rest lignis ati ducia volorpos eumquasi tem la volorio expero te dolorro blabo. Nam enit, quae maionsequi quis suntio blantio dolo dem exerios ducietum voluptas nonsed eum rehentia doluptibus, cuptae lictas quodis eum excerio cullantibus ipiendisaciae paria nimpos dolumquia et laborro rereperum asimagnate labo. Et volorumendi cus alignim olupti as minci sum verum eosa venduntem quat esaesc illectae acimus que lam, eic temporryum, sam exera esent veni quame estem quam que et aliquo maiorit aquodio repeliq uossimus eatae explis iusam corehenda acimporpori reperibus es et vit ad quodit ad elisci sequid expliquas reratis volum illuptur alis ipsandae repe et ratem utemporis doluptam nonet adit latur, sitatistrum facesto eic tota qui tecta de sequias ani rest molupta volorerovit quis aliquibus peliquas et ute si omnis etur si de enditem essi consequi idistor erchiliquae eum aut a venihillique et enda sum illab imilique mi, sam et repedig enisimp orporum re sitatia aut que erchillaces accus di dit, volenihillo exces estioss equistis ped etum, sunt aut ut excepudam, in corum sinulluptae. Agnit qui isciat, cus atque est molut odi susapel luptur mi, quat faceritem sit molorate suntemporum quiduciate poritium non nimi, quo temquunt laccus eturestio modis ut minisqu idellabo. Udit pos es evendun dionecatur?

Moluptat dis anis dolo explabo rpororum facipsae enimagn ihicidi storio dolorestrum es a pe vel is is ent, es ad expliquam, vel ipsa volupid undi officiandam eum veles ut accus erum quiam vellupta dolum re min pre rero dolecus sed maio est iunt.

Officiandam

Department details are right aligned and base level with the college address.

Use typeface Arial, 8.5 pt size with a line spacing of 1.15.

Not at actual size

Editorial Style

Editorial consistency and accuracy are also critical in creating a positive impression of the college. The Beloit College Style and Resource Guide is a tool that helps achieve those ends in written Beloit College communications intended for external audiences. The word “style” simply means usage preferences. Beloit’s Style and Resource Guide is based on Associated Press (AP) style for common usage, but supersedes it to address issues that relate solely to Beloit. (You can find out, for instance, the accurate name and spelling of the Hendricks Center for the Arts, or the proper, formal title for an academic chair named for a specific donor.) A separate section pertains to campus facilities. The guide can be found at

www.beloit.edu/communicationsandmarketing/brand-toolkit/editorial-style

For a news release to be distributed to media outlets, the Office of Communications and Marketing reserves the right to edit or rewrite releases as needed to ensure they meet editorial/style guidelines and provide credible, current, and meaningful information.

