CHRIST ABOVE ALL

BRYAN COLLEGE

VOLUME VI

COMPLETE BRAND STANDARDS GUIDE

OCTOBER 2022

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MISSION STATEMENT

EDUCATING STUDENTS TO BECOME SERVANTS OF CHRIST TO MAKE A DIFFERENCE IN TODAY'S WORLD

BRAND STATEMENT

CHRIST ABOVE ALL

CHRIST ABOVE ALL
BRYAN COLLEGE

MOOD

WINDY HILL
ATHLETIC CLUB
USS
SOCCER
FOUNDATION
HURRICANE
RECOVERY
PARIS

SUMMER
INSTITUTE

STACKED LOGOS

STACKED LOGO
RED

STACKED LOGO
WHITE

STACKED LOGO
DARK GREY*

VECTOR | For use in commercial print projects or to send to other designers and manufacturers
IMAGE | Files for non-commercial or digital projects. PNG files show logo on transparent background

*Logo can be used in all black when appropriate and approved by marketing

Email marketing@bryan.edu with any questions.

VISUAL IDENTITY
& GUIDELINES

HORIZONTAL LOGOS

HORIZONTAL LOGO
RED

HORIZONTAL LOGO
WHITE

HORIZONTAL LOGO
DARK GREY*

VECTOR | For use in commercial print projects or to send to other designers and manufacturers
IMAGE | Files for non-commercial or digital projects. PNG files show logo on transparent background

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Email marketing@bryan.edu with any questions.

VISUAL IDENTITY
& GUIDELINES

LOGO GUIDELINES

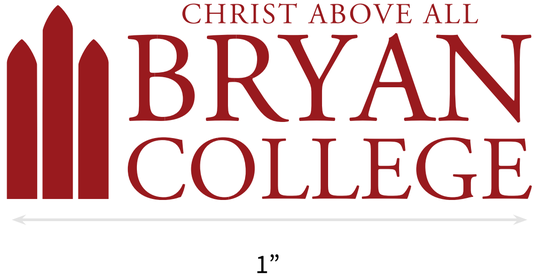
DOs

Allow enough space around the logo, the width of two arches on each side.

Use the red logo only against a white or light gray background.

Respect the minimum print size of a 1” width for the stacked logo and 1.25” For the horizontal logo.

Respect the minimum web size of 90px width for the stacked logo and 120px for the horizontal logo.



Email marketing@bryan.edu with any questions.

LOGO GUIDELINES

DON'Ts

PLEASE **DON'T**:

1. Separate any elements of the logo.

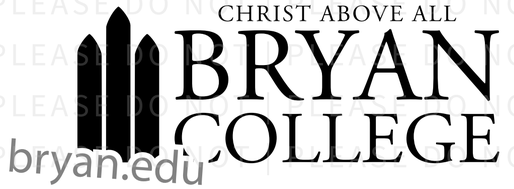
2. Change the color of the logo.

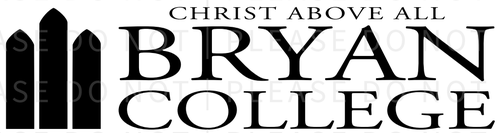
3. Allow any text or graphics to cover the logo.

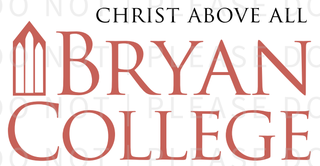
4. Stretch the logo horizontally or vertically to distort the logo.

5. Use any variations of the logo that are old, or not approved by the current brand standards guide.

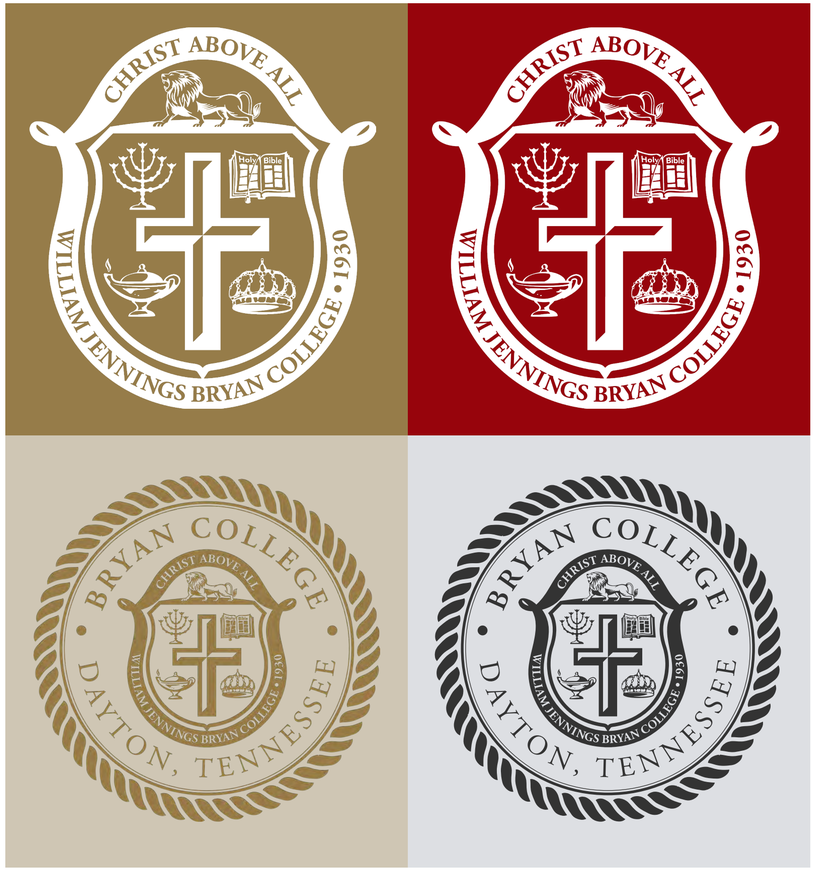
Email marketing@bryan.edu with any questions.







SHIELD / SEAL



The Presidential Medallion includes symbols significant to the life and mission of the College: “Educating students to become servants of Christ to make a difference in today’s world.”

- Lion -Jesus Christ is the “Lion of the Tribe of Judah.”
- Open Bible and Cross -God’s message and plan of redemption.
- Lighted Lamp-Enlightening and equipping students through education.
- Candlestick -Our witness and service to the world.
- Crown -Jesus Christ, the “King of Kings and Lord of Lords.”

*The seal & roped seal logos can be used in all black when appropriate and approved by marketing. The seal and roped seal are used to represent Bryan College and/or the President’s office. They are not to be combined with other elements or text.

VISUAL IDENTITY
& GUIDELINES

COLORS

#Hex Web/Digital | In-House Printing Interchangeable with RGB
RGB Web/Digital | In-House Printing Interchangeable with Hex
CMYK Four Color (Commercial) Press

PMS-C Exact Matching or Spot Color Printing on Coated Stock
PMS-U Exact Matching or Spot Color Printing on Uncoated Stock

PRIMARY

#990000
153, 0, 0
24, 100, 100, 25

7427 C

#333333
51, 51, 51
69, 63, 62, 58

447 C

#ffffff
255, 255, 255
0, 0, 0, 0

SECONDARY

#660000
102, 0, 0
34, 98, 96, 52

#fdba00
253, 186, 0
0, 32, 100, 0

7549 C
116 U

#826f45
130, 111, 69
44, 47, 79, 20

871 C

#666666
102, 102, 102
60, 51, 51, 20

4195 C

TERTIARY

#dddfe3
221, 223, 227
12, 8, 7, 0

663 C

#9a9a9a
154, 154, 154
42, 34, 35, 1

4289 C

#cfc6b4
207, 198, 180
19, 18, 28, 0

#000000
0, 0, 0
75, 68, 67, 90

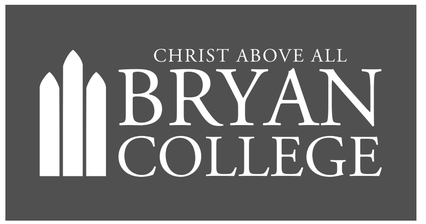
Black 6 C

COLOR GUIDELINES

DOs

RED ON
WHITE

WHITE ON
RED



WHITE ON
BLACK

GRAY ON
WHITE

RED ON
GRAY

GRAY ON
GRAY

Email marketing@bryan.edu with any questions.

COLOR GUIDELINES

DON'Ts

PLEASE **DON'T**:

1. Make the logo any color besides white, approved gray, or approved red.

2. Make the logo gold, including our approved school gold.

3. Place red on a charcoal gray or black background of any kind.

4. Place charcoal gray or black on a red background of any kind.

Email marketing@bryan.edu with any questions.

VISUAL IDENTITY
& GUIDELINES

EMBROIDERY FILE GUIDELINES

OPTION A

OPTION B

When using the logo for embroidery purposes, use one of the two variations pictured here. Contact the marketing department for the digitized logo files before sending to a vendor.

Use **Option A** when possible. Option B may be used when dealing with fleece or thicker fabrics where the original logo would not appear correctly.

See color guidelines regarding acceptable color options.

TYPOGRAPHY

PRIMARY TYPEFACES | Below are Bryan College's official typefaces which may require a paid license. If you need access to these for an official project, contact the marketing department at marketing@bryan.edu.

ADOBE GARAMOND PRO
ALL WEIGHTS & STYLES

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

MONTSERRAT
ALL WEIGHTS & STYLES

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

SOURCE SANS PRO
ALL WEIGHTS & STYLES

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY

SCRIPT & ACCENT TYPEFACES | If you need access to these for an official project, contact the marketing department at marketing@bryan.edu.

CRIMSON FOAM
ALL WEIGHTS & STYLES

Aa

We are Bryan

Christ above all

NATHALIA
ALL WEIGHTS & STYLES

Aa

Christmas

Blessings

PORTICO
OUTLINE

AA

ACADEMICS

ATHLETICS

TYPOGRAPHY

FONT AWESOME SOLID for **CLIPART** | For instructions on how to download and use Font Awesome for official projects, contact the marketing department at marketing@bryan.edu.

BRAND PHRASES & TAGLINES

CHRIST ABOVE ALL

BRYAN COLLEGE

CHRIST ABOVE ALL

CHRIST ABOVE ALL

BRYAN COLLEGE

LION PRIDE

CHRIST ABOVE ALL

BRYAN COLLEGE

EQUIPPED FOR SUCCESS

CHRIST ABOVE ALL

BRYAN COLLEGE

FORMING LEADERS
FOR TODAY'S WORLD

SOCIAL MEDIA

PROFILE PICTURES

Once your social media application has been approved by the marketing department, they will provide you with a custom profile picture that resembles one of these provided examples.

You must use this image as your profile picture as long as your page represents an organization that is part of Bryan College.

SOCIAL MEDIA ICONS

/bryancollege

@bryancollege

bryancollege

/bryancollege

@bryancollege

bryancollege

The icons shown to the left are accepted variants of Facebook, Twitter, and Instagram's logos and adhere to their respective brand guidelines.

These will typically be added to artwork created by the marketing department when applicable.

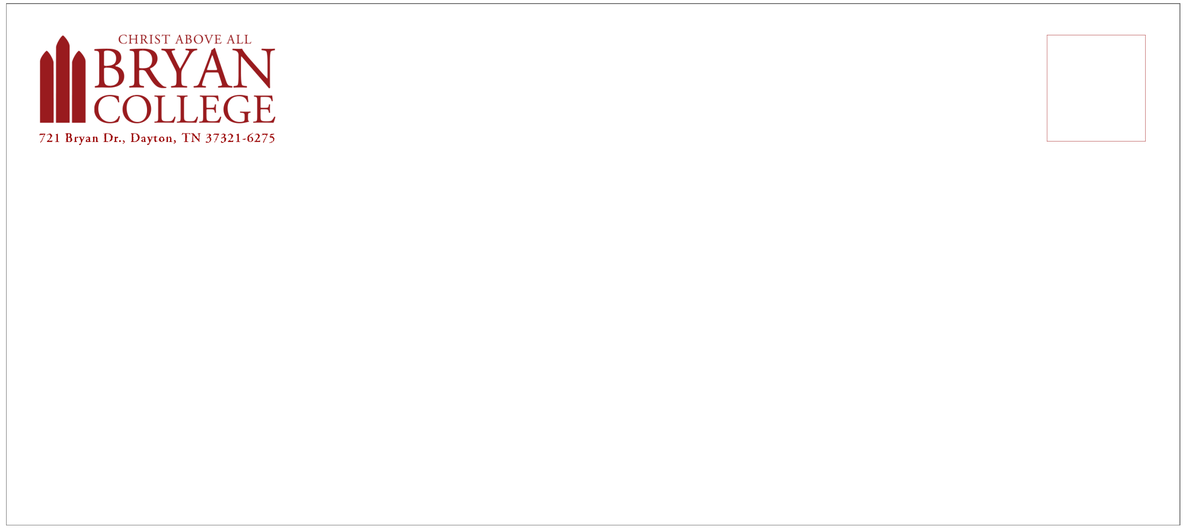
For any electronic medium (email, web, etc.) do not include the text after the icon. Rather, simply link the icon to the appropriate URL. You will need to include the URL beside the icon on all print pieces.

LETTERHEADS & ENVELOPES

Letterheads and envelopes are available from the mail room, use these whenever possible.

If it is necessary to print individual sheets of letterhead, always use **Via Writing 24 Pound Bright White** which is available in the mail room.

Any copies of the letterhead printed on standard white paper must not be mailed off campus.



LAYOUTS & SIGNATURES

EMAIL SIGNATURES

John Smith, Education
Full Title—Department | Bryan College
423.555.4555 | www.bryan.edu
Bryan College | 721 Bryan Drive | Dayton, TN 37321

“And let us consider one another in order to provoke love and good works, not neglecting to gather together, as some are in the habit of doing, but encouraging each other, and all the more as you see the day approaching.”

Hebrews 10:24-25 CSB

Source Sans Pro/Sans Serif, Normal Size (12pt)
Bold: Name & Education
Bold: Title | Bryan College
Colors: Red #990000, Black #000000
Italicized: Verse of the Year

Do:
1. Include your name, title, “Bryan College” and phone number.

2. Use the appropriate red and black according to the brand standards.

3. Please understand that your emails are an official and direct representation of Bryan College.

Don’t:
1. Don’t include any images, additional quotes, or taglines in your signature.

2. Don’t use a fax number in signature unless directly applicable.

COMMUNICATION NARRATIVE

ELEVATOR SPEECH

Bryan College is a small, regionally accredited Christian liberal arts college located in Dayton, TN. With both on-campus and online programs, more than 50 areas of study are offered for Associate's, Bachelor's, Master's, and Doctorate degrees, as well as professional certificates.

Founded in 1930, Bryan College has a rich legacy of educating students to become servants of Christ and make a difference in today's world.

CHRIST ABOVE ALL
BRYAN COLLEGE

GRAPHICS & ILLUSTRATIONS

GRAPHICS & ILLUSTRATIONS