



Graphic Standards

I. Introduction

No asset is more valuable to an institution than its image and reputation. A well-defined and consistent identity is crucial to achieving the highest possible awareness and relationship with students, faculty, staff, alumni/ae, and friends of the Seminary. Bethany has invested substantial time and resources in developing a professional image appropriate for a theological school in the Anabaptist/Pietist tradition.

Institutional consistency is of the utmost importance in the public face we portray. This applies to our print and electronic communications in matters of look and style. This portion of the style manual contains guidelines for the use of graphics and fonts.

II. Fonts

Bethany uses three font families for the creation of signage, letterhead, marketing and other communication materials:

A. Frutiger Series - for all text, headlines, sub-headlines and body text.

- frutiger 45 -light
- *frutiger 46 - light italic*
- frutiger 55 - roman
- *frutiger 56 - italic*
- **frutiger 65 - bold**
- ***frutiger 66 - bold italic***
- **frutiger 75 - black**
- ***frutiger 76 - black italic***
- **frutiger 95 - ultra black**

B. Goudy Series - only for special design emphasis such as pull-out quotations and sidebar text.

- goudy regular
- *goudy italic*
- goudy bold
- *goudy bold italic*

C. DearJoe1 - used sparingly for only the largest headlines and titles.

DearJoe1

To access these fonts and download them to your computer, go to the public “Y” drive, the Electronic Communication folder, and the folder Bethany Core Fonts. If you need assistance, please contact the director of seminary computing.

A special note about electronic communication: unlike print fonts, electronically-displayed fonts usually are controlled by the capabilities of the viewer’s computer, not necessarily the font you have specified. For electronic documents, it is recommended that you use a basic, san-serif font, such as Arial. Please see the electronic publications style guide portion of this document for more information.

III. Graphics

Graphic elements of print and electronic publications include the Bethany logo, photos, and other artwork.

A. ***Bethany Logo***

The Bethany logo can be used in a horizontal or vertical configuration as shown below. When used as a logo, the name “Bethany Theological Seminary” must always appear along with the cross and landscape symbol. The size of each element and their relationship to each other does not vary.



Bethany has a tagline: "Empowering Christian Leaders." When the tagline is used as part of the logo, it is always in Goudy italic font and positioned as shown below. Other text should not be substituted in this space.



When the tagline is used as text, independently from the logo, it should appear in Frutiger 45 - light font, always in capital letters, with very open letter spacing as shown.

E M P O W E R I N G C H R I S T I A N L E A D E R S

The primary colors of the Bethany logo are blue and black. The Pantone color number for the blue shade is 653. For 4-color print, the CMYK values are

Cyan	100%
Magenta	60%
Yellow	0%
Black	18%

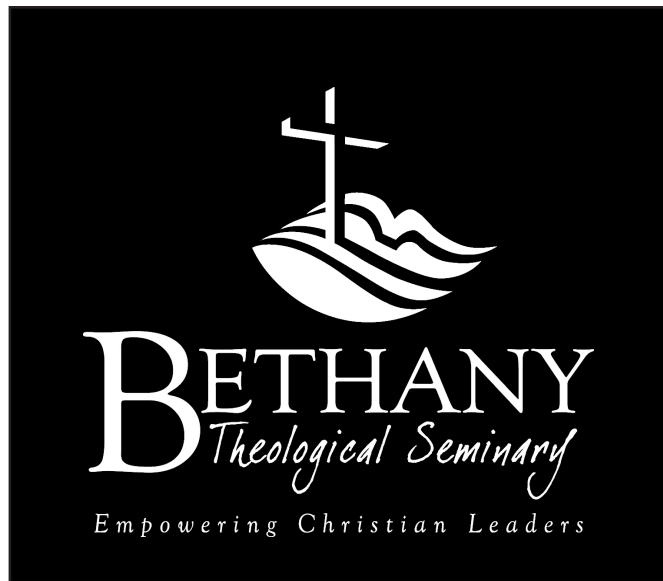
The screens for the various sections of the cross and landscape components of the logo are noted below. Text is 100% screen.



The cross and landscape symbol may be used separately from the logo as a design element. The same colors and screens apply when the symbol is used alone.



The Bethany logo should be reversed to white when used on a dark background. Any dark background, whatever the color, justifies using the reverse logo. The background must be dark enough to provide sufficient contrast for clearly reading the logo.



The Bethany logo may be used as black only (grey scale) when no other color than black is used in the document.



The Bethany logo should be surrounded by a clearance area that is free from any graphic intrusions that diminish the visual presence and impact of the logo.

Examples of improper usage related to sizing, color, contrast and alignment can be found in the complete graphic standards guide, available from the director of public relations.

To access graphic files of the Bethany logo in .jpg format and download them to your computer, go to the public "Y" drive, the Electronic Communication folder, and the folder Bethany Logos "official". If you need assistance, please contact the director of seminary computing. Files in .jpg format at 72 dpi are recommended for web use. More complicated print projects may require graphic files in other formats. Please contact the director of public relations if you need additional assistance.

B. **Colors**

When designing marketing materials for Bethany, the following two colors should be used: PMS 653 and PMS 144 as an accent color. Any solids and tints of these colors, as well as black and white, are acceptable for use in text and graphic elements.



PMS 653
(C100, M60, Y0, K18)



PMS 144
(C0, M47, Y100, K0)

C. **Photography**

For 4-color print and electronic documents, four-color photographs are strongly preferred. Duotone (2-color) photographs may be used sparingly as design accents.

For 2-color print and electronic documents, duotone and grey scale photographs may be used.

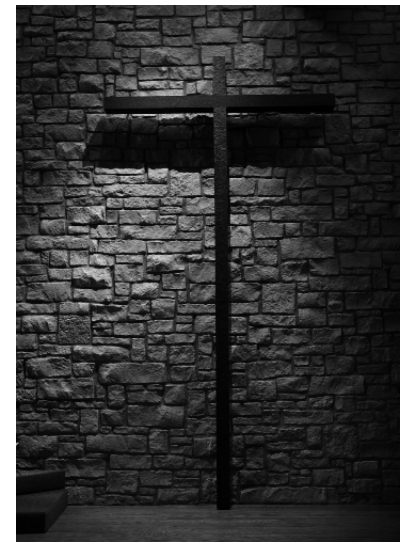
For 1-color print and electronic documents, grey scale photographs may be used.



4-color



Duotone, PMS 653 & black



Monotone, black

D. ***Document Styles***

Bethany's publications committee has oversight for the style of the Seminary's major print and electronic publications, including the web site, catalog, *Wonder & Word* magazine, annual stewardship report, primary admissions materials, advertising, and interpretive materials. Other documents should represent this style as closely as possible. The primary staff persons responsible for carrying out the directives of the publications committee are the director of public relations and the director of electronic communications. Please refer to the style manual for more information on text, graphic, and electronic standards. If you need additional information or assistance, please contact the staff persons listed above.

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