



Belmont Abbey[®]
COLLEGE

BRAND GUIDELINES

JULY 2023



OUR MISSION IS TO EDUCATE
STUDENTS IN THE LIBERAL
ARTS AND SCIENCES
SO THAT IN ALL THINGS GOD
MAY BE GLORIFIED.



Our Mission

Our mission is to educate students in the liberal arts and sciences so that in all things God may be glorified. In this endeavor, we are guided by the Catholic intellectual tradition, the Apostolic Constitution Ex Corde Ecclesiae, and the Benedictine spirit of prayer and learning. Exemplifying Benedictine hospitality, we welcome a diverse body of students and provide them with an education that will enable them to lead lives of integrity, to succeed professionally, to become responsible citizens, and to be a blessing to themselves and to others.

Our Brand

The Belmont Abbey College brand guidelines function as a way to guide all of our internal and external communications in a branded way that is recognizable, clear, and consistent. By relying on these guidelines for every piece of marketing and communications, we will be better able to communicate who we are and what our mission is.

“This journey of excellence begins anew each day with our simple morning offering and dedication to carry out the small, practical, tasks of our daily lives with love.”

Dr. William K. Thierfelder



Learn. Seek. Thrive.

Tone of Voice

Our voice reflects our Catholic identity, rooted in the Benedictine tradition and welcoming to people of all backgrounds. We do not present ourselves as an “exclusive” place of learning. Rather, we highlight the elements of a good life that students can experience on campus: wisdom, virtue, faith and friendship. It’s especially important to convey the warmth of our close-knit campus environment.

Learn. Seek. Thrive.

The Belmont Abbey College experience can be summed up in our tagline: “Learn. Seek. Thrive.” Communication to potential and incoming students should incorporate at least one of these main themes:

Learn. An Abbey education rests on the Benedictine hallmarks. Accentuate the value of receiving a Catholic liberal arts education.

Seek. Our messaging to students is aspirational and inspirational. They can grow and achieve their potential, both personally and professionally.

Thrive. Students at Belmont Abbey College enjoy unique advantages in a small campus community. They receive the personal attention of professors and instructors as they prepare for their career. But they also learn how to live with virtue and integrity, so they can thrive in this life and be happy forever in the next.



Belmont Abbey
COLLEGE



Belmont Abbey College.
SCHOOL OF
**Graduate &
Professional Studies**

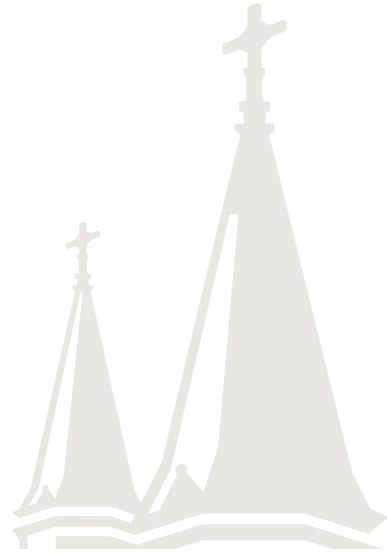


Belmont Abbey
COLLEGE



Our Logos

The college's primary logo (top and bottom left) should be used in most all college communications. The School of Graduate and Professional Studies logo (top right) is used for Master's and Certificate programs. Additional versions featuring the college's tagline also exists but are used minimally. The athletic logo (bottom right) is used by Abbey Athletics in all primary mediums.



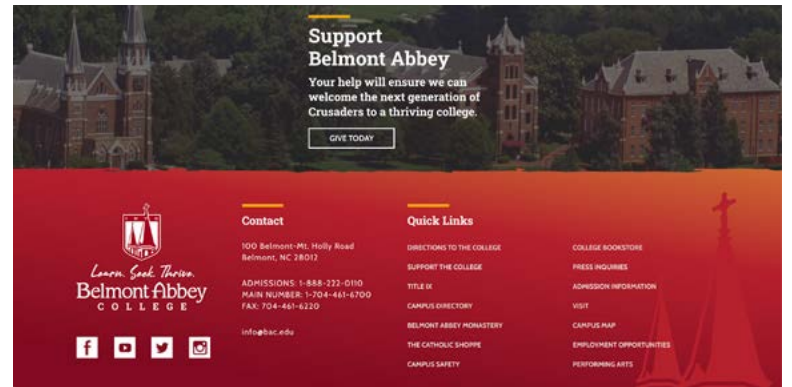
Logos Elements

The shield or the silhouette of its spires may be used as a design accent. Best results are achieved by adjusting the opacity to mid or low (1) (2) or using one of our primary or secondary colors (3). Avoid using other icons or shapes as background accents. The shield is the only required design element for all on-campus communications.

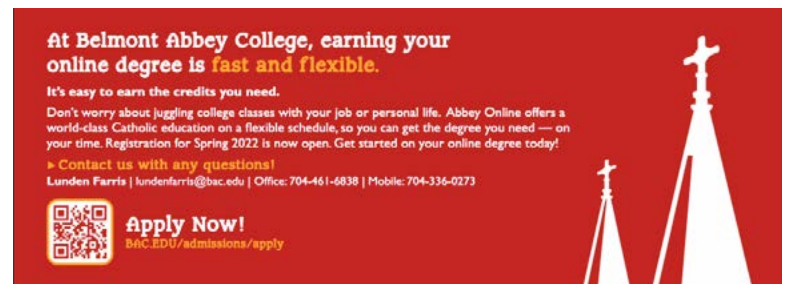
1

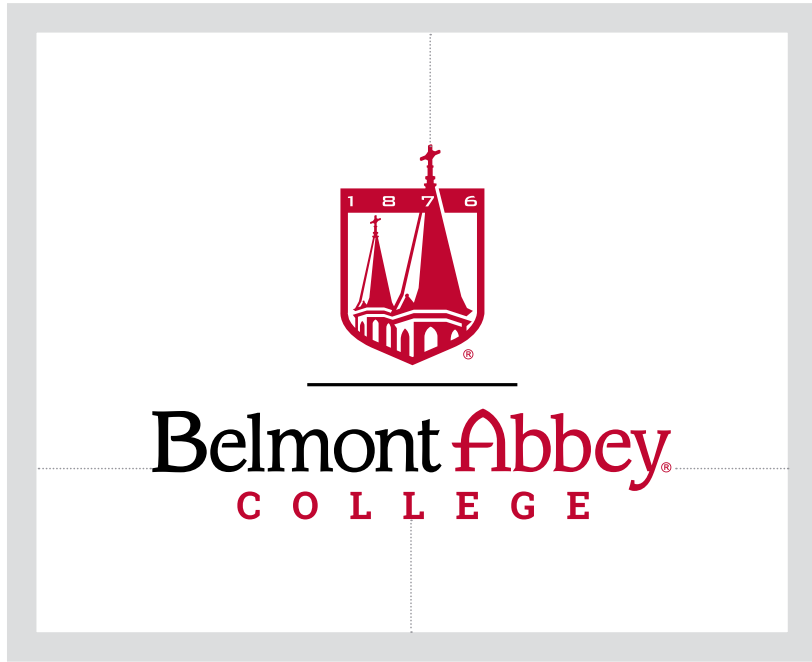


2



3





Clear Space

A generous amount of space should surround the logo, no other elements should infringe upon this space. The minimum clear space needed is specified relative to the size of the logotype: the clear space on all sides of the logo should be the same size as the height of the two lines “Belmont Abbey College.” In the examples above, the white boxes and gray dotted lines mark the clear space needed around each variation of the logo.



DO NOT

- Scale or stretch the logo or its parts disproportionately
- Change the logo's orientation
- Attempt to recreate the logo
- Make additions or substitutions to any wording
- Leave out parts of the logo (if need be, use the logotype, medium logo, or logo mark icon)
- Add superfluous effects to the logo. e.g. drop shadows, embossing, lens flares, etc
- Change the logo colors
- Use the logo on background offering too little contrast, or on a busy background distracting from the logo
- Break the logo into separate parts and use them as pieces to assemble a modified version

Logo Integrity and Acceptable Use

Our logo is very important to us, and we have spent much time and effort in crafting it to be a perfect embodiment of the Belmont Abbey College brand. We ask that designers and users keep it in its pure form and within the rules specified in this guide book. The examples above are only but a few practices that would violate the logo integrity.



Logo Colors and Background

Ideally, the Belmont Abbey College logos are to be used on a white background for maximum impact and clarity. The reverse or one color logo can also be used on the branded primary colors and grays. At all time, be sure to choose background colors or photos that provide sufficient contrast with the logo selected with priority given to the legibility of the logo: if unsure, select another background.

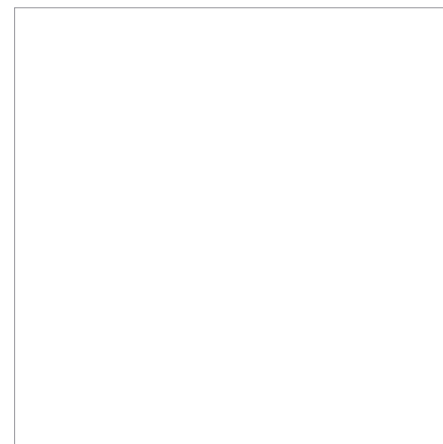
1. Use the main full color logo on white or very light-colored backgrounds or photos.
2. Use the reverse logo with white fill on dark backgrounds or photos that provide sufficient contrast for all logo components.
3. Use the solid white logo on dark-colored backgrounds or photos, or in one color print applications.

**ABBEY BLACK**

HEX	231F20
RGB	35, 31, 32
CMYK	70, 67, 64, 74
Pantone	Black 6 C

**ABBEY RED**

HEX	B8202D
RGB	184, 32, 45
CMYK	18, 100, 91, 02
Pantone	200 C

**ABBEY WHITE**

HEX	FFFFFF
RGB	255, 255, 255
CMYK	00, 00, 00, 00
Pantone	-

NOTE

Colors are communicated in all different types of formats depending on its purpose.

- PMS is used for print with Pantone spot colors.
- HEX and RGB are used in web and digital design.
- CMYK will often be the standard for printed pieces when Pantone is not used.

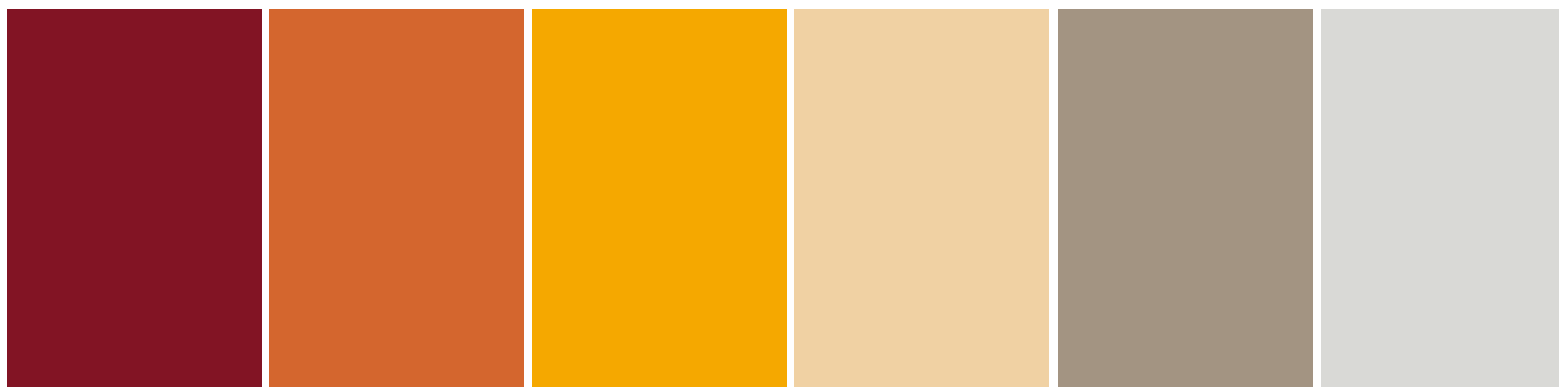
Because these brand guidelines are intended to be a digital piece, the swatches displayed are in the RGB space. For maximum accuracy, use the values provided to recreate the colors instead of "eye-dropping" the shades.

Our Primary Colors

Color is a powerful tool that provides a quick means of identification. Color is what gives us our tone and personality as well as playing an important role in keeping the Belmont Abbey College branding and materials easily recognizable and memorable. The three main colors associated with the college are a black inspired by the Benedictine tradition, a rich red, and a pure white. See the following pages for the secondary and tertiary color palettes.

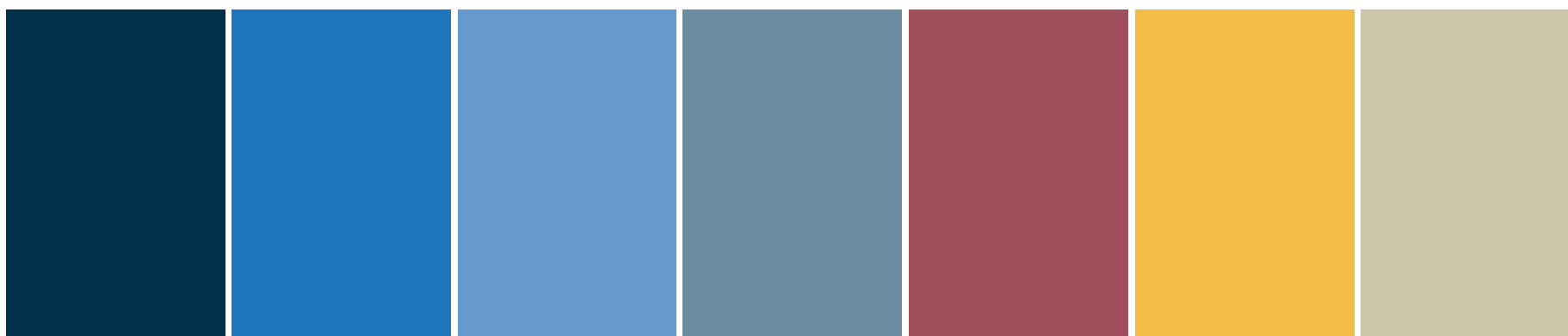


Our Secondary Colors



BLOOD OF CHRIST		GREAT START ORANGE		SUCCESS STORY GOLD		ABBEY CREAM		STEADFAST TRADITION		DOVE WINGS WHITE	
HEX	821523	HEX	D3672D	HEX	F5A800	HEX	EFD2A3	HEX	A39383	HEX	D9D8D6
RGB	130, 21, 35	RGB	211, 103, 45	RGB	245, 168, 00	RGB	239, 210, 163	RGB	163, 147, 131	RGB	217, 216, 214
CMYK	16, 97, 86, 54	CMYK	00, 67, 100, 00	CMYK	00, 32, 100, 00	CMYK	00, 07, 25, 01	CMYK	10, 18, 25, 32	CMYK	04, 02, 04, 08
Pantone	1815 C	Pantone	7578 C	Pantone	130 C	Pantone	7506 C	Pantone	7530 C	Pantone	Cool Gray 1

Our Tertiary Colors



SCHOLARLY SPIRIT		SACRED WATERS		MARY'S VEIL		BEATITUDE BLUE		FRUIT OF THE VINE		CROWN OF GLORY		FAITHFUL SAGE	
HEX	003049	HEX	1C75BC	HEX	6598CD	HEX	6B8DA0	HEX	A1505C	HEX	F3BD48	HEX	CDC6A5
RGB	00, 48, 73	RGB	28, 117, 188	RGB	101, 152, 205	RGB	107, 141, 160	RGB	161, 80, 92	RGB	243, 189, 72	RGB	205, 198, 165
CMYK	94, 24, 00, 85	CMYK	83, 40, 03, 06	CMYK	72, 17, 00, 00	CMYK	68, 29, 30, 07	CMYK	17, 82, 42, 40	CMYK	00, 24, 78, 00	CMYK	11, 05, 29, 08
Pantone	2189 C	Pantone	2383 C	Pantone	2170 C	Pantone	2178 C	Pantone	696 C	Pantone	142 C	Pantone	454 C



BELMONT ABBEY (BOOK)

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
1 2 3 4 5 6 7 8 9 0 ! # % & ? @ () / | ; : .

ROBOTO SLAB (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
1 2 3 4 5 6 7 8 9 0 ! # % & ? @ () / | ; : .

CABIN (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
1 2 3 4 5 6 7 8 9 0 ! # % & ? @ () / | ; : .

Arkipelago (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
1 2 3 4 5 6 7 8 9 0 ! # % & ? @ () / | ; : .

A CLEAR VISION

Belmont Abbey College finds its center in Jesus Christ. By his light, we grasp the true image and likeness of God which every human person is called to live out. We aim to renew that likeness in all dimensions of life for our students and members of our community through curricular and co-curricular programs of excellence and virtue based in the liberal arts as practiced in the Catholic and Benedictine intellectual traditions.

LEARN MORE

Our Typefaces

Belmont Abbey College brand features a few typeface options. First is our proprietary “Belmont Abbey” font, available in book and bold. Roboto Slab can be used as a replacement for the Belmont Abbey typeface. Cabin, a modern, legible and versatile sans-serif font family, can be used for most bodies of text and headlines (see example above). Arkipelago is a highly decorative script, to be used sparingly, as accent only.



NOTE

Avoid photographs that are blurry or lack a focal point

Avoid staged poses

Students in academic settings (e.g. a classroom or group discussion) should appear relaxed as well as attentive

Strive for photos that show a variety of people engaging with each other: students with other students, students with professors, students with monks

Images will ideally make a strong use of the brand color

See following page for additional image examples.

Our Iconography

As often as possible, select photography that features the people of Belmont Abbey College in authentic settings. Stock photography should be used sparingly, when images of the campus and students are unavailable. Ideally, photos will represent the diversity found at the Abbey. Photos should visually reflect the holistic mission of the Abbey to form students in body, mind, and spirit.

Modern, simple digital icons can be also used as supporting elements, as well as red to yellow gradients.



Belmont Abbey
COLLEGE



Belmont Abbey
COLLEGE

Horizontal and Vertical full logos



Example of the shield used as a logo



Example of the shield as a design element



Shield in full opacity

NOTES

On-campus communicators can use our full logo or can use only the shield element of our logo to indicate an official communication.

When designing a communication always consider first where our logo will appear, this will ensure the logo is not perceived as an afterthought, but rather the source of the communication.

When using the shield only it should not be shown in reduced opacity but in full opacity. The shield can be used as a design element when the full logo is used.

Internal Communications

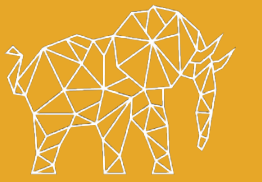
All on-campus communications ought to follow College Brand Guidelines. Each impression we give to our students is either a reinforcement of our quality or a detractor. Each communication should be well-written, well-designed, and professional, while also clearly showing that this communication comes from the college. Therefore, our logo should be present on all communications to ensure our community understands this is an official communication from the college. Specific tips are called out in the Notes section.





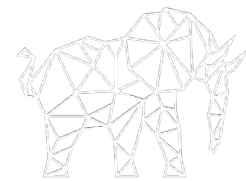
Belmont *Abbey*[®]
C O L L E G E

Our Brand Pillars



Our Brand
Promise

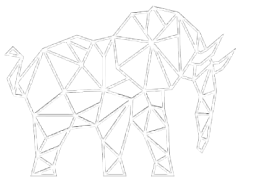
Own your **purpose.**



Our Brand Promise

Own **your purpose.**

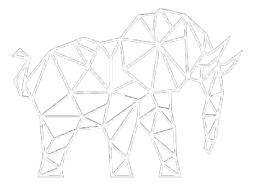
God has made everyone with a divine purpose. With all we do, we seek to discover more of this call. The experience is a possession of truth, talent, and gifting. As someone discerns and lives out their purpose, they gain a fuller, more satisfying, capacity to live out the good life.



Our Brand Promise

Own your purpose.

Within everyone's purpose is their responsibility to respond and make it theirs. When someone interacts with us, they experience that call and invitation to step fully into that call. They do not do it alone but we walk with them, challenging them and inviting them deeper. It's both internalized and lived out. It's a higher calling to step into who they are meant to be.



Content Pillars

Content Pillars are built around the content strategy. They are buckets where we can categorize our content. When our content can fit into at least one of these buckets, we know it is supporting the brand strategy.

These descriptions and examples are guidelines to creating content. They should be an internal document for reference and not public content.

Content Pillars

Content Pillars are built around the content strategy. They are buckets where we can categorize our content. When our content can fit into at least one of these buckets, we know it is supporting the brand strategy.

Momentum: On the Rise

We are stronger today than we were yesterday. It's in our bones to be resilient and move forward, no matter what and this is where we show it. We talk about where we've come from and where we're going. This is where we inspire and put confidence in our audience.

Examples of Content:

- History of the Abbey
- The Monastery
- Our vision for the school
- New buildings
- Increased enrollment
- The Abbey amidst COVID

Benedictine Advantage

Being Benedictine is integral to who we are and this is where we showcase our sense of home, community, work, and stewardship that comes from the monks. This charism is not limited to the monks but transcends our campus and community. We tell stories, exemplify, and showcase how our Benedictine roots transcend everything we do.

Examples of Content:

- A sense of home
- Creativity in finding ways forward
- Relationship with the monks
- Spirituality on campus

Transformational Experience

People are changed by being here in our community and on our campus. It's in the relationships, education, and physical place that transformation happens. This is where we tell stories and talk about the impact of what happens by being a part of our campus.

Examples of Content:

- Stories of students
- Teacher profiles
- Where sports and virtue collide

Content Pillars

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Shaping the World

A student's time at Belmont Abbey is for the goal of preparing them for life after they graduate. They have a role to play in society, shaping the way people live, raise their family, do their job, and treat their neighbors. This is where we talk about influencing culture and the results of a Catholic Benedictine education from Belmont Abbey.

Examples of Content:

- Stories of alumni in the world
- Being prepared for post-college
- How to find the career you were made for
- Finding the good life
- This is what it means to be called to community

From the Heart of the Church

This is where we talk about our faith. We are true to who we are without pushing it in people's face or apologizing for what we believe. The heart of Catholic education is what has the power to shape the world. Catholic Higher education is not a nice add on for the Church but is indeed essential to her being herself.

Examples of Content:

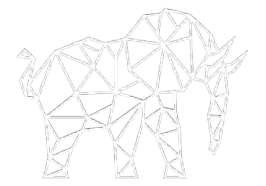
- Catholic Intellectual Tradition
- The formation of seminarians
- graduates becoming catholic school teachers
- graduates finding religious vocation

Unity of Life

This is where we talk about the balance of body, mind and soul to the end of a full, good and successful life. We talk about the value of play rather than just sports and we talk about deep friendship rather than just a social life. We talk about the integration of it all rather than just catering to one focus. We demonstrate a well-rounded view of life.

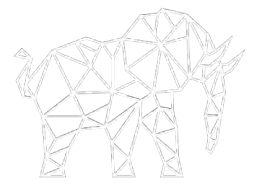
Examples of Content:

- Made to play
- Whole person growth
- Deep, meaningful friendships
- Living out virtues
- Stories of Prayerful Athletes
- Stories of Spiritual Students

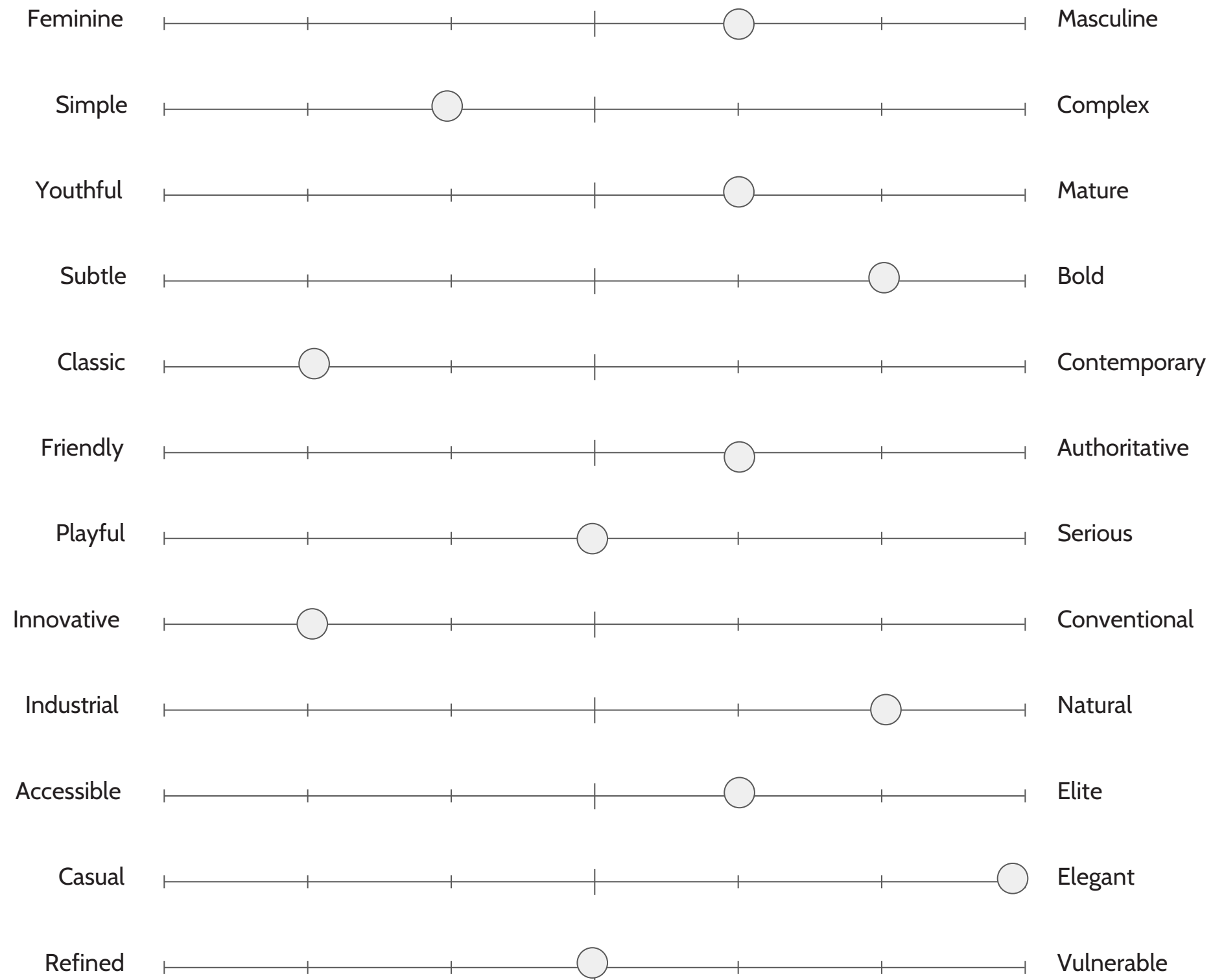


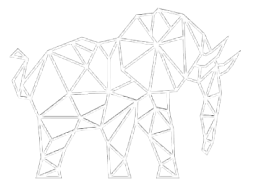
How to use brand attributes?

Brand attributes are a collection of attributes that make up your branding. They are the way you want your brand to be perceived. These are aspirational and a tool for resources such as copywriters, designers, social media managers, etc.



Brand Attributes





Brand Attributes

We are:

Trusted Bold

Welcoming

Imaginative

Graceful

Steady

Optimistic

Vibrant

Rational

Wise

Nostalgic

We are not:

Ordinary

Basic

Aggressive

Big

Mass Market



Belmont *Abbey*[®]
C O L L E G E

Social Media Guidelines



This document defines how to uphold the Belmont Abbey brand on social media, from content creation to tone of voice.

All communications should ladder up to the Belmont Abbey mission



TO EDUCATE STUDENTS IN THE LIBERAL ARTS AND SCIENCES **SO THAT IN ALL THINGS GOD MAY BE GLORIFIED.**

and reflect our brand's core values:

AUTHENTICITY

COMMUNITY

SPIRITUALITY



Brand Identity

Learn. Seek. Thrive.

This is our brand promise and the motivation for why we do what we do.

At Belmont Abbey College, we help students **learn** about their passions, their skills, and how to live. We are by their sides as they **seek** truth, meaning, and a deeper purpose in life. With us, students find joy and love in a community of friends that will share their journey to **thrive** in this life and the next.

All aspects of our social media at the Abbey should encapsulate the meaning of Learn, Seek, Thrive. We leverage social media to connect with our greater community of students, parents, faculty, staff, and supporters. To show what life at the Abbey is truly like, we focus on authentic content that portrays a commitment to spirituality, a love of community, and a sense of humor.



Creating Social Media Accounts

Social media can be a valuable tool for interacting with an audience. However, for social media to be effective, pages must be **active**, content must be **on-brand**, and audiences must be **engaged**. See below for the best ways to activate on social media.

1

The best way to create engaged channels with exciting content is to work together as a community. Rather than create a new channel, [reach out](#) to the Marketing team! We are always looking for new branded content to share on our main channels. Plus, this gets your content in front of a larger, invested audience on a channel with consistent content.

2

If you still feel that your area of the business could benefit from its own social media channel, reach out to Marketing to discuss initiating the channel. You will need to identify the channel's goals and the resources you can put behind it. All official BAC channels must be branded properly, identified as official, and use our registered marks. Contact [us](#) with questions.



Content Toolkit

The following section covers what to post, where to post it, and appropriate text and imagery.



How to Create On-Brand Content

Is my content focused on any of the following themes?

- ↓
Athletics
- ↓
Academics
- ↓
Campus Beauty
- ↓
Community
- ↓
Education
- ↓
Spirituality

YES

NO

Great! Who's your audience?

Current or Prospective Students

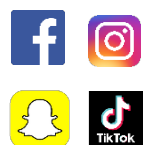
Current or Prospective Parents

Faculty and Staff

General Public, Industry Colleagues or Media



Post on:



Post on:



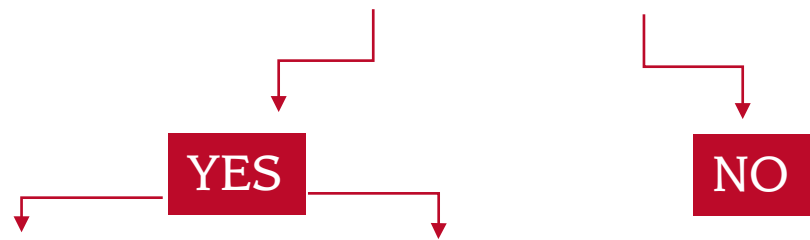
Post on:



Post on:



Does your content promote BAC community accomplishments or events?



This content doesn't fit the criteria, so refrain from posting.

Are you promoting your event on social media to increase attendance?

Post your content in an Instagram story!

Are you sharing an event that captures the essence of the Abbey community?

Craft your content and use the guide on the left to decide where to post!



Crafting the Right Tone of Voice

When writing social media posts, content should evoke the essence of the Abbey and reinforce our brand identity.

Attribute	Implementation	Example Copy
Fun	Captures events, campus moments, happy interactions, conveys an appropriate sense of humor	Earlier this week @bunnyblessingsnc came to visit the Abbey. Our students thoroughly enjoyed the bunny snuggles and can't wait until they come back! #abbeylifeisgood #bunnyblessings
Encouraging	Focuses on BAC community achievements, spiritual development, etc.	Congratulations to our Crusaders!! Our men's developmental soccer team captured the inaugural Conference Carolinas championship last night. Special shout-out to Drew Daunt (named MVP) and Deshaun Corey for scoring the only goal of the final. @abbeyathletics #raisethered
Positive	Recognizes academic and athletic accomplishments, college news, aims to foster hope for followers, etc.	The Abbey's got it going on! U.S. News and World Report announced today that Belmont Abbey College is among the top colleges in its class, including Best Value and Best Undergraduate Teaching. #AbbeyLifeisGood
Respectful	Shares spiritual content, acknowledges worldly events, etc.	Today we celebrated the Golden Jubilee of Monastic Profession for Fr. David Brown, O.S.B., priest, teacher, confessor, former registrar, roofer, friend, and brother! Thank you, Fr. David! #abbeylifeisgood

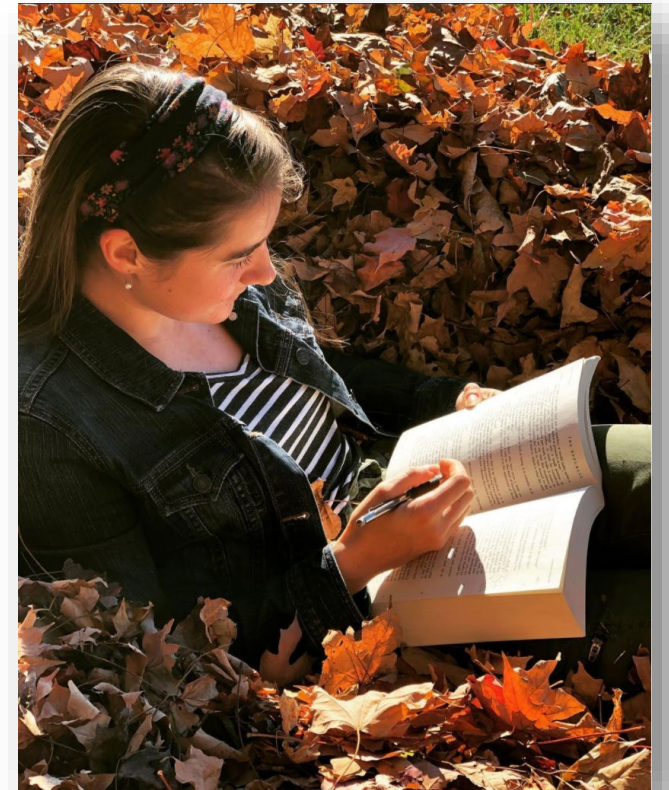
BAC Hashtags: [#abbeylifeisgood](#), [#giveBAC](#), [#raisethered](#), [#abbeybound](#)



Choosing the Right Imagery

The BAC community is fortunate to have such a beautiful place to learn, study, work, and live! We want to share life at the Abbey with our community and that starts with capturing and selecting photography that conveys the authentic, timeless beauty of the campus community.

- Photography displayed on BAC social media accounts should:
- Be high quality with clear resolution
- Be appropriately formatted for the intended social media channel (ex: vertical orientation works best for Instagram, but wider photos are better for Facebook)
- Fit the look and feel of the brand (the preferred Instagram filter on Instagram is Ludwig)
- Show what life is like on campus (we love showing groups of students/faculty, solo shots of students engaging with something, outdoor shots on campus)
- Look like they belong against other BAC photos
- Depict the morals and beliefs of BAC





Imagery Examples





Current Channels & Case Studies

The following information from BAC's main social media accounts illustrates how to curate content by channel.

NOTE: There should be never be any inappropriate content on any BAC channels. This includes drinking, drugs, foul language, sexual content or content that violates beliefs of the Catholic Church.



Facebook

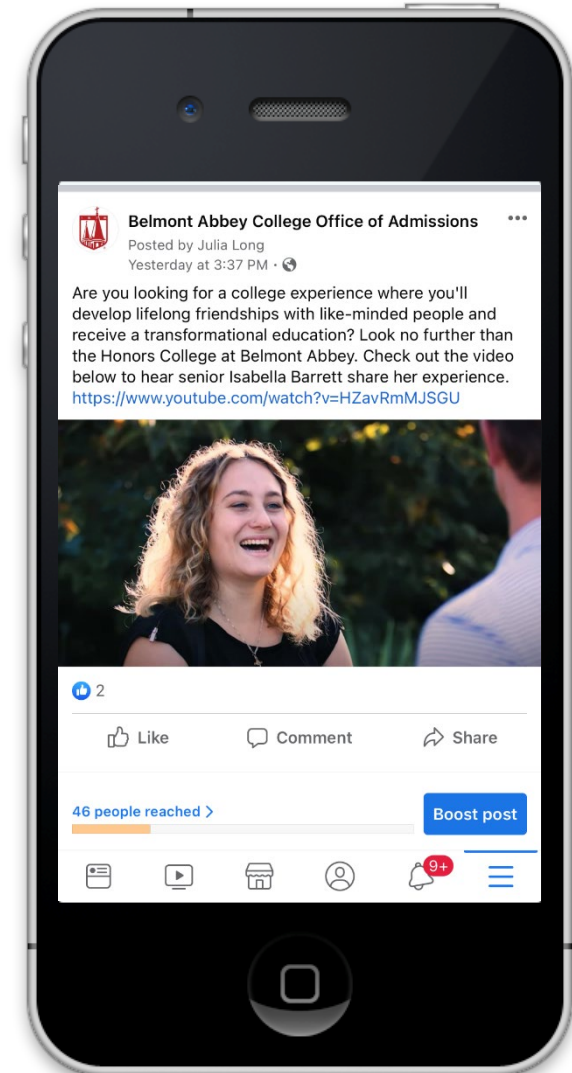
Channel: Belmont Abbey College

Audience: Current/Prospective Parents

Reach: 13k followers

Content Do's and Don'ts:

- The main goal of this account is to share what life is like at the Abbey, tailored to parents of current and prospective students. We focus on academic and athletic accomplishments, spiritual opportunities, and positive interactions. The public also follows this page, so they get a glimpse into Abbey life.





Instagram

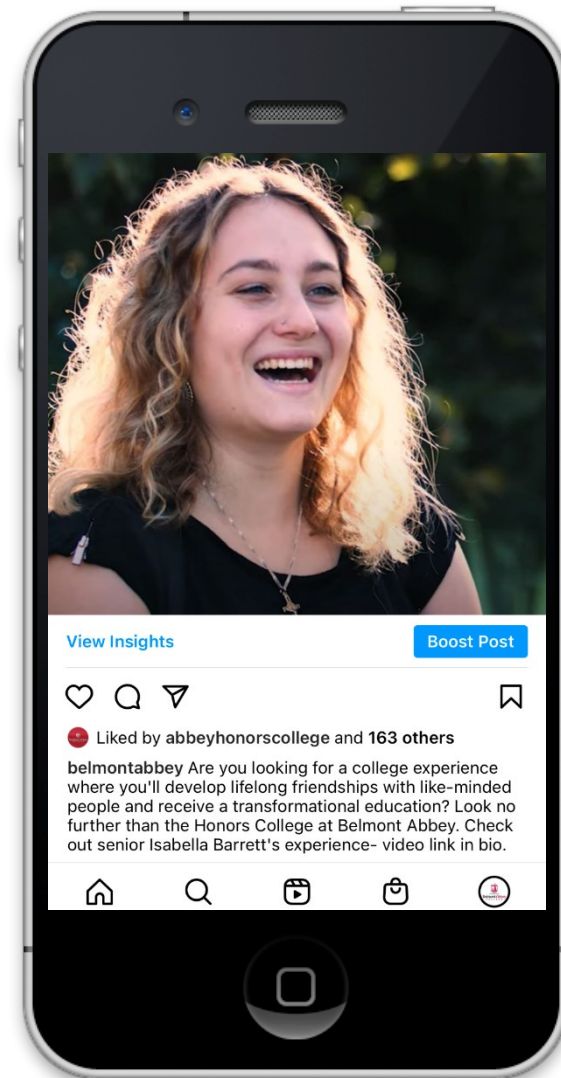
Channel: @belmontabbey

Audience: Current/Prospective students

Reach: 8,860 followers

Content Do's and Don'ts:

- The main goal of this account is to celebrate Abbey life. Content focuses on the incredible experience offered at the Abbey, covering academics, athletics, campus life, and student life.
- Promotional events are always captured in Instagram stories, rather than in the feed.
- Since Instagram content appears in a grid, images should look like they belong together and there should be a variety of images displayed. On our main page we shift back and forth between posed group shots, candid, spiritual images, and campus nature shots.
- We try to limit the number of head-on solo head shots, but they can be impactful in the right situation. We typically use these types of shots when capturing a student's expression or a spiritual moment (see the example on the right).



The best Instagram image size for posts are:
1080px by 1080px (Square)
1080px by 1350px (Portrait) and
1080px by 608px (Landscape)



Twitter

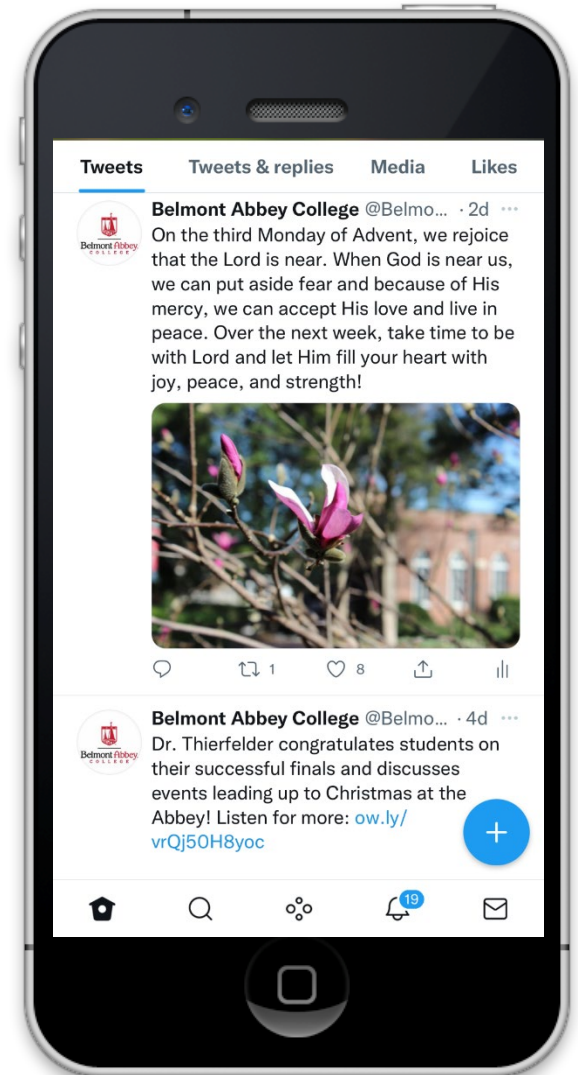
Channel: @BelmontAbbey

Audience: General public, industry contacts, & media

Reach: 4,227 followers

Content Do's and Don'ts:

- The main goal of this account is to show what life is like at the Abbey to the greater community. Content focuses on college news and achievements of students and faculty.
- A variety of original tweets and retweets is preferred.





LinkedIn

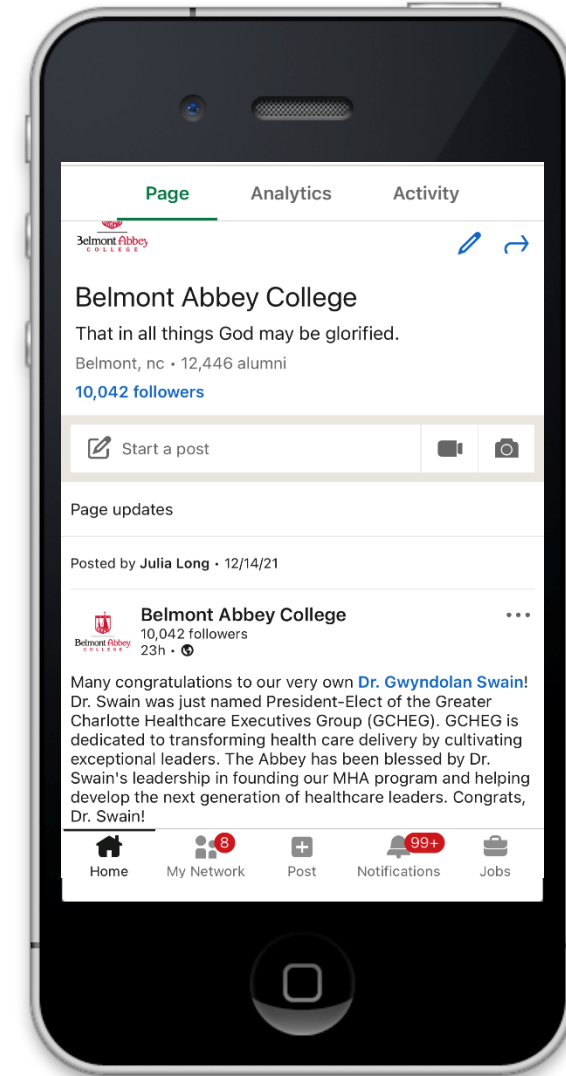
Channel: Belmont Abbey College

Audience: Community partners, industry colleagues, BAC alumni

Reach: 11,471 followers

Content Do's and Don'ts:

- The main goal of this account is to show what life is like at the Abbey to the greater community. Content focuses on college news and achievements of students and faculty.
- Sharing relevant posts that faculty create for their pages is a great way to give visibility to the academic achievements happening at the Abbey.





Snapchat

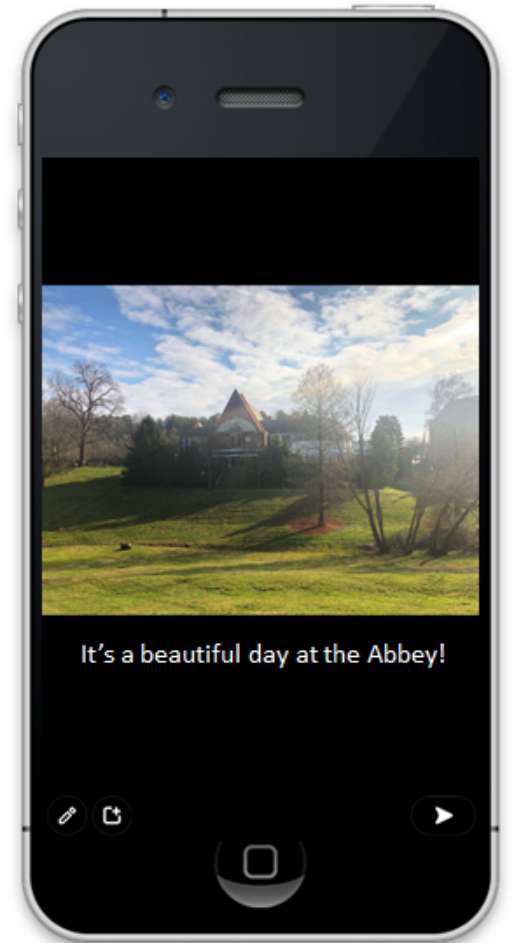
Channel: @belmontabbey

Audience: Current/Prospective students

Reach: 62 friends

Content Do's and Don'ts:

- The main goal of this account is to engage our current and prospective student populations. Content is centered around what it's like to be a student at the Abbey, so we show campus imagery, BAC events, and students having fun.





TikTok

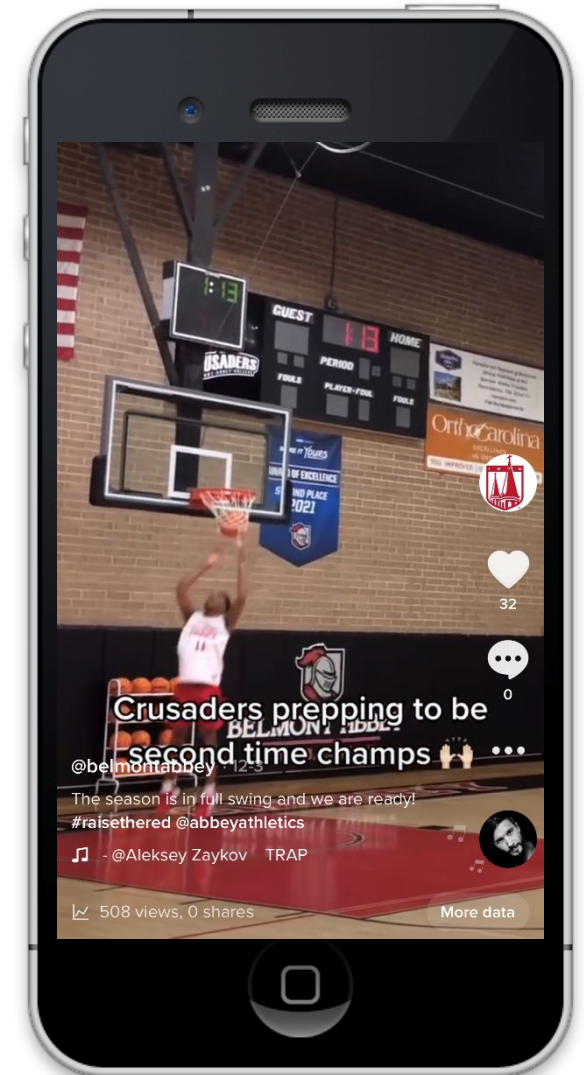
Channel: @belmontabbey

Audience: Current/Prospective students

Reach: 100 followers; 3,265 likes

Content Do's and Don'ts:

- The main goal of this account is to engage our current and prospective student populations. Content is centered around what it's like to be a student at the Abbey so we capture on campus events and students having fun.
- Our tone of voice on Tiktok is more playful and quirky than our other channels, but we do not participate in trends that feature inappropriate dances, songs, or words.
- Tiktok is a very popular channel for our students and we are learning more everyday about what it means to play in this space. Contact [us](#) to talk further about this platform!





Let's Go to Work!

Thank you for your time in reviewing these guidelines. By applying them carefully and consistently, we can inspire new generations of students to come experience the Abbey. And when they learn, seek, and thrive, our world becomes a better place.

Please contact us if you have any questions.

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