

# Bellarmino University

**GRAPHIC STANDARDS MANUAL**

# Bellarmino University

## ABOUT

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Bellarmino University is a vibrant community of educational excellence and ethical awareness that consistently ranks among the nation's best colleges and universities. Our students pursue an education based in the liberal arts—and in the distinguished, inclusive Catholic tradition of educational excellence, the oldest and most rewarding in the western world. It is a lifelong education, worthy of the university's namesake, Saint Robert Bellarmine, and of his invitation to each of us to learn and live in veritatis amore—in the love of all that is beautiful, true and good in life.

On the edge of downtown Louisville—the nation's 16th largest city—Bellarmino is set on three beautiful hills in the artful and eclectic Highlands neighborhood. We are within walking distance of the Bardstown Road corridor, where coffee houses, restaurants, and one-of-a-kind shops add to the overall Bellarmine experience. Downtown Louisville is just minutes away and offers world-class theater, arts, sports, museums and gorgeous riverfront parks. Louisville is situated on the mile-wide Ohio River, at the gateway to the South and the crossroads of the Midwest. Two hundred million people—two-thirds of the nation's population—live within a 500-mile radius of the city.

# Bellarmino University

## SEAL

### THE KNIGHT

A long time symbol of Bellarmine, it now officially resides on our shield

### THE PINEAPPLE

Symbol of our hospitality

### FLEUR DE LIS

The fleur de lis symbol came from the coat of arms of King Louis XIV for which Louisville is named.

### THE LAUREL TREE

Originally found in the Ursuline College shield, again finds a rightful place in ours.

### THE TORCH

The symbol remains as the light of knowledge.

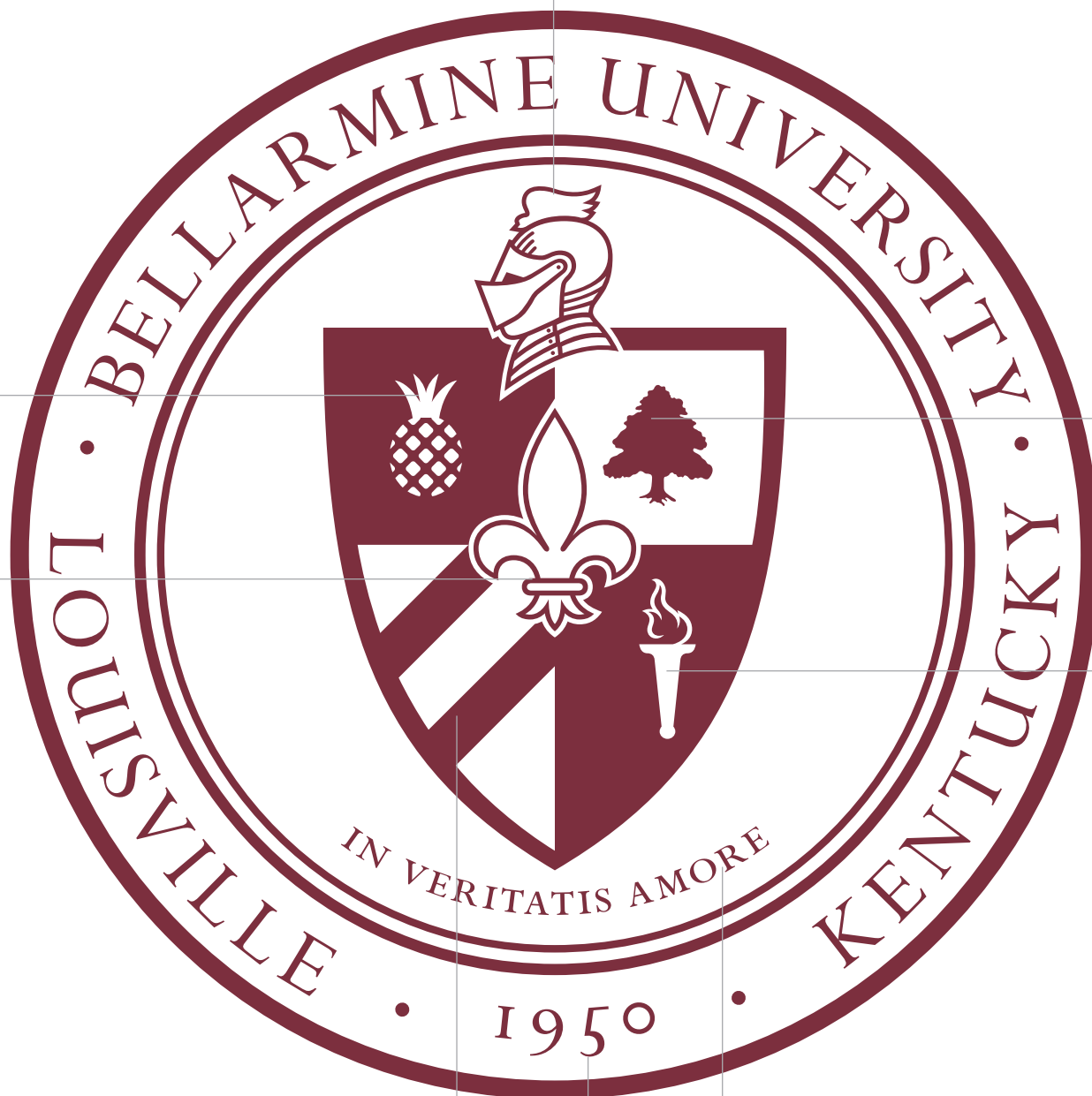
### THE BANNER

The love of truth.

University founding year

### FIVE STRIPES OF COLOR

Valor, knowledge, truth, wisdom & faith.

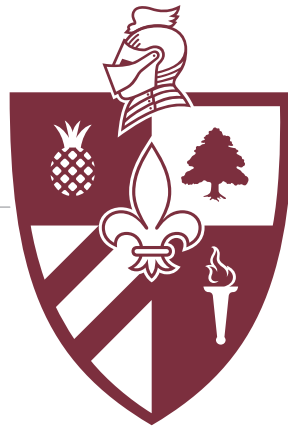


# Bellarmino University

LOGO AND WORD MARK STYLES

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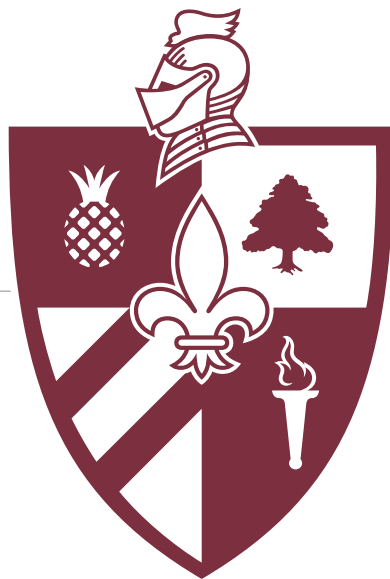
LOGO



WORD MARK

BELLARMINO UNIVERSITY  
IN VERITATIS AMORE

LOGO



WORD MARK

BELLARMINO  
UNIVERSITY  
IN VERITATIS AMORE

WORD MARK

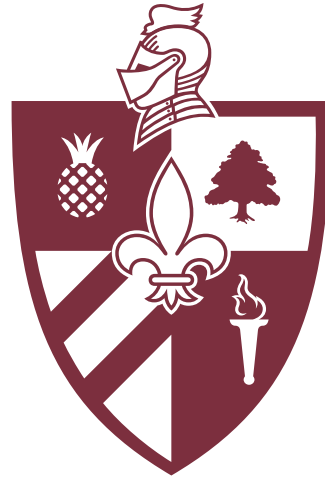
BELLARMINO UNIVERSITY  
IN VERITATIS AMORE

WORD MARK

BELLARMINO  
UNIVERSITY  
IN VERITATIS AMORE

# Bellarmino University

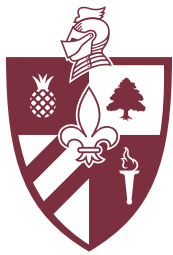
## DEPARTMENT SIGNATURES



# BELLARMINE UNIVERSITY

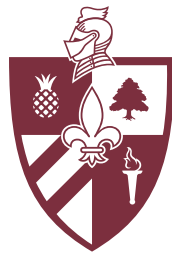
IN VERITATIS AMORE

YOUR DEPARTMENT OR SCHOOL NAME HERE



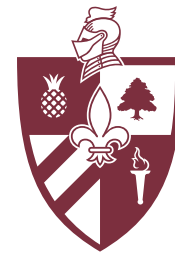
BELLARMINE UNIVERSITY  
IN VERITATIS AMORE

DONNA AND ALLAN LANSING  
SCHOOL OF NURSING & HEALTH SCIENCES



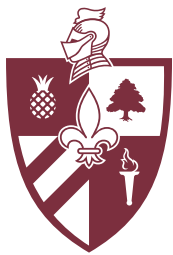
BELLARMINE UNIVERSITY  
IN VERITATIS AMORE

W. FIELDING RUBEL SCHOOL OF BUSINESS



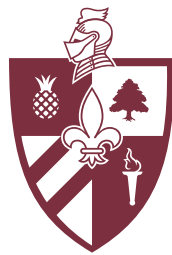
BELLARMINE UNIVERSITY  
IN VERITATIS AMORE

SCHOOL OF COMMUNICATION



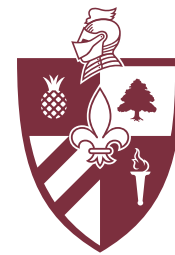
BELLARMINE UNIVERSITY  
IN VERITATIS AMORE

ANNSLEY FRAZIER THORNTON SCHOOL OF EDUCATION



BELLARMINE UNIVERSITY  
IN VERITATIS AMORE

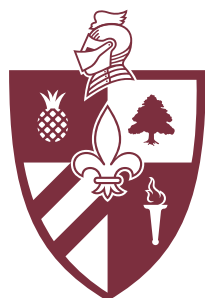
CENTER FOR INTERDISCIPLINARY  
TECHNOLOGY & ENTREPRENEURSHIP



BELLARMINE UNIVERSITY  
IN VERITATIS AMORE

BELLARMINE COLLEGE

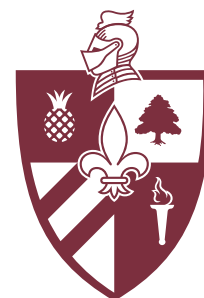
ALTERNATE



BELLARMINE UNIVERSITY

YOUR DEPARTMENT OR SCHOOL NAME HERE

ALTERNATE

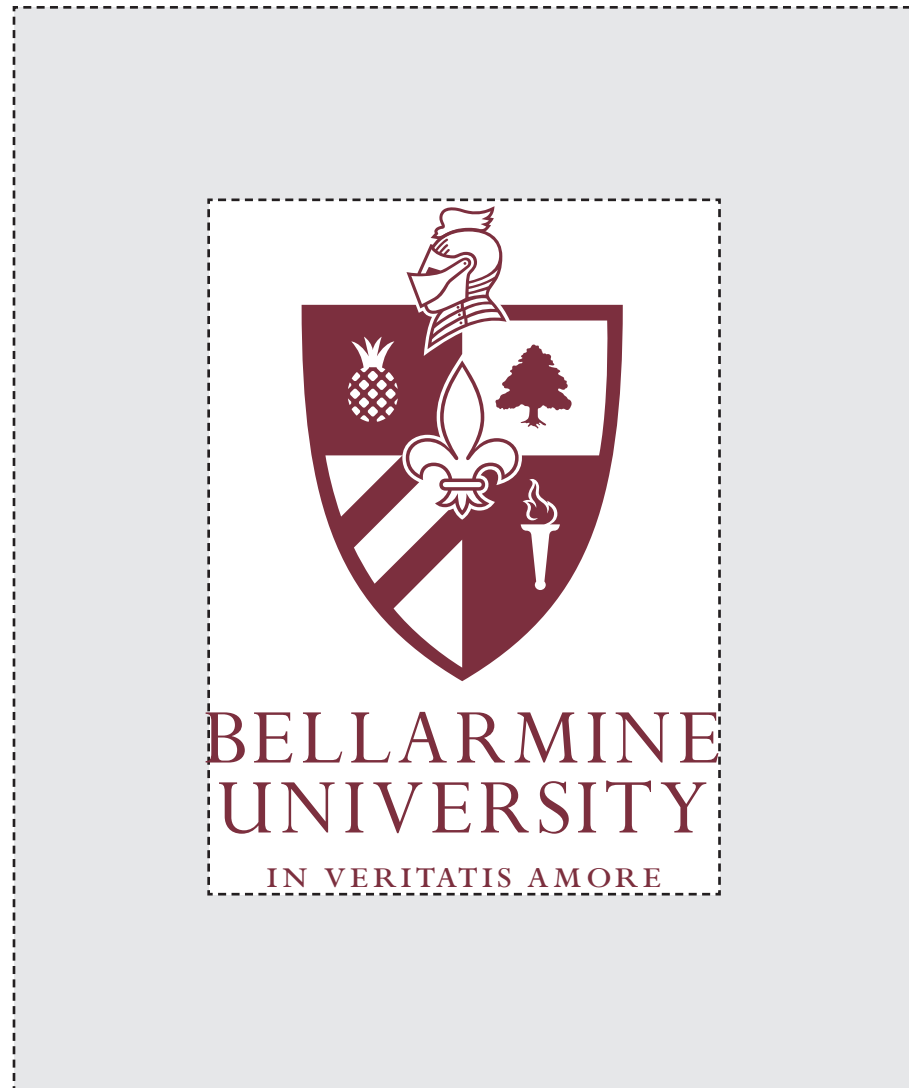


BELLARMINE  
UNIVERSITY

YOUR DEPARTMENT OR SCHOOL NAME HERE

# Bellarmino University

## SAFETY AREA AROUND LOGO



MINIMUM SAFETY AREA SHOULD BE 1/5 OF THE WIDTH OF THE LOGO & WIDER WORDMARK

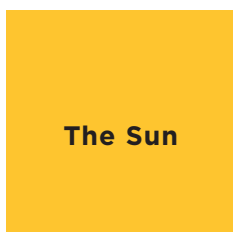
# Bellarmino University

## COLORS OF TUSCANY

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### PRINT COLORS

### WEB SAFE COLOR VERSION



**The Sun**

**PMS 123**



**A Touch  
of Olive**

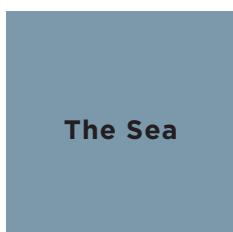
**PMS 5773**



**#FFCC00**

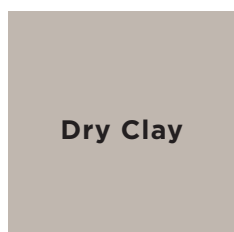


**#999956**



**The Sea**

**PMS 5425**

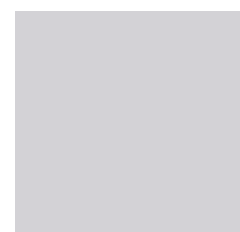


**Dry Clay**

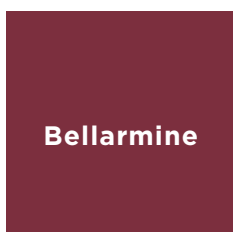
**PMS WARM GREY 3**



**#669999**

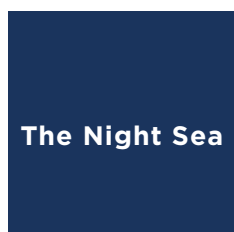


**#CCCCCC**



**Bellarmino**

**PMS 195**



**The Night Sea**

**PMS 534**



**#660000**



**#003366**



**Terra Cotta**

**PMS 7525**



**Italian Bean**

**PMS 4625**



**#996633**



**#330000**

# Bellarmino University

## MINIMUM SIZE OF LOGO

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BELLARMINE UNIVERSITY  
IN VERITATIS AMORE

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The minimum size of the logo can be determined in two ways, the font size of the banner must be no smaller than 7 point type.



BELLARMINE  
UNIVERSITY  
IN VERITATIS AMORE

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0.73 in

Or the width of the banner must be no smaller than 0.73 in



# Bellarmino University

PRIMARY TYPEFACE

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BELLARMINE UNIVERSITY

IN VERITATIS AMORE

Perpetua

abcdefghijklmnopqrstuvwkyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

PERPETUA SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

*Perpetua Italic*

*abcdefghijklmnopqrstuvwkyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890*

Perpetua is a typeface that was designed by British sculptor, typeface designer, stonecutter and printmaker Eric Gill.

Designed in 1929, Perpetua was hailed as a fresh, new design, quite unlike any that preceded it.

Along with its three titling fonts, it became one of the most-used typeface families for fine book typography.

Today, it is a staple of fine, sophisticated graphic communication—a true masterwork of modern classicism.

# Bellarmino University

## SECONDARY TYPEFACE

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### **Gotham Bold**

**abcdefghijklmnopqrstuvwkyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

### Gotham Book

abcdefghijklmnopqrstuvwkyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Gotham Light

abcdefghijklmnopqrstuvwkyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

The x-height that makes it exceptionally readable at small sizes.

The Gotham family contains a number of different weights and widths, as well as italics.

It has been a popular typeface for both publishing and advertising,

on July 4, 2004, it was unveiled on the cornerstone of the Freedom Tower, to be built on the site of the former World Trade Center.

The Barack Obama presidential campaign for the 2008 election made consistent use of Gotham.

# Bellarmino University

## PRIMARY COLORS

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SCARLET : PMS 195



BLACK  
C 0% M 0% Y 0% K 100%



# Bellarmino University

ONE-SIDED BUSINESS CARDS

3.5 X 2 INCHES

UNIVERSITY LOGO



NAME OF THE PERSON  
THEIR TITLE  
THEIR EMAIL ADDRESS

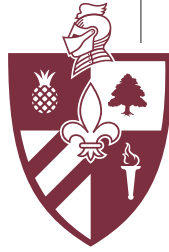
UNIVERSITY ADDRESS  
MULTIPLE PHONE NUMBERS  
WEBSITE (optional)

# Bellarmino University

**LETTERHEAD**

**8.5 X 11 INCHES**

UNIVERSITY LOGO  
DEPARTMENT



**BELLARMINE UNIVERSITY**  
IN VERITATIS AMORE

**ANNSLEY FRAZIER THORNTON SCHOOL OF EDUCATION**

Bellarmino University | 2001 Newburg Road | Louisville, Ky 40205 | PHONE 502.452.8131 | FAX 502.452.8200 | www.bellarmino.edu

UNIVERSITY NAME, ADDRESS, PHONE, FAX, WEBSITE

# Bellarmino University

**BUSINESS NO 10. ENVELOPE**

**9.5 X 4.125 INCHES**



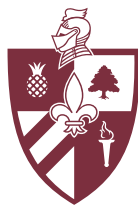
**BELLARMINE  
UNIVERSITY**  
IN VERITATIS AMORE

Office of Communications  
and Public Affairs  
2001 Newburg Road  
Louisville, KY 40205

# Bellarmino University

**NOTEPADS**

**5.5 X 8.5 INCHES**



**BELLARMINE UNIVERSITY**  
IN VERITATIS AMORE

UNIVERSITY LOGO

**Hunt Helm**

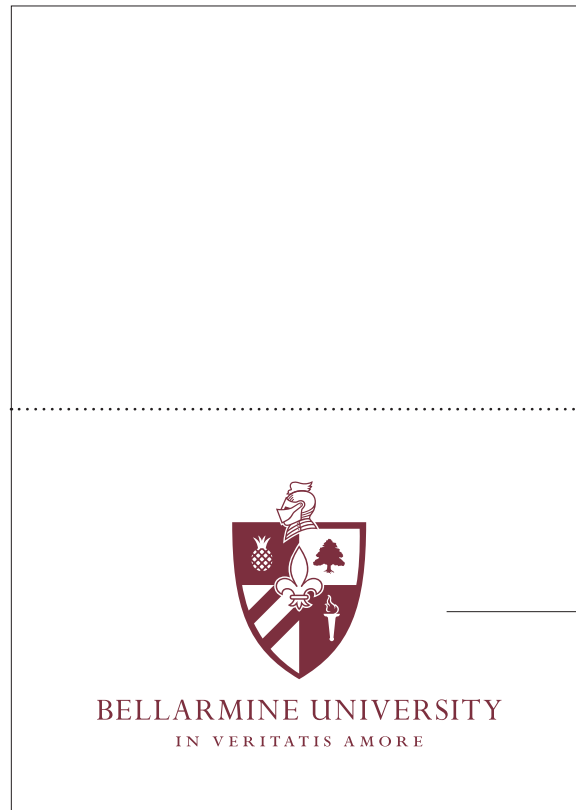
VICE PRESIDENT OF COMMUNICATION AND PUBLIC AFFAIRS

NAME OF PERSON  
TITLE OF PERSON

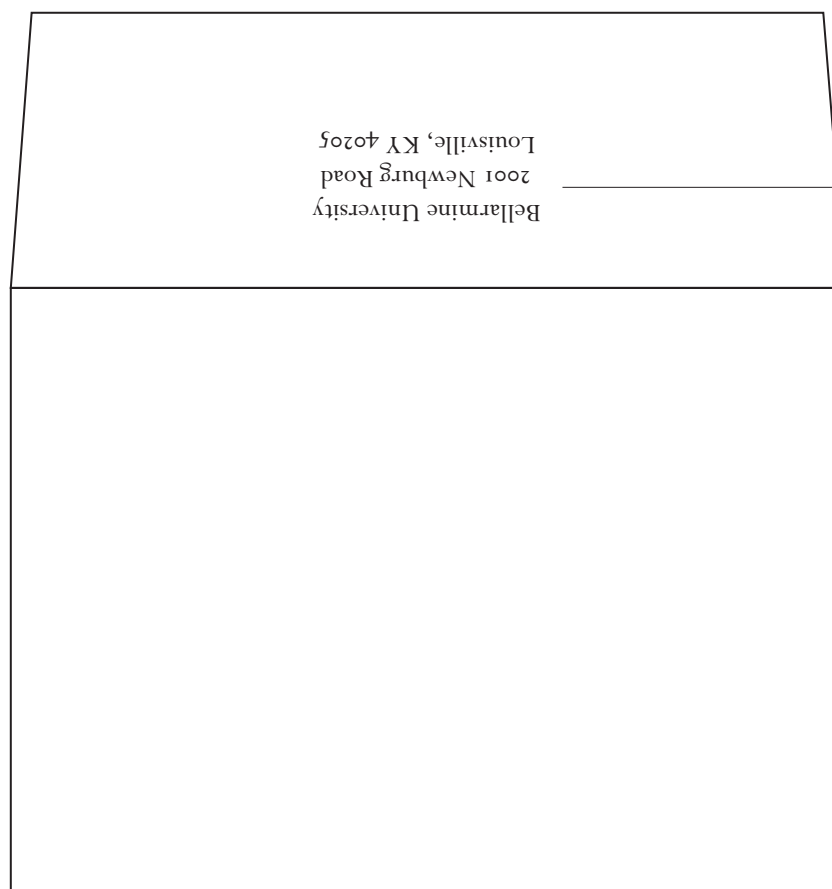
# Bellarmino University

**NOTECARDS**

**4.25 X 5.5 INCHES**



UNIVERSITY LOGO



RETURN ADDRESS

(Notecard and Envelope reduced in scale)