

Bryant University

Creative Brand Guidelines

As of 7/29/24 | Content Subject to Change



Logos

The primary Bryant University logo has two components: the university seal and the wordmark. The secondary option consists of just the wordmark. The primary logo should be used in most situations, but the wordmark can often be used interchangeably.

University Seal

Wordmark



Primary Logo



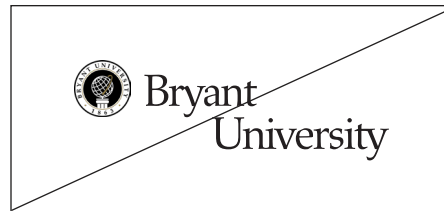
Wordmark

Logo Misuses

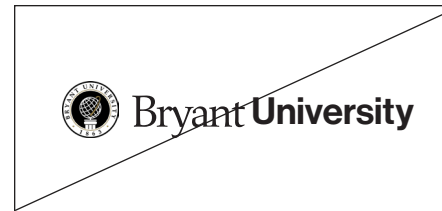
Adhering to these simple rules will ensure that our logo stays consistent and recognizable wherever we use it.



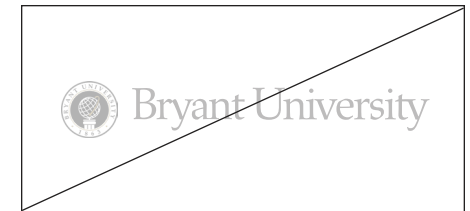
Always use the provided files for the correct primary logo.



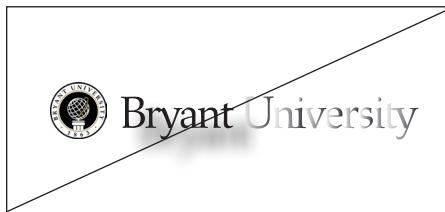
Do not change the placement of the seal in relation to the logotype.



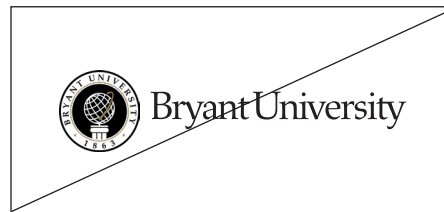
Do not use another typeface in the logo.



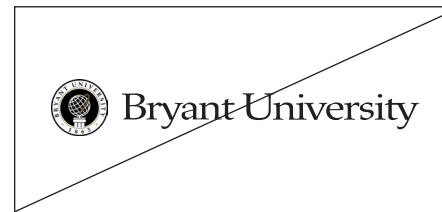
Do not use a version of the primary logo with a lower opacity.



Do not add drop shadows or other visual effects to the logo.



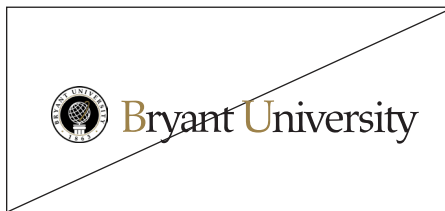
Do not change the scale of the logo's elements.



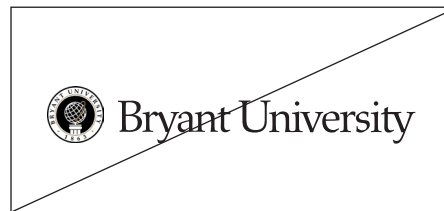
Do not stretch, condense, distort, or change the logo's dimensions.



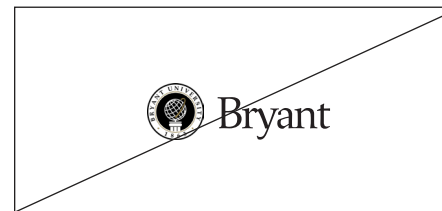
Do not add type or graphic elements to the logo.



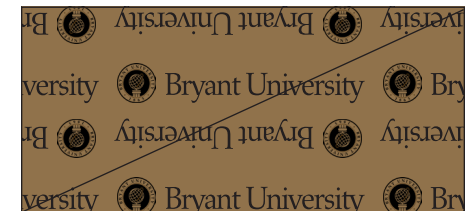
Do not change the color of the letters in the logo.



Do not set the logo in any colors except black, white, or Bryant Gold.



Do not remove the word "university" from the logo.



Do not use the logo as a pattern or graphic element.

Other University Logos

University Seal

The university seal can act as a secondary logo when branding materials, but it's used primarily with an audience who is familiar with Bryant University. The seal is never used as a graphic element.



Athletic Logos

Commonly used graphic logos for Bryant University Athletics.



Seal Misuses

Adhering to these simple rules will ensure that our logo stays consistent and recognizable wherever we use it.



Always use the provided files for the correct seal.



Do not change the colors of the seal's elements.



Do not tilt or skew the seal.



Do not add type or graphic elements to the seal.



Do not add drop shadows or other visual effects to the seal.



Do not change the scale of the seal's elements.



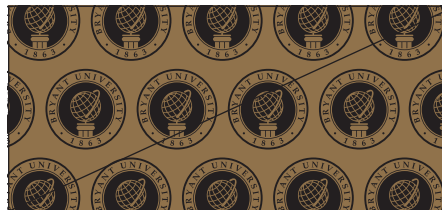
Do not stretch, condense, distort, or change the seal's dimensions.



Do not change the color of any of the seal's elements.



Do not remove any words or elements from the seal.



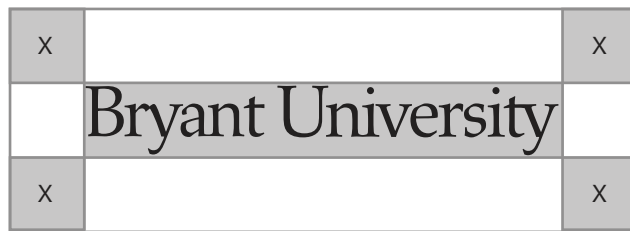
Do not use the seal as a pattern or graphic element.

Logo Usage

Always use provided art files for the university logos. Do not redraw, modify, or embellish the logos in any way, including computer manipulations and animations.

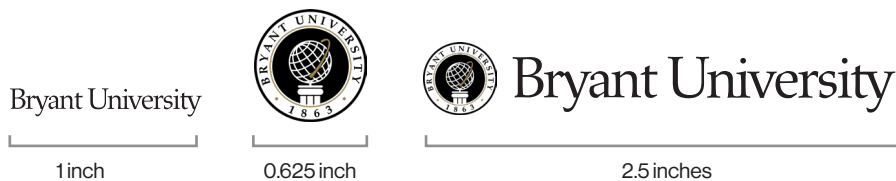
Clear Space

To ensure that enough clear space appears around the logo at all times — including at the edges of ads or pages — the height of the word mark (labeled here with an “x”) should be used as a guide.



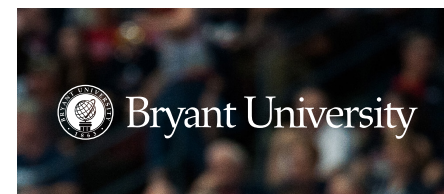
Minimum Size

Whenever possible, use the preferred logo size on all applications. Never reproduce the logo at widths smaller than stated below. There is no maximum size limit, but use discretion when sizing the logo. It should never be the dominant element on the page; instead it should live comfortably and clearly as a signature.



Logo Color

The logos should only appear in white, black, or Bryant Gold and with sufficient contrast between the logo and any background color or images.



Second tier Logo Treatment

The second tier logo treatment combines the wordmark with the seal and uses the font Syntax for the specific name of an office or department on campus. The x-height of the sub-brand text, as well as the distance between the black rule and the text above and below should be equal to half of the x-height of the logotype text. The rule should align with the right-most point of the wordmark text.



Bryant University

Academic Innovation Center



Distance from bottom of the "y" to the line

Bryant University

Academic Innovation Center

Height of "an"



Bryant University

Academic Innovation Center

Typeface: Neue Haas Grotesk

Tracking: 50

Font size: Scale to fit

Leading: 10



Align at the edge of the left-most point

Bryant University

Academic Innovation Center

Align at the edge of the right-most point. Break the sub text to a second row once it hits that point.

Bryant Fund Logo

This logo is used specifically for any annual fund related communication. As with the primary logos it is important that this mark is consistently used on all annual fund communications to ensure a high-level of recognition.

Bryant Fund | *INVEST IN
EXCELLENCE*

Bryant Fund | *INVEST IN
EXCELLENCE*

Alumni Association Logo

This logo is used specifically for any alumni related communication.



Primary Typeface

Neue Haas Grotesk is a contemporary and highly legible sans-serif typeface with several different weights for versatility in tone and impact. This is a strong, bold font that can be used for headlines, subheads, numerals, body copy, callouts, and it pairs well with our other typefaces. Neue Haas Grotesk is appropriate for all of Bryant's materials. It can be used for print and on web materials, in sentence case or in all caps.

This typeface can be downloaded here: fonts.adobe.com/fonts/neue-haas-grotesk

Primary

Neue Haas Grotesk

Specimen

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789!@#%&*

Weights

Ultra Thin	<i>Italic</i>
Thin	<i>Italic</i>
Extra Light	<i>Italic</i>
Light	<i>Italic</i>
Roman	<i>Italic</i>
Medium	<i>Italic</i>
Bold	<i>Italic</i>
Black	<i>Italic</i>

Secondary Typeface

Skolar is a sturdy yet approachable serif typeface with plenty of personality. It's used to add character to our communications. Skolar was designed to be pleasant for reading text on screens. This is a classic, legible typeface with modern serifs and a variety of weights for effective communication. Use this typeface for body copy, headlines, numerals, and subheads. This typeface shouldn't be used in all caps.

This typeface can be downloaded here: fonts.adobe.com/fonts/skolar

Secondary

Skolar

Specimen

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789!@#%&*

Weights

Light	<i>Italic</i>
Regular	<i>Italic</i>
Medium	<i>Italic</i>
Semibold	<i>Italic</i>
Bold	<i>Italic</i>
Extra Bold	<i>Italic</i>

Tertiary Typeface

The Trajan typeface is a serif font with elegant, sweeping curves inspired by its Roman typography, it is an upper case only font family. It's reserved for formal applications.

This typeface can be purchased here: www.fonts.com/font/adobe/trajan-3

Tertiary

TRAJAN 3

Specimen

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!\$%&*

Weights

EXTRA LIGHT

LIGHT

REGULAR

SEMIBOLD

BOLD

BLACK

Full Pallet -HEX

Our full palettes can be used as reference for future changes or expansions.

Gold 400 #A98F42		Yellow 200 #EAAA00		Blue 200 #1D7BBF		Purple 200 #622D50		Grey 100 #222020	
Pass	Fail	Pass	Fail	Fail	Pass	Fail	Pass	Pass	Pass
Pass	Pass	Pass	Pass	Pass	Pass	Fail	Pass	Pass	Pass
0	#FBF9F4	0	#FFF5DB	0	#F2F9FD	0	#F2E3ED	0	#DAD9D9
0.5	#F3EEE2	0.5	#FDEEC5	0.5	#DDEC F7	0.5	#E4D1DD	0.5	#CDCBCB
1	#EBE4D0	1	#FBE6AF	1	#C7E0F1	1	#D5BFC3	1	#BFBEBE
1.5	#E2D9BF	1.5	#F9DF99	1.5	#B2D3EA	1.5	#C7ACBE	1.5	#B2B0B0
2	#DACFAD	2	#F7D783	2	#9DC7E4	2	#B89AAE	2	#A4A3A3
3	#CBC88E	3	#F2C858	3	#72ADD8	3	#9C768F	3	#8A8787
4	#B9A466	4	#EEB92C	4	#4894CB	4	#7F516F	4	#6F6C6C
5	#A98F42	5	#EAAA00	5	#1D7BBF	5	#622D50	5	#545151
6	#826E38	6	#BB8800	6	#176299	6	#4E2440	6	#434141
7	#655628	7	#8C6600	7	#114A73	7	#3B1B30	7	#323131
8	#44391A	8	#5E4400	8	#0C314C	8	#271220	8	#222020
8.5	#332B14	8.5	#463300	8.5	#092539	8.5	#1D0E18	8.5	#191818
9	#221D0D	9	#2F2200	9	#061926	9	#140910	9	#111010
9.5	#110E07	9.5	#171100	9.5	#030C13	9.5	#0A0508	9.5	#080808
10	#000000	10	#000000	10	#000000	10	#000000	10	#000000

Full Pallet - CMYK

Our full palettes can be used as a reference for future changes or expansions.

Bryant Gold #B4975A C20% M30% Y70% K15%		Yellow 200 #EAAA00 C8% M34% Y100% K0%		Blue 200 #1D7BBF C83% M45% Y1% K0%		Purple 200 #622D50 C57% M88% Y42% K32%		Print Black #000000 C75% M68% Y67% K90%	
	Pass	Pass		Pass	Fail	Pass		Fail	Pass
	Pass	Pass		Pass	Pass	Pass		Fail	Pass
0	C0% M1% Y5% K0%	0	C0% M2% Y15% K0%	0	C4% M0% Y0% K0%	0	C3% M11% Y1% K0%	0	C27% M22% Y23% K0%
0.5	C3% M4% Y15% K0%	0.5	C1% M4% Y25% K0%	0.5	C12% M2% Y1% K0%	0.5	C9% M18% Y4% K0%	0.5	C40% M33% Y33% K1%
1	C7% M7% Y18% K0%	1	C2% M7% Y36% K0%	1	C20% M4% Y2% K0%	1	C16% M24% Y16% K0%	1	C50% M42% Y41% K5%
1.5	C8% M9% Y36% K0%	1.5	C3% M10% Y47% K0%	1.5	C28% M7% Y2% K0%	1.5	C21% M32% Y13% K0%	1.5	C58% M50% Y48% K16%
2	C11% M13% Y38% K0%	2	C3% M14% Y57% K0%	2	C36% M11% Y3% K0%	2	C29% M40% Y18% K0%	2	C67% M57% Y54% K32%
3	C24% M26% Y54% K0%	3	C5% M20% Y77% K0%	3	C54% M20% Y3% K0%	3	C41% M58% Y28% K2%	3	C73% M67% Y63% K73%
4	C31% M36% Y76% K4%	4	C7% M27% Y96% K0%	4	C70% M30% Y2% K0%	4	C51% M74% Y36% K16%	4	C76% M67% Y66% K87%
5	C34% M43% Y98% K10%	5	C8% M34% Y100% K0%	5	C83% M45% Y1% K0%	5	C57% M88% Y42% K32%	5	C71% M68% Y64% K77%
6	C44% M47% Y88% K21%	6	C26% M45% Y100% K5%	6	C92% M62% Y16% K2%	6	C61% M87% Y46% K46%	6	C72% M68% Y64% K79%
7	C45% M53% Y100% K30%	7	C38% M54% Y100% K21%	7	C98% M73% Y32% K16%	7	C63% M85% Y51% K61%	7	C73% M68% Y65% K83%
8	C56% M59% Y90% K57%	8	C48% M60% Y100% K45%	8	C98% M78% Y45% K41%	8	C67% M79% Y57% K74%	8	C70% M66% Y64% K73%
8.5	C54% M63% Y89% K63%	8.5	C54% M62% Y95% K59%	8.5	C95% M77% Y50% K57%	8.5	C69% M75% Y60% K79%	8.5	C72% M67% Y65% K79%
9	C64% M63% Y76% K77%	9	C59% M63% Y82% K73%	9	C88% M73% Y57% K71%	9	C70% M71% Y62% K82%	9	C73% M67% Y66% K82%
9.5	C70% M66% Y69% K83%	9.5	C65% M64% Y73% K80%	9.5	C79% M69% Y62% K82%	9.5	C73% M69% Y64% K86%	9.5	C74% M67% Y66% K86%
10	C75% M68% Y67% K90%	10	C75% M68% Y67% K90%	10	C75% M68% Y67% K90%	10	C75% M68% Y67% K90%	10	C75% M68% Y67% K90%

Full Pallet - CMYK

Our full palettes can be used as a reference for future changes or expansions.

Bryant Gold #B4975A C20% M30% Y70% K15%		Yellow 200 #EAAA00 C8% M34% Y100% K0%		Blue 200 #1D7BBF C83% M45% Y1% K0%		Purple 200 #622D50 C57% M88% Y42% K32%		Print Black #000000 C75% M68% Y67% K90%	
	Pass	Pass		Pass	Fail	Pass		Fail	Pass
	Pass	Pass		Pass	Pass	Pass		Fail	Pass
0	C0% M1% Y5% K0%	0	C0% M2% Y15% K0%	0	C4% M0% Y0% K0%	0	C3% M11% Y1% K0%	0	C27% M22% Y23% K0%
0.5	C3% M4% Y15% K0%	0.5	C1% M4% Y25% K0%	0.5	C12% M2% Y1% K0%	0.5	C9% M18% Y4% K0%	0.5	C40% M33% Y33% K1%
1	C7% M7% Y18% K0%	1	C2% M7% Y36% K0%	1	C20% M4% Y2% K0%	1	C16% M24% Y16% K0%	1	C50% M42% Y41% K5%
1.5	C8% M9% Y36% K0%	1.5	C3% M10% Y47% K0%	1.5	C28% M7% Y2% K0%	1.5	C21% M32% Y13% K0%	1.5	C58% M50% Y48% K16%
2	C11% M13% Y38% K0%	2	C3% M14% Y57% K0%	2	C36% M11% Y3% K0%	2	C29% M40% Y18% K0%	2	C67% M57% Y54% K32%
3	C24% M26% Y54% K0%	3	C5% M20% Y77% K0%	3	C54% M20% Y3% K0%	3	C41% M58% Y28% K2%	3	C73% M67% Y63% K73%
4	C31% M36% Y76% K4%	4	C7% M27% Y96% K0%	4	C70% M30% Y2% K0%	4	C51% M74% Y36% K16%	4	C76% M67% Y66% K87%
5	C34% M43% Y98% K10%	5	C8% M34% Y100% K0%	5	C83% M45% Y1% K0%	5	C57% M88% Y42% K32%	5	C71% M68% Y64% K77%
6	C44% M47% Y88% K21%	6	C26% M45% Y100% K5%	6	C92% M62% Y16% K2%	6	C61% M87% Y46% K46%	6	C72% M68% Y64% K79%
7	C45% M53% Y100% K30%	7	C38% M54% Y100% K21%	7	C98% M73% Y32% K16%	7	C63% M85% Y51% K61%	7	C73% M68% Y65% K83%
8	C56% M59% Y90% K57%	8	C48% M60% Y100% K45%	8	C98% M78% Y45% K41%	8	C67% M79% Y57% K74%	8	C70% M66% Y64% K73%
8.5	C54% M63% Y89% K63%	8.5	C54% M62% Y95% K59%	8.5	C95% M77% Y50% K57%	8.5	C69% M75% Y60% K79%	8.5	C72% M67% Y65% K79%
9	C64% M63% Y76% K77%	9	C59% M63% Y82% K73%	9	C88% M73% Y57% K71%	9	C70% M71% Y62% K82%	9	C73% M67% Y66% K82%
9.5	C70% M66% Y69% K83%	9.5	C65% M64% Y73% K80%	9.5	C79% M69% Y62% K82%	9.5	C73% M69% Y64% K86%	9.5	C74% M67% Y66% K86%
10	C75% M68% Y67% K90%	10	C75% M68% Y67% K90%	10	C75% M68% Y67% K90%	10	C75% M68% Y67% K90%	10	C75% M68% Y67% K90%

Full Pallet -Pantone

Our full palettes can be used as reference for future changes or expansions.

Bryant Gold
PANTONE 872

Pass	Fail
Pass	Pass

Yellow 200
PANTONE 7409 C

Pass	Fail
Pass	Pass

Blue 200
PANTONE 7689 C

Fail	Pass
Pass	Pass

Purple 200
PANTONE 511 C

Fail	Pass
Fail	Pass

Print Black
Process Black

Pass
Pass

Icons - Illustrated

Font awesome duotone icons are used as spot illustrations for important callouts and cards. These should be used at larger sized, and only in combination with supporting text.

The content below is to give an idea of what icons could be used in these scenarios - **final icon choices will be made by the bryant team.**

Color Specs

Illustrated icons should use **Yellow-200** for the primary layer, and **Yellow - 100** as the darker accent.

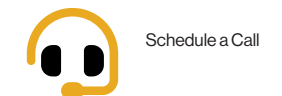
Example Departments



Example Program Callouts



Example Actions



Icons - Utility







































Below are the icons we have selected to use from the Font Awesome family (regular line style). Whenever a new icon is needed for the product, this family should be the first place to reference before creating custom icons.

Icons should use standard sizes (e.g. 24x24, 16x16, etc.), use this as the basis for creating new sizes when needed.





Additionally, they should have consistent line weights so they feel like a family across the experience. Icon sets will handle this at a default size, but consider line-weight when resizing or creating custom icons.

Note: To add Font Awesome icons, visit fontawesome.com






UX Actions

 Check	 Send
 Add	 Edit
 Remove	 Copy
 Close	 Hamburger-Menu
 Check-Circle	 Meatball-Menu
 Add-Circle	 Keبوب-Menu
 Remove-Circle	 Share
 Close-Circle	 Folder
 Filter	 File
 Settings	 Document
 Chat	 Money
 Conversation	 User
 Phone	 User-Circle
 Email	 Group
 Location	 Drag-Hoz
 Pin	 Drag-Ver
 Download	 Undo
 Upload	 Sync
 Event	 External-Link













Education

 University
 Class
 Graduation
 News


Social Media

 YouTube
 Instagram
 Twitter
 Facebook
 LinkedIn

Audio/Video

 Play
 Pause
 Play-Circle
 Pause-Circle
 Replay
 Volume-Up
 Volume-Down
 Volume-Off
 Fast-Forward
 Rewind
 Fullscreen
 Fullscreen-Exit





















Search

 Search
 Zoom-In
 Zoom-Out

Stars

 Outline
 Half-Filled
 Filled

Arrows

 Chevron-Up	 Caret-Up
 Chevron-Right	 Caret-Right
 Chevron-Down	 Caret-Down
 Chevron-Left	 Caret-Left
 Chevron-Circle-Up	 Double-Right
 Chevron-Circle-Right	 Double-Up
 Chevron-Circle-Down	 Double-Left
 Chevron-Circle-Left	 Double-Down
 Arrow-Up	
 Arrow-Right	
 Arrow-Down	
 Arrow-Left	

Alerts

 Error
 Warning
 Info
 Help
 Bell

To learn more about implementing our brand or to inquire about obtaining assets or usage recommendations, please contact:

Eric Meir

Director of Creative Services, University Marketing & Communications

Office: 401.232.6802

E-mail: emeier@bryant.edu



Bryant University