

## PRIMARY LOGOS

Bryant University has a modular identity system with three elements: the logotype, the “Inspired to Excel” tagline, and the official University seal. These components of the identity system reflect Bryant’s distinguished history and bold future. The logotype may be used independently or paired with the tagline or the official seal.

### LOGOTYPE

The Bryant University logotype is based on the Aldus typeface, a traditional, old style serif font, but has been carefully letter-spaced and a special lowercase “ry” ligature has been created.

Bryant University

### PREFERRED MARKETING TREATMENT

Visual representation of the logotype and tagline

Bryant University  
**INSPIRED TO EXCEL**

### LOGOTYPE AND SEAL

When using these two components together, the proportions should mimic the example shown here.



### OFFICIAL SEAL

The Bryant University seal is primarily used in combination with the logotype but can also be used as a stand-alone item or a graphic element in a design as long as it follows the permitted guidelines. It may be used in black and gold or black only.



## COLOR PALETTE

The official colors for Bryant University are black and gold.

### PRIMARY COLORS

<b>GOLD</b> PANTONE 872 C CMYK 20 30 70 15 100%	<b>BLACK</b> CMYK 0 0 0 100 RGB 0 0 0	<b>WHITE</b> CMYK: 0 0 0 0 RGB: 255 255 255
--	---	---

### SECONDARY COLORS

PANTONE 7501 C CMYK 15 19 41 0 100%  60% This is the most commonly used version of this color	PANTONE 631 C CMYK 69 10 18 0 100%  60% This is the most commonly used version of this color	PANTONE 7529 C CMYK 30 30 38 0 100%
--	---	---

### ACCENT COLORS

DARK GOLD RGB 104 81 29	PANTONE 484 C CMYK 25 92 99 20 100%	PANTONE 398 C CMYK 36 26 100 2 100%
PANTONE 124 C CMYK 0 27 100 8 100%	PANTONE 511 C CMYK 56 89 42 33 100%	

## TYPEFACES

The preferred typefaces for all visual communications are:

Futura  
Merriweather

## RESOURCES

For brand assets and further information about visual and editorial guidelines, please visit [my.bryant.edu/portal/university-relations](http://my.bryant.edu/portal/university-relations) or contact a member of Bryant’s Office of University Relations.

**Elizabeth O’Neil**  
Associate Vice President for University Relations  
[eoneil@bryant.edu](mailto:eoneil@bryant.edu)/401.232.6121

**Jennifer Zevon**  
Senior Designer/Art Director  
[jzevon@bryant.edu](mailto:jzevon@bryant.edu)/401.232.6131

11.16.20



## BRAND PROMISE & PERSONALITY

**PROMISE**  
Our students graduate real-world ready to drive change and make a difference.

**PERSONALITY**  
The Bryant community is driven by inner determination and adaptability – and inspired by a will to succeed.

**BRAND PILLAR 1**  
Academic Excellence

**BRAND PILLAR 2**  
Education of the Whole Person

**BRAND PILLAR 3**  
Collegial Community

**BRAND PILLAR 4**  
Global & Diverse Perspectives

**FOUNDATION**  
Bryant’s values, beliefs, and educational philosophy

## BRAND EXPRESSION

**A Bryant education prepares you to drive change and make a difference in the real world.**

To make an impact in the real world, you have to be ready for the real world. And knowledge gained from a textbook isn’t enough. You need experience, and practice solving real problems. You need an energy that only passion provides, a field-tested confidence, and a set of values to draw on for decades to come.

That’s why at Bryant, you’ll focus on real-world practice in our inspiring learning experience—so that no matter where you go, you’ll be ready to take your ideas and ambitions to the next level, and make your mark.

For over 150 years, our real-world curriculum has prepared leaders for an ever-changing world. Today, Bryant delivers an education that integrates business and the arts and sciences with an emphasis on real-world application, global perspective, and qualities of character essential for success, all in a student-centered environment. Our graduates excel and are in high demand by organizations around the world.

## EDITORIAL VOICE AND CORE PRINCIPLES

### VOICE

Bryant constituents are strategists, analysts, and number crunchers. The Bryant writing style is tailored to their comprehension style. In copy, when the Bryant Personality (“driven by an inner determination and adaptability and inspired by a will to succeed”) takes center stage, the writing with the greatest impact has the following qualities:

- Concise, direct and economical (every word has a purpose, and none are wasted)
- Bold and confident
- Persuasive, substantiated by compelling factual data

### CORE PRINCIPLES

#### Academics:

- Integration of business and the liberal arts distinguishes a Bryant education; They are not separate paths to success, but combine for a whole greater than the sum of its parts.

- When you hear something, you may remember it, but when you apply it, you understand.
- Knowledge isn't an end unto itself, but a means to make a difference.
- An awareness of diverse, global perspectives is a prerequisite for success in today's interconnected world.

#### Environment:

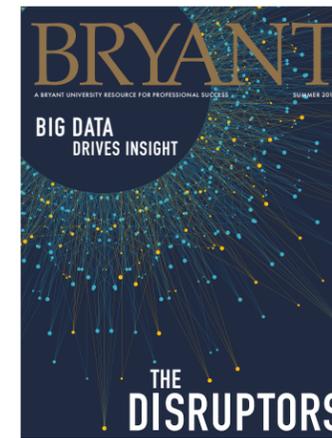
- Inspiration is contagious and community helps spread it.
- The Bryant experience is competitive, but in the spirit of collaboration and support.
- There is a role for every individual. Diverse perspectives make the community stronger.

#### Students:

- The entire Bryant community is student-focused.
- Students are empowered by access to mentors and additional resources that aid them in building skills and credentials for their best future.

## BRAND EXPRESSION AND ACTIVATION

### BRAND ACTIVATION



### ENVIRONMENTAL GRAPHICS



### DIGITAL USE



## BRAND PILLARS

Four pillars drive Bryant's educational philosophy. Through their integration, the University delivers a path-breaking curriculum and purposeful co-curricular experience that combine to develop innovative leaders and global citizens of character. When writing about the Bryant experience, keep these strategic brand pillars and proof points foremost in the message.

### 1 | ACADEMIC EXCELLENCE

Bryant delivers a path-breaking learning experience with academic excellence at its core. Dedicated faculty inspire and mentor students in discovering their passion and developing their talents, challenging them to learn by doing as they build credentials and integrate business and liberal arts.

#### Student learning and mentoring is the # 1 Priority of Our Dedicated Faculty

- Our faculty are teachers, scholars, and mentors who inspire students to excel through personal attention and opportunities to tailor their learning experience.

#### Path-Breaking Integration of Business with Liberal Arts

- Students combine the best of both worlds, majoring in business with a complementary minor in the liberal arts, or majoring in the liberal arts with a business minor, creating the path that's right for them.

#### Teaching Methods that Embrace Innovation to Enhance Learning

- Bryant faculty are nimble in utilizing teaching methods that enhance learning
- The University teaches and practices the skills of innovators: empathy, creativity, integrative thinking, perseverance, and grit.

#### Experiential Learning Opportunities Connect Theory with Practice

- Students apply what they learn in class through group projects, practica, social entrepreneurship, academic competitions, business simulations, internships, and co-curricular opportunities.

### 2 | EDUCATION OF THE WHOLE PERSON

Bryant is redefining the goal for higher education today and raising the bar. The innovative Bryant experience educates the whole person by building on academic excellence to teach character and values, creativity, collaboration, integrative thinking, innovation, resilience, and perseverance. Bryant graduates are impact thinkers ready to make a difference.

#### Our “Character of Success” Model Prepares Students for Professional Achievement and Personal Fulfillment

- The Bryant experience promotes leadership and ethical, values-driven decision-making.

#### Real-World Problem Solving and Leadership Development

- Students develop the critical skills of impact thinkers and game-changers.

#### Focus on Innovation and Adaptive Thinking

- Programs and classes prepare students to take charge of an ever-changing future.

#### Inspiring a Strong Work Ethic

- A deeply embedded culture of success motivates students to challenge themselves to do their best and achieve more than they ever thought possible.

### 3 | COLLEGIAL COMMUNITY

Bryant students are highly motivated and competitive, but loyal to each other. Small acts, like holding the door for the next person, have a ripple effect in our collegial community where a deep sense of pride and place forges connections that last a lifetime.

#### Enriching Faculty Engagement

- The student-centered faculty and staff in our close-knit community inspire students to reach their full potential and accomplish great things - in class, through engaging campus life opportunities, and on their own.

#### Purposeful Collaboration of Student Life and Academic Affairs

- A 24/7 learning environment and vibrant student life foster a transformative college experience that builds real-world skills and forges lifetime connections.

#### A Beautiful Campus with Outstanding Facilities

- Our award-winning contemporary campus, designed to foster excellence both in and outside the classroom, provides easy access to Providence, Boston, and New York.

#### Highly Competitive Division I Athletics

- Bryant's student-athletes excel on the field and in the classroom - and contribute to a meaningful sense of pride and place shared throughout the entire community.

### 4 | GLOBAL AND DIVERSE PERSPECTIVES

Today's world needs leaders who combine real-world skills with global perspectives and lessons learned from the humanities. Bryant is answering the call, delivering a forward-looking learning experience that helps students expand their worldview through international study and vibrant campus opportunities to build appreciation for diverse cultures.

#### Learning Embraces Diversity and Inclusion

- Global thinking is purposefully incorporated throughout the Bryant experience, enriching academic and student life initiatives.

#### Faculty with a Global Mindset

- Bryant's diverse faculty represents cultures from around the world. Throughout all courses of study, they bring a global mindset to the discipline.

#### Expanding Students' Global Perspectives

- Students develop a wider worldview through strategic partnerships and programs, including the First-Year Gateway, Sophomore International Experience, Bryant's Zhuhai campus, and abundant study abroad programs.

#### Inspiring the Broadest Horizons

- Through learning about the dynamic intersections of different cultures, economies, and ideas, students become global citizens, ready to work effectively with anyone, anywhere.