



BRAND GUIDELINES

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Building pride through our brand

Our brand is so much more than a logo, a tagline, or a set of colors. It defines who we are, what we say, and how we act. It's how we see ourselves, and how we want other people to see us.

Most importantly, it's our unique way of expressing pride—the pride we have in the things our university offers, the pride our students take in their achievements here, and the pride we all find within ourselves.

That pride can be felt from the moment you step on campus. And by following these guidelines and making our brand as clear, consistent, and compelling as possible, you can help us reinforce it through our communications, too.



Our brand foundation

Our brand is how we express the essence of our institution. But before we do that, we need to have a strong grasp of who we are. The elements on the following pages are part of the unchanging foundation of Bowie State University, and they are at the core of everything we say and do.

Our Mission

Bowie State University, through the effective and efficient management of its resources, provides high-quality and affordable educational opportunities at the bachelor's, master's, and doctoral levels for a diverse student population of Maryland citizens and the global community.

The educational programs are designed to broaden the knowledge base and skill set of students across disciplines and to enable students to think critically, value diversity, become effective leaders, function competently in a highly technical world, and pursue advanced graduate study.

The University is committed to increasing the number of students from under-represented minorities who earn advanced degrees in computer science, mathematics, information technology, and education.

Constituent needs, market demands, and emerging challenges confronting socioeconomic cultures serve as important bases in the University's efforts to develop educational programs and improve student access to instruction.





Our Positioning Statement

This simple, straightforward statement is the most succinct way to define our institution, communicate the value we bring to our audiences, and differentiate us from our competitors.

At Bowie State University, we embrace emerging leaders from all backgrounds and provide them with an enriching academic experience that empowers them to conquer new challenges. With our structured guidance and support, students find their own strengths, learn to navigate an ever-changing world, and take pride in making a difference, locally and globally.

Our Logo

Because our logo represents us at the very highest level, it is vitally important. Together, the wordmark and the flame symbol act as an identifier and a stamp of quality. In order to maintain consistency and professionalism as we use our logo, a few simple guidelines should always be followed.

PRIMARY LOGO

Our primary logo, used for most applications, contains three basic elements: the flame, the wordmark, and the founding date. They should always be used as given and never be separated or adjusted except as outlined in this document.



SECONDARY LOCKUPS

When identifying colleges, offices, and other entities within the BSU architecture, typeset the name using the font MillerText RomanSC in initial caps as shown. Never let the type extend beyond the rule underneath the logo. Stack the name on multiple lines if necessary.



Our Logo

Color

The primary logo should appear only in the colors and combinations shown here.



BLACK + PANTONE 116

TWO-COLOR

The two-color version, which uses the core BSU colors, is the most common version of the logo. If printing restrictions require it, the simpler one-color version can be used.

ONE-COLOR

One-color versions of the logo should be used only if printing restrictions make it necessary.

REVERSED

When placing the logo on a colored background, it should be reversed out in one of two ways shown at right.



BLACK + PANTONE 116



BLACK



PANTONE 116



REVERSED OUT OF DARK COLORS
(WHITE & PANTONE 116)



REVERSED OUT OF DARK COLORS



BLACK ON LIGHT COLORS

Our Logo

Scale and clear space

SCALE



0.75" Never reproduce the logo at heights smaller than 0.75 inches. There is no maximum size limit, but use discretion when scaling the logo. It should never be the dominant element on the page; instead it should work comfortably and clearly as an identifying mark.

CLEAR SPACE



We need to ensure that clear space is maintained around the logo. That way, it remains fully legible and has room to breathe. Photos, text, and graphic elements must follow this guideline. Use the width of the flame as a measuring tool for proper clearance as illustrated above.

Our Logo

Unacceptable usage

Here are a few examples of practices to avoid with the logo.



Do not rearrange the logo elements.



Do not tilt or rotate the logo.



Do not add graphic elements to the logo.



Do not use a drop shadow with the logo.



Do not lock up any other elements with the logo.



Do not change the colors of the logo.



Do not place the logo over the busy area within a photograph.



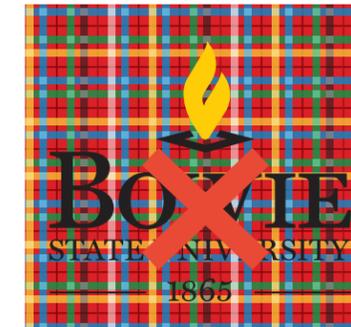
Do not crop the logo.



Do not change the font or recreate the logo for any reason.



Do not remove the rules from around the founding date.



Do not place the logo over a busy graphic pattern.



Do not stretch or compress the logo.

Other Official Marks

The Bowie State logo is suitable for nearly for all university communications, but in a few situations, other graphic marks are used instead. These other approved marks should be used only as detailed below.

OFFICIAL SEAL



FULL-COLOR VERSION



GRAYSCALE VERSION



SINGLE-COLOR VERSION

The Bowie State University official seal should appear only on official Bowie State University documents and print materials. When printed conventionally, it should be reproduced in full color, PMS 116, or metallic gold foil, or used as a background graphic at no more than 15% of the solid color. It also may be embossed for certain applications.

Do not use the BSU seal for anything other than official, institutional purposes. The seal is not a logo and should never be used as a substitute for the BSU logo.

Do not adjust the colors, graphic elements, or typography of the seal in any way.

ACCEPTABLE USE

Presidential documents, commencement materials, background image on official documents (such as checks, receipts, and diplomas).

UNACCEPTABLE USE

Folders, vehicles, signs, napkins, displays, flyers, collateral brochures, advertising, and other similar applications.

ATHLETIC MARK



FULL-COLOR VERSION



SINGLE-COLOR VERSION



TWO-COLOR VERSION

The bulldog athletic mark should only be used in context of our athletic teams. When printed conventionally, it should be reproduced in full color, PMS 116, or black.

Do not use the BSU athletic mark for anything other than promoting our athletic teams. The mark is not a logo and should never be used as a substitute for the BSU logo.

Do not adjust the color or illustration of the athletic mark in any way.

ACCEPTABLE USE

Athletic fields and courts, athletic uniforms, fan apparel, and athletic promotional materials (such as flyers, posters, and other similar applications).

UNACCEPTABLE USE

Official documents, commencement materials, folders, campus signage (other than athletic-specific locations), collateral brochures, advertising, and other similar applications.



How we express our brand through visuals

The way we look is a distinctive part of our brand. Our logo, our color palette, and even our typography come together to create a recognizable style that's all Bowie State. In this section, we'll outline the key elements of our visual brand, and show you the right way to use them.

Our Typography

Overview

The words we choose for our communications are important. But the way we represent those words in type can make them even more meaningful. Consistent, thoughtful use of brand typefaces visually supports our verbal communications and creates a recognizable expression of our identity.

The Bowie State brand uses the two typefaces shown below and discussed in this section. With consistency as a goal, it's important that these typefaces be used for all BSU marketing and communication efforts. On rare occasions, such as a promotional event, other options may be approved.

PRIMARY

Replica Pro

SECONDARY

Chronicle
Text G4

Aa

Our Typography

Primary typeface

Replica

Pro

REPLICA PRO LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

REPLICA PRO LIGHT ITALIC

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

REPLICA PRO REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

REPLICA PRO ITALIC

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

REPLICA PRO BOLD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

REPLICA PRO BOLD ITALIC

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890***

Our Typography
Secondary typeface

Chronicle

Text G4

CHRONICLE TEXT G4 ROMAN

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

CHRONICLE TEXT G4 ITALIC

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

CHRONICLE TEXT G4 SEMIBOLD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

CHRONICLE TEXT G4 SEMIBOLD ITALIC

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890***

CHRONICLE TEXT G4 BOLD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

CHRONICLE TEXT G4 BOLD ITALIC

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890***

Our Colors Overview

Our colors say a lot about who we are. They help identify us at a glance and set the mood for each of our pieces, bringing an energy and vibrancy to our communications.

This set of colors should become recognizable as distinct to Bowie State University. Using this palette will ensure a cohesive expression of our brand.

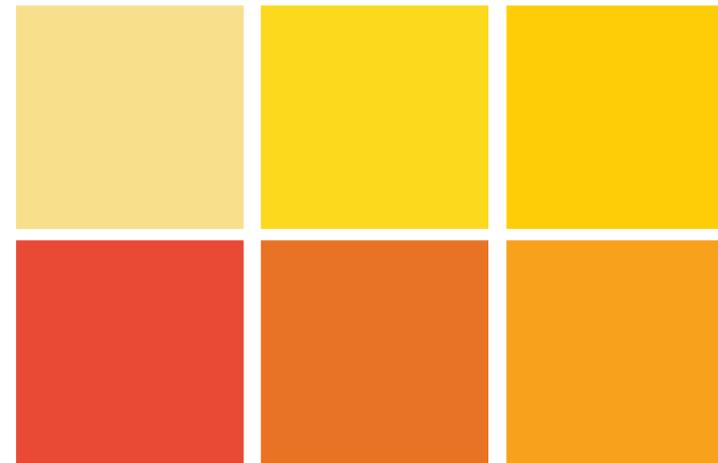
Our palette was selected from the Pantone Matching System (PMS), the printing industry standard. Four-color process values and digital color mixes were derived from the PMS colors. Further details appear on the following pages.

CORE PALETTE



Our colors are grouped into four sets as shown here. This section of the document will define them and show how to use them properly.

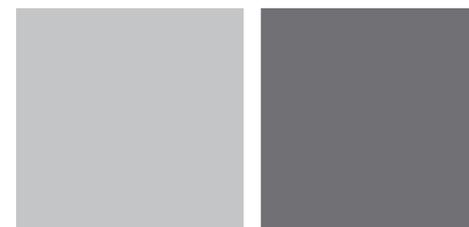
FLAME PALETTE



ACCENT PALETTE



NEUTRAL PALETTE



Our Colors

Core Palette

The core palette, made up of our core yellow and black, should appear at some level in all designs and communications. For print pieces, reproduce these colors using spot color process whenever possible to retain their integrity. Screen tints should be used only on rare occasions.

WHITE

Consider white space as a color in our core palette.

It's important not to oversaturate a layout with color, type, and imagery. Be generous with white space.

PMS 116

C:0 M:18 Y:100 K:0

R:255 G:206 B:0

#FFCE00

PMS 433

C:79 M:68 Y:58 K:67

R:30 G:37 B:43

#1D252C

Our Colors

Flame Palette

Inspired by the Flame of Faith and Torch of Truth, this secondary palette is made up of warm and bright yellows, oranges, and reds. Pair these hues with our core palette and accent palette to create dynamic color combinations.

PMS 1205

C:3 M:10 Y:53 K:0

R:250 G:223 B:141

#FADF8D

PMS 115

C:1 M:12 Y:94 K:0

R:255 G:217 B:35

#FFD923

PMS 116

C:0 M:18 Y:100 K:0

R:255 G:206 B:0

#FFCE00

PMS 137

C:0 M:42 Y:100 K:0

R:255 G:164 B:0

#FFA400

PMS 152

C:5 M:67 Y:100 K:0

R:234 G:114 B:0

#EA7200

PMS 7417

C:3 M:86 Y:85 K:0

R:234 G:75 B:55

#E74C39

Our Colors

Accent and Neutral Palettes

Attention-getting accent colors allow us to branch out and make a statement. Pair all bright colors (including those in the flame palette) with a neutral to help balance a piece.

PMS 268
C:81 M:100 Y:12 K:2
R:91 G:43 B:130
#5B2B82

PMS 307
C:100 M:50 Y:19 K:2
R:0 G:105 B:166
#006AA7

PMS 362
C:74 M:15 Y:100 K:2
R:78 G:157 B:45
#4C9D2F

PMS 428
C:23 M:17 Y:17 K:0
R:195 G:198 B:200
#C2C6C9

PMS COOL GRAY 11
C:65 M:57 Y:52 K:29
R:85 G:86 B:90
#54565B

Our Photography

Photography has the power to connect with people in a way that words often can't. While our logo, colors, and typography make us recognizable at a surface level, it's images like these that bring our people and our campus to life, and add a deep sense of humanity to our materials.

Subjects should always feel natural and unposed, letting the audience experience a moment in time.



Our Graphic Elements

Angled overlay

The BSU brand has a set of graphic tools that create a unique look and make us recognizable. These elements make our communications distinctive and unique to us.

The intensity of the angled overlay should be increased or decreased depending on the communication's audience. For examples, refer to the next section of this document.

CREATING THE ANGLED OVERLAY IN INDESIGN

1. Draw a rectangle.
2. Select Object > Transform > Shear...
3. Set shear angle at 18.5° (or -18.5°) on the vertical axis.
4. Overlap several angled shapes with the “multiply” effect.

TIPS

- Overlap colors with care. Try to maintain the brightness and richness of each individual color. Avoid muddy combinations.
- Use adjacent colors from the color spectrum to create subtle overlays (such as yellow + green, orange + red, and so on.)
- Use a maximum of 5 colors (tints not included) per overlay. Too many colors can look immature and unsophisticated.
- Use overlays of the same color at varying opacities to create subtle background textures.

How we express our brand through words

Our language is an important part of our brand. It's one of the primary ways our audiences connect with us and identify with us in an emotional, personal way. In this section, we'll show you how to choose the right words and say them the right way with every piece of communication you create.



Core Message

This is the vital essence of who we are and what we do. Our core message is the most succinct distillation of our brand—the highest-level expression of what we offer and what it means to our audiences.



Bowie State
provides
development
for emerging
leaders so that
our students get a
strong foundation
for success.

Attributes and Benefits

Our core message is our highest-level expression. But it's backed up by several attributes and benefits. Our attributes are what we offer to our audiences: the products, services, knowledge, and unique offers we bring to the table. Our benefits are what our audiences get. They communicate the value of the attributes—answers to the “so what?” or “why do we care?” On the next few pages, we've listed our key attributes and benefits, and given some examples of how to talk about them in copy.

WE PROVIDE...

Financial savings opportunities

State-of-the-art facilities

Small class sizes

Accessible education

SO THAT OUR STUDENTS GET...

Smart value

Lessening the burden of excessive debt

Enhanced learning experience

Personal attention

With an accessible education from Bowie State, you'll get a smart value—and the opportunities you need to create a successful future.

- Our many financial savings opportunities can help lessen the burden of excessive debt.
- With a campus full of modern, state-of-the-art facilities, you'll get an enhanced learning experience.
- Our class sizes are small, so you'll get plenty of personal attention from your professors.

Attributes and Benefits

WE PROVIDE...

Real-world
experience

Campus
involvement

Well-rounded
curriculum
with distinctive
programs

Holistic academic experience

SO THAT OUR
STUDENTS GET...

Thorough preparation

Readiness
to compete

Opportunities to
grow outside of
class

Well-rounded
experience

Through a holistic educational experience, you'll get the thorough preparation you need to become a leader in your chosen field.

- We offer a range of real-world educational opportunities, so you'll be ready to compete in the marketplace as soon as you graduate.
- With so many ways to get involved on campus, you'll keep growing even when you're outside of the classroom.
- Our comprehensive curriculum and distinctive programs ensure that you'll have a well-rounded academic experience.

Attributes and Benefits

WE PROVIDE...

HBCU heritage

A grounding
in teaching

Successful
alumni

Rich legacy and tradition

SO THAT OUR
STUDENTS GET...

Sense of pride

Strong sense
of purpose

Empowerment
to lead

Network of
people with
shared values
and beliefs

Through our rich legacy and tradition, you'll gain a meaningful, unmistakable sense of pride.

- Through our strong HBCU heritage, you'll find a deep sense of purpose.
- Our history is grounded in teaching, so you'll be more empowered to lead.
- There are many successful Bowie State alums, so you'll be part of a network of people that share your values, beliefs, and drive to lead.

Attributes and Benefits

WE PROVIDE...

Peer support

Strong sense of
community

Faculty and
staff support

**Nurturing and
inclusive environment**

SO THAT OUR
STUDENTS GET...

Strong support network

People like
me who have
my back

A place that
I can call home
and be myself

Thoughtful
guidance

Our nurturing and inclusive environment gives our students a strong support network that will help them take their potential even further.

- Our school builds a strong sense of peer support, so you'll know that there are people like you that always have your back.
- Within our closely-knit community, you'll find a place that you can call home and truly be yourself.
- With support from our dedicated faculty and staff, you'll receive the thoughtful guidance you need to excel.

Messaging Map

What we say

This map is a helpful tool to organize and prioritize our messages. When you're writing anything for our brand, always communicate an attribute and a benefit so the audience can easily get the information they need and understand why it matters to them.



Our Personality

Our personality sets the tone for how we communicate. It articulates how we want our audiences to think and feel about our brand. These six personality traits will drive the voice and tone for all brand communications.

Self-aware

Keen and insightful

Nurturing

Thoughtful and attentive

Collaborative

Unified and harmonious

Purposeful

Deliberate and mindful

Proud

Confident and strong-willed

Motivated

Driven and energetic

Creative Platform

A dynamic verbal expression of our brand

This statement is part of the creative expression of our brand. It communicates the ideas in our positioning statement with a distinct, ownable tone of voice.

In 1865, Bowie State University was founded as one of the first black colleges in the nation.

We began with a single mission: to give more people access to a high-quality education. That mission still lives today. In fact, it's stronger than ever.

Today, tomorrow, and forever, we will be here to educate students who believe that we all deserve access to the same opportunities, and that we all deserve to feel a strong sense of pride. A sense of pride that is honest and authentic, that doesn't come from blind conviction or unconditional support. A sense of pride that is thoughtful and unselfish, never arrogant or vain. The kind of pride that can only come from finding the strength to overcome your fears, push your limits, and exceed your potential. Here, that kind of pride isn't just something you're given.

It's something you take.

At Bowie State, you'll find confidence in our strong heritage, and you'll become part of our successful legacy. You'll find access to opportunities that let you take on exciting new challenges. You'll find comfort within a community of open-minded people, and you'll take in new perspectives that you've never considered before. You'll find new possibilities, and you'll take charge of your future. But most importantly, you'll find strength that you didn't even know you had — and you'll take away a feeling of pride that will stay with you for a lifetime.

**Bowie State University:
Find strength. Take pride.**

Headline Examples

A more dynamic verbal expression of our brand

“Find Strength. Take Pride.”

That’s the central theme of our brand, but that specific phrase doesn’t have to be included in each piece. Depending on the audience and the message, it’s perfectly okay to change it up a bit. Here are the different ways you can extend it:

Use the “Find_____. Take _____.” structure.

E X A M P L E

Find a cause. Take a stand.

Find your passion. Take it further.

Find your path. Take your place.

Find common ground.
Take in new perspectives.

Find support. Take charge.

Build a headline around the word “pride.”

E X A M P L E

We take pride in our community.

Guide his path.
Build his pride.
Ensure his future.

Reconnect with your school.
Relive your favorite memories.
Reinforce your Bulldog pride.

Turn pride into possibilities.

Audiences

Who we talk to

While it's important to keep our brand consistent, our messages are more effective and engaging when we understand our different audiences and tailor our content to their needs. Here's a brief overview of our audience segments, why they're important, and how to talk to each of them.

WHO THEY ARE	Prospective Students	Parents	School Counselors	Bowie State Internal	Current Students	Alumni	The Community
WHY THEY MATTER	<ul style="list-style-type: none"> • Key opportunity for growth • Key agent for change 	<ul style="list-style-type: none"> • Key influence on where their child will attend college • Potential source of ongoing support and loyalty 	<ul style="list-style-type: none"> • Impact on the reputation of the brand • Ambassadors of the brand to their students 	<ul style="list-style-type: none"> • Core brand ambassadors • Fostering a culture that embraces and maintains the brand • Impact on the reputation of the brand 	<ul style="list-style-type: none"> • Ambassadors of the brand • Long-term loyalty that's critical to future reputation and success • Truest reflection of the brand 	<ul style="list-style-type: none"> • Ambassadors of the brand to the community • Success stories that are key to the brand's legacy • Source of key contributions and engagements 	<ul style="list-style-type: none"> • Home and workplace for many alumni • Provider of student opportunities during and after graduation • Source of key contributions and engagements • Key component of recruitment and student life
HOW WE TALK TO THEM	<ul style="list-style-type: none"> • Use an active tone that's empowering, aspirational, and at times conversational. <p>Example: Turn pride into possibilities.</p>	<ul style="list-style-type: none"> • Use a reassuring tone that lets parents know that their student is in good hands at Bowie State. <p>Example: Find a place for her to grow. Take part in her success.</p>	<ul style="list-style-type: none"> • Use a more confident tone that implies prestige and makes counselors feel good about recommending Bowie State to their students. <p>Example: Guide his path. Build his pride. Ensure his future.</p>	<ul style="list-style-type: none"> • Use an optimistic tone that gives faculty and staff a positive feeling about the University, and encourages them to be a strong advocate for our brand. <p>Example: Find strength in your talents. Take pride in your school.</p>	<ul style="list-style-type: none"> • Use an active, empowering tone that conveys a strong sense of pride. <p>Example: Find a cause. Take a stand.</p>	<ul style="list-style-type: none"> • Use a thoughtful, reflective tone that invokes a sense of nostalgia. <p>Example: Reconnect with your school. Relive your memories. Reinforce your Bulldog pride.</p>	<ul style="list-style-type: none"> • Use a confident tone that conveys credibility and instills a sense of partnership. <p>Example: Find a strong partner. Take our community further.</p>

Rules to Write By

Tips and tricks to make your content more effective

1 Get to the point.

Try to stay focused on one message at a time. And think through the details—you're not going to be able to talk about everything, so always ask yourself what's important and relevant.

2 Make it personal.

Use first-person plural and second-person pronouns (“we”/”us” and “you”). It makes the reader feel like they're a part of the conversation.

3 Keep the reader in mind.

Don't just list a series of attributes. Think about why the reader should care, and what's in it for them.

4 Back up your statements.

Whenever possible, include proof points like facts, statistics, and stories to back up your statements.

5 Use your headlines wisely.

Your headlines should be more than simple statements of fact. Use them to bring emotion into the piece and convey the Bowie State voice.

6 Tell them what to do.

Always include a call to action, so the reader knows exactly what they need to do.

7 Be direct.

Convey confidence by writing with dynamic language. Words ending in “-ing” and phrases that include the word “can” sound passive and unsure.

Questions to ask yourself

- Does the tone of what you're writing capture the spirit of Bowie State?
- Does it sound like it comes from a person who embodies our personality traits?
- Does it relate benefits to the reader as well as attributes?
- Does it contain at least one of Bowie State's core messages?
- Does it move beyond a simple statement of the facts to reveal something deeper about Bowie State?

How it all comes together

We've outlined the key elements of our brand. Now we'll show you how it can come to life. Don't think of these examples as rigid rules or templates. Instead, use them as a guide to understand how the brand comes together, and how it can flex in different types of communication.

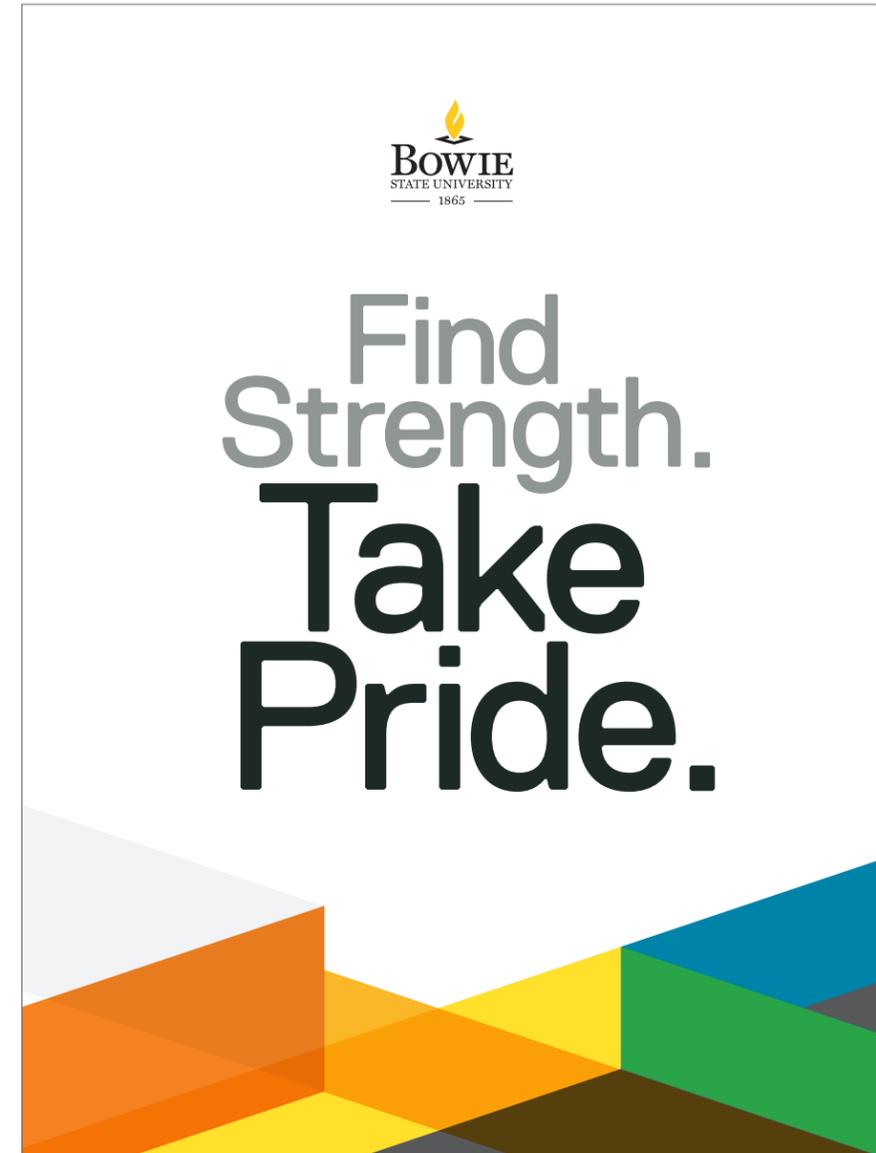


How it all comes together



PRINT AD Remember to balance attributes with benefits, so the reader knows what they get from the things we have to offer.

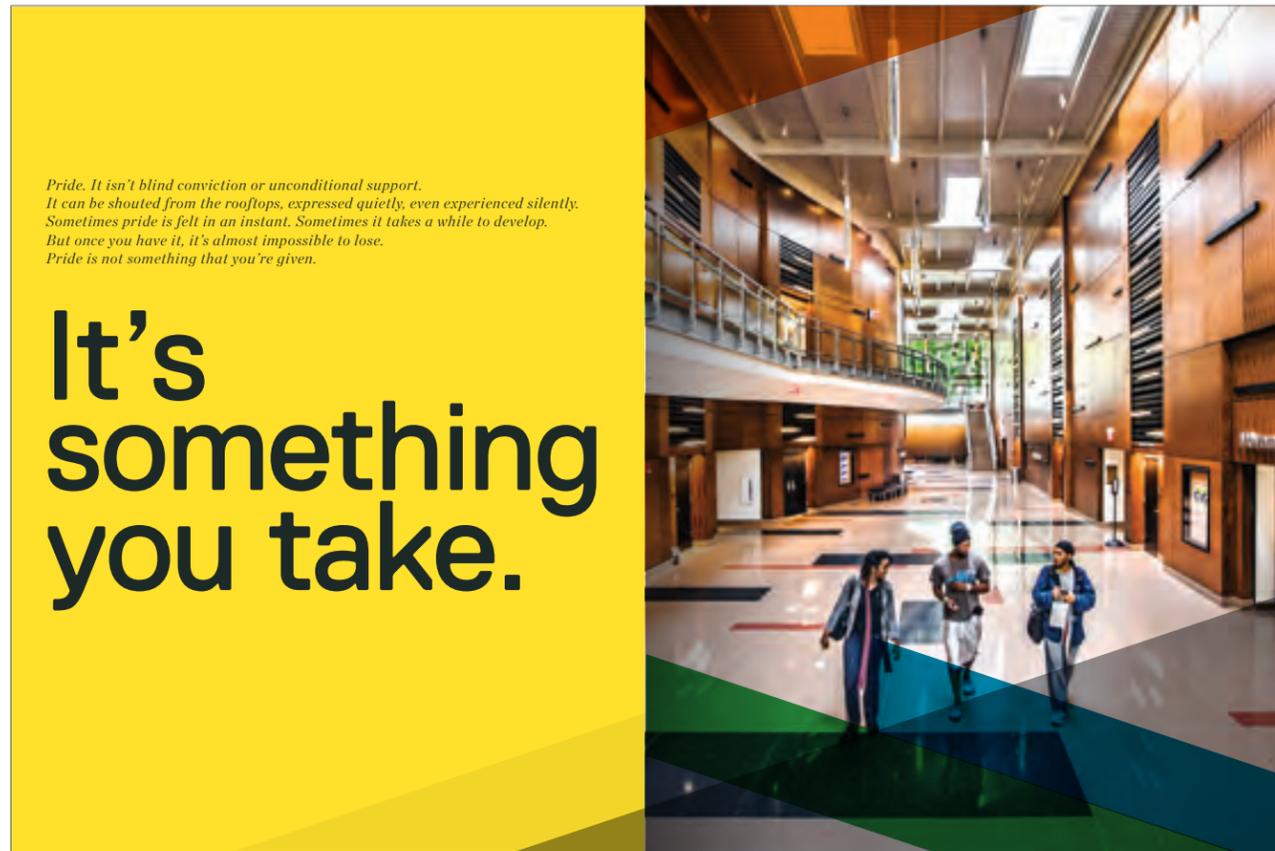
Combine the angled overlay with photography to create dynamic layouts.



VIEWBOOK COVER The “Find Strength. Take Pride.” construction is perfect for introductory materials, when the audience will be exposed to Bowie State University for the first time.

Create the angled overlay with our full spectrum of colors to make a big impact when photography isn't used.

How it all comes together



VIEWBOOK SPREAD

When prospective students are the key audience, a pride message makes the piece relatable and inspiring.

The angled overlay can be used as a subtle texture on a solid field of color.

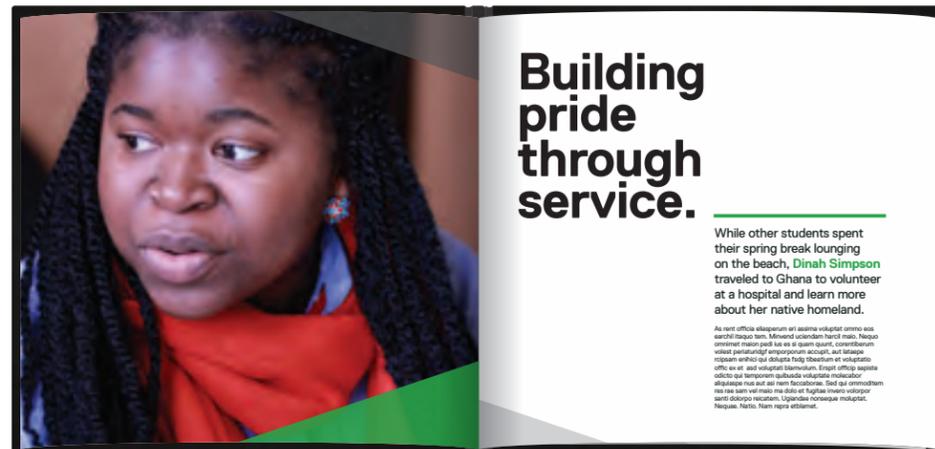
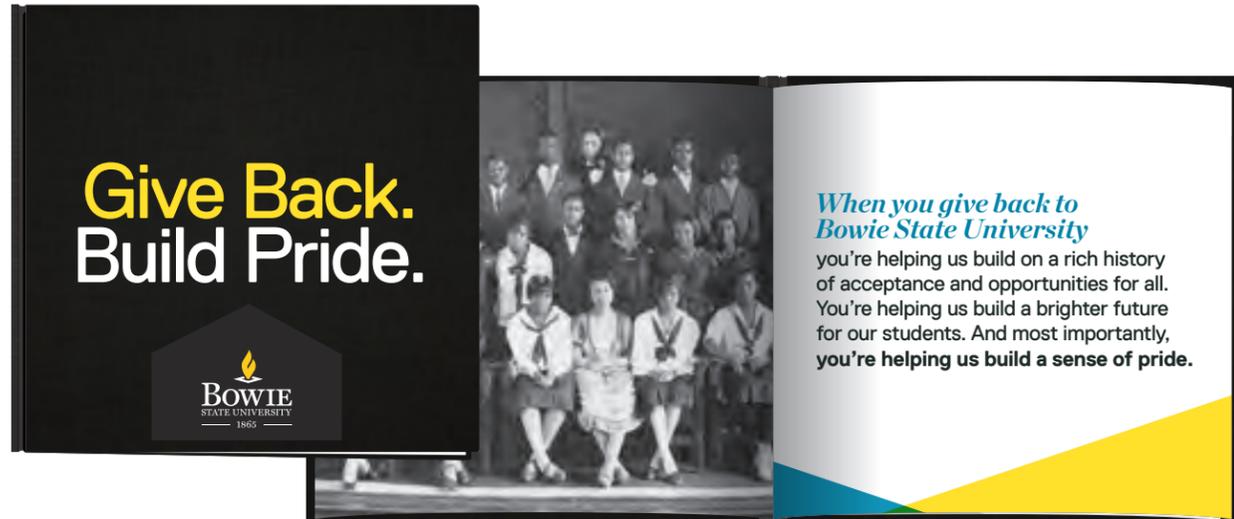
Use size contrast when laying out copy. Make an impact with Replica Pro and let Chronicle Text G4 support.



VIEWBOOK SPREAD

Balance bright-colored spreads with colors from our neutral palette.

How it all comes together



ADVANCEMENT PIECE

In advancement pieces, use emotional language that inspires the reader to give to Bowie State.



VALUES CARDS

The angled overlay is perfect for creating dimension on background colors, particularly when photography isn't used.



BOWIE STATE UNIVERSITY
University Relations & Marketing
14000 Jericho Park Road Bowie, MD 20715
1-877-77-BOWIE
bowiestate.edu

