



BRAND BOOK

BELMONT UNIVERSITY
SPRING 2019



HARRINGTON PLACE

R. MILTON AND DENICE JOHNSON CENTER

125 YEARS
EST. 1890

BELIEF IN SOMETHING GREATER

BELIEF IN SOMETHING GREATER



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BRAND IDENTITY

WHY DOES IT MATTER?

BRANDING IS:

- the face, voice and personality of your business.
- the distinctive name identifying your product, but beyond your name, it's the associations that people make when they think about you.

This is a comprehensive guide which describes the branding standards for Belmont University. This manual is intended to guide all communications in delivering a single, recognizable and concise brand for the University and to ensure quality and consistency of all projects. Members of the Belmont community are responsible for the guidelines set in this book.

The University Marketing & Public Relations team is happy to consult, collaborate or advise as necessary. Feel free to contact us at any time.

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WHO WE ARE

OUR MISSION

Belmont University is a student-centered, Christian community providing an academically challenging education that empowers men and women of diverse backgrounds to engage and transform the world with disciplined intelligence, compassion, courage and faith.

OUR VISION

To be a leader among teaching universities, bringing together the best of liberal arts and professional education in a Christian community of learning and service.

OUR VALUES

As a student-centered, Christian community with a rich Baptist heritage, Belmont University upholds the following core values as essential to the intellectual, spiritual, personal and corporate life: Integrity, Inquiry, Collaboration, Service and Humility.

MESSAGING

OUR VOICE

Belmont strives to communicate our brand personality through positive conversational expression and active voice. The tone of the Belmont voice ranges from informative to fun, welcoming to institutional, authentic to innovative, wise to conscientious. In our messaging, we aim to celebrate our tried-and-true traditions and embrace diversity as we grow. We desire to create a feeling of trust in our constituents and utilize language that is engaging and dynamic.

OUR AUDIENCES

- Prospective Students & Their Parents
- Current Undergraduate & Graduate Students
- Parents of Current Students
- Alumni
- Donors & Friends
- The Community

STATEMENTS & TAGLINE

BOILERPLATE (UPDATED REGULARLY)

Nationally ranked and consistently recognized as a “Most Innovative” university by U.S. News & World Report, Belmont University is home to nearly 8,500 students who come from every state and more than 36 countries. Committed to being a leader among teaching universities, Belmont brings together the best of liberal arts and professional education in a Christian community of learning and service. The University’s purpose is to help students explore their passions and develop their talents to meet the world’s needs. With more than 95 areas of undergraduate study, more than 25 master’s programs and five doctoral degrees, there is no limit to the ways Belmont University can expand an individual’s horizon. For more information, visit www.belmont.edu.

FROM HERE TO ANYWHERE

The tagline is available for use with the Belmont logo. It cannot stand alone. It is suggested that the tagline be used on all television and radio copy.

From Here to Anywhere

NONDISCRIMINATION STATEMENT

USAGE

A statement of nondiscriminatory policy must be included in any print or email materials that specifically target students, potential students or employees. It must be included in any print materials to parents of students, as it's reasonable that a student might see it at their parent's address.

Inquiries or complaints should be directed to:

Lauri Chaudoin
Director, Title IX Compliance and Prevention Programs
Freeman Hall, 3rd Floor
1900 Belmont Boulevard, Nashville, TN 37212
Office: 615.460.5661
Email: lauri.chaudoin@belmont.edu

Leslie Lenser
Chief Human Resources Officer/Sr. Director & Deputy
Title IX Coordinator
Office of Human Resources
Fidelity Hall, Room 426
1900 Belmont Boulevard, Nashville, TN 37212
Office: 615.460.6456
Email: leslie.lenser@belmont.edu

INCLUSIVE STATEMENT

Belmont University is a Christian community. The University faculty, administration, and staff uphold Jesus as the Christ and as the measure for all things. As a community seeking to uphold Christian standards of morality, ethics, and conduct, Belmont University holds high expectations of each person who chooses to join the community. In compliance with federal law, including provisions of Title IX of the Education Amendments of 1972, Title VII of the Civil Rights Act of 1964, Sections 504 of the Rehabilitation Act of 1973, Belmont University does not discriminate on the basis of race, sex, color, national or ethnic origin, age, disability, military service, or sexual orientation in its administration of education policies programs or activities; its admissions policies; or employment. Consistent with applicable civil rights law, the University seeks employees of Christian faith who are committed to the mission of the University. The University has appointed the director of the Office of Human Resources to serve as coordinator of compliance with Title VII and IX issues and questions for staff and faculty. The Director of Title IX Compliance and Prevention Programs serves as coordinator of compliance for Title IX issues and questions for students. Inquiries or complaints should be directed to: Lauri Chaudoin, Director, Title IX Compliance and Prevention Programs, Freeman Hall, 3rd Floor, 1900 Belmont Boulevard, Nashville, TN 37212. Phone: 615.460.5661. Email: lauri.chaudoin@belmont.edu. Leslie Lenser, Chief Human Resources Officer/Sr. Director & Deputy Title IX Coordinator, Office of Human Resources, Fidelity Hall, Room 426, 1900 Belmont Boulevard, Nashville, TN 37212. Phone: 615.460.6456. Email: leslie.lenser@belmont.edu.

STUDENT ONLY STATEMENT

Belmont University is a Christian community. The University faculty, administration, and staff uphold Jesus as the Christ and as the measure for all things. As a community seeking to uphold Christian standards of morality, ethics, and conduct, Belmont University holds high expectations of each person who chooses to join the community. In compliance with federal law, including provisions of Title IX of the Education Amendments of 1972 and Section 504 of the Rehabilitation Act of 1973, Belmont University does not discriminate on the basis of race, sex, color, national or ethnic origin, age, disability, military service, or sexual orientation in its administration of education policies programs or activities or admissions. The Director of Title IX Compliance and Prevention Programs serves as coordinator of compliance for these policies. Inquiries should be directed to: Lauri Chaudoin, Director of Title IX Compliance and Prevention Programs, Freeman Hall 3rd floor, 1900 Belmont Blvd., Nashville, TN 37212. Phone: 615.460.5661. Email: lauri.chaudoin@belmont.edu.

CIRCLE MAGAZINE STATEMENT

Belmont University is a Christian community. The University faculty, administration, and staff uphold Jesus as the Christ and as the measure for all things. As a community seeking to uphold Christian standards of morality, ethics, and conduct, Belmont University holds high expectations of each person who chooses to join the community. In compliance with federal law, including provisions of Title IX of the Education Amendments of 1972, Title VII of the Civil Rights Act of 1964, Sections 504 of the Rehabilitation Act of 1973, Belmont University does not discriminate on the basis of race, sex, color, national or ethnic origin, age, disability, military service, or sexual orientation in its administration of education policies programs or activities; its admissions policies; or employment. Consistent with applicable civil rights law, the University seeks employees of Christian faith who are committed to the mission of the University. Inquiries or complaints should be directed to: Lauri Chaudoin, Director, Title IX Compliance and Prevention Programs, 615.460.5661, lauri.chaudoin@belmont.edu or Leslie Lenser, Chief Human Resources Officer/Sr. Director & Deputy Title IX Coordinator, 615.460.6456, leslie.lenser@belmont.edu.

COLLEGE OF LAW STATEMENT

Belmont University College of Law is committed to the principle of equal opportunity for all applicants for admission without regard to race, color, veteran status, religion, national or ethnic origin, political affiliation, gender, sexual orientation, age or disability in the administration of educational policies, admission policies or financial aid. Inquiries or complaints concerning the application of these policies to students should be directed to the Associate Dean for Student Services, 2nd floor Baskin Center, law@belmont.edu or 615.460.8400.

SHORTENED STATEMENT

To read Belmont's nondiscrimination statement, visit BELMONT.EDU/NONDISCRIMINATION.

DESIGN GUIDELINES

Use the Nondiscrimination statement that corresponds to the audience of the project. Use the full version of the statement wherever possible. If space is prohibitive, such as a postcard, use the shortened statement.

- Avenir Book typeface
- 6 point type / 9 point leading
- Left justify text
- Center on the back cover, at the bottom of the page

SAMPLE: Student Only Statement

Belmont University is a Christian community. The University faculty, administration, and staff uphold Jesus as the Christ and as the measure for all things. As a community seeking to uphold Christian standards of morality, ethics, and conduct, Belmont University holds high expectations of each person who chooses to join the community. In compliance with federal law, including provisions of Title IX of the Education Amendments of 1972 and Section 504 of the Rehabilitation Act of 1973, Belmont University does not discriminate on the basis of race, sex, color, national or ethnic origin, age, disability, military service, or sexual orientation in its administration of education policies programs or activities or admissions. The Director of Title IX Compliance and Prevention Programs serves as coordinator of compliance for these policies. Inquiries should be directed to: Lauri Chaudoin, Director of Title IX Compliance and Prevention Programs, Freeman Hall 3rd floor, 1900 Belmont Blvd., Nashville, TN 37212. Phone: 615.460.5661. Email: lauri.chaudoin@belmont.edu.

SAMPLE: Shortened Statement

To read Belmont's nondiscrimination statement, visit BELMONT.EDU/NONDISCRIMINATION.

LOGOS

BELMONT UNIVERSITY LOGO TREATMENT & GUIDELINES

Every communication from Belmont University to the public affects the image and reputation of the institution. Commercials, web pages, business cards, newsletters and note cards are the face of Belmont.

Belmont's visual identity has a dual purpose. To our external constituents, it reflects our character, strength, traditions and values. Internally, it creates a sense of pride and commitment to our common mission and purpose.

The Belmont University logo signifies the University's endorsement and should be used as the official identifier. The logo, which consists of a horizontal and a vertical version, should be used on all materials used for representation of the programs, departments, centers, offices and agencies of the University. All materials that are used off-campus must include the Belmont University logo. The logo consists of the tower image and text combined as one entity and may not be manipulated or separated in any way.

Any item produced by a student organization or campus partner that utilizes University dollars as the primary funding source must include an official Belmont University logo as part of the design.

LOGO COLOR

The logo may only be reproduced in Belmont blue (PMS 281), black or it may be reversed out in white from 100% of a background color.

BLACK



PMS 281



WHITE



MARKETING & PRINT MATERIALS

All printed pieces, including brochures, postcards, newsletters, banners, etc., must be produced according to the University's standards. To ensure proper usage of the logo, please follow the guidelines in this book.

If an outside source is being used for design purposes, please provide these guidelines to that company or individual. All design must be approved by the Office of University Marketing & Public Relations prior to production.

All advertisements must use the Belmont logo with the registration mark.



SIZE & SPACING

The logo should be clearly and prominently displayed on all visual communications. Preferred placement of the logo is at least a .25 inch from the edge of a page, gutter, border, graphic or text.

CLEAR SPACE



MINIMUM SIZE

The minimum size of the logo is half an inch tall for the horizontal logo and three quarters of an inch tall for the vertical logo, as shown below. In situations where a smaller logo is required, contact the Office of University Marketing & Public Relations for design options.



USE OF THE BELMONT UNIVERSITY SEAL & EMBLEM

The Belmont University seal indicates an official sanction by the University, while the Belmont University logo represents the institution's image. The seal does not provide the visual recognition offered by the logo and should not be used interchangeably with the logo. The seal should not be used in daily communications or altered in any way. The seal is pictured below. Use of the University seal is restricted to the following:

- Communications from the Office of the President, the Board of Trustees and executive officers of the University for special communications and events.
- Formal documents including commencement programs, diplomas, transcripts, certificates and contracts.
- Other official documents or historical University materials.



RIGHT & WRONG USAGE

Our logo is one of our most valuable assets. It provides brand recognition and represents our University inside and outside our community. To ensure that the Belmont brand is consistent, recognizable and professional, please adhere to our guidelines regarding the logo. Here are a few examples of logo treatments that break the brand standards and do not represent the University effectively.



DO NOT attempt to edit, create a new version of the logo or use any non-approved typefaces.



DO NOT add a drop shadow, glow or any other effects to the logo.



DO NOT distort the logo or alter the proportions.



DO NOT rearrange or remove any elements from the logo, or use elements independently.



DO NOT place logo on busy photo or background.



DO NOT screen back the logo or change the opacity.



DO NOT use more than one color in the logo.



DO NOT change the color of the logo.

DEPARTMENT LOGOS

Besides the Belmont logo, all schools, colleges, departments, programs, centers, etc., will have their area-specific name typeset with the Belmont University logo. These department logos will be supplied by the Office of University Marketing & Public Relations. These logos are important to use to keep the consistency and look of the Belmont University logo. No other area-specific logo may be used. These logos must follow the same criteria and standards as the main Belmont University logo.



SECONDARY LOGOS

Belmont offices, schools, departments and centers may request to have their area-specific names combined with their college name, thereby creating a secondary University logo. Only the Office of University Marketing & Public Relations may create these secondary logos.



CENTER FOR ENTREPRENEURSHIP
COLLEGE of BUSINESS ADMINISTRATION



CENTER FOR ENTREPRENEURSHIP
COLLEGE of BUSINESS ADMINISTRATION

HOW TO OBTAIN LOGOS

Belmont students, faculty and staff may obtain the official Belmont University logo for approved institutional use. Print-ready and web versions of the Belmont University logo are available in various digital formats from the Office of University Marketing & Public Relations. All designs must be approved by Marketing prior to production. To request access to these logo files please email marketing@belmont.edu.

USE OF THE LOGO BY STUDENTS ORGANIZATIONS

Only chartered and affiliated student organizations, as determined by Belmont University's Dean of Student's Office, may utilize the Belmont University name and logo. These organizations may also design and utilize their own logo if approved by the Dean of Student's Office and the Office of University Marketing & Public Relations. Marketing materials and other advertising created by any recognized student organization must be sent to the Dean of Student's Office and University Marketing & Public Relations to obtain University approval. All student organizations must abide by the brand guidelines.

COLOR PALETTE

PRIMARY

Our University colors are a significant part of our overall brand. All marketing materials and activities should seek to utilize Belmont red and blue as a way to strengthen overall brand recognition.

BELMONT BLUE

PANTONE 281 C

100•85•5•36 CMYK

PANTONE 281 U

99•75•3•25 CMYK

#00205B WEB

BELMONT RED

PANTONE 186 C

2•100•85•6 CMYK

PANTONE 186 U

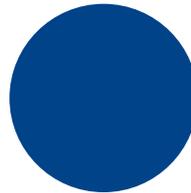
1•91•72•3 CMYK

#C8102E WEB

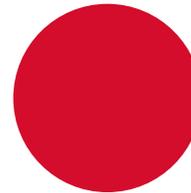
ADMISSIONS COLORS

University Admissions materials use 7687, a slightly brighter blue than 281. Belmont Red 186 is still used. A lighter blue is also incorporated as an accent color. All body copy on white should be 70% black.

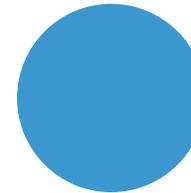
7687
100•78•0•18
1D428A



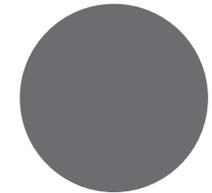
186
2•100•85•6
C8102E



68•24•0•5



0•0•0•70



TYPOGRAPHY

UNIVERSITY BRAND TYPEFACES

Belmont uses two main typefaces: Adobe Garamond and Trade Gothic. We also use Avenir as an alternate type option. By limiting ourselves to these typefaces, we add an element of consistency throughout all materials which makes the Belmont brand stronger. They should be used for all materials that are promoting the University to the public.

There are times when additional typefaces are needed for special promotions, events and programs. Typefaces that are chosen for these exceptions should be consistent with Belmont's brand. Any additional typeface needs prior approval from the Office of University Marketing & Public Relations.

Aa

TRADE GOTHIC

Condensed No. 18 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Condensed No. 18 Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Condensed No. 20 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Condensed No. 20 Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold No. 2 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold No. 2 Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

ADOBE GARAMOND

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Regular Small Caps
& Oldstyle Figures* ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Semibold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semibold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Semibold Small Caps
& Oldstyle Figures* ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

AVENIR

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Book ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Book Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roman ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roman Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heavy ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heavy Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PHOTOGRAPHY

STYLE & USAGE

Photography is used to help build Belmont's overall brand identity by providing a look into our physical property, images of our students, faculty and staff and a glimpse into overall campus life and activities.

There are thousands of images of campus, students and University events available at belmontphoto.smugmug.com. In order to represent the University in the most genuine way possible, please use these images as opposed to stock photos purchased online. When selecting photos for a project, please be mindful of the diversity of gender, ethnicity, field of study, etc. represented. If new photos are required for a marketing project, the marketing team will assist you in coordinating those shoots with the University Photographer.





COPY GUIDELINES

AP STYLE

Belmont follows AP Style as our primary style for all language and copy. Doing so ensures we demonstrate proper grammar in all formats and live up to the high standards to which we hold our students. The following are guidelines for you to reference when creating language for any marketing materials.

CAPITALIZATION

Lowercase directional indicators except when they refer to specific geographic regions or popularized names for those regions.

Example: Go south on Belmont Boulevard; the Northeast; the Midwest.

As a noun, use United States: Belmont is one of the most innovative universities in the United States.

As an adjective, use U.S. (no spaces): A U.S. senator will speak at Belmont tomorrow.

Capitalize the principal words, including prepositions and conjunctions of four or more letters, in titles.

DASHES

Use hyphens to link all the words in a compound adjective. Do not use a hyphen if the construction includes an adverb ending in -ly.

Example: The five-volume report called for cleaning up the area over a 10-year period. Barely legal procedures...

Use en-dashes to link a span or range of numbers

Example: She is available 2–5 p.m.

Use em-dashes to set off parenthetical phrases, sudden breaks in thought and in place of commas, colons and semicolons. Do not put spaces around the em-dash.

Example: Upon discovering the errors—all 124 of them—the publisher immediately recalled the books. After three weeks on set, the cast was fed up with his direction—or, rather, lack of direction.

DATES

Generally, try not to abbreviate months or days of the week, especially in body text. Dates are expressed as numerals, “st,” “nd,” “rd” and “th” are not used. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone.

Example: The meeting is on Oct. 15. She was born on Thursday, July 12. I love the weather in November. Do you remember September 2013?

When a phrase lists only a month and year, spell out the month and do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

Example: The new website will launch in December 2024. Jan. 15, 2008, was the first day of the semester.

NUMBERS

One through nine is generally spelled out, while 10 and above are generally written as numerals. Spell out numbers that start a sentence.

Example: He carried five books for 12 blocks.

PERCENTAGES

Percentages are always expressed as numerals, followed by the word “percent.”

Example: The price of gas rose 5 percent.

AGES

Ages are always expressed as numerals.

Example: He is 5 years old.

DOLLAR AMOUNTS

Dollar amounts are always expressed as numerals, and the “\$” sign is used.

Example: \$5, \$15, \$150, \$150,000, \$15 million, \$15 billion, \$15.5 billion

PLURAL NUMBERS

Add an s but no apostrophe to a number to make it plural. The same rule applies to decades. Use an apostrophe on a decade only if cutting off the initial figures.

Example: She kept rolling 7s; the 1980s; the ‘80s

PARENTHESES

Avoid using parentheses when possible. If parentheses are required the rules are: If the parenthetical is a complete, independent sentence, place the period inside the parentheses; if not, the period goes outside.

Example: Place a period outside a closing parenthesis if the material inside is not a sentence (such as this fragment).

POSSESSION

For singular proper names ending in s, use only an apostrophe.

Example: Thomas' book

Exception: Ken Burns's documentary
(His requested preference)

For singular proper names ending in s sounds such as x, ce, and z, use 's.

Example: Marx's theories

For plurals of a single letter, add 's

Example: She received all A's this semester.

QUOTATION MARKS

Single quotation marks should be used only for a quote within a quote. Do not use quotation marks for word emphasis.

The period and the comma always go within the quotation marks. The dash, semicolon, question mark and exclamation point go within the quotation marks

when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

Example: "The governor said he will 'leave no stone unturned' in the matter," the director said. "Did you wish to file a complaint?" he asked. Who said, "Fame means when your computer modem is broken, the repair guy comes out to your house a little faster"?

SERIES

Don't use a comma before a conjunction in a simple series.

Example: We learned math, spelling and grammar. The menu offered a choice of bacon and eggs, pancakes or waffles.

Use a semicolon to clarify a series that includes a number of commas. Include a semicolon before the conjunction.

Example: Parts for the carrier are made in Tampa, Fla.; Austin, Texas; and Baton Rouge, La.

TIME

Use figures except for noon and midnight. Use a.m. or p.m. (with periods). Omit minutes when referring to an event on the hour.

Example: The meeting is at 4 p.m. January 15. 10 a.m., 1:45 p.m., noon.

TITLES OF FILM, BOOK & SONG

Quotes: TV shows, songs, poems, movies, books, albums

None: newspapers, magazines, news media outlets, the Bible/Quran/holy books, books that are primarily catalogs/reference materials, software

Example: "Casablanca", Businessweek

ACADEMIA

PROGRAMS

Capitalize the name of specific programs.

Example: Jeff is a member of the Honors Program. Jeff is an honors major. He is a biology major.

DEGREES

Use an apostrophe and spell out academic degrees, use abbreviations for degrees only when you need to include a list of credentials after a name; set them off with commas. There is no 's in Bachelor of Arts or Master of Science.

Example: She has a bachelor's degree. Peter White, LL.D., Ph.D., was the keynote speaker. Janet earned a Bachelor of Arts.

ALUMNI

Alumnus is used to refer to a male graduate or former student. Alumni is the plural of alumnus but can also be used to refer to a group of male and female graduates/former students. Alumna is used to refer to a female graduate or former student. Alumnae is the plural of alumna.

BELMONT STYLE

Below are some common guidelines for language usage that are unique to Belmont and not necessarily covered in AP Style standards.

AMPERSANDS

Generally, Belmont colleges are always written as “College of Visual & Performing Arts.” Try not to use ampersands except for names of colleges or other proper names.

PHONE NUMBERS

Use periods for phone numbers: 615.460.6000

CAPITILIZING UNIVERSITY

University is capped when it refers to Belmont University specifically. To check, you can swap out “University/the University” with “Belmont” to see if it makes sense or not. University is not capped when talking about generic universities.

CAPITILIZING SEASONS

Capitalize seasons in reference to semesters.

Example: She entered Belmont in the Fall Semester. She entered Belmont in the fall.

ELLIPSES

Don’t put spaces around ellipses.

UNIVERSITY MINISTRIES/CTCM PROJECTS

In reference to God, capitalize Him/He/His, but not in reference to Jesus. Lowercase “psalm” except when speaking of a specifically referenced verse or “book of Psalms.”

SOLUTIONS TO COMMONLY QUESTIONED SITUATIONS

- 12 South neighborhood
- 75-acre
- affect = verb; effect = noun
- Businessweek
- First come, first served; or first-come, first-served basis (hyphenate when used as an adjective)
- Halftime
- Health care as noun, healthcare as adjective
Example: Healthcare marketplace, Tennessee Health Care Hall of Fame
Exception: The Jack C. Massey Graduate School of Business Healthcare MBA
- Honors Program
- “Nashville’s University”
Example: Belmont strives to be “Nashville’s University”
- Once-in-a-lifetime opportunity (used as adjective)
- This will only happen once in a lifetime.
- Nondiscrimination Statement (no hyphen)
- Ongoing (no hyphen)
- RSVP (All caps, no periods)
- Southern charm
- Stay up to date on...
- Up-to-date calendar (used as adjective)
- University Chapel
- University Staff



PROMO ITEMS

EXCEPTIONS TO LOGOS & WORDMARKS

When creating promotional items for your department or area, if the item is large enough, you should use your approved department logo. If you are ordering a smaller item, like an ink pen, that does not allow for the logo, please contact the Office of Marketing & Public Relations, and we can create a branded wordmark for you that fits the size requirements. Here are a couple of examples of logos/wordmarks for promotional items that have been produced.

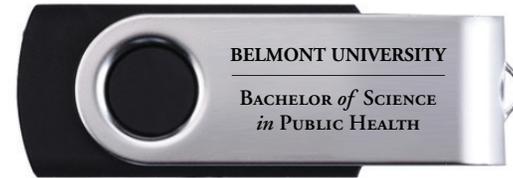
BELMONT UNIVERSITY

**BACHELOR *of* SCIENCE
in PUBLIC HEALTH**



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BRANDED STOCK ITEMS

UNIVERSITY STATIONERY AND MORE

Official Belmont letterhead, envelopes, business cards, notecards, notepads and labels are available to order through the MarketingBench system. All orders for University stock items must be placed by the departmental budget manager using our online ordering system. If you are a budget manager and need to be set-up in the online system, please email natalie.smith@belmont.edu.

If you have any questions about an existing order, or if you are a current user experiencing problems with the online system, please contact Lacey Weber at lweber@webbmason.com. If you are already in the system as a user, you may access your catalog at belmont.mymarketingbench.com.



ATHLETICS

USE OF THE BELMONT ATHLETICS LOGOS

The Belmont Athletics suite of logos and official marks, as shown on the right, signify the Department of Athletics endorsement and should be used as the official identifiers. These logos and marks are licensed by Strategic Marketing Affiliates (SMA) and should be used on all materials used for representation of the individual programs and departments recognized by the Director of Athletics. Any requests for logo variations (i.e. camp use, community service projects, etc.) must be approved by the Office of University Marketing & Public Relations.

Belmont Sports Clubs may utilize the round Bruin logo, the Belmont wordmark and/or the team specific wordmark on their Club uniforms, which may not be made available for sale. The use of these marks must be in keeping with brand book guidelines. Belmont Sports Clubs or other organizations may not utilize or manipulate Belmont's athletic marks in any other way. In addition, all materials created to identify Sports Clubs, including Club uniforms, must clearly state the word "club" as an identifier of the type of organization. These Sports Clubs may use the words "Belmont University" and "Bruin" and are encouraged to utilize Belmont's official colors and typefaces.

The Team Specific logo and wordmark can be changed to reflect the name of any of Belmont's officially sanctioned NCAA athletic teams. Contact the Office of Marketing and Public Relations to request the creation of a sport specific logo.

COLORS

The logo may be reproduced in full color, blue (PMS 281) and red (PMS 186), black or white.

ATHLETICS TYPEFACE

The Belmont Athletics logo typeface is ITC Franklin Gothic.

Aa

ITC FRANKLIN GOTHIC

Book ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Book Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Demi **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz

Demi Oblique **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz

Heavy **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz

Heavy Oblique **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz

Book Condensed ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Book Cond. Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Med. Cond. ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Med. Cond. Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Demi Cond. **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz

Demi Cond. Italic **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz

Full Athletics Logo



Round Bruiser Logo



Belmont Bruins Wordmark



Belmont Wordmark



Bruins Wordmark



Team Specific Logo



Team Specific Wordmark



BU logo



THANK YOU

Thank you for helping us properly manage and build the Belmont brand. If anything in this guide is unclear, please contact the Office of University Marketing & Public Relations for assistance.

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R. MILTON AND DENICE JOHNSON CENTER

MOWHORTER HALL



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