

BRAND GUIDELINES



MISSION

BU empowers students for immediate and sustained success in their personal and professional endeavors by combining professional preparation, liberal arts and sciences, and co-curricular experiences. Alongside our dedication to students, we embrace the generation, application, and interpretation of knowledge.

VISION

We deliver an engaging education that transcends traditional boundaries through scholarly and practical experiences in a diverse, caring, and inclusive environment to prepare purpose-driven leaders who achieve success and build a better world. BU is an investment in the life you want.

VALUES

At the heart of BU is a community built upon the valued relationships we find in each other as students, staff, faculty, administrators and alumni. The core of these relationships are driven by the values of student success, knowledge and discovery, and inclusiveness and connectivity.



BE AUTHENTIC. BE BRAVE. BE CURIOUS.

WHATEVER YOU DO,
BE YOU

Bradley University was founded in 1897 by Lydia Moss Bradley. A visionary in her own right, she brushed off convention to create a school the world needed. Today, Bradley University continues to evolve and embrace progress, leading through innovation and excellence.

“[An education at Bradley University will] furnish its students with the means of living an independent, industrious and useful life by the aid of a practical knowledge of the useful arts and sciences.”

*- Lydia Moss Bradley,
Founder*



BRAND FOUNDATIONS



Success and Excellence

BU ensures students receive a personalized learning experience by providing opportunities to combine their passions and skills through innovative academic programming and exceptional engagement with peers, staff, and faculty. These experiences translate to leadership and problem-solving skills employers seek.



Knowledge and Discovery

We prioritize academic excellence by nurturing critical thinking, research, creativity and technical skills development. We engage learners in high-impact practices in scholarship and leadership development opportunities which include internships, cross-disciplinary courses, and study abroad experiences.



Inclusiveness and Connectivity

We are a community that strives to contribute meaningfully to understand the world around us. By embracing civil discourse and celebrating personal identity, we understand our differences are our strengths.

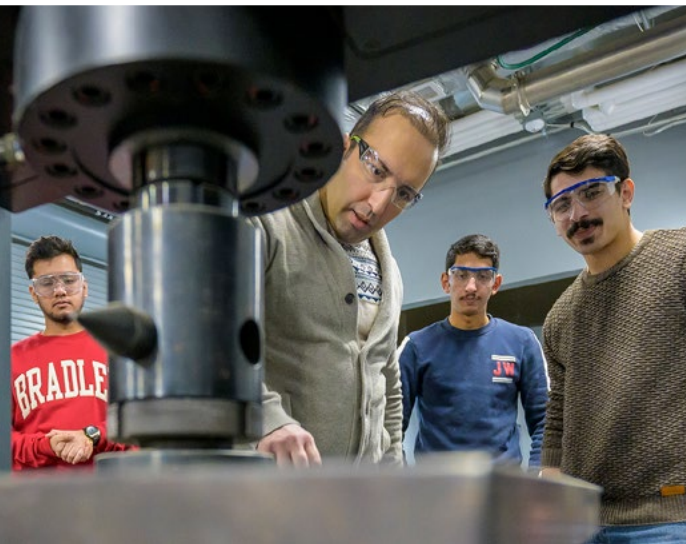


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VOICE & TONE

Together, these convey the personality of a brand and are applied to all forms of communication.

Voice is how we talk about ourselves and the groups we serve. We set the tone by the type of language we use and the way we use it. It's important to use language that is friendly and personal.

While tone will depend upon the audience, it should always feature language that is:

EMPOWERING

honors each student's inherent dignity

INCLUSIVE

values the unique talents and possibilities
each student brings to campus

AUTHENTIC

welcomes courageous self expression

Word Choice

Use the following words to inspire or influence tone.

GROWTH EXPLORE INSIGHT EMPATHY DIALOGUE
GLOBAL INSIGHT IDENTITY UNITY COMMUNITY



Standard Taglines

Use the tagline as a consistent motto across branded pieces. It can be broken up into individual taglines ("Be Curious"), or used in its entirety. Use of other terms ("Be Creative") is not advised.

BE AUTHENTIC.

BE BRAVE.

BE CURIOUS.

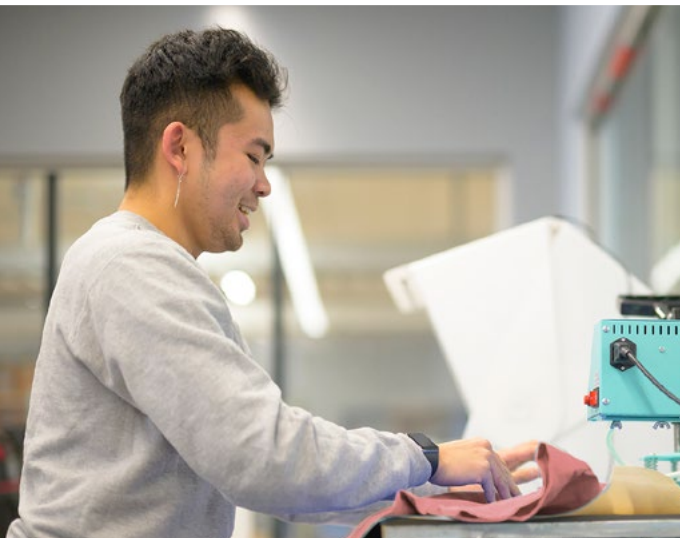
AUDIENCES

	Voice	Tone	Examples
Student	The subject should always be the student, not BU, and the language should always be empowering and trusting. BU is here to assist the student in realizing the dreams already dreamt, in creating the future already imagined ... but the power and the choice always resides with the student.	Establish BU as a friendly and accepting on-campus advocate who provides a fun, safe, and welcoming environment for students to have success both academically and socially. The personality should feel like a favorite aunt or a trusted coach, someone who is non-judgmental and believes wholeheartedly in the student.	Embrace the next chapter. Your next great step begins today.
Parent or Guardian	The subject should always be the student, not the parent/guardian or BU, and the language should convey that the student is already of value and worthy just as they are. BU is here to provide fertile ground for the student to explore their talents and live out their passions.	The BU personality should feel more like an encouraging and knowledgeable friend who understands the anxiety and excitement of becoming the parent of a college student. The language reflects a confidence in the parent's intuition and a trust in their insight.	Your student is already making the world better. Your student's dreams are worth the investment.
Faculty and Staff	The subject should always be the staff/faculty, not BU, and the language should convey an equality across campus, regardless of position. Avoid hierarchical language or words that convey rank or seniority. Language should feel collaborative and encourage open and honest communication.	The tone should feel collaborative, like a conversation between colleagues who are working side by side to achieve shared goals. Language should demonstrate BU sees employees as partners and values their role in making decisions and setting priorities.	You are making a difference. BU wants to hear your voice.
Alumni	The subject should always be the alum, not BU, and the language should convey a respect for the real impact that these stakeholders currently have on the BU experience. Language should acknowledge alumni as creators and changemakers of a better university and a better world.	Establish BU as the grateful recipient of the wisdom and resources these stakeholders entrust to the university. Language conveys an understanding of the responsibility to use that gift wisely to empower and encourage a new generation of Bradley alums.	Your legacy makes BU better. Your story is our story.
Local Community	The subject should always be the community and the language should be in the service of partnership and how we support each other. We need to convey that we are accessible and we want to help build a better future for our community.	Establish BU as a friendly advocate and partner in Peoria with the shared legacy of our founder Lydia Moss Bradley. We are here to support the community and share resources. We want local residents to see that an education at Bradley is attainable to all.	We are stronger when we work together. BU's legacy is our legacy.

BOILERPLATE

At Bradley University, our standard boilerplate provides fundamental details about our institution and ethos, appended to official documents and press releases. Occasionally, news writers may modify it based on their intended audience.

Bradley University is a top-ranked, private university in Peoria, Ill., offering students a personalized, transformative experience to prepare them for future success. With more than 100 programs, a student-faculty ratio of 11:1, and guaranteed experiential learning opportunities for 100% of students, Bradley provides an individualized hands-on education with nationally recognized faculty. Bradley offers comprehensive undergraduate and graduate academic programs including business, communication, education, engineering, fine arts, health sciences, liberal arts and sciences, and technology.




200+
STUDENT
ORGANIZATIONS



11:1 STUDENT
FACULTY RATIO



EXPERIENTIAL
LEARNING FOR
100%
of students



HOME
OF **D1**
ATHLETICS



SOCIAL MEDIA

Bradley’s social media platforms serve several audiences providing an insider perspective on campus life.



Facebook

Facebook engages with a broader community/ audience, including current students, alumni, parents, faculty, staff, and prospective students. The platform is ideal for sharing detailed updates, event announcements, photos, videos, and long-form content.

TARGET AUDIENCE

- Current Students
- Alumni
- Parents/Families
- Prospective Students
- Faculty/Staff



Instagram

Instagram visually showcases campus life, student achievements, events, and campus beauty. This platform is ideal for sharing photos, short videos, Stories, and Reels to engage a younger audience.

TARGET AUDIENCE

- Current Students
- Prospective Students
- Alumni
- Parents/Families
- Faculty/Staff



Twitter/X

Twitter/X provides real-time updates and news, and converses with the university community. The platform is perfect for quick updates, sharing links to articles, and promoting events.

TARGET AUDIENCE

- Current Students
- Prospective Students
- Faculty/Staff
- Alumni
- Media
- General Public



LinkedIn

LinkedIn connects with alumni to share professional and academic achievements and promote research and career opportunities. This platform is best for professional updates, and alumni/current student success stories.

TARGET AUDIENCE

- Alumni
- Current Students, especially upperclassmen
- Faculty/Staff
- Prospective Graduate Students



TikTok

Our TikTok channel provides engaging, fun, creative content that resonates with younger audiences. This platform is perfect for long- or short-form content catchy videos highlighting campus life, student stories, campus trends, and university events.

TARGET AUDIENCE

- Prospective Students
- Current Students
- Young Alumni
- Parents

HASHTAGS

#BeYouBradley

Used to describe Campus Life and emphasize the importance of individuality on campus. (Examples: Milestones, diverse perspectives, personal growth stories, club involvement.)

#BeBradley

Used to promote school spirit, highlight achievements, and campus experience, and foster community among students, alumni, and faculty. (Examples: Celebrating campus achievements, student project highlights, alumni sharing career milestones, and faculty/staff showcasing their contributions to the university.)

#BeYouBU

Used to describe campus life and emphasize the importance of individuality on campus. (Examples: Sharing hobbies/talents of students, club involvement, diversity and inclusion, Bradley Journeys)

Please refer to [Photography](#) (p.18) and [Videography](#) (p.21) for tips on posting images and videos on social platforms.



General

#BradleyU
#BradleyUniversity

Prospective Students

#BradleyBound

Alumni

#BradleyUAlumni

Athletics

#BradleyBraves
#AllAboutTheB

Events

#BradleyMoveIn
Annual move-in day.

#BradleyHomecoming
Homecoming festivities.

#BradleyGrad
Commencement

#VoteKaboom
Annual MVC Mascot Madness tournament.

LOGO

Bradley University operates as a branded house with the identity of the parent brand informing the look and feel of all subsidiaries.

Layout

The three logo layout options are centered, horizontal, or left justified type. Use the logo that best fits the space provided.

The shield may be used alone if the full logo is represented elsewhere in layout. It should not be altered and there should be empty space around it.

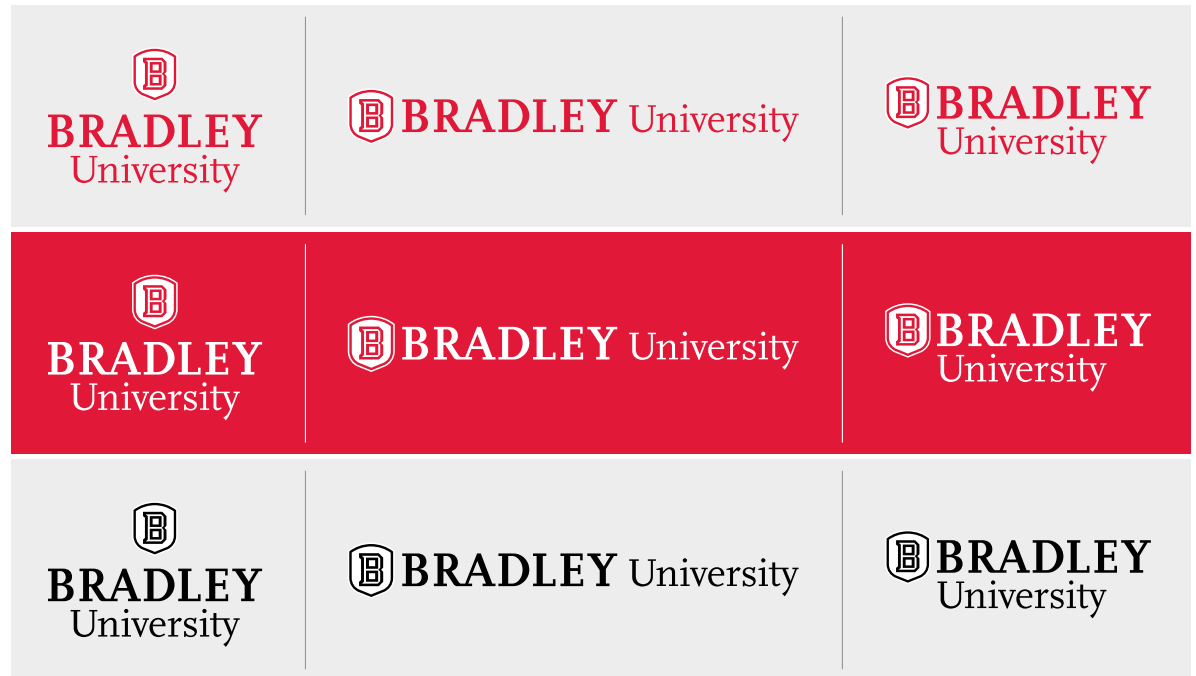
Color

The logo is red and white for both print and digital outcomes. When reversed, the shield is filled in and outlined with white. The all-black version is only used when required.

One color versions of the logo are available for apparel or promotional items. The shield is filled with color instead of empty.

Usage

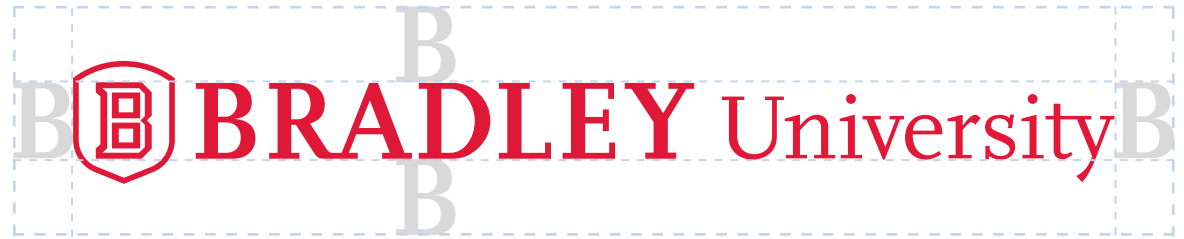
- When the logo is used in its entirety, altering composition is not allowed.
- The logo should not be produced at a size where the shield is smaller than 0.25 inches.
- Do not stretch or distort logo dimensions.
- Do not rotate the logo.
- Do not add stylized effects.
- Be sure maximum contrast is maintained.
- The BU logo must adhere to all copyright and licensing requirements.



Clear zone

The area around the logo must be kept free of all elements. This helps maximize brand visibility and visual impact.

The clear zone is the same for all logo versions. It extends the height of the capital letter *B* from the top and bottom of Bradley. It extends the width of the capital letter *B* for left and right sides.



Secondary Line Identifier

Bradley University colleges, schools, departments, centers, and organizations have the option to use the logo with a secondary line identifier. These subsidiary logos are available in centered or horizontal layouts. Please contact Marketing Communications for official logo files.

The centered version allows for up to two lines of type, centered underneath the logo. When two lines of type are needed, the second line of type should be longer than the first when possible. Type should not extend past Bradley on either side.

The horizontal version allows for one line of type, right justified underneath the logo. Type should not extend past the *B* in Bradley.



COLOR

Color evokes emotion and impacts brand perception.
It helps convey personality and support awareness.

Primary Color

Bradley Red is our signature color representing excitement, school pride, and the legacy and strength of the university.



Bradley Red

CMYK 0/100/80/5
RGB 225/24/55
Hex #E11837
PMS 186

NOTE: When applying Bradley Red to a large area in digital spaces (i.e. web, video, screens) use Hex #CE1432.

Accent Color

Sky Blue complements Bradley Red and is used to highlight content. It should only be applied to 10-20% of overall composition.



Sky Blue

CMYK 35/18/1/0
RGB 162/189/224
Hex #A2BDE0



Dark Red

CMYK 0/100/80/35
RGB 165/0/0
Hex #A50000

Neutral Color

Black, shades of gray, and white are used to create space, maintain balance, and provide contrast within a composition.



Light Gray

CMYK 0/0/0/20
RGB 210/211/212
Hex #D2D3D4



Medium Gray

CMYK 0/0/0/50
RGB 147/149/152
Hex #939598



Dark Gray

CMYK 0/0/0/80
RGB 90/90/92
Hex #5A5A5C

TYPOGRAPHY

Multiple sets of typefaces provide flexibility for visual appearance to align with the content being communicated.

Kapra Neue

Impactful and bold. Used in headlines or call to action. Only use in all caps and set with tight leading.

Google substitute: Bebas Neue

Microsoft substitute: Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$(&?!%.,:—)

KAPRA NEUE MEDIUM CONDENSED

KAPRA NEUE MEDIUM

KAPRA NEUE MEDIUM EXPANDED

Museo Sans

Balanced and clean. Used in secondary headlines, subheads, body copy, or call to action. Optimal for both print and web.

Google substitute: Lato

Microsoft substitute: Aptos

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890\$(&?!%.,:—)

Museo Sans 100

Museo Sans 100 Italic

Museo Sans 300

Museo Sans 300 Italic

Museo Sans 500

Museo Sans 500 Italic

Museo Sans 700

Museo Sans 700 Italic

Museo Sans 900

Museo Sans 900 Italic

Lora

Traditional and structured. Used in headlines, subheads, or body copy. Do not use in all caps.

Google substitute: Lora

Microsoft substitute: Cambria

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890\$(&?!%.,:—)

Lora Regular

Lora Regular Italic

Lora Medium

Lora Medium Italic

Lora Semibold

Lora Semibold Italic

Lora Bold

Lora Bold Italic

Headline or Title

- **Kapra Neue** in all caps, can be stylized for headlines, sometimes with a second color used to place emphasis on certain words
- **Lora** in title case.

Secondary Headlines

- **Museo Sans** in title case or all caps
- **Lora** in title case or lower case

Subheads

- **Museo Sans** in title case or all caps
- **Lora** in title case.

Body Copy

- **Lora** in sentence case with leading 3-4 points greater than font size
- **Museo Sans** in sentence case with leading 3-4 points greater than font size

Call to Action

- Any brand typeface may be used alone or in combination with one other brand font.
- Apply color to draw attention.

Mueso Sans Secondary Headline

HEADLINE IN KAPRA

HEADLINE IN KAPRA
lora secondary headline

Subhead in Museo Sans

Body copy in Lora parum nus eiciame nobitem harit enda voluptae et apid quiam.

Que voluptae. Ipsam invelit ullectatur magnati ssimusa eceptae prae.

Subhead in Lora

Body copy in Lora parum nus eiciame nobitem harit enda voluptae et apid quiam.

Que voluptae. Ipsam invelit ullectatur magnati ssimusa eceptae prae.

**Scan here for
more details.**

Scan here for
more details

Headline in Lora

MUESO SANS SECONDARY HEADLINE

Headline in Lora

Mueso Sans Secondary Headline

SUBHEAD IN MUSEO SANS

Body copy in Museo Sans dolorae is ulluptate imendi id ex et qui blandant ommolut assi.

Ullita tectur? Qui sam quassin ullaci num voluptatem dis dolorepro est, que aut omni.

Subhead in Lora

Body copy in Museo Sans dolorae is ulluptate imendi id ex et qui blandant ommolut assi.

Ullita tectur? Qui sam quassin ullaci num voluptatem dis dolorepro est, que aut omni.

Scan here for
MORE DETAILS

ASSETS

Elements that build brand recognition and define personality in composition.

Tagline

The BE YOU mindset represents the personalized academic journey students can expect attending Bradley University.

WHATEVER YOU DO is typeset in Museo 500, all caps, in red, white, or black. It spans over the letters in between B and U. When produced at a small size, the width is equal to BE YOU.

BE YOU is typeset in Kapra Neue Medium Condensed, all caps, in red or white.

BU is emphasized with an underline. It is half the thickness of the character weight in BE YOU and spaced below at a distance equal to the height of the line. The line color is subtle and in contrast with the background.

WHATEVER YOU DO,

Museo 500, All caps

BE YOU

Kapra Neue Medium
Condensed, All caps



Triangles

Triangles are a symbol of balance and stability. At BU, they are a nod to the triangle pennant used at most universities. As a three-sided plane, they expand and grow forever, just as our students do.

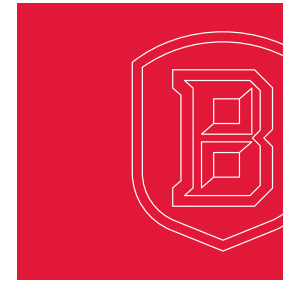
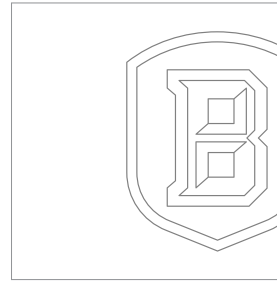
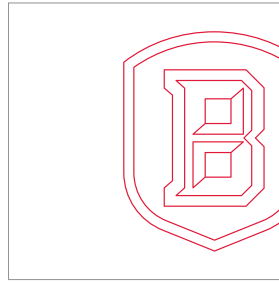
Set at a right angle, they signify movement, drive, and innovation. The dominant or leading color should always be Bradley Red. They are not intended for use as photo frames.



Outlined Shield

This version of the Bradley shield is light in weight and adds interest without taking away from the primary focus.

- Use as a watermark in red, gray, or white
- Do not use it entirely, instead extend off the edge of a page
- Do not use it in place of the logo

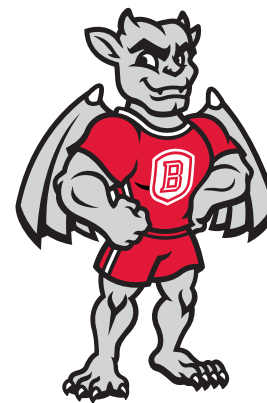


Kaboom!

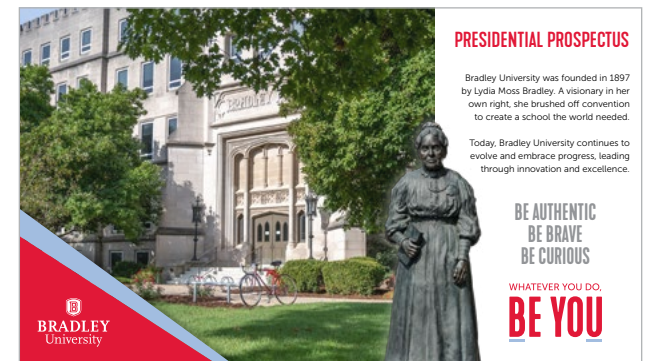
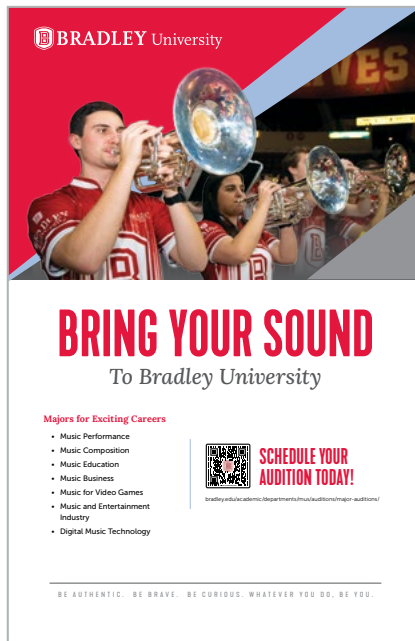
Our mascot Kaboom! harkens back to Hall of Fame Voice of the Bradley Braves Dave Snell, who popularized the term “kaboom” when calling out slam dunks. Kaboom! is modeled after The Thinker, a gargoyle which sits atop the Hayden-Clark Alumni Center.

The mascot graphics can be used with or without the Kaboom! type treatment. They are primarily used on athletic materials. Altering the composition in any way is not allowed:

- Do not rotate, stretch, or distort dimensions.
- Do not add graphics or stylized effects.
- Color variations exist for dark and light backgrounds. Be sure maximum contrast is maintained.



SAMPLES



PHOTOGRAPHY

Photography has the power to impact others' emotions and color their perceptions.

Used well, photography emphasizes what makes BU great – The community, the campus, and the experiential learning. When shooting, lean into showcasing our BU heroes and the groundbreaking work they do all across campus. When editing photos, please ensure the final product honestly represents your subject and accurately communicates with the university audience.



Community

Photos of students, staff, and other members of the Bradley community should have a sense of palpable energy and emotion. Always shoot with authenticity and compassion in mind. Remember that the full picture of Bradley features niche interests, differing perspectives, and diverse origins. Be sure to capture a variety of individuals embarking on a variety of adventures.



TIP Use or simulate natural lighting to enhance the authenticity of your shot.



Crediting Photography & Copyright

If using photos from an outside source, be sure to credit the photographer unless we purchased the photo rights.

For example:

©Rick Miller Photography

Any photos taken on Bradley property or at a Bradley event by the OMC or contracted photographer belong to Bradley University.

When sharing campus photos with outside sources for promotions, etc., please advise them to include:
©Bradley University with the photos.

Campus

The beauty of the Bradley campus sets the stage for campus life photography. Be mindful to paint a full picture by composing shots with strong angles and breathing space.



TIP Don't be afraid to look straight up, straight down, or at interesting angles when composing a shot. Elevated views and strong framing enhances intrigue.



Photo Releases

When photographing individuals and small groups (2 to 5 people), please have them fill out a [photo release form](#).

In a classroom setting, please obtain permission from the instructor a few days ahead of the shoot and send them the link to the photo release form so they can distribute to students ahead of time. Upon arrival, ask if any students do NOT want to be photographed.

When labeling photo files of individuals, please include their last name in the file name for quick identification. Photos should be labeled by date (year, month, day), event or project name, name of individual.

For example:

20240618_biolab_Smith.jpg

Hands-on learning & collaboration

Photos portraying academics should feature engaging shots of subjects immersed in active, hands-on learning. Balancing moments of personal determination and collaboration, be sure to showcase the breadth of work that occurs across campus, colleges, and programs.



TIP Imagine you're a prospective student interested in the activity you're shooting. Solidify the student's interest and feed their curiosity by capturing the intricate details of the work, as well as the powerful emotion behind the subject.

VIDEOGRAPHY

The combination of visuals, sound, music, and voice can evoke emotion, pride and belonging.

Videos are powerful tools to promote the Bradley University brand. Today, videos run the spectrum from highly-produced pieces to simple social media posts. These video guidelines are to help Bradley University staff, students, and outside vendors in the production of video content.

Alignment with Brand and Messaging

- Ensure that all video and multimedia content aligns with Bradley University's brand identity, mission, values, and messaging.
- Maintain visual and tonal consistency across different multimedia platforms, ensuring that the university's brand identity is recognizable.
- Explore collaborations with campus partners, students, influencers, alumni, or community organizations to expand the reach and impact of multimedia projects.
- Emphasize storytelling in videos and multimedia projects. Craft narratives that resonate with the audience and convey the university's mission and impact.

Quality Production

- Strive for high production quality, including clear audio, crisp visuals, thoughtful lighting, and professional editing, to create engaging and impactful content.
- Video should be recorded at 4k resolution.
- Only when necessary (for slow-motion shots, cropping, etc.) should video be recorded at 1080p. No footage below 1080p should be used
- When filming an interview, two camera angles (wide and tight) are recommended to truncate in the edit without looking like jump cuts.



Accessibility and Inclusivity

- Prioritize accessibility by providing closed captions for videos, ensuring that multimedia content is perceivable by individuals with disabilities.
- All videos must contain close captioning. Avoid reliance on automated close captioning and provide an SRT file that has been carefully vetted.
- Capture and showcase the full breadth of backgrounds and ideologies present among the Bradley community. Remember that no individual represents diversity, and that inclusivity is an expectation, not a checkmark.

Compliance and Permissions

Obtain appropriate permissions for individuals featured in videos or multimedia projects, especially when sharing personal stories or testimonials.

Music and Audio

Use licensed music or original compositions in videos to enhance the emotional impact. Ensure compliance with copyright laws. Where possible, utilize the talents of campus partners.



Length and Format

- Tailor the length and format of videos and multimedia content to suit the platform and audience preferences. Shorter, concise content often performs well on social media.
- Consider creating videos that work in both landscape and portrait orientations.
- When it comes time to edit, we prefer cuts over dissolves.
- We encourage vibrant, saturated color in your video.

TECHNICAL SPECS FOR FINAL EXPORT

Container:
MOV or MP4

Audio Codec:
AAC

Sample Rate:
48khz

Video Codec:
H.264

Frame Rate: 29.97fps
(30fps if not available)

Resolution:
1080p

Call to Action (CTA)

Where applicable, include a clear and compelling call to action at the end of videos or multimedia content, guiding viewers to the desired next steps, such as visiting the university's website or attending an event.

Where appropriate, encourage engagement by inviting viewers to like, share, comment, or participate in discussions related to the content.

Distribution Strategy

Develop a distribution strategy that identifies the most effective platforms for reaching the target audience, whether it's YouTube, social media, the university's website, or other channels.

Consider creating varying versions of your content to suit different platforms.

Review and Approval Process

Submit videos in MP4 format for brand compliance and approval before distribution.

Files should be delivered on a USB hard drive or through a file transfer service such as WETransfer or Dropbox.

