



Belmont Abbey[™]
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BELMONT ABBEY COLLEGE UNVEILS NEW LOGOS

BELMONT, N.C. (May 16, 2016) – Belmont Abbey College unveiled today its new academic and athletic logos. At the direction of the college’s executive team, the new marks were developed over the last year by a cross-representative committee with input from the faculty, staff, monastery, student and alumni populations. The process took more than a year as the college sought to explore numerous possibilities and receive input from all of its constituents.



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“The new marks are part of an effort to build a national brand for Belmont Abbey College,” said Director of Marketing & Communications, Rolando Rivas. “We want to inspire a new generation of young men and women to choose the Abbey. With these fresh, cohesive marks, we feel we’re clearly communicating our history, principles and our beliefs. The consistency between the primary marks will also help us more efficiently build awareness for the college.” Along with initiating the new marks, last year the college began a trademarks and licensing program and hired Learfield Licensing to manage its licensees. Learfield assisted the Abbey in identifying a design partner for the initiative, Rickabaugh Graphics.

The new academic logo highlights the most recognizable architecture on the Belmont Abbey College campus—the Basilica Mary Help of Christians. The new mark intends to convey both the Catholic, Benedictine roots of the college, as well as the deep history, with its founding year of 1876 clearly represented. Additionally, the new academic mark with its shield and custom font evokes the excellence and virtue the college hopes to instill in its students.

The new athletic mark is a fresh redesigned crusader that both has a regal and yet competitive look to it. It has a more engaging style than the old logo which was in profile. While having a historical origin the new rendition also adds a level of modernity to its design. “By successfully reinvigorating and standardizing our marks – logo, font, and colors – we believe that we have achieved both our goals of enhancing our brand identity and creating a consistent look that is more readily identifiable.” said athletic director Stephen Miss.

Rickabaugh Graphics of Gahanna, Ohio, developed both logos. The firm was among four that responded to the Abbey’s request for proposals through its newly hired trademarks and licensing company. Rickabaugh has extensive experience in the collegiate market. It also has created award-winning logo designs for numerous Fortune 500 companies and celebrities, as well as pro sports brands for the NFL, NHL and NBA.



The college plans to begin to implement the new logos immediately with additional fanfare and festivities at the beginning of the fall semester. Additional promotion will occur at Homecoming the last weekend of September. Over the next several months, the college will update its electronic media, roll out new stationery and update logos across campus.

Founded in 1876, Belmont Abbey College is a private, Catholic, baccalaureate and liberal arts institution. Our mission is to educate students in the liberal arts and sciences so that in all things God may be glorified. Guided by the Catholic intellectual tradition and the Benedictine spirit of prayer and learning, we welcome a diverse body of students and provide them with an education that will enable them to lead lives of integrity, to succeed professionally, to become responsible citizens, and to be a blessing to themselves and to others. Our beautiful and historic campus is conveniently located just 10 miles west of Charlotte, N.C., and is currently home to more than 1500 students. For more information, visit www.belmontabbeycollege.edu/newlogos or www.abbeyathletics.com.

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