



**Belmont Abbey**  
COLLEGE

**Our primary collegiate/academic marks** (available in full color, black, white & crimson)

Horizontal orientation.



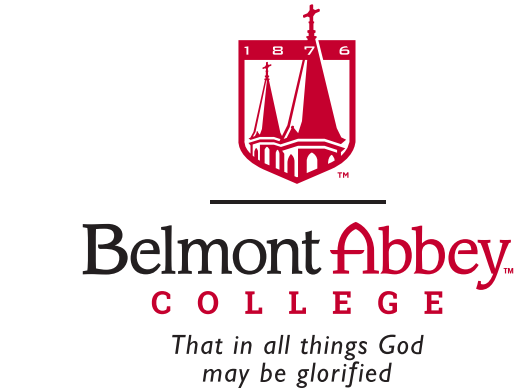
Horizontal orientation with tagline.



Vertical orientation.



Vertical orientation with tagline.



**Our primary athletic marks** (available in full color, black, white & crimson)



**Our color palette**



**Do's & Don'ts**

**Do:**

- Use the complete primary academic/collegiate logo on all internal and external communications, promo items, apparel, giveaways, banners, posters, etc. The athletic logo is appropriate alone on apparel & promo items.
- Give the logo a clear space around it that demonstrates clear ownership by our college.
- Use our colors consistently.
- Use the logo over our colors.
- Use our logo over photos when necessary, but ensure good contrast so our logo is clear.
- Use the tagline version at your discretion--either version is appropriate.
- Use our font proprietary Belmont Abbey font for our name, headlines, and major design elements.
- Seek help from Marketing for design assistance.

**Don't:**

- Resize the logo without holding down the shift key to ensure its proper proportions are retained.
- Place our logo next to other logos, place other logos or elements over our logo, or cover any element of the logo.
- Place our logo over non-brand colors (especially those of other universities or colleges) -- photos excepted.
- Separate the elements of the logo into pieces, the exception being using the shields as primary elements.
- Use the artwork of our spires/crusader alone or as a watermark without using our full logo or name elsewhere.
- Use the name of the college in another font other than our proprietary font.