

ATHLETICS

Brand Styleguide

COLORS

Primary

PMS: 3005, CMYK: 100, 35, 0, 0, HEX: # 0075BE

Black: CMYK: 50, 50, 50, 100 HEX: # 000000

Secondary

PMS 7406, CMYK: 0, 18, 100, 0, HEX: #FFCC33

PMS 7545, CMYK: 23, 0, 0, 70, HEX: #585858

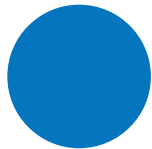
Color Scale



APPAREL

Bentley will partner with a Under Armor for all team apparel. With variations in fabrics, vendors and manufacturing, **please use the approved vendor** for consistency.

Textiles



Thread: Madeira 1297
Ink: Royal
Fabric: Royal



Thread: Madeira Black
Ink: Black
Fabric: Black



Thread: Madeira 1683
Ink: Yellow
Fabric: Gold



Thread: Madeira 1041
Ink: Dark Grey
Fabric: TBD by
Manufacturer

LOGOS

Primary



Team Identifiers (one and two lines)
For Varsity, Intramural and Club Sports only



HOCKEY



**SWIMMING
AND DIVING**



HOCKEY



**SWIMMING
AND DIVING**

FONTS

Brand Font (Primary)

Caecilia LT 85 Heavy

Brand Font (Secondary)

Helvetica Neue 75 Bold

Uniforms (Use for jersey names and numbers, based on Under Armor availability)

Caecilia LT 85 Heavy

ADDITIONAL NOTES

- Athletics logo is limited to usage for Varsity, Intramural and Club Sports ONLY. Any additional usage will need approval by Bentley Athletics Director or Brand team.
- All apparel needs to be developed by our approved vendor.
- All apparel and printed items should follow the color palette established in this styleguide.
- Black should be the dominant color for most print applications (use CMYK black when possible).
- Refer to Bentley University's Brand Guidelines as an additional resource.

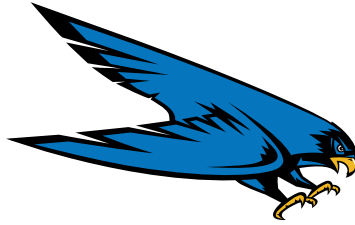
To request files, please contact brand@bentley.edu

FALCON MASCOT

Primary Head Mascot
(minimum width: 2 inches)

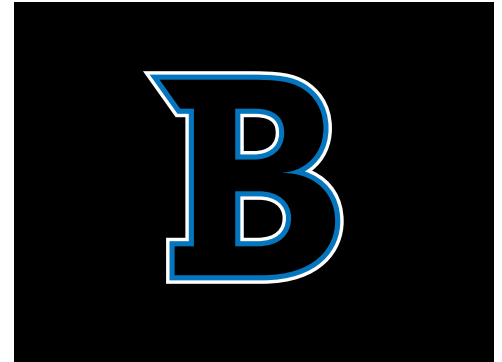


Secondary Body Mascot
(minimum width: 3 inches)



SECONDARY "B" LOGO

Usage Restricted to Helmets/Hats for:
Hockey, Football, Baseball, Softball and Lacrosse



LOGOTYPE

**BENTLEY
FALCONS**

FALCONS

BENTLEY FALCONS

ADDITIONAL NOTES

- The Mascot should compliment the core Athletics logo and primarily be used for Athletics and Bentley approved merchandise. Optional usage needs approval of the Athletic Director.
- Primary Mascot (head) should be used majority the time.
- Follow the minimum width recommendations for reproduction.
- Do not use the head and full body together, it should be one or the other.
- Do not use the B by itself.

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TRAINING AND PRACTICE GEAR SECONDARY LOCKUPS

Arched Type + Sport

Straight Type + Sport

Approved Sports for Logo Lockups:

BENTLEY
ATHLETICS

BENTLEY
ATHLETICS

- BASEBALL
- BASKETBALL
- CROSS COUNTRY
- FIELD HOCKEY
- FOOTBALL
- GOLF
- HOCKEY
- LACROSSE
- SOCCER
- SOFTBALL
- SWIMMING AND DIVING
- TENNIS
- TRACK AND FIELD
- VOLLEYBALL



BENTLEY
GOLF

BENTLEY
GOLF

BENTLEY
SWIMMING
AND DIVING

BENTLEY
SWIMMING
AND DIVING



ADDITIONAL NOTES

- For use on Bentley Athletics Training and Practice apparel produced by approved vendor.
- Arched and Straight “Bentley” logotype can be used without sport below as well.
- In addition to sport-specific logos, lockups include a generic “Athletics” version (see above).
- Additional or new lockups will need approval of the Athletic Director.

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