Our brand is our reputation. A successful brand reinforces who we are as an institution, the qualities that distinguish us from others, and our promise—what we deliver to our constituents.

One way to convey our brand is by establishing and enforcing a Visual Identity System (VIS). A VIS oversees our brand through such components as our name (word mark), our seal, our athletics logo, and our colors, and presents guidelines for the usage of these elements.

It is important that Becker College presents itself in a clear, consistent, unified, and distinct manner—using graphics, typography, and a color palette that convey the Becker College brand—in all publications, electronic communications, visual presentations, merchandise, and other materials.

The Becker College VIS creates a platform that effectively conveys the College’s brand; promotes and protects the College’s image; and serves to inform the Becker College community and the College’s vendors that Becker College is committed to maintaining a clear and unified brand identity.
# TABLE OF CONTENTS

BECKER COLLEGE BRAND PLATFORM ................................................................. 4

OVERVIEW ........................................................................................................... 5

GENERAL COLLEGE GUIDELINES:
  WORD MARK ...................................................................................................... 6
  COLLEGE SEAL ................................................................................................ 8
  BECKER COLLEGE TAGLINE ........................................................................... 11
  THE BC LOGO (DISCONTINUED) ...................................................................... 12
  ADDITIONAL GRAPHICS .................................................................................. 12

MERCHANDISING .............................................................................................. 13

NOTE TO VENDORS ............................................................................................ 13

NOTE TO SOCIAL MEDIA USERS ........................................................................ 13

ATHLETICS GUIDELINES:
  ATHLETICS LOGO ............................................................................................ 14
  ATHLETICS WORD MARK .................................................................................. 15
  BECKER COLLEGE WORD MARK FOR ATHLETICS ........................................ 16
  ATHLETICS SPORTS-SPECIFIC LOGOS ............................................................ 16

USE OF BECKER COLLEGE SEAL AND LOGO WITH ATHLETICS ..................... 16

ATHLETICS MERCHANDISING .......................................................................... 19

ATHLETICS NOTE TO VENDORS ....................................................................... 19

ATHLETICS NOTE TO SOCIAL MEDIA USERS .................................................. 19

PHOTOGRAPHY/VIDEOGRAPHY ......................................................................... 20
BECKER COLLEGE BRAND PLATFORM

Vision Statement

Becker College will become a nationally recognized institution of higher education, renowned for its values and for its focus on delivering to the world highly educated, responsible citizens, prepared to contribute to a global society and rise to the top of their chosen professions.

Promise

A transformational educational experience

Themes

1. Relevant and outstanding academic programs
2. Connected and creative learning experiences
3. Engaged and committed global citizenship

Tagline

Be the change.

The Becker College community is encouraged to use components of the College Brand Platform whenever promoting the College’s brand and experience.
OVERVIEW

The Becker College Visual Identity System (VIS) outlines the system by which Becker College visually conveys its brand in all internal and external communications, including print and electronic, as well as visual displays. The VIS strengthens the Becker College brand and unites the College community and the College’s vendors through usage of consistent guidelines that serve to build trust, reputation, and reliability in our brand.

Described within the VIS are the required guidelines to properly and consistently communicate the Becker College brand through approved visual and word mark elements. These elements include the following identifiers:

- Word Mark
- Official Seal
- Tagline
- Athletics Word Mark and Logo

These identifiers are the principal means by which the College conveys and builds its brand. All communications and visual displays that represent Becker College to external audiences or in day-to-day business must convey an appropriate identifier and follow the outlined standards for acceptable use. This includes all materials delivered in print and/or electronic format, and for merchandise created by College-approved vendors, intended for sale or for a gift, honor, or giveaway.

The College’s Office of Marketing & Strategic Communications oversees appropriate usage of the College’s word mark, official seal, and tagline. Additionally, the Office serves as the central clearinghouse for all materials produced that represent Becker College, its people, and its programs.

To contact the Office of Marketing & Strategic Communications, email marketing@becker.edu or call 508.373.9534.

To fill out a Work Order Request Form, go to http://www.becker.edu/about/offices/offices/marketing-strategic-communications and choose the “resources and forms” option on the right-hand side of the page.

The Athletics Department oversees appropriate usage of the athletics word mark and logo.

To contact the Athletics Department, email matt.tittle@becker.edu or call 774.354.0485.
GENERAL COLLEGE GUIDELINES

Word Mark

The word mark “Becker College” is a text-based graphic representation of the College’s name. The word mark can stand alone and can also be used with the College’s official seal. Specifications of the word mark:

- Font: Goudy Oldstyle (uppercase characters only)

- The word mark should always appear in one color:
  - black or Becker College blue (PMS 287)—on a light background, or
  - “reversed out” (white)—on a dark background

Correct Usages

- To ensure legibility, the word mark shall not be placed over a textured background or photograph/graphic.

Incorrect Usage
GUIDELINES

• The word mark can be placed on a single line or stacked. If stacked, the characters in the word “College” should be reduced so that “Becker” and “College” are flush left and right with each other.

BECKER COLLEGE
Correct Usage

BECKER COLLEGE
Incorrect Usage

• The word mark cannot be rotated or include visual elements or text that are not part of the word mark.

BECKER COLLEGE
Incorrect Usage

BECKER COLLEGE
Incorrect Usage

• The word mark cannot be used with graphic elements that are not related to the College, its mission, its people, or its programs.

BECKER COLLEGE
Incorrect Usage

• Do not type the word mark; the word mark may only be reproduced from authorized artwork.

• The use of colors for the word mark other than Becker College Blue (PMS 287), black, or white is prohibited.

• The word mark can stand alone, but is most commonly used with the College seal.

Note: The Athletic Department word mark has its own distinctive guidelines, which can be found on page 16.
GUIDELINES

Becker College Seal

The Becker College seal is considered the primary identifier and logo of the College.

Elements of the College Seal and Their Meaning

- Dates: The dates 1887 and 1784 represent, respectively, the years of founding of Becker’s Business School and Leicester Academy.
- Lamp: Learning and knowledge
- Weather vane: Signifies direction; weather vanes are located prominently on each of the College’s campuses, atop building cupolas
- Laurel leaves: In ancient Greece, laurel was used to form a crown of honor for scholars, heroes, and others of renown and significance.
- Campus locations: Leicester and Worcester identify the locations of the College’s campuses and are shown together to signify campus unity.

Specifications of the Becker College Seal:

- Becker College blue (PMS 287) or black—on a light background

Correct Usages

- Reversed-out (white) on Becker College blue (PMS 287) or a black background

Correct Usages
GUIDELINES

• The College seal may be used with the word mark. The word mark must be placed on the right-hand side of the shield or below it. In these cases, the height of the seal should not exceed 200% the height of the character “B” in “Becker.” “Becker College” should be centered against the seal, whether it appears to the right of it, or below it.

• In some cases, such as formal announcements/documents, the College seal may employ gold (PMS 871) or silver (PMS 877).

• The College seal cannot be used with other graphic elements.

• The College seal cannot be used as a graphic element, such as shadowed in the background, or covered with imprinting or graphics.

Dear Mr. and Mrs. Smith,

We are pleased to inform you of...
GUIDELINES

• The College seal cannot appear over backgrounds such as a photograph or a design element.

![Incorrect Usage]

• The College seal cannot be cropped, rotated, manipulated, or modified.

![Incorrect Usage]

![Incorrect Usage]

• The College seal can be used with the College’s offices/departments. The title of the office/department should never appear more prominently in size than the word mark and should be centered below the word mark. The distance between the top of the office/department name to the baseline of the wordmark should be approximately the height of the office/department name. If the one-line version of the combination seal and word mark is used, the office/department name should be centered below the wordmark only.

Font for office/department name: Goudy Oldstyle (uppercase characters only).
Color of office/department name: Match the seal and logo.

![Correct Usage]

![Incorrect Usage]

![Incorrect Usage]

• The Becker College seal must be placed so that it appears prominently. No other graphic elements can be used that draw attention away from it.
GUIDELINES

Becker College Tagline

The following is the Becker College official tagline: Be the change.

Specifications for the tagline:

Font: Goudy Oldstyle Bold

Positioning: Centered below the wordmark or the seal. (If the wordmark is used in conjunction with the seal, it should still remain centered below the wordmark only.) The distance between the top of the tagline to the baseline of the wordmark should be approximately the height of the tagline.

Size: Approximately half the point size of the word mark. Approximately the same width as the seal. There can be exceptions and in those cases please contact The Office of Marketing and Strategic Communications for guidance.

“Be the change.” is the only tagline or slogan that may be used to represent Becker College. The tagline may be used in print, electronic, graphics, and other print and/or visual displays. The tagline can never be used alone, except in the body of a word document. The tagline can be used with the College seal, with the College seal and wordmark, and with the College wordmark, in the following ways:

Use of the tagline should not occur when an office/department name is also being used.
GUIDELINES

Becker College Logo ("BC" Logo)

The BC logo has been used as an element of College identity before the College launched its new vision, mission, core values, and brand platform. Although the BC logo may resonate with the College’s internal audiences and is visible on both campuses, it does not accurately convey to the general public the name Becker College or the College’s distinctive brand. (BC is an abbreviation used by a number of other institutions, the most well-known being Boston College.)

Therefore, the BC logo will no longer be used on any new print or electronic communications, graphic displays or presentations, merchandise, giveaways, or other materials after September 2012.

The Office of Marketing & Strategic Communications will no longer provide or support BC logo artwork. The BC logo cannot be used by the College or its vendors, but will remain the property of Becker College and, as such, is included within the College’s copyright.

Additional Graphics

In rare cases, the Office of Marketing & Strategic Communications may create a special occasion graphic that represents a specific College event or initiative.

Examples:

- THE PRESIDENTIAL INAUGURATION OF ROBERT E. JOHNSON, PH.D.
- BECKER COLLEGE 225th COMMENCEMENT
- ALUMNI ASSOCIATION OF BECKER COLLEGE
- FALLS CONVOCATION

No graphics representing the College, its programs, its events, or its people that deviate from the VIS can be created, published, imprinted, or disseminated without prior approval from the Office of Marketing & Strategic Communications.
MERCHANDISING

To protect the word mark, seal, tagline, and other graphics of Becker College, all items for distribution, electronic posting, sale, or other means must be approved by the Office of Marketing & Strategic Communications.

NOTE TO VENDORS

The standards and graphics outlined in this VIS are the official representations of Becker College. All standards and restrictions apply to the production of merchandise. Design alterations or substitutions are strictly prohibited.

NOTE TO SOCIAL MEDIA USERS

The College word mark, seal, tagline, and other graphics are official representations of Becker College. The College maintains its own social media sites and uses these elements to convey approved communications from the College. The College word mark, seal, tagline, and other graphics cannot be used on any non-official College social media sites, including but not limited to Facebook, LinkedIn, Twitter, and blogs.
ATHLETICS GUIDELINES

The athletics mascot and logo is The Hawk; the nickname of the athletics program, its team, and its personnel and student-athletes is Hawks.

The graphic elements outlined in this VIS are not to be altered in any way and are reserved for use by Becker College athletics only. The Athletics Department oversees appropriate usage of the athletics word mark and logo. Email matt.tittle@becker.edu or call 774.354.0485.

Athletics Logo

The logo for Becker College athletics is The Hawk.

• Colors: PMS 287 with black (40% tint) outline, or black (100%) with black (40% tint) outline

• The Hawk must be visible on all uniforms, both home and away—either on the jersey OR on shorts or pants.

• To ensure legibility, the logo may not be placed over a textured background, or photographic element.
Athletics Word Mark

The word mark for Becker College athletics is “Hawks.”

It follows these guidelines:
• Font: Bookman Light
• Colors: PMS 287, black, or white (reversed out)

• The positioning of the word mark: When used with the Hawk logo, the word mark shall be centered underneath it and the same size as the logo horizontally. There should be just enough space between the logo and the word mark so that they are not touching or overlapping.

• To ensure legibility, the word mark shall not be placed over a textured background, the Hawk, or a photograph/graphic.

• The word mark cannot be rotated or include visual elements or text that are not part of the word mark.

• Any text used in conjunction with the word mark, such as the name of the team, must be in the same font as the athletics word mark.

Note: The use of colors for the word mark other than PMS 287, black, or white is prohibited.
Becker College Word Mark for Athletics

The word mark “Becker College” is a text-based graphic representation of the College’s name.

When used in conjunction with athletics, the word mark specifications are as follows:

- Colors: PMS 287 with black (40% tint) outline; black (100%) with black (40% tint) outline; or white with black (40% tint) outline

- To ensure legibility, the word mark shall not be placed over a textured background, the Hawk, or a photograph/graphic.

Incorrect Usages

- The positioning of the word mark: When used with the Hawk logo, the word mark shall be centered above it and just slightly larger horizontally. There should be just enough space between the logo and the word mark so that they are not touching or overlapping.
• The word mark cannot be rotated or include visual elements or text that are not part of the word mark.

Note: The use of colors for the word mark other than PMS 287, black (100%), black (40% tint), or white is prohibited.

Athletics Sport-Specific Logos

The Hawk and Becker College athletics word mark may be personalized with a specific sport as well as with Sports Information, Sports Medicine, and Athletics.

Secondary Logo: Softball and Baseball Athletics

A secondary logo, the letter B, may only be used on softball and baseball athletics team caps, with the following specifications:

Colors: The Becker College athletics letter B should be printed PMS 287 with a 100% or 50% black outline (or grey or silver thread, if embroidered). An outline color of 100% or 50% black is a matter of choice. Also, if preferred, the letter B may be white with a a 50% black outline (or grey or silver thread, if embroidered).

Font: The Becker College athletics letter B has been custom-created, and is not a particular font. Therefore the graphics must be obtained by making a request to the Office of Marketing & Strategic Communications.
Use of Becker College Seal and Logo with Athletics

• Becker College seal shall never be used on anything related to athletics.

• The Becker College tagline shall never be used on anything related to athletics.
MERCHANDISING

To protect the athletics mark and logo, all items for distribution, electronic posting, sale, or other means must be approved by the Athletics Department.

NOTE TO VENDORS

The standards and graphics outlined in this VIS are the official representations of Becker College. All standards and restrictions apply to the production of merchandise. Design alterations or substitutions are strictly prohibited.

NOTE TO SOCIAL MEDIA USERS

The Becker College athletics logo and word mark are official representations of Becker College. Athletics maintains its own social media sites and uses these elements to convey approved communications from the College. The athletics logo and word mark cannot be used on any non-official College social media sites, including but not limited to Facebook, LinkedIn, Twitter, and blogs.
PHOTOGRAPHY/VIDEOGRAPHY

Campus photography and videography are important elements in supporting the Becker College brand, creating a sense of place, and deepening a viewer’s understanding of Becker College, its people, and its programs. Photographs and videos should be of the highest quality and reflective of our core value of excellence. The following are guidelines for photography and videography used to represent the College:

1. No photography or videography shall be taken or used that depicts someone who is not a Becker College student and who is under the age of 18 unless a Release Form has been signed. The release form is found at: http://www.becker.edu/wp-content/uploads/2012/01/IMAGE-RELEASE-CONSENT-FORM-CHILDREN.pdf

2. No photography or videography shall be taken or used that depicts someone who is not a member of the Becker College community (such as a classroom teacher or employees at an alumni’s place of business) unless a Release Form has been signed. The release form is found at: http://www.becker.edu/wp-content/uploads/2012/07/master_picture-release-form.pdf

3. Pre-arrangements for photography/videography of our students should include a request to wear Becker College apparel or clothing appropriate to portraying Becker College well (such as casual business attire for faculty).

4. Sunglasses and hats (unless approved athletic and/or College apparel) shall be removed during photography and videography.

5. Overall, the composition of photography/videography—including all visual and spoken information conveyed—must be representative of the Becker College brand and experience.