



BLUEFIELD
C O L L E G E

BRAND GUIDELINES

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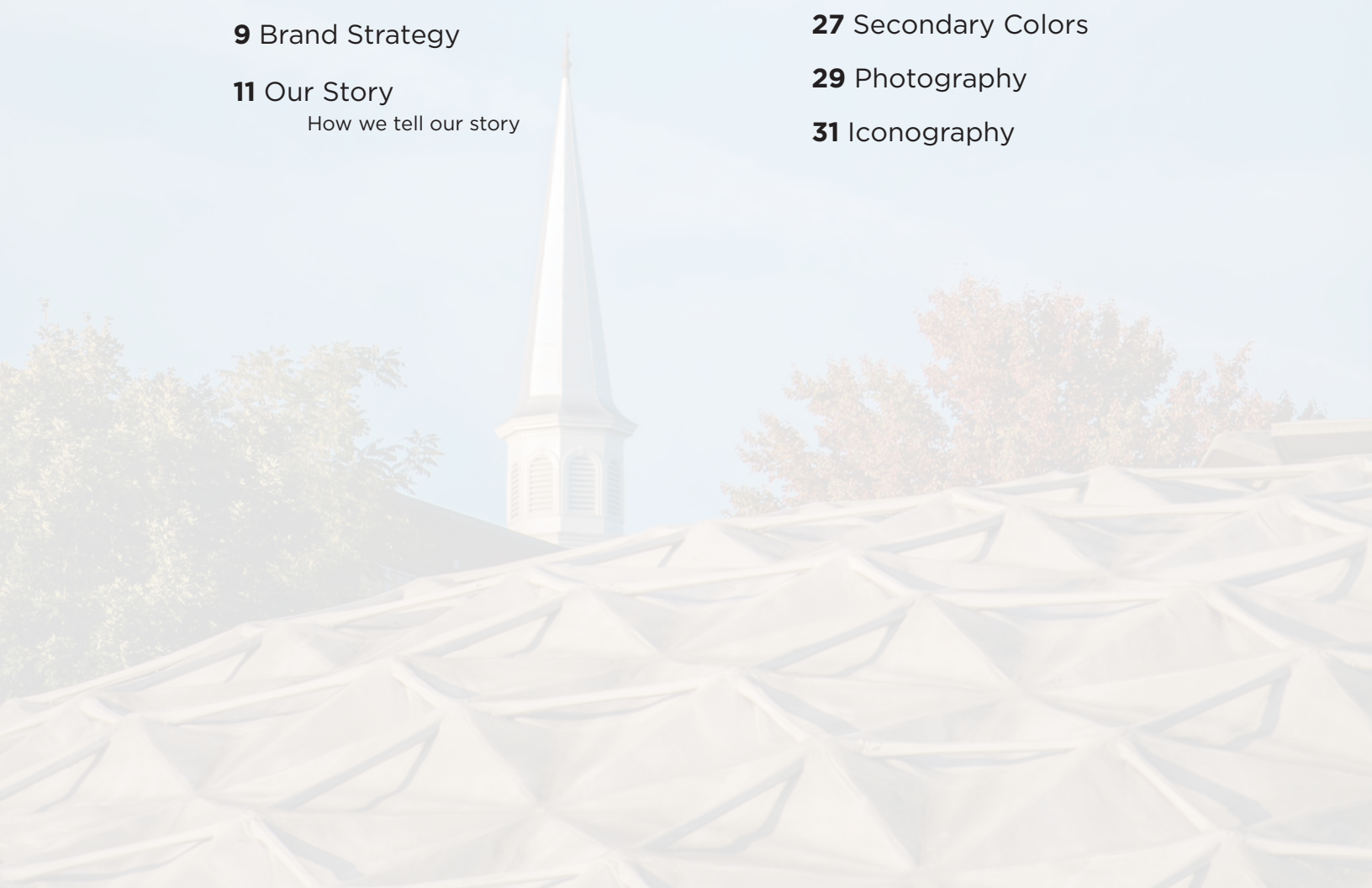
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THE IMPORTANCE OF BRAND AND MESSAGING

Colleges and universities, both public and private, are racing to define themselves in new and inventive ways. With an overall decrease in college attendance, universities must consistently reevaluate who they are in this fast paced competitive market.

There is great worth in the evaluation and possible modification of a university's brand. Before markedly drastic decisions are made, there are important elements to keep in mind when considering an overall re-branding campaign. For starters, branding is more than a logo. An organization's brand must evolve beyond the logo. Every piece of literature, each image, and verbal articulation about the organization must reflect the overall mission and identity of the organization. In short, the University must live and breathe the brand that it establishes. Secondly, branding is not a one-time campaign. In fact, a one-time campaign could be detrimental to a university. Instead, branding is repetitive and its life cycle is indefinite. This is why a comprehensive guide can help establish the brand, while also providing succinct methods for messaging and delivery. Lastly, branding must be consistent. We often see organizations that have competing mission statements and ideas departmentally. These competing ideas muddle the overall productiveness of an organization's message and brand, causing confusion internally and externally.

This is not to say that re-branding is unmanageable, it simply means that the brand and messages distributed by the University must be deliberate and intentional every step of the way.

UNDERSTANDING TARGET AUDIENCE

Target audience refers to the audience that you most want to reach with your message. You will always craft messages for other audience members who do not fall into the target audience group, however, the basis for your message construction is directed toward your target audience. While the demographics on college campuses have changed, the message focus for many universities with regards to branding is still the traditional college aged student. Given this, we have developed your branding guide with traditional college aged students in mind.

To help Bluefield College understand their targeted public, Clark Communications has provided a brief overview of key characteristics describing the Millennial generation (the millennial generation is defined as anyone born after the year 1980). Though a wide range exists between individuals born in 1980 and 1997, there are basic attributes that remain consistent when describing this particular individual.

Adapted from Pew Research and Forbes magazine, the following are characteristics that define Millennial students

Negatively view religious organizations. As a whole, Millennials view religious organizations with more skepticism than generations before them. Since 2010, ratings dipped 18% among Millennials when asked whether or not religious institutions and organizations made positive impacts on society. In fact, as many as 35% of Millennials identified with no religious affiliation. This likely influences their political identification, making them the least conservative generation to date. This does not mean they do not care about issues that religious organizations care about. It is quite the opposite. What this means is, they believe in the greater good, but believe religious organizations have muddled that in today's society.

How this relates to Bluefield College: While Bluefield College affirms its Christian tradition, it also emphasizes its diverse campus. In all, 26 countries are represented at Bluefield. Bluefield College should recognize the differing beliefs held by its students, while maintaining its Christian foundation.

Racially and ethnically diverse. In the United States, Millennials are the most racially and ethnically diverse group that we have seen.

Marriage and children are put on hold. Unlike generations before, Millennials are waiting to get married and have children. Life shaping behaviors are often influenced by current circumstances and economic influences, meaning, Millennials are not following a set pattern like generations before. This age group is much more cautious and evaluative when making life altering decisions. This behavior further exemplifies how college students are making cost-value comparisons when choosing to attend school.

Technologically driven. Millennials grew up with technology at their finger tips. That not only require access to technology, they want technology that works. If something technological is not working, do not expect Millennials to wait around for it to work. Mobile devices are closest to them and are used most frequently. If organizations are not mobile app ready, Millennials will likely not invest time in finding another device in order to peruse an organization's website.

A social generation. Millennials are social. They have much larger groups of friends. Being social for Millennials also means being connected - physically and digitally. Just like with broader options in college searches, Millennials have

various options when it comes to consuming media. They can just as easily choose to ignore media as they can engage with it. Not only are they connected and socializing with friends, this generation is also more social with their parents. With regards to the University search process, you are not only engaging the student socially, you will be engaging their parents on a social level as well.

Collaborate and cooperate. Millennials are community oriented. They find value in the collaboration with other members in society, including organizations that are important to them. As long as they value you, they'll work with you. Millennials do not differentiate between the company, brand, product, or customer. For Millennials, all of these items meld together. This is why it is even more important to distinguish your brand in messaging across campus.

Adventuresome. Millennials like adventure and are more willing to take risks with whatever comes their way. They crave discovering new ideas and find joy in whatever comes along with their new discovery. This lends itself to the idea that Millennials are experiential individuals. Often they are less concerned about the overall product, and more concerned about the experience they had while making their decision and engaging with the product (or in the case of higher education, choosing a college)

Passionate about values. They want to know and believe in the organization they do business with. If they feel connected to an organization, they'll continue doing business with them and even pass along information to others who may find similar interest in the organization.

In explaining human behavior and patterns, we must be careful not to arrive at hasty generalizations. Your students are individuals first; Millennials second. These are tools to help you, but it cannot be a stand alone guide. You must care for the individual in front of you – seeing their needs and meeting them where they are.

We will revisit this information when making recommendations for message crafting and delivery

BRANDING OVERVIEW

With an overall decrease in college attendance, universities across the nation are evaluating their current brand and message in an effort to achieve succinct messaging in materials, media content, and conversations. For this reason, many universities seek outside partnership to assess brand perceptions and problems, along with the development of brand and messaging based on previous research and assessment.

To better articulate the brand and messaging of Bluefield College, Clark Communications has created a brand guide that can be used to generate and disseminate messages.

HOW TO USE THIS GUIDE

Language creates reality. People construct and create their own understandings of the world around them. In communication, we call this social construction. That is, people, in coordination with others, use experiences and language to create meaning in their lives.

This is one reason we stress the importance of intentionality in brand and message development. If left unattended, individuals will begin creating their own brand, which is very different than the direction of the University. This is not to say that individuals should not be involved in brand development. In fact, it is quite the opposite. People are your brand. However, these same people need guidance. A well planned and articulated brand can be a starting point for individuals to begin conversations. To paraphrase from the popular movie, Field of Dreams, build it and they will come. This means, if you build the brand and the messages well, people will follow suit.

This guide is your blueprint. It is not to meant to be your final goal, instead, it is a starting point for your university.

WHO WE ARE

HISTORY

Bluefield College is nestled in the mountains of small town Bluefield, Virginia, just a stone's throw away from Bluefield, West Virginia. It rests on 82-acres and includes hiking trails and various outdoor activities on campus. A well rounded institution, Bluefield College offers 22 undergraduate majors, in addition to masters and online programs.

Bluefield College has a long history, dating back to its inception in 1922. Under the affiliation of the Baptist General Association of Virginia, Bluefield College started as a two-year college. In 1975, the school began offering baccalaureate degrees, launching the college in its most notable era of student growth. Bluefield College continues to affirm its Christian tradition, presenting the official motto as: God, Country, Light. Presently, 912 students are enrolled at Bluefield College. With an average class size of 15, Bluefield is able to extend an 11:1 student to faculty ratio. In 2012, Bluefield College reinstated their football program, bringing the total number of varsity teams to 14.

MISSION

First, we must distinguish a university's brand from its mission. While the two go hand in hand, they have two very different efforts. Your mission describes your beliefs as an organization, while your brand is focused externally and is concerned with the consumer of your product. In the case of university development, the mission is the beliefs, goals, and processes of the college. The brand is aimed at the students of Bluefield College. The mission is what you believe, the brand is what you do. The brand becomes how students (and other audiences) experience you.

Bluefield College is an inclusive Christ-centered learning community developing transformational leaders

POSITIONING

Positioning aids in the development of your brand. It expands your mission by answering the who, what, how, and where questions.

WHAT WE BELIEVE

The influence of Christ and intentionality among faculty and staff will develop students who are globally minded and will transform the world before them.

WHO WE SERVE

Individuals committed to discovering their best selves. Individuals pursuing their passion, who desire to transform the world locally and globally. The Bluefield campus is one of diversity, 26 different countries are represented on the college's campus.

WHAT WE OFFER

A home. A community. A family for life. Excellent academics from high quality faculty. Faculty members who care about students and seek to create an environment where students can have A-HA moments at Bluefield College

HOW WE SERVE OUR STUDENTS

We are intentional. We emphasize the preeminence of Christ in students' lives. We provide excellent support for students and create and maintain resources so that students can discover and pursue their life's calling.

WHERE WE SERVE OUR STUDENTS

We serve our students in Bluefield, Virginia, less than 150ft from the state line of West Virginia. It is surrounded by the breathtaking Appalachian Mountains and has small town charm with an exceptional community atmosphere.

OUR BRAND

THE BLUEFIELD COLLEGE BRAND

As we said before, the brand is about your students, the consumers of your product. The brand needs to be experiential, meaning, students must be able to place themselves within the brand. For instance, Nike's brand of "just do it" allows consumers to place themselves in the experience of the brand. Running a marathon; "just do it." Need to go to the gym; "just do it."

Like Nike, we have constructed a brand that aligns with the mission and experiences that we have discovered from Bluefield College.

Bluefield college is a small, liberal arts Christian college located in the town of Bluefield, Virginia. The college has a small town feel, allowing students to quickly find their place in the community. This uniqueness gives students the opportunity to belong to something greater than themselves. They find their place; they find their home.

Although the campus is small, its surroundings are quite large in comparison. Nestled in the beautiful Appalachian Mountains (with hiking trails on campus) Bluefield College is able to offer numerous outdoor activities - including the time honored tradition of Mud Pig Day (which includes a greased waterslide and a mud pit) to help students unwind at the end of the long academic year.

Bluefield's intimate campus setting allows for students and professors to build bonds that transcend the typical professor - student interaction. Professors are more than teachers at Bluefield; they become life mentors. The faculty are the center of the Bluefield College student experience. They provide a classroom environment that is small enough for individualized learning, but large enough for students to experience differing viewpoints. Most importantly, all this is accomplished while delivering excellent academics.

Perhaps the most endearing element of Bluefield College is its ability and desire to be intentional with students. From entry point to graduation, students are met with intentionality. This intentionality drives the self-discovery that students are afforded in and out of the classroom. Bluefield College isn't just your home, it's the place you can truly know and be known. And in the knowing, you are able to find and pursue your life's calling. Being known by Bluefield College professors and staff goes beyond the physical classroom. Online and non-traditional students can find the same amount of support that traditional college students can.

Lastly, Bluefield College recognizes the influence that Christ has in and out of academic settings. The preeminence of Christ is central to the way in which professors lead and mentor their students, particularly in the phase of finding and pursuing a life calling. Being Christ-centered and student-focused allows for mutual respect and compassion among faculty, staff, and students.

The Bluefield College experience does not stop once you graduate. You found a home in the beginning, discovered your life's calling, and now, you've gained a collegiate family that spans generations.

BLUEFIELD COLLEGE BRAND SUBSECTIONS

1. **Small, Liberal Arts Christian College**

Key Words: Intimate Campus, Nestled in the Appalachian Mountains, Small town, cozy feel

2. **Bluefield College is Home**

Key Words: Family, Home, Community, Belonging, Connected

3. **Intentionality**

Key Words: Excellent academics, Professors as mentors, Self-discovery, Journey, Know and be known, A place to find your life's calling, Find, Pursue, A-HA moments

4. **Christ-Centered**

Key Words: Influence of Christ, Mutual Respect, Compassion, Meaningful Life

5. **Family**

Key Words: Community, Networking, Family for life, Extended family that spans across generations

TAGLINE

Know and be known.

BRAND STRATEGY

RHETORICAL STRATEGIES FOR BRANDING

We use rhetorical strategies to help external audiences grasp who we are. These strategies, (ethos, logos, pathos) are generally thought of as modes of persuasion. However, in branding, we use them to distinguish between the logical, ethical, and emotional appeals that individuals make decisions from.

THE RHETORICAL STRATEGIES OF THE BLUEFIELD COLLEGE BRAND

LOGOS

How we want our audiences to think about our brand, using logic and reason.

- **Excellence**
Individualized academics with high quality faculty
- **Affordability**
Bluefield College is a wise financial choice, nearly all students receive financial aid
- **Opportunities**
Vast resources for student success
- **Location**
Close to home in the beautiful Appalachian Mountains. The majority of students live less than two hours from Bluefield College
- **Small Campus**
Intimate campus environment allows for individualized education and greater student success

ETHOS

How we want our audiences to think about our brand, using factors of credibility, trust, and values as their guide.

- **Christ-centered**
Christ influences decisions made at Bluefield College
- **Intentional**
Dedicated to personalized care and academic attention
- **Mutual respect**
Faculty exemplifying servant-leadership and mentoring students to do the same
- **Diversity**
26 countries represented on campus, providing a wide variety of cultures and experiences within the student body for maximum student growth

PATHOS

How we want are audiences to feel about our brand.

- **Belonging**
A caring and inclusive home for all with a cozy small town feel and all the perks of mountain life
- **Knowing**
Where students can know and be known by the Bluefield College family
- **Inspiring**
Encouraging and challenging students to find and pursue their life calling
- **Passionate**
Enthusiastic about our mission and caring for our students
- **Life Long Family**
A community of care and support beyond the four years of college

OUR STORY

A good brand is a good story. For a brand to be most effective, it must be able to be captured in the lives of those it influences most. Why are stories important? Stories have the ability to cross all divides because it is the telling of a person's experience. We can relate to stories because we are all natural born storytellers. From the Bible to our everyday musings, we describe events in story like form. We also find meaning in stories, giving even more power to the brand.

Each good story has a clear theme throughout. For some, it's the hero/villain saga, for others, it's a story of success and failure. No matter the theme, the story continues to transition throughout each stage. The transitional element is why brand storytelling is important. People are intrigued by the low and high points of a story, leaving them with great anticipation for more.

As we have mentioned before, your brand is about your students. That is why we write your brand story from the perspective of the student. This story is a general story, but it is one that can easily be tailored to each student's personal experience.

Before building your brand's story, we have identified the theme and elements that will be presented throughout the narrative. Since we have indicated that Bluefield College is a place for finding one's life calling, the theme of your brand story is one of journey and self-discovery. As with any journey, we must focus on where the person started. Before any college decision was made, your student began their search with several questions: Who am I? Where do I see myself in the future? What do I want to become? For some, this journey started long before an application was completed - years even. For others, these ideas only started to manifest or occur, months before they applied to Bluefield College. Either way, your student started a process of finding their way before they walked on your campus. The rhetorical strategies mentioned before are not just ways for Bluefield College to appeal to students, students also use these modes of reasoning to make their decisions.

Many of your students, particularly the Millennial generation, will make decisions based on their experience and feelings, though it is not out of the question for millennial students to make value-laden and logical decisions. Non-traditional students will likely make most of their decisions from a logical and rational place. They ask the questions: Can I afford it? Does it meet my needs academically? Am I able to commute and or take online classes? Regardless of their reasoning, the self discovery questions are all part of your students' college search experience.

The next portion of your brand's story details why the student chose to attend. You can pull from the key words outlined in the brand statement, or, you can use the rhetorical strategies offered. Whatever the decision, the brand story will continue to flow from the overarching brand of Bluefield College.

This portion of the story is where things begin to take off. Here, the experiences of the students will describe the family atmosphere, the sense of belonging, the small, intimate campus, the intentionality of professors, and the idea of knowing and being known. It will also focus on the reflections of being at a Christ-centered university, and how it has helped shape their journey of self-discovery.

The apex of the story occurs when the student, after having been mentored, taught, and guided by the staff and faculty of Bluefield College, makes the discovery of their life's calling. Suddenly, questions they had prior to attending college are being answered. They feel accomplished and can now begin setting goals, with the continued help from Bluefield College. They discovered their passion, now they are able to pursue it with the resources that Bluefield offers.

The story continues to ebb and flow, and as the months pass, the student finds himself/herself standing on a stage ready to begin their life's calling. They will remember that it was the intentionality of Bluefield College that helped them succeed. The feelings represented here are ones of belonging and impressions they are cared for throughout their academic career.

Some stories would end here. However, the Bluefield College story continues because once you are part of the Bluefield College family, you're always family.

The story outline is a starting point as you begin drafting tailored narratives that highlight your brand. Keep in mind, each personal story told should reflect the brand that has been agreed upon by the university.

OUR VOICE

VOICE

In branding, our voice is how we say something. How you say something is just as important as what you say. The way you say it gives your audience a clear picture of who you are.

REMEMBER YOUR BRAND

Remember, your brand reflects an intentional and family like environment. Your writing should also demonstrate that. A family environment has a more relaxed feeling; your writing then, should do the same. Being intentional in your writing does not mean that you cross all your t's and dot all your i's, being intentional in your writing means that you have carefully planned your message and that your message is authentic to the overall brand.

WRITE WELL, BUT SHOW PERSONALITY

Brand writing is not a research paper and it does not outline the main tenets of your university's strategic plan. You want to be concise and clear, but you also want to show personality. Remember, your brand is as much a feeling as it is words on a page.

WRITING FORMAT

Bluefield College uses APA writing style.

DELIVERY

Just as important as what you say and how you say it, is the way in which you deliver your message. Each vehicle used for message dissemination has guidelines that will aid you in the delivery stage of your brand message.

PRINT MATERIAL

Print material should show just as much as it tells. Remember show and tell day in grade school? The most fascinating part was when the student showed you their interesting artifact. The same goes for print material. Imagery and graphics are the keys to achieving an appealing message.

EMAIL MESSAGING

Emails are perhaps the quickest and easiest way to deliver important information. An essential piece in creating well-rounded email messages is crafting a subject line that stands out. It needs to describe what the email is about, but it also needs to showcase personality.

SOCIAL MEDIA

A good brand has room to expand in 140 characters. Your brand is not a sales pitch. It is about your students and their experiences, which in turns tells who you are as a university. Social media is a constant conversation. Good social media managing requires daily/hourly attention to platforms. Postings should also be written informally. This does not mean that content should be written carelessly. Instead, an informal style of writing opens itself for the conversations that give social media platforms life. Postings need to be informative but catchy. Lastly, your students should be co-collaborators and steer your social media accounts.

PHOTO/VIDEO CAMPAIGNS

A specific idea for a brand campaign is to show the diverse student body of Bluefield College, detailing each of the students' stories as they relate to the overall brand. This will show the familial atmosphere of Bluefield College and drive home the idea that at Bluefield college, you can find your life's calling.

To show how the Bluefield College family remains intact, a photo/video campaign will also showcase former Bluefield College students, telling the stories of how they found their life's calling at Bluefield College.

"Together we are one family who discovered our life's calling at Bluefield College"

LOGO USAGE

This mark was inspired by the campus steeple, which is a recognizable landmark that speaks to Bluefield College's foundation in faith and academics. The steeple is cleanly and minimally stylized to communicate the prestige of the school as well as an attitude of optimism toward the future. ITC Slimbach was chosen as the primary typeface for its stable characters and formal quality and Gotham is used as a modern secondary font.



Vertical Logo
PMS 281C



Horizontal Logo
PMS 281C



Vertical Logo
Reversed



Horizontal Logo
Reversed



LOGO PROPORTIONS

The logo should primarily be presented vertically with all supporting elements placed along the axis that runs vertically or horizontally through the mark. Spacing of logo elements should be “open” and comfortable with the relative spaces kept similar throughout the elements. (see diagram) This open spacing should also be maintained when the logo is applied to a design, keeping the area around the logo free from graphics or images.



BLUEFIELD COLLEGE
OFFICE OF ADMISSIONS

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LOGO VARIATIONS

In different applications, both internal and external to the school, it may be necessary to include or edit the information given with the logomark. Here are some acceptable variations of the logo mark given different applications.

The mark can be used by itself in certain applications where the school name is unnecessary.

SECONDARY TEXT

Secondary text such as department specific headers should be treated in the fonts provided in similar proportions and flush-aligned to the mark.



LOGO MISTAKES

Please do not vary from the logo design that has been provided. Spacing, color, placement, font etc. are important and should remain consistent as the logo is translated to different projects. Please do not stretch the logo, stack the logo, vary the fonts or colors provided, or apply unnecessary effects. Also any treatment that impedes the recognition or legibility of the logo should be avoided.

UNIVERSITY SEAL

Official Bluefield College Seal The Bluefield College Seal will be used for official university purposes.



OFFICE of the PRESIDENT

ATHLETIC LOGOS

The athletic Ram seal can also be used with the logotype. It is important to keep the space between the mark and logotype comfortable and consistent.



TYPOGRAPHY

ITC Slimbach and Gotham are the typefaces that compose the Bluefield identity. Remember to set any body copy with comfortable spacing between lines (leading) and paragraphs.

PUBLICATION FONTS

GOTHAM BOOK

abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GOTHAM BOLD

**abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

GOTHAM BOOK ITALIC

abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%^&()
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

ITC SLIMBACH BOOK

abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ

WEB FONT

MYRIAD PRO, SANS-SERIF

abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLOR PALETTE

SPOT COLORS: For one-color or two-color printing jobs, the logo should be printed with PMS 281 blue and PMS 186 red inks.

FOUR-COLOR PROCESS COLORS: The first build listed in the color block of the palette indicates the CMYK values.

RGB: When the logo is used for digital applications or graphics, the RGB builds are listed as the second set in the palette.

HTML: When the logo colors are used in web designer programming languages they will need to be converted to hex colors. These are #003E7E blue and #E31937 red.



SECONDARY COLORS

A flexible secondary color palette also can be used for highlights or where additional colors are needed. It provides a more robust palette for publications. By limiting publications to these primary and secondary brand colors, the university can encourage recognition and memorability of the brand.

<div>PMS PROCESS BLUE</div> <div>CMYK 82/41/0/0</div> <div>RGB 0/130/202</div>		
<div>CMYK 47/0/100/0</div> <div>RGB 148/204/20</div>	<div>CMYK 65/15/100/18</div> <div>RGB 88/142/57</div>	<div>CMYK 74/35/0/0</div> <div>RGB 12/146/232</div>
<div>CMYK 60/100/35/26</div> <div>RGB 90/33/86</div>	<div>CMYK 44/100/90/3</div> <div>RGB 154/43/56</div>	<div>CMYK 33/98/100/66</div> <div>RGB 71/4/0</div>
<div>CMYK 100/91/32/72</div> <div>RGB 0/1/47</div>		<div>CMYK 8/1/2/15</div> <div>RGB 200/210/214</div>

PHOTOGRAPHY

-
- Diversify your diversity. Students see through staged diversity shots. Keep the feeling genuine and representative of your student body. Watch segregation among groups of students.
 - Take photos throughout the day. Different times of the day will show the different shades of your campus.
 - Students should be enthusiastic and smiling.
 - Have students wear plain or institution branded clothing.



ICONOGRAPHY

Simple 1 color icons in circles will be utilized for most University publications and collateral that utilize contact information. A secondary set of 2 color icons is available for marketing and graphic design purposes.



1 Color
Collateral Icons



1 Color
Social Media Icons



2 Color
Marketing Icons



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www.bluefield.edu