



Horizontal 281



Vertical 281

Every communication from Belmont University to the public affects the image and reputation of the institution. Commercials, Web pages, business cards, newsletters and note cards are the face of Belmont to many people.

Belmont's visual identity has a dual purpose. To our external constituents, it reflects our character, strength, traditions, and values. Internally, it creates a sense of pride and commitment to our common mission and purpose.

The following guidelines will assist in presenting a consistent, correct visual identity in any situation. If you have questions, please contact the Office of University Marketing and Communications, 460-6632.

USE OF THE BELMONT UNIVERSITY LOGO

The Belmont University logo signifies the university's endorsement and should be used as the official identifier. The logo, which consists of a horizontal (preferred) and a vertical version, should be used on all materials used for representation of the programs, departments, centers, offices and agencies of the university. The logo consists of the image and the text as one entity, and may not be manipulated/separated in any way. School-specific logos may be used. Contact UMAC at 460-6632 to obtain a logo for your school or college. *(See samples at right.)*

Colors

The logo may only be reproduced in blue (PMS 281) or black. The logo may also be reversed out in white from 100% of the background color.

Logo Placement

The logo should be clearly and prominently displayed on all visual communications. Preferred placement of the logo is at least a .25 inch from the edge of a page, gutter, border, graphic or text.

Logo Size

The minimum size of the logo is 1 inch. In situations where a smaller logo is required, contact UMAC for design options.

Letterhead

All university offices and departments must use the official printed letterhead for all off-campus correspondence. Letterhead should not be photocopied for distribution. Letters should be composed in Palatino, Garamond, or other similar serif font; 12-point type; single-spaced. All text should be left justified with margins at least 1.5 inches on top and bottom. For shorter letters, please adjust margins accordingly for a pleasing visual appearance. University letterhead is printed on a 70-lb. white sheet with the logo in blue (PMS 281). Order forms are available on the Web site at www.belmont.edu/umac

Envelopes

The Belmont University envelope comes in a standard No. 10 size for all business correspondence. The logo and return address are printed in blue (PMS 281) on a 70-lb. white paper. The university return address for standard mail is 1900 Belmont Blvd., Nashville, TN 37212-3757. Order forms are available on the Web site at www.belmont.edu/umac

For questions regarding other U.S. Postal regulations, including addressing and endorsements, contact the University Mail Center at 460-6636.



Business Cards

Belmont University business cards are printed in blue (PMS 281) on an 80-lb. white cardstock. Business cards are imprinted with the employee's name, title, dept./office or school/college, the university address, phone and fax numbers and e-mail address. Order forms are available on the Web site at www.belmont.edu/umac

Note Cards

A Belmont University A-6 size note card and matching envelope are printed in blue (PMS 281) on an 80-lb. white cardstock. Order forms are available on the Web site at www.belmont.edu/umac

Fax Cover Sheets

Fax cover sheets can easily be created using Word or another word-processing program. A fax sheet should include the Belmont University logo, your department name and contact information. Template files are available on the Web site at www.belmont.edu/umac

Mailing/Shipping Labels

Belmont University mailing/shipping labels are pre-printed to match the family of stock items listed above. Order forms are available on the Web site at www.belmont.edu/umac

Publications

All printed pieces, including brochures, postcards, newsletters, banners, etc. must be produced according to university standards. To ensure proper usage of the Belmont University logo, please follow these guidelines. If an outside source is being used for design purposes, please contact UMAC for additional branding guidelines.

HOW TO OBTAIN LOGOS

Print-ready and Web versions of the Belmont University logo are available in various digital formats from UMAC's Web site at www.belmont.edu/umac

USE OF THE BELMONT UNIVERSITY SEAL AND EMBLEM

The Belmont University seal and emblem indicate official sanction by the university, while the Belmont University logo represents the institution's image. The seal and emblem do not provide the visual recognition offered by the logo and should not be used interchangeably with the logo. The seal should not be used in daily communications nor altered in any way. The seal and emblem are pictured at right.



Use of the university seal is restricted to the following:

- Communications from the Office of the President; the Board of Trustees; and executive officers of the university for special communications and events
- Formal documents including diplomas, transcripts, certificates and contracts
- Other official documents or historical university materials