To maintain consistency throughout our university’s athletic programs, this guide has been established to identify the acceptable usages of Bellarmine Athletics’ branding elements and terminology. Use these guidelines when creating publications, athletic apparel and/or signage.

ANY EXCEPTIONS TO THE USAGE PRESCRIBED IN THIS GUIDE MUST BE OBTAINED FROM THE DIRECTOR OF ATHLETICS.

COLORS Official Bellarmine colors are Scarlet and Silver, which when used in print are defined by the Pantone Matching System of ink colors as PMS 195C (Scarlet) and PMS 877 (Silver). The silver color also can be represented as a 30% shade of black. Black and white are also acceptable colors for use on athletic apparel and printed material.

TYPE STYLE Gotham Black Italic. Gotham Black, Gotham Bold and Perpetua are the typefaces in all of the athletics logos except. For consistency purposes, it is recommended that a type from the Gotham family of type styles are used to supplement the logo usage when type is needed on apparel. Contact the Sports Information Office with typeface inquiries.

NICKNAME The only nickname for Bellarmine athletic teams is Knights. There is no gender identification, so “Lady Knights” is an unacceptable usage. If a distinction is deemed to be necessary, then the preferred verbiage is Bellarmine Knights Women's Golf or simply Bellarmine Women's Golf or Knights women's golf.

SPORT IDENTIFICATION Because “Knights” is the only nickname, when identifying just one team correct usage is to keep the nickname plural, i.e. Knights Baseball (not Knight Baseball).

ATHLETIC LOGOS Acceptable logos include the BU, Knight, Traditional Athletics Logo, and the Sport-Specific Logo. Please see instructions pertaining to the individual logos printed alongside the artwork.

WEBSITE For all public references, use “buknights.com” or “www.buknights.com” (Not only is this shorter and easier to remember than the full address, it reemphasizes the “BUKnights,” which also is being used for other social media such as facebook and twitter.

WHEN USING ANY BELLARMINE LOGO, TAKE CARE NOT TO STRETCH OR SKEW THE LOGO IN ANY WAY. CONTACT THE SPORTS INFORMATION DIRECTOR WITH INQUIRIES ON USAGE.

ANY EXCEPTIONS TO THE PRESCRIBED USAGE REQUIREMENTS MUST BE APPROVED BY THE DIRECTOR OF ATHLETICS.

2. Traditional Athletic Logos
3. The Knight Sallet
4. Institutional Logos
5. Athletic Wordmarks and Typography
6. Colors
7. Sports-Specific Athletic Logos: Vertical 3-Color
8. Sports-Specific Athletic Logos: Vertical 2-Color
9. Sports-Specific Athletic Logos: Vertical 1-Color
10. Sports-Specific Athletic Logos: Horizontal 3-Color
11. Sports-Specific Athletic Logos: Horizontal 2-Color
12. Sports-Specific Athletic Logos: Horizontal 1-Color
13. Prohibited Uses
BELLARMINE ATHLETICS
BRANDING STYLE GUIDE

THE KNIGHT SALLET
GOTHAM BLACK ITALIC

BELLARMINE
KNIGHTS CROSS COUNTRY

GOTHAM BLACK or BOLD

GOTHAM BLACK ITALIC

BELLARMINE
KNIGHTS CROSS COUNTRY

PERPETUA
COLORS

**PMS 195**
OC 100M 60Y 55K

**PMS 877**
OC 0M 0Y 30K

**BLACK**
60C 40M 40Y 100K

**WHITE**
0C 0M 0Y 00K
BELLARMINE ATHLETICS
BRANDING STYLE GUIDE

SPORT-SPECIFIC VERTICAL | 1-COLOR

BELLARMINE
KNIGHTS BASEBALL

BELLARMINE
KNIGHTS BASEBALL

BELLARMINE
KNIGHTS CROSS COUNTRY
BELLARMINE ATHLETICS
BRANDING STYLE GUIDE

SPORT-SPECIFIC HORIZONTAL | 3-COLOR

BELLARMINE
KNIGHTS CROSS COUNTRY

BELLARMINE
KNIGHTS CROSS COUNTRY

BELLARMINE UNIVERSITY
MEN'S GOLF

BELLARMINE
KNIGHTS CROSS COUNTRY
incorrect uses