



# BRAND GUIDELINES



**BENTLEY**  
UNIVERSITY

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## INTRODUCTION

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Simply put, our brand is the sum total of experiences people have with Bentley, how they feel about us and why we matter in their lives. A consistent expression of our brand helps the world understand exactly who we are and what we've set out to do. When conveyed accurately, it allows our reputation to thrive and our network to grow.

In this guide, you will find an overview of Bentley's brand platform and everything you need to communicate it clearly and consistently when writing or designing your own content. The more unified we are in our content creation efforts, the stronger our brand becomes and the greater the impact we can all make with it.

If you have questions or need additional resources, contact [brand@bentley.edu](mailto:brand@bentley.edu) or visit [bentley.edu/brand](https://bentley.edu/brand).

# 01



## BRAND FOUNDATION

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Our brand foundation consists of the university mission and values. Together, these core elements are the bedrock upon which the Bentley brand is built.

# University Mission

Our mission statement describes our fundamental purpose and answers the question, “*Why do we exist?*”

More at [bentley.edu/about/mission-and-values](https://bentley.edu/about/mission-and-values).

Bentley University changes the world with a transformative business education, integrated with the arts and sciences, that inspires and prepares ethical leaders who will confront the challenges of today and shape the opportunities of tomorrow.

# University Values

To help accomplish our mission, the Bentley community embraces these values and uses them to guide our conduct.

More at [bentley.edu/about/mission-and-values](https://bentley.edu/about/mission-and-values).

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Caring

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Collaboration

---

Diversity

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Honesty

---

Impact

---

Learning

---

Respect

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# 02



## BRAND PLATFORM

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As a business university, we are continuously adapting to the changing global marketplace, so it's important that our story and the way we convey it keep pace with our evolution.

In 2019, our community embraced the “Be a Force” brand platform that reinforces our longstanding commitment to developing future business leaders who deliver value in the marketplace and a lasting positive impact on society.

In 2024, we sharpened our message to breathe new life into that platform, while keeping the same focus on using business to improve the world. Our updated and simplified platform is informed by more than 60 stakeholder interviews and a thorough assessment of our current proof points and competitive advantages as well as extensive consumer research.

# Rationale

“Good business” is true, differentiating and broad enough to represent all of Bentley University.

It is a good business decision to enroll from a career standpoint.

*An indisputable ROI for students.*

Good business skills are what you acquire.

*Foundational skills that prepare students for career success.*

Good business makes a positive impact in the world.

*Our point of emphasis and distinction.*

# Why It Matters

The fabric of higher education is changing. And that change keeps accelerating. By distilling Bentley’s philosophy down to a single idea — good business — we can build a brand platform that is future-proofed and sets the university apart from key competitors.

~~Bentley University changes the world with a transformative business education, integrated with the arts and sciences, that inspires and prepares ethical leaders who will confront the challenges of today and shape the opportunities of tomorrow.~~

# Platform

Brand platforms are broad, all-encompassing ideas that permeate every aspect of an institution. They unite all messaging and are big enough to hold taglines (simple phrases that sum up the platform) and campaigns (distinct strategies or efforts that extend from the platform).

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## Brand Strategy Overview

**The Brand Positioning Statement:** *The key takeaway*

**BENTLEY UNIVERSITY IS WHERE GOOD BUSINESS BEGINS.**

**The Brand Pillars:** *The truths that prove it*

WHO WE ARE

**FORCES  
OF POSITIVE  
CHANGE**

WHAT WE DO

**UNPARALLELED  
IMPACT**

HOW WE DO IT

**HOLISTIC  
BUSINESS  
EDUCATION**

**Why It Matters:**

**Good business impacts the bottom line — and the world.**

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# Elevator Pitch

Our elevator pitch is a short paragraph or speech containing a high-level overview of our brand. It's meant to align everybody who talks about Bentley so we are all on the same page. However, it is not an exact script. Each audience is unique, so you'll find yourself putting the pitch into your own words.

**Bentley University believes good business can impact more than just the bottom line – it can change the world.**

Bentley is a community of future business leaders who will deliver value in the marketplace and lasting positive effects for society. We're focused on impact, outcomes and success.

Our students are highly sought after; our faculty are applying innovative research to real-world problems; and our alumni are leading organizations around the world. Bentley educates the head and the heart with a highly innovative, technology-infused, future-focused education that integrates the best of business and the arts and sciences. We prepare the leaders of tomorrow to meet any challenge the global economy may bring.

# Brand Pillars

Brand pillars are the proof points that support our brand position; they elaborate and further define our brand promise.

## FORCES OF POSITIVE CHANGE

Bentley University has a clarity of purpose and an unwavering commitment to making a tangible difference. Being both dynamic and proactive demonstrates Bentley's unwavering commitment to making a tangible difference. The successful business leaders of tomorrow will be expected to deliver real-time value in the marketplace as well as lasting positive outcomes for society. We are a community who will drive that positive impact — and the future of business.

## UNPARALLELED IMPACT

Bentley University understands impact — it's woven into everything we do. Since our founding days, this institution has maintained a resolute, comprehensive and sustained commitment to success and outcomes. It's our core competence — and core promise. Students, faculty and staff come to Bentley with life-changing aspirations and achieve their goals here.

## HOLISTIC BUSINESS EDUCATION

In a world marked by seismic change and grand challenges, Bentley University cultivates an environment that fosters ethical and moral principles, nurturing the development of well-rounded leaders poised to make an impact on the world stage. We deliver a highly innovative, technology-infused, future-focused business education and scholarship. With multidisciplinary academic programs, corporate collaborations and real-world partnerships, Bentley educates the head and heart with the best of business and the arts and sciences — and prepares the leaders of tomorrow to meet any challenge the global economy may bring.



# 03



## MESSAGING

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When writing or speaking on behalf of Bentley, it's important to do so with a unified, consistent voice. While we tailor our content and tone to each audience, we are consistent with how we reference our values and touch upon our positioning and pillars — the things that make Bentley special and distinct in the marketplace.

Visit [bentley.edu/brand/messaging](https://bentley.edu/brand/messaging) for our most up to date brand messaging, strategic communications and social media guidelines.

# Copywriting Approach

So much of the Bentley brand is communicated in our voice — what we decide to say with our spoken and written language. This approach will guide you as you write for the page, web or script.

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Be clear.

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Be concise.

---

Talk like a person, not an institution.

---

Don't make superfluous claims.

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Don't use pretentious words like "superfluous."

---

Be anything except boring.

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# Messaging by Audience

These are the key audiences who need to understand our brand, what it represents and what it can mean for them.

For more details on how to relate Bentley's brand messaging to each audience, refer to the Brand Messaging Guidelines on our brand site.

~~Bentley University changes the world with a transformative business education, integrated with the arts and sciences, that inspires and prepares ethical leaders who will confront the challenges of today and shape the opportunities of tomorrow.~~

# Headlines

Above all else, our headlines and subject lines must hook the reader. Because if we don't have their attention, it doesn't matter what we say. We have created three different structures that will help you write compelling lines.

## THE "GOOD BUSINESS" STRUCTURE

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One way to structure engaging headlines is to use the phrase "good business" in a sentence related to a specific topic about Bentley. By giving the phrase context, you can play off the triple meaning of the idea and create thought-provoking statements.

### Examples:

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**Sending your kids to Bentley is a good business decision.**

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**Master good business.**

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**Hiring Bentley students is just good business.**

## THE "JUXTAPOSITION" STRUCTURE

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Since "good business" has many defining qualities, one way to structure smart headlines is to juxtapose two seemingly unrelated ideas together. This shows the depth and breadth of the brand in a unique and ownable way to Bentley.

### Examples:

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**Where purpose meets profit.**

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**Where mission meets margin.**

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**Where analytics meets ethics.**

## THE "NO STRUCTURE" STRUCTURE

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Not all great headlines come from a preordained structure. Sometimes the best way to write is to think creatively. You can twist a classic expression to change the meaning. You can use wordplay. You can think big. You can do anything.

### Examples:

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**Think outside the stocks.**

---

**Where leaders come to learn.**

---

**Accounting for change.**

# Headline Tips



## Be interesting

### Example:

Where leaders come to learn.

## Be smart

### Example:

Think outside the stocks.

## Be authentic

### Example:

Where purpose meets profit.

## Be relatable

### Example:

Staying connected with your Falcon family is just good business.



## Don't be snarky

### Example:

Going to any other school is bad business.

## Don't be self-deprecating

### Example:

Even our liberal arts majors get jobs.

## Don't be negative

### Example:

Going to Bentley is a vow to never live in your parent's basement.

## Don't be boring

### Example:

Bentley University means good business.

# Boilerplate

Use this boilerplate as a standard way of communicating a high-level understanding of Bentley University. It's often included in articles, press releases, brochures and the like.

Be sure to check [bentley.edu/brand](https://www.bentley.edu/brand) for the most up-to-date version.

Bentley University believes good business can impact more than the bottom line — it can change the world. Bentley is a community of future business leaders who will deliver value in the marketplace and lasting positive effects for society. The university's students are highly sought after, its faculty apply innovative research to real-world problems, and its alumni lead organizations around the world. Bentley educates the head and the heart with an innovative, technology-focused education that integrates the best of business and the arts and sciences and prepares the business leaders of tomorrow to lead successful, rewarding careers. Founded in 1917, the university enrolls 4,500 undergraduate and 800 graduate and PhD students and is set on 163 acres in Waltham, Massachusetts, 10 miles west of Boston. For more information, visit [bentley.edu](https://www.bentley.edu).

# 04



## VISUAL IDENTITY

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Our visual identity forms the foundation of the Bentley brand, and its core elements work together to create clear, distinctive communications that consistently capture the essence of Bentley. This section offers the guidance, style and approach needed to effectively interpret and create within the brand's framework.

# Primary Logo

Our primary logo serves more informal applications and can be used to create a fresher look with an accessible tone.

For more details about logo usage, file types (i.e. eps, pdf, png), licensing information and an approved list of vendors, visit [bentley.edu/brand](http://bentley.edu/brand).



The clearance around the shield should equal the height of the large B.



The shield should not appear any smaller than .75" in print executions or 90px in digital executions.

# USAGE

In all cases, the B should be white or lighter than the background.



White B



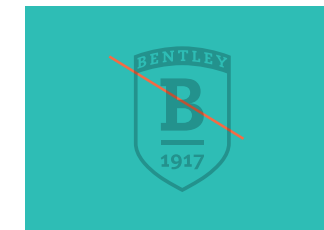
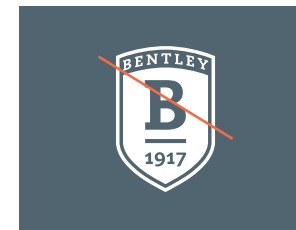
White B



B is lighter than background



Etched B, appearing lighter than background



# University Seal

The university seal is used as a formal insignia on official university documents and on materials produced for the Board of Trustees and Office of the President.

The seal is not a marketing logo. Use of the seal by any other office or department or in any applications such as printed invitations, etching or engraving must be approved by the brand marketing team. Contact them at [brand@bentley.edu](mailto:brand@bentley.edu).



The university seal comprises the distinctive things that make Bentley special: Our beloved Falcon soaring high. The beautiful greenery of our lush campus. And, at the center of it all, our iconic clocktower, set at 19:17 in tribute to the year Harry Bentley's vision for a new kind of business education came to life.

## USAGE

When applying the university seal, only use these approved brand colors. If placed over irregular backgrounds or images, be sure that the tower is white or lighter than the background.

Reach out to the brand marketing team at [brand@bentley.edu](mailto:brand@bentley.edu) for engraving/etching/frosted items.

In all cases, the clocktower should be white or lighter than the background



**PMS 295**

C 100 M 50 Y 0 K 40

R 43 G 69 B 102

HEX #2B4566



**PMS 7406**

C 0 M 18 Y 100 K 0

R 255 G 204 B 51

HEX #FFCC33

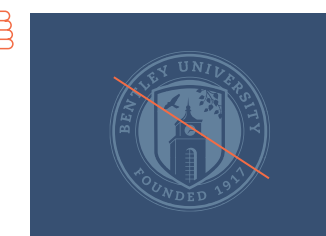


**PMS 7545**

C 15 M 0 Y 0 K 60

R 123 G 133 B 143

HEX #7B858F



## Wordmarks

The university wordmark introduces the brand simply and clearly. It provides flexibility when dealing with space constraints and can accommodate a wide range of uses and contexts.

**BENTLEY**  
UNIVERSITY

**BENTLEY UNIVERSITY**

## Lockups

Bentley's "lockups" have our brand elements — the brandmark (image) and wordmark (text) — positioned together in a fixed way. To maintain consistency across all mediums, the lockups should not be taken apart or altered in any way. We have several versions of the lockup to accommodate various spaces and orientations.





## Departmental Lockup

Departmental logo lockups are created by combining the primary logo, the university wordmark and the department name.

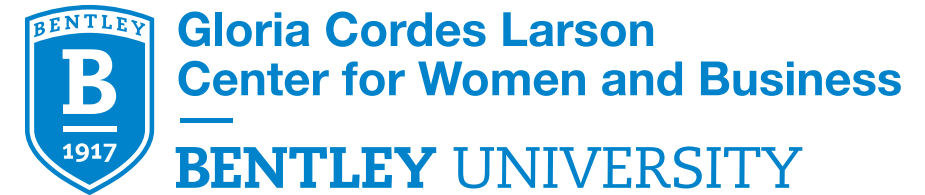
To download your departmental logo, visit [bentley.edu/brand](https://bentley.edu/brand).



## Center Lockups

Center logo lockups are created by combining the primary logo, the university wordmark and the center name. This format is available for select centers at this time.

Email [brand@bentley.edu](mailto:brand@bentley.edu) for a center logo package.



# Tagline Lockups

The tagline lockup emphasizes the tagline in a balanced and cohesive way, reinforcing brand recognition and message clarity. Use the lockup to maintain a unified look and feel, while highlighting the core message that defines our brand.

Horizontal

**IT'S JUST GOOD BUSINESS**

Stacked

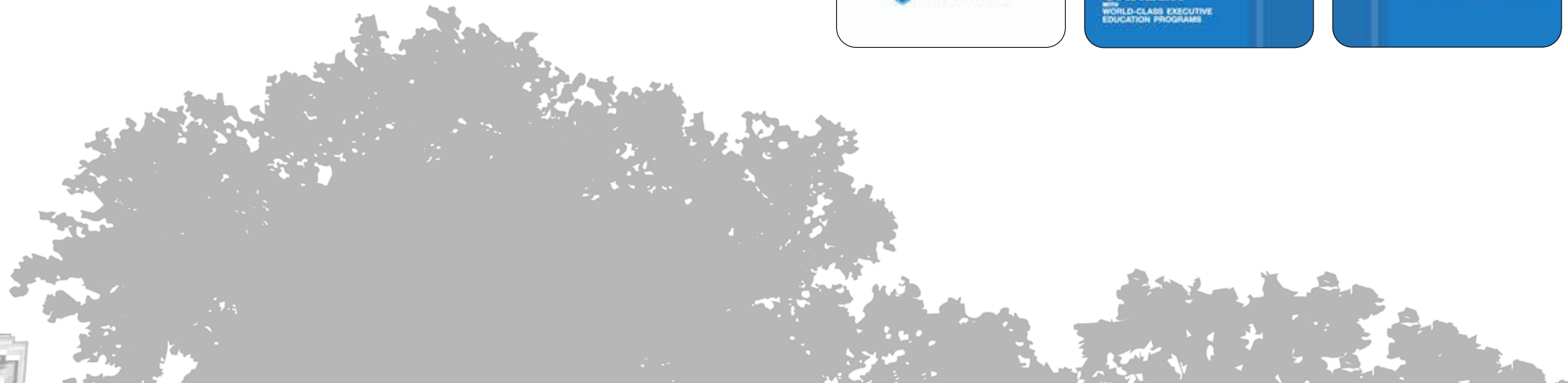
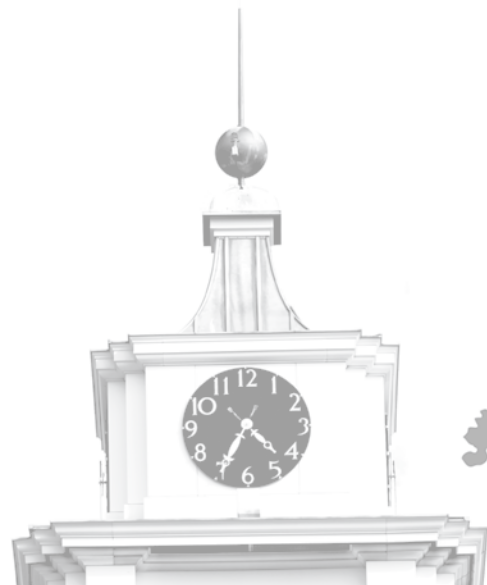
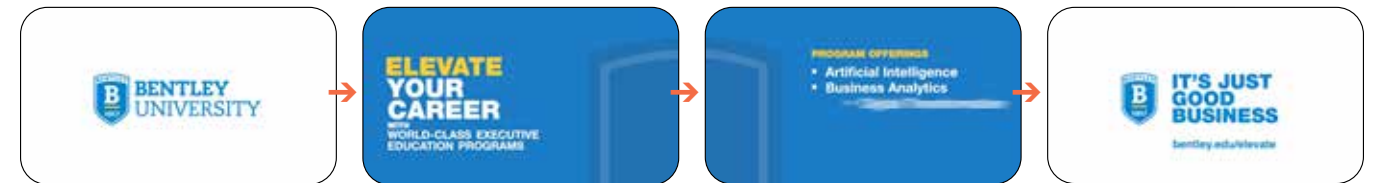
**IT'S JUST  
GOOD  
BUSINESS**

# TAGLINE USAGE

Print



Video



## Primary Font

Our primary font, Helvetica Neue, is our first choice for most applications, from big bold headlines to smaller body copy.

Arial can be used as a substitute for digital applications.

Helvetica Neue 35 Thin

Helvetica Neue 45 Light

*Helvetica Neue 45 Light Italic*

Helvetica Neue 55 Regular

*Helvetica Neue 56 Italic*

Helvetica Neue 65 Medium

**Helvetica Neue 75 Bold**

***Helvetica Neue 76 Bold Italic***

**Helvetica Neue 95 Black**

## Secondary Font

Caecilia, our secondary font, should only be used to complement our primary font. It's typically smaller in size and used to accompany body text.

Caecilia LT 45 Light

*Caecilia LT 46 Light Italic*

Caecilia LT 55 Roman

*Caecilia LT 56 Italic*

**Caecilia LT 75 Bold**

***Caecilia LT 76 Bold Italic***

**Caecilia LT 85 Heavy**

***Caecilia LT 86 Heavy Italic***

# Iconography






Simple, line-based iconography provides a design option that can support and simplify brand communications while adding visual interest.

To download a full set of our icon system, visit [bentley.edu/brand/visual-identity](https://bentley.edu/brand/visual-identity).



# Primary Color Palette

Use the following colors as a first choice when designing print or web assets to create a look that instantly and consistently aligns with our identity.


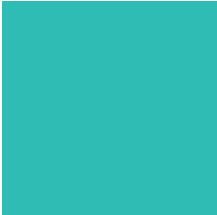





				
<b>PMS 3005</b>	<b>PMS 295</b>	<b>PMS 7545</b>	<b>PMS 7542</b>	<b>PMS 7406</b>
C 100 M 35 Y 0 K 0	C 100 M 50 Y 0 K 40	C 15 M 0 Y 0 K 60	C 10 M 0 Y 3 K 15	C 0 M 18 Y 100 K 0
R 0 G 117 B 201	R 43 G 69 B 102	R 123 G 133 B 143	R 179 G 196 B 204	R 255 G 204 B 51
HEX #0075BE	HEX #2B4566	HEX #7B858F	HEX #FFCC33	HEX #B3C4CC

## Accessibility Standards

American Disabilities Act compliance is an important consideration when creating any materials in the brand. Please make sure your combinations pass Web Content Accessibility Guidelines Level AA standards within their associated category.

# Secondary Color Palette

Use these accent colors sparingly as choices that complement the primary palette. As a reminder, always lead with a primary color before introducing a secondary color.

				
<b>PMS 2300</b>	<b>PMS 326</b>	<b>PMS 1665</b>	<b>PMS 7579</b>	<b>PMS 2141</b>
C 35 M 5 Y 100 K 0	C 70 M 0 Y 36 K 0	C 0 M 44 Y 100 K 0	C 0 M 72 Y 78 K 0	C 47 M 13 Y 3 K 0
R 178 G 200 B 53	R 46 G 188 B 179	R 249 G 159 B 28	R 243 G 108 B 69	R 128 G 188 B 230
HEX #B3C642	HEX #42B7B0	HEX #F99F1C	HEX #F26C45	HEX #82BCE5
				
<b>Process Color Only</b>	<b>CMYK Text for Print</b>			
C 23 M 0 Y 0 K 70	C 23 M 0 Y 0 K 70			
R 81 G 101 B 112				
HEX #50646				

# Color Scale

Use these scales to help guide your choice and ratio of colors within print and digital executions.

If you have questions or need additional resources, contact [brand@bentley.edu](mailto:brand@bentley.edu) or visit [bentley.edu/brand](http://bentley.edu/brand).

## Print



## Digital

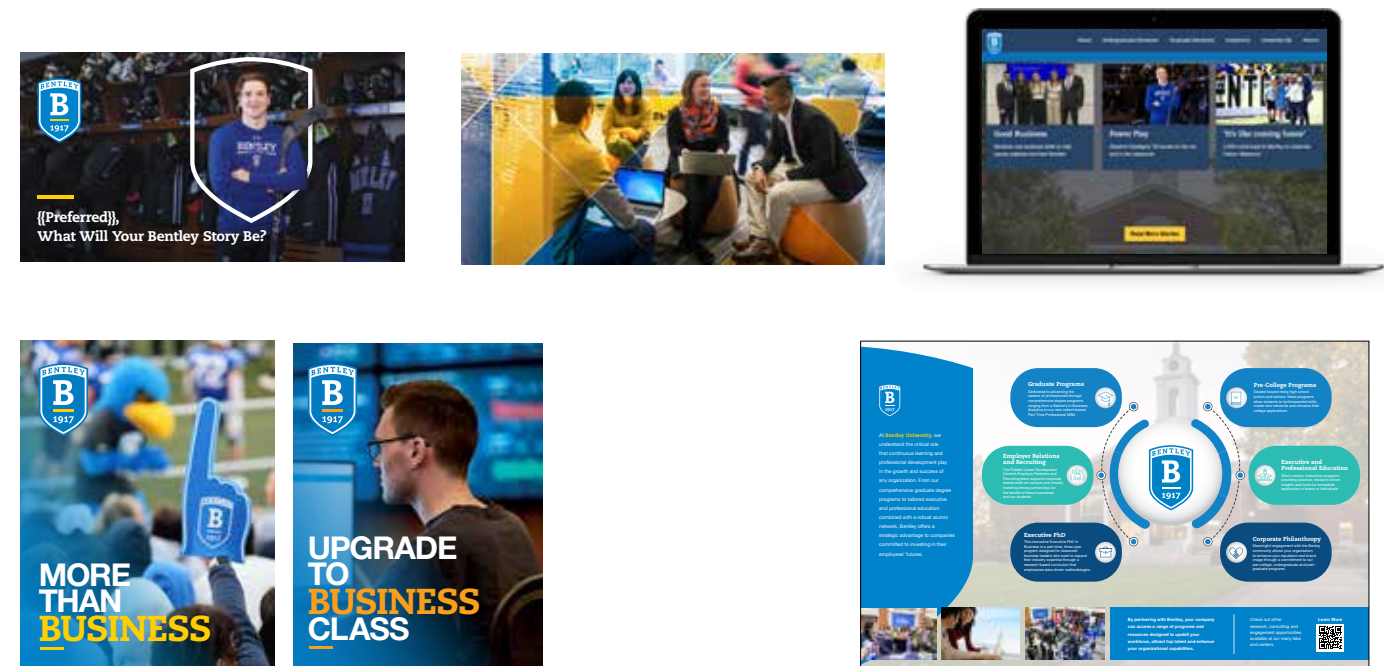


## Secondary Palette for Both Print and Digital



# COLOR USAGE

Aim to balance your color ratios across the entire page. Remember that not every color within the palette needs to be represented, but also remember that secondary colors should be used selectively to heighten the design and prevent a stark or sterile look.



05



## CREATIVE

**NEYHEYMEE**

Class of '23  
Business Economics Major  
Senior Adviser to Black United Body (BUB),  
Professional Model, Consultant

It's been a model year for Neyheymaa - she walked the runway at New York Fashion Week and landed her first finance job as a business consultant before she graduated. Her creativity, leadership skills and internship experiences positioned her for a picture perfect career.

BENTLEY UNIVERSITY

BENTLEY UNIVERSITY

Master  
**GOOD BUSINESS**  
with the right MBA for you.

Where **GOOD BUSINESS** Begins

**GOOD BUSINESS ISN'T AN OXYMORON**

BENTLEY UNIVERSITY



# Layout

The headline provides a clear hierarchy of message with the body copy.

A

Our choice of photography has depth and dynamics, with a composition that makes the subject feel heroic.

B

A simple overlay conveys energy.

C

Iconography draws the eye, elevating the design with purpose.

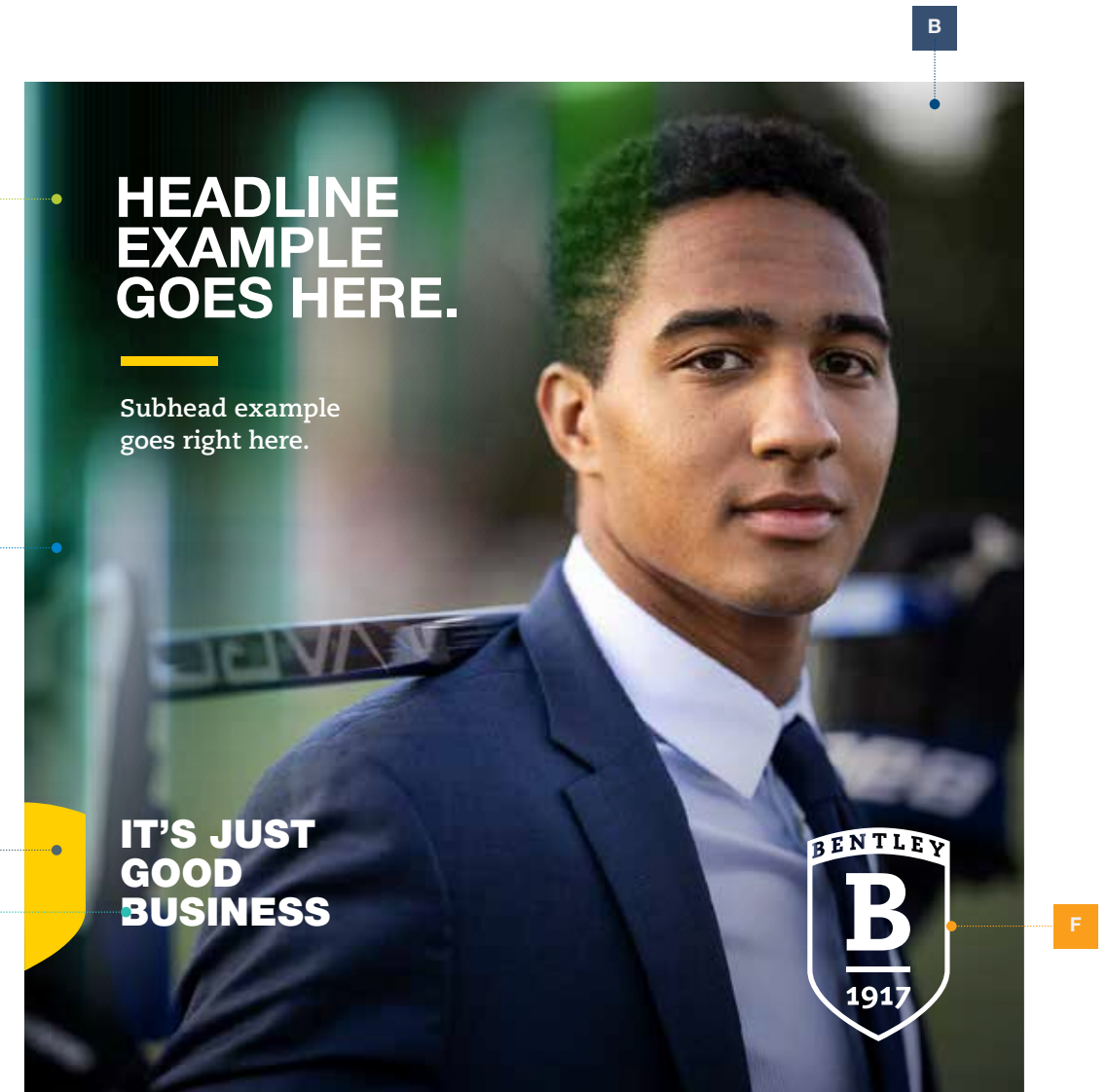
D

*It's Just Good Business* is treated appropriately within the hierarchy and pays off the statement that precedes it.

E

Brand elements complement each other while fitting the composition and context with appropriate separation.

F





# Photography

Bentley's approach to photography is an important part of how the university expresses and reinforces its brand. Bentley aims to capture real-life moments, giving you the feeling that you are observing a genuine interaction. Diversity and inclusion should be reflected authentically in our photography both by the subjects as well as their surroundings.

To learn more about photography at Bentley including how to access Bentley photos, request headshots and download release forms, visit [bentley.edu/brand/resources](https://bentley.edu/brand/resources).





**WE MEAN BUSINESS**



If you have requests or questions about these guidelines, visit [bentley.edu/brand](https://bentley.edu/brand) or email us at [brand@bentley.edu](mailto:brand@bentley.edu).

