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FROM THE PRESIDENT



Greetings,

Telling Berry's story authentically and persuasively has always been a priority for us. And our story remains special.

At our founding, Martha Berry partnered with students: she provided educational opportunity, and they helped build the school. That same collaborative mindset guides what we do today. But timeless as these values are, we recognize that modes and styles of communicating them are constantly changing.

To stay on point as we spread the word about Berry, we have reflected carefully on what is most true about us, and about how we can most effectively share it with others. While our efforts are most frequently referred to as "branding" (often associated with "creating"), I would contend that it has been closer to "uncovering."

The process that has led to the work on the following pages has been disciplined and thorough. We have looked within, listening carefully to those who know the college best—our Berry family—as well as those who are just meeting us, so that we can better understand how Berry's value promise resonates with them.

And while we have found new and relevant ways of talking about the Berry experience, the power of connecting learning to doing and the deepened sense of purpose we gain by reflecting on our work remains at the heart of our story.

Through these brand and identity tools, we have an opportunity to reenergize our communications and to remind ourselves of what we hold most closely. The language, images and symbols we have chosen, as you will see, draw upon our past for inspiration.

For all who contributed to this renewed Berry brand and identity, I offer my sincere thanks. You have made this college that we hold dear even stronger.

Sincerely,

Dr. Steve Briggs
PRESIDENT

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BRAND

Our brand is a communications platform rooted in the fundamental truths of Berry and poised to define and distinguish us in our current marketplace.

.....

POSITIONING STATEMENT

The rational, plainspoken, detailed articulation of what Berry is today.

A CULTURE OF MENTORSHIP THAT INTEGRATES IMMERSIVE INTELLECTUAL AND PERSONAL DEVELOPMENT WITH HANDS-ON WORK AND LEADERSHIP EXPERIENCES IN A WARM AND FAITH-ENCOURAGING COMMUNITY ON A BEAUTIFUL AND WELL-RESOURCED CAMPUS.

VISION STATEMENT

The grounded, realistic articulation of what Berry seeks to become.

BERRY PROVIDES AN UNDERGRADUATE EDUCATION THAT IS NOT JUST UNIQUE BUT ALSO IMPOSSIBLE TO DUPLICATE. ITS INTENTIONAL INTEGRATION OF THE INTELLECTUAL, PRACTICAL AND PERSONAL DIMENSIONS OF THE STUDENT EXPERIENCE—AND ITS CAMPUS-WIDE COMMUNITY OF MENTORS—ARE DRIVERS OF LIFELONG SUCCESS.

VALUE PROPOSITION

What makes us compelling and attractive to the marketplace or “Why choose Berry?”

BY WORKING ALONGSIDE MENTORS AND FELLOW STUDENTS TO FUEL THE ENTERPRISE BEHIND THEIR OWN EDUCATIONS, BERRY STUDENTS GAIN THE INITIATIVE, JUDGMENT AND COMPLEX-PROBLEM SOLVING SKILLS THAT DISTINGUISH THEIR PROFESSIONAL AND PERSONAL LIVES.

MESSAGING

THEME

The highest-level distillation of Berry's value.
To be used in formal communications when supported by content that gives it meaning.

LEARN IT WELL.
KEEP IT ALWAYS.

Additional pairings might support: Compact, Mentorship, LifeWorks, Campus

ESSENCE

These core brand attributes provide a useful benchmark when gauging the authenticity of the stories we tell about Berry.

ENDURING MISSION.
UNDERSTANDING BASED IN PRACTICE AND REFLECTION.
GROUNDING AND FAR-REACHING.

ELEVATOR SPEECH

A brief accounting of the college's most distinctive features and benefits.

THE BERRY EDUCATION IS IMPOSSIBLE TO REPLICATE.

It is grounded in **a partnership between the college and its students**. The college provides rigorous intellectual inquiry; up to eight semesters of paid, practical work experience; and a framework for students to build their own **four-year plan for personal and professional success**. Supported by a **caring community that values mentoring** and constructive advice, Berry students become committed to making this **campus of tremendous beauty** and opportunity—and each other—better. The result is graduates who are agile learners, grounded in purpose, with **a stellar work ethic**.

BRAND PROMISE

Berry's **COMMITMENT TO
PERSONAL, PRACTICAL AND
PROFESSIONAL DEVELOPMENT**

is realized through **rigorous intellectual exploration, selfless contributions from a wide network of mentors and hands-on learning experiences** that instill a **lifelong work ethic** while building **highly valued and widely relevant career and interpersonal skills.**

VOICE

Use these words as guidance when calibrating the tone and personality of our brand communications.

**THOUGHTFUL.
CARING.
DETERMINED.
RESOURCEFUL.
PLAYFUL.
POSITIVE.
GROUNDED.**

PILLARS

The key elements of the Berry experience.
When considered together, they place the college
in a category of one.

**A FOUR-YEAR PLAN FOR INTELLECTUAL,
PROFESSIONAL AND PERSONAL DEVELOPMENT.**

**A COMMUNITY OF ADVISORS AND GUIDES
WHO BECOME LIFELONG RESOURCES.**

**EIGHT SEMESTERS OF HANDS-ON,
SKILLS-BUILDING, PAID, LEARNING EXPERIENCES.**

**SPACE, BEAUTY AND UNIQUE RESOURCES
THAT INSPIRE AND ENRICH.**

PORTRAIT OF THE GRADUATE

A set of personal characteristics and qualities that most often result from the Berry experience.

SELF-MOTIVATED LEARNERS.

CREATIVE, SELF-AWARE AND PRACTICAL PROBLEM SOLVERS.

EXPERIENCED LEADERS WITH RELATIONAL INTELLIGENCE.

ETHICAL PRACTITIONERS OF THEIR FIELDS.

KNOWLEDGEABLE, RESILIENT AND RESPONSIBLE ADULTS EQUIPPED FOR SUCCESS.

NARRATIVE

By supplementing the brand pillars with these secondary messages, we tell a more complete and compelling version of Berry's story.

IT BEGINS WITH OUR FOUNDING.

(We help establish credibility by telling the story of Martha and the purposeful exchange between Berry and its first students.)

WE RECEIVE AS WE GIVE.

(Mentorship and reciprocity are the foundation of The Berry Compact.)

WE VALUE THE FUNDAMENTALS.

(LifeWorks enables students to build a portfolio of experiences with increasing responsibility attached to them.)

WHAT WE LEARN IS MADE DEEPER AND LONG-LASTING BY THE WAY WE LEARN IT.

(Understanding is informed by experience and strengthened through reflection.)

WE HAVE A PLAN—FOR YOU TO HAVE YOUR OWN PLAN.

(We will guide you in developing your own four-year educational pathway.)

WHEN CONFRONTED WITH A CHALLENGING PROBLEM, WE CAN DRAW ON WISDOM BEYOND OUR OWN.

(Berry's community of mentors—peers, faculty and staff, alumni—model for our students the qualities they most admire.)

GRATEFUL MEMBERS OF A RESPECTFUL COMMUNITY WHO INHABIT UNMATCHED BEAUTY AND SPACE.

(The Berry campus is a significant influence on our learning and outlook.)

WE ARE PREPARED FOR WHAT'S NEXT

(Having gained experience by working our way up, Berry graduates are ready, agile and adept.)

ANTHEM

Think of this as overarching “spirit” language, encapsulating Berry’s values and viewpoint. (The title is drawn from one of Martha Berry’s final letters.)

“CARRY ON THE WORK”

It’s a way of looking at the world.

The opportunities it has to offer.
And what we can offer in return.

It’s who we’ve always been.
And what we’re constantly becoming.

It invites us to look back, and to gaze within.

There, we find resilience. Confidence. Purpose.
The call to chart a course and make a difference.

It is simple. Straightforward.
Honest. Unapologetic.

It is a mandate, a challenge to which
we rise each day:

To pursue solutions to the most
complex problems.

To grasp ideas and shape them with our hands.

To form beliefs and test them every day.

To seek clarity and truth with relentless purpose.

To anchor ourselves with humility while lifting
our eyes to the horizon.

To receive wisdom, share gifts, improve lives.

To cherish the natural world, having lived and
learned in a place of inspiring beauty.

To leave this place better than we found it.

These ideals are our engine and compass.
They are never out of style.

It is this work that makes our days remarkable.
To do our best in everything we do.
In every walk of life.

Whether creating, innovating, leading or
serving, we add value to our professions, to
our communities, to our families, to ourselves.

Because how we learn, the ways we contribute,
the difference we make. Lasts.

It’s why we carry on the work. Just as we have
since the day our founder and her first group
of eager students willed Berry into being.

The best ideas have a way of sticking around.
Just like this education.

**WE LEARN IT WELL.
WE KEEP IT ALWAYS.**

TALKING POINTS

These are the pieces of our story that we want others to remember about Berry. Think of them as guideposts: they needn't (and shouldn't) be memorized or recited verbatim.

THE BERRY COMPACT

Grounded in our founding, the Berry education is built on an exchange. The College offers a purposeful, four-year approach to learning anchored in mentorship, reflection and work. Students contribute their ideas and industry to making Berry—and the larger world—better.

IN BRIEF: We help you make a plan for academic and personal success, provide hands-on learning experiences and surround you with mentors. In return, you choose a path that will help make this community—and the world—better.

LIFEWORKS

Berry students fill more than 1,000 jobs across all of the College's 180 departments. While gaining as many as eight semesters of paid, professional development experience, they connect classroom studies to hands-on learning, gaining invaluable skills and taking ownership of their education.

IN BRIEF: Eight semesters of paid, professional development experiences with increasing responsibility. Skills relevant in any career path.

MENTORSHIP

The result of a deeply ingrained culture of mentorship, the people of Berry share freely of their experience and expertise, helping one another learn and develop as scholars and people of character. Taking on the best qualities of teachers, friends, coaches, staff supervisors and alumni, Berry students grow into mentors in their own right.

IN BRIEF: Student and faculty mentors have your back from day one. Along the way, you build a network that becomes a lifelong resource.

CAMPUS

The world's largest campus is a place of tremendous physical beauty, encompassing facilities that support unique work-based learning opportunities, countless options for outdoor recreation and ample opportunities for research.

IN BRIEF: It's inspiring. The world's largest (twice the size of the next biggest—and of Manhattan), it's home to exceptional research, professional and recreational opportunities—and endless personal enjoyment.

COMMUNITY

A collection of people from many backgrounds and points of view, Berry is welcoming, respectful and deeply supportive. Students are free to express their faith, voice their opinions, explore new interests and do the things they love. Pursuing commitments bigger than oneself.

IN BRIEF: Welcoming, warm, inclusive, respectful, engaging, lively and faith-friendly.

OUTCOMES

Berry graduates do well for themselves, starting their first jobs or graduate school with a sense of purpose and momentum. Equipped with solid degrees, a wide range of portable skills and well-established values, they thrive in their careers and lead in their communities.

IN BRIEF: Known for their sense of purpose, work ethic and habits of mind, Berry graduates hold a distinct advantage in their professional lives.

BOILERPLATE

Use this brief description of the college when space is at a premium, such as at the close of a press release.

Nationally recognized for academic excellence and as an outstanding educational value, Berry is an independent, comprehensive liberal arts college of approximately 2,100 students. The college offers an exceptional education that balances closely mentored intellectual exploration, practical learning and character development. Its 27,000-acre campus, the world's largest, provides unmatched resources for its students' professional development.

CREATIVE EXPRESSION PLATFORM

| | |
|---|--|
| <p>PROMISE</p> | <p>Berry's COMMITMENT TO PERSONAL, PRACTICAL AND PROFESSIONAL DEVELOPMENT is realized through rigorous intellectual exploration, selfless contributions from a wide network of mentors and hands-on learning experiences that instill a lifelong work ethic while building highly valued and widely relevant career and interpersonal skills.</p> |
| <p>PILLARS</p> | <p style="text-align: center;">WHAT WE PROVIDE: Built to compete in today's market and expanded upon in the Brand Narrative (P. 13).</p> <ul style="list-style-type: none"> <li style="width: 25%; margin-right: 5%; margin-bottom: 10px;">◆ A four-year plan for intellectual, professional and personal development. <li style="width: 25%; margin-right: 5%; margin-bottom: 10px;">◆ A community of advisors and guides who become lifelong resources. <li style="width: 25%; margin-right: 5%; margin-bottom: 10px;">◆ Eight semesters of hands-on, skills-building, paid, learning experiences. <li style="width: 25%; margin-bottom: 10px;">◆ Space, beauty and unique resources that inspire and enrich. |
| <p>PORTRAIT OF THE GRADUATE</p> | <p style="text-align: center;">The outcome of the Berry Experience: SELF-MOTIVATED LEARNERS. CREATIVE, SELF-AWARE, PRACTICAL PROBLEM SOLVERS. EXPERIENCED LEADERS WITH RELATIONAL INTELLIGENCE. ETHICAL PRACTITIONERS OF THEIR FIELDS. KNOWLEDGABLE, RESILIENT AND RESPONSIBLE ADULTS EQUIPPED FOR SUCCESS.</p> |
| <p>ESSENCE (Core Brand Attributes)</p> | <p style="text-align: center;">ENDURING MISSION. UNDERSTANDING BASED IN PRACTICE AND REFLECTION. GROUNDED AND FAR-REACHING.</p> |
| <p>VOICE</p> | <p style="text-align: center;">THOUGHTFUL. CARING. DETERMINED. RESOURCEFUL. PLAYFUL. POSITIVE. GROUNDED.</p> |
| <p>THEME</p> | <p style="text-align: center;">LEARN IT WELL. KEEP IT ALWAYS.</p> <p style="text-align: center;">Hands-on experiences and reflection strengthen the knowledge we gain. The ways we contribute. The value we add to our professions, families and communities. Lasts.</p> |

SOCIAL MEDIA

We tell the Berry story in various contexts and on a range of channels. Social media presents unique opportunities.

Berry's social media channels have many audiences: students, parents, faculty and staff, alumni, visitors, even eagle enthusiasts. The list goes on. They are also especially important resources for prospective students admitted to the college and considering "fit." Whether told through a still image, a series of images that form a larger narrative, video shorts or a mix of all of these, the opportunities for us to make an impression are great.

Given Berry's unmatched natural beauty and our campus' status as the world's largest, Instagram (and to a somewhat lesser degree, Facebook) is an especially useful channel for us. But it is important to remember that when showing Berry's splendor, we have opportunities to tell how our setting strengthens the Berry experience—and how our students are fully engaged in living, learning and serving. We should act on that opportunity.

Images that, for example, help prospective students see themselves here and that remind alumni of their time in Mount Berry should continue to be a central part of our social media posts.

Because mentorship is a timeless and essential piece of the Berry story, we also should look for ways to show through images and brief text the impact and value of our culture of mentorship—whether passed along by peers, faculty, staff or alumni. Acknowledging how mentorship has influenced a profiled student's path is important.

And while establishing a sense of place and demonstrating the transformative impact of mentoring are central to our narrative, they are not intended to be the exclusive topics. There is ample opportunity to include posts related to the range of events in the daily life of the college.

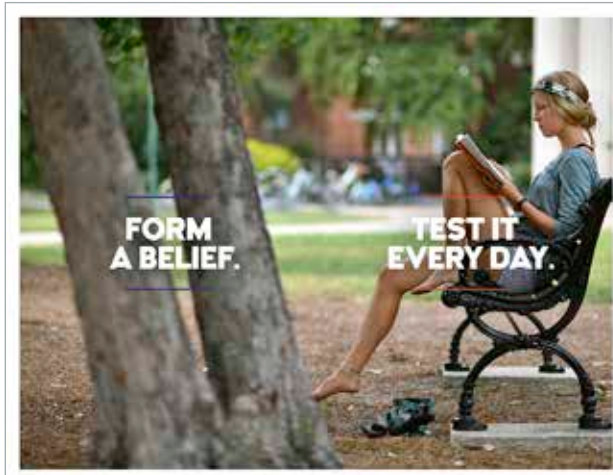
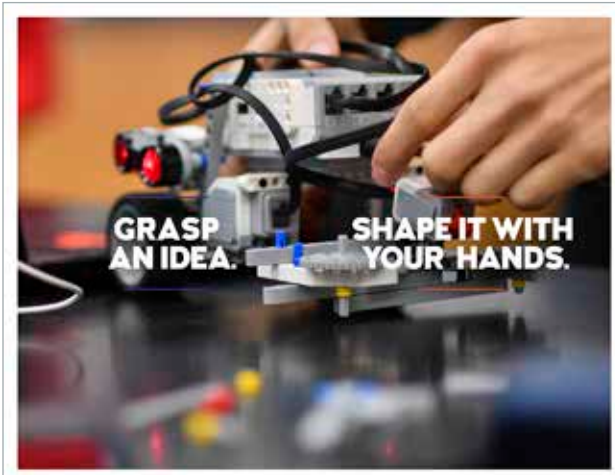
Keep in mind that while Twitter is a more news-oriented channel, it presents opportunities to extend the reach of some of the above "priority stories" with modest refinements.

TOOL KIT

HEADLINE THEORY

Especially when developing collateral material for student recruitment, consistent—though not exclusive—application of this style will help reinforce the Berry brand.

Formatted as two beats—usually short, imperative statements, the second building upon (and often deepening) the meaning of the first. Aphoristic in character, as if mantras from the mouth of Martha. Direct, earnest and infused with wisdom. The two-part cadence mirrors the “Learn it well. Keep it always” phrasing of the brand theme.



EDITORIAL STYLE

While Berry adheres to AP Style for most college communications, the less-formal and more-approachable character of our student recruitment materials should be given a degree of leeway, especially in headline styles (see previous page) and sentence structure in body copy.

For guidance, we have provided here a few often-referenced AP Style rules.

ACADEMIC DEGREES

Do not use capitals when referring to degrees in general terms (bachelor's, master's, doctorate, associate degree) but always capitalize specific degrees (Bachelor of Arts, Master of Science), whether or not they directly precede or follow a name.

BOOK TITLES

Use quotation marks around the titles of books, songs, television shows, computer games, poems, lectures, speeches and works of art.

Example: The author read from his new book, "Life is Better At Berry."

CAPITALIZATION OF "COLLEGE"

Do not capitalize "college" when making second references to Berry.

Example: Berry College encourages the use of AP Style. The college has found that doing so adds clarity.

NUMBERS

Spell out whole numbers up to (and including) nine (e.g., zero, one, 10, 96, 104).

SERIAL COMMAS

Do not use a comma before a conjunction in a simple series.

Example: The American flag is red, white and blue.

TITLES

Use capitals for academic titles only when proceeding a name:

Examples: Assistant Professor of English Martha Berry prefers use of AP Style.

Martha Berry, assistant professor of English at the college, encourages avoidance of the serial comma.

TYPOGRAPHY

Woodford Bourne and Harriet Text are our preferred and primary brand typefaces and should be used whenever possible.

Woodford Bourne:
www.myfonts.com/fonts/paulo-goode/woodford-bourne

Woodford Bourne Ultra
Woodford Bourne Ultra Italic

Woodford Bourne Bold
Woodford Bourne Bold Italic

Woodford Bourne Medium
Woodford Bourne Medium Italic

Woodford Bourne Regular
Woodford Bourne Regular Italic

General guidelines:

- Ultra and Bold set in all caps should be used for headlines, subheads and factoids.
- Woodford Bourne Ultra should always be set in all caps. It is most legible at 13pts or larger.
- Woodford Bourne Bold will most often appear in all caps. It will replace Ultra when type is set at 12pts or smaller.
- Woodford Bourne Medium and Regular may be used for body copy, sidebar content and lists.

Harriet Text:
<https://okaytype.com/typefaces/harriet>

Harriet Text Bold
Harriet Text Bold Italic

Harriet Text Medium
Harriet Text Medium Italic

Harriet Text Regular
Harriet Text Regular Italic

Harriet Text Light
Harriet Text Light Italic

General guidelines:

- Harriet Text may be used for headlines, intro text, body copy, kicker heads and quotes.
- Harriet Text Light may be used at sizes 12pts and larger.
- Harriet Text Regular may be used at sizes 11pts and smaller.

Enticing Script:
www.fontspring.com/fonts/blue-vinyl-fonts/enticing-script

Enticing Script

General guidelines:

Creative Services may pair Woodford Bourne and/or Harriet text with this script for invitations and other formal design projects.

SUBSTITUTIONS

The following options are permissible when it is not possible to purchase brand typefaces.

Arial (system font):

Arial Black
Arial Black Italic

Arial
Arial Italic

Century Schoolbook (system font):

Century Schoolbook Bold
Century Schoolbook Bold Italic

Century Schoolbook
Century Schoolbook Italic

COLOR PALETTE

Color is one of the most recognizable aspects of our brand. It must be used correctly and consistently to ensure cohesion.

| | | | | |
|---|--|--|---|--|
| <p>PANTONE 281 C (Berry Blue)</p> <p>CMYK COATED: 100/85/5/36</p> <p>RGB: 0/32/91</p> <p>HEX: 00205B</p> | <p>PANTONE PROCESS BLUE C (Berry Bright Blue)</p> <p>CMYK COATED: 100/13/1/2</p> <p>RGB: 0/133/202</p> <p>HEX: 0085CA</p> | <p>PANTONE 429 C (Berry Silver)</p> <p>CMYK COATED: 21/11/9/23</p> <p>RGB: 162/170/173</p> <p>HEX: A2AAAD</p> | <p>PANTONE 137 C</p> <p>CMYK COATED: 0/41/100/0</p> <p>RGB: 255/163/0</p> <p>HEX: FFA300</p> | <p>PANTONE 485 C</p> <p>CMYK COATED: 0/95/100/0</p> |
| | <p>50% 40% 30% 20% 10%</p> | <p>50%</p> | <p>10%</p> | <p>RGB: 210/81/60 HEX: D2513C (Available for digital applications only.)</p> |
| | | <p>50%</p> | <p>RGB: 255/206/101 HEX: FFCE65 (Available for digital applications only.)</p> | <p>RGB: 210/81/60 HEX: D2513C (Available for digital applications only.)</p> |

Our primary palette pairs Berry Blue and Silver with bright hues that reflect the vibrancy of the Berry campus and community. It should be used whenever possible to firmly establish Berry's identity. Approved tints are indicated.

The bright complementary colors were inspired by our physical surround:

- Berry Bright Blue:
Our endless, clear blue sky
- Yellow and Orange:
Warm sunshine, summer and fall landscapes, bright flecks in our brick and stone
- Green:
For miles and miles

Green is not incorporated into our primary and secondary palettes because it should come through strongly in our campus exterior photography. These greens are available for limited use in vector maps and graphics, and should be paired with colors from the primary palette.

| | |
|---|---|
| <p>PANTONE 369 C</p> <p>CMYK COATED 68/0/100/0</p> <p>RGB: 100/167/11</p> <p>HEX: 64A70B</p> | <p>PANTONE 7729 C</p> <p>CMYK COATED 95/0/75/65</p> <p>RGB: 0/88/60</p> <p>HEX: 005844</p> |
|---|---|

COLOR COMMUNICATION

By utilizing our color palette thoughtfully we will better appeal to and communicate with our complex audiences. Here are a few examples of color combinations and ratios to support specific goals.



Our PRIMARY PALETTE deployed in equal parts for current and prospective student audiences



Measured doses of red and orange from our PRIMARY PALETTE for parent, advancement, alumni and internal communications

GRAPHICS FOR ADMISSIONS COMMUNICATIONS

Graphics and illustrations may be used to add texture and personality to our communications. The following are acceptable expressions when set in our brand palette.

Solid and dotted rules may be used to anchor and emphasize text and may be incorporated into diagrams, graphics and page borders.



4pt Stroke Weight



1pt Stroke Weight



1pt Stroke Weight

Diamonds are found in many campus architectural details and may be incorporated into icons, used as text or image containers or as custom bullets in a bulleted list.



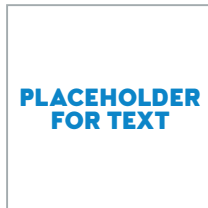
Arrows may be used to create movement and continuity across a layout or image; to draw attention to text content, actions and interactions in an image; and within maps and diagrams.



4pt Stroke Weight, round cap



Flat circle, square and rectangular containers may be used to frame text or images.



Dimensional rectangular boxes may be used as containers for text and images.



Small, flat, vector icons may be used to support content. Rounded edges make them feel soft and friendly. Positioning them at an angle, incorporating angles into the design and utilizing a diamond shape within the icon is encouraged. Make your own or purchase from Shutterstock.com. Be sure to modify the graphic elements and colors to suit your needs.



Three-dimensional graphics should be used when illustrating or diagramming complex information. It's best to use them sparingly, and to supplement the design with flat circle or square containers, flat rules and text, rather than utilizing multiple three-dimensional graphic elements on a single screen or page.



GRAPHICS FOR ALUMNI COMMUNICATIONS

Graphics may be used to add texture and personality to our alumni communications as well. The following are acceptable expressions when set in our brand palette, using red and orange in measured doses.

Solid and dotted rules may be used to anchor and emphasize text and may be incorporated into diagrams, graphics and page borders.



4pt Stroke Weight



1pt Stroke Weight



1pt Stroke Weight

Diamonds are found in many campus architectural details and may be incorporated into icons, used as text or image containers or as custom bullets in a bulleted list.



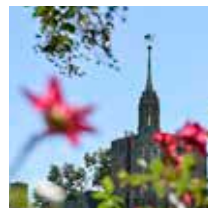
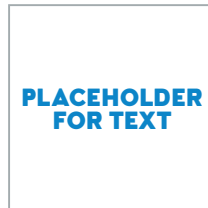
Arrows may be used to create movement and continuity across a layout or image; to draw attention to text content, actions and interactions in an image; and within maps and diagrams.



2pt Stroke Weight, round cap



Flat circle, square and rectangular containers may be used to frame text or images.



Dimensional rectangular boxes may be used as containers for text and images.

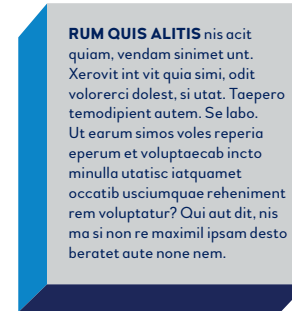
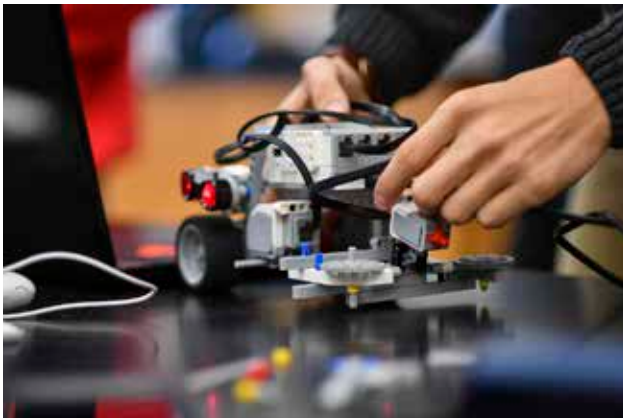


IMAGE THEORY

Several categories of photography have priority in our toolbox.



ANTHEM IMAGERY

Full-color, large, visually-arresting, narrative images that communicate the Berry vibe and show students fully engaged. They should be more conceptual and less editorial than supporting photography, communicating “Head, Heart and Hands” without explicitly saying it in accompanying copy.



SUPPORT IMAGERY

Small, editorial imagery that is subordinate to Anthem Imagery, illustrations and charts. These should always suggest a sense of community. We recommend using a monotone (halftone) image set in Berry Blue (Pantone 281) so as to not compete with large, full-color imagery and vibrant illustrations. See next page for instructions. Because additional adjustments may be necessary to achieve bright whites and dark blues, always consult with your printer to achieve the best results.

Full-color inset photos may be used if they do not overwhelm or take prominence away from the large Anthem Imagery.



PORTRAITURE

Full-color portraits should be photographed against the natural stone of the Ford Complex buildings, or against natural foliage found on campus.

The more neutral and subtle stone backdrop will work well in print communications, especially in conjunction with our vibrant brand color palette and with illustrations.

A natural, green setting will give life to digital communications.

CONVERTING IMAGES TO MONOTONE IN PHOTOSHOP WHEN PRINTING WITH SPOT COLOR BERRY BLUE (PMS 281):

- 1) Convert the image to grayscale by choosing Image > Mode > Grayscale.
- 2) Choose Image > Mode > Duotone.
- 3) In the Duotone Options dialog box, select Preview to preview the image.
- 4) For the Type option, select Monotone.
- 5) Click the color box (the solid square) to open the color picker, then click the Color Libraries button and select the PANTONE Solid Coated ink book and PANTONE 281 C color from the dialog box.
- 5) Click the curve box next to the color ink box and adjust the curve for the ink color.

Note: It is important to adjust the curves to achieve bright whites and dark blues. Please consult with your printer to achieve the best final results.

- 5) Click OK.

CONVERTING MONOTONE IMAGES TO QUADTONE FOR DIGITAL AND FOUR-COLOR PRINTING:

- 1) Convert the image to grayscale by choosing Image > Mode > Grayscale.
- 2) Choose Image > Mode > Duotone.
- 3) In the Duotone Options dialog box, select Preview to preview the image.
- 4) For the Type option, select Monotone.
- 5) Click the color box (the solid square) to open the color picker, then click the Color Libraries button and select the PANTONE Solid Coated ink book and PANTONE 281 C color from the dialog box.
- 5) Click the curve box next to the color ink box and adjust the curve for the ink color.

Note: It is important to adjust the curves to achieve bright whites and dark blues. Please consult with your printer to achieve the best final results.

- 5) Click OK.
- 6) Convert the image to cmyk by choosing Image > Mode > CMYK.



VIDEO THEORY

Whether for digital applications or in-room presentations, video allows us to take a more emotive approach in communicating about Berry.

CAMPUS BEAUTY AND RESOURCES SHOULD BE PROMINENT WHEN TIME PERMITS.

MENTORSHIP AND PROFESSIONAL DEVELOPMENT EXPERIENCES SHOULD BE KEY TAKEAWAYS.

ESPECIALLY FOR STUDENT RECRUITMENT PURPOSES AND WHEN TIME ALLOWS FOR ITS DEVELOPMENT, A SENSE OF PLAYFULNESS CAN CREATE A SELF-EFFACING LIKABILITY AND CREATE APPROACHABILITY.

KEEP THE BRAND PERSONALITY DESCRIPTORS IN MIND WHEN DEVELOPING SCRIPTS.

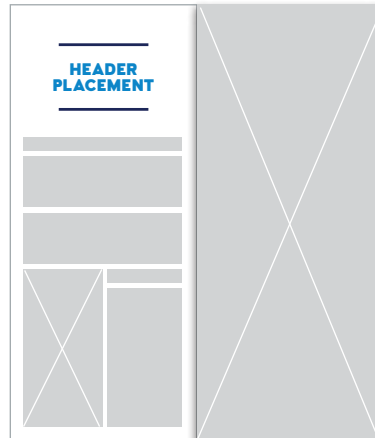
SAMPLE MARKETING FORMATS

Using these grids as guidance for college collateral formats will help keep our visual style consistent and user friendly.

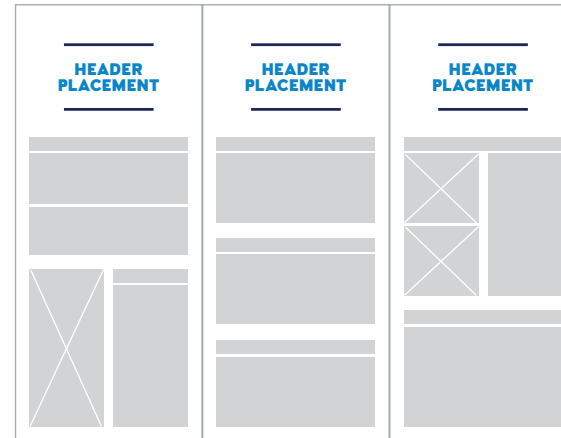
Trifold - Cover examples



Trifold - First spread grid example



Trifold - Interior grid example



Trifold - Exterior



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IDENTITY

Our identity is the set of symbols and graphics—fundamental and timeless—by which the college is recognized.

LOGOS

CRESTMARK

Hiding in plain sight, the Crest and the “B” have been with us all along. The Crest is a refinement of our college shield’s contour. The “B” was inspired by the hand-carved letterforms found on campus. It is made more contemporary by pairing it with a clean, straightforward, sans-serif wordmark. The Crestmark is intended to be used to represent the college as a whole.

The two-color Berry Bright Blue and Berry Blue logo is a vibrant identifier that pairs our heritage blue with a complementary, energetic blue. It should be used broadly to firmly establish Berry’s new identity.

The one-color Berry Blue logo may be used as an alternate to the Berry Silver and Berry Blue logo.

(Alumni Office may use the one-color versions of the logo for name tags.)

Consistent application of the Berry identity, as outlined in these guidelines, helps strengthen the Berry brand. We encourage use of the tools provided here and that you seek the guidance of the Office of Marketing and Communication for projects that help promote your college-related projects.

The two-color Berry Silver and Berry Blue logo is available for limited use when a more subdued and traditional palette will resonate with the audience. We recommend it for use in alumni and advancement communications.

PRIMARY CRESTMARK



STACKED CRESTMARK



VERTICAL CRESTMARK



CREST



The standalone versions of the Crest are mainly for use in on-campus applications, such as signage and certain apparel.

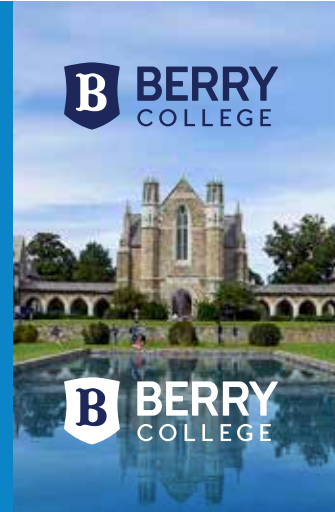


The stacked versions of the Crestmark are available as an alternate to our primary mark.

The vertical versions of the Crestmark are available for limited use on large format banners, posters, swag, etc.

LOGOS

It's important to ensure the Crestmark is legible in every application. The following color configurations and backdrops are approved.



For maximum contrast, the one-color Berry Blue and reversed versions of the Crestmark should be used, respectively, over dark and light areas of imagery. Drop shadows are not permissible.

To maintain the correct proportion when scaling artwork in any document, hold the 'Shift' key and simultaneously pull one of the corners of the art. Always maintain correct proportion.

When using a one-color imprint on apparel or specialty products, it is permissible to knock out the Crest "B" to the underlying product color..

The Crestmark should always be legible and positioned without obstruction. Therefore, a "clear" area equal to the height of the "O" in the Crestmark is required.



To ensure fidelity and legibility, the Crest must never be smaller than .375".



LOGOS

Do not rotate, distort, deconstruct, modify colors or add additional words, graphics or patterns. The wordmark must always be either Berry Blue or reversed (white). The Crest "B" must never be the same color as the wordmark.



For questions regarding logo usage, contact Shannon Biggers in the Office of Creative Services sbiggers@berry.edu 706-236-2257.



**BERRY
BASKETBALL**



LOGO EXTENSIONS

For each Berry school, office, department, center and program there is an approved logo configuration that pairs with our primary crestmark. Two-color, one-color and reversed options are available. Here are a few examples:

STACKED



Evans School of Humanities,
Arts & Social Sciences



Office of Admission



STEMTeach



LifeWorks Program



Elementary &
Middle School

HORIZONTAL



Evans School
of Humanities, Arts
& Social Sciences



Office of Admission ← Harriet Text, Medium, optically
kerned, Berry Blue (Pantone 281)



STEMTeach ← Harriet Text, Medium Italic, optically
kerned, Berry Blue (Pantone 281)



LifeWorks
Program



Elementary &
Middle School

For logo extension needs,
contact Shannon Biggers in
the Office of Creative Services
sbiggers@berry.edu
706-236-2257.

PARTNER LOCKUPS



Governor's Honor Program at Berry College



Governor's Honor Program at Berry College

The divider rule and partner logo should be set in Berry Blue (Pantone 281) whenever possible.

If a subline is required, position it as shown, set in Harriet Text Medium Italic, flush with the right and left sides of the logo lockup.

Use the "O" of the Berry Crestmark to determine placement distance.

Use of partner logos in their brand colors is discouraged, but if necessary, please follow these same guidelines.

FEATURE PROGRAMS

Certain Berry feature programs have been approved for exceptions. Here are a couple of examples:

If the identity extension includes "BERRY" it should be pulled from the Crestmark, so that text weight and kerning are consistent.

It should always be set in Berry Blue (Pantone 281).

*discover***BERRY**

BERRY*bound*

SOAR

STUDENT ORIENTATION, ADVISING & REGISTRATION

Harriet Text, Bold, all caps, optically kerned, -10 tracking, set in Berry Bright Blue (Pantone Process Blue).

The subordinate text should be set in Woodford Bourne, Bold, optically kerned, text size-adjusted to align with the right and left sides of the wordmark, set in Berry Blue (Pantone 281).

Harriet Text, Bold Italic, lowercase, optically kerned, set in Berry Bright Blue (Pantone Process Blue).

The subordinate text should be set in Woodford Bourne, Bold, optically kerned, text size-adjusted to align with the right and left sides of the wordmark, set in Berry Blue (Pantone 281).



BERRY ALUMNI



This illustrates the positioning of the divider rule and partner logo. All should be set in Berry Blue (Pantone 281) whenever possible. Black and reversed are also acceptable.

Use the "B" of Berry to determine placement distance from center rule.

The Shield should always be legible and positioned without obstruction. Therefore, a "clear" area equal to the width of the "B" in the wordmark is required.



To ensure fidelity and legibility, the Shield must never be smaller than .375".



Do not "lock-up" a theme or tagline, such as "Always Berry," with the Berry Alumni logo.

Do not rotate, distort, deconstruct or modify colors.



BERRY ALUMNI FEATURE PROGRAMS

BERRY
Alumni Weekend
2019



Featured program names that include the word "Alumni" should use Harriet Text Regular and adjust leading to mimic the Berry Alumni logo at right. The program name may be set in Berry Bright Blue (Pantone Process Blue) for emphasis. "Berry" should be subordinated in size to the program name.



BERRY
MOUNTAIN
DAY



Featured program names that do not include the word "Alumni" may be set in Woodford Bourne Ultra. Text may be either centered or left aligned. For emphasis, the program name may appear in Berry Bright Blue (Pantone Process Blue). In all cases, "Berry" should be subordinated in size to the program name.

COLLEGE SHIELD

Use of the shield is most applicable to alumni audiences. The art may be enlarged, reduced or assigned a color, but it should not be altered in any other way.



COLLEGE SEAL

The college seal is reserved for items presented on behalf of the institution as a whole, including official documents such as diplomas, catalogs, annual reports and business forms. Please consult with the Director of Creative Services before using this seal.



OFFICIAL VIKING

The official Viking logo is for use by men's and women's intercollegiate athletics. It is not intended to represent the college as a whole. The Viking graphic may be used with or without text.



VICTOR THE VIKING MASCOT

Victor the Viking mascot is popular among student groups and appropriate when the overall tone and purpose of the publication or item is less formal. Art for each intercollegiate sport is available, as well as generic poses for a variety of uses.



The art may be enlarged or reduced but should not be altered in any other way.

To obtain a pdf catalog of all poses, high resolution art files and usage guidelines, contact the Office of Creative Services, Shannon Biggers, sbiggers@berry.edu, 706-236-2257.

COLOR

.....

IDENTITY COLOR PALETTE

Color is one of the most recognizable aspects of our identity. It must be used correctly and consistently to ensure cohesion.

| | | |
|--|---|---|
| <p>PANTONE 281 C (Berry Blue)</p> <p>CMYK COATED 100/85/5/36</p> <p>RGB: 0/32/91</p> <p>HEX: 00205B</p> | <p>PANTONE PROCESS BLUE C (Berry Bright Blue)</p> <p>CMYK COATED 100/13/1/2</p> <p>RGB: 0/133/202</p> <p>HEX: 0085CA</p> | <p>PANTONE 429 C (Berry Silver)</p> <p>CMYK COATED 21/11/9/23</p> <p>RGB: 162/170/173</p> <p>HEX: A2AAAD</p> |
|--|---|---|

APPLICATIONS

STATIONERY

Our system follows this set of guidelines.

When communicating to alumni from the Alumni Office, please use the one-color Berry Blue (Pantone 281) version of the Primary Crestmark.

Standard Letterhead 8.5" x 11"

1/2" (top margin)

1" (left margin)

1" (right margin)

1/2" (bottom margin)

1/2" (bottom margin)

B BERRY COLLEGE

EVANS SCHOOL OF HUMANITIES, ARTS AND SOCIAL SCIENCES
Department of Religion and Philosophy

Month, Day, Year

Firstname Lastname
Address Line 1
Address Line 2
City, State Zip

Dear Firstname,

LETTER POSITION

Tier one: The School or Office name should be right aligned with the edge of the letter positioning and set in Woodford Bourne Medium, 8pt type, 11 pt leading, Berry Blue (Pantone 281)

A second tier is available if needed, to be set in Woodford Bourne Regular, 9pt type, 11 pt leading

Letter elements and body should be set in Century Schoolbook, 10 pt type, 12 pt leading

Woodford Bourne Regular, 7pt text, 9pt leading, set in Berry Blue (Pantone 281)

"O." and "Fax." set in Woodford Bourne Bold, 5pt type, 9pt leading

URL set in Woodford Bourne Bold, 7pt type, 9pt leading, Berry Bright Blue (Pantone Process Blue)

2277 Martha Berry Hwy NW
PO Box 490XXX
Mount Berry, GA 30149-0550
☎ 706.XXX.XXXX ☎ 706.XXX.XXXX
BERRY.EDU

Window Envelope Letterhead 8.5" x 11"

B BERRY COLLEGE

OFFICE OF THE PRESIDENT

Month, Day, Year

Firstname Lastname
Address Line 1
Address Line 2
City, State Zip

Dear Firstname,

LETTER POSITION

Date positioned 2" from top of letterhead

Mailing address positioned 2.625" from top of letterhead

Greeting positioned 4" from top of letterhead

Window reveal area is 5.4" x 1.6". The date should be positioned above the window reveal area, while the name and address block should be positioned within the window reveal area.

Letter elements and body should be set in Century Schoolbook, 10pt type

1" (left margin)

1" (right margin)

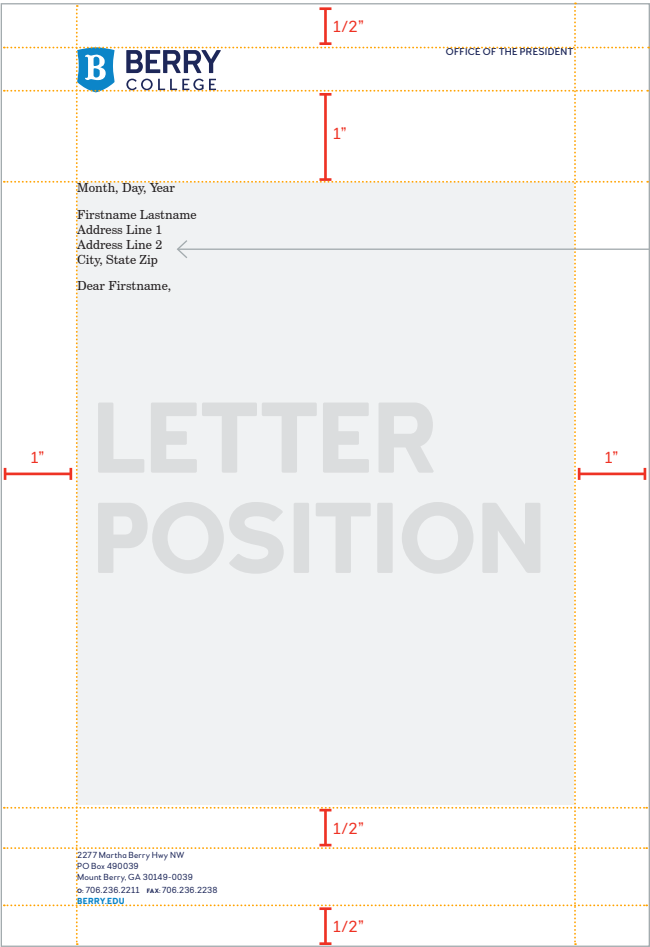
1/2" (bottom margin)

1/2" (bottom margin)

2277 Martha Berry Hwy NW
PO Box 490XXX
Mount Berry, GA 30149-0539
☎ 706.XXX.XXXX ☎ 706.XXX.XXXX
BERRY.EDU

APPLICATIONS

Monarch Letterhead
7.25" x 10.5"

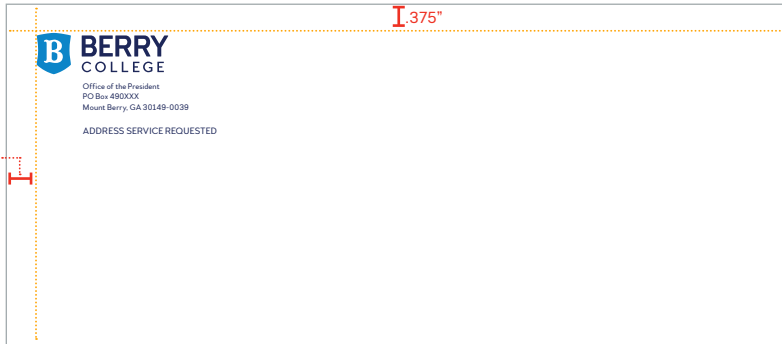


Letter elements
and body should
be set in Century
Schoolbook, 10pt type

APPLICATIONS

Standard Envelope
9.5" x 4.125"

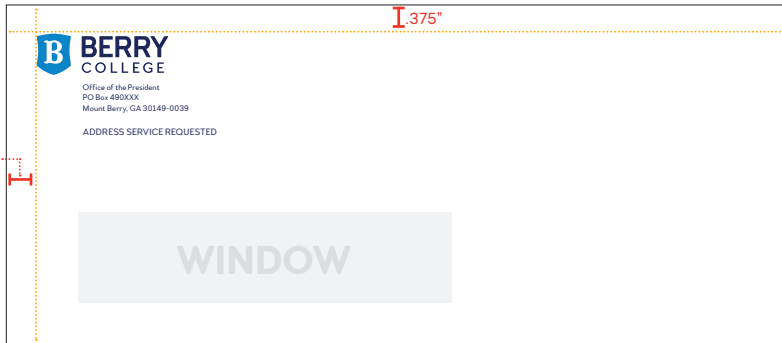
In each instance, the logo height is 1/2".
The address is set in Woodford Bourne
Regular, 7pt type with 9pt leading.



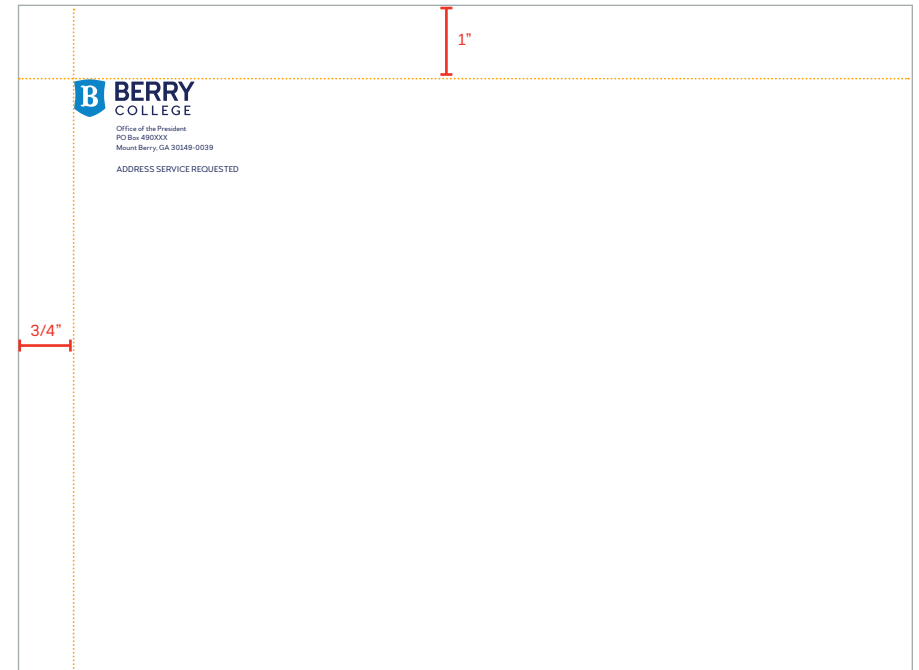
Monarch Envelope
7.75" x 3.875"



Window Envelope
9.5" x 4.125"

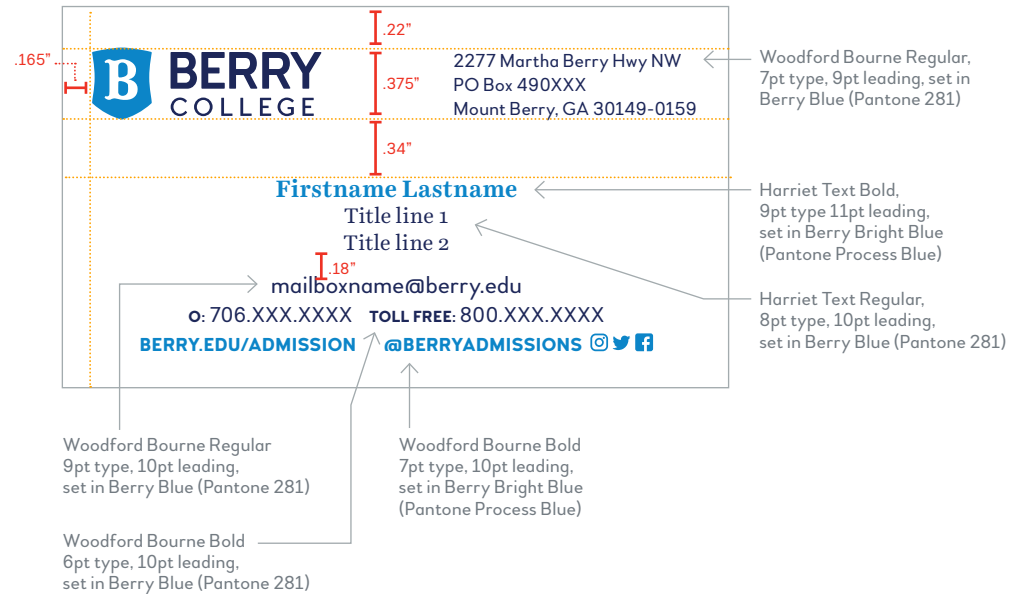
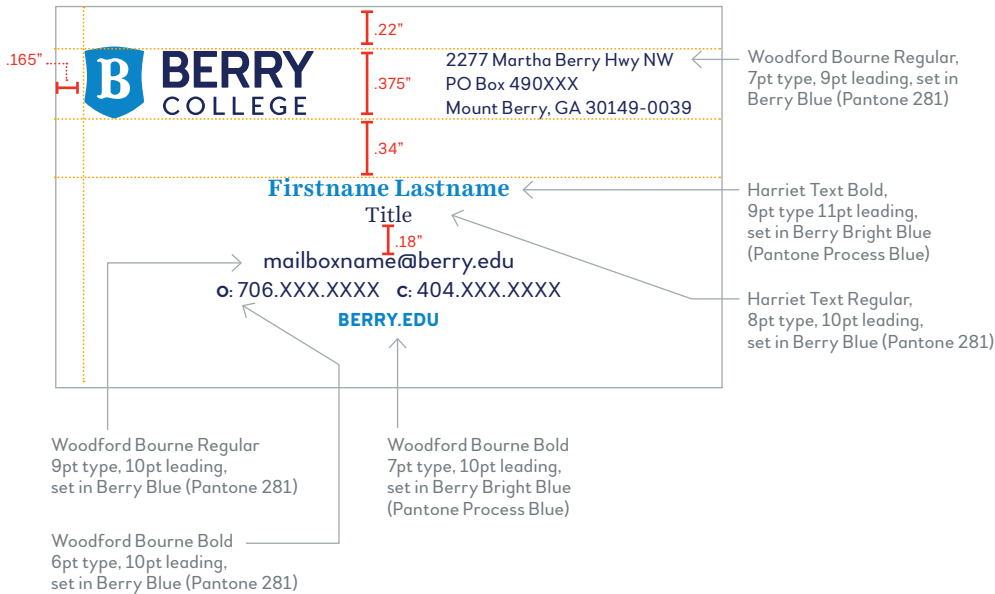


Booklet Envelope
12" x 9"



APPLICATIONS

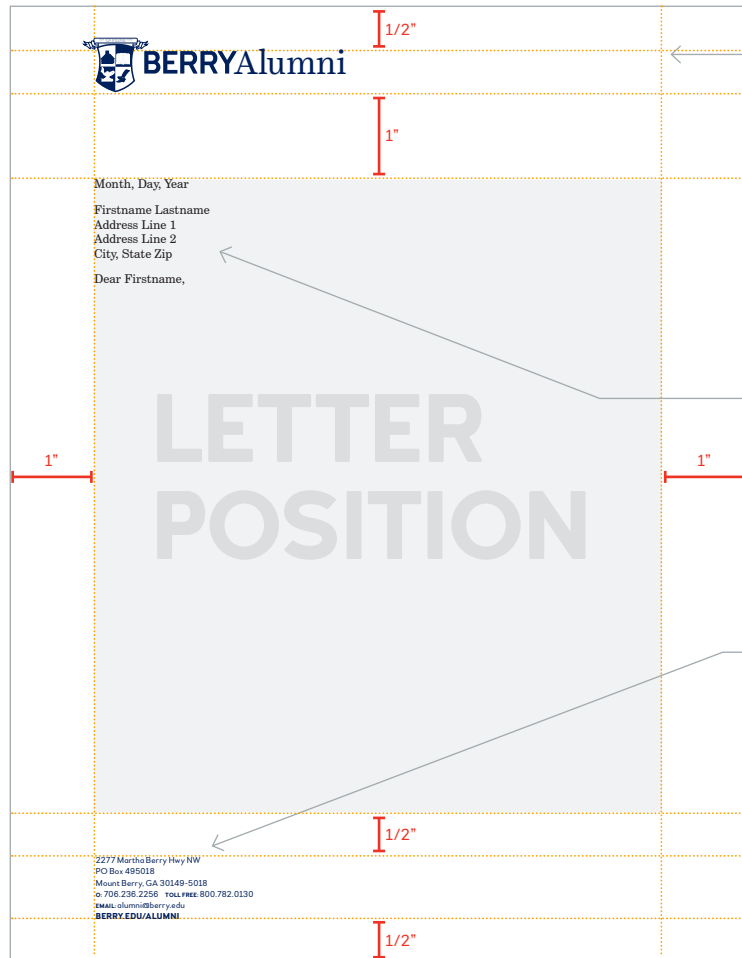
Business Cards 3.5" x 2"



Alumni Office staff should use the one-color Berry Blue (Pantone 281) version of the Primary Crestmark for business cards.

APPLICATIONS

Berry Alumni Letterhead 8.5" x 11"



Office name should be right aligned with the edge of the letter positioning and set in Woodford Bourne Medium, 8pt type, 11 pt leading, Berry Blue (Pantone 281)

Letter elements and body should be set in Century Schoolbook, 10 pt type, 12 pt leading

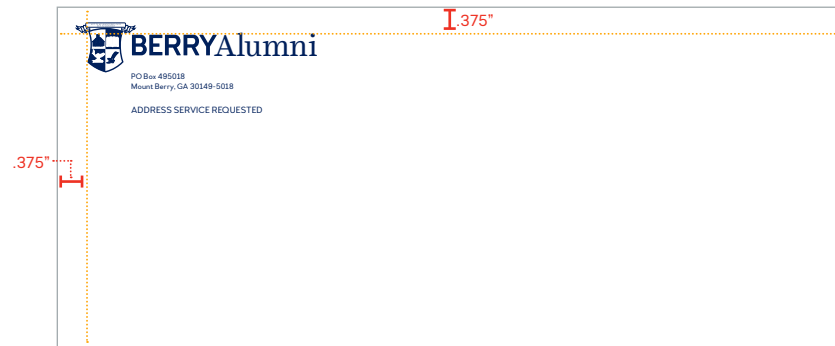
Woodford Bourne Regular, 7pt text, 9pt leading, set in Berry Blue (Pantone 281)

"O:" and "Fax:" set in Woodford Bourne Bold, 5pt type, 9pt leading

URL set in Woodford Bourne Bold, 7pt type, 9pt leading, Berry Blue (Pantone 281)

Berry Alumni Envelope 9.5" x 4.125"

In each instance, the logo height is 1/2".
The address is set in Woodford Bourne Regular, 7pt type with 9pt leading.



Berry Alumni stationery items should be used primarily for peer-to-peer communications such as class reunion letters.

When communicating to alumni from the Alumni Office, please use the Berry College stationery in one-color Berry Blue (Pantone 281).
See page 42.

EMAIL SIGNATURE

Our email signature has two components: the “Crest” art and a standard configuration for personal information, which should be placed using the default sans-serif font, found in your email program.



Firstname Lastname ← Email default sans-serif font (Arial), Large text size, set in Berry Bright Blue (RGB: 0/133/202)
Title
706.XXX.XXX ← Email default sans-serif font (Arial), Normal text size, set in Berry Blue (RGB: 0/32/91)
mailboxname@berry.edu
BERRY.EDU ← Email default sans-serif font (Arial), Normal text size, all caps, set in Berry Bright Blue (RGB: 0/133/202)



Firstname Lastname
Title
706.XXX.XXX
mailboxname@berry.edu
BERRY.EDU

Alumni Office staff should use the Berry Blue (RGB: 0/32/91) version of the email signature.

SOCIAL MEDIA

The Crestmark can be used as a profile image on social media channels to provide a bold and easily scanned presence.

"Profile photos" should match across all social media platforms. Appropriate visuals for this image area are: approved logos and graphics, campus beauty photos, iconic architectural photos or photos related to the specific group, club or organization.

The College Seal should not be used for social media purposes. The College Shield is reserved for Berry Alumni use (see page 50).



Logos should never be used for the "cover photo." Appropriate visuals for this area include: campus beauty photos, iconic architectural photos or photos related to the specific group, club or organization. Photos should not be overlaid with a logo.

Please see pages 31-33 for information about appropriate logo usage.

For more information contact Shannon Biggers in the Office of Creative Services sbiggers@berry.edu 706-236-2257.

APPLICATIONS

Examples of approved "profile photos":



Examples of unapproved "profile photos":



Examples of approved "cover photos":

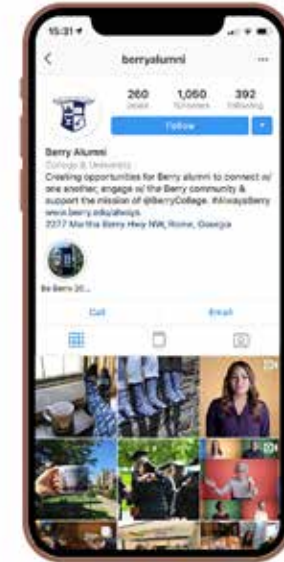


Examples of unapproved "cover photos":



BERRY ALUMNI SOCIAL MEDIA

The Shield is a familiar alumni touchstone that may be used as a profile image on Berry Alumni social media channels.



APPLICATIONS

.....

BANNERS

The options available within our color schemes can be applied to the graphics seen around campus.



APPLICATIONS

APPAREL

These are some possible color formats.



For apparel and swag, it's fine to knock out the "B" of the Crestmark and have the product color come through.

Themes and college-sponsored events may appear on merchandise and promotional items, but space should be used to maintain separation from logos.

EMBROIDERY GUIDELINES

Refer to these guidelines when working with your embroidery vendor. Note that satin-stitch is preferred, but cannot be used on all materials.

Two-color embroidery on white



Office of Admission

One-color embroidery on navy



Office of Admission

One-color embroidery on white



Office of Admission

For most uses, satin-stitch is preferable to other stitches.

Thread color equivalents for the Berry colors are:

- Pantone 281: Madeira 1967
- Process Blue: Madeira 1297
- Pantone 429: Robison Anton 2595
- White: Robison Anton 2297



Office of Admission

minimum letter height for embroidery is .25"

3.5" to 4" width for standard left chest embroidery

APPLICATIONS

BERRY COLLEGE POWERPOINT TEMPLATE

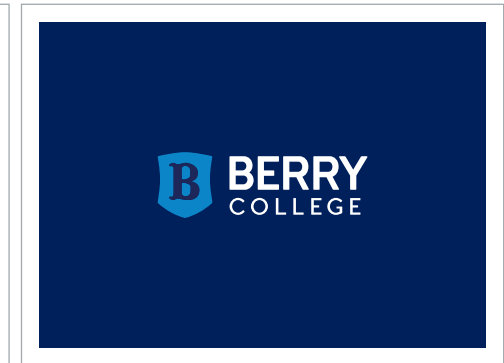
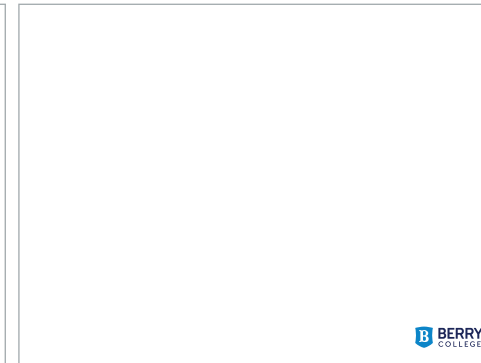
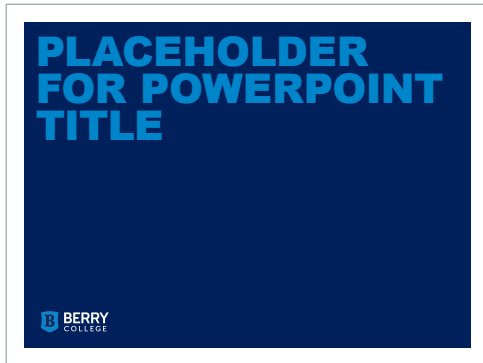
Branded templates are available for use. Titles, headlines and subheads should be set in Arial Black, all caps. Body copy should be set in Century Schoolbook. Sidebar items and factoids may be set in Arial and Arial Black.

Title Screen: Available background options are Berry Blue (Pantone 281), Berry Bright Blue (Pantone Process Blue) and White.

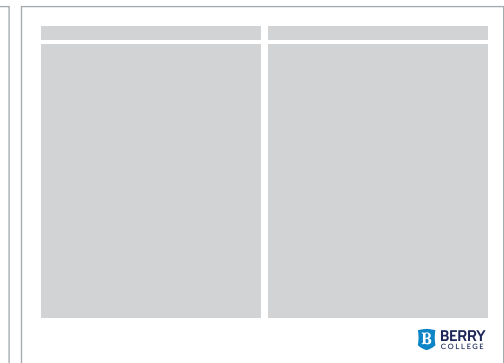
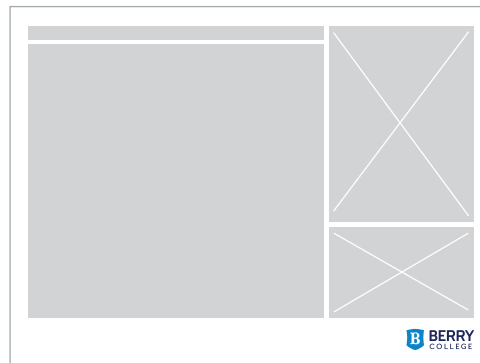
Content Screen

Sub-Content Screen

End Screen: Available background options are Berry Blue (Pantone 281), Berry Bright Blue (Pantone Process Blue) and White.



Sample grids (suggested positioning of text, images, graphics)

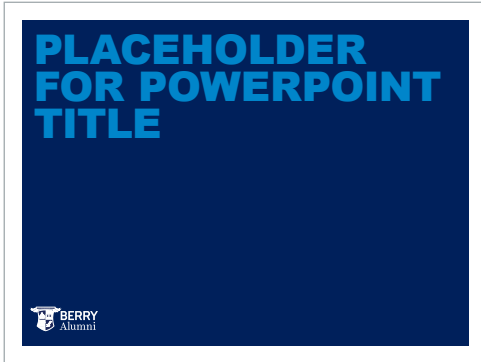


APPLICATIONS

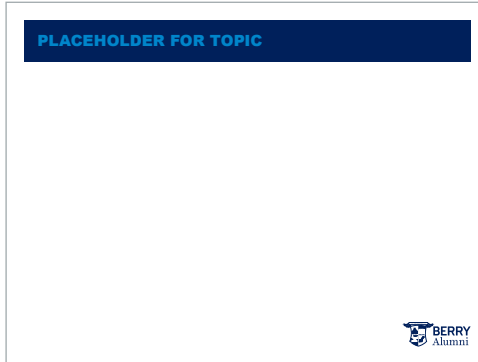
BERRY ALUMNI POWERPOINT TEMPLATE

Branded templates are available for use. Titles, headlines and subheads should be set in Arial Black, all caps. Body copy should be set in Century Schoolbook. Sidebar items and factoids may be set in Arial and Arial Black.

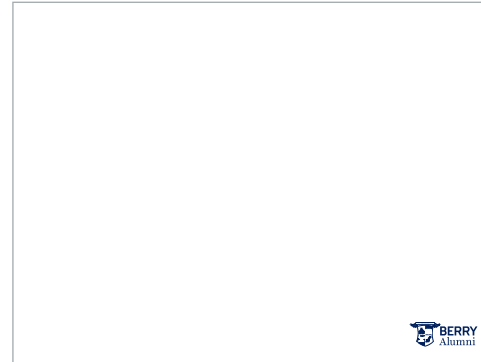
Title Screen: Available background options are Berry Blue (Pantone 281), Berry Bright Blue (Pantone Process Blue) and White.



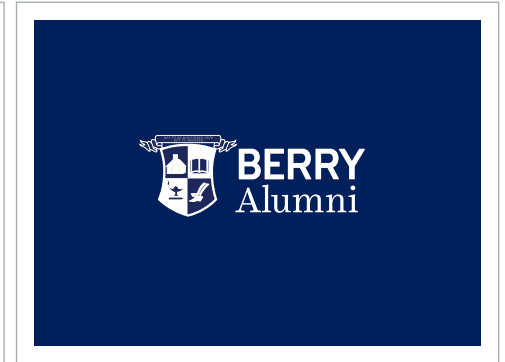
Content Screen



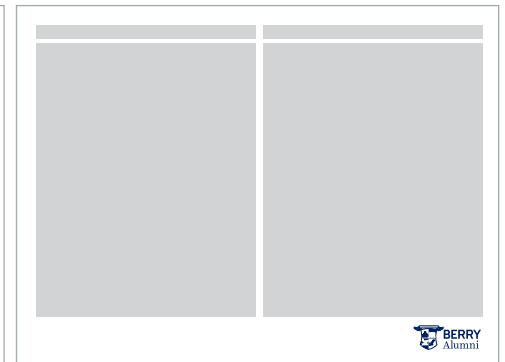
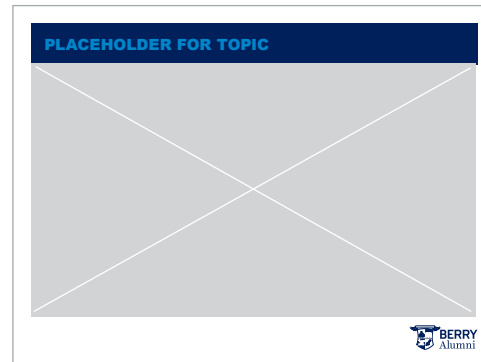
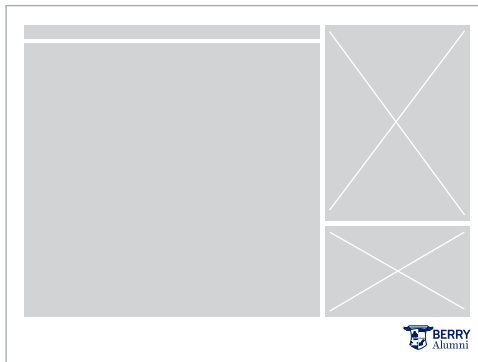
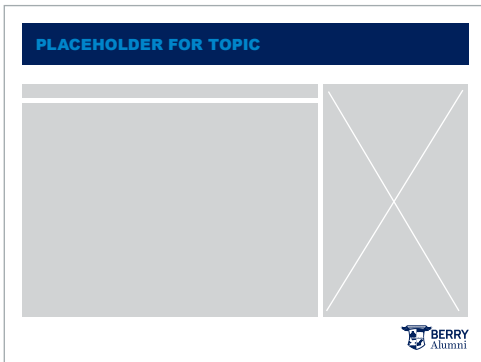
Sub-Content Screen



End Screen: Available background options are Berry Blue (Pantone 281), Berry Bright Blue (Pantone Process Blue) and White.



Sample grids (suggested positioning of text, images, graphics)



PATROL CAR



Woodford Bourne, Ultra Italic, skewed 11 degrees, set in Berry Blue (Pantone 281).

Police badge elements should be set in Woodford Bourne, Bold if vender allows. If not, choose the default sans.

FRONT/TOP OF HOOD

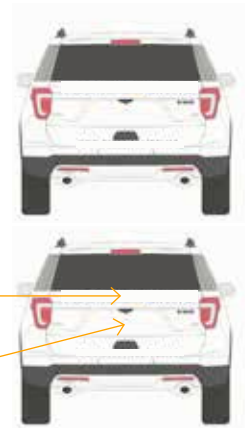
POLICE

BACK WINDOW, centered

POLICE

TRUNK AREA, centered

BERRY.EDU/POLICE



APPLICATIONS

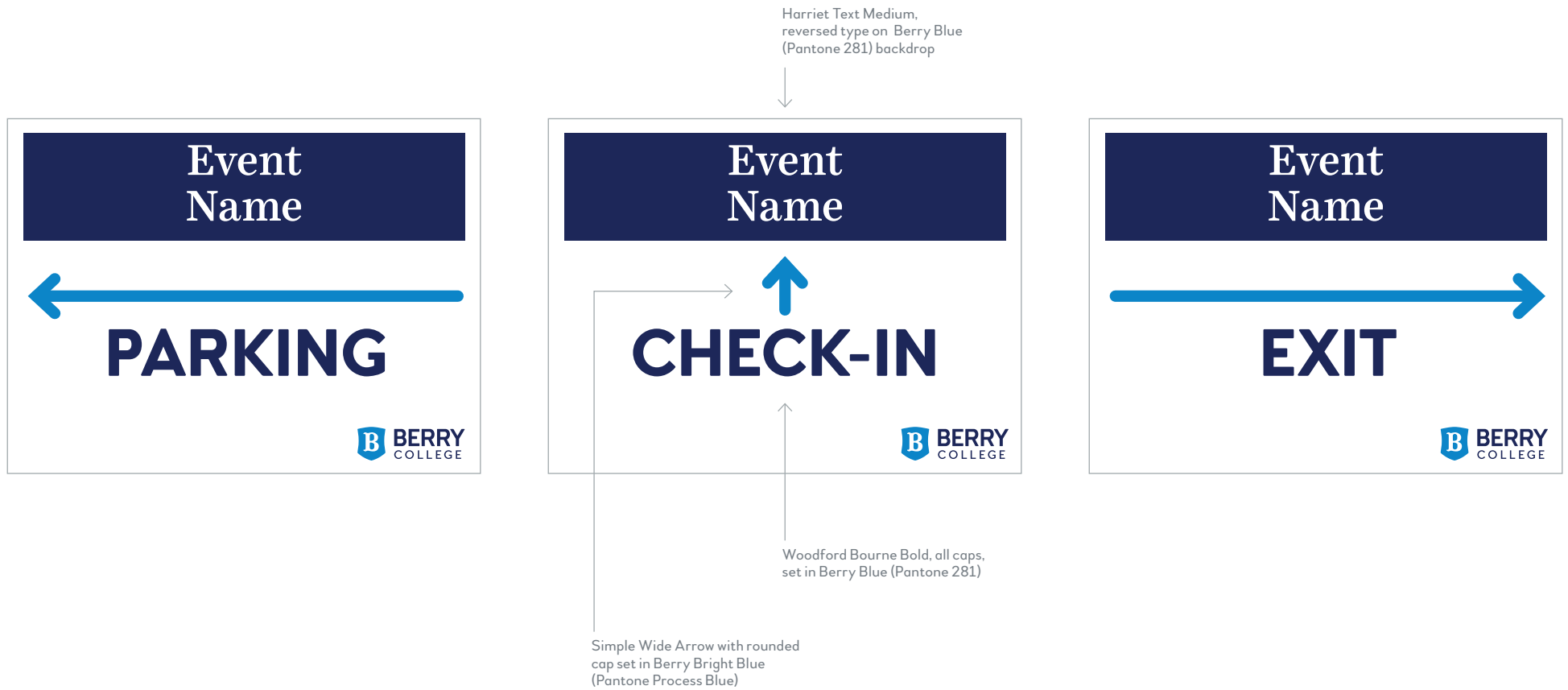
.....

TOUR BUS



SIGNAGE

Campus wayfinding should be simple, straightforward and easily scanned by pedestrians and motorists.



ADDENDUM



MERCHANDISE APPLICATIONS

DIMENSIONAL "B" 60

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APPAREL COLORS 68

DO'S & DONT'S 69

DIMENSIONAL “B”

“3D B”

To allow for more informal use of a college identifier, a variation of the Berry “B” is available as a standalone in certain approved applications.

The hand-carved quality of the letterform has been retained but dimension has been added to reinforce its presence when used without the “Crest” container.

Embroidery Guidelines

For most uses, satin-stitch is preferable to other stitches.

Thread color equivalents for the Berry colors are:

- Pantone 281:
Madeira 1967
- Process Blue:
Madeira 1297
- Pantone 429:
Robison Anton 2595
- White: Robison
Anton 2297

TWO-COLOR OPTIONS

The lettermark is available in a suite of two-color versions using approved Berry colors.



B1



B2



B4



B3



B5

ONE-COLOR OPTION

These variations may be used when only one color is available.



B6 1C



B7 1C



B8 1C

APPROVED BERRY COLORS

PANTONE 281 C
(Berry Blue)

CMYK COATED:
100/85/5/36
RGB:
0/32/91
HEX:
00205B

PANTONE PROCESS BLUE C
(Berry Bright Blue)

CMYK COATED:
100/13/1/2
RGB:
0/133/202
HEX:
0085CA

PANTONE 429 C
(Berry Silver)

CMYK COATED:
21/11/9/23
RGB:
162/170/173
HEX:
A2AAAD

DIMENSIONAL "B"

It's important to ensure the "3D B" is legible in every application. The following are approved color configurations and backdrops.

| | | | | |
|-------|--|--|--|--|
| B1 | | | | |
| B2 | | | | |
| B3 | | | | |
| B4 | | | | |
| B5 | | | | |
| B6 1C | | | | |
| B7 1C | | | | |
| B8 1C | | | | |

COMPLEMENTING THE “3D B”

When possible, the standalone, dimensional “B” should be accompanied by—though not necessarily locked-up with—“Berry College,” optimally in Woodford Bourne type, as shown in these examples.

For more on the usage of the script font, please see pages 63 and 65.

T-SHIRTS



BASEBALL CAPS



BUCKET HATS



EXCEPTIONS

Certain exceptions may be made when space is limited. See pages 63 and 65 for more guidance about script options.



ALTERNATIVE FONTS

PRESENTING THE COLLEGE'S NAME

In addition to the Crestmark, three treatments of the college name have been developed to allow for a wider range of options.

YELLOWTAIL

Yellowtail provides a durable script alternative to Enticing. In some situations, it can be used for informal applications of "Berry College."

Berry College

*Berry
College*

123456789

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PRESENTING THE COLLEGE'S NAME

SUPERSTAR

Superstar is a familiar typeface in Berry athletics applications and can be used in selected applications as an alternative to Woodford Bourne.

BERRY COLLEGE

**BERRY
COLLEGE**

**BERRY
COLLEGE**

123456789

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

HERITAGE GRAPHIC

Inspired by Berry athletic uniforms of bygone eras, the heritage graphic can serve as an informal treatment of the college name—or as a container for “Mount Berry, Ga.” See page 67 for application.

Berry
1902

Mount Berry, Ga

APPLICATIONS

Using Yellowtail

Yellowtail provides a friendly, informal spirit to Berry swag.

T-SHIRTS

When used as a treatment for "Berry College" or "Berry" it should be accompanied by a formal college identifier.



STICKERS



APPLICATIONS

Using Superstar

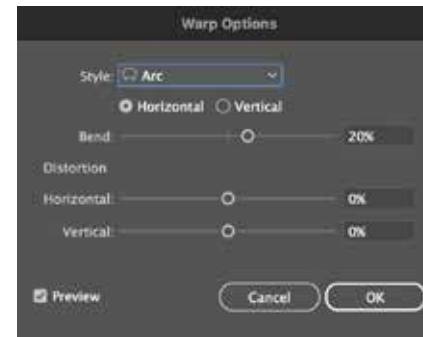
Superstar can be paired with the “3D B” or the Crest. It should appear only in Berry Blue, Blue Bright Blue or white.

T-SHIRTS



HOW TO ARCH TYPE

1. Open Illustrator.
2. Create a new document.
3. Enter the words you wish to use.
4. Select Superstar from your font menu.
5. Go to the effect menu.
6. Scroll down to WARP OPTIONS.
7. Select ARC.
8. Select +20% or -20% to achieve desired positioning.



APPLICATIONS

Using the Heritage Graphic

When possible, the Heritage Graphic treatment of "Berry" should be accompanied by the Crestmark.

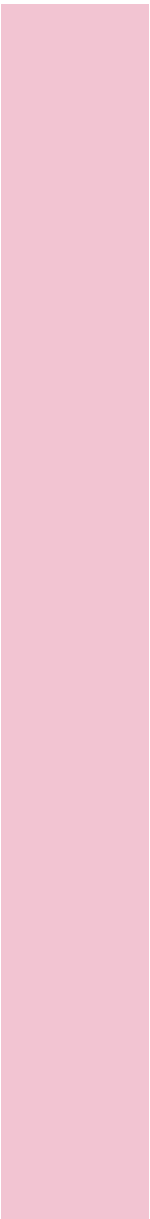
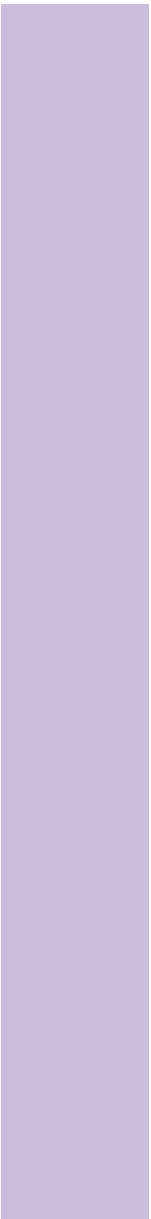
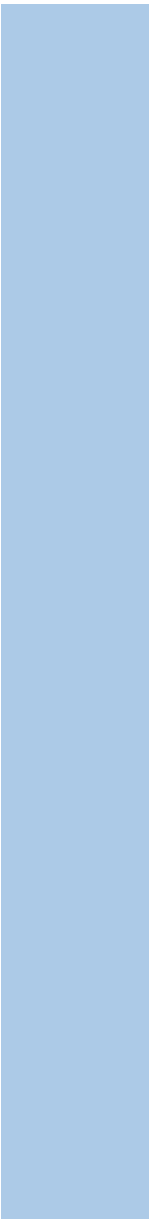
HERITAGE GRAPHIC



APPAREL COLORS

.....
COLOR

An expanded palette has been developed to allow for additional apparel options.



EXAMPLES OF WHAT TO AVOID

AVOID
Turning on its side.



AVOID
Stretching vertically



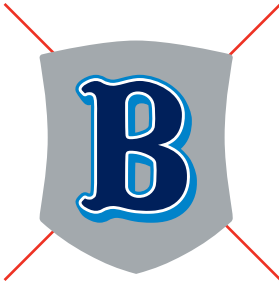
AVOID
Stretching horizontally



AVOID
The new "B" in a
non-Berry color



AVOID
Combining the "3D B"
and the Crest



AVOID
"Berry College" in Yellowtail or Superstar
locked up with the Crest.



