BAY PATH UNIVERSITY’S
125TH ANNIVERSARY CELEBRATION
BRAND STANDARDS GUIDE
This academic year Bay Path University will be celebrating its 125th year of providing an innovative, relevant, career-based education.

For Bay Path, celebrating 125 years is not only an opportunity to acknowledge and celebrate where we have been; it is a chance to tell the world where we are going. Innovation, evolution, and an unwavering focus on careers have been part of the Bay Path story for 125 years.

Our consistent commitment to developing and providing a career-based education for undergraduate women and graduate women and men through eras of change is a powerful theme for creating content, presenting events and instigating partnerships that can bridge our history with our future. For 125 years, we have been reimagining what a career-based education looks like, rethinking how to deliver it, and redefining who it’s for. The ongoing creativity, agility, and entrepreneurialism that propels Bay Path forward can be captured in the theme, REimagine.

Promoting this history of ongoing innovation, reinvention and visionary thinking puts us in an optimal position to enter this era of transformation as we kick off with our new strategic plan. The lessons of the pandemic will shape how we define campus community, resume studies (added flexibility and options) and reenter daily life, and for women, especially, this era will require a reimagining of so many established norms, routines and customs that we’ve taken for granted.

It’s time to reimagine a bigger, bolder, fairer future, for Bay Path and beyond.
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LOGOS

The 125th logo is presented in both horizontal and stacked variations, and is available in an all black, all white, or black and maroon colorway. Logo style and colorway should be chosen based on project needs.

Please default to the black and maroon colorway, using a stacked or horizontal format based on layout space and needs. If you are unsure which option will work best for your project, please reach out to communications@baypath.edu for assistance.
LOGO USE

The 125th logo should not be altered and must be used as presented in whole. Below are some examples of acceptable and unacceptable use.

CORRECT
Proper placement with even white space around logo.

INCORRECT
Logo is squished to the margins with no white space around logo.

INCORRECT
Improper and uneven placement.

CORRECT
Appropriate colorway and logo option chosen for project.

INCORRECT
Inappropriate colorway and logo option chosen for project.

CORRECT
Logo used in its entirety in preferred colorway with correct proportions.

INCORRECT
Logo not used in its entirety.

INCORRECT
Logo used in incorrect colorway.

INCORRECT
Logo scaled in a way that changes the image’s proportions.

INCORRECT
Logo scaled in a way that changes the image’s proportions.
STREAMED LOGO

Use this logo where the layout allows for more height than width, or calls for a more celebratory feel in application. Examples: tee-shirts, graphics.
HORIZONTAL LOGO

Use this logo where the layout allows for more width or height, or calls for a more formal application. Examples: email signatures, newsletters, letterhead.

<table>
<thead>
<tr>
<th>MAROON AND BLACK</th>
<th>BLACK</th>
<th>WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOWNLOAD PNG</td>
<td>DOWNLOAD PNG</td>
<td>DOWNLOAD PNG</td>
</tr>
<tr>
<td>DOWNLOAD JPEG</td>
<td>DOWNLOAD JPEG</td>
<td></td>
</tr>
<tr>
<td>DOWNLOAD EPS</td>
<td>DOWNLOAD EPS</td>
<td>DOWNLOAD EPS</td>
</tr>
<tr>
<td>DOWNLOAD PDF</td>
<td>DOWNLOAD PDF</td>
<td></td>
</tr>
</tbody>
</table>
COLOR PALETTE

The combination of warm and bright tones convey excitement, joy, and enthusiasm. The colors are designed to be used alongside our Bay Path maroon, either separately or in conjunction with each other.

Please note: Due to the many variations of monitors, printers, and browsers, the color you see may appear differently on your screen or when printed.

- **MAROON**
  - PANTONE 188
  - CMYK 34, 93, 77, 38
  - RGB 120, 35, 44
  - HEX #78232b

- **CORAL**
  - PANTONE 710
  - CMYK 5, 88, 58, 0
  - RGB 228, 68, 89
  - HEX #e44459

- **ORANGE**
  - PANTONE 171
  - CMYK 0, 79, 82, 0
  - RGB 241, 93, 62
  - HEX #f15d3e

- **MARIGOLD**
  - PANTONE 137
  - CMYK 1, 41, 100, 0
  - RGB 246, 163, 29
  - HEX #f6a31d

- **YELLOW**
  - PANTONE 7406
  - CMYK 9, 24, 78, 0
  - RGB 233, 191, 87
  - HEX #e9bf57
EXTENDED COLOR PALETTE

Designed to bring an extra sense of joy and celebration to the 125th Color Palette and to be used on campus installations, this palette is reserved for use by the Institutional Marketing team only.

*Please note: Due to the many variations of monitors, printers, and browsers, the color you see may appear differently on your screen or when printed.*

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Code</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maroon</td>
<td>188</td>
<td>34, 93, 77, 38</td>
<td>120, 35, 44</td>
<td>#78232b</td>
</tr>
<tr>
<td>Coral</td>
<td>710</td>
<td>5, 88, 58, 0</td>
<td>228, 68, 89</td>
<td>#e44459</td>
</tr>
<tr>
<td>Purple</td>
<td>2665</td>
<td>63, 74, 0, 0</td>
<td>117, 91, 167</td>
<td>#755ba7</td>
</tr>
<tr>
<td>Blue</td>
<td>640</td>
<td>84, 40, 7, 0</td>
<td>7, 130, 187</td>
<td>#0782bb</td>
</tr>
<tr>
<td>Yellow</td>
<td>7406</td>
<td>9, 24, 78, 0</td>
<td>233, 191, 87</td>
<td>#e9bf57</td>
</tr>
<tr>
<td>Orange</td>
<td>171</td>
<td>0, 79, 82, 0</td>
<td>241, 93, 62</td>
<td>#f15d3e</td>
</tr>
<tr>
<td>Teal</td>
<td>3268</td>
<td>78, 7, 51, 0</td>
<td>0, 171, 150</td>
<td>#00ab96</td>
</tr>
<tr>
<td>Marigold</td>
<td>137</td>
<td>1, 41, 100, 0</td>
<td>246, 163, 29</td>
<td>#f6a31d</td>
</tr>
<tr>
<td>Dark Teal</td>
<td>562</td>
<td>85, 33, 59, 14</td>
<td>26, 120, 111</td>
<td>#1a786f</td>
</tr>
</tbody>
</table>
GOTHAM BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Please note: Gotham is not an available font in Google applications. Please use Montserrat or Montserrat Bold.

Century Schoolbook
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
EMAIL SIGNATURE

First Name Last Name, Professional Designation*, BPU Graduation Year*
Job Title
Personal Pronouns*

588 Longmeadow Street
Longmeadow, MA 01106
Office: (413)565-XXXX
email@baypath.edu | baypath.edu
Follow us: Facebook | Instagram | Twitter |

IMPORTANT: This message may contain confidential or legally privileged information. If you think it was sent to you by mistake, please delete all copies and advise the sender.

* As applicable and if desired.
For more information on personal pronouns, please visit mypronouns.org.

OPEN EMAIL SIGNATURE EDITABLE TEXT DOCUMENT (LOGO IMAGE INCLUDED)

PRESENTATIONS

DOWNLOAD GOOGLE SLIDES TEMPLATE
Please note: Gotham is not an available font in Google applications. Please use Montserrat or Montserrat Bold.

DOWNLOAD POWERPOINT TEMPLATE
FLYERS AND DOCUMENTS

Logos should be placed at the top center, top right, or bottom right of any document. Document use and design should dictate preferred placement.

Please be sure to leave adequate white space between the logo, other graphics or texts, and the edges of the document. See page 5 for further explanation.

UNIVERSITY THEME

A special edition version of the 125th logo has been adapted for the 2021-2022 University Theme. This logo should only be used on the University Theme web page, and on official University Theme documents, images, and signage.

This logo should not be used on social media, in email signatures, or on any documents or signage not related to University Theme.

DOWNLOAD UNIVERSITY THEME LOGO
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  - HEX #e9bf57

TYPOGRAPHY

- **GOTHAM BOLD**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  - a b c d e f g h i j k l m n o p q r s t u v w x y z
  - 1 2 3 4 5 6 7 8 9 0 ! @ $ % ^ & (*)

- **GOTHAM BOOK**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  - a b c d e f g h i j k l m n o p q r s t u v w x y z
  - 1 2 3 4 5 6 7 8 9 0 ! @ $ % ^ & (*)

**Please note:** Gotham is not an available font in Google applications. Please use Montserrat or Montserrat Bold.

Century Schoolbook

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ $ % ^ & (*)

BRAND ELEMENTS

- **125TH ARC**
  - [DOWNLOAD PNG]

- **WATERCOLOR TEXTURE**
  - [DOWNLOAD JPEG]