

# ARE YOU A GRATEFUL RAVEN?



Show Your Gratitude

## VIDEO CONTEST

Tell us **WHY YOU ARE THANKFUL** for Benedictine Benefactors.

1. This video contest is open to all currently enrolled Benedictine College undergraduate and graduate students who are 18 years old or older at the time of entry.
2. **Each submission must focus on the benefactors of Benedictine College.**  
This means that each video must include references to at least one of the following:
  - A general thank you to benefactors,
  - How you have benefitted personally by their generosity (i.e. scholarship, special opportunity, new building/addition to campus or your department, etc.),
  - How the campus as a whole has benefitted by their generosity,
  - How their generosity has inspired you.
3. **Each submission must be entirely your own work and once submitted, Benedictine College will have free rights to use video.**
4. All individuals who appear in your video must agree to being featured.
5. **Submissions must conform to Benedictine College's mission and values.**  
Submissions must be appropriate for display and publication. Submissions must not contain defamatory statements; invade privacy or other rights of any person or entity; violate applicable laws, including copyright laws, or reasonable standards of decency.
6. Any use of Benedictine logos must conform to Benedictine College logo standards.
7. **Submissions must be submitted online and run between 30 seconds–2 minutes.**  
Submissions not adhering to these technical requirements will not be considered.
8. Submissions will be judged on originality, creativity, production values, and positive portrayal of gratitude towards generosity of donors. The video with the most student, staff and faculty votes will determine the winner.
9. **First prize will be awarded \$250.**
10. **Entry deadline is April 1, 2015 at midnight. Voting will begin April 6, 2015 at 8:00 a.m. and will cease at April 9 at noon.** Winner will be announced April 9 during the Benefactor Panel.
11. To upload your contest video, go to [MY.BENEDICTINE.EDU/GRATEFULRAVENDAY](http://MY.BENEDICTINE.EDU/GRATEFULRAVENDAY). April 6–9, visit our Facebook page to vote for your favorite.

FILM.

UPLOAD.

VOTE.

WIN  
\$250!

## GRATEFUL RAVEN DAY

Celebrating the generosity of our benefactors.

April 9, 2015

[www.benedictine.edu/grateful](http://www.benedictine.edu/grateful)





**BENEDICTINE**  
**COLLEGE**

Logo Usage Guide  
2014-2015

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## Signature Components and Standards



### Overview

Uniform use of the Benedictine College signature builds awareness of the college in the Catholic and academic communities and beyond. As such, the Benedictine College signature should be used in accordance with the guidelines in this approved artwork guide.

### Components of the Benedictine College Signature

- 1. Benedictine College Mark.** A graphic representation of the letter B with a red Benedictine cross in the center. The cross is the Christian symbol of salvation. The characteristic Benedictine shape reminds us of the work of evangelizing and civilizing England and Europe, and by extension Atchison, carried out by Benedictine monks and nuns.
- 2. Logotype.** "Benedictine College" set in modified versions of Berthold City Bold and Medium typefaces respectively.

A subordinate area may be used in the individualized signatures for each major unit: campus, college/school, administrative unit, corporate affiliate, academic department, etc. (see Primary & Subordinate Areas, Section XXXX).

### Please Note:

The Berthold City font was customized for the logo and logotype, so **NO PART OF THE BENEDICTINE COLLEGE SIGNATURE SHOULD BE RESET.** The Benedictine College signature is configured both horizontally and vertically. The vertical (as shown above) configuration is preferred. The horizontal configuration should be used only when space is limited or when the printed piece has a vertical orientation (see Vertical Configuration, Section XXX).

### Vertical Configuration

The preferred use of the Benedictine College signature is in its vertical configuration. The components of the signature should not be separated. Because the font was customized for the logotype, neither should be reset.



### Clear Space

Clear space requirements must be observed, except in special, pre-approved circumstances.



### Minimum Size

The height of the vertical Benedictine College signature should not be less than 3/4 inch in print, shown here in actual size.



### Horizontal Configuration

While the vertical signature is preferred, the horizontal version may be used when space is limited or when the printed piece has a horizontal orientation. The components of the signature should not be separated. Because the font was customized for the logotype, it should not be reset. In the horizontal configuration, the logotype and subordinate area must be to the right of the "B" mark. Color and clear space requirements are the same as for the vertical configuration.



### Clear Space

Clear space requirements must be observed, except in special, pre-approved circumstances.



### Minimum Size

The height of the Horizontal Benedictine College signature should not be less than  $\frac{1}{2}$  inch in print,



## Color Standards

The colors used in Benedictine College's signature help make it a distinguishable element of Benedictine College's Brand. It is important to be consistent in the use of color.

### Three-Color Signature

The three-color signature is always preferred. It should be used on a white or light background. When the three-color signature is used on a dark background, the logotype should be reversed (white). Do not use the signature on a background that provides insufficient contrast. When the signature is used on a photographic background, drop shadows or a white glow may be used to enhance legibility. Consider printing the signature on a white bar if legibility would be compromised by the background image.



Benedictine Gray  
PMS Cool  
Gray 8



Benedictine Red  
PMS 201  
Red



Benedictine Black  
PMS  
Black

### One-Color Signature

If used in one color, the signature should be printed in Benedictine Black or Benedictine Red (PMS 201).



### Reversed Three-Color and One-Color Signature

When using a dark or solid-color background, the signature color(s) should be reversed (white).



Three-Color Signature Reversed



One-Color Signature Reversed

For additional information, contacts and downloads, see [www.benedictine.edu/brand](http://www.benedictine.edu/brand)

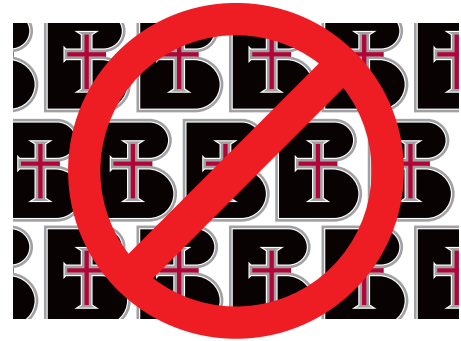


## Alterations

The horizontal and vertical configurations and color standards for the Benedictine College signature are intended to meet most design needs. Exceptions to the guidelines in this document may be made only with prior approval.



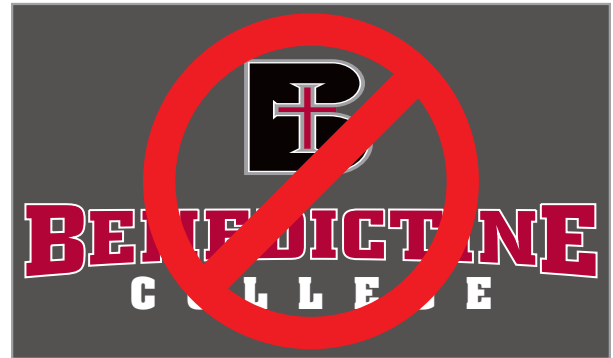
DO NOT REPOSITION, RESIZE  
OR SEPARATE COMPONENTS



DO NOT CREATE A DECORATIVE PATTERN  
WITH ANY PART OF THE SIGNATURE



DO NOT OVERLAP OTHER LOGOS OR MARKS



DO NOT REASSIGN COLORS,  
OUTLINE ANY PART OF THE LOGOTYPE,  
DISTORT OR SET IN ANOTHER TYPEFACE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed a porttitor est. Pellentesque massa ac feugiat. Nullam elementum magna. Suspendisse potenti. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pellentesque nunc vitae nunc necumsan id. Ravida est pellentesque. Aenean auctor eu dolor ullamcorper mollis vel quis felis. Curabitur imperdiet, elit. Aenean semper aliquet, tortor. Ma egestas est, in quamcorper neque eu lectus. In pretium. Nam nulla, nec sollicitudin elit sagittis non.

DO NOT OVERLAP, OBSCURE OR SCREEN  
THE SIGNATURE BENEATH TEXT



USE DROP SHADOWS OR OTHER BACKGROUND  
EFFECTS ONLY TO ENHANCE LEGIBILITY



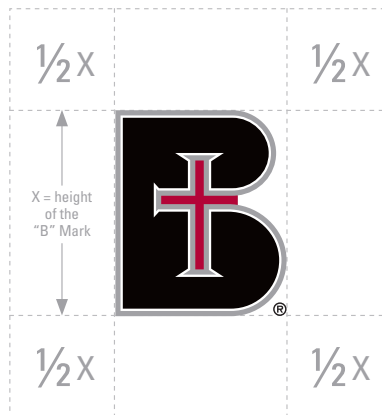
## The Benedictine College "B" Mark

The Benedictine College "B" mark alone, as the dominant part of the signature, has a great deal of visible presence on apparel and promotional items. The "B" mark is a federally registered trademark and the circle R must always accompany the mark when used by itself.



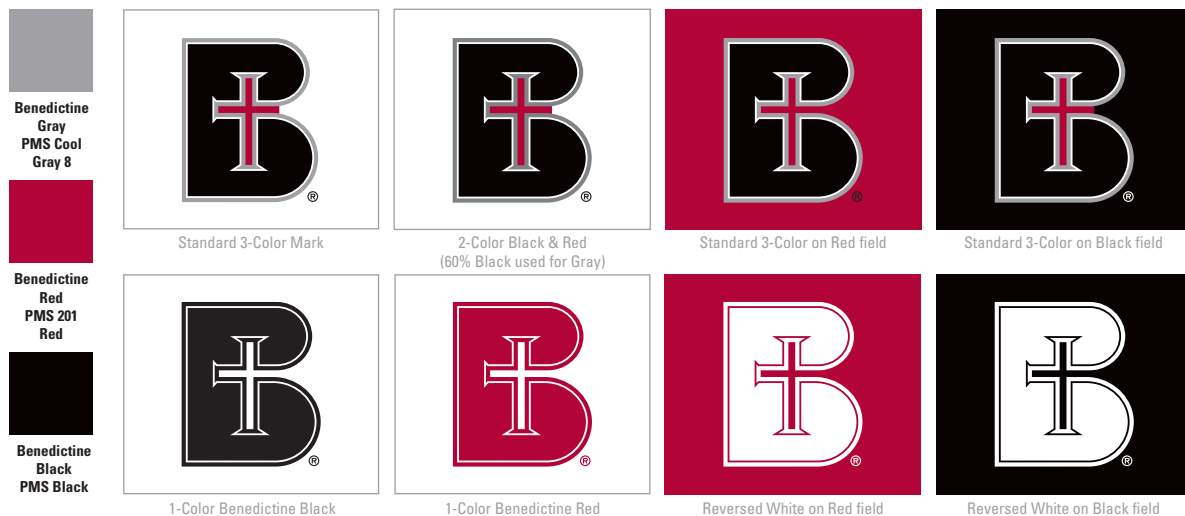
### Clear Space

Clear space requirements must be observed, except in special, pre-approved circumstances.



### Color Standards

The "B" mark should appear in the standard three color version as either spot colors Benedictine Black (PMS Black) Benedictine Red (PMS 201) and Benedictine Gray (PMS Cool Gray 8) or in the Pantone® Matching System (PMS) standardized process color (CMYK) builds of these colors. Single spot color versions are permissible in White (reversed)



For additional information, contacts and downloads, see [www.benedictine.edu/brand](http://www.benedictine.edu/brand)

## “Rocky the Raven”

Rocky the Raven is an iconic presence on the Benedictine College campus and on apparel and other promotional items. It often represents Benedictine College in place of or in addition to the Benedictine College logo and signature. As such, a set of guidelines has been developed for using Rocky in print and on promotional items.

### Acceptable Variations

Rocky the Raven can face either right or left.



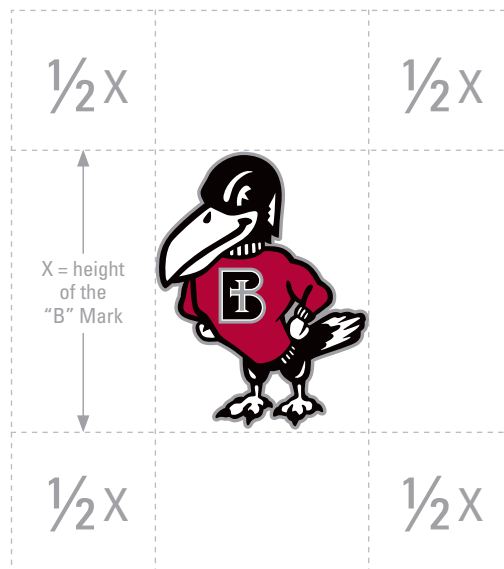
Right Facing



Left Facing

### Clear Space

Clear space requirements must be observed, except in special, pre-approved circumstances.









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## Grayscale Rocky the Raven

The grayscale Rocky the Raven is acceptable **ONLY** for high-quality print reproduction.

Benedictine Color Standard with Grayscale

	→	
Benedictine Gray PMS Cool Gray 8		40% Black
	→	
Benedictine Red PMS 201 Red		70% Black
	→	
Benedictine Black PMS Black		100% Black









## Minimum Size

The height of Rocky the Raven should not be less than 1/2 inch in print, shown here in actual size.



## Color Standards

Rocky the Raven should appear in the standard three color version as either spot colors Benedictine Black (PMS Black) Benedictine Red (PMS 201) and Benedictine Gray (PMS Cool Gray 8) or in the Pantone® Matching System (PMS) standardized process color (CMYK) builds of these colors. Single spot color versions are permissible in White (reversed out of a dark background - preferably Benedictine Black or Benedictine Red), Benedictine Black and Benedictine Red.

				
Benedictine Gray PMS Cool	Standard 3-Color Mark	2-Color Black & Red (40% Black used for Gray)	Standard 3-Color on Red field	Standard 3-Color on Black field
				
Benedictine Red PMS 201	1-Color Benedictine Black	1-Color Benedictine Red	Reversed White on Red field	Reversed White on Black field
				
Benedictine Black PMS Black				

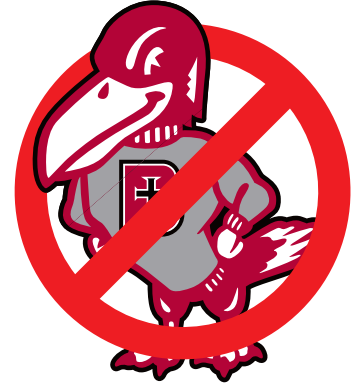
**Examples of Incorrect Usage:**



DO NOT STRETCH  
OR DISTORT



DO NOT DELETE OR ALTER  
ANY ELEMENTS



DO NOT  
REASSIGN COLORS



DO NOT OBSCURE THE RAVEN  
OR SCREEN BENEATH TEXT



DO NOT CREATE  
COLOR VARIATIONS



DO NOT ALTER  
COLOR SCHEME



DO NOT PLACE ON A  
BACKGROUND THAT  
DOES NOT PROVIDE  
SUFFICIENT CONTRAST.



DO NOT USE  
ROCKY THE RAVEN  
AS A PATTERN



USE DROP SHADOWS OR  
OTHER BACKGROUND  
EFFECTS ONLY TO  
ENHANCE LEGIBILITY

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## Benedictine College Branding System: Color Palette

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Color is possibly the most significant identifier that the college uses. Red and black have long been the identifying colors for Benedictine College. With the new Benedictine College signature, colors have been updated to provide a fresh, modern feel while the design retains the history and prestige of the college. The addition of the cool gray color was introduced to enhance the classic design.

### Primary Palette

The official Benedictine College red is referred to as Benedictine Red PANTONE (PMS) 201. The gray used in the logotype is PANTONE (PMS) Cool Gray 8. You may substitute a 40% black screen for PMS Cool Gray 8. Whenever possible, print Benedictine Red (PMS 201) as a spot or fifth color to ensure color accuracy.



**Benedictine Gray**

Spot Color: PMS Cool Gray 8  
Process : C0 M1 Y0 K43



**Benedictine Red**

Spot Color: PMS 201  
Process : C0 M100 Y63 K29



**Benedictine Black**

Spot Color: PMS Black  
Process : C30 M30 Y30 K100



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