

Brand Architecture

BRAND FOUNDATION	University Mission	Bentley University changes the world with a transformative business education, integrated with arts and sciences, that inspires and prepares ethical leaders who will confront the challenges of today and shape the opportunities of tomorrow.
	University Values	Caring Collaboration Diversity Honesty Impact Learning Respect
	University Value Proposition	Bentley University creates successful leaders who set out to make business a force for positive change - in our communities and across the world.

BRAND FRAMEWORK	Brand Pillars	A core business focus, integrated with arts and sciences	Purposeful work with a positive impact	A holistic educational experience that leads to a rewarding career and life	A flexible, personalized approach to education	A community of lifelong knowledge seekers	Reinventing business education for a changing world	
	Brand Personality	Our personality is at the intersection of leadership and understanding, a balance that inspires us to be a force for positive change.						
	Leadership	Impactful We believe in making a positive difference	Inclusive We value diversity, collaboration, partnership and sharing knowledge	Honest We act ethically, with integrity and accountability				
	Understanding	Caring We're empathetic, kind and compassionate	Respectful We seek to understand our differences and champion them	Curious We seek knowledge, experience and new ways of learning				

BRAND PLATFORM

BE A FORCE

To *Be a Force* is to make a difference, big or small.
 It's about accountability, recognizing the need for positive change, and acting on it.
 It's about understanding others, challenging the status quo, and making an impact that doesn't just move business forward, but that moves us all forward.

BRAND CREATION

Audiences and Key Messaging

Prospective Students
 Educate
 Inspire
 Support

Prospective Parents
 Educate
 Inspire
 Affirm

Faculty and Staff
 Empower
 Instill Pride
 Motivate

Current Students (Grad and Undergrad)
 Empower
 Instill Pride
 Prepare

Alumni
 Engage
 Connect
 Instill pride

Donors and Prospective Donors
 Engage
 Inspire
 Motivate

Corporate Partners
 Connect
 Inspire
 Collaborate

TONE OF VOICE

Leadership and Understanding

LEADERSHIP

Impactful
 Confident and knowledgeable

Inclusive
 Approachable and collaborative

Honest
 Ethical and conscientious

UNDERSTANDING

Caring
 Selfless and compassionate

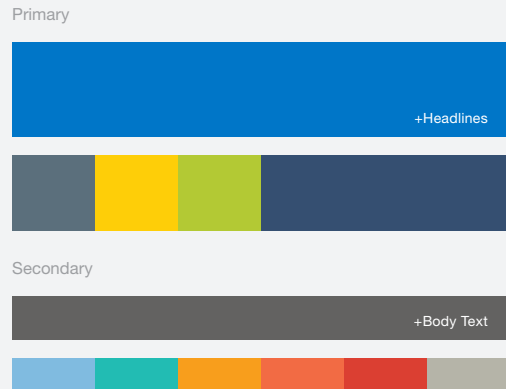
Respectful
 Understanding and gracious

Curious
 Inquisitive and interested

LOGOS



COLORS



PRIMARY AND SECONDARY FONTS

Helvetica Neue 35 Thin	Caecilia LT 45 Light
Helvetica Neue 45 Light	Caecilia LT 46 Light Italic
Helvetica Neue 46 Light Italic	Caecilia LT 55 Roman
Helvetica Neue 55 Regular	Caecilia LT 56 Italic
Helvetica Neue 56 Italic	Caecilia LT 75 Bold
Helvetica Neue 65 Medium	Caecilia LT 76 Bold Italic
Helvetica Neue 75 Bold	Caecilia LT 85 Heavy
Helvetica Neue 76 Bold Italic	Caecilia LT 86 Heavy Italic

If you have questions or need additional resources, contact brand@bentley.edu or visit bentley.edu/brand.