



BRAND MANUAL

www.bethlehem.edu

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1. Introduction:

Bethlehem University (BU) Brand and its colors are our corporate identity and should be used on all communications representing the University. It is important that the University Brand is presented in a strong and consistent manner in order to achieve maximum impact, and should be used properly to attract positive attention to the University. As Bethlehem University becomes more widely known in the world community, our Brand will become a more and more recognizable mark of distinction.



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UNIVERSITY

جامعۃ بیت لحم

1.1 There are several graphic elements working together in our Brand:

The Star: The five pointed star at the center is the Signum Fidei star. It is the sign of faith and the symbol officially used by the Institute of Brothers of the Christian Schools (Fraternum Scholarum Christianarum abbreviated as FSC also known as De La Salle Brothers in 80 plus countries). It has as its origin the Star of Bethlehem which led the Magi (wise men of the East) to the birth of Christ. The star is a sign of faith that has led countless Brothers and members of the Lasallian Family in doing the Lasallian Mission in many parts of the world.

The star represents the five Lasallian core principles:



Broken Chevrons and Indivisa Manent:

The coat of arms of the De La Salle Family, coming down from medieval times, features chevrons or sets of triangles leaning towards each other. In these, the Brothers see a powerful symbol of mutual dependence or Brotherhood. In a way, the chevrons also recall the type of white collar "Rabat" which traditionally has been worn by the Brothers.

The ancient motto of De La Salle family is "Que sien toustem ligato amasse," which means "Let us all be united!" or "Let us all stick together!" Later the family translated this motto into the Latin "Indivisa Manent," which is the present wording of the motto on the coat of arms, literally translated as "Permanently Indivisible".



1.2 BU Brand Usage Guidelines:

The Brand of Bethlehem University may be used by third parties subject to the following terms and conditions:

1. It may be used only if;
 - a. a written permission is granted by the Advancement Office/ Communications Unit on the “Brand Usage Request” form (no. ADM.02.F08) filled out by the user before the Brand is used, whether electronically, by email, or in print,
 - b. there is no likelihood of the user of the Brand being confused with Bethlehem University,
 - c. it is not used in connection with objectives or activities which are incompatible with the values or goals of Bethlehem University,
 - d. it is not used to imply or suggest unintended endorsement or promotion by Bethlehem University of the objectives and/or activities of the user of the Brand.
2. The Brand shall be used in its entirety without distorting, modifying or separating its component elements.
3. Permission to use the BU Brand does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the Brand, either by registration or any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out by the BU Branding Policy (no. ADM.02.09).
4. If used together with other brands or logos, BU Brand should not be smaller than other equal partners.
5. If Bethlehem University is sponsoring an event, its Brand should be equal to the brand or logo of the organizer and in a visible place.
6. Any external party producing or using material (e.g. prints, postcards, stationary, alumni merchandise, signage,...etc.) bearing the University's Brand must be contracted by the University to produce or use such branded material. The use of the brand must comply with the BU branding guidelines.

2.Brand Identity

Primary Brand



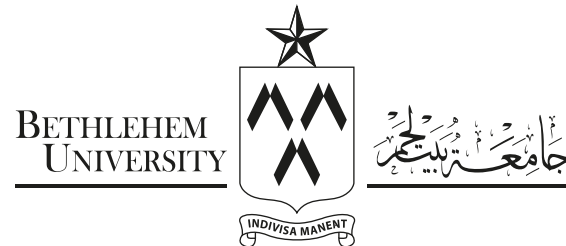
Secondary Brand



Primary Black & White



Secondary Black & White



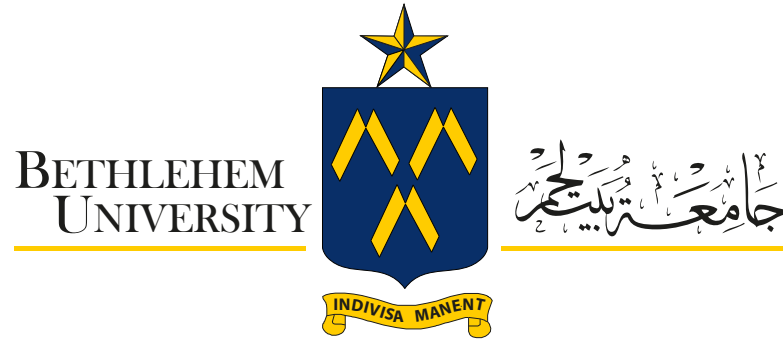
2.1 Primary Brand *Graphic Elements*



The primary Brand of the University consists of three elements:

- The Shield with its various elements
- English name
- Arabic name

2.2 Secondary Brand *Graphic Elements*



The secondary Brand of the University consists of four elements:

- The Shield with its various elements
- English name
- Arabic name
- Dividing line

2.3 Aspect Ratio

The aspect ratio of Bethlehem University's Primary logo (ratio of the width of the logo to its height) is 1.6 : 1 and for the secondary logo, the ratio is 2.3 : 1. This aspect ratio must be kept at all times. For example, if you are using the logo in a Word document, the logo should be resized using the corner control points as shown in the figure, and not the middle square control points.



2.4 Brand Design Variations



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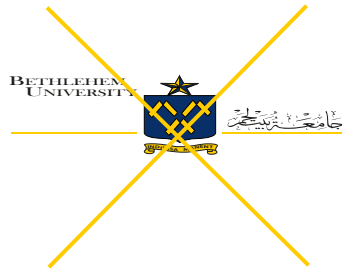


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2.5 Unauthorized Use of the Brand

1. When using the official Bethlehem University Brand, in both the color and the black and white versions, do not change the relationship between the elements, or the position of the elements.
2. Do not scale the Brand in an unconstrained fashion. The aspect ratio must always be kept as indicated above.
3. Do not replace the University name font with any other fonts.
4. Do not change the colours or add element to the Brand.
5. Do not use low resolution Brand from the websites for printwork. It will not appear crisp and clear. A vector graphic Brand file should be used when there is a need to enlarge the logo for banners and large prints.



2.6 Brand on Images

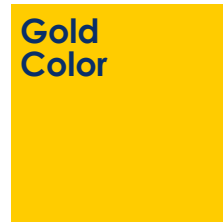


3.Brand Colors

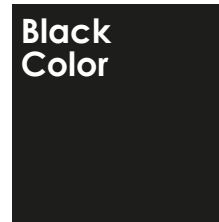
Color is as significant to a graphic identity as images. The official colors of Bethlehem University are BLUE ,Gold and Black. Precise color matching can be difficult depending on the medium, art, or special effects being used. The following color formulas are used for consistency across mediums:



CMYK: 100.77.0.42
RGB: 0.34.148
Pantone Reflex Blue



CMYK: 0.20.100.0
RGB: 255.204.0
Pantone Luminous
vivid amber



CMYK: 0.0.0.100
RGB: 0.0.0
Black

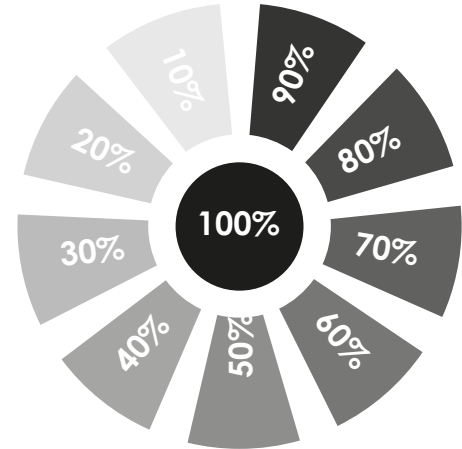
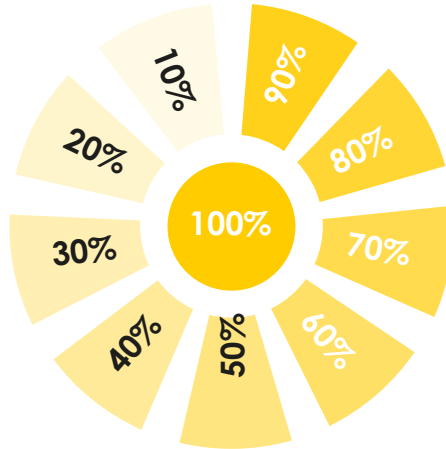
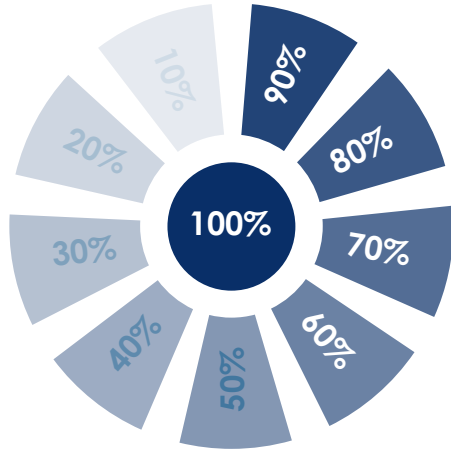


Paint Blue Color



Paint Gold Color

Color Breakdown



4.BU Corporate Seal

In general, the University corporate seal is for official or formal materials representing Bethlehem University, residing with Vice Chancellor's office. The University corporate seal is limited to official university documents such as invitations, official letters and documents.

The corporate seal of the University consists of five elements:

- Bethlehem University in Arabic & English
- The foundation year of Bethlehem University in Arabic & English
- The Shield with its various elements
- Print Color: Blue
- Round type: 4cm diameter size



The Bethlehem University corporate seal may not be defaced, altered, overprinted or dismantled in any manner. Because the Bethlehem University seal is so important to our institution, it must always be reproduced consistently.

5. Typography

5.1 Typeface For Official Letters and Envelopes :

- Text Type & Size

In general, it is recommended to use Regular font size 12 for main body text, and Bold font size 16 for main headings and titles. Other sizes can be used for subheadings as appropriate.

Calibri Regular font for English

Lorem ipsum Lorem ipsum Lorem ipsum Lorem ipsum

Size 12

Lorem ipsum Lorem ipsum Lorem ipsum Lorem ipsum

Size 16

Simplified Arabic font for Arabic

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

حجم ١٢

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

حجم ١٦

- Text alignment

As a general rule, text should be aligned to left for English and to the right for Arabic text. Justified text should not be used.

Fonts of the University Name in the Brand

For English: Baskerville Old Face

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

For Arabic: Calligraphy Art

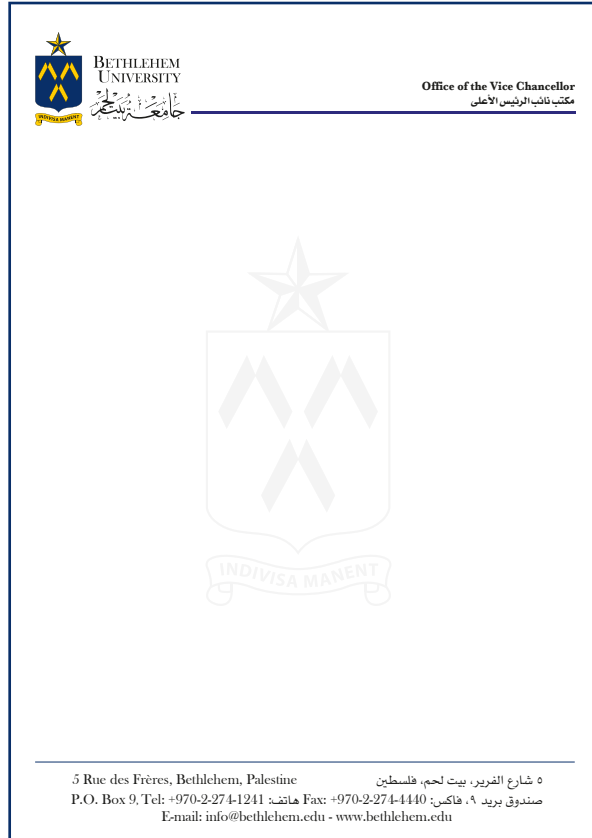
ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب ا

ي و ه ن م ل ك ق ف غ

1234567890

5.2 Official Letterhead 90gm

Size 21x29.7 cm



5.3 Official Envelope

Size 23x11 cm



5 Rue des Frères
P.O.Box 9, Bethlehem
Palestine

5.4 Business Card

Size 9x5 cm

Front & Back



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مسؤول المطبعة

المكتب المالي
هاتف: ٢٢٤١/٢ (+٩٧٠) ٢ ٢٧٤ ١٢٤١
فاكس: ٢٢٧٤ ٤٤٤٠ (+٩٧٠)
موبايل: ٠٥٦٨ ١٠٢٢٠٢ (+٩٧٠)
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