BRAND GUIDELINES

BRADLEY University

Revised November 2026

MISSION

BU empowers students for immediate and sustained success in their personal and professional endeavors by combining professional preparation, liberal arts and sciences, and co-curricular experiences. Alongside our dedication to students, we embrace the generation, application, and interpretation of knowledge.

VISION

Bradley University is the leader in student engagement.

VALUES

At the heart of BU is a community built upon the valued relationships we find in each other as students, staff, faculty, administrators and alumni. The core of these relationships are driven by the values of student success, knowledge and discovery, and community and connectivity.



BRADLEY University

Bradley University was founded in 1897 by Lydia Moss Bradley. A visionary in her own right, she brushed off convention to create a school the world needed. Today, Bradley University continues to evolve and embrace progress, leading through innovation and excellence.

"[An education at Bradley University will] furnish its students with the means of living an independent, industrious and useful life by the aid of a practical knowledge of the useful arts and sciences."

– Lydia Moss Bradley, Founder

BRAND FOUNDATIONS

Success and Excellence

BU ensures students receive a personalized learning experience by providing opportunities to combine their passions and skills through innovative academic programming and exceptional engagement with peers, staff, and faculty. These experiences translate to leadership and problem-solving skills employers seek.

Knowledge and Discovery

We prioritize academic excellence by nurturing critical thinking, research, creativity and technical skills development. We engage learners in high-impact practices in scholarship and leadership development opportunities which include internships, cross-disciplinary courses, and study abroad experiences.

Community and Connectivity

We are a community that strives to contribute meaningfully to understand the world around us. By embracing civil discourse and celebrating personal identity, we understand our differences are our strengths.







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Artificial Intelligence (AI)

Athletics

Office of Marketing and Communications

Brand Resources | bjedd@bradley.edu

VOICE & TONE

Together, these convey the personality of a brand and are applied to all forms of communication.

Voice is how we talk about ourselves and the groups we serve. We set the tone by the type of language we use and the way we use it. It's important to use language that is friendly and personal.

While tone will depend upon the audience, it should always feature language that is:

EMPOWERING
honors each student's inherent dignity

COMMUNITY-FOCUSED
values the unique talents and possibility each student brings to campus

AUTHENTIC
welcomes courageous self expression

Word Choice

Use the following words to inspire or influence tone.

GROWTH EXPLORE INSIGHT EMPATHY CONFIDENCE GLOBAL EXPRESS ACHIEVE

Editorial Guidelines

Refer to the *BU editorial guidelines* to ensure all communications are consistent in voice and tone, and adhere to our preferred style for grammar and punctuation.

University Name

In most cases, the full name should be used in first reference: **Bradley University**.

On second reference it is acceptable to use **Bradley or BU**.

AUDIENCES

	Voice	Tone	Examples
Students & Families	Bradley's voice is student-centered, empowering, and confident. Students are always the focus of the story, with Bradley positioned as the partner that helps them turn ambition into action. Our language reflects trust in students' potential and highlights a premier, personalized experience where they learn by doing, build connections, and shape their future.	Bradley's tone is welcoming, encouraging, and supportive. It reflects a community that believes in students and champions their success academically and personally. The personality feels like a trusted mentor: approachable, optimistic, and invested in each student's journey creating an environment where students feel confident, supported, and excited about their opportunities.	CURRENT STUDENTS: Make the most of your Bradley experience. Lead, learn, and make your mark. STUDENT PROSPECTS: Embrace the next chapter. Imagine what you can achieve.
Faculty & Staff	The subject should always be the staff/faculty, not BU, and the language should convey an equality across campus, regardless of position. Avoid hierarchical language or words that convey rank or seniority. Language should feel collaborative and encourage open and honest communication.	The tone should feel collaborative, like a conversation between colleagues who are working side by side to achieve shared goals. Language should demonstrate BU sees employees as partners and values their role in making decisions and setting priorities.	You are making a difference. BU wants to hear your voice.
Alumni	The subject should always be the alum, not BU, and the language should convey a respect for the real impact that these stakeholders currently have on the BU experience. Language should acknowledge alumni as creators and changemakers of a better university and a better world.	Establish BU as the grateful recipient of the wisdom and resources these stakeholders entrust to the university. Language conveys an understanding of the responsibility to use that gift wisely to empower and encourage a new generation of Bradley alums.	Your legacy makes BU better. Your story is our story.
Local Community	The subject should always be the community and the language should be in the service of partnership and how we support each other. We need to convey that we are accessible and we want to help build a better future for our community.	Establish BU as a friendly advocate and partner in Peoria with the shared legacy of our founder Lydia Moss Bradley. We are here to support the community and share resources. We want local residents to see that an education at Bradley is attainable to all.	We are stronger when we work together. BU's legacy is our legacy.

BOILERPLATE

At Bradley University, our standard boilerplate provides fundamental details about our institution and ethos, appended to official documents and press releases. Occasionally, news writers may modify it based on their intended audience.

Bradley University is a top-ranked, private university in Peoria, Ill., offering students a personalized, transformative experience to prepare them for future success. With more than 100 programs, a student-faculty ratio of 10:1, and guaranteed experiential learning opportunities for 100% of students, Bradley provides an individualized hands-on education with nationally recognized faculty. Bradley offers comprehensive undergraduate and graduate academic programs including business, communication, education, engineering, fine arts, health sciences, liberal arts and sciences, and technology.







200+
STUDENT ORGANIZATIONS

10:1
STUDENT FACULTY RATIO

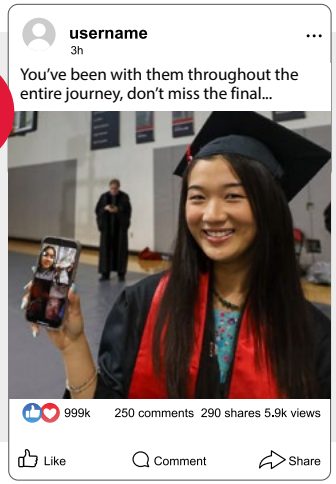
EXPERIENTIAL LEARNING FOR
100%
of students

HOME OF
D1 ATHLETICS

SOCIAL MEDIA

Bradley's social media platforms serve several audiences providing an insider perspective on campus life.

Facebook



TARGET AUDIENCE

Parents of Potential or Current Students and Older Alumni

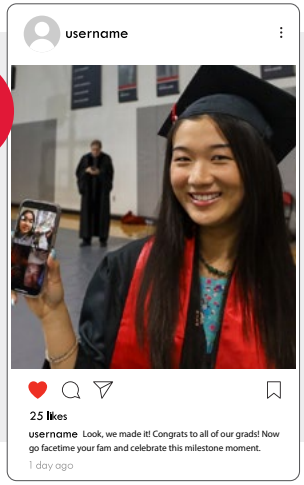
EXAMPLE POST:

"You've been with them throughout their journey, don't miss the final steps across that commencement stage! Watch graduation live this weekend or join the stream at Bradley.edu to catch your students capping off their education."

TIPS:

- Include photo(s)/video with content to capture the audience's attention.
- Size photo(s)/video(s) with mobile in mind.
- Share content related to student success, educational excellence, or topics that resonate with the target audience.

Instagram



TARGET AUDIENCE

Potential and Current Students and Young Alumni

EXAMPLE POST:

"Look, you made it! Congrats to all of our grads! Now go facetime your fam and celebrate this milestone moment."

TIPS:

- Size photo(s)/video(s) explicitly for mobile.
- Write brief and concise captions. Messaging is not always read by users.
- Content can be featured in *Stories* for 24 hours and offers direct links for users.
- Links shared in captions or comments are not clickable.
- Avoid sharing QR codes.
- Share high quality and clear content.

LinkedIn



TARGET AUDIENCE

Alumni, Community Members, and Current Students

EXAMPLE POST:

"We are excited to welcome Bradley families in person at RenCo and those tuning in from around the world to watch the latest class of Braves celebrate their commencement moment! Catch the livestream at Bradley.edu or join us this weekend for graduation."

TIPS:

- Include photo(s)/video with content to capture the audience's attention.
- Write captions providing full context along with the photo(s)/video shared.
- Share content related to campus updates, university development, student success, or educational excellence.

Accessibility

Social media platforms have some automatic tools to bridge accessibility gaps, but it is always best to take this into consideration when creating your content.

Video Captions: While many platforms will attempt to auto-generate captions for video content, it is always better to create them yourself to avoid mistakes and inaccurate information.

Alt Text: Most platforms will auto-generate alternative text for images that are shared, which allows for screen readers tools to read the content out loud. Alt text is also used if an image fails to load for a user. Creating your own alt text ensures the proper description is applied to the photo.

Additional General Considerations:
Emojis are read out loud by screen readers. Consecutive and excessive emoji use creates a jumble of verbal messaging that is confusing to those using screen readers. Take this into consideration when building your content and limit the use of emojis or place them at the end of sentences and captions.

Text in images will not be read by screen readers automatically and are often processed incorrectly by automatic tools. For example, sharing a digital version of a print flyer to social media may be a quick way to get more use out of the flyer, but it is not optimized for social media. Instead, share the details from the flyer in a caption and use a different visual without text to accompany the message.

Posts vs. Stories

Traditional posts should include polished content, evergreen messaging, and high-quality brand representation.

Stories are temporary, often posted for only 24 hours. Use them as a strategic tool to show timely and authentic content reaching an engaged audience base. They are perfect for event coverage and student "takeovers," or for immediate action on things like registration, voting, RSVP, etc.

Other Best Practices

All social media accounts officially representing Bradley University must adhere to the following.

- Profile pictures must be created using an *approved template*.
- Do not use acronyms or shorthand for page names/titles. Spell things out, clearly identifying what the page represents. For example, instead of BU OMC, use Bradley University Office of Marketing and Communications.
- Images used for cover photos or posts should adhere to *photography guidelines*.
- Use of brand logos, colors, and other visual assets must be in accordance with brand guidelines.

For more info, view our complete *social media policy*.

Accessibility Resources

Accessible Social (general)

NVDA (screen reader)

Kapwing (caption creator)

YouTube Studio (caption creator)

Official Accounts

Facebook
@BradleyUniversity

Instagram
@bradleyuniversity
@BradleyUniversityPresident

LinkedIn
@bradleyuniversity

TikTok
@bradleyuniversity

X/Twitter
@bradleyu

Hashtags

Using hashtags helps bring our content together. Capitalize proper nouns.

#BradleyUniversity
Used most widely for BU content

#BradleyUniversityAlumni
Used for alumni or graduation

#BradleyBound
Used for admissions or admitted students

#BradleyBraves
Used for athletics or general campus life

#BradleyU
Used mainly by external audiences

LOGO

Bradley University operates as a branded house with the identity of the parent brand informing the look and feel of all subsidiaries.

Variations

The logo is available centered, horizontal, left-justified, or as a word mark. Use the option that best fits the space provided.

Color

The logo is red and white for print and digital. The black and white version is used when printing only in black.

The one-color version is for apparel or promotional items. Imprints can be in red, white, or black.

Usage

- The logo should not be produced with the shield smaller than 0.25 inches.
- DO NOT: Alter the composition, proportions, color placement, or typography.
- DO NOT: Stretch, rotate or distort dimensions, change the color, rotate, or add stylized effects.
- Maintain maximum contrast.
- The BU logo must adhere to all copyright and licensing requirements.

Centered



Horizontal



Left Justified



Word Mark



Two Color



Two Color Reversed



Black and White



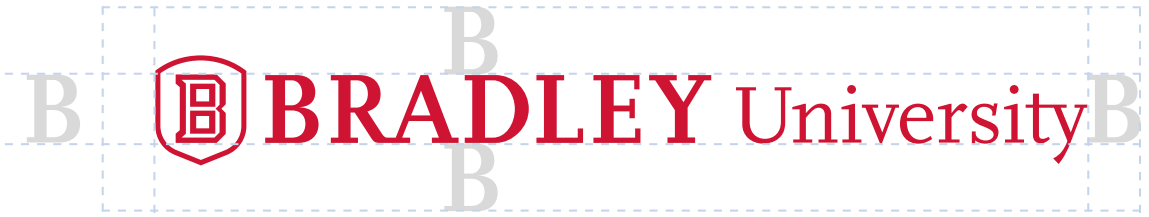
One Color



Clear Zone

The area around the logo must be kept free of all elements. This helps maximize brand visibility and visual impact.

The clear zone is the same for all logos. It extends the height of the capital letter *B* on top and bottom of Bradley. It extends the width of the capital letter *B* on the left and right sides.



Unit Logos

Unit logos represent colleges, departments, offices, and organizations. They are extensions of the university brand and cannot be altered.

One- to four-word identifiers for units are placed over the name of the primary college/ office.

The stacked version has a minimum imprint size of 1.5"w x 0.9"h. The horizontal version has a minimum imprint size of 2.4"w x 0.6"h.

Reach out to OMC to request unit logo sets.





Promotional Items

For small imprints like pens and keychains, there is only room for the BU logo. As the imprint size increases, there is room for a unit logo. Larger imprints, like t-shirts, can be customized with artwork and a logo.

Exceptions are made for embroidery items. Please reach out to *branding@bradley.edu*.



COLOR

Color evokes emotion and impacts brand perception.
It helps convey personality and support awareness.



Bradley Red
CMYK 0/100/80/5
RGB 225/24/55
Hex #CE1432
PMS 186
Madiera 1637



Sky Blue
CMYK 35/18/1/0
RGB 162/189/224
Hex #A2BDE0
Madiera 1953

Light Gray
CMYK 0/0/0/20
RGB 210/211/212
Hex #D2D3D4
Madiera 1918



Gray
CMYK 0/0/0/50
RGB 147/149/152
Hex #939598



Dark Gray
CMYK 0/0/0/80
RGB 90/90/92
Hex #5A5A5C

Primary

Bradley Red is our signature color representing the legacy and strength of the university.

It provides emphasis for headlines and call to action type. It is also used for background fills, graphics, and gradient overlays.

Accent

Sky Blue is only used for 10-20% of an overall composition.

It is commonly used for graphics, icons, and rule lines. Do not use it for type.

It does not provide good contrast with white.

Neutral

Black, shades of gray, and white are used to create space, maintain balance, and provide contrast within a composition.

Gray is commonly used for call out boxes, graphics, icons, typography and rule lines.

TYPOGRAPHY

Typefaces provide visual impact aligning the appearance of the message with the brand identity.

Kapra Neue

Impactful and bold. Used in headlines or call to action. Only use in all caps and set with tight leading.

Google, Microsoft or Canva substitute:
Bebas Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$(&?!%.,:—)

KAPRA NEUE MEDIUM CONDENSED

KAPRA NEUE MEDIUM

KAPRA NEUE MEDIUM EXPANDED

Museo Sans

Balanced and clean. Used in secondary headlines, subheads, body copy, or call to action.

Google, Microsoft or Canva substitute:
Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890$(&?!%.,:—)

Museo Sans 100
Museo Sans 100 Italic

Museo Sans 300
Museo Sans 300 Italic

Museo Sans 500
Museo Sans 500 Italic

Museo Sans 700
Museo Sans 700 Italic

Museo Sans 900
Museo Sans 900 Italic

Lora

Traditional and structured. Used in headlines, subheads, or body copy. Do not use in all caps.

Google, Microsoft or Canva:
Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890$(&?!%.,:—)

Lora Regular
Lora Regular Italic

Lora Medium
Lora Medium Italic

Lora Semibold
Lora Semibold Italic

Lora Bold
Lora Bold Italic

Headline or Title

- **Kapra Neue** in all caps, can be stylized for headlines, sometimes with a second color used to place emphasis on certain words
- **Lora** in title case

Secondary Headlines

- **Museo Sans** in title case or all caps
- **Lora** in title case or lower case

Subheads

- **Museo Sans** in title case or all caps
- **Lora** in title case

Body Copy

- Lora in sentence case with leading 3-4 points greater than font size
- Museo Sans in sentence case with leading 3-4 points greater than font size

Call to Action

- Any brand typeface may be used alone or in combination with one other brand font.
- Apply red to draw attention.

Mueso Sans Secondary Headline

HEADLINE IN KAPRA

Headline in Lora

MUESO SANS SECONDARY HEADLINE

HEADLINE IN KAPRA

lora secondary headline

Headline in Lora

Mueso Sans Secondary Headline

Subhead in Museo Sans

Body copy in Lora parum nus eiciame nobitem harit enda voluptae et apid quiam.

Que voluptae. Ipsam invelit ullectatur magnati ssimusa eceptae prae.

Subhead in Lora

Body copy in Lora parum nus eiciame nobitem harit enda voluptae et apid quiam.

Que voluptae. Ipsam invelit ullectatur magnati ssimusa eceptae prae.

SUBHEAD IN MUSEO SANS

Body copy in Museo Sans dolorae is ulluptate imendi id ex et qui blandant ommolut assi.

Ullita tectur? Qui sam quassin ullaci num voluptatem dis dolorepro est, que aut omniet.

Subhead in Lora

Body copy in Museo Sans dolorae is ulluptate imendi id ex et qui blandant ommolut assi.

Ullita tectur? Qui sam quassin ullaci num voluptatem dis dolorepro est, que aut omniet.

SCAN HERE
for more details

Scan Here
FOR MORE DETAILS

Scan here
for more details

VISUAL ASSETS

Elements that build brand recognition and define personality in composition.

Stand-Alone Shield

- The stand-alone shield does not replace use of an entire logo.
- The Bradley shield always has a white outline.
- The white area inside the shield should always be filled in.
- When produced in one color, the red is knocked out and will show the background color behind it.
- The clear zone is equal to the width of the stem of the B inside the shield.

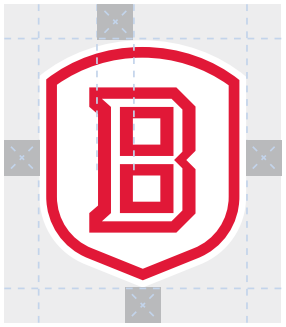
Two Color



One Color



Clear Zone



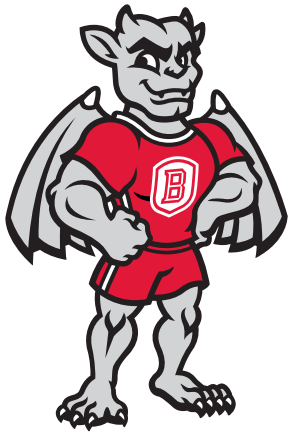
Kaboom!

The mascot graphics are used on athletic materials or to envoke excitement. Altering the composition is not allowed:

- Do not rotate, stretch, or distort dimensions.
- Do not change colors, add graphics or stylized effects.
- Do not reposition the stance or change the clothes.
- Color variations exist for dark and light backgrounds. Be sure maximum contrast is maintained.

Use of other variations of Kaboom! is only permissable by Marketing or Athletics.









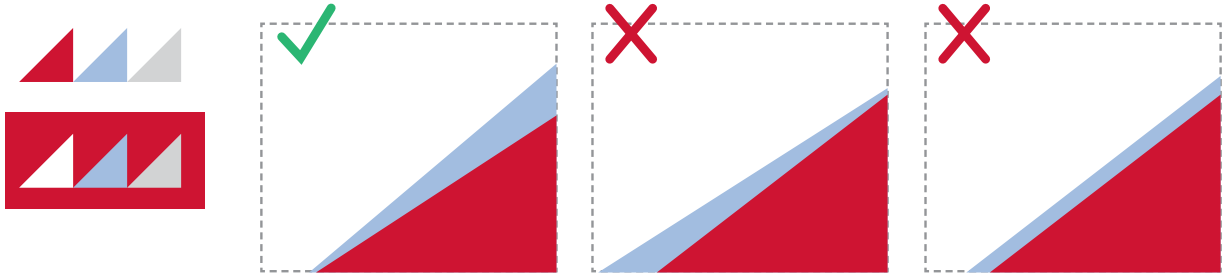


Triangles

A symbol of strength and stability, triangles can be used in any corner of a layout or as a set of three. They are not intended for use as photo frames.

The **triad triangles** lead with Bradley red for light backgrounds and white for dark backgrounds, then sky blue and light gray. Use them to draw attention, break up large areas of text, or add visual presence.

The **corner triangles** can interact with cut-out photos or be used as a container for a logo or shield. The sky blue triangle is offset like a ray always shining upward. It should not look like a stripe.



University Seal

The University Seal was designed in 1903 by art and design professor Adelaide Mickel. It features a rose in the center, emblematic of Lydia Moss Bradley's fondness for the flower, having grown them in her garden. The rose has since become the official flower of the University.

Standing apart from other brand elements, the seal is intended for use on ceremonial documentation, signifying prestige, esteem, and accomplishment. For use, please consult the Office of Marketing and Communications.

QR Codes

Centered in a slightly rounded corner box with a white margin and thick light gray stroke. If artwork is featured in the center, use the stand-alone B. Include the URL small in italics underneath or in close proximity.

bradley.edu

Iconography

Created in a sketch style, icons should be used purposefully and sparingly to highlight areas of content. Set in medium gray and sky blue on light backgrounds and light gray and sky blue on dark backgrounds.



TEMPORARY ASSETS

Short-term branding developed by the Office of Marketing and Communications to support promotions or campaigns.

Temporary assets must use university colors and fonts. Exceptions will be made for strategic reasons at OMC's discretion. These graphics do not replace the use of the University logo and should not compete with it.

Choose Bradley Overview

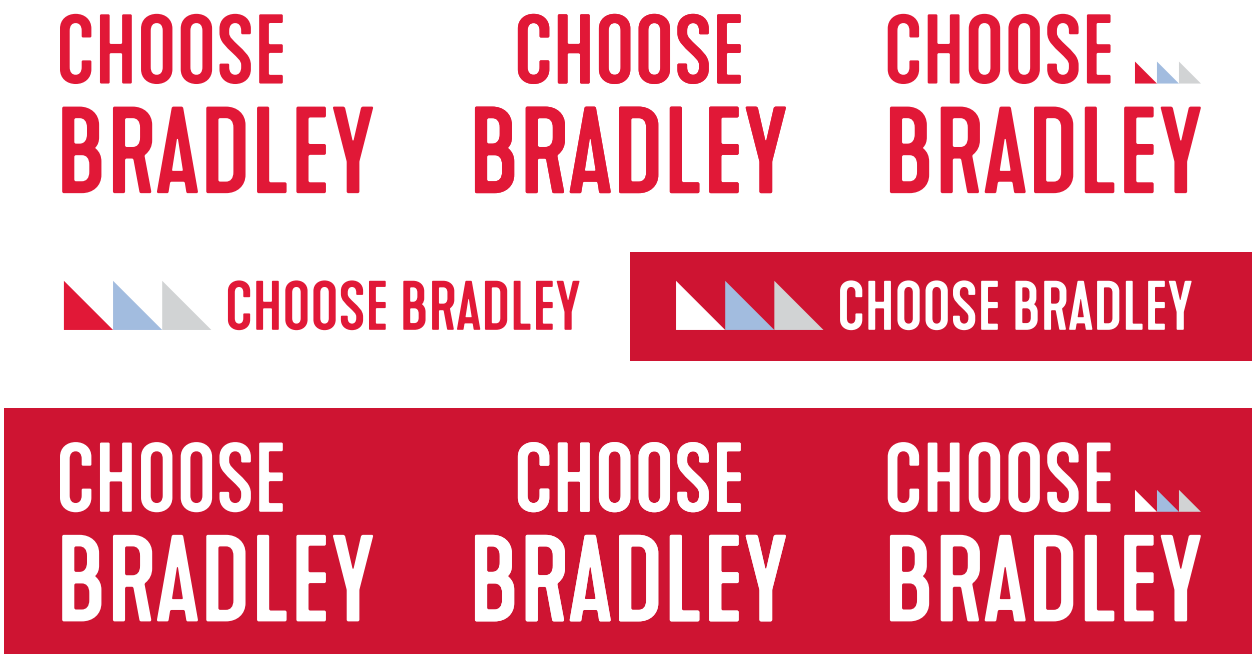
Choose Bradley is a confident call to action that showcases our premier student experience. Paired with strong headlines, it highlights key programs and initiatives while reinforcing what makes Bradley a distinctive choice for prospective students.

Wordmark / Logo

Typeset in Kapra Medium, all caps, in Bradley Red or reversed in white. CHOOSE is in a smaller point size than BRADLEY with the E in choose falling between the L and E in Bradley.

Aligned left or centered. Layout options are available with the triad triangles. When set on one line, all type is the same point size.

The use of *Choose Bradley* is in addition to the University logo.



Descriptive Headlines

Typeset in Kapra Medium, all caps, all Bradley Red or all white, with all words set at the same headline or subhead point size.

No more than six words long. Do not include punctuation. Preferably all on one line when space allows. Use tight leading when on two lines.

Use of descriptive headlines is in addtion to *Choose Bradley* and should not be placed in close proximity.

CHOOSE YOUR FUTURE

CHOOSE GREEK LIFE

CHOOSE SUCCESS

CHOOSE TO LEAD

CHOOSE BUSINESS

CHOOSE HEALTHCARE

CHOOSE BIG OUTCOMES

CHOOSE REAL WORLD EXPERIENCE

CHOOSE PROFESSIONAL PATHWAYS UNIQUE TO YOU

Click here for more Choose options.

SAMPLES


CONGRATS!
YOU'VE BEEN ACCEPTED TO BRADLEY UNIVERSITY

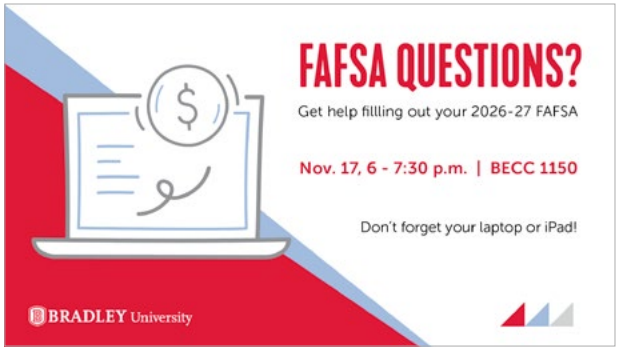

Diabetes and Advanced Resource for Testing (DART) for Uganda
Bradley Brings TEDx to Peoria
Cat UX Challenge
STEM Career Camps
Insight, Innovation, and the Future of Sports
Tech Meets Table: Bradley Students Improve Access to Fresh Food
"The Bradley DART team crafted an impressive prototype that is scalable to communities with limited connectivity. The students were innovative and creative, and committed to developing a practical solution."
100 lbs.
OF PRODUCE TO LOCAL FOOD BANKS


YOU ARE INVITED!
#BRADLEYGRAD


BRADLEY University
BRADLEY UNIVERSITY
IS VISITING YOUR SCHOOL
COME MEET AN ADMISSIONS COUNSELOR TO FIND OUT MORE ABOUT BU!
LEARN MORE
bradley.edu


CHOOSE BRADLEY
BRADLEY University
Apply Now


BRADLEY UNIVERSITY SPEECH TEAM
BRADLEY University
WHY BRADLEY UNIVERSITY SPEECH TEAM?
COMPETE ACROSS 11 EVENTS
"An intercollegiate legacy with more championship team titles than the Duke, Kentucky, North Carolina, UCLA, and Indiana basketball teams combined."
– THE CHICAGO SUN-TIMES
MOST SUCCESSFUL
COLLEGIATE TEAM OF ANY KIND
43+
NATIONAL CHAMPIONSHIPS
2025
NATIONAL SPEECH CHAMPIONSHIPS
LEARN MORE


FAFSA QUESTIONS?
Get help fillling out your 2026-27 FAFSA
Nov. 17, 6 - 7:30 p.m. | BECC 1150
Don't forget your laptop or iPad!
BRADLEY University


DAY of GIVING
CAMPUS CELEBRATION
April 22 | 11 a.m. - 1 p.m.
Olin Quad (April 23 if inclement weather)
Giveaways
Games and Prizes
Free Food
Live Music
BRADLEY University


CHARLEY STEINER SYMPOSIUM
April 15, 9 a.m. to 4 p.m.
GCC, Room 126
BRADLEY University


BU VISIT DAY
DO MORE THAN TOUR
Jan. 19 | 1 - 4 p.m. | Renaissance Coliseum
BRADLEY University


A PREMIER STUDENT EXPERIENCE
Secure Your Spot
BRADLEY University

PHOTOGRAPHY

Photography has the power to impact others' emotions and shape their perceptions.

Used well, photography emphasizes what makes BU great – the community, the campus, and experiential learning. When shooting, lean into showcasing our BU heroes and the groundbreaking work they do all across campus. When editing photos, please ensure the final product honestly represents your subject and accurately communicates with the university audience.







Community

Photos of students, staff, and other members of the Bradley community should have a sense of palpable energy and emotion. Always shoot with authenticity and compassion in mind. Remember that the full picture of Bradley features niche interests, differing perspectives, and diverse origins. Be sure to capture a variety of individuals embarking on a variety of adventures.

TIP Use or simulate natural lighting to enhance the authenticity of your shot.









Photo Library

Access Bradley University's *photo library* for the latest images around campus.

Crediting Photography and Copyright

If using photos from an outside source, be sure to credit the photographer unless we purchased the photo rights.

For example:
© Rick Miller Photography

Any photos taken on Bradley property or at a Bradley event by OMC or a contracted photographer belong to Bradley University.

When sharing campus photos with outside sources for promotions, etc., please advise them to include:
© Bradley University

Campus

The beauty of the Bradley campus sets the stage for campus life photography. Be mindful to paint a full picture by composing shots with strong angles and breathing space.

TIP Don't be afraid to look straight up, straight down, or at interesting angles when composing a shot. Elevated views and strong framing enhances intrigue.









Photo Releases

When photographing individuals and small groups (2 to 5 people), please have them fill out a *photo release form*.

In a classroom setting, please obtain permission from the instructor a few days ahead of the shoot and send them the link to the photo release form so they can distribute to students ahead of time. Upon arrival, ask if any students do NOT want to be photographed.

When labeling photo files of individuals, please include their last name in the file name for quick identification. Photos should be labeled by date (year, month, day), event or project name, name of individual.

For example:
20240618_biolab_Smith.jpg

Hands-on Learning and Collaboration

Photos portraying academics should feature engaging shots of subjects immersed in active, hands-on learning. Balancing moments of personal determination and collaboration, be sure to showcase the breadth of work that occurs across campus, colleges, and programs.

TIP Imagine you're a prospective student interested in the activity you're shooting. Solidify the student's interest and feed their curiosity by capturing the intricate details of the work, as well as the powerful emotion behind the subject.

VIDEOGRAPHY

The combination of visuals, sound, music, and voice can evoke emotion, pride, and belonging.

Videos are powerful tools to promote the Bradley University brand. Today, videos run the spectrum from highly-produced pieces to simple social media posts. These video guidelines are to help Bradley University staff, students, and outside vendors in the production of video content.

Alignment with Brand and Messaging

- Ensure that all video and multimedia content aligns with Bradley University's brand identity, mission, values, and messaging.
- Maintain visual and tonal consistency across different multimedia platforms, ensuring that the university's brand identity is recognizable.
- Explore collaborations with campus partners, students, influencers, alumni, or community organizations to expand the reach and impact of multimedia projects.
- Emphasize storytelling in videos and multimedia projects. Craft narratives that resonate with the audience and convey the university's mission and impact.

Quality Production

- Strive for high production quality, including clear audio, crisp visuals, thoughtful lighting, and professional editing to create engaging and impactful content.
- Video should be recorded at 4k resolution and 60 fps.
- When filming an interview, shoot wider than usual so you can crop in when editing.





Accessibility and Inclusivity

- Prioritize accessibility by providing closed captions for videos, ensuring that multimedia content is perceivable by individuals with disabilities.
- All videos must contain close captioning. Avoid reliance on automated close captioning and provide an SRT file that has been carefully vetted.
- Capture and showcase the full breadth of backgrounds and ideologies present among the Bradley community. Remember that no individual represents diversity, and that inclusivity is an expectation, not a checkmark.

Compliance and Permissions

Obtain appropriate permissions for individuals featured in videos or multimedia projects, especially when sharing personal stories or testimonials. Film them saying "Yes, Bradley has permission to use this footage.

Music and Audio

Use licensed music or original compositions in videos to enhance the emotional impact. Ensure compliance with copyright laws. Where possible, utilize the talents of campus partners.



Length and Format

- Tailor the length and format of videos and multimedia content to suit the platform and audience preferences. Shorter, concise content often performs well on social media.
- Consider creating videos that work in both landscape and portrait orientations.
- When it comes time to edit, we prefer cuts over dissolves.
- We encourage vibrant, saturated color in your video.

TECHNICAL SPECS FOR FINAL EXPORT

Container:	**Audio Codec:**	**Sample Rate:**	**Video Codec:**	**Frame Rate:** 29.97fps (30fps if not available)	**Resolution:**
MOV or MP4	AAC	48khz	H.264		4K

Call to Action (CTA)

Where applicable, include a clear and compelling call to action at the end of videos or multimedia content, guiding viewers to the desired next steps, such as visiting the university's website or attending an event.

Where appropriate, encourage engagement by inviting viewers to like, share, comment, or participate in discussions related to the content.

Distribution Strategy

Develop a distribution strategy that identifies the most effective platforms for reaching the target audience, whether it's YouTube, social media, the university's website, or other channels.

Consider creating varying versions of your content to suit different platforms.

Review and Approval Process

Submit videos in MP4 format for brand compliance and approval before distribution.

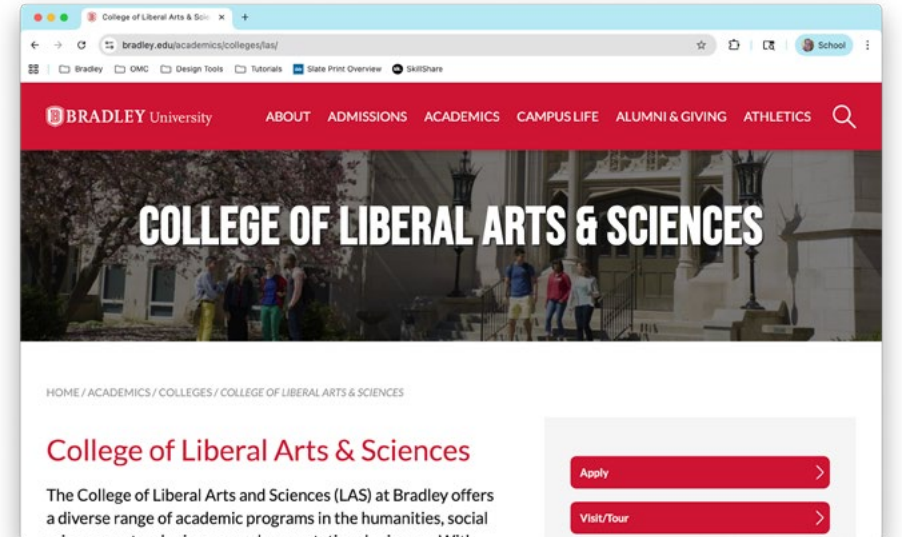
Files should be delivered on a USB hard drive or through a file transfer service such as Google Drive or Dropbox.





WEBSITE

Contributors, developers, and vendors should adhere to the following standards to ensure a consistent and accessible experience for digital web content.



Color	Usage
Bradley Red (Primary) #CE1432	Headlines, CTAs, buttons, links, brand accents.
Dark Gray (Text) #5A5A5C	Default body text and headings. Used where black would otherwise appear.
Sky Blue (Accent) #A2BDE0	Icons, rule lines, graphical elements. Never use for body text or background.
Light Gray (Neutral) #D2D3D4	Borders, dividers, card backgrounds, subtle section backgrounds.
White (Background) #FFFFFF	Primary page background. Provides contrast and breathing room.

Video

- Videos embedded on the website must have accurate closed captions. Do not rely on auto-generated captions alone, review and correct them.
- Provide a text transcript for all informational videos.
- Videos must not autoplay with sound. Autoplay of muted videos is acceptable in hero contexts but must respect the user's reduced-motion preference.
- Use Vimeo or YouTube for video hosting. Do not host raw video files on the web server.
- All embedded videos must have a visible player control bar.

Images

- All photos must include descriptive alt text.
- Source photos from the official Bradley *photo library*.
- Credit external photographers unless rights have been purchased: © Photographer Name.
- Use WebP format as the primary format for web images.
- Hero images: max. 1920px wide; compress to under 300KB when possible.
- Thumbnail and card images: maximum 800px wide.
- Use responsive images with srcset and size attributes to serve appropriately sized images on each device.
- Do not upload unoptimized images directly. Run images through an optimizer before upload.

Website Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$(&?!%.,:—)

Bebas Neue

Banner and Display Headings

Set in all caps and used sparingly to create visual hierarchy without overwhelming content. Use for hero headlines, major section banners, full-width promotional blocks, and impactful banner-style headlines. Do not use for subheadings below the first level.

Source: Google Fonts (free). font-family: 'Bebas Neue', sans-serif;

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$(&?!%.,:—)

Lato Light 300 Lato Regular 400
Lato Bold 700 **Lato Black 900**

Lato

Headings, Subheads, and Body Copy

Use as primary typeface for web. It's clean, highly legible at small sizes, and works well across all devices. Use various weights to create hierarchy without switching typefaces. Use for all headings H2-H6, body copy, UI labels, navigation, buttons, captions, and form elements.

Source: Google Fonts (free). font-family: 'Lato', sans-serif;

Type Scale

Use rem units instead of pixels throughout to respect user browser preferences. The base font size is 1 rem (typically 16px in most browsers).

Element	Typeface	Weight Size	Notes
Banner	Bebas Neue	3 rem – 5 rem+	Hero/banner only, all caps
H1	Lato 700 bold	2.25 rem	Primary page title
H2	Lato 700 bold	1.75 rem	Major section heading
H3	Lato 700 bold	1.375 rem	Subsection heading
H4	Lato 700 bold	1.125 rem	Card/component heading
H5/H6	Lato 700 bold	1 rem	Minor labels
Body Copy	Lato 400 regular	1 rem	Min 16px equivalent
Small or Caption	Lato 400 regular	0.875 rem	Image captions, footnotes
Navigation	Lato 700 bold	0.9375 rem	Primary nav items
Button or CTA	Lato 700 bold	1 rem	Clear, action-oriented

Line Height and Spacing

Body Text:
line-height: 1.6 (unitless)

Headings:
line-height: 1.2 to 1.3

Paragraph:
margin-bottom: 1rem between paragraphs, do not use tight leading

Technical Specs

Max Content Width

The maximum content width is 1,200px. This keeps line lengths readable and content well-organized on large screens. Full-width background sections (hero images, colored bands) may extend edge-to-edge, but inner content should be constrained to the 1200px container.

Max Text Width

Body copy should be contrained to no more than 80 characters for maximum readability. This about 700px for 16px font size or 80ch (characters width units).

Spacing Scale

Use a consistent spacing scale based on rem units to maintain visual rhythm across all components.

Token	Value	Usage
--space-xs	0.25rem (4px)	Tight internal spacing (icon gaps)
--space-sm	0.5rem (8px)	Small gaps, form field internal padding
--space-md	1rem (16px)	Default spacing, paragraph margin
--space-lg	1.5rem (24px)	Card padding, component gap
--space-xl	2.5rem (40px)	Section padding, content breathing room
--space-2xl	4rem (64px)	Major section breaks, hero padding

Best Practices

- Write button and link text that is specific to its destination or action. Avoid *Learn More*, *Click Here*, or *Read More* without context.
- Do not skip heading levels (e.g., going from H2 directly to H4).
- Test everything on mobile before publishing.
- Include alt text for every meaningful image.
- Ensure keyboard navigation works correctly for all interactive elements.
- Do not suppress focus styles. Users who navigate by keyboard rely on them.
- Run color combinations through a contrast checker before use.
- Use the approved color palette.
- Test video closed captions for accuracy.
- Respect reduced-motion preference in all animations and transitions.
- Do not use Kaboom! or the University Seal graphics on web pages without OMC approval.

Accessibility and Contrast

- All text must meet WCAG 2.1 Level AA contrast requirements. Aim for AAA where possible.
- Normal text (< 18px regular or < 14px bold): minimum 4.5:1 contrast ratio.
- Large text (≥ 18px regular or ≥ 14px bold): minimum 3:1 contrast ratio.
- White text on Bradley Red #CE1432 passes AA for large text. Test before using for body copy.
- Do not place Sky Blue #A2BDE0 text on a white background. It fails contrast requirements.
- Use a tool like WebAIM Contrast Checker to verify all color combinations before publishing.



For more info, view our complete *web guidelines*.

ARTIFICIAL INTELLIGENCE

Using technology as a resource to automate tasks and create work efficiencies that enhance marketing and communication efforts.

Artificial Intelligence (AI) tools make predictions or recommendations based on existing content using neural networks, large language models (*ChatGPT, Canva, Claude, Gemini, Copilot, etc*), features embedded in applications, and other systems trained on data. AI cannot replace humans for lack of emotional intelligence, ethical reasoning, and creative innovation.

AI is beneficial as a creative collaborator or assistant. Use it for things like brainstorming, concept development, drafting initial copy, editing, and optimizing SEO. It is a starting point for ideation, not the final product. Content created solely by generative AI is not allowed.

These guidelines apply to all Bradley University marketing and communications. They are not to govern AI in education, classroom settings, for IT, chatbots, etc. Please check with the Office of Marketing and Communications before using AI generated content publicly.



Brainstorming:

review concepts, come up with story ideas, make outlines, put ideas in a cohesive structure, review different perspectives, constructive feedback, etc



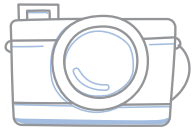
Writing Copy

generate initial ideas for writing workflows, such as articles, layout structure (headlines, subheads, call to action), email, social media, and web, assist with editing by suggesting word choice or providing consistency, and provide quick keywords for SEO optimization



Graphic Design

generate new ideas or themes, find inspiration for mood boards or concepts, edit original illustrations and graphics, alter visuals to remove distractions, revise internal images for basic layout and background adjustments, versioning layouts for alternate sizes



Photo/Video

enhance color, exposure, use content-aware functionalities, extend backgrounds, remove unwanted objects or distractions, explore stylistic direction, generate captions with speech to text functionality, retouch in a way that does not alter the context

Guiding Principles

Use the following to help guide you when using AI to generate wriitng, graphics, images, and video.

Brand Protection

- Generated AI content must align with the brand identity and institutional values. AI tools cannot be used to alter, replicate, or create new versions of official university logos, mascots, or visual assets.
- It is prohibited to use AI to falsify the appearance of campus buildings, deceptively add people to campus photos, or misrepresent students or employees.
- Use of commercial AI platforms to generate marketing materials or merchandise specific to Bradley University using our name, acronym, or mascot in the prompt is prohibited. For example, prompts like "style a shirt like Bradley University" is not allowed.

Human Oversight

AI sometimes makes up facts, names, statistics, quotes, includes grammatical errors, does not follow editorial guidelines, does not meet accessibility standards, lacks inclusion, or does not align with brand identity. For these reasons, AI generated content must be carefully reviewed, edited, and verified by a human before being published or distributed.

Transparency

It is important to maintain trust. We commit to using AI responsibly and will not knowingly use it to deceive or misrepresent our university. Do not use AI generated content that falsely depicts Bradley's people, events, academics, facilities, or achievements. Depending on the level of AI involvement, disclosure may be required. Use this refernce for guidance on *writing disclosure statements*.

Data Privacy and Security

AI tools are not encrypted or private, and information entered has high probability to become part of their promptable knowledge base. Do not share confidential or sensitive information about students or employees when using unofficial university AI tools. This includes student records, employee files, confidential institutional information, unpublished strategy, donor records, and proprietary contracts.

Legal Implications

AI tools access other people's property without permission. Using AI generators puts Bradley at risk for copyright infringement. It creates the potential for trademark, licensing, and intellectual property violations. Do not use AI to replicate or closely imitate protected works, logos, brands, or distinct styles in ways that could infringe the rights of others.

These guidelines are subject to change pending new laws and legal reviews as AI technology evolves.



AI Compliance Checklist

If you can answer YES to the questions below, then you are on track with AI compliance.

Did AI just collaborate or assist rather than creating the entire piece?

Does it follow brand governance?

Did a human review/edit copy for accuracy?

Does it maintain confidentiality?

Does it respect copyright laws?

Does it comply with Bradley University policies?

ATHLETICS LICENSING

All logos and artwork depicted in this guide are trademarks of Bradley University.
Any use without consent of the university or its licensing agent is strictly prohibited.





The Bradley trademark licensing program authorizes use of our marks on merchandise and apparel. It is administered by Bradley Athletics in partnership with *Collegiate Licensing Company (CLC)*.

Any person, organization or corporation wishing to manufacture a product containing any of the marks of the university, or to provide a service that will use the marks, must have a licensing agreement providing authorization. Examples of products include giveaways, apparel, uniforms, sports equipment, etc. Only officially licensed, approved vendors may use Bradley's trademarks or name.

Along with an application, vendors will be required to submit product samples, proof of insurance and a nominal fee. Direct all questions regarding the application and approval process to CLC. They also manage royalty reporting, artwork approvals, enforcement, promotions and general administration of Bradley's licensees.

Once licensed, you can access current, accurate Bradley logos and marks from Trademarx Online, CLC's Web-based artwork database. Product designs must be submitted into Trademarx Online for review and approval prior to being produced. Items using Bradley's trademarks without a license may be considered "counterfeit" and subject to all available legal remedies, including seizure of the items. Additionally, licensed vendors who fail to submit designs for pre-production approval may have their license revoked.

For additional information regarding the Bradley Athletics brand identity or for questions regarding specific use, please contact:

busportsmarketing@bradley.edu
(309) 677-2623

ATHLETICS LOGOS

Distinguishing elements that further define the athletics brand identity.

Layout

The athletics logo has the B shield with Bradley centered underneath. It can also be used as a stand-alone word mark. The script version is only for use by athletics and the Bradley bookstore.

Color

The logo is red and white for print and digital outcomes. The black and white version is used when printing only in black.

One-color versions of the logo are available to use for apparel or promotional items. Imprints are made in red, white, or black.

Usage

- Do not produce the logo with the shield smaller than 0.5 inches.
- Altering the composition, proportions, color placement, or typography is not allowed.
- Do not stretch or distort logo dimensions.
- Do not change the color of the logo.
- Do not rotate the logo.
- Do not add stylized effects.
- Maintain maximum contrast.

Two Color



Two Color Reverse



Black and White



One Color



One Color: red, white, or black



Script: This logo is intended for use only by athletics and the Bradley bookstore (Barnes & Noble)

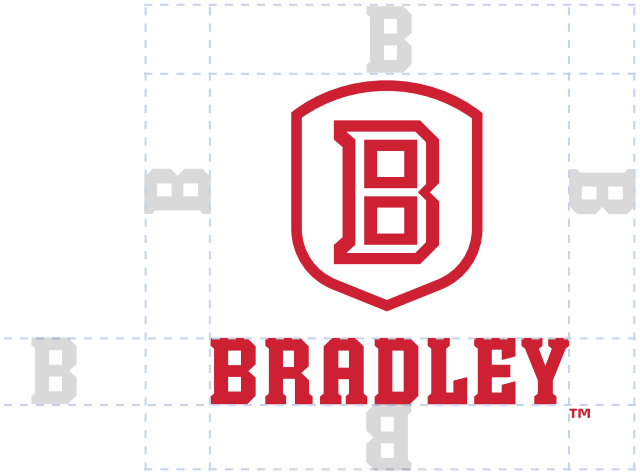


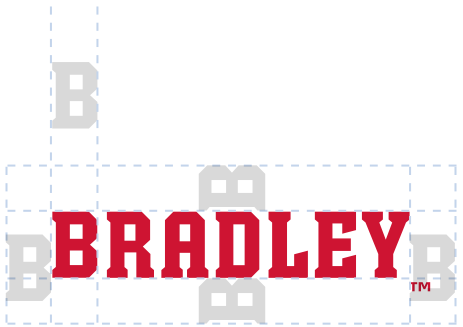
Clear Zone

The area around the logo must be kept free of all elements. This helps maximize brand visibility and visual impact.

The clear zone for the athletics logo is the height of the letter *B* on all four sides.

The clear zone for the word mark is the width of the letter *B* on all four sides.





Secondary Line Identifier

Sponsored sports and select athletic-related programs are allowed to use the Bradley Athletic logo or wordmark with a secondary line identifier. If you need one, please reach out to Athletics for support.

There is room for up to two lines of type, but the type cannot extend past BRADLEY on either side. The type is set at 1/3 the height of the word BRADLEY.

The correct blade angle on the rule line must be maintainted.













ATHLETICS TYPOGRAPHY

Typefaces provide visual impact aligning the appearance of the message with the brand identity.

Bradley

Created exclusively for Bradley University Athletics. Used in headlines and on large format signs and banners. Do not use for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$(&?!%.,:—)

BRADLEY

United Sans Regular

This sans serif font is meant to complement the Bradley typeface. Used in secondary headlines, subheads, body copy, or call to action.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890$(&?!%.,:—)

United Sans Regular Medium
United Sans Regular Bold
United Sans Regular Black

Headline Examples

BRADLEY ATHLETICS

BRADLEY ATHLETICS

BRADLEY

STARTING LINEUP

GAMEDAY

CARVER ARENA | 7:00 PM

ATHLETICS SAMPLES



