



Visual Identity Standards



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INTRODUCTION

Why does Brevard College need a visual standard manual?

Brevard College strives to provide students with an exceptional educational experience: one that is committed to an experiential liberal arts education that encourages personal growth and inspires artistic, intellectual, and social action. Therefore, Brevard College should never undermine the importance of its college identity.

Logos are visual assets that reinforce the Brevard College brand. Like all assets, they must be protected to ensure Brevard College's reputation is protected. By using the logos consistently, Brevard College maintains a strong, positive image with all our constituencies.

This visual standards guide outlines parameters for the logo and word logo use, as well as any other images and colors associated with the Brevard College brand.

How you should use this guide?

While this guide features many examples of usage, it is not possible for the guide to address every situation. If you have questions, please contact the Office of Communications.

Thank you for helping promote the Brevard College brand and identity.

THE LOGO

The Brevard College Logo and the relationship of its elements are unique. Please use electronic files supplied by the Office of Communications when in need of the official college logo.

As illustrated below, the logo configuration is designed in a distinct style. Used consistently, it will promote immediate identification by the public, reflecting the brand of Brevard College.

To ensure the logo is used effectively, the following guidelines must be followed:

- The typeface must not be changed.
- The logo must be reproduced from the authorized reproduction and cannot be redrawn, re-proportioned or modified in any way. The size and spacing in the logo may not be changed. The electronic version may be reduced or enlarged proportionally.



Full Color Logo

This is the preferred logo, reproduced in four color (to printers)



Black Logo

When one color print is needed, this logo should be reproduced in 100% black.



Outlined Logo

Although not the preferred use, the logo can be used only when needed. *Recommended for embroidery.*

THE WORD LOGO

The Brevard College Word Logo and the relationship of its elements are unique. Using standard fonts will *not* accurately reproduce the typography. Please use electronic files supplied by the Office of Communications when in need of the official college word logo.

As illustrated below, the word logo configuration is designed in a distinct style. Used consistently, it will promote immediate identification by the public, reflecting the brand of Brevard College.

BREVARD COLLEGE
BREVARD, NORTH CAROLINA

Blue and Black Word Logo

This is the preferred logo, reproduced in two colors - PMS 654 and black.

BREVARD COLLEGE
BREVARD, NORTH CAROLINA

Black Word Logo

When one color print is needed, this logo should be reproduced in 100% black. This can be reversed out to white. Please contact the Office of Communications for official files.

THE BC ATHLETIC LOGOS

The BC Tornado logos and the relationship of its elements are unique. Please use electronic files supplied by the Athletics Department when in need of the official Tornado logos.

As illustrated below, the logo configurations are designed in a distinct style. Used consistently, it will promote immediate identification by the public, reflecting the brand of Brevard College.

To ensure the logo is used effectively, the following guidelines must be followed:

- The typeface must not be changed.
- The logo must be reproduced from the authorized reproduction and cannot be redrawn, re-proportioned or modified in any way. The size and spacing in the logo may not be changed. The electronic version may be reduced or enlarged proportionally.



Full Color Logo

This is the preferred logo, reproduced in two colors, blue & black (to printers)

PMS: 654

CMYK (4-color process):

100% Cyan + 69% Magenta + 0% Yellow + 38% Black

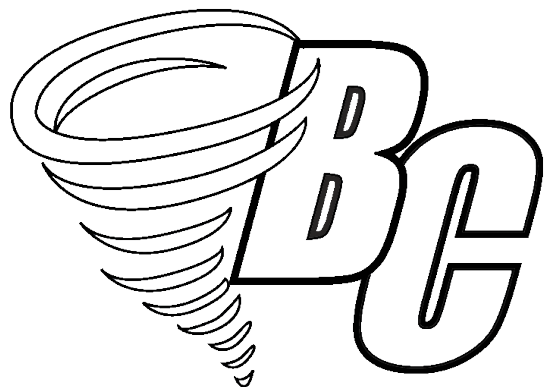
RGB: 0 Red + 60 Green + 120 Blue

Hexadecimal value: #003c78



Black with White Outline Logo

When one color print is needed, this logo should be reproduced in 100% black.



Outlined Logo

Although not the preferred use, the logo can be used only when needed. *Recommended for embroidery.*



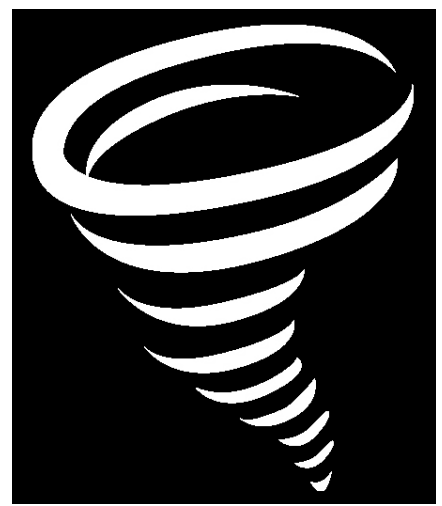
Blue and White Word Logo

This is the preferred logo, reproduced in one color - PMS 654.
This can also have a white outline applied.



Black Word Logo

When one color print is needed, this logo should be reproduced in 100% black. This can be reversed out to white. This can also have a white outline applied.
Please contact the Athletic department for official files.



Tornado Logos

When one color print is needed. These can also have a white/black outline applied.
Please contact the Athletic department for official files.

THE COLLEGE SEAL

The current seal and motto were designed by President McLarty. In 1983, a description of the seal was sent out by Mr. Morris G. Wray. Mr. Wray describes the seal: “The shield is the basic Brevard College blue and is surmounted with a crimson fleurie cross (a symbol of sacrificial living) and open book - symbolizing the close relationship in Brevard College between the Christian faith and education.” The date is the date of the founding of Rutherford College, one of the two colleges that combined in 1934 to form Brevard College. In this letter, Mr. Wray lists the translation of the motto as “Become acquainted with knowledge in order to do good.” This translation was used from 1963 until sometime in the 1990s. Then in the 1990s, the motto was retranslated a second time to “Learn in Order to Serve.” This is the translation that is used today.

Timeline of the Motto

1934-1958: Live, Labor Learn

1958-1963: Cognosce Ut Prosis - Learn to do Good

1963-199?: Cognosce Ut Prosis - Become Acquainted with Knowledge in Order to Do Good

199?-Present: Cognosce Ut Prosis - Learn in Order to Serve

The Brevard College Seal and the relationship of its elements are unique. Please use electronic files supplied by the Office of Communications when in need of the official college seal. Recommended for academic/official college documents use only.

As illustrated below, the seal configuration is designed in a distinct style. Used consistently, it will promote immediate identification by the public, reflecting the brand of Brevard College.

To ensure the logo is used effectively, the following guidelines must be followed:

- The typeface must not be changed.
- The logo must be reproduced from the authorized reproduction and cannot be redrawn, re-proportioned or modified in any way. The size and spacing in the logo may not be changed. The electronic version may be reduced or enlarged proportionally.

Unless otherwise permitted, only used in Academic or Philanthropic materials. The Office of Communications may grant permission for use in other materials. Please contact if you have questions.

**Blue & White Seal**

This is the preferred seal,
PMS 654

**Black & White Seal**

This seal should be reproduced in
100% black.

**Reversed Seal**

Although not the preferred use,
the logo can be used only when needed.
Recommended for color backgrounds.

**Watermark/Transparent Seal**

The Blue & Black or Black & White seals
can be used at a transparency
between 25%-50%
PMS 654

INCORRECT USAGE

Correct use of the Brevard College visual standards is important for building recognition and brand. This page shows **mistakes** and **incorrect** usage to be avoided.

Do not change the colors of the logos:



BREVARD COLLEGE
BREVARD, NORTH CAROLINA

Do not put the logos on a patterned background:



Do not use logo and Wordlogo together:



BREVARD COLLEGE
BREVARD, NORTH CAROLINA

BREVARD COLLEGE
BREVARD, NORTH CAROLINA

Do not change the size relationships between the elements of the wordlogo:

BREVARD COLLEGE

BREVARD, NORTH CAROLINA

Do not rotate the logos:



Only with approval by the Office of Communications will rotation be allowed.
(ex.: Word logo down the sleeve of a long-sleeve shirt.)

Do not use any other taglines, sayings or words with the logos, unless approved by the Office of Communications:



Campus Life



"WE ARE BC"



TYPEFACE GUIDELINES

Brevard College has three official typefaces for use when producing communications materials: Goudy Old Style and Franklin Gothic (medium and book). Goudy Old Style is recommended for use as body copy and captions. Franklin Gothic is recommended for use as headlines, list, secondary copy and subheads.

These are standard fonts found with most operating systems and platforms. Contact the Brevard College Office of Communications for information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@#%&^*()[]

Goudy Old Style
regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@#%&^*()[]

Goudy Old Style
bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@#%&^*()[]

Goudy Old Style
italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@#%&^*()[]

Franklin Gothic book
regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@#%&^*()[]

Franklin Gothic book
italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@#%&^*()[]

Franklin Gothic Medium
regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@#%&^*()[]

Franklin Gothic Medium
italic

Impact

Italic (this is not a standard font)
uses: headlines and titles

Rage Italic

uses: script and decorative

THE COLOR PALETTE

Brevard College colors are a huge part of the College's visual identity. To maintain recognition of the identity, only use the colors that are specified below.

Due to limitations of digital printing with different printers, consistent and accurate color reproduction may vary and cannot be assured. For the most accurate color representation, please refer to the Pantone Matching System (PMS).

Color Matching

Most print suppliers use one of the below matching systems.



Navy Blue

Pantone Matching System: PMS 654

CMYK (4-color): 100% Cyan + 69% Magenta + 0% Yellow + 38% Black

RGB: 0 Red + 60 Green + 120 Blue

Hexadecimal value: #003c78



Royal Blue

Pantone Matching System: PMS 2736 C

CMYK (4-color): 97% Cyan + 90% Magenta + 0% Yellow + 0% Black

RGB: 0 Red + 35 Green + 179 Blue

Hexadecimal value: #0023b3



Black

Pantone Matching System: PMS Black C

CMYK (4-color): 75% Cyan + 68% Magenta + 67% Yellow + 90% Black

RGB: 0 Red + 0 Green + 0 Blue

Hexadecimal value: #000000



Cool (pewter) Grey

Pantone Matching System: PMS Cool Grey 9 C

CMYK (4-color): 53% Cyan + 43% Magenta + 43% Yellow + 7% Black

RGB: 124 Red + 128 Green + 129 Blue

Hexadecimal value: #7c8081

BUSINESS MATERIALS

Brevard College needs to assure that our communications materials have a similar “look and feel” and are recognizable.

Below defines the placement of elements on the items that utilize the Brevard College logo, word logo and text elements, ensuring that they appear consistently on each piece.

LETTERHEAD - Standard

Even though specific measurements are provided below, it is preferred that college letterhead, which is located in Office Services, be used.

The 4-color logo:
Placed - Vertically .75 and 4.25 Horizontally

The logo should measure approximately 2.5”x1” (Constrain proportions - the new width and height will always be set to the same percentage.)

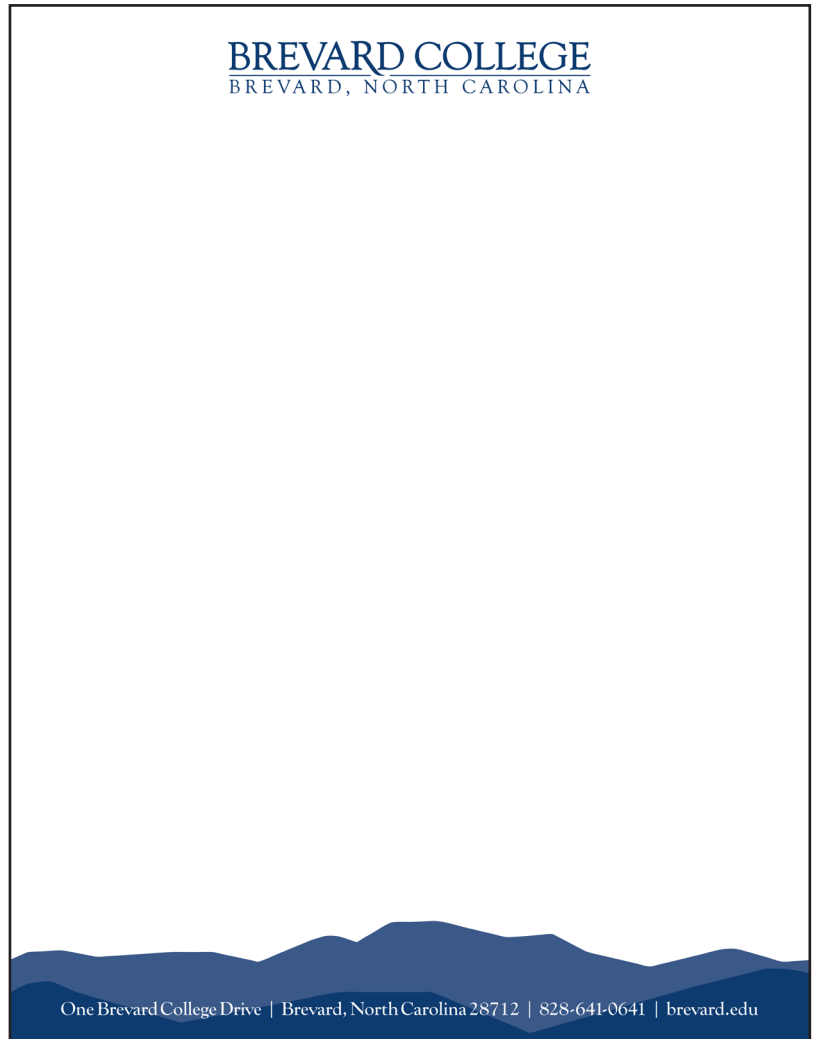
Paper:
White

Ink colors:
All text should be black or blue ink (PMS 654).

Fonts

Brevard College has three recommended typefaces for use when producing communications materials: Goudy Old Style and Franklin Gothic (medium and book). Goudy Old Style is recommended for use as body copy and captions. Franklin Gothic is recommended for use as headlines, list, secondary copy and subheads.

These are standard fonts found with most operating systems and platforms. Contact the Brevard College Office of Communications for information.



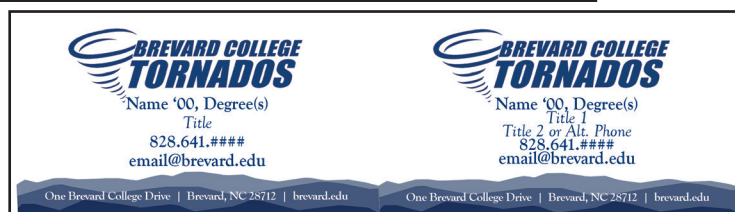
Brevard College is committed to an experiential liberal arts education that encourages personal growth and inspires artistic, intellectual, and social action.

BUSINESS CARDS

The graphic to the right illustrates placement of identity on business cards. *Requires special order.*



Please contact :
Office of Communications
828.884.0450



#10 ENVELOPES - Standard

Use of #10 requires special order. Please contact the Office of Communications.

The 4-color logo:

Placed - Top left, with address pane

The logo should measure approximately 2.5"x1"

(Constrain proportions - the new width and height will always be set to the same percentage.)

Ink colors:

All text should be black or blue ink (PMS 654).

Paper:

White



#10 ENVELOPES - President

Use of #10 requires special order. Please contact the Office of Communications.

The 4-color logo:

Placed - Top left, with address pane

The logo should measure approximately 2.5"x1"

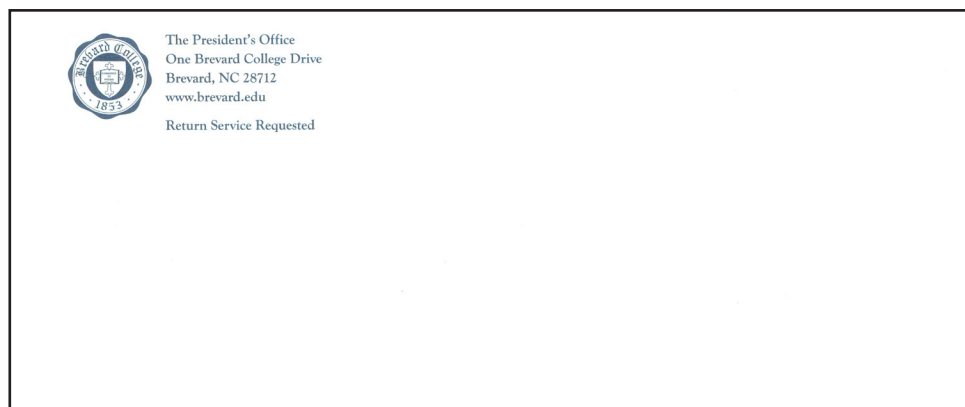
(Constrain proportions - the new width and height will always be set to the same percentage)

Ink colors:

All text should be black or blue ink (PMS 654).

Paper:

White



Individual departments can special order letterhead and envelopes with the department name on them. If you would like to order envelopes, please contact the Office of Communications at 828.884.0450.

LETTERHEAD - Letter

The below letter is an example that illustrates the proper placement of text on letterhead.

For letters longer than one page, the second sheets should not have the logo on them; they should be blank sheets that match the paper used on the letterhead. Both letterhead and second sheet can be found in Office Services.

Paper:
White

Ink colors:
All text should be black or blue ink (PMS 654).

BREVARD COLLEGE
BREVARD, NORTH CAROLINA

Month 1, 2023

Addresssee's Name
Addresssee's Title
Company Name
Street Address
City, State, Zip

Salutation,

Brevard College is distinct among liberal arts colleges because of our strong and historical commitment to experiential education in a highly personalized learning environment. Since our educators “purposefully engage with learners in direct experiences and focused reflections in order to increase knowledge, develop skills, and clarify values,” Brevard College will seek innovation in classrooms connected to the world so that our academic programs achieve regional and national recognition. Brevard College is located in a culturally vibrant community in the Blue Ridge Mountains. Guided by the heritage and traditions of the United Methodist Church and the college motto, “Learn in Order to Serve” we encourage purposeful contribution to community and thoughtful stewardship of the environment.

Brevard College will preserve an intimate learning environment while significantly increasing enrollment and endowment. We will attract a diverse, national, and international student body that will graduate at rates exceeding national averages. We will attract and retain appropriately credentialed faculty who will offer an outstanding experiential liberal arts education for our students. Brevard College will provide a living and learning environment with active, creative programs and facilities that are safe, comfortable, and sustainable with up-to-date technology. The athletic programs will be competitive and complement the total campus experience.

Brevard College will educate and inspire students to make positive changes in the world.

Closing,

Sender's Name
Sender's Title

P.S.

One Brevard College Drive | Brevard, North Carolina 28712 | 828-641-0641 | brevard.edu

Text is 12 pt Goudy Old Style, in black, line spacing 1.5, set flush left.

Annotations:

- One line space (between date and address)
- Two line spaces (between address and salutation)
- One line space (between salutation and first paragraph)
- One line space between paragraphs (no indent) (between first and second paragraph)
- One line space (between second paragraph and closing)
- Three line spaces (between closing and signature)
- One line space (between signature and P.S.)

Ordering Business Items

The examples in this section are for illustrative purposes only. Please do not rely on the text appearing on the samples for accuracy.

To order Brevard College business items, please place your order with Office Services or contact the Office of Communications.

Original letterhead must be used on all mailings to off-campus audiences. Photocopies are not acceptable. Second sheets for mailed letters must be of the same paper stock as printed first sheets. Order letterhead with Office Services.

Only with special permission will other letterhead be allowed. Please contact the Office of Communications with questions.

EVENT AND MARKETING MATERIALS

Brevard College needs to assure that our communications materials have a similar “look and feel” and are recognizable.

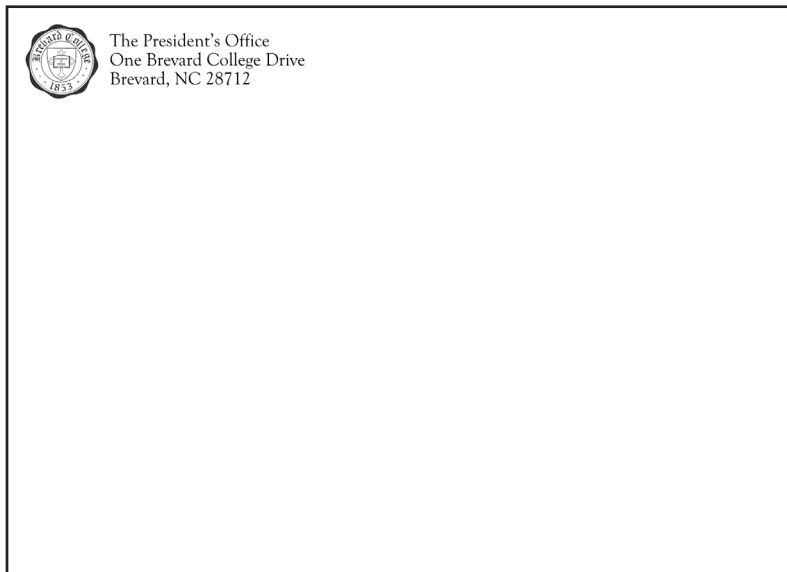
Below defines the placement of elements on the items that utilize the Brevard College logo, word logo and text elements, ensuring that they appear consistently on each piece.

IN THIS SECTION:

- Invitation/postcard envelope
- Nametags
- Rack cards and brochures
- Posters and postcards
- Signage (including but not limited to: banners, vehicles, street signs, etc.)

NOTE

Each department on campus should have a representative who will be able to design and lay-out your materials. If not, please contact the Office of Communications.



Standard 5.5 x 7.5in invitation envelope




Standard 3 x 1.5in nametag



Standard Posters: 11 x 17in or 24 x 36in

Standard Postcard
8.5 x 5.5in



Brevard College
One Brevard College Drive
Brevard, NC 29712
www.brevard.edu

Support the Fine Arts
at Brevard College!

Brevard College is committed to an experiential liberal arts education that encourages personal growth and inspires artistic, intellectual, and social action.

Fine Arts Fall Events 2023

<p>Introduction A solo exhibition by Aaron Altman Spazio Gallery, Sims Art Building Sept 1 - Sept 30 Opening Reception on Sept 1 at 5p Gallery Walk on Sept 22 at 5p</p> <p>Music Faculty Showcase Sept 10 at 7:30p Scott Concert Hall, Porter Center</p> <p>The Brevard College Wind Ensemble presents "Music for the Open Skies" Sept 25 at 7:30p Scott Concert Hall, Porter Center</p> <p>BC Theatre presents Kent's Magnificent Oct 5 - 8 at 7p Morrison Playhouse, Porter Center</p> <p>Chiaroscuro A juried student exhibition Spazio Gallery, Sims Art Building Oct 6 - Nov 3 Opening Reception on Oct 6 at 5p Gallery Walk on Oct 27 at 5p</p>	<p>Fall Choral Concert Oct 12 at 7:30p Scott Concert Hall, Porter Center</p> <p>Ned Rorem Centenary Concert Oct 23 at 7:30p Scott Concert Hall, Porter Center</p> <p>Music Colloquium Recital Oct 25 at 2p Scott Concert Hall, Porter Center</p> <p>The Cabinet of Dr. Caligari "Silent Film with Live Organ Score" Oct 29 at 7:30p Scott Concert Hall, Porter Center</p> <p>Senior Art Exhibition Jodi Wiese and Shawanazia Simmons Spazio Gallery, Sims Art Building Nov 10 - Dec 1 Opening Reception on Nov 10 at 5p</p> <p>**BC Theatre presents The Spitfire Grill Nov 16 - 18 at 7p Nov 19 at 2:30p Morrison Playhouse, Porter Center</p>	<p>BC Jazz Concert Nov 29 at 7:30p Ingram Auditorium, Danham Hall</p> <p>"A Christmas Carol" A one-man ghost story adapted by William Leach Dec 1 at 7p Dec 2 at 2:30p and 7p Dec 3 at 7p Morrison Playhouse, Porter Center</p> <p>The Brevard College Wind Ensemble presents "Children's Dreams" Dec 4 at 7:30p Scott Concert Hall, Porter Center</p> <p>Music Colloquium Recital Dec 6 at 2p Scott Concert Hall, Porter Center</p> <p>BC Theatre Mixtape A collection of classroom projects & performances Dec 6 at 7p Morrison Playhouse, Porter Center</p>	<p>A Festival of Nine Lessons and Carols Dec 9 at 7:30p Scott Concert Hall, Porter Center</p> <p>* A Century of Canals by Benjamin Britten Brevard College Chamber Singers & Transylvania Choral Society Dec 14 at 2:30p Scott Concert Hall, Porter Center</p>
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ART MUSIC THEATRE
BREVARD COLLEGE
DIVISION OF FINE ARTS

* Events will be ticketed: \$5 for students, \$10 for community members.
** Event will be ticketed: \$10 for students, \$15 for community members.
† Events will be ticketed through the Transylvania Choral Society
Spazio Gallery is open 8a - 5p weekdays

BREVARD COLLEGE
BREVARD, NORTH CAROLINA

Date _____
Dear xxxxxx,

With the holiday season upon us, we want to say "thank you!" for your past support of Brevard College. Your gift, last year, to <<designation>> provided support to our students in the form of scholarship, funds for their programs, and so much more.

Because of generous donors like you, Brevard College has seen tremendous growth inside and outside the classroom. Below are just a handful of examples of how generous donors have fueled our success this year:

- Faculty members approved three new majors this semester that will begin in the fall of 2023: Chemistry, Computer Science, and Communications.
- BC welcomed 25 new graduate students this fall for the Emergency Management and Health and Human Performance programs.
- A school record of 167 student-athletes were recognized on the USA South Academic All-Conference Team. To be selected, student-athletes must have earned a 3.30 GPA in each of the two semesters in the academic year.
- A capital campaign has just been approved to fund a new student center that will house campus dining, a new student fitness center, and gathering spaces for students.

To continue this growth, I ask you to consider making another gift to <<designation>> before December 31, 2022. Your gift not only makes an impact on <<designation>> but on the entire Brevard College community. Enclosed are gift tags to include BC in your holiday spirit! Thank you for your continued support this holiday season.

Sincerely,

Megan Shina '19
Director of Alumni Affairs

PS: Every gift to Brevard College directly impacts the educational experience of every student on campus.

Alumni Affairs & Development | One Brevard College Drive | Brevard, NC 28712 | (828) 641-0100
Make a donation online by visiting: www.brevard.edu/give

My gift to support Brevard College is:

Ask 1 Ask 2 Ask 3 \$ _____

Name: _____ Class Year: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Mobile Home

Email: _____

I/we wish to have no public recognition for this gift
 Billing address same as mailing address

Please designate my gift as follows: Can ID

<<designation>>
 Other: _____

Payment Method (please circle):

Check (payable to Brevard College)
Credit Card: Visa Mastercard Am.Ex Discover

Name on Card: _____ Card #: _____

Exp: _____ CVC: _____

Winter 2022

8.5 x 14in letter, flyer or brochure

Brevard Choral Institute



Brevard College, in association with the Brevard Music Center, invites high school choral singers to attend a one-week intensive at the Brevard Choral Institute this summer

June 26 - July 2, 2016




Participants will be a unique opportunity to perform great music in an unforgettable setting.

Participants will attend professional concerts, sit in on rehearsals, and perform as a chorus with a select student orchestra from the Brevard Music Center.

In addition to performing outstanding choral repertoire, students will take classes in musicianship, movement, diction, audition techniques, and have the opportunity to participate in several masterclasses.

This unique selection of extracurricular activities will allow students to take full advantage of our forest surroundings. Students will develop leadership skills, enjoy beautiful scenery, and create bonds with one another that will last a lifetime.

Register at brevard.edu/bci

Contact information:
Dr. David Gresham
Director of Choral Activities
Brevard College, greshlad@brevard.edu

One Brevard College Drive | Brevard N.C., 28712 | www.brevard.edu

Standard 8.5 x 3.75in Rack Card

Standard digital banner



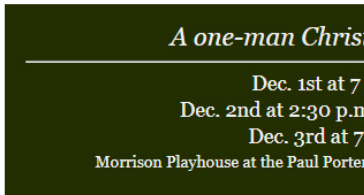
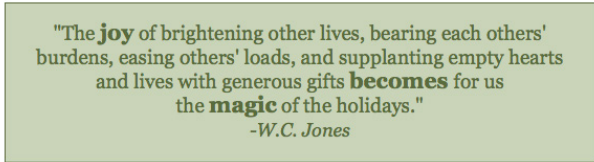
Today's Drop-In Tutoring Hours/Subjects

E-NEWS/NEWLETTERS MATERIALS

Brevard College needs to assure that our communications materials have a similar “look and feel” and are recognizable.

NOTE

Each Department on campus should have a representative who will be able to design and lay-out your materials. If not, please contact the Office of Communications.



Updates from Brevard College



Steep Canyon Rangers on December 13
Brevard College present two performances of Steep Canyon Rangers at the Porter Arts on Sunday, Dec. 13.

[click HERE!](#)

Dear Friends,

Throughout our proud history, Brevard College has demonstrated resilience and determination, and that holds true today. We continue to evolve and respond to opportunities and the changing landscape of education. Within today's higher education environment, Brevard College stands out for our progress, for our experiential liberal arts education, and for our commitment to each student's success.

We know that today's students need more than they did a decade ago or even three years ago. We continue to invest in our missional work of providing a transformative education in ways that directly improve the student experience and increase student success rates. Here are some highlights as we enter our 171st academic year:

- Three new undergraduate majors are being offered this fall: Chemistry, Communication, and Computer Science. All three of the majors have students enrolled and excited to learn.
- We are preparing to offer a completely on-line MBA degree in January 2024.
- Campus improvements are ongoing, including the completion of a new home for the Student Success Center in a refurbished Coltrane Hall. This space will be home to our First-Year Student Advising staff, which is a programmatic enhancement to the student transition experience of our brand-new students.
- Faculty and staff have devoted great time, energy, and effort over the past year as we work to build a new, distinctive, college-wide program to partner with each student as they prepare for their post-college aspirations and plans. Whether it is career plans, graduate school aspirations, or some other focus, we dedicate ourselves and our work to student success in college and beyond.

Our dedication to academic excellence is evident in our latest U.S. News rankings as one of the best Regional Colleges in the South, a Best Value School, Best in Undergraduate Teaching, and a Top Performer on Social Mobility. We feel proud to share these national recognitions of the great work of our faculty and staff, and hope you feel that same pride.

I am grateful every day for the amazing people who make Brevard College such a meaningful and special place. I am grateful for the students who push themselves to pursue their dreams, and for the staff who counsel, problem-solve, and support our students. I am grateful for the hard work of our faculty to build meaningful relationships and do such an excellent job in teaching our students. I am grateful for the ever-present and inspiring support of our community.



President Andrews addresses the graduating class of 2023



Monday

- Camps Timberlake, Merri-Mac, and Black Mountain Expeditions employment 11 - 1:30 pm in Myers Lobby
- Ned Rorem Concert @ 7:30 pm in the Porter Center

Tuesday

- Resume Review Drop-in 11 - 1 pm in the Student Success Center (Tornado Alley)
- FREE BC Climb Night 5 - 8 pm at Brevard Rock Gym
- **Women's Soccer vs. Johnson and Wales @ 7 pm**

Wednesday

- Camps Timberlake, Merri-Mac, and Black Mountain Expeditions employment 11 - 1:30 pm in Myers Lobby
- Ned Rorem Concert @ 7:30 pm in the Porter Center

Thursday

- Camps Timberlake, Merri-Mac, and Black Mountain Expeditions employment 11 - 1:30 pm in Myers Lobby
- Ned Rorem Concert @ 7:30 pm in the Porter Center

Friday

- Camps Timberlake, Merri-Mac, and Black Mountain Expeditions employment 11 - 1:30 pm in Myers Lobby
- Ned Rorem Concert @ 7:30 pm in the Porter Center



Inside....



Letter from our New Alumni Board President



Alumni Highlight



Homecoming 2023



Student Spotlight

Warm greetings from your alma mater!



Jon Zillioux '83

As the new President of the Alumni Association, I am delighted to reach out to you, a distinguished member of our esteemed alumni community. With great pride, the Alumni Association honors the lasting legacy you have left upon our institution by continuing to actively support the College's mission of providing experiential liberal arts education that encourages personal growth and inspires artistic, intellectual, and social action.

Our alumni community has flourished over the years, boasting accomplished professionals in various fields. Your continued support and involvement are invaluable in shaping the College's trajectory and fostering a vibrant network of students and alumni. As a 1983 graduate of the College and a recently retired professional from a Fortune 500 company where I was lucky to work in various roles, I am pleased to turn my energy towards growing engagement within the Brevard College alumni community. In light of my former professional and leadership experiences, it is exciting to see firsthand the very high caliber thoughtful leadership, deep understanding, great energy, and nimble footing the College is bringing towards not only sustaining but growing this institution's ability to successfully fulfill its core mission well into the future.

Based on getting to know College staff and leadership over the past two years while serving on the board and seeing ever-increasing momentum in action, it's abundantly clear that every moment of engagement and every dollar provided from within the alumni community drives positive returns of even greater measure.

Your Alumni Board is a reflection of you - including an emeritus member from the class of 1945, others from the 1960s and early 1970s, and more recent graduates. King's Creek still flows, as does a shared passion for Brevard College among graduates of all generations. The Alumni Board is keenly focused on supporting the College's mission and is incredibly proud to represent you.

Jon Zillioux

2009 Distinguished Alumni/Faculty and Athletic Hall of Fame Honorees

"Of all of my lifetime honors, I am proudest of my graduation from Brevard College. I love Brevard College!"

— Danny Bost, 2009 Athletic Hall of Fame inductee

Distinguished Faculty:

Ken Chamlee

Brevard College Iva Buch Seese Distinguished Professor of English and Johnnie H. Jones Distinguished Professor in Teaching. Teaching since 1978.



- Main interests include American and British literature, especially poetry and nature writing. Also teaches environmental composition, literary criticism, creative writing and interdisciplinary courses like Nature and the Arts, and has taken students to London three times.
- Co-leader of the 2008 Voice of the Rivers trip down the Savannah River, teaching a course in river literature along the way.
- Author of two books of poetry – Logic of the Lost and Absolute Faith. Currently serves as the Poetry Editor of the Pisgah Review.

Distinguished Alumni:

Robert Boggan Jr. '55

- Attended Brevard College from 1953-55. Participated in a variety of student activities, including the student council, the student newspaper, the baseball team and the College's first soccer team. Later served on Brevard College's Board of Trustees as well as its Alumni Board.
- Graduated from the Divinity School at Duke University after finishing his undergraduate studies at Wofford College.
- Served the ministry of United Methodist Church throughout North Carolina and the world.
- Instrumental in the development and construction of the Africa University, the first private, international university in Zimbabwe.



Michael Collins '96

- After years of technical theatre work, he returned home to study business at Brevard College in the hopes of opening a coffeehouse. (Michael operated the Essence of Thyme Coffeehouse on Main Street in Brevard)
- Currently operates The Bread of Life Soup Kitchen in Brevard.
- Has logged more than 1,500 volunteer hours assisting the Transylvania Free Medical Clinic. Also serves as a mediator with the Center for Dialogue in Brevard.



1989: More than 1,000 alumni returned to campus to help celebrate Homecoming in 1989. A colorful parade of floats and beauty queens snaked through campus after the College's 3-0 victory over Spartanburg Methodist's women's soccer team. Brevard College's men's team lost to Spartanburg Methodist in double overtime, 1-0. Grads of all ages reportedly "boogied" to the beat of The Boomers at the well-attended Homecoming Dance.



Research assistance provided by George Stahlberg and Serene Corley of the College's J.A. Jones Library.

THE BC ATHLETIC - Team Variable logos

As illustrated below, the logo configurations are designed in a distinct style. Please contact the Athletics Department for a specific sport logo.



TYPEFACE GUIDLINES

Brevard College Tornados has three official typefaces for use when producing communications materials: Impact (italic), Franklin Gothic (medium and book), and Rage Italic. Franklin Gothic Book is recommended for use as body copy and captions. Franklin Gothic Medium is recommended for use as headlines, list, secondary copy and subheads.

These are standard fonts found with most operating systems and platforms. Contact the Brevard College Athletics Department for information.

**ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789~!@#\$%^&*()[]**

Impact

Italic (this is not a standard font)
uses: headlines and titles

ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789~!@#\$%^&*()[]

Franklin Gothic book
regular
uses: content and copy

ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789~!@#\$%^&*()[]

Franklin Gothic Medium
regular

*ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789~!@#\$%^&*()[]*

Rage Italic
uses: script and decorative

Approval Process

Brevard College Athletics name or logos may only be used with the permission. Please contact the Athletic Director to request specific logos.

Print and Web

Any print or web piece with any Brevard College Athletics name or logo on it must be approved. Please contact the Athletic Director for approval.

BC SWAG MATERIALS

Maintaining a consistent, high-quality brand look for the various promotional items ensures that the College is recognizable.

Below offers recommendations and examples for how to apply the logo to advertising specialty items, shirts, banners, vehicles and signage. Brevard College official blue, white, green, black and shades of grey are approved colors of Brevard College. Any other color must be approved by the Office of Communications.

Keep in mind that the Brevard College's name is registered through the state of North Carolina and is a legally owned trademark. Any intended use of the Brevard College name or logo on merchandise, whether it is to be sold or given away, must be approved by the Office of Communications. Approval artwork may be emailed to the Director of Communications.



APPROVAL PROCESS

The Brevard College Office of Communications maintains the integrity and brand of the Brevard College visual identity and helps users apply the graphic standards. Staff members will meet on an ongoing basis to review the overall system, evaluate requests, and resolve problems related to the graphic standards.

The Office of Communications has been involved in the development of this manual and is familiar with the correct application of the graphic elements. This office is responsible for identifying incorrect use of those elements and will work with all campus departments to bring applications into compliance with the graphic standards.

In addition, the Office of Communications may stop or alter production of any application that uses the Brevard College visual identity incorrectly, or to require an application to be revised.

Approval Process

Any first-time use of the Brevard College logo or wordmark should be approved at the proof state or sooner by the Director of Communications.

Brevard College Office of Communications: 828.884.0450

This guide features many examples of usage and application process, but it is not possible for the guide to address every situation. If any questions arise, please contact the Office of Communications.