

# Brevard College 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 - 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 image 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 wordlogo 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 Public Information.

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 Public Information 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 WORDLOGO

The Brevard College WordLogo 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 Public Information when in need of the official college wordlogo.

As illustrated below, the wordlogo 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

The image shows the Brevard College WordLogo in blue. The top line reads "BREVARD COLLEGE" in a large, blue, serif typeface. A thin blue horizontal line is positioned directly beneath this line of text. The bottom line reads "BREVARD, NORTH CAROLINA" in a smaller, blue, all-caps serif typeface.

### Blue and Black Wordlogo

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



BREVARD COLLEGE  
BREVARD, NORTH CAROLINA

The image shows the Brevard College WordLogo in black. The top line reads "BREVARD COLLEGE" in a large, black, serif typeface. A thin black horizontal line is positioned directly beneath this line of text. The bottom line reads "BREVARD, NORTH CAROLINA" in a smaller, black, all-caps serif typeface.

### Black Wordlogo

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 Public Information 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 Athletic 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

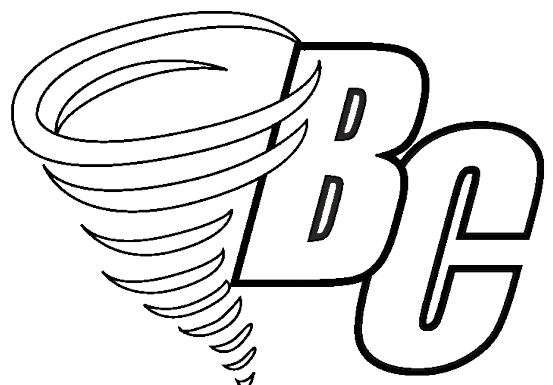
RGB: 0 Red + 60 Green + 120 Blue

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 Wordlogo

This is the preferred logo, reproduced in one color - PMS 654.

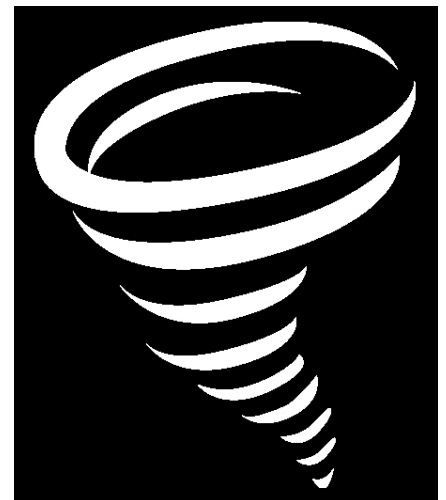
This can also have a white outline applied.



### Black Wordlogo

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 still 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

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The Brevard College Seal and the relationship of its elements are unique. Please use electronic files supplied by the Communications and Public Relations Office 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.

**Only used in Academic or Philanthropic materials. The Office of Public Information 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

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## BREVARD, NORTH CAROLINA

Do not rotate the logos:



Only with approval by the Office of Public Information will rotation be allowed.  
(ex.: Wordlogo down the sleeve of a long-sleeve shirt).

Do not use any other taglines, sayings or words with the logos:



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 Public Information 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 can not 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 comprise the Brevard College logo, Wordlogo and text elements 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:

Cougar Natural

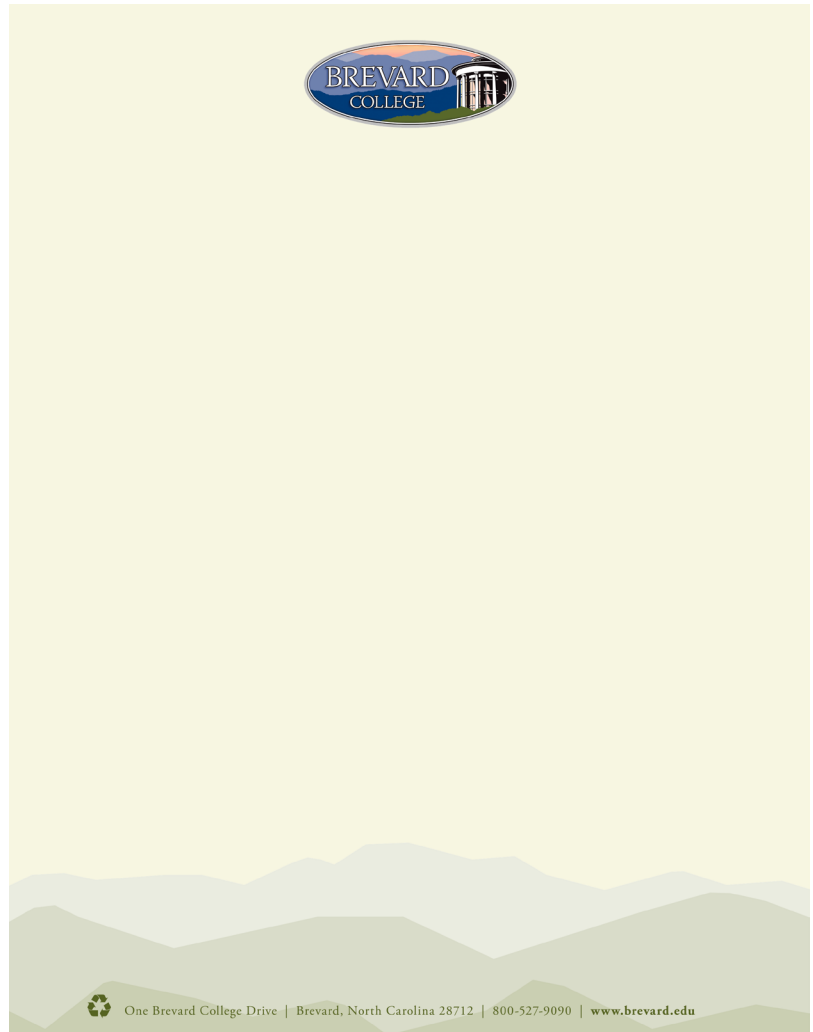
### Ink colors:

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.

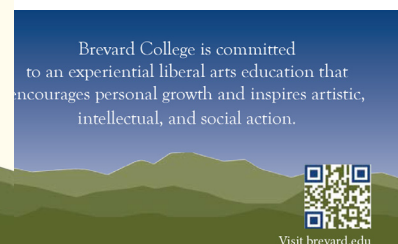


## BUSINESS CARDS

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

Please contact :

Office of Communications  
828.884.8250



## #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:

Cougar Natural



One Brevard College Drive  
Brevard, NC 28712  
[www.brevard.edu](http://www.brevard.edu)



## #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:

Cougar Natural



President's Office  
One Brevard College Drive  
Brevard, NC 28712  
[www.brevard.edu](http://www.brevard.edu)



Individual departments can have special ordered envelopes with the department name on them. If you would like to order envelopes, please contact the Office of Public Information at 828.884.8250.


## 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:**  
Cougar Natural

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



Month 1, 2016

One line space → Addressee's Name  
Addressee's Title  
Company Name  
Street Address  
City, State, Zip Code

Two line spaces →

One line space → Salutation,

One line space → 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 experience 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.

One line space between paragraphs (no indent) → 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.

One line space → Brevard College will educate and inspire students to make positive changes in the world.


Closing,

Three line spaces →

One line space → Sender's Name  
Sender's Title

P.S.

The text is 12pt Goudy Old Style on 14pt leading, set flush left..



One Brevard College Drive | Brevard, North Carolina 28712 | 800-527-9090 | [www.brevard.edu](http://www.brevard.edu)



## 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 Public Information.

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 these sheets with office Services.

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

## EVENT AND MARKETING MATERIALS

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

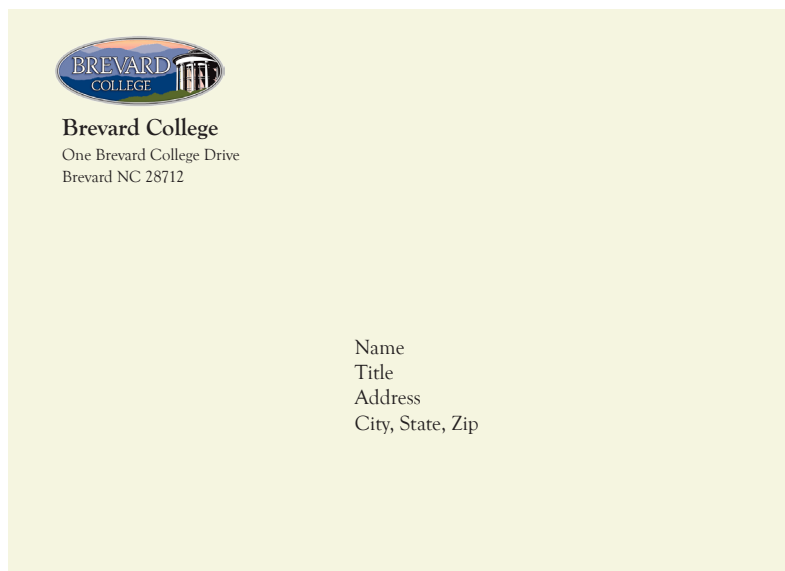
Below defines the placement of elements on the items that comprise that the Brevard College logo and Wordlogo and text elements appear consistently on each piece.

### IN THIS SECTION:

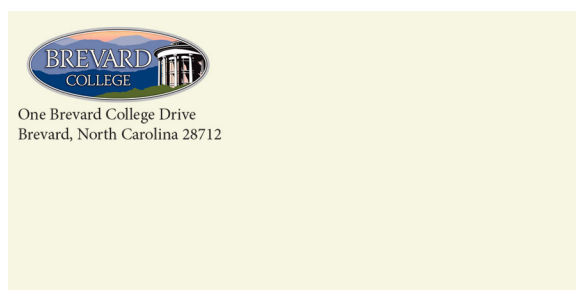
- Invitation/postcard envelope
- Nametags
- Rack cards and brochures
- Posters and postcards
- Signage (including but not limited to: banners, vehicles, street signs, etc.)

### NOTE

Each Department on campus has a representative that will be able to design and lay-out your materials. If not, please contact the Office of Public Information.



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.



### Fall 2015 Fine Arts Events

<p><b>Iron Invitational Exhibition Opening</b> Friday, August 28 at 5:30 pm, Spiers Gallery (Exhibit runs through September 25)</p> <p><b>Music Faculty Showcase</b> Saturday, September 19 at 7:30 pm Porter Center Concert Hall</p> <p><b>Guest Artist Performance: Bent Frequency</b> Monday, September 28 at 7:30 pm Porter Center Concert Hall</p> <p><b>Alumni Art Show Opening</b> Friday, October 2 at 5:30 pm, Spiers Gallery (Exhibit runs through Oct. 30)</p> <p><b>Alumni Jazz Band</b> Sunday, October 3 at 7:30 pm Porter Center Amphitheater</p>	<p><b>Faculty Recital: Wendy Jones</b> Tuesday, October 6 at 7:30 pm Porter Center Concert Hall</p> <p><b>Fall Choral Concert</b> Thursday, October 8 at 7:30 pm Porter Center Concert Hall</p> <p><b>"The Diviners," by Jim Leonard*</b> Oct. 22-24 at 7:00 pm, and Oct. 25 at 2:30 pm Morrison Playhouse</p> <p><b>Jazz Ensemble Performance</b> Thursday, October 29 at 7:30 pm Porter Center Concert Hall</p> <p><b>Senior Art Exhibition Opening</b> Friday, November 6 at 5:30 pm, Spiers Gallery (Exhibit runs through December 4)</p>	<p><b>Dueling Guitars*</b> Sunday, November 15 at 3:00 pm Porter Center Concert Hall</p> <p><b>BC Wind Ensemble</b> Thursday, November 19 at 7:30 pm Porter Center Concert Hall</p> <p><b>Lessons and Carols</b> Saturday, December 5 at 7:30 pm Porter Center Concert Hall</p> <p><b>Brevard College Presents "Messiah"</b> Friday, December 11 at 7:30 pm Porter Center Concert Hall</p> <p><small>*Admission charged.</small></p>
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Event information is subject to change. Please call the Fine Arts Division Office at (828) 884-8211 or visit [brevard.edu/finearts/events](http://brevard.edu/finearts/events) to view a full schedule of events.



February 25, 2015

**NAME1**  
**ADDRESS1**  
**ADDRESS2**  
**CITY**, **STATE**, **ZIP**

Dear **SALUT**,

Last year you provided support to Brevard College, and in doing so you gave students like Andrew Velazquez an opportunity. You see, for Andrew attending college wasn't always a reality.

The first of his family to attend a four-year institution, Andrew wasn't even aware Brevard College existed until his football coach mentioned it to him. And though football brought Andrew to BC it wasn't the only reason he stayed. He found a home here, both amongst his football teammates and in his Business and Assistant Professor of Business and Organizational Leadership Drew Baker.

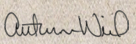
"Andrew grew into a strong leader, both on the football field and in the classroom. He always welcomed the challenges I threw at him, did his absolute best, and always encouraged his fellow students to do the same."

Now having graduated, Andrew has entrepreneurial hopes. He'd like to one day open a Puerto Rican restaurant where his mother, an excellent chef, could prepare his favorite traditional dishes. Andrew also hopes to give back by helping other young men succeed as he has.

Last year, your gift of **\$-LAST\_GAMT**, to the **-GIFT\_DESG**, made a difference. Thank you!

It is because of your support of Brevard College that we can offer hope to students, like Andrew. Please give again this year. Visit [www.brevard.edu/give](http://www.brevard.edu/give) to make your immediate impact on Brevard College today or return the enclosed envelope!

Warmly,



Autumn Weil  
Executive Director of Development and Alumni Affairs  
Brevard College

**I want to give to the Brevard Annual Fund:**  
☐ \$100 ☐ \$250 ☐ \$500 ☐ \$1000 ☐ Other \$ \_\_\_\_\_

Name: \_\_\_\_\_ Class yr: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Payment Method:**  
Visit [www.brevard.edu/give](http://www.brevard.edu/give) to give online!

Credit Card: ☐ Visa ☐ Mastercard

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_


Exp. Date \_\_\_\_/\_\_\_\_ V-code: \_\_\_\_

Signature: \_\_\_\_\_

☐ Check Enclosed  
(made payable to Brevard College)



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






is will be a unique opportunity 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.

A 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](http://brevard.edu/bci)

Contact information:  
Dr. David Gresham  
Director of Choral Activities  
Brevard College, [greshada@brevard.edu](mailto:greshada@brevard.edu)

One Brevard College Drive | Brevard N.C., 28712 | [www.brevard.edu](http://www.brevard.edu)

Standard 8.5 x 3.75in Rack Card

# BREVARD COLLEGE

## BREVARD, NORTH CAROLINA



Standard 16 x 2in banner



## 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 has a representative that will be able to design and lay-out your materials. If not, please contact the Office of Public Information.

# This week in the Arts



BREVARD COLLEGE  
**FofA**  
Friends of Fine Arts



**brevard college**  
presents

**Juried Student Art Show Opening**  
Friday, February 19, 5:30 pm  
Spiers Gallery, Sims Art Building  
(Exhibit runs through March 24)



**Romancing the Duke: A Tribute to Duke Ellington**  
Tuesday, February 23, 7:30 pm  
Ingram Auditorium  
Dunham Music Hall

[Learn More](#)



"The **joy** of brightening other lives, bearing each others' burdens, easing others' loads, and supplanting empty hearts and lives with generous gifts **becomes** for us the **magic** of the holidays."  
-W.C. Jones



### BC Hosts The Steep Canyon Rangers on December 13

Mountain Song Productions and Brevard College present two performances of Brevard's own, Grammy Award-winning Steep Canyon Rangers at the Porter Center for Performing Arts on Sunday, Dec. 13.

For more info click [HERE!](#)

### Important BOT Dates!

**Upcoming Board Meeting: Friday, Feb. 20, 2015\***

*\*Coming soon to your Inbox: Board Meeting Schedule and other meeting materials, including the Book of Reports*

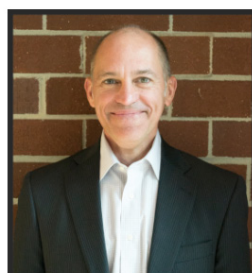
**Spring Board Meeting: May 15, 2015**

**Fall Board Meeting: October 9, 2015**

### Trustee Highlight

#### Trustee Phillip Jerome receives Duke Energy Citizenship Award

Our very own Phillip Jerome is this year's recipient of the Duke Energy Citizenship Award, which recognizes and rewards leadership and involvement in volunteerism and community service. The annual award encourages a culture of citizenship and service in the Duke Energy communities, according to the Brevard/Transylvania Chamber of





A Newsletter for Parents and Friends of Brevard College



## The Tornado Times

### Looking Ahead:

Important dates

Wed. - Sun., November 26-30, 2014  
Thanksgiving Break  
(residence halls are closed)

Mon. - Fri., December 8-12, 2014  
Final Exams

December 13, 2014 - January 6, 2015  
Holiday Break

Sunday, January 4, 2015  
Returning Students Move-into  
Residence Halls

Monday, January 5, 2015  
Student Check-in (new students only)

Wed., January 7, 2015  
First day of classes

Mon., February 9, 2015  
Graduation applications due

Sat. - Sun., February 28 - March 8, 2015  
Spring Break  
(residence halls are closed)

### Coming for a visit?

Check out what might be happening  
on campus or downtown!

Brevard College Fine Arts Events  
brevard.edu/fineartsevents

Events in the Town of Brevard  
brevardinc.com

Land of the Waterfalls  
visitwaterfalls.com

Heart of Brevard  
brevardinc.org



Fall Sports Schedule  
bctornados.com

### USDA Funds New Residence Hall



Brevard College received a \$6.38 million loan from the U.S. Department of Agriculture (USDA) to build a new residence hall.

The new residence hall is the first phase of a larger project which includes a second new residence hall and roadway re-routing to create a more pedestrian and cycling-friendly campus. The French Broad Street entrance will remain open, but the current road through campus will be re-routed. The college also plans to construct more classrooms and facilities buildings.

The administration unveiled the design to students and used their feedback to improve the plan. "At Brevard, we truly appreciate collaborative efforts" said Brevard College President David C. Joyce. "We received valuable feedback on this project from the entire campus community."

The new residence hall will take advantage of a Kings' Creek view and features ample glass, a terrace, and student gathering spaces. The combination of suite-style rooms and single rooms was created to encourage communal living, and will include some amenities and common living areas. Future improvements include a pavilion in the middle of the residential quad.

The President also said the new project must include communal gathering spaces for students, energy efficient features, as many recycled materials as possible, and an appearance that is consistent with the rest of campus.



Fall 2015 Golden Club Newsletter

"There is no friend like  
an old friend who has shared  
our morning days, no  
greeting like his welcome,  
no homage like his praise."

- Oliver Wendell Holmes, Jr.



2015 Golden Club Luncheon  
Saturday, October 3

11 a.m. - 1 p.m.

The Porter Center for Performing Arts

Welcome the class of 1965  
as they are inducted!

\*Pre-registration is encouraged.

At Brevard College, we believe in building on tradition so that the future we create is always forged in honor of our past. We are reminded of this each August when our students return and another summer comes to a close. We are excited that another year at Brevard College is about to begin and anticipate the year will be a big one for us. We have increased our outreach to alumni, and we hope these efforts will result in another record-breaking Homecoming.

**BUILDING ON TRADITION**  
HOMECOMING • October 2-4, 2015

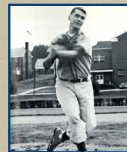
We are planning a special Golden Club Luncheon welcoming the Class of '65. A nature walk, athletics events, alumni fine arts events and other activities have been organized to ensure that there is something for everyone. A full schedule is available online at [brevard.edu/homecoming](http://brevard.edu/homecoming).

We hope you will join us Homecoming Weekend as we celebrate our future and reflect on our past!

Sincerely,

*Susan L. Cothorn*

Susan Cothorn  
Vice President for Philanthropic Development  
Brevard College



## 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 Athletic Department for a specific sport logo.



## TYPEFACE GUIDELINES

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 Athletic Department for information.

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

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### **Impact**

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

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

Franklin Gothic book  
regular  
uses: content and copy

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

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Franklin Gothic Medium  
regular

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

*Rage Italic*  
uses: script and decorative

## Approval Process

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

### **Print and Web**

Any print or web piece with any Brevard College Athletic name or logo on it must be approved by the Athletic Director or Assistant Athletic Director. Please contact the Assistant 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 Public Information.

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 Public Information.



## 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 Public Information.

Brevard College Office of Public Information: 828.884.8250

*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 Public Information.*