BCB Brand Style Guide

Logo Use

Logos should be used only in #D00E12 (red), #303030 (dark gray), #BFBFBF (light gray), black, or white. Logos can be placed on any solid background color or over imagery. Logos should not be used in any other color or distorted in shape.
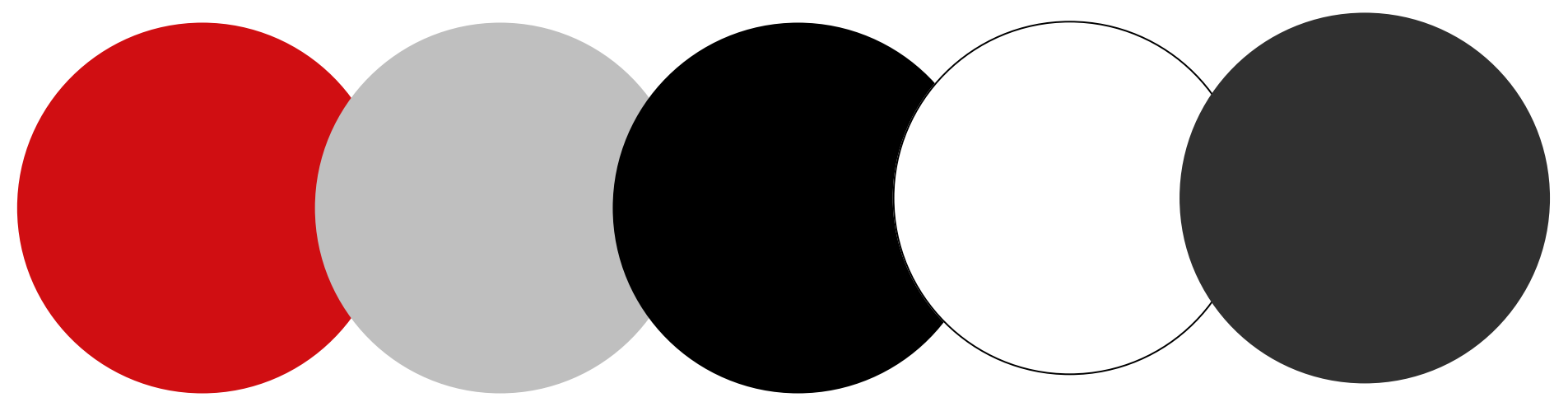
Bard College Berlin
A LIBERAL ARTS UNIVERSITY

Bard College Berlin

Bard Berlin

Brand Color Palette

These colors reflect our brand's identity and personality.

| #D00E12 | #BFBFBF | #000000 | #FFFFFF | #303030 |

Fonts Guide

Source Sans Pro has a number of font weights that can be used together. When possible, use Regular for headings, Semi-Bold for sub headings and Light for body text.

Large Heading

Sub-heading

Bard College Berlin is an accredited German-American university that offers intensive, transdisciplinary education in the humanities and social sciences.

Fonts in Use

Source Sans Pro is the official Bard College Berlin typeface.
Celeste Bold is the type face of the Bard logo and can be used sparingly.

Aa

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcd efghijklmnopqrstuvwxyz1234567890!@# $%^&*()

Aa

Celeste Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz123456789 0!@#$%^&*()

Brand Style Board

When using graphic elements, use simple, geometric shapes (circles, triangles, rectangles) in brand colors, without shadows or outlines. It is acceptable to use simple gray overlays over photos. The brand utilizes strong textual elements, playing with bold and light versions of the typeface for emphasis. Photos should emphasize students actively engaging in the learning process, in a straight-on, natural style.