University Logo Usage

Our University Logo is our most widely used mark. Use this quick reference guide to ensure that it's used correctly and consistently.

Correct Usage

Incorrect Usage

Avoid stretching, condensing, or distorting.

Never create a new logo. For logo requests, please email brand@bentley.edu

Do not add a stroke to the knocked out logo.

Do not alter the colors or add strokes. For approved secondary color versions, refer to page 32 of the Brand Guidelines.

Do not use the logo to create a sentence or unapproved lockup.

Do not place logo within a box.

Do not rotate the logo.

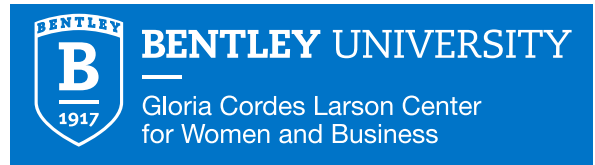Never alter the scale or proportions of individual elements.

Do not alter the inner shield color.
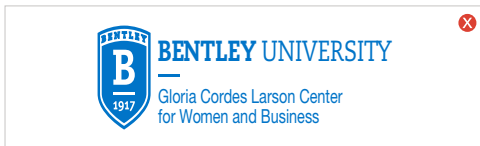
Departmental Logo Usage

Departmental Logos are derived of the University Logo and Wordmark. Once the Brand Team creates an approved Departmental Logo, this quick reference guide can be used to ensure that it's used correctly and consistently.
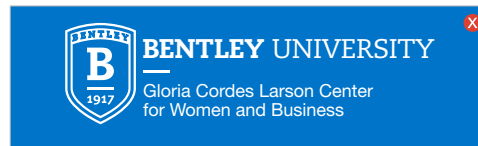
Correct Usage
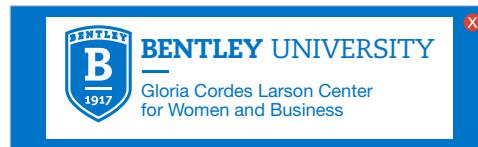

Incorrect Usage

Do not stretch, condense, or distort.

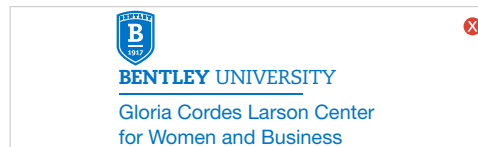Do not add a stroke to the knocked out logo.

Do not alter the colors or add strokes. For approved secondary color versions, refer to page 39 of the Brand Guidelines.

Do not place logo within a box.

Do not alter the approved color options or add to them. For approved secondary color versions, refer to page 39 of the Brand Guidelines.

Never alter the scale or proportions within an approved logo.