



BATTEN
UNIVERSITY™

Brand Style Guide

Color Codes



PMS 2955 **CMYK** 100 55 10 48
HEX #003C69 **RGB** 0 60 105



PMS 3125 **CMYK** 100 0 10 20
HEX #0091B8 **RGB** 0 145 184



PMS 7544 **CMYK** 33 14 11 31
HEX #8996A0 **RGB** 137 150 160

Typography

Myriad Pro
Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Minion
Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Acumin
Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

formerly Virginia Wesleyan University



formerly Batten Honors College



JANE P. BATTEN HONORS COLLEGE

of BATTEN UNIVERSITY™

formerly Virginia Wesleyan Athletic Hall of Fame



Updated College Level Logos



Miscellaneous Logos



Office of the President
BATTEN UNIVERSITY™



CENTER FOR
**STUDENT
SUCCESS**
BATTEN UNIVERSITY™



Haygood United Methodist Church
Epworth Campus Ministries
BATTEN UNIVERSITY™

