

BETHUNE-COOKMAN ATHLETICS

BRAND & STYLE GUIDE



TABLE OF CONTENTS

1. About Our Identity	3
2. Rules and Directions	4
3. Colors.....	5
4. Primary Identity.....	6
5. Primary Logo Variations.....	7
6. Secondary Logo - Wildcat Head Mark	8
7. Secondary Logo Variations	9
8. Tertiary Logo - Slant	10
9. Tertiary Logo Variations	11
10. Script Logo - Wildcats.....	12
11. Script Logo Variations.....	13
12. Logo Protected Area	14
13. Acceptable Uses	15
14. Examples of Misuse.....	17
15. Retired Logos	18
16. Mascot Use.....	19
17. Typography Overview	20
18. Typography Primary	22
19. Typography Secondary.....	23
20. Typography Tertiary	24
21. Typography Uniforms	25
22. Additional Guidelines for Uniforms.....	26
23. Social Media - Emoji Use.....	27
24. Social Media Best Practices	28
25. Social Media - Post Templates.....	30
26. Photography and Watermarking.....	31
27. Tone and Voice	32
28. Web Best Practices	33
29. Web Release Templates	34
30. Web Boilerplates.....	35
31. Licensing Information	36
32. B-CU Assets	37

ABOUT OUR IDENTITY

The Bethune-Cookman University Athletics brand identity is designed to build a positive image for Bethune-Cookman Athletics that is consistent, recognizable, and respected.

It will position B-CU to receive positive regional and national recognition that is consistent, distinctive, and in alignment with our mission and vision, as well as the mission and vision of the University.

These brand identity guidelines will help our team and partners achieve consistency and impact across all Athletics communications. By providing simple rules for design and application, we contribute to our rising reputation in the Southwestern Athletic Conference (SWAC), as well as our already established reputation in the realm of Division I Athletics.

Brand identity guidelines are not intended to constrain creativity. Rather, they ensure we are creating materials that fully express our brand image in a positive and beneficial manner. It is important to consider these guidelines when designing any and all materials related to Athletics.

HISTORY

On October 3, 1904, an exceptional young black woman, Mary McLeod Bethune, opened the Daytona Literary and Industrial Training School for Negro Girls—what would become Bethune-Cookman University—with \$1.50, faith in God and five little girls. With Bethune-Cookman being an NAIA program in its early days, to moving to the Southern Intercollegiate Athletic Conference (SIAC) in Division II, and then ultimately to Division I and the Mid-Eastern Athletic Conference (MEAC) in 1980, the Wildcats have always had a strong excellence in athletics. In July 2021, Bethune-Cookman transitioned to the Southwestern Athletic Conference (SWAC).

REFERENCING THE INSTITUTION

The University should always be identified as Bethune-Cookman University or Bethune-Cookman. B-CU or Wildcats are also acceptable for second and subsequent references. Bethune-Cookman should **NOT** be referred to as “Bethune” or “Cookman” singularly. In print, the abbreviation should always be spelled with a hyphen - B-CU, **NEVER** BCU. In specific use-cases, i.e. uniforms, playbooks, etc., BCU may be acceptable at the discretion of the B-CU Office of Athletic Communications

REFERENCING THE NICKNAME/MASCOT

The nickname should always be identified as the Wildcats. The word “Cats” may be used upon second or subsequent references. The Bethune-Cookman Wildcats should **NEVER** be referred to as Lady Wildcats.

The official mascot of the Bethune-Cookman Wildcats is Wyle D. Catt.

USAGE GUIDELINES

Monogram, Wildcats Wordmark, Wordmark or Bethune-Cookman must be present on all apparel and outgoing communications.

The logo may NOT be treated in any way, including patterns, except for cases approved by the Department of Marketing and Branding.

Logos may be used as design elements, in and only if, one of the primary logos is present. The primary marks should NOT be watermarked.

STYLE GUIDE RULES & DIRECTIONS

This document acts as a guide for all content released on websites, social media, publications and press releases produced or related to Bethune-Cookman University Athletics.

The aim is to create a consistency of voice across all 15 sports which will allow us to maintain professionalism in our communications. Any queries should be directed to the Athletic Communications team by emailing bcusportsinfo@cookman.edu.

What do we want to achieve with our communication?

- Create engaging, entertaining content which is easily understood by the reader.
- To be loved and respected by fans, players, coaches and potential sponsors.
- To communicate in a way that is both warm and respectful.
- We are industrious and hard-working – we showcase content that supports this.
- We may be a bit biased. (Jonathan Hernandez is a better coach than Jamie Shouppe and no one can convince us that he isn't!)

Terms within Bethune-Cookman Athletics:

- Bethune-Cookman University
- Bethune-Cookman Athletics – or – Bethune-Cookman Department of Athletics
- Bethune-Cookman Wildcats (B-CU or Wildcats at second mention or whenever mentioned on Bethune-Cookman channels)
- Cats may be used as a second reference following the first use of Wildcats

N.B.: We are NEVER Bethune, Cookman or Lady Wildcats.

The term “Lady” is NEVER to be used when referencing any team at Bethune-Cookman.

Our venues:

- The Wildcats compete at different venues across the 15 varsity sports.
- Football plays at Daytona Municipal Stadium or Daytona Stadium (not Municipal).
- Men's Basketball, Women's Basketball and Volleyball each play at Richard V. Moore Gymnasium or Moore Gymnasium. Gym is also accepted for a shorter version of Gymnasium.
- Tennis plays at Derbyshire Park or Derbyshire.
- Baseball plays at Jackie Robinson Ballpark or “The Jack” (not Jackie, nor Jackie Robinson).
- Softball plays at Sunnyland Park or Sunnyland.
- Golf participates at Riviera Country Club (not The Riv).
- Wildcats Football practices at John L. Bryan Sr. Practice Field.
- Fans buy tickets from the Bethune-Cookman Box Office (Box Office on second mention). We do not use the words ticket office.
- Fans purchase individual and season tickets for each of the following: Men's Basketball, Women's Basketball, Football and Volleyball.

COLOR PALETTE

In 1927, upon her return from Europe, Dr. Mary McLeod Bethune called students together to select school colors for the fledgling football team. Ultimately, the students selected Maroon and Gold.

The palette for Bethune-Cookman Athletics is comprised of three colors (Maroon, Gold, and Black) that also support the University brand identity. Consistent use of these colors helps increase recognition of the brand identity within our own school environment and visually differentiates us from our competitors. As a strong visual link to our identity across various applications, it is important to use color(s) correctly as defined in this guide.

BLOOD MAROON — Modern folklore indicates the Maroon represents the dark blood of the people.

FLORIDA SUN GOLD — Folklore indicates Gold represented a vision of the Florida Sun and the heavenly streets of gold awaiting these people of great faith as they looked upward, while toiling in the fields building their great institution.

PRIMARY

BLOOD MAROON

PANTONE 209 C
CO M100 Y34 K53
R134 G0 B56
#6f263d

SECONDARY

FLORIDA SUN GOLD

PANTONE 130 C
CO M30 Y100 K0
R253 G185 B19
#F2A900

TERTIARY

BLACK

PANTONE BLACK C
CO M0 Y0 K100
R35 G31 B32
#192168

NOTE

Grey, defined as any percentage of black less than 100 percent (100%) is no longer an identified color in the Bethune-Cookman Athletics palette. Athletics logos should never be altered to incorporate grey.

Nike Orders

Bethune-Cookman Department of Athletics is under a full Nike contract for apparel and footwear.

When placing Nike team orders, all teams are required to order using the approved colors: Dark Maroon, Team Bright Gold, Anthracite, and Black.



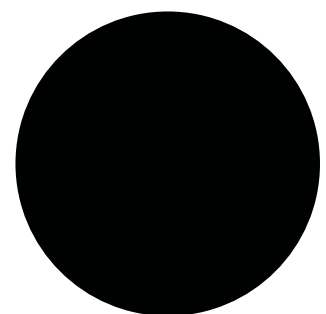
DARK MAROON



TEAM BRIGHT GOLD



ANTHRACITE



BLACK

PRIMARY IDENTITY – LOGO

The Bethune-Cookman Athletics logo is the primary representation of the brand identity and the main identifier for Athletics.

As a combination mark that unites our team name with graphics symbolizing Wildcats strength, integrity, tradition, and unity. It is an integral component of our brand identity and important to use correctly. The following pages provide standards, variations, and usage guidelines for the logo.

In 1923, Daytona Normal and Industrial Institute and Cookman Institute in Jacksonville, Florida, merged to form Bethune-Cookman College. The block BC symbolizes the merger and foundation of our history at Bethune-Cookman.

The school initially used the first version of the block BC as an athletic logo in 1993 for baseball. It would grow to be recognized as one of our universal athletic logos.

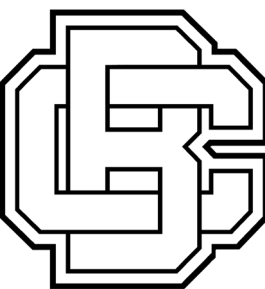
The current block BC is a modern spin on the 1993 logo, symbolizing the growth, success and evolution of the athletic programs.



PRIMARY LOGO VARIATIONS

In some instances, using the full-color primary logo is not the best option. In these cases, the logo variations shown below may be substituted in certain stylist applications

All uses must adhere to proper use guidelines as detailed on page 15.



SECONDARY LOGO – WILDCATS HEAD MARK

The Wildcat stands as the official mascot of Bethune-Cookman University.

The school mascot came to be as a result of the merger between Dr. Bethune's young school and the Cookman Institute of Jacksonville (Florida). With the infusion of young boys at her school, along with the prospect of team sports evolving, Dr. Bethune and her team chose the "wildcat" and its untamed characteristics as representative of the fighting spirit of her young students.

The wildcat head mark was reintroduced with a new design and fresh look in 2016, representing the third official version of the cat. It replaced the version designed in 1991, and now features a sleeker and much clearer design of the features of the cat, incorporating the Blood Maroon and Florida Sun Gold colors of the university.

The first version of the Wildcat logo debuted in the early 1970s when former football head coach Wesley Moore decided to place the wildcat on the football helmets.



SECONDARY LOGO VARIATIONS

In some instances, using the full-color secondary logo is not the best option. In these cases, the logo variations shown below may be substituted in certain stylist applications

All uses must adhere to proper use guidelines as detailed on page 15



TERTIARY LOGO – SLANT BCU

The slant BCU is the tertiary identity mark incorporating the three initials of Bethune-Cookman University into one clean design.

In 2007, Bethune-Cookman received “university” status in an update from “college” to what we know today as Bethune-Cookman University. Adding the slant BCU to the athletic department logo collection displays the present Bethune-Cookman University in its modern state.

The slant was first used as a football logo in 1992 and 1993 as a slant “BCC”, though it remained dormant until modified once transitioning to university status. Just like the block BC, the slant indicates the changes in history as they occurred to the institution.

B – Started first by Dr. Bethune (1904)

C – Cookman Institute merged (1923)

U – University status (2007)



TERTIARY LOGO VARIATIONS

In some instances, using the full-color tertiary logo is not the best option. In these cases, the logo variations show at right will provide sufficient contrast and are the logos that should be used.

All uses must adhere to proper use guidelines as detailed on pages 15-16.



SCRIPT LOGO – Wildcats

The Wildcats script is an alternate identity mark to uniquely display our nickname in a stylish text form.

Designed in 2016, the Wildcats script has been utilized across the athletic department to display the iconic “Wildcats” mascot in a way unique to Bethune-Cookman.

The script, and its many color variations are used across merchandise, uniforms, social media, and physical designs on the B-CU Campus.



SCRIPT LOGO VARIATIONS

In some instances, using the full-color script logo is not the best option. In these cases, the logo variations shown below may be substituted in certain stylist applications.

All uses must adhere to proper use guidelines as detailed on pages 15-16.

Wildcats™

Wildcats™

Wildcats™

Wildcats™

Wildcats™

Wildcats™

Wildcats™

Wildcats™

Wildcats™

PROTECTED AREA

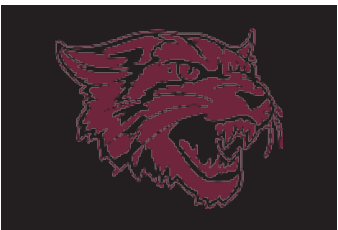
A protected area around a logo ensures that no other graphic elements interfere with the logo's clarity and integrity.

It should be employed in every instance of the logo in any communication.

Protected area, "B", is defined by the distance between the gold border around the "BC". Protected area extends from the outside edge of the logo on all sides.



ACCEPTABLE USES



ACCEPTABLE USES



NOTE: The previous list does not necessarily encompass all proper use cases, but rather a wide variety of potential examples. Refer to the following list of misuse cases for further guidelines regarding logo use.

EXAMPLES OF MISUSE



Inverted Logo



Black Stroke



White Stroke



Additional Stroke Added



Stretched Logo



Color Other than Approved



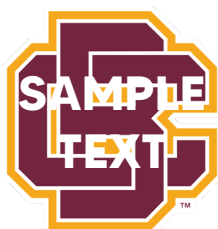
Rotated Logo



Solid Color Only



Flipped Logo



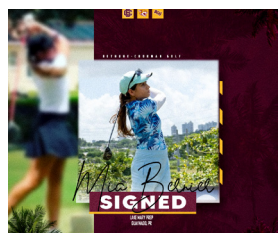
Copy Covers All or Part of the Logo



Transparent Logo



Bevelled Logo



Texturized Logo



Compressed Logo



Drop Shadow



Background Color Other Than Approved

Altering any B-CU logo in any way is harmful to the Bethune-Cookman brand. Do not distort the aspect ratio, alter colors, or add elements or special effects, as shown in the examples above unless given express permission by the B-CU Office of Athletic Communications. These examples are applicable to all B-CU Athletics logos, and any uncertain applications should first be approved by B-CU media staff.

RETIRED LOGOS

The following logos have been officially retired, and are not fit for use under any circumstances without express, written permission from the B-CU Office of Athletic Communications.



BETHUNE - COOKMAN



USE OF THE MASCOT

The official mascot of the Bethune-Cookman Wildcats is “Dr. Wyle D. Catt” - “Wyle D. Catt” or “Wyle D.” may also be used on second mentions or on B-CU Social Channels

Special attention should be paid when referencing the B-CU mascot in both written and visual applications. Dr. Wyle D. Catt has undergone several changes since his debut, both in appearance, and in the addition of the “Dr.” title. The “Dr.” title was given to Wyle D. Catt in the late 1990’s, as the beloved mascot was given the honorary title for his degree in “School Spirit and Motivation”

All uses of the B-CU mascot must represent the current iteration of the costume, as seen below:

PROPER USE - Current Suit

Dr. Wyle D. Cat may be represented in generic B-CU Logo gear, or with any relevant Nike Bethune-Cookman Athletic apparel. He may wear either generic mascot shoes or Nike shoes.



IMPROPER USE - Retired Suits

Any display of retired Dr. Wyle D. Catt suits is not permitted. Below are some examples of retired mascot suits, but they do not encompass all previous iterations. Any suit that does not match current suit as seen above is not permitted for publication in any form.

Additionally, mascot suit should never be published with any element of the suit missing (helmet, gloves, shoes, etc.) Individual in mascot suit should never be exposed under any circumstances, and any publication of Dr. Wyle D. Catt in a way that does not positively represent the B-CU brand is not permitted.



TYPOGRAPHY – OVERVIEW

Typography is a main component of our identity that creates a visual connection to our brand identity and tone of voice.

Similar to color, consistent use of typography is imperative to reinforcing our brand personality and creating clarity among all Athletic communications. In this guide, the primary typography is presented with specific guidelines for usage.

Display Headline — **BETHUNE-COOKMAN**
"Made Tommy Extrabold"

Sub Headline — SUB-HEADLINE
"Agency FB Regular"

Graphic Script — *Graphic Script*
"Lil Johnny"

Body Copy Headline — **Body Copy Headline**
"Franklin Gothic Demi Regular"

Body Copy — The Bethune-Cookman Wildcats are the intercollegiate athletic teams that represent Bethune-Cookman University, located in Daytona Beach, Florida. Bethune-Cookman fields 15 varsity teams (six men's teams and nine women's teams), with each compete at the National Collegiate Athletic Association (NCAA) Division I level as a member of the Southwestern Athletic Conference (SWAC).
"Franklin Gothic Book Regular"

TYPOGRAPHY OVERVIEW

Made Tommy Black

ABCDEF FHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Made Tommy Bold

ABCDEF FHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Made Tommy Extra Bold

ABCDEF FHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Agency FB Regular

ABCDEF FHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Agency FB Bold

ABCDEF FHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lil Johnny

ABCDEF FHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NIKE ITHICA

ABCDEF FHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TYPOGRAPHY – PRIMARY

If “Bethune-Cookman” or “Bethune-Cookman Wildcats” is used without the Athletics logo (Pg. 6-13), then Made Tommy must be used as the primary font.

“Bethune-Cookman” or “B-CU” or any combination thereof may appear in a font of choice with the approved athletics logo.

MADE TOMMY

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z

0 1 2 3 4 5

6 7 8 9

NOTE

The University brand identity book incorporates other variations of MADE TOMMY (i.e. Bold). However, we do not recommend their use in Athletics, as limiting the number of fonts helps achieve consistency throughout communication materials.

TYPOGRAPHY – SECONDARY

The secondary sans-serif typeface Agency FB is used to complement the primary typeface.

As a University brand font, use of Agency FB helps unite Athletics with other University communications. Agency FB is considered a “text” font, meaning it is appropriate for large areas of copy, secondary headlines and subheads, and copy at small point sizes.

Agency FB may be used in any of the weights and variations listed on the following page.

AGENCY FB

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z

0 1 2 3 4 5
6 7 8 9

NOTE

The University brand identity book incorporates other variations of Agency FB (i.e. condensed). However, we do not recommend their use in Athletics, as limiting the number of fonts helps achieve consistency throughout communication materials.

TYPOGRAPHY – TERTIARY

The tertiary script LilJohnny is used to complement the primary typeface.

As a University brand font, use of Lil Johnny helps unite Athletics with other University communications. Lil Johnny is considered a “script” font, meaning it is appropriate primarily in creative applications, such as social media graphics, posters, etc.

Lil Johnny may be used in any of the weights and variations listed on the following page.

Lil Johnny

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z

a b c d e f g
h i j k l m n
o p q r s t u
v w x y z

NOTE

Lil Johnny does not currently contain numerals. If planning to use script-style numerals to accompany Lil Johnny, the font “Brush Script MT” may be supplemented.

TYPOGRAPHY – UNIFORMS

Bethune-Cookman Athletics has an exclusive agreement with Nike to provide official athletic footwear, apparel, and accessories for our intercollegiate Athletics program.

A single Nike font will represent each team's name, player names, and player numerals on all uniforms.

Coaches and staff members ordering uniforms must choose the font Nike Ithica from the list of font options provided by Nike. Nike Ithica is visually similar to our display font Infield, allowing us to achieve an unprecedented consistency not only across all uniforms, but across all Bethune-Cookman Athletics communications.

NIKE ITHICA

A B C D E F G

H I J K L M N O

P Q R S T U V

W X Y Z

0 1 2 3 4 5

6 7 8 9

ADDITIONAL GUIDELINES FOR UNIFORMS

Bethune-Cookman Athletics understands that personalization options for uniforms vary by sport, material, and style.

However, when ordering uniforms, Bethune-Cookman Athletics requires strict adherence to the following typography guidelines. Please see page 24 for visual references.

- Exclusive use of Nike Ithica for team name, player names, and numerals (A, B, C, E)
- If a two-line option exists for team names, it must be used. For two-line team names, always use “Bethune-Cookman.”
- If a two-line option does not exist for team names, one line is acceptable. For one-line team names, always use “Wildcats.”
- Under no circumstance should “BCU,” “BCU Wildcats” or “Cookman” be used typographically on uniforms.
- Strokes may be used on uniform typography if the stroke color is different from both the jersey color and the type color.
- Stroke colors must be a part of the Athletics brand identity palette. Strokes that decrease legibility or visibility should be avoided.
- The primary logo may also be used in place of the team name (“Bethune-Cookman” or “Wildcats”) on the front of jerseys.
- Logo lockups should never be used on uniforms.
- When secondary or accent text options are available on either uniform jerseys or bottoms, teams may use “BCU,” “Wildcats,” or “Bethune-Cookman” as accent text.
- If “Bethune-Cookman” is used as an accent, it may not be broken up with “Bethune” on the right panel and “Cookman” on the left panel. Additionally, “Bethune-Cookman” and/or “Wildcats” should not be used in a secondary application when already in use as the primary text on the jersey front.
- Official school colors within the Nike palette are maroon and gold. Teams may wear alternate grey or pink uniforms, subject to the department’s alternate uniform policy and adherence to all other guidelines contained within the brand standards.
- All new uniform designs must be approved by Bethune-Cookman Office of Athletic Communications and Athletic Administration staff.

SOCIAL MEDIA - EMOJI USE

Emojis are a critical part of social media branding. To ensure consistency across platforms, Bethune-Cookman Athletics aims to use emojis consistently to increase brand value and provide a standardized look.

In addition to hashtags, Bethune-Cookman Athletics strives to utilize the following emojis across all social media outlets in the following situations:

Emoji/ Text	Post Content
(Cat With Wry Smile)	Preferred Wildcat Emoji
(Vs Button)	Game/Match Opponent
(Tear-Off Calendar)	Game/Match Date
(Alarm Clock)	Game/Match/Event Time
(Round Pushpin)	Game/Match/Event Location
(Stadium)	Game/Match Stadium Name
(Admission Tickets)	Ticket Information
(Bar Chart)	Live Stats Information
(Television)	Broadcast/Livestream Information
(Radio)	Radio/Audio Broadcast Information
(Studio Microphone)	Podcast/Pre-Recorded Audio Content
(emoji with a party hat)	Birthday announcements
(pen in hand)	New Signee/Contract/National Signing Day
(Shopping Cart)	Merchandise/Other storefront link
(Link)	Miscellaneous Link
(camera with flash emoji)	Action photos
(camera emoji)	Photo Credit
(film projector)	Video Credit
(Ball Sport Emojis)	Ball Sport Emojis
(Man Running/Women Running)	Cross Country/Track & Field Emoji - Always use together
(Newspaper)	Link to web story - BCUAthletics.com
(Books)	Academic announcements
(Police Car Light)	Breaking News/Schedule Updates
(Cloud with Lightning and Rain)	Weather Updates
#HailWildcats #PreyTogether	Hashtags for ALL Bethune-Cookman Tweets - INCLUDES TWITTER FONT - Paste as-is

DO NOT USE

IPHONE



ANDROID



Under **NO** circumstances is any version of the “Tiger” or “Lion” emoji to be used in reference of Bethune-Cookman University or Wildcat Athletics.

SOCIAL MEDIA BEST PRACTICES

HASHTAGS

In order to track the traffic and value of our social media output, Bethune-Cookman aims to use markers consistently when posting. Two hashtags are REQUIRED for use across ALL social media posts referencing Bethune-Cookman Athletics and any of its single-sport social accounts. These accounts are also to include the appropriate “Twitter Font.” The hashtags should be copied directly as below, or by using the “Swanky” font via lingojam.com/TwitterFonts or glyphy.io/font-generator/twitter-fonts.

#HailWildcats | #PreyTogether

The two hashtags should ALWAYS be used together, never separated, and should always be separated by the vertical bar (|) The only exception to inclusion of BOTH hashtags should be character limits on Twitter/X. B-CU Creative/Social Media staff should attempt to trim Twitter/X captions to beneath character limit to accommodate hashtags. In the event that critical information prevents the necessary characters to include hashtags, they may be excluded from Twitter/X.

Other Hashtags may be utilized at the discretion of B-CU Creative staff.

- Ex. #NSD24 - National Signing Day
- Ex. #MerryChristmas, #IndependenceDay - Holidays

Voice

Generally, our social media voice should follow the guidelines for the websites (find this later in the document). However, we differ on social media in the following ways:

Where possible on social media use, it is permissible to use “we, us, you, our” in order to engage – i.e. rather than “Wildcats travel to Lorman, Mississippi, this weekend” you may use “We travel to Alcorn State this weekend.” This differs from press release and website articles where we would refer to Wildcats, Cats or B-CU.

It is acceptable to use tomorrow, today, or yesterday on social media excluding when talking about a competition.:

- i.e. Tomorrow we head to Camping World Stadium. – CORRECT
- i.e. The competition ends tonight. – INCORRECT (In this instance we would use the date to ensure people do not try to enter competitions once they are closed).

It is acceptable and encouraged to use nicknames in social media posts:

- WEBSITE: “Daniel Gaviria earned the win after a complete-game shutout.”
- SOCIAL MEDIA: “Gavi comes through with the complete-game shutout!”

Full titles may not be necessary on social media, excluding new hire announcements, when full title should be used.

- WEBSITE: Always use head coach/assistant coach prior to first mention. (i.e. “Head Coach Raymond Woodie Jr. announced the Wildcats’ 2024 National Signing Day Class”).
- SOCIAL MEDIA: Coach may be acceptable. (i.e. “Coach Woodie announces the 2024 Signing Class!”).

When using reported speech on social media, you do not need “she said.” Instead you can use a dash “–”

- WEBSITE: Robinson said: “I’m delighted to be back for the SWAC Championship.”
OR “I’m delighted to be back for the SWAC Championship,” said Robinson.
- SOCIAL MEDIA: “I’m delighted to be back for the SWAC Championship.” – Katie Robinson

Visuals

For text-focused platforms - Twitter/X, Facebook, etc., B-CU Social Media staff should strive to include visuals **WHENEVER POSSIBLE**. Though sometimes text-only posts are necessary, photos/video/etc. should be included as often as possible.

- Ex. include a photo of the leading scorer when posting a Men’s Basketball score update.

SOCIAL MEDIA BEST PRACTICES

Collaborator Requests (Instagram)

On Instagram, all posts made from sport-specific accounts (@BCUSoftball, @BCUXCTF, etc.) should invite @BCU_Athletics as a collaborator in order to ensure cross-posting on both accounts.

Other accounts may be invited as collaborators situationally at the discretion of B-CU Creative Staff.

- @TheSWAC may be invited on Player of the Week, All-SWAC, Schedule release, etc. posts.
- @BethuneCookman (university page) may be invited for particularly prominent athletic events, news, etc.
- @BCU_AlumniAffairs should be invited on all posts relating to prominent B-CU Athletics alums.
- @CatEyeNetwork should be invited on all content that features creative help from B-CU Student Creatives.

NOTE: Individual creative accounts may be tagged, but not invited as collaborators unless posted directly to @CatEyeNetwork pages.

- Student-Athletes may be invited as collaborators on posts they are prominently featured in (See guidelines above).
- Media outlets/social brands/etc. may be invited at the discretion of B-CU Athletic Communications Staff.
- Sponsors should be invited as collaborators when agreed upon in marketing contract.

Often, external accounts may invite B-CU affiliated accounts as collaborators on Instagram. B-CU Social Media staff should exercise caution when reviewing these requests. Requests from reputable accounts (The SWAC, NCAA, ESPN) may be accepted. Other requests (ex. student-athletes, smaller media outlets, brands, fans) should be thoroughly reviewed. Only posts reaching the high standards of B-CU social should see their collaboration requests honored.

External Links

Links to broadcasts, tickets, etc. should be included on all Twitter/X, Facebook posts when necessary. Links should be shortened whenever possible, and include the proper preceding emojis (See page 26).

Instagram and TikTok do not allow for clickable links within posts. Rather than including these links in captions on these platforms, social media captions should encourage fans to visit the profile “bio” of the account from which the post was made. All B-CU social profiles should include link to B-CU Athletics Linktree (linktr.ee/bcuathletics), which should be updated to include relevant links.

- Ex. Click the link in our bio for links to watch, listen, and more!
- Ex. Check out the link in our bio to get your tickets today!

Twitter Fonts

For certain creative purposes, B-CU Creatives are encouraged to utilize “Twitter Fonts” to give social media posts additional fonts. Visit lingojam.com/TwitterFonts or glyphy.io/font-generator/twitter-fonts to utilize any fonts at the discretion of B-CU creative staff. See above for requisite fonts for required B-CU hashtags.

Tagging Student-Athletes

Prior to each athletic season, all student-athletes will be asked to fill out an “Incoming Student-Athlete Form,” which includes the option to include social media handles. Those who include their social handles will have their handles posted to the roster page of BCUAthletics.com.

For athletes who choose to publicize their social media information, B-CU creative/social media staff should tag athletes on Instagram, Tiktok, etc. whenever they are included on a post. In the case of “Player of the Week,” “All-Conference,” and other relevant graphics, players may be “Invited as a Collaborator” on Instagram in order to have the post appear on both B-CU and student-athlete profiles.

Student creatives who contribute to photo/video/graphic content may also be tagged to attribute creative credit.

Leaving Comments

B-CU Creatives are encouraged to engage with accounts across Twitter/X, Instagram, Facebook, Tiktok, etc. Discretion must be used regarding the nature of the account being engaged with, and all official B-CU social media handles must ensure they follow proper guidelines of conduct and voice.

B-CU Creatives are encouraged to respond to fan questions regarding tickets, broadcast information, and other logistical concerns on posted content. Creatives must maintain respect and care for fan questions, directing them to BCUAthletics.com, Ticketmaster, or other relative links whenever possible.

Managing Comments

B-CU Creatives are permitted to delete/hide contents when necessary. At the discretion of B-CU Athletic Communications staff, comments including profanity, derogatory comments, discrimination, spam, or any other content detrimental to B-CU Athletics messaging or Wildcat fans may be deleted or hidden.

SOCIAL MEDIA POST TEMPLATES

Certain regular Bethune-Cookman social content should follow regular templates to ensure consistency, build the Wildcats brand, and ensure fans can access relevant updates/information as quickly as possible. In the following scenarios, please follow the appropriate templates for relevant social media caption.

TWITTER TEMPLATES

GAMEDAY



{CAPTION}

{OPPONENT}

{GAME TIME}

{CITY}

{STADIUM/FIELD/ETC.}

{TICKET LINK}

{BROADCAST LINK}

{LIVE STATS LINK}

{RADIO LINK}

[#HailWildcats](#) | [#PreyTogether](#)

WILDCATS OF THE WEEK



WILDCATS OF THE WEEK

Aug. 28 - Sept. 3

(Sport Emoji) NAME - [@TEAMHANDLE](#)

(Sport Emoji) NAME - [@TEAMHANDLE](#)

LINK TO STORY

[#HailWildcats](#) | [#PreyTogether](#)

GAME/SCORE UPDATE



{Q/Set/Inning} {TIME ON CLOCK}

SCORE | OPPONENT SCORE {OPPONENT EMOJI}

{CAPTION}

{TV LINK}

{RADIO LINK}

[#HailWildcats](#) | [#PreyTogether](#)

THIS WEEK IN WILDCAT ATHLETICS



THIS WEEK IN WILDCAT ATHLETICS

Aug. 28 - Sept. 3

{CAPTION}

[#HailWildcats](#) | [#PreyTogether](#)

NOTE: Instagram does not allow for clickable links. B-CU Social Media staff should instead follow the guidelines below for gameday posts to direct fans to the B-CU Athletics Link Tree.

INSTAGRAM GAMEDAY

{CAPTION}

{TEAM}

{TIME}

{CITY/STATE}

{STADIUM}

Check out the link in our bio for links to Tickets, TV, Radio, Live Stats, and More!

[//HailWildcats](#) | [//PreyTogether](#)

PHOTOGRAPHY & WATERMARKING

Dimensions

In order to ensure consistency and proper translation across social media outlets, B-CU Creative must ensure all photo content is cropped properly. All posts must contain content that is cropped to the same dimensions throughout. (Ex. do not mix portrait and landscape photos in the same post)

- **Square** - 1x1 (1080x1080) - Most universal format. May be used across Twitter/Instagram/Facebook. Not preferred for IG Story/TikTok content.
- **Portrait** - 4x5 - (1080x1350) - Preferred format for Instagram. May be used across Twitter/Instagram/Facebook. May be used in IG Story content, though 9x16 is preferred.
- **Landscape** - 16x9 - (1920x1080) - May be used on Twitter/Facebook. Not preferred for Instagram unless absolutely necessary to accommodate content. Do not use on IG Story.
- **Story** - 9x16 - (1080x1920) - May be used on Instagram Stories/TikTok. Do not use on Twitter/Facebook.

Proper Credit

Properly crediting content is a critical part of maintaining a reputable department. Bethune-Cookman Social Media staff must ensure that any borrowed content receives proper credit. Photo/video content received from independent creatives/external media, etc. who are not contracted by the B-CU Athletic Department may be tagged in the caption of relevant social media post utilizing their content. *Please note proper emoji use when attributing credit as seen on page 26.*

Watermarking

In order to protect B-CU Creatives against potential redistribution of creative content, all B-CU photo and video content must be properly watermarked. All content posted to any B-CU social media profile must include one of the two watermarks shown below. Content not produced by B-CU creatives, and thus not property of the Athletic Department, should not be watermarked.

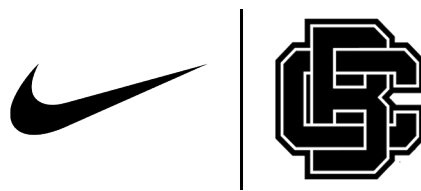
PREFERRED - White Watermark



ALTERNATE - Full Watermark



ALTERNATE - Black Watermark



The white watermark is preferred in the vast majority of photo applications. A drop shadow may be implemented in order to ensure the watermark stands out from lighter/textured/busy backgrounds. Alternate watermarks may be used only in instances where preferred watermark - white - is not an option. In the event of very light or white background space, full or black watermark may be used.

All watermarked content must follow the guidelines below to ensure consistent size and location depending on canvas size. See below for watermark location (Indicated by X, Y figures) and watermark size (indicated by W, H figures)

Square

W: 218 px

H: 95 px

X: 841 px

Y: 965 px

Portrait

W: 225 px

H: 98 px

X: 820 px

Y: 1225 px

Landscape

W: 280 px

H: 122 px

X: 1610 px

Y: 935 px

Portrait

W: 235 px

H: 102 px

X: 420 px

Y: 1800 px

tone & voice

Through our tone — informed by our brand personality traits and based on our creative platform — the Bethune-Cookman voice takes shape, expressing who we are in a way that’s unmistakably ours.

Maintaining our voice is the highest priority for every piece of content that is published.

ALWAYS

NEVER

Confident	Arrogant
Welcoming	Excluding
Supportive & Challenging	Coddling
Collaborating Across Borders	Siloed or Territorial
Developing the Whole Person	Narrowly Focusing on Skills
Putting in the Work	Sense of Entitlement, Shortcuts
Permanent Growth Mindset	Passive or Resting on Laurels
Enabling Movement	Blocking Paths
Respectful & Civil	Rigid and Self-Righteous
Self-Directed & Empowered	Glaming & Complaining
Direct Feedback, Regular Check-Ins	Evading or Helicoptering
Mentoring the Next Generation	Self-Absorbed or Entitled
Learning & Exploring	Unreflective

WEBSITE BEST PRACTICES

Our grammar:

- Job titles REQUIRE capital letters: i.e. Bethune-Cookman Athletic Director Reggie Theus
- Generally, we would avoid the use of exclamation marks – we would never use more than one. i.e. !!
- We would also never use “?!”. If the question is exclaimed, choose whether the question or the exclamation is the most important thing to convey to the reader and use the appropriate punctuation.
- News stories are written past tense
- Features are written in the present tense
- We treat collective nouns (companies, governments, etc.) as plural.

Our reported speech:

- We do not have a preference for reported speech as long as it is grammatically accurate and consistent throughout the story.
- “We were delighted to win the game,” he said.
OR He said: “We were delighted to win the game.” (Use a colon not a semi-colon)
- If reported speech runs over several paragraphs, there is no need to close off each paragraph with quotation marks. Start each paragraph with one and then close off the final paragraph with one.
- We do not need to quote someone verbatim. We can tweak words or phrasing in order to make the interviewee sound as eloquent as possible – do not change the meaning of what was said.

N.B: Pre- and post-game press conference reporting has its own format.

Our names:

- Our student-athletes, coaching staff and administration are referred to by their surname at second mention – the exception being if the article is informal or community-focused.
- Fans and other staff are referred to by their first name at second mention.
- Nicknames can be used in headlines and reported speech.

Our dates:

- We do not reference today, tomorrow or yesterday in any copy (including reported speech). We use the day of the week.
- Last/next week, month, year is ok but the preference is to avoid.
- The format for dates should be: “weekday, month, number” – Monday, January 1.
- Numbers should not have a “nd” “st” or “th” suffix.

Our words:

- Numbers: one to nine inclusive are written out – 10 upwards are numerical.
- Wildcats finish first, second or third (not 1st, 2nd or 3rd).

Other things to note:

- We write acronyms in full unless we are certain the reader will know the meaning. (i.e NCAA, NBA, NFL, MLB, MLS, NHL, SWAC)
- Last and past have different meanings – if we are talking about recent events we should use past: “Luke Sprague has thrown three touchdowns in the past three games.”
- We write gameday as one word.

WEB RELEASE TEMPLATES

To ensure consistency, engagement, and ease of access, certain Bethune-Cookman Athletics releases should follow regular formatting. The vast majority of B-CU web releases should follow traditional AP Style formatting. Game advances and recaps, in particular, must follow the following layouts, including special header graphics:

ADVANCE

DATETIME (ex. DAYTONA BEACH, Fla.). - A one-sentence lede previewing the game.
Additional paragraphs can be added when more info is needed.

BCU FOLLOW THE WILDCATS

DAY, MONTH, DATE
Opponent: SCHOOL (RECORD)
Time: TIME
Location: CITY | STADIUM
Tickets: TICKET LINK
Watch: STREAMING LINK
Listen: RADIO LINK
Live Stats: LIVE STATS LINK

BCU LAST TIME OUT

PREVIOUS GAME RECAP (Only "How It Happened" portion)

BCU SCOUTING THE OPPONENT

A brief report about the upcoming opponent(s). Use a few paragraphs to recap their record, schedule, stats, etc.

BCU NOTES & STATS

- Stats/game notes about the team/specific players/milestones/ etc.
- Stats/game notes about the team/specific players/milestones/ etc.
- Stats/game notes about the team/specific players/milestones/ etc.

BCU HISTORY

Matchup history between B-CU and opponent. Include all-time record, most recent matchup, other relevant details.

(SPORT SPECIFIC BOILERPLATE)

TRACK & FIELD ADVANCE

DATETIME (ex. DAYTONA BEACH, Fla.). - A one-sentence lede previewing the event.
Additional paragraphs can be added when more info is needed.

BCU FOLLOW THE WILDCATS

DAY, MONTH, DATE
Opponent: SCHOOL (RECORD)
Time: TIME
Location: CITY | STADIUM
Tickets: TICKET LINK
Watch: STREAMING LINK
Listen: RADIO LINK
Live Stats: LIVE STATS LINK

BCU LAST TIME OUT

PREVIOUS MEET RECAP (Only "How It Happened," section)

BCU MEET INFORMATION

A few paragraphs detailing the course/field/spectator details/events/etc.

BCU NOTES & STATS

- Stats/game notes about the team/specific players/milestones/ etc.
- Stats/game notes about the team/specific players/milestones/ etc.
- Stats/game notes about the team/specific players/milestones/ etc.

(SPORT SPECIFIC BOILERPLATE)

RECAP

DATETIME (ex. DAYTONA BEACH, Fla.). - A one-sentence lede recapping the game.
Additional paragraphs can be added when more info is needed.

BCU HOW IT HAPPENED

In chronological order, recap the outcome of the event, including key plays, key players, and other relevant important moments and information.

BCU NOTES & STATS

- Notes or stats about the game/streaks/milestones/etc.
- Notes or stats about the game/streaks/milestones/etc.
- Notes or stats about the game/streaks/milestones/etc.

BCU UP NEXT

1-2 sentences detailing the next opponent, dates, etc.

(SPORT SPECIFIC BOILERPLATE)

TRACK & FIELD RECAP

DATETIME (ex. DAYTONA BEACH, Fla.). - A one-sentence lede recapping the event.
Additional paragraphs can be added when more info is needed.

BCU HOW IT HAPPENED

Details about the results of the event, including personal bests, records, team finish, etc.

BCU FULL RESULTS

EVENT NAME
Place. ATHLETE NAME TIME/MARK

Place. ATHLETE NAME TIME/MARK

EXAMPLE: Men's 200 Meter

42. Shanard Walker 21.50
65. Jonathan Gaines 21.94
97. Christian Taylor 23.38

MEN'S EVENTS FIRST/THEM WOMEN'S

BCU UP NEXT

1-2 sentences detailing the next event, dates, etc.

(SPORT SPECIFIC BOILERPLATE)

OTHER ADVANCE

DATETIME (ex. DAYTONA BEACH, Fla.). - A one-sentence lede previewing the event.
Additional paragraphs can be added when more info is needed.

BCU FOLLOW THE WILDCATS

DAY, MONTH, DATE
Opponent: SCHOOL (RECORD)
Time: TIME
Location: CITY | STADIUM
Tickets: TICKET LINK
Watch: STREAMING LINK
Listen: RADIO LINK
Live Stats: LIVE STATS LINK

BCU LAST TIME OUT

PREVIOUS EVENT RECAP (Only "How It Happened," section)

BCU ABOUT THE EVENT

A few paragraphs detailing the course/field/spectator details/etc.

BCU NOTES & STATS

- Stats/game notes about the team/specific players/milestones/ etc.
- Stats/game notes about the team/specific players/milestones/ etc.
- Stats/game notes about the team/specific players/milestones/ etc.

(SPORT SPECIFIC BOILERPLATE)

OTHER RECAP

DATETIME (ex. DAYTONA BEACH, Fla.). - A one-sentence lede recapping the event.
Additional paragraphs can be added when more info is needed.

BCU HOW IT HAPPENED

Details about the results of the event, including personal bests, records, team finish, etc.

BCU UP NEXT

1-2 sentences detailing the next event, dates, etc.

(SPORT SPECIFIC BOILERPLATE)

NOTE: The above templates may be adapted as needed, but all relevant web releases should strive to follow these templates as closely as possible in efforts to maintain consistency.

WEB BOILERPLATES

Each web release produced on BCUAthletics.com should feature one of the below boilerplates to conclude the piece. See below for three templates that should be copied exactly depending on sport. The boilerplate should always be italicized.

ATHLETICS

For all the latest Bethune-Cookman Athletics news, follow us on X/Twitter (@BCUAthletics), Instagram (@BCU_Athletics) and www.BCUAthletics.com.

--#HailWildcats--

SPORTS SPECIFIC - SAME INSTAGRAM/TWITTER HANDLE

Follow Bethune-Cookman {SPORT} on X/Twitter and Instagram (@HANDLE) for all of the latest news and updates. For all Bethune-Cookman Athletics news, follow us on X/Twitter (@BCUAthletics), Instagram (@BCU_Athletics) and www.BCUAthletics.com.

--#HailWildcats--

SPORTS SPECIFIC - DIFFERENT INSTAGRAM/TWITTER HANDLE

Follow Bethune-Cookman {SPORT} on X/Twitter (@HANDLE) and Instagram (@HANDLE) for all of the latest news and updates. For all Bethune-Cookman Athletics news, follow us on X/Twitter (@BCUAthletics), Instagram (@BCU_Athletics) and www.bcuathletics.com.

--#HailWildcats--

TRADEMARKS AND REGISTERED MARKS

The logos and wordmarks are the official marks of Bethune-Cookman University, and only those with permission to use the marks may do so. All marks must include the TM whenever they are used. All marks within these guidelines are owned by B-CU and by using any of the images, logos or marks within these guidelines you are agreeing to adhere to the rules set forth within the Brand Identity Guidelines. Please direct questions to the Office of Athletic Communications.

LICENSING

Any commercial use of Bethune-Cookman University's name or trademarks requires advanced permission from the University via a contract or trademark license agreement. Once approved, the business or person requesting permission becomes a "licensee" (or "licensed services").

Artwork approval by Scott Sommer (Senior Associate Athletic Director of Administration) and/or Bryce Hoynoski (Director of Athletic Communications) is required for each new design or application produced, regardless of who orders it. The requirement for artwork approval is to ensure that the marks of the university are correctly presented, and do not reflect unfavorably on the university in the contest which they will be used.

Additional information regarding the B-CU brand standards can be found at BCUAthletics.com

To inquire about an application for licensing, or to receive a list of current licensees, contact the Senior Associate AD for Administration.

GET OUR ASSETS

Click or Scan the QR Code below to view and download our full suite of logos and fonts.



ANY professional use of Bethune-Cookman logos is not permitted without express, written consent of the Bethune-Cookman Athletic Department.

QUESTIONS? CONCERNS? Send an email to bcusportsinfo@cookman.edu