Mascot Brand Guidelines

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Bee Background & Inspiration

Bee Campus USA

Inver Hills Community College is the first educational institution in Minnesota and the 83rd in the United States to be certified as an affiliate of the Bee Campus USA program, which is designed to marshal the strengths of educational campuses for the benefit of pollinators.

As a Bee Campus USA, Inver Hills is a proactive participant in a national movement of campuses committed to engaging in pollinator conservation. The college can contribute to affiliate network webinars that promote collaboration as well as teaching and learning opportunities.

Source: inverhills.edu/about/bee-campus-usa/

Green Sweat Bee

- Bright, metallic green or green-blue coloring on part or all of the body
- Some have white and black striped abdomens, others have green or green-blue abdomens
- Medium body size: 5-11 mm

These bees are called sweat bees as they are attracted to the salt found in human sweat. Most of these bees nest underground but some burrow in wood. They emerge in mid spring and will forage throughout the summer. Some are semi-social or communal, while others are solitary. They are generalists and will forage on a wide variety of plants.

Source: https://energy.wisc.edu/bee-guide/Guide/Green-Sweat-Bees/
Bee Characteristics

- Environmentally conscious
- Supports sustainability efforts
- Promotes student success
- Values teamwork and collaboration
- Seeks to be a part of community
- Tenacious in all its work
Primary Mascot Logo

White border should be included when Bee is on any background other than white.
Secondary Mascot Logo (1-Color Options)

Inver Green
- R 17
- G 163
- B 17
- HEX: #11a311
- Pantone® 361 C
- C 68
- M 0
- Y 100
- K 0

Forest Green
- R 0
- G 87
- B 45
- HEX: #00572d
- Pantone® 2427 C
- C 81
- M 0
- Y 100
- K 54

Black
- R 0
- G 0
- B 0
- HEX: #000000
- Pantone® 2427 C
- C 0
- M 0
- Y 100
- K 100

White
- R 100
- G 100
- B 100
- HEX: #ffffff
- Pantone® 2427 C
- C 0
- M 0
- Y 0
- K 0
Incorrect Mascot Logo Usage

The Inver Hills Bee Mascot should not be adjusted or altered in any way. Unless approved in the brand mascot guidelines.

- Do not stretch or distort the logos.
- Do not change the color of the logos.
- Do not add a stroke or outline to the logos.
- Do not add a gradient to the logos.
- Do not use any one portion of the bee without the rest.
Approved Mascot Logo Usage

Bee Buzzing Assets
These bee assets are versatile and can be used in a variety of ways. The buzzing stroke should be Dashed (4 and 4) and can be either Forest Green or White, depending on the background color. These assets can also be transformed horizontally but should not be transformed vertically.

Approved Bee Buzzing Assets:
Buzzing stroke - White
Transformed horizontally
Mascot Logo Usage Examples

Campaign example:

Where all students BEE-long

inverhills.edu

Poster example:

Grow your mind this summer.
Register for classes today!

All advisors and counselors are knowledgeable about all programs at Inver Hills. Students are assigned based on their program of study. Schedule an appointment with them today!
Honeycomb Pattern

This pattern may be used as an accent piece when designing. It’s usage is mostly flexible and can be used in a variety of ways. See next page for examples.

The color of the honeycomb pattern should be one of three colors from our Inver Hills branding guidelines as follows:

**Honey**
- R 201
- G 155
- B 47
- HEX: #c9872f
- Pantone® 7510 C
- C 5
- M 42
- Y 77
- K 10

**Wheat**
- R 229
- G 188
- B 133
- HEX: #e5bc85
- Pantone® 7508 C
- C 2
- M 19
- Y 46
- K 4

**Soybean**
- R 242
- G 227
- B 204
- HEX: #f2e3cc
- Pantone® 7604 C
- C 0
- M 4
- Y 5
- K 3
Welcome to Inver Hills!

PowerPoint/TV Screen Example

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris
- Nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in
- Reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla

Mascot Brand Assets Examples

Social Media example:

COLLEGE KNOWLEDGE MONTH
October 1 - 31
Apply for FREE or Application fees waived

Use promo code CKM2022
Primary Lockups & Wordmarks

Lockups

Wordmark

INVER HILLS BEES

INVER HILLS

INVER HILLS BEES

INVER HILLS
Secondary Lockups & Wordmarks  (1-Color Options)

Lockups

Wordmark

INVER HILLS
BEES

INVER HILLS
BEES
Department Use

Primary Use

Student Senate

Secondary Use

Student Senate
Department Use Examples

Nametag example:

InverHills
Student Senate

Firstname Lastname

Apparel examples:
Other Incorrect Logo Usages

The Inver Hills Bee should never replace the Inver Hills monogram.
Merchandise Examples

Please be advised that the ownership of this logo resides with the Inver Hills Community College Marketing team. As such, we kindly request that any potential outsourcing or utilization of the logo be consulted with us beforehand. This ensures brand consistency and adherence to our marketing guidelines.