

Branding Guidelines

08-28-2026



Name – official	Veritas Society Lifelong Learning Institute Use the official name as the first mention of Veritas in written material including documents, letters, and presentations. Use the common name thereafter.
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Name – common usage	Veritas , or Veritas Society may be used interchangeably
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Veritas Tagline	Curiosity. Connection. Community. The tagline succinctly states the primary intangible benefits Veritas provides its members through the courses and activities we engage in. Use the tagline once in presentations and other communications with prospective members.
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Positioning statement	<i>The positioning statement defines what Veritas is and does, and why. It is used a starting point in telling someone about Veritas – our ‘elevator speech’. It ‘positions’ Veritas in relation to all the other activity options available to our target audience:</i>
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The Veritas Society is the Lifelong Learning Institute that provides the opportunity to exercise your brain, broaden your world view, and connect with others who share your joy of learning.

Veritas offers:

- Classroom programs – A variety of in-person, Zoom and hybrid courses (arts, darts, history, and more), plus interest groups
- Beyond-classroom programs – Field trips, travel experiences and service days
- Opportunities for connection – Volunteering, spring banquet, holiday luncheon, etc.

Logo	The Veritas logo uses Bellarmine’s colors (see below). Use only Bellarmine scarlet, silver / grey, white or black.
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Download logos (to come). Request logos from the veritas office.

Colors

Veritas uses Bellarmine's color specifications

Bellarmino's primary color is scarlet.

The official Bellarmine scarlet corresponds to the CMYK, HEX, and RGB values shown below. This color can be difficult to replicate consistently across all media, so it is imperative to pay special attention to various color builds.

Bellarmino Scarlet

CMYK: c37 m87 y60 k34

HEX: #752936

RGB: 121, 49, 64

Bellarmino's secondary color is silver.

Silver can be represented by the various shades of grey specified below. In rare instances, metallic silver substrate such as foil or ink can be used as well.

30% Grey

CMYK: c0 m0 y0 k30

HEX: #b3b3b3

RGB: 179, 179, 179

60% Grey

CMYK: c0 m0 y0 k60

HEX: #808080

RGB: 128, 128, 128

80% Grey

CMYK: c0 m0 y0 k80

HEX: #4d4d4d

RGB: 77, 77, 77
