

# Brand Guidelines



2025.09

# Brand Outline

## 01. Overview

Mission  
Vision  
Value

## 02. Color Palette

Primary  
Secondary  
Color Pairing

## 03. Typography

Primary  
Secondary  
Hierarchy

## 04. Logo Usages

Official Seals  
Individual Elements  
Stationary

## 05. Athletics

B-CU Monogram  
Wildcat Mascot  
Nike Colors & Fonts

## 06. Co-Branding

Partnership Logo  
Placement  
Clear Space

## 07. Web Style

Logo Usage  
Colors  
Imagery & Photography

## 08. Tone & Voice

Personality  
Characteristics  
Six Core Messaging

## 09. Communication

Emotional Impact  
Storytelling  
Editorial

## 10. B-CU Rising

Official Logos  
Individual Elements  
Do's & Don'ts

## 11. Governance

Uniformity Requirements  
File Usage  
Quality Standards

## 12. Notable Alumni

Legacy and Values  
Lifelong Learning  
Community Impact

# Welcome

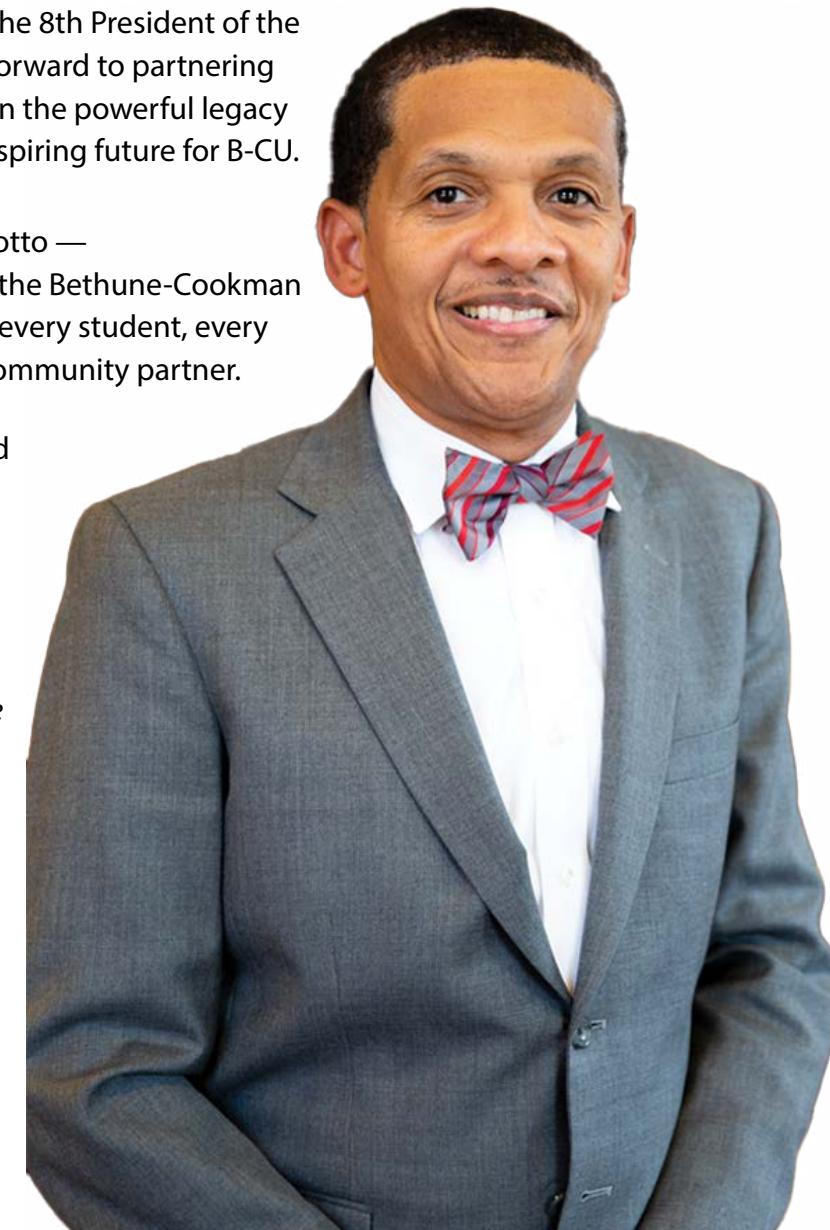
## President's Message

It's an extraordinary honor to be selected as the 8th President of the GREAT Bethune-Cookman University. I look forward to partnering with our entire Wildcat community to build on the powerful legacy of Dr. Mary McLeod Bethune and shape an inspiring future for B-CU.

**B-CU Rising:** All of Us, All In is more than a motto — it's our roadmap to elevating every aspect of the Bethune-Cookman experience. When we say, 'All of Us,' we mean every student, every graduate, every faculty member, and every community partner.

When we say, 'All In,' we mean fully committed to excellence in academics, student life, community engagement, and institutional advancement.

*The future of this institution is very bright, and it's very bright because of the young people that we serve here.*



**Dr. Albert Moseley**

“ We are writing a new chapter at Bethune-Cookman — one that honors the bold legacy of Dr. Mary McLeod Bethune while preparing the next generation of leaders to shape our communities and the world. ”

# 01. Overview

## Our Mission, Vision, and Values

- 1 Brand Purpose:** To honor the enduring legacy of Dr. Mary McLeod Bethune by empowering a new generation of learners, leaders, and change-makers.
- 2 Brand Essence:** We stand as a beacon of faith, scholarship, and service—empowering learners to lead with purpose.
- 3 Core Philosophy:** “Enter to Learn. Depart to Serve.”
- 4 Tagline:** “Educating with Purpose. Cultivating Global Leaders. Leading with Faith.”

## B-CU Seal Symbolic Elements

### The Head – Knowledge & Wisdom

- Represents intellectual growth and critical thinking
- Signifies dedication to academic excellence
- Cultivates scholars who are knowledgeable and innovative

### The Hand – Service & Action

- Represents practical skill, service, and labor
- Reflects emphasis on using talents to serve others
- Symbolizes meaningful impact through purposeful work

### The Heart – Compassion & Faith

- Stands for love, empathy, and moral character
- Rooted in Christian values and community
- Reflects our commitment to nurturing compassionate leaders



## Key Historical Milestones (Featured in B-CU Seal)

- 1872:** Cookman Institute established - first institution of higher education for Black students in Florida
- 1904:** Dr. Mary McLeod Bethune founded Daytona Literary and Industrial Training School with \$1.50 and five students
- 1923:** Schools merged to become Bethune-Cookman College
- 2007:** Achieved university status

# 02. Colors

## Primary

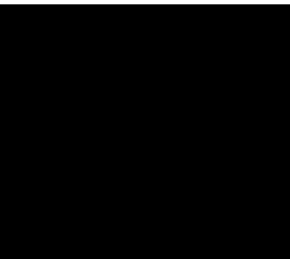


**B-CU Blood Maroon**  
Pantone: 208C  
CMYK: C=32 M=100 Y=63 K=31  
RGB: R=134 G=0 B=56  
HEX: #860038

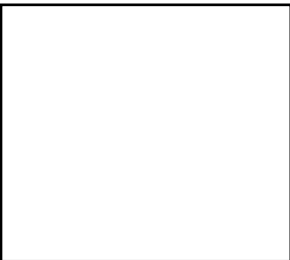


**B-CU Sun Gold**  
Pantone: 1235 C  
CMYK: C=0 M=30 Y=99 K=0  
RGB: R=253 G=185 B=19  
HEX: #FDB913

## Secondary



**Black**  
Pantone: BLACK C  
CMYK: C=0 M=0 Y=0 K=100  
RGB: R=0 G=0 B=0  
HEX: #000000



**White**  
CMYK: C=0 M=0 Y=0 K=0  
RGB: R=255 G=255 B=255  
HEX: #FFFFFF

Color Variance Standard: <10% - All brand color production will be inspected for color uniformity by visual comparison to official **Pantone** chips.

# 03. Typography

The typefaces displayed on this page are strongly recommended. B-CU fosters creative expression respectful to the intended audience and B-CU brand.

## Primary Typefaces - Professional Communications

Headline	<b>Utopia Std Bold</b>
Body	Myriad Pro

## Secondary Typefaces - (Web/Promotional)

Headline	<b>Neue Aachen Pro Regular</b>
Body	Univers LT Std 57 Condensed

## Fallback Typefaces - (Limited Environments)

Headline	<b>Georgia Bold</b>
Body	Arial Regular



# 04. Academic Logos

## Primary

**Horizontal Seal Lockup:** Primary logo for general communications, marketing, and co-branded partnerships



BETHUNE-COOKMAN  
UNIVERSITY

## Secondary

**Vertical Seal Lockup (Stacked):** For Office of the President communications

**Vertical Seal Lockup:** For special honors, awards, diplomas, certificates



BETHUNE-COOKMAN  
UNIVERSITY



BETHUNE-COOKMAN UNIVERSITY

## Individual Elements

**Seal Only:** May be displayed independently

**Word Mark Only:** May be displayed independently



BETHUNE-COOKMAN  
UNIVERSITY

## Color Variations

**All logos available in:**

Full Color (B-CU Blood Maroon + B-CU Sun Gold + White)

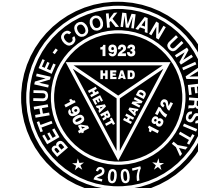
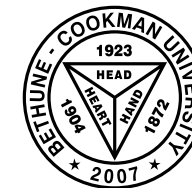
1-Color Black

1-Color White

1-Color B-CU Blood Maroon

1-Color B-CU Sun Gold

Metallic Gold (specialty projects only)



## College Logos

**Each college uses the same configuration options**

**with their specific word marks:**

College of Arts & Humanities

College of Business & Entrepreneurship

College of Nursing & Health Sciences

College of Sciences, Engineering & Mathematics



COLLEGE OF  
ARTS &  
HUMANITIES



COLLEGE OF  
BUSINESS &  
ENTREPRENEURSHIP



COLLEGE OF  
NURSING &  
HEALTH SCIENCES



COLLEGE OF  
SCIENCES, ENGINEERING  
& MATHEMATICS

# Presidential Seal

Reserved exclusively for official documentation from the Office of the President.



# Clear Space Requirements

**Minimum Clear Space:** Height of capital “B” in “Bethune”  
**Preferred Clear Space:** 2X the cap-height of “B”



Primary Mark



Department Logo

# Color Variations

- All logos available in:**
- Full Color (B-CU Blood Maroon + B-CU Sun Gold + White)
  - 1-Color Black
  - 1-Color White
  - 1-Color B-CU Blood Maroon
  - 1-Color B-CU Sun Gold
  - Metallic Gold (specialty projects only)



# Department Logos

- Seal and verbiage is available in horizontal and vertical formats.**
- Full Color (B-CU Blood Maroon + B-CU Sun Gold + White)
  - 1-Color Black
  - 1-Color White
  - 1-Color B-CU Blood Maroon
  - 1-Color B-CU Sun Gold
  - Metallic Gold (specialty projects only)



Letterhead

Spacing Guidelines

Logo Clear Space: Equal to the height of “B-CU” in wordmark

Text Leading: 1.2x font size minimum

Element Separation: 0.125” between major sections

Edge Margins: 0.25” minimum from trim

Language Guidelines

Use full titles and proper names

Avoid abbreviations except standard degrees

Maintain formal but approachable tone

Include inspiring elements when appropriate

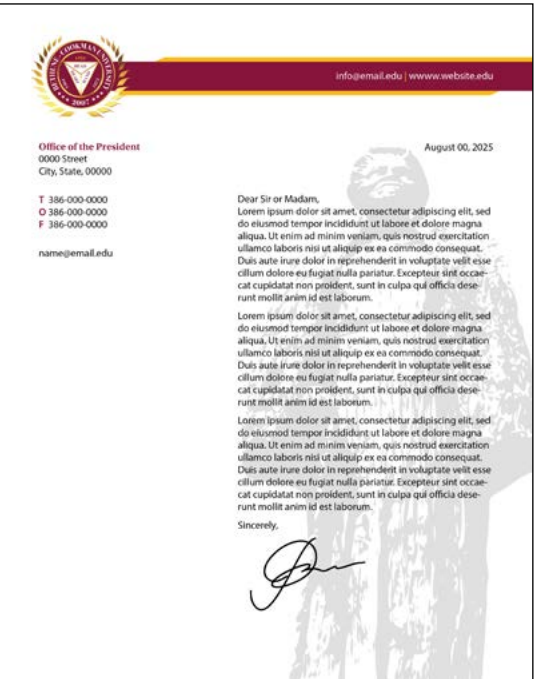
Color & Logo Usage

Please refer to *Color Usage (page 6)* and *Logo Usage (page 8)* to view in its entirety.

General Communication



Presidential



**Header** – B-CU primary seal, 1” from top and left edges. Address and contact information are in Myriad Pro with College Offices in Myriad Pro Bold (12/14.4 pt.)

**Presidential Header** – Presidential Seal, .5” from top and left edges. Address and contact information are in Myriad Pro with “Office of the President” in Utopia Std (12/14.4 pt.)

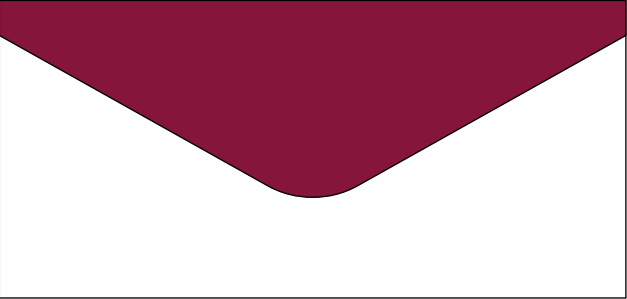
**Tagline** – “Enter to Learn, Depart to Serve” in italics below.

**Body text** – Begins 3” from top edge.

Envelope

General Communication

The B-CU logo appears in the upper left corner, 0.5” from top and left edges. Address and contact information are in Myriad Pro with College Offices, web address and email in Myriad Pro Bold (12/14.4 pt.)



Presidential

The Presidential Seal appears centered in the back flap of the envelope, 1” from top and bottom edges. President’s name and Office of the President are in Utopia Std (13 pt). Address is in Myriad Pro Regular, with email and website in MyriadPro Bold (12/14.4 pt.)



Business Cards

Standard: 3.5” × 2”  
Bleed: 0.125” on all sides  
Safe Zone: 0.25” margin from trim edge

General Front Layout

B-CU seal centered

General Back Layout

Dr. Bethune 10% opacity, right-side: 1.4” (h)  
**Head:** Myriad Pro Semibold (13pt)  
**Body:** Myriad Pro Light and Semibold (12pt)

Presidential Front Layout

B-CU President’s seal centered

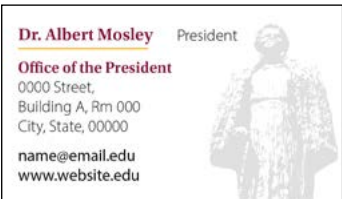
Presidential Back Layout

Dr. Bethune 10% opacity, left-side at 1.8” (h),  
**Head:** Utopia Std (13pt) **Body:** Utopia Std, Myriad Pro Light, and Semibold (12pt)

General Communication



Presidential





# 05. Athletic Identity

## Improper Logo Display

Careful and correct display of Bethune-Cookman University logos will maintain brand identity and uniformity. **This page displays examples of what NOT to do.**

These rules apply to all B-CU logos when presented as the branding on any media type. Although some creative liberty may be taken when utilizing the athletics/spirit logos as decorative or background elements in a design, all other brand standards apply.

**This display of examples is not exhaustive.**

If you have the privilege of working with B-CU brand assets, you are responsible for protecting the integrity and uniformity of the B-CU visual identity by ensuring proper display of the B-CU logo(s) you are working with.



- 1. Do not use previous logos.
- 2. Do not stretch, rotate or flip B-CU logos.
- 3. Do not place B-CU logo on busy background.
- 4. Do not place B-CU logo on similar color background.

## Interlocking B-CU Monogram

The Interlocking Monogram should be displayed in full color whenever possible (B-CU Blood Maroon + B-CU Sun Gold + White) and true to form.

**Primary for: Baseball**

**Available in:**

3-Color, Black, White, B-CU Blood Maroon, B-CU Sun Gold, and outline versions.



3-Color

**Filled**



Black



White



B-CU Blood Maroon



B-CU Sun Gold

**Outline**



Black



White



B-CU Blood Maroon



B-CU Sun Gold



# Slanted B-CU Monogram

The Slanted Monogram should be displayed in full color whenever possible (B-CU Blood Maroon + B-CU Sun Gold + White) and true to form.

**Primary for: Track & Field+**

**Available in:**

3-Color, Black, White, B-CU Blood Maroon, and B-CU Sun Gold variations.



3-Color



Black



White



B-CU Blood Maroon



B-CU Sun Gold

# Wildcat Mascot

The Wildcat Mascot should be displayed in full color whenever possible (B-CU Blood Maroon + B-CU Sun Gold + White) and true to form.

**Primary for: Football**

**Available in:**

3-Color, Black, White, B-CU Blood Maroon, and B-CU Sun Gold variations.



3-Color



Black



White



B-CU Blood Maroon



B-CU Sun Gold

# Wildcats Word Mark

The Wildcat Word Mark should be displayed in full color whenever possible (B-CU Blood Maroon + B-CU Sun Gold + White) and true to form.

**Primary for: Basketball**

**Available in:**

3-Color, 3-Color inverse, B-CU Blood Maroon & B-CU Sun Gold, B-CU Blood Maroon & White, Black, and White variations.



3-Color



3-Color Inverse



B-CU Blood Maroon & Sun Gold



B-CU Blood Maroon & White



Black



White



B-CU Blood Maroon



B-CU Sun Gold

# NIKE Team Specifications

B-CU Blood Maroon—NIKE Team Maroon/Crimson 669  
B-CU Sun Gold—NIKE Team Gold 727  
Supporting Color—NIKE Anthracite 069

## Primary



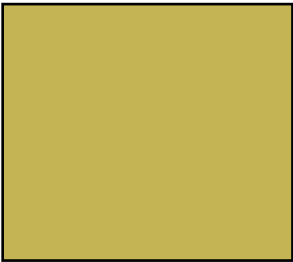
B-CU Blood Maroon  
Pantone 208C



NIKE Team Maroon/  
Crimson 669



B-CU Sun Gold  
Pantone 1235 C



NIKE Team Gold 727

## Secondary



NIKE Anthracite 069

New NIKE colors must be chosen to best match the official B-CU colors.

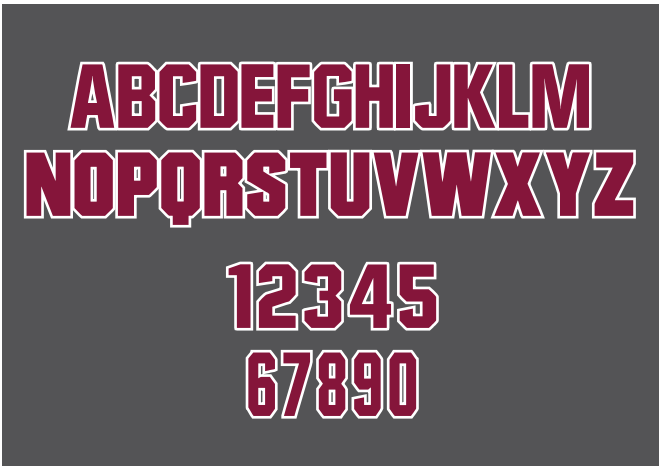
When placing NIKE Team orders, all Teams are required to order using approved NIKE colors.

# 06. Co-Branding

## NIKE Team Fonts

Bethune-Cookman University Department of Athletics is contracted with NIKE for apparel and footwear.

When placing NIKE Team orders, all Teams are required to order using approved NIKE Ithaca font.

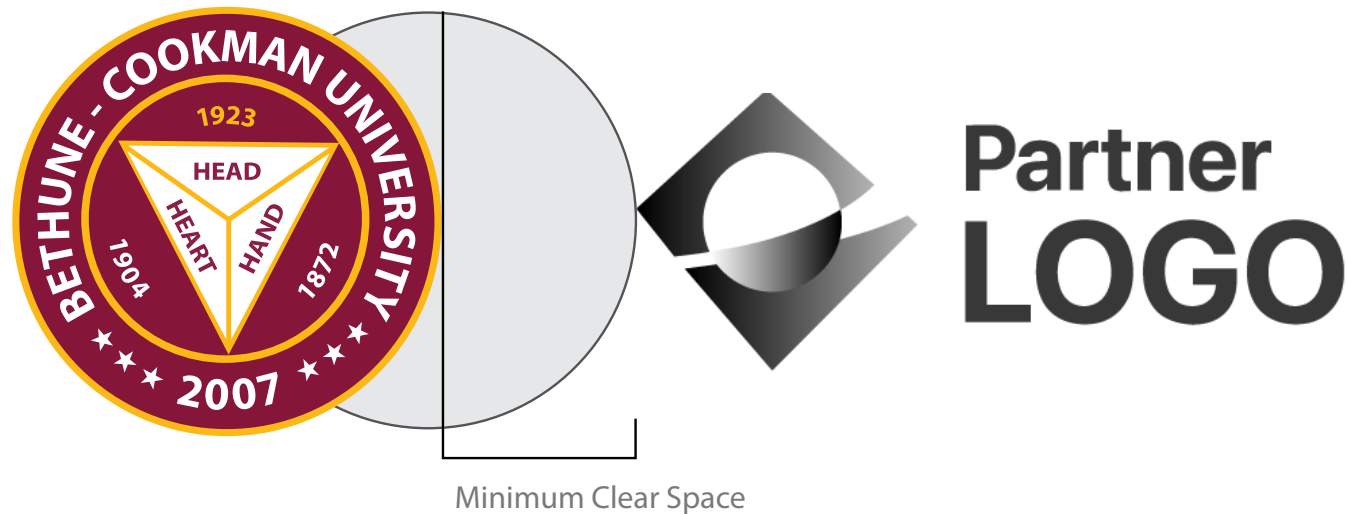


## Partnership Logo Placement

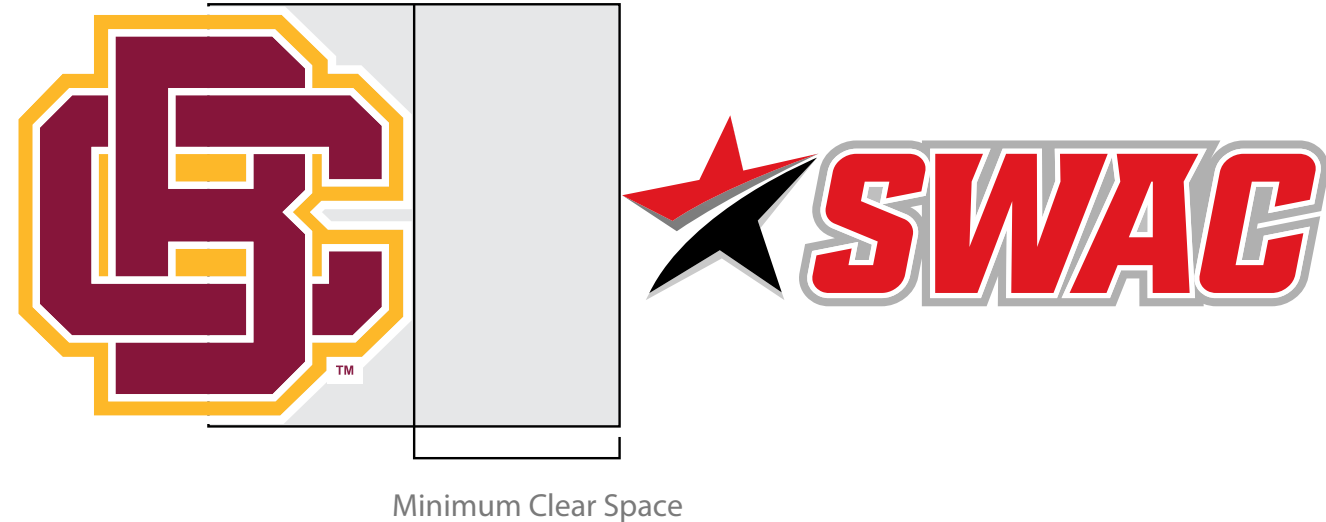
Collaborations and Partnerships with external entities are valued by Bethune-Cookman University.

- Position logos side by side
- Maintain 1/2 B-CU logo width as spacing between logos
- Respect the minimum clear space for each logo
- Ensure visual balance between partner logos

### Academic Example



### Athletic Example



# 07. Web Style

The Marketing and Communications team requires that all B-CU sites follow established industry standard best practices in site development, hosting, and post-launch maintenance. In order for a B-CU constituent website to be approved to use a B-CU subdomain, and therefore become an official part of the B-CU web family, the site must meet the following style guidelines.

## Colors

Please use the approved hex color codes provided on our [Colors and Typography Guidelines on \(page 6\)](#) for the primary and secondary color palettes.

The primary color palette should always be given priority.

Secondary colors are meant to be used as accents, such as for hyperlinks, buttons, borders, etc.

Minor variations for accessibility or thematic purposes may be permitted, *but an inquiry for approval must be submitted before altering the color.*

## The B-CU Seal

The Bethune-Cookman University seal embodies Dr. Mary McLeod Bethune's pioneering legacy, representing the institution's remarkable transformation across three pivotal dates. It serves as the institutional marketing signature and primary identifier. The B-CU Seal is available for usage by all offices, departments, schools, and colleges at the University.

## Usage Guidelines

See our [Logo Usage on \(page 8\)](#) for general guidelines.

Obtain official logo image files from the Office of Communications using our request form.

Do not use images downloaded from the web.

The B-CU Seal should normally serve as an active web link to the main university homepage.

If this seal cannot be linked in this way from the header, an alternative link to the homepage must be added to the site header

## Website Backgrounds

Website backgrounds should have photography.

A gradated overlay of White, B-CU Blood Maroon or B-CU Sun Gold can be used over the photography from left and right sides.

Use of anything beyond that is not recommended, as it can be distracting and clash with the site's content.

## Images & Photography

Always include clear photography & videos that represent B-CU's brand and athletics.

Always include alt text on images.

Check out the below resources for best practices and examples.



Full color



Black and White



Overlays



Gradients



# 08. Tone & Voice

## Personality Traits

Confident, persuasive, and intelligent — never arrogant

Notable, ambitious, and memorable

Knowledgeable, credible, and inclusive

## Voice Characteristics

**Active and direct** — we say what we mean with purpose and clarity

**Warm and welcoming** — always rooted in respect and belonging

**Personal and relatable** — we speak with our audience, not at them

## Tone Usage

Use first and second person (“we,” “you”)

Lead with student and stakeholder experiences

Keep language clear, uplifting, and conversational

Write in active voice

*Example: “You’ll participate...” NOT “The student will be expected...”*

## Six Core Messaging Pillars

- 1 Faith-Led:** “At B-CU, faith isn’t just part of our identity—it fuels our compassion, integrity, and sense of purpose.”
- 2 Legacy-Empowered:** “We walk in the footsteps of greatness—standing on the shoulders of a powerful legacy to create lasting change.”
- 3 Forward-Focused:** “B-CU prepares tomorrow’s leaders—visionaries equipped to rise, lead, and innovate in an ever-evolving world.”

- 4 Innovation-Driven:** “We are building a future where innovation drives access, opportunity, and transformation.”
- 5 Financially Responsible:** “At B-CU, every decision is rooted in responsibility—because progress requires purpose and planning.”
- 6 Global Leadership:** “B-CU is a gateway to the world—preparing graduates to lead locally and globally with excellence.”



# 09. Communication

## Emotional Impact

Every interaction should leave people feeling:

**Seen and Valued** – We recognize every individual's worth

**Welcome without Judgment** – Our community embraces all

**Empowered and Motivated for Purpose** – We uplift and challenge

**Enlightened and Inspired** – We ignite curiosity and growth

**Included and Loved** – Everyone matters

**Interacted with by Faith-Filled People** – We serve from purpose and belief

## Storytelling Guidelines

**Personable** – Speak with empathy and clarity

**Professional** – Maintain excellence and credibility

**Authentic** – Let real stories shine through

**Inclusive** – Reflect diversity and dignity

**Empowering** – Highlight growth and transformation

**Faith-Filled** – Center values of service and compassion

## Editorial Style

### Writing Principles

Use active voice

Write in first and second person

Lead with experiences and real stories

Use Challenge, Support, and Transformation narrative arc

Keep language clear, uplifting, and conversational

### Message Templates

**For Prospective Students:** *"At B-CU, you're not just a student—you're a part of a legacy. And we're here to walk with you, every step of the way."*

**For Donors/Partners:** *"We believe in your potential, because faith, legacy, and excellence live within you. Let's shape the future—together."*

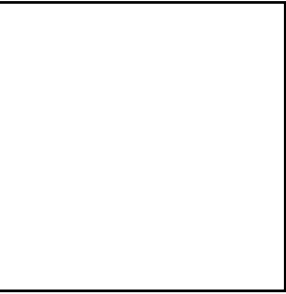
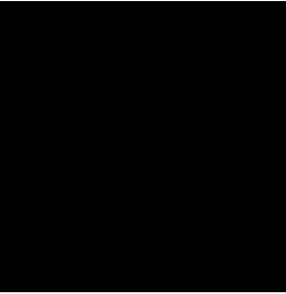
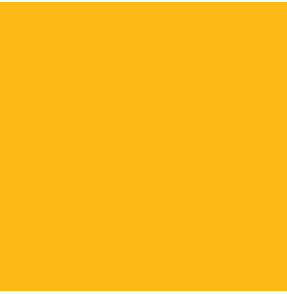
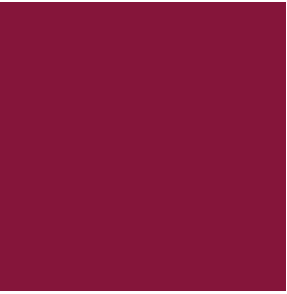
**General Audience:** *"This is more than a university. It's a place where you're seen, empowered, and called to lead with purpose."*

# 10. B-CU Rising Campaign

## Colors

These are all approved branded B-CU colors. *Please refer to page 6 for full color breakdown.*

Primary



B-CU Blood Maroon

B-CU Sun Gold

Black

White

## Typography

The typefaces displayed on this page are strongly recommended. B-CU fosters creative expression respectful to the intended audience and B-CU brand.

### Primary Typefaces

Headline

Body

League Spartan

League Spartan

### Secondary Typefaces

Tag

Accent

Arimo Italic

Brittany Script

## Campaign Outline

All media content must amplify Bethune-Cookman University's proud legacy, student and faculty achievements, and the institution's impact as an HBCU, with a spotlight on student success, alumni engagement, and community service.

**Key themes:** Academic excellence, service and leadership, inclusivity, historical legacy of Dr. Mary McLeod Bethune, innovation, personal growth, and 21st-century readiness.

## Tone & Voice

- Story-driven and informative
- Uplifting and optimistic, especially when celebrating achievements or milestones
- Warm and inclusive, promoting a sense of belonging for all backgrounds

## Voice Characteristics

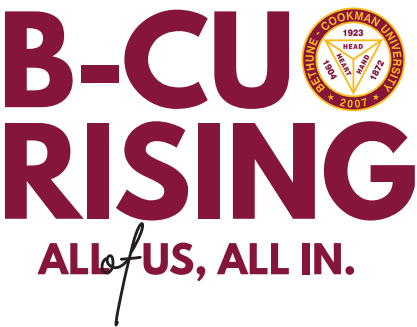
- Inspirational** — References to Dr. Bethune and the university's history are woven into messaging, inspiring students and stakeholders to embody resilience, leadership, and service.
- Community-Focused** — Stories often highlight collective accomplishments, alumni return, and student-faculty relationships. *Use "we" and "our."*
- Integrity & Respect** — Content is informative and acknowledges diverse experiences, guided by core institutional values (Faith, Integrity, Respect, Service, Thirst for Knowledge).
- Student-Centered** — Posts celebrate student success, leadership, and preparation for future challenges, reflecting a future-forward attitude.

## Tone Usage

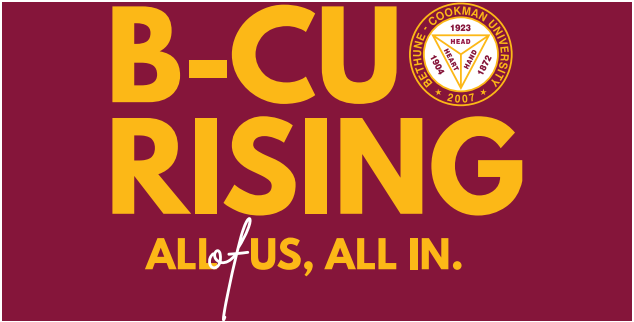
- Celebratory** — When announcing awards, graduations, or significant events, use uplifting and enthusiastic language. *Example: "Join us in congratulating..." and "Proud moment for..."*
- Inclusive** — Throughout community updates or welcome messages, ensure warm and encouraging language. *Example: "We welcome all..." and "Our family grows stronger..."*

Primary

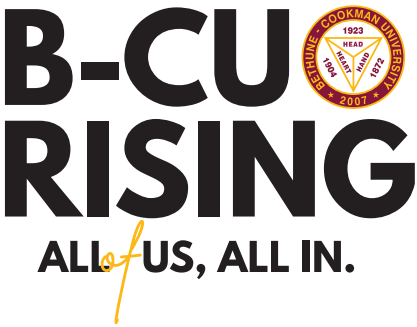
**Logo Lockup with Tagline:** Primary logo for general communications and marketing.  
**Print:** May be displayed independently  
**Web:** May be displayed independently



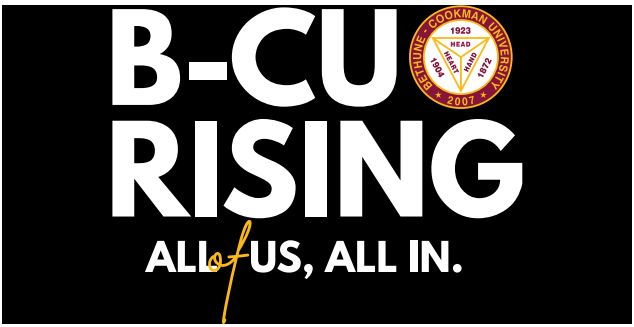
B-CU Blood Maroon



B-CU Sun Gold



Black



White

Secondary

**Logo Lockup without Tagline:** Primary logo for general communications and marketing that don't need the tagline.  
**Print:** May be displayed independently  
**Web:** May be displayed independently



B-CU Blood Maroon



B-CU Sun Gold



Black



White

Word Marks

**Word Lockup:** Logo for general communications and marketing that don't need the hashtag.  
**Print:** May be displayed independently  
**Web :** May be displayed independently



B-CU Blood Maroon



B-CU Sun Gold



Black



White

Word Marks with Hashtags

**Word Lockup:** Logo for general communications and marketing that are using the hashtag.  
**Print:** May be displayed independently  
**Web:** May be displayed independently



B-CU Blood Maroon



B-CU Sun Gold



Black



White

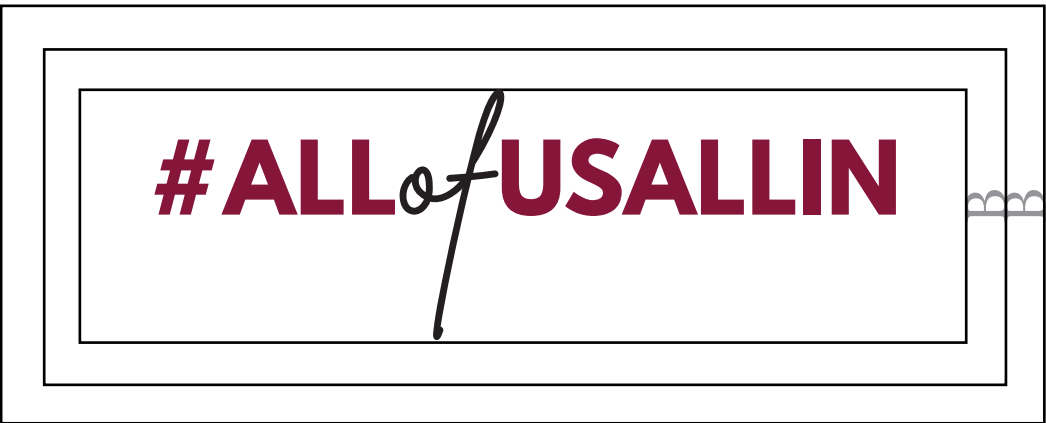


# Clear Space Requirements

Minimum Clear Space: Height of capital "B" in "Bethune"  
Preferred Clear Space: 2X the cap-height of "B"



Primary Mark



Word Mark

# Individual Elements

These geometric shapes are used within posts and video to enhance the design.  
Claw Mark: May be displayed independently



# Backgrounds

These are the approved colors for this campaign. They can be used at 100% (full intensity) but also for varying gradients from 100% to 0% as an overlay.



B-CU Blood Maroon      B-CU Sun Gold      Black      White

# Posts

Posts should engage our community with an authentic, inspiring tone that celebrates student achievements, campus life, and our HBCU heritage while encouraging meaningful dialogue that upholds our university's motto "Enter to Learn, Depart to Serve."



# Key Differentiators

Since 1943, Bethune-Cookman University (B-CU) has graduated more than 19,000 students.

Alumni working in a wide range of fields—including the arts, business, education, government, sciences, and religion—demonstrate B-CU’s commitment to developing leaders who serve their communities.

B-CU has received national recognition for its intercollegiate athletic programs and instrumental and choral groups.

## What Makes B-CU Unique

Faith-led institution with Methodist affiliation

HBCU heritage with proud tradition of excellence

Dr. Mary McLeod Bethune’s legacy as a founding vision

Holistic education developing hand, heart, and head

Global perspective with local roots

Transformational leadership focus in graduate programs

Small class sizes with personalized attention

Strong alumni network of leaders across industries



# 11. Governance

## Brand Uniformity Requirements

“Bethune-Cookman Brand Uniformity” means we respect, honor, and protect the recognition, heritage and legacy of our University in every mention and display.

## Required Uniformity In

Public facing communications

Vendor production

In-house production

Co-branding (partnerships, sponsorships & collaborations)

## File Usage Guidelines

### Digital Applications

Email signatures

Graphics for email campaigns

Website elements

Social media graphics

Video production

Presentations

Digital device/screen display

### Print/Fabrication Applications

Stationery (professionally printed)

Books, flyers, posters

Banners (vinyl, nylon)

Signage

Apparel (screen print, vinyl, embroidery)

Merchandise

Any professional print or installation

### Quality Standards

Color Matching: Negotiate exact color match for dyed fabrics/threads when possible

Sample Approval: When exact match unavailable, request samples for visual comparison

### PDF Export Settings

Standard: PDF/X-1a:2001

Color Conversion: Convert to Destination (Preserve Numbers)

Destination: Document CMYK - U.S. Web Coated (SWOP) v2

## Brand Ambassador Expectations

Everyone associated with B-CU is expected to:

- 1 Operate in honesty, integrity, and fairness
- 2 Provide excellent customer service
- 3 Treat all with dignity and respect
- 4 Represent the University’s values in all interactions

*Meeting these standards ensures that anyone who comes into contact with B-CU experiences excellence and wants to have another interaction.*



# 12. Notable Alumni

After raising her four children for 30 years, **Lucille O’Neal** (born September 20, 1954) resumed her studies in 1999 in an Adult Education Program at Bethune-Cookman University, where she graduated Cum Laude with a Bachelor of Science Degree in Business Administration in June 2003, followed by a Master of Arts in Organizational Management from the University of Phoenix in March 2005.

## Family Legacy and Values

Lucille O’Neal embodies the B-CU spirit with her personal creed based on Proverbs 3:5-6: “Trust in the Lord with all thine heart; and lean not unto thine own understanding. In all thy ways acknowledge Him, and He shall direct thy paths” - a legacy she passes on to her children and community.

## Lifelong Learner

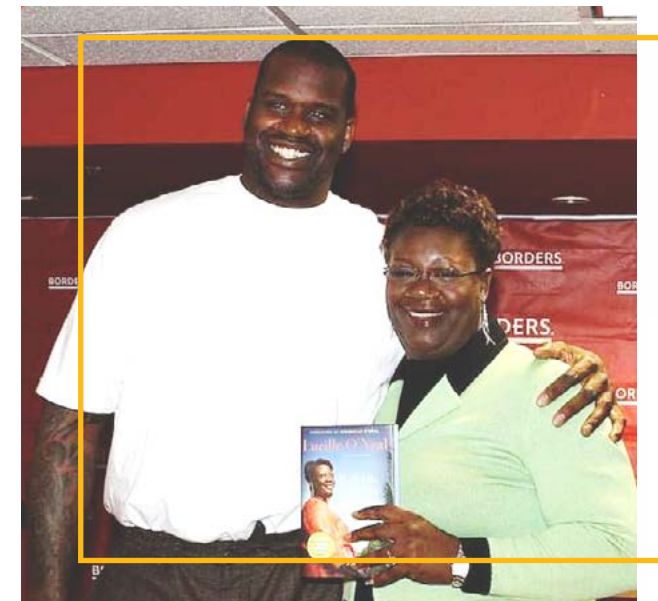
For her educational achievements and community service, she was awarded an honorary Doctor of Humane Letters degree from B-CU in May 2016, earning her the designation “Dr. Lucille O’Neal.”

## Community Impact

Her journey from teenage motherhood at 17 to earning a doctorate demonstrates B-CU’s transformative power, and she now serves the community through her role as president and co-founder of the Mothers of Professional Basketball Players Association, board member of Orlando’s Ovarian Cancer Alliance, and founder of the Odessa Chambliss Center for Health Equity on B-CU’s campus.

As author of the inspirational biography “Walk Like You Have Somewhere to Go,” she embodies the importance of education and serves as a motivational speaker who donates her time and talent to charitable organizations, truly living B-CU’s motto “Enter to Learn, Depart to Serve.” Her past involvement as a Board of Trustees member at Bethune-Cookman University further demonstrates her ongoing commitment to the institution that transformed her life.

## Lucille O’Neal





# Terry Anderson

**Terry C. Anderson** (born January 10, 1955) is a former NFL wide receiver who played for the Miami Dolphins, Washington Redskins, and San Francisco 49ers. He played college football at Bethune-Cookman University and was drafted in the twelfth round (321st overall) of the 1977 NFL Draft.

Born in Eastover, South Carolina, Anderson was 5-9 and weighed 182 lbs during his playing career, which lasted until 1980.

## Educational Service

Terry worked at Rangeview High School in Aurora, Colorado for 20 years, starting as a teacher in 1994-95, then coaching at another school for six years before returning to Rangeview in 2002.

He served as both a dean of students and football coach at Rangeview High School.

## Coaching and Mentorship

Within his time at Rangeview, Terry coached football for 20 years, track for 15 years, and girls' golf for 5 years, leaving an impact on many students who attended the school. His coaching extended beyond just athletics to life mentorship.

## Community Impact

Terry transitioned into education after his NFL career, serving as a dean of students and football coach at Rangeview High School in Aurora, Colorado.

Anderson's work aligned with Rangeview High School's mission to "develop and honor the curiosity of our students by uncovering their passion and motivation to learn in a fun and relevant environment, creating dynamic citizens who will strengthen their community."

As Anderson retired from Rangeview, he left this advice for students: "Continue to walk the path of righteousness, follow your heart, and don't let anyone steal your JOY — Vic Strouse."



# John Chaney

**John Chaney** (1932 - 2021) was a standout basketball player at Bethune-Cookman from 1951-1955, where he was honored as an NAIA All-American and named Most Valuable Player in the 1953 NAIA Championships.

He graduated in 1955 and was inducted into B-CU's Hall of Fame in 2000.

## Legendary Coaching and Mentorship

John became one of the most respected coaches in college sports, leading Temple University's basketball program for 24 years (1982-2006) and winning 741 career games Cookman.

He was twice named national Division I coach of the year, and his 1987-88 Temple team ended the season ranked No. 1 in the country.

Before Temple, he won the 1978 NCAA Division II national championship at Cheyney State.

## Hall of Fame

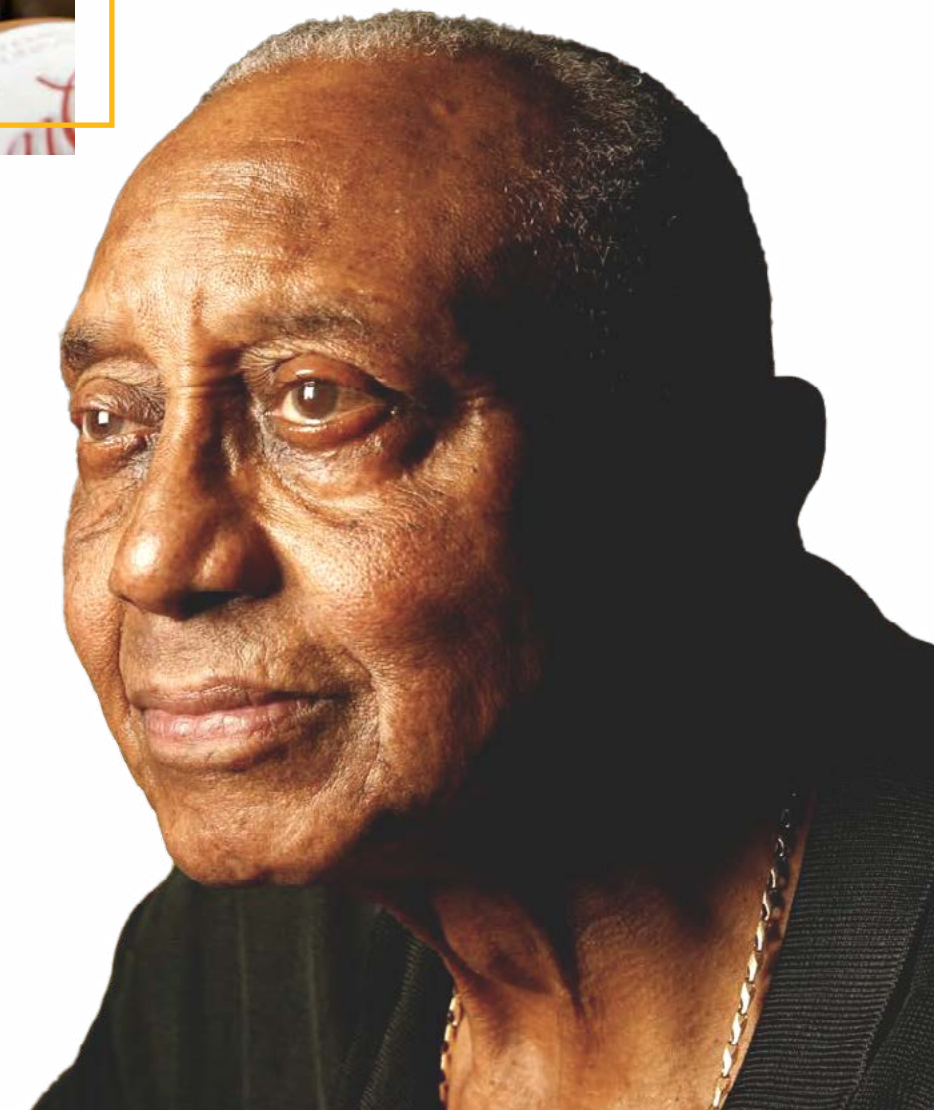
John was inducted into the Naismith Memorial Basketball Hall of Fame in 2001 and the National Collegiate Basketball Hall of Fame in 2006.

## Community Impact

Known for his crack-of-dawn practices and match-up zone defense, he instilled values of discipline, teamwork, commitment, excellence, and execution in his players.

Along with other Black coaches, Chaney helped change the "insular, powerful world of college basketball coaching" and challenged discrimination through his "us against the world" mentality.

Current Temple coach Aaron McKie says Chaney "changed my life" and South Carolina women's coach Dawn Staley tweeted he was a "Giver to the voiceless, the underprivileged, (and) the game."





# James Drew Bush III

James Drew Bush III (born February 13, 1955) earned his Bachelor of Science degree in Physical Education from Bethune-Cookman College in 1979, followed by a Master of Science in Educational Administration and Supervision from Nova Southeastern University in 1984, and a Doctor of Ministry in Christian Education from Smith Chapel Bible College in 2004.

## Legislative Career

James served as a Democratic representative for Florida House District 109 in multiple terms: 1992-2000, 2008-2010, and 2018-2022.

He represents north-central Miami-Dade County, including parts of Miami, Hialeah, Miami Lakes, North Miami, and Opa-locka.

## Education

James retired after 30 years as a Miami-Dade County public school teacher and was a member of United Teachers of Dade.

He served as acting president of the Southern Christian Leadership Conference and is chair of the Florida Martin Luther King Jr. Institute for Nonviolence.

In January 2022, he was selected as grand marshal of the 45th annual MLK Parade.

## Community Impact

James represents District 109, which he called “one of the largest and poorest and most violent and neglected districts in the state,” focusing on issues like seniors facing rent increases, single mothers in need of resources, and addressing youth violence.

He has been described as supporting school choice, stating that students in his district “benefit immensely from not only the public schools but schools of choice.”



# Marjorie Joyner

**Marjorie Stewart Joyner** (1896-1994) was an American businesswoman, hair care entrepreneur, philanthropist, educator, and activist.

At the age of 77, she fulfilled a lifelong dream by attending Bethune-Cookman College and earning a bachelor's degree in psychology in 1973.

## Connection to Dr. Bethune

Marjorie Joyner was an inventor and a beloved close friend of Dr. Mary McLeod Bethune. In 1945, Joyner, along with renowned educator Mary McLeod Bethune and U.S. congressman William Dawson, founded a sorority and fraternity dedicated to the advancement and promotion of the beauty industry, Alpha Chi Pi Omega.

## Legacy at the University

Marjorie Joyner Hall, a three-story residence hall for freshmen male students, was named after her. She worked with Mary McLeod Bethune and provided financial support to Bethune-Cookman College.

## Community Impact

First African-American woman to create and patent a permanent hair-wave machine in 1928.

Vice president and national supervisor for 200 Walker Co. beauty schools, working with Madam C.J. Walker for over 50 years.

Founded the Alpha Chi Pi Omega Sorority and Fraternity for beauty students in 1945 and the United Beauty School Owners and Teachers Association in 1946.

Active in civil rights, working with Eleanor Roosevelt and becoming a founding member of the National Council of Negro Women in 1935.





# Oswald P. Bronson

Dr. Oswald Perry Bronson, Sr. (1927-2019) served as the fourth president of Bethune-Cookman College from 1975 until his retirement as president emeritus in 2004.

## Education

Dr. Bronson graduated from Bethune-Cookman College in 1950 and also earned a bachelor of divinity degree from Gammon Theological Seminary.

He received a Ph.D. degree from Northwestern University in 1965.

## Presidential Achievements

Under his leadership, major fields of study increased from 12 to 37, and seven continuing education centers for students began operating throughout the state.

Student enrollment increased from 1,520 students in 1975 to 2,794 in 2003, the endowment surged from \$1.2 million to \$26.5 million, and the annual budget grew from \$6.2 million to \$51.4 million.

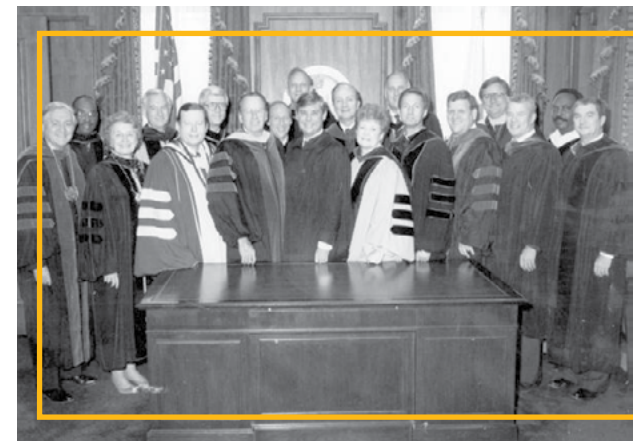
## Community Impact

Fifteen new buildings were constructed under his administration, most notably the 2,500 seat Mary McLeod Bethune Performing Arts Center.

The Bronson Complex, consisting of Bronson Annex (a five-story suite-styled residence hall) and Bronson Hall (a three-story community-styled residence hall), was named after him.

Prior to Bethune-Cookman, he served as president of the Interdenominational Theological Center in Atlanta from 1968-1975, and later served as president of Edward Waters College in Jacksonville, Florida, from 2005-2007.

An ordained United Methodist minister, he marched with Dr. Martin Luther King Jr. and pastored several churches.



Florida Governor Bob Graham and Florida Independent College Presidents.

Second from the left is Oswald P. Bronson (1986)



# Larry Little

**Larry Little** (born November 2, 1945) is a Pro Football Hall of Fame guard who graduated from Bethune-Cookman University in 1967 with a degree in sociology.

He was inducted into the Pro Football Hall of Fame in 1993, becoming the first and only Bethune-Cookman alumnus to earn this distinction.

## Professional Career

Pro Football Hall of Fame Inductee (1993)

Miami Dolphins Legendary Guard (1969-1980) - Key architect of the famous undefeated 1972 season

Six-time All-Pro selection and five-time Pro Bowl participant (1970, 1972, 1973, 1974, 1975)

NFL All-Decade Team of the 1970s member

## A Legacy beyond the Gridiron

As legendary coach Don Shula noted, Larry Little was “a real inspiration, not just for the way he performs but also for his influence on our younger players.” This influence has extended decades beyond his playing career.

## Community Impact

As legendary coach Don Shula noted, Larry Little was “a real inspiration, not just for the way he performs but also for his influence on our younger players.” This influence has extended decades beyond his playing career.

Larry Little Summer Boys Camp Legacy

Regular participant in university events and fundraising

Ambassador for HBCU excellence and opportunity

Living example of the transformative power of education





Jack Forsyth “Cy” McClairen (1931 – 2020) was a legendary figure at Bethune-Cookman University who spent over seven decades associated with the institution as a player, coach, and administrator.

## From Student-Athlete to Lifelong Servant

12 varsity letters across football, basketball, and track and field.

Caught the famous touchdown pass against Florida A&M in the 1952 homecoming upset.

Graduated in 1953 with a foundation for lifelong learning and leadership.

When McClairen inherited a football program that had lost to Florida A&M 97-0, he didn’t just build a team—he built character. By 1968, that deficit had shrunk to 23-20, a game McClairen considered his greatest achievement because it represented hope, progress, and dignity restored.

## The “Yooo!” Legacy

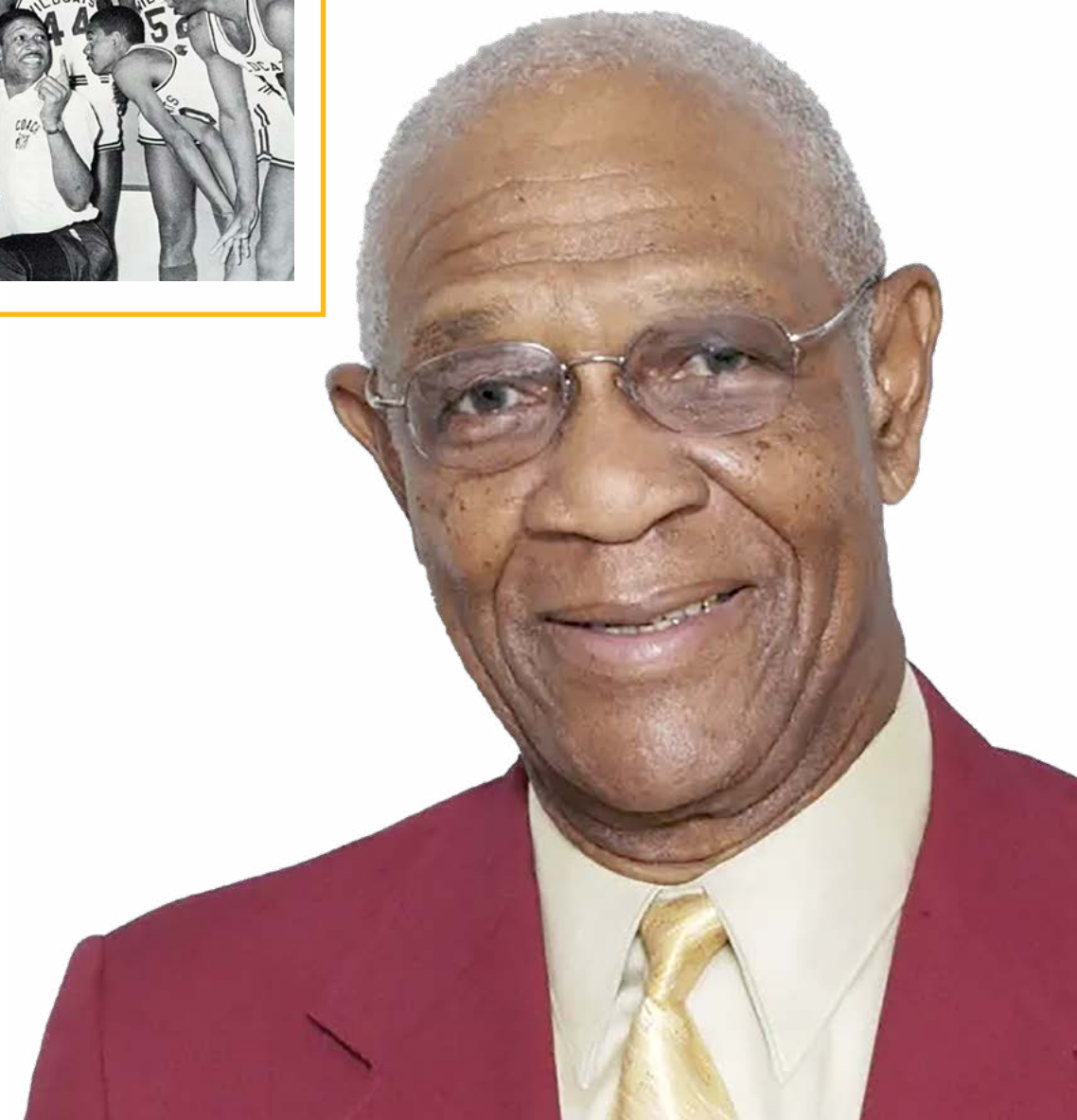
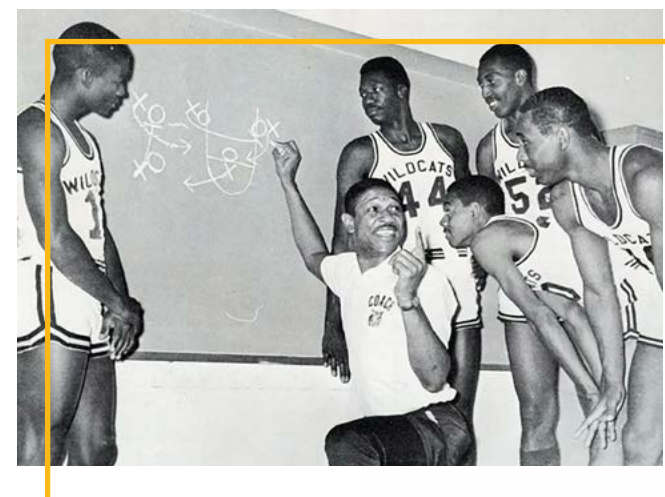
Known for his distinctive greeting and Michael Jordan-sized handshake, McClairen created a culture of warmth and energy that became synonymous with Bethune-Cookman athletics. His infectious enthusiasm and “ball of energy” presence lifted spirits and inspired excellence in everyone he encountered.

## Community Impact

From serving as Dr. Bethune’s driver to mentoring future Hall of Famers, sacrificing personal records for institutional benefit to stepping up during crisis moments, Jack “Cy” McClairen demonstrated that true community impact comes not from individual achievement, but from a lifetime dedicated to lifting others and building something greater than oneself.

McClairen’s influence extended beyond athletics to campus culture itself. His approach to character development, academic accountability, and community service became embedded in the university’s DNA.

# Jack Forsyth “Cy” McClairen



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## Brand Questions & Logo Access

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### Effective Dates

2022 Brand Uniformity Guidelines: September 15, 2022

2025 Brand Guide Updates: June 14, 2025

August 2025

