

University Logo



GIVE THE LOGO ITS OWN SPACE

A clear zone of “B” (B = logo height) around the logo will give it the room it needs to stand out.

BOSTON UNIVERSITY RED

FOR PRINT PANTONE 186
or

PROCESS COLORS (CMYK)
Cyan 0
Magenta 100
Yellow 75
Black (K) 4



FOR WEB HEX# CC0000
or

RGB
Red 204
Green 0
Blue 0



PRIMARY TYPEFACE: WHITNEY

It is the preferred University font for external print and web communications and may be used in any marketing materials and documents, in conjunction with other fonts.

For letter writing and web work, Arial is recommended.

Sub-brand Logotype

Boston University College of Arts & Sciences

Boston University College of Arts & Sciences
Department of Biology

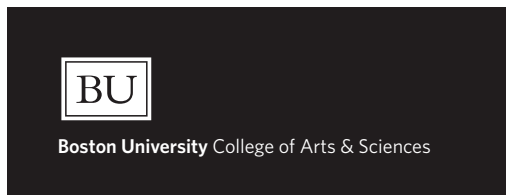
Boston University Photonics Center



TREAT THE LOGO-TYPE AS ARTWORK, NOT AS TYPOGRAPHY

The sub-brand logotype must appear either with the University logo or as part of a sub-brand signature.

BLACK AND REVERSE SIGNATURE AND UNIVERSITY LOGO



Sub-brand Signature

BU Global Programs
Study Abroad

Signature Top-Tier
digital only

BU
Boston University College of Arts & Sciences
Department of Biology

Signature Top-Tier
print only

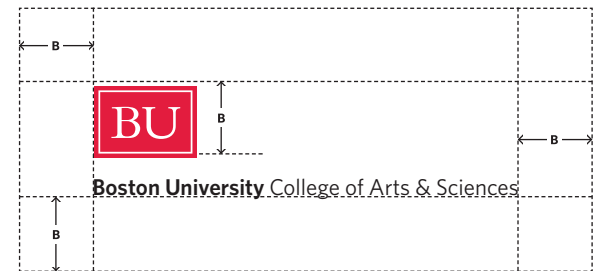
BU Photonics Center

Signature Top-Tier
print or digital

SIGNATURES CAN ACT AS THE PRIMARY MARK ON SOME PIECES

You may use the sub-brand signature as primary branding on school or college print collateral and websites. However, the University logo should appear on all print collateral in a secondary position: e.g., the back cover.

A clear zone of “B” (B = logo height) around the signature will give it the room it needs to stand out.



When developing marketing communications, we recommend that you refer to our full brand guide at bu.edu/brand.