Master 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

TREAT THE LOGO-TYPE AS ARTWORK, NOT AS TYPOGRAPHY
The sub-brand logotype must appear either with the master logo or as part of a sub-brand signature.

BLACK AND REVERSE SIGNATURE AND MASTER LOGO

Sub-brand Signature

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 master 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.