

Master Logo **Artwork**



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 html web work Arial is recommended.

Sub-brand Logotype **Artwork**

Boston University College of Arts & Sciences

Boston University College of Arts & Sciences
Geddes Language Center

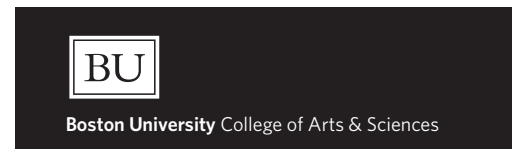
Boston University Geddes Language Center



TREAT THE LOGO-TYPES AS ARTWORK, NOT AS TYPOGRAPHY

Sub-brand logotypes must appear either with the master logo or as part of a sub-brand signature.

BLACK AND REVERSE SIGNATURE & MASTER LOGO



Sub-brand Signature **Artwork**



Boston University College of Arts & Sciences



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Geddes Language Center

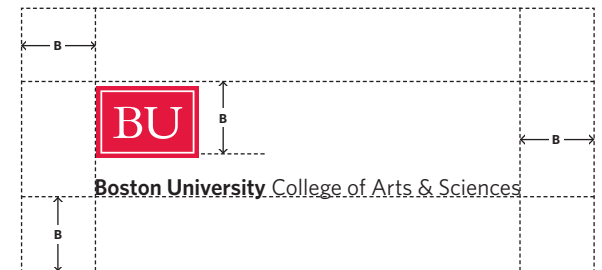


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SIGNATURES CAN ACT AS THE PRIMARY MARK ON SOME PIECES

You may use the sub-brand signature as primary branding on school- or college-level 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.



We recommend that you refer to the full guide whenever you develop marketing communications. Please visit the website bu.edu/brand for more information.