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

**FOR WEB**
- HEX# CC0000
- 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**

**TREAT THE LOGO-TYPES AS ARTWORK, NOT AS TYPOGRAPHY**
Sub-brand logo-types must appear either with the master logo or as part of a sub-brand signature.

**BLACK AND REVERSE SIGNATURE & MASTER LOGO**

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