COLORS

HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

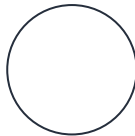HEX: #606982
RGB: 96, 105, 130
CMYK: 68, 56, 33, 10

HEX: #57c5ce
RGB: 87, 197, 206
CMYK: 60, 0, 21, 0

HEX: #f89939
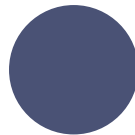RGB: 248, 153, 57
CMYK: 0, 47, 88, 0

HEX: #d5eaf9
RGB: 213, 234, 249
CMYK: 15, 2, 0, 0

HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

HEX: #38a1a8
RGB: 56, 161, 168
CMYK: 44, 3, 0, 34

HEX: #4a5275
RGB: 74, 82, 117
CMYK: 17, 14, 0, 54

FONTS

Whitney Font
BU's official font. Use this in the body of design pieces. Available by request.

Helvetica
Our go-to alternate font for body text in design pieces if Whitney is unavailable.

Brandon
One of the main fonts used on bu.edu/ssw.

Benton Sans
The second main font used on bu.edu/ssw.

Arial
Recommend by BU for letter writing and basic HTML web work.

LOGOS

MASTER LOGO

BOSTON UNIVERSITY

SSW SUB-BRAND LOGOTYPE

Boston University School of Social Work

Use the Boston University master logo with the sub-brand logotype for more formal pieces and for communications going to external audiences.

SSW SUB-BRAND SIGNATURES

BU
Boston University School of Social Work

BU School of Social Work

Use the sub-brand signature for communications going to both external and internal audiences and for less formal pieces.

Use the sub-brand signature with large logotype (also called the digital sub-brand signature) for identity on communication going to internal audiences only, since it includes only the BU icon and not the full name "Boston University."

Refer to the BU's Quick Brand Guide at bu.edu/brand for more information on logo placement.