**Master Logo Artwork**

![Master Logo Artwork Diagram]

**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.

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**Sub-brand Logotype Artwork**

**Boston University College of Arts & Sciences**

**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.

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**Sub-brand Signature Artwork**

**Boston University College of Arts & Sciences**

**Boston University Geddes Language Center**

**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.

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**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

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** 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.

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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.