**University Logo**

- **GIVE THE LOGO ITS OWN SPACE**
  - A clear zone of "8" (8 = 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**

- **Boston University College of Arts & Sciences**
- **Boston University College of Arts & Sciences Department of Biology**
- **Boston University Photonics Center**

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

**Sub-brand Signature**

- **Boston University College of Arts & Sciences**
- **Department of Biology**
- **Photonics 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 print collateral and websites.
  - However, the University logo should appear on all print collateral in a secondary position: e.g., the back cover.
  - A clear zone of "8" (8 = 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](http://bu.edu/brand).