

**WE ARE THE  
STORYTELLERS**

COM IDENTITY & BRAND GUIDELINES

### MASTER LOGO USAGE

Logo guidelines established by Boston University's Marketing & Communications team should always be adhered to when using and sharing logos. Whenever you place a logo in communication materials, please consult the BU Brand Identity Standards ([bu.edu/brand](http://bu.edu/brand)) or COM's Lead Designer.

#### FOR INTERNAL BU AUDIENCES

The "standard" logo format should be the primary format used unless the logo will be placed in the bottom left of a page or in another visual context where the stacked logo is the more logical aesthetic choice.

**Note:** On single-page communications/web pages for internal audiences, the BU master logo will rarely need to be used.

#### FOR EXTERNAL AUDIENCES

For external pieces, make sure the words "Boston University" are present in the logo(s) used. Therefore, the "stacked" logo or a combination of the BU "master" logo and the sub-brand "text only" logos should be used on external communications.

**Note:** The selection between these two options can be based on aesthetics, formality of communication piece, intended relationship with BU vs. COM, etc. When in doubt, please consult the COM Marketing & Communications Center!

MASTER LOGO



SUB-BRAND STANDARD LOGO



SUB-BRAND SIGNATURE STACKED



**Boston University** College of Communication



**Boston University** College of Communication  
Department of Film & Television

SUB-BRAND LOGOTYPE

**Boston University** College of Communication

**Boston University** College of Communication  
Department of Film & Television

SUB-BRAND SIGNATURE HORIZONTAL



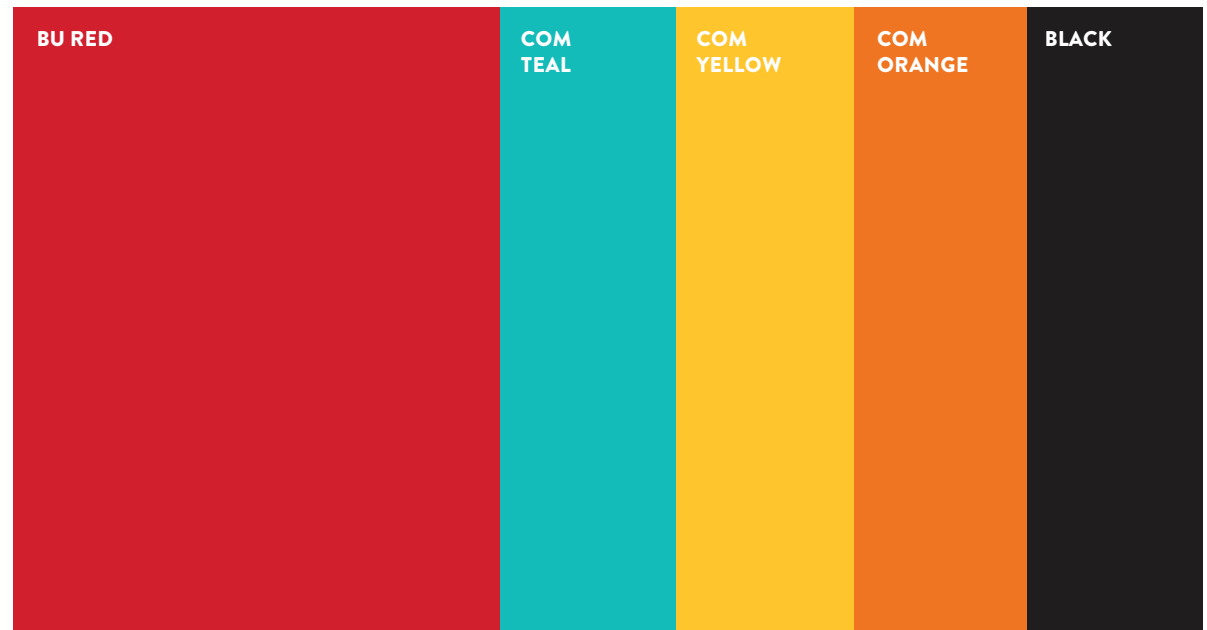
**Boston University** College of Communication

### PROPERLY UTILIZING OUR COLOR PALETTE IS AN IMPORTANT PART OF BUILDING BRAND RECOGNITION.

Our primary and secondary colors should dominate the overall body of communication materials that COM produces. Always follow the color specifications shown here when reproducing our brand colors.

Never approximate our colors – use the numerical codes found in each color area. If you need additional help, check in with COM's Marketing & Communications Center.

Interesting color combinations can be created from as few as two or three of our primary colors. Choose your colors with discretion and an eye toward balance, harmony, and creating an intentional focal point and visual hierarchy.



Size of color areas shown indicate relative dominance of color use.

# COLOR PALETTES

## SECONDARY COLORS

### A secondary color palette provides design flexibility.

Our primary and secondary colors should dominate the overall body of communication materials that COM produces. Always follow the color specifications shown here when reproducing our brand colors.

Never approximate our colors – use the numerical codes found in each color area. If you need additional help, check in with COM’s Marketing & Communications Center.

Interesting color combinations can be created from as few as two or three of our primary colors. Choose your colors with discretion and an eye toward balance, harmony, and creating an intentional focal point and visual hierarchy.



Size of color areas shown indicate relative dominance of color use.

Don't be afraid of white space, and don't always scramble to fill it. White space acts as a way for eyes and minds to rest, and intentional white space can help draw attention to the color, typography, or graphics you've chosen to convey your message.

**PLEASE NOTE:** The secondary palette is not intended for general use — do not distribute the secondary palette without permission from the Marketing & Communications Center.

# COLOR PALETTES

AT-A-GLANCE

## PRIMARY COLOR PALETTE



### BU RED

C 0 M 100 Y 75 K 4  
PMS 186  
R 204 G 0 B 0  
HEX #CC0000



### COM TEAL

C 71 M 0 Y 32 K 0  
PMS 2398 U  
R 51 G 187 B 186  
HEX #33BBBA



### COM YELLOW

C 0 M 25 Y 95 K 0  
PMS 123 C  
R 255 G 99 B 44  
HEX #FFC72C



### COM ORANGE

C 0 M 62 Y 95 K 0  
PMS 158 C  
R 232 G 119 B 34  
HEX #E87722



### BLACK

C 0 M 0 Y 0 K 100  
PMS PROC. BLK  
R 0 G 0 B 0  
HEX #000000

## SECONDARY COLOR PALETTE



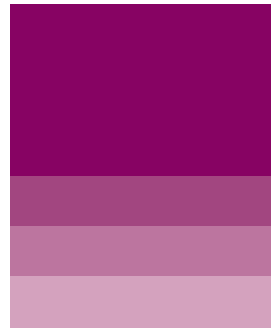
### COM PURPLE

C 88 M 96 Y 40 K 43  
PMS 2695 C  
R 46 G 27 B 70  
HEX #2E1A45



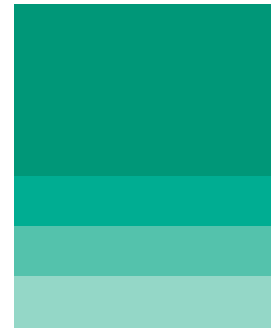
### COM BLUE

C 100 M 73 Y 0 K 10  
PMS 7686 C  
R 29 G 79 B 145  
HEX #1D4F91



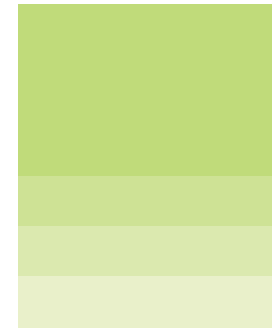
### COM MAGENTA

C 40 M 100 Y 10 K 26  
PMS 2425 C  
R 131 G 0 B 101  
HEX #830065



### COM EMERALD

C 99 M 0 Y 69 K 0  
PMS 3278 C  
R 0 G 155 B 119  
HEX #009B77



### COM LIGHT GREEN

C 35 M 5 Y 75 K 0  
PMS 366 C  
R 164 G 214 B 94  
HEX #A4D65E

# COM TYPEFACES

Typeface choices can have a strong influence on the effect of our communication materials. When used consistently, typefaces can quickly help develop a visual identity into brand recognition – our typefaces will begin to be associated with COM in our stakeholders' minds.

We have a primary and secondary typeface that should be used, nearly exclusively, in most COM communications. The primary typeface may appear without the secondary, but the secondary should not appear without the primary.

**Note:** Unique COM programs, such as Redstone Film Festival, The Power of narrative, Making Social Media Matter, AMP, etc. may have one additional designated typeface that is used to create event/program brand recognition that reinforces the COM brand while also offering a look and feel distinct to the event/program.

These supplemental typefaces will be selected by COM's Lead Designer in collaboration with the event/program manager, and should be used for 1-2 years before they are re-evaluated.

FOUNDATION TYPEFACES

PRIMARY TYPEFACE

Klinik Slab

SECONDARY TYPEFACE

Brandon

TERTIARY TYPEFACE

Avenir

# PRIMARY TYPOGRAPHY

In COM materials, Klinik Slab should always be the primary typeface. Klinik Slab may appear without Brandon/supplemental typefaces, but Brandon/supplemental typefaces should not appear without Klinik Slab.

Klinik Slab may be used for body copy with Brandon or a supplemental typeface for display copy (titles and headers); however, Klinik Slab is versatile and may also be used as display text.

Pairing sentence-case Klinik Slab body copy with all-caps or black-weight Brandon headers can create the contrast and visual hierarchy you need without searching beyond this font family.

Klinik Slab

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Styles of Klinik Slab used:

Klinik Slab Light

*Klinik Slab Light Italic*

Klinik Slab Book

*Klinik Slab Book Italic*

**Klinik Slab Bold**

***Klinik Slab Bold Italic***

# SECONDARY TYPOGRAPHY

Brandon is a sans serif typeface that offers something unexpected and distinct, while remaining highly legible and conveying a sense of breath. Brandon offers a great typeface choice for headlines and callouts that will help us stand out from the crowd.

Brandon is available in 4 different weights in a bold, black, and italicized typeface. We will primarily use the “bold” weight.

Brandon

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

STYLES OF BRANDON USED:

**BRANDON BOLD  
BRANDON BOLD ITALIC  
BRANDON BLACK  
BRANDON BLACK ITALIC**



# TERTIARY TYPOGRAPHY

Unique COM programs, such as Redstone Film Festival, Narrative Conference, AMP, etc. may use Avenir to create brand recognition that reinforces the COM brand, while also offering a look & feel distinct to the event/program.

Avenir

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## STYLES OF AVENIR USED:

AVENIR LIGHT

*AVENIR LIGHT OBLIQUE*

AVENIR BOOK

*AVENIR BOOK OBLIQUE*

AVENIR MEDIUM

*AVENIR MEDIUM OBLIQUE*

AVENIR HEAVY

*AVENIR HEAVY OBLIQUE*

**AVENIR BLACK**

***AVENIR BLACK OBLIQUE***

Klinik Slab and Brandon in action together to build simple, clean visual hierarchies.

BRANDON HEADERS & KLINIC SLAB BODY

## LOREM IPSUM DOLOR SIT AMET

### Consectetur adipiscing elit

In sit amet ligula nec justo rutrum volutpat ac eu felis. Phasellus id erat blandit, rutrum neque quis, convallis sapien. Mauris dignissim, lectus ut vulputate tempor, dolor ipsum adipiscing quam, sed elementum turpis lorem ut sapien. Duis purus eros, ullamcorper nec justo at, convallis porttitor ante. Nulla facilisi. Nam eu ante venenatis eros pretium dignissim. Suspendisse a nulla vel ipsum lobortis sagittis. Curabitur eget mi.

### Nam a magna eget lorem

Imperdiet ullamcorper vel porta risus. Nullam at dolor mollis, ultricies lorem in, lacinia nisi. Phasellus eu elit leo. Mauris ipsum arcu, sollicitudin non lobortis non.

BRANDON HEADERS, KLINIC SLAB  
SUB-HEADERS, & KLINIC SLAB BODY

## LOREM IPSUM DOLOR SIT AMET

### CONSECTETUR ADIPISCING ELIT

In sit amet ligula nec justo rutrum volutpat ac eu felis. Phasellus id erat blandit, rutrum neque quis, convallis sapien. Mauris dignissim, lectus ut vulputate tempor, dolor ipsum adipiscing quam, sed elementum turpis lorem ut sapien. Duis purus eros, ullamcorper nec justo at, convallis porttitor ante. Nulla facilisi. Nam eu ante venenatis eros pretium dignissim. Suspendisse a nulla vel ipsum lobortis sagittis. Curabitur eget mi.

### NAM A MAGNA EGET LOREM

Imperdiet ullamcorper vel porta risus. Nullam at dolor mollis, ultricies lorem in, lacinia nisi. Phasellus eu elit leo. Mauris ipsum arcu, sollicitudin non lobortis non.

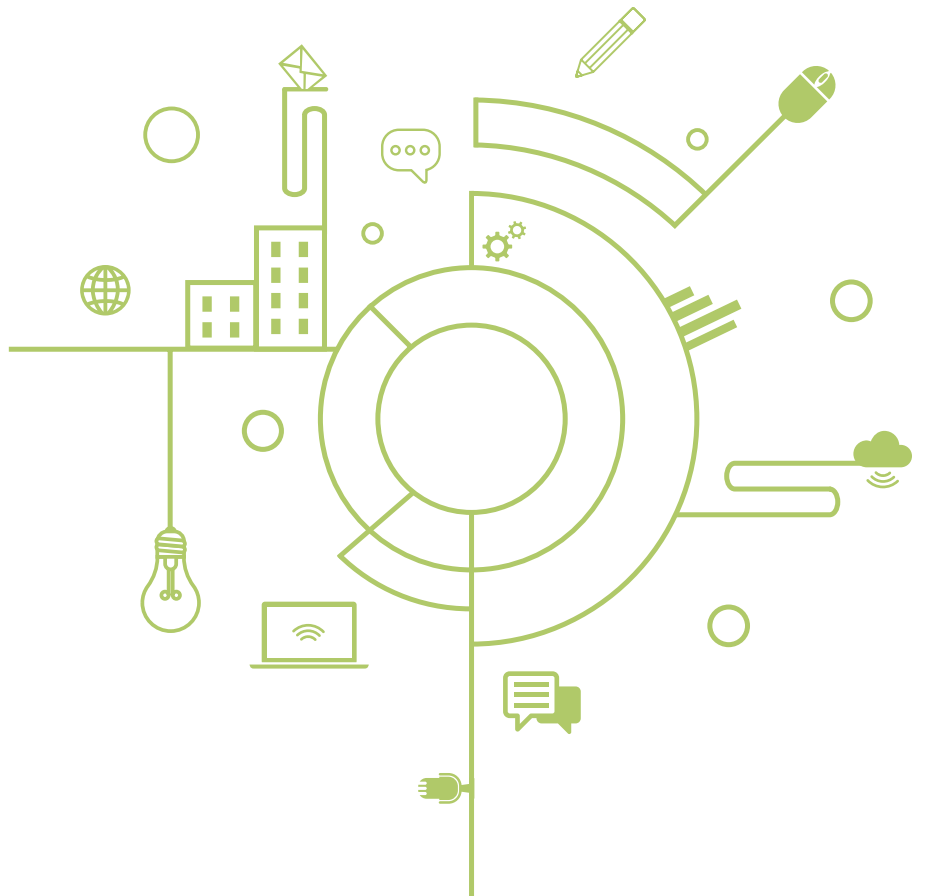
# GRAPHICS & ILLUSTRATION

Flat design adds a clean and fresh touch to our communication materials. This style can be used to allude to the creative process in each of COM's fields through the use of icons.

Consider incorporating graphics when the subject matter would be enhanced by this professional and crisp, or when you simply don't have access to photos that are relevant to your subject matter.

Make sure your choices about imagery - whether graphics or photography - are always drive by the question, "will this help me better deliver my message?"

The Marketing & Communications Center is developing a library of approved COM graphics that will be updated continually. Please work directly with the Marketing & Communications Center whenever you need graphics or icons.



# RESOURCES

If you are ready to submit a design request to the Marketing & Communications Center, please submit your request online at:

[bu.edu/com/design-request](https://bu.edu/com/design-request).

To submit a request, please have your written content ready to go (edited); know the messaging goal(s), tone, and audience for your project, and know what final format you'd like your project to take (i.e. is it an 11x17 poster, an image you need to email, an image you need to post on Facebook, etc.) and how/in what quantities it will be distributed.

**If you need help thinking through any of the above elements, please contact Jackie Cimino, Lead Designer, for consultation prior to submitting your request.**

## BOSTON UNIVERSITY BRAND GUIDELINES

[bu.edu/brand](https://bu.edu/brand) (sections 1-4)

## COM MARKETING & COMMUNICATIONS CENTER

9am - 5pm | Monday - Friday

Jackie Cimino, Lead Designer

[jlcimino@bu.edu](mailto:jlcimino@bu.edu)

617-353-4514