

First Edition 2008

Boston University Brand Identity Standards



	INTRODUCTION				TYPOGRAPHY
01	Importance of an Identity				35 Working with Type
02	Identity Platform				36 Primary Typeface
03	Brand Personality				
04	Terminology				EDITORIAL
					37 Messaging
					38 Voice and Tone
					39 Style Guide
	MASTER LOGO				
06	Artwork				IMAGE
07	Usage				40 Library
08	Placement				41 Style
09	Colors				42 Sampling
11	Do and Don't				
					STATIONERY
	SUB-BRAND LOGOTYPE				43 Introduction
15	Artwork				44 Business Card
16	Usage				45 Letterhead
17	Placement				46 Envelope
18	Colors				47 Mailing Label
19	Do and Don't				
					APPENDIX
	SUB-BRAND SIGNATURE				48 Schools and Colleges
21	Artwork				66 Centers and Institutes
22	Components				68 Offices
23	Usage				69 Services
24	Variation				
25	Placement				
26	Colors				
28	Do and Don't				
	UNIVERSITY SEAL				
34	Usage				

Importance of an Identity

Today, Boston University competes with academic institutions across the nation and around the globe. Given this dynamic environment, it is increasingly important for us to express a single, compelling voice in everything we do.

The totality of the logo, visuals, and words we use to describe the University will enable us to establish and maintain a clear, unified brand identity, both within the University community and beyond.

This manual provides general guidelines for the visual and verbal articulation of the Boston University brand, as well as specific directions for the application of our updated logo and related elements.

We recommend that you refer to this guide whenever you develop marketing communications. Please visit the website www.bu.edu/brand for more information.

Importance of an Identity

Identity Platform

Brand Personality

Terminology

Identity Platform

This positioning is to help you focus and define the University visually and verbally, and it is not intended to be used verbatim.

As an institution, Boston University is large, diverse, and dynamic. It is a 21st-century university that is modern, confident, and continually evolving. It is also a community of people bound together for the common purpose of education. Boston University is committed to the noble purpose of delivering world-class teaching in liberal arts, professional programs, and research by an outstanding, accessible faculty. We inspire members of our community to go out into the world to make a difference.

EXPECT THE WORLD OF YOURSELF

emphasis on yourself

connection to a global community

freedom to create your own experience at BU

sense of high expectations and unlimited possibilities

opportunity to express yourself

Importance of an Identity

Identity Platform

Brand Personality

Terminology

Brand Personality

EXCELLENT	world-class liberal arts and professional programs, faculty, and research
MODERN	innovative, forward-looking
DYNAMIC	vibrant, fast-moving, stimulating
CONFIDENT	bold, unapologetic
PROGRESSIVE	open-minded, inclusive, collaborative, socially conscious
GLOBAL	international students, faculty, and programs; engaged in the community and the world
DIVERSE	kaleidoscope of people, programs, and learning opportunities

Importance of an Identity

Identity Platform

Brand Personality

Terminology

Terminology

For maximum clarity, we have established a vocabulary of technical terms that you will encounter throughout this text. It is important to use these terms accurately and consistently in all written and oral communications related to design. Familiarity with the following key terms will help you become fluent in the language of this document.

BRAND

The sum impression derived from a consumer's experience of the University's products, services, communications, and people.

MASTER LOGO

The uniquely drawn set of visual symbols and typographic characters that form the University's official emblem.

SUB-BRAND LOGOTYPE

A visually distinctive arrangement of type that brands an individual school, college, or other sub-entity.

ICON

A simplified, "quick-read" version of the master logo that, along with one or more sub-brand logotypes, forms a signature.

SUB-BRAND SIGNATURE

An approved configuration of the icon plus one or more logotypes, used for branding the University's sub-entities.

Importance of an Identity

Identity Platform

Brand Personality

Terminology

Terminology cont.

BOSTON UNIVERSITY MASTER LOGO



BU SUB-BRAND LOGOTYPE

Boston University College of Arts & Sciences

BU ICON



BU SUB-BRAND SIGNATURE



Boston University College of Arts & Sciences

Master Logo **Artwork**

Visit www.bu.edu/brand to download the appropriate logo file for your print and website needs.



Master Logo **Usage**

Since the master logo is the common thread throughout University communications, it should be your starting point in the creation of all marketing materials. Deliberate, consistent placement of the logo will establish the University's name and institutional credence without distraction from your message. There are very specific guidelines regarding the use of the master logo.

THE LOGO MUST BE PRESENT ON ALL UNIVERSITY COMMUNICATIONS

As the primary graphic identity for the institution, the master logo must appear on all communications, including brochures, stationery, business cards, and the University website. The guidelines governing the use of Athletics logos can be found at www.bu.edu/brand/athletics.

TREAT THE LOGO AS ARTWORK, NOT AS TYPOGRAPHY

The master logo is the University's single most important visual element and should be treated as a graphic icon.

NEVER MANIPULATE THE LOGO IN ANY WAY

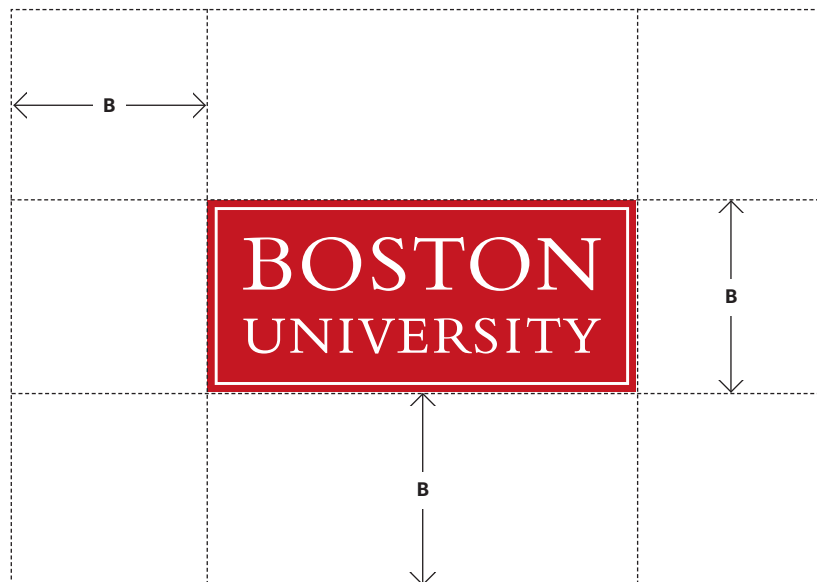
This rule includes but is not restricted to type, rules, surrounding boxes, shadows, outlines, and embellishments. Do not create secondary (sub) logos to represent a school, college, center, or institute, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.

Master Logo Placement

GIVE THE LOGO ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the master logo diminishes its importance.

A clear zone of "B" (B = logo height) around the logo will give it the room it needs to stand out.



THE LOGO MUST APPEAR ON FRONT COVER

Place the master logo on the front cover of all printed promotional collateral materials intended for external audiences (prospective students, parents, etc.) in the upper right corner. For all printed collateral materials intended for internal audiences, place the master logo on the front cover or the back cover.*

*EXCEPTIONS TO THIS RULE: IN THE CASE OF MASTHEADS (PAGE 14), PLACE THE MASTER LOGO IN THE LOWER RIGHT CORNER. WHEN USING A SUB-BRAND SIGNATURE AS PRIMARY BRANDING (PAGE 23), PLACE THE MASTER LOGO ON THE BACK COVER. IN THE CASE OF THE BOSTON UNIVERSITY WEBSITE, PLACE THE MASTER LOGO IN THE LOWER RIGHT CORNER.

Artwork

Usage

Placement

Colors

Do and Don't

Master Logo Colors

BOSTON UNIVERSITY RED

Whenever possible, the master logo should appear in the University's red. It should never be represented in any other colors. Use only 100 percent of the officially designated shades and always insist upon accurate color matching, as poorly matched colors will weaken the impact and effectiveness of our logo.



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



Artwork

Usage

Placement

Colors

Do and Don't

Master Logo **Colors cont.**

BLACK AND REVERSE LOGO

If reproduction constraints prevent the use of color (BU red), use one of the optional black-and-white versions of the logo: all-black or reverse.



Artwork

Usage

Placement

Colors

Do and Don't

Master Logo **Do and Don't**

DO use the original electronic files.



X DON'T redraw or retype the logo. It will be difficult to match the official specifications.



DO keep the original proportions.



X DON'T stretch or distort the logo.



DO keep Boston University as the primary and only message within the master logo.



X DON'T add elements to the logo.



Master Logo **Do and Don't cont.**

DO give the logo its own space



X DON'T stack or group the logo with other elements.



College of Arts & Sciences

DO make the logo at least 0.75" wide.



X DON'T scale the logo to less than 0.75" wide.



DO place the logo on clean (preferably white) backgrounds for a powerful and modern look.



X DON'T place the logo in a way that groups it too closely with other graphical elements (including color blocks).



Artwork

Usage

Placement

Colors

Do and Don't

Master Logo **Do and Don't cont.**

DO place the logo on contrasting values (preferably white).



X DON'T place the logo on similar values or outline the logo to help it stand out. In the event the logo is layered over a photo for the purposes of advertising or communications, place the logo in a neutral, uncluttered space on the photograph. Nothing in the background should distract from the master logo.



DO use the reverse logo on a red color field.



X DON'T use the red logo on a red color field.



DO use the logo as a visual.



X DON'T use the logo in a line with text.

The  master logo.

Artwork

Usage

Placement

Colors

Do and Don't

Master Logo **Do and Don't cont.**

DO separate the master logo from mastheads, titles, or other typographical elements.*

X DON'T place the master logo near mastheads, titles, or other typographical elements.



DO separate the master logo from sub-brand signatures or logotypes.

X DON'T use the master logo with the BU icon or sub-brand signature in the same general area.



* MASTHEADS ARE AN EXCEPTION TO THE RULE (PAGE 8) THAT THE MASTER LOGO MUST APPEAR IN THE UPPER RIGHT CORNER OF THE FRONT COVER.

Artwork

Usage

Placement

Colors

Do and Don't

Sub-brand Logotype **Artwork**

Visit www.bu.edu/brand to download the appropriate logotype file for your print and website needs.

Boston University College of Arts & Sciences

Boston University College of Arts & Sciences
Center for International Relations

Boston University Center for International Relations

Artwork

Usage

Placement

Colors

Do and Don't

Sub-brand Logotype **Usage**

Logotypes brand the individual schools, colleges, offices, and other sub-entities while demonstrating a connection to the University. Use logotypes as complements to the master logo or in signatures on school- and college-specific brochure covers and website home pages.

TREAT THE LOGOTYPES AS ARTWORK, NOT AS TYPOGRAPHY

Sub-brand logotypes must appear either with the master logo or as part of a sub-brand signature.

LOGOTYPES DO NOT REPLACE THE MASTER LOGO

While the individual schools, colleges, departments, and institutes within the University may have their own unique identities, these sub-identities complement, but do not replace, the University master logo.

Artwork

Usage

Placement

Colors

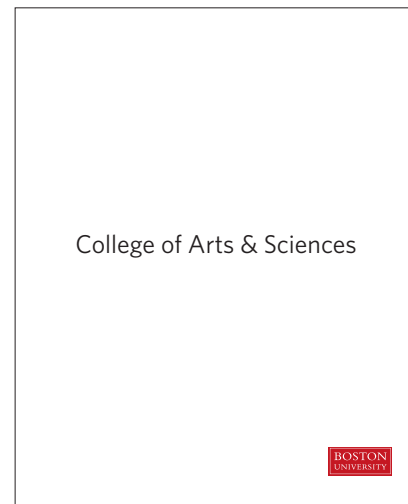
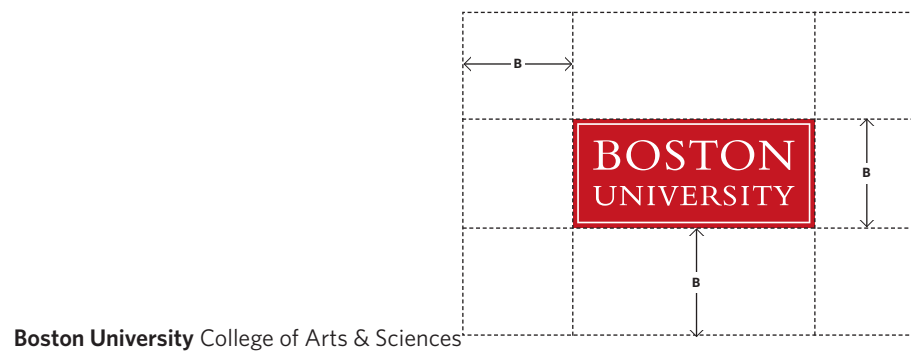
Do and Don't

Sub-brand Logotype Placement

GIVE THE LOGO AND LOGOTYPE THEIR OWN SPACE

When using both the master logo and logotype in marketing communications, be sure to give both marks the respect they deserve by providing adequate distance between the two. Logotypes are complementary, but are not adjuncts, to the master logo.

A clear zone of “**B**” (B = logo height) around the logo will give it the room it needs to stand out. The clear zone should be proportionate to the size of the master logo.



Artwork

Usage

Placement

Colors

Do and Don't

Sub-brand Logotype Colors

BOSTON UNIVERSITY BLACK

Sub-brand logotypes are secondary to the master logo and should always appear in black—never in BU red. The master logo must be visually prominent, with the logotype clearly subordinate so there is no confusion among the audience as to which is the principal entity. The University is the primary overriding institution, and the group/program/school identification is secondary in the visual hierarchy.

Boston University College of Arts & Sciences

FOR PRINT

PANTONE PROCESS BLACK

or

PROCESS COLORS (CMYK)

Cyan	0
Magenta	0
Yellow	0
Black (K)	100



FOR WEB

HEX# 000000

or

RGB

Red	0
Green	0
Blue	0



Artwork

Usage

Placement

Colors

Do and Don't

Sub-brand Logotype **Do and Don't**

DO use the original electronic files.

X DON'T re-create the logotype using a font. It will be difficult to match the official specifications.

Boston University College of Arts & Sciences

BOSTON UNIVERSITY College of Arts & Sciences

DO pair Boston University with a sub-brand.

X DON'T use Boston University without a sub-brand. Use the master logo instead.

Boston University College of Arts & Sciences

Boston University

Boston University Center for International Relations

Boston University Admissions

DO use the hierarchy provided.

X DON'T rearrange Boston University and its sub-brands.

Boston University College of Arts & Sciences
Center for International Relations

College of Arts & Sciences at **Boston University**

Center for International Relations

Boston University College of Arts & Sciences

DO keep Boston University and the first sub-brand on one line (up to 50 characters, or wrap text with appropriate line breaks).

X DON'T stack Boston University and the first sub-brand.*

Boston University College of Arts & Sciences

Boston University

College of Arts & Sciences

Boston University College of Arts & Sciences
Center for International Relations

Boston University College of Health
& Rehabilitation Sciences: Sargent College

*EXCEPTION TO THIS RULE: DUE TO SPACE LIMITATIONS, UNIVERSITY STATIONERY CAN STACK ALL INFORMATION.

Artwork

Usage

Placement

Colors

Do and Don't

Sub-brand Logotype **Do and Don't cont.**

DO include Boston University when using two or more sub-brands.

Boston University College of Arts & Sciences
Center for International Relations

X DON'T use two or more sub-brands without Boston University.

College of Arts & Sciences
Center for International Relations

DO keep the original proportions and relationship between the logotypes.

Boston University College of Arts & Sciences

X DON'T adjust the scale.

Boston University College of Arts & Sciences

College of Arts & Sciences

DO use the weight provided in the logotype artwork.

College of Arts & Sciences

X DON'T add a stroke or outline (black, white or color) around the logotype.

College of Arts & Sciences

College of Arts & Sciences

DO use black or white.

Boston University College of Arts & Sciences

Center for International Relations

X DON'T use color, including the University's red.

Boston University College of Arts & Sciences

Artwork

Components

Usage

Variation

Placement

Colors

Do and Don't

Sub-brand Signature **Artwork**

Visit www.bu.edu/brand to download the appropriate signature file for your print and website needs.



Boston University College of Arts & Sciences



College of Arts & Sciences

Artwork

Components

Usage

Variation

Placement

Colors

Do and Don't

Sub-brand Signature **Components**

A sub-brand signature comprises the BU icon and one or more sub-brand logotypes. The visual elements of the signature are specifically configured, with each element placed, sized, and rendered in precise relationship to the others to create a unique visual character. Therefore, signatures should not be altered in any way. Approved alternative signatures are available for use in special situations such as verticality where the preferred signature would not perform.

The diagram below shows the visual relationship of the signature components. If you need to make a signature larger or smaller, be sure to maintain the relative scale of the elements.



Artwork

Components

Usage

Variation

Placement

Colors

Do and Don't

Sub-brand Signature **Usage**

Signatures “endorse” and organize the University’s many academic, administrative, and clinical entities, along with sub-units and divisions, under a single institutional umbrella. Use signatures on school- and college-specific brochure covers and website home pages to provide clear emphasis on the sub-brands while demonstrating their connection to the University.* Signatures are complementary to the master logo.

TREAT THE SIGNATURE AS ARTWORK, NOT AS TYPOGRAPHY

Each sub-brand signature must be treated as a unit and should not be modified or changed. This includes the size ratio of the BU icon to the sub-brand logotype.

SIGNATURES CAN ACT AS THE PRIMARY MARK ON INDIVIDUAL 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. For school and college websites, a hyperlink to the main home page www.bu.edu is sufficient.

*PLEASE REFER TO PAGE 10 FOR FURTHER PLACEMENT INFORMATION.

Artwork

Components

Usage

Variation

Placement

Colors

Do and Don't

Sub-brand Signature **Variation**

FLEXIBLE FORMAT SYSTEM

Alternative signature configurations that accommodate a variety of architectural scenarios allow you to choose the best fit for different forms of communication.

SIGNATURE 1 BU icon + logotype (Boston University and sub-brand)



Boston University College of Arts & Sciences

SIGNATURE 2 BU icon + large logotype (sub-brand only)



College of Arts & Sciences

SIGNATURE 3 BU icon + logotype (Boston University and two sub-brands)



Boston University College of Arts & Sciences
Center for International Relations

Artwork

Components

Usage

Variation

Placement

Colors

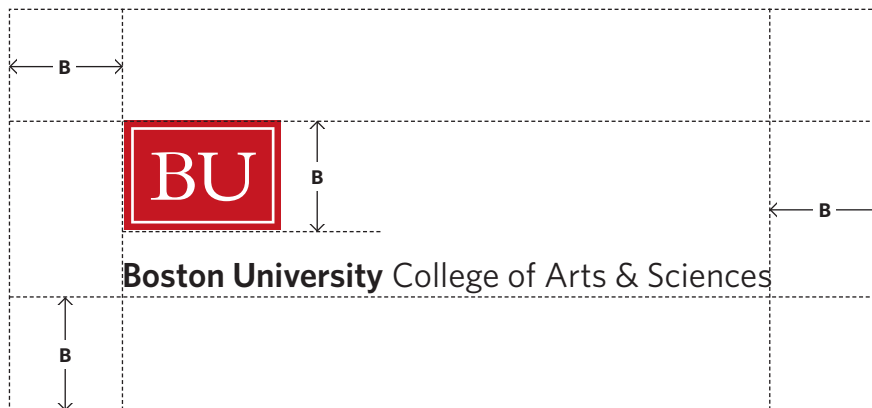
Do and Don't

Sub-brand Signature **Placement**

GIVE THE SIGNATURE ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the signature diminishes its impact.

A clear zone of “**B**” (B = logo height) around the signature will give it the room it needs to stand out.



Artwork

Components

Usage

Variation

Placement

Colors

Do and Don't

Sub-brand Signature **Colors**

BOSTON UNIVERSITY RED AND BLACK

Whenever possible, the sub-brand signature should be printed in two colors: BU red and black at 100 percent. It should never be represented in any other colors. Always insist upon accurate color matching, as poorly matched colors will weaken the impact and effectiveness of our logo.



Boston University College of Arts & Sciences

FOR PRINT



PANTONE 186

or

PROCESS COLORS (CMYK)

Cyan	0
Magenta	100
Yellow	100
Black (K)	15

PANTONE PROCESS BLACK

or

PROCESS COLORS (CMYK)

Cyan	0
Magenta	0
Yellow	0
Black (K)	100

FOR WEB



HEX# CC0000

or

RGB	
Red	204
Green	0
Blue	0

HEX# 000000

or

RGB	
Red	0
Green	0
Blue	0

- Artwork
- Components
- Usage
- Variation
- Placement
- Colors
- Do and Don't

Sub-brand Signature **Colors cont.**

BLACK AND REVERSE SIGNATURE

If reproduction constraints prevent the use of the preferred two-color signature, use one of the optional black-and-white versions: all-black or reverse.



Boston University College of Arts & Sciences



Boston University College of Arts & Sciences



College of Arts & Sciences



College of Arts & Sciences



Boston University College of Arts & Sciences
Center for International Relations



Boston University College of Arts & Sciences
Center for International Relations

Sub-brand Signature **Do and Don't**

DO use the original electronic files.



Boston University College of Arts & Sciences

X DON'T redraw or retype the logo. It will be difficult to match the official specifications.*



Boston University College of Arts & Sciences

DO pair the BU icon with Boston University and a sub-brand.



Boston University College of Arts & Sciences

X DON'T pair the BU icon with Boston University alone. Use the master logo instead.



Boston University

DO use the hierarchy provided for the sub-brand logotypes.



Boston University College of Arts & Sciences
 Center for International Relations

X DON'T rearrange the sub-brand logotypes.



College of Arts & Sciences
 Center for International Relations



College of Arts & Sciences **Boston University**

*EXCEPTION TO THIS RULE: DUE TO SPACE LIMITATIONS, UNIVERSITY STATIONERY CAN STACK ALL INFORMATION.

Artwork

Components

Usage

Variation

Placement

Colors

Do and Don't

Sub-brand Signature **Do and Don't cont.**

DO keep Boston University and the first sub-brand on one line.



Boston University College of Arts & Sciences

X DON'T stack Boston University and the first sub-brand. Keep Boston University and the first sub-brand on one line (up to 50 characters, or wrap text with appropriate line breaks).*



Boston University
College of Arts & Sciences

DO include Boston University when using two or more sub-brands.



Boston University College of Arts & Sciences
Center for International Relations

X DON'T use two or more sub-brands without Boston University



College of Arts & Sciences
Center for International Relations

DO keep the original proportions and relationship between the logotypes and the BU icon.



Boston University College of Arts & Sciences

X DON'T adjust the scale of the logotypes or of the BU icon in relation to the logotype.



Boston University College of Arts & Sciences

*EXCEPTION TO THIS RULE: DUE TO SPACE LIMITATIONS, UNIVERSITY STATIONERY CAN STACK ALL INFORMATION.

Artwork

Components

Usage

Variation

Placement

Colors

Do and Don't

Sub-brand Signature **Do and Don't cont.**

DO use only one sub-brand to the right of the BU icon.

 College of Arts & Sciences

X DON'T use Boston University to the right of the BU icon—with or without a sub-brand.

 Boston University

 Boston University College of Arts & Sciences

DO use a two-color or all-black signature.



Boston University College of Arts & Sciences

X DON'T use a red or other one-color signature.

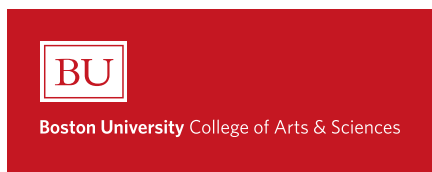


Boston University College of Arts & Sciences

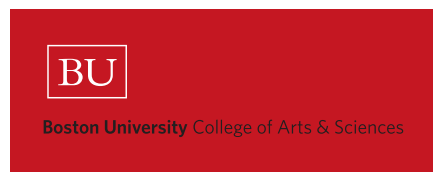


Boston University College of Arts & Sciences

DO use the reverse signature on red.



X DON'T use the two-color signature on red.



- Artwork
- Components
- Usage
- Variation
- Placement
- Colors
- Do and Don't

Sub-brand Signature **Do and Don't cont.**

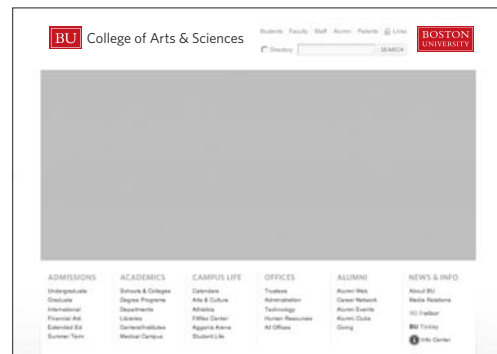
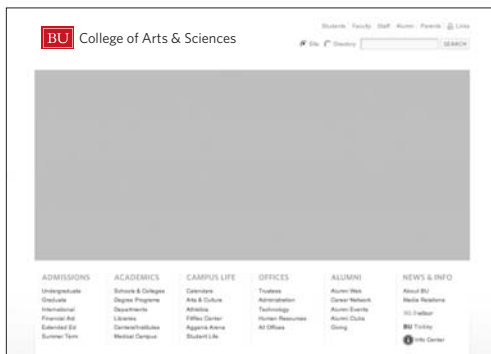
DO use the signature as a lockup.

X DON'T separate the elements of the signature or use the BU icon alone.



DO use the signature as the primary mark on websites.

X DON'T use the signature and the master logo together as primary marks on websites.

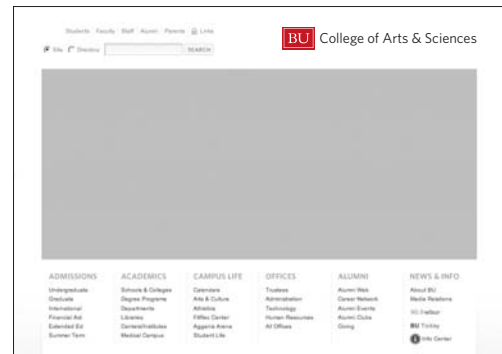
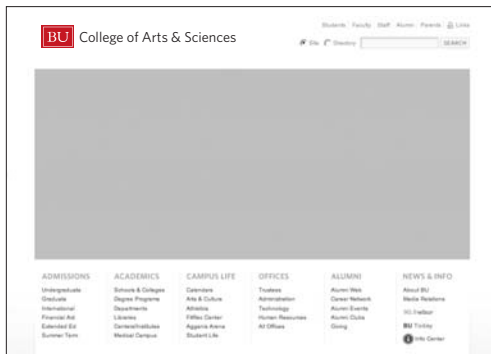


- Artwork
- Components
- Usage
- Variation
- Placement
- Colors
- Do and Don't

Sub-brand Signature **Do and Don't** cont.

DO anchor the signature to the left side of printed materials, websites, and other forms of communications.

X DON'T place the signature in the center or right of communications materials.



DO use the signature as a replacement for the master logo.

X DON'T use the sub-brand signature and master logo together.



- Artwork
- Components
- Usage
- Variation
- Placement
- Colors
- Do and Don't

Sub-brand Signature **Do and Don't cont.**

DO use the signature on the back cover when the master logo and sub-brand logotype are placed on the front cover.

X DON'T use the sub-brand signature and master logo together.

FRONT COVER



FRONT COVER



BACK COVER



BACK COVER



University Seal **Usage**

The Boston University seal is used for only the most formal occasions, appearing on University diplomas, formal invitations, and ceremonial documents deemed appropriate by the Office of the President. It is not downloadable and may not be used as a graphic element without permission from the Office of Marketing and Communications. Please visit www.bu.edu/brand for more information.



Typography **Working with Type**

Font selection is a key component in the creation of successful communications. Typography should work in concert with the overall design, photography, and editorial writing to help describe and define the University brand. Since our intention is to depict Boston University as a 21st-century university that is modern, urban, confident, diverse, and dynamic, choosing the right style of type is critical. There are many fonts available, but generally we recommend that you:

USE CLEAN AND CLASSIC FACES, WITH A PREFERENCE FOR SANS-SERIF FONTS

DON'T USE FONTS THAT ARE OVERLY STYLIZED

DON'T USE BOSTON UNIVERSITY RED FOR TEXT COLOR

DON'T USE TYPE WITH DROP SHADOWS

DON'T USE OUTLINE TYPE

AVOID CONDENSING, EXCESSIVE TRACKING, OR HORIZONTAL SCALING

USE ITALICIZED STYLES SPARINGLY

Typography **Primary Typeface**

WHITNEY

Whitney bridges the needs of editorial typography and public signage with a single design. Its compact forms and generous x-height use space efficiently, and its ample contours and open shapes make it clearly legible under any circumstances. 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. Key features of Whitney are:

ECONOMY Whitney was designed to work in crowded environments, so its shapes are especially space-efficient in text sizes.

CLARITY Whitney's forms were shaped with both distance reading and material fabrication in mind.

LANGUAGE SUPPORT OpenType editions of Whitney contain H&FJ's Latin-X® character set, covering more than 100 languages throughout the world—including all of Central Europe.

INDICES Whether it's enumerating the steps in a research project or marking key places on a map, a set of circled numbers comes in handy. The Whitney Index package includes these, premade, in 16 different styles.

NUMERICS For tables and charts, each of Whitney's styles offers a companion "Numeric" range that contains tabular figures and fractions.

Two of the 52 styles available for Whitney are represented below. For more information and to purchase, visit the website www.bu.edu/brand.

WHITNEY BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?+=

WHITNEY SEMIBOLD SMALLCAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()?+=

Editorial **Messaging**

The Office of Marketing and Communications has developed for your reference an example of voice and tone that conveys the University brand editorially (shown on the following page). If you have any questions about these editorial guidelines, please contact the director of editorial services in the Office of Creative Services at:

WWW.BU.EDU/BRAND/CONTACT

Editorial **Voice and Tone**

In general, the tone of Boston University communications should be vibrant, smart, bold, and authentic. The voice, or persona, for the brand should be confident, but also down-to-earth and personal. Boston University should not sound institutional, stilted, or overly authoritative. We want to speak clearly and simply, without artifice.

YOU STAND ON A STREET CORNER ON THE BU CAMPUS AND WHAT DO YOU HEAR?

EVERYTHING.

YOU HEAR THE RAUCOUS, BUZZING, ANIMATED SOUND OF THE WORLD SPINNING AROUND YOU. YOU HEAR TWENTY DIFFERENT LANGUAGES SPOKEN IN A HUNDRED DIFFERENT DIALECTS. YOU HEAR THOUGHTS YOUR BRAIN HASN'T WRAPPED ITSELF AROUND YET, IDEAS SWIMMING UPSTREAM INSTEAD OF DOWN, PHILOSOPHIES AND OPINIONS MOVING ACROSS ALL TIME ZONES AT ONCE. YOU HEAR, AND YOU SEE, A VERITABLE COOL PARADE. FROM COMM. AVE. TO THE SOUTH END, THIS SOUND IS ABOUT STUDENTS AND TEACHERS CONNECTING TO ONE ANOTHER REGARDLESS OF HOW FAR THEY CAME, HOW DIFFERENT THEIR BACKGROUNDS. YOU STAND IN THE MIDDLE OF THIS COSMOPOLITAN MELTING POT AND YOU SEE POSSIBILITIES ALL AROUND YOU. AND YOU WONDER: DID YOU CHOOSE IT? OR DID IT CHOOSE YOU?

THIS IS WHERE FASHION MEETS HIGHER EDUCATION AND IT ALL LOOKS MODERN AND COOL AND DECIDEDLY WITH-IT. WE CAPTURE BU DOCUMENTARY-STYLE ON A STAGE POPULATED BY A CAST OF 30,000 OF THE MOST WORLDLY, ENGAGED, INTERESTING INDIVIDUALS AROUND.

Editorial **Style Guide**

The Editorial Style Guide is intended to help writers and editors communicate clearly and consistently about Boston University in print and electronic media. The guide recommends ways to present information about the University and its faculty, departments, research centers, and events, and includes some grammar and punctuation tips. It addresses the most common questions that arise at BU about titles and tricky wording, but it is not a comprehensive grammar manual or dictionary. The Office of Editorial Services will continue to update the guide as new words enter the mainstream and various issues of usage and style evolve.

For more detail on capitalization, punctuation, and abbreviation, please see *The Chicago Manual of Style*, the University's standard reference. For spelling, word division, and helpful usage notes, refer to *Merriam-Webster's Collegiate Dictionary*. You can view these resources and a list of common proofreader's marks on our website:

WWW.BU.EDU/BRAND/EDITORIAL

Image **Library**

Our digital archive of photographic images includes high-resolution versions for print and low-resolution versions for websites. You can access the Image Library at:

WWW.BU.EDU/BRAND

Image **Style**

PHOTOGRAPHY

Photography style is another key component in the creation of successful brand communications. Design, typography, writing, and photography all work together to define the Boston University brand. The visual vernacular used to depict Boston University is crucial. The intention is to depict Boston University as a 21st-century university that is modern, urban, confident, diverse, and dynamic. Although your photography selections are determined by the needs of the individual project, generally we recommend images that:

REPRESENT JOURNALISTIC STYLE

APPEAR UNSTAGED AND SPONTANEOUS (WITH THE EXCEPTION OF PORTRAITS)

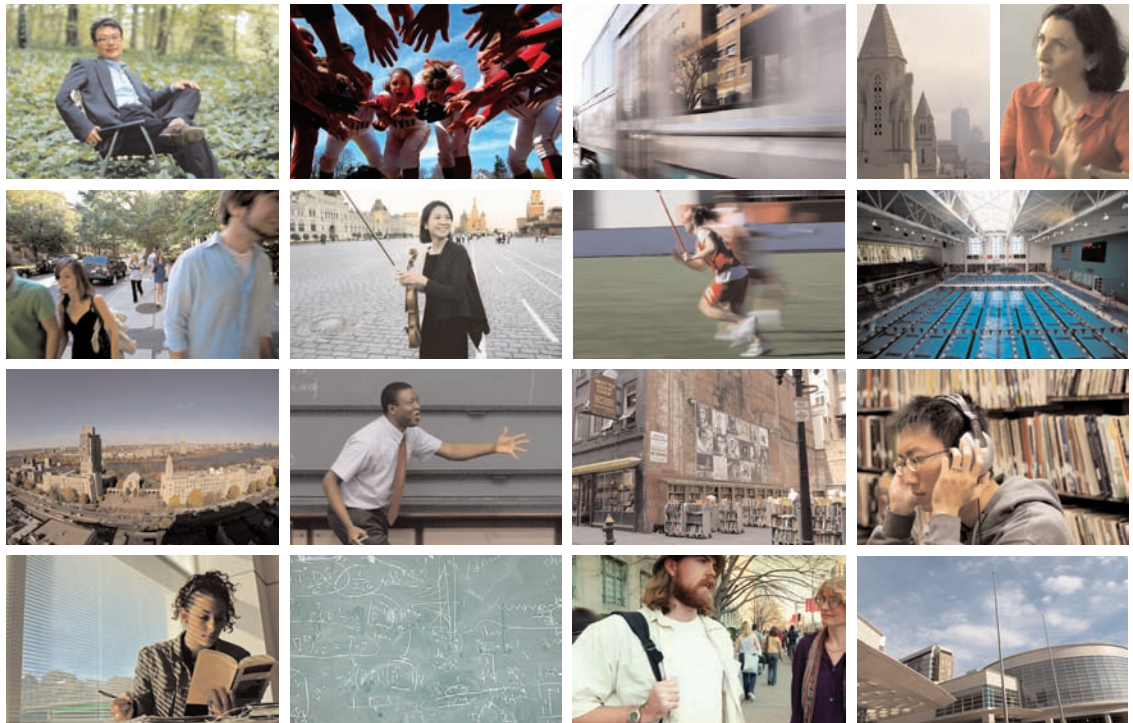
REFLECT THE DYNAMIC URBAN ATMOSPHERE OF THE BU CAMPUS

USE SIMPLE OR WHITE BACKGROUNDS FOR PORTRAITS

MAKE ENOUGH IMPACT TO BE USED BY THEMSELVES IN A LARGER SIZE

WORK TOGETHER AS SMALL IMAGES IN A GRID FORMAT

Image Sampling



[Introduction](#)

Business Card

Letterhead

Envelope

Mailing Label

Stationery **Introduction**

The stationery system is the University's most widely used communications tool. Its components, both individually and as a whole, are designed to create a coherent visual identity through consistent use. Therefore, all stationery should follow University guidelines.

The stationery system features the master logo and is printed in two colors, BU red and black. Unless otherwise noted, all stationery items are printed on unwatermarked Mohawk Strathmore Script 100% PC White Smooth. It is a recycled eco-conscious paper, FSC, carbon neutral, green-e, and 100% post-consumer waste.

To place an order, or for more information, please visit:

WWW.BU.EDU/BRAND

Introduction

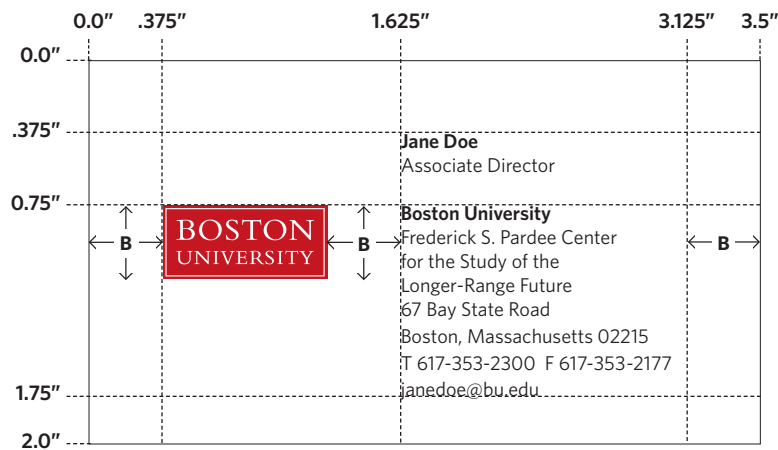
Business Card

Letterhead

Envelope

Mailing Label

Stationery Business Card



Introduction

Business Card

Letterhead

Envelope

Mailing Label

Stationery Letterhead



Introduction

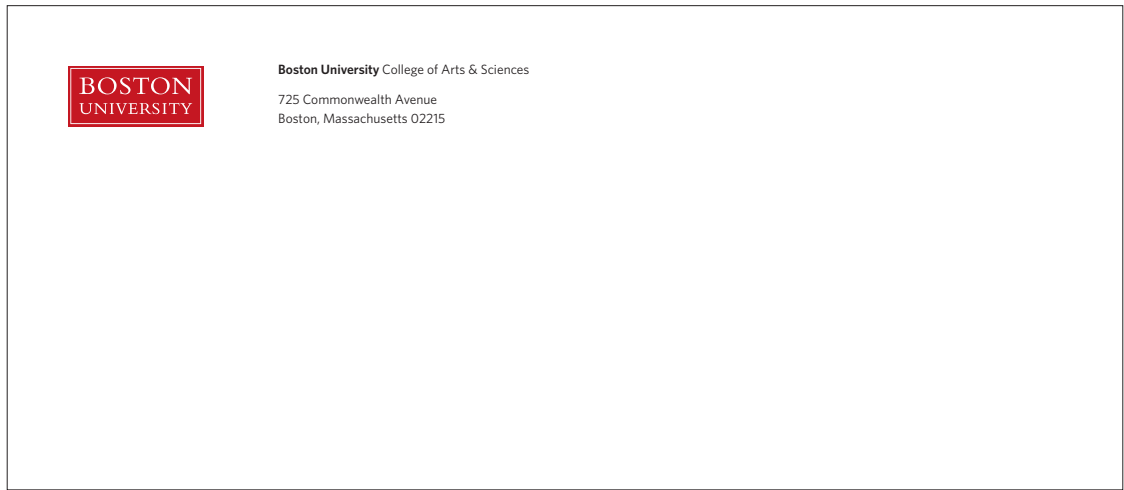
Business Card

Letterhead

Envelope

Mailing Label

Stationery **Envelope**



60% OF ORIGINAL

Introduction

Business Card

Letterhead

Envelope

Mailing Label

Stationery **Mailing Label**



Boston University College of Arts & Sciences

725 Commonwealth Avenue

Boston, Massachusetts 02215

Appendix **Schools and Colleges**

Boston University College of Arts & Sciences



Boston University College of Arts & Sciences



College of Arts & Sciences

Appendix **Schools and Colleges cont.**

Boston University College of Communication



Boston University College of Communication



Boston University College of Communication

Appendix **Schools and Colleges cont.**

Boston University College of Engineering



Boston University College of Engineering



Boston University College of Engineering

Appendix **Schools and Colleges cont.**

Boston University College of Fine Arts



Boston University College of Fine Arts



Boston University College of Fine Arts

Appendix **Schools and Colleges cont.**

Boston University College of General Studies



Boston University College of General Studies



Boston University College of General Studies

Appendix **Schools and Colleges cont.**

Boston University College of Health
& Rehabilitation Sciences: Sargent College



Boston University College of Health
& Rehabilitation Sciences: Sargent College



College of Health & Rehabilitation Sciences
Sargent College



College of Health & Rehabilitation Sciences

Appendix **Schools and Colleges cont.**

Boston University Goldman School of Dental Medicine



Boston University Goldman School of Dental Medicine



Boston University Goldman School of Dental Medicine

Appendix **Schools and Colleges cont.**

Boston University Graduate School of Arts & Sciences



Boston University Graduate School of Arts & Sciences



Boston University Graduate School of Arts & Sciences

Appendix **Schools and Colleges cont.**

Boston University Metropolitan College



Boston University Metropolitan College



Metropolitan College

Appendix **Schools and Colleges cont.**

Boston University School of Education



Boston University School of Education



Boston University School of Education

Appendix **Schools and Colleges cont.**

Boston University School of Hospitality Administration



Boston University School of Hospitality Administration



Boston University School of Hospitality Administration

Appendix **Schools and Colleges cont.**

Boston University School of Law



Boston University School of Law



Boston University School of Law

Appendix **Schools and Colleges cont.**

Boston University School of Management



Boston University School of Management



Boston University School of Management

Appendix **Schools and Colleges cont.**

Boston University School of Medicine



Boston University School of Medicine



Boston University School of Medicine

Appendix **Schools and Colleges cont.**

Boston University School of Public Health



Boston University School of Public Health



Boston University School of Public Health

Appendix **Schools and Colleges cont.**

Boston University School of Social Work



Boston University School of Social Work



Boston University School of Social Work

Appendix **Schools and Colleges cont.**

Boston University School of Theology



Boston University School of Theology



Boston University School of Theology

Appendix **Schools and Colleges cont.**

Boston University Academy



Boston University Academy



Boston University Academy

Appendix **Centers and Institutes**

Boston University Center for International Relations



Boston University Center for International Relations

 **Center for International Relations**

Boston University College of Arts & Sciences
Center for International Relations



Boston University College of Arts & Sciences
Center for International Relations

Appendix **Centers and Institutes cont.**

Boston University Institute for Geriatric Social Work



Boston University Institute for Geriatric Social Work

 Institute for Geriatric Social Work

Boston University School of Social Work
Institute for Geriatric Social Work



Boston University School of Social Work
Institute for Geriatric Social Work

Appendix **Offices**

Boston University Admissions



Boston University Admissions



Appendix **Services**

Boston University Campus Dining Services



Boston University Campus Dining Services



Campus Dining Services

