

PRIMARY MARKS



WORD MARKS



SECONDARY MARKS



RHETT MARKS

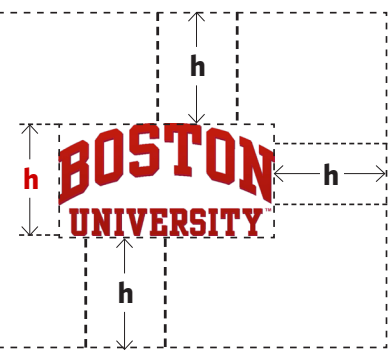


Boston University Club & Intramural Sports

VERBIAGE

Boston University™
 Boston™
 Boston University Club Sports™
 Boston University Intramural Sports™
 Boston University *Club Name*™

SPACING REQUIREMENTS



A clear zone of **h** (where **h** equals the height of the whole logo) around the logo gives it the space it needs to stand out.

BASIC FACTS

SCHOOL LOCATION Boston, MA
MASCOT Terriers
MASCOT NICKNAME Rhett
ESTABLISHED DATE 1839
SCHOOL TYPE Private, non-sectarian

COLOR INFORMATION

You must use the approved University colors or the *PANTONE® colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

SCHOOL COLORS	PANTONE COLORS	THREAD COLOR	
BOSTON RED	PANTONE 200	MADERIA 1147	RA 2263
BOSTON LIGHT GRAY	PANTONE COOL GRAY 5	MADEIRA 1118	RA 2481
BOSTON DARK GRAY	PANTONE COOL GRAY 11	MADEIRA 1040	RA 2404
WHITE	WHITE	WHITE	WHITE
BOSTON RED	BOSTON LIGHT GRAY	BOSTON DARK GRAY	

ADDITIONAL RULES FOR LOGO USE

- **Teams must submit a proof of proposed use of any BU logo or verbiage on any item or clothing before production.** Requests must be approved by the Club Sports Office.
- Do not manipulate these logos in any way including, but not limited to, turning them on their side, changing the colors, adding words, redrawing them, using different fonts, or adding the logo to, over, or under another graphic.
- The logo (excluding Rhett) can be white on a red background, red on a white background, or red on a light gray background.
- For a shirt/top, a small logo can be located on the left breast or a large logo across the chest (proportional to the shirt).
- For pants, logo must be small and located on the front of the left thigh.
- Nothing can be located near, touching, covering, or cluttering a logo. Blank space around the logo must be equal to the height of the logo. (See "Spacing Requirements" illustration above)
- NO REFERENCES to alcohol, drugs, tobacco, or related products may be used in conjunction with University marks.
- Interlocking BU on black for specific items only. Consult Club Administrator.