

COLORS

Dominant Colors

Teal (dark)
#2D8288

Teal (light)
#38A1A8

Cream
#FAF8FS

Galaxy
#362B55

Purple
#4A5275

BU Red
#CC0000

Accent Colors

Pine
#184649

Lagoon
#6DF3EB

Violet
#765BFA

Goldenrod
#FECB2F

Crimson
#990000

Red Hot
#EE0000

White
#FFFFFF

Black
#000000

TYPE

Archivo

Primary BUSSW typeface. Used for designed materials and website.

Regular	ExtraBold	<i>Italic</i>
Bold	Black	<i>Bold Italic</i>

Whitney

Primary BU typeface. Used for emails, documents, presentations, and other platforms that don't have advanced design capabilities.

Whitney Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Whitney Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Other Options

If neither Archivo nor Whitney is available, you may use other clean, modern typefaces (sans serif preferred).

Other supported fonts include BentonSans and Tiempos (serif).

LOGO

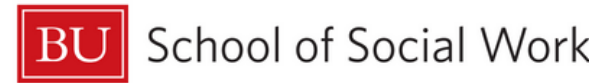
Guidelines

Correct logo use is important and often complicated. Please check in with the BUSSW MarCom team (ssw-marcom@bu.edu) before using our logo in any digital or print materials, and before sharing with any third-party affiliates or other groups/individuals.

No time to check in?
Instead of using a logo, write out our full school name (Boston University School of Social Work) in the same font – typeface, size, and style – as the body text.

Learn more about logo use and brand standards at bu.edu/brand/guidelines.

Sub-Brand Signatures



Sub-Brand Logotype*

Boston University School of Social Work

* In external materials, use the sub-brand logotype and the university plate:

