

10 Tips for BU Wheelock Branding

1 Official Name of the College

Boston University Wheelock College of Education & Human Development

Want to shorten it?

To shorten the name of the college after the first mention, use **BU Wheelock**. This can be used for material meant for students, faculty, staff, and alumni. Except in specific cases, do not use any abbreviations such as WCEHD, WED, or SED.

2 BU Wheelock Logo

Our logo is provided by by Boston University Marketing & Communications. It should not be manipulated or altered in any way.

[Guidelines on how to use the logo.](#)

[Download our logo.](#)

3 Other Logos

If you need a logo for your center or program, BU Marketing & Communications can provide this. [Contact us](#) for more information.

4 Colors

Boston University's official colors are red and black. Like in this document, we recommend incorporating white when using these colors. While colors other than black, white, and red are permitted, it is important to consider [color selection and accessibility](#).



BU Red
RGB - 204 0 0
CMYK - 0 100 75 4
HEX - CC0000
PMS - 186



Black
RGB - 4541 38
CMYK - 63 62 59 94
HEX - 2D2926
PMS - Pantone Black

5 Rhett the Terrier

While we all love Rhett, unfortunately his use can only be authorized by BU Athletics. This means that we are **NOT** permitted to use him or anything with his likeness in **ANY** material without their permission.

6 Font

Whitney is BU's official font. If you cannot find Whitney, please use the font Arial.

Tip:

Whitney Semi-bold works well for headers

Whitney Book works well for body text.

7 Apparel & Swag

Getting the branding of apparel and swag is very important because these items act as walking advertisements for both the college and BU. Designs should follow **ALL** of the above guidelines. If you have any questions or concerns about whether your next order adheres to these guidelines, please **contact us**.

8 Presentations

We provide a general PowerPoint template for any presentation you have that would require branding.

Template

9 Social Media

With students, partners, alumni, and more engaging with us every day on all channels, social media is an important part of our brand. Make sure you are following our pages and engaging with our content on the pages linked below.

Do you have news to share on our social channels?

Fill out our online contact form.



10 Additional Resources

- Attend a BU **Brand 101 Information Session**
- Visit BU Wheelock's **Marketing & Communications Page**
- Visit BU's **Marketing and Communications Brand Guidelines**
- **Reach out** to BU Wheelock Marketing and Communications