

# Wheelock College of Education & Human Development

## Brand Style Guide

SPRING 2024

# How to Use This Guide

**Boston University Wheelock College of Education & Human Development** is preparing our students to have a real, tangible impact in the world. So, no matter what form of communication you are developing, it's important to convey this mission to our audiences. Let them know that Wheelock firmly believes in the ability to transform human potential through our programs, research, community engagement, and commitment to social justice.

**Be bold. Be confident. Be unwavering in what you say and how you say it.** In the following pages, you'll see examples of style, usage, and tone that will allow Wheelock to speak with one voice as we tell our story to a range of different audiences.

# Visual Identity

# Color Palette

**Our color palette** is warm and earthy but vibrant to create a sense of approachability and community and to also be visually engaging. White is the preferred background color.

The primary colors listed on the palette can be used on any medium. The Primary Red color should only be used sparingly for 1–2 callouts on a page. The background colors listed offer a more neutral color option if needed.

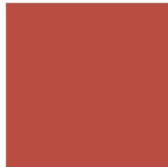
When producing digital posts or ads, it is recommended to use a color background to avoid blending into typical white site backgrounds.

The “Web-Only” color is not recommended for print because the CMYK versions will not reproduce well for text, especially at smaller sizes. Use black for body copy and one of the other primary colors for bolder text and headlines.

## Primary Colors (Print and Web)



**Primary Red**  
RGB: 230, 59, 40  
CMYK: 0, 74, 83, 10  
HEX: #E63B28



**Red Muted**  
RGB: 185, 77, 65  
CMYK: 0, 58, 65, 27  
HEX: #B94D41



**Primary Gold**  
RGB: 180, 138, 0  
CMYK: 0, 23, 100, 29  
HEX: #B48A00



**Primary Blue**  
RGB: 57, 120, 133  
CMYK: 57, 10, 0, 48  
HEX: #397885



**Dark Blue**  
RGB: 27, 57, 64  
CMYK: 58, 11, 0, 75  
HEX: #1B3940



**Primary Green**  
RGB: 186, 193, 6  
CMYK: 3, 0, 97, 24  
HEX: #BAC106

## Background Colors



**Background Grey**  
RGB: 232, 237, 237  
CMYK: 2, 0, 0, 7  
HEX: #E8EDED



**Primary Body Text**  
RGB: 95, 100, 99  
CMYK: 5, 0, 1, 61  
HEX: #5F6463

## Web-Only Color



**Primary Link**  
RGB: 0, 116, 129  
CMYK: 98, 10, 0, 49  
HEX: #007481

**Wheelock uses** the fonts Roboto and Roboto Condensed in Regular and Bold weights. Roboto is a modern sans serif with soft curves that make it approachable and emphasize human connection. It draws attention without appearing overly rigid.

Uppercase and lowercase is preferred, but if you have a short headline on a digital ad, all caps can stand out better and save space.

Keeping typography in contrasting colors from its background is needed no matter which case you use.

If you are using the Adobe Creative Suite, Canva, or Google Docs, Roboto is available for free through the application. If you do not have Roboto, another font such as Helvetica, Franklin Gothic, or Arial may be used.

Roboto Regular

**Roboto Bold**

Roboto Condensed Regular

**Roboto Condensed Bold**

# Photography

**At BU, we're storytelling with our photography.** That means interesting angles, candid classroom moments, and images showcasing faculty/student diversity.

Keep the following recommendations in mind:

- Feature 3-4 people in an image to show engagement.
- Use images taken in classrooms sparingly.
- Show impact by using images of faculty/students in their research/work environments.
- Use images that are authentic to our work (eg, avoid images of people in lab coats to show research).

As a first step, check out the [BU Wheelock General Photo Library](#) for basic photo options. If you have additional needs, please contact the Wheelock Marketing & Communications team.

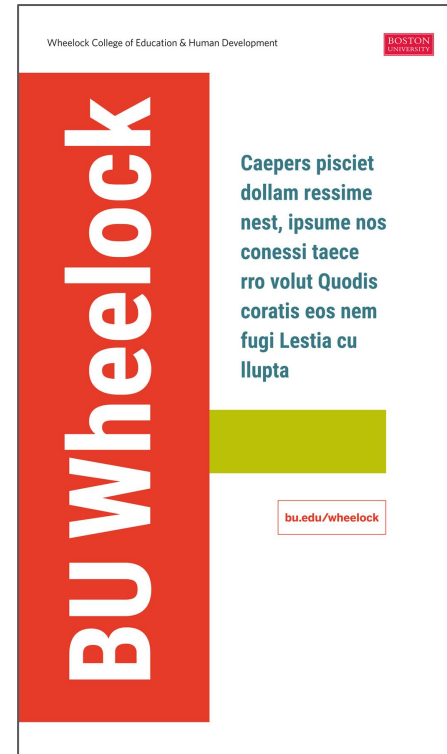


# Visual Style: Print Materials

**Our visual language** balances geometric elements of squares and rectangles with a torn-paper effect on photos to bring a tactile and organic feel to the design and create a visual contrast with the graphic shapes.

Headlines should be set in upper- and lowercase letters. This is more approachable than using all capitals.

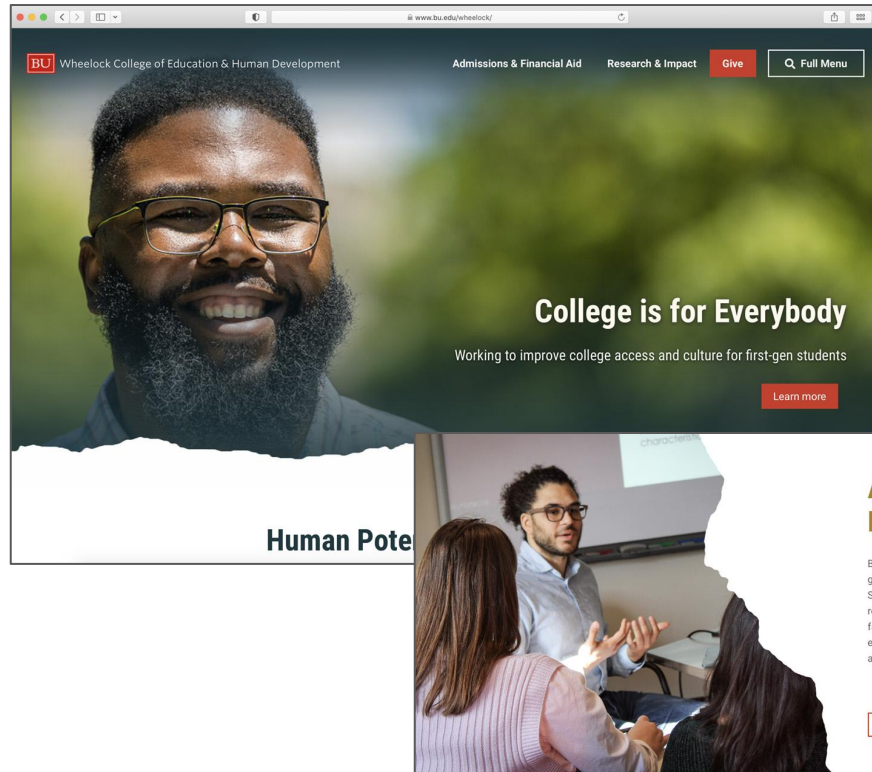
This mix of playful and serious shapes makes the design engaging but still suitable for educational content. These sample pop-up banners show effective use of our color combinations, as well as options both with and without images.



# Visual Style: Website

**Our website** is clean and easy to navigate. The torn-paper effect adds an organic and tactile quality that makes Wheelock appear more modern and approachable.

The torn-paper element should be used sparingly on Wheelock Marketing & Communications approved pieces.



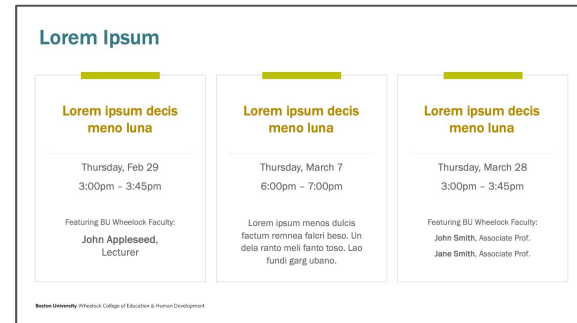
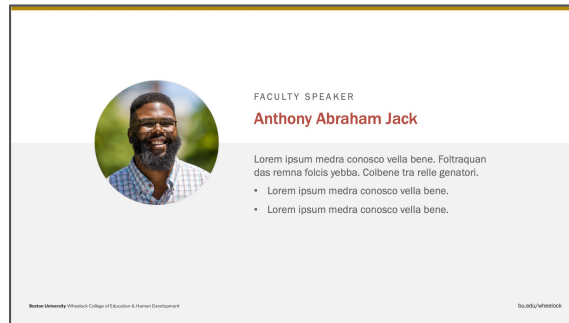


# Visual Style: PowerPoint Slides

**A comprehensive, flexible PowerPoint template** has been produced for you to create your own presentations in the Wheelock style.

Please note: All branding on the templates cannot be removed. The BU plate & sub-brand logo must be on the cover and final page and the sub-brand logo must be on the interior pages.

If you would like access to this template, please contact the Wheelock Marketing & Communications team.



# Visual Style: One-Sheet

This sample design of a one-sheet handout or flyer shows how the Wheelock visual style can be used in a minimal way to give ample space for copy and photos.

Please note: The sub-brand and the University plate can be separated and used on the top and bottom of any given printed page. In this case, it is all in the upper area.

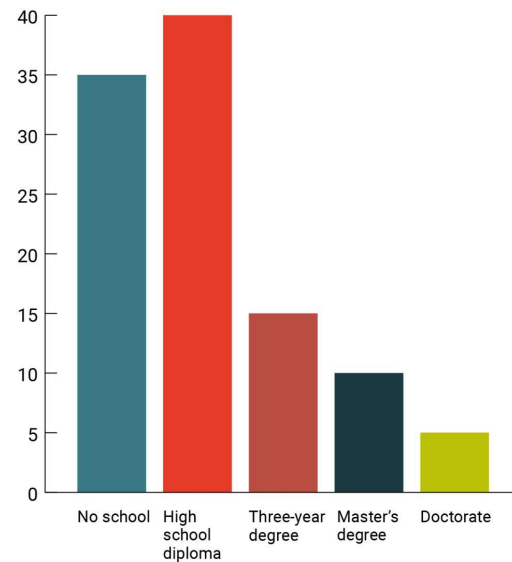
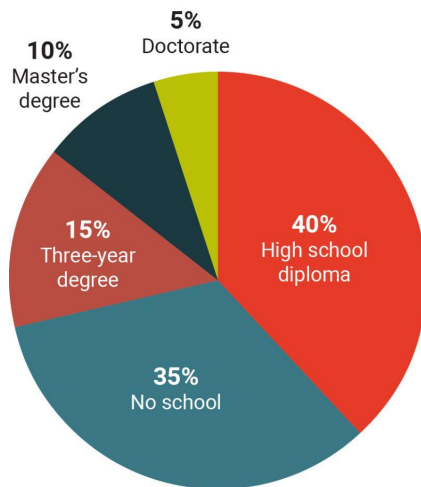
A one-sheet template is available with style sheets for headlines and text (in two sizes depending on the amount of copy) as well as color swatches.

For additional information contact the Wheelock Marketing & Communications Office or visit [bu.edu/brand](https://bu.edu/brand) for general BU brand guidelines.



# Visual Style: Charts

**Examples of** using the Wheelock color palette for simple, clear pie and bar charts to quickly communicate information. This style would work well in infographics on the site or print materials.



# Visual Style: Emails

**Example** of the current Wheelock Mailchimp email newsletter (e-newsletter) template utilizing color and accents from the website to maintain a cohesive visual style.

Make sure to include proper branding in the bottom of your email as seen in the sample Wheelock Email Newsletter circled here.



## Short Considerations

To subscribe to this newsletter, email [email@bu.edu](mailto:email@bu.edu)

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Duis [aute irure dolor](#) in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

For all matters regarding aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Duis [aute irure dolor](#) in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur, please contact Associate Director, [Jessica Smith](#) at 617-358-8887.



**Boston University** Wheelock College of Education & Human Development  
2 Silber Way, Boston, MA 02215



Copyright © "CURRENT\_YEAR" "LIST:COMPANY". All rights reserved.  
"IFNOT:ARCHIVE\_PAGE" "LIST:DESCRIPTION"

Our mailing address is:  
"HTML:LIST\_ADDRESS\_HTML" "END:IF"

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).

"IF:REWARDS" "HTML:REWARDS" "END:IF"

# Visual Style: Social Media

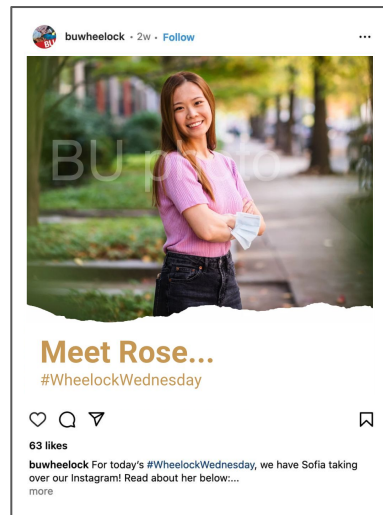
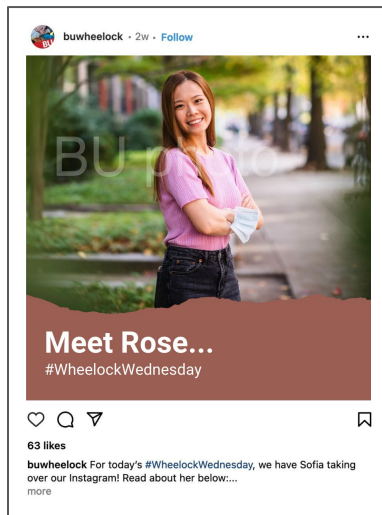
This example of a social media post (in this case, Instagram) seamlessly integrates the Wheelock aesthetic in the graphic/photo area while still keeping to the proper BU social media icon for Wheelock.

This same type of graphic could be applied to any social media platform.

With the BU social avatar and branding on your respective social pages, there's no need to include the University plate or the Wheelock sub-brand, allowing the content to speak for itself and focus on social media-optimized designs. Please note: BU social avatars should only be used on official Wheelock social media channels.

Check out the link below for a template example on Canva.

- [Wheelock IG Post Template](#)



# **Wheelock Abbreviations**

# Approved Brand Abbreviations

## Full Name:

Boston University Wheelock College  
of Education & Human Development.

The full name should be used the first time  
name is in full text.

## Approved Abbreviations:

- Wheelock College  
of Education & Human Development
- BU Wheelock
- Wheelock

“Boston University” or “BU” may precede  
the names to clarify its affiliation, as  
dictated by context and at the discretion of  
Boston University.

Wheelock may only be used when Boston  
University is nearby or present in the  
communication.

## Alumni Affiliation:

(Wheelock'XX) may be used to denote  
school and graduation year for students  
and alumni.

# **BU** Logo Guidelines



# BU Logo Guidelines

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## We all benefit from the name “BU.”

While our schools, colleges, and centers have individual identities and missions, we share a common spirit of innovation, curiosity, and commitment. When we communicate with the world—whether through print, digital, or social media—we should present ourselves with a powerful, unified voice—a voice describing an institution that is modern, dynamic, confident, and global. One that knows no boundaries.

The next few pages provide an overview of the BU logo, sub-brands, co-branding, and social media guidelines as it relates to messaging and communications for Wheelock College.

For additional information on the BU Brand’s voice & tone, design, and communication materials, visit: [bu.edu/brand](https://bu.edu/brand).

# BU Brand Overview

## Boston University Logo

Sometimes called University plate, or the plate, this is how Boston University identifies itself.

This is our logo for all marketing and communications work, and proper and consistent usage helps strengthen our brand wherever it may go.

### Always give it room to breathe.

Spacing on all sides must be the height of the logo. The plate should also be sized appropriately, and not too large as the red is very bold.

For more information on the University plate, visit [bu.edu/brand](https://bu.edu/brand).



## Boston University Seal

Yes, we have a seal, but it's never used as a logo. It is *only* to be used in support of Commencement and/or with approval of the president.



# BU Brand Overview

## Sub-brand Logo System

The sub-brand logo system is how we identify specific entities (like departments) within BU, using the University plate or icon along with the sub-brand logotype for your area.

Logotypes with the plate can be used in any format, but when using a sub-brand signature (a lockup of icon and logotype), always be sure to use the appropriate print-only or digital-only lockup for proper spacing, legibility, and color formatting in each medium.

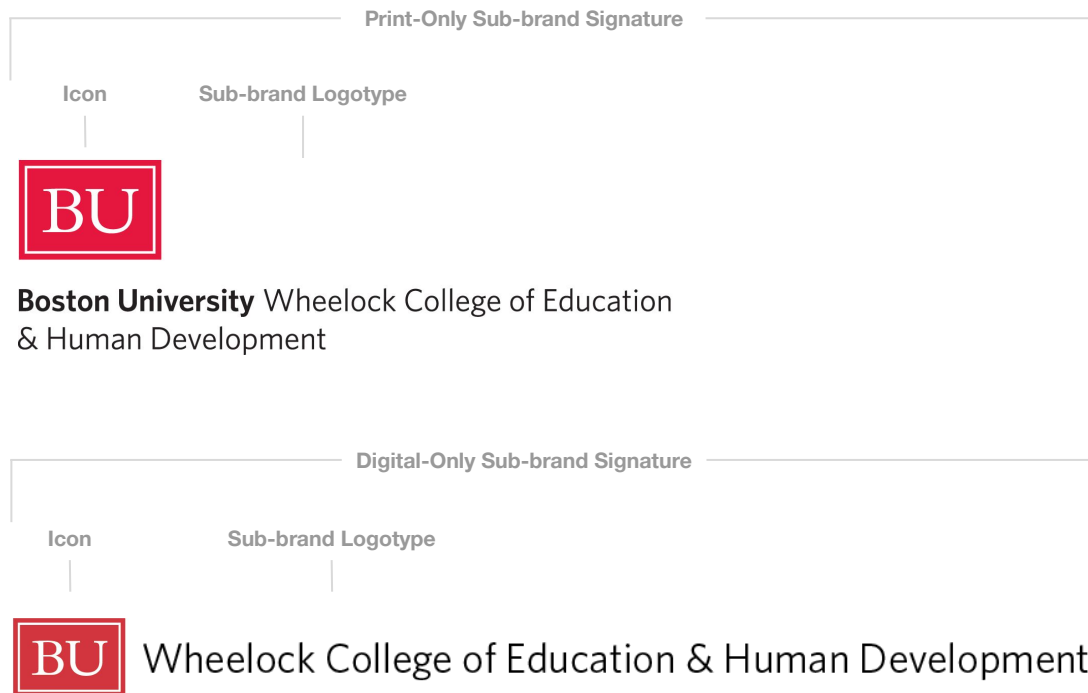


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# BU Brand Overview

## Sub-brand Logo System

To the right, you'll find the examples for sub-brands under Wheelock using the University plate, the icon, logotypes, and sub-brand signatures for print and digital formats. All logotypes must appear alongside the University plate or icon.

**Note:** Sub-brand signatures that use the icon are considered informal, *and should only be used for communications to internal audiences within the University.*

For more information and full instructions on the sub-brand logo system, including the University plate, the icon, and formatting for print and web, visit [bu.edu/brand](https://bu.edu/brand).

*University plate with Sub-brand Logotype  
CAN BE USED FOR BOTH PRINT AND DIGITAL FORMATS.*



**Wheelock College of Education & Human Development**  
Equity, Diversity & Inclusion

*Print-Only Sub-brand Logotype  
MUST APPEAR WITH PLATE OR ICON.*

**Boston University** Wheelock College of Education & Human Development  
Equity, Diversity & Inclusion

**Boston University** Wheelock College of Education  
& Human Development  
Equity, Diversity & Inclusion

*Print-Only Sub-brand Signature  
FOR LEGIBILITY, THE LOGOTYPE MUST APPEAR BELOW  
THE ICON.*



**Boston University** Wheelock College of Education & Human Development  
Equity, Diversity & Inclusion



**Boston University** Wheelock College of Education  
& Human Development  
Equity, Diversity & Inclusion

*Digital-Only Sub-brand Logotype  
MUST APPEAR WITH PLATE OR ICON. FOR LOGOTYPES IN WEB, A COLON  
MUST BE USED TO SUIT RESPONSIVE FRAMEWORKS.*

**Boston University** Wheelock College of Education & Human Development:  
Equity, Diversity & Inclusion

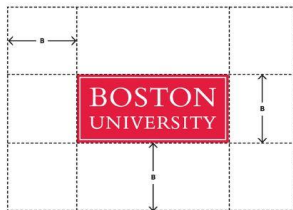
*Digital-Only Sub-brand Signature  
TO MINIMIZE SPACE, THE LOGOTYPE SHOULD APPEAR  
IN LINE WITH THE ICON.*



**Wheelock College of Education & Human Development**  
Equity, Diversity & Inclusion

# BU Plate Usage Cheat Sheet

## University Logo



### GIVE THE LOGO ITS OWN SPACE

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

### BOSTON UNIVERSITY RED

#### 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   |



### PRIMARY TYPEFACE: WHITNEY

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.

For letter writing and web work, Arial is recommended.

## Sub-brand Logotype

**Boston University** College of Arts & Sciences

**Boston University** College of Arts & Sciences  
Department of Biology

**Boston University** Photonics Center



### TREAT THE LOGO-TYPE AS ARTWORK, NOT AS TYPOGRAPHY

The sub-brand logotype must appear either with the University logo or as part of a sub-brand signature.

### BLACK AND REVERSE SIGNATURE AND UNIVERSITY LOGO



## Sub-brand Signature

**BU** Global Programs  
Study Abroad

Signature Top-Tier  
digital only



**Boston University** College of Arts & Sciences  
Department of Biology

Signature Top-Tier  
print only

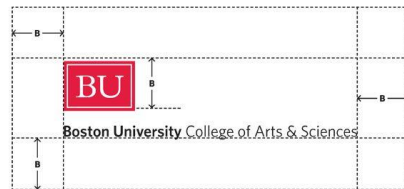
**BU** Photonics Center

Signature Top-Tier  
print or digital

### SIGNATURES CAN ACT AS THE PRIMARY MARK ON SOME PIECES

You may use the sub-brand signature as primary branding on school or college print collateral and websites. However, the University logo should appear on all print collateral in a secondary position: e.g., the back cover.

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



When developing marketing communications, we recommend that you refer to our full brand guide at [bu.edu/brand](https://bu.edu/brand).

# BU Brand Wordmarks

Some BU programs use wordmarks, marks, and tagline treatments in addition to the BU plate and sub-brand logo system. **These are NOT logos.** Below, you'll find a summary of when and how these elements should be used. For more information, visit [bu.edu/brand](https://bu.edu/brand).

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## Wordmark

Represents an entity, program, or communications series, which should appear in the content section of your communications. Made up of typography and a mark. It *must* be present with either a sub-brand signature or the University plate, *may* appear with a tagline, and should *never* appear alongside the school or college name. Example can be seen [here](#).



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## Mark

Like a wordmark but without typography, this should appear in the content section of your communications. It *must* be present with either a sub-brand signature or the University plate, *may* appear with a tagline, but is *not recommended* with the school or college name.

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# BU Brand Overview

## BU on Social Media

When representing your University entity on social media, use the following requirements for a consistent look and feel.

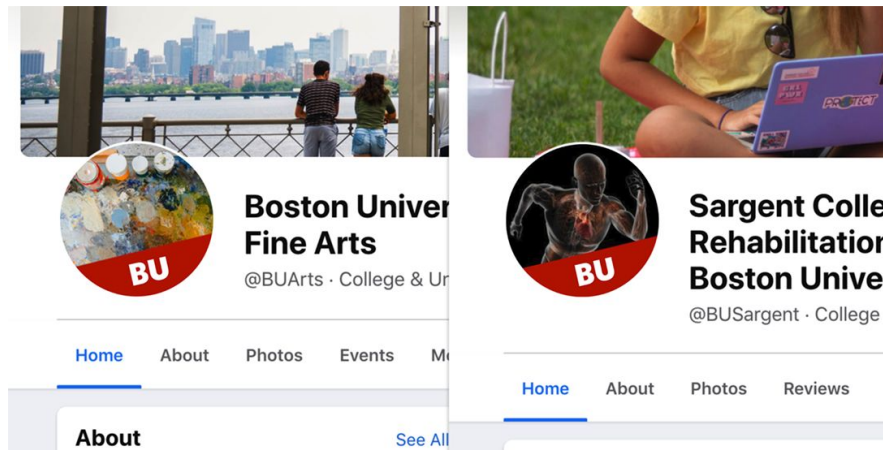
“Boston University” must be spelled out in the social media title, along with the full name of your school, college, or entity. “Boston U” or “Boston Univ” is acceptable in tight spaces, but “BU” is not permitted (except as an “@” handle).

Because we want to maintain a “small, yet big” feel, schools, colleges, and programs can have a unique image through a BU social avatar. Reminder, social avatars may only reflect official Wheelock entities and cannot be made for personal use.

Here are some tips:

- Pick an image with a centered or center-left focus
- Keep it simple and graphical, with no added text
- Save your file as a .png with a transparent background

To download a template for BU Brand–approved social media avatars, visit [bu.edu/brand](https://bu.edu/brand).





# **Additional Resources**

# Contact Information

## Got questions?

This guide presents the general principles for working with messaging, color, typography, and photography, and provides guidance in using the Boston University (BU) Brand. It is also a continuous work in progress and will be updated as guidelines and recommendations change.

Guidelines and use-case examples for each are included in this document for reference.

For marketing & communication questions, please contact the Wheelock Marketing & Communications office.

Full BU Brand guidelines are at [bu.edu/brand](https://bu.edu/brand).