



SUFFOLK UNIVERSITY

BOSTON

SECTION 1: VISUAL IDENTITY GUIDELINES

Introduction

This resource is intended to help all those who communicate on behalf of Suffolk University—formally and informally—to understand how we can consistently and effectively represent the Suffolk brand visually.

An organization's brand is much more than a logo; it symbolizes an organization's vision and values. Successful symbols (logos) and logotypes (distinctive word arrangements) are shorthand for all that an organization stands for and are shared with stakeholders to promote that messaging.



↑
symbol

↑
logotype

Identifiers

In 2018, the Office of Marketing & Communications (OMC) refreshed our logo to work well across all media (print, digital, advertising, social, web, and promotional items). The detail of the shield has been simplified from the complex shield logo, providing continuity between both versions. The different configurations of the simple shield identifier are available for download at suffolk.edu/omc.

Additional identifiers can be used when appropriate. For instance, the complex shield is ideal for more formal needs, such as a dinner invitation or alumni event, as well as stationery and business cards. Please contact OMC for these files.

The Suffolk seal is the original identifier for the University and should be reserved exclusively for academic events, such as Convocation and Commencement.

The athletics logo should be used for athletics marketing collateral and events. This logo may be used for Suffolk community events. Different configurations of this logo are available for download at suffolk.edu/omc. For more information, please see the athletics visual guidelines (also on our website).



Simple Shield Logo



Complex Shield Logo



Suffolk Seal



Athletics Logo

Our primary identifier

The simple shield logo

The simple shield logo is the primary identifier for the University. There are four configurations, allowing for flexibility in all applications (print, web, promotional pieces, signage, etc.).



Stacked Left Version



Long Left Version



Stacked Centered Version



Long Centered Version

Note: The scale, rendering, color, and configuration of all of our identifiers are fixed and should not be changed in any way.

Our secondary identifiers

Connecting and unifying all parts of the University: schools

Our system of brand identifiers will connect all communications to Suffolk University. With consistent use, our identifiers will come to represent what Suffolk University means—our promises, strengths, and attributes—and will help us both connect with key constituencies and be recognized for our efforts.

School identifiers

School identifiers combine the University identifier with a typographic rendering of each school. Use the appropriate identifier when creating school-specific, academic, or program-specific communications.

*Stacked
Left
Version*



*Long Left
Version*



*Stacked
Centered
Version*



*Long
Centered
Version*



Note: The scale, rendering, color, and configuration of all of our identifiers are fixed and should not be changed in any way.

Our secondary identifiers

Connecting and unifying all parts of the University: offices and centers

Office and center identifiers

Office and center identifiers are referred to as **lockups**, as they combine the University identifier with a typographic rendering of an office's or center's name. Depending on the office or center, the University identifier or a school identifier could be used.

These lockups can be used when creating specific communication pieces for individual offices and centers. These should only be created by OMC. Please contact our office at omc@suffolk.edu to request a lockup and indicate which configuration you'd like.

PLEASE NOTE: Lockups will not be created for academic departments except for promotional items. (See page 13 regarding promotional items.) In all other instances, the school identifier should be used for a specific academic department or program.



Stacked Left Version



Long Left Version



Stacked Centered Version



Long Centered Version

Note: The scale, rendering, color, and configuration of all of our identifiers are fixed and should not be changed in any way.

Our tertiary identifiers

Connecting and unifying all parts of the University: Partnerships

Ford Hall Forum

Suffolk University proudly houses the Ford Hall Forum, the nation's oldest free public lecture series. Accordingly, these brand guidelines apply to the forum's logo.

Modern Theatre

The Modern Theatre was acquired by Suffolk University, renovated, and reopened in 2010. Developed as a public performance space, the theatre has its own brand guidelines per the agreement Suffolk has with the city of Boston.

Our Bodies Ourselves Today

Since 2021, Our Bodies Ourselves Today has resided within the Center for Women's Health & Human Rights at Suffolk. This initiative stems from the book *Our Bodies Ourselves* which is no longer being published and is now entirely online. Its identity was developed to reflect its feminist history and continuing evolution of its education and advocacy work.



Ford Hall Forum Logo



Modern Theatre Logo



Our Bodies Ourselves Today Logo

Our identifiers

Use on color fields, and black and white

To ensure the integrity and visibility of the identifier when using it on color fields, use only Suffolk blue (PMS 2767), Suffolk gold (PMS 8642), white, or black; either render the identifier all in white or make the appropriate shift as shown below. Logos should not be placed on tinted backgrounds. OMC reserves the right to make exceptions as needed.



Our identifiers

Clear space and minimum size

Providing a clear space around our identifiers will ensure visibility and integrity. **These diagrams illustrate how clear space is measured and the minimum size the identifiers should be to ensure legibility.**

Clear space

The unit of minimum clear space is equal to the height of the “F” (cap height), as shown in the example below. There should always be clear space equal to the height of an “F” on the top, left, and right, and 1.5x the “F” height on the bottom.



Minimum size

The minimum sizes (height) for each configuration of the logo are listed below. If a smaller size is needed, only the logotype should be used.

For print: 0.375" minimum
For web: 30 pixel minimum



For print: 0.6" minimum
For web: 55 pixel minimum



For print: 0.46" minimum
For web: 43 pixel minimum



For print: 0.25" minimum
For web: 25 pixel minimum



Our identifiers

General don'ts

Our identifiers have been carefully drawn and tested across media. Please do not recreate, add to, or 'improve' any of them. Do not include elements from other current identifiers or past Suffolk logos. Do not use more than one Suffolk identifier at a time.

Do not change the established color of our identifiers.



Do not add graphic or type elements of any kind to our identifiers.



Do not create a new version of the identifier. If you need a lockup of the logo for your office, contact OMC.



Do not stretch our identifiers horizontally or vertically.



Do not change the proportions or position of any part of the identifier or the typeface used.



Do not use a tinted version of the logo and **do not** rotate.



Do not change the relative positions of our symbol and logotype.



Do not apply drop shadows or any other embellishments to our identifiers.



Do not place other text or elements around the shield to create a new logo.



Color

Organizational and expanded color palettes

Consistent use of our color palettes increases visibility and brand recognition. The combined palettes provide a wide range of visual options, and communications can be tuned for different campaigns, audiences, and initiatives.

Our organizational palette



pms 2767 c/u
c: 95 / m: 82 / y: 44 / k: 45
r: 19 / g: 40 / b: 76
#13284c



pms 8642 c/u (metallic)
pms: 118 c / 117u (non-metallic)
c: 25 / m: 40 / y: 100 / k: 5
r: 188 / g: 145 / b: 44
#bc912c

Our expanded palette

Cool colors



c: 58 / m: 92 / y: 12 / k: 54
pms 262 c / 525 u
r: 81 / g: 40 / b: 79
#51284f



c: 77 / m: 78 / y: 10 / k: 0
pms 7670 c/u
r: 86 / g: 82 / b: 148
#565294



c: 91 / m: 73 / y: 11 / k: 1
pms 7685 c / u
r: 44 / g: 86 / b: 151
#2c5697



c: 72 / m: 37 / y: 27 / k: 2
pms 7697 c/u
r: 78 / g: 135 / b: 160
#4e87a0



c: 64 / m: 10 / y: 1 / k: 0
pms 298 c/u
r: 65 / g: 182 / b: 230
#41b6e6



c: 91 / m: 49 / y: 49 / k: 24
pms 5473 c/u
r: 17 / g: 94 / b: 103
#115e67



c: 67 / m: 0 / y: 40 / k: 0
pms 7465 c/u
r: 64 / g: 193 / b: 117
#40c1ac



c: 67 / m: 12 / y: 100 / k: 1
pms 369 c/u
r: 100 / g: 167 / b: 11
#64a70b



c: 90 / m: 44 / y: 82 / k: 50
pms 3435 c/u
r: 21 / g: 71 / b: 52
#154734

Warm colors



c: 67 / m: 100 / y: 17 / k: 4
pms 259 c / 2070 u
r: 109 / g: 32 / b: 119
#6d2077



c: 24 / m: 100 / y: 78 / k: 17
pms 201 c/u
r: 157 / g: 34 / b: 53
#9d2235



c: 15 / m: 95 / y: 45 / k: 1
pms 7635 c / rubine red u
r: 198 / g: 54 / b: 99
#c63663



c: 0 / m: 96 / y: 83 / k: 0
pms 1788 c/u
r: 17 / g: 39 / b: 55
#ee2737



c: 0 / m: 71 / y: 100 / k: 0
pms 1505 c/u
r: 255 / g: 105 / b: 0
#ff6900



c: 16 / m: 59 / y: 100 / k: 2
pms 7565 c/u
r: 205 / g: 121 / b: 37
#cd7925



c: 0 / m: 31 / y: 100 / k: 0
pms 7409 c / 7549 u
r: 240 / g: 179 / b: 35
#f0b323



c: 1 / m: 15 / y: 66 / k: 0
pms 1215 c/u
r: 251 / g: 216 / b: 114
#fbd872



c: 27 / m: 22 / y: 76 / k: 0
pms 617 c/u
r: 192 / g: 181 / b: 97
#c0b561

Grays



c: 52 / m: 53 / y: 59 / k: 24
warm gray 11 c/u
r: 110 / g: 98 / b: 89
#6e6259



c: 42 / m: 41 / y: 45 / k: 4
warm gray 7 c/u
r: 150 / g: 140 / b: 131
#968c83



c: 67 / m: 59 / y: 53 / k: 34
cool gray 11 c / pms 432 u
r: 83 / g: 86 / b: 90
#53565a



c: 35 / m: 29 / y: 28 / k: 0
cool gray 6 c/u
r: 167 / g: 168 / b: 170
#a7a8aa

Typography

Typefaces: contrast and complement

Much of what we communicate is said with words. A distinctive, consistent use of our type fonts will enhance our brand and help us communicate with clarity.

Our three type families provide a wide range of typographic expression, allowing us to construct clear hierarchies while adjusting the feel of individual communications to serve particular goals and resonate with different constituents.

HTML/Alternative typography

Due to the limitations of websites and HTML emails, other typefaces are often required. We recommend the Arial and Times New Roman screen fonts. (These can also be used for print pieces if Helvetica and Sabon are not available.) Inknut Antiqua is a free Google font that can be downloaded for use in print.

Our typographic palette

Helvetica Neue LT Pro

Best for headlines, headers, body copy, lists, captions, charts/tables, and call-out text

Helvetica Neue LT Pro 25 Ultra Light + *26 Ultra Light Italic*

Helvetica Neue LT Pro 35 Thin + *36 Thin Italic*

Helvetica Neue LT Pro 45 Light + *46 Light Italic*

Helvetica Neue LT Pro 55 Roman + *56 Italic*

Helvetica Neue LT Pro 65 Medium + *66 Medium Italic*

Helvetica Neue LT Pro 75 Bold + *76 Bold Italic*

Helvetica Neue LT Pro 85 Heavy + *86 Heavy Italic*

Helvetica Neue LT Pro 95 Black + *96 Black Italic*

Helvetica Neue LT Pro 27 Ultra Light Condensed + *27 Ultra Light Condensed Oblique*

Helvetica Neue LT Pro 37 Thin Condensed + *37 Thin Condensed Oblique*

Helvetica Neue LT Pro 47 Light Condensed + *47 Light Condensed Oblique*

Helvetica Neue LT Pro 37 Condensed + *57 Condensed Oblique*

Helvetica Neue LT Pro 67 Medium Condensed + *67 Medium Condensed Oblique*

Helvetica Neue LT Pro 77 Bold Condensed + *77 Bold Condensed Oblique*

Helvetica Neue LT Pro 87 Heavy Condensed + *87 Heavy Condensed Oblique*

Helvetica Neue LT Pro 97 Black Condensed + *97 Black Condensed Oblique*

Helvetica Neue LT Pro 107 Extra Black Condensed + *107 Extra Black Condensed Oblique*

Helvetica Neue LT Pro 23 Ultra Light Extended + *23 Ultra Light Extended Oblique*

Helvetica Neue LT Pro 33 Thin Extended + *33 Thin Extended Oblique*

Helvetica Neue LT Pro 43 Light Extended + *43 Light Extended Oblique*

Helvetica Neue LT Pro 53 Extended + *53 Extended Oblique*

Helvetica Neue LT Pro 63 Medium Extended + *63 Medium Extended Oblique*

Helvetica Neue LT Pro 73 Bold Extended + *73 Bold Extended Oblique*

Helvetica Neue LT Pro 83 Heavy Extended + *83 Heavy Extended Oblique*

Helvetica Neue LT Pro 93 Black Extended + *93 Black Extended Oblique*

Sabon

Best for body copy, letters, and formal invitations

Sabon Text Roman + *Italic*

Sabon Text Bold + *Bold Italic*

SABON TEXT ROMAN SMALL CAPS

Inknut

Best for headlines, headers, and call-out text

Inknut Antiqua Light

Inknut Antiqua Regular

Inknut Antiqua Medium

Inknut Antiqua Semibold

Inknut Antiqua Bold

Inknut Antiqua Extra Bold

Inknut Antiqua Black

Note: When combining different weights of type, it is important to have appropriate contrast. For example, avoid combining Light with Roman/Regular styles.

Promotional Items

When ordering swag, employees can use the University identifier, a school identifier, or a lockup created for their office or center. **Lockups created for specific programs may be used for promotional items only, not on printed collateral or email/digital pieces.**

Please keep in mind the following guidelines when ordering promotional items:

- The simple shield logo described on page 3 is the preferred graphic to use on all University swag.
 - Please do not use more than one Suffolk identifier at a time.
 - In addition to all of the design rules listed on page 10, please be sure to **avoid** the following:
 - » placing “Suffolk University” on top of or behind any graphic elements
 - » allowing zippers or buttons to interfere with the logo or “Suffolk University”
 - » allowing other logos on a given item to appear too close to “Suffolk University” or our identifier
 - In the event that size constraints make the shield symbol illegible, it is permissible to use the logotype on its own
 - Please note that any design that resembles or could be construed as an official or unofficial Suffolk University logo is not allowed.
 - If you are having trouble figuring out how to fit the logo on a promotional item, please contact OMC at omc@suffolk.edu noting the imprint size on what you are ordering. We will help create a lockup that will fit in the space available.
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Email Signatures

Your email signature can help strengthen the Suffolk brand. We therefore recommend using the sequence of information below. Individual employees should use their discretion in choosing the phone(s), fax, and pronouns to be included in the signature. University email addresses and URLs should be used. Employees with multiple titles, departments, or administrative offices should choose the order that suits them best.

PLEASE NOTE: OMC highly suggests that if you wish to use the University logo in your signature, you use an email signature generator (like Hubspot's) to create a signature that does not appear as an attachment that needs to be downloaded in order to be seen. Only the University logo or school lockup should be used in signatures.

Name
Title
School Department/Program/Division/Office
Suffolk University
Street Address (campus location)
Boston, MA (zip)

(Phone)
(Fax)
(Email)
(Website)
(Gender Pronouns)