



SUFFOLK
UNIVERSITY
BOSTON

VISUAL BRAND GUIDELINES

Logos

Primary Logo

The Suffolk University logo—comprising a shield, book, torch, and two stars, along with the logotype—makes up the University’s primary logo. This logo, or one of the four configurations found on page 2, should be used on all communications materials. Using the logo consistently across all media will enhance recognition of the University by all audiences.



↑
symbol

↑
logotype

Logos

Primary Logo

There are four configurations, allowing for flexibility in all applications (print, web, promotional pieces, signage, etc.). **Please note: The scale, rendering, color, and configuration of all our logos are fixed and should not be changed in any way.**



Stacked Left Version



Long Left Version



Stacked Centered Version



Long Centered Version

Logos

Connecting and Unifying All Parts of the University: Schools

School Logos

School logos combine the University logo with a typographic rendering of each school. Use the appropriate logo when creating school-specific, academic, or program-specific communications. **Please note: The scale, rendering, color, and configuration of all our logos are fixed and should not be changed in any way.**

*Stacked
Left
Version*



*Long Left
Version*



*Stacked
Centered
Version*



*Long
Centered
Version*



Logos

Connecting and Unifying All Parts of the University: Offices and Centers

Office and Center Logos

Office and center logos are referred to as **lockups**, as they combine the University's primary logo with a typographic rendering of an office's or center's name.

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 branding@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 32 for more on this.) In all other instances, the school logo should be used to represent a specific academic department or program. **The scale, rendering, color, and configuration of all our logos are fixed and should not be changed in any way.**



Stacked Left Version



Long Left Version



Stacked Centered Version



Long Centered Version

Logos

Secondary Logos: Type Treatment

This informal type treatment has been developed for use when 1. space is an issue, and/or 2. including “Boston” along with a school name is essential to the promotion of one of our schools.

When possible, it is best to include the primary logo (see page 2) along with the type treatment. For example, if the type treatment is on the front of a brochure, the primary logo would be placed on the back cover.

There are times when the type treatment can be used on its own without the primary logo. Examples of this include internal communications, advertisements where space is limited, or on social media when the shield in our logo is our profile picture.

This type treatment has been created only for the schools and should never be used for the University as a whole.

Please note: The directions for logo usage found on pages 8–14 also apply to type treatments. Please contact branding@suffolk.edu if you would like the type treatment files or if you have any questions regarding the logos, usage, or need logo files. **The scale, rendering, color, and configuration all of our logos are fixed and should not be changed in any way.** We appreciate your help in ensuring brand integrity and consistency across all media for the University.

SUFFOLK UNIVERSITY COLLEGE OF ARTS & SCIENCES | BOSTON

SUFFOLK UNIVERSITY LAW SCHOOL | BOSTON

SUFFOLK UNIVERSITY SAWYER BUSINESS SCHOOL | BOSTON

Horizontal Type Treatment

**SUFFOLK UNIVERSITY
COLLEGE OF ARTS & SCIENCES
BOSTON**

**SUFFOLK UNIVERSITY
LAW SCHOOL
BOSTON**

**SUFFOLK UNIVERSITY
SAWYER BUSINESS SCHOOL
BOSTON**

Stacked Type Treatment

Logos

Secondary Logos: Formal Seal and Athletics Logo

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

The athletics logo should be used for athletics marketing collateral and events. It can also be used for student-centric and community events, especially those that evoke Suffolk spirit. The athletics logo has its own brand guidelines that must be consulted before using it. Those guidelines and the different configurations of this logo are available for download at suffolk.edu/omc.

Please note: The directions for logo usage found on pages 8–14 also apply to the University seal and the athletics logo. If you have any questions regarding the logos, usage, or need logo files, please contact branding@suffolk.edu. **The scale, rendering, color, and configuration of all our logos are fixed and should not be changed in any way.** We appreciate your help in ensuring brand integrity and consistency across all media for the University.



Formal Seal



Athletics Logo

Logos

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 Suffolk's agreement with the city of Boston. Please contact OMC at branding@suffolk.edu for these guidelines.

Our Bodies Ourselves

Our Bodies Ourselves is an educational, activist initiative housed within the Center for Women's Health & Human Rights at Suffolk. Its identity was developed to reflect its feminist history and continuing evolution of its education and advocacy work. Basic guidelines for usage can be requested from OMC at branding@suffolk.edu.



Ford Hall Forum Logo



Modern Theatre Logo



Our Bodies Ourselves Logo

Please note: The directions for logo usage found on pages 8–14 also apply to University partnership logos. If you have any questions regarding the logos, usage, or need logo files, please contact branding@suffolk.edu. **The scale, rendering, color, and configuration of all our logos are fixed and should not be changed in any way.** We appreciate your help in ensuring brand integrity and consistency across all media for the University.

Logos

Use on Color Backgrounds, and Black and White

Use only Suffolk Blue, Suffolk Gold, white, or black as a background color with a version of the logo that provides sufficient contrast, as shown below, to ensure the integrity and visibility of the logo. Logos should not be placed on tinted backgrounds. OMC reserves the right to make exceptions as needed.



Logos

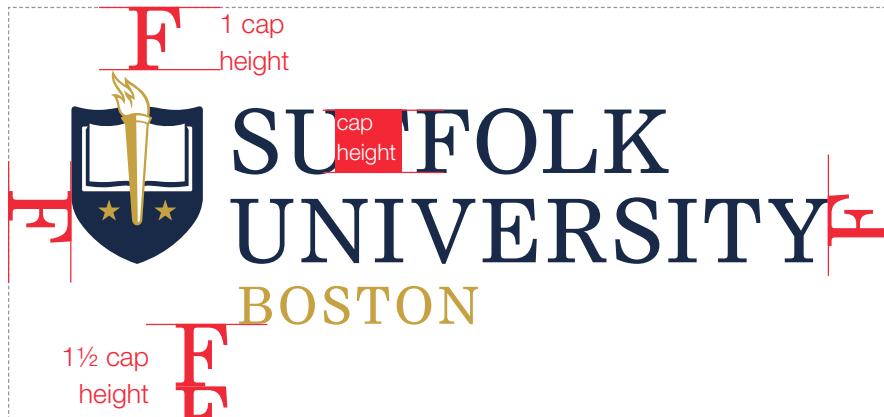
Clear Space and Minimum Size

Providing a clear space around our logos will ensure visibility and integrity.

These diagrams illustrate how clear space is measured and the minimum size the logos 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



Logos

General Dos and Don'ts

Our logos 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 logos or past Suffolk logos. Do not use more than one Suffolk logo at a time.

Dos

Do use one of our logos in the approved colors.



Do use a 1-color version of the logo when one is needed.



Do use one of our logos at 100% of the approved colors.



Do use a different, approved version of the logo when more contrast with the background color is needed.



Do use an approved version of the logo for enough contrast with the background color.



Don'ts

Do not change the established colors of any part our logos.



Do not turn our 2-color logo into a 1-color version.



Do not use a tinted version of the logo.



Do not place the logo on a background color that is similar to the logo color or does not provide great enough contrast for legibility.



Do not change parts of the logo's colors to white or any other color to accommodate the background color.



Logos

General Dos and Don'ts *continued*

Our logos 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 logos or past Suffolk logos. Do not use more than one Suffolk logo at a time.

Dos

Do use the version of the logo that will best stand out against the background it's placed on.



Don'ts

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



Do use logos as they have been created by OMC.



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



Do use our logos straight on.



Do not rotate the logo.



Do keep the logo's proportions even.



Do not stretch our logos horizontally or vertically.



Logos

General Dos and Don'ts *continued*

Our logos 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 logos or past Suffolk logos. Do not use more than one Suffolk logo at a time.

Dos

Do use logos as they have been created by OMC.



Don'ts

Do not change the proportions or position of any part of the logo.



Do maintain the integrity of our logos by using the right file type for high-resolution printing needs. (See page 15 to learn about file formats.)



Do not use a low-res version of the logo created for web use in printed pieces.



Do use regular type when referencing the University in text.

Learn about Suffolk University today.

Do not use the logo as text.



Do use one of our logos as it was created by OMC and maintain the clear space around it.



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



Logos

General Dos and Don'ts *continued*

Our logos 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 logos or past Suffolk logos. Do not use more than one Suffolk logo at a time.

Dos

Do keep the clear space around the logo free of any other elements.



Do keep the clear space around the logo free of any other elements.



Do use the best configuration of the logo or lockup to fit in the space you're working with.



Do maintain the integrity of our logos by using them as they were designed.



Don'ts

Do not place any elements inside the clear space.



Do not place a frame around the logo or put any other elements in the clear space.



Do not rearrange the elements of the logo. If you need a different configuration, please contact OMC.



Do not change elements of our logo.



Logos

General Dos and Don'ts *continued*

Our logos 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 logos or past Suffolk logos. Do not use more than one Suffolk logo at a time.

Dos

Do use the official lockups OMC has created for your office or center.



Don'ts

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



Do maintain the integrity of our logos by using them as they were designed.



Do not recreate the logo or change the font. Use only the approved logo files OMC provides.



Do use logos as they have been created by OMC.



Do not change the typeface.



Do contact OMC if you need a lockup created for your office or center.



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



Logos

File Formats

Different file formats of our logos are needed for different uses. EPS and PNG files are available for download at [suffolk.edu/omc](https://www.suffolk.edu/omc) (select “Online Resources,” then “Logos”).

EPS Files

- Also called vector files (can be used at any size)
- Have transparent background
- Best for silk screening, embroidery, and printing

PNG Files

- Raster based (also known as pixel-based; are created for a specific size)
- Have transparent background
- Best for web uses

JPG Files

- Raster based (also known as pixel-based; are created for a specific size)
- Have a white background
- Best for web uses

Accessibility

Suffolk is committed to ensuring that people with disabilities have equal, effective, and meaningful access to all information about Suffolk University. This applies to all our communication efforts, including our print pieces, digital assets, and environmental graphics.

The Web Content Accessibility Guidelines (WCAG) are an internationally recognized set of recommendations for improving web accessibility. The WCAG 2.1 defines how to make web content more accessible to people with disabilities. Accessibility involves a wide range of disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological. Suffolk's website is held to WCAG 2.1 Level AA compliance.

Color accessibility is important, as it enables people with visual impairments or color-vision differences to interact with our materials in the same way as their non-visually impaired counterparts. To make sure our print and digital pieces are accessible to all, every effort should be made to guarantee that the colors used provide enough contrast so that visually impaired audiences will be able to access all the information given. A guide to color accessibility can be found on page 18.

Type accessibility is also important to help ensure that those with vision impairments can access our messages. For printed communications, we recommend using type no smaller than 10 points (pt) with 14pt leading (line height/line spacing). For web uses, leading should be set to at least 1.5 times the font size, and spacing between paragraphs to at least 2 times the font size.

Example for Print Uses

This is 10pt type set with 14pt leading, which is the space between the lines. } 14pt leading

Example for Web Uses

This is 10pt type with 15pt leading, since for web uses, leading should be 1.5 times the font size. } 15pt leading



Spacing between paragraphs would be at least 20pt in this example (2 times the font size). } 20pt paragraph spacing

Color

Institutional 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 enable communications to be tailored for different campaigns, audiences, and initiatives.

Our Institutional Palette

 <p>Suffolk Blue</p>	 <p>Suffolk Gold</p>
<p>pms 2767 c/u c: 95 / m: 82 / y: 44 / k: 45 r: 19 / g: 40 / b: 76 #15284b</p>	<p>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</p>

Our Expanded Palette

Cool colors

 <p>Plum</p>	 <p>Purple Rain</p>	 <p>Dusk</p>
<p>c: 58 / m: 92 / y: 12 / k: 54 pms 262 c / 525 u r: 81 / g: 40 / b: 79 #51284f</p>	<p>c: 77 / m: 78 / y: 10 / k: 0 pms 7670 c/u r: 86 / g: 82 / b: 148 #565294</p>	<p>c: 91 / m: 73 / y: 11 / k: 1 pms 7685 c / u r: 44 / g: 86 / b: 151 #2c5697</p>
 <p>Denim</p>	 <p>Crystal</p>	 <p>Deep Sea</p>
<p>c: 72 / m: 37 / y: 27 / k: 2 pms 7697 c/u r: 78 / g: 135 / b: 160 #4e87a0</p>	<p>c: 64 / m: 10 / y: 1 / k: 0 pms 298 c/u r: 65 / g: 182 / b: 230 #41b6e6</p>	<p>c: 91 / m: 49 / y: 49 / k: 24 pms 5473 c/u r: 17 / g: 94 / b: 103 #115e67</p>
 <p>Mermaid</p>	 <p>Green Onion</p>	 <p>Everglade</p>
<p>c: 67 / m: 0 / y: 40 / k: 0 pms 7465 c/u r: 64 / g: 193 / b: 117 #40c1ac</p>	<p>c: 67 / m: 12 / y: 100 / k: 1 pms 369 c/u r: 100 / g: 167 / b: 11 #64a70b</p>	<p>c: 90 / m: 44 / y: 82 / k: 50 pms 3435 c/u r: 21 / g: 71 / b: 52 #154734</p>

Warm colors

 <p>Jelly</p>	 <p>Red Apple</p>	 <p>Blushing</p>
<p>c: 67 / m: 100 / y: 17 / k: 4 pms 259 c / 2070 u r: 109 / g: 32 / b: 119 #6d2077</p>	<p>c: 24 / m: 100 / y: 78 / k: 17 pms 201 c/u r: 157 / g: 34 / b: 53 #9d2235</p>	<p>c: 15 / m: 95 / y: 45 / k: 1 pms 7635 c / rubine red u r: 198 / g: 54 / b: 99 #c63663</p>
 <p>Strawberry</p>	 <p>Blaze</p>	 <p>Mac 'n' Cheese</p>
<p>c: 0 / m: 96 / y: 83 / k: 0 pms 1788 c/u r: 238 / g: 39 / b: 55 #ee2737</p>	<p>c: 0 / m: 71 / y: 100 / k: 0 pms 1505 c/u r: 255 / g: 105 / b: 0 #ff6900</p>	<p>c: 0 / m: 31 / y: 100 / k: 0 pms 7409 c / 7549 u r: 240 / g: 179 / b: 35 #fdb924</p>
 <p>Pine Cone</p>	 <p>Cool Gray</p>	 <p>Aluminum</p>
<p>c: 52 / m: 53 / y: 59 / k: 24 warm gray 11 c/u r: 110 / g: 98 / b: 89 #6e6259</p>	<p>c: 67 / m: 59 / y: 53 / k: 34 cool gray 11 c / pms 432 u r: 83 / g: 86 / b: 90 #53565a</p>	<p>c: 35 / m: 29 / y: 28 / k: 0 cool gray 6 c/u r: 167 / g: 168 / b: 170 #a7a8aa</p>

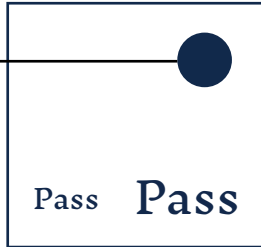
Grays

Color

Contrast Combinations (for WCAG 2.0 Level AA Accessibility)

Please see the key below for acceptable text sizing and graphic usage. Only combinations shown on this page with “Pass” are to be used together. For example, large type and graphics that are Suffolk Blue or Dark Suffolk Gold can be used on a white background and vice versa, though Dark Suffolk Gold in small type does not pass the AA accessibility test. Suffolk Gold and Mac 'n' Cheese can be used in text or graphic elements on Suffolk Blue backgrounds and vice versa, but not on white.

Icons and actionable graphics



10pt–17pt
(nothing below
10pt should
be used)

18pt and
above/
14pt bold and
above

Suffolk Blue

pms 2767 c/u
c: 95 / m: 82 / y: 44 / k: 45
r: 19 / g: 40 / b: 76
#15284b



Dark Suffolk Gold

c: 28 / m: 42 / y: 100 / k: 5
r: 184 / g: 141 / b: 42
#b88d2a



Suffolk Blue

pms 2767 c/u
c: 95 / m: 82 / y: 44 / k: 45
r: 19 / g: 40 / b: 76
#15284b

Suffolk Gold

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



Suffolk Blue

pms 2767 c/u
c: 95 / m: 82 / y: 44 / k: 45
r: 19 / g: 40 / b: 76
#15284b

Mac 'n' Cheese

c: 0 / m: 31 / y: 100 / k: 0
pms 7409 c / 7549 u
r: 240 / g: 179 / b: 35
#fdb924



Color

Accessible Color Combinations

Please see the key on the previous page for acceptable sizes of text and graphic elements. Only combinations shown on this page with “Pass” are to be used together. Suffolk Blue, Blushing, and Cool Gray are the only colors to be used on white backgrounds and vice versa. All colors with the exception of Blushing and Cool Gray can be used on a Suffolk Blue background color and vice versa.

Suffolk Blue	Suffolk Gold	Crystal	Mac 'n' Cheese	Blushing	Mermaid	Cool Gray

*Note: In order for gold to work on white (and vice versa), Dark Suffolk Gold/hex code #b88d2a can be used for large type and symbols only (but not for smaller type under 17pt).

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, Helvetica Neue LT Pro, Sabon LT Pro, and Inknut Antiqua, 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.

Our Typographic Palette

Helvetica Neue LT Pro

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

To use this font, you must purchase a license. If you do not have a license, and do not want to purchase one, please do not download a free, similar version of the typeface; use one of the alternatives mentioned on page 22.

In Canva, use Helvetica Now.

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

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

Typography

Typefaces: Contrast and Complement

Our Typographic Palette, continued

Sabon LT Pro

Best for body copy, letters, and formal invitations

This font is available through Adobe Fonts and is included in an Adobe Creative Cloud subscription.

In Canva, use Sabon.

Sabon LT Pro Roman + *Italic*

Sabon LT Pro Bold + *Bold Italic*

SABON LT PRO SMALL CAPS

Inknut Antiqua

Best for headlines, headers, and call-out text

This font is available for free through Google Fonts at <https://fonts.google.com>.

This font is available in Canva.

Inknut Antiqua Light

Inknut Antiqua Regular

Inknut Antiqua Medium

Inknut Antiqua Semibold

Inknut Antiqua Bold

Inknut Antiqua Extra Bold

Inknut Antiqua Black

Typography

Typefaces: Contrast and Complement

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 LT Pro are not available.) Inknut Antiqua is a free Google font that can be downloaded for use in print.

Arial

Best for headlines, headers, body copy, lists, captions, charts/tables, and call-out text. Use Arial when Helvetica Neue LT Pro and Helvetica Now (used in Canva) are not available.

Arial & Arial Italic

Arial Bold + Arial Bold Italic

Times New Roman

Best for body copy, letters, and formal invitations. Use Times New Roman when Sabon LT Pro and Sabon (used in Canva) are not available.

Times New Roman + Times New Roman Italic

Times New Roman Bold + Times New Roman Bold Italic

Design

Photographic Imagery: Subject and Style

Photography for the Suffolk brand should feel bold and striking, and paint a heroic picture of individuals and groups (students, alums, faculty, etc.). This is also our opportunity to visually infuse a sense of place into the brand, highlighting Suffolk's connection to the heart of Boston—geographically, personally, and professionally.

Portraiture

Portraits should highlight individuals as heroes, using natural lighting within the surrounding environment to create a rich, relatable mood. Individuals should exude determination, whether they are camera-aware or looking slightly off-camera.



Design

Photographic Imagery: Subject and Style

Group Photography

Group photography should highlight personality in the midst of collaboration. Shooting groups in natural environments, whether in the city or in a classroom, can also help to define a sense of place for the viewer.



Design

Photographic Imagery: Subject and Style

Urban

The brand should strive to establish Boston as its own, ever-present character in the Suffolk story. To achieve this, avoid photographing the city in overt and expected ways. Instead, look to incorporate abstract elements of Boston into the background of portraiture, or experiment with layering architectural details to create a collage-like aesthetic. This helps to establish an urban identity unique to and ownable by Suffolk.

When producing photo assets beyond Boston to other cities and global destinations, keep this creative and nontraditional approach in mind.



Design

Photographic Imagery: Image Treatments

Different effects can be added to a photo to create interest and depth.

Duotones

A duotone converts an image from being full of colors to using just two colors. Duotone treatments can be applied to photos to add contrast within a layout and complement the full-color photography. Image A to the right is an example of a duotone.



Overlays

An overlay is when a block of color or a gradient is placed on top of an image. Overlays can be used to help direct the focus of a photo, and allow for text to be placed on a image where it might otherwise be challenging to read. Image B to the right is an example of a solid color (just one color is used) overlay and image C to the right is an example of a gradient (more than one color is used) overlay.



Design

Imagery: Illustration

Icons and illustrations help relay information in an easily digestible manner. When it is helpful to convey information quickly, simple, outlined illustrations can be used.

Icons like these are available through stock photography sites like Getty Images and iStock (which require you to purchase icons) and Icons8 (which offers free icons). In Canva, under “Elements,” you can search for an icon in the search bar. For example, “outline icon student” would yield results like the ones below.



Examples of illustrated icons

Design

Examples of Work: Undergraduate Audience

When talking to our prospective undergraduate applicants, we lean heavily into the conversational tone for this younger audience. We tell our story through our students' stories in bold, aspirational, and inspiring ways. There is an emphasis on outcomes and opportunities on a personal level.

Typographically, headlines are strong and bold, short and punchy. We often use the Heavy Extended weight of Helvetica Neue Lt Pro for headlines, and Inknut Antiqua for call-out text. Helvetica Neue Lt Pro Roman is primarily used for body copy.

Duotone images complement the full-color images used. The primary colors used in our undergraduate materials are Suffolk Blue, Mac 'n' Cheese, Blushing, Crystal, and Mermaid, as well as gradients using these colors.



Undergraduate Admission Lookbook (Accepted Student Brochure)

Design

Examples of Work: Undergraduate Audience

SUFFOLK UNIVERSITY BOSTON

That
SUFFOLK FEELING

That Feeling When You
KNOW YOU'VE ARRIVED

Turn a corner and run into an art show or performer or market that wasn't there yesterday. Find your favorite bench in the Boston Public Garden and write your papers there. And when you're in class, gaze out the window at the gleaming skyline and think, I'm going to work there one day.

That's the thing about Suffolk. We're more than a campus. We're the city that surrounds us.

Get ready to play. Boston's a wonderland of restaurants, stores, museums, sports and entertainment venues, and outdoor spaces that redefine the art of hanging out.

Get ready to work. The city is home to the top names in business, tech, media, the arts, and healthcare—companies that love hiring Suffolk students as interns and employees.

Suffolk is city living every day, and it never gets old.

"I LIKE THE LITTLE SPOTS OF BOSTON THAT ARE PICTURESQUE. AND IT'S A 10-MINUTE WALK FROM MY APARTMENT TO WHERE THE BROADWAY SHOW YOUNG COME. THAT WAS A BIG DRAW. EVERYTHING IS RIGHT HERE."
VINCENT DOUGLASS
BA IN THEATRE '22

That Feeling When You
VISIT YOUR FUTURE CAMPUS

SUFFOLK UNIVERSITY BOSTON

That Feeling When You
DISCOVER YOURSELF IN BOSTON

SUFFOLK UNIVERSITY BOSTON

That Feeling When You
LIVE YOUR GOALS

Get ready for all the feels at the end of senior year.

That's when you'll decorate your cap and put on your gown. When you'll walk across the stage and take a huge step toward your Next Big Thing.

It's also when you'll know you've aced the final-round interview. When you'll get the call and accept the job offer. When you'll be more than ready to start working—and making a difference—in your field.

And when you look at the people you've met here and come to love like family, you'll know they'll be part of your life to keep.

Your Suffolk experience will lead to a confident, successful future that's entirely up to you. Go for it.

"BEING PRESIDENT OF THE STUDENT GOVERNMENT ASSOCIATION WAS VALUABLE IN EVERY SHAPE, WAY, AND FORM. THE WAY WE OPERATED MIRRORS OUR GOVERNMENT ALMOST PERFECTLY. THE OPPORTUNITY I GOT HERE HAS INSTILLED A DIFFERENT TYPE OF MATURITY AND CONFIDENCE IN ME. THAT'S THE BEAUTY OF SUFFOLK."
KARINE KANU
BS IN POLITICAL SCIENCE '21
Finance Counselor
Office of Massachusetts Governor Maura T. Healy

98%
Working or in Grad School within a Year of Graduating

Top Employers	HubSpot
Amazon	WSP
Boston Children's Hospital	Mass General Brigham
Commonwealth of Massachusetts	Santander Bank
Deloitte	Weyer
ET	

That Feeling When You
ACHIEVE PROFESSIONAL SUCCESS

SUFFOLK UNIVERSITY BOSTON

Junior Postcard Series

Undergraduate Admission Viewbook

Design

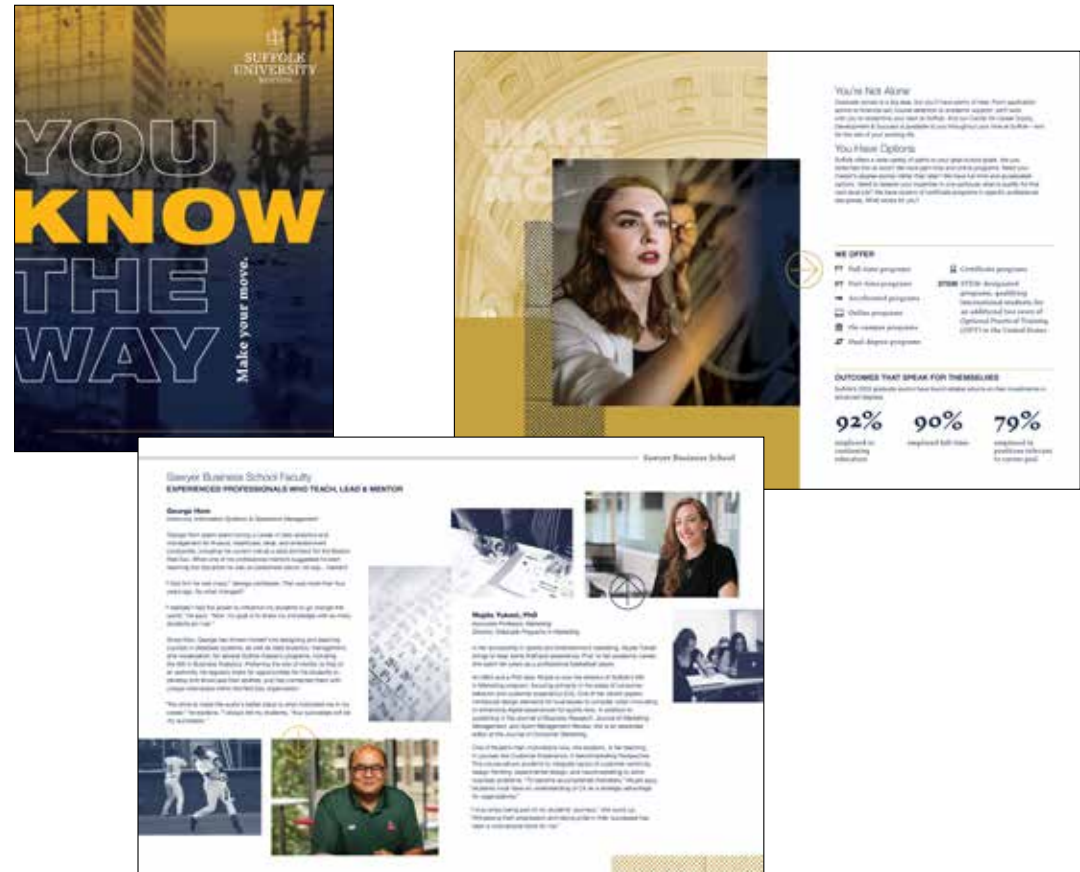
Examples of Work: Graduate Audience

While storytelling is always a helpful device to connect with our audience on a more personal level, we don't employ it as heavily with our graduate audience.

Graduate materials connect with the reader in a way that allows them to visualize their next steps at Suffolk, but keep the focus on the most important information: our offerings and their potential outcomes. This work is informative but not transactional.

Typographically, headlines are strong and bold, short and clever. We often switch things up between the Light, Bold, and Heavy Extended weights of Helvetica Neue Lt Pro for headlines. Inknut Antiqua is used for call-out text, while Helvetica Neue Lt Pro Roman is primarily used for body copy.

Gradient overlays, photo collages, and overlapping photos create interest and show the complexity of our offerings. The primary colors used in our graduate materials are Suffolk Blue, Suffolk Gold, Crystal, and Mac 'n' Cheese, with Blushing and Mermaid used more in gradients and textural patterns.



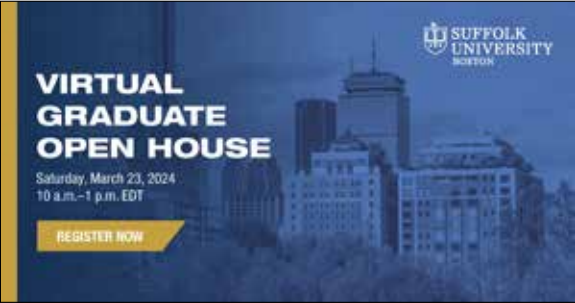
Graduate Admission Overview Brochure

Design

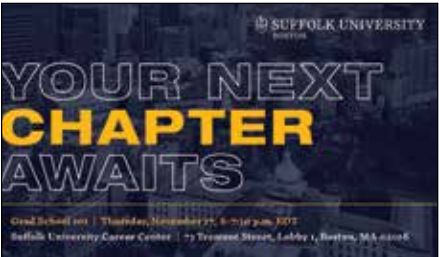
Examples of Work: Graduate Audience



EMBA Landing Page



Open House Social Media Ads



Grad School 101 Event Postcard



Graduate Program Cards



Promotional Items (Swag)

When ordering swag, employees can use the University logo, a school logo, or an OMC-created lockup designed for their office or center. **Please contact branding@suffolk.edu if you need a lockup for your office/center. Please do not create your own or modify an existing one to fit your needs. OMC can provide the appropriate files.**

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

- The simple shield logo described on pages 2 and 3 is the preferred graphic to use on all University swag.
- Please do not use more than one Suffolk logo at a time.
- In addition to all the design rules listed on pages 8–14, 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 logo
- 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 branding@suffolk.edu noting the imprint size on what you are ordering. We will help create a lockup that will fit in the space available.

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)

Thank you for helping to ensure the integrity of the Suffolk University brand.

Additional resources can be found at suffolk.edu/omc.

If you have any questions, please reach out to branding@suffolk.edu.



Introduction

Our institution is founded on the ideals of opportunity and access, and we continue to build on that foundation for a future that demands both. Knowing how critical skill adaptability is for our students, Suffolk helps them get ready for jobs that don't even exist yet.

We are diverse and inclusive, welcoming students from wide-ranging nationalities, identities, and life experiences. That guiding principle allows us to teach, lead, and live with empathy. We partner with institutions around the city of Boston, the country, and the world to bring a truly higher education to life and open the doors to transformative opportunities.

There are five pillars to the Suffolk brand:

1. **Approach to Education:** Our approach to education and the sense of purpose that drives it break down learning barriers for students, instill adaptable skills, and create career-ready, lifelong learners. The innovative courses our faculty members teach now point to a richer academic experience in the future for every class, every student, and every modality.
2. **The Heart of Boston:** Our urban campus challenges the perception of what college life can and should be. Being a student in Boston is an education in itself, permeating the University experience and preparing our graduates in ways only a city can.
3. **World of Opportunity:** Our global focus produces worldly thinkers with skill sets attained through cross-cultural experiences and perspectives—the very skills needed to solve tomorrow's challenges and maximize tomorrow's opportunities. The global-minded education students gain here prepares them for professional success in the wider world long after graduation.
4. **Diversity & Inclusion:** Our community's diversity and inclusivity are essential to its strength and have been since our founding. We don't just educate students—we welcome, support, and champion them along their individual paths to success. The self-confidence Suffolk students discover here prepares them to lead meaningful change in the world.
5. **Career Outcomes:** Leveraging our location and partnerships in Boston, and a staff with diverse industry ties, our Center for Career Equity, Development & Success collaborates with every University resource to develop students' career-ready competencies and confidence. It empowers students from all walks of life to forge meaningful career paths from their first days on campus and throughout their entire lives, and to prepare for—and shape—tomorrow's more equitable workplace.

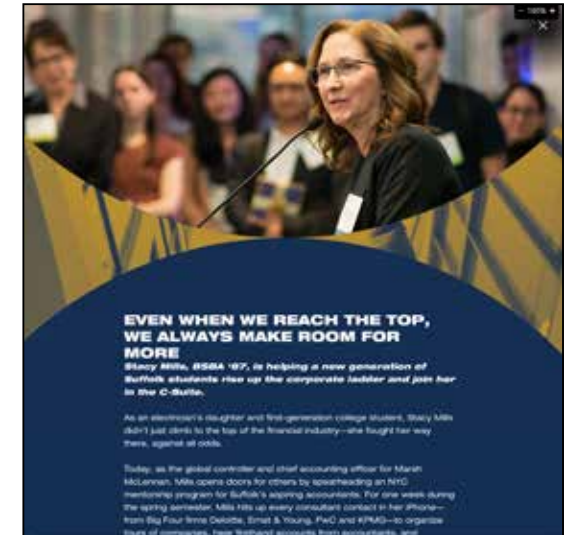
This resource is intended to help all those who communicate on behalf of Suffolk University—formally and informally—to understand how we can consistently and effectively represent the Suffolk brand visually.

Design

Examples of Work: Brand Awareness



University Brand Campaign Advertisements



University Brand Campaign Website

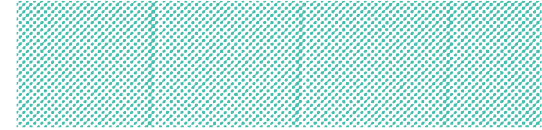
Design

Graphic Elements

We use a suite of graphic elements to create interest and guide the reader's eye. Some are used more with specific audiences, while others are more universal.



Rule used at the top, left corner of a cover or page; also used to call out the start of a copy block



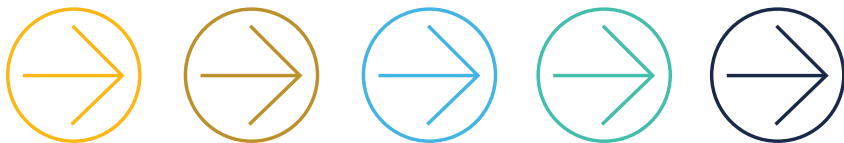
Halftone texture typically used in undergraduate materials



Arrows used as a design element and/or for wayfinding through an undergraduate piece



Halftone gradient typically used in graduate and law materials



Thin arrows used as a design element and/or for wayfinding through a graduate piece

**MAKE
YOUR
WAY.**

"Make your way" tagline used in undergraduate materials



Gradients and gradient overlays used to create interest (See Color section for proper usage)

SUFFOLK

Textured "Suffolk" type used as a design element in undergraduate materials

Logos

Cobranding: Celtics

Suffolk University's Sawyer Business School has established a partnership with the Boston Celtics. A cobranded lockup of our two logos has been created and approved by the Celtics. It can be used with or without the tagline. All work that involves images of the Celtics or use of their logos (and cobranded logo) must be reviewed by the Celtics before being made public.

Separate brand guidelines for the Celtics have been provided to us and should be referenced when creating Celtics-specific pieces.



OFFICIAL PARTNER OF THE BOSTON CELTICS



OFFICIAL PARTNER OF THE BOSTON CELTICS



Design

Imagery: Photography: Accessing Photoshelter

Design

Imagery

Placeholder

School-Specific Guidelines

Sawyer Business School: Messaging

Umbrella Statement

Suffolk University's Sawyer Business School occupies an unrivaled position at the nexus of the private, public, and nonprofit sectors. We provide unparalleled access to Boston's Financial and Innovation Districts, seats of government, nonprofit organizations, and world-class healthcare institutions. With programs and faculty that cross disciplinary and sectoral boundaries, the Business School delivers a rigorous business education, while providing something more as well. We believe business education is a force for good in society. Our students come to Suffolk seeking purpose beyond profit. Here, we empower them to become change agents and leaders. Whether they pursue careers in the private, public, nonprofit, or other sectors, Sawyer Business School graduates are equipped to help organizations positively impact society.

Message 1: Integrated Expertise

The Sawyer Business School is distinguished by a singular advantage. We have expertise and experience in three areas vital to a thriving society: private enterprise, public administration, and nonprofit activity. Each academic area is robust, and all are integrated with one another, sharing resources and knowledge. This distinctive combination enables the Business School to offer programs and faculty that cross disciplinary and sectoral boundaries, and to shape graduates who provide exceptional value, build stronger communities, and thrive in public and private spheres.

Proof Points

1. We are centered in the heart of downtown Boston, adjacent and connected to the Financial District, City Hall, and the Massachusetts State House, as well as myriad nonprofit organizations and world-class healthcare institutions.
2. We offer both classic and innovative business degrees, and—for more than five decades—exceptional public service-oriented programs. Our nationally recognized and highly ranked undergraduate and graduate academic offerings, as well as our faculty's expertise, scholarship, and professional experience, span the private, public, and nonprofit areas.
3. Our alumni and external partners lead and drive progress in all three areas. Plus, they share their insights and experience with our students in academic, co-curricular, extracurricular, and mentorship contexts.
4. At the graduate level, our accreditations from AACSB, NASPAA, and CAHME attest to our recognized excellence across business, public administration, and healthcare programs, respectively. We are the only U.S. business school to hold all three of these accreditations.
5. Our centers aid students in launching their careers and help working professionals to advance in their fields. The respected thought leaders who helm the Center for Entrepreneurship, National Center for Public Performance, Center for Innovation and Change

Leadership, and others cross boundaries between the public and private spheres.

Message 2: Immersive Learning

A Sawyer Business School education transforms students into leaders, entrepreneurs, innovators, and socially conscious global citizens in the most reliably effective way: through immersion in real-world experiences. Experiential education is the best way to learn, reinforcing knowledge through a cycle of practical application, creative experimentation, and reflection. It's also an ideal way to launch a career—providing both relevant experience and a network of professionals in the field, while reinforcing the soft skills crucial to success in a highly collaborative working world. The Business School is uncommonly well-positioned to practice this powerful educational style and to offer the career outcomes that flow naturally from it. Our immersive learning approach has three pillars:

Proof Points

1. Sawyer Business School programs at all levels incorporate immersive projects and consulting experiences with external corporate, public, and nonprofit organizations.
2. We embed service-learning experiences in our curricula, partnering with local, national, and international organizations and companies to develop students' practical skills, civic knowledge, and social responsibility.

School-Specific Guidelines

Sawyer Business School: Messaging

3. Our undergraduate and graduate programs prominently feature travel seminars, international internships, cross-continental project teams, and study abroad opportunities—including at our own campus in Madrid—that provide impactful, firsthand experiences to broaden students’ global and cultural knowledge.
4. We provide a range of practical experiences such as internships, capstone projects, practicums, and clinics. This enables students to connect theories with practices through established partnerships with local, regional, and international companies and organizations. The Business School also leverages Suffolk’s Center for Career Equity, Development & Success.
5. Our faculty members are scholars, thought leaders, and leading practitioners in their fields. They include officials in local and state government, directors of nonprofit organizations, business executives, and entrepreneurs—who bring a wealth of real-world experience into the classroom.
6. We maintain mentoring and professional development programs—often directly integrated into curricula—to connect students with successfully established alumni, strengthen their practical abilities in the workplace, facilitate their pursuit of their own ventures, and improve their career outcomes.

Message 3: Business with Purpose

We believe that business and a Sawyer Business School education serve purposes in society broader than profit generation. We must participate in building a more equitable and sustainable world. Since its inception, Suffolk University has been dedicated to advancing access, equity, and inclusion in higher education, propagating these values in both professional and civic life. The Business School is completely aligned with these University values. Our academics, extra- and co-curricular experiences, and community partnerships foster cultural sensitivity and conscious, purpose-driven leadership.

Proof Points

1. Our community comprises a diverse body of students, faculty, and staff who share their ideas, experiences, values, and identities to create an equitable, inclusive, and engaging learning environment.
2. As an integral part of Suffolk University, our school’s diversity and inclusivity are essential to our strength. We don’t just educate students—we welcome, support, respect, and champion them along their individual paths to success.
3. Our service-learning experiences allow students to directly partner with diverse civic and nonprofit organizations and communities at the local, national, and international levels, helping them to advance their missions.

4. Our global outlook is embedded throughout our undergraduate and graduate programs. Students from around the world gain impactful, firsthand experiences that broaden their cultural competency through our dedicated global business major and international business minor, international study and language requirements, travel seminars, international internships, cross-continental project teams, and study abroad options—including our own campus in Madrid.
5. We provide robust education and research opportunities for public servants and community leaders, particularly through our Department of Public Service and Healthcare Administration, Moakley Center for Public Management, and National Center for Public Performance.

School-Specific Guidelines

Sawyer Business School: Editorial Style

- Touch upon the approach of using ideas that are juxtaposed to each other for headlines

When to use the SBS style guide versus the University style?

When creating pieces that promote the University in general or the Business school in conjunction with another school, the general University guidelines should be followed. Also, admission-related pieces should follow the general University look and feel as admissions often addresses more than one school at a time. When promoting specific SBS programs and events, or speaking to the rankings of the Business School, the SBS style guide should be followed. When possible, it is best to use the primary logo elsewhere on a piece when the secondary logo (type treatment) is used (e.g., if the type treatment is on the front, then the logo would be on the back).

School-Specific Guidelines

Sawyer Business School: Visuals

In order to best visually represent the Sawyer Business School, a look has been developed from the overarching University guidelines specifically for the Business School.

Elements of the Sawyer Business School look include:

- an angled bar (sheered at 40°*) with an applied multiply effect
- slightly overlapping images
- angled bars overlapping each other and images
- full-color imagery focusing on our location in Boston, immersive learning, and business with a purpose/our ties to the private, public, and nonprofit sectors
- preferred use of the type treatment to highlight the School's location in Boston

**Note: The angle can be between 30° and 40° if needed, but should be consistent throughout the pieces/campaign.*



Design

Examples of Work: Sawyer Business School

YOUR NEEDS

OUR EXPERTISE

SUFFOLK UNIVERSITY SAWYER BUSINESS SCHOOL | BOSTON

of work becomes increasingly more
ary, organizations' business needs
exponentially more complex. Partner
with Suffolk University's Sawyer Business
School and the Center for Career Equity,
Development & Success to meet your
company's unique demands.

The National Bureau of Economic Research (NBER) reports that, in 2014, 40% of U.S. workers were employed in the private sector, up from 38% in 2000. This trend is expected to continue, with the private sector projected to account for 45% of the U.S. workforce by 2020. As a result, businesses are facing a shortage of skilled workers, particularly in the areas of technology, engineering, and healthcare. Suffolk University's Sawyer Business School is committed to providing students with the skills and knowledge they need to succeed in the private sector. Our programs are designed to be flexible and responsive to the needs of our students, ensuring they are prepared for the challenges of the modern workforce.

Let's get to business.

A Partnership with Real Results

Students can gain access to our business school's resources, including our award-winning faculty, state-of-the-art facilities, and our extensive network of industry partners. This partnership allows students to gain hands-on experience and build their resumes while still in school. Our programs are designed to be flexible and responsive to the needs of our students, ensuring they are prepared for the challenges of the modern workforce.

- Student Outlets**
 - Network your career partner with a 100+ range of career services, internships, and job opportunities.
 - Gain hands-on experience through our extensive network of industry partners.
- Professional Development & Training**
 - Enhance your academic performance with a variety of professional development programs, including executive coaching and leadership training.
- Talent Acquisition**
 - Recruit your career-ready, undergraduate and graduate students to your organization and intern, graduate and executive recruitment programs.
- Real-World Opportunities**
 - Gain hands-on experience through our extensive network of industry partners.
 - Develop your leadership and communication skills through our extensive network of industry partners.
 - Participate in campus activities, including our award-winning student organizations, and receive our award-winning leadership training.
 - Participate in campus activities, including our award-winning student organizations, and receive our award-winning leadership training.
- Opportunities to Connect**
 - Participate in Suffolk's online learning and research networking events.
 - Attend Suffolk's on-campus events and activities.
 - Share your ideas with our faculty and your Suffolk's faculty through our award-winning networking events and activities.
 - Joining one of our 100+ industry partners.

Corporate Partnership Outreach Piece

SUFFOLK UNIVERSITY
SAWYER BUSINESS SCHOOL
BOSTON

Where **business education** is seen as a **force for good**

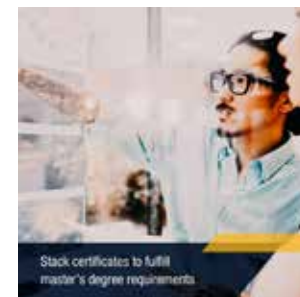
Aerial view of Boston skyline with a yellow bar at the bottom.

SUFFOLK UNIVERSITY
SAWYER BUSINESS SCHOOL
BOSTON

Where Boston's **private, public, and nonprofit** sectors meet

Aerial view of Suffolk University campus with a yellow bar at the bottom.

Pull-up Banners for Events



Certificate Advertising

Join the office of name on this line for

**LOREM IPSUM DOLAR
SIT AMET PED QUE**

Body copy about the event on this line to let them know what to expect. Make sure to include information about how to register, if it is in person or virtual, and a bolded URL for more information.

Monday, January 30, 4:30-6:30 p.m.
Conference Room Number
Building Name and Address

SUFFOLK UNIVERSITY SAWYER BUSINESS SCHOOL · BOSTON

“

Lorem ipsum dolar set amet dolor sit ped que. Ande volorias auta cori sit porehendis dignia sit et ped que plabore ribusci demporiam excesti accuptatius iducia si officit, sam eum rest dolor. Erum quianis experfe rperum sam dolor.

First Name Last Name, M.
Position or Degree within the University
Suffolk Business School

SUFFOLK UNIVERSITY SAWYER BUSINESS SCHOOL · BOSTON

Welcome to where Boston's private, public, and nonprofit sectors meet.

We're at the center of the city's financial, innovation, government, nonprofit, and healthcare institutions.

SUFFOLK UNIVERSITY SAWYER BUSINESS SCHOOL · BOSTON

Our business, public administration, and healthcare programs are **recognized for their excellence.**

We are the only U.S. business school to earn top accreditations in all three of these fields.

AACSB ACCREDITED
CAHME ACCREDITED
MASPDA

SUFFOLK UNIVERSITY SAWYER BUSINESS SCHOOL · BOSTON

We believe **business education** is a **force for good** in society.

Here, learners seek purpose beyond profit.

Our prime location in the **heart of Boston** is at the **heart of everything we do**—and offers an extraordinary wealth of **real-world experiences.**

Our faculty, community partners, and alumni will help you put your studies to work through:

- Internships
- International and domestic travel seminars
- Capstone projects
- Consulting projects
- Service-learning opportunities

SUFFOLK UNIVERSITY SAWYER BUSINESS SCHOOL · BOSTON

Digital Screen Templates

Email Guidelines

Placeholder

Email Guidelines

Placeholder

Social Media Guidelines

Placeholder

Web Guidelines

Web specific editorial guidelines will be needed

Trademark and Licensing

Need to cover use of name
