



# SUFFOLK UNIVERSITY

BOSTON

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## SECTION I: VISUAL IDENTITY GUIDELINES

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## Introduction

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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.

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↑  
symbol

SUFFOLK  
UNIVERSITY  
BOSTON

↑  
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 existing (complex shield) logo, providing continuity between both versions. The different configurations of the simple shield identifier are available for download at [suffolk.edu/omc](http://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. Please contact OMC for these files.

The Suffolk seal is the original identifier for the University and should be reserved for our most formal events, such as Commencement.

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



*Marketing Logo  
(Simple Shield Identifier)*



*Formal Logo  
(Complex Shield Identifier)*



*Suffolk Seal  
(most formal, original identifier)*



*Athletics Logo*

## Our primary identifier

**The simple shield (marketing logo)**

The simple shield (marketing 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 “get credit” for all 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](mailto:omc@suffolk.edu) to request a lockup and please 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:  
Ford Hall Forum and Modern Theatre**

**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 as part of the agreement Suffolk has with the city of Boston, it has its own brand guidelines.



*Ford Hall Forum Logo*



*Modern Theatre logo*

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

## 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, and 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 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 past Suffolk logos. Do not mix the marketing logo with the formal, seal, or athletics logos.

**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.



**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** tilt or rotate.



## 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: 238 / 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

**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 Georgia, Arial, and Rockwell screen fonts. (These can also be used for print pieces if Sabon, Gotham, and Archer are not available.)

**Our typographic palette**

Sabon



Gotham



Archer

Sabon Text Roman + *Italic*

Sabon Text Bold + *Bold Italic*



SABON TEXT ROMAN SMALL CAPS

Gotham Thin + *Thin Italic*

Gotham Extra Light + *Extra Light Italic*

Gotham Light + *Light Italic*

Gotham Book + *Book Italic*

**Gotham Medium + *Medium Italic***

**Gotham Bold + *Bold Italic***

**Gotham Black + *Black Italic***

**Gotham Ultra + *Ultra Italic***



Gotham Narrow Thin + *Thin Italic*

Gotham Narrow Extra Light + *Extra Light Italic*

Gotham Narrow Light + *Light Italic*

Gotham Narrow Book + *Book Italic*

**Gotham Narrow Medium + *Medium Italic***

**Gotham Narrow Bold + *Bold Italic***

**Gotham Narrow Black + *Black Italic***

**Gotham Narrow Ultra + *Ultra Italic***

Gotham X-Narrow Thin + *Thin Italic*

Gotham X-Narrow Extra Light + *Extra Light Italic*

Gotham X-Narrow Light + *Light Italic*

Gotham X-Narrow Book + *Book Italic*

**Gotham X-Narrow Medium + *Medium Italic***

**Gotham X-Narrow Bold + *Bold Italic***

**Gotham X-Narrow Black + *Black Italic***

**Gotham X-Narrow Ultra + *Ultra Italic***



Gotham Condensed Thin + *Thin Italic*

Gotham Condensed Extra Light + *Extra Light Italic*

Gotham Condensed Light + *Light Italic*

Gotham Condensed Book + *Book Italic*

**Gotham Condensed Medium + *Medium Italic***

**Gotham Condensed Bold + *Bold Italic***

**Gotham Condensed Black + *Black Italic***

**Gotham Condensed Extra Black + *Extra Black Italic***

**Gotham Condensed Ultra + *Ultra Italic***

Archer Hairline + *Hairline Italic* + SMALL CAPS

Archer Thin + *Thin Italic* + SMALL CAPS

Archer Extra Light + *Extra Light Italic* + SMALL CAPS

Archer Light + *Light Italic* + SMALL CAPS

Archer Book + *Book Italic* + SMALL CAPS

Archer Medium + *Medium Italic* + SMALL CAPS

Archer Semibold + *Semibold Italic* + SMALL CAPS

Archer Bold + *Bold Italic* + SMALL CAPS

**Note:** When combining different weights of Archer and Gotham, it is important to have appropriate contrast. For example, avoid combining Light with Book styles.

## Promotional Items

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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.**

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

- The marketing logo/simple shield identifier described on page 3 is the preferred graphic to use on all University swag.
- Please do not pair this identifier with its more formal counterparts or the athletics logo, also described on page 3.
- 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.

## Email Signatures

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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 will not supply logos for use in email signatures. Indeed, we actively discourage using such e-logos, as they often appear as attachments that may be deemed web bugs and cause your email to go directly to spam.

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

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