



SUFFOLK  
UNIVERSITY  
BOSTON

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**VISUAL BRAND GUIDELINES**

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## Logos

### Primary Logo

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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.

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↑  
*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](mailto: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](mailto: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](http://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](mailto: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](mailto:branding@suffolk.edu) for these guidelines.

#### Our Bodies Ourselves Today

Stemming from the book *Our Bodies, Ourselves*, which is no longer being published, Our Bodies Ourselves Today is an online 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](mailto:branding@suffolk.edu).



*Ford Hall Forum Logo*



*Modern Theatre Logo*



*Our Bodies Ourselves Today 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](mailto: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

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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”).

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#### 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><b>Suffolk Blue</b></p>	 <p><b>Suffolk Gold</b></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><b>Plum</b></p>	 <p><b>Purple Rain</b></p>	 <p><b>Dusk</b></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><b>Denim</b></p>	 <p><b>Crystal</b></p>	 <p><b>Deep Sea</b></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><b>Mermaid</b></p>	 <p><b>Green Onion</b></p>	 <p><b>Everglade</b></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><b>Jelly</b></p>	 <p><b>Red Apple</b></p>	 <p><b>Blushing</b></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><b>Strawberry</b></p>	 <p><b>Blaze</b></p>	 <p><b>Mac 'n' Cheese</b></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><b>Pine Cone</b></p>	 <p><b>Cool Gray</b></p>	 <p><b>Aluminum</b></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>

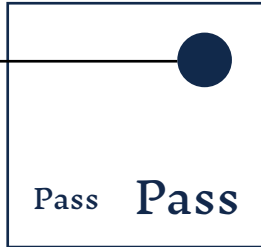
##### Grays

## 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

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### 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

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#### 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.

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## 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, alumni, 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  
Ambrose University  
Office of Intergovernmental Relations, Mayor's Office

**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

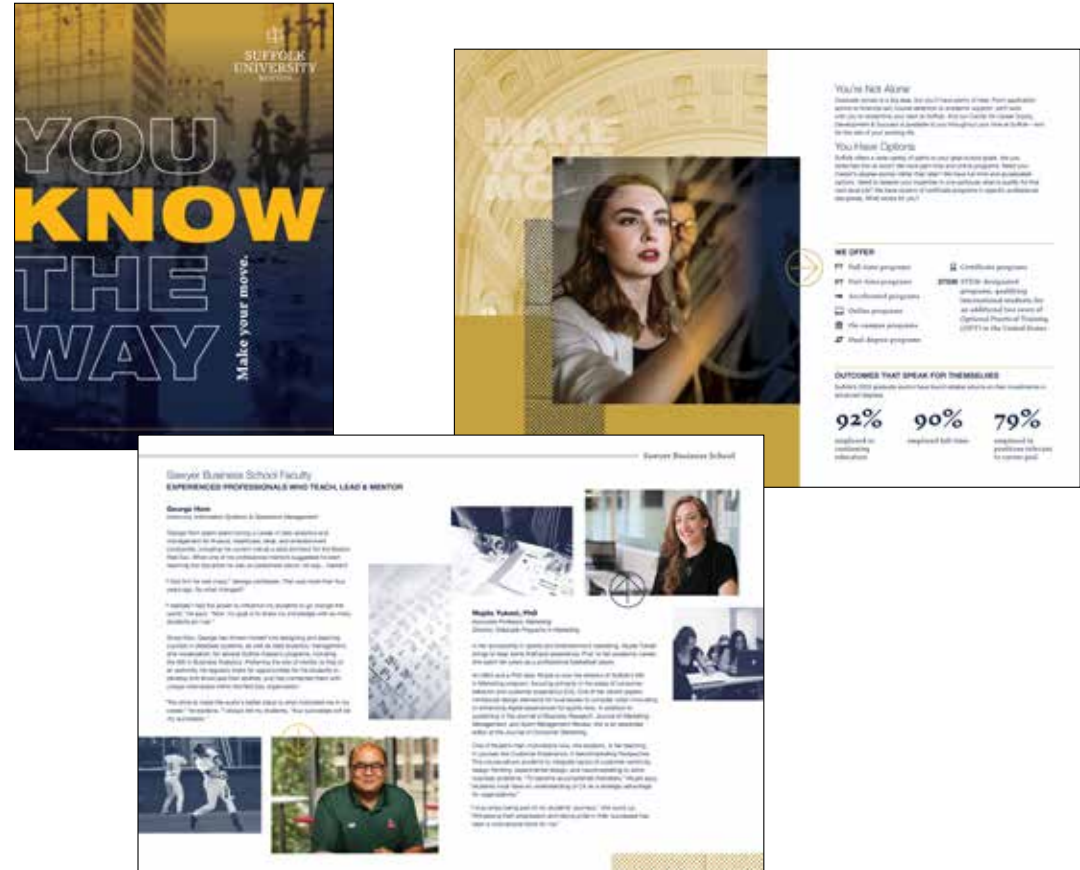
### Examples of Work: Graduate Audience

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

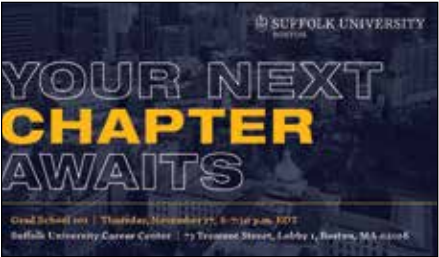
Examples of Work: Graduate Audience



EMBA Landing Page



Open House Social Media Ads



Grad School 101 Event Postcard



Graduate Program Cards





## Promotional Items (Swag)

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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](mailto: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.**

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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](mailto: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

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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 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.

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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)

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

Additional resources can be found at [suffolk.edu/omc](https://suffolk.edu/omc).

If you have any questions, please reach out to [branding@suffolk.edu](mailto:branding@suffolk.edu).

