

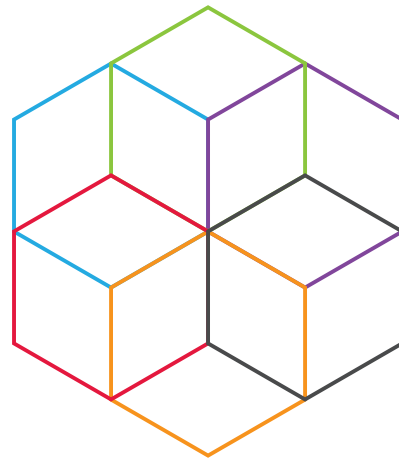
THE
HOWARD
THURMAN
CENTER
FOR COMMON GROUND

BRAND STYLE GUIDE
2019

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MISSION



THE
**HOWARD
THURMAN
CENTER**
FOR COMMON GROUND

At the Howard Thurman Center for Common Ground, students are united in their desire to learn about themselves and one another. Together, they come alive in pursuit of greater understanding through intellectual discourse, active listening, and friendship. The center advances Dr. Thurman’s philosophy of self-exploration and community building through meaningful and creative shared experiences.

INTRODUCTION

Our name, the Howard Thurman Center for Common Ground, is for both spoken and written communications within the center and within the Boston University community.

The Howard Thurman Center wordmark should never be written without the use of the Boston University master plate or sub-brand on either side of the mark or present somewhere on the piece, be it print, web, or social media. Items such as posters, mugs, pens, etc., can be without the master plate or sub-brand, if necessary.

The important global message is that the Howard Thurman Center is a vital part of Boston University.



THE
**HOWARD
THURMAN
CENTER**
FOR COMMON GROUND



INTRODUCTION: OUR LOOK AND FEEL



ENERGETIC, LIVELY, INTENSE, OPTIMISTIC, VIBRANT, AND YOUTHFUL describe the engaging interactions that emanate from the Howard Thurman Center for Common Ground's core.

The wordmark uses high-contrast color combinations to represent ***DIVERSE PEOPLE, THOUGHTS, AND IDEAS.***

INTRODUCTION: CONCEPT



*Within the mark itself, overlapping geometric shapes of many colors represent the **interaction** and **collaboration** of individuals and groups.*

This mark is strongly informed by both the new Howard Thurman Center's physical space and how that space will be used. The use of geometric, hexagonal shapes is a direct reference to the ceiling, the stars in the flooring, and the terraced seating areas in the new Howard Thurman Center.

Over time, in the eyes of the viewer, the logo continues to shift between these various perceptions: hexagon, star, three-dimensional blocks. It's a logo that can be looked at in many ways, and is always changing, representing the idea of shifting perspectives in life.

WORDMARK: HORIZONTAL



THE

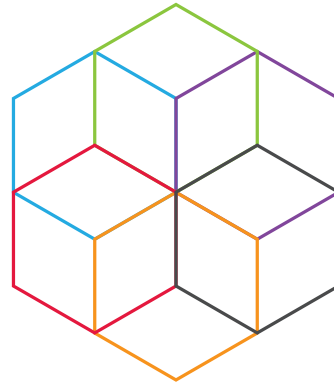
**HOWARD
THURMAN
CENTER**

FOR COMMON GROUND

The wordmark is the emblem of the Howard Thurman Center's visual identity.

USE: This is the standard, default version of the wordmark, to be used in most cases. When space and layout constraints necessitate, the vertical and single-line horizontal (pages 8 & 9) versions may be used.

WORDMARK: VERTICAL



THE
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This version of the wordmark can be used in settings where the horizontal version is not appropriate or does not fit the space available.

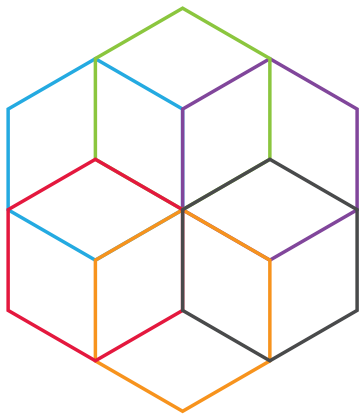
WORDMARK: SINGLE-LINE HORIZONTAL



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This version of the wordmark can be used in settings where it must fit into a wider, shallower space, such as a website header.

WORDMARK: TYPEFACE



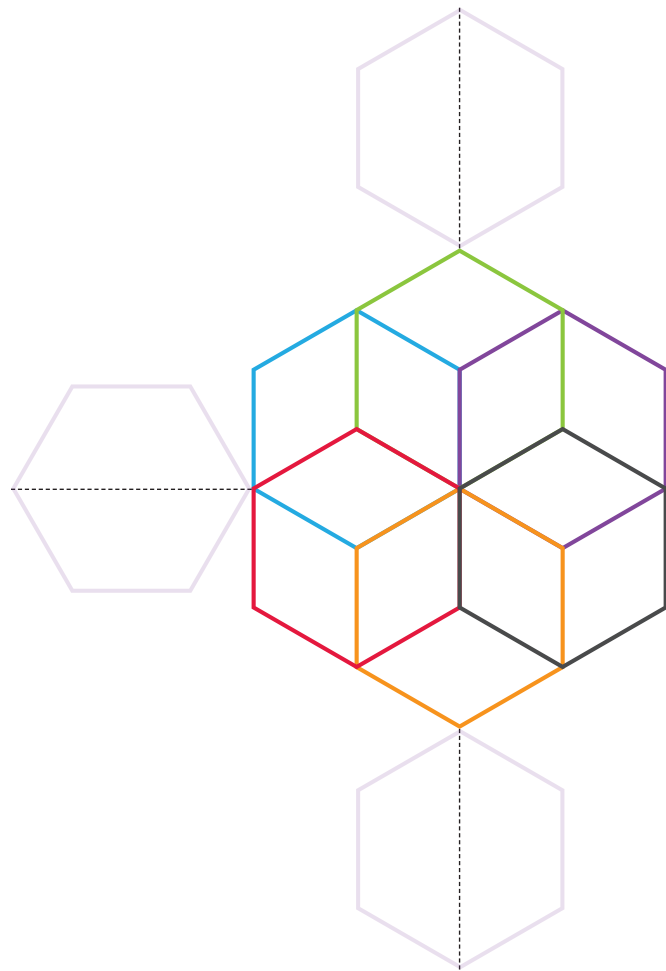
THE
HOWARD
THURMAN
CENTER
FOR COMMON GROUND

The typeface for the Howard Thurman Center wordmark is Ridley Grotesk Semibold, set in 100% black type:

Ridley Grotesk Semibold

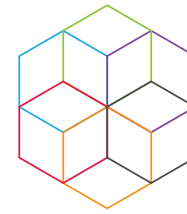
The wordmark is carefully letterspaced to create an even texture and placement, so always use the original outline files: i.e., do not attempt to typeset the wordmark.

WORDMARK: RULES FOR USE



Minimum Clear Space

The wordmark should always be surrounded by a minimum amount of clear space. Other elements, such as type, photography, or graphic forms, should never extend within a boundary space defined by the height of one of the interior hexagons, measured from corner to corner (as indicated).



Just the Logo

The geometric logo can be used as a graphic element on various digital applications such as social media icons, PowerPoint and Keynote presentations, environmental, and print pieces.

THE
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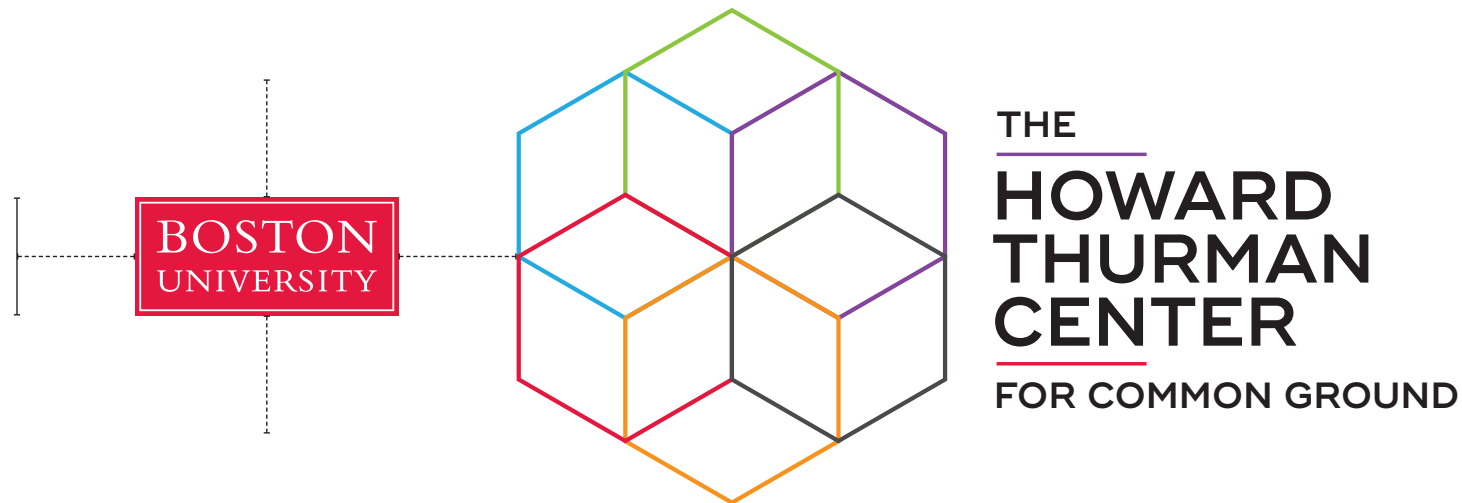
Minimum Size



1.5 inches

The wordmark should never be reduced to a scale smaller than 1.5 inches.

WORDMARK: RULES FOR USE



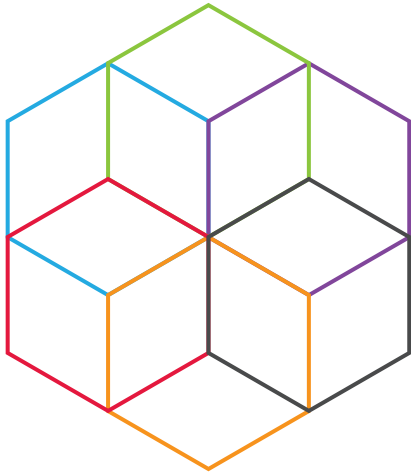
The Howard Thurman Center wordmark should never be used without the use of the Boston University master plate present somewhere on the piece, be it print, web, or social media. Items such as posters, mugs, pens, etc., can be without the master plate, if necessary.

Wordmark with BU Master Plate

The Howard Thurman Center's brand aligns with that of Boston University. When using the HTC wordmark in proximity to the BU master plate, ensure that there is sufficient space around the master plate on all sides, equivalent to the height of the master plate being used. Placement of the HTC wordmark in conjunction with the Boston University mark will evolve as HTC develops collateral material.

The Howard Thurman Center is a University-wide center and the wordmark should not be "locked up" with the sub-brands of specific schools and colleges: e.g., Boston University College of Arts & Sciences.

WORDMARK: COLOR VALUES



FOR PRINT
CMYK: C0 | M100 | Y75 | K4
Pantone: 186

FOR DIGITAL
HEX#: CC0000
RGB: 204 | 0 | 0



FOR PRINT
CMYK: C100 | M0 | Y0 | K0
Pantone: 298 C

FOR DIGITAL
HEX#: 00AEEF
RGB: 0 | 174 | 239



FOR PRINT
CMYK: C58 | M86 | Y0 | K0
Pantone: 258 C

FOR DIGITAL
HEX#: 81479C
RGB: 129 | 71 | 156



FOR PRINT
CMYK: C0 | M50 | Y100 | K0
Pantone: 1495 C

FOR DIGITAL
HEX#: F7941E
RGB: 247 | 148 | 30



FOR PRINT
CMYK: C0 | M0 | Y0 | K86
Pantone: 7540 C

FOR DIGITAL
HEX#: 4A4B4C
RGB: 74 | 75 | 76



FOR PRINT
CMYK: C50 | M0 | Y100 | K0
Pantone: 7488 C

FOR DIGITAL
HEX#: 8DC63F
RGB: 141 | 198 | 63

WORDMARK: ONE-COLOR AND REVERSING



One-Color Versions of the Visual Identifier

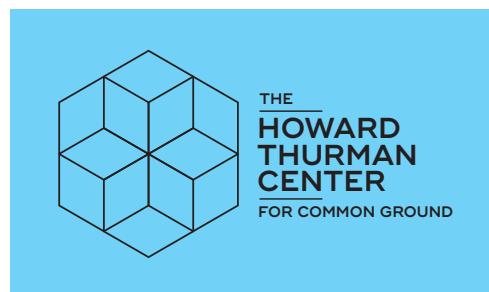
Although it is preferable to use the full-color wordmark whenever possible, sometimes it is necessary to reproduce the wordmark using only one color against a white, colored, or photographic background. In these cases, use only the all-black or all-white versions of the wordmark at 100% opacity. Never use a tint or screened version of either one-color wordmark variation.

WORDMARK: **DO'S** AND DON'TS

Do use the full-color wordmark only on a white background.



Do use the all-black or all-white wordmark when placing on a background color or photograph.

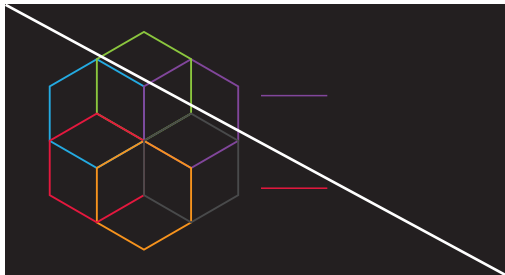


WORDMARK: DO'S AND **DON'TS**

Never use the HTC wordmark lockup on its own, without the logo.



Don't use the full-color wordmark on colored backgrounds where parts of it will get lost or clash with the background color.



Do not stretch or condense the wordmark.



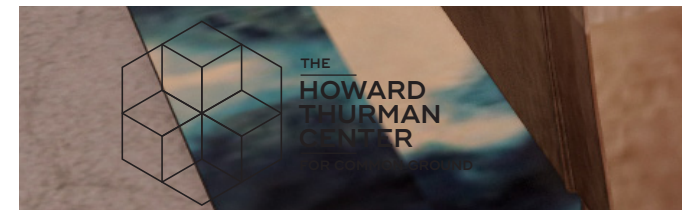
Do not add a drop shadow or any other effects to the wordmark.

Do not alter the colors of the wordmark, in any of its forms.

Do not rearrange the elements of the wordmark.

Do not add additional elements or information to the wordmark.

Don't place the wordmark on visually distracting backgrounds or photographs.



WORDMARK: USE OF MODULAR VARIANTS



Standard Wordmark
(for all external audiences, external signage, and marketing pieces)



The modular variations of the mark symbolize how interactions and relationships shift over time as ideas are exchanged and groups and individuals come together within the center.

Wordmark Variants

For use with internal audiences already familiar with the HTC identity and the standard wordmark. These mark variations are for decorative use and are not to be used in conjunction with the center name/wordmark.

Variants should always be accompanied by the full HTC logo, elsewhere on the product or garment, unless the variant is being used decoratively inside the center itself.

WORDMARK: USE OF MODULAR VARIANTS

T-shirt front



T-shirt back



Wordmark Variants

(For use with internal audiences already familiar with the HTC identity and the standard wordmark. Must always be accompanied by the full HTC wordmark elsewhere on the item or garment.)

WORDMARK: USE OF MODULAR VARIANTS (ON COLORED BACKGROUND)

T-shirt front



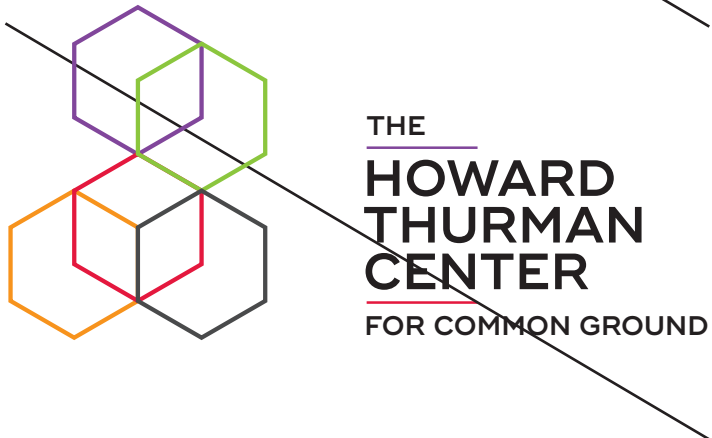
T-shirt back



Wordmark Variants

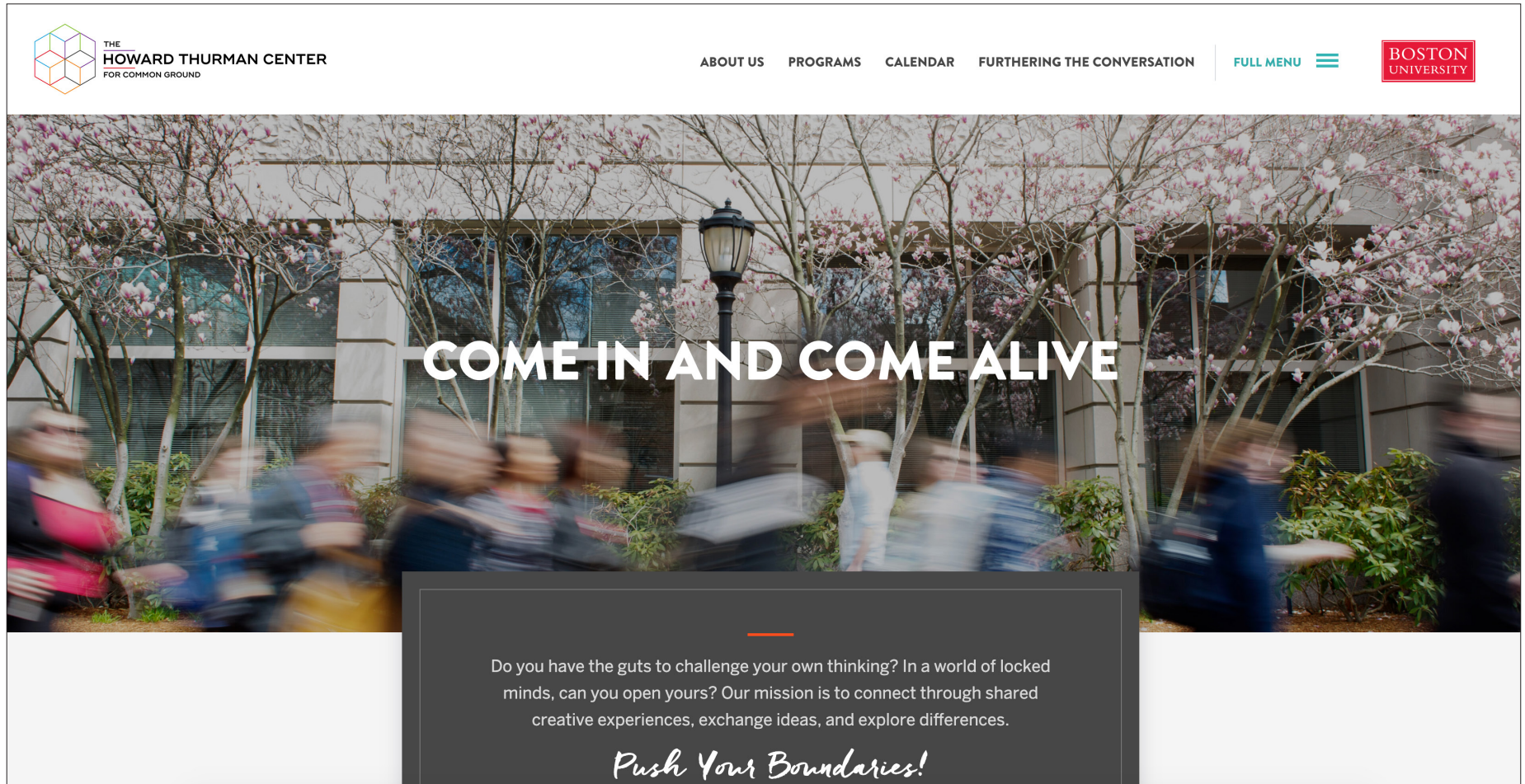
(For use with internal audiences already familiar with the HTC identity and the standard wordmark. Must always be accompanied by the full HTC wordmark elsewhere on the item or garment.)

WORDMARK VARIANTS: DO'S AND DON'TS

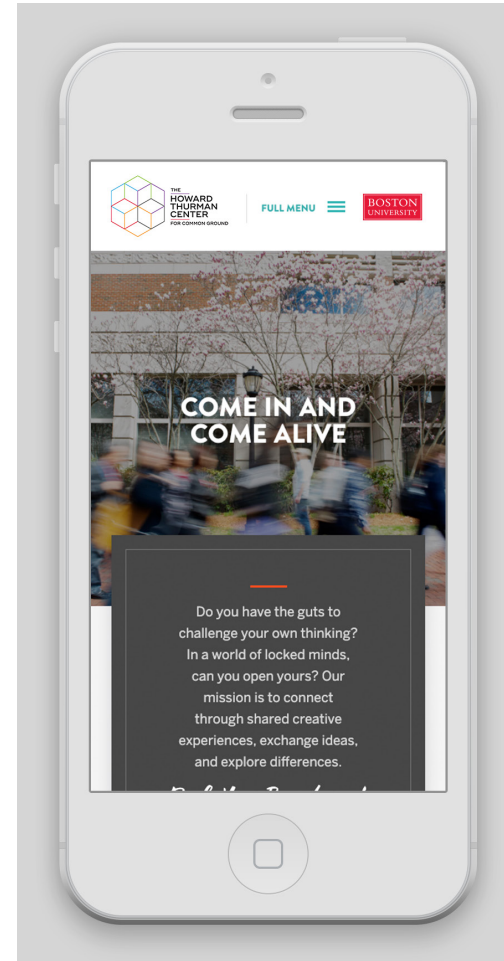
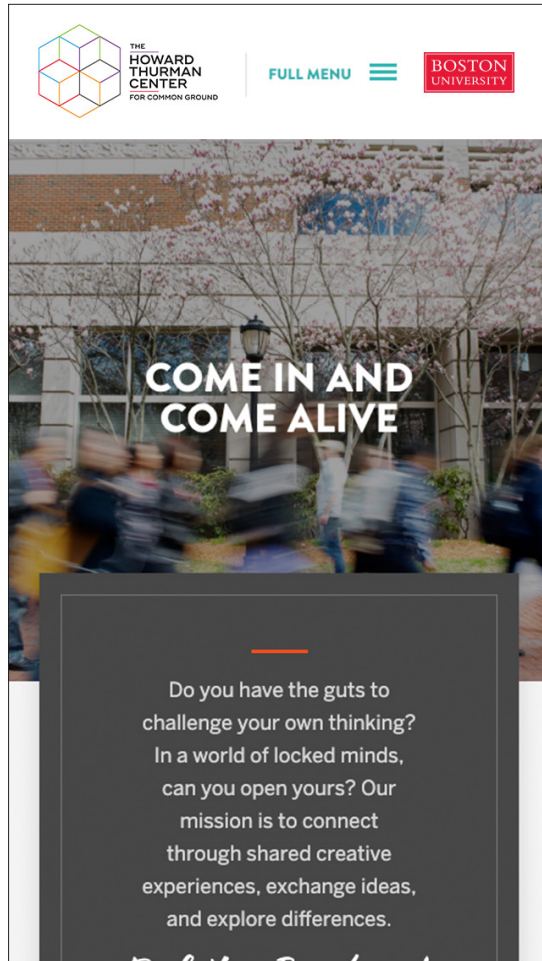


These mark variations are for decorative use and are not to be used in conjunction with the center name/wordmark.

APPLICATIONS: WEBSITE



APPLICATIONS: MOBILE



APPLICATIONS: WEB PAGE, IN CONTENT

HOME ABOUT US RESOURCES PARENTS POLICIES CONTACT US *part of the Dean of students family*

Boston University Dean of Students Search

about the **Dean of Students**

Our mission is to help you enhance your character, quality, and perspective during your time at BU.

About Us
Who We Are
Contact Us


About the Dean of Students

In our offices, you'll meet [staff](#) committed to promoting your personal and academic growth and representing your concerns. We advise [student organizations](#), plan ways to help you [acclimate to the University](#), and set and regulate [standards](#) for student conduct.

Get the Best of BU

Our services, programs, and facilities across campus are dedicated to enriching your years with us.


A Happening Hub


 THE HOWARD THURMAN CENTER FOR COMMON GROUND

Within the GSU, the [Howard Thurman Center](#) provides opportunities to connect with BU's diverse population. Engage with the community beyond BU through the [Community Service Center](#), also in the GSU.

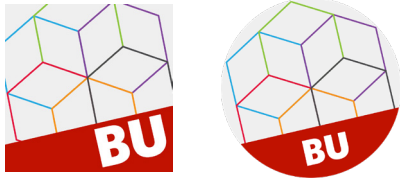
Related Links

- [Student Activities Office](#)
- [Disability Services](#)

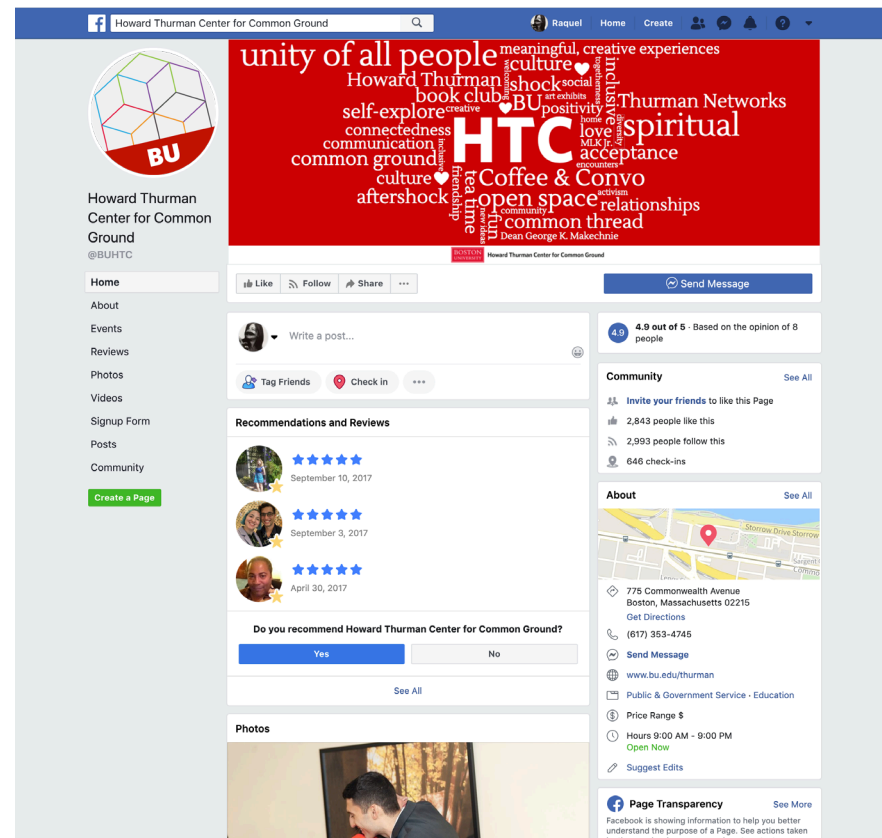
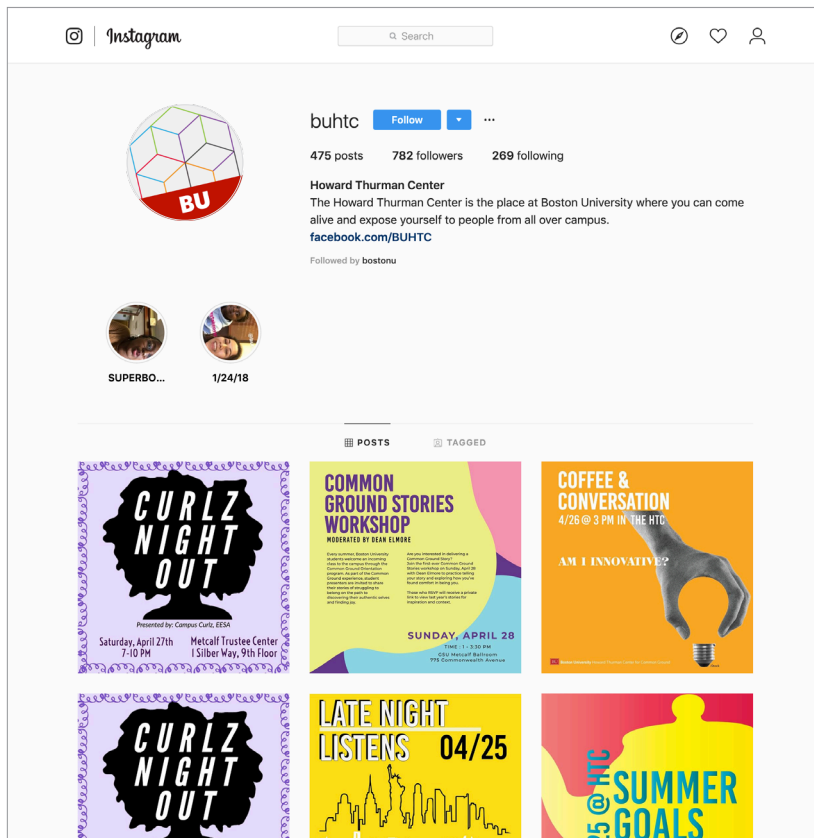
 **Class Gift**
Give Today

 **Arts at BU**
Are You Experienced

APPLICATIONS: SOCIAL MEDIA AVATARS

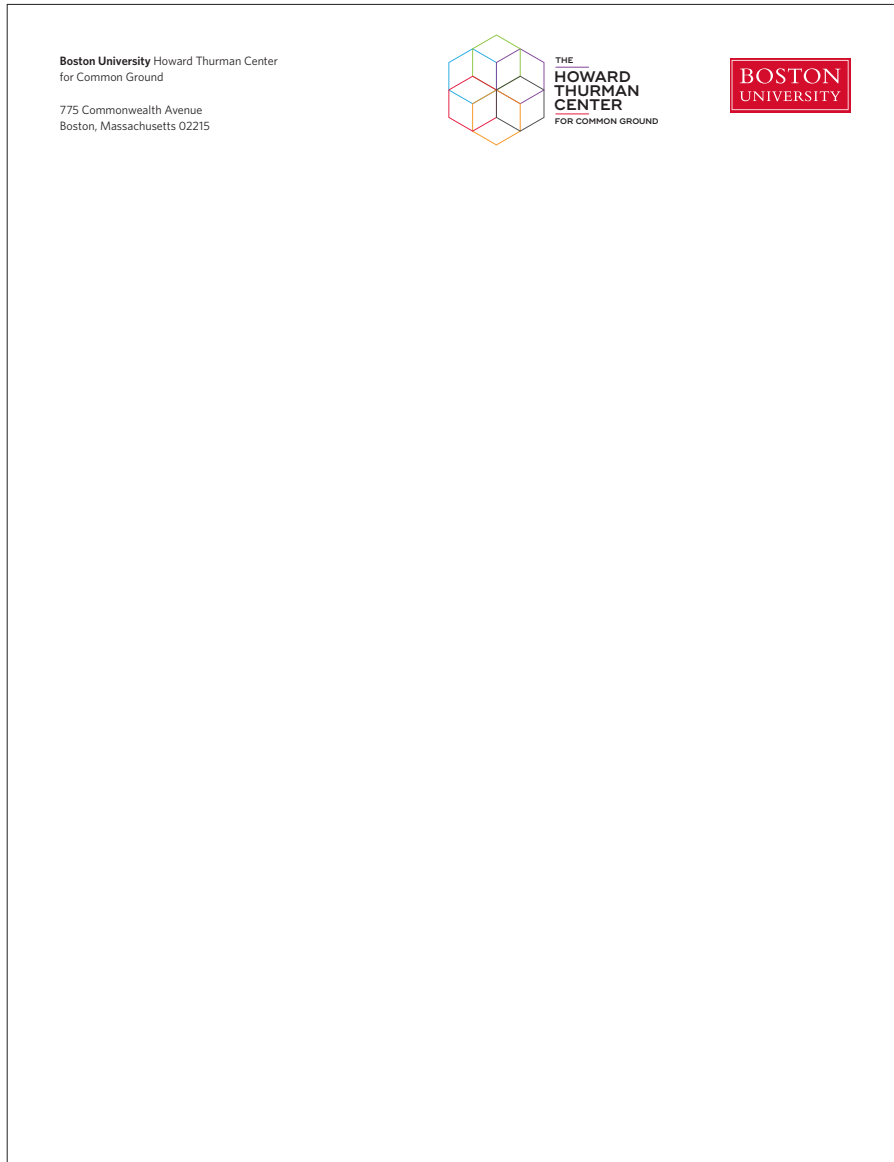


On Instagram- or Facebook-like social media, you can use these social media-specific avatars. The use of the interlocking-hexagons logo on a gray-tint background is for social media outlets ONLY.



APPLICATIONS: BUSINESS CARD & STATIONERY

Stationery



Business Card

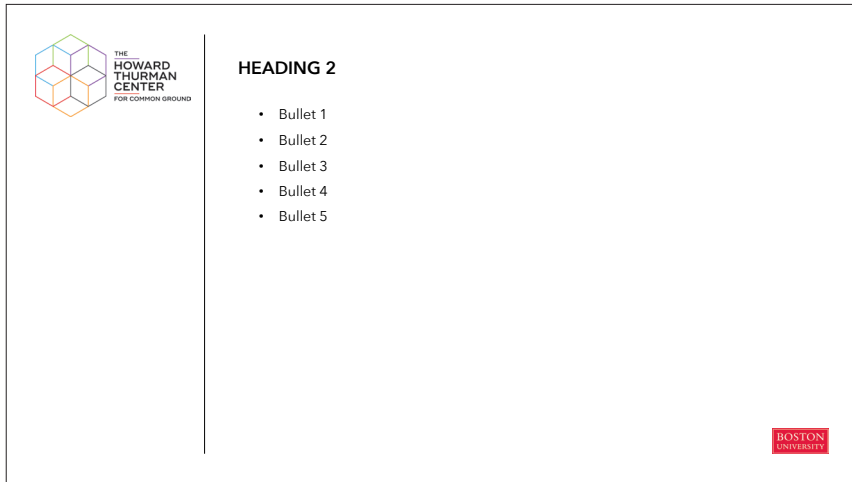
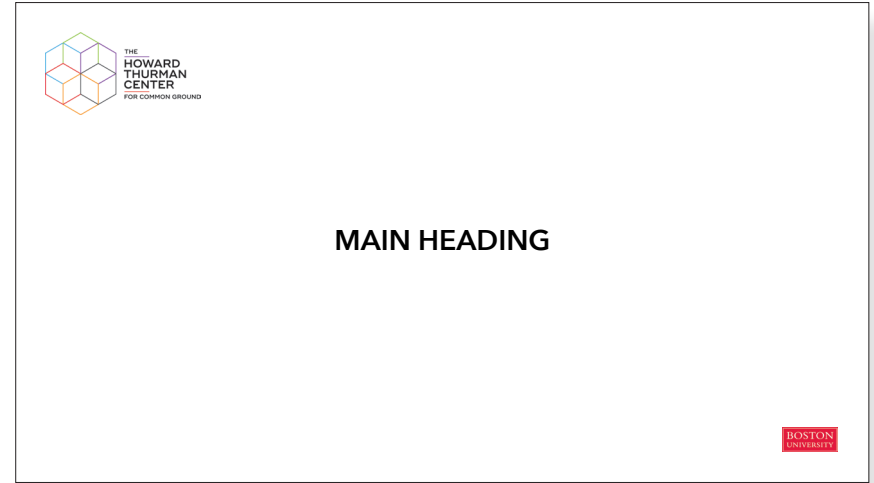


Use the standard letterhead for official BU Howard Thurman Center correspondence.

APPLICATIONS: SWAG EXAMPLES



APPLICATIONS: POWERPOINT PRESENTATION TEMPLATES



APPLICATIONS: VIDEO

For video, the bumper will contain the full wordmark, the master plate, and URL—all centered.



bu.edu/thurman

ALTERNATE BRANDING

When some branding identification is needed, but it is not possible or ideal to use the full wordmark, please use the approved University sub-branding.

Boston University Howard Thurman Center for Common Ground



Boston University Howard Thurman Center for Common Ground

 Howard Thurman Center for Common Ground