



BOSTON COLLEGE

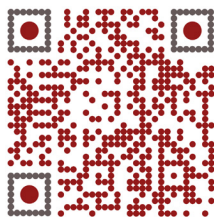
Brand Guidelines

BRAND IDENTITY + USAGE GUIDE

Office of University Communications

2024

Access this guide online and download files
at bc.edu/branding



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Introduction to the BC Brand

Boston College's history, character, people, and mission are portrayed, even if subtly, through each story, webpage, and print piece about the University. Through engaging writing and compelling, consistent visuals, we express to others what BC stands for and influence how the world perceives us. In short, when you portray the BC brand, you act as a public representative of the University.

The three most important underlying characteristics of Boston College that you should keep in mind when creating any type of communication are:

- » Boston College is a Jesuit, Catholic liberal arts university with a commitment to formative education.
- » As a leader in formative education, Boston College prepares students for ethical leadership in a complex world.
- » Boston College is a top-ranked university with distinctive strengths in innovative, multidisciplinary research that addresses the world's most pressing needs.

NOTE:

The seal and the name "Boston College" are registered trademarks, and reproduction of the wordmark alone or together with other elements of the Graphic Identity System is for official Boston College use only, in accordance with the [University policy](#) on use of the Boston College indicia.

Primary Wordmark Overview



BOSTON COLLEGE

"1 line"



BOSTON COLLEGE

"Inline"



**BOSTON
COLLEGE**

"2 line horiz"

How to Use These Guidelines

Brand guidelines establish how and when to use elements of an institution's brand identity—helping to maintain a consistent public image and reinforce the institution's mission, vision, and values. This guide provides a menu of visual and typographical elements and their instructions for usage—helping you identify and correctly implement the elements of BC's brand identity. In the process, this guide outlines the graphic and typographic systems and clarifies the University's primary brand and its sub-brands (schools, divisions, offices, and other entities).

All University marketing communications—any official printed or digital media published by any BC identity for circulation on or off campus—must be produced in accordance with these brand guidelines.

For a glossary of terms, see pages 6–7.

WHAT IS THE ROLE OF THE OFFICE OF UNIVERSITY COMMUNICATIONS (OUC)?

- » All marketing communications require design and copy editing, and in the case of online communications, conformance with technical standards. Campus partners producing these communications are responsible for ensuring that these requirements are met, that all communications are accurate, and that they comply with University procurement policies and bid requirements.
- » The Office of University Communications (OUC) assists campus partners with planning and production of print and online communications, as well as signage, banners, and other types of promotional material. OUC provides marketing counsel and related editorial, photographic, and graphic design services. OUC is available as a consultant on projects and can refer you to outside vendors that may be available to assist with particular projects.
- » OUC maintains a database of photographs that depict campus scenes, people, and events, which are available for use in print or online communications. You can request the official University font—ScalaOT—from OUC; ScalaOT installation must be approved per device.

MARKETING CONTACTS

T: 617-552-4820

E: ouc-marketing@bc.edu

bc.edu/ouc-marketing

For best results and to ensure your project goes smoothly,
contact OUC at the beginning of the project timeline.

Glossary with Production Notes

Branding Elements

SEAL

The seal is available as an EPS or PNG file. Choose the correct item for your printing specifications or digital format.

WORDMARK

Boston College's logo, which is a logotype, is referred to as a "wordmark." Several formats *with and without* the seal are available as EPS or PNG files. Choose the correct item for your printing specifications or digital format.

LOCKUP

A specific configuration of the seal and wordmark elements, combined.

FONT

Fonts are typefaces. The university font is **Scala**. BC uses the Open Type version, **ScalaOT** and **ScalaSansOT**.

SERIF: Letterforms with "feet"—the strokes at the end of letterforms (best for lengthy text)

SANS SERIF: Font characters without feet

Boston College has a limited number of font licenses. A user must be registered before installing or distributing this set of fonts. Please e-mail your username to university-communications-gggroup@bc.edu for approval.

Please not that "Scala" and "Scala Sans" are no longer used. Existing instances should be substituted with ScalaOT and ScalaSansOT.

SUB-BRAND

Any organization or entity falling under the main umbrella of Boston College.

SUB-BRAND SYSTEM

Hierarchical typographic system for sub-brands.

Level 1 refers to schools, divisions, and offices.

Level 2 refers to departments.

Level 3 refers to the groups underneath Level 2.

Color Terms

CMYK / 4C / PROCESS COLOR

Color space for printing made up of four colors of dots: Cyan, Magenta, Yellow, and Black. Not used for metallics.

HEX

Hex color codes are a hexadecimal format for identifying colors used in web and digital communications. They start with a pound sign or hashtag (#) followed by six letters and/or numbers defined in values between 00 and FF. This system is used in HTML, CSS, and SVG.

LAB

LAB color space is mostly used to convert print into digital form (e.g., to print on t-shirts, mugs, or plastics). The colors are device-independent and are uniform everywhere. The use of the LAB color space is a technique to quantify colors across different software and devices.

PMS (PANTONE MATCHING SYSTEM)

Extensive color matching system with a library of spot colors (PMS) used for offset printing, with versions for both coated and uncoated papers. Pantone colors may also be specified in banners and signage.

RGB

An RGB color space uses primaries based on the RGB color model. Mixing of these three primaries in different proportions creates the perception of colors other than the primaries. RGB color spaces are commonly found in display devices such as television screens and computer monitors.

Electronic Assets

FORMATS

EPS: Use for print and environmental; high resolution; made up of CMYK or spot (PMS) colors

PNG: Use for digital media (RGB)

RESOLUTION

Proper resolution is necessary to produce a quality printed piece or optimize digital images for the web. PPI (pixels per inch) describes the resolution in pixels of a digital image, whereas DPI (dots per inch) describes the amount of ink dots on a printed image.

For print purposes, 300 DPI is generally considered industry standard quality.

Web and digital images generally can be 72 PPI. Higher resolutions are feasible, but they will produce images with larger file sizes and should be used only when necessary.

Printing Methods

When deciding on offset vs. digital printing, there is no general rule as to which method is best. It depends on budget and job specifications such as quantities, page counts, size, type of paper desired, etc. When deciding between offset or digital, print vendor representatives will provide estimates for both methods.

OFFSET PRINTING

Usually the preferred method for quality and larger quantities. Offset printing is the only way to produce metallic gold, one of Boston College's primary brand colors.

PROS: Print quality; color accuracy and consistency; many stock choices, special effects, and coatings available.

CONS: Cost, especially with low quantities; allow 10–15 working days for turnaround time.

DIGITAL PRINTING

Digital printing is solely a CMYK process (no metallics). Current best practices according to print vendors suggest maintaining Pantone colors in files, which will be converted in the production and proofing stages. Check with your vendor representative about this as the industry is continually changing.

CMYK Gold: A unique CMYK build has been created to mimic metallic gold. (See [Primary Palette](#) on page 29.)

Quality varies from color copying (lowest) to offset-like results from high-end machines. Digital presses use ink (better) or toner. This evolving industry is always improving its long-standing limitations such as size, paper choice (stock), and coatings.

PROS: Can be cost-effective for smaller quantities; quicker turnaround time

CONS: Lesser print quality, color accuracy, size limitations, and fewer stock choices. Color can vary widely from paper to machine. Cannot be used for metallics.

WIDE FORMAT

Digital process used for over-sized and environmental items such as signage, banners, fabrics, and stand-up banners. A variety of substrates such as vinyl or Sintra board is available.

Proofs

Replication of a printed project for proofreading and reviewing layout and color before a final printing.

HARD PROOF: Printer's proof on a special stock (offset) or actual stock (digital).

DUMMY: Trimmed, folded, bound proof

DYLUX: Low-quality proof used for checking placement and folding, which can be assembled into a dummy

EPSON: One type of a high resolution color proof (metallics cannot be represented accurately)

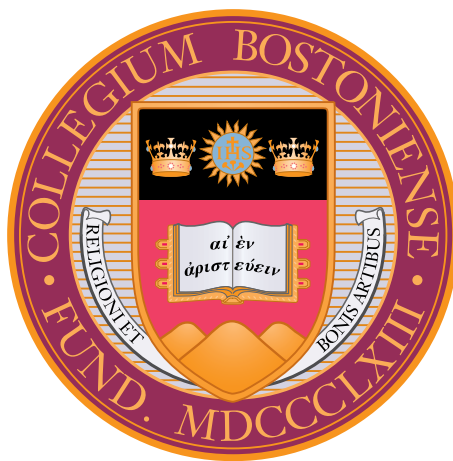
SOFT PROOF: Proof sent electronically, such as a PDF

Main Branding Elements

The BC seal, wordmark, and lockup (when the seal and wordmark are combined into a single graphic) are core elements of the University's branding. Consistency in use is absolutely essential. Follow these guidelines whenever you use any of these three elements.

The Seal

- » The Boston College seal is the primary logo of the University and should appear on all documents produced by the University—on either the front or back cover or in both places. Four color options of the Boston College seal are available for use: black, gold (Pantone 874), and full color.



SEAL USAGE

- » A white background is built into the electronic files resulting in a “knock out” to white.
- » No other background color or image should show through.
- » Do not manipulate the seal in any way.
- » Produce the seal only at full resolution for the highest quality reproduction.

COLOR TREATMENTS



Full Color



Gold

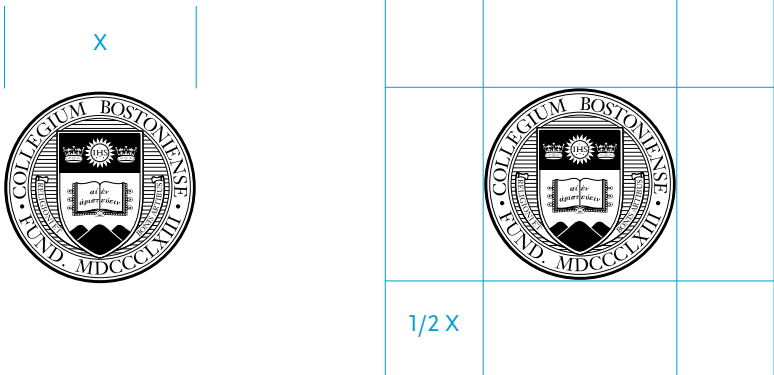


Black

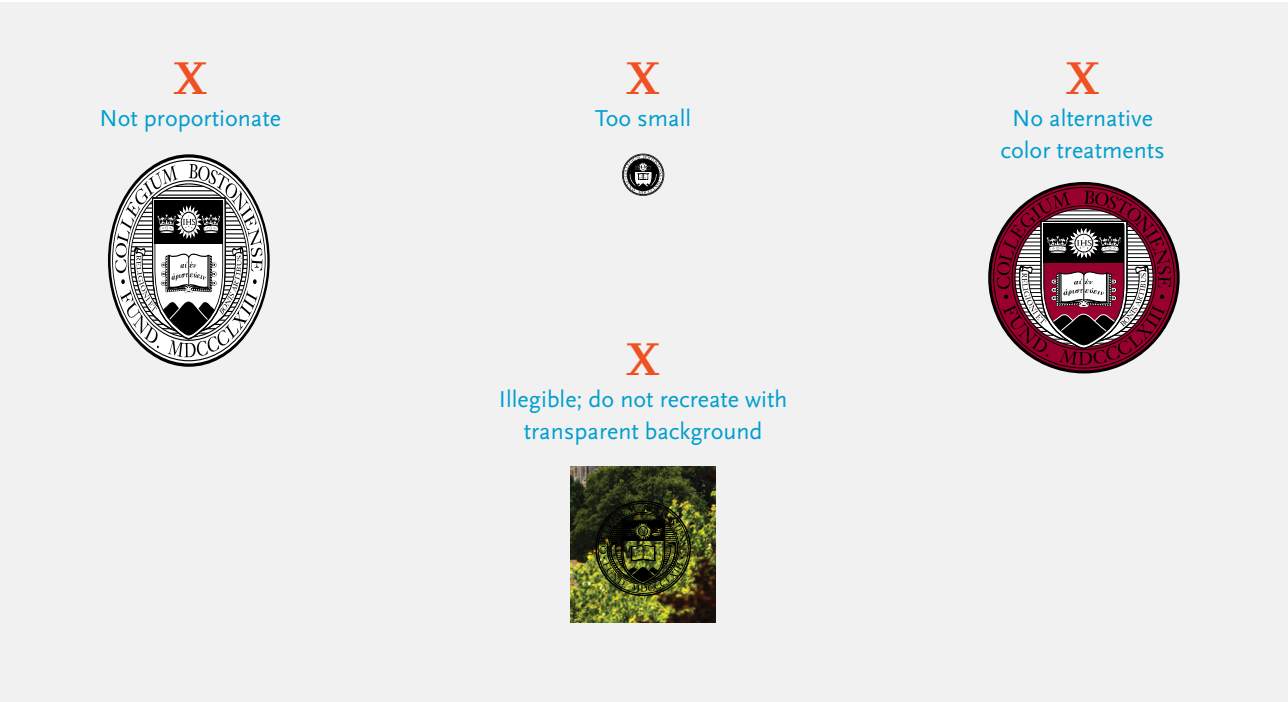
Main Branding Elements

CLEAR SPACE REQUIREMENT

» The seal requires ample space surrounding it and should never be positioned too close to images or type.







UNACCEPTABLE USAGE



MINIMUM SIZE REQUIREMENTS

- » When sized too small, the seal loses its clarity and identity.
- » These examples reflect the minimum size in each category.

ALL PRINT CASES	OFFSET PRINT	DIGITAL PRINT	DIGITAL MEDIA
Black	PMS 874 + Full color	CMYK Gold + Full color	All colors
1/2 inch	1/2 inch	5/8 inch	32 px
	 	 	  

The Wordmark

The Boston College wordmark is a core element in the brand identity system.

The primary wordmark is the graphic element that includes BOSTON COLLEGE.

Both horizontal and vertical arrangements are acceptable.

PRIMARY WORDMARK

BOSTON COLLEGE

BOSTON
COLLEGE

WORDMARK USAGE

- » The Boston College wordmark is the official graphical treatment of the words “Boston College.” The Office of University Communications rarely uses “BC” as a wordmark.
- » When treated graphically (not in the document text), the words “Boston College” should appear as a logotype on one or two lines in black, gold, or reversed to white.
- » ***Do not attempt to recreate the wordmark by typing it out. Do not alter the workmark in any way.*** To maintain the specific relationships between the letters, OUC has created specially formatted files of the logotype. These have been made available to the Boston College community and may be downloaded using an authorized BC password at bc.edu/branding.
- » The only graphic the wordmark should be paired with is the seal. See the official seal/wordmark combinations in the following section.

COLOR TREATMENTS

Black

BOSTON COLLEGE

BOSTON
COLLEGE

Gold

BOSTON COLLEGE

BOSTON
COLLEGE

Reverse*

BOSTON COLLEGE

BOSTON
COLLEGE

**Examples show white wordmark on black; wordmark does not include a background box.*

CLEAR SPACE REQUIREMENT



MINIMUM SIZE REQUIREMENTS

ALL PRINT CASES



BOSTON COLLEGE



BOSTON
COLLEGE

DIGITAL MEDIA



BOSTON COLLEGE



BOSTON
COLLEGE

UNACCEPTABLE USAGE

X

Typed out (even if with Scala typeface)

Boston College
BOSTON COLLEGE

BOSTON COLLEGE

BOSTON
COLLEGE

X

Incorrect (old stacked) wordmark.
Note that “college” is smaller than “Boston”

BOSTON
COLLEGE

X

Incorrect proportions

BOSTON
COLLEGE

X

Do not use alternative color treatments

BOSTON COLLEGE
BOSTON COLLEGE

X

Too small

BOSTON COLLEGE

X


Illegible



Lockups: Seal & Wordmark Combinations

A combination of the wordmark configured with the seal as a single unit is called a lockup. You can access lockup files created by OUC at bc.edu/branding.

CLEAR SPACE REQUIREMENT

½ X	X		
		BOSTON COLLEGE	

½ X	X		
		BOSTON COLLEGE	

½ X		X		
				
		BOSTON COLLEGE		

UNACCEPTABLE USAGE

- » Never recreate your own lockup; use only the configurations provided.
- » Do not alter the proportions of the lockup.
- » Do not alter the lockup's color combinations.

X

Incorrect lockup: seal is too large in relation to the wordmark



BOSTON COLLEGE

X

Incorrect lockup: elements should not overlap



BOSTON
COLLEGE

X

Incorrect lockup: seal is too small in relation to the wordmark



BOSTON COLLEGE

X

Incorrect lockup: seal is too far away from the wordmark



BOSTON COLLEGE

X

Incorrect lockup: flipped positioning

BOSTON
COLLEGE



X

Illegible



MINIMUM SIZE REQUIREMENTS

- » The lockup's minimum size is based on the minimum seal size. The size of the entire unit must be taken into consideration.
- » Various uses call for different minimum sizes. The minimum size requirements will differ across black (all print cases), offset print, digital print, and digital media uses.
- » If the space in which the lockup must fit causes the seal to be reduced below the minimum seal size, consider eliminating the seal and using the wordmark alone.

BLACK (ALL PRINT CASES)



OFFSET PRINT:

Full Color

1/2 inch



BOSTON COLLEGE

BOSTON
COLLEGE

1/2 inch



BOSTON COLLEGE



BOSTON
COLLEGE

Pantone 874 Gold



BOSTON COLLEGE



BOSTON
COLLEGE

Main Branding Elements

DIGITAL PRINT (CMYK):

Full Color

5/8 inch



BOSTON COLLEGE

BOSTON
COLLEGE

5/8 inch



BOSTON COLLEGE



BOSTON
COLLEGE

CMYK Gold




BOSTON COLLEGE




BOSTON
COLLEGE

DIGITAL MEDIA


32 px



BOSTON COLLEGE



BOSTON COLLEGE



BOSTON COLLEGE

32 px



BOSTON
COLLEGE



BOSTON
COLLEGE



BOSTON
COLLEGE

Main Branding Elements

Color Treatments

Black and reverse wordmarks are available with each of the three seals (full color, gold, and black).

- » Sub-brand wordmarks are also available in these color combinations. *See page 40 for more information.*



BOSTON COLLEGE



BOSTON
COLLEGE



BOSTON COLLEGE



BOSTON
COLLEGE



BOSTON COLLEGE



BOSTON
COLLEGE



BOSTON COLLEGE



BOSTON
COLLEGE



BOSTON COLLEGE



BOSTON
COLLEGE



BOSTON COLLEGE



BOSTON
COLLEGE

Typography

Typography is an element of a graphic identity system that gives text its distinctive personality and helps define the University.

- » Scala has been Boston College's official typeface since the late 1990s. Do not use any other typefaces in University publications.
- » Both Scala and ScalaSans—the sans serif typeface designed to complement and support the serif face—are highly readable typefaces.
- » Based on humanist Renaissance typefaces, Scala reflects the origins of the modern Western academy, as well as the particularly Roman Catholic influences upon these origins. This typeface is meant to be emblematic of a long tradition of intellectual engagement and rigorous scholarship.

SMALL CAPS

- » When all capital letters are to be used, such as in headings, the preferred style is the use of **SMALL CAPS**. Small caps (short for “small capitals”) are characters typeset with glyphs that resemble uppercase letters (capitals), but reduced in height and weight to be close in size to the surrounding lowercase letters. In essence, they are lowercase letters that appear as capitals. *(See the section on **Best Practices** on page 27 for examples and more information.)*

OBTAINING SCALA

- » Licensed copies of ScalaOT and ScalaSansOT in OpenType format—for the use of University faculty and staff producing publications that represent the University—are available from OUC.
- » To obtain a copy, contact OUC: ouc-branding@bc.edu or 617-552-4820.

Available ScalaOT Font Families

SERIF

ScalaOT

ScalaOT Italic

ScalaOT Bold

ScalaOT Bold Italic

SANS SERIF

ScalaSansOT

ScalaSansOT Italic

ScalaSansOT Bold

ScalaSansOT Bold Italic

EXPANDED PALETTE / SPECIAL CASES

These faces do not have small caps.

ScalaSansOT Light

ScalaSansOT Light Italic

ScalaSansOT Black

ScalaSanOT Black

ScalaSansOT Condensed Regular

Scala SansOT Condensed Bold Italic

Best Practices

ALIGNMENT

- » Left align running body text if the paragraph is more than five or six lines. Do not justify or center align in these circumstances.
- » Always left align running email text.

APOSTROPHES & QUOTATION MARKS

- » Use typographer's (curly) quotation marks and apostrophes, not tick marks. If using apostrophes in headlines, bring down apostrophes to align them just above the top of the capital letter.
- » Set your word processing program or software to use typographer's apostrophes.

MASTER'S
"QUOTE"

X MASTER'S
X "QUOTE"

GLYPHS

- » Glyphs are alternative letterforms or symbols within a font. Accessing glyph options will vary depending on the software used.

Examples:

I *option: 1*

2 *option: 2*

& *option: &*

Œ *option: &*

LINE SPACING & LETTER SPACING

- » Body text is best with at least three points of leading (also known as line spacing).

Example with 9 pt type and 12 leading:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque eu iaculis nisi. Curabitur rutrum scelerisque urna, a ultricies mi ultricies placerat.

- » Longer line lengths may require additional leading/line spacing for readability.

Example with 10 pt type and 14 leading:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque eu iaculis nisi. Curabitur rutrum scelerisque urna, a mi ultricies placerat. Lorem ipsum dolor sit ameti.

- » Certain tracking values (also known as letter spacing) improve readability and appearance of the Scala font.

- » When using *small caps* and the typeface is very large, adjust the tracking values to maintain the proper proportional relationships. Follow these tracking values for best practice:

0-5 ScalaOT

0-5 ScalaSansOT

0-10 ScalaOT Bold

0-10 ScalaSansOT Bold

0 ScalaOT Italic

0 ScalaOT Italic

0 ScalaSansOT Italic

0 ScalaSansOT Bold Italic

30-50 SCALAOT SMALL CAPS

30-50 SCALASANSOT SMALL CAPS

30-50 SCALASANSOT SMALL CAPS BOLD

NUMERALS

- » There are two design styles of numeral figures: **lining**, also referred to as aligning, modern, or cap figures; and **nonlining**, also called old style, lowercase, ranging, or text figures.

- » Lining figures are all the same height and align on the baseline and (most commonly) the cap height, thus the name aligning.

Lining

1, 2, 3, 4, 5, 6, 7, 8, 9, 10

1, 2, 3, 4, 5, 6, 7, 8, 9, 10

- » Old style figures approximate lowercase characters in that they have an x-height as well as fixed-arrangement ascenders and descenders.

Old Style

1, 2, 3, 4, 5, 6, 7, 8, 9, 10

1, 2, 3, 4, 5, 6, 7, 8, 9, 10

- » ScalaOT default numerals are based on old style figures and are more legible when used within paragraphs of text. However, use discretion in composing long lists or tables of numbers where they may not read as easily. They can be switched to lining figures either by choosing an individual alternate glyph or selecting a global OpenType proportional lining option in the layout program.

1, 2, 3 *Default old style*

1, 2, 3 *Using alternate glyphs*

1, 2, 3 *OpenType proportional lining*

SMALL CAPS, INITIAL CAPS, & ALL CAPS

ALL CAPS

TT *All caps*

SMALL CAPS

Tt *Small caps (must be typed as all lower case or set to OpenType All Small Caps)*

- » Small caps are often an effective style choice for headings and short amounts of text. It is the preferred styling over standard caps.
- » Create small cap styling using the small cap treatment within your design software such as OpenType “All Small Caps.”
- » Small caps are best set between 30-50 tracking.

Correct—Set at 40

SCALAOT REGULAR

SCALASANSOT REGULAR

SCALASANSOT BOLD

Incorrect—Set at 0

X SCALAOT REGULAR

X SCALASANSOT REGULAR

X **SCALASANSOT BOLD**

See previous page for all tracking examples.

DO USE ALL SMALL CAPS:

SCALAOT REGULAR

SCALASANSOT REGULAR

SCALASANSOT BOLD

DO NOT USE INITIAL CAPS:

X SCALAOT SMALL CAPS

X **SCALASANOT SMALL CAPS BOLD**

Color Palette

The official Boston College colors are maroon and gold. Black and warm gray are also used as part of the primary color palette. Generally, black, gold, and maroon can be used in all areas of print and digital communications.

Secondary colors have been developed to further enhance publications while maintaining the visual brand of BC. Inspired by indoor and outdoor campus scenes, these complement the main brand colors of maroon, gold, and warm gray.

The colors are approximations of actual ink colors. Their display on your monitor may differ dramatically from their actual printed color. Pantone Matching System (PMS) specifications, CMYK equivalents, and web colors for digital media are listed below the color swatches to ensure proper color matching.

Primary Palette

PRINT | WEB | DIGITAL



Maroon

PMS 202

C 0
M 100
Y 61
K 43

Hex #8a100b

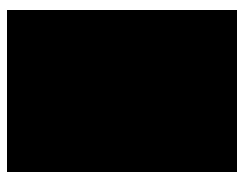


Gold

PMS 874 (Metallic)

C 0
M 20
Y 50
K 30

Hex #b29d6c



Black

C 0
M 0
Y 0
K 100

Hex #000000



Warm Gray

PMS Warm Gray 11

C 0
M 17
Y 34
K 62

Hex #726158

PRIMARY PALETTE USAGE

- » Maroon is always used at 100 percent and should never be used as a tint.
- » Tints of gold, warm gray, and black are acceptable.
- » When possible, it is always preferred to print the Pantone metallic gold rather than a CMYK match. If cost prohibits this, follow the CMYK process-color equivalent.
- » Metallic gold prints best on coated stock.
- » Use warm gray as a complementary color to maroon and gold.

Secondary Palette

PRINT | WEB | DIGITAL



Dark Maroon

PMS 7421

C 22
M 89
Y 67
K 63

Hex #501315



Yellow Gold

PMS 7409

C 0
M 30
Y 100
K 10

Hex #dda93e



Burnt Orange

PMS 167

C 0
M 60
Y 90
K 25

Hex #ac6d37



Red

PMS 186

C 0
M 100
Y 100
K: 20

Hex #b30000



Dark Blue

PMS 302

C 80
M 25
Y 0
K 75

Hex #003957



Dark Slate Blue

PMS 2180

C 50
M 10
Y 10
K 50

Hex #467181



Light Warm Gray

PMS 4239

C 25
M 22
Y 32
K 7

Hex #c5bfb0



Light Slate Blue

PMS 4274

C 31
M 23
Y 23
K: 0

Hex #adbabc

SECONDARY PALETTE USAGE

- » Primary brand colors should always be more prominent.

Expanded Palette

WEB | DIGITAL

**Dark Green**

Hex #5d694a

**Leaf Green**

Hex #818e56

**Peacock Green**

Hex #004f5a

**Sage Green**

Hex #929b90

**Dark Warm Gray**

Hex #685c53

**Dark Gold**

Hex #83663f

**Medium Gold**

Hex #b99c72

**Light Gold**

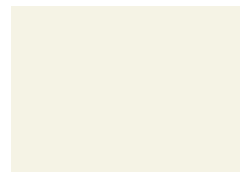
Hex #dcca00

**Light Sage Green**

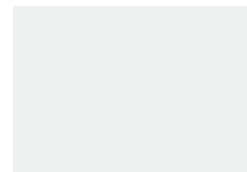
Hex #b2c0b9

**Cream**

Hex #e8ddb9

**Pale Sage Green**

Hex #f5f2e3

**Pale Warm Gray**

Hex #efefef

EXPANDED PALETTE USAGE

» Expanded colors should be used judiciously.

SELECTED EXAMPLES

- » Example using **secondary palette** with dark maroon and yellow gold/digital (Commencement)
- » Adding an **expanded palette neutral** (CSOM Portico)
- » Adding **expanded palette** accents (Lynch School insert)

BOSTON COLLEGE
OFFICE OF UNIVERSITY COMMENCEMENT

BC.EDU/2020

FAQ

Commencement 2020

FREQUENTLY ASKED QUESTIONS

Commencement is Monday, May 18, 2020

Q • Are tickets necessary for any of the ceremonies?

No, tickets are not required for the main ceremony or diploma ceremonies in normal weather conditions. In case of severe weather, some diploma ceremonies are held inside or under tents requiring tickets. **Severe weather is considered to be lightning, thunder, high winds, or heavy and continuous rain.** Severe weather ticket distribution is managed by each individual school.

Q • Are there any special arrangements at Commencement for students and/or guests with disabilities?

Yes, for a complete list, please visit:
www.bc.edu/2020accessibility

Q • Is there a special ceremony for December graduates?

Yes, there is a mid-year Baccalaureate Mass and Address in honor of December graduates. The Mass and Address are not a formal graduation ceremony and no diplomas are presented. December 2019 graduates are invited to participate in the University Commencement on May 18, 2020. Students who plan to attend the May Commencement Exercises must notify their dean's office.

Q • When do parents and students receive instructions about Commencement?

Parents will receive Commencement Update e-newsletters throughout the year starting in November. During the months of March and April, each student eligible to graduate will receive:

- E-mail communication about the Commencement Fair
- E-mail communication with cap and gown details
- E-mail with an electronic invitation to send to family and friends

Students should contact their dean or the Office of Student Services if they do not receive these mailings.

Q • Will there be invitations available for graduates to send to relatives and friends?

Please note that these invitations and announcements are not used as tickets and are not required for admission to any Commencement ceremony or activity.

E-Invitations
In early spring, each student eligible to graduate will receive access to an electronic invitation that may be personalized and sent to family members and friends. There is no limit to the number of invitations each student may send.

Personalized Announcements
These are available through the Boston College Bookstore using the following methods:

- To order by phone, please contact CB Graduation Announcements at (800) 433-0296.
- To order online, visit www.cbgrad.com.

For additional information, contact the BC Bookstore at (800) 978-0978 or (617) 552-0900.

Dark maroon and yellow gold are compatible with BC maroon.

Course components

- Each Portico class has 19 students or fewer, together with two seniors who serve as teaching assistants and mentors.
- Classes are taught by full-time faculty only.
- The Portico professor is also the student's faculty advisor for the entire freshman year. Student and faculty meet at various occasions for advising.

bc.edu/portico

Portico
Your Entry to Becoming an Ethical Leader

BOSTON COLLEGE
Carroll School of Management

BOSTON COLLEGE
Carroll School of Management

EDLTON HALL, MASSACHUSETTS 02667
617-552-3934

In a 2018 study, the prestigious Aspen Institute highlighted Portico as a model—a course that gives students “the chance to address varied and big questions and find their place in the world, while gaining skills and knowledge that will prepare them for their work lives.”

“Portico challenged me to be attentive, reflective, and loving in my everyday life. The faculty helped me think critically through important decisions (career search, relationships, etc.), which helped me develop my moral capital.”
JAM ELLAHY ’17

The combination of maroon and dark maroon offers depth to the BC brand and may be enhanced with neutral tints of gray.

Judicious use of colors from the secondary and expanded palettes adds variety and also helps with visual organization.

Graduate Programs

Financing Your Education

he resources and ticeable impact in a career as an ally recognized and our close-knit

Teacher Education

an development, we understand how young ritually. We prepare youth success in

Educational Leadership

Integrate theory and practice as you develop the skills you need to advance your career. Our Professional School Administrator Program (PSAP) offers full-time administrators the opportunity to pursue a doctoral degree in educational leadership while completing requirements for superintendent licensure.

In this program, you learn how to lead ethically in support of social justice, school reform, community building, and learning. With a cohort model that emphasizes collaborative learning and support, PSAP builds a powerful network of district-level leaders throughout Massachusetts and beyond.

The program is approved by the Department of Elementary and Secondary Education (DESE) for Superintendent/Assistant Superintendent Licensure.

Program specifics

- 36-month course of study completes a doctoral degree program in educational leadership and superintendent/assistant superintendent licensure requirements
- Rigorous academic courses at one of the leading schools of education in the United States
- Students from a variety of school settings work in on-campus cohorts
- Support from mentor superintendents
- Access to Boston College's rich library, technology, and other campus resources
- A total of 16 full-day classes held on campus on Fridays and Saturdays during fall and spring semesters
- Two weeks of full-day classes for three consecutive summers with residential lodging available
- Program culminates with dissertation in practice research on critical problems of practice in local school districts
- Students applying for licensure must meet all state requirements (details at www.teachers.org/psa)

Ranked #22
in U.S. News & World Report's graduate schools of education

BOSTON COLLEGE
Lynch School of Education and Human Development

Graduate Programs in Educational Leadership

Career support

We'll put you on a path to professional success. Our students take advantage of the comprehensive services of the Boston College Career Center, and enjoy the Lynch School's extensive connections in Boston and beyond.

Positions held by recent graduates

Assistant Superintendent of Schools
Director of Fall River
Fall River, Massachusetts
Head of School
Pharmacia Academy
Chelsea, Massachusetts
Principal
Higdon Elementary School
Salem, Massachusetts
Principal
North High School
North, Massachusetts
Principal
Perry K-8 School
Boston Public Schools
Boston, Massachusetts
Vice Principal, Student Affairs
Boston College High School
Boston, Massachusetts

Financial aid

The Lynch School awards more than \$2.5 million each year in financial aid, including scholarships, graduate assistantships, fellowships and other assistance for students working in specialized areas such as urban education, and beyond.

Admission

Applications are accepted for admission in the fall or spring semester. All undergraduate majors in education, and other students for whom we welcome, submit to the application deadline, requirements, and process are available on our website.

BOSTON COLLEGE
Lynch School of Education and Human Development

2%
of Lynch School students receive financial aid

Learn more www.bostoncollege.edu/graduate

Sub-Brand System

The Office of University Communications has created sub-brand wordmarks for schools, colleges, divisions, offices, centers, and academic departments and institutes. When using sub-brand wordmarks with the Boston College wordmark, ensure the primary BC wordmark remains the same and incorporates the sub-brand name in a cascading hierarchy.

In OUC's branding documents for Boston College, schools, colleges, divisions, offices, and centers are referred to as **level 1**, and the sub-brand wordmark is referred to as the **secondary wordmark**.

- » The lockup of primary and secondary wordmarks with or without the BC seal is a single unit, and the proportions must remain exactly as created by OUC.
- » The color treatment principles that apply to primary BC wordmarks also apply to sub-brand wordmarks. *See the section about **Color Palettes and Treatments** on pages 28–33.*

- » You may drop a seal when size becomes a factor and the seal or wordmark becomes too small.
- » Under certain circumstances—when the title is one of the levels of the wordmark or when the seal appears too small—you may place a seal on its own in another area of a publication. *See the section on **Split Branding** on pages 50–51 for more information.*

About Custom Logos

OUC has created the sub-brand system to maintain consistency across all schools, offices, and departments within the BC brand and to eliminate the need for individually designed logos or wordmarks. *For questions or more information on the use of custom logos, refer to the section about **Supporting Graphics** on pages 52–55.*

Cascading Hierarchy

SCHOOLS, COLLEGES, & DIVISIONS

- » The sub-brand wordmark hierarchy is attached to the primary Boston College wordmark in this order:

Level 1: School or College name

Level 2: Department or Office under Level 1

Level 3: Center or Division under Level 2



BOSTON COLLEGE

Lynch School of Education
and Human Development

← *Level 1: School name*

ROCHE CENTER FOR
CATHOLIC EDUCATION

← *Level 2: Department name*

Two-Way Immersion Network for Catholic Schools

← *Level 3: Division of the department*

OFFICES AND CENTERS

- » Sub-brand wordmarks for campus offices and centers have a slightly different typographic treatment than the schools, although they also have a cascading hierarchy:

Level 1: Office or Center Name

Level 2: Division under Level 1



BOSTON COLLEGE

HUMAN RESOURCES

← *Level 1: University office*

Benefits Office

← *Level 2: Division of the office*



BOSTON COLLEGE

Lynch School of Education
and Human Development

1 LEVEL



BOSTON COLLEGE

Lynch School of Education
and Human Development

2 LEVELS

ROCHE CENTER FOR
CATHOLIC EDUCATION



BOSTON COLLEGE

Lynch School of Education
and Human Development

3 LEVELS

ROCHE CENTER FOR
CATHOLIC EDUCATION
Two-Way Immersion Network for Catholic Schools



BOSTON COLLEGE

HUMAN RESOURCES

1 LEVEL



BOSTON COLLEGE

HUMAN RESOURCES

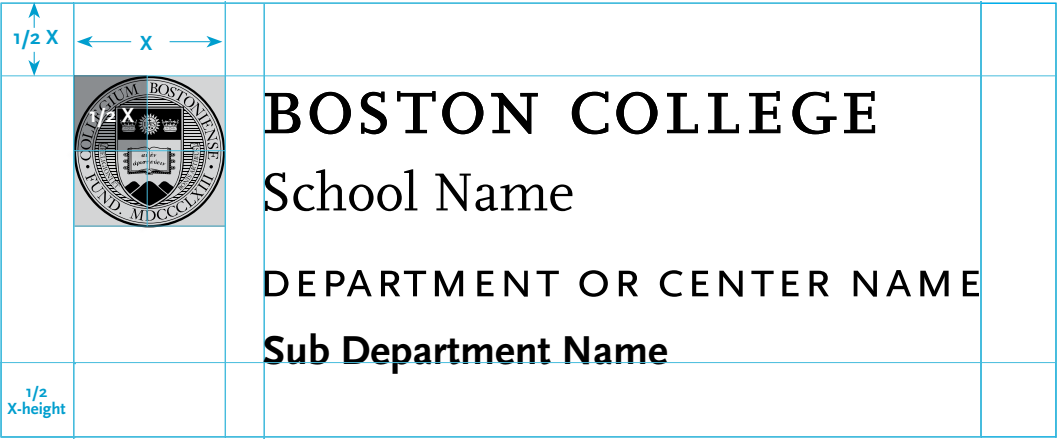
Benefits Office

2 LEVELS

Usage

CLEAR SPACE

Clear space on all 4 sides is based on 1/2 X-height of the seal.



MINIMUM SIZE REQUIREMENTS

- » Do not reproduce the seal at sizes smaller than 1/2" in diameter; take into consideration the size of the entire lockup.
- » If you must reduce the wordmark to a size where the seal is no longer legible, you may remove the seal.
- » Refer to minimum size requirements on page 14.



Special Cases and Exceptions

SELECTED EXAMPLES

- » Some schools, departments, and institutions have multiple wordmarks with different acceptable versions of their name.
- » Long names: In the case of a very long name, stacked wordmarks have been created.
- » Contact OUC at ouc-branding@bc.edu for special situations.

*Two versions of the
same name*



BOSTON COLLEGE

Lynch School of Education and Human Development

PROFESSIONAL AND CONTINUING EDUCATION



BOSTON COLLEGE

Carolyn A. and Peter S. Lynch
School of Education and Human Development

PROFESSIONAL AND CONTINUING EDUCATION

*Stacked version
to accommodate
length of name*



BOSTON COLLEGE

Lynch School of Education
and Human Development

PROFESSIONAL AND
CONTINUING EDUCATION



BOSTON COLLEGE

Carolyn A. and Peter S. Lynch
School of Education
and Human Development

PROFESSIONAL AND
CONTINUING EDUCATION

Selected Examples

- » Most of Boston College's schools and colleges are shown in the following examples.
- » Division, department, and office selections on pages 44–45 have been chosen to provide examples of a variety of scenarios.
- » Examples are shown with seals at 1/2 inch.

SCHOOLS + COLLEGES—1 LEVEL

Additional versions have been made for schools with long names in order to accommodate varying space requirements.



BOSTON COLLEGE
Connell School of Nursing



BOSTON COLLEGE
Carroll School of Management



BOSTON COLLEGE
Lynch School of Education and Human Development



BOSTON COLLEGE
Lynch School of Education
and Human Development



BOSTON COLLEGE
Messina College



BOSTON COLLEGE
Morrissey College of Arts and Sciences



BOSTON COLLEGE
Morrissey College of
Arts and Sciences



BOSTON COLLEGE
School of Social Work



BOSTON COLLEGE
Clough School of Theology and Ministry



BOSTON COLLEGE
Woods College of Advancing Studies



BOSTON COLLEGE
Woods College of
Advancing Studies

SCHOOLS + COLLEGES—1 LEVEL—WITHOUT SEAL

BOSTON COLLEGE

Carroll School of Management

BOSTON COLLEGE

Connell School of Nursing

BOSTON COLLEGE

Lynch School of Education
and Human Development

BOSTON COLLEGE

Messina College

BOSTON COLLEGE

Morrissey College of Arts and Sciences

BOSTON COLLEGE

School of Social Work

BOSTON COLLEGE

Clough School of Theology and Ministry

BOSTON COLLEGE

Woods College of Advancing Studies

SCHOOLS + COLLEGES—2 LEVELS



BOSTON COLLEGE
Lynch School of Education
and Human Development

ROCHE CENTER FOR
CATHOLIC EDUCATION

BOSTON COLLEGE
Lynch School of Education
and Human Development

ROCHE CENTER FOR
CATHOLIC EDUCATION

SCHOOLS + COLLEGES—3 LEVELS



BOSTON COLLEGE
Lynch School of Education
and Human Development

ROCHE CENTER FOR
CATHOLIC EDUCATION

Two-Way Immersion Network for Catholic Schools

BOSTON COLLEGE
Lynch School of Education
and Human Development

ROCHE CENTER FOR
CATHOLIC EDUCATION

Two-Way Immersion Network for Catholic Schools

DIVISIONS



BOSTON COLLEGE
Division of Student Affairs



BOSTON COLLEGE
Division of Student Affairs
THEA BOWMAN AHANA
AND INTERCULTURAL CENTER



BOSTON COLLEGE
Continuing Education



BOSTON COLLEGE
Continuing Education

In collaboration with
BOSTON COLLEGE LAW SCHOOL

OFFICES + CENTERS



BOSTON COLLEGE
LONERGAN INSTITUTE



BOSTON COLLEGE
HUMAN RESOURCES
Benefits Office

WITHOUT SEAL

BOSTON COLLEGE
Division of Student Affairs

BOSTON COLLEGE
LONERGAN INSTITUTE

BOSTON COLLEGE
Division of Student Affairs
THEA BOWMAN AHANA
AND INTERCULTURAL CENTER

BOSTON COLLEGE
HUMAN RESOURCES
Benefits Office

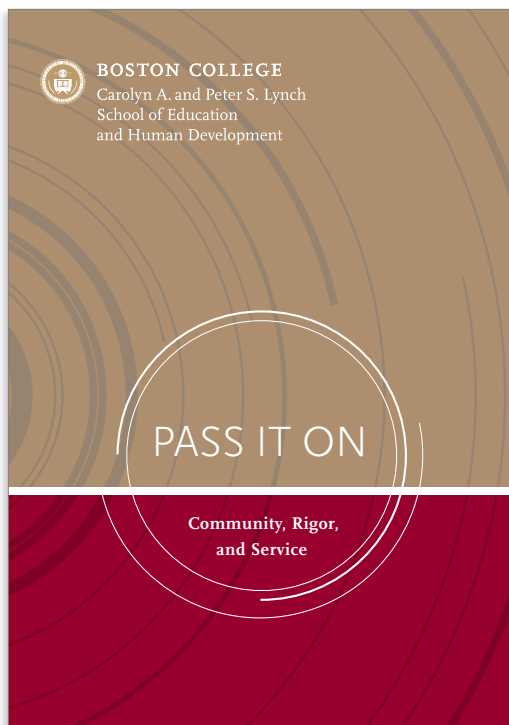
BOSTON COLLEGE
Continuing Education

BOSTON COLLEGE
Continuing Education

In collaboration with
BOSTON COLLEGE LAW SCHOOL

Selected Applications

SCHOOLS + COLLEGES—1 LEVEL



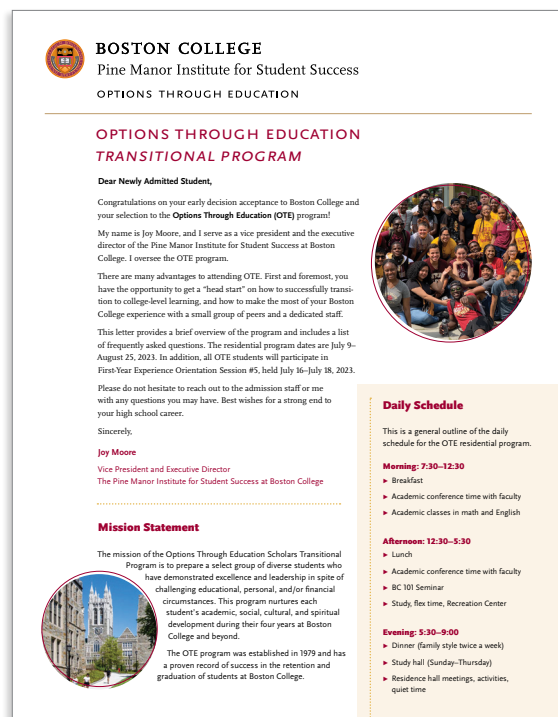
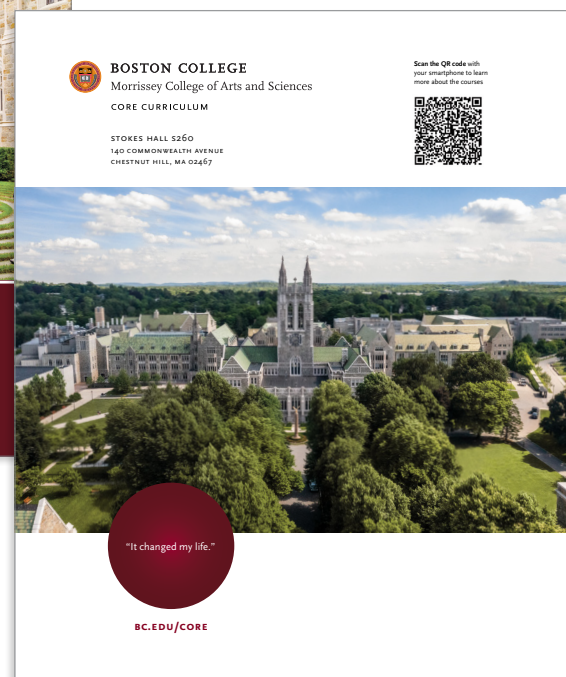
Schools' wordmarks may occupy a prominent position on marketing material covers.

SCHOOLS—2 LEVELS

Complex Problems & Enduring Questions

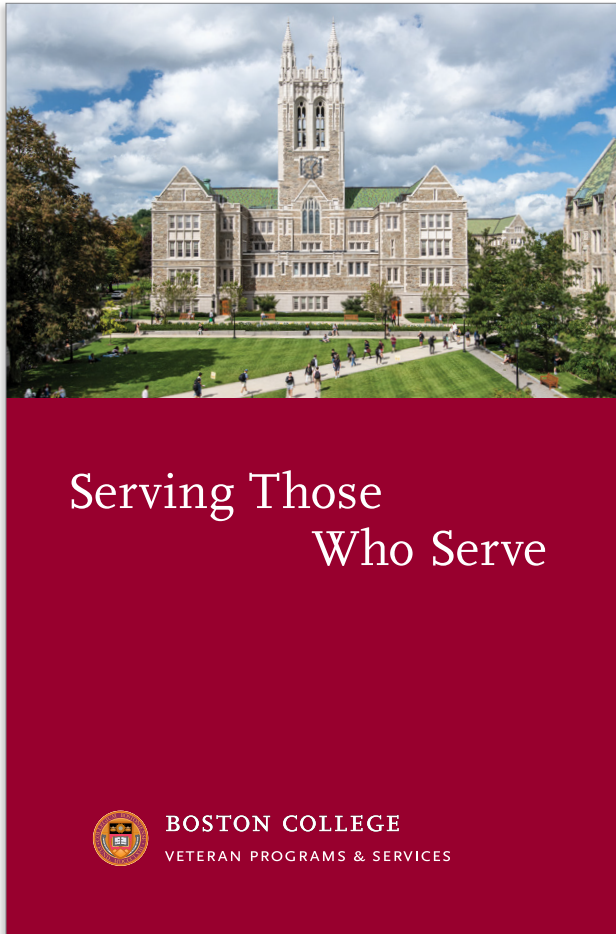


Boston College is the predominant brand on the front cover. The school's wordmark with its division appears on the back cover.



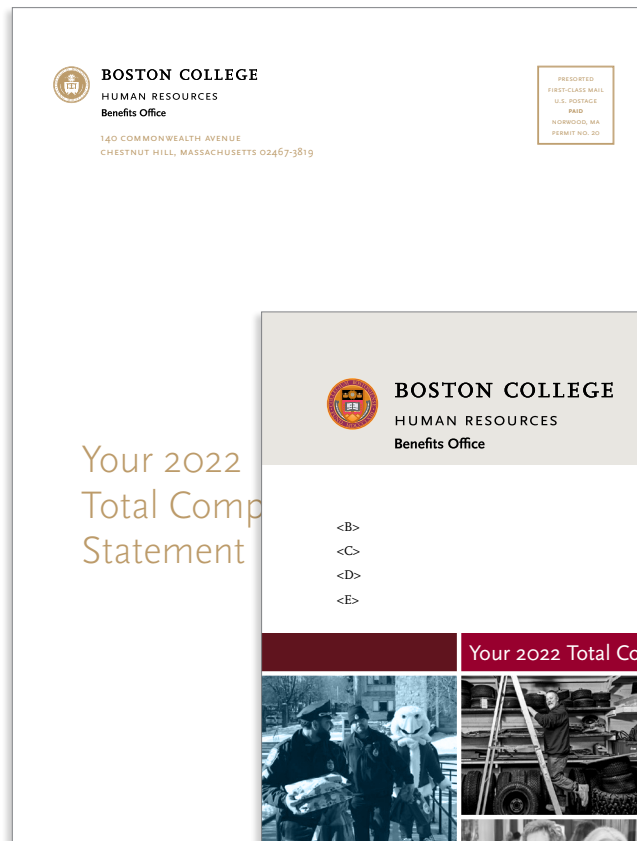
The school wordmark with its division is the main branding.

OFFICES—1 LEVEL

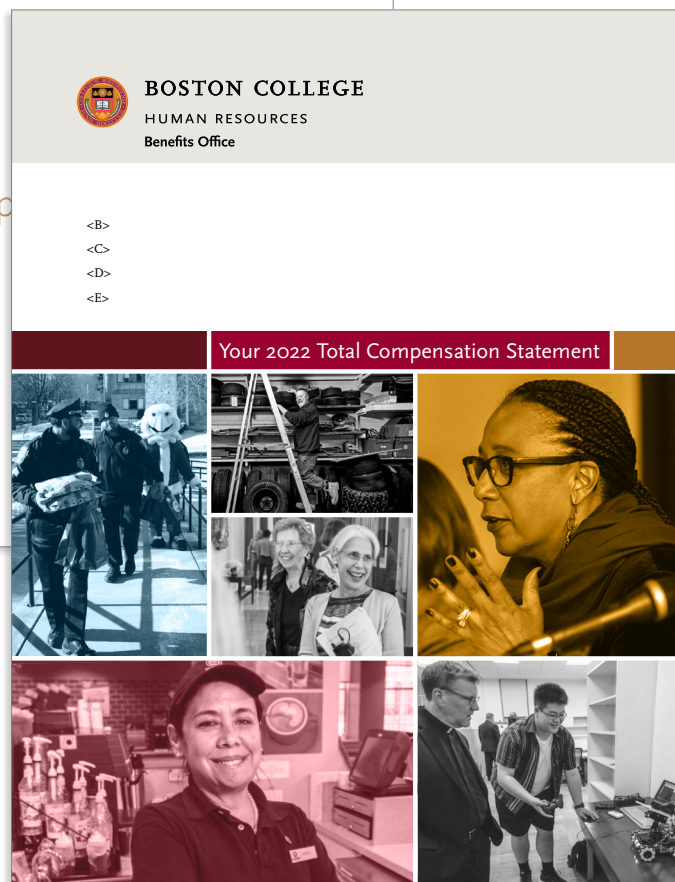


School wordmark may appear at bottom of covers with adequate clearspace to maintain its prominence.

OFFICES—2 LEVELS



Often, it's necessary to show the office wordmark with its division for immediate identification, as in the case of outer envelopes containing important information.



Materials inside mailings should reinforce the main office and division's identity on the front and back.

HealthEquity/WageWorks
FSA Administrator
FSA Information: 877-924-3967
» wageworks.com

KGA, Inc.
Employee Assistance Program
All Inquiries: 800-648-9557
» my.kgalifeservices.com

MetLife Legal
MetLife Legal Plans, Inc.
Information: 800-821-6400
» info.legalplans.com

Metro Credit Union
Main Number: 877-696-3876
» metrocu.org

Social Security Administration
All Inquiries: 800-772-1213
» ssa.gov

The Standard Insurance Company
PFML Inquiries: 800-378-2395
» standard.com

TIAA
Telephone Counseling Service:
800-842-2776
On-campus Counselor Appointments:
800-732-8353
» tiaa.org/bostoncollege

 **BOSTON COLLEGE**
HUMAN RESOURCES
Benefits Office

129 Lake Street Building
Brighton Campus
617-552-3329
benefits@bc.edu
bc.edu/hr

Split Branding


Sometimes, to achieve a better visual balance on a cover or first page, you may place a school wordmark alone and separate the name of the department, treating it typographically for emphasis.

- » This need may arise when the title is one of the levels of the wordmark (and therefore needs to be more prominent).
- » This need can also arise if the seal becomes too small. In these cases, consider placing the seal separately to complement the wordmark.

SELECTED EXAMPLES

Both programs are the titles of the piece and need more emphasis than Level 1. The Level 1 wordmarks are set apart.




BOSTON COLLEGE
 Morrissey College of Arts and Sciences

Cornerstone Program

2023–2024

Take advantage of a unique opportunity to learn in a small seminar setting with a faculty member who will be your academic advisor during your first year until you move into your major sometime in your second year.

YOU MAY CHOOSE ONE OF THESE FOUR CORNERSTONE OPTIONS:

The Courage to Know UNCS2201

Who am I? What am I good at? Who am I called to become? Explore these questions through the lenses of either developmental psychology or philosophy using literature, film, articles, and guest speakers to examine the roles that family of origin, race, class, gender, sexuality, faith, intimacy, and vocational discernment play in becoming your most authentic self.

- 3 credits, graded
- Fall and spring
- Professor serves as academic advisor only if taken in the fall
- Open to all four undergraduate schools and colleges

Perspectives on Western Culture PHIL/THEO1090

The first semester of this yearlong program explores the rise of Greek philosophy and the Judeo-Christian experience of God's self-revelation in history. The second semester focuses on thinkers who have shaped the modern world, including Luther, Pascal, Kant, Hegel, Barth, Kierkegaard, and Newman.

- 6 credits each semester (full year)
- Fulfills Theology and Philosophy Core requirements
- Fall and spring
- A limited number of the Perspectives sections fall under the Cornerstone designation

First-Year Writing Seminar ENGL1009 & 1010


Develop and practice writing and research skills in a small workshop setting as you create a portfolio of personal and academic writing. In a process that includes crafting and rewriting essays and discussing your work in class and in individual conferences with your instructor, you will strengthen your skills to meet the challenges of academic, professional, and personal life.

- 3 credits
- Fulfills Core Writing requirement
- Fall only
- A limited number of the First-Year Writing Seminar sections fall under the Cornerstone designation

First-Year Topic Seminar UNCS2245

Weekly discussion sessions focus on research topics in which the instructor has expertise and a special interest, including such topics as economic inequality, race in American cinema, migration histories, climate change, and creativity and innovation, among others.

- 1 credit, Pass/Fail
- Fall only; course ends before Thanksgiving
- Limited to 15 students
- Limited to Morrissey College students


BOSTON COLLEGE
 Morrissey College of Arts and Sciences
CORNERSTONE PROGRAM
 Gasson Hall 109
 140 Commonwealth Avenue
 Chestnut Hill, MA 02467
bc.edu/cornerstone

Using the full wordmark on the back establishes a “boilerplate,” strengthening the brand.

Sub-brand wordmarks should have enough clear space, be center-aligned vertically with the seal, and appear legible over the image or background.

BOSTON COLLEGE
Woods College of Advancing Studies



Graduate Certificate in

Data Analytics

Developed and taught by faculty experts and leading industry practitioners, Boston College's Graduate Certificate in Data Analytics program is ideal for managers and other professionals who are interested in advancing their skills and improving their competitiveness in the job market, but not yet ready to pursue a master's degree.

Made up of four graduate-level courses offered entirely online, the Data Analytics Certificate program covers theory and practice in data analysis, including complex, state-of-the-art modeling, working with big data, forecasting, and more. The certificate can be completed in as few as two semesters, and graduate-level course credits can be transferred to Boston College's M.S. in Applied Economics degree program.

The Graduate Certificate programs at the Woods College offer flexible, rigorous, and relevant courses of study in a supportive environment that accommodates the needs of working adults with evening, online, and Saturday class options.

For more information and to apply:

- www.bc.edu/data-analytics
- Contact Dr. Aleksandar Tomic at a.tomic@bc.edu



Program at a Glance

- 4 courses, fully online
- For-credit courses that transfer in to Boston College M.S. in Applied Economics
- Can be completed in 9 months (September to May)
- Tuition: \$12,960

Prerequisites

- Bachelor's degree
- College level statistics or completion of statistics module

Course Schedule

FALL I 2017: AUGUST 28–OCTOBER 22
Data Analysis

FALL II 2017: OCTOBER 23–DECEMBER 20
Econometrics

SPRING I 2018: JANUARY 16–MARCH 11
Big Data Econometrics

SPRING II 2018: MARCH 12–MAY 15
Predictive Analytics/Forecasting

Course descriptions on side 2

BOSTON COLLEGE
Clough School of Theology and Ministry
CONTINUING EDUCATION



Spring 2023

MARCH 11

Statistics: This course covers data analysis and applied machine learning. It includes computational methods for understanding "big data" with the terminology, machine learning with finance, healthcare, and other applications. Course topics include: advanced sampling methods, model selection, support vector machines, supervised and unsupervised learning to solve various real-world data sets.

MAY 15

Statistics/Forecasting: This course covers popular forecasting methods for time series data. It includes working with real-world data as well as methods for basic univariate and multivariate forecasting, including unobserved components models (Hodrick-Prescott, Kalman), and our models to vector autoregressive models with hierarchical data and the Kalman filter. The course is suitable for those with no prior experience.



BOSTON COLLEGE
Woods College of Advancing Studies
bc.edu/data-analytics

St. Mary's Hall South, Ground Floor
Chestnut Hill, Massachusetts 02467
advancingstudies@bc.edu
617-552-3900

Supporting Graphics

Supporting graphics include branded visual elements that are separate from the official Boston College seal, wordmark, and lockup and separate from an OUC-designed school, department, or center wordmark or lockup. You may use supporting graphics to represent an initiative, for example.

Supporting graphics are complementary to and do not replace the main sub-brand elements. You may use supporting graphics in conjunction with the appropriate wordmark, and you should consult with OUC when considering how to use supporting graphics.

REQUESTING GRAPHICS

- » OUC will consider supporting graphics for consortiums, special departmental initiatives, and centers on a case-by-case basis.
- » If OUC approves your use of a supporting graphic, you must still use the Boston College wordmark as the primary identifying mark. Complementary artwork is permissible but cannot include the name of Boston College or the school, department, or center.
- » For more information and to request supporting graphics, contact OUC designers: ouc-branding@bc.edu.

Usage

- » Supporting graphics and complementary artwork must not appear like a logo and must be positioned a suitable distance away from the official wordmark.
- » For anniversaries, events, campaigns, or similar instances, **badges** can be used as supporting graphics to mark the occasion. Do not use the graphic as part of the Boston College wordmark or a school, department, or center sub-brand wordmark.

CASE 1—WITH PRIMARY WORDMARK

BOSTON COLLEGE



The Finance Conference badge is used as a supporting graphic for an event. It is near, but not attached to, the Boston College wordmark.

CASE 2—WITH SUB-BRAND WORDMARK



"Crossroads" and its supporting graphic are positioned within a band, separated from the sub-brand wordmark, and function as a title to the piece.

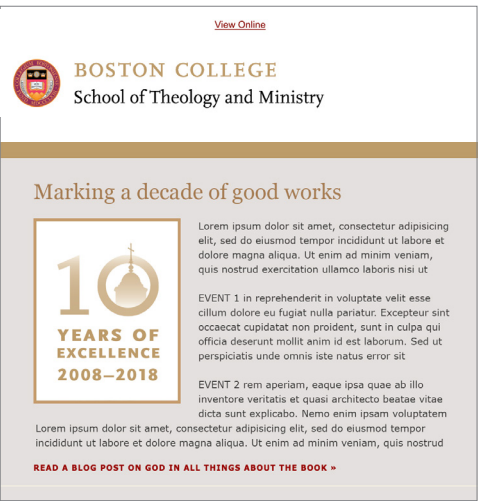
CASE 3—ANNIVERSARY CAMPAIGN ACROSS VARIOUS MEDIA

BROCHURE COVER



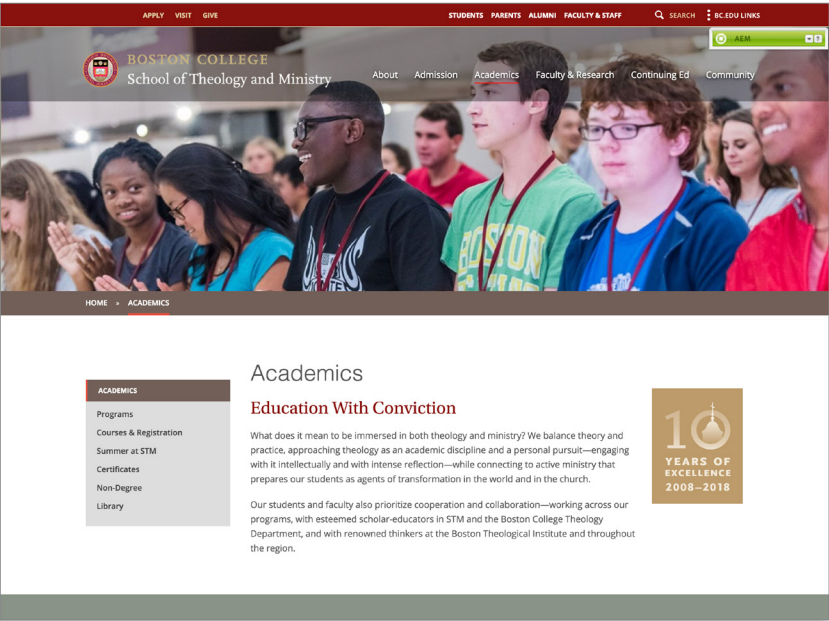
Badge

TEMPLATED EMAIL



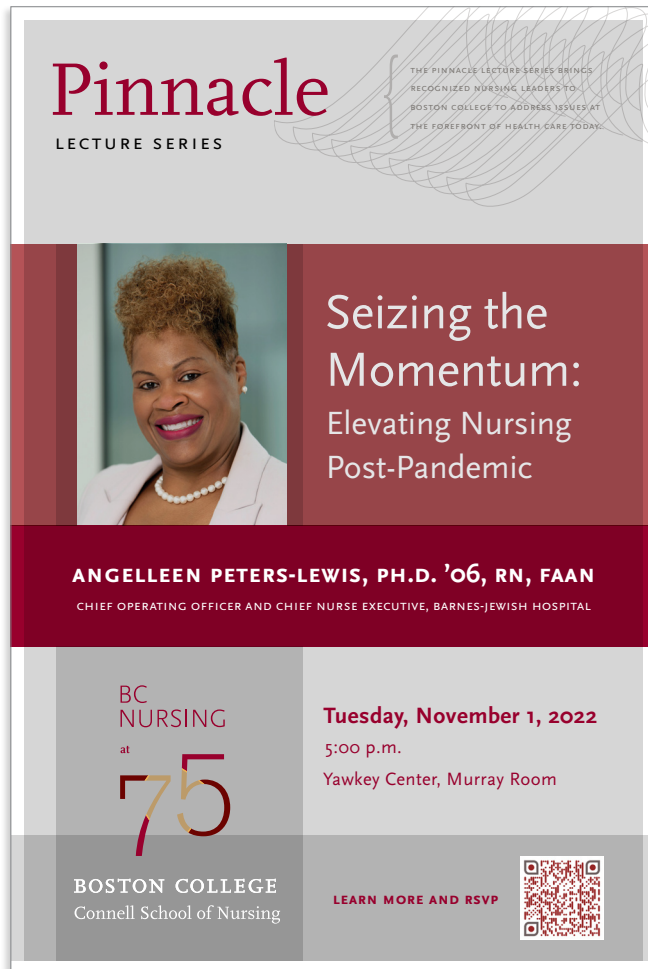
Both pages on this spread are examples of a specially designed badge used across various media commemorating an important school anniversary.

WEB PAGE



CASE 4—ANNIVERSARY CAMPAIGN ACROSS VARIOUS MEDIA

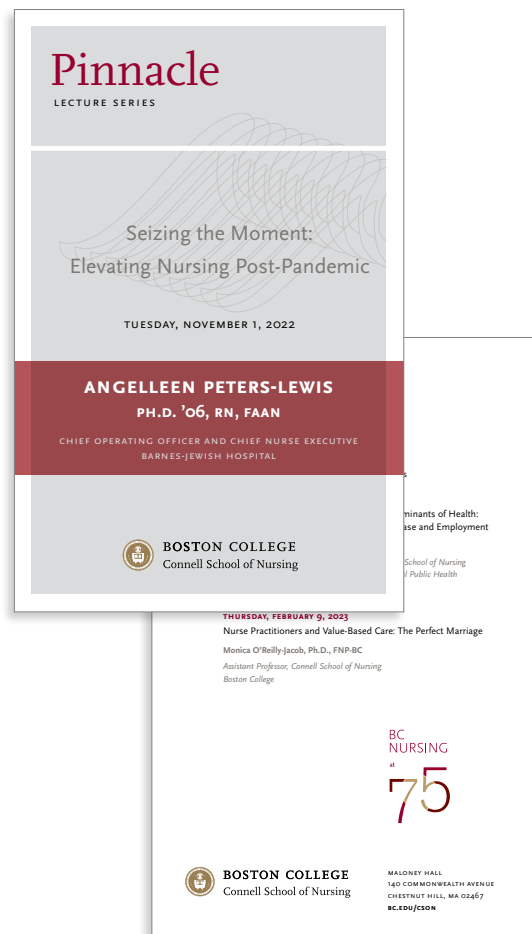
POSTER



SOCIAL MEDIA



PROGRAM FRONT AND BACK COVERS



In both cases, the anniversary badge is used as a supporting graphic and is not part of the school's wordmark.

Email Templates

The Boston College character and identity should be consistent throughout all of its communications methods, which includes email. OUC designs, produces, and tests templates through the email editor BeePro. For campus partners that produce email communications within their respective offices, these guidelines should be followed:

- » Colors used in emails must come from the primary, secondary, and expanded color palettes (see pages 28–31).
- » Specialty fonts (such as the University ScalaOT fonts) do not always translate across all email clients and users may not have the fonts installed in their system. Instead, use fonts that are standard and common to most computers:

SERIF FONTS

Georgia (*preferred as a substitute for ScalaOT*)

Times Roman (or Times New Roman)

SANS SERIF FONTS

Arial (*preferred as a substitute for ScalaSansOT*)

Verdana

Helvetica

Trebuchet

REQUESTING BRANDED HEADER GRAPHICS

- » Contact OUC at ouc-branding@bc.edu if you need branded header graphics for desktop and mobile layouts.

SELECTED EXAMPLES


BOSTON COLLEGE
 School of Social Work




Read about our students' field experiences.

Dear <name>,

At the Boston College School of Social Work, field education is a cornerstone of your preparation for a career in social work.

With close and enduring partnerships with 1,000+ field agency partners—including schools, medical centers, government agencies, nonprofits, and more—we'll help you find placements that support your goals, enrich your classroom education, and frequently lead to employment upon graduation.



Dispatches from the Field
 Learn more about students' field experiences:
[WATCH THE VIDEO](#)

Here's what you can expect from a BCSSW Field Education in our top-ranked MSW program:

Established connections

We actively cultivate relationships with state government agencies, community health agencies, hospitals, nonprofits, and schools to offer a range of placements, from clinical practice with individuals, groups, and families to macro experiences in research, program development and evaluation, leadership, capacity building, and policy development.

A huge and loyal alumni network

Throughout your professional career, you'll have access to a community of 8,822 BCSSW alumni and 188,000+ Boston College graduates in over 120 countries.

Note our MSW application deadlines:

12/1/22	1/15/23	3/15/23
EARLY APPLICATION DEADLINE	PRIORITY DEADLINE	REGULAR DEADLINE

[APPLY NOW](#)

Applications received by the dates listed above will be eligible for the greatest number of scholarship opportunities.

Email or call our admissions staff at 617-552-4024 if you have any questions.



Sincerely,
 Susan

Susan Coleman
 Assistant Dean, Field Education
 Boston College School of Social Work

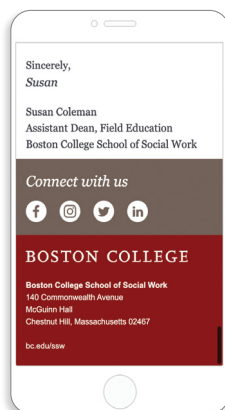
Connect with us




BOSTON COLLEGE

Boston College School of Social Work
 140 Commonwealth Avenue
 McGuinn Hall
 Chestnut Hill, Massachusetts 02467
 bc.edu/ssw

Branded headers should comprise the school, department, or office wordmark with seal and be at the top of the email. To accommodate the use of dark mode on mobile devices, the wordmark and its background color should be part of an entire graphic element.



Footers must contain the Boston College wordmark (in PNG format) and the department's name, address, and contact information on a maroon (hex #8a100b) background.


BOSTON COLLEGE
 Connell School of Nursing

SUPPORTING MATERNAL HEALTH





Photo caption

Dear (firstname),

At Boston College's Connell School of Nursing (CSN), improving care and health equity for mothers and children is much more than an ideal. It's one of three **Pillars of Innovation** that guide our research and define who we are. These recent studies illustrate how our faculty are promoting maternal health and well-being through their efforts.

HELPING MOTHERS-TO-BE LEAD HEALTHIER LIVES




Professor **Susan Gennaro** is co-leading a study of an intervention aimed at reducing anxiety, depression, and stress for high-risk pregnant women of color through prenatal care. Supported by a \$3.3 million National Institutes of Health/National Institute on Minority Health and Health Disparities grant, the intervention uses cognitive behavioral therapy to address these issues.

[Read a Q&A with Gennaro](#)

REDUCING UNNECESSARY C-SECTIONS

While Cesarean sections account for nearly one in three births in the U.S. each year, evidence shows that all too often, the procedure is medically unnecessary. Associate Professor **Joyce Edmonds** is part of an interdisciplinary team that is studying how individual nurses can reduce the number of C-sections by supporting and coaching mothers during labor and delivery.




[Read about nurses' impact](#)

[More on CSN research](#)

Warm regards,

Sean Sendall
 Assistant Dean, Graduate Enrollment

Connect with us



BOSTON COLLEGE

Connell School of Nursing
 Maloney Hall
 140 Commonwealth Avenue
 Chestnut Hill, MA 02467

sean.sendall@bc.edu
 617-552-4745
 bc.edu/cson

Co-Branding

Occasionally, a Boston College school or department will be involved in a collaborative partnership with an outside entity or organization on an initiative. As such, the partnership is not a sole BC entity and will require a co-identity with the external partner.

Successful co-branding of these partnerships should always uphold the University's identity and brand and recognize external partners appropriately. These guidelines will be followed to co-brand internal and external partnerships across different media and applications, including print, web, social, and on apparel and promotional products.

All requests for co-branded wordmarks and logos must be made through OUC, to ensure that the University's identity remains intact.

Co-branded logos follow the same usage guidelines as standard University wordmarks.

Before we can proceed with the creation of co-branded wordmarks for printed and digital materials, please provide:

- » Approval from external partners to use their mark(s)
- » Check any agreements in place for guidance on how to use a partner's mark
- » High-resolution vector file (EPS) of external partner logos for print use or web resolution PNG files for digital use

If the partner logo appears blurry, it may not be used, and the partner name must be listed in text.

THE SYSTEM



BOSTON COLLEGE

School Name

**PARTNER
LOGO**



BOSTON COLLEGE

School Name on Two Lines
When Necessary

DEPARTMENT OR CENTER NAME

Sub Department Name

**PARTNER
LOGO**

EXAMPLES



BOSTON COLLEGE

Lynch School of Education
and Human Development

OPENSIED EQUITABLE
INSTRUCTION INITIATIVE



BOSTON COLLEGE

Lynch School of Education
and Human Development

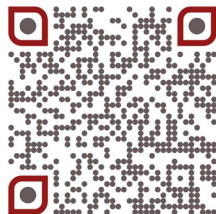


University Stationery System

The University has a robust stationery system. Stationery must be ordered online through Eagle Print, our on-campus print partner.


- » The system includes letterhead, envelopes, business cards, notepads, and other related items.
- » To log into the system, use your BC email and Eagle ID.
- » The system includes instructions and a way to proof your choices.
- » Send inquiries about electronic versions of stationery to ouc-branding@bc.edu.

Access Eagle Print at bcstaff.myprintdesk.net
to explore stationery options and place an order.



BOSTON COLLEGE STATIONERY


LETTERHEAD



BOSTON COLLEGE
OFFICE OF
OR DEPARTMENT NAME

HOUSE/HALL, ROOM NUMBER, 140 COMMONWEALTH AVENUE, CHESTNUT HILL, MASSACHUSETTS 02467-0123
TEL: 617-552-0123 FAX: 617-552-0123 EMAIL: omc@bc.edu WEB: www.bc.edu/yoururlhere

NO. 10 ENVELOPE



BOSTON COLLEGE
OFFICE OR DEPARTMENT NAME
HOUSE OR HALL
140 COMMONWEALTH AVENUE
ADDRESS LINE TWO IF NECESSARY
CHESTNUT HILL, MA 02467-0123

BUSINESS CARDS



BOSTON COLLEGE
FIRST LAST NAME
TITLE LINE ONE
OFFICE OR DEPARTMENT NAME
HOUSE/HALL, ROOM NUMBER, STREET ADDRESS
CHESTNUT HILL, MASSACHUSETTS 02467-0000
T: 617-552-0123 F: 617-552-0123 C: 617-552-0123
email@bc.edu • www.bc.edu/yoururlhere



BOSTON COLLEGE
FIRST LAST NAME
TITLE
DEPARTMENT OR OFFICE

(Two-sided card)

MAIL
Boston College
140 Commonwealth Avenue
Chestnut Hill, Massachusetts 02467

OFFICE
3 Lake Street
Brighton, Massachusetts 02135

T: 617-552-4820 F: 617-552-2441
email@bc.edu • www.bc.edu/omc

Stationery and business cards are available in gold and black and maroon and black combinations, and stationery is printed on paper that is compatible with laser printers and photocopiers. Other stationery needs (catalog envelopes, mailing labels, etc.) are also available through Eagle Print.

The business cards have a 1-side and 2-side option. Two-sided cards work best for addresses/offices that require additional information (for example, a USPS address vs. a UPS/FedEx address).

Editorial Guidelines

While the voice and tone used when writing about Boston College may vary based on target audience, the voice should generally reflect confidence and strength. BC is an internationally recognized, highly respected university.

The voice of Boston College uses strong, vivid, purposeful language that is confident, clear, straightforward, and smart. It avoids jargon and cliché, is conversational when appropriate, and should never sound overly technical or like an aggressive sales pitch.

» The following pages contain the most commonly needed editorial guidelines.

View the complete editorial guidelines—including examples—
and download the PDF:
bc.edu/editorial

General Writing for Universities

ACADEMIC COURSES & NAMES

- » Capitalize the names of disciplines only when they are proper nouns or part of the official name of a department or school. Do not use bold, quotation marks, or italics. For courses, capitalize formal names only.

Spanish

History Department

School of Theology and Ministry

She registered for Science and Technology in American Society. Another class she had hoped to take, on living ethics, was full.

ACADEMIC DEGREES

- » In most cases, use the general terms bachelor's or bachelor's degree—with an apostrophe—not the full name of the degree or the initials. BC uses periods in its abbreviations of academic degrees.

bachelor of arts degree

M.A.

Ph.D.

CLASS YEARS, ADVANCED DEGREES, & HONORARY DEGREES

- » Always add a space between the surname and an abbreviated form of the undergraduate graduation year; do not use a comma before or after the year unless it follows “Jr.” or “Sr.”
- » Apostrophes face away from the numerals. Advanced degrees, however, should be set off by commas.
- » When a speaker has a degree from another school as well as one or more degrees from BC, list first the degree without naming the institution. Follow it with Boston College years and degrees.
- » Recognize an honorary degree recipient with the letter H, followed by an apostrophe and an abbreviated form of the year in which the holder was honored. Do not include extra spaces or commas.
- » BC publications that identify parents of Boston College students and alumni by graduation year follow a similar format.

Jane Harris '99

Joseph Jones Jr., '11

Joseph Lee, M.A. '12

Jerome Lee '01, M.B.A. '03, Ph.D. '09

John Parker M.F.A., Ph.D. '93

Jennifer Park H'10

Cathy Wang P'13

FRESHMEN & UPPERCLASSMEN

- » Use the gender-neutral terms first-year students, sophomores, juniors, and seniors instead of freshmen and upperclassmen.

BC-Specific Rules

BOSTON COLLEGE, BC, THE UNIVERSITY, SCHOOL TITLES & ABBREVIATIONS

- » Spell out Boston College on first mention. On subsequent reference, use Boston College, BC, or the University (with capitalized “U”). When you’re not referring to BC, do not capitalize university.
- » Capitalize Core Curriculum when referring to the official University Core Curriculum.
- » For names of Boston College schools and divisions, limit use of acronyms. Spell out the full name of each on first reference, then use shortened forms in subsequent mentions.

See table on the following page

JESUIT, CATHOLIC, & CHURCH NOMENCLATURE

- » Use a comma between Jesuit and Catholic. Use “Catholic Church” on first reference and “Church” (capitalized) in subsequent mentions of the Catholic Church or the universal Christian Church. Lowercase the word “church” when used generally.
- » The first full reference to a member of a Roman Catholic religious order should provide the priest or sister’s full name, followed by a comma and the initials of his or her religious order. Subsequent mentions should use “Fr.,” “Br.,” or “Sr.”

Boston College is a Jesuit, Catholic university.

First reference

Subsequent reference

John Doe, S.J.

Fr. Doe

Lakshmi Patel, C.C.V.I.

Sr. Patel

Full School Title	Shortened School Title	Acronym
Boston College Law School	BC Law	N/A
Boston College School of Social Work	School of Social Work	BCSSW
Carroll School of Management	The Carroll School or Carroll	CSOM
William F. Connell School of Nursing	The Connell School or Connell	CSO
Carolyn A. and Peter S. Lynch School of Education and Human Development	The Lynch School	LSEHD
Messina College	N/A	N/A
Morrissey College of Arts and Sciences	The Morrissey College	MCAS
Gloria L. and Charles I. Clough School of Theology and Ministry	The Clough School	CSTM
Woods College of Advancing Studies	The Woods College or Woods	WCAS

Punctuation, Capitalization, & Formatting

CASES FOR HEADLINES, SUBHEADINGS, & MORE

- » Use title case for headlines, subheadings, taglines, etc. when the copy is not a full sentence/independent clause.
- » When the copy is a full sentence/independent clause, use sentence case (with punctuation).
- » In some cases (like multi-clause headlines, subheadings, and taglines), use both punctuation and title case. In such circumstances, use your best aesthetic judgment.

Purposeful Careers for Purpose-Driven People

Preparing Profession-Ready Graduates

You belong here.

Rooted in Boston. Reaching the World.

COMMAS

- » Use serial commas in editorial content. Also called a series comma, a Harvard comma, or an Oxford comma, the serial comma follows the penultimate item in a list of three or more.

DASHES & HYPHENS

- » Each of the three most frequently used dashes—the em dash (—), the en dash (–), and the hyphen (–)—performs a different function. Do not use spaces around any of them.
- » The em dash (—), the longest and most common, sets off a parenthetical word, phrase, or clause from the rest of a sentence.
- » The en dash (–) means “through.” Its principal function is to indicate a range of things, particularly times, numbers, dates, and distance.
- » The hyphen (–) is used between numbers that are not inclusive, such as telephone and Social Security numbers. It is also used in compound modifiers (e.g., “like-minded”).

NUMBERS

- » Spell out numbers one through nine only; use numerals for larger numbers. Apply these guidelines to ordinal numbers as well.
- » Avoid superscript. Spell out a number when it is the first word of a sentence, unless it is a year.

Style Note

QUOTATION MARKS & APOSTROPHES

- » Use typographer’s (curly) quotation marks and apostrophes, not tick marks.

SPACING BETWEEN SENTENCES

- » Use only one space between sentences.

URLS

- » When spelling out URLs, always use lowercase and do not underline or italicize. It is not necessary to include “http://” or “www.” If a URL comes at the end of a sentence, place a period after it.

The Boston College website is bc.edu.

DIALOGUE

- » When attributing dialogue, use the straightforward “said” rather than verbs like “shouted,” “shared,” “asked,” “suggested,” etc.

For more style notes, view the comprehensive editorial guide at:

bc.edu/editorial

Photography & Imagery

The images used on websites and in brochures, emails, and other communications should reflect the University's character, commitments, and community. When selecting images, be mindful of diversity and authenticity. We recommend using only high-quality images taken by a professional photographer.

Photography Library

BC photographers maintain an extensive library of photographs containing actual BC students, faculty, staff, alumni, and campus visitors.

Stock Photography

In general, use of stock photography is not recommended. Instead, rely on imagery that BC photographers have taken and OUC staff have approved.

However, there are cases when stock photography may be required. Examples of when stock photography could enhance your work:

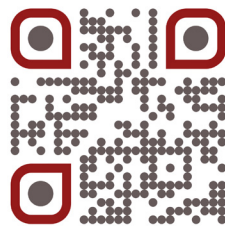
- » Global images/landscapes
- » Abstract images to convey a concept
- » Artistic close-ups of books, computer chips, or other objects

Representing the BC Community

Our work is the face of the University to the world and conveys BC's values, goals, and priorities. Our photography should accurately represent and celebrate the diversity of our community.

- » The images used should in total represent the student body at BC—accurately presenting the diversity of the University while avoiding overrepresentation and placing too much of a burden on any one individual or group of individuals to serve as examples of diversity at BC. Ultimately, we are obligated to accurately portray student life at the University, and photography plays an important role in that process.
- » Consider using a variety of images instead of just one image—which can help reduce the burden of any one image in providing an authentic and broad view of BC.

Access the photography library at photos.bc.edu



Signage

The design, production, and installation of campus signage are the responsibility of the Office of University Communications and Facilities Management. Projects may be managed by either office or jointly depending on the scope and complexity of the requested signage.

In general, the following guidelines should aid you in determining where to forward a request. Consult with OUC on projects that include:

- » Major exterior campus signage, such as exterior lettering on significant, named campus buildings and structures
- » Interior signage and/or significant interior signage such as a donor-named space in a building—e.g., major donor signage or plaques
- » Outdoor wayfinding and commemorative free-standing plaques

[Facilities website](#)



INTERIOR + EXTERIOR INQUIRIES

- » Inquiries concerning both interior and exterior signage should be directed to the Office of University Communications (OUC) at university-communications-ggroup@bc.edu or by phone at 617-552-4820. OUC will then contact Facilities Management.
- » If OUC commits to designing and producing the requested signage, then we will be responsible for presenting design concepts, specifications, and, if appropriate, potential vendors to Facilities Management, who will in turn review and/or identify vendors and request bids.
- » Once OUC has received design approval from the requesting unit's vice president—and the Office of the President if required—the costs have been approved, and a funding source has been designated, Facilities Management will oversee production and installation with consultation from OUC as needed.
- » **If an outside vendor is required to design and produce signage, OUC *must* be consulted for design approval to ensure that graphic standards are met.**

SMALL SIGNAGE REQUESTS

- » Any signage request for small exterior signs, such as those on College Road and Lawrence Avenue and exterior numbering, as well as all interior directional, office, classroom, or other general signage should be forwarded to Facilities Management via an online **Work Ticket** form. This can either be found on the [Facilities website](#) ("Submit a Request" button) or accessed through the Agora Portal.
- » The form will be forwarded to the appropriate project manager in Facilities Management, who will oversee the production and installation of the signage. At their discretion, Facilities Management may consult with OUC for design review.

Contact

ACCESS TO FONTS, THE BC SEAL, AND WORDMARKS AND GENERAL BRANDING QUESTIONS:

- » Contact OUC at ouc-branding@bc.edu or 617-552-4820.

BC WEBSITE BEST PRACTICES, POLICIES, AND QUESTIONS:

- » Visit bc.edu/web-services.

SCHOOL COMMUNICATIONS TEAMS:

- » Contact your designated Senior Associate Director of Marketing in OUC.

For best results and to ensure your project goes smoothly,
contact OUC as soon as possible in the project timeline.



BOSTON COLLEGE

OFFICE OF UNIVERSITY COMMUNICATIONS

3 Lake Street
Brighton, MA 02135

T: 617-552-4820
E: university-communications-ggroup@bc.edu

bc.edu/ouc

