



BOSTON COLLEGE

ATHLETICS DEPARTMENT STYLE GUIDE

MAY 2021



BOSTON COLLEGE ATHLETICS DEPT STYLE GUIDE

COLORS AND FONTS

MAY 2021

CARDINAL

VEGAS GOLD

BLACK

WHITE

GRAY

PANTONE 202 C

C: 28 M: 96 Y: 75 K: 20
R: 140 G: 34 B: 50
HEX: #8C2232

Madeira Rayon: 1384
Madeira PolyNeon: 1784
RA Polyester: 5908
RA Rayon: 2268

PANTONE 468 C

C: 14 M: 16 Y: 38 K: 0
R: 219 G: 204 B: 166
HEX: #DBCCA6

Madeira Rayon: 1084
Madeira PolyNeon: 1738
RA Polyester: 5761
RA Rayon: 2582

PANTONE PROCESS BLACK C

Madeira: Black
RA: Black

WHITE

Madeira: White
RA: White

PANTONE 421 U

C: 30 M: 25 Y: 24 K: 100
R: 180 G: 178 B: 179
HEX: #B4B2B3

Madeira Rayon: 1118
Madeira PolyNeon: 1718
RA Polyester: 5783
RA Rayon: 2585

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

FONTS:

ATHLETICS OFFICIAL

NB FULL BLOCK (PRIMARY)
Dodger Script (Secondary)

UNIVERSITY OFFICIAL

SCALA (SANS) OT

TEXT BASED COMMUNICATION AND INFORMATION

SANS-SERIF

- ARIAL
- VERDANA
- TAHOMA

SERIF

- GEORGIA
- TIMES NEW
ROMAN



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PRIMARY MARKS

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SECONDARY MARKS

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ATHLETICS DEPT STYLE GUIDE

WORD MARKS

MAY 2021

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WORD MARKS

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MAY 2021

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SPORT-SPECIFIC MARKS: ALL SPORTS AVAILABLE FOR ALL COLORS

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FOOTBALL



HOCKEY



BASKETBALL



LACROSSE



FIELD HOCKEY



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INTERLOCKING MARKS

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ATHLETICS DEPT STYLE GUIDE

FOR BOSTON MARKS

MAY 2021

For Boston

For Boston

For Boston

For Boston

For Boston

For Boston

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EAGLES FOR EQUALITY MARKS

MAY 2021

**EAGLES^{FOR}
EQUALITY**

**EAGLES^{FOR}
EQUALITY**

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EQUALITY**

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EQUALITY**

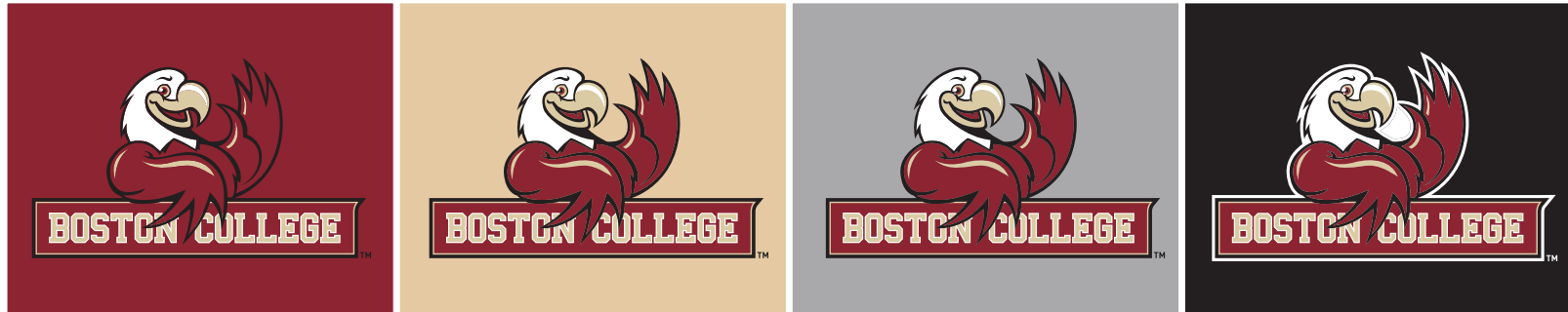


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YOUTH MARKS

MAY 2021





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ADDITIONAL MARKS

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SKYLINE: CAN BE USED IN ANY BC COLOR



SEAL





BOSTON COLLEGE

ATHLETICS DEPT STYLE GUIDE

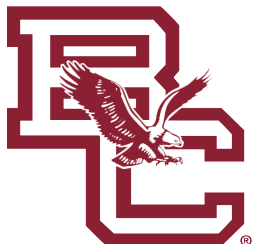
ADDITIONAL MARKS

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RED BANDANNA



THROWBACK





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BLACK AND WHITE MARKS

MAY 2021



BOSTON COLLEGE

BOSTON COLLEGE



BOSTON
COLLEGE

BOSTON
COLLEGE

Eagles

Eagles

EAGLES FOR
EQUALITY

EAGLES FOR
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For Boston

For Boston



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College Vault : USAGE MUST BE APPROVED BY THE LICENSING DIRECTOR

MAY 2021



BOSTON
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EAGLES

BOSTON COLLEGE
BC



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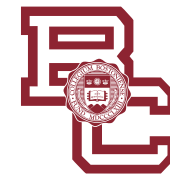
EAGLES

BOSTON COLLEGE
BC



BOSTON
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BOSTON COLLEGE
BC



BOSTON COLLEGE

EAGLES

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PANTONE 202

PANTONE 4515

WHITE



BOSTON COLLEGE



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NOTES AND INFORMATION

MAY 2021

ESTABLISHED: **1863** LOCATION: **CHESTNUT HILL, MA** MASCOT: **EAGLES**
MASCOT NAME: **BALDWIN** CONFERENCES: **ATLANTIC COAST CONFERENCE (ACC),**
HOCKEY EAST (HEA/WHEA)

VERBIAGE

Boston College ®
Boston College Eagles ®

B.C. ®
B.C. Eagles ®

Eagles ™
The Heights ™

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis)
- No alterations or overlaying graphics to seal permitted (scallop may be added)
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale (must be either #63 or current year)
- Mascot caricatures not permitted; must use one of the approved marks
- Cross licensing with other marks may be permitted with an additional agreement
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- Logos should not be manipulated in anyway and additional colors, texts patterns, etc should not be used, without gaining approval

QUESTIONS:

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