



BOSTON COLLEGE

ATHLETICS DEPARTMENT STYLE GUIDE • AUGUST 2025

BOSTON COLLEGE ATHLETICS • 140 COMMONWEALTH AVENUE • CHESTNUT HILL, MA • 02467



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COLORS: PRIMARY

COLOR

PANTONE

CMYK

RGB

HEX

MAROON

202C

28 / 96 / 75 / 20

140 / 34 / 50

#8C2232

VEGAS GOLD

468C

14 / 16 / 38 / 0

219 / 204 / 166

#DBCCA6

BLACK

BLACK C

88 / 76 / 56 / 73

0 / 0 / 0

#000000

WHITE

WHITE

0 / 0 / 0 / 0

255 / 255 / 255

#FFFFFF

GRAY

421U

30 / 25 / 24 / 100

180 / 178 / 179

#B4B2B3



FONTS

OFFICIAL ATHLETICS FONT

NB NEW HEIGHTS REGULAR

***KERNING: OPTICAL • TRACKING: -50**

Introduced in 2025, **NB NEW HEIGHTS REGULAR** creates a new yet familiar look and feel for Boston College Athletics. This custom primary font was designed by New Balance for BC word mark, uniform, apparel, print, and facility branding usage.

OFFICIAL UNIVERSITY FONTS

Scala OT
Scala Sans OT

SANS-SERIF

Arial
Verdana

SERIF

Georgia
Times New Roman

RETIRED FONTS - DO NOT USE

FULL BLOCK (Retired June 2025)
UA NEWTON (Retired May 2021)

FOR INTERNAL USE ONLY

Dodger Script



LOGOS: PRIMARY

PRIMARY LOGO

Serving as the primary logo since 2000, our current BC logo features the flying eagle in the center of the interlocking B over C. There are multiple variations of this logo to help contrast based on the color of the background the logo is being used on. Please only use logos against their corresponding background color.





LOGOS: SECONDARY

SECONDARY LOGO

Serving as the secondary logo since 2000, our current flying eagle logo stands out as a polarizing figure when separated from the primary logo. There are multiple variations of this logo to help contrast based on the color of the background the logo is being used on. Please only use logos against their corresponding background color.





LOGOS: RETRO

RETRO LOGO

Our retro logo served as the university's primary logo from 1977-2000. It carries a nostalgic look while proudly reflecting our university's history. There are multiple variations of this logo to help contrast based on the color of the background the logo is being used on. Please only use logos against their corresponding background color.





LOGOS: RED BANDANNA



THIS RED BANDANNA LOGO CAN BE USED ON ANY COLOR EXCEPT BLACK



THIS RED BANDANNA LOGO MAY ONLY BE USED ON BLACK

For Welles

For Welles

IN MEMORY OF WELLES CROWTHER '99



Welles Crowther '99 became known as the "Man in the Red Bandanna" for the handkerchief he wore as a protective mask while saving as many as 18 lives in the World Trade Center's South Tower before it collapsed during the September 11, 2001, terrorist attacks. Boston College honors Welles for his heroics annually with football's "Red Bandanna Game," featuring custom uniforms honoring his bandanna pattern.



NOTE: When refernecing the Red Bandanna game in print, the word "Bandanna" should always be spelt with three total N's, with two at the end between the final two A's.



LOGOS: BLACK AND WHITE



BOSTON COLLEGE

BOSTON COLLEGE



BOSTON
COLLEGE

BOSTON
COLLEGE

Eagles

Eagles

EAGLES FOR
EQUALITY

EAGLES FOR
EQUALITY

BOSTON
COLLEGE

BOSTON
COLLEGE

For Boston

For Boston



BOSTON
COLLEGE

BOSTON
COLLEGE





IMPROPER USAGE EXAMPLES



MAROON LOGO SHOULD
NEVER APPEAR ON A CARDINAL
OR RED BACKGROUND



GOLD LOGO SHOULD
NEVER APPEAR ON ANY COLOR
EXCEPT CARDINAL



DO NOT FLIP



DO NOT ALTER SCALE



DO NOT ADD ELEMENTS



DO NOT INVERT ONE COLOR LOGOS



DO NOT INVERT RETRO LOGO



DO NOT ALTER WITH
OFF-BRAND COLORS



AVOID PLACING ON
OFF-BRAND COLORS



DO NOT OVERLAY

*CONTACT LICENSING DIRECTOR WITH QUESTIONS REGARDING IMPROPER USAGE



WORD MARKS: SINGLE LINE

BOSTON COLLEGE

BOSTON COLLEGE

BOSTON COLLEGE

BOSTON COLLEGE

BOSTON COLLEGE

PRIMARY SINGLE LINE WORD MARK

BOSTON COLLEGE

BOSTON COLLEGE

BOSTON COLLEGE

BOSTON COLLEGE

BOSTON COLLEGE

ONE COLOR SINGLE LINE WORD MARK



WORD MARKS: DOUBLE LINE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

DOUBLE LINE WORD MARK TOP ARC

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

DOUBLE LINE WORD MARK NO ARC

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

BOSTON
COLLEGE

DOUBLE LINE WORD MARK DOUBLE ARC



WORD MARKS: SCRIPT EAGLES

Eagles

SCRIPT EAGLES ON WHITE

Eagles

SCRIPT EAGLES ON MAROON

Eagles

SCRIPT EAGLES ON GOLD

Eagles

SCRIPT EAGLES ON GRAY

Eagles

SCRIPT EAGLES ON BLACK

Eagles

SCRIPT EAGLES ONE COLOR ON WHITE

Eagles

SCRIPT EAGLES ONE COLOR ON MAROON

Eagles

SCRIPT EAGLES ONE COLOR ON GOLD

Eagles

SCRIPT EAGLES ONE COLOR ON GRAY

Eagles

SCRIPT EAGLES ONE COLOR ON BLACK



WORD MARKS: EAGLES

EAGLES

EAGLES

EAGLES

EAGLES

EAGLES

EAGLES WORD MARK

EAGLES

EAGLES

EAGLES

EAGLES

EAGLES

EAGLES WORD MARK ARCH

EAGLES

EAGLES

EAGLES

EAGLES

EAGLES

ONE COLOR EAGLES WORD MARK

EAGLES

EAGLES

EAGLES

EAGLES

EAGLES

ONE COLOR EAGLES WORD MARK ARCH



WORD MARKS: FOR BOSTON

For Boston

For Boston

For Boston

For Boston

For Boston

PRIMARY FOR BOSTON MARKS

For Boston

For Boston

For Boston

For Boston

For Boston

ONE COLOR FOR BOSTON MARKS



NUMBERS

12345
67890

12345
67890

12345
67890

12345
67890

12345
67890



NOTES AND INFORMATION

BOSTON COLLEGE

Established: 1863

Address: 140 Commonwealth Avenue, Chestnut Hill, MA 02467

Mascot: Eagles

Mascot name: Baldwin

Conferences: Atlantic Coast Conference, Hockey East

TRADEMARKED VERBIAGE

Boston College®

Boston College Eagles®

BC®

BC 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

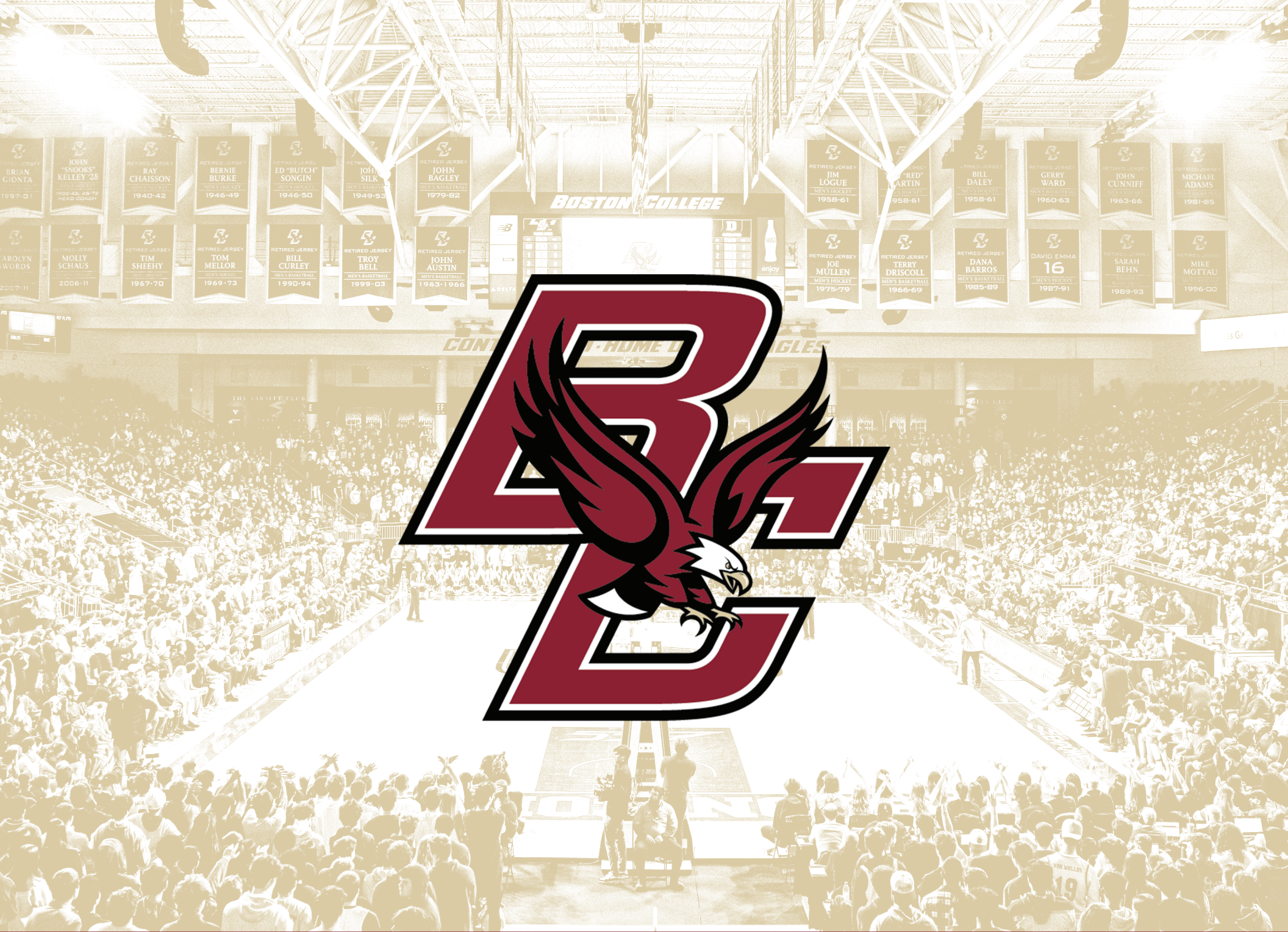
No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks

Logos should not be manipulated in any way. Additional colors, texts, patterns, etc. should not be used without gaining approval

LICENSING CONTACTS

Jamie DiLoreto - Senior Associate Athletics Director, External Relations - diloreto@bc.edu or 617-552-1504

Wilson Rogers - Assistant Director, Marketing & Fan Engagement - rogerswc@bc.edu or 617-552-1503



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