



**Burnes Center
for Social Change**
Northeastern University



Brand Guidelines

Primary Logo - Red



**Burnes Center
for Social Change**
Northeastern University



**Burnes Center
for Social Change**
Northeastern University



**Burnes Center
for Social Change**
Northeastern University



**Burnes Center
for Social Change**
Northeastern University



**Burnes Center
for Social Change**
Northeastern University



**Burnes Center
for Social Change**
Northeastern University

Secondary Logo - Red



**Burnes Center
for Social Change**



**Burnes Center
for Social Change**



**Burnes Center
for Social Change**



**Burnes Center
for Social Change**



**Burnes Center
for Social Change**



**Burnes Center
for Social Change**

Primary Logo - Blue



**Burnes Center
for Social Change**
Northeastern University



**Burnes Center
for Social Change**

Northeastern University



**Burnes Center
for Social Change**

Northeastern University



**Burnes Center
for Social Change**

Northeastern University



**Burnes Center
for Social Change**

Northeastern University



**Burnes Center
for Social Change**

Northeastern University



**Burnes Center
for Social Change**

Northeastern University

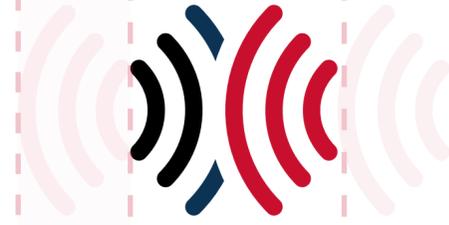
Secondary Logo - Blue



**Burnes Center
for Social Change**



Safe Zone



**Burnes Center
for Social Change**
Northeastern University



**Burnes Center
for Social Change**

Color Palette

Red
#C8102E
200 16 46
15% 100% 91% 5%

Navy Blue
#0C3354
12 51 84
100% 81% 41% 35%

Light Blue
#297496
41 116 150
84% 47% 27% 4%

Black
#000000
0 0 0
100% 100% 100% 100%

Pure White
#FFFFFF
250 250 250
0% 0% 0% 0%

Typography

Franklin Gothic URW

AaBbCc

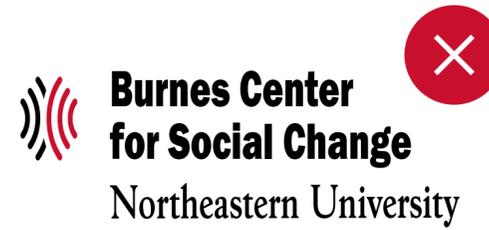
Light
Book
Medium
Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()-=_+[]{}|;':",.<>?/

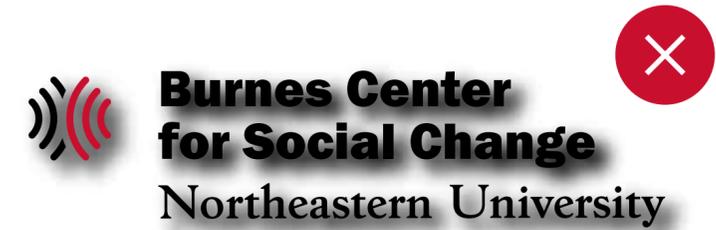
Dos & Don'ts



Don't rotate



Don't distort



Don't apply effects



Don't change position



Don't change colors

Letterhead



Text Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus laoreet libero at elit gravida, malesuada pellentesque turpis maximus. Sed libero enim, consequat eu accumsan eu, gravida at lorem. In aliquam posuere urna, eget porta magna convallis ac.

Nullam nec orci leo. Proin urna enim, dignissim elementum diam eu nibh.

Donec venenatis, ante nec elementum convallis, enim dolor ultrices quam, eu placerat sapien lacus id massa. Pellentesque posuere turpis aliquet.

Donec venenatis, ante nec elementum convallis, enim dolor ultrices quam, eu placerat sapien lacus id massa. Pellentesque posuere turpis aliquet.

Social Media



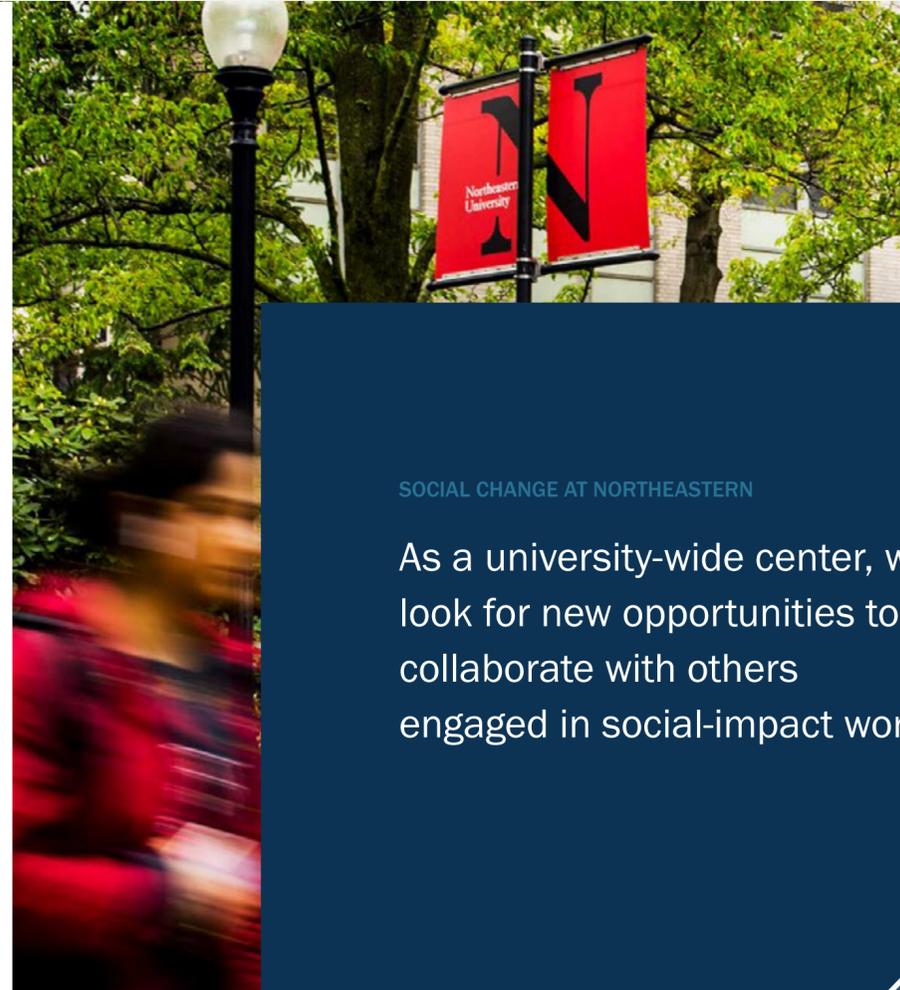
As a university-wide center, we look for new opportunities to collaborate with others engaged in social-impact work.



Slide Deck

SOCIAL CHANGE AT NORTHEASTERN

As a university-wide center, we look for new opportunities to collaborate with others engaged in social-impact work.



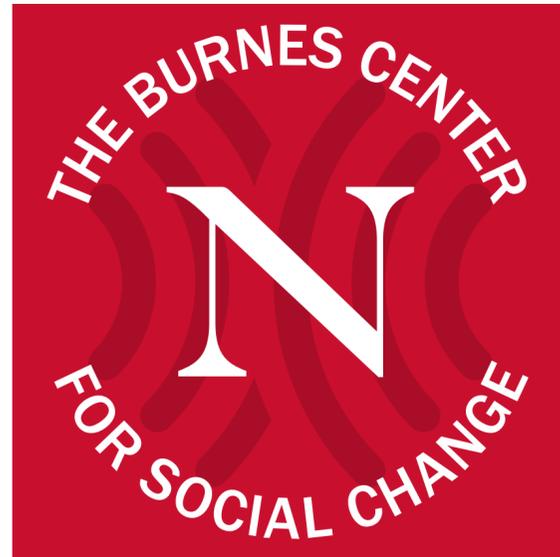
SOCIAL CHANGE AT NORTHEASTERN

As a university-wide center, we look for new opportunities to collaborate with others engaged in social-impact work.

+24%



Social Profile - Version 1



Social Profile - Version 2

