

Boston University Aram V. Chobanian & Edward Avedisian School of Medicine Branding Guidelines

Introduction

Branding for the Boston University Aram V. Chobanian & Edward Avedisian School of Medicine.

This guide presents the branding elements (sub-brand logos) available, along with style and formatting guidelines for all communication materials.

Guidelines and use-case examples for each are included in this document for reference.

Marketing & Communications will provide all logos needed. [Submit a request](#) directly through the BU Brand website. You can also [reach out to MarCom](#) with any questions or branding needs not covered in this guide.

Full BU brand guidelines are also available on the [BU Brand website](#).

**Branding guidelines for use of the full
formal name: Aram V. Chobanian &
Edward Avedisian School of Medicine**

The full formal name (below) will be used in branding for signage, formal invitations, and Commencement only.

Aram V. Chobanian & Edward Avedisian School of Medicine

Branding Elements

Boston University logo/plate



- The University logo/plate should be used in all communication with external audiences, and needs to be accompanied by the sub-brand logotype
- Space logo/plate far enough apart to avoid redundancy of the words, "Boston University"
- "Boston University" can be omitted from the logotype when space is limited and the logo/plate and logotype appear in close proximity

Sub-brand logotype

Boston University Aram V. Chobanian & Edward Avedisian
School of Medicine

BOSTON UNIVERSITY

**Aram V. Chobanian &
Edward Avedisian
School of Medicine**

FOR

Dr. Aram V. Chobanian (Hon.'06),
in grateful recognition for his leadership of,
and contributions to, Boston University and
the School of Medicine

AND

in honor of the unstinting support of
Edward Avedisian (CFA'59,'61)



PRESIDENT ROBERT A. BROWN,
THE TRUSTEES OF BOSTON UNIVERSITY, AND
PROVOST OF THE MEDICAL CAMPUS KAREN H. ANTMAN

invite you and a guest to

**A HISTORIC
MEDICAL SCHOOL ANNOUNCEMENT**

Thursday, September 29, 2022

4 pm Ceremony
Reception to follow

Boston University Medical Campus
Talbot Green
72 East Concord Street
Boston, Massachusetts

6 pm Dinner
Hiebert Lounge, 14th Floor

*RSVP to presfunc@bu.edu by September 20.
For further information please call 617-358-5075.*

BOSTON UNIVERSITY

ARAM V. CHOBANIAN &
EDWARD AVEDISIAN
SCHOOL OF MEDICINE

GRADUATION EXERCISES



BOSTON UNIVERSITY
TRACK & TENNIS CENTER

THURSDAY, MAY XX, 2023
3 PM



Aram V. Chobanian & Edward Avedisian
School of Medicine

**Branding exception: Omit "Boston University" from the logotype when used in close proximity to the University plate.*

**Branding guidelines for use of
abbreviated name: Chobanian &
Avedisian School of Medicine**

The abbreviated name (below) will be used in branding for most written communication (e.g., stationery, websites, marketing materials).

Chobanian & Avedisian School of Medicine

Branding Elements

Boston University logo/plate



Sub-brand logotype for communication with external audiences

Boston University Chobanian & Avedisian School of Medicine

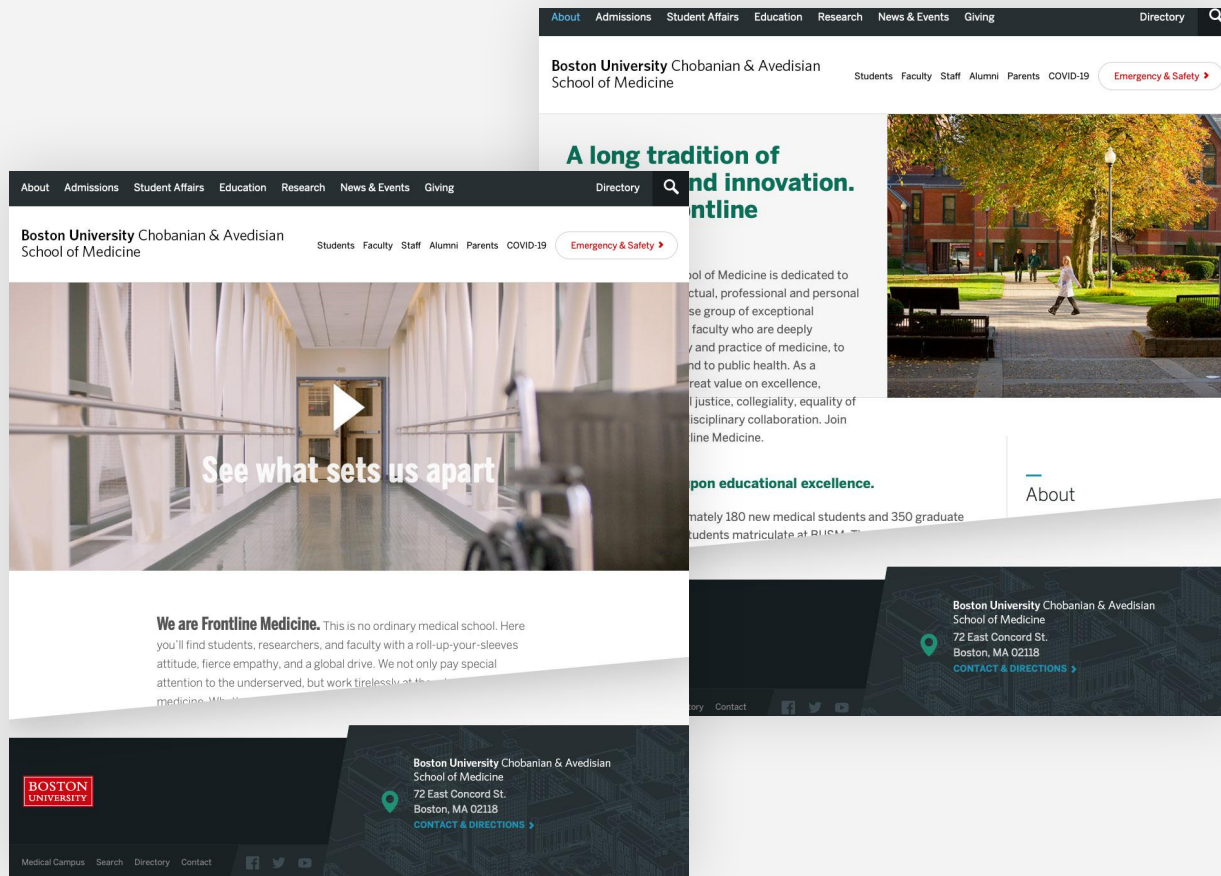
- The University logo/plate should be used in all communication with external audiences, and needs to be accompanied by the sub-brand logotype
- Space logo/plate far enough apart to avoid redundancy of the words, “Boston University”
- “Boston University” can be omitted from the logotype when space is limited and the logo/plate and logotype appear in close proximity

Sub-brand signature for communication with internal audiences



Boston University Chobanian & Avedisian School of Medicine

- The sub-brand signature should be used in communication with audiences who are familiar with Boston University





Chobanian & Avedisian School of Medicine



**Boston University Chobanian & Avedisian
School of Medicine
[Department]**



Optional Header

Secondary Header

SUBMISSION DEADLINE: Monday, Oct. 12, 2015 by 11 p.m.

Purpose of the RFA: To stimulate and support teams of faculty researchers engaging in multidisciplinary translational research at Boston University. All areas of translational research related to the prevention, diagnosis, and management of human disease will be considered. In addition, some funds will be dedicated to specific research areas:

- Community-engaged research
- Dissemination, implementation, and improvement science
- Research on health across the lifespan

Funding Available: Direct costs up to \$20,000 may be requested.

Full details including how to apply, please go to
<http://www.bu.edu/ctsi/resources/funding/>.

Questions/Inquiries: We encourage inquiries concerning this RFA and welcome the opportunity to answer questions from potential applicants.

Direct your questions to George T. O'Connor, MD, MS, Director of Clinical Research Resources, BU CTSI, goconnor@bu.edu. Please also "cc" ctsiplots@bu.edu



Boston University Chobanian & Avedisian
School of Medicine
72 E. Concord St.
Boston, MA 02215
www.bumc.bu.edu/busm/

These email signatures are recommended for all faculty and staff. Additional guidance can be found on the [BU Brand website](#).

John Smith

Assistant Director of Email Guidelines

Boston University Chobanian & Avedisian School of Medicine
617-555-3434

.....
John Smith

Assistant Director of Email Guidelines

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617-555-1234 (mobile)
617-555-8467 (fax)

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Boston University Chobanian & Avedisian School of Medicine

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Boston, Massachusetts 02118-2526



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Email or phone

Password

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**Boston University Chobanian & Avedisian
School of Medicine**

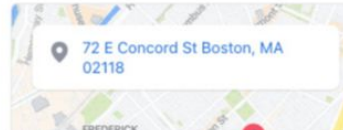
@BUMedicine - Specialty School

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**Boston University Chobanian & Avedisian
School of Medicine**

July 4 at 9:00 AM · 🌐

Wishing everyone a safe and happy Fourth of July!



School of Medicine PPT Template

August 2022

Boston University Chobanian & Avedisian School of Medicine



ne PPT Template

2/3/08 2

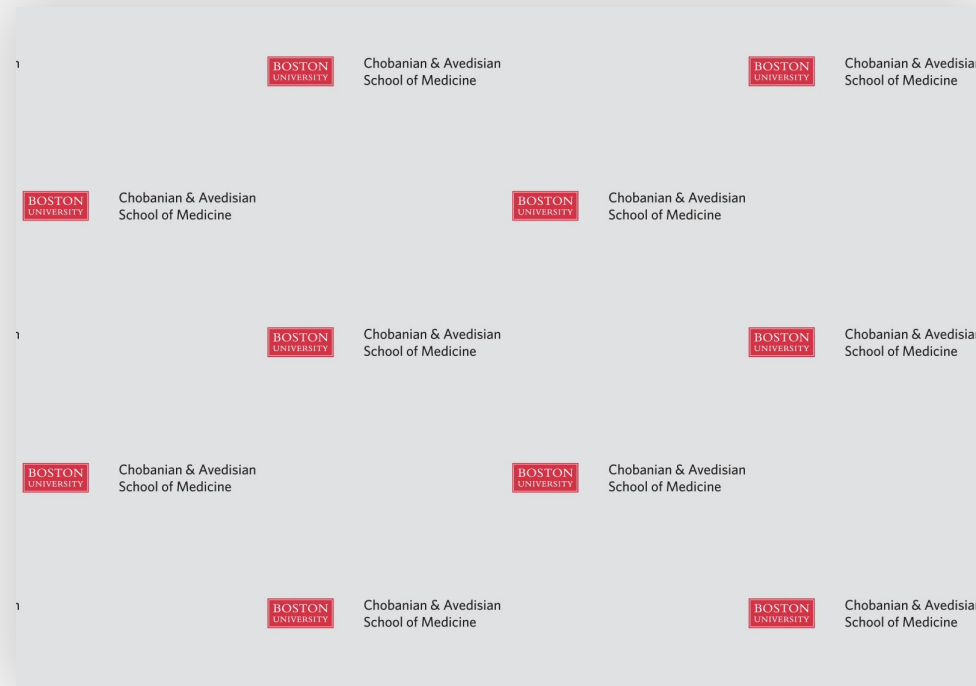
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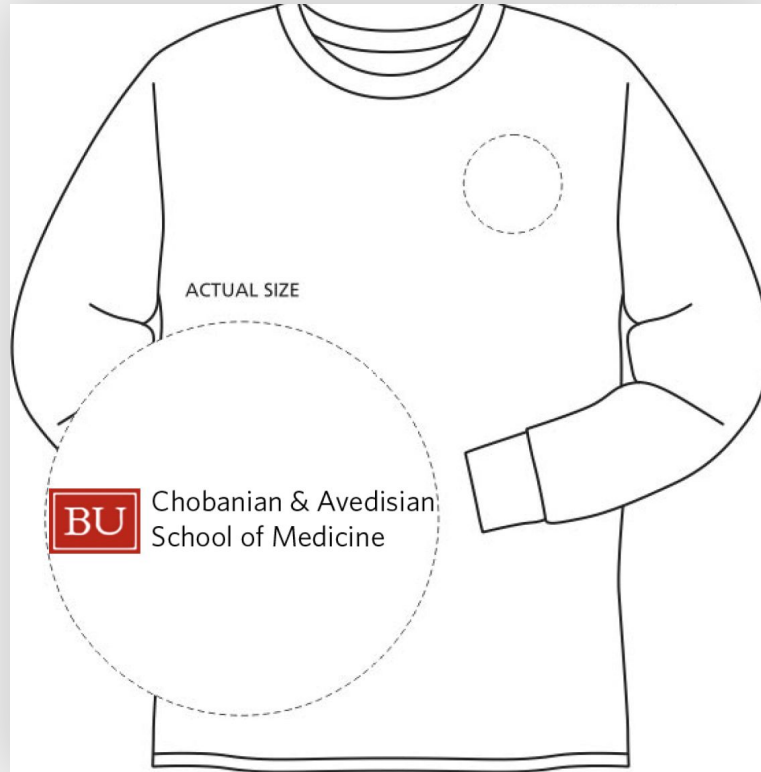
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Boston University Chobanian & Avedisian School of Medicine









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Boston University

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Boston, MA

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The Boston University Chobanian & Avedisian School of Medicine

The Boston University Chobanian & Avedisian School of Medicine has an application deadline of Nov. 1. The application fee is \$110. Its tuition is full-time: \$66,702. The faculty-student ratio is 1.8:1. The Boston University Chobanian & Avedisian School of Medicine has 1,133 full-time faculty on staff.

The Boston University Chobanian & Avedisian Medical Campus dates back to 1848, when it was named the New England Female Medical College—the first institution in the world to offer medical education to women, and the first to graduate an African-American female physician.

The Boston University Chobanian & Avedisian School of Medicine is also the first combined cancer research and teaching laboratory.

Today, the school is home to more than 640 funded research programs. Students at the

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Co-Branding: Guidelines & Examples

Co-Branding with Partner Entities

The Boston University Chobanian & Avedisian School of Medicine has a number of key partnerships with entities outside of Boston University. In those cases of true partnership, not commercial relationships, co-branding with BU's logo system is permitted, though specific guidelines for each partnership must be followed.

Boston Medical Center

Boston University and Boston Medical Center are permitted to utilize the primary logos of each institution to show partnership. Examples of approved use can be seen on both of these website. BMC branding also approved to show co-branding on footer of Department of Medicine website.

St. Elizabeth's Medical Center

A variation of the St. Elizabeth's Medical Center logo has been approved to show partnership with Boston University, as displayed in the header of the St. Elizabeth's Medical Center website. Co-branding with the primary Boston University logo or sub-brand signature logos is not permitted.

Kaiser Permanente

To come

Veteran Affairs

To come

Boston University Chobanian & Avedisian School of Medicine

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Editorial Style

Editorial Style

Use of the full name, “Aram V. Chobanian & Edward Avedisian School of Medicine,” is allowed in contexts relating to the gift (e.g., stories about the donor/namesakes, the naming ceremony, etc.). While the full name is allowed in other editorial contexts, the abbreviation “Chobanian & Avedisian School of Medicine” is preferred, to build and strengthen brand recognition for the school.

Approved Abbreviations:

- Chobanian & Avedisian School of Medicine
- Chobanian & Avedisian School
- Chobanian & Avedisian SOM

The words, “Boston University” or “BU” may precede the names to clarify its affiliation, as dictated by context and at the discretion of Boston University.

Web addresses/tags/handles, etc.:

The initialism “CAMED” may ONLY be used in URLs, email addresses, and social media handles, where character-count limits restrict use of approved abbreviations.

Note that permitted use of CAMED does not extend to copy/content.

Alumni Affiliation:

(CAMED’XX) may be used to denote school and graduation year for students and alumni.

Reference to this is also available on the [BU Brand website](#).

**No abbreviations other than those listed above are permitted. The acronym “MED” may ONLY be used for building and course codes, as required by the student information system’s three-character limit for entity names.*

***The University is not responsible for the use of acronyms or other shortened versions of the naming by third parties including, but not limited to, University students, faculty, and staff, outside the context of University-sanctioned communications.*