



P3A. Partners must ensure that any publicity and advertising referring to programmes delivered under the partnership arrangement uses the names and/or the logos of both the Partner and the University

BU has produced '[Brand and Logo' guidelines](#) to assist Partners in understanding the BU brand and how we use it in order to help Partners when describing BU.

We understand Partners have their own brand style and guidelines so we hope the detail provided will help you to incorporate the essence of the BU brand within your communications (online and printed).

The guide covers:

- Visual guidelines
- Use of logo
- Writing
- Imagery and colour.

Partners are requested to provide any equivalent guidelines to BU Marketing & Communications to allow BU to correctly represent the institution.