The SHIELD that creates the edge of the logo is reminiscent of the first logo used to represent JBU beginning in 1938.

The threefold motto “Head, Heart, Hand” is represented through the THREE BLUE QUADRANTS.

The image of the CATHEDRAL in the fourth quadrant represents the most iconic building on JBU’s campus.

The CENTER CROSS that divides the shield into the four quadrants represents JBU’s Christian motto “Christ Over All.”

The CIRCLE in the center of the cross alludes to the new Cathedral group plaza where JBU’s heritage is honored through name-engraved bricks of those who have served the university faithfully. It is also a permanent reminder that JBU is built of the foundation of Christ.

We hope you appreciate the symbolism and artistry of the new logo. For the latest information on when and how you can use the logo in your university activities, please visit www.jbu.edu/logo. As we work over the next few weeks to update stationery, business cards, campus signage, Web pages and more, we appreciate your patience. If you see a logo usage that needs to be updated, please feel free to e-mail Lucas Roebuck at lroebuck@jbu.edu.