STYLE AND BRAND
GUIDELINES

2020

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BRAND GUIDELINES

City College's brand is the unforgettable and lasting experience it offers to all who come in contact with the institution. Whether external audiences experience the institution in person or via the website, social media, email, telephone, or through printed or digital collateral, the engagement they have with CCNY through its many different communication vehicles is the brand. The continuous interactions that internal audiences, including faculty, staff, students and alumni, have with the college also are factored into the college's brand.

Whether good or bad, brand is the perceived truth projected about an institution by its audiences. Some of the most common words and phrases used to describe the City College brand among its internal and external audiences include **historic**, **original**, **diverse**, **multicultural**, **access**, **excellence**, **student success**, **transformative**, **community**, **arts**, **research**, **scholarship** and **creativity.** City College captures and communicates this content in visual ways using graphic treatments that include the college logo, color, typography and photography.

This section offers guidelines on how to use properly the graphic treatments to effectively communicate and support City College's brand.

Color Treatment

PMS 2665C and PMS 425C are the official college colors. The official college secondary colors are PMS 129C, PMS 298C, PMS 1807C and PMS 376C. The colors may be used as accents for the primary colors. See page 4 for color swatches.

Logo Treatment

The rectangular logo is one component of the brand. The logo should appear on the front and back of each publication.

Photography

Using quality photography of the City College campus is crucial to the college's messaging and brand. Imagery of the campus is one of the college's most valued visual assets.

All photos should be current and relevant to the publication. Do not use stock photography. You may request official campus photos from the Office of Institutional Advancement and Communications at communications@ccny.cuny.edu.
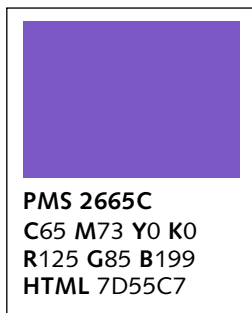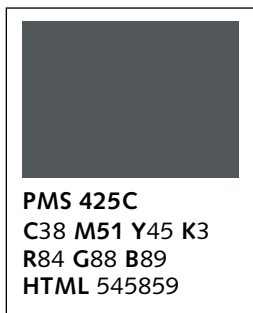
Typography

The typefaces Arno Pro and Syntax LT Std are components of the brand and should be used on all materials. Both typefaces can be used in the same publication. See page 5 for typefaces.
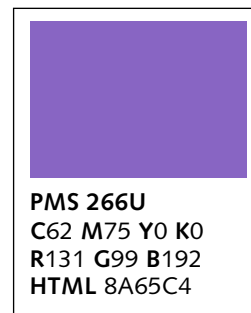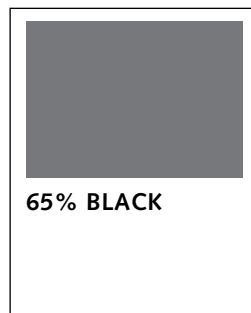
COLLEGE COLORS

City College's marketing color palette supports the college's long-standing purple and gray.
In Pantone numbers, "C" stands for coated paper and "U" stands for uncoated paper.

The primary colors for City College are purple, gray and white. The first use of purple by the college dates back to the late 19th century. Called lavender during that time, the color has evolved through many hues during the centuries to the purple and gray used today. The values for the colors are taken from Pantone's Formula Guide and not Pantone's Color Bridge.
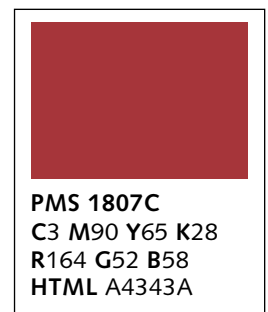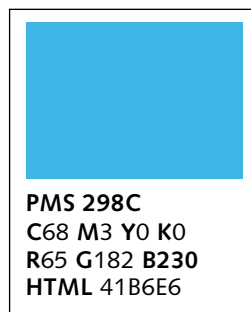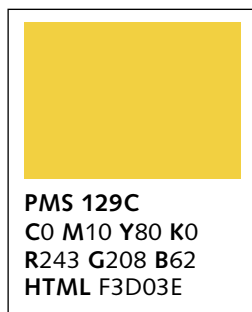
Primary Colors

PMS 425C
C38 **M**51 **Y**45 **K**3
R84 **G**88 **B**89
HTML 545859

PMS 2665C
C65 **M**73 **Y**0 **K**0
R125 **G**85 **B**199
HTML 7D55C7

Primary Colors for uncoated paper

65% BLACK

PMS 266U
C62 **M**75 **Y**0 **K**0
R131 **G**99 **B**192
HTML 8A65C4

Secondary Colors

The secondary colors are PMS 271C, PMS 192, PMS 298C, PMS 376C and PMS 1807C.
These colors may be used as accents along with the primary colors.

Secondary colors have been established to add variety and flexibility to the primary colors. Additionally, secondary colors allow the college's schools and divisions as well as programs to become sub brands of the college's brand.

PMS 271C
C44 **M**38 **Y**0 **K**0
R149 **G**149 **B**210
HTML 9595D2

PMS 129C
C0 **M**10 **Y**80 **K**0
R243 **G**208 **B**62
HTML F3D03E

PMS 298C
C68 **M**3 **Y**0 **K**0
R65 **G**182 **B**230
HTML 41B6E6

PMS 376C
C48 **M**0 **Y**100 **K**1
R132 **G**189 **B**0
HTML 84BD00

PMS 1807C
C3 **M**90 **Y**65 **K**28
R164 **G**52 **B**58
HTML A4343A
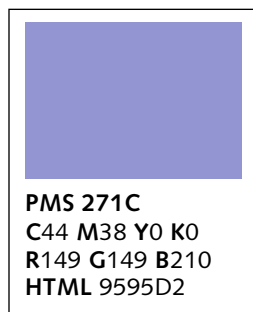
NOTE: **Colors on computer monitors are not accurate.** Specify Pantone numbers to ensure color reproduction is correct. The color names provided above are for quick reference only. It is important to print the purple as a spot color whenever possible, as its CMYK translation is very dull. The Pantone 425 grey should be replaced with 65% black when working in CMYK. The other colors translate well to CMYK.

COLLEGE TYPEFACES

The official typefaces for the college are Arno Pro and Syntax LT Std. They should be used in all college documents. Both typefaces are available in a number of weights and styles.

Serif Typeface

Arno Pro is the official serif typeface of the college. It is the preferred typeface for headlines. It may also be used for body and legal copy.

Arno Pro Light Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arno Pro Semibold Subhead

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arno Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arno Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arno Pro Italic Caption

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arno Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Sans-Serif Typeface

Syntax LT Std is the official sans-serif typeface of the college. This typeface may be used for body, legal, headlines, special sections and call-out text.

Syntax LT Std Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Syntax LT Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Syntax LT Std Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Syntax LT Std Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

COLLEGE LOGO

City College's logo, based on the font Arno, is custom-kerned and positioned in its box for optimum visual appeal. The letters are white type in a box of 65% black or 100% pantone 425C. The type may be aligned on the left or right, depending on the design of the piece where it is being used.

The City College name and logo are trademarked symbols and cannot be used without following the college's style guide. For logo files, please visit www.ccny.cuny.edu/sites/default/files/CCNY_Logos.zip

The City College
of New York

Flush right

Whenever possible, one or both sides of the box should bleed off the edge of the paper. On dark backgrounds, the nameplate box is 85% black rather than 65% black. You may use 100% of PMS 425C instead of using a Pantone spot color ink.

The City College
of New York

The City College
of New York

Grey box touches edge of paper. Make sure to extend the grey box 0.125 inches off of page for bleed.

Text-only

When circumstances will not allow the usage of the gray box logo, use the full name of the college in gray or purple, in one line. The trademark initials must be right next to the name. These logos should not be incorporated into other logo designs.

The City College of New York™

The City College of New York™

Appropriate use of the college name in one line

Logo Acronym

In very limited cases (Social Media), the college acronym may be used. Due to certain limitations in logo space in digital media, the college's acronym is used in place of the college's gray logo. In the instance of social media, the white CCNY letters are placed in a circle or square purple shape. These stylized acronym cannot be combined with other logo designs. For logo files, please visit www.ccny.cuny.edu/sites/default/files/CCNY_Acronyms.zip

CCNY

CCNY

CCNY

CCNY

CCNY

CCNY
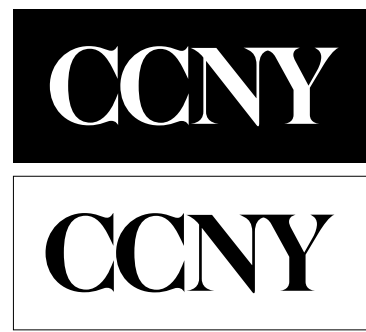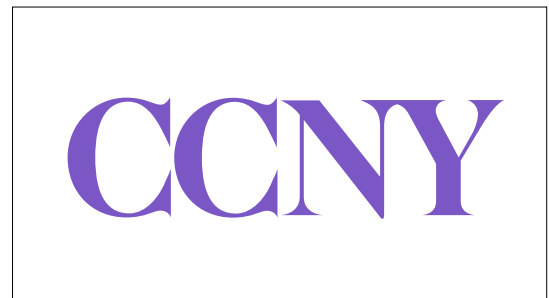
College acronym used as social media icons

College acronym in black and white

Logo in black and white

For use in certain circrumstance where the logo needs to be printed in one-color print applications.

Usage

The City College of New York logos and acronyms are trademarked. They should be used only in the form provided; do not modify or re-type logos.

Do not outline any part of the logo.

Do not use colors other than the official college logo colors, or black and white.

College Seal

The college seal is used on official documents from the president and Board of Trustees. Examples include commencement materials, diplomas and official CCNY documents.

Simplified version of the seal

CO-BRANDING WITH CUNY LOGO

The CUNY logo should be used on all official materials. The logo should appear as PMS 286C, 100% black or in 100% white (on a dark or busy background).

For complete a list of CUNY logo files, please visit www2.cuny.edu/about/administration/offices/communications-marketing/services/marketing/downloads

PMS 286C

100% Black

100% White

On CCNY stationary, the CUNY block logo is preferred. It should appeared as 0.25 inches, in 100% black or in PMS 286C if possible.

0.25"

Preferably on the back or lower bottom right corner of a publication.

OTHER TYPE TREATMENT

In addition to the official college logo, the following type treatments have been approved for use as specified below.

My City Graphic

This is for use by the Admissions Office. Pantone 376C green and 425C grey. The drop shadow should be used on printed brochures but not on products that can't hold a tight dot screen.

Undergraduate Graphic

Graduate Graphic

The Foundation For City College Logo

This logo is use by the The Foundation For City College. Pantone 2665C purple and 425C grey.
Coming soon.

Athletics

The slab type and beaver combination is for use in athletic news and events promotions only. For complete a list of CCNY's athletic logo files, please visit https://www.ccny.cuny.edu/sites/default/files/CCNY_Beavers.zip

Athletic mark in black and white

PROGRAM TYPE TREATMENTS

College programs may create type treatments to co-brand with the college logo. These treatments must be used in conjunction with the college logo at all times. Type treatments cannot appear on their own. When space is an issue, the official college logo must be used. Examples of approved type treatments are below. All individual program type treatments must be developed with and approved by the Office of Institutional Advancement and Communications.

GRADUATE STUDIES

The City College
of New York

BSP
BLACK STUDIES PROGRAM

The City College
of New York

ZAHN
INNOVATION CENTER
DREAM ✿ DESIGN ✿ DEVELOP

The City College
of New York

**HEALTH AND
WELLNESS SERVICES**
DIVISION OF STUDENT AFFAIRS

The City College
of New York
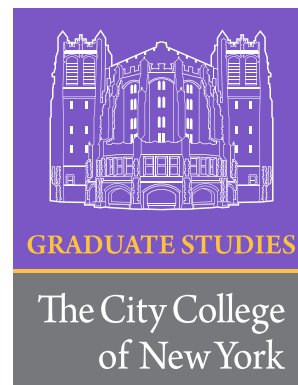
DEPARTMENTAL NAMEPLATE

When the name of a department is used with the City College nameplate, the department name is set in Syntax, and aligned as shown below. The proportion change of large type can be used for shorter title for example, Alumni Association.
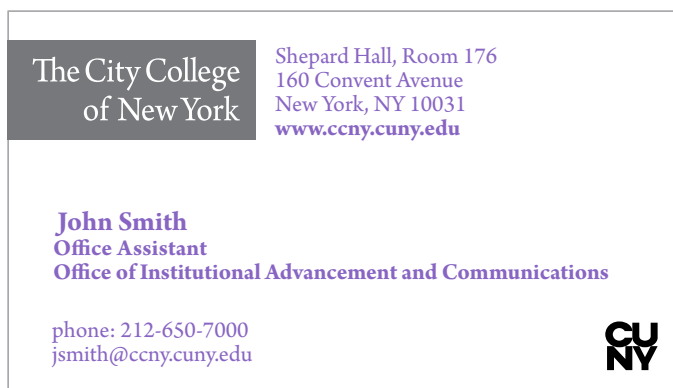
The City College
of New York

Office of Development
and Institutional Advancement

The City College
of New York

Alumni Association

STATIONERY

Here are examples of pre-designed stationery for all departments. Contact the Office of Institutional Advancement and Communications to obtain your digital stationery for your department.

The City College
of New York

Shepard Hall, Room 176
160 Convent Avenue
New York, NY 10031
www.ccny.cuny.edu

John Smith
Office Assistant
Office of Institutional Advancement and Communications

phone: 212-650-7000
jsmith@ccny.cuny.edu

CU
NY

Business Card Example

The City College
of New York

OFFICE OF INSTITUTIONAL ADVANCEMENT AND COMMUNICATIONS
Shepard Hall, Room 176
160 Convent Avenue, New York, NY 10031
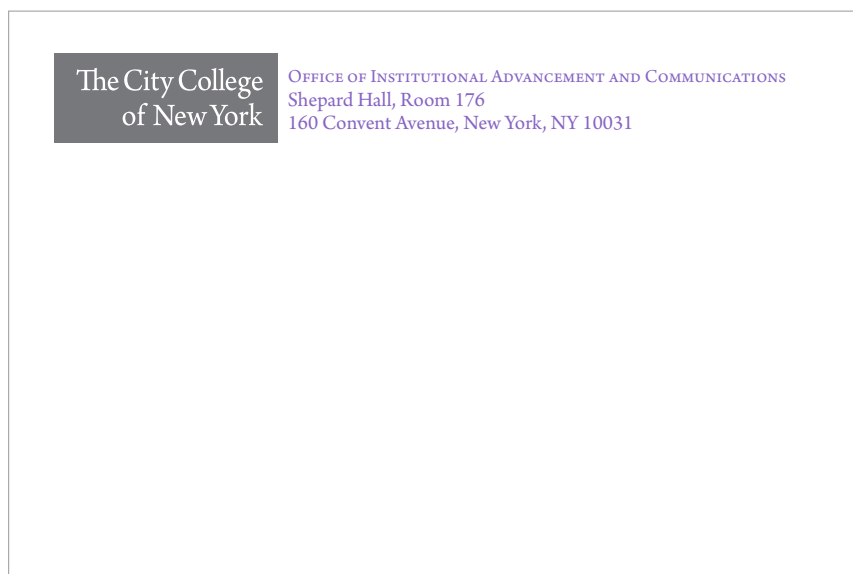
Number 10 Business Envelope, shown here at 60% scale

Departmental letterhead

Letterhead margin specifications are 0.75 inches from the top and .5 inches from the left. Digital (Microsoft Word) versions of the letterhead are available. They can be e-mailed or printed on your own office printer. See link for a blank copy of the college letterhead: www.ccny.cuny.edu/sites/default/files/CCNY_Letterhead.zip

The City College of New York

Office of Development
and Institutional Advancement

Top letter margin is 0.75 inches
Left letter margin is 0.5 inches

160 Convent Avenue   New York NY 10031   Office 212-650-7000   www.ccny.cuny.edu

CU NY

Letterhead shown here at 75% scale.

CAMPUS MAP

The campus map has been simplified and set up to face North. The map is available in eps, .pdf, .jpg formats. See link to download the map, www.ccny.cuny.edu/sites/default/files/CCNY_Map.zip

1. Shepard Hall
2. Steinman Hall
   The Grove School
   of Engineering
3. Baskerville Hall
4. Compton-Goethals Hall
5. Townsend Harris Hall
6. Wingate Hall
7. North Academic
   Center (NAC)
8. Marshak
   Science Building
9. Wille Administration
   Building
10. The Spitzer School
    of Architecture
11. Aaron Davis Hall
12. Day Care Center
13. The Towers
14. City College Center for
    Discovery & Innovation
15. CUNY Advanced
    Science Research Center

CCNY Shuttle Bus
Shuttle will pick up + drop off at the location. Shuttle runs between W125, W145th, the Towers and Marshak.

Handicapped Access
Access to Nat Holman Gym and Rooms 20 thru 28 only.
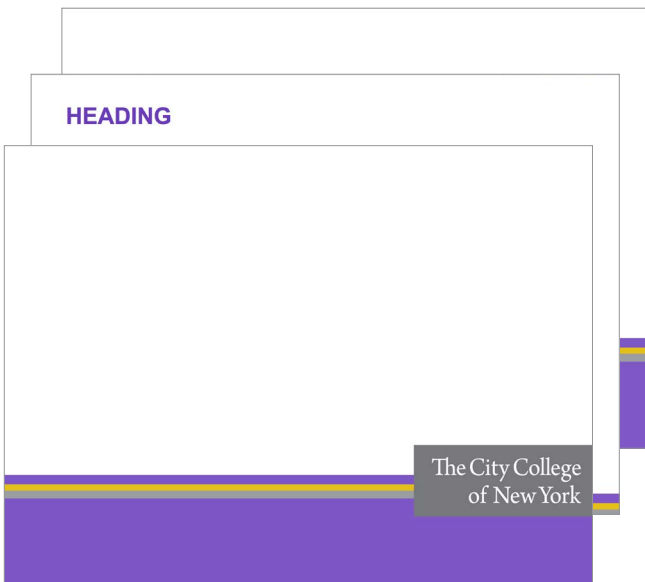
West 141 St.
West 140 St.
Convent Ave.
Amsterdam Ave.
West 135 St.
West 130 St.

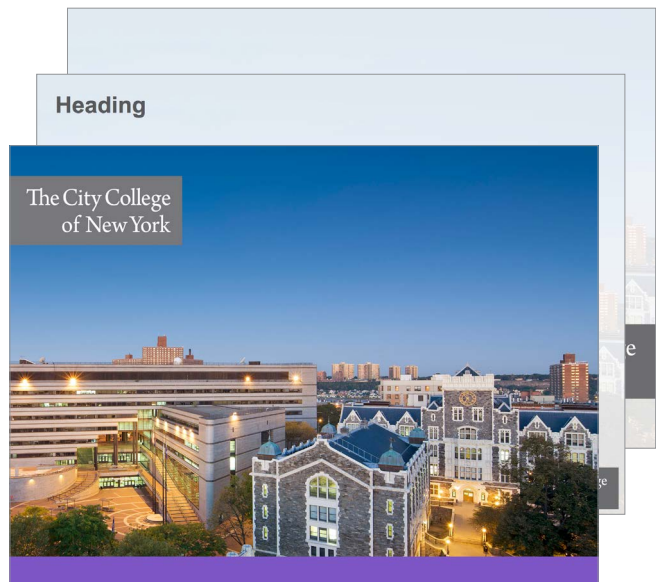# POWERPOINT SLIDE TEMPLATES

See link for templates: www.ccny.cuny.edu/sites/default/files/CCNY_Powerpoints.zip
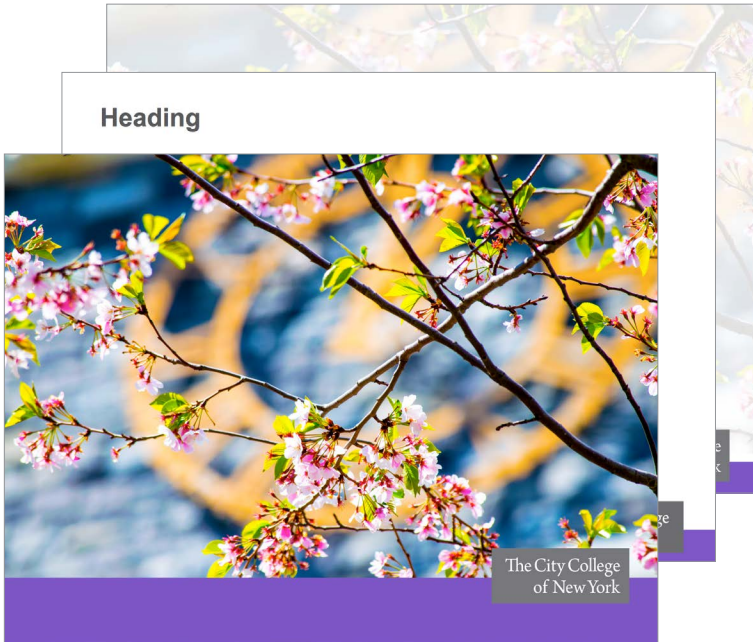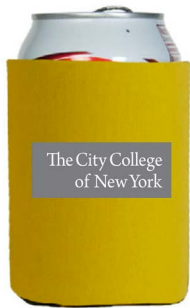

Example 1

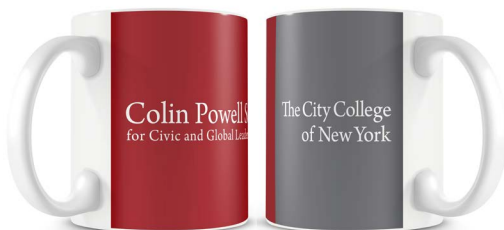*Example 2*

Example 3

LOGO ON MERCHANDISE

Here are some examples of the logo on merchandise.

Schools and Divisions Merchandise

Here are examples of how some schools and divisions can display their pride and color through merchandising.

SCHOOLS AND DIVISIONS

When the name of a school or division is used with the City College logo, it should be aligned as shown below. The school names will be in white or black type in a colored box. Each school will have its own designated color. See link for digital files: www.ccny.cuny.edu/iac/schools-and-divisions.

The Bernard and Anne Spitzer School of Architecture Mark

Horizontal

Vertical

Mark Color

PMS 129C
C0 **M**11 **Y**70 **K**0
R243 **G**207 **B**69
HTML F3CF45
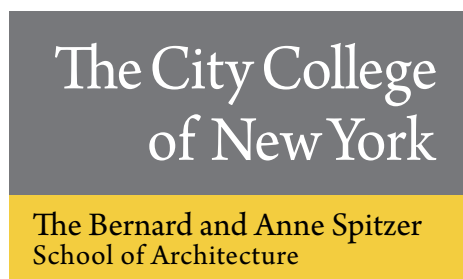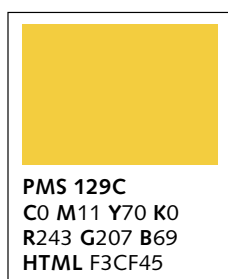
Colin Powell School for Civic and Global Leadership Mark

Horizontal

Vertical
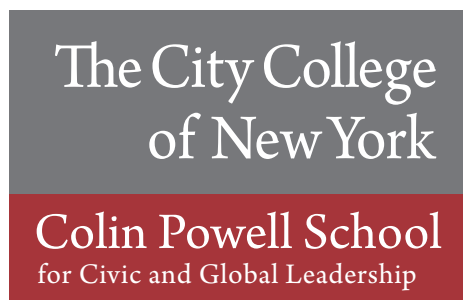
Mark Color

PMS 1807C
C7 **M**94 **Y**65 **K**31
R158 **G**48 **B**57
HTML 9E3039

School of Education Mark

Horizontal-Flush Left

School of Education   The City College of New York

Vertical

The City College of New York

School of Education

Mark Color

PMS 376C
C53 **M**0 **Y**96 **K**0
R122 **G**184 **B**0
HTML 7AB800

Grove School of Engineering Mark

Horizontal-Flush Left

Grove School of Engineering   The City College of New York

Vertical

The City College of New York

Grove School of Engineering

Mark Color

PMS 2665C
C67 **M**68 **Y**0 **K**0
R125 **G**92 **B**198
HTML 7D5CC6
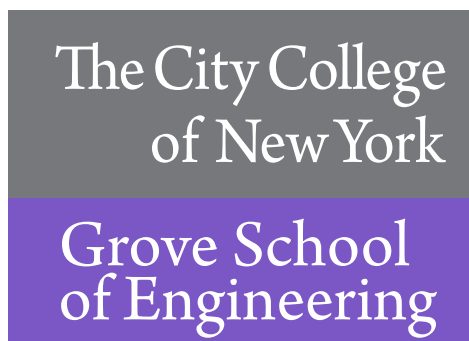
CUNY School of Medicine Mark

Horizontal

| CUNY School of Medicine | The City College of New York |

Vertical

The City College of New York

CUNY School of Medicine

Mark Color

PMS 298C
C68 **M**3 **Y**0 **K**0
R61 **G**183 **B**228
HTML 3DB7E4

Division of Humanities and the Arts Mark

Horizontal

| Division of Humanities and the Arts | The City College of New York |

Vertical

The City College of New York

Division of Humanities and the Arts

Mark Color

PMS 271C
C48 **M**40 **Y**0 **K**0
R144 **G**147 **B**206
HTML 9093CE
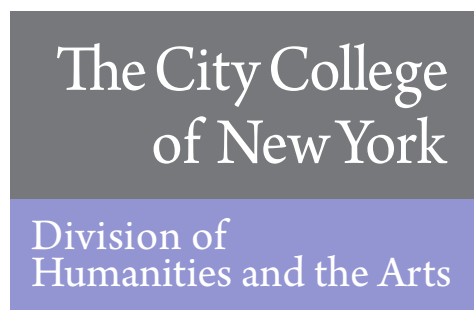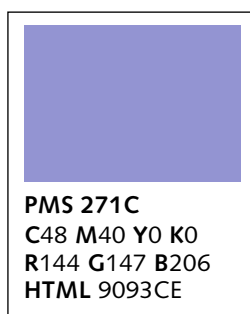
Division of Interdisciplinary Studies at Center for Work Education Mark

Horizontal

Division of Interdisciplinary Studies
at the Center for Worker Education

The City College
of New York

Vertical

The City College
of New York

Division of Interdisciplinary Studies
at the Center for Worker Education

Mark Color

PMS 271C
C48 **M**40 **Y**0 **K**0
R144 **G**147 **B**206
HTML 9093CE
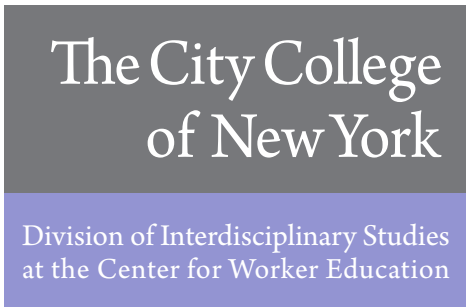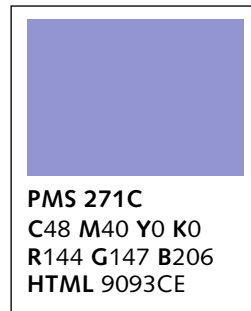
Division of Science Mark

Horizontal

Division of Science

The City College
of New York

Vertical

The City College
of New York

Division of Science

Mark Color

PMS 271C
C48 **M**40 **Y**0 **K**0
R144 **G**147 **B**206
HTML 9093CE
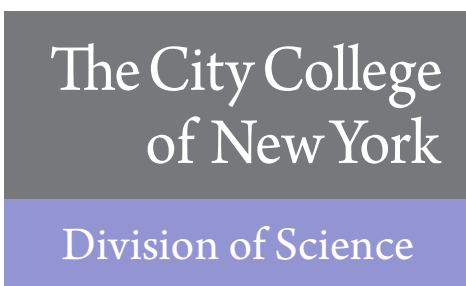
Schools and Divisions Stationery

Below are examples of ways to use the school and division marks in stationery. For a digital copy of your school or division letterhead, please contact Office of Institutional Advancement and Communications at communications@ccny.cuny.edu.
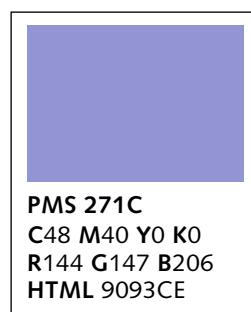
The City College
of New York

Grove School
of Engineering

Colin Powell School
for Civic and Global Leadership

The City College
of New York

Jane Smith
Academic Advisor
International Relations and International Studies

Shepard Hall, Room 450
160 Convent Avenue, New York, NY 10031
www.ccny.cuny.edu/colinpowellschool

CU
NY

Steinman Hall 160 Convent Avenue   New York NY 10031   Office 212-650-5435   www.ccny.cuny.edu/engineering

CU
NY
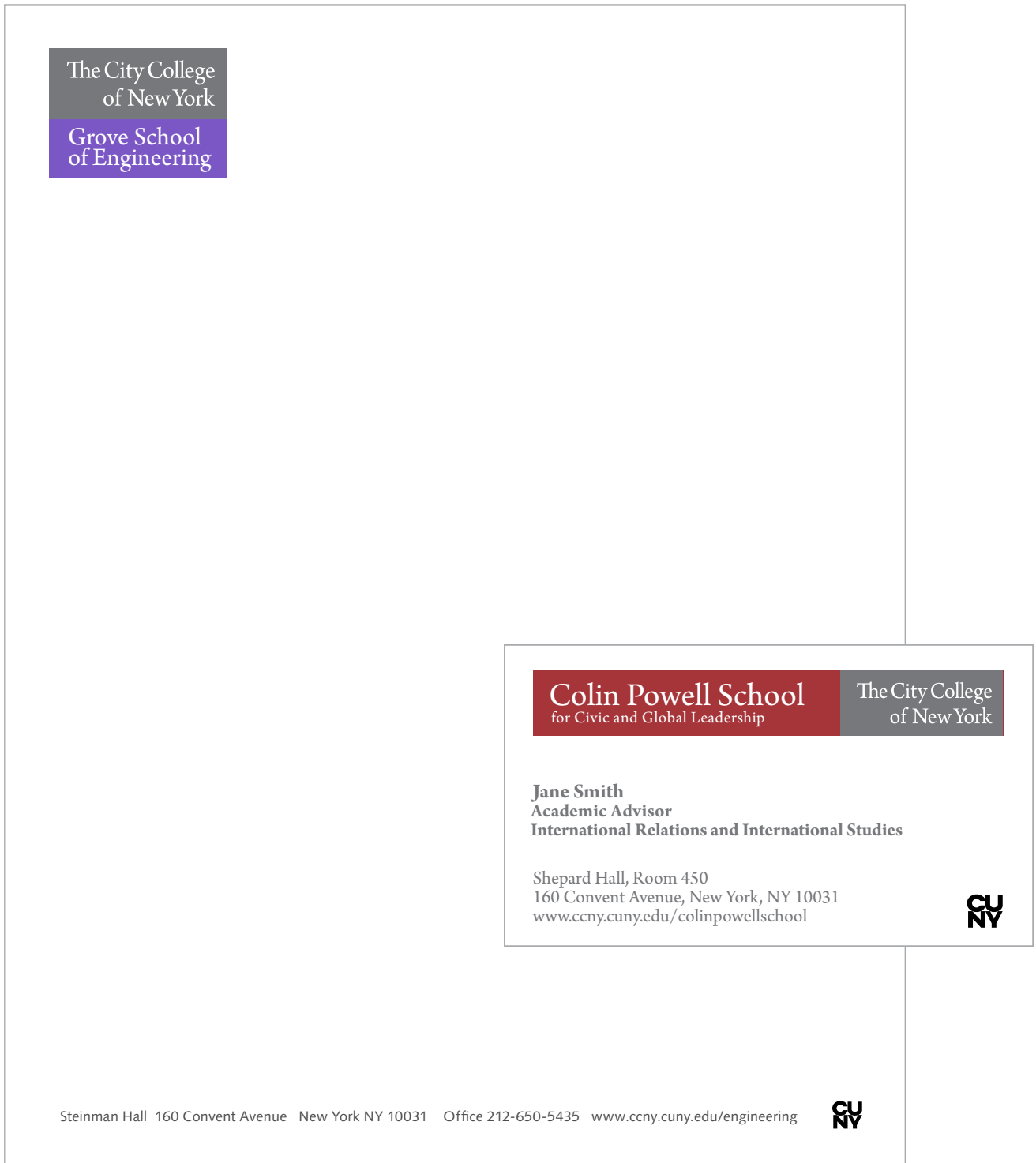
Letterhead shown here at 75% scale.

The Bernard and Anne Spitzer
School of Architecture

The City College of New York

CUNY School of Medicine

The City College of New York

OFFICE OF
ADMISSIONS

141 Convent Av

Harris Hall, Suite 101   160 Convent Avenue   New York NY 10031   Office 212-650-7718   Fax 212-650-7708

CU NY

Letterhead shown here at 75% scale.

The Style Guide for The City College of New York provides consistency for news and communication of content on any informational platform. The Style Guide considers The Associated Press Stylebook to be the authoritative source. For unaddressed issues of grammar and punctuation, William Strunk, Jr. and E.B. White's The Elements of Style, fourth edition, may serve as a guide. These sources should be consulted if discrepancies are encountered.

ACADEMIC DEGREES

Bachelor's degree and master's degree are used. Doctoral or doctorate is used but not doctorate degree. Doctorate is a noun. Doctoral is an adjective. Apostrophes are not used when stating the formal name of a degree as in Bachelor of Arts and Master of Arts.

- ✓ Correct: She earned a bachelor's degree from The City College of New York.

- ✗ Incorrect: She earned a bachelor degree from The City College of New York.

- ✓ Correct: He earned a doctoral degree from The City College of New York.

- ✓ Correct: He earned a doctorate from The City College of New York.

- ✗ Incorrect: He earned a doctorate degree from The City College of New York.

Abbreviations of Academic Degrees

B.A.	Bachelor of Arts
B. Arch	Bachelor of Architecture
B.S.	Bachelor of Science
B.E.	Bachelor of Engineering
B.F.A.	Bachelor of Fine Arts
M.A.	Master of Arts
M. Arch	Master of Architecture
M.S.	Master of Science
M.S. Ed.	Master of Science in Education
M.L.A.	Master of Landscape Architecture
M.P.A.	Master of Public Administration
M.P.S.	Master of Professional Studies
Ed.D.	Doctor of Education
Ph.D.	Doctor of Philosophy

Use commas when using abbreviated degrees after a name. Never use an academic degree title preceding a name and the abbreviated degree following a name in the same reference.

- ✓ Correct: Vincent Boudreau, Ph.D.

- ✓ Correct: Dean Vincent Boudreau, Ph.D.

- ✗ Incorrect: Dr. Vincent Boudreau, Ph.D.

ACRONYMS

Acronyms are formed from multiple initial letters to create terms that take the place of a proper noun. Periods are not used. An acronym should only be used on second and subsequent references, after the proper name is used on first reference. Avoid overusing acronyms for every college, program especially new ones. In these cases, it is better to use the full name in order to promote or establish the new program.

CAPTIONS

Use complete sentences when writing captions for photographs, unless the caption is used to identify people or objects in the photo. Middle initials in names are unnecessary in captions.

COLLEGE NAME

Do not use City College interchangeably with CUNY as the two are very different institutions. Founded in 1847 by Townsend Harris, City College is the first public higher education institution in New York City and is a precursor to CUNY, which was established in 1961 by New York legislation to integrate existing higher education into one system for New York City.

The City College of New York

In announcements or other formal uses, the article with an upper case T can precede City. "The City College of New York" is used on first reference. "City College" or "CCNY" may be used on second and subsequent references.

COMMAS

The serial, or Oxford, comma is not used before the last in a series of items. The college follows Associated Press style, using the comma only when it is necessary to avoid confusion or misinterpretation. In such an instance, use the serial comma after the penultimate item in a list of three or more items, and before 'and' or 'or.'

   ✓   Correct: He thanked his parents, Dean Martin, and Professor Lewis.
       (This separates his parents from Dean Martin and Professor Lewis).

   ✗   Incorrect: He thanked his parents, Dean Martin and Professor Lewis.
       (This implies that Dean Martin and Professor Lewis are his parents).

DEPARTMENTS, OFFICES AND PROGRAMS

The names of departments, offices and programs are capitalized. Capitalize the formal name of a specific department, but lower case department names in informal uses. Lowercase everything except proper nouns and adjectives (for example, the history department, the English department) or when the department is part of the formal name and cited in the complete form.

⊗ Incorrect: The division of science held a seminar on Tuesday.

⊗ Incorrect: The Science Division held a seminar on Tuesday.

⊘ Correct: The City College of New York Department of History

⊘ Correct: The department of history at City College

⊘ Correct: The Division of Science held a seminar on Tuesday.

EMAIL SIGNATURES

Email signatures should be standardized across the college.

Examples:

John Smith, Ph.D.
Professor of Biology
The City College of New York
Division of Science
Marshak Hall, Room 000
160 Convent Avenue
New York, NY 10031
212-650-7000
www.ccny.cuny.edu

Jane Smith
Director of External Affairs
Office of Institutional Advancement and Communications
The City College of New York
Shepard Hall, Room 000
160 Convent Avenue
New York, NY 10031
212-650-7000
www.ccny.cuny.edu

HEADLINES

Only the first word and proper nouns are capitalized. An exception is made for the first word after a colon, which is always uppercase in headlines. Headlines should include an active verb. This prevents content from appearing outdated over time.

Decks and dropheads are treated as sentences, whether they have a verb or not. When using a deck or drophead, capitalize the first word and proper names. There is no period at the end unless more than one sentence is used.

NUMBERS

Numbers less than 10 should be written in words. For numbers 10 and higher, use numerals. If a sentence begins with a number, that number should be spelled out.

PERCENTAGES

Percent should always be used, not %.

⊘ Correct: Hispanics comprise 34 percent of the student body at City College.

⊗ Incorrect: Hispanics comprise 34% of the student body at City College.

SCHOOLS AND DIVISIONS

The City College of New York's schools and divisions are:

- Bernard and Anne Spitzer School of Architecture
- School of Education
- Grove School of Engineering
- CUNY School of Medicine
- Colin Powell School for Civic and Global Leadership
- Division of Humanities and the Arts
- Division of Interdisciplinary Studies at the Center for Worker Education
- Division of Science

The City College of New York also offers certificate programs through its Continuing and Professional Studies department:

- Allied Health
- Personal/Recreational Development
- Test Certification and Preparation
- Professional Development
- Food Service Management

An extensive list of divisions, departments and programs is available at www.ccny.cuny.edu/academics/index.cfm.

STATE NAMES

When using a state with the name of a town or a city, abbreviate the state name using Associated Press style, not USPS abbreviations. The names of eight states (Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah) are never abbreviated.

- ⊘ Correct: Houston, Texas
- ⊗ Incorrect: Houston, Tex.
- ⊗ Incorrect: Houston, TX
- ⊘ Correct: Parsippany, N.J.
- ⊗ Incorrect: Parsippany, New Jersey
- ⊗ Incorrect: Parsippany, NJ

SUBJECT AND VERB AGREEMENT

Certain verbs may be mistaken for singular or plural. Some of the more common words are listed below.

- Data show that enrollment increased.
- Media are covering this year's Commencement.
- Faculty is meeting this afternoon.
- Staff is attending a retreat.

Singular nouns take singular verbs while plural nouns are joined with plural verbs. Collective nouns are singular and take singular verbs.

TIMES AND DATES

Ante meridiem (a.m.) and post meridiem (p.m.) are written in lowercase with periods.

- ⊘ Correct: The seminar will take place between 11 a.m. and 1 p.m.
- ⊗ Incorrect: The seminar will take place between 11 AM and 1 PM.

It is not necessary to include the minute portion of the time when minutes are zero.

- ⊘ Correct: 8-10 a.m. or 1-3 p.m.
- ⊗ Incorrect: 8:00-10:00 a.m. or 1:00-3:00 p.m.

It is necessary to include the minute portion of time when minutes are specific.

- ⊘ Correct: 8:30-10 a.m. or 1-3:30 p.m.
- ⊗ Incorrect: 8:30-10:00 a.m. or 1:00-3:30 p.m.

No comma is used when dates are written with a month and year. Months of the year should not abbreviated in text unless used with a specific date. With a specific date, the abbreviations Jan., Feb., Aug., Sept., Oct., Nov. and Dec. are used, while March, April, May, June and July are not abbreviated.

- ⊘ Correct: January 2018
- ⊗ Incorrect: January, 2018
- ⊘ Correct: Jan. 20, 2018 or Jan. 20
- ⊗ Incorrect: January 20, 2018 or January 20

TITLES

When the title of a person's position follows the name in a sentence or caption, the title is not capitalized. If the title precedes the name, initial capitalization is used.

- ⊘ Correct: The organizers invited Interim President Vincent Boudreau to address the conference.
- ⊗ Incorrect: The organizers invited interim president Vincent Boudreau to address the conference.
- ⊘ Correct: Vincent Boudreau, interim president of The City College of New York, attended the conference.
- ⊗ Incorrect: Vincent Boudreau, Interim President of The City College of New York, attended the conference.

If the name of a department is part of the title, the department name is written with initial capitalization.

- ✓ Correct: Tony Liss, dean of the Division of Science, addressed the faculty.

- ✓ Correct: Dean Tony Liss of the Division of Science addressed the faculty.

- ✗ Incorrect: Tony Liss, Dean of the Division of Science, addressed the faculty.

- ✓ Correct: Political Science Professor Quincy Adams serves as acting provost.

- ✗ Incorrect: Professor Quincy Adams of the Department of Political Science serves as Acting Provost.

- ✓ Correct: Acting Provost Quincy Adams is a professor of political science.

- ✗ Incorrect: Acting Provost Quincy Adams is a Professor of Political Science.

VOICE

Stay consistent with voice (first, second or third person) used in writing. Avoid mixing voices. Third person is preferred.

- ✓ Correct: Professor John Smith is a scholar of medieval literature. Students are familiar with his work.

- ✗ Incorrect: Professor John Smith is a scholar of medieval literature. You and other students are familiar with his work.

The active voice should be used whenever possible.

- ✓ Correct: The City College of New York ranks highly in the annual survey.

- ✗ Incorrect: The City College of New York is ranked highly in the annual survey.

- ✗ Incorrect: The City College of New York ranked highly in the annual survey.

WORD USAGE

Some examples of troublesome words and phrases are included here to avoid confusion and mistakes, and improper grammar and syntax.

Advisor is preferred to adviser as used by the National Academic Advising Association.

Alumna is a female student who has attended the college or a female graduate of the college. The plural form is alumnae.

Alumni are male students who have attended the college or male graduates of the college. Alumni are also coed students who have attended the college or who have graduated from the college.

Alumnus is a male student who has attended the college or is a male graduate of the college. The plural form is alumni.

Ampersand is never used to replace the word "and." Use "&" only if it is part of the official name of an organization.

And/or combination should never be used. Use one or the other, not both.

Backward, not backwards

Campuswide, not campus-wide

Center is not capitalized unless it begins a sentence, is used as a header, or is used as part of a proper noun.

College is lowercase always unless used as part of a full proper names or begins a sentence.

Commencement is the college's major annual event that honors graduates and other student achievements. It is capitalized when referencing the event.

CUNYfirst is used on first and subsequent references. It stands for City University of New York's Fully Integrated Resources and Services Tool. It is used to streamline and standardize processes in academic and student records, human resources, and procurement and purchasing.

E-mail is used with a hyphen. The "e" in e-mail is not capitalized unless it begins a sentence or a header.

Emigrate is leaving one's country to permanently settle in another.

Ensure means to guarantee. Insure refers to insurance.

Etc. should be avoided, as well as all unnecessary Latin or foreign words and phrases. Use specific information instead.

Faculty is treated as a plural noun in references to the college, without adding the word "members" to follow. There may be occasions when the collective sense is so distinct that a singular verb may seem more appropriate. In that case, be flexible.

Farther and **further**: Farther refers to measurable distance or space. Further indicates greater in quantity, time and degree, as well as moreover.

    Examples: He ran farther than required, a problem that will be discussed further.

Forward, not forwards

Full time not hyphenated unless used as a compound modifier.

    Examples: "He works full time. She has a full-time job."

Fund raising, when used as a noun, is not hyphenated.

    Examples: Fund raising involves research and planning.

Fundraiser is a noun and is not hyphenated.

    Examples: A fundraiser "raises funds." A fundraiser does not "fund raise."

Health care is two words, not one

Home page is two words, not one

ID is capitalized with no periods. ID may be used for the word "identification" on second and subsequent references.

Immigrate is coming to a country to live.

Impact is a noun, not a verb

Internet is used with initial capitalization while intranet is not

More than is used, not over.

    ⊘   Correct: The event attracted more than 1,000 people.
    ⊗   Incorrect: The event attracted over 1,000 people.

Noncredit is one word and does not have a hyphen.

Ongoing is one word and does not have a hyphen.

Online is one word and does not have a hyphen.

Over (see **more than**)

Seasons are not capitalized except as part of formal titles.

- ✓ Correct: He registered for classes in the spring.
- ✗ Incorrect: He registered for classes in the Spring.
- ✓ Correct: He registered for classes in the spring 2015 semester.
- ✗ Incorrect: He registered for classes in the Spring 2015 semester.

Time frame, not timeframe

Toward, not towards

Veterans Affairs, VA is appropriate for first reference.

Webcast is one word. The "w" is lowercase except when it begins a sentence or header. The same applies to webmaster, website and webpage.

Workforce is one word, not two

Yearlong is one word, not two

The City College of New York