



2022

CCNY 175 Years

Style & Brand  
GUIDELINES

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UPDATED 3/21/2021

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## CCNY 175 Year

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The City College  
of New York

175  
Years  
of Upward Mobility

175  
Years

**175 CCNY**  
**Main version**

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The main version may be used with or without the taglines, depending on the application. This is the preferred version to use, whenever possible.

Please contact Office of Institutional Advancement and Communications at [communications@ccny.cuny.edu](mailto:communications@ccny.cuny.edu), if you like a jpg or eps of the anniversary logos.



The City College  
of New York

175  
Years

175\_CCNY\_Main\_Version\_Upward\_W



The City College  
of New York

**175**  
Years  
of Upward Mobility



The City College  
of New York

**175**  
Years  
of Upward Mobility



The City College  
of New York

**175**  
Years  
of Upward Mobility



The City College  
of New York

**175**  
Years  
of Upward Mobility

175\_CCNY\_Main\_Version\_Upward\_P2665C

175\_CCNY\_Main\_Version\_Upward\_P425C

**175 CCNY**  
**Horizontal version**

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This compact version is meant for those applications where it is necessary for the 175 logo to be bigger than the CCNY logo, which allows enough space for the alternative taglines to be used (unlike the main version).

175  
Years



The City College  
of New York

175\_CCNY\_Horizontal\_Version\_Upward\_W



The City College  
of New York

**175**  
Years  
of Upward Mobility



The City College  
of New York

**175**  
Years  
of Upward Mobility



The City College  
of New York

**175**  
Years  
of Upward Mobility



The City College  
of New York

**175**  
Years  
of Upward Mobility

175\_CCNY\_Horizontal\_Version\_Upward\_P2665C

175\_CCNY\_Horizontal\_Version\_Upward\_P425C

## Alternative taglines

The alternative taglines may be used in places where the logo is applied repeatedly (e.g. banners on entrances and walking trails).



The City College  
of New York

**175**  
Years  
of Upward Mobility





The City College  
of New York

**175**  
Years  
of Remaking Society

*175\_CCNY\_Horizontal\_Version\_Remaking\_P425C*



The City College  
of New York

**175**  
Years  
of Serving The Whole People

*175\_CCNY\_Horizontal\_Version\_Serving\_P425C*

**175 CCNY Icon 1**  
**for independent use**

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This version is applied over the official icon, replacing the legend “EST. 1847” for “175 YEARS”.

Its use is allowed exclusively in the same applications as the original version.



Minimum size



1"

175\_CCNY\_Icon\_1\_Independent\_Use\_W



175\_CCNY\_Icon\_1\_Independent\_Use\_P2665C



175\_CCNY\_Icon\_1\_Independent\_Use\_P425C

175 CCNY Icon 2  
for independent use

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Minimum size



1"



175\_CCNY\_Icon\_2\_Independent\_Use\_P2665C



175\_CCNY\_Icon\_2\_Independent\_Use\_P425C

175\_CCNY\_Icon\_2\_Independent\_Use\_W

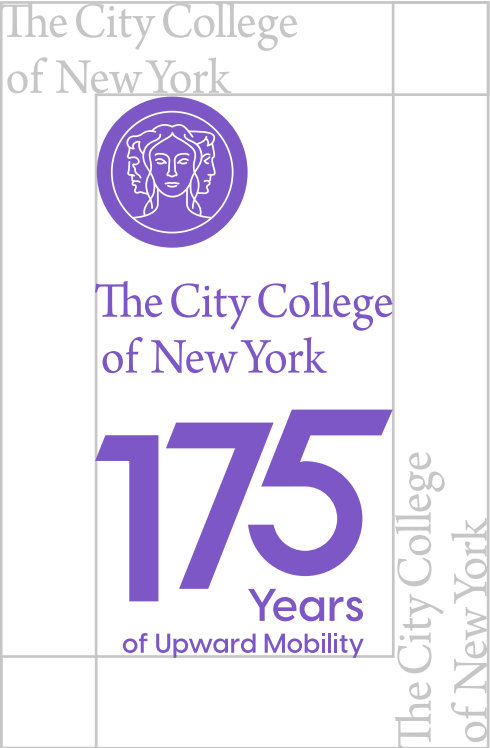


CCNY  
175 Years  
LOGO

The CCNY 175 years logo has three versions:  
main, horizontal or compact and icon.

175\_CCNY\_Main\_Version\_Upward  
pag.5

Margins



## 175\_CCNY\_Horizontal\_Version

pag. 6



## 175\_CCNY\_Horizontal\_Version\_Upward

pag. 8

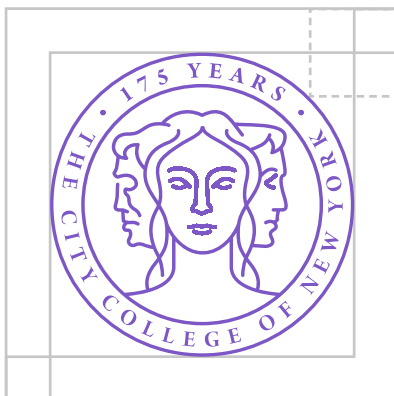
### Margins



## 175\_CCNY\_Icon\_1\_Independent\_Use

pag. 10

### Margins



## 175\_CCNY\_Icon\_2\_Independent\_Use

pag. 12



**175 CCNY One line**  
**Version for**  
**co-branding uses.**  
**Schools & divisions.**

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this version is intended for cob branding use, but it can also be used in special occasions when needed.

Margins



175\_CCNY\_One\_Line\_ Version\_P425 C

## Colin Powell School for Civic and Global Leadership



## School of Education





## The Bernard and Anne Spitzer School of Architecture

**The Bernard and Anne Spitzer**  
School of Architecture

**175**  
Years



The City College  
of New York

## The Grove School of Engineering

**The Grove School of Engineering**

**175**  
Years



The City College  
of New York

## CUNY School of Medicine

**CUNY School of Medicine**

**175**  
Years



The City College  
of New York

## Division of Humanities and the Arts

**Division of Humanities and the Arts**

**175**  
Years



The City College  
of New York

## Division of Interdisciplinary Studies

**Division of Interdisciplinary Studies**  
at the Center for Worker Education

**175**  
Years



The City College  
of New York

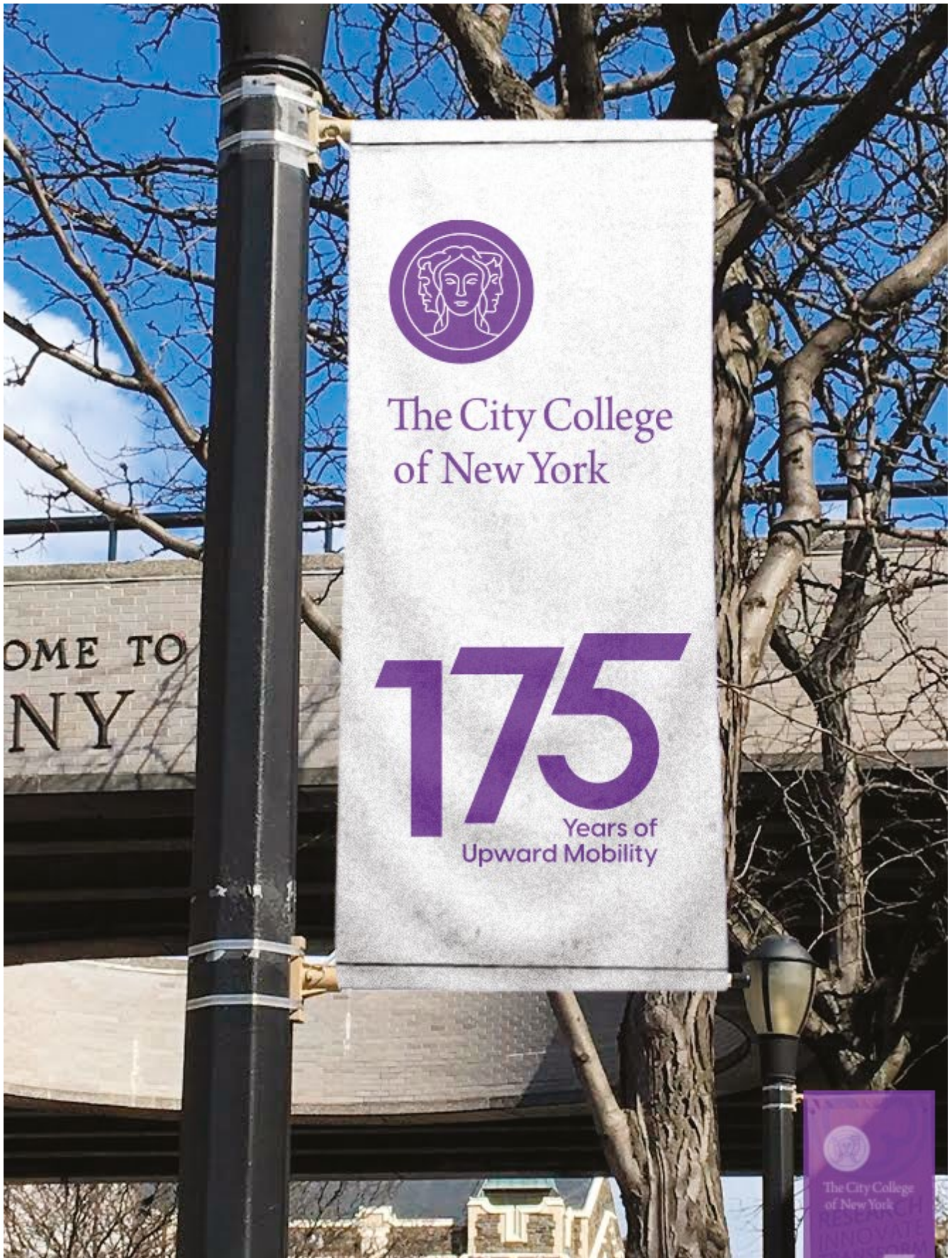
## Division of Science

**Division of Science**

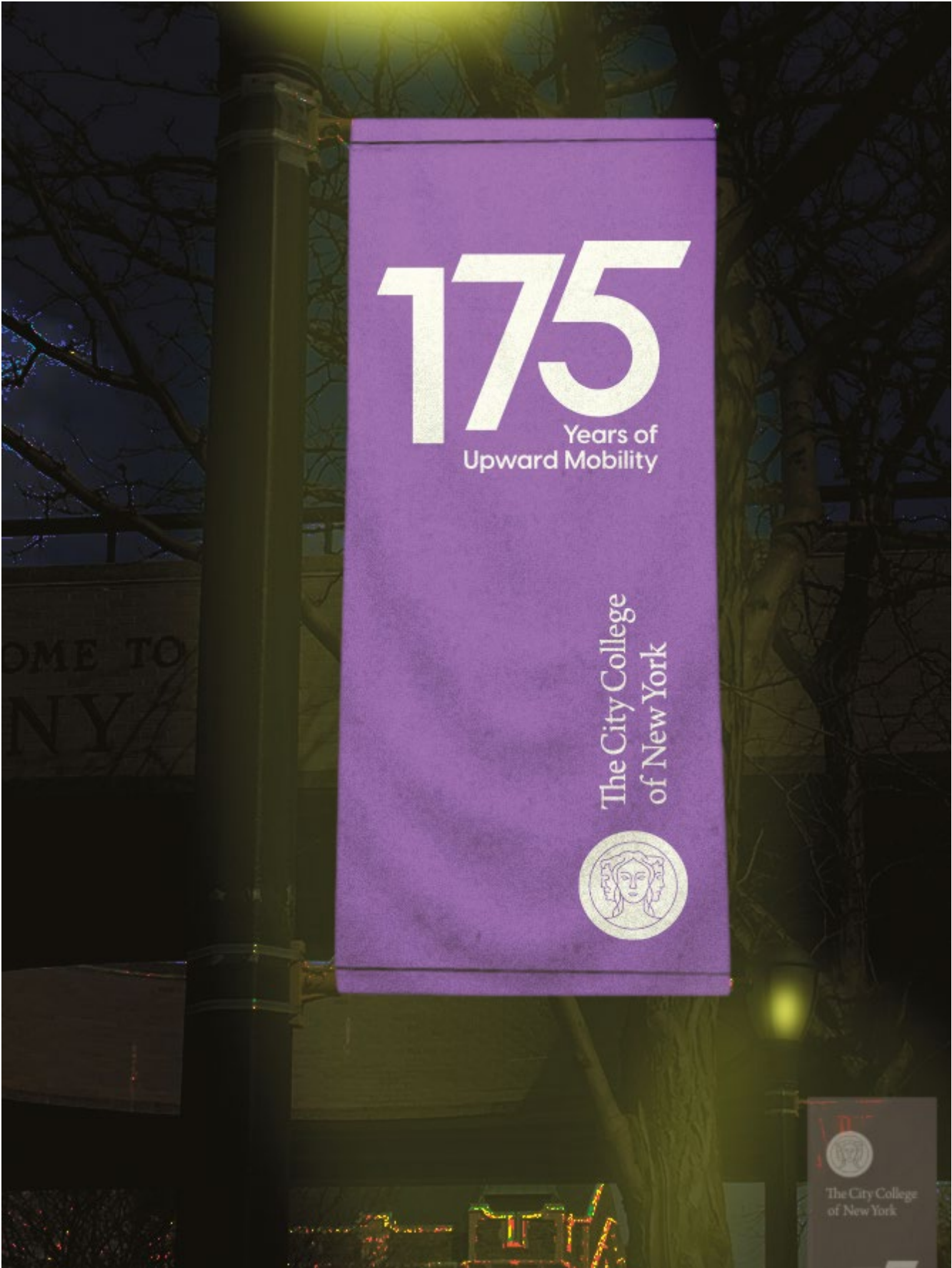
**175**  
Years



The City College  
of New York











2022

CCNY 175 Years

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The City College  
of New York

**175**  
Years  
of Upward Mobility