



The City College  
of New York

# Style & Brand GUIDELINES

2022

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UPDATED 4/4/2022

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# BRAND GUIDELINES

The City College of New York'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 The City College of New York 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 City College of New York'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 of New York brand among its internal and external audiences include **historic, original, diverse, multicultural, access, excellence, student success, transformative, community, arts, research, scholarship** and **creativity**. The City College of New York 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.

## 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 of New York campus is crucial to the college's messaging and brand. Imagery of the campus is one of The City College of New York's most valued visual assets.

## Typography

The typefaces Libre Baskerville, Lato and Raleway are components of the brand and should be used on all materials. These Typefaces can be used in the same publication. See page 5 for typefaces.

## SYSTEM COLORS

The City College of New York'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 The City College of New York 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.

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The values for the colors are taken from Pantone's Formula Guide and not Pantone's Color Bridge.

**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 85% black when working in CMYK. The other colors translate well to CMYK.

## Primary Colors



**C65 M73 Y0 K0**  
**R125 G85 B199**  
**HTML 7D55C7**

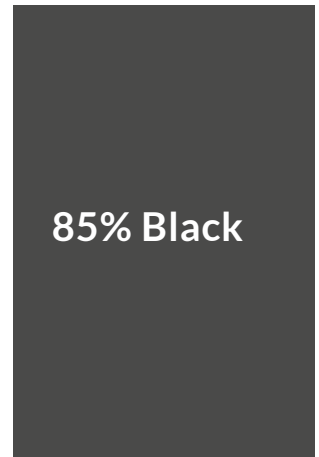


**C38 M51 Y45 K3**  
**R84 G88 B89**  
**HTML 545859**

## Primary Colors for uncoated paper



**C62 M75 Y0 K0**  
**R131 G99 B192**  
**HTML 8A65C4**



## Secondary Colors

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.



**C44 M38 Y0 K0**  
**R149 G149 B210**  
**HTML 9595D2**



**C0 M10 Y80 K0**  
**R243 G208 B62**  
**HTML F3D03E**



**C68 M3 Y0 K0**  
**R65 G182 B230**  
**HTML 41B6E6**



**C48 M0 Y100 K1**  
**R132 G189 B0**  
**HTML 84BD00**



**C3 M90 Y65 K28**  
**R164 G52 B58**  
**HTML A4343A**

## SYSTEM TYPEFACES

a A

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The official typefaces for the college are Libre Baskerville, Lato and Raleway.

They should be used in all college documents. These typefaces are available in a number of weights and styles.

a A

a A

## Serif Typeface

Libre Baskerville 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.

### Libre Baskerville Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Libre Baskerville Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Libre Baskerville Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## Sans Serif Typefaces

Lato is the official sans-serif typeface of The City College of New York. This typeface may be used for body, legal, headlines, special sections and call-out text.

Raleway is the secondary sans serif typeface of The City College of New York, it was chosen to add variety and flexibility to the system.

### Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Lato Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Raleway Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Lato Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

CCNY  
MAIN  
LOGO



# The City College of New York

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The City College of New York's logo, based on the font Arno, is custom-kerned. 100% pantone 2665C / 100% pantone 425C or 85% black. The type may be aligned on the left or right, depending on the design where it is being used.

The City College of New York 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\\_Logo\\_2022.zip](http://www.ccny.cuny.edu/sites/default/files/CCNY_Logo_2022.zip)



## Main version

CCNY\_Main\_Version\_W



The City College  
of New York

CCNY\_Main\_Version\_P2665C



The City College  
of New York

CCNY\_Main\_Version\_P425C



The City College  
of New York

CCNY\_Main\_Version\_B



The City College  
of New York



The City College  
of New York



The City College  
of New York

Horizontal version

CCNY\_Horizontal\_Version\_W



The City College  
of New York



The City College  
of New York

CCNY\_Horizontal\_Version\_P2665C



The City College  
of New York



The City College  
of New York

CCNY\_Horizontal\_Version\_P425C



The City College  
of New York



The City College  
of New York

CCNY\_Horizontal\_Version\_B

## Vertical version



CCNY\_Verical\_Version\_  
P2665C



CCNY\_Verical\_Version\_  
P425C



CCNY\_Verical\_Version\_B



CCNY\_Verical\_Version\_W

## One line version



The City College of New York

CCNY\_One\_Line\_Version\_P2665C



The City College of New York

CCNY\_One\_Line\_Version\_P425C



The City College of New York

CCNY\_One\_Line\_Version\_B



The City College of New York



The City College of New York



The City College of New York

CCNY\_One\_Line\_Version\_W

## Horizontal version with right alignment (for cobranding uses)

This version is intended for cobranding use, but the right alignment can also be used for special occasions when needed.

The City College  
of New York



CCNY\_Cobranding\_Version\_P2665C

The City College  
of New York



CCNY\_Cobranding\_Version\_P425C

The City College  
of New York



CCNY\_Cobranding\_Version\_B

CCNY\_Cobranding\_Version\_W

The City College  
of New York



The City College  
of New York



The City College  
of New York



## Icon

This icon is intended to be used together with the logo. For independent uses, we recommend the logo version presented on page 20.



CCNY\_Icon\_1\_P2665C

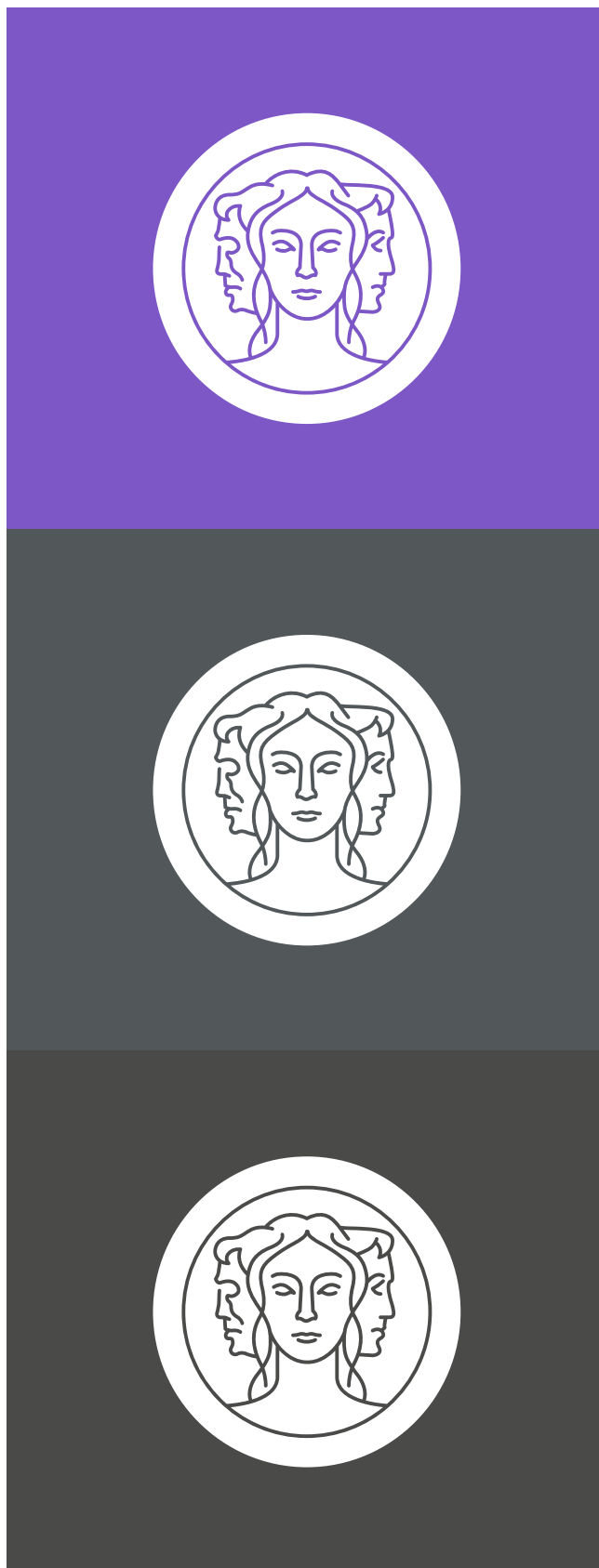


CCNY\_Icon\_1\_P425C



CCNY\_Icon\_1\_B

CCNY\_Icon\_2\_W



## Icon versions



CCNY\_Icon\_3\_P2665C

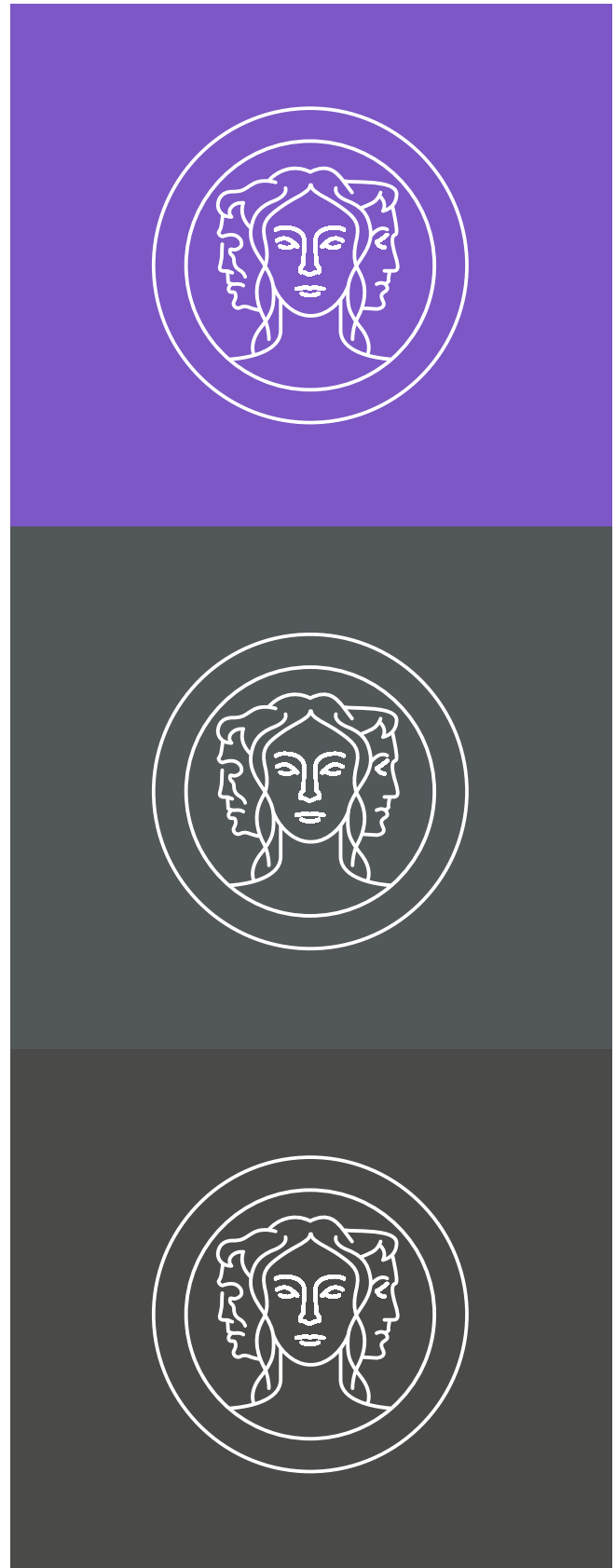


CCNY\_Icon\_3\_P425C



CCNY\_Icon\_3\_B

CCNY\_Icon\_4\_W



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The official The City College of New York  
Logo. Main version and variants.

When it is not possible to use the main version  
of the logo, the best suitable variant may be  
applied.

*CCNY\_Main\_Version*

*pag.9*

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*CCNY\_Horizontal\_Version*

*pag.10*

---





*CCNY\_Vertical\_Version*  
*pag.11*

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*CCNY\_One\_Line\_Version*  
*pag.12*

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*CCNY\_Icon*  
*pag.14*

*CCNY\_Icon\_Version*  
*pag.15*

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*CCNY\_Cobranding\_Version*  
*pag.13*

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## Logotype whitout icon

This one and two line versions are only recommended when the icon cannot be used, due to small reductions or any other important reasons.

The City College of New York

*CCNY\_Logotype\_Whitout\_Icon\_One\_Line\_P2665C*

The City College of New York

*CCNY\_Logotype\_Whitout\_Icon\_One\_Line\_P425C*

The City College of New York

*CCNY\_Logotype\_Whitout\_Icon\_One\_Line\_B*

The City College of New York

The City College of New York

The City College of New York

*CCNY\_Logotype\_Whitout\_Icon\_One\_Line\_W*

The City College  
of New York

CCNY\_Logotype\_Whitout\_Icon\_Two\_Lines\_P2665C

The City College  
of New York

CCNY\_Logotype\_Whitout\_Icon\_Two\_Lines\_P425C

The City College  
of New York

CCNY\_Logotype\_Whitout\_Icon\_Two\_Lines\_B

CCNY\_Logotype\_Whitout\_Icon\_Two\_Lines\_W

The City College  
of New York

The City College  
of New York

The City College  
of New York

## Icon logo for independent use

When the icon is applied independently, this is the allowed version to be used, which includes the name of the college.



CCNY\_Icon\_1\_Independent\_Use\_P2665C

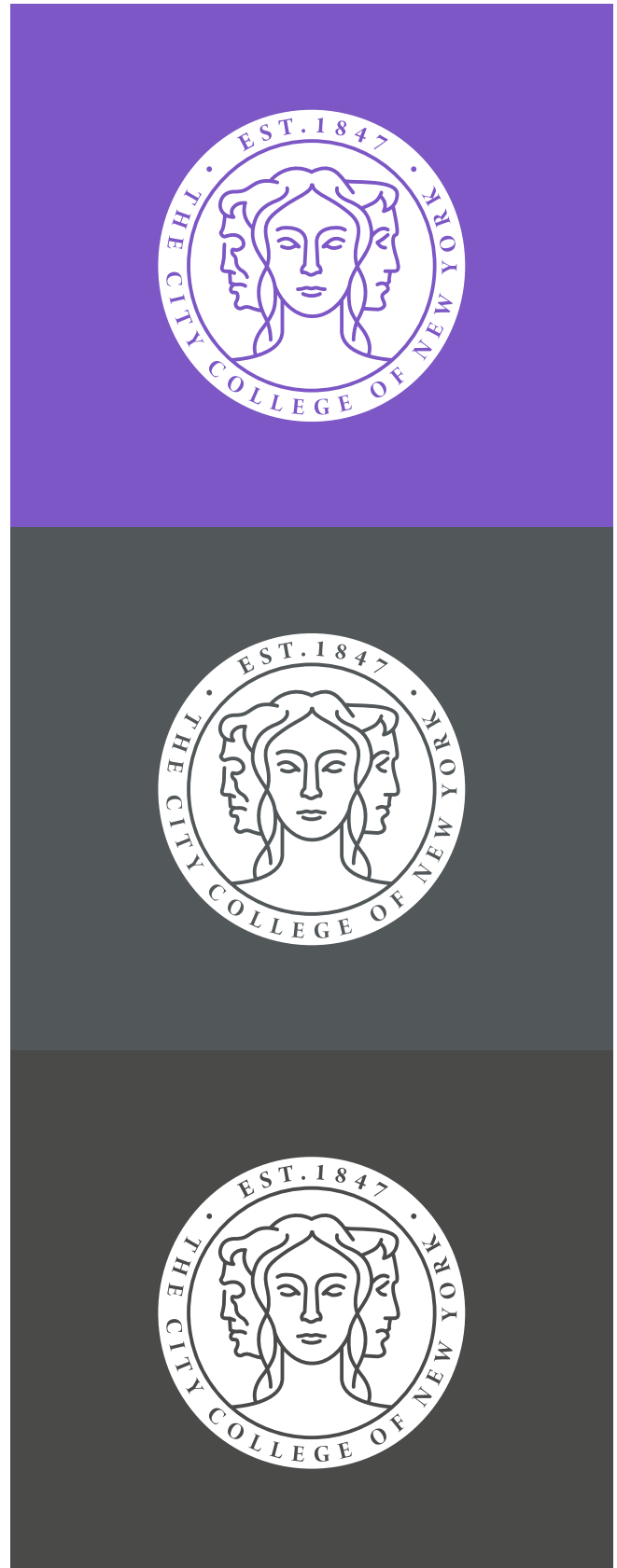


CCNY\_Icon\_1\_Independent\_Use\_P425C



CCNY\_Icon\_1\_Independent\_Use\_B

CCNY\_Icon\_2\_Independent\_Use\_W



## Icon versions



CCNY\_Icon\_3\_Independent\_Use\_P2665C



CCNY\_Icon\_3\_Independent\_Use\_P425C



CCNY\_Icon\_3\_Independent\_Use\_B

CCNY\_Icon\_4\_Independent\_Use\_W



## Logo Acronym

In very limited cases (Social Media), The City College of New York 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](http://www.ccny.cuny.edu/sites/default/files/CCNY_Acronyms.zip)

The image shows the letters "CCNY" in a purple serif font.

CCNY\_Acronym\_P2665C

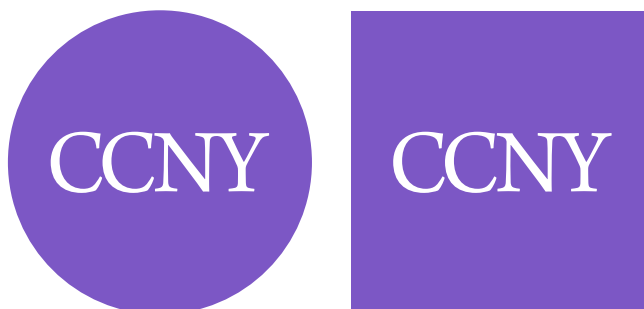


CCNY\_Acronym\_W

The image shows the letters "CCNY" in a gray serif font.

CCNY\_Acronym\_P425C

*College acronym used as social media icons.*



## 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 or expand any part of the logo.



Do not use colors other than the official The City College of New York logo colors, or black and white.



Do not modify the relationships and distances between the elements of The City College of New York college logo.

## COLLEGE SEAL

The City College of New York seal is used on official documents from the president and Board of Trustees.

Examples include commencement materials, diplomas and legal documents. This seal is not available to the public, please contact Office of Institutional Advancement and Communications at [communications@ccny.cuny.edu](mailto:communications@ccny.cuny.edu), if you need to use this seal.



### The City College of New York original top seal.

The original top seal is still available for use.



CCNY\_Original\_Top\_Seal



## The City College of New York Seal

CCNY\_Official\_Seal\_W



CCNY\_Official\_Seal\_P2665C



CCNY\_Official\_Seal\_P425C



CCNY\_Official\_Seal\_B



## 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: [www.cuny.edu/about/administration/offices/communications-marketing/university-identity](http://www.cuny.edu/about/administration/offices/communications-marketing/university-identity)



*CUNY\_Logo\_C*



*CUNY\_Block\_Logo\_B*



*CUNY\_Block\_Logo\_C*



*CUNY\_Block\_Logo\_W*

On The City College of New York stationary, the CUNY block logo is preferred. It should appeared as 0.25 inches, in 100% black or in PMS 286 C if possible.



0.25"

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

**Horizontal  
full version**

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Cobranding with the full horizontal versions for CUNY and The City College of New York.

The City College  
of New York



**CUNY** THE CITY  
UNIVERSITY  
OF  
NEW YORK

CCNY\_Cobranding\_Version\_P2665C

CUNY\_Logo\_C

**Horizontal Secondary  
version**

---

Cobranding with the iconic version of CUNY.

The City College  
of New York



**CUNY**

CCNY\_Cobranding\_Version\_P2665C

CUNY\_Block\_Logo\_C

**Icon version**

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Cobranding with the iconic versions of The City College of New York and CUNY.



**CUNY**

CCNY\_Icon\_  
Independent\_Use\_  
P2665C

CUNY\_Block\_Logo\_C

## OTHER TYPE TREATMENTS

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 376 C green and 425 C grey. The drop shadow should be used on printed brochures but not on products that can't hold a tight dot screen.



*Undergraduate Graphic.*

The City College  
of New York



CCNY\_Cobranding\_Version\_P425C



*Graduate Graphic.*

The City College  
of New York



## The Foundation for City College Logo

This logo is used by The Foundation For City College.  
Pantone 2665 C purple and 425 C grey.



The City College  
of New York



**THE FOUNDATION  
FOR CITY COLLEGE**

CCNY\_Cobranding\_Version\_P425C

The City College  
of New York



**THE FOUNDATION  
FOR CITY COLLEGE**

## Athletics

The slab type and beaver image is for use only by CCNY Beaver Athletics and is approved only for Athletics promotional material, including but not limited to news, events, collateral, merchandise, and/or apparel. Any previous logo for CCNY Athletics has been officially retired and discontinued.

For a complete list of up-to-date and approved CCNY Athletic logos, please visit [www.ccny.cuny.edu/sites/default/files/CCNY\\_Beavers.zip](http://www.ccny.cuny.edu/sites/default/files/CCNY_Beavers.zip)

*Athletics interlocking.*



*Athletics interlocking black and white.*



*CCNY logo beavers #1.*



*CCNY logo beavers #2.*



*Simplified beaver icon.*



## Co-branding with Athletic logo

The City College  
of New York



CCNY\_Cobranding\_Version\_B

The City College  
of New York



The City College  
of New York



## PROGRAM TYPE TREATMENTS

The City College of New York 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.**



CCNY\_Cobranding\_Version\_B





## DEPARTMENTAL NAMEPLATE

When the name of a department is used with The City College of New York nameplate, the department name is set in Lato Bold, and aligned as shown below.

The City College  
of New York



Office of Institutional  
Advancement and  
Communications

CCNY\_Cobranding\_Version\_B

The City College  
of New York



Office of  
Human Resources

The City College  
of New York



Office of the  
President

# Departments 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



Office of Institutional  
Advancement and  
Communications


John Smith  
Office Assistant  
phone: 212-650-7000  
jsmith@ccny.cuny.edu

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




Business Card Example.

The City College  
of New York



Office of Development  
and Institutional  
Advancement

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



Number 10 Business Envelope, shown here at 75% scale.

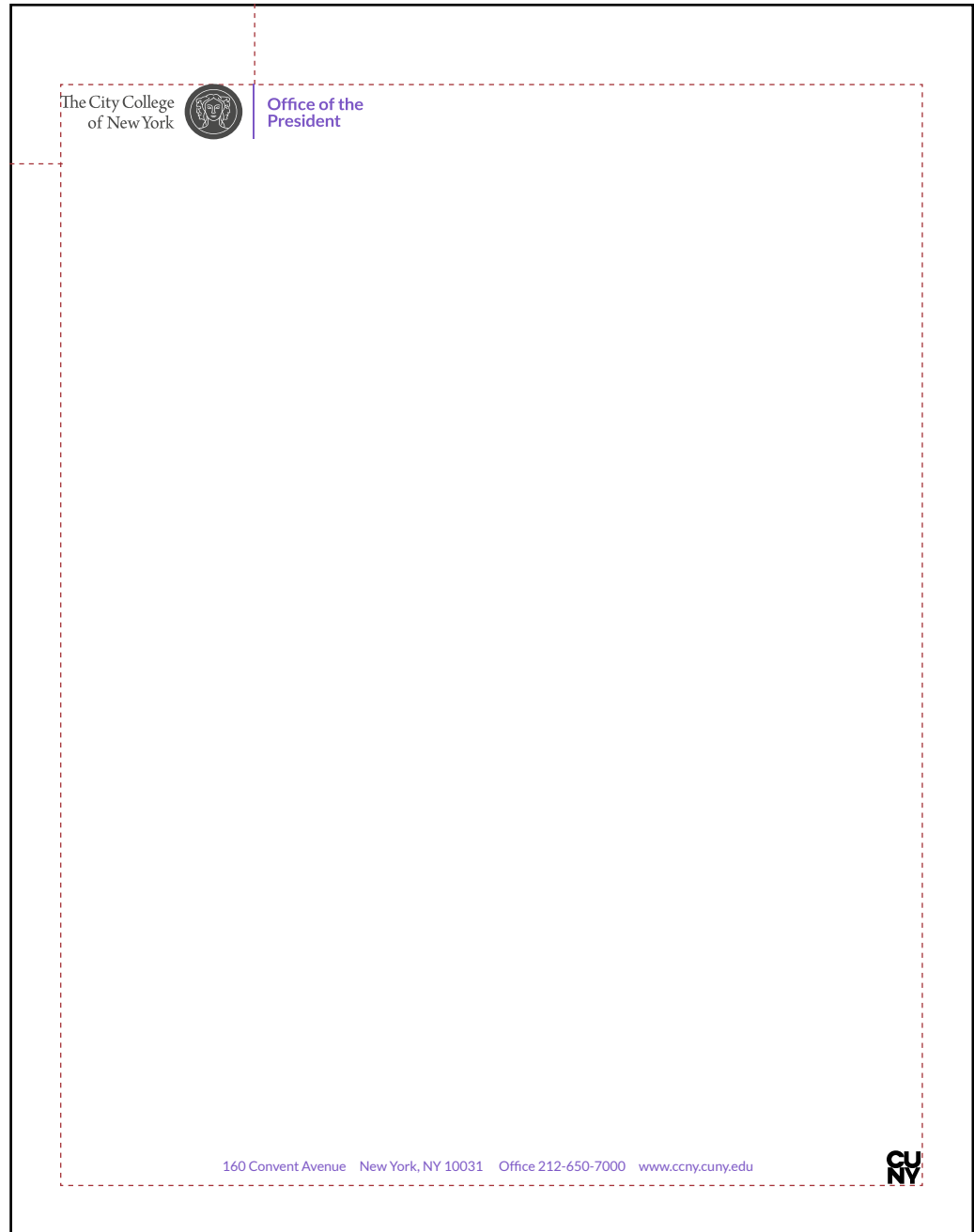
## Departmental Letterhead

Letterhead margin specifications are 0.75 inches from the top and 0.5 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.

Please contact Office of Institutional Advancement and Communications at [communications@ccny.cuny.edu](mailto:communications@ccny.cuny.edu), if you need a blank copy of the college letterhead.

*Top margin is 0,75 inches.*

*Left letter margin is 0,5 inches.*



*Bottom margin is 0,5 inches.*

*Letterhead shown here at 60% scale.*

## CAMPUS MAP

The campus map has been simplified and set up to face North. The map is available in .pdf and .jpg formats. See link to download the map, [www.ccny.cuny.edu/about/ccny-campus-map](http://www.ccny.cuny.edu/about/ccny-campus-map)

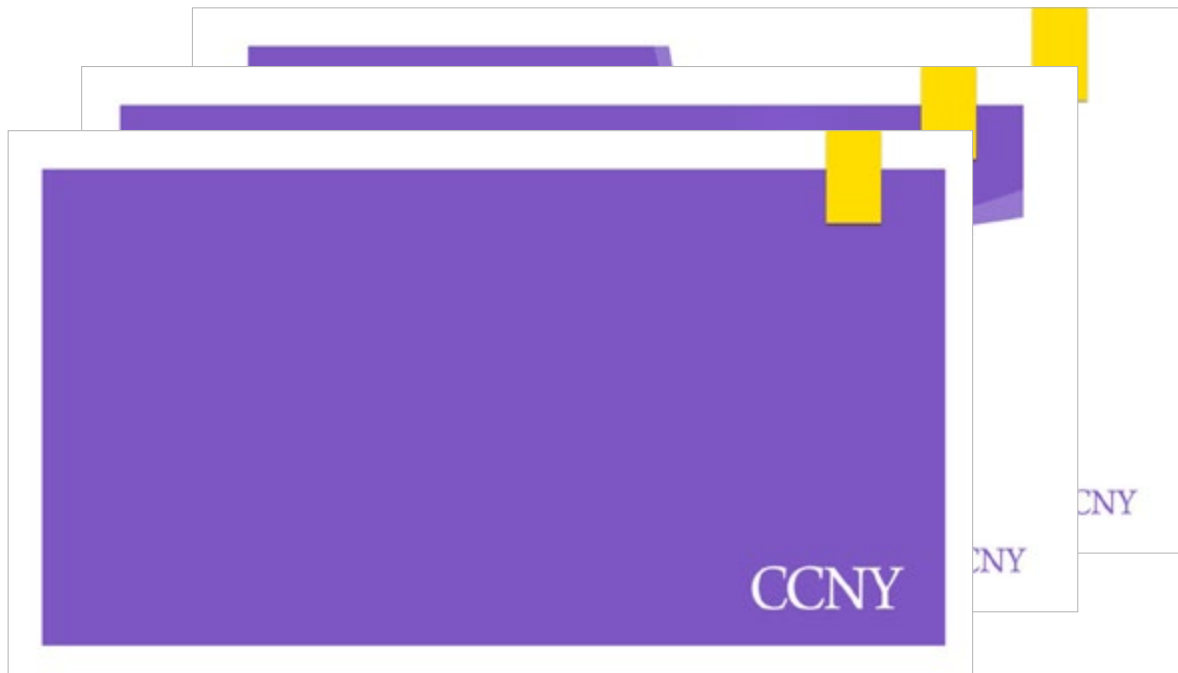


## POWERPOINT SLIDE TEMPLATES

See link for templates:

[www.ccny.cuny.edu/sites/default/files/CCNY\\_Powerpoints.zip](http://www.ccny.cuny.edu/sites/default/files/CCNY_Powerpoints.zip)

(More templates will be available in later updates.)



*Example 1: CCNY Acronym for Widescreen frame PowerPoint*



*Example 2. CCNY Tri-face for 16:9 frame PowerPoint*

When the name of a school or division is used with The City College of New York 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](http://www.ccny.cuny.edu/iac/schools-and-divisions)

## Colin Powell School for Civic and Global Leadership Mark

Colin Powell School  
for Civic and Global Leadership



The City College  
of New York

CCNY\_Horizontal\_Version\_B

The City College  
of New York



Colin Powell School  
for Civic and Global Leadership

Mark Color

**PMS 1807C**

CCNY\_Cobranding\_Version\_B

C7 M94 Y65 K31

R158 G48 B57

HTML 9E3039

## School of Education Mark

School of Education



The City College  
of New York

CCNY\_Horizontal\_Version\_B

The City College  
of New York



School of Education

Mark Color

**PMS 376C**

CCNY\_Cobranding\_Version\_B

C53 M0 Y96 K0

R122 G184 B0

HTML 7AB800

## The Bernard and Anne Spitzer School of Architecture Mark

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



The City College  
of New York

CCNY\_Horizontal\_Version\_B



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

CCNY\_Cobranding\_Version\_B

**Mark Color**

**PMS 129C**

**C0 M11 Y70 K0**

**R243 G207 B69**

**HTML F3CF45**

## School of Education Mark

**The Grove School of Engineering**



The City College  
of New York

CCNY\_Horizontal\_Version\_B



**The Grove School of Engineering**

CCNY\_Cobranding\_Version\_B

**Mark Color**

**PMS 2665C**

**C67 M68 Y0 K0**

**R125 G92 B198**

**HTML 7D55C7**

## School of Medicine Mark

**CUNY School of Medicine**



The City College  
of New York

CCNY\_Horizontal\_Version\_B



**CUNY School of Medicine**

CCNY\_Cobranding\_Version\_B

**Mark Color**

**PMS 298C**

**C68 M3 Y0 K0**

**R61 G183 B228**

**HTML 3DB7E4**

## Division of Humanities and the Arts Mark

Division of Humanities and the Arts



The City College  
of New York

CCNY\_Horizontal\_Version\_B

Mark Color

PMS 271C

C48 M40 Y0 K0

R144 G147 B206

HTML 9093CE

The City College  
of New York



Division of Humanities and the Arts

CCNY\_Cobranding\_Version\_B

## Division of Humanities and the Arts Mark

Division of Interdisciplinary Studies  
at the Center for Worker Education



The City College  
of New York

CCNY\_Horizontal\_Version\_B

Mark Color

PMS 271C

C48 M40 Y0 K0

R144 G147 B206

HTML 9093CE

The City College  
of New York



Division of Interdisciplinary Studies  
at the Center for Worker Education

CCNY\_Cobranding\_Version\_B

## Division of Science Mark

Division of Science



The City College  
of New York

CCNY\_Horizontal\_Version\_B

Mark Color

PMS 271C

C48 M40 Y0 K0

R144 G147 B206

HTML 9093CE

The City College  
of New York



Division of Science

CCNY\_Cobranding\_Version\_B



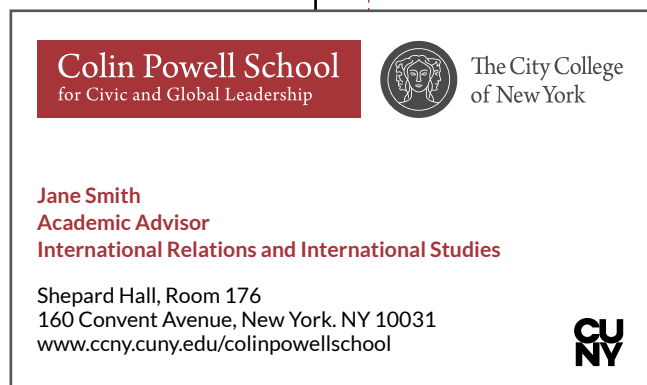
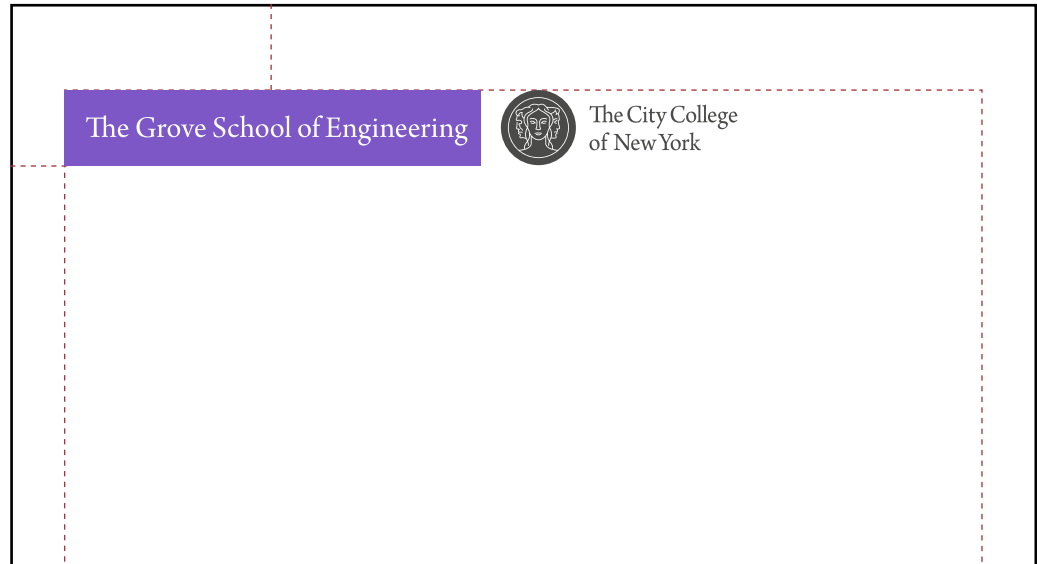
## Schools and Divisions Stationery

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](mailto:communications@ccny.cuny.edu).

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.

Top margin is 0,75 inches.

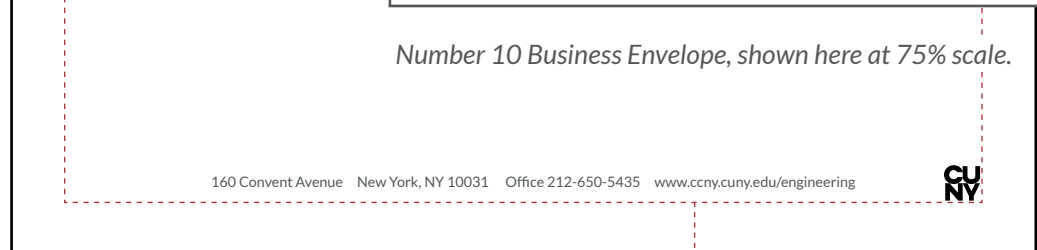
Left letter margin is 0,5 inches.



Business Card Example.



Number 10 Business Envelope, shown here at 75% scale.



Letterhead shown here at 60% scale.

Bottom margin is 0,5 inches.

## 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.*







## 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.

- ✓ She earned a bachelor's degree from The City College of New York.
- ✗ She earned a bachelor degree from The City College of New York.
- ✓ He earned a doctoral degree from The City College of New York.
- ✓ He earned a doctorate from The City College of New York.
- ✗ He earned a doctorate degree from The City College of New York.

### *Abbreviations of Academic Degrees.*

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

- ✓ Vincent Boudreau, Ph.D.
- ✓ Dean Vincent Boudreau, Ph.D.
- ✗ 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 The City College of New York 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.'



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



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.



The division of science held a seminar on Tuesday.



The Science Division held a seminar on Tuesday.



The City College of New York Department of History.



The department of history at City College.



The Division of Science held a seminar on Tuesday.



## EMAIL SIGNATURES

Email signatures should be standardized across the college.

*Example:*

John Smith, Ph.D.  
Professor of Biology  
The City College of New York  
Division of Science  
Marshak Hall, Room 007  
160 Convent Avenue  
New York, NY 10031  
212-650-7000  
[www.ccny.cuny.edu](http://www.ccny.cuny.edu)

Jane Smith  
Director of External Affairs  
Office of Communications and Marketing  
The City College of New York  
Shepard Hall, Room 613  
160 Convent Avenue  
New York, NY 10031  
212-650-7000  
[www.ccny.cuny.edu](http://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 %.



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



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

The 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:

— Bernard and Anne Spitzer School of Architecture

— School of Education

— The Grove School of Engineering

— CUNY School of Medicine

— Colin Powell School for Civic and Global Leadership

*An extensive list of divisions, departments and programs is available at [www.ccny.cuny.edu/academics/index.cfm](http://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 across the college. Press style, not USPS abbreviations. The names of eight states (Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah) are never abbreviated.

- ✓ Houston, Texas
- ✗ Houston, Tex.
- ✗ Houston, TX
- ✓ Parsippany, N.J.
- ✗ Parsippany, New Jersey
- ✗ 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.

## TIMES AND DATES

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

- ☒ The seminar will take place between 11 a.m. and 1 p.m.
- ☐ 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.

- ☒ 8-10 a.m. or 1-3 p.m.
- ☐ 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.





- ☒ 8:30-10 a.m. or 1-3:30 p.m.
- ☐ 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 be 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.








- ☒ January 2022
- ☐ January, 2022
- ☒ Jan. 20, 2022 or Jan. 20
- ☐ January 20, 2022 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.

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

-  Tony Liss, dean of the Division of Science, addressed the faculty.
-  Dean Tony Liss of the Division of Science addressed the faculty.
-  Tony Liss, Dean of the Division of Science, addressed the faculty.
-  Political Science Professor Quincy Adams serves as acting provost.
-  Professor Quincy Adams of the Department of Political Science serves as Acting Provost.
-  Acting Provost Quincy Adams is a professor of political science.
-  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.



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



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.



The City College of New York ranks highly in the annual survey.



The City College of New York is ranked highly in the annual survey.



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.

**CUNY first** 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 fowards

**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.



The event attracted more than 1,000 people.



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.



He registered for classes in the spring.



He registered for classes in the Spring.



He registered for classes in the spring 2015 semester.



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.



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The City College  
of New York