



The City College
of New York

Style & Brand GUIDELINES

2023

UPDATED 7/31/2023

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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.

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



PMS 2665C

C65 M73 Y0 K0
R125 G85 B199
HTML 7D55C7



PMS 425C

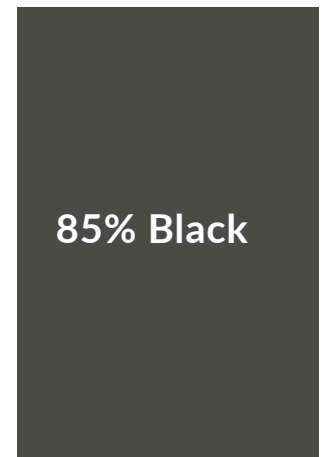
C38 M51 Y45 K3
R84 G88 B89
HTML 545859

Primary Colors for uncoated paper



PMS 266U

C62 M75 Y0 K0
R131 G99 B192
HTML 8A65C4



85% Black

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.



PMS 271C

C44 M38 Y0 K0
R149 G149 B210
HTML 9595D2



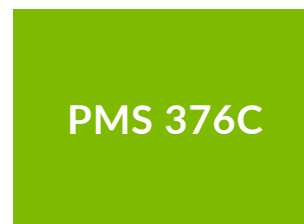
PMS 129C

C0 M10 Y80 K0
R243 G208 B62
HTML F3D03E



PMS 298C

C68 M3 Y0 K0
R65 G182 B230
HTML 41B6E6



PMS 376C

C48 M0 Y100 K1
R132 G189 B0
HTML 84BD00



PMS 1807C

C3 M90 Y65 K28
R164 G52 B58
HTML A4343A

SYSTEM TYPEFACES

a A

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

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.ccnycuny.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

The City College
of New York



CCNY_Vertical_Version_
P2665C

The City College
of New York



CCNY_Vertical_Version_
P425C

The City College
of New York



CCNY_Vertical_Version_B



CCNY_Vertical_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.

CCNY_Cobranding_Version_W

The City College
of New York



The City College
of New York



CCNY_Cobranding_Version_P2665C

The City College
of New York



The City College
of New York



CCNY_Cobranding_Version_P425C

The City College
of New York



The City College
of New York



CCNY_Cobranding_Version_B

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_2_W



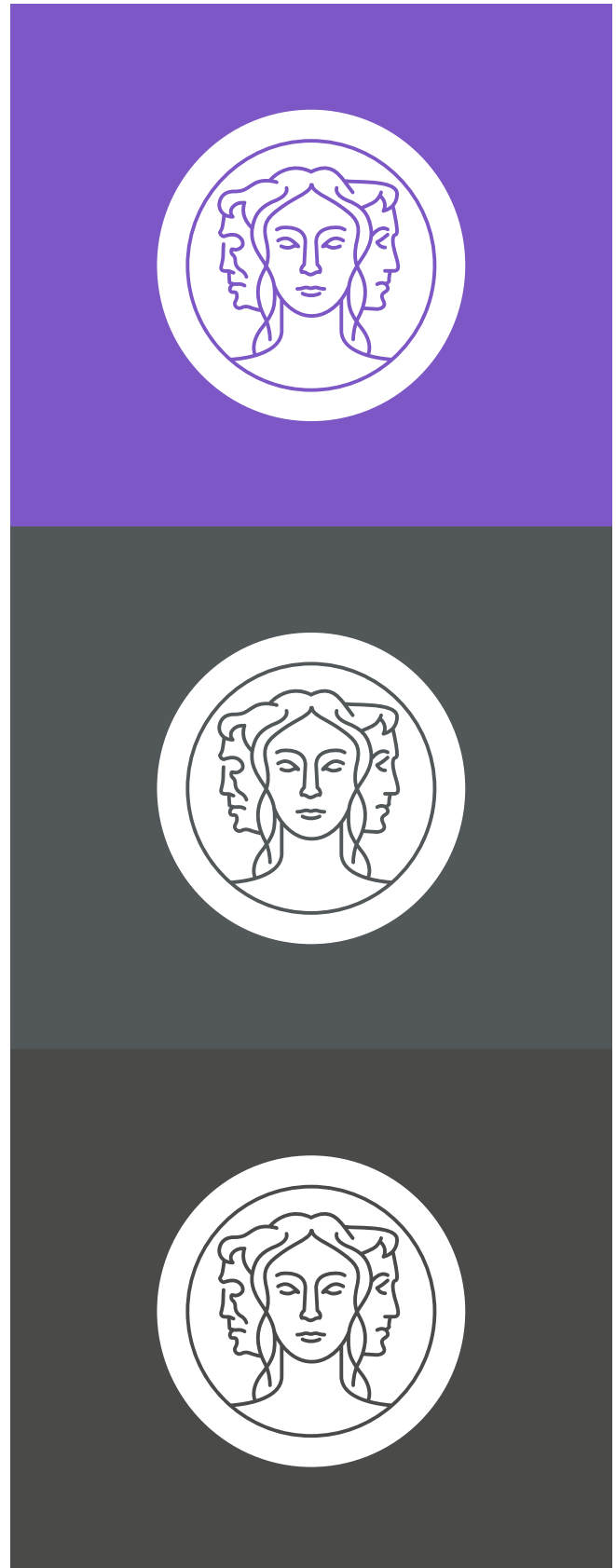
CCNY_Icon_1_P2665C



CCNY_Icon_1_P425C



CCNY_Icon_1_B



CCNY_Icon_4_W

Icon versions



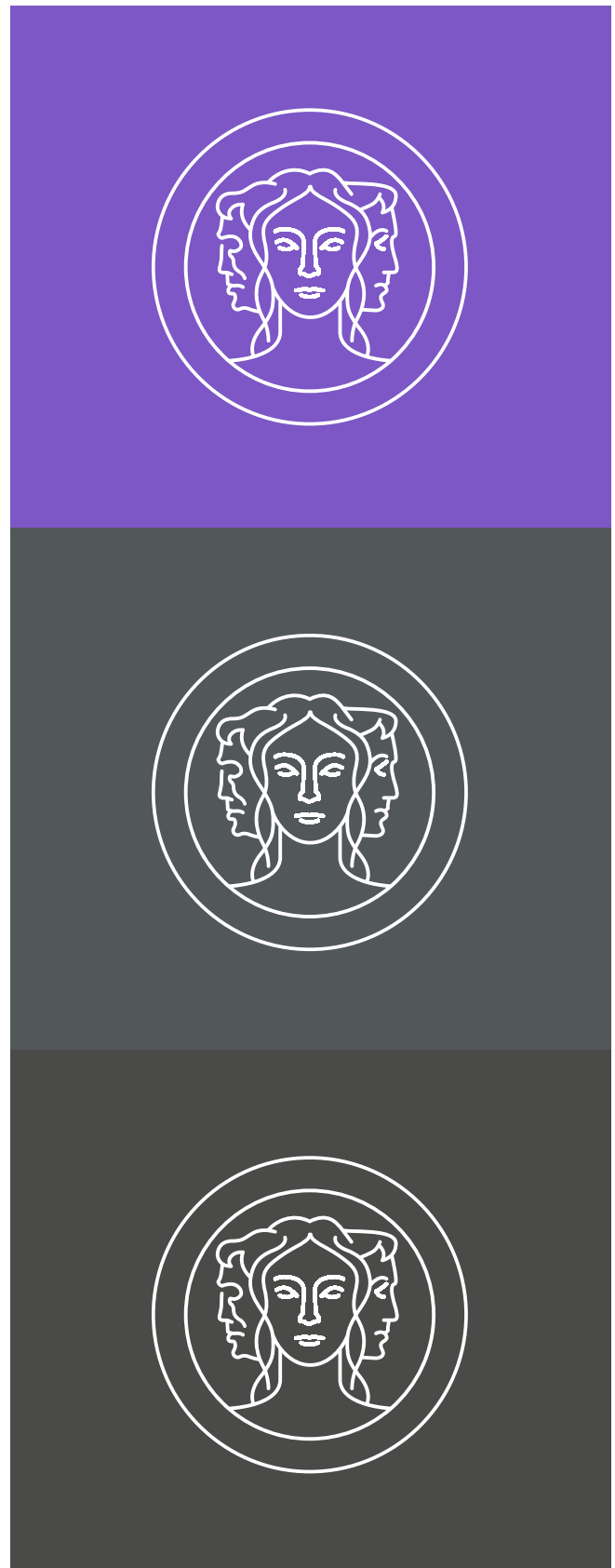
CCNY_Icon_3_P2665C



CCNY_Icon_3_P425C



CCNY_Icon_3_B



**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



CCNY_Horizontal_Version

pag.10



CCNY_Vertical_Version
pag.11

The City College
of New York



CCNY_One_Line_Version
pag.12



The City College of New York

CCNY_Icon
pag.14



CCNY_Icon_Version
pag.15



CCNY_Cobranding_Version
pag.13

The City College
of New York



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

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

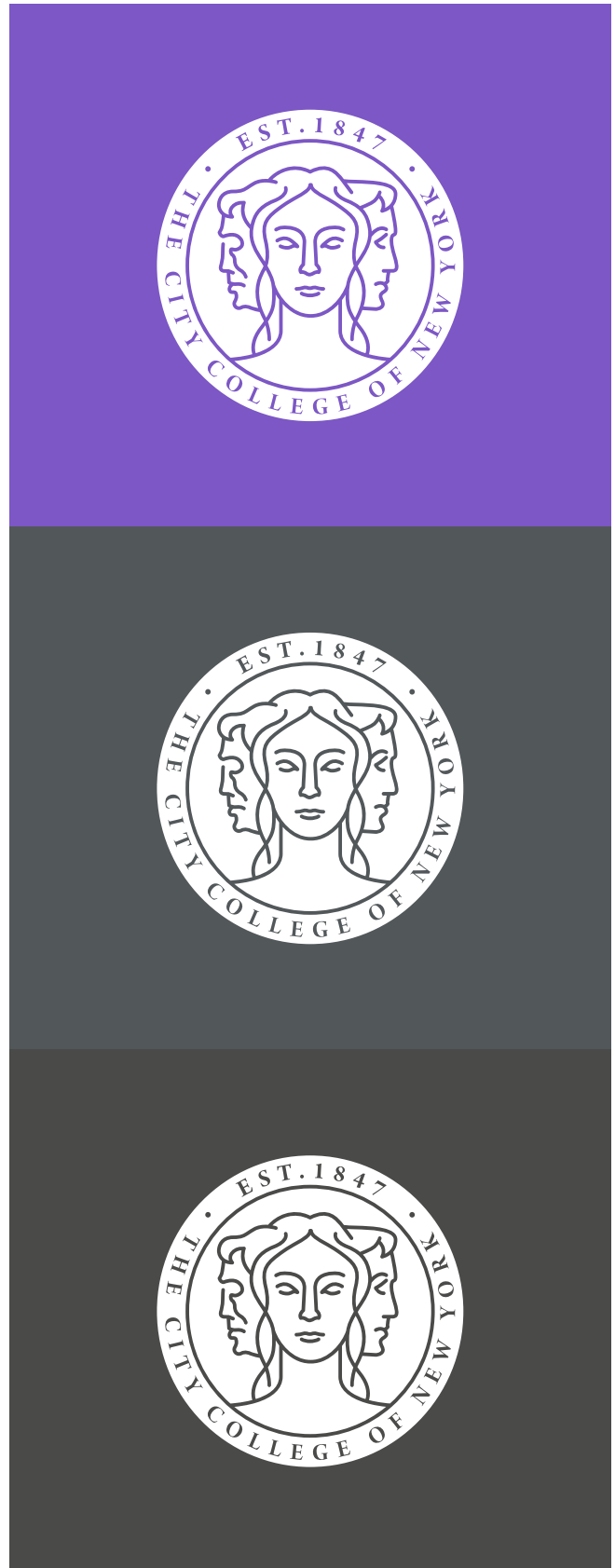


CCNY_Icon_1_Independent_Use_P425C



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



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

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

CCNY_Acronym_P2665C

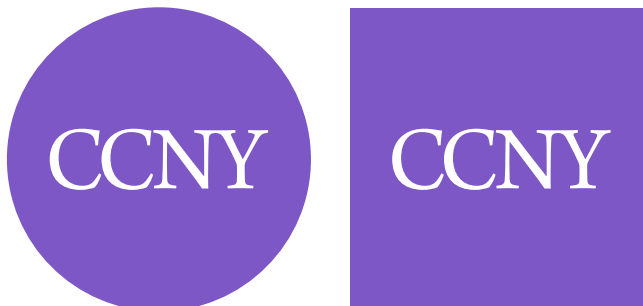


CCNY_Acronym_W

The image shows the acronym "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. Any exceptions need to be approved by the Office of Institutional Advancement, Communications & External Relations.

Please note, these are just a few examples of how not to modify our college logo and acronyms. It is not representative of all the examples.



The City College
of New York



Do not outline or expand any part of the logo.



The City College
of New York



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



The City College
of New York



The City College
of New York



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, 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



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 appear as 0.25 inches, in 100% black or in PMS 286 C if possible.



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

**Horizontal
full version**

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



CCNY_Cobranding_Version_P2665C

CUNY_Logo_C

**Horizontal Secondary
version**

Cobranding with the iconic version of CUNY.



CCNY_Cobranding_Version_P2665C

CUNY_Block_Logo_C

Icon version

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



CCNY_Cobranding_Version_P425C



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.cuny.edu/sites/default/files/CCNY_Beavers.zip

Athletic Full Text #1.



Logos in black and white.



CCNY Beavers #2.



CCNY Beaver Icon #3.



Vintage Athletic #4.



Co-branding with Athletic logo



CCNY_Cobranding_Version_B



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.



Business Card Example.



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

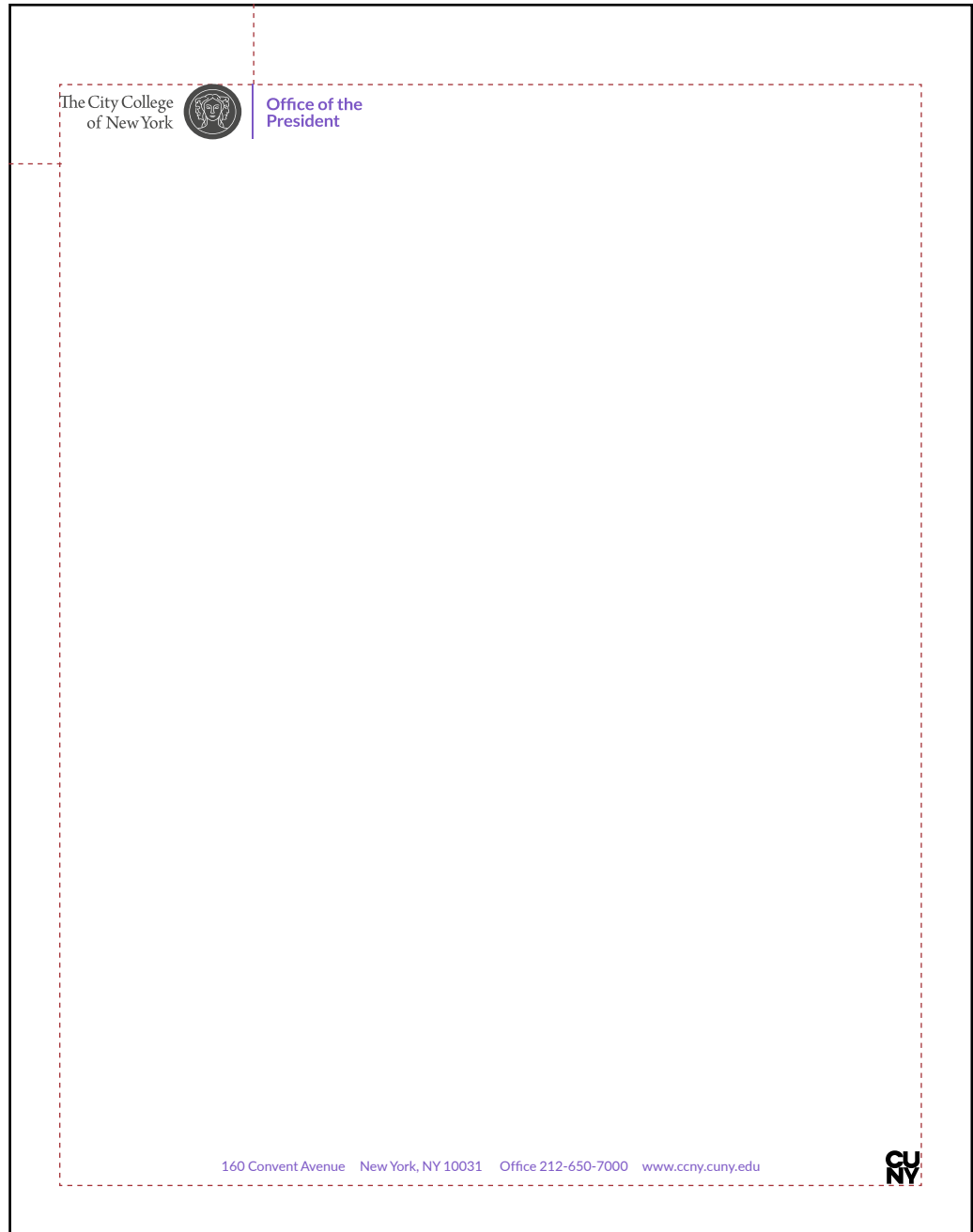
Departmental Letterhead

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, 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.ccnycuny.edu/about/ccny-campus-map



The City College
of New York

- 1 Shepard Hall
- 2 Steinman Hall - The Grove School of Engineering
- 3 Baskerville Hall
- 4 Compton-Goethals Hall
- 5 Townsend Harris Hall- CUNY School of Medicine
- 6 Wingate Hall
- 7 North Academic Center (NAC)
- 8 Marshak Science Building
- 9 Wille Administration Building
- 10 Spitzer Hall - The Spitzer School of Architecture
- 11 Aaron Davis Hall
- 12 Schiff House - Child Development 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, W145 and Marshak.

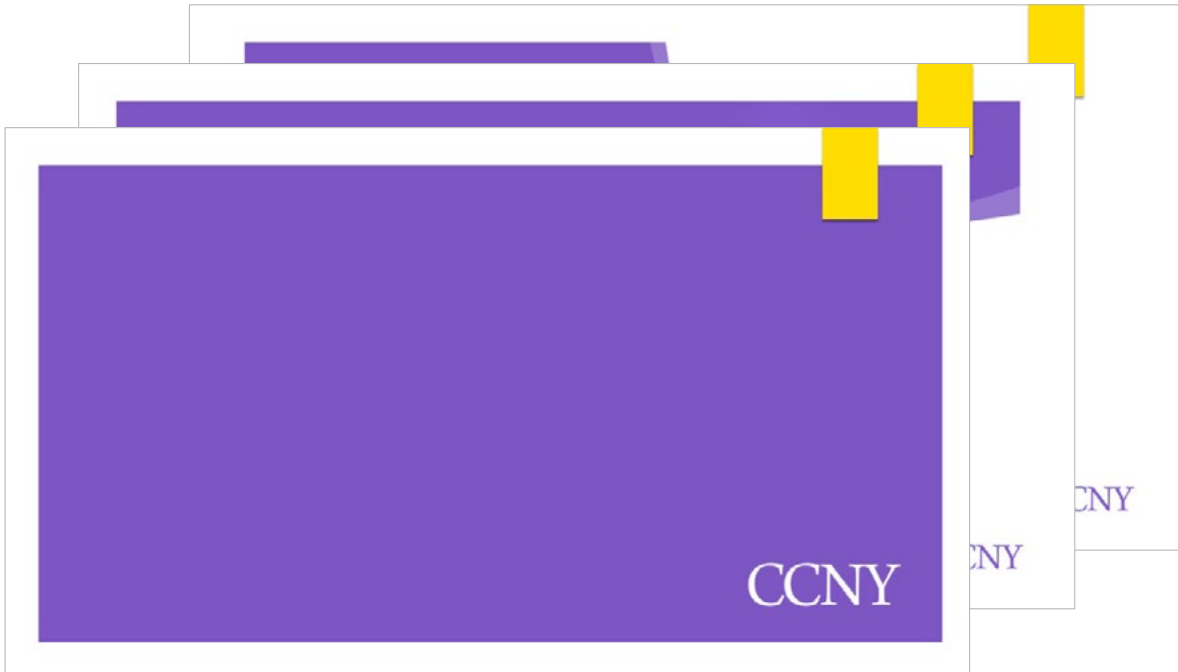
Handicapped Access
Access to Nat Holman Gym and Rooms 20 thru 28 only.

POWERPOINT SLIDE TEMPLATES

See link for templates:

www.ccnycuny.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

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

CO 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

The City College
of New York



Division of Humanities and the Arts

CCNY_Cobranding_Version_B

Mark Color

PMS 271C

C48 M40 Y0 K0

R144 G147 B206

HTML 9093CE

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

The City College
of New York



Division of Interdisciplinary Studies
at the Center for Worker Education

CCNY_Cobranding_Version_B

Mark Color

PMS 271C

C48 M40 Y0 K0

R144 G147 B206

HTML 9093CE

Division of Science Mark

Division of Science



The City College
of New York

CCNY_Horizontal_Version_B

The City College
of New York



Division of Science

CCNY_Cobranding_Version_B

Mark Color

PMS 271C

C48 M40 Y0 K0

R144 G147 B206

HTML 9093CE

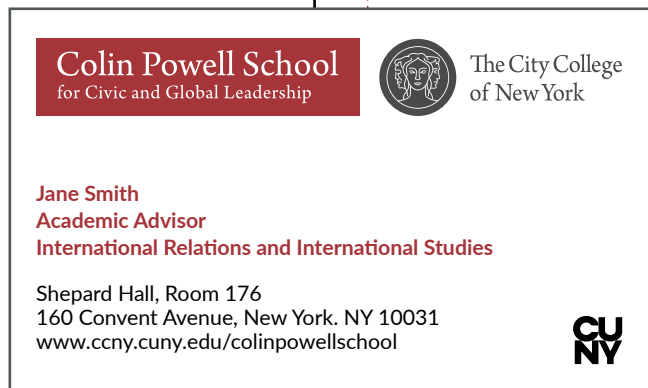
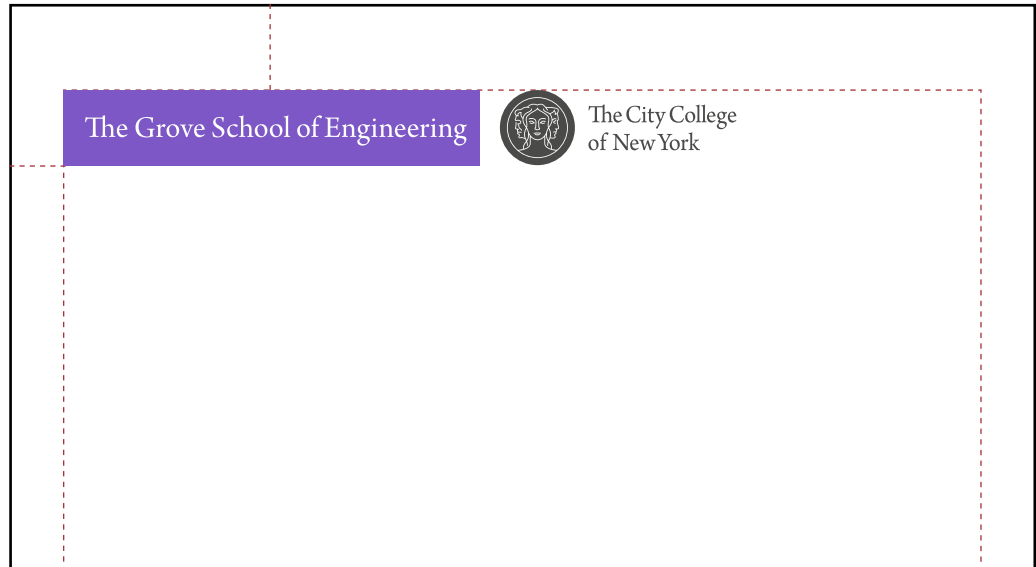
Schools and Divisions Stationery

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.

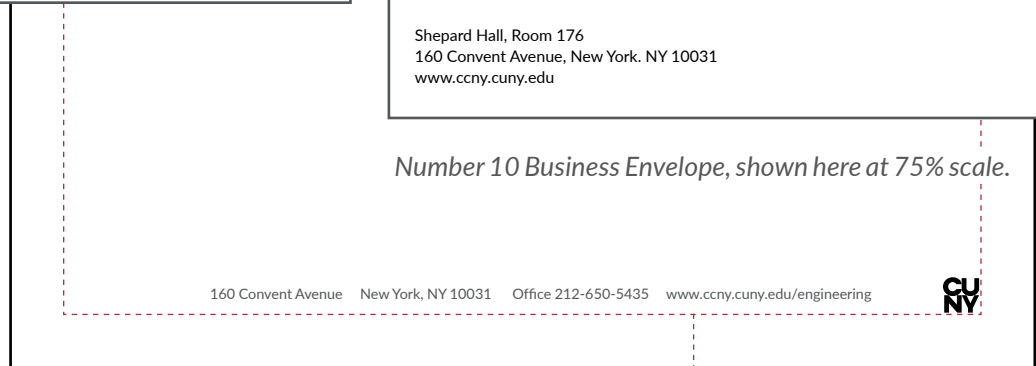
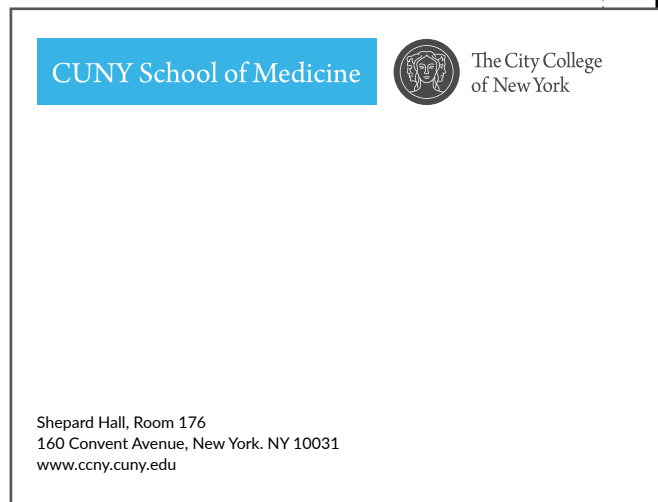
The Style Guide for The City College of New York provides consistency for news and communication of content on any informational platform. The Style Guide considers The Associated Press Stylebook to be the authoritative source. For unaddressed issues of grammar and punctuation, William Strunk, Jr. and 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.

CCNY WEBSITE



The CCNY website maintains a commitment to adhering to the CCNY brand. For further information related to CCNY website and off-CMS site guidelines, please refer to: www.ccny.cuny.edu/oia/acer/web_procedures

LOGO ON MERCHANDISE

Here are some examples of the logo on merchandise.

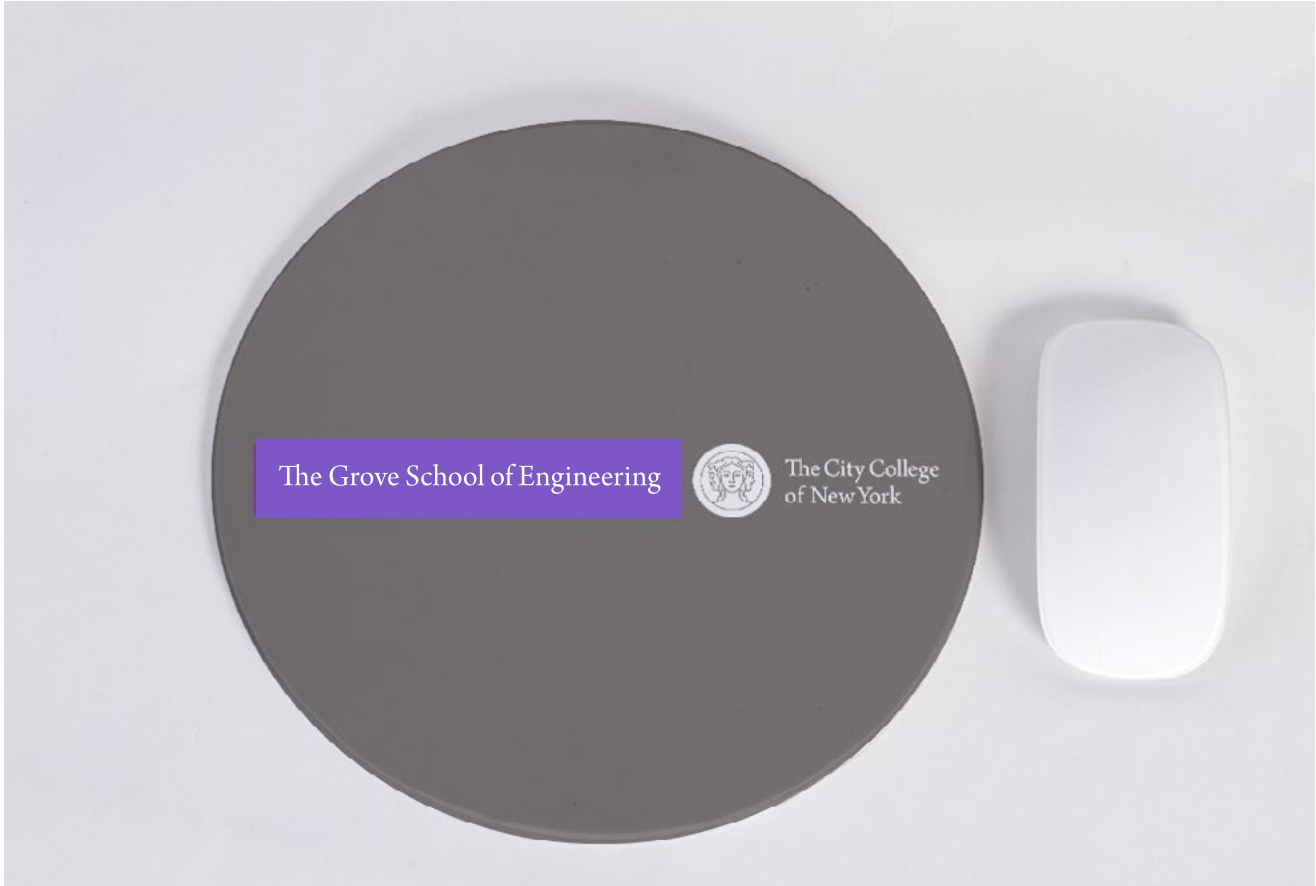




Schools and Divisions Merchandise

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.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.F.A.	Master of Fine Arts
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.

- ✓ 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.

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.ccnycunyu.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
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