The City College of New York

Style Guide

November 2015

The City College of New York Style Guide

This guide outlines standards for the new graphic identity of The City College of New York. All materials must follow this guide so that they are consistent with the established visual program. Please speak with the Communications Office if you have questions about this style guide, including usage of the nameplate, fonts, colors, or any question not covered in this guide.

Give your printer or other vendor a copy of this guide. Always make sure to request color proofs and ask them to adjust any photos that are too dark, too saturated, or color-balanced incorrectly.

Contents

Nameplate

City College's nameplate, based on the font Arno, is custom-kerned and positioned in its box for optimum visual appeal. This nameplate is available from the Communications Office and should be used only in the form provided; do not modify or re-type in the Arno font. The letters are white type in a box of 65% black or 100% pantone 425C. The type can be aligned on the left or right, depending on the design of the piece where it is being used.

The City College of New York

Flush left

The City College of New York

Flush right

This version of the logo is for web use only. It should not be used for printed materials. It also is to be used only in certain instances to be approved by the Communications Office.

The City College of New York

Whenever possible, one or both sides of the box should bleed off the edge of the paper.

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.

On dark backgrounds, the nameplate box is 80% black rather than 65% black. You may use 100% of 425 instead of using a Pantone spot color ink.

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The City College name and logo are trademarked symbols and cannot be used outside of the college's style guide.

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Using CCNY as Nameplate (Social Media)

The nameplate is set up primarily for social media. Due to certain limitation in logo space in digital media, the CCNY's nameplate is used in placed of the college's gray logo. This nameplate is available from the Communications Office. This nameplate is copyrighted, it not be incorporated with any other logo type.

CCNY
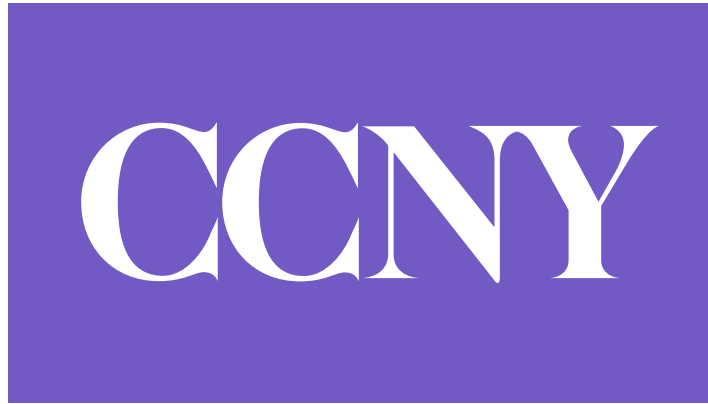
Other Acceptable Uses of the Nameplate

Two lines of white text in a grey box is highly preferred. When circumstances will not allow for this, you may use the full name of the college in grey or purple, in one or two lines. These files are also available from the Communications Office. These logos cannot be incorporated into other logo designs.

The City College of New York

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Appropriate use of nameplate in two lines

The City College of New York

The City College of New York

Appropriate use of nameplate in one line

The City College name and logo are trademarked symbols and cannot be used outside of the college's style guide.

Unapproved Nameplate Use

Please do not alter the new graphic identity in any way, or use in unapproved colors or fonts. For example:

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 events, for example an Alumni dinner.

The City College of New York   Office of Development and Institutional Advancement

The City College of New York   Alumni Association

## Digital 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 events, for example an Alumni dinner.

The City College of New York   Office of Development and Institutional Advancement

The City College of New York   Alumni Association

Co-branding with CUNY logo.

The CUNY brand may be used separately or together with the college's logo. In either case, the size of the CUNY logo should appear no smaller than 35% (roughly one-third) of the college logo's height or width, whichever is the smallest dimension. The two logos should be separated by approximately 1/2 the Square width.
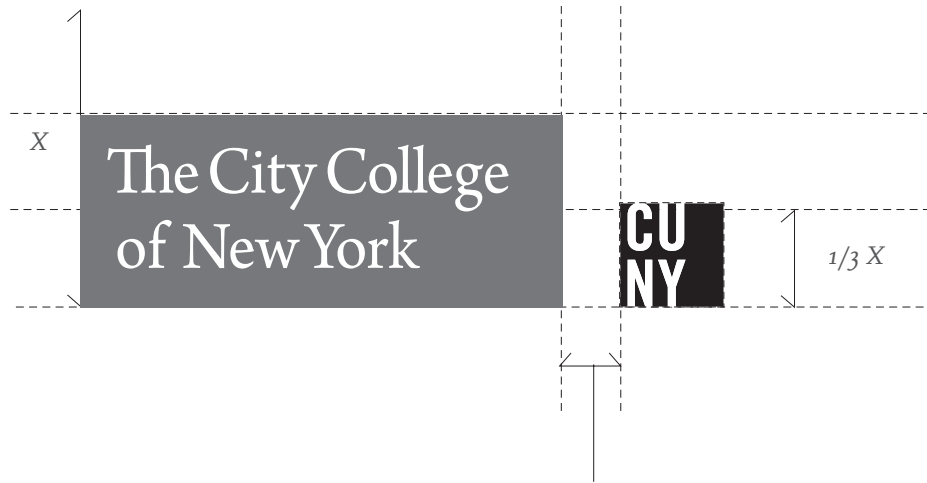
CUNY Block

The CUNY nameplate box graphic should be used on all official materials. It is shown here at 0.25 inches, in 100% black and in 100% white (on a dark background).

Color Palette

City College's marketing color palette seeks to support the University's long-standing purple and grey traditions. In Pantone numbers, "C" stands for coated paper and "U" stands for uncoated paper.

NOTE: **Colors on computer monitors are not accurate.** Specify Pantone numbers to ensure color reproduction is correct. The color names provided below 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.

Primary Colors:

PMS palette for coated paper	**PMS palette for uncoated paper (ex. letterhead)**
PMS 2665C purple	PMS 266U purple
PMS 425C grey (use 65% black when CMYK)	65% black

PMS 425C   PMS 2665C   PMS 271C   65% black   PMS 266U
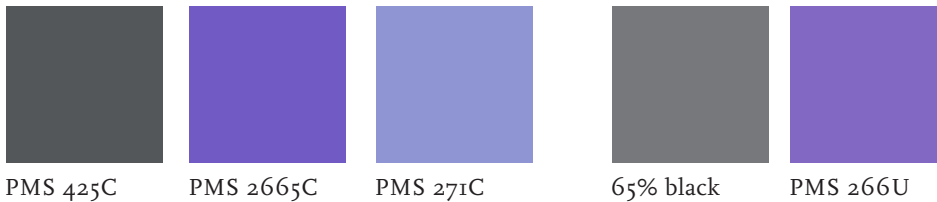
Secondary Colors:

PMS palette for coated paper

PMS 129C   yellow (note: often screened back to 80% for background color fields)
PMS 298C   blue
PMS 1807C   brick red
PMS 376C   green

PMS 129C   PMS 298C   PMS 376C   PMS 1807C

RGB palette for digital use

blue: R0   G174 B239
yellow: R255 G211 B32
purple: R119 G91 B166
brick red: R154 G56   B32

Stationery (Departmental)

Request for basic pre-designed departmental letterheads, business cards, and envelopes are from the Communications Office. Letterhead margin specifications are 2.5 inches from the top and 2 inches from the left.

The City College
of New York

Top letter margin is 2.5 inches
Left letter margin is 2 inches

160 Convent Avenue   New York NY 10031

CU
NY
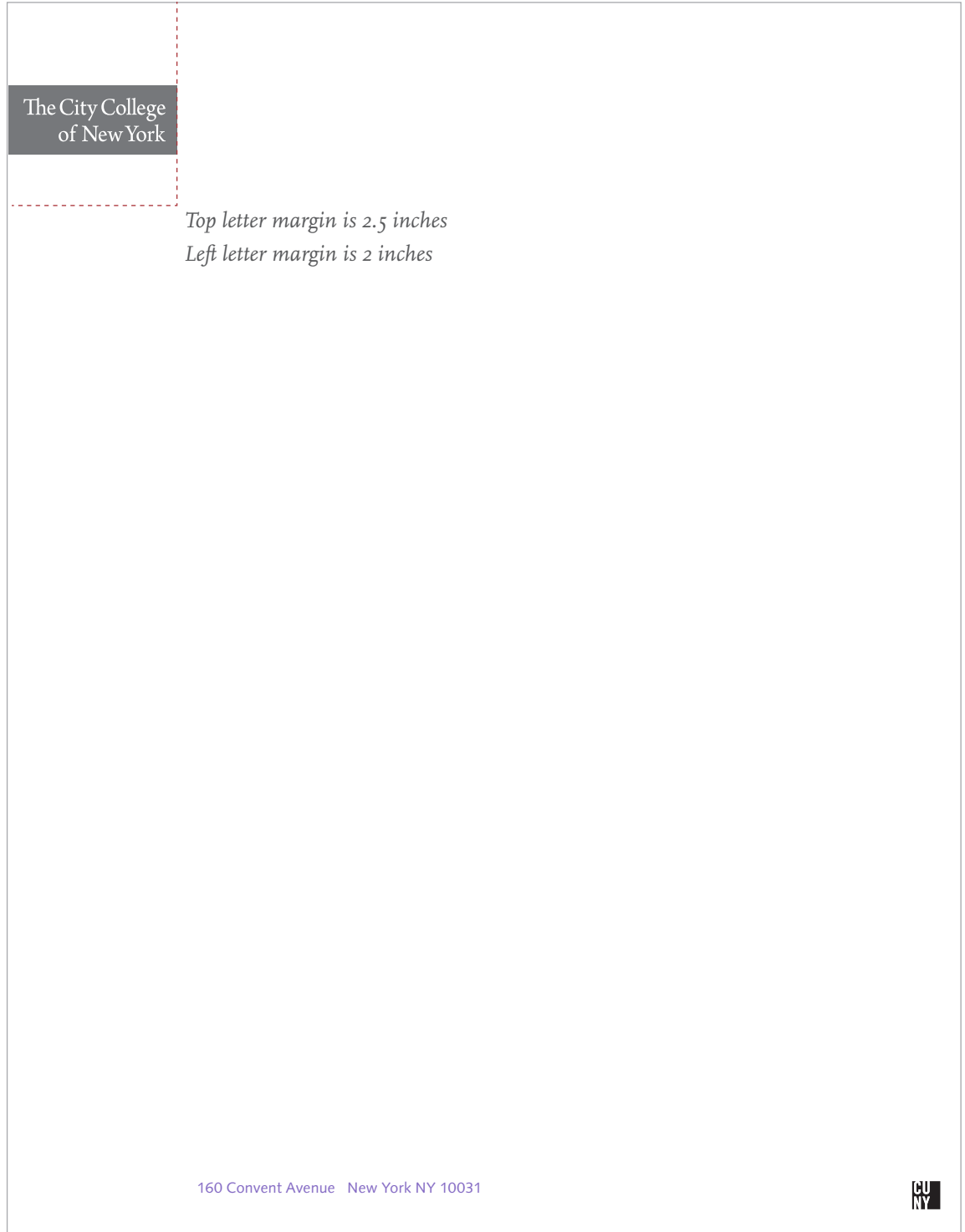
Letterhead shown here at 75% scale.

Digital Letterhead
Digital (WORD) versions of the letterhead are also available. They can be e-mailed or printed on your own office printer. On digital versions, the grey box does not bleed off the left side.

The City College
of New York

Office of Development
and Institutional Advancement

Top letter margin is 2.5 inches
Left letter margin is 2.5 inches

Shepard Hall 154   160 Convent Avenue   New York NY 10031
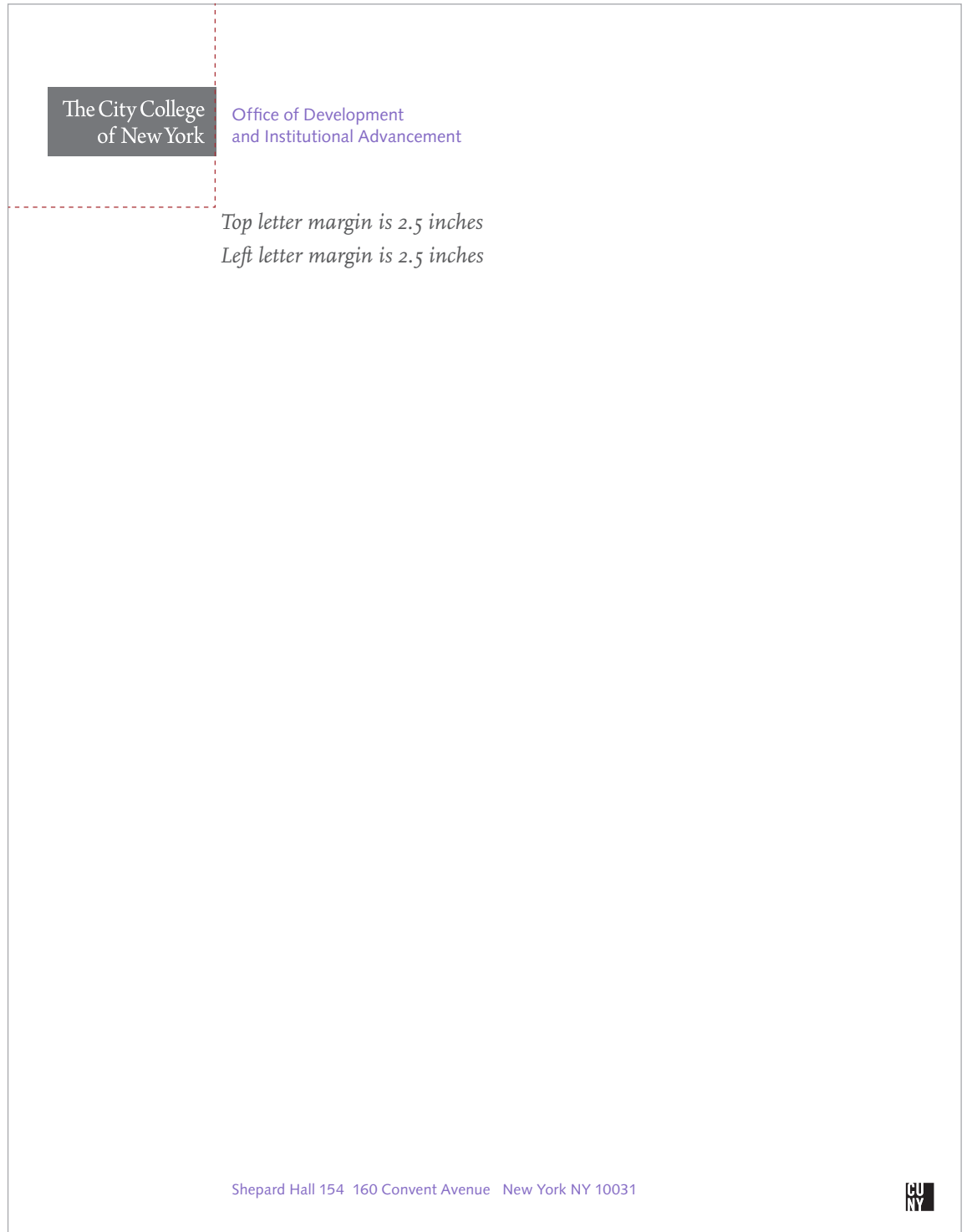
Digital Departmental letterhead shown here at 75% scale.

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Business Card and Envelope

Here are examples. Contact the Communications office to obtain pre-designed copies for your department..

The City College
of New York

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

Simone K. McMillion, D.Sc
Director of Marketing
Office of Communications and Marketing

phone: 212-650-7581
cell: 646-369-5420
smcmillion@ccny.cuny.edu

CU
NY

Business Card Example 1

The City College
of New York
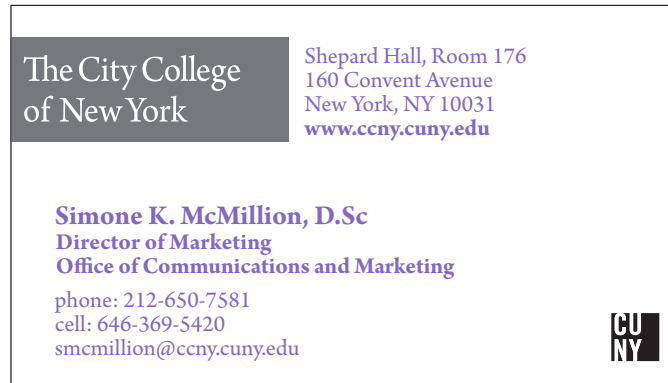
OFFICE OF COMMUNICATIONS AND MARKETING
Shepard Hall, Room 176
160 Convent Avenue, New York, NY 10031

Number 10 Business Envelope, shown here at 100% scale

Campus Map

The campus map has been simplified and set up to face North. It is available from the Communications Office as an eps, .pdf, .jpg, or in whatever format you need.

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
    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.

West 135 St.

Amsterdam Ave.

West 130 St.

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.

PowerPoint Slide Templates
Contact the Communications office to obtain powepoint templates.

Apparel

Here are some examples of the nameplate on clothing.
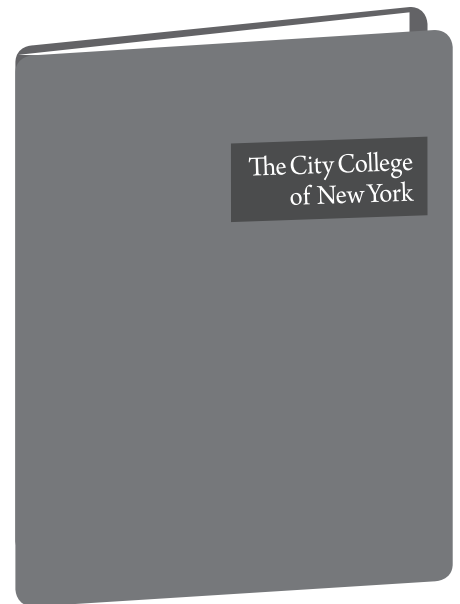
Printed objects
Here are some examples of the nameplate on materials.

The City College
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The City College
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mugs

The City College
of New York

napkins

The City College
of New York

*portfolio cover   * deboss the grey box*

The City College of New York

Pen