The City University of New York

CUNY SCHOOL OF LAW

Law in the Service of Human Needs
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Introduction

Students who study at The CUNY School of Law are trained to change the world: The school sends more graduates into public-interest and public-service practice than any other in the country. The school’s motto, “Law in the Service of Human Needs,” reflects its commitment to advancing social justice, and students get the opportunity to put the precept into practice by working on real-world legal problems outside the classroom. CUNY Law students make their careers in immigration law, elder law and human-rights law. Like the University, CUNY Law has a diverse faculty, staff and student body. It welcomes students of all backgrounds and strives to provide access to the legal profession for communities that have been historically excluded. Established in 1973, the school is a national leader in progressive legal education. The pairing of clinical training with traditional doctrinal legal education has made its innovative curriculum a model for law schools across the country.

The school’s boldly balanced logo, grounded in the gravitas of its history, reflects its strong commitment to creating lawyers who can and do make a difference every day. And the school’s color palette—a spectrum starting with the University blue and ending with the highlighter—represents the rational hemisphere of humanity. Highlighter yellow serves as a metaphor for the lawyer’s everyday weapon of choice for addressing the world’s injustices.

In these pages, we provide standards for the CUNY School of Law logo, including versions, typefaces, colors, placement and relational spacing. Examples of proper usage and for use with numerous formats, including publications, the web and signs and promotional items are provided.

The CUNY School of Law logo will often appear with the University logo. With stationery, for example on letterheads, envelopes and business cards, the logo will always appear. And, in such uses, standards are provided here for proper display.

The clear and unified use of the CUNY School of Law logo will give the greater community an immediate, symbolic recognition of this school—where graduates will emerge as fully engaged lawyers who are ready to address the critical challenges of our time.
Logo
For all usage.

The CUNY School of Law logo consists of several elements: the college name; the horizontal box; the university name; and the tagline.

The logo has four approved versions: the black name; the gray name; the main logo; and the full logo.

The primary typeface is Mrs. Eaves and is set in petite caps. The university name and the tagline are set in upper & lowercase Mrs. Eaves italic.

The main logo should be used whenever possible. A knockout version is also permitted.
Logo placement
Clear space and page placement.

It’s important that the logo be given room to maintain its individual identity. Thus, other graphic elements, including type, should remain outside of a clear space that measures at least ($x$), or the height of the horizontal box.

The logo should also be given proper space around it in relationship to the edge of the page (printed page, on screen or any other application). A safe distance to the edge equals ($2x$), or twice the height of the horizontal box.
The primary color for CUNY School of Law is Highlighter (PMS 584).

Secondary colors are PMS 286, PMS 308, PMS 322, PMS 363, PMS 348, PMS 3288, PMS Cool Gray 3, and PMS Cool Gray 9.

Pantone numbers and hex numbers are provided for color consistency, and should be followed for print, electronic and all other usage.
The CUNY School of Law has a headline, a serif and a sans serif typeface.

The headline typeface is Mrs. Eaves. It should be used for headlines only. The college logo is typeset in Mrs. Eaves petite caps.

The serif typeface is Chronicle. It can be used for both body copy and headlines. The sans serif typeface is Trade Gothic. It can be used for both body copy and headlines.

Both the serif and sans serif typefaces are used for the University brand standards, and also appear in the University logo (Trade Gothic Light and Trade Gothic Bold Condensed 20).

The serif typeface should be substituted with Times Roman on the web. The sans serif typeface should be substituted with Helvetica or Arial on the web.
Co-branding
Horizontal and vertical compositions.

The CUNY School of Law logo often will appear with the University logo. Proper space must be given to both logos, and certain scale and alignments must be kept. The college url may be added as shown.
The CUNY School of Law website will extend the visibility of the brand on the web for an international audience. Its look and behavior will reinforce the brand.

The color scheme is black, blue and cool gray, with highlight color for accent. Hex colors are given on page 4. Typefaces are Times Roman and Arial or Helvetica.
The CUNY School of Law stationery system should strive for consistency in both printed and digital form. The University logo should be included in all stationery items whenever possible.

When printed, the inks are Pantone 584U and Black.

The preferred letterhead stock is Strathmore Writing Bright White Wove 24 lb. text weight.

RECOMMENDED

If other stock is used, post-consumer waste (PCW) content should be at least 30%.
Michelle J. Anderson  
Dean and Professor of Law  
2 Court Square  
Long Island City, NY 11101-4356
Interior signage
For all usage.

The logo will appear on interior signage across the campus. Other graphic elements, including type, should remain outside of a clear space that measures at least (2x), or twice the height of the horizontal box.

Primary type should be set in Trade Gothic. Secondary type can be set in Chronicle or Trade Gothic.
Promotional items
Variety of reproduction methods.

For reproduction on a greater variety of surfaces, such as cotton, vinyl, leather or canvas, the usual printing methods are often not applicable. Alternative reproduction methods such as silkscreen, foil-stamping and embroidery require art files formatted as digital vector art.

The highlight color should be used whenever possible. A black version and a knockout are also permitted.

Shown are three examples of acceptable logo positioning on promotional items.
Video/electronic media
Onscreen, video, and electronic signage.

The logo will appear on video monitors and electronic signage throughout the campus.

The logo should be given proper space around it in relationship to the edge of the screen. A safe distance to the edge equals at least (2x), or twice the height of the horizontal box.

The highlight color should be used whenever possible. Hex colors are given on page 4.
Appendix

Current logo art and CUNY campaign graphics for print and web, as well as individual college identity programs are available for download at cuny.edu/id

Although we have attempted to cover the majority of identity and brand reproduction instances, this document does not cover all situations. For inquiries about situations that are not addressed by these guidelines, please email michael.tashji@cuny.edu

Other requests for creative and design support can be made through cuny.edu/services
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