Macaulay is the honors college at The City University of New York, and we’re increasingly recognized as one of the best honors colleges in the country.

**Our mission**
Our mission is to offer exceptional students transformative opportunities to develop their potential beyond what they ever imagined.

**Our vision**
Our vision is to inspire and prepare students to solve the challenges facing New York City, our nation, and the global community.
our name
and how to use it

William E. Macaulay Honors College at The City University of New York
This is the formal, official name of the College. It is used in formal situations such as all legal and financial documents as well as student diplomas. It is not used in marketing communications materials, advancement communication materials or enrollment materials.

Macaulay Honors College
This is the most common and frequent use of the name. It is used extensively in all communication material including the website.

Macaulay
This usage is also used extensively in all communications materials.

Macaulay Honors College at CUNY
This is how the name appears in the logo. It is not used this way in any other application.

Macaulay. The honors college at The City University of New York.
Not really a name per se, this is used as an identifier on the covers of several current publications. The sentence “Macaulay is the honors college at The City University of New York” is used as the opening identifier in copy in our publications.

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**house style**

a few important guidelines

- **Identifying students** When identifying students in a layout we include their name, their date of graduation and their campus. There are two styles we use to do this. Style 1 works well as a caption to a photo. Style 2 works well in a list. Note that when using Style 2, you drop the word “College.”

**Style 1**
Zujaja Tauqeer ’11, Brooklyn College

**Style 2**
Zujaja Tauqeer ’11, (Brooklyn)

When discussing a student in copy, in the first instance use their full name and class: Zujaja Tauqeer ’11. In the second instance, use just their last name: Tauqeer was Macaulay’s second Rhodes Scholar.

- **No periods in abbreviations** For degrees it is BA, MA, and PhD. Other abbreviations include US, NYC, MTA etc.

- **Oxford comma** In a set of three or more items, always include a comma before the word “and”. For example, April, May, and June.

- **Capitalize the “The”** Always capitalize the word “the” in The City University of New York. It is a part of the name.

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**The photos in our viewbook are either of or by Macaulay students, alumni, and staff. Credits are given in clockwise order.**

**it can happen**
- Siwen Liao ’11 (Baruch)
- Julia Gorbach ’13 (Hunter)
- Spring Picnic / Arpi Pap
- James Manzello ’08 (Hunter)
- Alisa Umanskaya ’09 (Hunter)
- Macaulay Building / Harry DiOrio
- Ayesha Lewis ’10 (Lehman) and Jocelyne Jeannot ’11 (Lehman)

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**The most compelling aspect of Macaulay is that it allows each student to create his or her own unique college experience.**

Maisha Lopa ’15, Hunter College
Our logo

Primary treatments

There are three acceptable primary treatments for the Macaulay logo. All three are shown to the right.

A. The Macaulay signature in white on a red box
   This is the recommended top choice to use for the logo whenever possible. It offers the greatest prominence and flexibility and stands out on any background. This is the preferred treatment of the Macaulay logo.

B. The Macaulay signature on a black box
   This is intended for those occasional uses when a job is printed in black only or is copied or faxed.

C. The two color logo on a transparent background
   Here the Macaulay signature words are in red with the surrounding rules in black. The background is transparent, so will show whatever color or image is behind the logo. This logo treatment is intended primarily for the Macaulay stationery package.

Approved versions of all three of these logo treatments in suitable file formats and resolution are available from the Macaulay marketing department. Please do not recreate them, modify them or create special alternate treatments.
There are four secondary treatments for the Macaulay logo that are also acceptable to use. Because all four of these are on a transparent background, great care must be taken to assure that there is adequate contrast between the logo and the color or image behind the logo.

The four secondary acceptable logo treatments are:

1. The Macaulay signature in red on a transparent background.
2. The Macaulay signature in black on a transparent background.
3. The Macaulay signature in gray on a transparent background.
4. The Macaulay signature in white on a transparent background.

Examples of all four are shown to the right. Option 4, the Macaulay signature in white, is shown both on a field of color and over a photo.

Approved versions of all four of these logo treatments in suitable file formats and resolution are available from the Macaulay marketing department. Please do not recreate them, modify them or create special alternate treatments.
To the immediate right are all the approved treatments for the Macaulay logo. Approved versions of these logo treatments in suitable file formats and resolution are available from the Macaulay marketing department. Please do not recreate them, modify them or create special alternate treatments.

To the center and far right a few of the most common logo mistakes are shown to give some guidelines on what to avoid.

our logo
do’s and don’ts

Acceptable treatments

Unacceptable treatments

Do not modify box color
Do not create novel festive logos
Do not modify type color
Do not reproduce without sufficient background contrast
Do not remove rules
Do not reproduce as a background supergraphic
Do not modify rules
Do not change typeface
**clear space and minimum size**

**Clear space**
It is important to leave adequate “clear space” around the Macaulay logo to assure prominence and avoid competition with text and other graphic elements. At an absolute minimum the clear space should be the height of the letter “M” in Macaulay in whatever size you are using the logo as shown to the right.

**Minimum size**
The absolute minimum size the Macaulay logo should ever appear is 1” wide x 0.32” high. However, judgment should be used regarding the size of the logo in proportion to the page size of your document. For example, don’t use the 1” logo on a large poster.
On all “out-facing” communications, it is important to include the CUNY cube somewhere on the piece. It should be carefully balanced with the Macaulay logo and never “overshadow” it.

When the CUNY cube and the Macaulay logo are used together on the same page, the cube should be the same height as the Macaulay logo. They should be separated either vertically or horizontally by a distance of at least one cube as shown to the right. If they are further apart, the distance should be in increments of the size of the CUNY cube.
logo lockups
community and advancement

Community lockup logos
The “community lockup” logos are used to show our association with the eight partner colleges of our cross campus community. Their most frequent use is on business cards for Macaulay staff working at the individual campuses or partner college staff working on behalf of Macaulay at our campus.

To the right you see examples of how each of these community lockup logos should look. Approved versions of these logo treatments are all available from the Macaulay marketing department. Please do not recreate them, modify them or create special alternate treatments.

Advancement lockup logos
To the very far right are the Macaulay Advancement logos. They are used for the Macaulay Foundation, the Parents Fund and the Friends of Macaulay. Approved versions of these logos are all available from the Macaulay marketing department. Please do not recreate them, modify them or create special alternate treatments.

Community lockups

Unacceptable treatments

Advancement logos

Do not create new logos to show other relationships

Do not create additional proprietary logos for each campus

Do not modify the messaging

Do not decorate the logo with each school’s colors

PARTY TIME!!!!!!!!!!!!!!!!
The elements of the Macaulay stationery system include the letterhead, #10 envelope, mailing label and two versions of the business card, one for Macaulay staff and one for Macaulay/Partner Campus staff.

In the case of the letterhead, #10 envelope, mailing label and Macaulay staff business card, the two-color primary logo (primary logo 2) is used as shown in the examples to the right.

In the case of the Macaulay/Partner Campus staff business card, the appropriate “community lockup” logo is used and the name of the partner campus is used in the name block. An example of this is also shown to the right.

In all cases the font for elements of the stationery system is Scotch. Scotch text bold for the name of the person and the institution, Scotch text italic for the title, Scotch text small caps for the telephone and fax information and Scotch text for all other information.
The formatting for our letters is flush left / rag right for the copy.

The date line, salutation, letter body and signature block are left aligned with the left edge of the printed addresses as shown in the example to the right.

Should your letter go to a second page, left-align it in the same position as the first page.

The recommended font for the letters is Georgia. The recommended size is 11 point / 16 leading.
Macaulay uses two main font families, one serif and one sans serif. Our serif font is Scotch Roman. Our sans serif font is Myriad Pro.

**Scotch Roman**

In the Scotch Roman family we primarily use Scotch Roman Display and Scotch Roman Small Caps.

Scotch Roman Display is used for all headlines, quotes and special opening copy. Scotch Roman Small Caps is used in a variety of ways. These include attributions of quotes, titles of lists, labels for infographics, and titles and subheads to call attention to particular areas of copy.

The other members of the Scotch family are used sparingly and for very specific purposes. Scotch Roman Text Bold is used to emphasize specific words within a block of Scotch Roman Display. Scotch Roman Display Italic is used for book titles within a block of Scotch Roman Display copy.

**Myriad Pro**

In the Myriad Pro family, we use Myriad Pro Regular, Semibold and Bold. Myriad Pro Regular is used for all body copy. Myriad Pro Semibold is used for body copy introduction paragraphs and for chart and graph labeling in some instances. Myriad Pro Bold is used for body copy subheads and titles of lists in some instances.
At Macaulay you really felt that everyone cared about you and wanted you to succeed and they would do anything to help you.

Sime Marnika ’05, Baruch College

Our students’ backgrounds are economically, racially, and ethnically diverse, but they all have a few things in common. They are academic standouts, intellectually curious, creative, and highly motivated. They are well prepared for college and seize the opportunities Macaulay offers with both hands. They are enthusiastic, appreciative, and serious about their education. They add to our offerings with their innovations and reward us daily with their accomplishments. They come to us full of purpose, with big ideas and dreams.

A Love of Learning
Our students have a love of learning and a voracious appetite for knowledge that we encourage and nurture. Our interdisciplinary model and our City Seminars introduce them to new subjects they might not have considered. Our merit scholarship offers the freedom to explore the full range of academic offerings without the debt load that might inhibit their choices. Some of the most popular majors include psychology, biology, chemistry, finance/business, political science, economics, accountancy, English/literature/writing, and history.

Access and Excellence
Macaulay is continuing CUNY’s rich tradition of providing access to an excellent college education to New York’s immigrant population. We value the diversity that immigrants bring to the university experience and their global perspectives. Over 60% of our students are immigrants or the children of immigrants who have found Macaulay to be the crucial bridge to their dreams.
Scotch Roman Display is used for all headlines, quotes, and any special opening copy.

**Headlines**

To create the Macaulay look, headlines are set in all typography. Scotch Roman Display is used for all headlines, quotes, shown to the right. Special opening copy can be justified, flush left, flush right, or centered line for line. An example appears to the right.

**Quotes**

Quotes are set flush left, rag right. Their size and line length can vary to suit the layout. An example is shown to the right.

**Special copy**

Special opening copy can be justified, flush left, flush right, or centered line for line. An example appears to the right.

**Headline**

First line: Scotch Roman Display 41pt  
Second line: Scotch Roman Display 20.5pt  
leading 31pt

**Quote**

Scotch Roman Display 20pt leading 25pt

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At the right are a few examples of headline treatment.

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The New York City Council  
Duane Morris LLP  
Morgan Stanley  
JPMorgan Chase & Co.  
Company  
New York Life Insurance  
Film Society of Lincoln Center  
World of Children Award  
Rubin Museum of Art  
Global Kids  
The Bronx Zoo  
Natural History Museum of New York City  
The Metropolitan Museum of Art  
American Museum of Natural History  
Memorial Sloan-Kettering Cancer Center  
St. Luke’s Roosevelt Hospital Center  
Mount Sinai School of Medicine  
Weill Cornell Medical College  
NYU Medical Center  
Scripps Networks Interactive  
BBC America  
HBO  
HBO  

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There was also the issue of impact. A combination of what the Honors College was accomplishing and the fact that William and Linda Macaulay were additional factors than it does to the Ivy League colleges at the state doesn’t provide for everything. My gratitude for my own City University of New York City. We actively recruit meaningful companies and organizations in New York City, and provide substantive previews of what it’s like to work in the field. You will get a feel for the world of work, you’ll make connections and begin professional relationships, and you’ll acquire knowledge, marketable skills, and valuable real-world experience. Perhaps most importantly, you’ll shape your career aspirations and chart a path to meet them.

Dan Allen ’08, Hunter College  

Macaulay offered the opportunity to get a view from the inside. Like many of our students, you may have the opportunity to add real value to help you understand how to work in a professional setting, and provide substantive previews of what it’s like to work in the field. You will get a feel for the world of work, you’ll make connections and begin professional relationships, and you’ll acquire knowledge, marketable skills, and valuable real-world experience. Perhaps most importantly, you’ll shape your career aspirations and chart a path to meet them.

Dan Allen ’08, Hunter College
The Myriad Pro family is used for different elements of the body copy in Macaulay publications. The elements include the body copy itself, the intro to the body copy, and the subheads.

**The body copy**

The body copy itself is set in Myriad Pro Regular. It is set 9/12 on a three-column grid. There is no indent for the paragraphs.

**The intro**

In the Macaulay look there is typically a small intro to the body copy. This is usually the first paragraph or first few sentences of the body copy. It is set in Myriad Pro Semibold 9/12. It typically spans the first two columns of the body copy and is set flush left, rag right. Care should be taken to assure that the copy used here works as a stand-alone thought.

**The subheads**

The subheads are set in Myriad Pro Bold 9/12. They are set flush left, cap initials. The subheads and the intro are always the same color.

**Other uses for Myriad Pro**

Myriad Pro Semibold may also be used for labeling for charts and graphs. Myriad Pro Bold may also be used as titles for lists.

Examples of these uses appear to the right.
alternative fonts for print & web

In those instances when Scotch Roman and Myriad Pro are not available, please use these fonts.

Print Alternate for Scotch
Georgia

Print Alternate for Myriad Pro
Helvetica Neue

Web Alternate for Scotch
Georgia

Web Alternate for Myriad Pro
Helvetica

Serif to replace Scotch for both print and web

Georgia
ABCD
EFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
abcdefg hijklmnopqrstuvwxyz

San serif to replace Myriad Pro for print

Helvetica Neue Regular
ABCD
EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
abcdefg hijklmnopqrstuvwxyz

San serif to replace Myriad Pro for web

Helvetica
ABCD
EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
abcdefg hijklmnopqrstuvwxyz
Our color palette is shown to the right. The red, purple, black and gray are the main colors used in creating the Macaulay look. The other colors are secondary and serve in a variety of ways as accents to our main palette. Please choose your colors from this palette. Do not introduce additional colors.

**Pantone colors**

The two columns to the left show the palette in the Pantone Matching System (PMS) colors. The far left shows the PMS numbers to use on coated stock, the other shows the PMS numbers for uncoated stock. Use these numbers when you are printing with “spot” or “PMS” colors.

**4 color process colors**

This column shows the 4-color process combination for each of the colors in the palette. This is also known as the CMYK combination. You will use this formula when creating for jobs that will be printed 4 color process, either offset or digital.

**RGB colors**

This last column shows the RGB (red/green/blue) color combinations for the palette. You would use this column when creating for jobs that will be viewed on screen.
Macaulay offers an enormous range of study abroad options at universities around the world. We sponsor additional honors opportunities where you can participate in innovative coursework and primary research abroad. You're not limited to our programs, however, but may choose from a vast array of courses and programs offered through other institutions.

Study Strategically
As with all aspects of your Macaulay education, your opportunities are personalized, with advisor collaboration and support to help you build an honors-level global learning experience. Programs range from a couple of weeks to an entire year.

Stay Awhile
For the fullest experience, we encourage our students to study abroad for a full semester. Total immersion in a foreign country, like no other teacher, enriches your understanding of and sensitivity to the world. Your study abroad adds dimension to your customized curriculum, as well as a new vantage point and new skills necessary to thrive in an interconnected society.

We believe strongly in the value of study abroad as one of the single most important ways to prepare our students to live, work, and lead in an increasingly global environment. We invest in the Opportunities Fund to help our students finance their global learning experiences and also help students to find additional funding.

There's nothing like the study abroad experience to change the way you think and the way you look at the world. You gain perspective, you develop confidence, you see things and do things you've never done before, you gain insight into other cultures, and you make friends and connections around the globe.
colors

using a dominant color

Although there is a lot vibrant color in Macaulay documents, the color on a given spread is more restrained. Typically there is one dominant background color on a spread, with photography and graphics providing additional support color.

The dominant color can change from spread to spread. Always make sure your background color is chosen to best coordinate with your photos, illustrations or other supporting graphics.

Some examples of a single dominant color on a spread are shown to the right.
Almost all the colors in the Macaulay palette can look good together when treated thoughtfully. It is all about proportion, balance, focus and harmony. Here are a few things to bear in mind.

- Be conscious of how the colors look spread to spread in a multi page document.
- Make sure your selected colors bring out the best in any photos that are on a page or spread.
- Make sure your color supports the message and copy of the project. Don’t let the color overwhelm the copy.
- Be very conscious of legibility. Avoid using light colored type on a light background. For example PMS 390C green on a white background. However using white type on the PMS green background can work fine.
- Macaulay red and PMS 286C blue have a very strong “American Flag” association. Unless this association is appropriate to your message it’s best to avoid this combination.

This page and the next show several examples of how different Macaulay colors can work together successfully.
colors
what looks good together

Quotes can be in white or a color from the palette (or 35% black on white). Make sure it has enough contrast and is legible.

White type on PMS 390C green background works fine, but avoid using the green type on white.
colors

a simple go-to combination

A very useful and attractive color treatment can be found in our Quick Facts document and in the Decennial Report.

- The headline is broken into two lines and is in the red and gray (60% PMS 425C).
- The intro and the subheads of the copy are in the purple.
- Additional colors are used in the supporting graphics.
Photography is a very important part of the Macaulay look. Most often the photos are collaged in some way, although there are instances where only a single photo is used. A lot of careful thought goes into creating a pleasing, harmonious, yet dynamic collage although the result is seemingly casual.

The transparent overlap
A key part of the look is the transparent overlap of selected photos. The overlap can be created in InDesign in two ways as described to the right.

Bleeding off the edge of the page
The photos bleed off the edge of the page on at least one side, but usually two or three.

Not rectangular
The collages usually are not perfect rectangles, but a photo or two juts out of the edge. Don’t overdo this or your collage will look too jumbled.

Examples of all of the above are shown to the right.

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Examples of all of the above are shown to the right.
Illustrations, infographics, diagrams, charts, and graphic treatments are all used in the Macaulay look to add interest and variety or to communicate additional information in a visual way. A few rules of thumb apply.

**Color**
Always choose colors from the Macaulay palette. Gradients, screens, and transparencies derived from the palette colors may also be used. Elements may also reverse out in white.

**Style**
The Macaulay look uses a simple, sophisticated, hard edge but graceful style.

**Proportion**
It’s important that your illustration or other visual element has the proper role on the page and does not compete with or overwhelm the message. Size and contrast are a couple of factors that come into play here.

Examples are shown to the right.
imagined attending one of the top colleges in the nation...
wayfinding
temporary signage

- Signage copy is in Scotch Roman Display all lower case. If Scotch is unavailable use Georgia.
- The copy is broken into a large headline and smaller headline as shown. The two work as a unit in a 2:1 ratio. The large part of the headline is in red and the small part of the headline is in gray.
- The two lines of the headline should stagger as in the example to the right. The point where the stagger begins is flexible and determined by the copy itself.
- In the case where the gray type runs longer than one line will accommodate, go to a second line. Make it flush left with the first gray line.

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restrooms
one floor down

- **big type**
  Scotch Roman Display 96pt
  all lower case
  in red (PMS 1788C)

- **secondary type**
  Scotch Roman Display 48pt
  all lower case
  leading 72pt
  in gray (60% PMS 425C)

- **alternate type**
  If Scotch is not available, use Georgia

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**letter size signage**
- Big red type and smaller gray type work as a unit
- keep the size proportion 2:1
- staggering