Brooklyn College

Visual Identity System
I write to inform you that new logo and graphic standards have been created for Brooklyn College. This new branding and identity campaign will enable the College to communicate to various constituents in a clear, consistent and recognizable way.

Today, undergraduate and graduate applicants to Brooklyn College consider many more institutions than they did in the past. They are much more comparative in their assessments about which colleges and programs can best serve their needs. Web users from around the globe can access information about Brooklyn College instantaneously. Given this highly competitive and technology-driven recruitment environment, coupled with the ongoing need to provide attractive information about the College to the public, it is more important than ever that we tell the Brooklyn College story to prospective students, alumni, faculty, staff and others in electronic and print materials that are consistent in presentation and attractive.

The *Brooklyn College Graphic Standards Manual* is a critical tool for our college to communicate effectively with local, regional, national and international audiences. The essential foundations of communications for marketing and recruitment are clarity, repetition and consistency of key visual cues. The use of college colors, the school name, our logo and even the fonts that we use need to be strong and recognizable in ways that distinguish us from other institutions. Our new graphic standards manual provides guidelines for such clarity and consistency.

The designs in the *Brooklyn College Graphic Standards Manual* seek to embody the pride and self-confidence we all feel as members of the Brooklyn College community. By employing these visual elements in a consistent manner with all internal and external constituencies, you will help us create a strong visual brand that will enhance our institutional recognition and identity. In the fall, we will be overhauling our college website and will be incorporating these new graphic standards into the web design and layout.

In order for this endeavor to be successful, I am asking all Brooklyn College staff and faculty to follow the guidelines in the *Brooklyn College Graphic Standards Manual*. If you have questions, please contact the Office of Communications and Marketing for assistance. This project should help us all conduct our work and achieve our goals more easily and successfully. Thank you for your cooperation.

Sincerely,

Karen L. Gould
President

A Letter from the President
The Brooklyn College Brand Strategy

Brooklyn College’s brand strategy centers on this statement:

*Brooklyn College offers a selective college experience to purposeful students.*

This statement combines reality with aspiration. As such, it should guide both our communications and our actions. We should measure ourselves against the standards implicit in this statement. If we fall short, we should adjust our practices to achieve these goals.

**Core Concepts**

There are two core concepts in the brand statement:

1. “selective college experience”
   Primary elements of the Brooklyn College experience that provide evidence for this claim are:
   - students find themselves among other intelligent, motivated students.
   - faculty are both active researchers and dedicated teachers skilled at imparting knowledge to their students.
   - the administration is easy to navigate and facilitates the success of the students.
   - student life (sports, clubs, Greek life) provide co-curricular and extra-curricular experiences to enhance the college experience.
   - learning occurs in a stately campus setting.
   - Brooklyn is a unique and wonderful real-world laboratory for high quality academics.

2. “purposeful students”
   Primary elements of the Brooklyn College experience that provide evidence for this claim are:
   - students at Brooklyn College are not passive. They do not come here as the path of least resistance.
   - they come with specific motivations: to obtain a college or graduate degree and realize the benefits that come through higher education:
     - professional certification
     - skills and training
     - a foundation for the future
   - often students come specifically for one of Brooklyn College’s many great programs.

When developing a communication for the school, for example a press release or brochure, authors should allude back to these themes. The trick to successfully implementing a brand strategy is to replace the habit of promoting a feature or program on its own with a new habit of tying features and programs back to these central themes. For example, replace,

“Brooklyn College offers several study abroad options to its students.”

with

“Students find a selective-college experience at Brooklyn College in its range of study abroad offerings.”

or

“Brooklyn College offers a wide array of undergraduate and graduate programs.”

with

“To meet our students’ drive and focus, Brooklyn College offers a full range of undergraduate and graduate programs.”
Tone and Style
The tone and style of communications should be:

- self confident
- intelligent
- warm
- lively
- engaging
- academic
- stylish

Communications should not be:

- crass
- crude
- eccentric
- pedestrian

One element of conveying a “selective college experience” is excellent design. This may be difficult to achieve for offices developing communications without any formal design training or experience. Offices are reminded that simplicity and clarity are often the best approach for conveying a positive image. Excessive ornamentation can distract and degrade the quality of the design. For assistance with projects that require professional design input, please contact the Office of Communications.
The Brooklyn College visual identity system is the critical tool in achieving a consistent look across all Brooklyn College’s communications. Over time, this visual identity or “look” will become associated with the Brooklyn College brand and thereby reinforce the institution’s messages and personality.

A heightened public awareness of the broader institution also benefits the individual efforts of members of the Brooklyn College community, whether recruiting students or faculty, promoting charitable giving, or collaborating with other organizations and municipalities.

The elements of the Brooklyn College identity system are:

- The Brooklyn College logo and its authorized variation
- The Brooklyn College colors
- The Brooklyn College typefaces

The use of each of these elements is governed by the simple and clear guidelines provided in this manual.

If you have questions, please contact the Office of Communications and Marketing for assistance.
The Brooklyn College logo embodies the spirit of our institution: proud, strong, and lively. It is intentionally youthful and forward-looking since our reputation depends critically on the new students we attract to our institution.

The words “Brooklyn College” are set in a contemporary and stylized sans serif. The letter forms have been sculpted specifically for Brooklyn College. Designers should never attempt to redraw or reset them.
It is very important that designers or desktop publishers do not attempt to construct the logo themselves, as the lettering in the logo has been sculpted especially for Brooklyn College.

Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and perhaps alter the scale of the various elements.

Do not copy the logo from the Brooklyn College Web site. Doing so will produce a poor quality image that will not reproduce clearly or accurately.

Please obtain authorized electronic files of the logo from Brooklyn College’s Office of Communications and Marketing.

**Clear Area**

A “clear area” around the logo equal to the height of the lowercase letters (the x-height) should be incorporated into any design using the logo.

**Minimum Size**

The height of the Brooklyn College logo should not be less than ½ inch in print, shown here in actual size.
CUNY Co-Branding

Ra as sandite mporernatiae porenest
lat aute mo officium excernam quam il
maximus, quot od quasseque doluptatur
mi, et vid et re di que volupti beribus
anihilis esci recaborat.

Volore iscienda vellab ium, si id eici delecto
exceaquad quae ressim et offictor as ut
quo milicitios ditinulparum id ea corro
to odis ex es aliquia aut volupta taesequo
to et occus escit et accusandam que eat
resseeceat.

Offic tem sed quossinum qui conecst
earibus molorro dolorpores atem sequis
dolut landitati conecus verferiaecte
moluptat laute valor antibus alit prest
autem il int et moditate culparchil
mosanis molum is prate volupta volorit
atiandignimo mo cuscia velignitae nos

**Horizontal Format**
The full CUNY logotype equals the height of the lowercase letters (x-height) of the Brooklyn College logo and sits approximately half the length of the CUNY square away to the left on the same baseline.

**Vertical Format**
The full CUNY logotype equals the height of the lowercase letters (x-height) of the Brooklyn College logo and sits approximately the height of the CUNY square below, flush left with the “C” in the Brooklyn College logo.

For both versions, the rules for Clear Space apply, i.e., a space equal to the x-height around the complete co-brand logo is necessary.
Guidelines for Application of the Brooklyn College Logo

The Brooklyn College logo must appear in a prominent position on all print and electronic communications that are intended for external audiences. Examples of external audiences are: prospective students and faculty, alumni, donors, press, community groups, academic societies, community organizations, foundations, and corporations. It is important that the Office of Communications and Marketing review all material not created by them before it goes to print. The logo is not required on strictly internal communications, such as flyers posted on campus, club announcements, and internal departmental communications. Student groups are not required to use the logo although it will be made readily available to them and they are encouraged to add it to their promotional materials.

**On a multi-page print publication**
The logo should be placed on the front or back outside cover or on the inside front cover.

**On an advertisement or poster**
The logo should appear on the front.

**On a Web site**
The logo should appear on the homepage.

Examples include a front cover of a publication with the Brooklyn College logo, a back cover of a brochure with the Brooklyn College logo and mailing address, and the Web site homepage.
The Brooklyn College seal has a long tradition as an element in college iconography.

The official Brooklyn College seal is used on formal documents, i.e., on diplomas or other official administrative communications emanating from the President’s Office or the Board of Trustees. The seal is also used for official ceremonial functions like Commencement and appears on approved plaques, flags, or furniture.

The seal is not the school logo. It should not be used on stationery or brochures as a logo. Generally, it should be reserved for official and ceremonial functions.

Offices wishing to use the seal as a design element in a brochure should contact the Office of Communications and Marketing.
The official Brooklyn College colors are maroon, gold, and warm gray. One or more colors should be used frequently on publications, Web sites, sweatshirts, etc. School colors are an important tool for building school pride and awareness. It is important that when the colors are used they are rendered accurately. This can pose a significant challenge, since vendors working in various media use different means for reproducing colors—for example on an athletic uniform, delivery vehicle, or banner. The ultimate reference point for the school colors is the Pantone color Matching System (PMS), developed for offset printing. The official designation for the school colors are:

**Maroon**
PMS 208C/207U

**Gold**
PMS 142

**Warm Gray**
PMS Warm Gray 9

If you are working with a vendor printing on a medium other than paper, request that he use the PMS colors as a reference.

A designer should never change the school colors by designating an alternate PMS color in a different shade of maroon, gold, or warm gray.
The Brooklyn College Secondary Colors

To add variety to College communications, a set of secondary colors has been incorporated into the Visual Guidelines. These colors should be used sparingly, always in conjunction with the primary colors, and with a maximum of two different colors per piece.
Color-builds
When working with four-color process, designers should be aware that they will not be able to reproduce the school colors precisely. The following color mixes provide the closest approximation of the school colors in most contexts:
There are certain typefaces Brooklyn College departments are required to use on all electronic and print publications.

The typefaces have been selected to allow for flexibility of design while also complementing the university logo. The goal is to allow departments to create their own distinctive “look” that suits their own marketing purposes while also ensuring that all communications from Brooklyn College bear a family resemblance. Each family of fonts has a large range of weights and style choices, including italics, bold, etc. to allow for numerous options.
Serif Typeface

In most circumstances, offices that are preparing brochures or other publications will rely most heavily on the serif typeface.*

The serif typeface that has been selected for all Brooklyn College print communications is Arno Pro. Arno is an unusually complete family of typefaces. It offers full families of fonts (light, regular, semibold, bold, italic, small-caps) at five specific sizes: display, subhead, normal, small text, and caption.

- The display size is intended for headlines and other large applications, generally set 24 point and higher.
- The subhead size is intended for text larger than body text but smaller than display, generally set between 14 point and 24 point.
- The regular size is intended for body text, generally set between 11 point and 14 point.
- The small text size is intended for sidebars and other smaller uses, generally set between 9 point and 11 point.
- The caption size is intended for footnotes and other very small applications, generally set 8 point and below.

*A serifs are small, finishing strokes on the arms, stems, and tails of characters. The font Arno Pro is a serif typeface.
Arno Pro
Regular
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
(Small Caps) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
(Small Caps) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
Semibold
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
(Small Caps) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
Semibold Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
(Small Caps) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
Bold
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
(Small Caps) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
Bold Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
(Small Caps) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Display (24 point and higher)
abcdefghijklmnopqrstuvxyzABCDEF
GHIJKLMNOPQRSTUVWXYZ12345890

Subhead (14 point to 24 point)
abcdefghijklmnopqrstuvxyzABCDEF
GHIJKLMNOPQRSTUVWXYZ12345890

Regular (11 point to 14 point)
abcdefghijklmnopqrstuvxyzABCDEF
GHIJKLMNOPQRSTUVWXYZ12345890

Small Text (9 point to 11 point)
abcdefghijklmnopqrstuvxyzABCDEF
GHIJKLMNOPQRSTUVWXYZ12345890

Caption (8 point and below)
abcdefghijklmnopqrstuvxyzABCDEF
GHIJKLMNOPQRSTUVWXYZ12345890
Sans Serif Typeface

The sans serif typeface used in Brooklyn College publications is Comenia Sans.
In contrast to Arno Pro, Comenia Sans is used both for headlines and body text. It is extremely readable for a sans serif typeface. Designers should consider producing a brochure or a small family of publications exclusively using Comenia Sans. Generally you will want to use the sans serif typeface in projects where you want a more lively and youthful presentation.

Sans serif typefaces do NOT have small, finishing strokes on the arms, stems, and tails of characters. The font Comenia Sans is a sans serif typeface.

from head to toe
The Amazing Human Body and How It Works
Per ipsusitnum iusiusc ipsus ustrud dip elit velit nostrud delenit digniam dionse qupissed min uillum vel ea conmmy nullan henit wis autpat praesto eraesssecte magna feum dolor autat, vel iuscin hendip exeros autatie conul-
la feuguer susto commolo spero acib lam dolorperil utet la faccum zzrilis autpat. Er augat utrapio nulputatuer ipit nos eum zziuereet at. Ut wis nim quvis auguerat. Duipsl eummmy nim alit lut praeessque blando nsoniem zzril
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odolom doluman henism nonce magna core doneis wism nos eae facil
consendiat ipsusciqspum dignis num ent adigniam corpores.
Comenia Sans
Regular

abcdefgijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123

Italic

abcdefgijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123

Medium

abcdefgijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123

Medium Italic

abcdefgijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123

Bold

abcdefgijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123

Bold Italic

abcdefgijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123
The slab serif typeface used in Brooklyn College publications is Caecilia. Caecilia can be used both for headlines and body text. It is a contemporary, readable typeface that complements both Arno and Comenia Sans.

Slab serifs are small, flat, finishing strokes on the arms, stems, and tails of characters. The font Caecilia is a slab serif typeface.
Caecilia
Light
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Light Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Roman
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Bold
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Bold Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Heavy
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Heavy Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
College stationery follows the format at right. Certain individuals, such as the president, have a customized version of the university stationery in which their name and title appears under the school or division name and the department name. All other offices and individuals should employ the general university stationery without personalization.

Stationery is printed with the two-color Brooklyn College logo, using maroon (PMS 208). The CUNY square is printed in black.

*Stationery shown at 50% of actual size.*
Ordering Stationery

As a part of the College’s effort to present a unified image to the public, stationery and business cards use a consistent design and a signature logo.

Departments and offices still using letterheads, envelopes, and business cards with the Brooklyn College seal should follow the procedure outlined below to order stationery with the new design. Departments and offices ordering stationery for new programs or business cards for new or recently promoted faculty and staff should also follow this procedure.

To order letterhead, business cards, and envelopes
All letterhead, business cards, and envelopes are printed at Printworks, 0200 Boylan Hall. To get started, download the order form at:
http://www.brooklyn.cuny.edu/pub/departments/communications/1544.htm

Fill out the form and bring it to Printworks. The following information is required to fulfill your request.

Letterhead:
• Department or office name
• Telephone number: 718-951-XXXX
• Fax number: 718-951-XXXX

Business card:
• Person’s proper name
• Official title
• Particular program directed or taught, if applicable
• Home department
• Telephone number: 718-951-XXXX
• Fax number: 718-951-XXXX
• E-mail address

Once the material is submitted to Printworks, they will ask you to approve the proof. It is your responsibility to make any necessary corrections and submit your approval.

Envelope:
Indicate any corrections clearly on the envelope, and take that envelope to Printworks.

When Printworks gives you the disk containing the new envelope file, submit that disk and a printout of it with your purchase requisition to the Purchasing Department.
The Typing Format for Letterhead

The typing format for the standard letterhead and letterhead second sheet shown at right is an integral part of the design and should be followed.

Type should be set in Times New Roman (Windows) or Times Roman (Mac) at 11 point. The left margin is set at 1½” and the right margin at 1”. The upper margin is set at 2” and the bottom margin at 1½”. The signature is set flush left. The body copy is flush left, not justified.

The date line of the letter begins two inches from the top of the letterhead. Allow two line spaces above the addressee’s name, title, company name, etc. and one line above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six inches. Allow three line spaces for the signature above the name of the sender. Body of the letter should end 1½” from bottom of the page.

Stock
The standard paper stock for letterhead is Strathmore Script 24# Ultimate White Wove.
Business Cards and #10 Envelopes

Business Cards
Positioning of information on Brooklyn College business cards is shown at right.

Stock
The paper stock for business cards is Strathmore Script 100# cover Ultimate White Wove.

#10 Envelope
Address on envelope should be typed as shown, 4½” from left and 1¾” from top.

Stock
The paper stock for envelopes is Strathmore Script 24# Ultimate White Wove.