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Introduction
Introduction

Visual Identity Policy

This Visual Identity Manual provides specific guidelines and standards to the College of Staten Island community for the implementation of CSI’s new visual identity system in all forms of College Communications. These apply to all reproductions of College identity marks, whether in traditional print or electronic form, including the World Wide Web.

A clear and consistent identity helps build and maintain reputation. A strong visual identity can enhance CSI’s ability to recruit outstanding faculty, students, and staff; to engage alumni; and to attract external support. Every member of the College community plays an important role in bringing this new identity to life and in maintaining its integrity by applying it consistently throughout all College communications, including in print, Web, display, broadcast, and electronic formats. Since the power of a strong visual identity can only be realized through consistent application over time, it is the College’s policy that the official logotype, signatures, and marks as described in these pages are the only approved marks. No other marks or symbols may be used in conjunction with or to replace the official CSI visual identity system.

Contacts for Advice, Approvals, and Graphics

The Office of Design Services is responsible for maintaining the College’s visual identity system and is available to respond to inquiries regarding its use, including:
• Requests to create visual identity graphics
• Explanation of the contents of this manual
Contact: designservices@csi.cuny.edu. Your email will be forwarded promptly to the appropriate person for response.
Basic Standards
Official College Name and Identifying Marks

The official name of the institution is the College of Staten Island. Any document or publication communicating programs of the College should use this name in typeset or logo form on the cover. Web pages, film, video, or other digital formats should use the official name in typeset or logo form on the home page, title page, or opening frames.

Shortened versions of the name

A shortened version of the name, such as “CSI” or “the College,” may be used in text copy after the official name of the institution has been established. The term “Staten Island” alone is not an acceptable shortened version of the official name. When using the name of the College in text, use the same font and size as the rest of the document.

Typesetting the name

The name of the College should never be set in all lowercase type on official College-sponsored publications.
Use of the College Seal

The official College seal functions as a stamp of validation on official documents. These may include:

- diplomas
- honorary degrees
- institutional certificates
- special awards
- Office of the President correspondence
- medallions (presidential)

The official College seal is not to be used in place of the official College logo. The seal and logo may not be combined or used together within the same publication.
Logo Components

The College logo consists of three elements: the icon, the institutional name, and the CUNY co-brand.

When using the College logo, these elements must always appear together and in unity, and not dismantled or presented separately.

The proportions between the icon, the name, and the CUNY co-brand must never be altered.
Logo Colors

The College logo should appear in its official colors. It may be reversed to white when reproduced on a dark background.

Primary (logo) colors

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</table>
Clear Space

For maximum readability and visual impact, the logo must be surrounded by an appropriate “clear space.” The “clear space” is defined as the area that visually separates the logo from all other graphics or text. At minimum, that separation should be equal to or greater than the x-height of the institution name on all sides. No copy or graphics are permitted in this area.
Minimum Size

The minimum size of the logo is based on the width of the institution name.

Generally, the logo should never be reproduced smaller than 2.5” in width.

But the smallest acceptable size will also depend on the context of the item or location in which it appears. For instance, a long horizontal billboard will require a larger proportional branding presence than a small oblong postcard.

The absolute minimum sizes still apply.

Note - These are the minimum recommendations. A larger logo is preferable.
Variations of the College Logo

CSI’s institutional logo (shown on page 11) is the default logo and should be the first choice for all materials.

Acceptable Logo Formats

However, some materials have space restrictions. For example:
• digital applications such as Web pages
• branded merchandise such as pens may require a horizontal version.

For these applications, a variation of the logo has been created. You should only use this version of the logo when you are limited by the medium, parameters, and size of an item. The College logo may be used in the formats shown here.

Unapproved versions may not be used under any circumstances without the expressed written permission of the Visual Identity Standards Committee.
Improper Logo Use

The universal rule of thumb is to never alter the electronic artwork in any way. Here are some examples of what not to do with the logo. Do not attempt to re-create the logo. To obtain approved final art files, email your request to designservices@csi.cuny.edu.

Never alter the proportions of the CSI logo, causing it to appear distorted. The logo should never be reproduced within a border or on an angle. The logo cannot be redrawn, reset, re-proportioned, nor can it be reproduced from an unapproved file or source. Do not put any text in the clear space around the logo.

The logo should never be reproduced from a Website or previously printed publication.

The College logo should not be combined with or made part of any other logo. If used together with another logo in the same piece or field of vision, the College logo should always be the dominant element. The other logo(s) should be separate and subordinate. Never create new, alternate versions of the logo.
Logos on Backgrounds

In some instances, the logo may need to appear on a photographic, graphic, or illustrative background. Because some visuals may be busy, please ensure that the background on which the logo sits is simple and neutral enough to enhance readability. Refer to the examples on the right.

1. **Preferred Usage**—Two-Color Positive (PMS 292 and PMS 431) on white background.
2. **Two-Color Reverse** (white and PMS 431) for backgrounds that do not provide sufficient contrast with the two-color positive format.
3. **One-Color Positive** (black) for backgrounds that do not provide sufficient contrast with the two-color positive format. Use on light backgrounds.
4. **One-Color Positive** (white) for backgrounds that do not provide sufficient contrast with the two-color positive format. Use on dark backgrounds.
5. **Do not place logo on busy background.**
Official College Stationery

One of the most important ways that the visual identity of the College is expressed is through a basic, fundamental means of communication: stationery. Letterheads, envelopes, and business cards are daily, wide-ranging expressions of the College, and each letter, envelope, or business card provides an opportunity to introduce, enhance, or reinforce CSI’s graphic identity.

With the extensive number of College departments, and the amount of printed communication generated, consistency in use of the elements of graphic identity is paramount.

The stationery standards provided in the following pages are an essential part of the College of Staten Island visual identity system and are to be used by all units within the College.
Letterhead

The letterhead should strive for consistency in both printed and digital form. Logo size and placement remains uniform, as well as letter text placement and general margins.

The official letterhead is printed in two colors: Pantone Gray 431 for the logo and address information block and Pantone Blue 292 for the Bridge image and division, department, or unit name. The position of the logo and address must appear in the locations shown on the example. No other symbols or devices should appear on the letterhead.

Logos of a decorative nature are not permitted on College stationery. Logos of partners, affiliates, and other institutions are not permitted on College stationery.

Users can request a desktop version of the standard letterhead from the Office of Design Services.
**Envelope**

All College divisions, departments, and units or programs must use standard envelopes for official correspondence. The logo will appear in College colors. Other envelopes can be constructed as needed, using these specifications. The position of the logotype and return address maintains the exact position in relationship to the upper left corner as the standard envelope.

**Business Card**

The official business card is printed in two colors: Pantone Gray 431 for the institution’s name and Pantone Blue 292 for the icon/bridge. The cards are designed to include telephone numbers, cell or fax, email addresses, etc. The back of the card will have the College Website.

All College divisions, departments, or programs must use the standard business card format. It is permissible to print the College motto, or Web address on the reverse side of business cards. No other information can be printed on the reverse side unless approved by the Visual Identity Standards Committee.
Formal Note Cards
There is one style of note card available. It comes in an A-6 size (with a 4.75” X 6.5” envelope). These note cards are appropriate for handwritten correspondence.

Invitations
Any formal events hosted by the President should be coordinated with the President’s Office. It is recommended that other departments and schools of the College that are hosting formal events use a bright white card with a printed logo positioned exactly as seen here, in the approved blue (PMS 292) or gray (PMS 431).

For other, less-formal events, various departments may wish to create more colorful invitations or announcements in keeping with a marketing strategy (if any) for the event. While a College logo is not required on the front cover of such invitations or announcements, it should at least appear on the back, or inside, and on the accompanying envelope.
Fax Cover Sheet
A fax cover sheet has been created for the convenience of the College community.

Mailing Label
A mailing label has been created as well for the convenience of the College community.
The Logotype with Unit Signature

The College has adopted one logo to be recognized and understood by faculty, staff, students, and the public as the CSI brand. Gaining brand recognition is a process that takes years to accomplish. As a result, CSI discourages the creation of customized logos by campus units. However, procedures are in place for departments and organizations to establish individualized logos.

The name of major units within CSI, such as departments, schools, research centers, and large administrative offices, may be added to the CSI logotype as a unit signature. In all cases, the correct name of the unit must be used.
Color


**College Colors**

The four colors shown are the only ones in which the logo may be reproduced. The official school colors are blue and gray.

**Primary Color Palette**

The primary colors for the College visual identity system are Pantone 292, Pantone 431, black, and white. Equivalent color formulas for four-color printing and digital media are provided. The gray can be created with a 70-percent screen of black.

**Secondary/Auxiliary Color Palette**

A supplementary set of colors has been selected to complement the primary color palette. The colors shown in this supplementary palette are recommended for general use.

**Alternative Metallic Color**

In special instances, Pantone 8403 or a matte metallic stamp may be substituted for Pantone 431.
Typography

CSI has adopted two type families as part of its visual identity system.

Our primary College font family is Trade Gothic, designed in 1948 by Jackson Burke for Linotype. The typeface is a simple grotesk sans serif that remains a common choice due to its wide interior spaces and easy legibility. It implies a strong character and sturdiness, especially in condensed weights and smaller sizes, and was chosen for the College to maintain a solid underlying foundation in all brand communications.

Our secondary College font is ITC Garamond, a serif font designed by Claude Garamond. It is preferred for publication and long text usage. Garamond's letterforms convey a sense of fluidity and consistency. Some unique characteristics in his letters are the small bowl of the “a” and the small eye of the “e.” Long extenders and top serifs have a downward slope. Garamond is considered to be among the most legible and readable serif typefaces for use in print applications. It has also been noted to be one of the most eco-friendly major fonts when it comes to ink usage. Garamond was created to be space efficient in all media where space is at a premium, yet it maintains an even visual texture through its carefully calibrated serifs. The range of weights, from Light to Ultra, is augmented by the choice of Text and Display weights, which allow designers total control of the typographic density of the page. Only some of these weights are displayed in this manual.

Substitute Fonts

Palatino is an acceptable substitute when the ITC Garamond typeface is not available. Palatino is a classic and highly readable serif typeface that is provided prepackaged on virtually all word processing systems, making it a logical choice for informal communications internal to the College. Arial or Verdana is an acceptable font for Web-based communications. Like Palatino, Arial or Verdana is provided prepackaged on most systems.
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Web and Digital Media

It is the Internet today that provides so much exposure to so many. It is unparalleled in providing the daily news of the College, the schedules of events for those both within the College community and the greater public, and the instant access to and retrieval of scores of events on a diversity of platforms. To complement and help maintain a consistency with the graphic identity standards in other areas, such as print products and signs, this manual provides standards for the use of the College Logo, including guidance on size, color, and positioning on Website pages. To reproduce colors that match those in print material, certain hexadecimal/RGB values have been shown to work best, and standards are established for where the CSI logotype should appear on a Web page and the pixel height of the logo as well as the pixel space around the logo.

Web Colors

Reproducing the CSI colors for the Web requires some subtle shifts so that the experience of viewing the colors on screen is as close as possible to seeing them in print. Hexadecimal/RGB values are provided.

Please Note: Many graphic programs offer their own numerical Pantone to CMYK to RGB translation values, but since they can differ between applications, we have opted to craft our own formulas that we feel reflect the color experience more truly across a broad spectrum of monitor qualities.

CSI Web Identity

The CSI logotype must appear with or without a signature on all College Webpages. Headers have been created by the Office of Information Technology for use by the College community until the College Website redesign is completed. They can be found in the downloads at www.csi.cuny.edu/ designservices.
Other Identities
College Mascot

Dolphins are well known as the intelligent and charismatic stars of many aquarium shows. Their curved mouths give the appearance of a friendly, permanent smile, and they can be trained to perform complex tricks. In the wild, these sleek swimmers can reach speeds of over 18 miles (30 kilometers) an hour. They surface often to breathe, doing so two or three times a minute. Bottlenose dolphins travel in social groups and communicate with each other by a complex system of squeaks and whistles. Schools have been known to come to the aid of an injured dolphin and help it to the surface. Bottlenose dolphins track their prey through the expert use of echolocation. They can make up to 1,000 clicking noises per second. These sounds travel underwater until they encounter objects, then bounce back to their dolphin senders, revealing the location, size, and shape of their target. When dolphins are feeding, that target is often a bottom-dwelling fish, though they also eat shrimp and squid. These clever animals are also sometimes spotted following fishing boats in hopes of dining on leftovers. Bottlenose dolphins are found in tropical oceans and other warm waters around the globe. All dolphins, including the bottlenose, are porpoises. Although some people use these names interchangeably, porpoises are actually a larger group that also includes animals like the orca and the beluga whale.

The Dolphin image may be used alone as a design element, but may not be used in lieu of the logo. The dolphin illustrations shown here are the only illustrations permitted for use.

Type: Mammal
Diet: Carnivore
Average life span in captivity: 45 to 50 years
Size: 10 to 14 ft (3 to 4.2 m)
Weight: 1,100 lbs (500 kg)
Group name: Pod
Athletics

The mark serves as a unifying visual for athletics and may also be used by recreational sports teams, student groups, and alumni groups when CSI pride is the primary message.

The mark may not be used in conjunction with or in place of the College logotype. Its use on stationery is limited to College of Staten Island athletics.

The blue used in the mark is the same as the blue used in the primary color palette for the visual identity system, Pantone 292. The mark may only be reproduced in blue, black, or white and with or without a solid black rule.

The team logos for CSI Athletics are for use only by sanctioned teams and club sports. The dolphin mascot representation is for general usage. No approval is needed.

Official Athletics Logos and Identifying Marks

The College “Block CSI” mark is an informal graphic that is reserved for use as an athletics mark and to communicate school spirit. The font is Memphis Bold.
The marks of the College of Staten Island are controlled under a licensing program administered by Strategic Marketing Affiliates. Any use of these marks will require written approval from Strategic Marketing Affiliates.
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Sports Team Logos

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Applications
Preferred Placement of College Logo on Publications

Front Covers
The College logotype must appear on the front of all printed communications. The preferred position is in the upper left corner as shown. As an alternative, the logotype may be placed in the lower left corner. Spaces shown are minimums. Margins may be increased to suit the design.

This is an example of the College logotype applied to the cover of a booklet promoting an individual program.

Back Covers
The College logotype as well as the unit address should appear on the back of multipage publications in the lower third of the page.
PowerPoint Templates

A standardized banner system allows consistent branding across College PowerPoint presentations. To download PowerPoint Templates, go to [www.csi.cuny.edu/designservices](http://www.csi.cuny.edu/designservices).
Signage
Signage

Signs are often the first form of College branding, or graphic identity, to greet students, staff and visitors and are a presence that remains with observers throughout the day. Exterior signs, which identify a school and its buildings from a distance and interior signs, which reinforce that presence in entrances and other areas, are one of the primary ways that people experience CUNY and therefore, one of the most useful elements in creating a unified brand for the University.

The CUNY identity should be represented in public view at least once at all colleges, schools and institutes. The full Logotype is preferred and should be used wherever possible, especially where it can support and build the image of the smaller institutions.

The following guidelines outline the components and design principles. The signage system employs the main identity elements, the Logosquare and Logotype with associated and approved CUNY fonts.

Standards are provided for a full spectrum of sign usage, including exteriors, entrances, lobbies, interior directories and doors. Guidelines are also offered for the co-branding of the University and its schools and colleges. The material presentation of CUNY's identity should be of the highest quality and should be appropriate to the environment, adding value not clutter.
Signage Elements

TBD
Building Signage  Entrance Treatment
Internal Signage

Lobby/Reception Areas

TBD
CUNY Co-branding
CUNY Co-branding

Use of the CUNY Logosquare

With CUNY’s broad base of individual and unique educational strengths, consistent, unified standards of visual identity provide enormous benefits to the University at large and to its colleges and schools. In the past, with limited guidance and few examples to draw upon, co-branding with the CUNY Logosquare at times was neglected, or did not take full advantage of the possibilities. With new standards developed for the Logosquare, the following pages illustrate ways CSI can link visual identity with the University, providing examples of what works well while offering the flexibility to meet individual needs. The strong identity of the CUNY colleges and schools will remain in place, but the successful co-branding of the identity of the University at large with its institutions will enhance the reputation and recognition of all.

Relational Size

The University brand may be used separately or together with the individual college’s logo.

In either case, the size of the University Logosquare 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 with its Colleges

Any of the shown three co-branding options are available. It's important to remember that the purpose of this system is to ensure the presence of the CUNY identity, either together with or apart from the college brand.

A. College logo together with CUNY Logosquare
The college brand should always appear to the left of the CUNY identity.

B. College logo apart from CUNY Logosquare

C. College logo apart from full CUNY Logotype.
Appendix
Glossary

**Cap Height** A unit of measurement describing the height of the left vertical of the large initial “C” in the College logotype. This unit is used when establishing the clear space for the logotype or signature.

**Color Palette** A selection of specific colors that are chosen to coordinate, contrast, or harmonize, as an aide to maintaining a desired degree of consistency within a visual identity system.

**Font** A complete set of type of one size and face. Trade Gothic 12 point is a font.

**Identity Manual** A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype, stationery system, common print and Web applications, and examples of use on merchandise.

**Logo** A generic term for a unique graphic symbol, display of a name, or a combination of both, that is used to represent a product, company, organization, or other entity.

**Logotype** A logo composed of type.

**Mark** A generic term for a unique graphic symbol, used interchangeably with “logo.”

**Master Brand** The overarching identifier of an entity or organization. Also an identity strategy that applies the name of the overarching brand to all subunits.

**Primary Color Palette** The core selection of identifying colors that are used in a logo.

**Seal** In an institution, the official logo used on legal or ceremonial documents.

**Serif/Sans Serif** In typography, a sans serif typeface is one that does not have the small thorn-like features called “serifs” at the end of strokes within letters.

**Signature** The combination of the logotype with an additional more specific identifier.

**Auxiliary Color Palette** A selection of colors designed to supplement the primary color palette for use in all related communications except the logo itself.

**Tag Line** A slogan used to support the identity.

**Template** A file with an associated style sheet and all standing and serial elements in place on a master page, used for publications following the same design.

**Typeface** The set of characters including uppercase and lowercase alphabetical characters, numbers, punctuation, and special characters. A single typeface contains many fonts of different sizes and styles. Garamond is a typeface.

**Type Family** A group of fonts of the same basic design but with different weights and proportions. Garamond is also a type family.

**Units** Subdivisions of the overarching organization.

**Unit Signature** The typographic addition to the College logotype that may be used to designate a specific unit.

**X-Height** A unit of measurement describing the height of the small “o” in the College logotype.
Resources and Contacts
Current logo art and graphics for print and Web are available for download at www.csi.cuny.edu/designservices. 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, as well as other requests for creative and design support, please email the Director of Design Services: janice.awerbuch@csi.cuny.edu.

Visual Identity Standards Committee
The purpose of the Visual Identity Standards Committee is to draft, amend, and administer the Visual Identity Standards for the College of Staten Island.

The Committee functions include but are not limited to:
- Administering visual identity standards in cooperation with the Office of Design Services.
- Reviewing requests from College units for exemptions from visual identity standards.
- Considering requests by College departments, divisions, and centers for logos that incorporate the wordmark or official College logos.
- Periodically reviewing suggested changes to the visual identity standards and making recommendations to the President.
- Conducting the annual publications audit for the College. Audits include the collection of publication data from College units and review of material to determine compliance with visual identity standards as well as the accuracy and timeliness of material.