Contents

1 Introduction
2 University Logo
4 Square Logo
6 University Seal
7 List of Colleges
8 Placement
10 Colors
12 Typefaces
14 Stationery
15 Website
16 Social Media
17 Digital Display
18 Promotional Items
20 Signage
25 Co-Branding
30 Sub-Branding
32 Campaigns
Introduction

Since its establishment in 1847, The City University of New York has prided itself on providing high-quality, affordable education to students of all backgrounds.

It counts 13 Nobel laureates, a U.S. secretary of state, a U.S. supreme court justice, several New York City mayors, members of Congress, state legislators, scientists and artists among its graduates.

Its 25 campuses, which range from community and senior colleges to graduate and professional schools, geographically span the five boroughs of New York City yet are united ideologically in the mission of making higher learning accessible to all.

The CUNY brand identity, like the University system, reflects this diversity and solidarity. The CUNY value is represented in its professional schools, research centers, institutes and consortia that attract hundreds of thousands of students from around the world.

CUNY’s strength as the nation’s largest urban public university lies in its unique array of assets, which include more than 300 buildings and 28 million square feet of learning spaces. From classrooms and computer centers to language labs and theaters, CUNY embodies a collegial atmosphere that crosses campuses and disciplines.

This manual provides standards for the university identity, including logo versions, typefaces, colors and co-branding specifications. Examples of proper usage are provided for a variety of applications, including stationery, websites, signs and promotional material.

The clear and unified application of the university identity will project an immediate, symbolic recognition of this 21st-Century University, where graduates emerge as engaged citizens ready to address the critical challenges of the future.
The university logo is the primary element in the University’s identity standards. It contains the acronym CUNY with the full name of the University. The university logo is typeset in Trade Gothic Bold Condensed No. 20 and Trade Gothic Light.

The university logo should only be displayed using the approved brand colors. Blue is the preferred color and should be used whenever possible. Black, orange and white are also approved colors. Color specifications are on pages 10–11.

It is important that the logo follow certain rules to maintain its individual identity. This standards manual consistently refers to the unit of measure (x), or the height of the logo.
Square Logo
For all usage

The square logo is the secondary element in the identity standards. It contains only the acronym CUNY. The square logo is typeset in Trade Gothic Bold Condensed No. 20.

The square logo should only be displayed using the approved brand colors. Blue is the preferred color and should be used whenever possible. Black, orange and white are also approved colors. Color specifications are on pages 10–11.

It is important that the logo follow certain rules to maintain its individual identity. This standards manual consistently refers to the unit of measure (x), or the height of the logo.
University Seal
For special usage

The university seal can be used in special circumstances, including for events, branded items and apparel.

The seal includes the name of the University and three important dates in its history: 1847, the year City College was founded; 1926, the year the board of trustees was established; and 1961, the year the University was chartered.

It’s important that the seal be given room to maintain its individual identity. Thus, other graphic elements, including type, should remain at a safe distance.

The university seal should only be displayed using the approved brand colors. Blue is the preferred color and should be used whenever possible. Black is also an approved color.
List of Colleges

The list of colleges can be used in special circumstances, including for events, signage and advertisements.

It includes the name of each college in the university system along with its founding year. The list is organized by year and can also include a college classification.

The university name should always precede the list of colleges. Shown is an example of a one-column layout. Two-, three- and four-column layouts are also permitted.

It's important that the list of colleges be given room to maintain its individual identity. Thus, other graphic elements, including type, should remain at a safe distance.

The list of colleges should only be displayed using the approved brand colors. Blue is the preferred color and should be used whenever possible. Black is also an approved color.

THE CITY UNIVERSITY OF NEW YORK

CITY COLLEGE OF NEW YORK–1847
HUNTER COLLEGE–1870
BROOKLYN COLLEGE–1930
QUEENS COLLEGE–1937
NEW YORK CITY COLLEGE OF TECHNOLOGY–1946
COLLEGE OF STATEN ISLAND–1956
BRONX COMMUNITY COLLEGE–1957
QUEENSBOROUGH COMMUNITY COLLEGE–1959
CUNY GRADUATE CENTER–1961
BOROUGH OF MANHATTAN COMMUNITY COLLEGE–1963
KINGSBOROUGH COMMUNITY COLLEGE–1963
JOHN JAY COLLEGE OF CRIMINAL JUSTICE–1964
YORK COLLEGE–1966
BARUCH COLLEGE–1968
LAGUARDIA COMMUNITY COLLEGE–1968
LEHMAN COLLEGE–1968
HOSTOS COMMUNITY COLLEGE–1970
MEDGAR EVERS COLLEGE–1970
CUNY SCHOOL OF LAW–1983
MACAULAY HONORS COLLEGE AT CUNY–2001
CUNY SCHOOL OF PROFESSIONAL STUDIES–2003
CUNY GRADUATE SCHOOL OF JOURNALISM–2006
CUNY GRADUATE SCHOOL OF PUBLIC HEALTH AND HEALTH POLICY–2011
GUTTMAN COMMUNITY COLLEGE–2011
CUNY SCHOOL OF MEDICINE–2016
Placement

For all usage

Proper space should be maintained around logos to give them their individual identity. Thus, other graphic elements, including type, should remain outside of a clear space that measures at least 1/2(x), or half the height of the logo.

Logos should be given proper space around them in relationship to the edge of the page (printed page, on screen or other application). A preferred safe distance to the edge measures at least (x), or the height of the logo.
Placement
For all usage
Colors
For primary usage

Primary colors for CUNY are blue and orange. They should be used as the principle choice for marketing and communications in print, digital publishing, video and experiential design.

Secondary colors should be used in a supporting role for marketing and communications in print, digital publishing, video and experiential design. Black and white are also approved colors.

Pantone numbers (coated), CMYK, RGB and hexadecimal numbers are provided for color consistency and should be followed for print, electronic and all other usage.

Blue
PMS 286 / C100 M66 Y0 K2 / R29 G58 B131 / #1D3A83

Orange
PMS 151 / C0 M48 Y95 K0 / R254 G136 B7 / #FE8807
Colors
For secondary usage

Indigo
PMS 2768 / C100 M90 Y13 K61 / R12 G34 B85 / #0C2255

Red
PMS 485 / C0 M95 Y100 K0 / R232 G11 B11 / #E80B0B

Brown
PMS 1265 / C0 M27 Y100 K51 / R123 G88 B19 / #7B5813

Sky
PMS 3005 / C100 M34 Y0 K2 / R0 G93 B170 / #005DAA

Yellow
PMS 1235 / C0 M29 Y91 K0 / R255 G182 B15 / #FFB6OF

Ochre
PMS 1245 / C0 M28 Y100 K18 / R182 G129 B15 / #B681OF

Green
PMS 370 / C56 M0 Y100 K27 / R68 G111 B22 / #446F16

Citron
PMS 390 / C22 M0 Y100 K8 / R173 G182 B5 / #AD8605

White
C0 M0 Y0 K0 / R255 G255 B255 / #FFFFFF

Dark Gray
PMS Cool Gray 9 / C0 M0 Y0 K51 / R102 G111 B116 / #666F74

Light Gray
Cool Gray PMS 3 / C0 M0 Y0 K17 / R214 G219 B222 / #D6DBDE

Black
C0 M0 Y0 K100 / R0 G0 B0 / #000000
CUNY has a serif and a sans-serif typeface. The sans-serif typeface is Trade Gothic. It can be used for body copy and headlines. The university logo is typeset in Trade Gothic Bold Condensed No. 20 and Trade Gothic Light.

The Trade Gothic family includes regular, bold, light, condensed and extended versions. All may be used in university communications.

The sans-serif typeface should be substituted with Arial on digital publishing platforms.
CUNY has a serif and a sans-serif typeface. The serif typeface is Chronicle. It can be used for body copy and headlines.

The Chronicle family includes regular, semi, bold, small cap and display versions. All may be used in university communications.

The serif typeface should be substituted with Georgia on digital publishing platforms.

Chronicle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Text G2 Roman  Text G2 Semi  Text G2 Bold

Ab  Ab  Ab

Text G2 Small Cap  Display Roman  Display Bold

Ab  Ab  Ab

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Stationery
For all usage

The university stationery system should strive for consistency in printed and digital form. When printed, blue and dark gray PMS colors should be used. Color specifications are on pages 10–11.

The preferred letterhead stock is Strathmore Writing Bright White Wove 24 lb. text weight. If other stock is used, post-consumer waste (PCW) content should be at least 30%.
The university website, cuny.edu, is an important gateway. It serves the needs of students, faculty, staff and alumni as well as the greater community.

The university logo is visible on all site pages. Brand colors and typefaces are used throughout. Color specifications are on pages 10–11.

Accessibility is an important institutional goal, and the CUNY website strives to offer the greatest public access available using today’s technology.
The University has a presence on many social media platforms, including Facebook, Twitter, LinkedIn, YouTube, Instagram, Google+, Flickr and Pinterest.

It is important that CUNY present itself across these digital platforms in a consistent manner. Space is usually limited, and specifications change often. Consideration must be given to platforms with special requirements, including profile images with rounded or circular shapes.

Blue is the preferred color and should be used whenever possible. Black and orange are also approved colors. Color specifications are on pages 10–11.
The university offices and Welcome Center communicate with prospective students, students, faculty, staff, alumni and other visitors through digital displays.

The displays adhere to identity standards using the university logo, brand colors and typefaces. Relevant content is displayed in rotating slides and text.
Promotional Items
For all usage

The University produces promotional items for conferences and other activities. It is important that the identity standards are adhered to so that CUNY is consistently represented.

Reproductions may occur on a variety of surfaces, such as cotton, vinyl, leather, ceramic or canvas, and the usual printing methods are often not applicable. Alternative reproduction methods such as silkscreen, foil-stamping and embroidery require specifically formatted artwork.

The university logo, square logo or one-line logo may be used. Shown are the appropriate scale and placement. Blue is the preferred color. Black and white are also permitted. Color specifications are on pages 10–11.
Promotional Items
For events

The University often takes part in civic events, including parades. It is important that CUNY present itself consistent with the identity standards.

Attendees wear tee shirts that feature designs related to the event. They can appear in one, two or three colors.

The university logo should appear on the shirt front along with the url and social media icons. Shown are the appropriate scale and placement. Blue is the preferred color. Black and white are also permitted. Color specifications are on pages 10–11.
Signage

University logo

The university logo should be publicly displayed on CUNY properties. It can be mounted in external or internal spaces. Sign materials may be polished metal, painted metal, acrylic or vinyl. Either a one- or two-color sign can be used.

One-color signs should be made of brushed aluminum and mounted on a dark-colored wall. Blue is the preferred wall color. Color specifications are on pages 10–11.

Two-color signs should be made of brushed aluminum with the university logo printed in blue and white. These signs are most appropriate when the wall surface is brick, stone or other highly textured material to ensure legibility.
Alternatively, the square logo can be publicly displayed on CUNY properties. It can be mounted either externally or internally, depending on context. Sign materials may be polished metal, painted metal, acrylic or vinyl. Either a one- or two-color sign can be used.

One-color signs should be made of brushed aluminum and mounted on a dark-colored wall. Blue is the preferred wall color. Color specifications are on pages 10–11.

Two-color signs should be made of brushed aluminum with the CUNY acronym revealed behind on a separate panel painted black. These signs are most appropriate when the wall surface is brick, stone or other highly textured material to ensure legibility.
Entrances provide an opportunity to identify the building as a CUNY property. They are also subject to industrial codes that require distraction markings for public safety.

Entry doors should display the square logo in reverse-applied vinyl, giving the appearance of sandblasting. The size may be scaled to fit the available space, with the standard size measuring 10 inches high. Shown are the preferred scale, alignment and placement. Colleges should use their own logo in place of the university logo.

Building codes require glass panels to feature safety-distraction markings. A 2-inch square logo should be used in two rows at the recommended heights. Shown are the preferred scale and placement.
Entrance signs announce a specific department, center or institute. They should be wall-mounted as either exterior or interior signs.

The university logo should be used, following the guidelines for placement and clear space. Office names should be typeset in Trade Gothic Condensed No. 20 and Trade Gothic Light.

Blue is the preferred color. Black and white are also permitted. Color specifications are on pages 10–11.

Most architectural signs are custom made so they fit the environment and provide distance visibility. They are expensive and should be used selectively. Three-dimensional logos and letters may be used in certain priority locations. These signs may also be internal- or front-illuminated. Sizes, shapes and materials vary as required but should always be of high quality.
Signage

Directional and room

Directional signs should be used in areas where visitors and staff can benefit from wayfinding. They may be placed at an entry, in a lobby or at key decision points in the wayfinding sequence.

The university logo should be used. Department names should appear in upper and lower case Trade Gothic Bold Condensed No. 20 and Trade Gothic Light. Blue is the preferred color. Black and dark gray are also permitted.

This type of sign will generally be fabricated of vinyl lettering on a rigid metal or plastic substrate. The mounting height is 60 inches to the center of the sign.

Room signs should use the square logo to reinforce the CUNY brand within offices and facilities. They should also include ADA-mandated Grade Two Braille. Blue is the preferred color. Black and dark gray are also permitted. Color specifications are on pages 10–11.
Co-Branding
General

CUNY logos will often appear along with an individual college logo. Shown are the preferred scale and alignments for the university logo and the square logo. They should be given proper space around them in relationship to the edge of the page. Refer to individual college identity standards for their clear space, placement and color specifications.
Co-Branding

The university logo will appear on individual college stationery. The logo should be given proper space around it in relationship to the edge of the page. A minimum safe distance to the edge equals (x), or the height of the logo. Shown are the preferred scale, placement and alignment.

The university logo should only be displayed using the approved brand colors. Blue is the preferred color and should be used whenever possible. Black is also an approved color. Color specifications are on pages 10–11.

The preferred paper stock is Strathmore Writing Bright White Wove 24 lb. text weight. If other stock is used, post-consumer waste (PCW) content should be at least 30%.
Co-Branding
College websites

The university logo will appear on an individual college website. It should be given proper space around it in relationship to other elements on the page. Shown are the preferred scale, position and alignment.

The university logo should only be displayed using the approved brand colors. Blue is the preferred color and should be used whenever possible. Black is also an approved color. Color specifications are on pages 10–11.
Exterior building signs provide an appropriate opportunity for colleges to express their link to CUNY. Either the university logo or the square logo may be used. The CUNY logo should align with the college logo and should adhere to the other guidelines regarding placement and size. College urls can also be added to exterior signs. Sizes, shapes and materials vary as required but should always be of high quality for a degree of permanence.
Co-Branding
College interior signage

Interior building signs should coordinate the college logos with the university logo to express their link to CUNY.

The university logo should appear below the college logo and can be mounted on the same wall or on the security desk in the lobby or entryway in the same field of view.

Shown are the preferred placement, scale and alignment. The university logo should be displayed using the approved brand colors. Blue is the preferred color and should be used whenever possible. Black and white are also approved colors. Color specifications are on pages 10–11.
Sub-Branding
For all usage

The University strives for consistent application of its identity standards across all departments, initiatives, centers and institutes.

Department names should be typeset in upper and lower case using Trade Gothic Bold Condensed No. 20 and Trade Gothic Light. Blue is the preferred color.

Initiatives should also be typeset in Trade Gothic. Additional flexibility can be permitted in certain instances.

Centers and institutes should strive to define and differentiate themselves while remaining consistent to the university identity standards.
Sub-Branding
Independent subsites

CUNY hosts a number of independent subsites in addition to the university website. It’s important that the CUNY identity remain consistent across these sites.

The primary method to achieve consistency is with a blue bar at the top of each site. It identifies the site as a CUNY property and links back to the central website. Below it appears the name or logo of the individual subsite.

The university logo should also be displayed using the approved brand colors. Blue is the preferred color and should be used whenever possible. Color specifications are on pages 10–11.
The University creates multimedia campaigns for institutional needs that impact the college campuses. The campaigns include Wintersession, Summer in the City, CUNY Votes, CUNY Month, Study Abroad and CUNY Value.

It is important that these campaigns adhere to the university identity standards while also performing their marketing and communications function.

Brand colors are preferred. Color specifications are on pages 10–11.
Appendix
University resources

This standards manual is intended for use by university staff, as well as designers, developers, architects and media professionals working with CUNY.

Identity standards have been provided for all anticipated uses. Requests for additional guidance should be made at: cuny.edu/creativeservices

A University-wide image library is available for use by college campuses. Requests for images should be made at: cuny.edu/imageservices

A PDF of this manual and digital files for identity and university campaigns are available at: cuny.edu/id

This document was created by the Office of Communications and Marketing

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