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Introduction

Stella and Charles Guttman Community College is not just a new community college. It offers a new approach to community college education—a rigorous academic program specifically designed to link learning in the classroom to practical career experiences in the outside world.

Guttman Community College is wholly committed to student success, providing a structured and supportive environment where students receive individualized attention. The clearly defined educational pathway starts with a full-time, first-year program focused on issues relevant to New York City. Through partnerships with outside organizations, businesses and agencies, students also gain hands-on experiences as interns, volunteers and participants in community service projects. Graduates will earn an Associate’s Degree in one of five distinctive majors, from liberal arts and sciences to information technology.

Guttman Community College is located in midtown Manhattan, overlooking vibrant Bryant Park. The city is not only its location, but its campus and laboratory as well. The college’s identity reflects the strong, university-wide commitment to individual achievement and educational opportunity for all—a unique, cutting-edge education for the 21st Century.

In these pages, we provide standards for the college identity, including logo versions, typefaces, colors, placement, and relational spacing. Examples of proper usage are provided for use with numerous formats.

The clear and unified use of the Guttman Community College identity will give the greater community an immediate, symbolic recognition of this new school—where graduates will emerge as engaged citizens, purposeful, and ready to address the critical challenges of our time.
Brand Overview
For all usage

The Guttman Community College logo consists of several elements: the shield, the text, the horizontal rules and the URL.

The Guttman Community College logo has three written versions: the full name, the main name and the short name.

The shield may be used alone in certain circumstances. The text may be used alone in certain circumstances. The monarch version may be used under special circumstances.

The primary typeface is Chronicle and is set in small caps. The URL is set in all lowercase Trade Gothic Bold No. 2.

The color version should be used whenever possible. A blue, black and white version are also permitted. Color specifications are on page 16.
Full Logo

For all usage

The full logo is written on three lines, and consists of the shield, the text and the horizontal rules. It has both a vertical and horizontal version.

The primary typeface is Chronicle, and is set in small caps.

The color version should be used whenever possible. A blue, black and white version are also permitted. Color specifications are on page 16.
The main logo is written on two lines, and consists of the shield, the text and the horizontal rules. It has both a vertical and horizontal version.

The primary typeface is Chronicle, and is set in small caps.

The color version should be used whenever possible. A blue, black and white version are also permitted. Color specifications are on page 16.
The short logo is written on two lines, and consists of the shield, the text, the horizontal rules and the URL. It has both a vertical and horizontal version.

The primary typeface is Chronicle, and is set in small caps. The URL is set in all lowercase Trade Gothic Bold No. 2.

The color version should be used whenever possible. A blue, black and white version are also permitted. Color specifications are on page 16.
Icon
For special usage

The shield can be used by itself as an icon in special circumstances—especially social media applications—where space is very limited.

The icon has a square, a rounded square and a circular version.

It’s important that the icon be given room to maintain its individual identity. Thus, other graphic elements, including type, should remain outside of the background square or circle.

Approved color versions are provided on the following page.
A Monarch logo can be used in special circumstances—especially for events, promotional materials and apparel.

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

The color version should be used whenever possible. A blue, black and white version are also permitted. Color specifications are on page 16.
Placement
Clear space and page placement

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

The logo should also be given proper space around it in relationship to the edge of the page (printed page, digital display or any other application). A safe distance to the edge equals (x), or the distance between the two horizontal rules.
Clear Space

Page Placement

STELLA AND CHARLES
GUTTMAN
COMMUNITY COLLEGE

STELLA AND CHARLES
GUTTMAN
COMMUNITY COLLEGE
The primary colors for Guttman Community College are sky and red. Secondary colors are indigo, orange, blue, yellow, dark gray and light gray. Pantone numbers, CMYK, RGB and hexadecimal numbers are provided for color consistency, and should be followed for print, electronic and all other usage.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone (PMS)</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky</td>
<td>3005</td>
<td>C100 M34 Y0 K2</td>
<td>R0 G93 B170</td>
<td>#005DAA</td>
</tr>
<tr>
<td>Indigo</td>
<td>2768</td>
<td>C100 M90 Y13 K61</td>
<td>R12 G34 B85</td>
<td>#0C2255</td>
</tr>
<tr>
<td>Orange</td>
<td>716</td>
<td>C0 M55 Y91 K0</td>
<td>R255 G132 B0</td>
<td>#FF8400</td>
</tr>
<tr>
<td>Blue</td>
<td>286</td>
<td>C100 M66 Y0 K2</td>
<td>R29 G58 B131</td>
<td>#1D3A83</td>
</tr>
<tr>
<td>Yellow</td>
<td>109</td>
<td>C0 M10 Y100 K0</td>
<td>R255 G221 B0</td>
<td>#FFDE00</td>
</tr>
<tr>
<td>Dark Gray</td>
<td>Cool Gray 9</td>
<td>C0 M0 Y0 K51</td>
<td>R102 G111 B116</td>
<td>#666F74</td>
</tr>
<tr>
<td>Light Gray</td>
<td>Cool Gray 3</td>
<td>C0 M0 Y0 K17</td>
<td>R214 G219 B222</td>
<td>#D6DBDE</td>
</tr>
</tbody>
</table>
The Guttman Community College has a serif and a sans-serif typeface.

The serif typeface is Chronicle. It can be used for both body copy and headlines. The college logo is typeset in Chronicle small caps. It should be substituted with Georgia on digital publishing platforms.

The sans-serif typeface is Trade Gothic. It can be used for both body copy and headlines. The URL under the short college logo is typeset in Trade Gothic Bold No. 2. It should be substituted with Arial on digital publishing platforms.

Both these typefaces are used for the University brand standards, and also appear in the University logo (Trade Gothic Light and Trade Gothic Bold Condensed 20).
Co-Branding
For all usage

The Guttman Community College logo often will appear with the University logo. Proper space must be given to both logos, and certain scale and alignments must be kept. The college URL may be added as shown.
The Guttman Community College website is an important gateway. It serves the needs of students, faculty, staff and alumni as well as the greater community.

The college logo and university logo are visible on all pages. Brand colors are used throughout. Color specifications are on page 16. The typefaces used are Georgia and Arial.
The Guttman Community College stationery system should strive for consistency in both printed and digital form. The University logo should be included on all stationery items.

When printed, the inks are sky and blue. Color specifications are on page 16.

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%.
Guttman Community College displays its logo on flags—exterior and interior—on campus and in public buildings. Exterior flags should be flown using standard flag protocol. Interior flags should be displayed on a standing pole, alone or with the university, city, state and national flags.

Banners are also useful in displaying the logo in event settings. The main logo on sky background is preferred. Color specifications are on page 16.
Digital Display
Onscreen, video, and electronic signage

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

The logo should be given proper space around it in relationship to the edge of the screen. A safe distance to the edge equals at least \((x)\), or the distance between the two horizontal rules.

The full-color version should be used whenever possible. Colors specifications are on page 16.
The Guttman Community College has offices which require their own signifier. Office names are to be standardized across the college, and will be typeset in Trade Gothic Light and Bold No. 2. Examples are shown here. The preferred color is sky. Color specifications are on page 16.

Offices often have their own social media presence. A menu of icon options is available to differentiate each office while remaining consistent with the college identity standards.

Office names may be paired with the college logo, url and university logo. Preferred positioning and scale is shown for a page header and page footer.
Promotional Items
Variety of reproduction methods

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

Full-color versions should be used whenever possible. Blue, black and white versions are also permitted. Color specifications are on page 16.

Shown are five examples of acceptable logo positioning on promotional items.
Main Mascot
For all usage

Students created a mascot to be used by all college sports teams. “Stella” is a grizzly bear protecting the college shield and is named after the college benefactor Stella Guttman.

The main mascot features the bear, the shield and the name. There is a full color, 2-color and 1-color version. Color specifications are on page 16.

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

The bear mascot features the bear and the shield. There is a full color, 2-color and 1-color version. Color specifications are on page 16.

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

The paw mascot features the bear paw and the shield. There is a full color, 2-color and 1-color version. Color specifications are on page 16.

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

2-Color

1-Color
Name Mascot
For all usage

The name mascot features the team name. The indigo version should be used whenever possible. A red and a black version are also permitted. Color specifications are on page 16.

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

The Guttman Grizzlies will need to extend their team messages onto social media platforms. Each sports team must be distinct from another while remaining within the overall identity program. This page shows ten variations of the mascot icon, one for each of ten potential sports teams. They adhere to the existing brand colors. Color specifications are on page 16.
Mascot Apparel
For all usage

The Grizzlies mascot will be applied to a variety of promotional items, especially apparel. 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.

Shown is one example of the mascot application. The full-color version is preferred. A two- and one-color version are also permitted. Color specifications are on page 16.
This standards manual is intended for use by college staff, as well as designers, developers, architects and media professionals working with Guttman Community College.

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

A PDF of this manual is available at: cuny.edu/id

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