TABLE OF CONTENTS

INTRODUCTION 3
Brand Voice
Brand Voice Elements

BRAND NARRATIVE 6

OUR VOICE ATTRIBUTES 8

OUR TAGLINE 10

OUR LOGO 12
Logo Introduction
Logo Dimensions
Logo Usage
Logo Don’ts
Logo Usage Examples

OUR LOGO AND UNIVERSITY NAME 32
Logo Introduction
Logo Dimensions
Logo Usage
Logo Don’ts
Logo Usage Examples

COLLEGE IDENTITY INTEGRATION 41
Introduction
Messaging
Logo Usage Overview
Using the Stand-Alone CUNY Logo
Using the Logo with Tagline
Using the Logo with University Name
Signage

COLOR PALETTE 56
Primary
Secondary
Accessible Color Combinations

TYPOGRAPHY 60
Sans Serif
Serif

PHOTOGRAPHY/IMAGERY 63
Inspiration
Tinted Photography
Creating Tinted Photography

STATIONERY 67
CUNY Central
College Identity Integration

ADDITIONAL APPLICATIONS 74
Promotional Items
So we have a new brand voice.
Great! What does that mean?

Brand voice is **how we behave** as a university. It will be reflected in all we do, the words we write, the images we choose, and how we present ourselves across all of our many communications channels.

This book **serves as a guide to help you use our new brand voice**. Currently, these guidelines cover our exciting new logos and how to use them, both at CUNY central and across our college network.

Don’t forget, this is a **living, breathing document** that will be updated regularly. So make sure to keep track of those burning questions that aren’t answered here; shoot us a note and we’ll make sure to get you an answer and include it in future iterations of this document.

Thanks, and have fun implementing our bold CUNY brand voice!
What elements make up our new, bold brand voice?

**Brand narrative**
The brand narrative tells our brand story. This is a tool from which you can draw headlines for advertising, body copy for communications pieces, etc.

**Voice attributes**
Compare all of our communications to these attributes. Strive to make sure the piece you’re working on reflects as many of these attributes as possible.

**Logo**
Our new brand voice has a bold new logo to go with it. Flexibility, legibility and impact were designed into our bold, reimagined custom word mark.

**Logo lockups**
There are certain elements we want tied to our CUNY logo in a consistent way. For this reason we’ve developed two logo lockups — one for our tagline and another for the full university name.

**Tagline**
The snappiest expression of our new brand direction.

**Color palette**
What are our colors, and how should they be used for print and digital communications?

**Typography**
What are our house fonts, and how should you use them?

**Photography/Imagery**
A new way to approach photography and graphics, with inspiration images and additional guidance.
OUR BRAND NARRATIVE
Where else would you find the world’s greatest urban university than in the greatest city on earth?

There’s a statue in our harbor that welcomes the world, promises hope, opportunity and a better life. And there is a unique institution in our city that helps all New Yorkers achieve just that. The City University of New York. It has lifted generations of families. Educated millions of people. A recent study showed that CUNY propels almost six times as many low-income students into the middle class and beyond as all eight Ivy League colleges—plus Duke, M.I.T., Stanford and Chicago combined. It is one of the most noble, worthy and just creations that this city has ever constructed. It is one of the wonders of this city and the envy of the world.

OUR VOICE ATTRIBUTES
When developing your communications piece, use these words as guides to make sure you are striking the right tone and attitude.

**BOLD AND PROUD**
CUNY has an incredible mission – to lift generations of New Yorkers higher through education. We need to speak in a way that reflects this lofty purpose while being proud of how much we’ve already accomplished.

**CONFIDENT**
We know that we can deliver on our mission and are determined to do so.

**PASSIONATE**
We draw inspiration from our students, faculty and staff and keep them in mind as we communicate.

**UNAFRAID**
We do not shy away from change and embrace new, innovative ways of providing a great education for all.
OUR TAGLINE
This is the snappiest expression of our new brand voice and should be used whenever possible.

THE GREATEST URBAN UNIVERSITY IN THE WORLD
OUR LOGO
After creating a new brand voice for CUNY, we needed a logo that was big, bold and proud.

In order to do that, we needed to break CUNY out of its box – literally.

We deconstructed the old CUNY cube and designed the letters into four equal parts, giving it mass and solidity.

The letters reach out and connect to each other to symbolize the unrivaled connectivity of the University. And finally, the CU rests atop NY, its foundation, acknowledging how important the University is to the city that created it.
CLEAR SPACE

Be sure to keep the CUNY logo a reasonable distance from other trademarks, competing text, graphic devices or images on a page.

Allow a minimum of clear space equal to the distance between the two ascenders of the U in CUNY (x), as illustrated here.

MINIMUM SIZE

Make sure to keep the logo at a size that is legible and retains impact. The smallest the stand-alone logo should be rendered in print and digital communications pieces is 0.5 inches. However, you should aim to render the logo in larger, more high-impact ways whenever possible.
CORRECT USAGE
OF LOGO

1. Single color blue over white or light solid background.
2. Single color black over white or light solid background.
3. White version over solid blue.
4. White version over solid black.
5. White version over fields of color and tinted photography.
6. White over color photography.

*These illustrations depict the knocked out version over a colored background – never place the CUNY logo in a holding shape. Remember, we’re breaking out of the box!
INCORRECT USAGE OF LOGO

1. Do not stretch the logo.
2. Do not change logo stacking.
3. Do not rotate logo.
4. Do not add effects to logo.
5. Do not use other colors.
6. Do not create a horizontal logo.
HOW CAN YOU USE THIS LOGO?

The next few pages provide examples of when to use this version of the CUNY logo.

FOOTER

Use this stand-alone version of the logo as a footer on all CUNY websites.
WHEN THE TAGLINE IS USED AS A HEADLINE

When a communications piece uses the tagline as a headline (or the tagline is present in some other high-impact way), this CUNY logo can be used as a signoff. Consider this viewbook concept—including the tagline lockup would be redundant.

SMALLER SPACES

Similarly, when there are space considerations, use this logo in conjunction with the tagline whenever possible.

In this social media example, the knocked out version of the logo is used as the Facebook profile picture, and the tagline is acting as a headline in the banner image.
PARTNERSHIPS

When creating logos for partnerships, this logo can be used for a clean, balanced co-branded logo lockup.

Whenever possible and appropriate lead with the CUNY logo.

Whenever possible, place the CUNY logo first in a partner logo lockup. Justify the top of the partner logo with the top of the ascenders on the U and the bottom of the N. Place a light vertical rule between the two logos (75% black), leaving a clear space (x) for each logo to breathe, but not so much that they feel disconnected. If the logos are knocked out on a colored background, the vertical rule can be white.

If necessary, the partner logo can be placed first in a partner logo lockup. Justify the top of the partner logo with the top of the ascenders on the U and the bottom of the N. Place a light vertical rule between the two logos (75% black), leaving a clear space (x) for each logo to breathe, but not so much that they feel disconnected. If the logos are knocked out on a colored background, the vertical rule can be white.
OUR LOGO + TAGLINE
PREFERRED VERSION!

Next let’s review the preferred version of the CUNY logo—the version that most boldly and proudly declares our new brand voice.

We want to raise CUNY’s profile and give everyone within the network something to rally behind. That’s why this version of the logo should be used whenever possible. When people see the CUNY logo, we want them to think “The Greatest Urban University in the World.”
ADDITIONAL LOCKUPS

Additional lockup configurations have been developed to enhance usability. Select one of the versions illustrated here depending on your layout and space constraints.
CLEAR SPACE

Be sure to keep the tagline lockup a reasonable distance from other trademarks, competing text, graphic devices or images on a page.

Allow a minimum of clear space equal to the distance between the two ascenders of the U in CUNY (x), as illustrated here.

For all versions of the tagline lockup, maintain this clear space.

MINIMUM SIZE

We want to make sure that the logo retains visual impact and is legible. If this version of the logo is rendered in a size smaller than 2.5 inches, the tagline becomes illegible. If you need to use the tagline logo lockup in a smaller size, please use one of the small space lockups.
SMALL SPACE LOCKUPS

When space constraints require the logo tagline lockup to be rendered in a size smaller than 2.5 inches, use one of the small space lockups illustrated here — these will ensure that the tagline remains legible, even at smaller sizes.

Pages 58 and 59 have more information on what to do if your piece has unique space constraints.

2.5 inches and smaller

For example, these logos are 2.00 inches in length.
CORRECT USAGE OF LOGO

1. Single color blue over white or light solid background.
2. Single color black over white or light solid background.
3. White version over solid blue.
4. White version over solid black.
5. White version over fields of color and tinted photography.
6. White version over color photography.

*These illustrations depict the knocked out version over a colored background—never place the CUNY logo with tagline in a holding shape. Remember, we’re breaking out of the box!
INCORRECT USAGE OF LOGO

1. Do not stretch the logo.
2. Do not change logo stacking if it isn’t an approved additional lockup or small space lockup.
3. Do not rotate logo.
4. Do not add effects to logo.
5. Do not use other colors.
6. Do not create a horizontal logo.
HOW CAN YOU USE THIS LOGO?

The next few pages provide examples of when and how to use this version of the CUNY logo.

CUNY WEBSITE

Use this version of the CUNY tagline logo lockup above the fold on the top left corner of the homepage.
ADVERTISING (OUTDOOR)

We want to make sure that the logo and tagline retain visual impact and legibility.

In these subway car card layouts, the tagline is placed to the right of the CUNY logo, acting as a signoff to the advertisement.
ADVERTISING (OUTDOOR)

Here are two examples of using different logo configurations for the same ad placement. Use what feels right and creates the most balanced look for your piece.

**In Paris, they have a tower. In London, they have a bridge. In New York, we have a university.**

In these subway squares, you can place the logo on the bottom right of the piece, with the tagline acting as a signoff.

You can also use the lockup with the tagline to the left of the logo.
BROCHURES (PRINT)

If the logo needs to be placed in the bottom right hand corner of your communications piece, consider using the version of the logo that has the tagline to the left of the CUNY logo.
BANNERS (DIGITAL)

If you’re designing a vertical layout, you can use the stacked version of the tagline lockup to maintain visibility and impact.
OUR LOGO + UNIVERSITY NAME
Remember how we wanted to build flexibility, legibility and impact into our new brand voice and logo?

We realize that there are instances when we might need to communicate using the full prestige of our University name. That’s why we’ve developed the logo lockup seen here. This lockup should only be used when absolutely necessary and when the CUNY name might not be instantly recognizable — such as out-of-state or international communications.

Keep reading for some tips to keep in mind when you’re using this version of the lockup.
ADDITIONAL LOCKUPS

Additional lockups have been developed for the University name logo for enhanced usability. Select one of the versions illustrated here depending on your layout and space constraints.

Page 75 has more information on what to do if your piece has unique space constraints.
CLEAR SPACE

Be sure to keep the CUNY name lockup a reasonable distance from other trademarks, competing text, graphic devices or images on a page.

Allow a minimum of clear space equal to the distance between the two ascenders of the U in CUNY (x), as illustrated here.

MINIMUM SIZE

Make sure to keep the logo at a size that is legible and retains impact. The smallest the CUNY name lockup should be rendered in print and digital communications pieces is 1.00 inch. However, you should aim to render the logo in larger, more high-impact ways whenever possible.
CORRECT USAGE OF LOGO

1. Single color blue over white or light solid background.
2. Single color black over white or light solid background.
3. White version over solid blue.
4. White version over solid black.
5. White version over fields of color and tinted photography.
6. White version over color photography.

*These illustrations depict the knocked out version over a colored background – never place the CUNY logo with the university name in a holding shape. Remember, we’re breaking out of the box!
INCORRECT USAGE OF LOGO

1. Do not stretch the logo.
2. Do not change logo stacking if it isn’t an approved additional lockup or small space lockup.
3. Do not rotate logo.
4. Do not add effects to logo.
5. Do not use other colors.
6. Do not create a horizontal logo.
HOW CAN YOU USE THIS LOGO?

The next few pages provide examples for when this version of the CUNY name lockup can be used.

INTERNATIONAL COMMUNICATIONS

When a communications piece is targeting out-of-state or international students, this CUNY logo lockup can be used in a way that has presence and impact. Here is an example of an international student guide—a piece for an audience where the full University name will have real impact.
BANNERS (VERTICAL)
If you’re designing a vertical layout for international markets, you can use the stacked version of the tagline lockup to enhance visibility and impact.
BANNERS (HORIZONTAL)

If you’re designing a horizontal layout for international markets, you can use the configuration that has the university name to the left of the logo.

Where else would you find the world’s greatest urban university than in the greatest city on earth?

Learn More >

If the logo needs to be placed in the bottom right hand corner of your communications piece, consider using the version of the logo that has the university name to the left of the CUNY logo.
COLLEGE
IDENTITY INTEGRATION
So what does this mean for our college network?

IDENTITY INTEGRATION!

The goal of the CUNY identity program is to infuse meaning and value into the CUNY logo, to ensure that all colleges benefit from association with a larger university network.

The following pages will explain how to use the logo and infuse your messaging with the new CUNY brand voice in mind.
HOW DO WE INCORPORATE THE NEW CUNY BRAND VOICE INTO OUR MESSAGING?

One of the best ways to reinforce the new CUNY brand identity is to incorporate messaging and marketing language that substantiates CUNY as The Greatest Urban University in the World. There are no better proof points than the colleges and schools that make up our University. Whenever possible, use language as seen here in your marketing and communications, helping to tie your school to the University.

[COLLEGE NAME] IS ONE OF THE REASONS CUNY IS THE GREATEST URBAN UNIVERSITY IN THE WORLD.
HOW DO COLLEGES USE THE CUNY LOGOS?

The next few pages provide examples of when these versions of the logo can be used.

STAND-ALONE
Use for:
- Footers
- Signature systems
- When the marketing language is used in the headline or body copy
- Advertising
- Brochures

TAGLINE
Use for:
- When marketing language is not used in a prominent location
- When a school within a college is being advertised
- Stationery

UNIVERSITY NAME
Use for:
- International materials
- Official communications when tagline is not appropriate
CUNY Brand Guidelines

STAND-ALONE CUNY LOGO

FOOTER

Use this version of the logo as a footer on all pages of CUNY college websites. It’s a simple and effective way to demonstrate that you’re part of a larger University system.

Here the CUNY logo is used as a signoff on the footer of the Queens College homepage.
SIGNATURE SYSTEM

When creating logo lockups for CUNY colleges, this logo can be used for a clean, balanced co-branded logo lockup.

Whenever possible and appropriate lead with the CUNY logo as a masterbrand approach.

Do not include the CUNY tagline or University name in any of the signature system lockups.

If the college logo is locked up to a component school or department, the CUNY logo should be used elsewhere in the communication and not locked up with the school sub-brand.

Whenever possible, place the CUNY logo first in a college logo lockup. Justify the top of the college logo with the top of the ascenders on the U and the bottom of the Y. Place a light vertical rule between the two logos (75% black), leaving a clear space (x) for each logo to breathe, but not so much that they feel disconnected. If the logos are knocked out on a colored background, the vertical rule can be white.

If necessary, the college logo can be placed first in a college logo lockup. Justify the top of the partner logo with the top of the ascenders on the U and the bottom of the N. Place a light vertical rule between the two logos (75% black), leaving a clear space (x) for each logo to breathe, but not so much that they feel disconnected. If the logos are knocked out on a colored background, the vertical rule can be white.
WHEN THE MARKETING LANGUAGE IS USED IN THE HEADLINE OR BODY COPY

When a communications piece uses the marketing language as a headline or in the body copy, please include the college’s signature system lockup.

This also applies when the tagline is present on the piece in some other high-impact way.
ADVERTISING

Use the signature system lockup on print and digital advertising pieces. Additional ad copy can be developed to more closely tie the CUNY messaging in the headline and to highlight the college as one of the proof points for CUNY’s new positioning, “The Greatest Urban University in the World.”
BROCHURES

Here is a brochure geared toward international audiences. Because the name of the college and the full University name are treated in type, we can use the college logo lockup on the bottom of the piece.

Ex: Baruch’s International Recruiting Brochure – The cover already has the college and university names treated in type – a simple logo lockup will help illustrate Baruch’s relationship to CUNY.
When a communications piece is not using the marketing language, use the CUNY logo with the tagline. The colleges should have prime location on the piece, with the CUNY tagline lockup in a secondary location.

Here are some examples of how to best use your college identity with the tagline lockup.

Ex: John Jay’s Website – Give CUNY logo and tagline some real estate above the fold. John Jay logo retains primacy, with the CUNY logo and tagline sitting in secondary position.
CUNY Brand Guidelines

College Identity Integration
Using the Logo with Tagline

Ex: Baruch’s letterhead — Retain the college’s logo primacy on the left side of the letterhead, tying it to the CUNY logo placed on the right.

Ex: Baruch’s business cards — Retain the college’s logo primacy on the front of the card and tie the college to CUNY on the back of the card.
WHEN A SCHOOL WITHIN A COLLEGE IS ADVERTISED

When highlighting a specific school within a college, use the CUNY logo with tagline separate from the college logo.

This will help avoid visual clutter, creating a cleaner and more balanced layout.

Ex: Baruch’s Sidney Harman brochure – Give Baruch College’s Weissman School of Arts and Sciences logo primacy at the top, with the CUNY logo and tagline sitting in secondary position as a signoff.
When a communications piece is targeting out-of-state or international students, use this CUNY logo with University name lockup. Consider this example – including the University name in the logo lockup is necessary when the CUNY name is less recognizable. Also try to give real estate above the fold to the new CUNY logo lockup.

Baruch College's Zicklin School of Business is one of the reasons why CUNY is the Greatest Urban University in the World. Baruch has brought its innovative, modular Executive MS in Finance (EMSF) to Mumbai at an attractive local price. Talented, mid-career managers will have access to a university degree from the United States delivered in an accelerated, convenient, weekends-only format. The program is entirely taught by Zicklin's outstanding New York City-based faculty and industry experts. The Zicklin School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB). Students in Mumbai, New York City, and future program locations around the world will all earn the same MS in Finance degree awarded by Baruch College, CUNY.

An Executive MS in Finance from Baruch gives students the knowledge and experience needed to accelerate their careers. Students learn to demonstrate their expertise and readiness for the next step up the ladder in a focused, practical program that is designed specifically for them. It is convenient, efficient, flexible, and affordable.
SIGNAGE

Guidelines are being further developed.
SIGNAGE

Guidelines are being further developed.
COLOR PALETTE
**PRIMARY COLORS**

The primary palette consists of blue and yellow and should be used whenever possible.

Please make use of these color breakdowns when developing your print (PMS and CMYK) and electronic (RGB and Hex) communications pieces.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS: 286</td>
<td>C for coated stock</td>
</tr>
<tr>
<td>CMYK: 100/66/0/2</td>
<td></td>
</tr>
<tr>
<td>RGB: 29/58/131</td>
<td></td>
</tr>
<tr>
<td>HEX: #1D3A83</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS: 1235</td>
<td>C for coated stock</td>
</tr>
<tr>
<td>CMYK: 0/31/98/0</td>
<td></td>
</tr>
<tr>
<td>RGB: 255/184/28</td>
<td></td>
</tr>
<tr>
<td>HEX: #FFB81C</td>
<td></td>
</tr>
</tbody>
</table>
# Secondary Colors

Secondary colors should be used as support and to add visual interest to your communications pieces. Please remember that a little of this palette goes a long way and to use them in moderation.

Make use of these color breakdowns when developing your print (PMS and CMYK) and electronic (RGB and Hex) communications pieces.

<table>
<thead>
<tr>
<th>Coated stocks:</th>
<th>Uncoated stocks:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PMS:</strong> 382 C</td>
<td><strong>PMS:</strong> 388 U</td>
</tr>
<tr>
<td><strong>CMYK:</strong> 28/0/100/0</td>
<td><strong>CMYK:</strong> 16/0/77/0</td>
</tr>
<tr>
<td><strong>RGB:</strong> 196/214/0</td>
<td><strong>RGB:</strong> 54/0/6/0</td>
</tr>
<tr>
<td><strong>HEX:</strong> #C4D600</td>
<td><strong>HEX:</strong> #59CBE8</td>
</tr>
<tr>
<td><strong>PMS:</strong> 305 C</td>
<td><strong>PMS:</strong> 305 U</td>
</tr>
<tr>
<td><strong>CMYK:</strong> 54/0/6/0</td>
<td><strong>CMYK:</strong> 0/85/57/0</td>
</tr>
<tr>
<td><strong>RGB:</strong> 89/203/232</td>
<td><strong>RGB:</strong> 228/0/70</td>
</tr>
<tr>
<td><strong>HEX:</strong> #59CBE8</td>
<td><strong>HEX:</strong> #E40046</td>
</tr>
<tr>
<td><strong>PMS:</strong> 192 C</td>
<td><strong>PMS:</strong> 192 U</td>
</tr>
<tr>
<td><strong>CMYK:</strong> 0/94/64/0</td>
<td><strong>CMYK:</strong> 0/48/95/0</td>
</tr>
<tr>
<td><strong>RGB:</strong> 228/0/70</td>
<td><strong>RGB:</strong> 254/136/7</td>
</tr>
<tr>
<td><strong>HEX:</strong> #E40046</td>
<td><strong>HEX:</strong> #FE8807</td>
</tr>
<tr>
<td><strong>PMS:</strong> 151 C</td>
<td><strong>PMS:</strong> 151 U</td>
</tr>
<tr>
<td><strong>CMYK:</strong> 0/48/95/0</td>
<td><strong>CMYK:</strong> 0/43/91/0</td>
</tr>
<tr>
<td><strong>RGB:</strong> 254/136/7</td>
<td><strong>RGB:</strong> 100/136/7</td>
</tr>
<tr>
<td><strong>HEX:</strong> #FE8807</td>
<td><strong>HEX:</strong> #FFC93C</td>
</tr>
<tr>
<td><strong>PMS:</strong> 541 C</td>
<td><strong>PMS:</strong> 541 U</td>
</tr>
<tr>
<td><strong>CMYK:</strong> 100/58/9/46</td>
<td><strong>CMYK:</strong> 100/45/5/36</td>
</tr>
<tr>
<td><strong>RGB:</strong> 9/60/113</td>
<td><strong>RGB:</strong> 100/136/7</td>
</tr>
<tr>
<td><strong>HEX:</strong> #093C70</td>
<td><strong>HEX:</strong> #FFC93C</td>
</tr>
</tbody>
</table>
ACCESSIBLE COLOR COMBINATIONS

When meeting accessibility standards is required, make use of these color combinations to ensure compliance with AAA visual accessibility standards.
TYPOGRAPHY
MARKETING COMMUNICATIONS (SANS SERIF)

Our sans serif typeface is Trade Gothic Next and should be used whenever possible, with special emphasis on the Bold Condensed and regular weights.

All weights are available for use when appropriate.

In instances when Trade Gothic Next is not available, Arial can be substituted.
MARKETING COMMUNICATIONS (SERIF)

In instances when a serif font is more appropriate (such as special announcements or invitations) please make use of Chronicle.

In instances when Chronicle is not available, Georgia can be substituted.

Chronicle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
INSPIRATION

Our photography and imagery needs to capture the rhythm of New York City, as well as the energy of the University and its students. Subjects should be bold, proud and confident – pursuing their education fearlessly and with passion. Also try to capture the changing face of today’s undergraduate students, who are juggling work, family and school obligations.

These example images from the CUNY archive should serve as an inspiration for your photography choices.
TINTED PHOTOGRAPHY

For communications that are text-heavy, tinted and duo-tone photography is a great way to add visual interest without distracting from the message.
CREATING TINTED PHOTOGRAPHY

1. Open your color image in Photoshop and go to Image > Mode and select gray scale.

2. Next, set your image mode to Duotone, which will bring up a color selection prompt.

3. Select black as one of your colors and Pantone 286 CP as your second. Adjust your curves as needed to achieve the clearest picture possible. Hit “OK.”

4. When running text over your image, leave faces and important visual information clear.
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 56-59.

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%.

Body Copy: Trade Gothic Next LT Pro Light, 10/14 pt, Pantone Cool Gray 9U

Address, Trade Gothic Next LT Pro Bold and Light, 7/9pt, Pantone Cool Gray 9U
CUNY CENTRAL: #10 BUSINESS ENVELOPE

CUNY CENTRAL: SINGLE SIDED BUSINESS CARDS

Standard 3.5 x 2 in business cards.
DOUBLE-SIDED BUSINESS CARDS

CUNY logo, 1.285" in width, centered vertically, approximately 0.25" from the trim line

Text block, 1.5" in width, centered vertically, approximately 0.25" from the trim line
Name, Trade Gothic Next LT Pro Bold, 9pt Pantone Cool Gray 9U
Title and Address, Trade Gothic Next LT Pro Light, 7/9pt, Pantone Cool Gray 9U
Colleges Integration: Letterhead

The University logo will appear on individual college stationery. Retain the college’s logo primacy on the left side of the letterhead, tying it to the CUNY logo placed on the right. Both logos should be top and bottom aligned to each other.

The CUNY logo should only be displayed using the approved CUNY blue brand color, while the college’s logo should only be displayed using the individual college’s approved brand color. All typefaces should follow the individual college’s brand guidelines.
COLLEGE INTEGRATION: DOUBLE-SIDED BUSINESS CARDS

The University logo will appear on individual college stationery. Retain the college’s logo primacy on the front of the business card and tie the college to CUNY on the back of the business card.

On the CUNY logo side, please use the approved CUNY blue brand color. On the college side, please use colors and typefaces in accordance with the college brand guidelines.
COLLEGE INTEGRATION:
SINGLE-SIDED
BUSINESS CARDS

College logo and CUNY logo lockup,
use college’s brand colors for
individual logo and CUNY blue for
CUNY logo

Use individual college's primary
and secondary typefaces for text
ADDITIONAL APPLICATIONS
PROMOTIONAL ITEMS

For additional swag items that have space constraints or challenges (mugs, pens, USB drives, etc.), legibility should be your primary concern. Always try using an approved lockup first (like on the USB drive).

Use the following examples as guidance if an approved lockup does not make the best use of the space. This applies for the logo with the tagline and the logo with the University name.