Hostos
Community College

GRAPHIC STANDARDS MANUAL
Guidelines for using the Hostos Community College Graphic Identity

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INTRODUCTION

This graphic standards manual provides detailed instructions concerning the reproduction and proper use of the new Hostos Community College graphic mark and logo. It outlines mandatory colors, typography, and other essential design elements. By applying the standards set forth in this manual, the College design team can achieve a strong and consistent visual identity for Hostos.

The new Hostos Community College logo is composed of two elements; a graphic mark, which represents the sun, and the logotype "Hostos Community College". The logotype uses the Clarendon font. This logotype is customized and should never be substituted.

The three-color logo shown here is the primary logo. It should be used when possible on materials such as brochures, color ads, billboards, self mailers, etc.

Hostos
Community College

PRIMARY LOGO
Use this three-color version
whenever possible

The logo versions shown here should ONLY be used when the primary logo cannot be. Some examples may be for a black and white ad or a newsletter being printed in two colors.

TWO-COLOR VERSION
Use this two-color version when three-color is not possible.

BLACK & WHITE VERSION
Use this version for black and white printing.
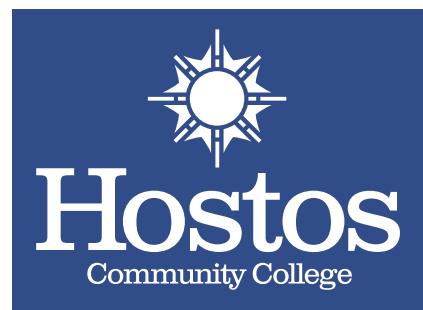
ONE-COLOR WITH REVERSE
Use this reverse version with PMS 294, PMS 144, PMS 110 or black.

For situations where the primary logo will not suit the application, such as horizontal uses, it is acceptable to use this alternate horizontal logo format.

PRIMARY LOGO
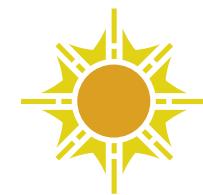
Hostos
Community College

ALTERNATE
HORIZONTAL
LOGO

Hostos Community College

The logo has been created for maximum readability. However, since the sun graphic contains important detail it is critical to adhere to the minimum acceptable size shown here. The sun graphic should always be at least .5 inches wide.

Also, do not adjust the size of each logo element (the logotype and sun graphic) independently.

.5 INCHES WIDE

Hostos
Community College

Hostos Community College

.5 INCHES WIDE

The logo should always be surrounded by clear space. This protected area keeps other images or type from getting too close and ensures that the logo is always readable. The recommended minimum distance to be allowed on all sides is the height of the letter "s" in the logotype (see example to the right).
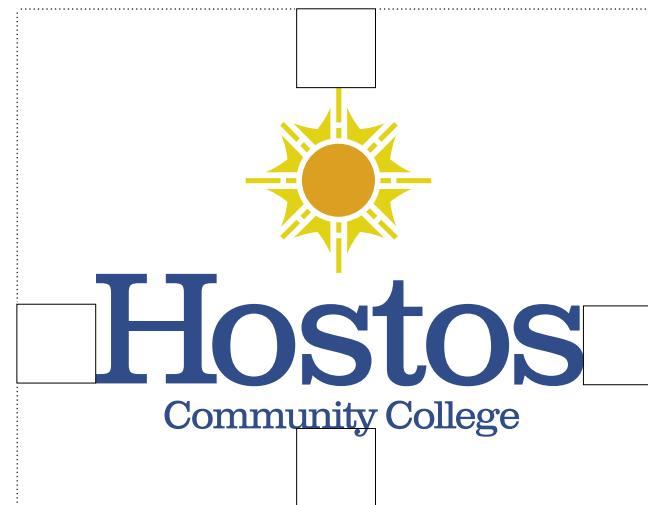
THE DOTTED LINE REPRESENTS THE PROTECTED AREA.
NO OTHER IMAGE OR TYPE SHOULD ENTER WITHIN THIS SPACE.

Using the logo correctly will maintain consistency for the Hostos identity. Shown here are examples of logo misuse.

DO NOT REPRODUCE THE ENTIRE LOGO IN PMS 100 OR PMS 144
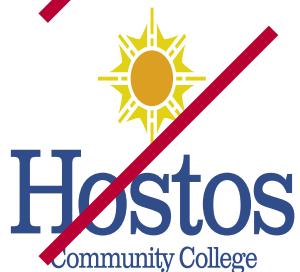
DO NOT ALTER THE PROPORTIONS OF THE LOGO

DO NOT REPRODUCE THE LOGO ON A BUSY BACKGROUND

DO NOT ROTATE THE LOGO

DO NOT REARRANGE LOGO COLORS

The graphic mark was designed to work with the logo, but may also stand-alone. When the graphic mark is used as a stand-alone graphic, the full logo must also be used somewhere in the piece.

When used as a stand-alone graphic, the primary graphic mark is the three-color version shown here. Use this version whenever possible.
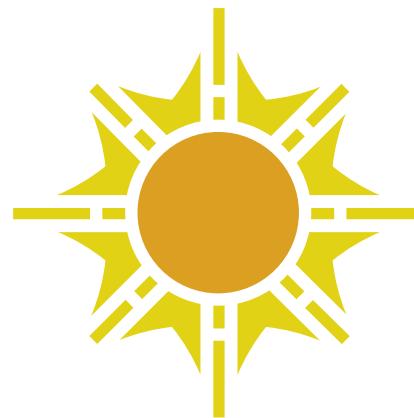
PRIMARY GRAPHIC MARK
Use this three-color version
whenever possible

The graphic mark may also be produced as two-color or as a white knock-out graphic on a solid background of PMS 294, PMS 144, PMS 110 or black. Use these graphic mark versions ONLY if the primary cannot be used.

SECONDARY GRAPHIC MARKS
Use these white knock-out graphics when the three-color mark cannot be used

Color plays a critical role in ensuring the overall impact of the Hostos identity. The logo is to appear in three colors: blue (PANTONE 294), orange (PANTONE 144) and gold (PANTONE 110). Use the three-color version whenever possible. Blue (PANTONE 294) or black are preferred colors for one-color reproduction. If printing with one color other than blue (PANTONE 294) or black, the logo needs to be reversed. Never substitute other colors.

If printing the logo in four-color process, use the CMYK values shown here to match as closely as possible the Hostos colors.

PRIMARY COLORS

PMS 294	PMS 144	PMS 110
C 100 M 58 Y 0 K 21	C 0 M 48 Y 100 K 0	C 0 M 12 Y 100 K 7

SECONDARY COLORS
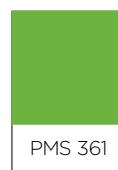
PMS 361	PMS 266	PMS 186	PMS 320	PMS 4485
C 69 M 0 Y 100 K 0	C 79 M 90 Y 0 K 0	C 0 M 100 Y 81 K 4	C 100 M 0 Y 31 K 7	C 0 M 26 Y 100 K 69

The use of consistent typography is an effective means of reinforcing a cohesive look in all Hostos materials. Clarendon and Trade Gothic are the official typefaces. Never substitute fonts.

When selecting typefaces for materials, follow these recommendations:

Clarendon: Use for headlines, sub-heads and sidebars.

Trade Gothic: Use for body copy and captions.

CLARENDON TYPE FAMILY

Clarendon Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefghijklmnopqrstuvwxyz

Clarendon Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefghijklmnopqrstuvwxyz

Clarendon Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefghijklmnopqrstuvwxyz

Clarendon Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefghijklmnopqrstuvwxyz

TRADE GOTHIC TYPE FAMILY

Trade Gothic Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefghijklmnopqrstuvwxyz

Trade Gothic Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890
abcdefghijklmnopqrstuvwxyz

The Hostos letterhead is 8.5 inches by 11 inches vertical. The recommended typing format is shown here. Please follow this style for consistency. The recommended typeface for body copy on letterhead is Times New Roman with a type size of 10pt.

.5 INCH

Hostos Community College

.33 INCH

2.25 INCHES

May 9, 2007

Addressee's Name
Title
Number and Street
City, State, Zip

1 INCH

Salutation:

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1 INCH

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Sincerely,

Name of Sender
Title of Sender

1 INCH

Eugenio María de Hostos Community College   500 Grand Concourse, Bronx, NY 10451   Phone 718-518-4444   Fax 718-518-XXXX

CU NY The City University of New York

.25 INCH

The Hostos executive letterhead is 7.25 inches by 10.5 inches vertical. This is special letterehad reserved for the president. The recommended typing format is shown here. Please follow this style for consistency. The recommended typeface for body copy on letterhead is Times New Roman with a type size of 10pt.

.375 INCH

.33 INCH

Hostos Community College

OFFICE OF THE PRESIDENT

2 INCHES

May 9, 2007

1 INCH

Addressee's Name
Title
Number and Street
City, State, Zip

Salutation:

Rem irit pratuer ilit eliqui eraeseq uamet, quamcon ullute feuguerat at, quiscilit autatisl dolorem irit vullummy nim vels nit am, commoluptat, consequ issequi ssecte vulla aliquis enibh exercipisi bla feum doluptat wis nim aliquat augue dolor senis accummod dolent praese consequ amcommo luptat.

1 INCH

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Sincerely,

Name of Sender
Title of Sender

Eugenio María de Hostos Community College 500 Grand Concourse, Bronx, NY 10451
Phone 718-518-4444 Fax 718-518-XXXX

CUNY The City University of New York

1 INCH

.25 INCH

2.5 INCHES

.3 INCH

Eugenio María de Hostos Community College 500 Grand Concourse, Bronx, NY 10451

.3 INCH

.2 INCH

Hostos Community College

ENVELOPE

The envelope size is #10. The logo is to be positioned as shown and printed in three colors. The address line should appear on the envelope flap and be centered left to right.

BUSINESS CARD

The standard Hostos business card is 3.5 inches by 2 inches horizontal.The logo is to be positioned as shown and printed in three colors. The individual name and related information will be printed in PMS 294.

Do not attempt to recreate either of these as they are for illustrative purposes only.

.2 INCH

.9 INCH

Dr. Dolores M. Fernández

President

.3 INCH

Hostos Community College

500 Grand Concourse, Bronx, NY 10451

Phone 718-518-4444

Fax 718-518-XXXX

.9 INCH

Email dfernandez@hostos.cuny.edu
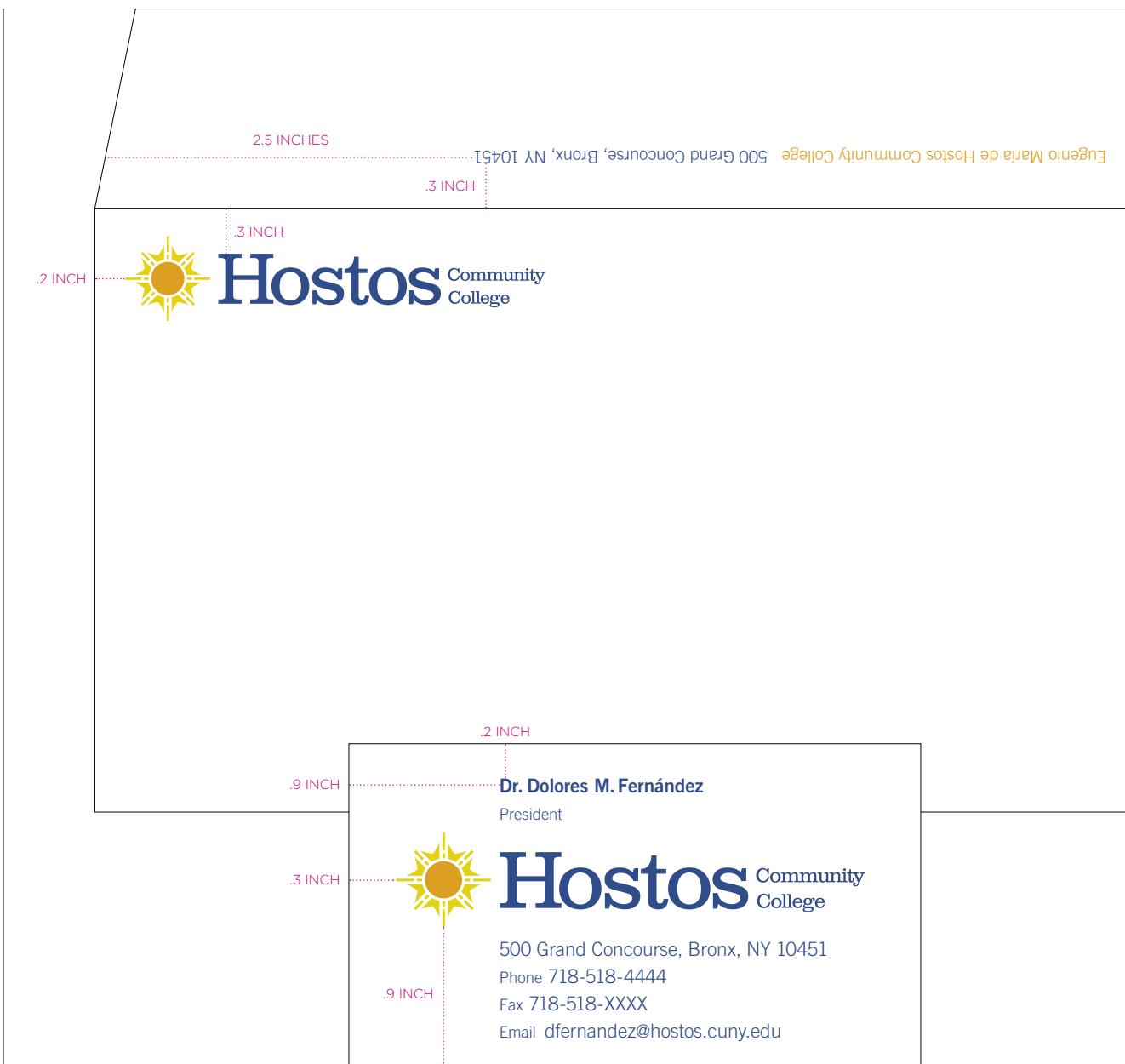
The Hostos mailing label is 5 inches by 3 inches.
The recommended typing format is shown here.
Please follow this style for consistency. The typeface
is Times New Roman with a type size of 10pt.

.2 INCH

.125 INCH

Hostos Community College

1.25 INCHES

Name
Title
Number and Street
City, State, Zip

2 INCHES

.65 INCH Eugenio María de Hostos Community College   500 Grand Concourse, Bronx, NY 10451

.125 INCH
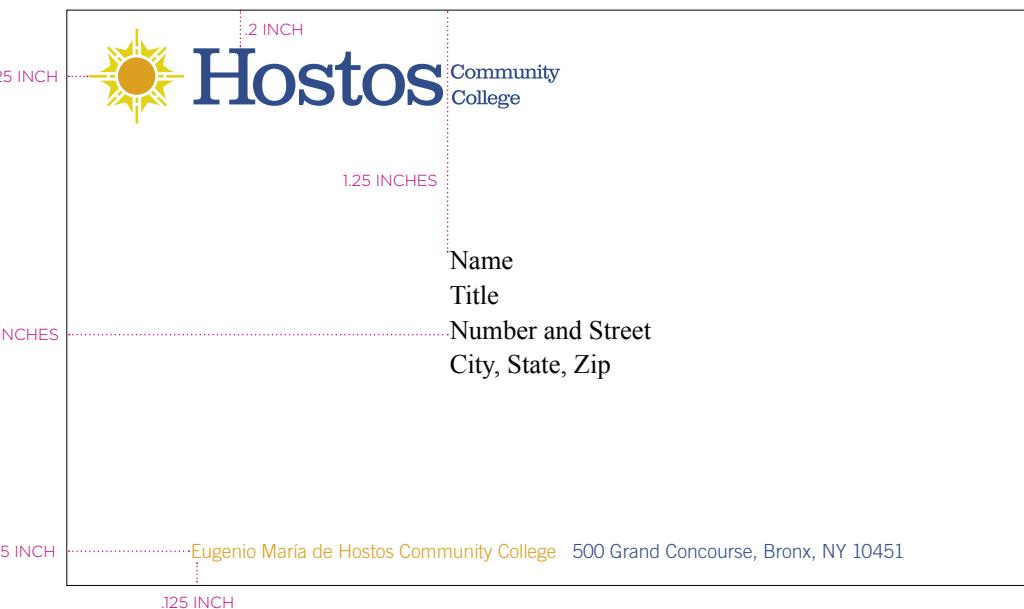
The Hostos fax cover sheet is 8.5 inches by 11 inches vertical. The recommended format is shown here. Please follow this style for consistency.

.5 INCH

.33 INCH

Hostos Community College

TO _____

FROM _____

NUMBER OF PAGES _____

COMMENTS _____

_____

_____

_____

_____

_____

_____

_____

1 INCH

Eugenio María de Hostos Community College   500 Grand Concourse, Bronx, NY 10451   Phone 718-518-4444   Fax 718-518-XXXX

CU NY The City University of New York

.25 INCH

The Hostos buck slip is 5.5 inches by 8.5 inches vertical. The recommended format is shown here. Please follow this style for consistency.

.3 INCH

.2 INCH

Hostos Community College

.5 INCH

.75 INCH FROM THE DESK OF SANDRA RUIZ

The Hostos website shown here illustrates how the logo should be used on the homepage. The same graphic standards that apply to print must also be applied to electronic media.

The primary logo is the standard for publications.
It can be used in various places on publications,
in full color, or in a reverse format on a solid field.

TRANSFORMING LIVES

Eugenio María de Hostos Community College   www.hostos.cuny.edu

BROCHURE COVER EXAMPLE

Shown here is a trifold brochure, which measures 3.75 inches by 8.5 inches. The primary logo is the standard for publications. It can be used in various places on publications, in full color, or in a reverse format on a solid field.
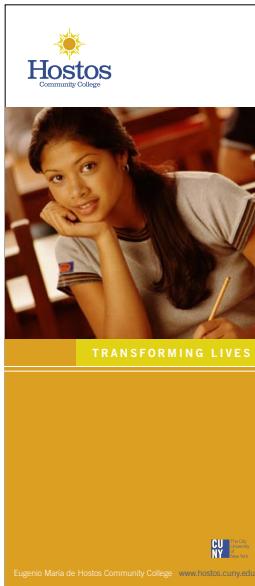
TRIFOLD BROCHURE COVER EXAMPLE

Headline goes here.

SUBHEAD

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SUBHEAD

dolortiniam atie magna aliquisim quis accum mod tion volor aut velis nos delenit, corper sun mmodio dolortio conse min ut augait nuuptat incidui blamet laortisl dolorperosto odolumo eaPer ipit in velisit ulput praesse ndipsuscilise augiat, cortisi bla feugait ea feuguerat vuipit re consend rerostrud exero odolore magnathn autatincil ulputat. Xer sim delismodolumg in innbh et nostio odigna amet il do dunt ipsn irit non exercip ismodolore del illuptansumsmin .

- UD DOLORTINIAM ATIE MAGNA ALIQUISIM QUIS ACCUMOD TION VOLOR AUT VELIS

- NOS DELENIT, CORPER SUMMODIO DOL TIO CONSE MIN UT AUGAIT NULLUPTATMI INCIDUI BLAMET LAORTISL DOLORPSTO ODOLUM EAPER IPIT IN VELISIT ULPUTER

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- NON EXERCIP ISMODOLORE DEL ILLUPT ALIT VULLA FEUGAIT IRIT NOSTRUD TION ULLAOR SUMSANDRE MOD MIN VELISL

TRIFOLD BROCHURE INSIDE EXAMPLE

Most ads are printed in one color (black) in magazines or newspapers. For black-and-white ads, the preferred logo format is black. For full-color ads, the primary logo converted to process color is the optimum choice. Trade Gothic Light is the preferred typeface for the body copy and Clarendon Bold for the headline.

Headline goes here.

Lorem il utat in eum velesto dolorpercil dolorpero consecte faccum del et wisin velestie ex ent lum incilis nulputatie doloreriure velisIpiscil ulput vero eugait vendre eui te er adit ad estissit am vullut praessed tem inibh erciliquisl in henig volobore conulla orerit, veraestrud essequi ea feugait aliquis alis dolor augait num nim zzrilla ortisci blamet.

Hostos
Community College

Eugenio María de Hostos Community College   www.hostos.cuny.edu   CU NY The City University of New York

BLACK-AND-WHITE SMALL AD EXAMPLE