

QUEENSBOROUGH  
COMMUNITY COLLEGE



Identity Standards  
and  
Applications

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# PRESIDENT'S MESSAGE



Queensborough Community College is committed to fostering a collaborative learning-centered community. The College is dedicated to academic excellence and to the development of the whole individual in an environment that promotes intellectual inquiry, global awareness, and life-long learning.

With so much to offer to so many, it is essential that Queensborough's symbols of identity be clear, unified and consistent. Visual symbols bring recognition to our institution and reflect our values and goals.

Queensborough's 2012 ID Branding Book provides a myriad of guidelines and illustrations to provide assistance in the use of Queensborough's correct visual identity.

When all of our academic departments, administrative offices as well as our fine arts and cultural centers apply the official logo in a consistent manner, everyone benefits. The strength of Queensborough as a quality educational institution is enhanced by its clear connection to The City University of New York and to its core mission.

Thank you for your cooperation and support.

A handwritten signature in black ink, which appears to read "Diane Call". The signature is fluid and cursive, with a large initial "D" and a long, sweeping underline.

Dr. Diane B. Call  
Interim President of Queensborough Community College

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# INTRODUCTION

It is said, “First impressions are the most important.” For many, the first impression of Queensborough Community College is the College’s graphic symbols, the College Seal and the Queensborough Logo. From Correspondence to advertisements and publications to websites and more and more social media, the College chooses how it will be recognized with its visual symbols. In communications of every nature, at every point of contact, the opportunity exists to enhance the College’s image, reputation and identity.

Visual symbols, when used in a clear and consistent manner, have the power to make that identity instantly recognizable, and associate it with the College’s values of quality, diversity and collaboration. With consistency of design and application, that strong brand identity can be instilled and reinforced.

The Office of Marketing and Communications has developed Queensborough ID to set forth standards for a full range of identity and branding matters. It provides guidance for the use of the College Seal and Queensborough Logo, which are the central elements in the branding and the identity of the College, and the co-branding relationships with the departments, offices and programs of the University and College. Standards are set forth to ensure a consistent visual identity of Queensborough’s stationery system and print media such as newsletters, display advertising, brochures, flyers, promotional items, as well as for the Web is outlined in a way that provides both consistency and flexibility.

For external audiences, Queensborough’s clear and consistent identity standards will enhance the College’s relationship with the public and private sectors, alumni, donors, other philanthropic partners, local communities, prospective students and other constituencies. Within the College, the system of co-branding described in this manual will benefit public relations, recruitment, continuing education activities, and relationships among students, faculty and staff.

The standards of this manual and the coordinated use of our graphic elements will communicate the strengths of both the College and its departments and programs. It is, of course a living document. Changes to the world at large and Queensborough itself will require editorial revision to ensure this document remains useful to the communities it serves.

# 1 QUEENSBOROUGH'S GRAPHIC ELEMENTS

Queensborough Community College uses two distinct graphic elements: the College Seal and the Queensborough Logo.

The original College Seal was designed by Professor Albert P. D'Andrea, chairman of the Art Department of the City College of New York in 1961, the second year of Queensborough's existence and before any of the permanent buildings had been built on campus. It contained many of the elements present in the current seal: the name of the college encircling and reinforcing a three-sided shield with a bridge across its center and two fields of laurel leaves, one above and another below; and radiating from the center behind the shield, rays of light.

In 1990 the seal was changed to reflect our history as a college of The City University of New York by the inclusion of "1959" the year of our founding and the letters "CUNY" in their quadrant formation.



Queensborough has had many logos over the years. From its founding to 1970, it seems, there was no feeling of need for a graphic identity beyond the College Seal, as it was used on most publications. Since 1970 there have been various configurations of the letters “QCC” and the College’s full name. Some of these lasted only a short while, some for a decade or more. There are some years that have nothing that can truly be deemed a logo with the College’s name being set in various type fonts that seemed to fit a particular publication. There are also times when two or more “logos” are being used simultaneously. To the right are some examples of some logos no longer used.

The current logo, with “Queensborough” set above “Community College” and the CUNY Square to the right, was designed by David Arroyo (then Director of Publications) in 2006. It was altered in October 2010 by increasing the space between the words and the CUNY Square to conform with CUNY Branding Standards published at that time.





1971-1972



1974-1976



1977-1997

Currently used by the QCC Art Gallery



1997-2004



2002-2004



2005-2006

**QUEENSBOROUGH**  
COMMUNITY COLLEGE



Current Logo Standard

## The College Seal

Seals have been used since ancient times to authenticate a document's authorship and/or authority. In keeping with this tradition the College Seal should only be used by the Office of the President and other high offices with the President's permission. It is also used to certify official college documents and publications. It is actually embossed on official college transcripts and the College's Commencement Program. It appears on other ceremonial publications such as Honors Convocation, the Celebration of Service, the Dean's List presentation and invitations for such occasions. It was also part of the official 50th Anniversary presentation.

As the graphic is representing an actual physical object there is both a "positive" and a "negative" representation of the seal or a version that is white with lines representing the interior elements and a version that is black (or blue) with white drop-out lines representing the interior elements. Finally there are also two acceptable full color versions of the seal.

As the College Seal is an actual thing and at times occurs as a blind (uncolored) embossing it may, in some cases, also be printed lightly as a background element as if a watermark. This would occur with specific elements identified with the College, such as the Alma Mater, or on some official documents, again at the discretion of the President.



Standard College Seals

**Incorrect Usage – College Seal**



Do not distort seal.



Do not cut off part of seal



Only use approved colors.



Only use vertical alignment.  
Never tilt seal.



Never fade or feather  
the College Seal.



Never fragment seal.



No interior shadows.



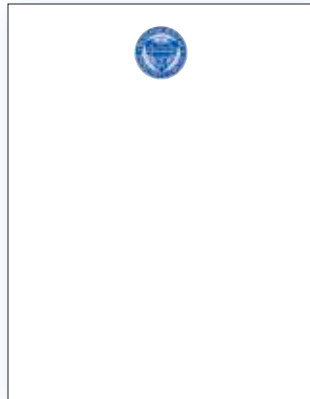
Do not step and repeat the College seal for a wallpaper effect.

## Size and Placement of the College Seal

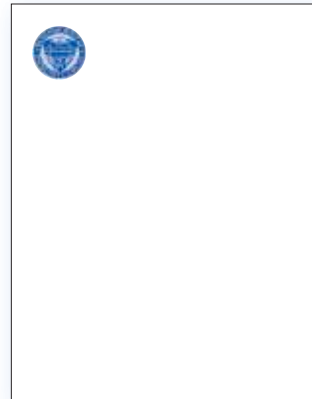
When used the College Seal should have a prominent placement, usually centered on the page, but may be placed in the upper left as an initial identifier or lower right accompanying or representing a signature. It must be of a size that all the individual elements remain clear. For print this is no smaller than  $\frac{1}{2}$  inch in diameter.

If the seal is being used with the identification of the College or an office, the name should be placed no closer than one seventh of diameter of the Seal (or perhaps an easier measurement – the distance from bottom of bridge to top of the letters “CUNY” in the Seal).

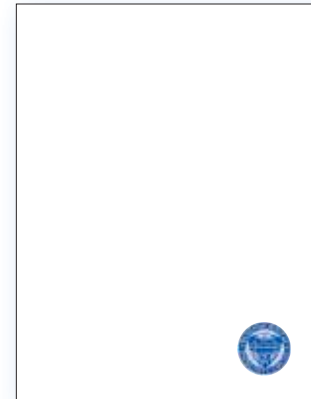
For all other purposes, no type or other graphic should be placed closer than one fourth of the diameter of the seal



Center placement



Upper left

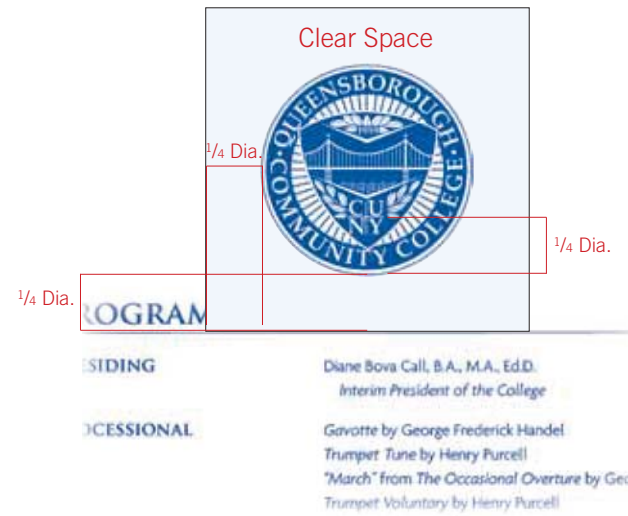
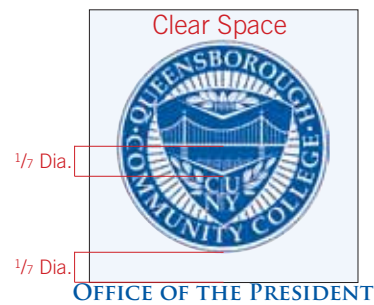


Lower right



Smallest print seals

College Seal Placement



## The Queensborough Logo

The Queensborough Logo is the principal graphic identifier of the College. It consists of the name “Queensborough” set over the words “Community College” in Trajan Bold font with the CUNY Logosquare the proper distance to the right equaling the height of both lines of type.

The elements of the Queensborough logo should always be of all the same color. The only accepted colors for the logo are blue, black or white (on darker background colors). A white or “drop-out” logo should always be used on light, neutral colored paper stock, never on brightly colored stock.



Standard Queensborough Logos

**Incorrect Usage – Queensborough Logo**



**Do not distort logo.**



**Only use approved colors.**



**Only use vertical alignment.  
Never tilt logo.**



**Never fade or feather**



**Never use multiple colors.**



**Never fragment logo.**



**No modeling, interior shadows, color shift or outlining.**

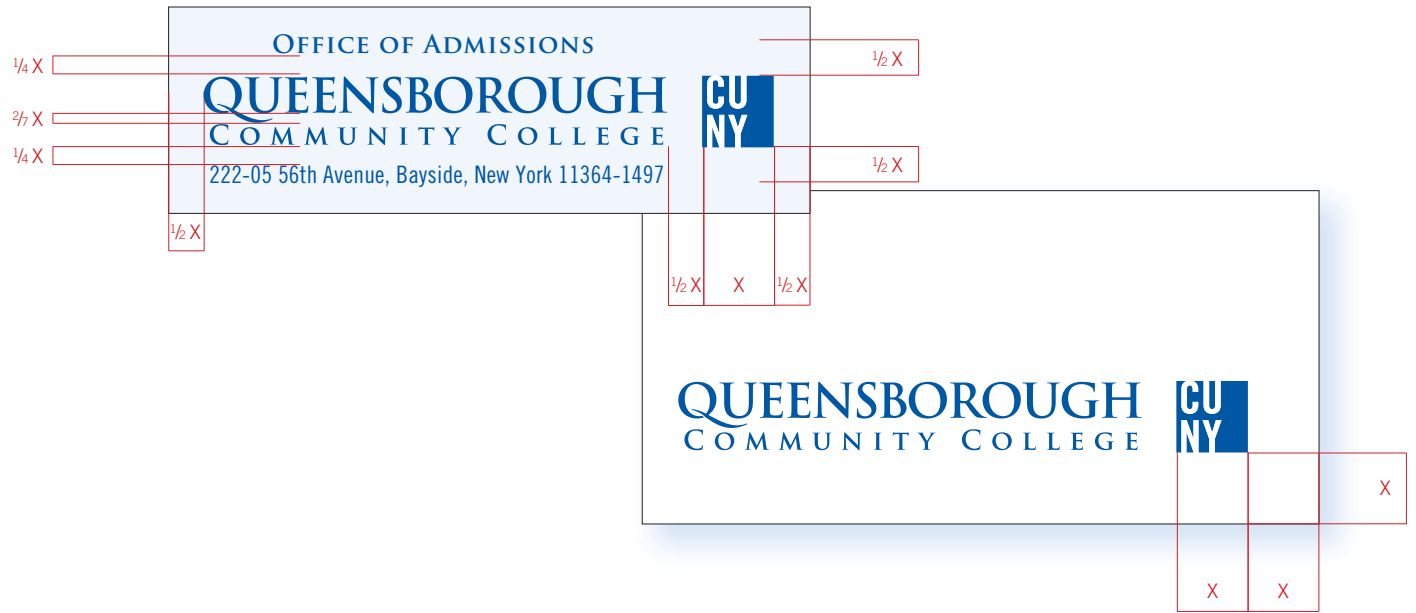
## Logo Placement – Clear Space and Page Placement

The Queensborough Logo must be given room to maintain its individual identity and maintain CUNY's Branding Standards. Those standards state that all other graphic elements, including type, should remain outside of a clear space that measures at least  $\frac{1}{2}$  the CUNY Square's width. This is also the general rule for graphic elements spaced around the Queensborough Logo as a whole.

There are exceptions to this however. If type is identifying something which is part of the identity of the College itself (i.e.: an academic department, a particular program or office, the address of the College, a URL) it may be set closer to the type portion of the Logo, not extending into the area above or below the CUNY Square or the space that surrounds it. This type should allow a slightly greater space between it and the type of the logo than the spacing between the words "Queensborough" and "Community College" in the Logo itself, so as to set it apart.

CUNY'S Branding Standards also recommend the CUNY Square be placed so the distance to any edge of a document be at least a Square's width and never less than  $\frac{1}{2}$  the width of the Square. These guidelines should also be followed for the Queensborough Logo.





## Logo Size/Proportions – Absolute and Relative Sizes

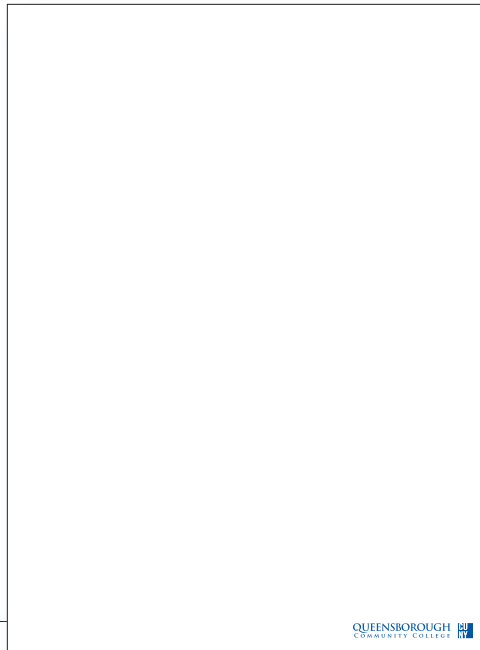
Generally, the Queensborough Logo should never be reproduced smaller than 1/4" (.25") in height.

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. A small premium such as a pen or USB storage drive may have a very small and/or problematic "printable area." See the chapter on Promotional and Display for recommendations in these situations.

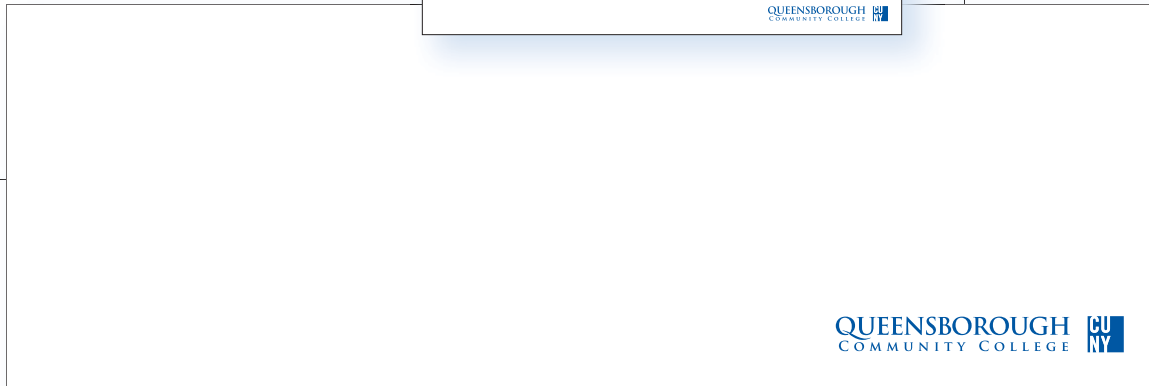
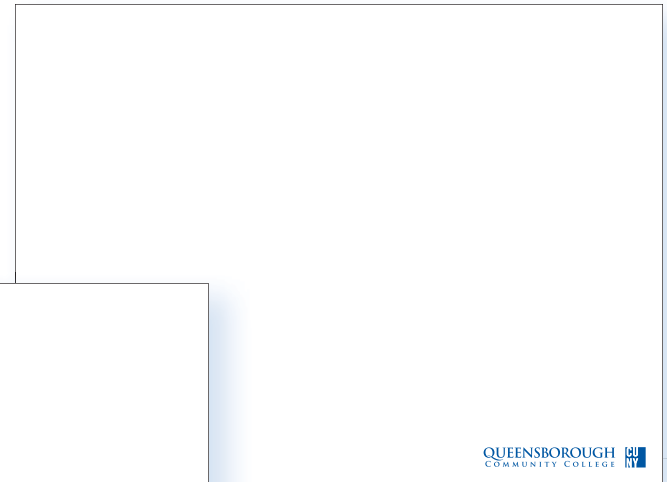
The total length of the Queensborough Logo, from the most left of the "Q" to the right of the CUNY Square should never be less than one fourth (1/4) of the horizontal measurement (bottom or top) of the piece on which it appears.

The absolute minimum size still applies.

Actual (absolute minimum size of logo)



Various formats with logos of correct minimum proportions (1/4 horizontal measurement).



## Accepted Colors – Logo and Seal

As stated earlier the only accepted colors for the Queensborough Logo and the College Seal are blue, black or white (on darker background colors). The Seal also has two full-color versions. These two are the only accepted color versions. None of the interior colors should be altered or changed.

The College's signature blue color is Pantone 286C and its CMYK (print color) and RGB (screen color) equivalents. These and 100% black are the only single colors in which the Logo and Seal may be reproduced. When the logo appears in either of these, the CUNY letters in the Square are white.

When the Logo is reproduced on a dark color (darker than tonal equivalent of 50% black) it should be white or drop out to the paper color (if the paper is a light neutral shade – white, cream or grey). In such cases the Seal should appear as the black lines on white version. If the paper is a non-neutral color (any color besides white, cream or grey) the graphic elements should always be reproduced in black.

The Logo and Seal may be reproduced over a photograph or illustration as long as a “neutral” area of such is chosen so as not to obscure the Queensborough element and that “neutral” area extends as far from the Logo or Seal as the above stated placement guidelines. Color choice should also follow the guidelines above with the photograph's or illustration's neutral area being considered as the background color.



QUEENSBOROUGH  
COMMUNITY COLLEGE CU  
NY

Pantone Blue 286C  
CMYK (Print) C100 M66 Y0 K2  
RGB (Web or screen) R29 G58 B131



QUEENSBOROUGH  
COMMUNITY COLLEGE CU  
NY

Black



White over dark color



Color Seals

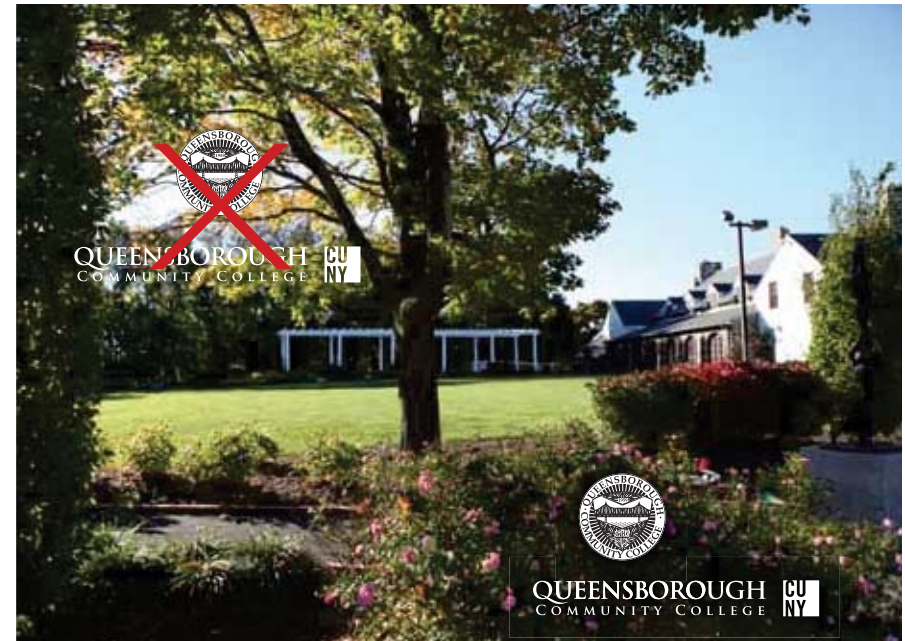
**CORRECT** – Black Seal and Logo over light-colored neutral area of photo

**Incorrect** – Black Seal and Logo over dark, busy area of photo



**Incorrect** – White Seal and Logo over light, busy area of photo

**CORRECT** – White Seal and Logo over dark-colored neutral area of photo



## Font Standards – Primary Font for Print and Desk Usage

CUNY’s primary font family is Trade Gothic. The typeface is a simple sans serif that was chosen for the University to maintain a solid underlying foundation in all brand communications.

RECOMMENDED WEIGHTS:

- Trade Gothic Light
- Trade Gothic Bold Two
- Trade Gothic Condensed No. 18
- Trade Gothic Bold Condensed No. 20

Other weights are available.

The Italic (or Oblique) form of each weight is permitted, although it should never be formatted as a “style” within an application.

### For desktop usage.

As Trade Gothic is not available to most of the offices of Queensborough, Franklin Gothic may be substituted. Franklin Gothic’s characters are very similar but slightly narrower and bolder than Trade Gothic, so the Medium weight should be used instead of the Bold. Also the condensed is not available to most.

For Web usage, Trebuchet **MS** is the preferred typeface. (See Chapter 3, “Web and Digital Media”)

TRADE GOTHIC LIGHT and OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
*ABCDEFGHIJKlmnopqrstuvwxyz 123456*

TRADE GOTHIC BOLD TWO and OBLIQUE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**  
***ABCDEFGHIJKlmnopqrstuvwxyz 123456***

TRADE GOTHIC CONDENSED NO. 18 and OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
*ABCDEFGHIJKlmnopqrstuvwxyz 123456*

TRADE GOTHIC BOLD CONDENSED NO. 20 and OBLIQUE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**  
***ABCDEFGHIJKlmnopqrstuvwxyz 123456***

Franklin Gothic Book Regular and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
*ABCDEFGHIJKlmnopqrstuvwxyz 123456*

Franklin Gothic Medium Regular and Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**  
***ABCDEFGHIJKlmnopqrstuvwxyz 123456***

Franklin Gothic Book Condensed Regular and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
*ABCDEFGHIJKlmnopqrstuvwxyz 123456*

Franklin Gothic Medium Regular and Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**  
***ABCDEFGHIJKlmnopqrstuvwxyz 123456***

## Font Standards — Secondary Font for Print and Desk Usage

CUNY's secondary font is Chronicle, a serif font recently designed by the Hoefler & Frere-Jones Foundry and inspired by 18th-century Transitional style fonts. It is preferred for publication and long text usage.

The range of weights, from Chronicle XLight to Black, is augmented by the choice of Text and Display weights, which allow designers total control of the typographic density of the page. Some of these weights are displayed at right.

### For desktop usage.

Chronicle, being a relatively new font, is even more rare than Trade Gothic, but the readily available and versatile Times New Roman is a very similar substitute, and it is also available in many weights.

Times New Roman is also available for Web usage. (See Chapter 3, “Web and Digital Media”)



CHRONICLE TEXT G1 ROMAN and ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
*ABCDEFGHIJKlmnopqrstuvwxyz 123456*

CHRONICLE TEXT G1 SEMIBOLD and ITALIC

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**  
***ABCDEFGHIJKlmnopqrstuvwxyz 123456***

CHRONICLE TEXT G1 BOLD and ITALIC

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**  
***ABCDEFGHIJKlmnopqrstuvwxyz 123456***

Times New Roman Regular and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
*ABCDEFGHIJKlmnopqrstuvwxyz 123456*

Times New Roman Semibold and Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**  
***ABCDEFGHIJKlmnopqrstuvwxyz 123456***

Times New Roman Bold and Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**  
***ABCDEFGHIJKlmnopqrstuvwxyz 123456***

Times New Roman Condensed and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
*ABCDEFGHIJKlmnopqrstuvwxyz 123456*

## Font Standards – Logo Font for Print Usage

Unique to Queensborough is the Trajan font used in its logo. Trajan is a very formal Large-Cap, Small-Cap font. Its use outside the logo should be kept to office and program names identified with the College (see chapter 2 – Queensborough Co-branding, Joined Co-branding), section or chapter titles of publications and formal invitations or event programs.

The Trajan font is not readily available but the Office of Marketing and Communications can provide it in documents they are designing. (See Appendix, Other Resources).

Trajan Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Trajan Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

## 2 QUEENSBOROUGH CO-BRANDING

With Queensborough Community College's broad base of collaborations with community, business, University and the broader higher education community; consistent, unified standards of visual identity provide enormous benefits to the College at large and to its various departments, offices and programs. In the past, with no guidance and few examples to draw upon, co-branding with Queensborough's graphic elements at times was neglected, or did not take full advantage of the possibilities.

With new standards developed for the graphic elements and Logo in particular, the following pages illustrate ways departments, offices and programs can link visual identity with the College, providing examples of what works well while offering the flexibility to meet individual needs.

The identities of all of Queensborough's departments, offices and programs will remain in place, but the successful co-branding with the identity of the College and University at large will enhance the reputation and recognition of all.



## Joined Co-branding

The easiest way to co-brand with Queensborough is to join a department, office or program's name to the logo in the same Trajan Bold font as used in the logo.

The setting of that name must follow the guidelines for type identifying something which is part of the identity of the College itself set out in the Graphic Elements, Logo Placement section earlier. It should be set allowing a slightly greater space between it and the type of the logo than the spacing between the words "Queensborough" and "Community College" in the Logo itself, so as to set it apart. It must not extend into the area above or below the CUNY Square or the space that surrounds it using more than one line if necessary. The font size should be no larger than the words "Community College" in the logo itself.

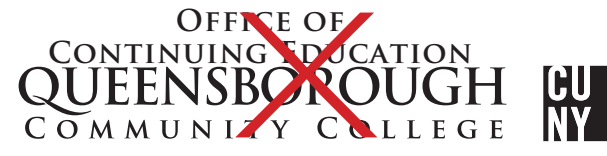
**Acceptable Joined Co-branding**



**Incorrect Joined Co-branding**



Font different from Trajan of Logo.



Office name too close to Logo font.



Office name too far from Logo font.



Office name extends under CUNY Square.



Office name font too large.

## Co-branding with Other Logos – Other Types of Logos

Some partners, offices and programs have, over the years developed their own logos; either because their presence extends beyond our campus or because they want to have their own easily-identifiable look. All these logos may continue to be used, but they should always be in conjunction with the Queensborough Logo.

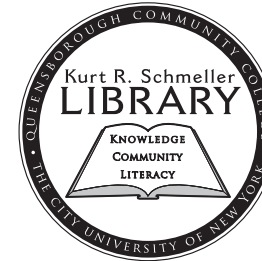
There are basically two types of logos identifiable by their shapes or proportions: HORIZONTAL and SPOT logos. We are distinguishing these because when they are in close proximity with the Queensborough Logo different placement rules apply.



Horizontal Logos



Spot Logos



## Co-branding with Other Logos – Horizontal Logo in Close Proximity

The optimal placement for a horizontal logo near to the Queensborough Logo is above. A horizontal logo should never be longer than the length of the Queensborough logo when in close proximity, should never extend over the CUNY Square and should be no closer than half the height of the CUNY Square.

This presents two distinct placement opportunities: directly above the type portion of the Queensborough logo or staggered/stepped extending to the left of the Queensborough Logo.

Horizontal Logo Correct Co-branding



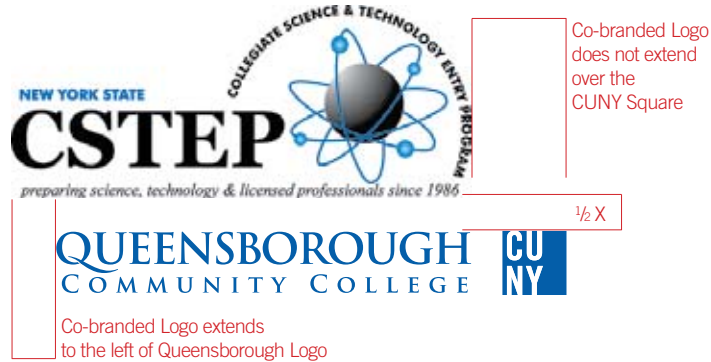
Horizontal Logo Incorrect Co-branding



Horizontal Logo longer than Queensborough Logo.



Horizontal Logo extending over CUNY Square.



Horizontal Logo too close to Queensborough Logo.

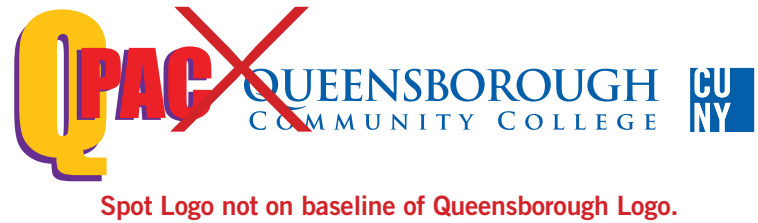
## Co-branding with Other Logos — Spot Logo in Close Proximity

The optimal placement for a spot logo near to the Queensborough Logo is above or to the left. When above, it should be centered in relation to the Queensborough Logo and no closer than half the height of the CUNY Square. When to the left, the spot logo should rest on the baseline of the Queensborough Logo (if the spot logo is type the baseline of this text should correspond to the baseline of the Queensborough Logo) and extend no closer than half the width of the CUNY Square.

Spot Logo Correct Co-branding



Spot Logo Incorrect Co-branding



## Co-branding with Other Logos – Letterhead and Other Placements

When printed along with a co-branded logo on stationery, the Queensborough Logo may be reproduced in either Pantone Blue 286U or black.


The Queensborough logo may align left, center or right and should adhere to the other guidelines regarding placement and size. Examples are shown at right.


The preferred letterhead stock is Strathmore Writing Bright White Wove 24 lb. text weight.


### **RECOMMENDED**


If other stock is used, post-consumer waste (PCW) content should be at least 30%.

When the co-branded logo is placed at a greater distance from the Queensborough Logo, its shape is not an issue and any of the shown three co-branding options are available. The options shown are of letterhead, but any of these arrangements may be used on any item in which the logos may be separated by such a distance that their individuality is obvious. It's important to remember that the purpose of this system is to ensure the presence of the Queensborough identity, either together with or apart from the program's brand.

 CSTEP

QUEENSBOROUGH  
COMMUNITY COLLEGE 

 **PIC**  
WORLD-CLASS  
ENTERTAINMENT  
— LOCALLY

QUEENSBOROUGH  
COMMUNITY COLLEGE 

The Harriet and Kenneth Kupferberg  
HOLOCAUST RESOURCE CENTER  
AND ARCHIVES 

QUEENSBOROUGH  
COMMUNITY COLLEGE 

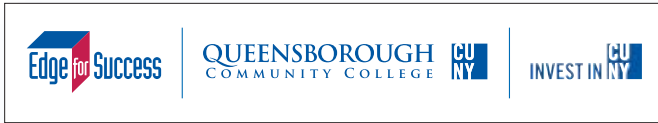
## Co-branding with Other Logos – Multiple Logos

Occasionally there may be a need to show several logos with the Queensborough Logo, such as when several groups sponsor an event. Depending on how many logos are to be included and the space available, there are two options.

**In a line:** Several logos may be lined up along a common baseline. The Queensborough Logo should always be prominent and centered or last in line to the right. Between each logo there should be a placed a narrow vertical line at least equaling the vertical extension of the tallest logo and equal distant (at least  $\frac{1}{2}$  the width of the CUNY Square) from each logo.

**Scattered.** If there are many logos of different shapes and colors and space allows, the best method may be to arrange them in a sort of scattered collage. A minimal space of  $\frac{1}{2}$  the width of the CUNY Square must be empty around all the logos, and the Queensborough Logo should be prominent and centered, either centered in the space or centered at the lowest point of the space.





Logos lined up, QCC Logo centered.



Logos lined up, QCC Logo far right.



Logos scattered, QCC Logo centered.



Logos scattered, QCC Logo centered.

## Co-branding with Other Logos – Relational Size

The Queensborough Logo may be used in close proximity or at a distance from another logo or branding identity.

In either case, the size of Queensborough's Logo should appear no smaller than one third the height of the other logo.

If the Queensborough Logo is being used with another "horizontal" logo (see page 30), the size of Queensborough's Logo should appear no shorter than the length of the other logo if in close proximity to it. The Queensborough Logo should appear no shorter than two thirds the length of the other logo if the two are at some distance from one another.

**NOTE:** when resizing any logo graphic, but especially Queensborough's, be careful to do so proportionally so as not to distort it.

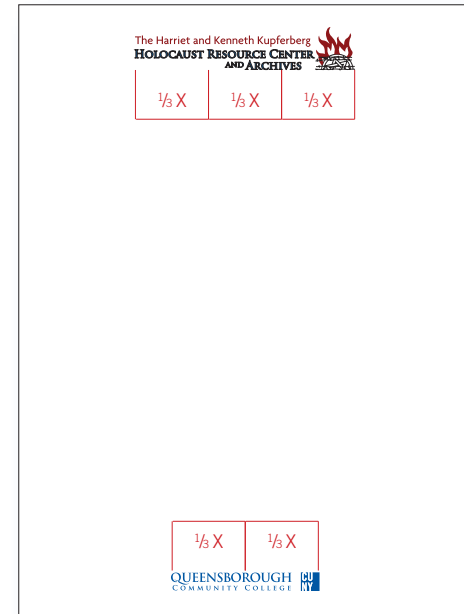
The two logos should be separated by no less than  $\frac{1}{2}$  the width of the CUNY Square.

### Logos Distorted in Resizing





Correct Relational Size Co-branding



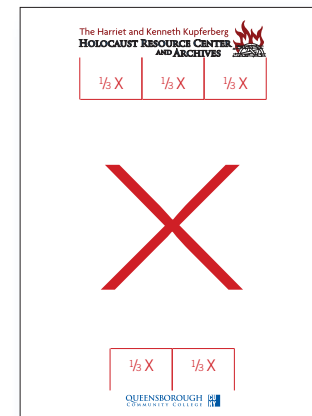
Incorrect Relational Size Co-branding



Spot Logo too large to Queensborough Logo.



Horizontal Logo too large to Queensborough Logo.



Horizontal Logo at distance too large to Queensborough Logo.

## Envelope Co-branding

The only acceptable co-branding in the return address area of an envelope is the “Joined Co-branding” method described earlier: joining a department, office or program’s name to the Queensborough Logo in the same Trajan Bold font as used in the logo itself.

The name should be set allowing a slightly greater space between it and the type of the logo than the spacing between the words “Queensborough” and “Community College” in the Logo itself, so as to set it apart. It must not extend into the area above or below the CUNY Square or the space that surrounds it using more than one line if necessary. The font size should be no larger than the words “Community College” in the logo.

The only acceptable method of adding a logo other than Queensborough’s to an envelope is to print it on the envelope’s flap. Keep in mind this may add to the envelope’s cost and/or production time.

The preferred envelope stock is Strathmore Bright White Wove 24 lb. text weight and the business card stock is double-thick Strathmore Bright White Wove 130 lb. cover weight.

### **RECOMMENDED**

If other stock is used, post-consumer waste (PCW) content should be at least 30%.

LIBERTY PARTNERSHIPS PROGRAM  
PROJECT PRIZE

QUEENSBOROUGH  
COMMUNITY COLLEGE



222-05 56th Avenue, Bayside, New York 11364-1497

## Co-branding – Building & Office Signage

All identity signage or quasi-signage (posters or banners meant to identify a department, office or program) must follow the guidelines set out above for spacing, size and color when including the Queensborough Logo.

Any signage or quasi-signage using a logo or branding identity other than the Queensborough Logo or being used off-campus or likely to be seen off-campus in news or publicity photos MUST include the Queensborough Logo.

[ILLUSTRATION various co-branded signs and banners]

# ACADEMIC ADVISEMENT

QUEENSBOROUGH  
COMMUNITY COLLEGE 

# Academic Service-Learning

QUEENSBOROUGH  
COMMUNITY COLLEGE 

 conEdison

# COLLEGE DISCOVERY TUTORIAL SERVICES

QUEENSBOROUGH  
COMMUNITY COLLEGE 



# FRESHMAN ACADEMY FOR BUSINESS

QUEENSBOROUGH  
COMMUNITY COLLEGE 

## 3 STATIONERY SYSTEM

In an age of electronic contacts, we cannot forget that 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 Queensborough's graphic identity.

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

This manual provides guidance for the size and positioning of the Queensborough Logo and outlines the differences between use of the QCC Logo for communications within the system of the College and as a co-brand together with its departments, offices and programs.





DEPARTMENT OF BUSINESS

DEPARTMENT OF BUSINESS  
QUEENSBOROUGH COMMUNITY COLLEGE   
222-05 56th Avenue, Bayside, New York 11354-1497



**Dr. Jonas Falik**  
Chairperson, Department of Business

[jfalik@qcc.cuny.edu](mailto:jfalik@qcc.cuny.edu)  
718 631-6245 • fax 718 631-6250  
222-05 56th Avenue • Bayside, N.Y. 11364-1497

## Letterhead – For General Use

Letterhead should strive for consistency in both printed and digital form. The recommended format is shown at right.

For letterhead co-branded with another logo or branding identity see Chapter 2 – Queensborough Co-branding.

When printed, the ink is Pantone Blue 286U. The preferred letterhead stock should be Strathmore Writing Bright White Wove 24 lb. text weight.

### **RECOMMENDED**

If other stock is used, post-consumer waste (PCW) content should be at least 30%.



OFFICE OF THE VICE PRESIDENT FOR STUDENT AFFAIRS

## Envelopes — For All Usage

Logo size and placement remains uniform, as well as general margins for standard stationery envelopes. If a department, office or program name is to be included, it should be in the Trajan Font above the type section of the logo only, following the guidelines for Joined Co-branding (see Chapter 2 – Queensborough Co-branding). The return address is a single line sans serif font below the type section of the logo only.

Invitation/announcement envelopes of other sizes may follow the same convention as above scaled to the envelope size (see Chapter 1 – Queensborough’s Graphic Elements: Logo Placement, Absolute and relative sizes). Or as a more formal alternative, the Queensborough Logo and return address may be centered on the flap of the envelope. Whichever option is used must include the Queensborough Logo.

Return envelopes, whether Business Reply Mail or user-applied stamp should not have Queensborough branding applied and may be printed in blue or black.

When printed, the ink is Pantone Blue 286U. The preferred envelope stock should be Strathmore Writing Bright White Wove 24 lb. text weight. If printing on manila or any colored envelopes the ink should be black.

### **RECOMMENDED**

If other stock is used, post-consumer waste (PCW) content should be at least 30%.

OFFICE OF ADMISSIONS  
**QUEENSBOROUGH**  
COMMUNITY COLLEGE   
222-05 56th Avenue, Bayside, New York 11364-1497

FOREIGN LANGUAGES  
AND LITERATURES  
**QUEENSBOROUGH**  
COMMUNITY COLLEGE   
222-05 56th Avenue, Bayside, New York 11364-1497

**QUEENSBOROUGH**   
COMMUNITY COLLEGE  
Department of Foreign Languages and Literatures  
Humanities Room 217  
222-05 56th Avenue, Bayside, New York 11364-1497

FROM \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PLACE  
STAMP  
HERE

**Queensborough Community College**  
Office of the Bursar – Administration Rm 118  
222-05 56th Avenue  
Bayside, NY 11364-1497

## **Business Cards**

Business cards are all by standard template supplied to a contracted printing vendor.

Business cards may be ordered by sending an email to Jeff Connors, Assistant Director of the Purchasing Department containing all needed information (name as it should appear on the card, title and contact information), and he will do the order.



**John Doe**  
Director of Offices

[jdoe@qcc.cuny.edu](mailto:jdoe@qcc.cuny.edu)  
718 631-6320 • fax 718 555-6000  
222-05 56th Avenue • Bayside, N.Y. 11364-1497



**Latoya Johnson**  
Associate Dean of Academics  
and Director of Multilingual Associations

[ljohnson@qcc.cuny.edu](mailto:ljohnson@qcc.cuny.edu)  
718 631-6320 • cell 917 555-1000 • fax 718 555-6000  
222-05 56th Avenue • Bayside, N.Y. 11364-1497

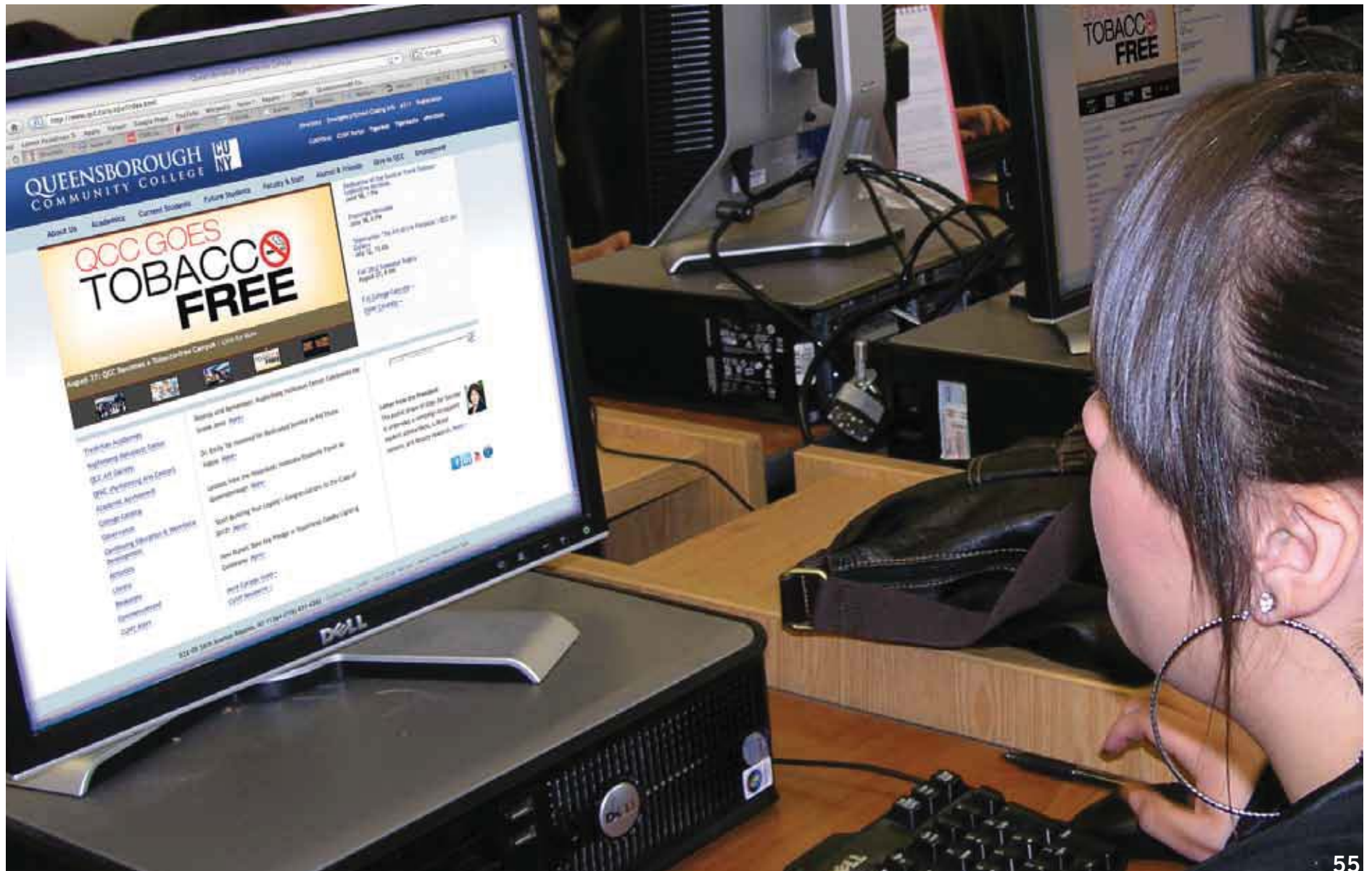
## 4 WEB AND DIGITAL MEDIA

As important as unity and consistency are in Queensborough's forms of visual identity in publications, stationery and signage, 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 Queensborough 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 CUNY Logotype should appear on a web page and the pixel height of the logo as well as the pixel space around the logo.





## Queensborough Web Identity

The full Queensborough Logo should appear in a band across the top of the website in the upper left corner. The Logo may be white on a blue band or blue on a white band.

The logo should always appear as 56 pixels high with 20 pixels all around it as clear space.

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

The primary Web font is Trebuchet MS and Regular for headline and body copy, respectively. Times New Roman Bold and Regular is a secondary choice, but is generally reserved for use in the “billboard” graphic.



Pantone Blue 286  
R29 G58 B131  
Hex #1d3a83

## Co-branding with College Website

Individual department, office and program pages on the College Website will automatically have the branding and navigation bands at the top of the page.

The department, office or program's logo or branding identity may appear anywhere within the content section of the page that is desired..

## The Office of Career Services: Home

[About Career Services](#) | [Parents](#) | [What's New](#) | [Archive](#)



[Current Student](#) [Future Student](#) [Alumni](#)

[Employers](#) [Faculty/Staff](#)

[Feedback](#) | [Contact Us](#) | [Privacy Policy](#) | [Search](#) | [Sitemap](#)



### Internship/Cooperative Education Forum

November 14th - 12:30 to 3:30

Student Union U/L

Register Now at:

[College Central Network](#)



Queensborough Community College  
The Office of Career Services  
Library Building, Room 429 & 430  
222-05 56th Avenue  
Bayside, NY 11364  
Phone: (718) 631-6297

## Co-branding Independent Website

Some entities within Queensborough maintain their own website. As they are a part of Queensborough while also maintaining their own identity to the community at large, they must display the Queensborough Logo as well as their own branding elements. The display of the QCC Logo should be on every page that the entity's self-branding occurs.

The Queensborough Logo may appear at the top of the page at the same level as the co-branding either on the left or right side allowing for proper spacing (see above). The QCC Logo may also appear at the bottom of the page to the right.

The Queensborough Logo should appear in blue or white (if on a dark background) and be at least 36 pixels high.



QUEENSBOROUGH COMMUNITY COLLEGE CU NY OFFICIAL CAMPUS BOOKSTORE

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TEXTBOOKS | FACULTY | APPAREL | GIFTS | SUPPLIES & BAGS | TECHNOLOGY | ALUMNI | STUDENT OFFERS

Want a great PC and an Xbox® 360 4GB?  
Buy select Windows® 7-based Dell PCs over \$499, get a \$200 Dell promo eGift Card\* to use towards an Xbox® 360.

[Shop Now](#)

All you really need for college is Windows® 7

Shop Now

**Shop Now**  
Find your textbooks here [➔](#)

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A fresh start for a new semester [➔](#)

**Used**  
Save 25% on quality used books [➔](#)

**Rent**  
Save Over 50% Rent, learn & return [➔](#)

**eTextbooks**  
Save up to 60% instant download [➔](#)

**Get Cash**  
What's your textbook worth? [➔](#)

FALL 2012 Season Coming Soon  
NEW Programs, NEW Promos, NEW Series!

QUEENSBOROUGH PERFORMING ARTS CENTER

Explore Professional Series Movie Series Children's Series BOX Office Get Involved About Us Directions

Spotlight  
Nov 17, 2012, 8pm  
Rob Schneider Live!  
Emmy-nominated actor Rob Schneider, well known for his trademark blend of character and comedic acting, brings his zany comedy to QMAC.  
[Read More](#)

Calendar  
Sept 30, 2012, 3pm  
[Panic! at the Disco](#)  
Oct 7, 2012, 3pm  
[Red Canyon and the Blue Door](#)  
Oct 14, 2012, 7pm  
[New Orleans with Special Guest](#)  
[Full Schedule](#)  
Find Us On: [facebook](#)

Contact  
Contact Us  
Rental Information  
Nearby Dining  
Cultural Partners  
Queensborough Community College

Queensborough Community College 222-05 56th Avenue Rego, NY 11364 718-431-6311 - All programs and dates are subject to change.

QUEENSBOROUGH COMMUNITY COLLEGE CU NY

## 5 PROMOTIONAL AND DISPLAY

With the many different programs and events of the College, a continual flow of promotional items and products reinforces recognition and strengthens the identity of Queensborough. From flags and banners to T-shirts and bags, the Logo and College Seal should be used in ways consistent with standards set forth in this manual.

Thought should be given to the range of promotional opportunities to use Queensborough's Graphic Identification. For promotional items, reproduction guidelines will also help to ensure the highest-quality results for a variety of products.





## Flags and Banners – Public Use

Display banners may be a whole College identifier or promotion, or they may be used to identify a particular office or program or to promote a particular event. As such, they will follow the rules of co-branding laid out in Chapter 2.

Large display banners can be composed horizontally or vertically, and hung with grommet holes or pole sleeves (B). Vertical pull-down banners (C) are convenient, easy to assemble and travel easily.



QUEENSBOROUGH COMMUNITY COLLEGE CU NY

**FREE SERVICES**  
For Queensborough Students and their Families

Want **EXTRA CASH**  
In Your Pocket?

Need Help  
Building Your **CREDIT**?

Know Anyone With Family,  
Immigration, Or Legal Issues?

WHY PAY FOR THESE SERVICES  
WHEN YOU CAN GET THEM HERE -  
**FOR FREE!**

*Don't Forget!*  
Free Tax Preparation  
(Tax Season: January - April)

**INTERESTED?**  
Stop By Our Office  
Or Make An Appointment  
Location: Library Building,  
Room 420  
Or Call Us @ 718-631-6347




QUEENSBOROUGH COMMUNITY COLLEGE CU NY

QUEENSBOROUGH COMMUNITY COLLEGE CU NY



earth day

conEdison nationalgrid



## Freestanding Display/Backdrops – For Photography and Broadcast

A pattern may be made from the Queensborough Logo for backdrop/public display usage. The pattern may be of equal sized logos or proportioned logos of 1 to 2/3 as in the illustration to the right. Suggested step-and-repeat distance between logos is at least 1 CUNY Square width surrounding the entire logo (the square width of the larger logo if two sizes are used).

The Logo should be fairly large for maximum readability at a distance and for clarity in video broadcast/photo sessions.

The College Seal should not be repeated in a pattern motif.



## Promotional Items

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.

In situations of extreme space restrictions, there is an alternative vertical alignment of the elements of the Queensborough Logo that allows them to reproduce larger than the regular horizontal logo would. This is not an alternative logo and should only be used when the available printable area would force the Logo to reproduce at an inappropriately small size.

### **RECOMMENDED**

When foil-stamping Queensborough's Graphic Elements, Silver is preferred, printing may be White or Pantone Blue 286 with Black being least preferred. Color should be chosen carefully considering the color of and appropriateness to the item being printed on.



QUEENSBOROUGH  
COMMUNITY  
COLLEGE  
CU  
NY



## Athletic Logo

The Queensborough Athletic Logo, consisting of a forward-walking tiger and the name “Queensborough” set in Cambria font in an arc above with/or without “Community College” below, may be used on promotional items and a website for branding of QCC sports teams, alumni events and related occasions. The Athletic Logo is available in color: black, golden yellow (PMS-1235), and blue (PMS-286); or the single colors of black, white or QCC blue (PMS-286 or its equivalent).

On promotional items and athletic uniforms the Athletic Logo should be used in its entirety with both the Tiger and “Queensborough.” On a website or similar contextual use either the full logo or the tiger alone may appear, but in both cases it should follow the co-branding guidelines (see Chapter 2 – Queensborough Co-branding) and include the Queensborough Logo on the page as well.





## 6 SIGNAGE AND OFFICES

Most of the signage used within and around QCC is overwhelmingly informational (providing directions, identifying offices and room numbers, etc.) and so does not include Queensborough's graphic identity. Occasionally it may be found appropriate for reasons of formality, history or emphasis for an office, program or designated area to highlight its relationship to the College and/or University as a whole.

When this is the case appropriate guidelines should be followed as with all uses of the College Seal or Queensborough Logo.

**Note:** The College Seal is only to be used with permission of the Office of the President.

For Queensborough Logo co-branding use with other logos on signage see page 44.

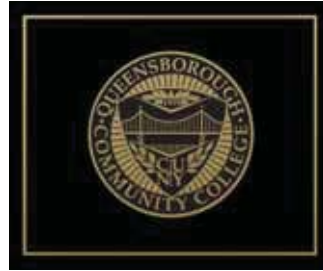
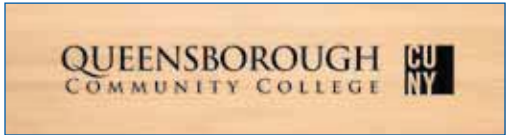


## Sign Material and Seal / Logo Colors

The material a sign or plaque is made from quite often becomes an integral part of the visual impact of the sign. Metal and wood textures and colors are allowed to show through either as background or as type or graphic.

Because of the almost infinite variety of materials signs may be made the restrictions on coloring of Queensborough's Graphic Elements are somewhat more restricted. Pantone 286 Blue should only be used on a white or silver (brushed metal) background. White should only be used on a blue (blue backgrounds should approximate Pantone 286 Blue), black or dark wood background. Black should be used for all other backgrounds including gold or bronze metals and lighter woods.

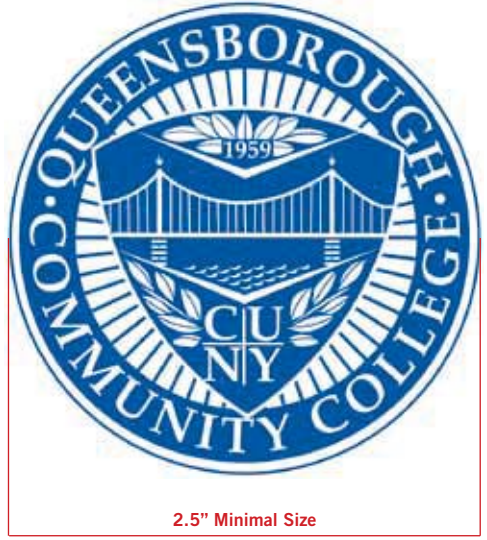
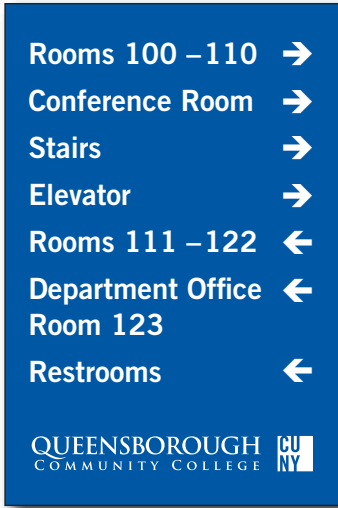
The College Seal and/or the Queensborough Logo may "drop out" (allow the natural material to show through) from a light-colored substrate (silver, gold, bronze or light-colored woods) but black is the only color that should surround the elements defining the background, and must be used as a background color, not just outline the elements.



## Seal and Logo Size and Placement on Signs

The College Seal and the Queensborough Logo should always be horizontally centered and given prominent placement on a sign, usually at the top or bottom, unless being the only graphic occurring, in which case it should also be vertically centered.

The College Seal should never be smaller than 2.5" in diameter. The Queensborough Logo should never be less than 1.5" in height.



1" Minimal Height

QUEENSBOROUGH  
COMMUNITY COLLEGE



## Size and Placement with Other Logos and Type

Queensborough's Graphic Elements should always be the most prominent on a sign, larger than any type or other individual graphic element.

Neither should be in close proximity to type or other graphics. No type or graphic should be placed within an area surrounding the College Seal that is equal to one third the diameter of the Seal. No type or graphic should be placed within an area surrounding the Queensborough Logo that is equal to the height of the Logo.

**Note:** These restricted areas are greater for signs or plaques than those defined elsewhere in these guidelines for print or web pages. Signs, by their nature are meant to be clearly readable from a distance, so to preserve that clarity, distance between elements must be preserved.





Rooms 111 – 122 ←

Department Office ←  
Room 123

Restrooms ←





## APPENDIX – Resources and Contacts

A digital copy of these guidelines, as well as CUNY's *CUNY ID, Identity Standards and Applications*, and the Queensborough Logo in various sizes, colors and formats for your use are available for download at: **[www.qcc.cuny.edu/publications/branding/index](http://www.qcc.cuny.edu/publications/branding/index)**

For inquiries, questions and/or clarifications concerning these guidelines please contact Tim Hillis, Director of Publications in the Office of Marketing and Communications, A-316; extension 5034; [thillis@qcc.cuny.edu](mailto:thillis@qcc.cuny.edu).

Business Cards may be ordered by sending an email with all the information (name, title, phone and fax) directly to Jeff Connors, Assistant Director of Purchasing: [jconnors@qcc.cuny.edu](mailto:jconnors@qcc.cuny.edu)

For questions concerning web pages contact David Moretti in the Academic Computing Center: [dmoretti@qcc.cuny.edu](mailto:dmoretti@qcc.cuny.edu)





QUEENSBOROUGH  
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