

The City College of New York

# Style Guide

## The City College of New York Style Guide

This guide outlines standards for the new graphic identity of The City College of New York. All materials must follow this guide so that they are consistent with the established visual program. Please speak with the Communications Office if you have questions about this style guide, including usage of the nameplate, fonts, colors, or any question not covered in this guide.

Give your printer or other vendor a copy of this guide. Always make sure to request color proofs and ask them to adjust any photos that are too dark, too saturated, or color-balanced incorrectly.

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### Nameplate

City College's nameplate, based on the font Arno, is custom-kerned and positioned in its box for optimum visual appeal. This nameplate is available from the Communications office and should be used only in the form provided; do not modify or re-type in the Arno font. The letters are white type in a box of 65% black or 100% pantone 425C. The type can be aligned on the left or right, depending on the design of the piece where it's being used.



*These versions of the logo are to be used only in certain instances to be approved by the Communications Office.*



On dark backgrounds, the nameplate box is 80% black rather than 65% black. You may use 100% of 425 instead if using a pantone spot color ink.



**Other acceptable uses of nameplate**

Two lines of white text in a grey box is highly preferred. When circumstances won't allow for this, you may use the full name of the college in grey or purple, in one or two lines. These files are also available from the Communications Office.

The City College  
of New York

The City College  
of New York

The City College of New York

The City College of New York

**Unapproved nameplate use**

Please do not alter the new graphic identity in any way, or use in unapproved colors or fonts, for example:

~~The City College  
of New York~~

~~The City College  
of New York~~

~~The City  
College  
of New York~~

~~The City College  
of New York~~

~~The City College  
of New York~~

~~The City College  
of New York~~

### Departmental nameplate

When the name of a department is used with the City College nameplate, it is set in Syntax, and aligned as shown below. The proportion change of large type can be used for events, for example an Alumni dinner.



### Nameplate for digital use

When used digitally, on the web or in other digital presentations, the word “City” is highlighted in purple and the box is a darker grey on a grey background. This version should not be used for printed materials.



background: 67R 71G 69B

rectangle: 48R 51G 49B

City purple: 170R 145G 255B

### City vs CCNY as shorthand

City or City College is the preferred shorthand for The City College of New York. Though the acronym CCNY has historically been used, it is less memorable and not as tightly connected to the new branding messages. CCNY is also more confusing because of the acronym CUNY. For these reasons, “City” or “City College” should be used instead of CCNY whenever possible. However, there are exceptions including athletic purposes, clothing and select memorabilia.

### CUNY block

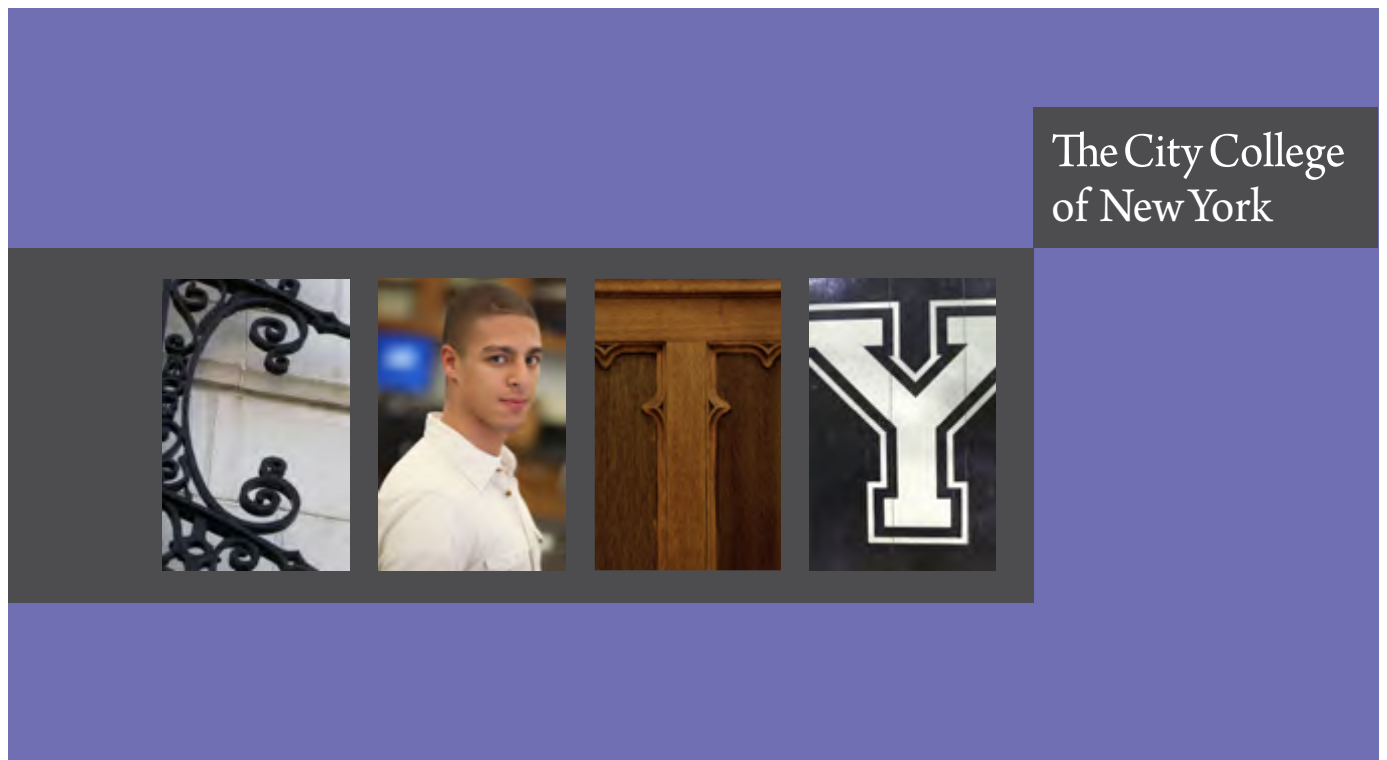
The CUNY nameplate box graphic should be used on all printed materials. It’s shown here at .25 inches, in 100% black and in 100% white (on a dark background).

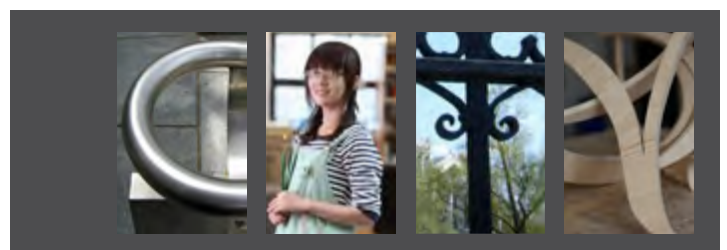
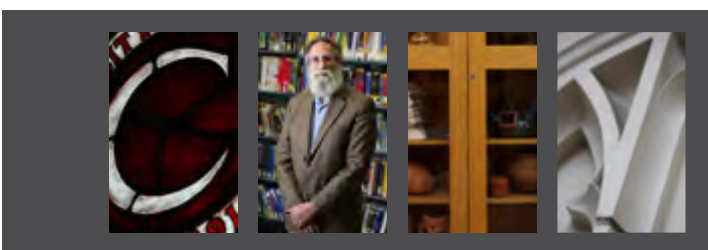
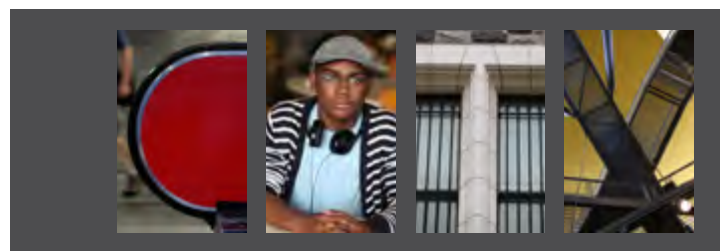
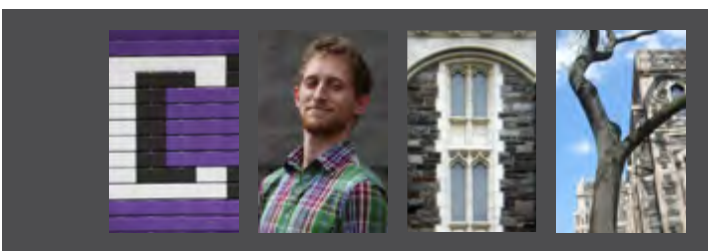
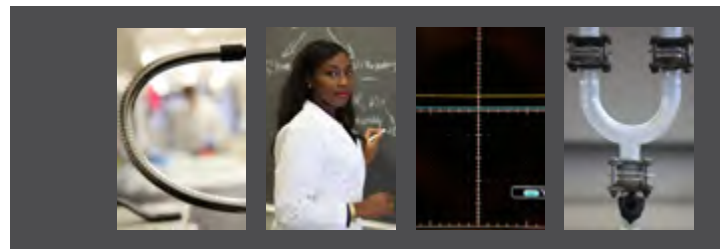
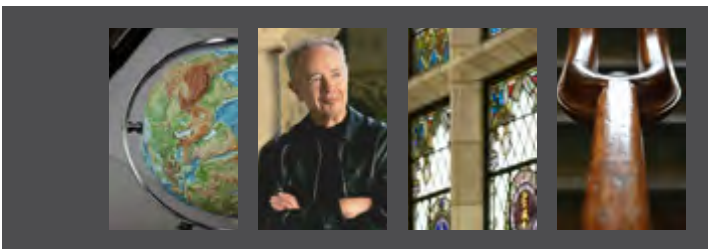
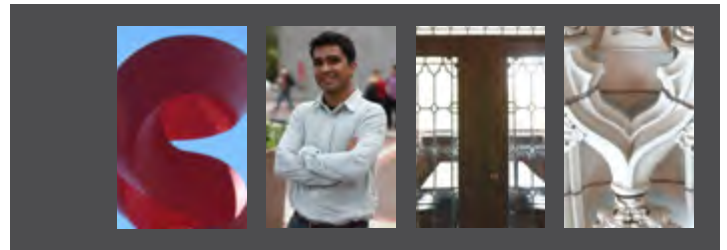
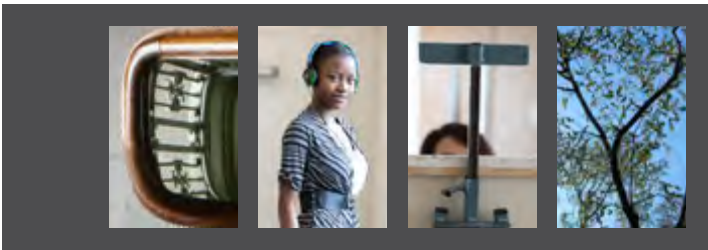
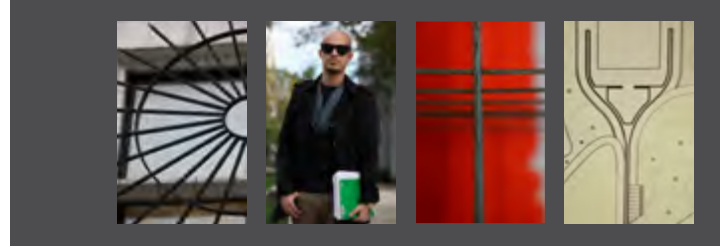
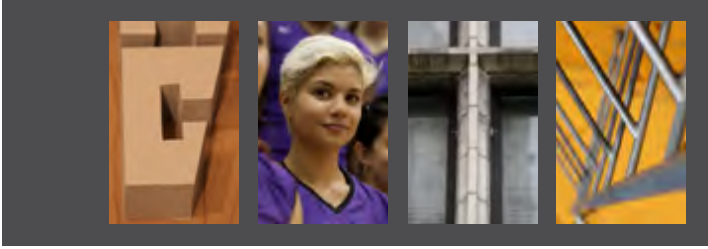


### Nameplate with C I T Y photos

The City nameplate is often used with photos that spell C I T Y visually. The boxes should be connected at one corner and extend to both side edges of document.

This design technique helps establish “City” as shorthand rather than CCNY, and gives photographic glimpses of campus details and the great student diversity at City. Some additional combinations are on the next page.





### Color palette

City College's marketing color palette seeks to support the University's long-standing purple and grey traditions. "C" stands for coated paper, "U" stands for uncoated paper.

**NOTE: Colors on computer monitors are not accurate.** Specify Pantone numbers to ensure correct color reproduction. Color names below are for quick reference only. It's important to print the purple as a SPOT color whenever possible. The CMYK translation is very dull. The other colors translate well to CMYK. 425 grey should be 65% black when CMYK.

### PMS palette for coated paper

PMS 2665C purple

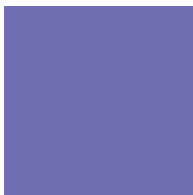
PMS 425C grey (use 65% black when CMYK)

PMS 129C yellow (note: often screened back to 80% for background color fields)

PMS 298C blue

PMS 1807C brick red

PMS 376C green



PMS 2665C



PMS 425C



PMS 129C



PMS 298C



PMS 1807C



PMS 376C

### PMS palette for uncoated paper such as letterhead

PMS 266U purple

65% black (percentage of black is because CUNY block is 100% black)



PMS 266U



65% black

### RGB colors for digital use



blue: 0R 174G 239B

yellow: 255R 211G 32B

purple: 153R 130G 197B

brick red: 154R 56G 32B



### Font palette

City College's font palette consists of two font families: Arno and Syntax. These fonts should be used in all external materials. They are available in open type formats (mac and pc) from [www.Adobe.com](http://www.Adobe.com).

The Arno family:

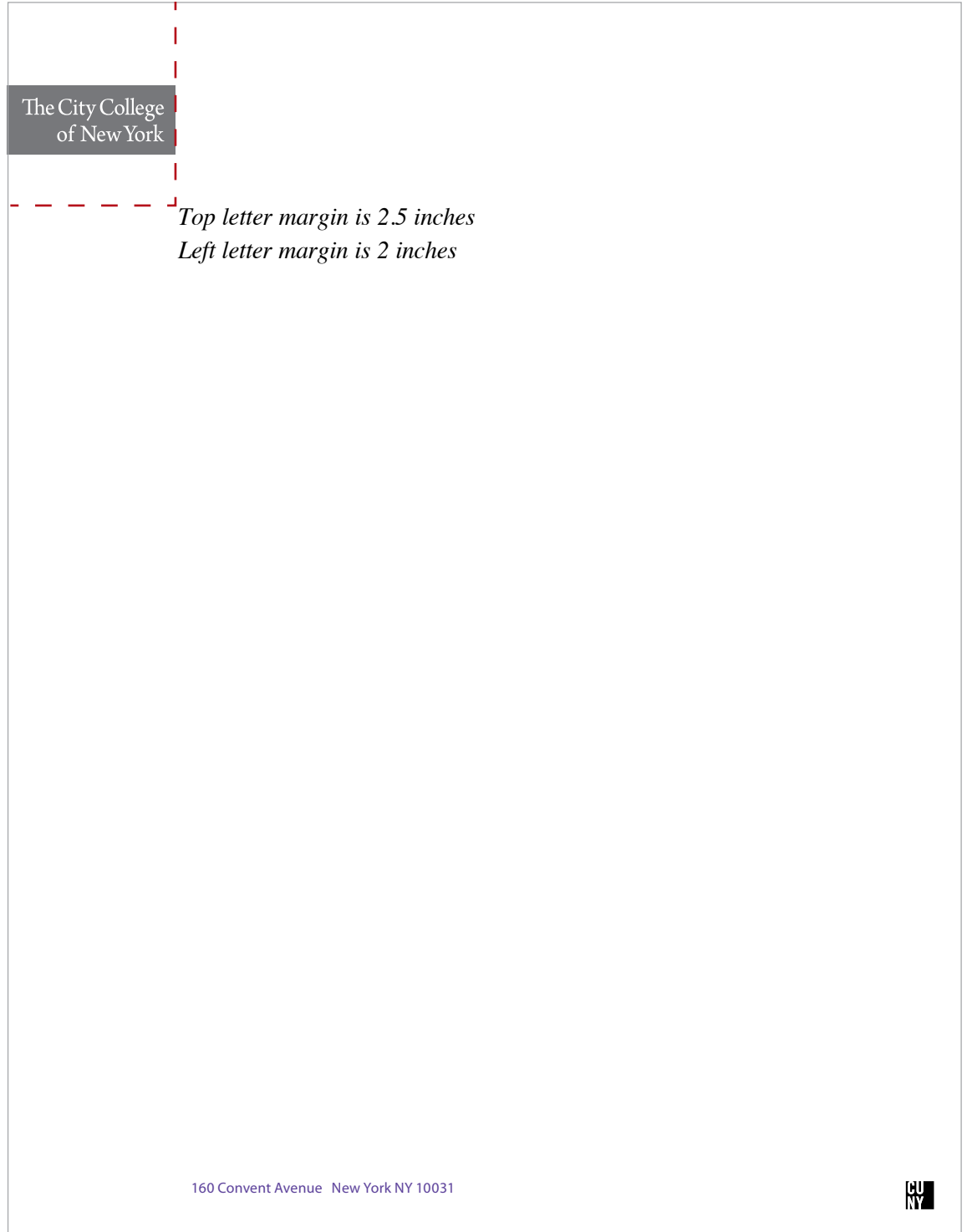
The quick brown fox jumps over the lazy dog	12 point Arno Regular
<i>The quick brown fox jumps over the lazy dog</i>	12 point Arno Italic
<b>The quick brown fox jumps over the lazy dog</b>	12 point Arno Bold

The Syntax family:

The quick brown fox jumps over the lazy dog	12 point Syntax Roman
<i>The quick brown fox jumps over the lazy dog</i>	12 point Syntax Italic
<b>The quick brown fox jumps over the lazy dog</b>	12 point Syntax Bold

## Stationery

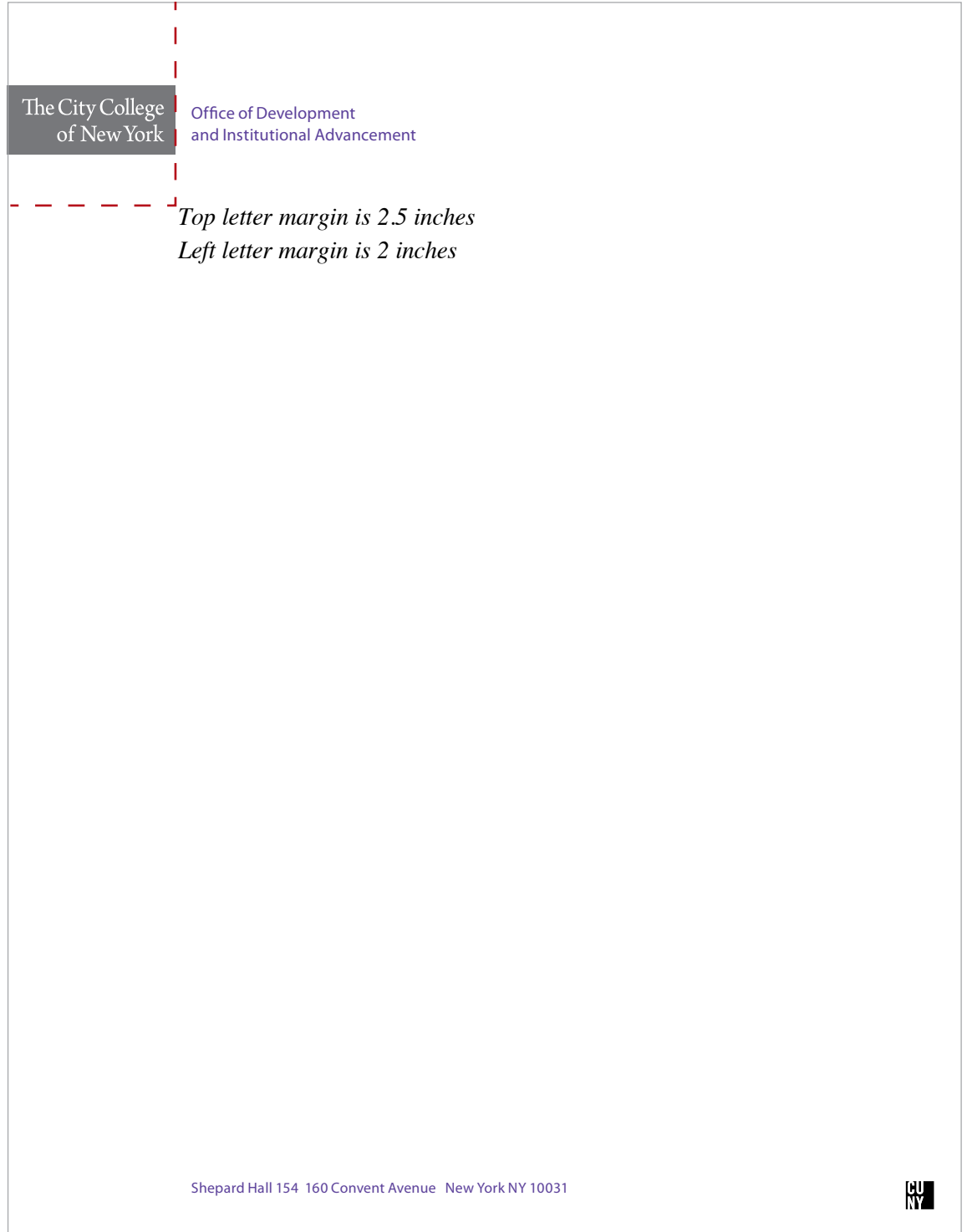
It is the responsibility of each department, division and school to order its own printed letterhead, business cards, and envelopes. Letterhead margin specifications are 2.5 inches from the top and 2 from the left.



*letterhead shown here at 75%*

## Departmental letterhead

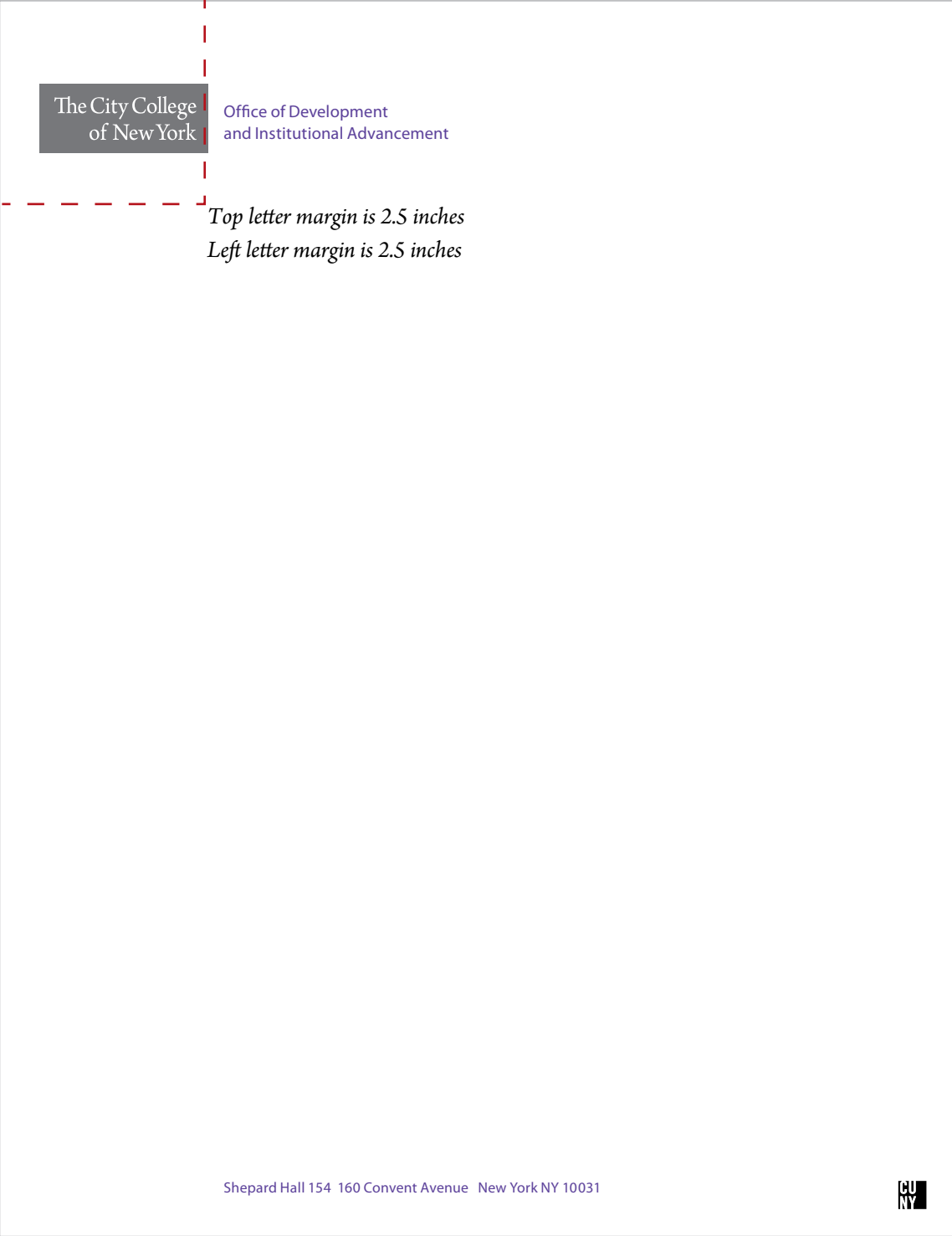
It is the responsibility of each department, division and school to order its own printed letterhead, business cards, and envelopes.



*departmental letterhead shown here at 75%*

**Digital Letterhead**

Digital (WORD) versions of letterhead are also available. They can be e-mailed or printed on your own office printer. On digital versions, the grey box does not bleed off the left side.



*digital departmental letterhead shown here at 75%*

## Business card and envelope

Here are examples.



*business card*



*number 10 business envelope*

**Campus map**

The campus map has been simplified and set up to face North. It is available from the Communications office as a CSS Indesign file, .pdf, .jpg, or in whatever format you need.



**Campus banners**

These campus banners brand City students as Strivers. Every other banner along the row shows a different definition of Strivers.



**My City graphic**

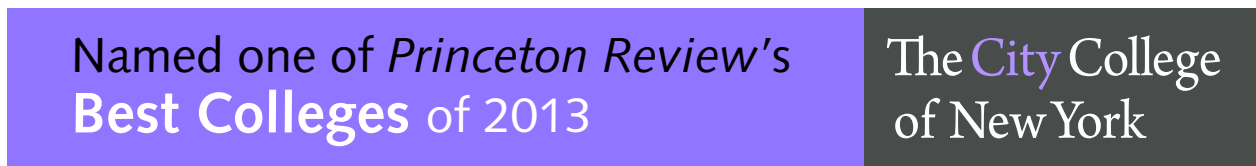
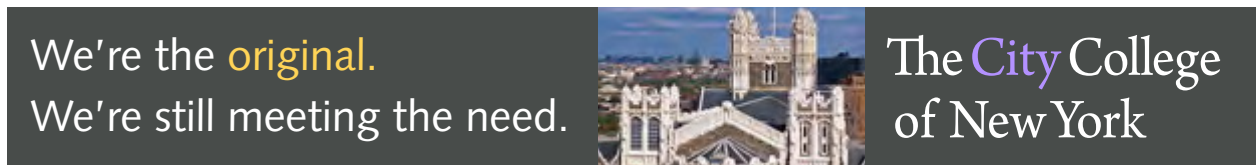
This is for use by the Admissions office. Pantone 376C green and 425C grey. The drop shadow should be used on printed brochures but not on products that can't hold a tight dot screen.



*Banner along Amsterdam Avenue*

### Web banners

Here are a few examples of 480 x 60 pixel static web banners.





### Apparel

Here are some examples of the nameplate on clothing.



### Printed objects

Here are some examples of the nameplate and C I T Y photos on materials.



mugs



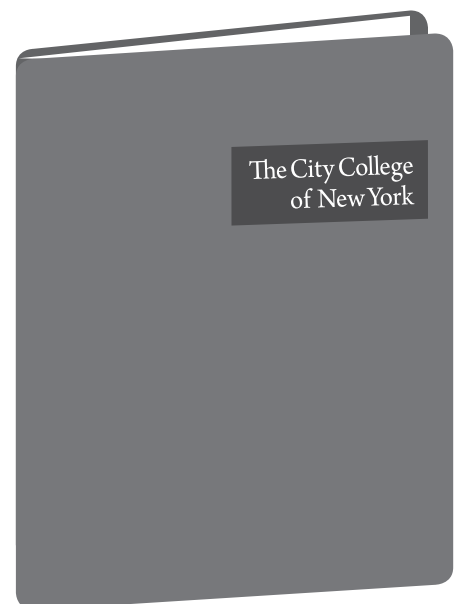
notecard series with a different C I T Y combination on each card



napkins



notecard back



portfolio cover \* deboss the grey box