CUNY

BRAND VOICE GUIDELINES

Last updated: December 2018

TABLE OF CONTENTS

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.

Tagline

The snappiest expression of our new brand direction.

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.

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.

Use it. Support it. Brag about it. But never underestimate it.

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.
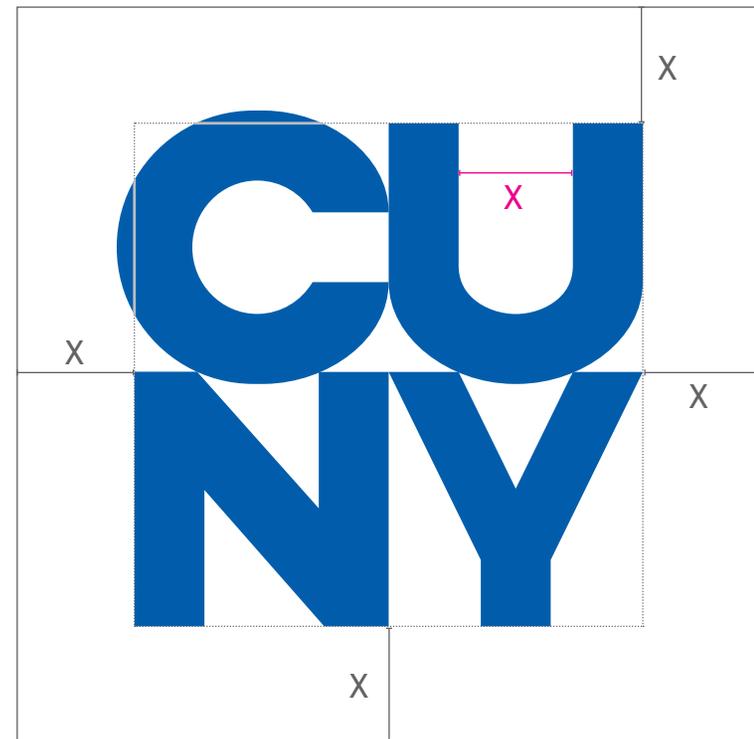
MINIMUM SIZE

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.

0.5 inches

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!

1.

2.

3.

4.

5.

6.

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.

1.

2.

3.

4.

5.

6.

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.
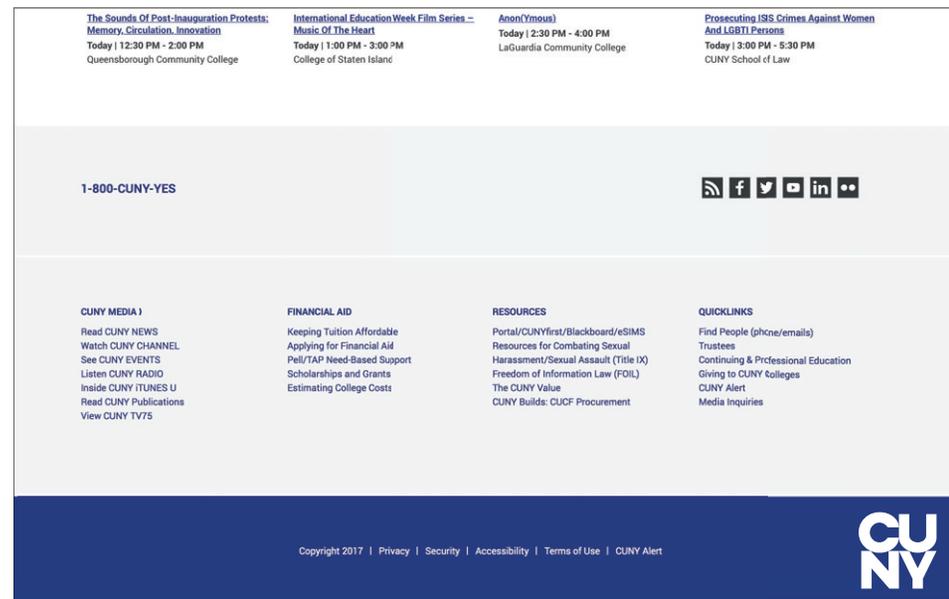
Here the CUNY logo is used as a signoff on the footer of the CUNY.edu homepage

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.
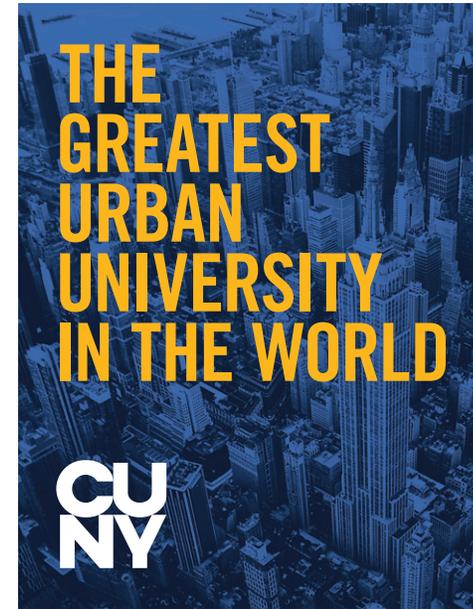
SMALLER SPACES

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.
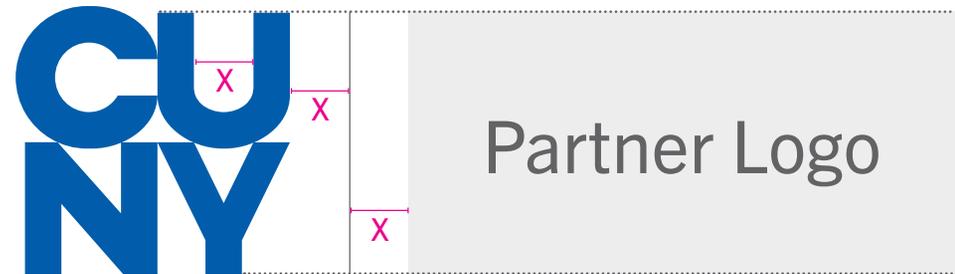
Whenever possible, place the CUNY logo first in a partner logo lockup. Justify the top of the partner logo with the top of the ascenders on the U and the bottom of the N. Place a light vertical rule between the two logos (75% black), leaving a clear space (x) for each logo to breathe, but not so much 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."

**CU
NY 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.

CUNY

THE GREATEST URBAN UNIVERSITY IN THE WORLD

CUNY

**THE GREATEST URBAN UNIVERSITY IN THE WORLD**

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.
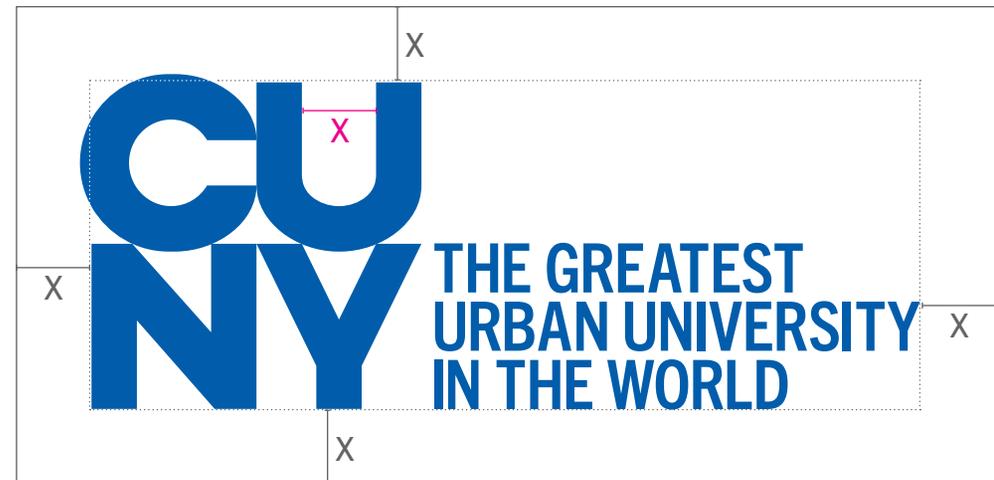
MINIMUM SIZE

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.
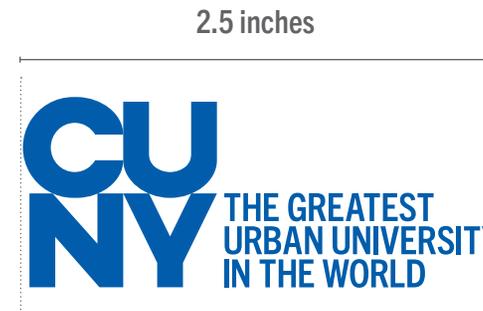
2.5 inches

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
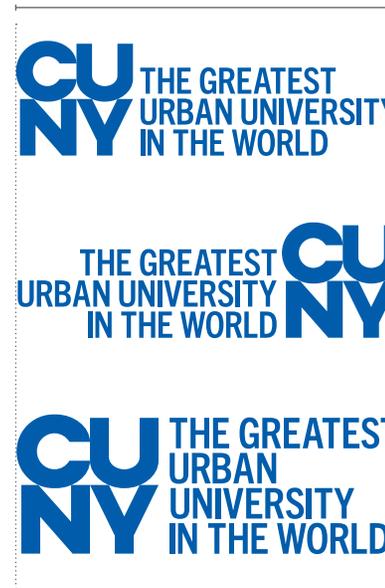
For example, these logos are 2.00 inches in length.

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!
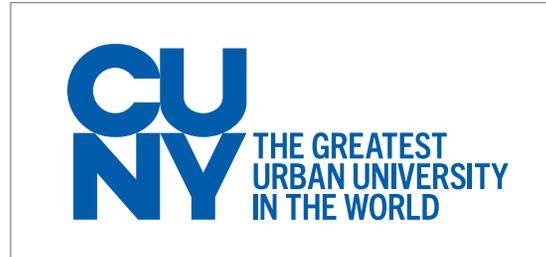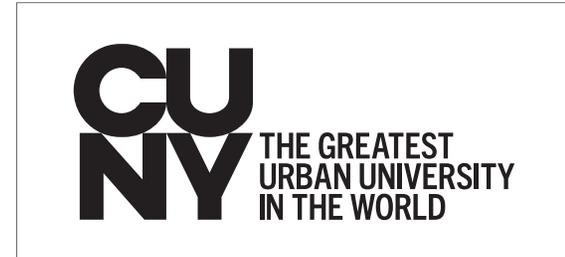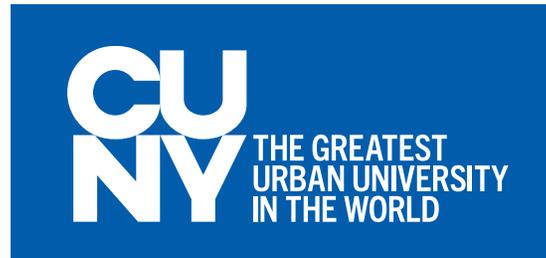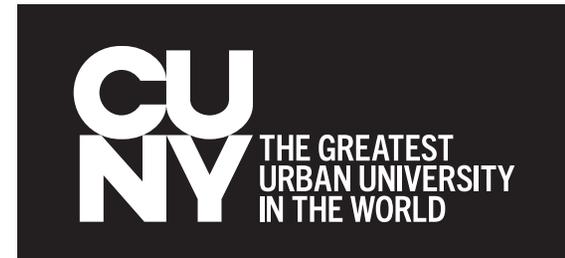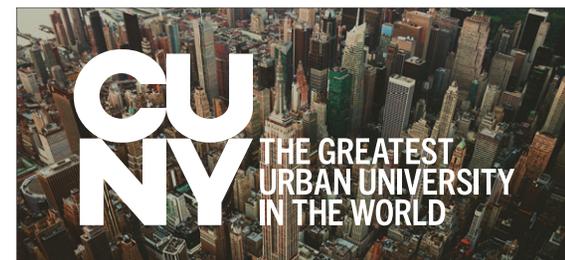
1.

2.

3.

4.

5.

6.

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.

1.

2.

3.

4.

5.

6.
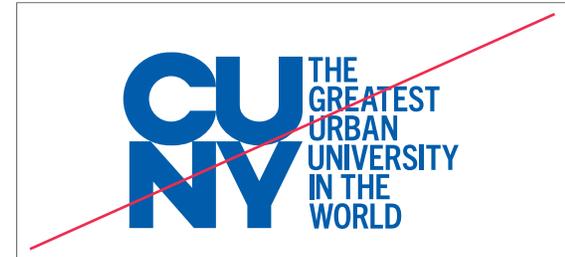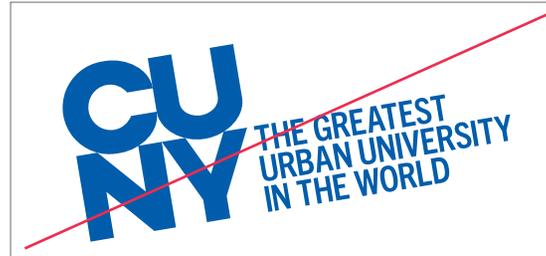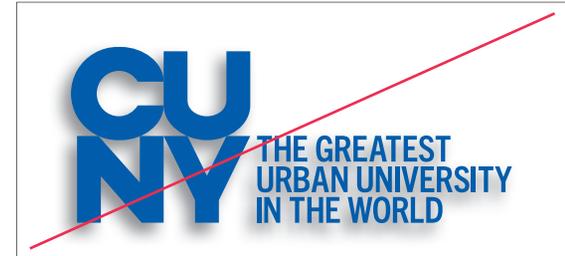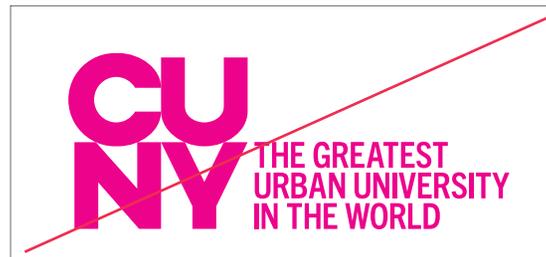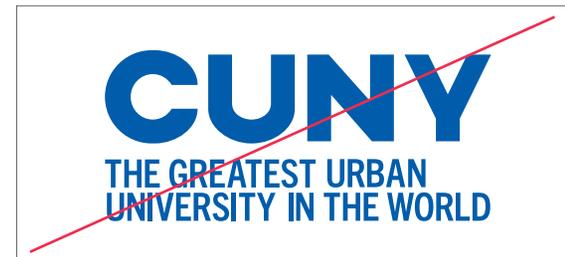
HOW CAN YOU USE THIS LOGO?

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.
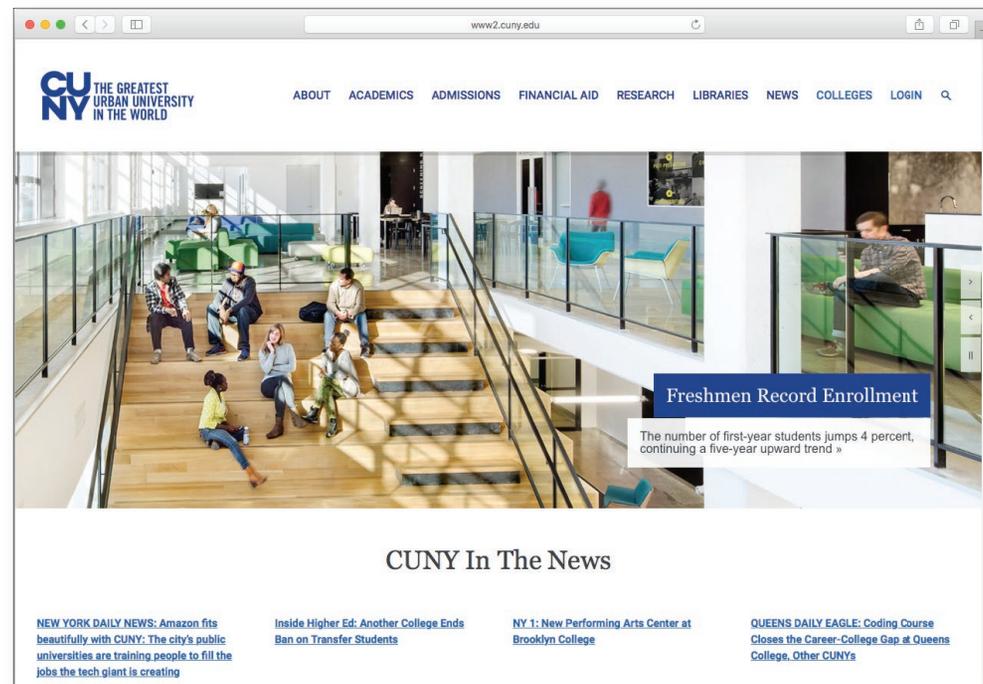
ADVERTISING (OUTDOOR)

We want to make sure that the logo and tagline
retain visual impact and legibility.
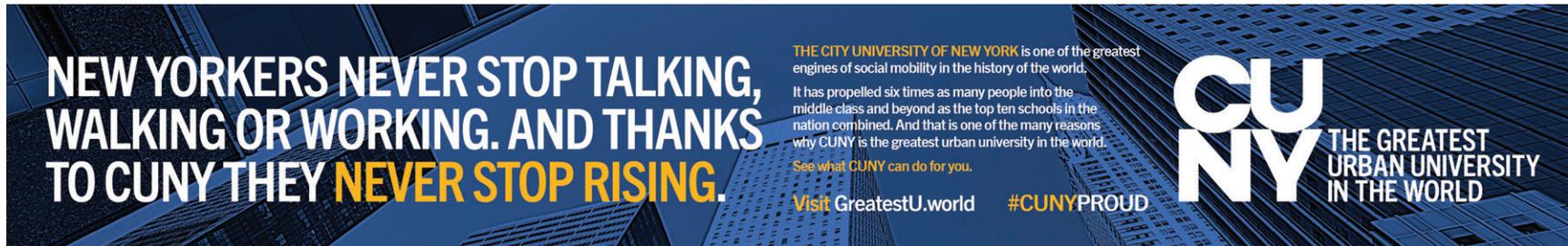
In these subway car card layouts, the
tagline is placed to the right of the
CUNY logo, acting as a signoff to the
advertisement.

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 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.
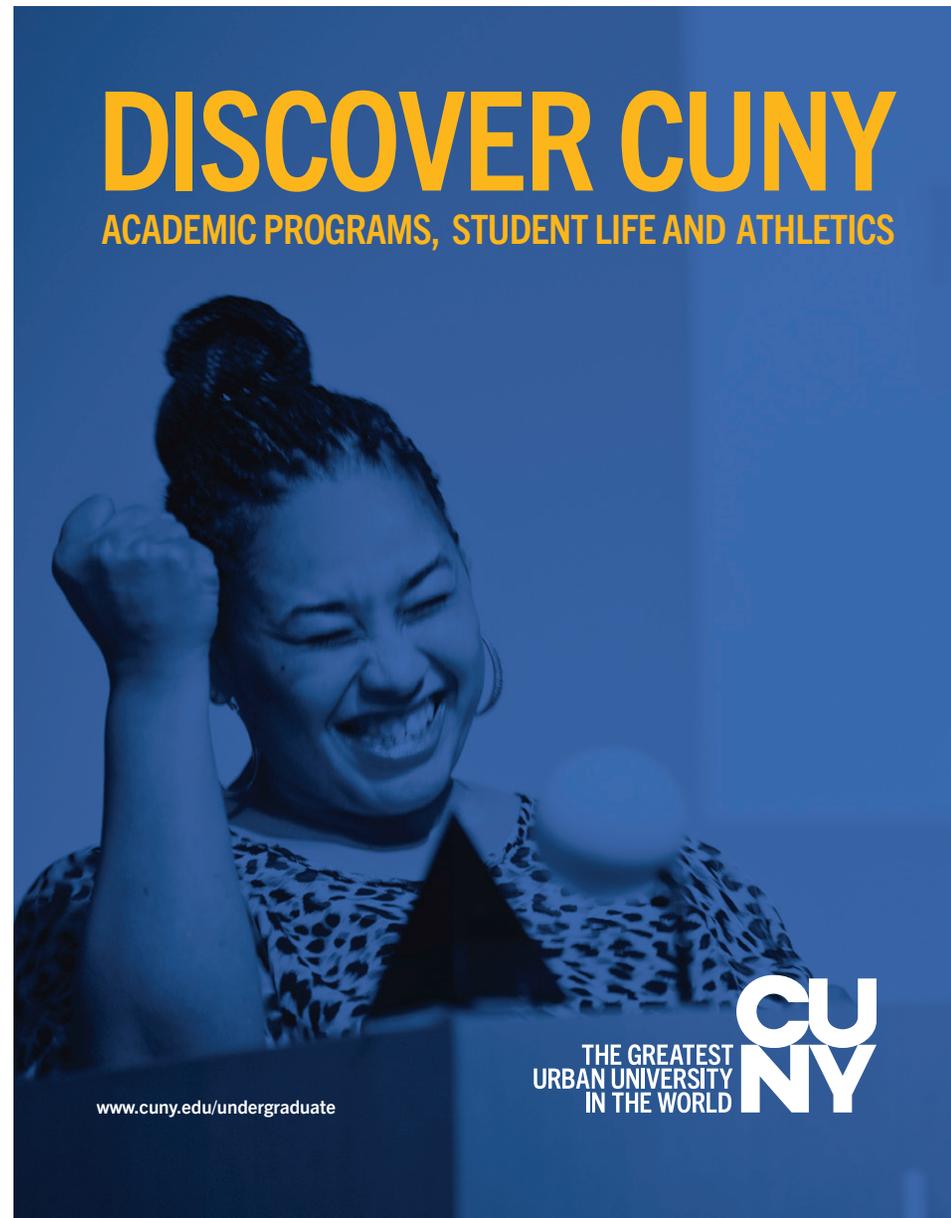
BANNERS (DIGITAL)

If you're designing a vertical layout, you can use the stacked version of the tagline lockup to maintain visibility and impact.
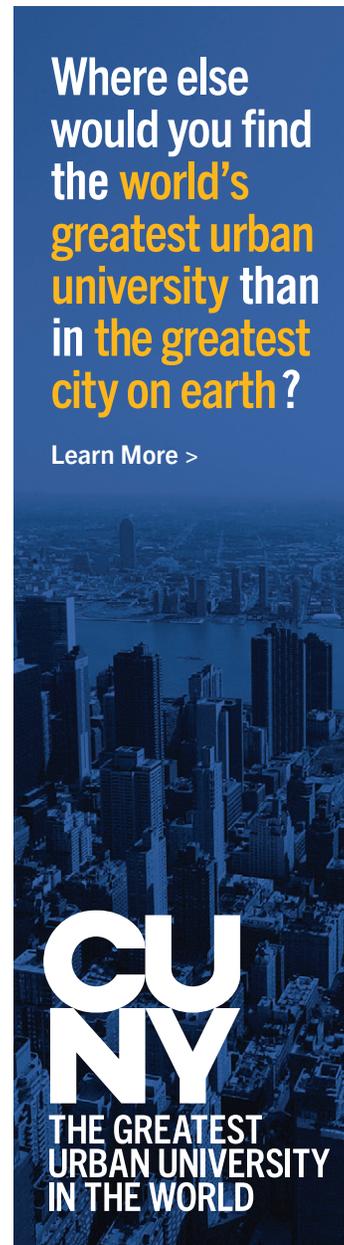
OUR LOGO + UNIVERSITY NAME

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.

CU NY THE CITY UNIVERSITY OF NEW YORK

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.

THE CITY UNIVERSITY OF NEW YORK CUNY

CUNY THE CITY UNIVERSITY OF NEW YORK

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.

1.00 inch

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!

1.

2.

3.

4.

5.

6.

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.

1.

2.

3.

4.

5.

6.

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.

Here, the CUNY logo with the full name is used at the top of an international student guide.
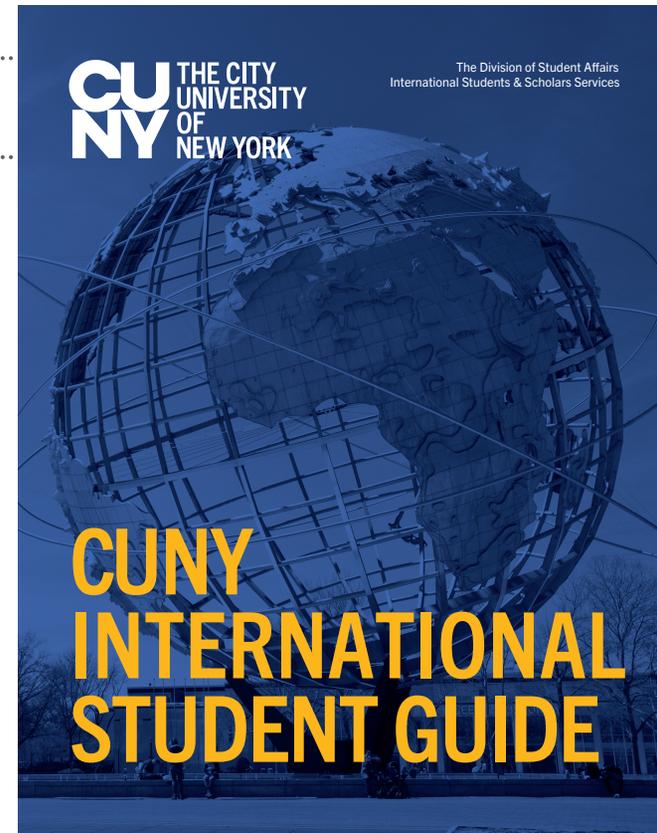
BANNERS (VERTICAL)

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.

If you're designing an extremely vertical layout for international markets, you can use the stacked version of the university name lockup.

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.

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

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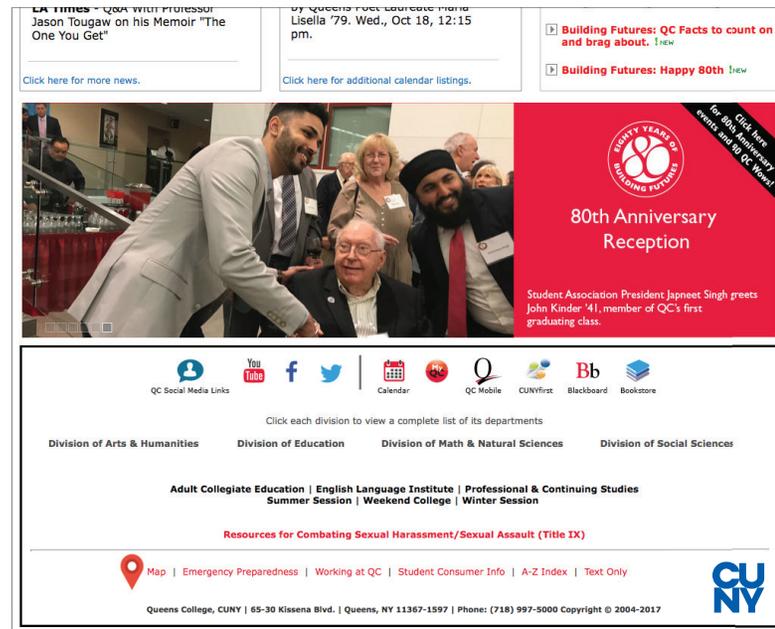
Here the CUNY logo is used as a signoff on the footer of the Queens College homepage

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.
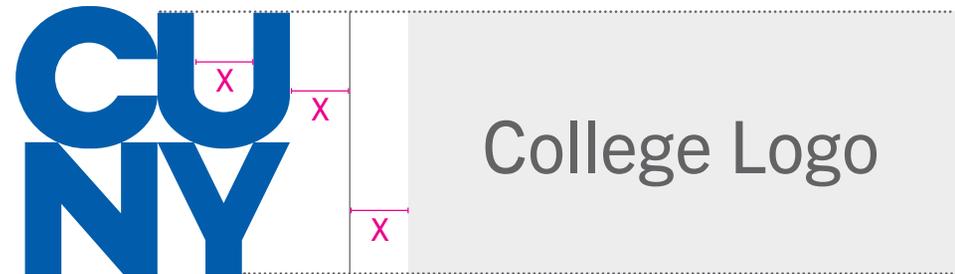
Whenever possible, place the CUNY logo first in a college logo lockup. Justify the top of the college logo with the top of the ascenders on the U and the bottom of the Y. Place a light vertical rule between the two logos (75% black), leaving a clear space (x) for each logo to breathe, but not so much 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.

Signature system lockup

Marketing language
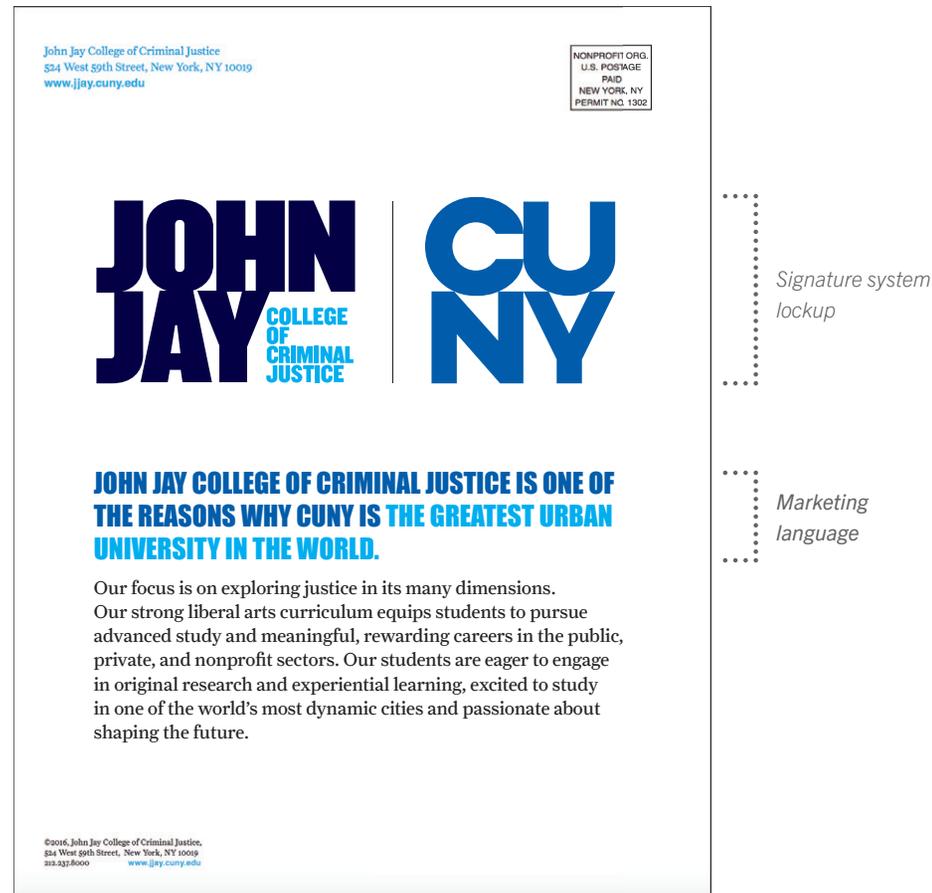
Ex: John Jay's Justice Matters publication back cover

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."

Ex: Queens College LIRR advertising

Signature system lockup

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.

*Names are treated in type,
therefore not necessary to have
The City University of New York
logo lockup*

*College logo
lockup*

*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.*

CUNY LOGO WITH TAGLINE

WHEN MARKETING LANGUAGE IS NOT USED IN A PROMINENT LOCATION

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.

College logo

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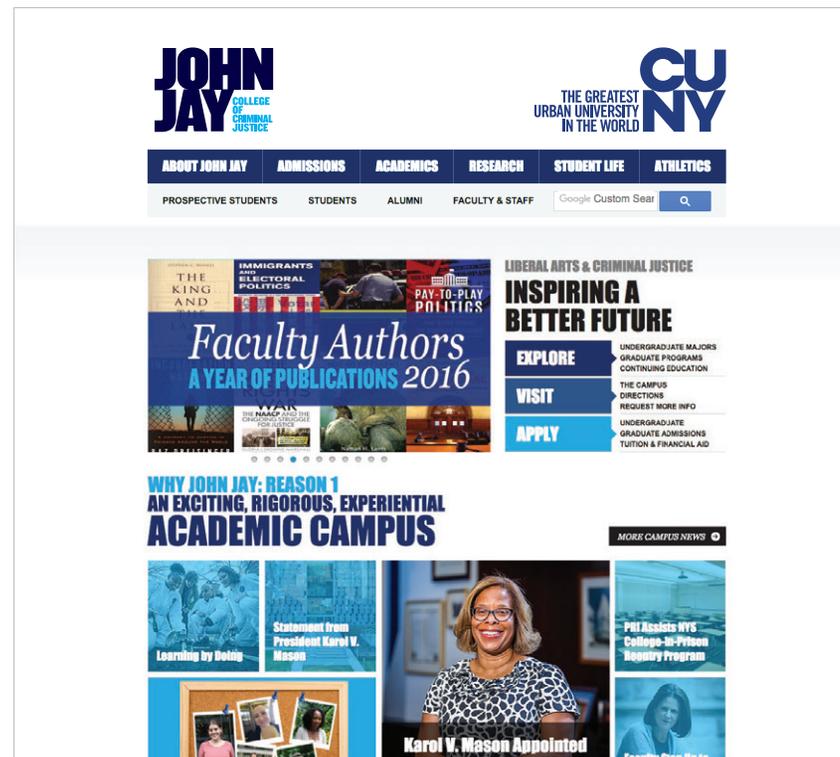
Ex: John Jay's Website – Give CUNY logo and tagline some real estate above the fold. John Jay logo retains primacy, with the CUNY logo and tagline sitting in secondary position.

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.

*School-college
logo lockup*

*CUNY tagline
lockup*

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.

CUNY LOGO WITH
UNIVERSITY NAME

INTERNATIONAL
MATERIALS

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 lockup.

Logo lockup with City University of New York

Marketing language

SIGNAGE

Guidelines are being further developed.

SIGNAGE

Guidelines are being further developed.

College Logo

align

CUNY THE CITY
UNIVERSITY
OF
NEW YORK

College Logo

align

THE CITY
UNIVERSITY CU
OF
NEW YORK NY
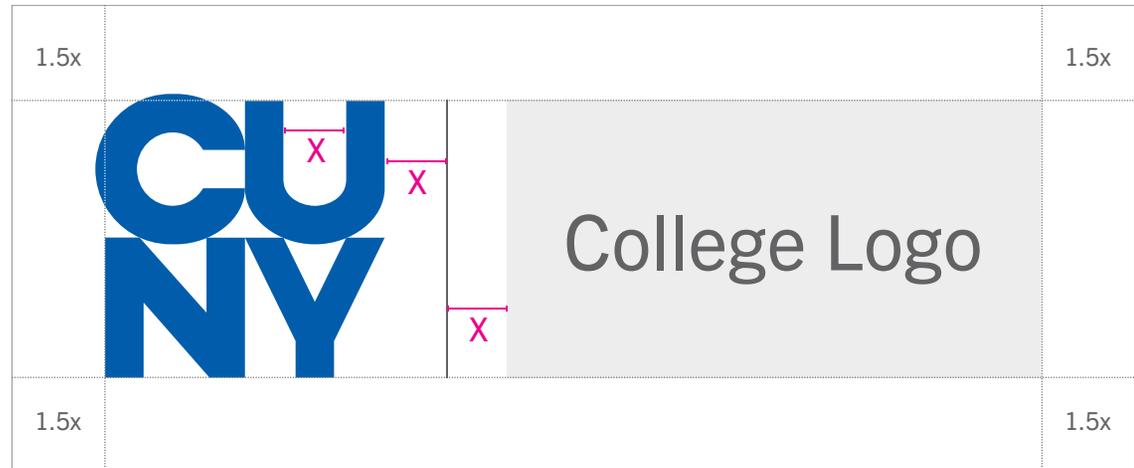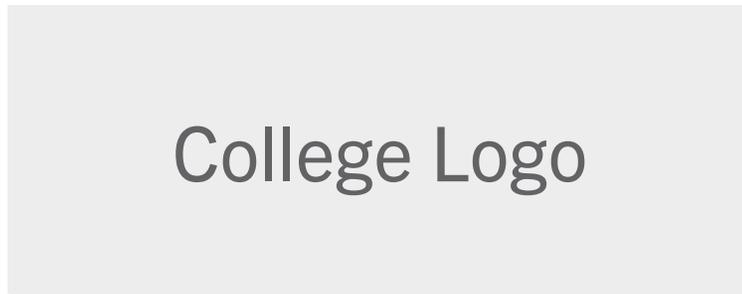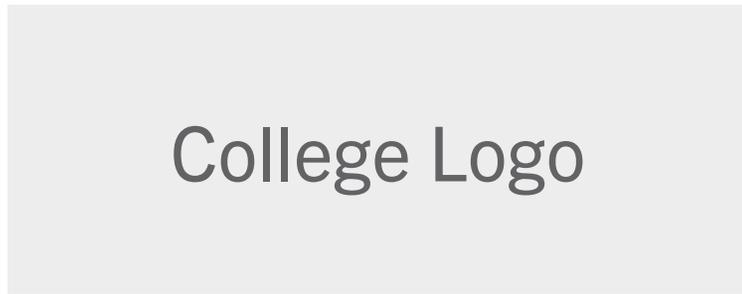
COLOR PALETTE

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.

PMS:	286 C for coated stock
	286 U for uncoated stock
CMYK:	100/66/0/2
RGB:	29/58/131
HEX:	#1D3A83

PMS:	1235 C for coated stock
	122 U for uncoated stock
CMYK:	0/31/98/0
RGB:	255/184/28
HEX:	#FFB81C

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.

Coated stocks:		Uncoated stocks:	
PMS:	382 C	PMS:	388 U
CMYK:	28/0/100/0	CMYK:	16/0/77/0
RGB:	196/214/0		
HEX:	#C4D600		
PMS:	305 C	PMS:	305 U
CMYK:	54/0/6/0	CMYK:	54/0/10/0
RGB:	89/203/232		
HEX:	#59CBE8		
PMS:	192 C	PMS:	192 U
CMYK:	0/94/64/0	CMYK:	0/85/57/0
RGB:	228/0/70		
HEX:	#E40046		
PMS:	151 C	PMS:	151 U
CMYK:	0/48/95/0	CMYK:	0/43/91/0
RGB:	254/136/7		
HEX:	#FE8807		
PMS:	541 C	PMS:	541 U
CMYK:	100/58/9/46	CMYK:	100/45/5/36
RGB:	9/60/113		
HEX:	#093C70		

ACCESSIBLE COLOR COMBINATIONS

When meeting accessibility standards is required, make use of these color combinations to ensure compliance with AAA visual accessibility standards.
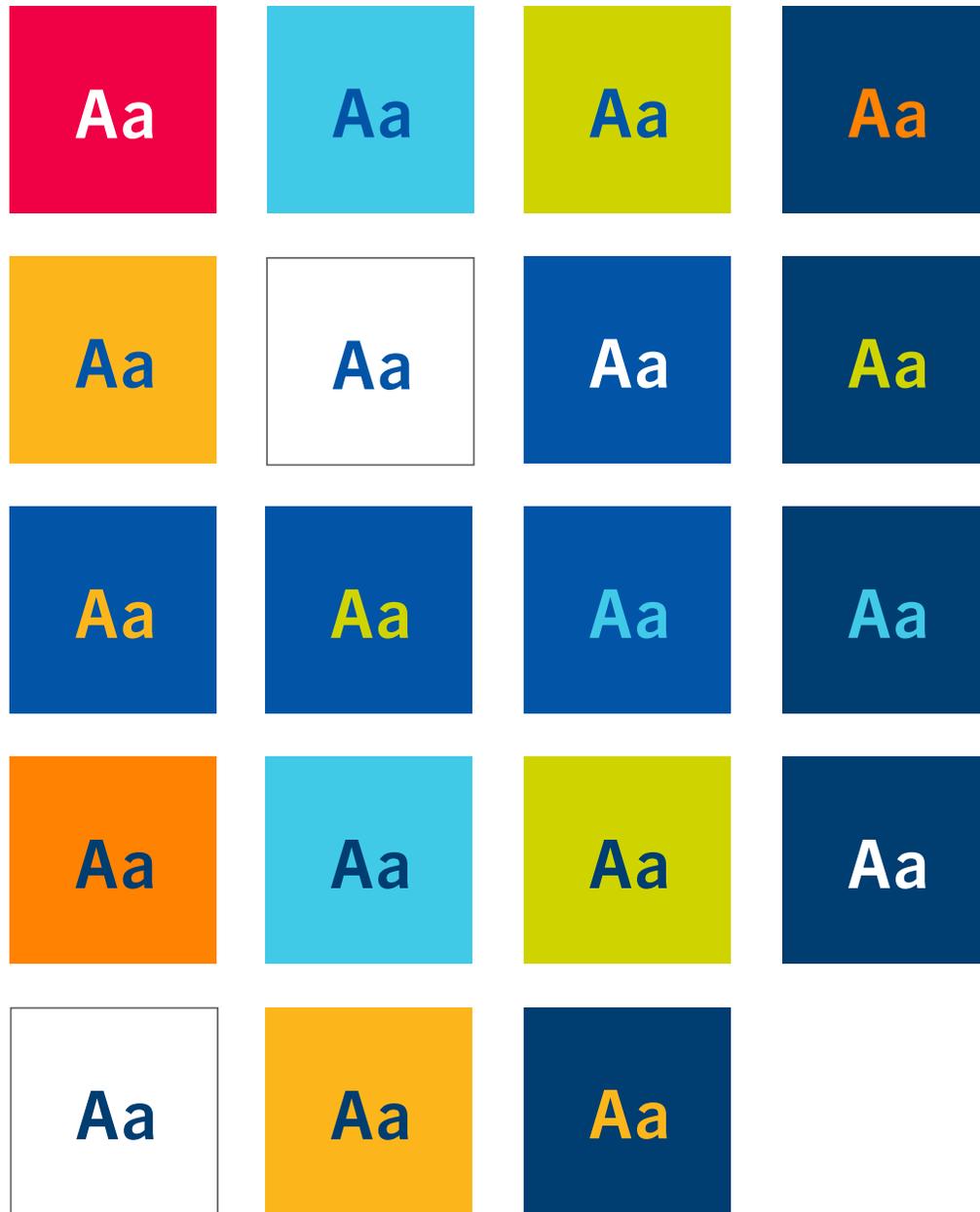
TYPOGRAPHY

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.

Trade Gothic Next LT Pro Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Next LT Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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

PHOTOGRAPHY/IMAGERY

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.

1.
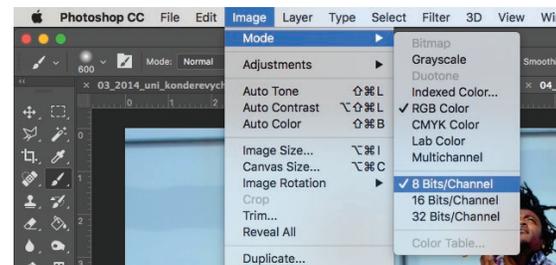
2.
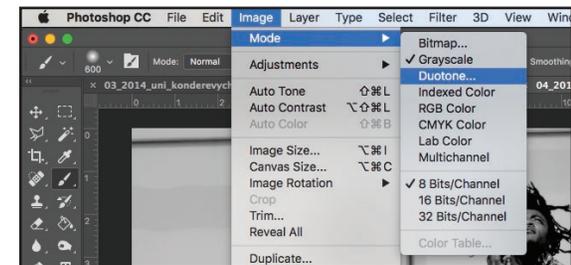
3.
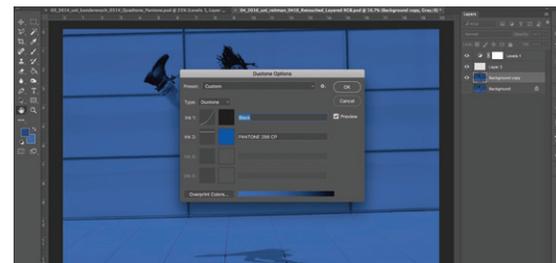
4.

STATIONERY

CUNY CENTRAL: LETTERHEAD

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%.

Address, Trade Gothic Next LT Pro Bold and Light, 7/9pt, Pantone Cool Gray 9U

1 in

CUNY logo with university name, CUNY blue, 2.5 in wide

Office of Communications and Marketing
The City University of New York
205 East 42nd Street, 18th Floor
New York, NY 10017
T 646.664.9000 F 646.664.9001

0.75 in

Chris Sample
123 Main Street
New York, NY 10018
T 123.456.7890

Dear John,

Te nonet ut idit autat que labo. Et mos cupta ea nonem ipis este sediae con re re doloreprae. Parchil ipsapic musandantio blacepudae nonet officae pelestiae dolupta tusdantis num autatio. Ut audisci atquid mi, corem aut aut vel modigen daectur si temporum dolupictiur aut quam, offic torpos pariorporpor ab in ex excesed maximaximin rerum nos ad et, simuscides resciam invernam repe quae nonem aped que voluptation nonse volore dolupta tiusant.

Catem consenes evendam harumquia earitat usaerum, imust verit eum, comniati blaccatiam, offici sunt et a volut dolest latempore conseque re sustio et velicip itinvel magnia sitatibus, omni aut alit experferrum rerum fuga. Ut aperspiet aliquodictem resequi atetur alibeaquo idere providelenis il ipsam ipsus experum explique volut idelit, que aut animpor soluptu samendi natum idebit rendanihit arum rectatus sitasit qui comnimintion porem iumquo tem exces di apit late ped explam elique volorem quae eveliqu ibuscipsum sae laboreptiat hitati aut quassimint am ea assimus conse odissit, ommo officaborrum quo volore et rest, quosam, ute quas aut ut aut oditiam ipictur? Quid mo culparum que pore volora voluptas ate porem quassita num, nonsero rerspit pro modiorem nis que vendicimint voluptati as aditae non con pratiasi odist ut et et omnisque res et et alis maxim que voluptur, corepro videro torio tem. Sus, qui reperum quo te dolentio. Evenis rehendaeri occusania suntur, aut voluptatur abo. Aperfernatur se nam volorporeped et ut est ant.

Voloreium que nullitem iur, occullanis in commo ea in enia eiciur anto quam si dita voluptat faciissequas magni opturec torest que nobis magnim fuga. Ebis et quiam ra de et que nem sequatem harupta tusaperore seque niminto omniscid magnim earupta tiossecus dolum lit modione mporem rem ex esequia quis quiatem porios es ut et eium que od eicipsum ne nonsedi abor molendem quia voles volupti aepudit faceptaque veri volorro maio molest, to mos quiati quamet aligentemquo quat.

It quias sint es dolorrores aut es audae dolestorit, tem rero que dolum et quo quam, sandiori to cus nobitium conet dolluptio et volorest, occum quostio nsequis soloribuscid et apero eium volorenet omnis dolorep ellatem vollique. Et volor as expere, ommolup tatibus voluptae prem quiat ipicita spitatum dolorei cidelique vellaborem la et eatestia estrunt que volupti quiaspe llibusdae. Alignim olorrum vel ese dolorepudi te minctem poriatio. Nam labo. Evelibusdam, optae sit fuga. Doluptam rectem hita evendant dolupienet audit es dolor aut magnatius unt esedit venis molupta aceratur maximax imenditae cus quate nus.

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

0.75 in

Letterhead & letterhead second sheet will remain the same format

CUNY CENTRAL: #10 BUSINESS ENVELOPE

Trade Gothic Next LT Pro Bold & Light,
8/10pt, Pantone Cool Gray 9U

0.5 in

CUNY logo with
university name,
CUNY blue,
1.75 in wide

CU NY THE CITY UNIVERSITY OF NEW YORK

**Office of Communications
and Marketing**
The City University of New York
205 East 42nd Street
New York, NY 10017

0.5 in

CUNY CENTRAL: SINGLE SIDED BUSINESS CARDS

Standard 3.5 x 2 in business cards.

CU NY

Brandon Guidelines
Creative Director

Office of Communications
and Marketing

brandon.guidelines@cuny.edu

The City University of New York
205 East 42nd Street, 7th Floor
New York, NY 10017
T 646.664.9000   F 646.664.9001

0.25 in

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

DOUBLE-SIDED BUSINESS CARDS

Brandon Guidelines
Creative Director

Office of Communications
and Marketing

brandon.guidelines@cuny.edu

The City University of New York
205 East 42nd Street, 7th Floor
New York, NY 10017
T 646.664.9000   F 646.664.9001

0.25 in

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

COLLEGE 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.

1 in

Baruch COLLEGE   THE GREATEST URBAN UNIVERSITY IN THE WORLD   **CU NY**

Chris Sample
123 Main Street
New York, NY 11111
123.456.789

Dear Hugh,

Verferibeaqui blam acest velitio reiusa dolentias reium expligene simagnam fuga. Et aut dicaectur voluptatio doloribus?

Ro omnimi, etur, que volorro consed molest, ute magnimo luptatiori as maionem quame ommoloris simolen totatesti dolor rem faccatas si conseca tectate ni aperatur a quo magnat aut qui corepro beati doloriatur? Quid undest officip susdaes dollabo repudae alitium repero ommos expe eum sim incipsunt eatem ad quae voluptatio doloribus nam idis sin exera et fuga. Hic te eicia cum sit acepuda eritias estiis as voloria ipit ium quae volore, culluptas delique que pro eat aperibea aut v

olorep rovit, conem doluptam dolorer untiumquiam, et es dolecte mporum nus, officab orisciae volorenti quo et volorro con corum lam qui as dollani hillore pelendandit lam, te mint quiandia con comniminci nimusap eruptatur,

odigeni anditae rest, auta quo volupta quatiat empore voluptat ea dolo to conempo restium eatusciat moluptatur maximus autatur rem consera tioribusamus vel mos.

55 Lexington Ave, New York, NY 10010   •   212.237.8000   •   baruch.cuny.edu

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.

0.25 in   0.25 in

Matt. S. Sample
Vice President

csample@baruch.cuny.edu

123.456.7889

123.456.7890

55 Lexington Ave,
New York, NY 10010

www.baruch.cuny.edu

COLLEGE INTEGRATION: SINGLE-SIDED BUSINESS CARDS

0.3 in

Matt S. Sample
Vice President

csample@baruch.cuny.edu

123.456.7889
123.456.7890

55 Lexington Ave,
New York, NY 10010

www.baruch.cuny.edu

0.25 in

0.19 in

0.19 in

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.