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Introduction

Stella and Charles Guttman Community College is not just a new community college. It offers a new approach to community college education—a rigorous academic program specifically designed to link learning in the classroom to practical career experiences in the outside world.

The college is wholly committed to student success, providing a structured and supportive environment where students receive individualized attention. The clearly defined educational pathway starts with a full-time, first-year program focused on issues relevant to New York City. Through the college’s partnerships with outside organizations, businesses and agencies, students also gain hands-on experiences as interns, volunteers and participants in community service projects. Graduates will earn an Associate’s Degree in one of five distinctive majors, from liberal arts and sciences to information technology.

Guttman Community College is located in midtown Manhattan, overlooking vibrant Bryant Park. The city is not only its location, but its campus and laboratory as well. The college’s logo reflects the strong, university-wide commitment to individual achievement and educational opportunity for all—a unique, cutting-edge education for the 21st Century.

In these pages, we provide standards for the Guttman Community College logo, including versions, typefaces, colors, placement, and relational spacing. Examples of proper usage are provided for use with numerous formats.

The clear and unified use of the Guttman Community College logo will give the greater community an immediate, symbolic recognition of this new school—where graduates will emerge as engaged citizens, purposeful, and ready to address the critical challenges of our time.
Brand overview
For all usage.

The Guttman Community College logo consists of several elements: the shield; the text; the horizontal rules; and the URL.

The Guttman Community College logo has three written versions: the full name; the main name; and the short name.

The shield may be used alone in certain circumstances. The text may be used alone in certain circumstances.

The primary typeface is Chronicle and is set in small caps. The URL is set in all lowercase Trade Gothic Bold No. 2.

The color version should be used whenever possible. A blue, black and white version are also permitted.
Full name

STELLA AND CHARLES GUTTMAN COMMUNITY COLLEGE

Main name

GUTTMAN COMMUNITY COLLEGE

Short name

GUTTMAN guttman.cuny.edu

Icons

Monarch logo
**Full name**
For all usage.

The full name logo is written on three lines, and consists of several elements: the shield; the text; and the horizontal rules.

The full name logo has both a vertical and horizontal version.

The primary typeface is Chronicle, and is set in small caps.

The color version should be used whenever possible. A blue, black and white version are also permitted.
Main name
For all usage.

The main name logo is written on two lines, and consists of several elements: the shield; the text; and the horizontal rules.

The main name logo has both a vertical and horizontal version.

The primary typeface is Chronicle, and is set in small caps.

The color version should be used whenever possible. A blue, black and white version are also permitted.
Short name
For all usage.

The short name logo is written on two lines, and consists of several elements: the shield; the text; the horizontal rules; and the URL.

The short name logo has both a vertical and horizontal version.

The primary typeface is Chronicle, and is set in small caps. The URL is set in all lowercase Trade Gothic Bold No. 2.

The color version should be used whenever possible. A blue, black and white version are also permitted.
The shield can be used by itself as an icon in special circumstances—especially social media applications—where space is very limited.

The icon has both a square and circle version.

It’s important that the icon be given room to maintain its individual identity. Thus, other graphic elements, including type, should remain outside of the background square or circle.

The color version should be used whenever possible. A blue, black and white version are also permitted. Approved background colors are provided on the following page.
Monarch logo
For special usage.

A Monarch logo can be used in special circumstances—especially for events, branded items, apparel, and other special uses.

It’s important that the Monarch logo be given room to maintain its individual identity. Thus, other graphic elements, including type, should remain at a safe distance.

The color version should be used whenever possible. A blue, black and white version are also permitted.
Logo placement
Clear space and page placement.

It’s important that the logo be given room to maintain its individual identity. Thus, other graphic elements, including type, should remain outside of a clear space that measures at least \((x)\), or the distance between the two horizontal rules.

The logo should also be given proper space around it in relationship to the edge of the page (printed page, on screen or any other application). A safe distance to the edge equals \((x)\), or the distance between the two horizontal rules.
The primary colors for Guttman Community College are sky blue (PMS 3005) and red (PMS 172).

Secondary colors are indigo (PMS 2768) and orange (PMS 716).

Tertiary colors are blue (PMS 286), yellow (PMS 109), dark gray (PMS Cool Gray 9) and light gray (PMS Cool Gray 3).

Pantone numbers (coated), CMYK, RGB and hexadecimal numbers are provided for color consistency, and should be followed for print, electronic and all other usage.
The Guttman Community College has both a serif and a sans serif typeface.

The serif typeface is Chronicle. It can be used for both body copy and headlines. The college logo is typeset in Chronicle small caps.

The sans serif typeface is Trade Gothic. It can be used for both body copy and headlines. The URL under the short college logo is typeset in Trade Gothic Bold No. 2.

Both these typefaces are used for the University brand standards, and also appear in the University logo (Trade Gothic Light and Trade Gothic Bold Condensed 20).

The serif typeface should be substituted with Times Roman on the web. The sans serif typeface should be substituted with Helvetica/Arial on the web.

**Chronicle**

ABCDFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
1234567890

**Trade Gothic Bold**

ABCDFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
1234567890

**Trade Gothic Light**

ABCDFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
1234567890
Co-branding
Vertical composition.

The Guttman Community College logo often will appear with the University logo. Proper space must be given to both logos, and certain scale and alignments must be kept. The college URL may be added as shown.
The Guttman Community College website will extend the visibility of the brand on the web for an international audience. Its look and behavior will reinforce the brand.

The color scheme is our familiar blue, orange and cool gray. Hex colors are given on page 16. Typefaces are Times Roman and Arial/Helvetica.
The Guttman Community College stationery system should strive for consistency in both printed and digital form. The University logo should be included in all stationery items.

When printed, the inks are sky blue (PMS 3005U) and blue (PMS 286U).

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%.
Envelopes/business cards

Scott E. Evenbeck
President
Stella and Charles Guttman
Community College
scott.evenbeck@guttman.cuny.edu

50 West 40th Street
New York, NY 10018
(646) 313-8020 Tel
(212) 221-2396 Fax

guttman.cuny.edu
Promotional items
Variety of reproduction methods.

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.

The full-color version should be used whenever possible. A blue, black and white version are also permitted.

Shown are five examples of acceptable logo positioning on promotional items.
Promotional items
Digital display
Onscreen, video, and electronic signage.

The logo will appear on video monitors and electronic signage throughout the campus.

The logo should be given proper space around it in relationship to the edge of the screen. A safe distance to the edge equals at least (x), or the distance between the two horizontal rules.

The full-color version should be used whenever possible. Hexadecimal colors are given on page 16.
Appendix
Other resources.

Current logo art and CUNY campaign graphics for print and web, as well as for individual college identity programs, are available for download at cuny.edu/id.

Although we have attempted to cover the majority of identity and brand reproduction instances, this document does not cover all situations. For inquiries about situations that are not addressed by these guidelines, please e-mail michael.tashji@cuny.edu.

Other requests for creative and design support may be made through cuny.edu/services.