IDENTITY STANDARDS AND APPLICATIONS

The New Community College at CUNY iD

IDENTITY STANDARDS AND APPLICATIONS
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Logo</td>
<td>2</td>
</tr>
<tr>
<td>Incorrect usage</td>
<td>3</td>
</tr>
<tr>
<td>Logo placement</td>
<td>4</td>
</tr>
<tr>
<td>Color/type</td>
<td>5</td>
</tr>
<tr>
<td>Co-branding</td>
<td>6</td>
</tr>
<tr>
<td>Website</td>
<td>7</td>
</tr>
<tr>
<td>Letterhead</td>
<td>8</td>
</tr>
<tr>
<td>Envelopes/business cards</td>
<td>9</td>
</tr>
<tr>
<td>Interior signage</td>
<td>10</td>
</tr>
<tr>
<td>Promotional items</td>
<td>11</td>
</tr>
<tr>
<td>Video/electronic media</td>
<td>12</td>
</tr>
</tbody>
</table>
Text to come.
The New Community College logo consists of four elements; the N; two horizontal rules; the full name; and the url.

All four elements should be used in most instances. In very small usage (under a quarter inch wide) or in certain specific contexts the full name can be dropped, but one horizontal rule and the url should remain.

The type family is Trade Gothic. The full name is set in all uppercase Bold Condensed Twenty. The url is set in all lower case Bold Condensed Twenty.

The color blue should be used whenever possible. A black version and a knockout are also permitted.

On the opposite page are shown several examples of unacceptable changes to the basic logo.
Incorrect usage

Do not adjust the size or position of any parts that make up the logo.

Only use approved colors. They are blue, black and white.

The typeface must be Trade Gothic. Do not use other faces or weights.

Do not remove any parts of the logo. Do not add to the logo.

Do not adjust the scale horizontal or vertical.
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 one half the width of the \( N \).

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 the width of the \( N \).
The primary color for The New Community College is royal blue (PMS 3005). Secondary colors are navy blue and goldenrod.

The navy blue is the University primary color (PMS 286). The goldenrod (PMS 1235) and cool gray (PMS Cool Gray 9) are also secondary colors.

Pantone numbers and hex numbers are provided for color consistency, and should be followed for print, electronic and all other usage.

Primary type is set in the Trade Gothic Family. Secondary type should also appear in the Trade Gothic family or (if unavailable) Helvetica Light.
Co-branding
Horizontal and vertical compositions.

The New 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 New 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 and cool gray. Hex colors are given on page 5. The HTML text family is Arial or Helvetica.
The New 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 Pantone Blue 3005U and Pantone Blue 286U.

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%.
**Interior signage**
For all usage.

The logo will appear on interior signage throughout the center. The University logo should accompany whenever possible. Certain alignments must be kept.

Other graphic elements, including type, should remain outside of a clear space that equals the width of the N.

The two blue colors should be used whenever possible. A black version and a knockout are also permitted.

Primary type is set in the Trade Gothic Family. Secondary type should also appear in the Trade Gothic family.
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 two blue colors should be used whenever possible. A black version and a knockout are also permitted.

Shown are three examples of acceptable logo positioning on promotional items.
Video/electronic media
Onscreen, video, and electronic signage

The logo will appear on video monitors and electronic signage throughout the center. University partners’ logos should accompany whenever possible.

The logo should be given proper space around it in relationship to the edge of the screen. A safe distance to the edge equals the height of the figure.

The two colors (purple and blue) should be used whenever possible. Hex colors are given on page 5.
Appendix
Other resources.

Current logo art and CUNY campaign graphics for print and Web, as well as 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 and is inarguably incomplete. For inquiries about situations that are not addressed by these guidelines, please e-mail the University Director of Graphic Design: richard.sheinaus@mail.cuny.edu

Other requests for creative and design support can be made through http://cuny.edu/about/administration/offices/communications-marketing/services/request.html

Thanks to the University Graphics Identity Committee for their diligent work in preparing this manual.

Chair: Richard Sheinaus, Director of Graphic Design
Daniel Shure, Rich Breeden, Arthur King, Kriz Lazarz, Julie Ovenski, Jordan Rome and Michael Tashji

Additional contributions were provided by communications professionals of the colleges of The City University of New York.