CUNYfirst
Fully Integrated Resources & Services Tool
Style & Usage Guide
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The CUNYfirst Communications Style Guide contains the style and identity elements for the CUNYfirst Project. It illustrates the proper use of logos and templates and offers some editorial guidance. The guide also contains the policies and procedures which CUNY must adhere to when designing any print or electronic materials.

Adherence to these guidelines is essential to ensure that CUNYfirst and all its projects are consistently presented in a visually correct manner. The CUNYfirst Communications & CIS Communications & Marketing Teams can assist you with the proper uses of logos and templates as well as the presentation of other materials in electronic print format.

Regards,
The CUNYfirst Communications & CIS Communications & Marketing Teams

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CUNYfirst is the name for The City University of New York’s ERP (Enterprise Resource Planning) Project. The acronym “first” stands for Fully Integrated Resources and Services Tool. It was chosen from over 1,200 entries in a CUNY-wide contest in 2007. The winning entry came from Professor Caitlin Borgmann from CUNY School of Law.

Application

These guidelines apply to all brochures, publications, memoranda and any other communications and marketing materials produced.

- CUNYfirst program information
- Brochures and flyers
- Website
- E-mails
- Banners and posters
- Letterhead
- Memoranda
- Newsletters and reports
- Presentations
- Promotional items and merchandise
- Promotional videos and CDs
- Signage
Font standards
For print and desktop usage

Our primary University font family is Trade Gothic.

RECOMMENDED WEIGHTS:
- Trade Gothic Light
- Trade Gothic Bold Two
- Trade Gothic Condensed No. 18
- Trade Gothic Bold Condensed No. 20

Other weights are available.
CUNYfirst Primary Logo

For all usage

Consistent use and placement of the CUNYfirst logo are of utmost importance in maintaining the integrity of the CUNYfirst branding efforts and ensure high quality reproduction. By adhering to all of the principles that govern its usage, we ensure that our logo remains a powerful and consistent representation of the CUNYfirst Project.

In the title CUNYfirst, “first” is an acronym for “Fully Integrated Resources & Services Tool.” Whenever “CUNYfirst” is used in conjunction with the words “Fully Integrated Resources & Services Tool,” the official logo shown above is the only approved configuration.
CUNYfirst Primary Black & White Logos
For all usage

To be used in black & white print & web materials or when limited to one color.

CUNYfirst
Fully Integrated Resources & Services Tool

Logo Color

Pantone Blue 286C
C100 M66 Y0 K2
R29 G58 B131

White
NA
R255 G255 B255
The secondary logo was created to avoid any visual distortion(s) by omitting the definition of “first” (Fully Integrated Resources and Services Tool). The secondary logo should only be used when the location size for the logo is smaller than 1” x1”, which would make the definition of “first” illegible.
Logo with Color Options
For all usage

Please refer to the color options below when using a background in conjunction with the CUNYfirst logo.

To be used on pantone blue, “CUNY” portion must remain white and “first” should be in orange. The text “Fully Integrated Resources & Services Tool” should be white.

To be used on pantone orange, “CUNY” portion must remain white and “first” should be in blue. The text “Fully Integrated Resources & Services Tool” should be white.

Do not use the full color logo on a black background, instead use white.

Pantone Blue 286C
C100 M66 Y0 K2
R29 G58 B131

Pantone Orange 716C
C0 M45 Y91 K0
R255 G140 B19

Pantone BlackC
C0 M0 Y0 K100
R0 G0 B0
## Logo - Incorrect usage

<table>
<thead>
<tr>
<th>Incorrect Usage</th>
<th>Correct Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="CUNYFirst" /></td>
<td><img src="image" alt="CUNYFirst" /></td>
</tr>
<tr>
<td>Do not capitalized “f” on first.</td>
<td>Do not separated the word CUNY &amp; first.</td>
</tr>
<tr>
<td><img src="image" alt="CUNYfirst" /></td>
<td><img src="image" alt="CUNYfirst" /></td>
</tr>
<tr>
<td>Do not distort the Logo horizontally or vertically.</td>
<td>Only use approved colors in the Logo.</td>
</tr>
<tr>
<td><img src="image" alt="CUNYfirst" /></td>
<td><img src="image" alt="CUNYfirst" /></td>
</tr>
<tr>
<td>Do not tilt the Logo on an angle.</td>
<td>Do not feather the Logo.</td>
</tr>
<tr>
<td><img src="image" alt="CUNYfirst" /></td>
<td><img src="image" alt="CUNYfirst" /></td>
</tr>
<tr>
<td>Do not substitute another font.</td>
<td>Do not fragment.</td>
</tr>
<tr>
<td><img src="image" alt="CUNYfirst" /></td>
<td><img src="image" alt="CUNYfirst" /></td>
</tr>
<tr>
<td>Do not use the logo entirely in solid blue color.</td>
<td>Do not use the logo entirely in yellow blue color.</td>
</tr>
<tr>
<td><img src="image" alt="CUNYfirst" /></td>
<td><img src="image" alt="CUNYfirst" /></td>
</tr>
<tr>
<td>Do not use full color logo on dark background.</td>
<td>Do not use single solid color text on dark background, instead black or white.</td>
</tr>
</tbody>
</table>
CUNYfirst Department Logo

For all usage

The CUNYfirst logo, when used with office and department names, should adhere to uniform standards of color, font, typeface, and alignment that are consistent with University standards.

Please refer to the examples on the right for proper usage of the CUNYfirst logo in conjunction with office and department names.
Letterhead

For all usage

The letterhead should strive for consistency in both printed and digital form.

Logo size and placement remains uniform on both, as well as letter text placement and general margins.
Envelope
For all usage
We will create all project-wide presentations using the standard presentation templates and will provide these presentations to liaisons for campus use.
Meeting Agenda Templates

For all usage

The meeting action items and notes templates are for distribution to participants during the meeting. It is a Word document. However, it should be saved as a PDF before distributing electronically.
Appendix

Other resources.

Current logo art and CUNYfirst graphics for print and Web, as well as individual college identity programs are available by request.

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 CUNYfirst Communications Manager john.ray@mail.cuny.edu or the CUNY Computing and Information Services: Communications and Marketing Manager tripti.batra@mail.cuny.edu

Thanks to the CUNY CIS Communications and Marketing Team for their professional skills and high quality work for creating this manual.

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