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The City University of New York

**CUNY GRADUATE SCHOOL  
OF JOURNALISM**

Brand Guideline Documentation

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February 1, 2009

## **Introduction**

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Just as every person has a unique identity, the CUNY GRADUATE SCHOOL OF JOURNALISM has a unique personality. The Guidelines that follow are intended to define those elements and principles, both mandatory and optional.

### **Building our Brand**

As the school grows and a growing number of people are involved with communications actions and decisions affecting perception of the school, it is important that we speak with one voice, in a distinctive, consistent and effective manner.

It is more than just the name and logo. In today's fast-paced environment, immediate recognition is central and part of building the perception of a world-class and global brand. Every point of contact, through traditional or digital media, is an opportunity to reinforce our identity and build long-term preference and differentiation.

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## 1.1

## Basic Graphic Standards: Logo & Signatures

The principal branding element is the school name;

CUNY GRADUATE SCHOOL OF JOURNALISM

It is also the visual starting point of our system.

A distinctive, bold and highly readable logotype has been designed so that the name will be presented consistently in a wide range of applications.

As it is the most important element of the identity system, it is vital that it is always applied and reproduced correctly.

The logotype design is based on the CUNY-specified typeface and must only be reproduced from authorized artwork or digital files. The logo should not be constructed of similar typefaces as the logo has been carefully designed and spaced and is registered in this format.

The signature is most effective in its two color version shown which emphasizes the word 'JOURNALISM', part of a broad strategy to differentiate and explain this unique offer.

The logotype is available in two formats shown at right.

For any question or copies of logos, please e-mail:

**graphics@journalism.cuny.edu**

CUNY logos are available at: **www.cuny.edu/id**

The City University of New York  
**CUNY GRADUATE SCHOOL  
 OF JOURNALISM**

### LOGO A

This version is the version to be preferred in external communications as it identifies, explains and links to CUNY, the University.

**CUNY GRADUATE SCHOOL  
 OF JOURNALISM**

### LOGO B

This version is the version to be preferred in internal communications as it is simpler and is school-centric. It is also preferred if the CUNY square identifier is in the same field of view.

## 1.1

## Basic Graphic Standards: [Logo & Signatures](#)

### DON'TS

Avoid any unauthorized variations or changes to approved artwork.



GRADUATE SCHOOL  
OF JOURNALISM

Do not reproduce this obsolete logo



CUNY GRADUATE SCHOOL  
OF JOURNALISM

Do not substitute the CUNY Square with its stacked letterforms for CUNY in the logo itself



CUNY GRADUATE SCHOOL  
OF JOURNALISM

Do not change the typeface, the alignment or the spacing

## 1.2

## Basic Graphic Standards: Use of University Identity

As one of the constituent colleges of a leading university, the link is expressed in three ways

- through the use of the full name (logo A),
- through the use of CUNY as part of the name (logos A + B)
- through a linking endorsement (not always necessary).

The endorsement works on two levels:

**Level 1**

Use of the CUNY square identifier as a secondary element in same field of view, top or bottom, as the logo. The stationery system is a good example. See section 2 for more complete information

**Level 2**

As part of the sign-off or signature area in print applications, for example, the back of the newspaper or other publication.

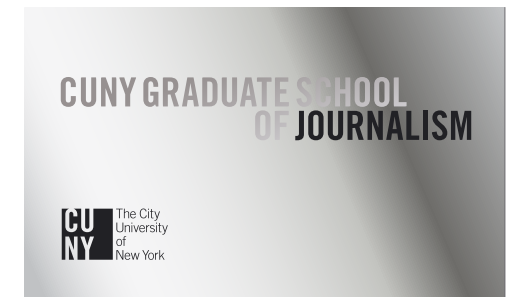
Note: The CUNY square can be presented in Black, Blue or Orange, depending on the print environment.

All approved CUNY logos are available at:

[www.cuny.edu/id](http://www.cuny.edu/id)



EXAMPLE 1  
(Level 1)



EXAMPLE 2  
(Level 1)

# INSIDE STORY

## CUNY GRADUATE SCHOOL OF JOURNALISM



CUNY GRADUATE SCHOOL OF JOURNALISM  
219 W 40th Street, Third Floor  
New York, NY 10018

EXAMPLE 3  
(Level 2)

## 1.3

## Basic Graphic Standards: Color Palette

The logo has been designed as a two-color device in black and grey when printed on white or a light color. This is the preferred colorway. The grey is either direct print from artwork or a 50% tint of the black. (see 1.1)

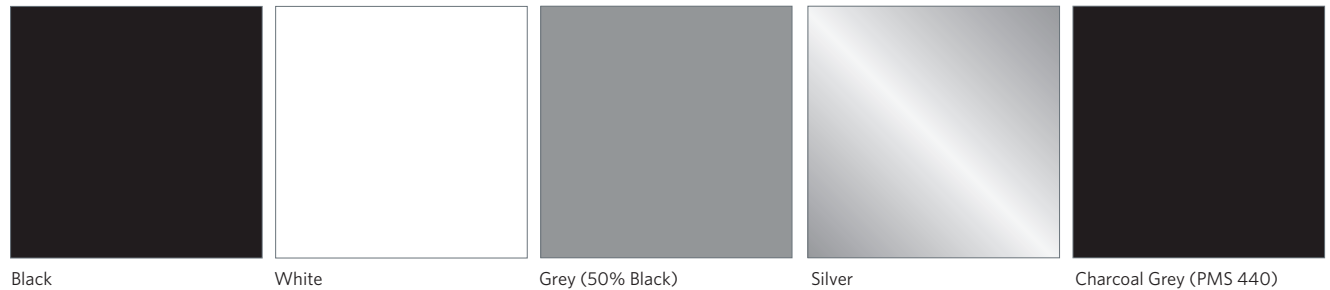
**Color Palette**

The core colors are Black, white and grey. Extending this are charcoal grey and silver. This range is designed to be universally acceptable, fashion-free and contemporary.

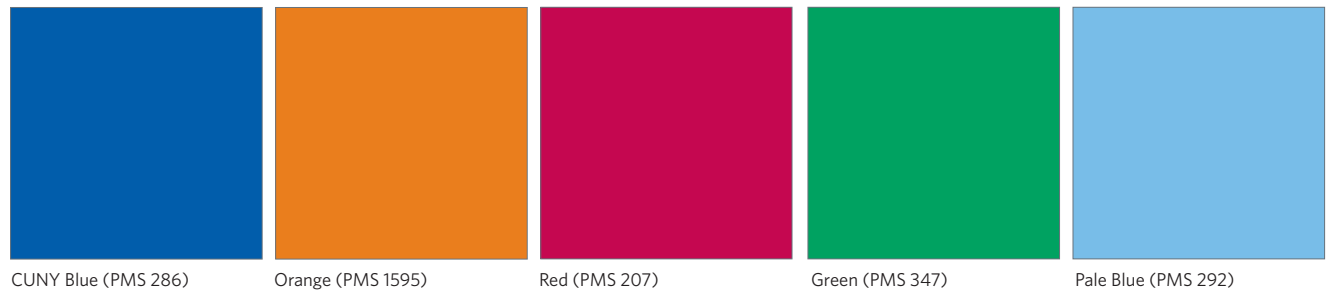
A range of other colors can be brought into play to support various on-line and print needs. A simple defined range can help in creating a consistent visual language.

Principal among these is CUNY Blue (PMS 286), to be used for the CUNY identity square in endorsement situations.

Other colors may be employed as required, for example the banners, where long distance visibility is a factor, or in other media or where special needs are introduced through the nature of the print item or environment.



## PRIMARY COLORS



## SECONDARY COLORS

## 1.4

## Basic Graphic Standards: Display Policy

The notes below are part of the active management of a system and are not intended to restrict creative flexibility.

**Clear Space**

Give the logo room to breathe and be recognized. The logo should be displayed in an area free of conflicting and distracting elements. As a general rule no other type or graphic element should encroach closer than the space equal to one half the height of the type in one line in the logo, as illustrated.

Certain agreed words or statements may be placed closer in carefully designed and agreed formats such as the newspaper masthead.

**Print and Web**

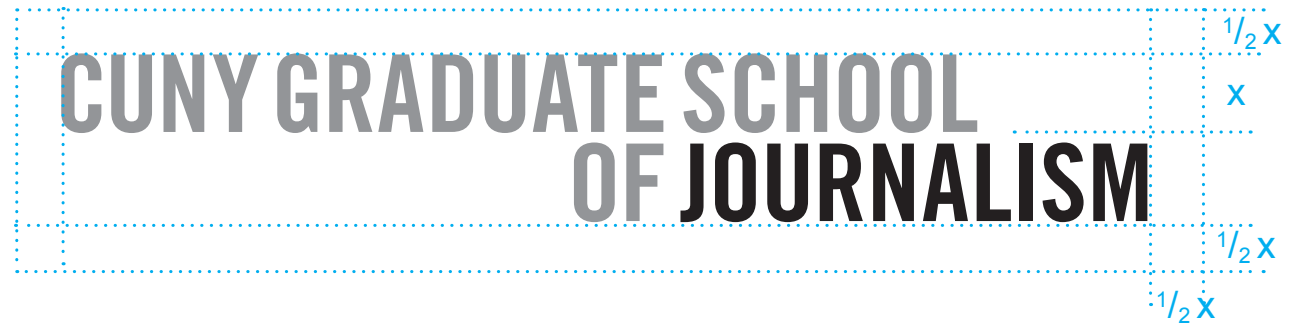
The logo may be used reversed out of solid backgrounds and with care, out of dark sections of graphics or photographs. Examples shown are all acceptable variations.

**Size**

2" wide is the minimum reproduction size for normal applications.

**Quality**

Constantly check the quality of reproductions of the logo and try to ensure that others also use it correctly.



**CUNY GRADUATE SCHOOL  
OF JOURNALISM**

**CUNY GRADUATE SCHOOL  
OF JOURNALISM**

## 1.4

### Basic Graphic Standards: [Display Policy](#)

Care should be taken that the background color and pattern does not detract and that it offers good contrast for readability.



**CUNY GRADUATE SCHOOL  
OF JOURNALISM**



**CUNY GRADUATE SCHOOL  
OF JOURNALISM**



**CUNY GRADUATE SCHOOL  
OF JOURNALISM**



**CUNY GRADUATE SCHOOL  
OF JOURNALISM**

## 1.5

Basic Graphic Standards: [Supporting Type/Typography](#)

The CUNY-approved family of typefaces is called Trade Gothic. This face is used for titles, headlines and subtitles in print, signage and other college applications. It offers compatibility with the logotype and is available in a wide range of sizes and weights. Do not use the CUNY logo typeface for other words or phrases as this weakens logo recognition.

Shown at right are Trade Gothic Bold Condensed 20 (caps only), Trade Gothic Light and Trade Gothic Bold 2. Also acceptable are the Oblique versions of the above, plus Roman and Roman Oblique.

Note: Documents in the faces above should be saved as pdf's before e-mailing as few computers will have Trade Gothic resident. The nearest universal typeface is Verdana.

The use of upper and lower case letters for most messages will improve logo stand-out rather than all upper case, as this can compete with and distract from the logo. See also 3.2 and 3.3. The full name may be capitalized in text to give it the importance it deserves.

Text applications are usually best handled in a highly readable serif typeface, such as Bodoni or Berling. They are both available in a variety of useful sizes and weights.

Chart applications may require other unique typefaces.

Trade Gothic Bold Condensed 20

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

Trade Gothic Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1 2 3 4 5 6 7 8 9 0

Trade Gothic Bold 2

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**  
**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**1 2 3 4 5 6 7 8 9 0**

Bodoni

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1 2 3 4 5 6 7 8 9 0

## 3.3

### Print System: **Typography**

#### **Typography**

The use of upper and lower case letters for most titles and messages rather than all upper case, will improve logo stand-out as all caps can compete with and distract from the logo.

See example at right.

**Make News!**  
Summer Intern Program 09

The City University of New York  
**CUNY GRADUATE SCHOOL  
OF JOURNALISM**

## 2.1

# Stationery System: Letterhead

A simple stationery system has been designed to ensure an appropriate level of branding and CUNY endorsement for all our correspondence. The templates include considerations for personalized letterheads and cards, as well as extended titles. These templates should not be altered or re-created at will.

### Letterhead

Letterheads may be customized with office, phone, fax, e-mail information and in certain cases, the name and title of an individual.

### Typing Guide

Note the alignment of typed information. With a margin of 1 1/8" it aligns with the 'G' of Graduate and 'CUNY' remains in the margin. Typing starts 1 3/4" from the top edge.

**CUNY GRADUATE SCHOOL  
OF JOURNALISM**



**Office of The Dean**  
230 West 41st Street  
New York, NY 10036  
Phone 212 794 5617  
Fax 212 794 5532  
[steve.shepard@journalism.cuny.edu](mailto:steve.shepard@journalism.cuny.edu)

Date

Global Team  
CUNY Graduate School of Journalism  
All Offices  
Worldwide 123 456

Dear Team

The uniformity of appearance of our letters tells the public a great deal about our organization. We have designed our stationery as part of our worldwide corporate identity program and this letter is typed on the new standard letterhead.

The guidelines below have been formulated to help you type efficiently and to ensure a consistent appearance for all letters sent out by the Graduate School of Journalism everywhere. Now it is up to you to help us achieve the important aim of a uniform style.

to give a clear space 35 mm wide. All typing lines start at this  
indents and a one line space separates

## 2.2

# Stationery System: Cards, Envelopes

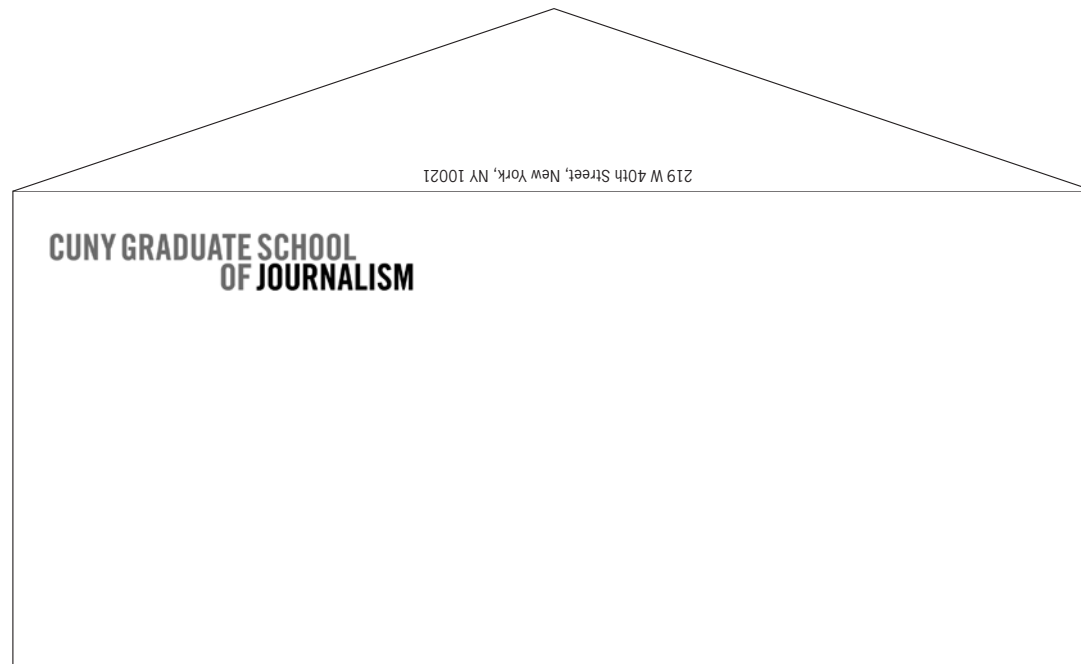
### Business Card

The business card has been designed to give the school branding (in black and grey) the dominant position in a clear band at the top left with all names titles and text aligned below. The card is endorsed with CUNY at the bottom right.



### Envelope

A #10 mailing envelope has been designed to deliver strong branding and to meet Post office requirements.



## 2.3

# Stationery System: Extensions

### Letterhead Variants

Variations on the principles established for the letterhead can be extended to other forms, as needed. These may include Fax cover sheets, News Releases, etc.

<b>FAX</b>	The City University of New York <b>CUNY GRADUATE SCHOOL                  OF JOURNALISM</b>
<i>Date:</i>	<input type="checkbox"/> URGENT
<i>Send to:</i>	<input type="checkbox"/> REPLY ASAP
<i>Attention:</i>	<input type="checkbox"/> PLEASE COMMENT
<i>Office Location:</i>	<input type="checkbox"/> PLEASE REVIEW
<i>Fax number:</i>	<input type="checkbox"/> FOR YOUR INFORMATION
<i>From:</i>	
<i>Office location:</i>	
<i>Phone number:</i>	
	TOTAL PAGES, INCLUDING COVER:

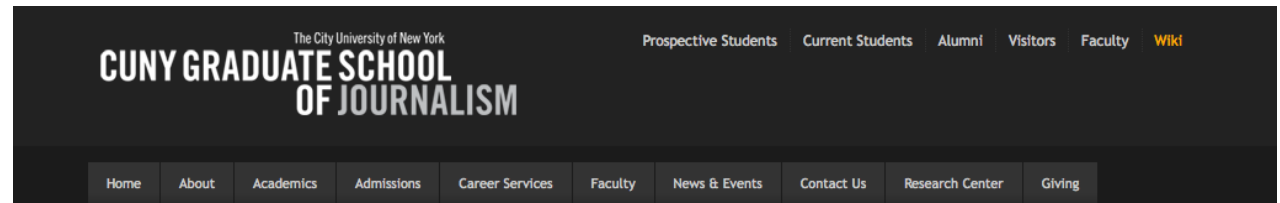
## 3.1

## Print System: [Print](#)

Print and on-line communications for the CUNY GRADUATE SCHOOL OF JOURNALISM have not been designed to conform to a grid. This offers the greatest range of options to permit each application to target specific audiences and obtain maximum impact. However, it is important to follow certain principles in logo, type and color use to ensure that there is some consistency and to give a family 'look'. See also Section 1

### **Signature**

Generally, the school logo will be at the top left or bottom right, not centered. This creates a dynamic. The logo may be positive, negative or over a photograph if sufficient contrast exists and the background is not too complex. For many people, the web site is the first point of contact. The logo treatment on the web is a positive example and makes a good first impression.



## 3.2

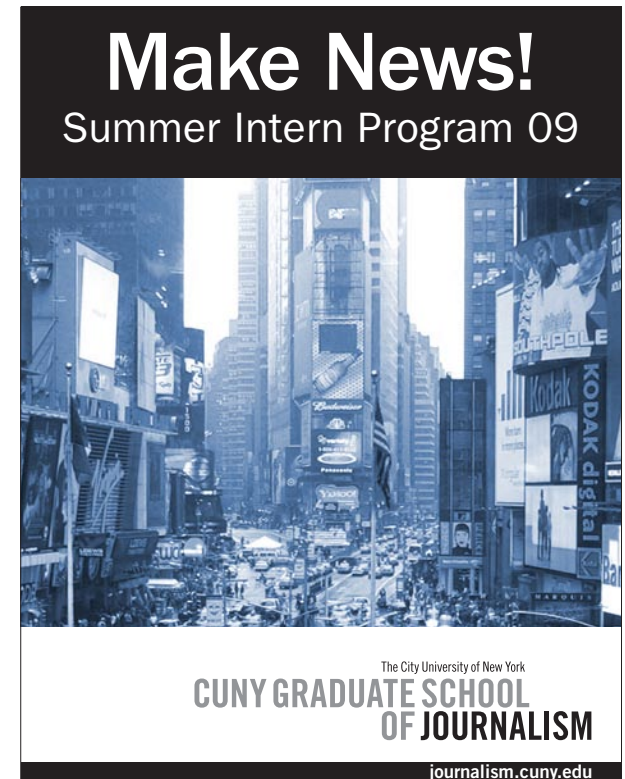
## Print System: Examples

**Graphic Language**

Graphics. Solid areas with horizontal divisions or panels offer the simplest vocabulary. Other effects can be created through the use of tints, or tinted panels over photographs.

Photography is a powerful tool and can be employed to reinforce the idea of New York and to communicate the nature, energy and diversity of the school. Ideally photographs will be inspirational, spontaneous and engaging, 'newsworthy' in other words.

Images may be in full color, duotone, one color or in black and white.



## 3.2

## Print System: Examples

The logo may also be reversed out of dark photographs, or overprinted over light photographs, providing care is taken to avoid strong patterns or textures that might inhibit legibility.



## 4.1

### Custom Solutions: NY City News Service

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#### **Sub-Branding**

Other brands and sub-brands to fill specific needs may be required as the school develops.

Care should be taken to limit these and once accepted, to control reproduction quality.

Links to, or endorsement by, CUNY GRADUATE SCHOOL OF JOURNALISM must be made on a case-by-case basis.

The logo for NY City News Service features the words "NY City" in a white, serif font inside a black rectangular box. To the right of this box, the words "News Service" are written in a large, bold, black, sans-serif font.

## 4.2

## Custom Solutions: Promotions and Events

### Exhibitions

Any of the logo and color examples illustrated can be employed at exhibitions and events.

For example, a vertical panel may offer a dramatic change. A number of vendors supply portable solutions.

Illustrated is the “Eclipse” panel available at:

**[postergarden.com](http://postergarden.com)**



## 5.1

## Sign System: Family of Signs

Exterior and interior signage is one of the primary ways that students, staff and visitors experience CUNY GRADUATE SCHOOL OF JOURNALISM. It is also a key communications tool, expressing order and transparency in a three dimensional way.

Consistency of design and application is important in instilling and reinforcing a strong brand identity whether branding the building or identifying locations in the interior.

The sign system employs the identity elements, chiefly the logo and the CUNY typeface, in a consistent manner. It is capable of scaling from huge applications for long distance visibility to small signs. Color policy is neutral, to avoid conflict with any other interior element

### Exterior Signs

Exterior banners identify the school and it's building from a distance and a sign reinforces the statement in the entrance lobby.



## 5.2

## Sign System: Examples

**Interior Signs**

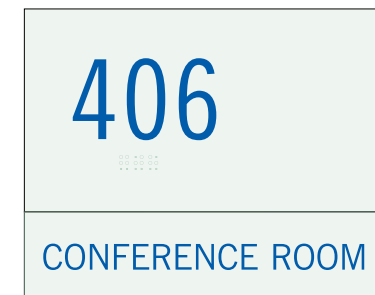
Strong, but restrained branding has been employed at the entrance to each floor, building on the brand and impact. These logos are fabricated in stainless steel and are applied to wood veneer walls.

The basic interior signs are specified as:

- \* Glass panels on aluminum backs
- \* Blue text in Trade Gothic type
- \* Braille numerals to conform to ADA regulations



Certain large signs with named rooms include the logo



Standard room signs employ Trade Gothic type and CUNY blue

## 5.3

# Sign System: Application Principles

Positioning follows ADA regulations.

Information signs are mounted at a height of 60" to the center line, to the left of the door jamb.

