Queensborough Community College 222-05 56th Avenue Bayside, New York 11364-1497 www.qcc.cuny.edu QCC General Info # (718) 631-6262

Brand Guidelines QUEENSBOROUGH COMMUNITY COLLEGE

IDENTITY STANDARDS & APPLICATIONS | MAY, 2018



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Brand (n.): The perceived emotional organization

image as a whole.

Identity (n.): The visual aspects that form part of

the overall brand.

Logo (n.): A logo identifies an organization in its

simplest form via the use of a mark

or icon.

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THE NEW IDENTITY GUIDELINES FOR QUEENSBOROUGH COMMUNITY COLLEGE

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These guidelines describe the visual and verbal elements that represent Queensborough Community College's identity.

President's Message

// President's Message



Queensborough Community College is committed to fostering a collaborative learning-centered community. The College is dedicated to academic excellence and to the development of the whole individual in an environment that promotes intellectual inquiry, global awareness, and life-long learning.

With so much to offer to so many, it is essential that Queensborough's symbols of identity be clear, unified and consistent. Visual symbols bring recognition to our institution and reflect our values and goals.

Queensborough's 2017 ID Branding Book provides a myriad of guidelines and illustrations to provide assistance in the use of Queensborough's correct visual identity.

When all of our academic departments, administrative offices as well as our fine arts and cultural centers apply the official logo in a consistent manner, everyone benefits. The strength of Queensborough as a quality educational institution is enhanced by its clear connection to The City University of New York and to its core mission. Thank you for your cooperation and support.

Dr. Diane B. Call President of Queensborough Community College

The College Seal



Seals have been used since ancient times to authenticate a document's authorship and/or authority. In keeping with this tradition the College Seal should only be used by the Office of the President and other high offices with the President's permission. It is also used to certify official college documents and publications. For example, it is embossed on official college transcripts and the College's Commencement Program: it appears on other ceremonial publications such as Honors Convocation, the Celebration of Service, the Dean's List presentation and invitations for such occasions; and it was also part of the official 50th Anniversary presentation.

As the graphic is representing an actual physical object there is both a "positive" and a "negative" representation of the seal or a version that is white with lines representing the interior elements and a version that is black (or blue) with white drop-out lines representing the interior elements. Finally, there are also two acceptable full color versions of the seal.

As the College Seal is an actual thing and at times occurs as a blind (uncolored) embossing it may, in some cases, also be printed lightly as a background element as if a watermark. This would occur with specific elements identified with the College, such as the Alma Mater, or on some official documents, again at the discretion of the President.











STANDARD COLLEGE SEAL

INCORRECT USAGE - QUEENSBOROUGH COLLEGE SEAL

DO NOT DISTORT SEAL.



DO NOT CUT OFF PART OF SEAL.



ONLY USE APPROVED COLORS.



ONLY USE VERTICAL ALIGNMENT.
NEVER TILT SEAL.



NEVER FADE OR FEATHER THE COLLEGE SEAL



NEVER FRAGMENT SEAL



NO INTERIOR SHADOWS



DO NOT STEP AND REPEAT THE COLLEGE SEAL FOR A WALLPAPER EFFECT



Size and Placement of the College Seal



When used the College Seal should have a prominent placement, usually centered on the page, but may be placed in the upper left as an initial identifier or lower right accompanying or representing a signature. It must be of a size that all the individual elements remain clear. For print this is no smaller than ½ inch in diameter.

If the seal is being used with the identification of the College or an office, the name should be placed no closer than one seventh of diameter of the Seal (or perhaps an easier measurement – the distance from bottom of bridge to top of the letters "CUNY" in the Seal).

For all other purposes, no type or other graphic should be placed closer than one fourth of the diameter of the seal



College Seal Placement Clear Space Clear Space 1/7 Dia. 1/4 Dia. ¹/₇ Dia. 1/4 Dia. COGRAM OFFICE OF THE PRESIDENT ESIDING Diane Bova Call, B.A., M.A., Ed.D. Interim President of the College OCESSIONAL Gavotte by George Frederick Handel Trumpet Tune by Henry Purcell "March" from The Occasional Overture by Georg Trumpet Voluntary by Henry Purcell

The Queensborough Community College Logo Introduction



It is said, "First impressions are the most important."

For many, the first impression of Queensborough Community College is the College's graphic symbols, the College Seal and the Queensborough Logo. From Correspondence to advertisements and publications to websites and more and more social media, the College chooses how it will be recognized with its visual symbols. In communications of every nature, at every point of contact, the opportunity exists to enhance the College's image, reputation and identity.

Visual symbols, when used in a clear and consistent manner, have the power to make that identity instantly recognizable, and associate it with the College's values of quality, diversity and collaboration. With consistency of design and application, that strong brand identity can be instilled and reinforced.

The Office of Marketing and Communications has developed Queensborough ID to set forth standards for a full range of identity and branding matters. It provides guidance for the use of the College Seal and Queensborough Logo, which are the central elements in the branding and the identity of the College, and the co-branding relationships with the departments, offices and programs of the University and College. Standards are set forth to ensure a consistent visual identity of Queensborough's stationery system and print media such as newsletters, display advertising, brochures, flyers, promotional items, as well as for the Web is outlined in a way that provides both consistency and flexibility.

For external audiences, Queensborough's clear and consistent identity standards will enhance the College's relationship with the public and private sectors, alumni, donors, other philanthropic partners, local communities, prospective students and other constituencies. Within the College, the system of co-branding described in this manual will benefit public relations, recruitment, continuing education activities, and relationships among students, faculty and staff.

The standards of this manual and the coordinated use of our graphic elements will communicate the strengths of both the College and its departments and programs. It is, of course a living document. Changes to the world at large and Queensborough itself will require editorial revision to ensure this document remains useful to the communities it serves.

THE FULL LOGOTYPE

The Queensborouch Community College identity comprises two elements, the Logo Icon and Logo Type. The Logo Icon is a powerful image evoking the first letters of the College name - a connection between the strength of community and communication.

The Logo Type has been carefully chosen for its modern and yet refined and highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Interstate Bold and has also been chosen to complement and balance perfectly with the Logo Icon.

The College logo is presented through the use of color as well as shape and form. The two primary College colors are midnight blue and marigold yellow. It is an appealing blend of complementary colors that evokes a modern yet timeless

RECOMMENDED FORMATS:

.eps | .ai | .png | .jpg | .tiff

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.









Logo Placement

LOGO PLACEMENT - CLEAR SPACE AND PAGE PLACEMENT

The Queensborough Logo must be given room to maintain its individual identity and maintain CUNY's Branding Standards. Those standards state that all other graphic elements, including type, should remain outside of a clear space that measures at least ½ the CUNY Square's width. This is also the general rule for graphic elements spaced around the Queensborough Logo as a whole.

There are exceptions to this however. If type is identifying something which is part of the identity of the College itself (i.e.: an academic department, a particular program or office, the address of the College, a URL) it may be set closer to the type portion of the Logo, not extending into the area above or below the CUNY Square or the space that surrounds it. This type should allow a slightly greater space between it and the type of the logo than the spacing between the words "Queensborough" and "Community College" in the Logo itself, so as to set it apart.

CUNY'S Branding Standards also require the CUNY Square be placed so the distance to any edge of a document be at least a Square's width and never less than ½ the width of the Square. These guidelines should also be followed for the Queensborough Logo.

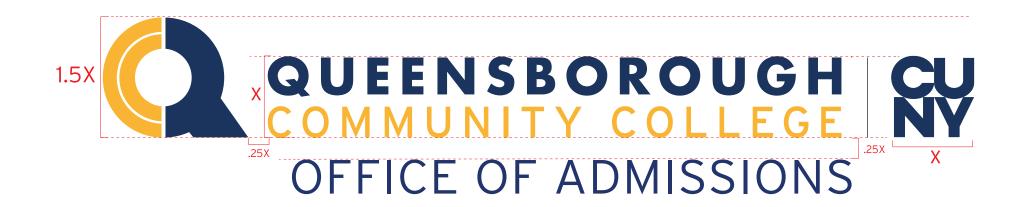
THE FULL LOGOTYPE—VERTICAL





THE FULL LOGOTYPE—HORIZONTAL









INCORRECT USAGE - QUEENSBOROUGH LOGO

DO NOT DISTORT LOGO.



ONLY USED APPROVED COLORS.



NEVER TILT LOGO.



NEVER FADE OR FEATHER



NEVER USE UNAPPROVED COLORS



NEVER FRAGMENT THE LOGO.



NO MODELING, INTERIOR SHADING, COLOR SHIFTING, SHADOWING, OR OUTLINING



Logo Size/Proportions-Absolute and Relative Sized



Generally, the Queensborough Logo should never be reproduced smaller than 1/4" (.25") in height.

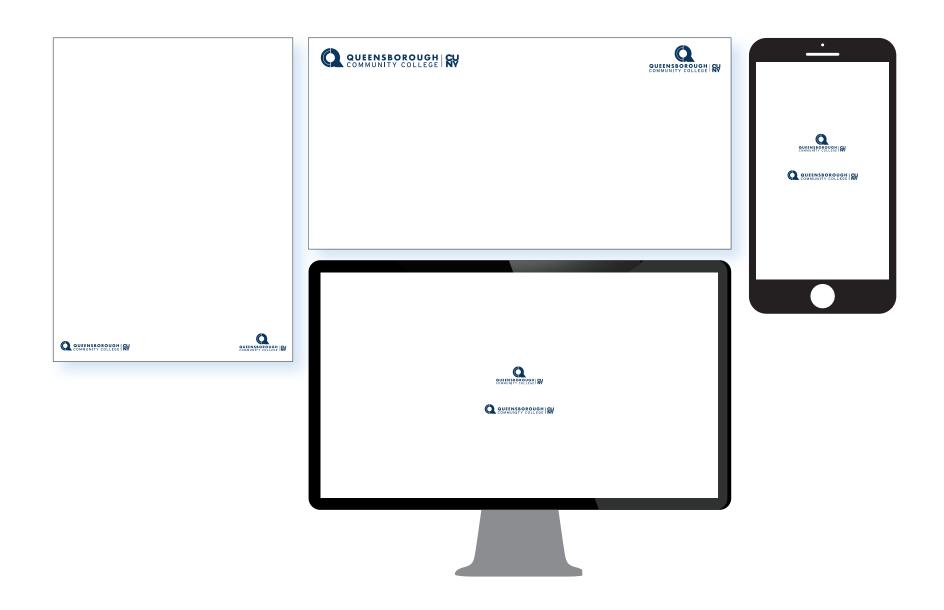
But the smallest acceptable size will also depend on the context of the item or location in which it appears. For instance, a long horizontal billboard will require a larger proportional branding presence than a small oblong postcard. A small premium such as a pen or USB storage drive may have a very small and/or problematic "printable area." See the chapter on Promotional and Display for recommendations in these situations.

The total length of the Queensborough Logo, from the most left of the "Q" to the right of the CUNY Square should never be less than one fourth (1/4) of the horizontal measurement (bottom or top) of the piece on which it appears.

The absolute minimum size still applies.

Absolute Minimum Size of Logo:

Clockwise from left: Stationery; Envelope; Mobile; Web



Application on a Background—Vertical logo







Vertical Logo Version B



Vertical Logo Version C



Vertical Logo Version D

Application on a Background—Horizontal logo





Horizontal Logo Version A

Horizontal Logo Version B





Horizontal Logo Version C

Horizontal Logo Version D

+ Primary Font
Secondary Font

Font Hierarchy
Print Use vs. Web Use

The **Primary** College Font

01. Interstate

DESIGNER: TOBIAS FRERE-JONES

-

THE FONT

Familiarity lies at the heart of legibility. Interstate is based on the signage alphabets of our Federal Highway Administration, letterforms absorbed at a glance everywhere we drive. Interstate provides a real edge in swift communication. Tobias Frere-Jones designed the original fonts in 1993 and 1994.

The **Primary** College Font

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Queensborough Community College communications. We have selected Interstate and Archer, which help inject energy and enthusiasm into the entire QCC communications, as the primary and secondary College typefaces.

PRIMARY COLLEGE FONT: INTERSTATE

DESIGNER: TOBIAS FRERE-JONES

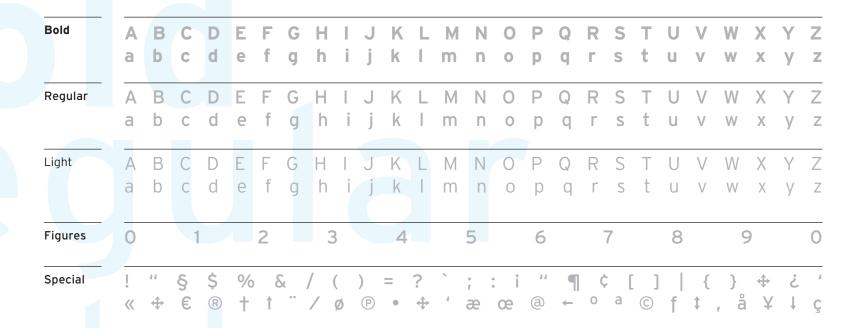
THE FONT

Interstate sets new standards in tearms of its form and number of variants. It is the quintessential sans serif font, timeless and neutral, and can be used for all types of communication.

The Font and Structure

TYPE EXAMPLES: INTERSTATE

interstate



Primary Font
Secondary Font
Font Hierarchy
Print Use vs. Web Use

The **Secondary** College Font

01. 2 Archer

DESIGNER: TOBIAS FRERE-JONES

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THE FONT

Archer is a slab serif typeface designed in 2001 by Tobias Frere-Jones and Jonathan Hoefler for use in *Martha Stewart Living* magazine. It was later released by Hoefler & Frere-Jones for commercial licensing.



The **Secondary** College Font

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Queensborough Community College communications. We have selected Interstate and Archer, which help inject energy and enthusiasm into the entire QCC communications, as the primary and secondary College typefaces.

SECONDARY COLLEGE FONT: ARCHER

DESIGNER:

TOBIAS FRERE-JONES AND JONATHAN HOEFLER

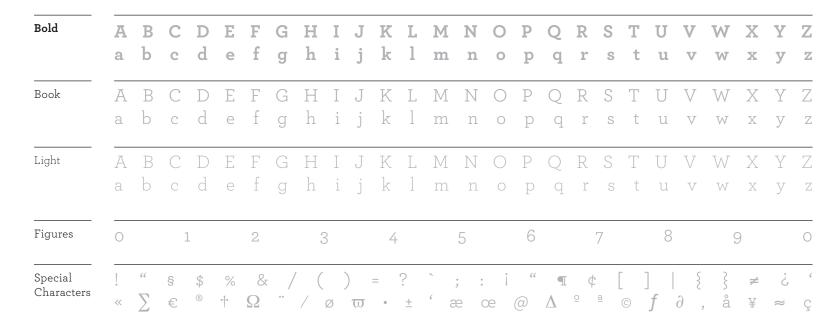
THE FONT

Archer is unique for combining the geometric structure of twentieth-century European slab-serifs but imbuing the face with a domestic, less strident tone of voice. Balls were added to the upper terminals on letters such as C and G to increase its charm. Italics are true italic designs, with flourishes influenced by calligraphy, an unusual feature for geometric slab serif designs. As with many Hoefler & Frere-Jones designs, it was released in a wide range of weights from hairline to bold, reflecting its design goal as a typeface for complex magazines.

The Font and Structure

TYPE EXAMPLES: ARCHER

archer



Typography and Hierarchy



Primary Font Secondary Font Font Hierarchy Print Use vs. Web Use

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements usually in the form of headlines, subheadlines, and body text. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Queensborough Community College layouts.

EXAMPLES OF TYPOGRAPHIC HIERARCHY You want to explain something more in detail? This is the best way to do it. This is caption text

Interstate Bold Condensed

7 pt Type / 9 pt Leading / 20 pt tracking

This text is reserved for copy text and huge text amount. Take it, use it.

. .

Archer Book

9 pt Type / 11 pt Leading / tracking between -20 and +2

THIS IS EMPHASIS TEXT. IT CAN BE USED AS A SUBHEAD IN A PARAGRAPH.

Archer Semibold - Capital Letters 10pt Type / 11pt Leading / 25 pt tracking

Typography and Hierarchy

HEADLINES

MUCH MORE THAN AN INTERESTING HEADLINE!

Interstate Bold - Capital Letters 12pt Type / 14pt Leading

Super Headline

Interstate Bold - Capital Letters 34pt Type / 36 pt Leading

Cover text!

Interstate Bold - Capital Letters 62pt Type / 62 pt Leading



The College Colors Primary Color System Secondary Color System

The Primary Color System and Color Codes

PRIMARY COLOR SYSTEM

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Color plays an important role in the Queensborough Community College brand identity program. The colors below are recommendations for various media.

Consistent use of these colors will contribute to the cohesive and harmonious look of the brand identity across all relevant media. Check with your designer or printer when using the College colors that they will always be consistent.

PRIMARY COLOR: MIDNIGHT BLUE

-

COLOR CODES

CMYK: C100 M078 Y000 K041

Pantone: 534C

RGB : Rooo Go48 B110

Web : #1F355E



COLOR TONES



THE GRADIENT



Explanation:

Queensborough Community College has two official colors: midnight blue and marigold yellow. These colors have become a recognizable identifier for the College.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the College.

PRIMARY COLOR: MARIGOLD YELLOW

-

COLOR CODES

CMYK: Coo2 Mo30 Yo93 Koo0

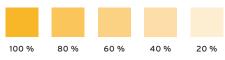
Pantone: 143C

RGB : R247 G183 B045

Web : #F7B72D



COLOR TONES



THE GRADIENT



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"Color plays a vitally important role in the world in which we live. Color can sway thinking, change actions, and cause reactions. As a powerful form of communication, color is irreplaceable."

-Jill Morton, the author of Color Matters

The Secondary Color System and Color Codes

SECONDARY COLOR SYSTEM

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Explanation:

The Secondary colors are complementary to our primary colors, but are not recognizable identifiers for Queensborough Community College. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:

Use them to accent and support the primary color palette.

CMYK: Cooo Mooo Yooo K100

RGB : Rooo Gooo Booo

Web : #fff

CMYK: Cooo Mo20 Y100 Kooo

Pantone: 297C

RGB : R000 G159 B227

Web : #009ee3

CMYK: Cooo Mo27 Y100 Ko30

Pantone: 117C

RGB : R179 G130 B000

Web : #b38200

CMYK: Co22 Mo79 Y100 Ko13

Pantone: 297C

RGB : R177 G077 B018

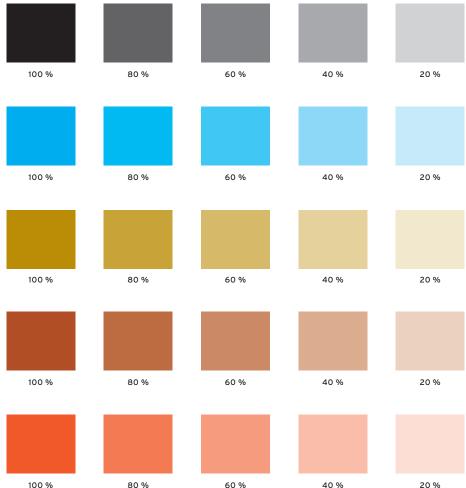
Web : #b14d12

CMYK: Cooo Mo8o Yo95 Kooo

Pantone: 172C

RGB : R255 G38 B025

Web : #ff2600







Print Collateral College Stationery The College Letterhead The College Business Cards The Fnyelope

In an age of electronic contacts, we cannot forget that one of the most important ways that the visual identity of the College is expressed is through a basic, fundamental means of communication: stationery. Letterheads, envelopes and business cards are daily, wide-ranging expressions of the College, and each letter, envelope or business card provides an opportunity to introduce, enhance or reinforce Queensborough's graphic identity.

With the extensive number of College departments, offices and programs, and the amount of printed communication generated, consistency in use of the elements of graphic identity is paramount.

This manual provides guidance for the size and positioning of the Queensborough Logo and outlines the differences between use of the QCC Logo for communications within the system of the College and as a co-brand together with its departments, offices and programs.

The College Letterhead

Explanation:

The College logo will appear on individual college stationery. The logo should be given proper space around it in relationship to the edge of the page. A minimum safe distance to the edge equals (x), or the height of the logo. Shown are the preferred scale, placement and alignment.

The College logo should only be displayed using the approved brand colors. Midnight blue is the preferred color and should be used whenever possible. Black and dark gray are also approved colors. Color specifications are on pages 30-33.

The preferred paper 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%.

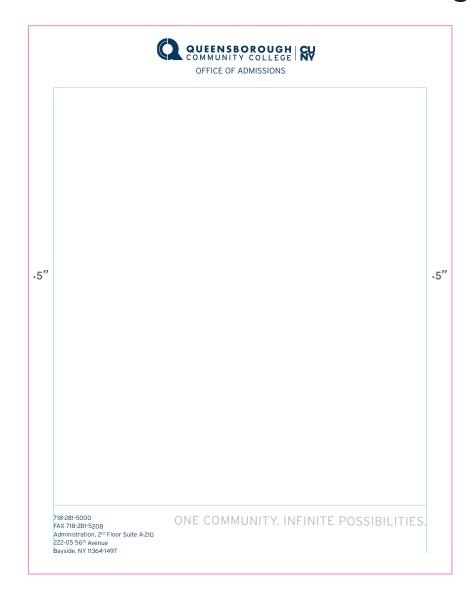




DOWNLOAD LINK

Link

www.qcc.cuny.edu/communications/docs/ QCCIdentityStandards.pdf



PARAMETER

Dimensions

8.5 x 11 inches US Letter

Print

Pantone 534C or CMYK: 100, 78, 0, 41

The College Business Card

-

Explanation:

This shows the approved layouts with the primary elements of the Queensborough Community College stationery system for business cards.

Usage:

The business cards will be used for all official contact and communication of Queensborough Community College.

Frontside



First Last

flast@qcc.cuny.edu T. 718.631.XXXX | F. 718.281.XXXX 222-05 56th Avenue, Rm. L-255 | Bayside, NY 11364-1497 Backside



PARAMETER

Dimensions

3.5 x 2 inches

Weight

120g/m Uncoated white

Print

Pantone CMYK

The College Envelope

Explanation:

This shows the approved layout with the primary elements of the Queensborough Community College stationery system for envelopes.



DEPARTMENT OF ADMISSIONS 222-05 56th Avenue Bayside, NY 11364-1497

PARAMETER

Dimensions

4 $1^{/8}$ x 9 $^{1/2}$ inches

Weight

400g/m Uncoated white

Print

 CMYK



Web and Digital Media

Queensborough Web Identity Co-Branding with College Website Co-Branding with Independent Website

As important as unity and consistency are in Queensborough's forms of visual identity in publications, stationery and signage, it is the Internet today that provides so much exposure to so many. It is unparalleled in providing the daily news of the College, the schedules of events for those both within the College community and the greater public, and the instant access to and retrieval of scores of events on a diversity of platforms.

To complement and help maintain a consistency with the graphic identity standards in other areas, such as print products and signs, this manual provides standards for the use of the Queensborough Logo, including guidance on size, color and positioning on website pages.

To reproduce colors that match those in print material certain hexadecimal/RGB values have been shown to work best, and standards are established for where the CUNY Logotype should appear on a web page and the pixel height of the logo as well as the pixel space around the logo.

Queensborough Web Identity

EXPLANATION

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The full Queensborough Logo should appear in a band across the top of the website in the upper left corner. The Logo may be white on a midnight blue band or midnight blue on a white band.

The logo should always appear as no larger than 200 pixels high with no less than 10 pixels all around it as clear space.

Reproducing midnight blue and marigold yellow for the web requires some subtle shifts so that the experience of viewing it on screen is as close as possible to seeing it in print. Hexadecimal/RGB values are provided for the approved color palette.

The primary web font is Archer for body text and Interstate for all headings ($h_1 - h_6$).

Usage:

Use them to accent and support the primary color palette.

Midnight Blue

RGB: R000, G048, B110 Hex: #00306e

Light Blue

RGB: R097, G172, B240 Hex: #61acf0

Dark Grey

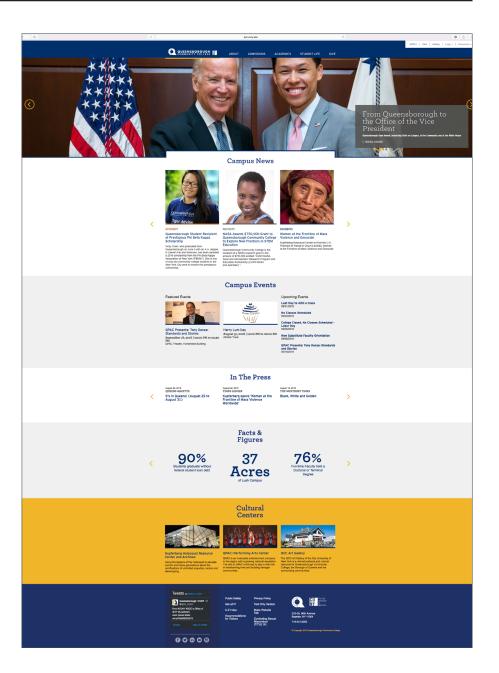
RGB: Ro87, Go87, Bo87

Hex: #575757

Marigold Yellow

RGB: R247, G183, B045

Hex: #f7b72d



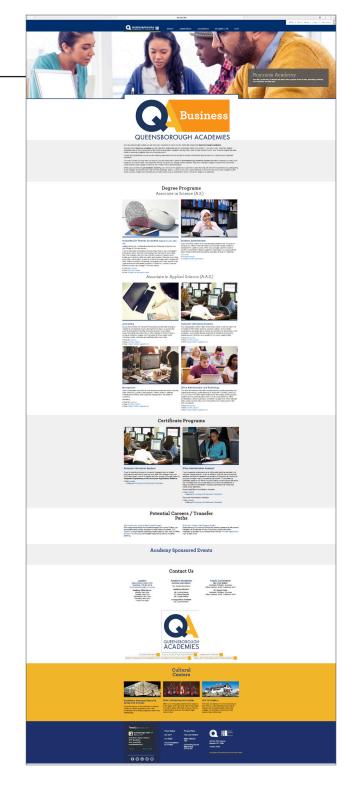
Co-Branding with College Website

EXPLANATION

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Individual department, office and program pages on the College website will automatically have the branding and navigation bands at the top of the page.

The department, office or program's logo or branding identity may appear anywhere within the content section of the page that is desired.



Co-Branding Cultural Websites

EXPLANATION

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Some entities within Queensborough maintain their own website. As they are a part of Queensborough while also maintaining their own identity to the community at large, they must display the Queensborough Logo as well as their own branding elements. The display of the QCC Logo should be on every page that the entity's self-branding occurs.

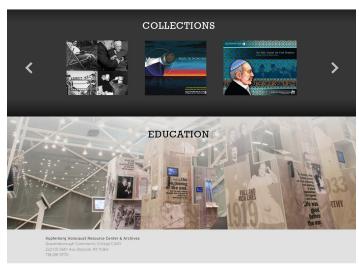
The Queensborough Logo may appear at the top of the page at the same level as the co-branding either on the left or right side allowing for proper spacing (see above). The QCC Logo may also appear at the bottom of the page to the right.

The Queensborough Logo should appear in midnight blue or white (if on a dark background) and be at least 100 pixels high.



The mission of the Harriet and Kenneth Kupferberg Holocaust Resource Center & Archives is to use the lessons of the Holocaust to educate current and future generations about the ramifications of unbridled prejudice, racism and stereotyping.

Since its inception, the Holocaust Resource Center and Archives has relied heavily on State and City funding. In these uncertain economic times, and in order to ensure the future of this center and its critical work, these funding sources are not enough. Please help ensure that the voices and lessons of the past can continue to shape the citizens of the future.





Social Media

The College has a presence on many social media platforms, including Facebook, Twitter, LinkedIn, YouTube, and Instagram.

It is important that QCC present itself consistently across these digital platforms. Space is usually limited, and specifications change often. Consideration must be given to platforms with special requirements, including profile images with rounded or circular shapes.

The full-color logo on a white background is the preferred color and is used whenever possible. The preferred knockout is the white icon on a midnight blue background. Midnight blue, white, marigold yellow, black and dark gray are also approved colors. Color specifications are on pages 30-33.

All official social media accounts are managed by the Office of Marketing and Communications.

Square



Square



Rounded



Rounded



Circle



Circle



FACEBOOK



TWITTER



YOUTUBE



The full-color logo on a white background is the preferred color and is used whenever possible.



Promotional and Display

Athletics
Step and Repeat
Flags and Banners
Promotional Items
Signage

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Athletics

The Queensborough Athletic Logo, consisting of either a tiger's head or forward-walking tiger and the all-captitals word "TIGERS" set in a modified version of the font Fargo Fargo, along with the name "Queensborough" set in a ribbon below and in the font Interstate, may be used on promotional items and a website for branding of QCC sports teams, alumni events and related occasions. The Athletic Logo is available in color: midnight blue (PMS-534C) and marigold yellow (PMS-143C), and white; or the single colors of midnight blue (PMS-534C or its equivalent), black, or white if knocked out on a dark background.

On promotional items and athletic uniforms the Athletic Logo should be used in its entirety with both the Tiger and "Queensborough Tigers." On a website or similar contextual use either the full logo or the tiger or tiger head alone may appear, but in both cases it should follow the co-branding guidelines (see Chapter 5 – Queensborough Co-branding) and include the Queensborough Logo on the page as well.

All below uses of the Athletic logo are acceptable.







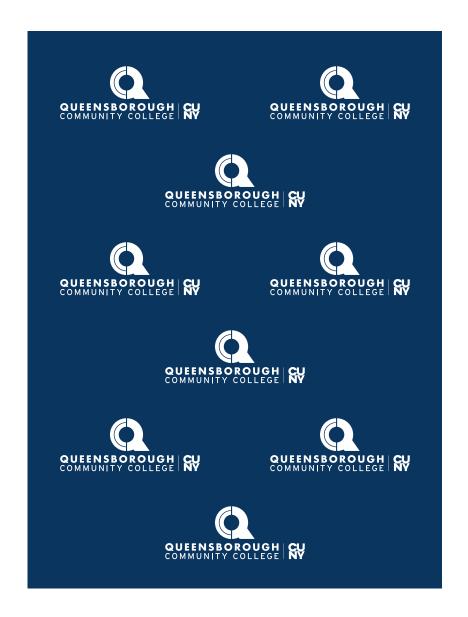




Step & Repeat

The College hosts many events on college campuses and at other public venues. It is important to display appropriate branding in these instances.

The step & repeat features the icon logo along with the university url. White on a midnight blue background is the preferred color combination. Color specifications are on pages 30-33.



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Flags & Banners

The College displays its logo on flags—exterior and interior—on college campuses and in public buildings. Exterior flags should be flown on a pole using standard flag protocol. Interior flags should be displayed on a standing pole, alone or with the city, state and national flags.

Banners are also useful in displaying the logo in event settings. Preferred treatment and spacing can be seen to the right.

Flag



Banner



┿

Promotional Items

The College produces promotional items for conferences and other activities. It is important that the identity standards are adhered to so that QCC is consistently represented.

Reproductions may occur on a variety of surfaces, such as cotton, vinyl, leather or canvas, and the usual printing methods are often not applicable. Alternative reproduction methods such as silk-screen, foil-stamping and embroidery require specifically formatted artwork.

The College logo, square logo or icon logo may be used. Shown are the appropriate scale and placement. Midnight blue is the preferred color. Marigold yellow, gold, coral, burnt umber, light blue, grey, and white are also permitted. Color specifications are on pages 30-33.









Promotional Items Events

The College often takes part in civic events, including parades. It is important that QCC present itself consistent with the identity standards.

Attendees wear t-shirts that feature designs related to the event. They can appear in one, two or three colors.

The College logo should appear on the shirt front along with the url. Shown are the appropriate scale and placement. Midnight blue (Pantone 534C) is the preferred color. Marigold yellow, gold, coral, burnt umber, light blue, grey, and white are also permitted. Color specifications are on pages 30-33.

All official promotional items are developed and and approved by the Office of Marketing and Communications.





qcc.cuny.edu

Signage Directional and Room

The material a sign or plaque is made from quite often becomes an integral part of the visual impact of the sign. Metal and wood textures and colors are allowed to show through either as background or as type or graphic.

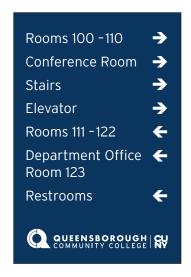
Because of the almost infinite variety of material which signs may be made, the restrictions on coloring of Queensborough's Graphic Elements are somewhat more restricted. Midnight blue (Pantone 534C) should only be used on a white or silver (brushed metal) background. White should only be used on a midnight blue (midnight blue backgrounds should approximate Pantone 534C), black or dark wood background. Black should be used for all other backgrounds.

The College Seal and/or the Queensborough Logo may "drop out" (allow the natural material to show through) from a light-colored substrate (silver, gold, bronze or light-colored woods) but black is the only color that should surround the elements defining the background, and must be used as a background color, not just outline the elements.















Signage Building Entries

Entryways provide an opportunity to identify the building as a CUNY property. They are also subject to industrial codes that require distraction markings for public safety.

Entry doors should display the square CUNY logo in reverse-applied vinyl, giving the appearance of sandblasting. The size may be scaled to fit the available space, with the standard size measuring 10 inches high. Shown are the preferred scale, alignment and placement. The QCC logo should be properly displayed on doors per the example below.

Building codes require glass panels to feature safety-distraction markers. The square CUNY logo should be used in two rows at the recommended heights. Shown are the preferred scale and placement.



Entry signs announce a specific department, center or institute. They should be wall-mounted as either exterior or interior signs.

The College logo should be used, following the guidelines for placement and clear space. Office names should be typeset in Interstate Bold and Interstate Light.

Midnight blue (Pantone 534C) is the preferred color. Light blue, marigold yellow, burnt umber, black/grey, and white are also permitted. Color specifications are on pages 30-33.

Most architectural signs are custom made to fit the environment and for distance visibility. They are expensive and should be used selectively. Three-dimensional logos and letters may be used in certain priority locations. These signs may also be internally or front illuminated. Sizes, shapes and materials vary as required but should always be of high quality.







Queensborough Co-Branding

With Queensborough Community College's broad base of collaborations with community, business, University and the broader higher education community; consistent, unified standards of visual identity provide enormous benefits to the College at large and to its various departments, offices and programs.

With new standards developed for the graphic elements and Logo in particular, the following pages illustrate ways outside organizations and institutions, departments, offices and programs can link visual identity with the College, providing examples of what works well while offering the flexibility to meet individual needs.

The identities of all of Queensborough's departments, offices and programs will remain in place, but the successful sub-branding with the identity of the College and University at large will enhance the reputation and recognition of all.

Co-Branding with Other Logos

Letterhead and Other Placements

When printed along with a co-branded logo on stationery, the Queensborough Logo may be reproduced in either Pantone 534C or black.

The Queensborough logo may align left, center or right and should adhere to the other guidelines regarding placement and size. Examples are shown at right. The "safety" distance surrounding the Queensborough logo must be equal or greater to the distance of 1/2 X, where X is the width/height of the CUNY square logo.

When the co-branded logo is placed at a greater distance from the Queensborough logo, its shape is not an issue, but any of these arrangements must be separated by such a distance that their individuality is obvious. It is important to remember that the purpose of this system is to ensure the presence of the Queensborough identity, either together with or apart from the program's brand.

All official co-branding logos are designed and approved by the Office of Marketing and Communications.

Vertical Co-Branding





Horizontal Co-Branding



Co-Branding (Department, Office, or Program Name)

JOINED CO-BRANDING

The easiest way to co-brand with the Queensborough logo is to join a department, office or program's name to the logo in the font Interstate Light.

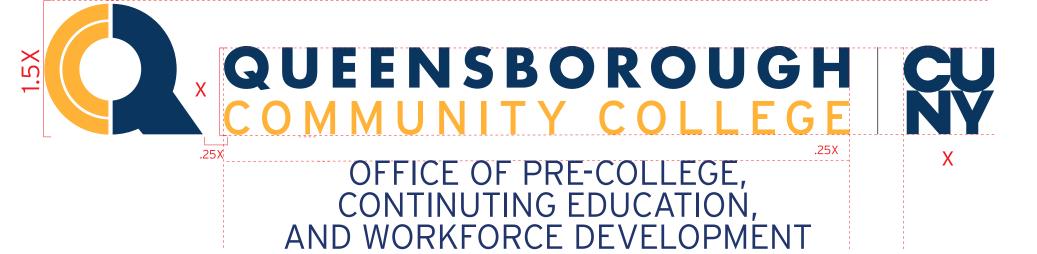
With "X" being the width of the CUNY square logo, the distance between the baseline in the words "Community College" and department, office, or program, must equal .25 X. It must not extend into the area above or below the CUNY Square or the space that surrounds it using more than one line if necessary. Make every attempt to ensure that the department, office, or program name aligns with "Community College."

The only acceptable method of adding a logo other than Queensborough's to an envelope is to print it on the envelope's flap. Keep in mind this may add to the envelope's cost and/or production time.

All official co-branding is designed and approved by the Office of Marketing and Communications.



Horizontal Co-Branding



Appendix and Contact

A digital copy of these guidelines, as well as CUNY's CUNY ID, Identity Standards and Applications, and the Queensborough Logo in various sizes, colors and formats for your use are available for download at: www.qcc.cuny.edu/publications/branding/index

For inquiries, questions and/or clarifications concerning these guidelines please contact Tony Gamino, Director of Creative Services in the Office of Marketing and Communications, A-316; extension 6260; tgamino@gcc.cuny.edu.

Business Cards may be ordered by sending an email with all the information (name, title, phone and fax) directly to Jeff Connors, Assistant Director of Purchasing: jconnors@qcc.cuny.edu.

For questions concerning web pages contact David Moretti, Director of Digital & Web Services: dmoretti@qcc.cuny.edu.

DO YOU HAVE QUESTIONS? CONTACT US.

For further information please contact:

Queensborough Community College Department of Marketing & Communications

E: creativeservices@qcc.cuny.edu P: +718-631-6327





Link: www.qcc.cuny.edu/communications/docs/QCCIdentityStandards.pdf



Thank You.