



Borough of Manhattan Community College

College Communications

Guidelines and Procedures

Office of Public Affairs

255 Greenwich Street, Room M5-400

212 346-8501 • www.bmcc.cuny.edu/publicaffairs



The Office of Public Affairs is here to help the BMCC community communicate effectively—both internally and within a local and national context.

We promote the achievements of students, faculty and staff, and build awareness of services and opportunities on campus. We recruit prospective students, reach potential donors and strengthen our alumni ties.

The Office of Public Affairs also serves as a contact point between members of the campus community and the media, and heightens BMCC's profile on a national level.

We can help you advertise an upcoming event, or let the media know about your most recent academic or artistic accomplishments. We can also help you create a publication or website that describes your office, department or program in a succinct and attractive way.

Following is an outline of what we do, and how we can work with you to maximize the events, programs and success stories that characterize BMCC.

Unless we specify otherwise, if you are interested in any of the following items, please contact the Executive Director of Public Affairs, Manny Romero, at 212-346-8501 or mromero@bmcc.cuny.edu.

Print and Online Communications Guidelines

The BMCC website

Online calendar

To submit an item for the calendar on BMCC's home page, please access the appropriate form at www.bmcc.cuny.edu/calendar/

Directory listings

The BMCC community's email addresses and phone numbers are listed in the website's Directory. If your information is incorrect or needs to be updated, contact the BMCC Help Desk: helpdesk@bmcc.cuny.edu.

Feature articles

The home page of the BMCC website displays images and blurbs that link to short feature articles highlighting the achievements of BMCC students, faculty and staff.

We also post feature articles on new programs, projects and events on campus, alumni stories and other subjects, and welcome story ideas from the BMCC community.

Department or program webpages

Every BMCC department and academic program is represented with its own page on the BMCC website, providing information on staff and services, course descriptions, student requirements, faculty bios, and more.

Contact us, if you would like to discuss a webpage for your department or program.

BMCC blogs

The BMCC homepage features blogs sponsored by various academic and departments. The Office of Public Affairs does not generate blog content, but we will meet with you to help shape your blog and edit your posts.

Social media

Facebook

BMCC has a strong Facebook presence: www.facebook.com/CUNY.BMCC, and we welcome postings from the BMCC community—faculty, staff, alumni, current and prospective students.

YouTube

The BMCC YouTube channel is www.youtube.com/user/CUNYBMCC.

Videos related to articles posted on the BMCC homepage are uploaded onto YouTube for a larger public audience.

Twitter

BMCC's Twitter account is @bmcc_cuny or go to www.twitter.com/bmcc_cuny. Our number of followers—about 2,000—is growing. Follow us for updates, news and information regarding BMCC and related topics.

Departmental social media pages

Individual departments wishing to develop a social media presence must contact the Office of Public Affairs before developing any pages or accounts.

After we help you develop your page, you are responsible for its content development.

Print publications

The BMCC Commons

This colorful, photo-driven, biannual print publication features news for BMCC alumni, funders and community members. Please let us know if you have an idea for an alumni profile or campus event appropriate for an upcoming issue of the BMCC Commons.

Marks of Excellence (MOE)

This annual print publication features stories of outstanding BMCC students or alumni, and the faculty and staff who mentored them. If you have a story idea for MOE, please let us know.

Department and program brochures

To aid in recruitment efforts and present an overview of BMCC's academic programs and departments, the Office of Public Affairs produces two- or three-fold color brochures.

These brochures highlight an academic major, along with its transfer opportunities, career paths and course requirements. They also feature students, faculty and alumni of the program or department.

The Office of Public Affairs writes and designs the brochures, working closely with a key contact person and others in the featured program or department.

If you need a brochure for a new department or program, or if you want to update an existing brochure, let us know.

BMCC Foundation Board Annual Report

This annual brochure provides an overview of BMCC for prospective and current funders, and presents financial summaries of the BMCC Foundation Board.

Please contact us if you have a content idea for next year's Annual Report.

BMCC comprehensive brochure

This brochure gives an overview of the benefits of attending BMCC: academic offerings, cost value, support services, student activities and more. It also features successful BMCC students, and provides admissions tips.

If you want to submit changes or ideas for the next edition of the BMCC comprehensive brochure, let us know.

BMCC Student Handbook

The Office of Public Affairs works with the Office of Student Affairs to produce the annual BMCC Student Handbook. Let us know if you have suggestions for how the handbook could be more useful for new students.

BMCC Factbook

The BMCC Office of Institutional Research and Assessment compiles its findings in an annual factbook. This publication updates the BMCC community on data related to student achievement, demographics, majors, trends and other areas.

Promotion

Advertorials

The Office of Public Affairs purchases advertising space in local media for placing editorial content related to BMCC.

These advertorials heighten the college's image, promote new academic programs, spread the news of student and faculty successes, and strategically position BMCC in the larger higher education arena.

You are welcome to get in touch with us if you have an idea for editorial content that has advertorial potential.

Press releases

The Office of Public Affairs maintains a subscription membership with wire services that enable us to distribute multi-media press releases promoting events at BMCC, student or faculty achievements, and other items of interest about the college.

The press releases are distributed to major newspapers, broadcast media, trade publications, online sites, search engines and databases on a national and regional basis.

We are interested in hearing from you if you want to discuss a possible press release to promote an event or to disseminate other BMCC news.

Photography

In addition to photographs that are part of the articles and publications our office produces, the Public Affairs staff photographer is available to photograph BMCC-related events.

Video

In addition to producing videos that accompany feature stories written by the Office of Public Affairs and posted on the BMCC homepage, we can help produce videos for your department or program website. Contact us if you would like to discuss a video to promote or explain the services in your department.

Outdoor LED display

Contact us if you would like to have your event or announcement posted on the large-screen outdoor display at 199 Chambers Street.

Event-related print or graphic materials

The Office of Public Affairs will consult with you to market and promote your BMCC event. We will work with you to create appropriate, consistent materials and strategize around the delivery of your visual message.

Please contact us if you are interested in using a flyer, poster, event program or other materials for your event.

In general, we ask that you give us at least six weeks to conceptualize, design, write and produce a printed material.

Also, it is important to allow time for the BMCC purchasing department to bid the publication out to vendors.

In an initial meeting, we will work with you to clarify:

- Budget,
- Timeline,
- Content and
- Images (photography, illustration, design).

What should I do if a reporter contacts me?

If a member of the media contacts you for comment, please let us know immediately before proceeding with the interview.

While we will not stop you from talking to the press, it is important to contact us for a number of reasons.

The reporter may need information about the College that you cannot provide. There may be aspects to the story of which you are unaware. We can also help you handle questions that might lead to inflammatory “sound bites” that misrepresent you or the College.

Also, letting us know when a member of the media contacts you keeps others at BMCC and CUNY from being caught off-guard if the same person contacts them, or when the story appears in the news.

Graphic Style Guidelines

BMCC's graphic identity system will be managed by the Office of Public Affairs. We will consult with College offices about typography, colors, photography, and other graphic elements and provide electronic files as needed.

Listed below are guidelines for the use and application of BMCC symbols and logos in both print and electronic communications.

All College offices must follow these guidelines and provide them to all outside vendors and suppliers of manufactured goods that bear the College name. Those companies are required to adhere to the guidelines as a condition of the work they do for BMCC.

How can I get a copy of the BMCC wordmark and seal?

Copies of the wordmark for electronic use are available at www.bmcc.cuny.edu in eps, .gif and .tif formats. Please contact us to request a high-resolution version of the College seal.

In the past we have always used our own logo on our brochures. May we still use it?

As long as your brochure will fit easily into the BMCC family "look," it may be possible to include your logo. Each case is different. Please contact us to discuss your project.

Do we need to get approval from the Publications Office for all our publications?

If you are concerned about whether a publication you are producing meets official standards, please feel free to contact us.

Our department has designed a logo for a new program. Must we stay within the graphic identity guidelines?

Please contact us if you think your program needs a special identity. In the interest of reinforcing our institutional image, we try to limit the use of logos and symbols while making publications promoting College programs as distinctive as possible.

Too many BMCCs

When too many identifiers are used for a single institution, the result is a confused sense of who we are. The following pages contain examples of correct BMCC identifiers and how to use them.

The BMCC Seal

The seal should be used only to represent the College for official events and documents such as commencement, diplomas and certificates.

It should not be used as a promotional graphic.

Also the seal may not be modified in any way nor combined with other symbols. It should not appear smaller than one inch diameter and must be printed in black.

Please check with us before using the seal on publications or webpages.



The BMCC wordmark

This is BMCC's official wordmark. The wordmark is available electronically as an .eps, .tif or .gif image. It was derived from Arial Black, customized in a drawing program and saved as a piece of art. It should not be created anew from the font.



The wordmark is typically printed in blue or blue with orange highlights.



It may also be printed in black, reversed against a dark color or when appropriate, in one of the colors in the BMCC palette. See "BMCC Blue and Other Colors" on for full specifications.



The wordmark should **not** be distorted in any way.

It should not be used with the BMCC Seal. The wordmark should be accompanied somewhere on the same page with the words "Borough of Manhattan Community College."

Lastly, consult with us on when and how to include the CUNY logo in combination with the BMCC logo.

The wordmark with type

Here are some other ways to use the College wordmark on your publications. The type for the address is Arial Black (size: 9 pt; horizontal scale: 110%, tracking: -6 em, line spacing: 11 pt) in the first example and Trade Gothic Bold Two (10 pt; line spacing: 12 pt) in the second example.



Borough of Manhattan Community College
The City University of New York
199 Chambers Street
New York, NY 10007

The text you are reading is 9 pt. Trade Gothic. These are licensed PostScript fonts; if you do not have them installed on your computer, you may substitute Times, Times New Roman or Helvetica.

You may find that the point sizes and/or leading (space between lines, or “body”) vary in appearance, but you can adjust them to achieve the same kinds of relationships shown here.

The Wordmark may be used with the current BMCC slogan, in Trade Gothic Bold, Trade Gothic Bold Two, or in Arial Black (horizontal scale: 110%, tracking: -6 em as in the following example:



Separating the wordmark from the address

Including the address information with the logo on brochure covers often becomes cumbersome and might conflict with the title of the brochure.

Instead, you can use the wordmark and address on the back of your publication. If you do want it on the cover, you can separate the address entirely from the wordmark.

BMCC Blue and other colors

The official colors of BMCC are blue (Pantone 293) and orange (Pantone 021), taken from the Pantone Matching System that standardizes ink colors to printing. The equivalents for four-color (CMYK) and Web (hexadecimal) are listed below.

BMCC Blue

Pantone 293

CMYK Equivalent: C: 97, M: 65, Y: 10, K:0

Web Hexadecimal Equivalent: #0051BB

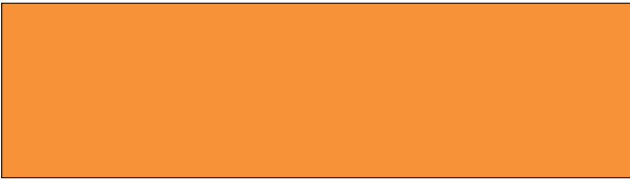


BMCC Orange

Pantone 021

CMYK Equivalent: C: 0, M: 60, Y: 100, K:0

Web Hexadecimal Equivalent: #FF6600



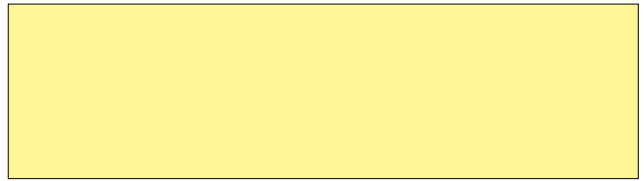
In addition to blue and orange, we have built a palette of colors, shown below. We also use web-safe approximate equivalents on the BMCC website. Please consult us for guidance on color choices.

Light yellow

Pantone 100

CMYK Equivalent: C: 9, M: 2, Y: 58, K:0

Web Hexadecimal Equivalent: #FFFF99



Gray

Pantone 421

CMYK Equivalent: C: 0, M: 00, Y: 100, K:30

Web Hexadecimal Equivalent: #CCCCCC



Light green

Pantone 358

CMYK Equivalent: C: 39, M: 0, Y: 57, K:0

Web Hexadecimal Equivalent: #CCFF99

