



**College Communications
Guidelines and Procedures**

The Office of Public Affairs, which combines Public Relations, Publications, and the Webmaster, is here to help the College community to communicate in the most effective and efficient ways. We can help you advertise an upcoming event, publicize an interesting story about a student or a program, or let the media know about your most recent academic or artistic accomplishments. We can help you create a publication or a Web site that describes your office, organization, or program in a succinct, useful, and attractive way. Whether you want to tell the whole campus or the whole world, the Office of Public Affairs can help you get your message seen and heard.

The following guidelines will assist you in taking full advantage of our services. The processes we are establishing will enable us to provide the College with a more orderly, consistent, and timely service and ensure that the image BMCC projects to its various audiences is consistent, strong, and effective. Writers should use the stylebook as an aid in preparing text for their publications, and they should feel free to consult with Public Affairs Office staff about matters of style at any time.

You will find a brief description of each of our services, followed by FAQs about them. If you have any questions or suggestions about how we may further improve our services, please feel free to contact us at x8377.

Graphic Style Guidelines, which must be followed for all communications efforts, are on page 9. If you have any questions about them, please call x1239.

The full stylebook is available at www.bmcc.cuny.edu/stylebook.

Print and Web Communications Guidelines

Public Affairs

The Public Affairs Office disseminates information about all the great things that happen at BMCC and serves as a single, easy-to-use contact point between members of the campus community and members of the media. This arrangement provides a variety of benefits to the College. Most important, it increases the general public's knowledge about and interest in the College, bringing us to the attention of prospective students, keeping us in the minds of current and prospective donors, and creating an awareness of BMCC among reporters whose stories and columns influence the opinions of people across the country. It is also a way of promoting the accomplishments and interests of our students, faculty, and staff, letting the world outside BMCC know how we fit into and contribute to it.

By having a single contact point between the campus and the community at large, we ensure that people who want to know what is occurring here will know who to ask and will be assured that they are getting an honest, accurate, and complete answer to their questions. Obviously, we want to present the best possible image of BMCC to the world, but that does not mean that we are going to shy away from or whitewash the more difficult or unpleasant issues that may occasionally arise at a college. Whether good or bad, if something is happening at BMCC, we strive to present the truth about it.

When should I think about contacting Public Affairs?

There are many reasons why you might want to contact the Public Affairs Office—so many that you may not know all of them and may be missing out on some great and important public relations opportunities. The following are some examples of times when you should give us a call. You can reach us easily at x8377.

Contact the Public Affairs Office if:

- You or your office, department, or organization is sponsoring an event for which you need to attract an audience, whether it is open only to campus community members or the general public.
- You or one of your students is going to receive an award, give a presentation, publish an article, work on a project, or participate in an event that you think would be interesting to our community or the world at large.
- You have an idea for a story about something that is happening at BMCC or have met an interesting member of the community. We want to hear about any interesting connection between BMCC and the world around us.
- You have a strong opinion on a particular issue that you think would make a strong op-ed piece.
- You have been contacted by a member of the media for comment on a particular issue.
- You have heard a story or rumor about BMCC in the media or in our community that needs clarification or correction.

Who should I call when any of the above occurs?

Anytime you feel something important—unusual, innovative, entrepreneurial, inventive, or controversial—is happening on campus, call the director of Public Affairs at x8377. We will discuss your idea or event with you and determine how best to take advantage of the public relations opportunities it presents.

What information will you need from me?

The more complete information you can provide about your event or idea, the better we will be able to help you. Following are lists of the basic details we will need in order to handle the various requests you might make of our office. To keep details accurate, we ask that you provide all information to us in writing.

If you want us to help you publicize an event, please provide us with:

- name, date, and time of event;
- description of event, including biographical information for lecturers, performers, or artists;
- location;
- contact person or sponsor;
- cost, if applicable;
- target audience—who you want to reach with news of your event;
- reasons why you think this event is interesting, unusual, or significant; and
- your suggestions as to where you want the event publicized.

If you want us to publicize an accomplishment, project, or event in which you will be participating (or in which you have participated), or if you have an idea for a feature story, please tell us:

- exactly what you have accomplished;
- how you came to be involved in it;
- why you are enthusiastic about it;
- why it is important to your field; and
- what will make it seem unusual or interesting to the average person reading a newspaper or watching the news.

If it involves other people or organizations, let us know who or what they are and how we can get in touch with them.

If you have an idea for an op-ed piece or have heard a story about BMCC that you think needs clarification or correction, please tell us all you know about the issue, including where you heard about it, why it concerns you, and what you want to say about it. We can discuss possible approaches and assist you with any piece you want to write, and we can make sure unclear or erroneous information about the College is addressed appropriately. If possible, bring us copies of any relevant printed materials that you may have.

When should I let you know about my event or story idea?

As soon as you know about it. The more advance notice we have, the more time we can spend brainstorming about all the potential angles to your story and developing a strategy for getting the word out about it. Most television, radio, and print outlets require at least a month's notice to list an event in their calendar pages or to cover it. To allow us enough time to sift through the details and fashion an attention-grabbing media release or press kit for maximum results, please provide us with the information listed above at least six weeks in advance.

What can I expect once I have contacted you?

When you come to us with a request for publicity, we will help you gauge how much media attention your event, accomplishment, or story idea is likely to receive. We will then create a press release or press kit if appropriate, distribute it to the media outlets most likely to reach the target audience for which you are aiming, and then follow up with a series of calls to individual reporters to try to pique their interest in covering the story.

This last part of our efforts is known as “pitching” a story, and it is important for you to realize that some pitches get hit out of the park and others simply strike out. Some ideas that seem absolutely earth-shattering to you — and to us — may not inspire such interest in the media, and while we will always try to express to reporters our enthusiasm for a given idea, we can't guarantee that they will share it.

There is, however, no story idea we won't consider pitching. If you think you have a story worth telling, even if only to the members of our campus community, we want you to feel comfortable talking to us about it. Call us at x8377 to find out what we can do to help.

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 or voicing your opinion, it is important to contact us for a number of reasons. The reporter may need additional information about the College that you cannot provide. There may be additional aspects to the story of which you are unaware. We may be able to provide details that will enhance the story and your participation in it. We may also be able to help you handle certain types of questions that can lead to unnecessarily inflammatory or negative “sound bites” that inaccurately represent you or the College. And letting us know when a member of the media contacts you keeps us and other members of the community from being taken off-guard if the same person contacts them or when the story appears in the paper or on television.

Do you have any tips for dealing with the media?

- Always get the name, organization, and telephone number of the report with whom you are speaking.
- Be sure to ask the reporter about the topic he or she is covering and the angle of the story. You may also wish to ask who else the reporter is interviewing.
- If you are unsure about or do not know the answer to a question asked by a reporter, simply say you do not know and that you will get back to him or her with an answer.

You may also want to suggest someone else with whom the reporter may want to speak.

- Keep a record of the questions you are asked during an interview. If you feel uncomfortable about how your answers may be interpreted, ask the reporter to read your answers back to you.
- Ask the reporter when he or she expects the story to be printed or aired.
- If you disagree with the way a story has been portrayed after an interview, always contact the Office of Public Affairs before contacting the reporter who interviewed you. We can help you format an effective response.

One final note: It is not uncommon to feel some nervousness or skepticism about talking with reporters, especially if you have never been interviewed before. If this is the case, ask the Office of Public Affairs about our media-training services. We can help prepare you for dealing with the news media.

Publications and Graphic Services

We can design and produce just about anything you want to see on paper—and on any kind of paper. If you are sponsoring an event on campus, we can design and print posters, flyers, invitations, or postcards to advertise it, and programs to give audience members. If you want to let people know what your office, organization, or program does, we can create an informational brochure or catalogue that tells them all there is to know about it.

How do I get a publication started?

As soon as you have an idea for a printed piece, call the director of publications at x1239. In general, we ask that you give us at least six weeks notice. The first thing we will do is schedule a conceptual meeting in which we discuss with you the possible forms and general graphical directions the piece may take. It is generally best if you do not have the piece completely designed in your mind when you first come to us, but there are some things you should think about before the conceptual meeting. Here are a few general questions to ask yourself in preparation:

- What is the purpose of the piece?
- What information or message do you want it to convey, and to whom do you wish to convey it?
- What is your budget for the piece? (Be prepared to provide us with an account number from which the funds for the piece will be drawn.)
- Who will generate the copy? (The director of public affairs and the senior writer may be able to assist you or produce the copy entirely.)
- When do you need to have the piece delivered to you or to the mailing house that will distribute it?
- What is the best way to reach your audience? Is your audience spread so far that only a direct-mail piece will work, or will a poster be distributed around the campus or the city work as well or better? Will you be doing multiple individual mailings or a single bulk mailing?
- What will your audience respond to? What is the most appropriate style and tone to use in addressing them? Are there particular images or approaches that seem to have worked well in the past or for other institutions? If you have examples of publications you or your audience has responded to favorably or unfavorably, bring them to the meeting. These examples can be very helpful as we try to determine what kind of piece you would like produced.

Who should attend the initial conceptual meeting?

Anyone who will be involved in the project at any stage of the production process should attend. Bringing in critical decision-makers midway through the process can result in frustration, not to mention lost time and money, if they determine that the project is going in a different direction than they want it to go. It is best to include all the players involved in the project so that everyone agrees upon all the general considerations. It is also very important to make sure that we will have access to the point person or people on a given project throughout the entire design and production process to avoid delays.

Where will my project go from there?

Once we have made some decisions about the form of the piece, we will let you know how involved the project is going to be; how much additional material (artwork, photography, copy, etc.) will need to be produced; approximately how much time it will take to design, edit, print, and deliver; and approximately how much it will cost. We will determine who needs to see the piece at the various stages of the design and printing process, who will proofread it, and who will sign off on it. Once all of this has been accomplished, we will set up a tentative production schedule.

How long will it take to deliver the final product?

Production schedules vary depending upon the complexity of the project and the number of other projects we're working on at the same time. In addition to production time, it is important to allow enough time for the purchasing department to bid the publication out to vendors. Additional time also needs to be allowed if you are planning to mail your piece. If you plan to use bulk mail, delivery via the post office takes anywhere from two days to four weeks. You will also probably need to add additional time to actually prepare the mailing, either here at the College or at a mailing house.

It is important, then, that you call us as early as possible — as soon as you have an idea for which you might need a printed piece produced. We will let you know immediately about how long you can expect it to take and when we should meet to begin discussing it.

How do I order stationery?

Stationery and matching #10 envelopes are available to departments as needed. Departments may order stationery bearing the departmental name, telephone and fax numbers, and College Web site. Departmental Web sites and e-mail addresses may not be included in the letterhead. Departmental budgets will be charged for stationery. Orders should first be placed through the Office of Academic Affairs.

Electronic Stationery

College stationery for electronic transmission in Microsoft Word is available at www.bmcc.cuny.edu/stationery. This is for special uses when it is necessary to communicate very quickly on official letterhead, but it should not be considered a replacement for paper stationery. The letterhead may be customized to include departmental information as above by contacting the Publications Office, which will prepare your file and upload it to the Web site.

Business Cards

Business cards are ordered through the Reprographics Office and will follow a standard format, designed by the Publications Office. Please allow three to four weeks from design to delivery.

BMCC Memos and Notepads

These are available in print through the Publications Office. Please allow four to six weeks from design to delivery.

Hanger Cards, Mailing Labels, Postcards

These items are printed from files prepared by the Publications Office. For customized versions, contact the Publications Office.

Fax Cover Sheets

The Publications Office has designed a template for fax cover sheets and will customize it for departmental use upon request. They may be downloaded as Word files from the Web.

What kind of reprographic services do you offer?

The Reprographic Office, located on the second floor of 199 Chamber Street, can reproduce just about anything you need on carbonless copy paper, transparency, or the College's letterhead. You can get your copies folded or cut into halves, thirds or fourths, and we can bind booklets with staples. Although turnaround time depends on the volume of the project and the number of other jobs we're working on (beginnings and ends of semesters are our busiest periods), we can usually complete most jobs within about three working days.

Copywriting and Editing

If you have a lot of information about your office, program, or event but are not sure how to organize it so that it is conveyed in the most concise, interesting, and readable way, we can help. The director of public affairs and the senior writer research, write, and edit copy for most of the publications produced by the Office of Public Affairs and are available to write or edit copy for letters, introductory remarks for public events, or other College publications. The director and writer also produce the *Manhattan Commons* newsmagazine.

Who should I call if I need something written or edited?

If you need copy written or edited for a publication to be produced by our office, please let either the director of public affairs or the director of publications know when you call to initiate the project so that we can include the writer in the conceptual meeting. If you need copy written or edited for any other project, contact the director of public affairs at x8377. If you have a question, comment, or suggestion for the *Commons*, contact the director of public affairs by phone at x8377 or by e-mail at pwillard@bmcc.cuny.edu.

What will be needed from me to produce copy for my publication?

As always, the more information you can provide, the faster we can complete your project. For most brochures and informational pieces, you should provide the most current written or printed information you have about your program and let us know what you like or dislike about it and what you would like to add or omit. You should also think about the tone of the piece, the most important messages for it to convey, and the audience toward which it will be geared. If the writer will need to do any additional research or interviewing, please provide a list of contacts with phone numbers and e-mail addresses.

How long does it take to write or edit copy for a publication?

This depends on the length of the publication, how much information you provide, and how much additional research or interviewing we will have to do. In general, you should allow two to four weeks for a project that requires no additional research and about six weeks for a project for which additional material will be needed. Most editing projects can be done within one to two weeks.

Some Handy FAQs about Editing

When should I capitalize a word?

In general, when in doubt, do not capitalize. For example, do not capitalize official college degrees when spelled out or the names of college studies, fields of study, options, curricula, major areas, major subjects or programs, unless referring to a specific course.

Examples:

He has a bachelor of science in biology, a master of arts in literature and a doctor of Philosophy.

Russell is studying philosophy, theology and French.

What about someone's title?

Capitalize all conferred and traditional educational, occupational and business titles when used in front of the person's name or in lists and programs.

Examples:

Antonio Pérez, president

President Antonio Pérez

Professor John Kricher is chair of the Biology Department.

What are the rules regarding college?

When referring directly to BMCC, "college" should be capitalized.

Example:

The College is considered one of the premier community colleges in the nation.

When should I abbreviate a word?

In most prose, when in doubt, spell it out. For example, do not abbreviate the words association, avenue, boulevard, department, institute and street in narrative text, unless they are accompanied by a numeral.

Examples:

The White House is at 1600 Pennsylvania Ave.

BMCC is located on Chambers Street.

Do not abbreviate March, April, May, June or July. Do not abbreviate the names of other months when they do not precede a day.

Example:

July 25, Dec. 25

What's the deal with apostrophes?

When abbreviating years or college classes, use an apostrophe. However, do not use an apostrophe for plural.

Examples:

Class of '97, the '90s, 1990s

For bachelor's and master's degrees, the apostrophe always precedes the "s." Never write masters' degree.

One of the most common apostrophe errors occurs in the usage of its and it's. Its is the possessive of it; it's is the contraction of it is.

Can you give me a few tips on using commas?

First, give up the serial comma, that pesky little punctuation mark commonly found before and and or in a series. The College follows Associated Press style for our publications, and we do not use the serial comma. However, for academic publications and formal documents, we — like our English professors — adhere to the *Chicago Manual of Style*, where the serial comma is put to use.

When writing a date, place a comma between the day (if given) and the year, and after the year.

Example:

Nov. 9, 1969, is the date of Joe's birth.

Do not place a comma between the month and year when the day is not mentioned, or between season and year.

Example:

October 1965

What are the rules concerning numbers?

In general, spell out numbers one through nine but use figures for numbers 10 or greater.

Use figures for days of the month, omitting st, nd, rd and th:
Oct. 18, Nov. 2.

Use figures for hours of the day: 7:30 a.m., 7 p.m. (never 7:00 p.m.).

Use figures for all ages.

Is there anything else I should know?

Sure. But we'd bore you and run out of room. Here are a few of our favorites:

- Alumnae is the preferred plural for a group that is composed of men and women.
- e-mail: hyphenated and set in lower case (unless it appears at the beginning of a sentence).
- the Internet:capitalized, both as a proper noun and as an adjective.
- online: not hyphenated.
- World Wide Web or the Web:capitalized, both as a proper noun and as an adjective.
- Web site: two words.

One final note: We are forever indebted to Strunk and White and heartily believe that you can never read *The Elements of Style* too many times.

Online Public affairs

As more people use the World Wide Web as their primary source of information, it is increasingly important for BMCC and all its attendant parts to have a complete, current and accurate Web presence. This is where the Webmaster comes in.

The Webmaster is the primary point person for developing new areas of the College Web site and maintaining, editing and updating the framework that connects all the various department, office and individual Web pages. The Webmaster also updates the online calendar of events and the news flashes that appear on the opening page of the site. (Ideas for the news flashes, however, should be sent to the director of public affairs at x8377). The Webmaster oversees all site development and should be contacted when there is a major change to department, administrative, and office pages in order to ensure that all parts of the site are linked properly and running smoothly.

What should I do if I want to create a new Web page on the BMCC Web site?

The first thing you should do is contact the Webmaster (at publications@bmcc.cuny.edu or x1240) to set up a meeting to discuss your ideas. We will talk about the needs the page is intended to fulfill, make some decisions about who will design and write it and give you an estimate of how long it will take to create it.

As with printed pieces, it is best if you have not mentally designed the whole page before you come to the meeting, but we do want to hear your ideas. There are some things you should think about before the meeting, such as:

- What is the purpose of the page?
- What information or message do you want it to convey, and to whom do you wish to convey it?
- What will your audience respond to?
- What is the most appropriate style and tone to use in addressing them?
- Are there particular images or approaches that seem to have worked well in the past?
- If there are any Web sites you or your audience have responded to favorably or unfavorably, bring the site addresses to the meeting so we can check them out. These examples can be very helpful as we try to determine what kind of page you want us to produce for you.
- Who will generate the copy that will appear on the page?

What if I need help adding or revising the page currently posted on the site?

Send an e-mail to the Webmaster at publications@bmcc.cuny.edu. The Webmaster will make the correction.

What should I do if I want an event listed on the online calendar?

Send an e-mail to the Webmaster at publications@bmcc.cuny.edu and include the following information in the following order:

- Event Title
- Begin Date
- End Date
- Begin Time
- End Time
- Event Description
- Category (specifically: Students, Academic Event, Athletic Event, Open to the Public)
- Contact Person
- Address
- Phone Number
- Fax Number
- E-mail
- Web Link (if applicable)
- Status (when listing should be active and when killed — very important)

Make sure you also send this information to the Public Affairs Office so that we can include it in the printed events calendar. Call the director of public affairs at x8377 to make sure your event is listed.

Who should I call if I have an idea for a featured item on the home page of the BMCC site?

Call the director of public affairs at x8377.

Graphic Style Guidelines

Establishing and following a consistent graphic identity system is one of the best ways an organization can enhance public recognition. As BMCC continues to grow in recognition, it is essential that we develop our own distinctive visual identity that will clearly and powerfully communicate excellence.

Once established, the graphic identity system must be applied consistently throughout our print publications, stationery, campus signage, Web pages, athletic uniforms and items for sale in the bookstore. Our attention to detail is an expression of pride in the institution. A graphic identity system need not be complex; in fact, simplicity will contribute to its clarity and overall success. Nor does it have to be overly rigid and inflexible. As we grow and change over time as an institution, our graphic identity must also grow and change, but it must do so consciously and by design.

Listed below are guidelines for the use and application of College symbols and logos in both print and electronic communications. All College offices must follow these guidelines explicitly and must 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. The graphic identity system will be managed by the Public Affairs Office. Public Affairs staff will be available to all College offices that publish materials on their own, both as a source for any necessary electronic files or information about typography, colors, photography and any other graphic material, and as a source of advice or guidance where needed.

Some Questions and Answers about Graphic Identity

What is the purpose of graphic identity?

All colleges have some graphic identity. Without a consistent system, that identity can be quite muddled, leading to the perception that the institution itself is confused. In cases where the institutional name is not unique, that confusion can be a major issue that adversely affects the reputation of the institution. A clear and consistent graphic identity increases recognition of the college and conveys stability, confidence and institutional pride.

Must I use College stationery?

All College-related correspondence should be conducted on BMCC letterhead. The sooner we adopt a consistent style for stationery and publications at BMCC the sooner we will achieve our goal of a unified look for the College.

Is it possible to order departmentally individualized stationery?

Official College stationery is available as needed from the Publications Office; departmental budgets will be charged. As outlined on page 5, departments must submit their request first to the Office of Academic Affairs. Envelopes accompanying departmental stationery should normally be standard BMCC envelopes.

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. To request a hi-resolution version of the College seal, please send an e-mail to Tom Volpe (tvolve@bmcc.cuny.edu) or Rob Gizis (robgizis@bmcc.cuny.edu) with a brief explanation of what it is to be used for.

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 the Publications Office at x1239 to discuss your particular project.

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

Graphic identity at BMCC will be managed by the Publications Office. If you are concerned about whether a publication you are producing on your own meets official standards, please feel free to contact us.

Our department has designed a logo for a new program. We want our program to be distinctive. Must we stay within the graphic identity guidelines?

Some programs provide important opportunities to market the College. If you think your program needs a special identity, please consult the Public Affairs Office. 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.

Many of my academic contacts around the world are Spanish speakers. May I have my business cards printed in two languages?

We provide two-sided business cards for faculty members who request them. These cards cost 20 percent more than standard cards. You must electronically provide us with exact spellings, punctuation and special marks as necessary in your second language.

I need a second address on my business card. Can this be done?

Yes. We agree that it is important to provide as much contact information as you require and will work with you to fit in as much as possible.

May I include a professional association logo on my card?

Your BMCC business card is an institutional one that represents the College only. No other symbols or logos may be used.

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.

College Symbols

The BMCC Seal

The seal should be used only to represent the College as a whole for such official events and documents as commencement, diplomas, certificates and other awards. It should not be used as a promotional graphic. The seal may not be modified in any way nor combined with other symbols. It should not be used smaller than one inch and must be printed in black. Please check with the Public Affairs Office before using the seal on publications or Web pages.



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 next page 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."

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: 7 pt) in the first example and Trade Gothic Bold Two (10 pt; line spacing: 8 pt)



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



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 fonts are used almost exclusively as the text fonts in publications produced by the Public Affairs Office. It is one way we try to tie all publications together as members of a family. 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:



BMCC Start Here. Go Anywhere.

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.

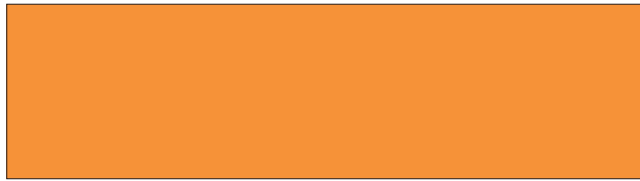
BMCC Blue

Pantone 293
CMYK Equivalent: C: 97, M: 65, Y: 10, K:0
Web Hexadecimal Equivalent: #336699



BMCC Orange

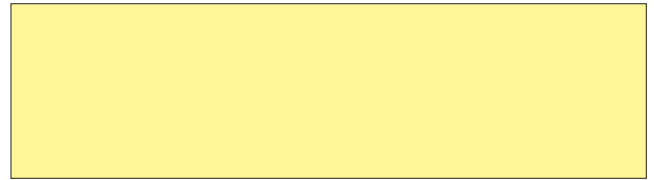
Pantone 021
CMYK Equivalent: C: 0, M: 60, Y: 100, K:0
Web Hexadecimal Equivalent: #FF6600



In addition to blue and orange, we have built a palette of colors over the years that we use in publications for admission and a host of brochures, posters, invitations and other publications to promote programs at BMCC. Some of those that we use the most are shown here. We also use their Web-safe approximate equivalents on the BMCC Web site. For guidance on color choices, please consult the Publications Office.

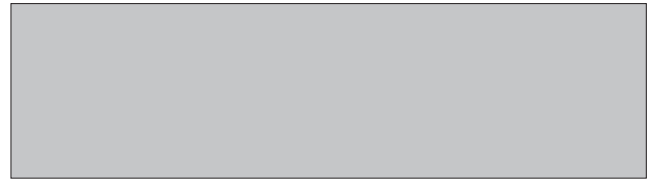
Light Yellow

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

