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# Graphic Style Guidelines

**E**stablishing 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 Communications Office. Communications 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. 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](http://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 ([tvolpe@bmcc.cuny.edu](mailto:tvolpe@bmcc.cuny.edu)) or Rob Gizis ([robgizis@bmcc.cuny.edu](mailto: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 x8501 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 Communications 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 Communications 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."

### Some Wordmark Variants

As seen below, the wordmark is available as a graphic with the school's name already in place.



The name of the school below the wordmark.



The name of the school to the side of the wordmark.



The wordmark and school's name with "Start Here. Go Anywhere" slogan.



The wordmark with the school's address below.

**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 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.

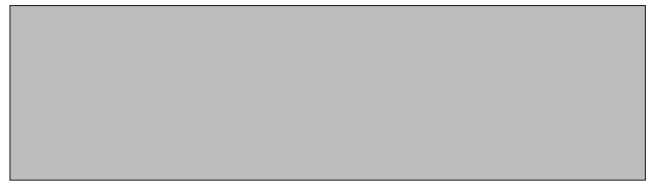
***Light Yellow***

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 Blue***

Pantone 291  
CMYK Equivalent: C: 40, M: 8, Y: 1, K:0  
Web Hexadecimal Equivalent: #A9CAED



***Light Green***

Pantone 358  
CMYK Equivalent: C: 39, M: 0, Y: 57, K:0  
Web Hexadecimal Equivalent: #CCFF99





