Graphic Standards Guidelines
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Looks change as we mature and they reflect, to some degree, our experience and character. This evolution of appearance is as true for institutions as it is for individuals. As we approach our 50th anniversary year, we recognize the need for an appearance that reflects the stature, scope and uniqueness of The Graduate Center today. As a result, we have engaged in a rebranding exercise executed in collaboration with C&G Partners that has given us a new logo and accompanying visual vocabulary detailed in these Graphic Standards Guidelines.

Our new symbol, the “wordmark,” captures the essence of The Graduate Center’s place at the apex of the world’s largest public urban university, and the leadership it has achieved in research, scholarship, and doctoral education. The city skyline created by our name rising vertically from the base of the City University of New York underlines our urban character and, as it reaches upward, gives the logo a distinctly aspirational quality.

Adherence to the guidelines for all the graphic applications of our many entities—departments, centers, institutes, schools, programs, concentrations, offices, and committees—will bring greater cohesion to The Graduate Center’s visual presence, greater recognition of shared goals and values, and reinforce our membership in a large, vital, and integrated University community.
The Graduate Center Identity Overview

The wordmark is the foundation of The Graduate Center’s visual identity system. It replaces all previous symbols and logotypes.

These Graphic Standards Guidelines have been developed to aid and guide others in the correct application and implementation of the visual identity system. On the following pages, this manual provides guidance and standards for the use of The Graduate Center wordmark, and its connection to the City University of New York (CUNY).

All references and guidelines related to CUNY and the CUNY logosquare are consistent with the “CUNY Identity Standards and Applications” (Summer 2010).

Proper sizes in proportion to other identity elements, as well as alignments and distances that work most effectively, are outlined. Standards have been developed for the selection of typefaces to be used for consistency in the presentation of graphic identity elements, with a full range of weights and styles to provide the necessary diversity. The primary font family is the Univers family of typefaces. A secondary font, Garamond, can be used when a classic serif font is more appropriate. However, the fonts should not be used together.

The CUNY Blue used throughout the CUNY identity system has been adopted as the basic color for The Graduate Center wordmark.
The Graduate Center logotype reflects the urban character of the City University of New York and its location at the intersection of Fifth Avenue and 34th Street. The vertical treatment and use of the name gives the logo a unique and distinct appearance.

The word “Graduate” being the tallest “building” in the center speaks to the Graduate Center’s unique role as the doctoral dispensing arm, rising from the base of the “City University of New York.”

“The Graduate Center” in relationship to the “City University of New York” as shown here is the complete wordmark, also referred to simply as the logo.

Generally, the wordmark should never be reproduced smaller than the minimal size shown here. This size reduces the CUNY portion of the wordmark to 5 pt type. Smaller reproductions render the small type unreadable and are not recommended.

But, the smallest acceptable size depends also on the context, location and reproduction technique. Special care should be taken when the wordmark reverses out of a background, as the small and thin type tends to fill in.
The Graduate Center logotype combines the words “The Graduate Center” set in three lines vertically with the full name of the University set flush left on two lines horizontally below. The vertical type is set in Univers 67 Bold Condensed and the horizontal type is set in Univers 47 Light Condensed and is aligned with the cap height of the first line of the vertical type.

The distance between vertical and horizontal parts of the logotype is equal to the cap height of horizontal type. The distances between lines of vertical and horizontal type are equal.

CITY UNIVERSITY OF NEW YORK is flush left aligned with the left edge, or the top bar of the “T” in the vertical wordmark. The last letter “K” of “YORK” is aligned with the right edge of the vertical word “CENTER”.

The logo has been very carefully adjusted and should never be typeset, recreated or modified in any way.

The height of the capital letter (x) is used as a measurement throughout these guidelines.
Logotype Placement and Clear Space

It’s important that the logotype be given room to maintain its individual identity in printed matter. Thus, other graphic elements, including type or images, should remain outside of a clear space that measures at least two cap heights of the vertical type (2x).

The logo should be placed so that there remains at least a space equal to two cap heights of the vertical type (2x) between it and other graphic elements. It should not be positioned less than the height of the letter “T” (1x) of “The Graduate Center” from the edge of printed material.

Exceptions to the clear space and relationship to the edges can be made when the logo appears not on printed matter, but on banners, promotional items, and when it is used by itself with no other graphic elements nearby.
The CUNY Blue or black are the primary colors for the wordmark.

When the wordmark reverses out of backgrounds, sufficient contrast must be maintained to guarantee clear legibility. On dark colors or dark photographic backgrounds, it reverses to white. On white, light colors, or light photographic backgrounds, the wordmark is either in CUNY Blue or black.

All logo elements are always in the same color.
Secondary and auxiliary colors are to be used for color backgrounds, highlights and accents. They can be used in typography, color shapes, backgrounds and other graphic components in relationship to The Graduate Center logo.

The range of colors shown here are a suggested palette, compatible with the CUNY Blue.

* Note: Print values shift for some colors when printed on uncoated stock.

The colors shown here are approximate and for illustration only. Please use actual and current PANTONE color chips for matching.

The colors shown on this page and throughout these guidelines are not intended to match PANTONE color standards. For the PANTONE color standards, refer to the current editions of PANTONE publications.

PANTONE® is a registered trademark of PANTONE, Inc.
The Graduate Center identity is enforced throughout its communications by consistent use of the Univers family of typefaces.

Univers, designed by the Swiss type designer Adrian Frutiger, and released by Deberny and Peignot in 1957, about the same time Helvetica was released, and is an internationally available family of versatile sans serif typefaces.

Univers is a full system of fonts with a wide range of weights, multiple widths and oblique versions.

As a general rule, use Univers Condensed for headings and regular widths for larger volumes of text.

The Graduate Center wordmark is based on Univers 67 Bold Condensed and the CITY UNIVERSITY OF NEW YORK on Univers 47 Light Condensed. However, the wordmark has been carefully adjusted and should never be typeset or recreated.
Typography (cont.)

Univers 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers 46 Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers 56 Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers 66 Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers 75 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

Univers 76 Black Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

### Univers

<table>
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</table>
The secondary and alternative type family for The Graduate Center identity system is **Adobe Garamond**. This type family should be used in more formal applications, for long texts or ceremonial documents, such as a commencement program (see example on page 27).

Claude Garamond (1480-1561) was a French publisher and type designer whose designs are the basis for many modern Garamond versions. Adobe Garamond Pro was created by Adobe type designer Robert Slimbach in 1989 based on the beauty and balance of the original Garamond typefaces.

Garamond’s letterforms convey a sense of fluidity and consistency. Some unique characteristics in his letters are the small bowl of the a and the small eye of the e. Long extenders and top serifs have a downward slope.

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**Adobe Garamond Pro Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

**Adobe Garamond Pro Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

**Adobe Garamond Pro Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

**Adobe Garamond Pro Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```
Incorrect Usage of the Wordmark

Do not position logo horizontally.

Do not skew or tilt the logo.

Do not stack words differently.

Do not typeset logo in different typefaces (example Helvetica).

Do not realign words.

Do not reposition the logo in a horizontal format.

Only use the approved colors.

Do not embellish or add graphics to the logo.

Do not exclude words.

Do not use on busy backgrounds.

Do not outline.

Do not realign words.
Logotype Placement

In order to reinforce the idea of the urban skyline, other elements of the printed matter can be set vertically.

This treatment should be used sparingly and only with small amount of copy, i.e. contact information. This copy should be horizontally aligned to the words “The Graduate Center.” We call this the horizon line.

The typography can either grow or hang from the horizon line.
The stationery items designed for The Graduate Center use all the identity elements and extend the visual language of the system. On the letterhead, the name and address information is treated, like the wordmark, in a vertical format emanating from the horizon line and continuing the urban New York theme.

The Graduate Center lockup measures 0.9 in x 1.6 in.

Type specifications for name and address information:

Address – 8/9 pt Univers 57 Condensed
Name – 8/9 pt Univers 67 Bold Condensed

The CUNY logo square is placed on the bottom of the letterhead flush right aligned with the right edge of the word CENTER in the logotype and 3/8 of an inch from the bottom of the page.

Throughout the stationery system the color Pantone Cool Grey 10 U is used for the address information in order to clearly separate it from the message text and to give these items additional elegance.
The second sheet of letterhead is basically the same as the first, with the logo and typing format in the exact same position, but without the address information and the CUNY logo square.
The second sheet of letterhead can also be used for internal correspondence and other kind of internal communications, such as a memorandum, for example.
The envelope continues the vertical theme and reflects the design of the letterhead. This treatment and placement of the logo and return address is approved by the US Postal service.
Stationery
Business Card

The business card is in the common landscape format with the information in a horizontal position. However, the logo is applied perpendicular to the information in order to be perceived as a vertical symbol.

When address information requires more than 5 lines, additional lines should be added so the text grows from the bottom line up. No text should be below the bottom line. A single line space separates the name and title from the address information.

On the back of the business card, The Graduate Center portion of the logo is reversed out of the CUNY Blue and bleeds on top. This is an exception and functions as a decorative element, since the full logo is already used on the front of the card. The website is in the normal horizontal orientation.

All business cards and stationery items should be printed on fluorescent or natural white stock.

Always use original master files and specifications for all identity elements and applications.
Invitations & Announcements

Whenever the Graduate Center sends out invitations and announcements, the logo should be used prominently identifying the source.

In order to retain the vertical character of the logo, the orientation should always be perpendicular to the rest of the text or information of a given piece.

As demonstrated here on the back of the envelope, the return address can be positioned vertically on the flap, extending the theme and orientation of the typography on the letterhead and regular #10 envelope.
Depending on the level of prestige and prominence, various printing techniques can be utilized, such as offset printing, engraving, letterpress, blind embossing or debossing, foil stamping, or a combination of these. The logo lends itself very well to these reproduction techniques and can add a very elegant appearance to a given piece.

In the example on the right, the title or name of the entity is also vertical, extending the urban theme, but the copy on the inside of the announcement is perpendicular and horizontal.
The logo is positioned on the upper part of free-standing stage banners used at commencements and other stage presentations, in order to read above the seated people on stage. The logo is reversed out to white.

The background of these banners can be in the standard CUNY Blue, or use any of the darker colors from the top row specified on page 7, with a similar value and saturation as the CUNY Blue.

If these specific colors are not available, please use the nearest color of banner material on the market.

Note, the clear space around the logo and the relationship to edges, established for print material, does not apply here.
**Hanging Banners**

This is an example of the Graduate Center logo on banners. Shown here is a white logo reversed out of a color background chosen from the auxiliary color palette.

The background of these banners can be in the standard CUNY Blue, or use any of the darker colors from the top row specified on page 7, with a similar value and saturation as the CUNY Blue.

If these specific colors are not available, please use the nearest color of banner material on the market.

Note, the clear space around the logo and the relationship to edges, established for print material, does not apply here.
Promotional Items

The Graduate Center logo can be used for promotional items whenever appropriate. Shown here are some schematic applications. Size, proportions, color and reproduction technique depends on the substrate material.

The logo can be decorative and repeated as shown on the cup.

Note: Be sure to use the wordmark in the established vertical form to continue the important and unique treatment.

The clear space and minimum space established for print material does not apply to these promotional items.
The wordmark can be applied in a number of materials and techniques. Shown here are a range of applications on a wooden podium:

3D aluminum letters mounted directly onto the surface.

White silkscreened lettering directly onto the surface.

3D wood letters mounted directly onto the surface. The wordmark would be in a wood color contrasting with the podium.

White silkscreened lettering on a brushed aluminum plaque, mounted to the podium.

These various methods and techniques also apply for signage.
Branding

Examples of logo treatment on brochures.
Co-branding Overview

The Graduate Center wordmark is often used in direct relationship to the CUNY logosquare to show the affiliation of the two institutions. The relationship of the CUNY logosquare to The Graduate Center wordmark is demonstrated here and is consistent with the “CUNY Identity Standards and Applications” (Summer 2010).

The system is very flexible, with eight possible axes of alignment. The CUNY logosquare should never be closer in proximity than the equivalent space of 3 logosquares in any direction.

The wording CITY UNIVERSITY OF NEW YORK is already part of The Graduate Center wordmark and does therefore not need to be repeated next to the CUNY logosquare. The full CUNY identity, including the full name next to the logosquare, should only be used when the CUNY logo is completely separated from The Graduate Center wordmark.

A third-tier hierarchy is necessary for PhD programs, research Centers and other entities within The Graduate Center. In these cases, the particular program name or logo is the most prominent, with The Graduate Center wordmark in second and the CUNY logosquare in third place.
When The Graduate Center wordmark is used with the CUNY logosquare, refer to these examples for size relationships, alignments and distances.

Use any of the eight alignments that best fit the layout (see previous page 22). The CUNY logosquare is 1/3 the width of the wordmark and should not be positioned any closer in proximity than the equivalent of 3 logosquares in any direction. The two logos should appear as two separate entities, therefore it is important to place them far enough apart from each other.
Two-tier Co-branding with CUNY

Example of logo treatment on trifold brochure and complete CUNY identification on the back cover.
Two-tier Co-branding with CUNY

Example of logo treatment on an academic program brochure.

In this case the program title is flush right with the word CENTER of the logo above.
Two-tier Co-branding with CUNY

Examples of logo treatment on a typical student handbook with the CUNY logosquare on the cover.

The decision to use the CUNY logosquare on the front or back cover should be made based on the direct or indirect relationship of the two institutions.
Two-tier Co-branding with CUNY

Example of Adobe Garamond use for more formal applications. This example also demonstrates a more traditional, centered layout of typography, The Graduate Center logo, and the CUNY logosquare.

Centered typography and logo placement tend to look dated and traditional. This treatment should be reserved for special or historic events.

Forty-Fifth Doctoral Commencement Address

James Oakes
Distinguished Professor of History
and holder of the Humanities chair, The Graduate Center

Avery Fisher Hall at Lincoln Center
10 Lincoln Center Plaza
(Columbus Avenue at 65th Street)
New York, New York
May 28, 2009
Co-branding with Graduate Center Entities

The Graduate Center wordmark is in second position when appearing together with research Centers, Institutes, PhD Programs and other entities.

Whenever possible, please align the larger Center’s / Institute’s logo with the smaller Graduate Center’s logo. The logos can be aligned either horizontally, using the horizon line, or vertically.

For vertical alignments, The Graduate Center wordmark aligns flush left or right with the program title, entity name or logo, either above or below.

For horizontal alignments, The Graduate Center wordmark appears to the right or left of the program title, entity name, or logo, aligned on the horizon line.

NOTE: Please include the CUNY logo on the back of printed matter, if it is not part of the cover.
Shown here is a typical hierarchy of an entity within The Graduate Center, a sub-entity in form of a research center, and a sub-sub entity, title or academic program. The major title of the publication is always identified with and in relationship to The Graduate Center logo. The Graduate Center logo can be positioned to the left, right, above, or below the entities name, whether the entity is in its logo form, in a specific type font, or in Univers, as shown here.
Co-branding with Graduate Center Entities

Examples of logo treatment on the front and back of an academic program brochure.

On the back cover the logo is used centered on top with the address also used vertically and with the CUNY logosquare.
Example of logo treatment on a brochure.

Here the title of the brochure is used vertically to continue the urban spirit of the visual language.
Co-branding with Graduate Center Entities

Examples of logo treatment on trifold brochure with multiple co-branding on the back cover.

More Resources:

http://www.consumerenergyreport.com/renewable
http://www.cleanenergydevelopments.com
http://www.schneider-electric.com
Co-branding with Graduate Center Entities and CUNY

Research Center for Music Iconography

Ralph Bunche Institute for International Studies