



QUEENS
COLLEGE

BRAND GRAPHICS GUIDELINES

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INTRODUCTION

Queens College has completed a brand-building process that will better communicate the institution's core benefits to current and prospective students, parents, faculty and staff, alumni, and the greater Queens County community. The process involved feedback from hundreds of students, faculty, staff, and alumni and has led to the development of a dynamic new brand identity, including a logo, tagline ("Meet Your Future"), look and feel, and a vibrant new attitude. This identity program replaces the current Q logo that Milton Glaser created for the college in the mid 1980s. The official Queens College Seal will continue to be used for diplomas.

The Queens College brand graphics guidelines show exactly how the logo and its associated elements (i.e., typography, colors, etc.) can be used in a wide variety of situations. At this link <https://myqc.qc.cuny.edu>, you can download the elements for creating simple, internal communications such as flyers. Because it is essential to maintain the integrity of our new brand, these do-it-yourself communications should be emailed to design@qc.cuny.edu for quick review and official approval.

If you need new department or program brochures, newsletters, posters, or other external communications, continue to contact the Office of Design Services at x7-5920 to discuss your needs. This will begin the editorial and design production process for your project.

We look forward to your cooperation regarding this process and appreciate your help in making the Queens College brand the very best it can be.

The Office of Communications
Queens College

PURPOSE

A brand graphics guideline is necessary for organizations as large and diverse as Queens College to build and communicate a clear institutional brand identity for its many target audiences.

A successful brand graphics program will help the college develop strong name recognition by defining a “look” for all materials that audiences will instantly identify with Queens College. This does not mean that all materials must look exactly alike; rather they must all clearly belong to the same family, with consistent usage of Queens College logos, fonts and colors.

Through a consistent brand graphics program, Queens College can project a strong, unified and professional image to all audiences even though communications come from separate units. By following these guidelines your unit will increase brand identity and awareness for a more accurate delivery of institutional messaging.

This guideline applies to all brochures, publications, periodicals, websites and any other type of marketing materials produced by the college for internal and external audiences.

Materials governed by this guideline include, but are not limited to the following:

- Recruitment brochures
- School and college viewbooks or annual reports
- Publications for alumni and donors
- Advertising
- Official college websites
- Departmental program information
- Periodical magazines or newsletters
- Promotional videos and CDs
- Stationery and business cards
- Banners and posters
- Promotional items and merchandise
- Campus signage

Some examples of materials that are not governed by this guideline are the following:

- Internal college reports, memos and forms
- Articles written for academic and other journals
- Academic and other papers, posters and presentations
- Letters and other business correspondence (must use official stationery but do not require use of the official university font)

LEGAL NOTICE

All material in this document is trademarked Queens College. This material includes, but is not limited to, printed and/or electronic text and images. All trademark privileges and other rights implied or explicit are reserved. Written permission from a duly appointed officer of Queens College is required for any use or publication, public or private, of any material trademarked to Queens College. There is no implied consent for any use, publication, republication or transmission of material trademarked to Queens College.

PRIMARY LOGO: WHITE & BLACK BACKGROUNDS

The preferred presentation of the primary logo is on white or black backgrounds.



Please note that the background shape is not part of the logo.

PRIMARY LOGO: ALTERNATE BACKGROUND COLORS

When white or black backgrounds are not available for use, the blue PMS 284 and red PMS 711 can be used as alternate background colors.



Please note that the background shape is not part of the logo.



PRIMARY LOGO: GRAYSCALE

The grayscale Queens College primary logo is for applications where color is not available.



Tints used: 100% K, 40% K



Tints used: 0% K, 40% K

Please note that the background shape is not part of the logo.

HORIZONTAL LOGO: WHITE & BLACK BACKGROUNDS

The Queens College horizontal logo is for use in cases where the primary logo would be too tight or illegible. The preferred presentation of the horizontal logo is on white or black backgrounds.



Please note that the background shape is not part of the logo.

HORIZONTAL LOGO: ALTERNATE BACKGROUND COLORS

The Queens College horizontal logo is for use in cases where the primary logo would be too tight or illegible. When white or black backgrounds are not available for use, the blue PMS 284 and red PMS 711 can be used as alternate background colors.



Please note that the background shape is not part of the logo.

HORIZONTAL LOGO: GRAYSCALE

The Queens College horizontal logo is for use in cases where the primary logo would be too tight or illegible. Grayscale logos are for use when color is not available.



Tints used: 100% K, 40% K



Tints used: 0% K, 40% K

Please note that the background shape is not part of the logo.

FONTS

The consistent usage of selected fonts in all text applications contributes to a cohesive look and feel in all Queens College communications. The Queens College primary font is ITC New Baskerville Bold, with Gill Sans Bold as the secondary font. The primary and secondary fonts are intended for principal and supporting text applications such as titles, headlines, and sub-heads. ITC New Baskerville Italics is for tagline use only and ITC New Baskerville and Gill Sans are for use in body text shorter than 500 words.

ITC New Baskerville Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC New Baskerville
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC New Baskerville Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC New Baskerville Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATE FONTS

The fonts shown below are for use when the Primary and Secondary fonts are not available for use and in longer text applications these include any document exceeding 500 words. Times New Roman replaces ITC New Baskerville and Arial replaces Gill Sans in all instances.

Times New Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEB FONTS

Verdana is the primary font for website usage. Arial and Helvetica are secondary fonts if Verdana is unavailable for use. This does not apply to web advertising, please refer to the primary and secondary brand fonts when creating web banner advertising.

Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

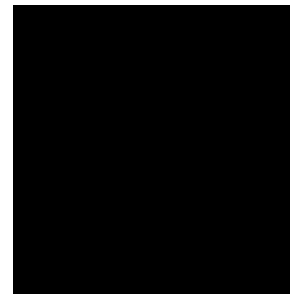
Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR PALETTE

The Queens College colors are required when reproducing the logo. Refer to the color values below to ensure their correct reproduction. When full color printing is not available, the logo should be reproduced in grayscale. Queens College Blue Pantone 284 is for background use only. When using the logos for web, refer to the RGB values.



Queens College Red
Pantone 711
C: 0 M: 100 Y: 80 K: 2
R: 231 G: 25 B: 57



Queens College Black
Process Black
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0



Queens College Grayscale
Process Black
C: 0 M: 0 Y: 0 K: 40
R: 153 G: 153 B: 153



Queens College Blue
Pantone 284
C: 55 M: 19 Y: 0 K: 0
R: 108 G: 174 B: 223
Queens College Blue Pantone 284
is for background use only

BACKGROUND USE: PHOTOGRAPHIC

When an application calls for a photographic background, logos may only be used if there is an area that provides a clear space for the logo. It is important that the imagery provides the logo with sufficient contrast to ensure its visibility.



ICON/TEXT RELATIONSHIP

The Queens College primary logo is comprised of the Q icon and Queens College text in a fixed relationship this also known as a lock-up. This relationship should not be altered in any way. To ensure correct reproduction, please use the approved electronic artwork.

For the primary logo, the corner of the descender is to be aligned in the middle of the first “E” of “Queens”.

The distance between the Q icon and “Queens” is equal to the height of the “E” in “College”.



For the horizontal logo, the tip of the tail of the Q icon is to be aligned with the baseline of “College”.

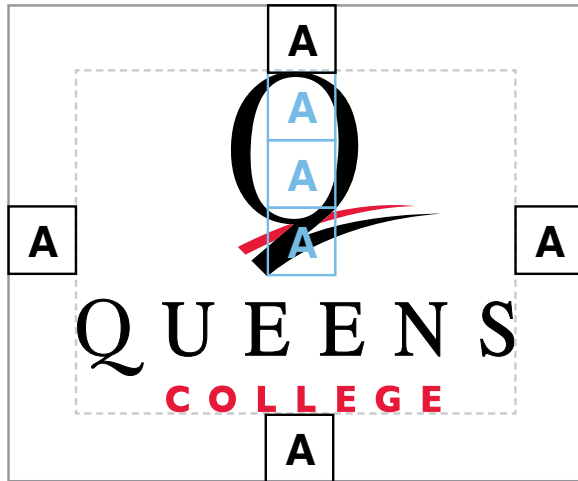
The distance between the “O” in the Q icon and “Queens” is equal to the width of the “Q” in “Queens”.



CLEAR SPACE

An area of open space must be maintained around the logo to prevent it from being in conflict with other design elements. As a general rule, maintain a clear space of 1/3 of the height of the Q icon on all four sides of the logo. Nothing may intrude into this clear space.

It is important to note that although only the full color logos are shown below, all Queens College logos must follow the clear zone guidelines.



MINIMUM SIZE USAGE

All Queens College logos can appear in a variety of sizes to accommodate a range of applications, but they should not be sized so small that they become illegible. The primary logo should not be used any smaller than $\frac{3}{4}$ " in overall height. The horizontal logo should not be used any smaller than $\frac{1}{2}$ " in overall height.

When using the Queens College logos for internet applications, primary logos should not be used smaller than 54 pixels, horizontal logos should not be smaller than 36 pixels.



UNACCEPTABLE LOGO USAGE

Incorrect usage of the Queens College logos compromise their integrity and effectiveness. Care should be taken to ensure correct and consistent usage in every application. Some common misuses of the logo are shown here. Although these examples do not represent every misuse, they do indicate areas to consider when using the logos.



DO NOT alter colors



DO NOT alter proportions



DO NOT remove elements



DO NOT rotate logo



DO NOT invade clear space



DO NOT alter icon



DO NOT blur logo



DO NOT skew



DO NOT alter fonts



DO NOT alter layout



DO NOT crop logo



DO NOT add elements

For college stationery and interdepartmental notepaper, please contact the design department at design@qc.cuny.edu.

CO-BRANDED SYSTEM

The minimum distance between the Queens College logo and other brand logos should be $\frac{2}{3}$ of the height of the Q icon, side by side. Nothing may intrude into this clear space.

It is important to note that although only the full color logos are shown below, all Queens College logos must follow the clear zone guidelines.

