

Website Branding and Editorial Guidelines



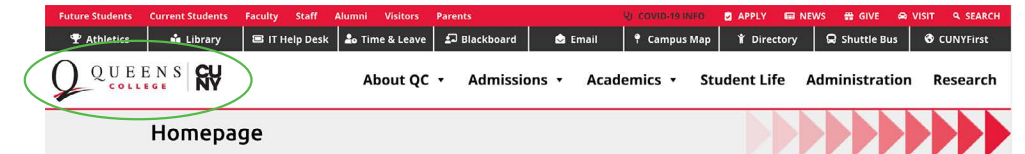
Branding and editorial guidelines enable Queens College—a large, diverse organization—to build and communicate a clear institutional identity to its many target audiences. These rules simplify work for content editors and give our site a more consistent look and feel.

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Logos

Queens College's logo can be vertical or horizontal, with or without the CUNY logo lockup. The CUNY logo lockup should be used when dealing with external entities. The preferred presentation of QC's primary logo is on white or black backgrounds. All program and office pages on the Queens College website will bear this logo.



Because the QC/CUNY logo appears on the top of every page, there should be no need to duplicate the logo in content areas.

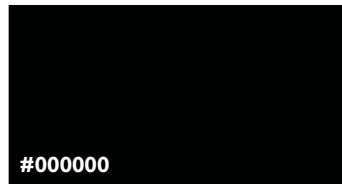
The use of individual department, office, or program logos is not permitted without approval by the Office of Communications and Marketing. This rule includes logos on webpages, social networks, stationery, flyers, and any other official college communication.

For more information regarding how to use the QC or QC/CUNY logo, contact Georgine Ingber, Creative Services director, at Georgine.ingber@qc.cuny.edu.

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

Colors

Font Colors

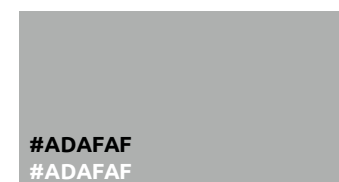
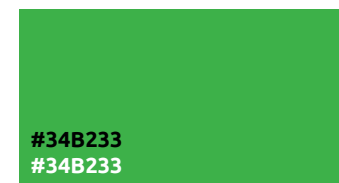


Background and Accent Colors



Use black type on light backgrounds

To comply with ADA requirements and to assist the visually impaired, make sure there is significant contrast between font color and background color. Red type cannot be used on background colors.



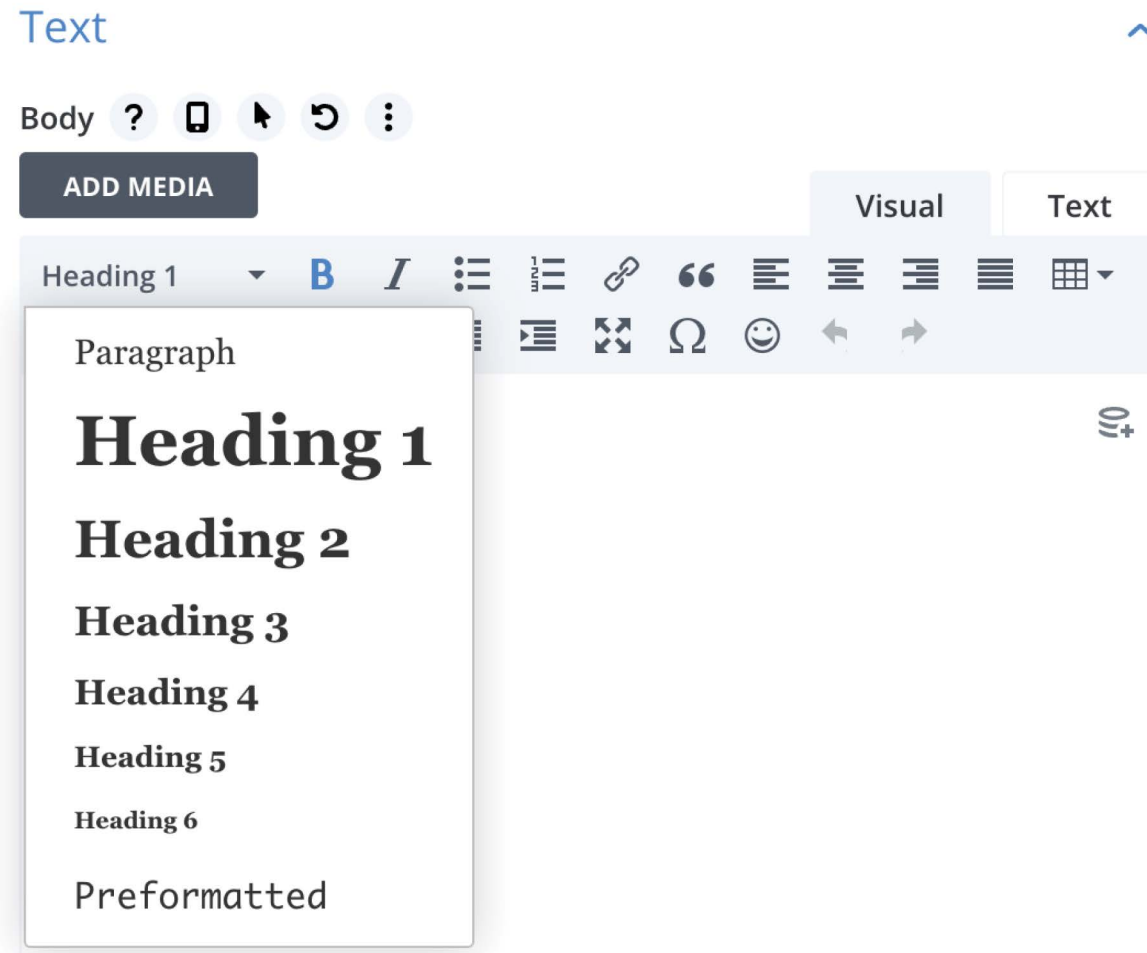
Black or white type can be used on intermediate backgrounds



Use white type on dark backgrounds

Typefaces

There are defined fonts for headings, subheadings, and body copy.



We recommend using **Heading 2 bold** for headings and **Heading 3 bold** for sub-headings.

Heading 2 – Bold
Heading 2 – Bold

Heading 3 – Subheading Bold
Heading 3 – Subheading Bold

Use Paragraph text for all body copy. Links added in editor mode will appear blue; they will turn red when the page is published. Do not underline text, as this will make it appear like a link. Avoid using ALL CAPS; use bold instead. Avoid using different colored fonts in copy.

Examples

Example paragraph

Paragraph text :

Your copy should address **3 key questions**: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action). **Links appear blue in editor mode but when published the links should appear as red.** Create a great offer by adding words like “free” “**personalized**” “complimentary” or “customized.” A sense of urgency often helps readers take an action, so think about inserting phrases like “for a limited time only” or “only 7 remaining!”

Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action) Create a great offer by adding words like “free” “personalized” “complimentary” or “customized.” A sense of urgency often helps readers take an action, so think about inserting phrases like “for a limited time only” or “only 7 remaining!” Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action) Create a great offer by adding words like “free” “personalized” “complimentary” or “customized.” A sense of urgency often helps readers take an action, so think about inserting phrases like “for a limited time only” or “only 7 remaining!”

Example layout

The screenshot shows the Queens College website's news services page. At the top, there is a navigation bar with links for Future Students, Current Students, Faculty, Staff, Alumni, and Visitors. Below this is a secondary navigation bar with links for About QC, Admissions, Academics, Student Life, and Research. The main content area features a 'News Services' header with a decorative arrow graphic. A social media sharing bar is visible above the article. The article title is 'Queens College Has Announced The Thomas Chen Family/Crystal Windows Endowment for \$1.1 Million to Support Asian Contemporary Art'. The text below the title describes the endowment and its purpose. A video player is embedded in the article. Below the video, there is a list of speakers at the event. A large photo shows a group of people holding a check for \$1,105,000. A quote from the Borough of Queens is also included. On the right side of the page, there is a sidebar with 'Office Information' for Maria Matteo, 'Recent News Releases' with a list of dates and titles, and an 'Archives' section with a list of years from 2016 to 2021.

Editorial Guidelines

Web Style Points for Writers and Editors

BC/AD or BCE/CE

We use BC and AD.

Building names

Cap both words in first reference: Kiely Hall, Jefferson Hall. Don't use a noun that connotes building—hall, museum, gymnasium (our gym is FitzGerald with a cap G)—in subsequent references unless the word eliminates the ambiguity of a person named Remsen going to Remsen.

College name style

Treat each webpage as a separate document in which the first text-block reference to the school is Queens College. Use QC for second refs. For variety, Queens is also acceptable, unless the context would create confusion with the Borough of Queens.

Dates

Spell out days and months in complete dates, and use cardinals (10) rather than ordinals (10th): Friday, July 10, 2009.

For incomplete dates, use unabbreviated month and year without a comma: February 2009.

Degrees

No periods in abbreviations such as BA, PhD, etc. Lowercase nonspecific degrees and use an apostrophe s: bachelor's degree, master's degree. Use capitals and lose the apostrophe for specific degrees: Bachelor of Business Administration, Master of Music.

Departments

Generally, we lowercase departments, capping proper adjectives and nouns only: American studies, French. Editors//writers have discretion to use capitals if the situation seems to warrant it: Department of Chemistry, English Department, etc.

Divisions

Divisions have been replaced by Schools. The old terminology may be appropriate when writing about an event that took place in the past. In that case, capitalize full name or nearly full name: Division of Education; Math and Natural Sciences.

Editorial Guidelines

Ethnic identification

In academic contexts, no hyphen in compound proper modifiers: Asian American, Italian American.

Capitalize proper nouns and adjectives related to ethnicity, nationality, and religion: Latina, Burmese, Sikh. Uppercase Black and Indigenous; lowercase white.

The preferred term for an adherent of Islam is Muslim, not Moslem.

Gender

Choose gender-neutral language, if possible, where gender isn't or shouldn't be an issue, but don't make oneself crazy about it. Theoretically, if plural doesn't work, "she" would be a better choice than "he"—more than half of the QC student body is female.

Honorifics

None.

Institutional abbreviations

QC, CUNY, and SUNY need no explanation. To introduce an abbreviation, put the abbreviation in parentheses immediately after the first use: The Continuing Education Program (CEP) offers opportunities for life-long learning.

Middle initials

Better to avoid, but use to distinguish between two same-named persons in the same field, or if someone insists on it.

Numbers

In most uses, spell out one to nine; ten and above, use numerals. Treat ordinals the same way.

Exceptions: When the use involves years—8-year-old child, 2-year course of study—or for percentages.

Sports scores are expressed with figures.

1990s (no apostrophe)

Editorial Guidelines

Phone and fax numbers

No preliminary 1, no parentheses: 718-997-4498.

Schools

Uppercase when using full or nearly full name: School of Social Sciences; Arts and Humanities. QCArts is an acceptable second reference for the college's School of Arts.

Season and semester

fall semester (no caps)

State names

Spell out states in text blocks: Tuition for New York State residents is ...

For snail-mail addresses, use two-letter Post Office abbreviations, without periods.

Street addresses

For complete addresses, use standard abbreviations for avenue (Ave.), boulevard, parkway, place, road, and street.

Use ordinal numerals for streets named for numbers: 174-15 73rd Ave. (without superscripts).

For incomplete addresses in full sentences and text blocks, spell out avenue, etc.: Enter by main gate at Kissena Boulevard.

Times of day

Lowercase am, pm; no periods. Omit minutes for whole hours: 10 am (not 10:00 am).

Titles (academic and administrative)

Cap before name (President Frank H. Wu), lowercase after (Frank H. Wu, president of QC). No degrees in first references and no titles or honorifics in second references.

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Titles (compositions)

Italicize the titles of books, movies, plays, and other theatrical productions, art exhibits, conferences.

Musical compositions with a name—Carmen, La Mer—are italicized, as are titles of CDs. Musical compositions with a generic name, with or without a number—Symphony No. 9, Sonata in F Major—are not.

Short stories, essays, song titles, and TV shows take quotes.

Voice

Queens College is a “we,” not an “it.” When describing a particular program, it’s okay to address readers directly as “you.”

Zip codes

Ours is 11367-1597. If you have all nine for other addressees, fine, but if you can’t find them easily, five is enough.

Word treatments

If something isn’t listed, look online for Webster’s Collegiate styling.

Dorm

QC doesn’t have one, and never will. The Summit is a residence hall; the article is capitalized (which is an exception to the rule—avoid capping the in most instances).

Drama, Theatre & Dance

With British spelling of theatre (re, not er) and an ampersand. Other compound departments use “and.”

Email

Single unhyphenated word, lowercased.

FitzGerald Gymnasium

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Goldstein Theatre

British spelling, again.

Health care

Two words.

Internet

Lowercase.

Knights, not Ladies

All athletes, and the teams they play for, are Knights.

If context leaves athletes' gender unclear, specify who is playing (men's basketball, women's basketball).

LeFrak Concert Hall

LIE

No periods.

Online

When describing matters electronic, this is a single unhyphenated word, lowercased.

Science Building

Old-timers call this the New Science Building, abbreviated NSB, but the new smell has worn off by now.

website

Single word, lowercased, except at the start of a sentence. Apply this style to related words, such as web, webcast, and webinar.

Editorial Guidelines

Punctuation

Colons

Capitalize first word of a full sentence following a colon; lowercase first word of a fragment.

Commas

We use serial commas (Moe, Larry, and Curly).

Dashes

M-dashes can be used—without spaces on either side—to set off parenthetical phrases.

To express range in a listing, e.g., Godwin-Ternbach is open Monday–Thursday, use N-dashes; the alternatives “through” or “to” are preferable in text blocks.

Periods

One space after periods, question marks, exclamation marks, interrobangs, and any other symbol yet to be devised that indicates the end of a sentence.

Punctuation

Final Tips on Style

- **Do not use the underline feature** as this will make the text look like a hyperlink.
- Use **bold** with discretion.
- Avoid using all capital letters, except for acronyms. Using all capital letters can make readers feel like you’re yelling at them. Try to use a friendly tone.
- Avoid using many different colors for text.
- Do not mix font sizes in text blocks.



The Office of Communications and Marketing prepared these guidelines.

For help resolving branding and/or editorial issues, please email: comm_qcwebsite@qc.cuny.edu