



GRAPHIC STANDARDS MANUAL

Policy and guidelines for using the Hostos Community College 50th Anniversary Brand Identity

TABLE OF CONTENTS

Policy and Applications.....	3
Hostos 50th Anniversary Primary Logo.....	4
Logo Versions	5
Logo Lock-Ups	6
Minimum Size	7
Protected Area	8
Improper Usage	9
Sun Graphic Mark	10
Visual Brand Color Use	11
Typography	12
Executive Letterhead	13
Executive Envelope	14
Executive Business Card	15
Email Signature	16
Social Media	17

INTRODUCTION

A logo for the Hostos Community College 50th Anniversary has been created to celebrate and visually represent the historical significance of the College's first 50 years. Maintaining the visual identity of the College remains the primary objective with the Hostos Community College 50th Anniversary mark to be used as intended as a short-term logo.

This graphic standards manual provides detailed instructions concerning the reproduction and proper use of the Hostos Community College 50th Anniversary graphic marks and logos. It outlines mandatory colors, typography, and other essential design elements. By applying the policy and standards set forth in this manual, the College design team can achieve a strong and consistent visual identity for the Hostos brand.

Hostos Community College 50th Anniversary Logos

When promoting Hostos Community College's Anniversary Year, you may use the official College 50th Anniversary mark issued by the 50th Anniversary Management Team. The marks may not be manipulated or altered in any way.

The CUNY logo may appear on each item of collateral along with the Hostos Community College 50th Anniversary mark, but keep at least the preferred protected area (a half an inch of space) between the logos.

The 50th Anniversary Logo should replace the College logo on all internal and external College publications and marketing materials—whether in print or electronic form—that will be circulated during the 50th Anniversary Year.

Questions concerning the use of the College's 50th Anniversary logo or the College's regular or other identity marks should be directed to:

José R. García
Brand and Communications Associate
jrgarcia@hostos.cuny.edu
718-518-6579

Logos Request:

Download the 50th Anniversary Logo art via the Logo Request Form at hostos.cuny.edu/Hostos50brand.

Use the logo on:

- Brochures and publications
- Advertisements
- Websites
- Admissions recruitment materials
- Fundraising materials
- Electronic or print newsletters
- Event collateral
- Presentations
- Faculty and Staff Email signatures
- Official social media accounts

If necessary, the 50th Anniversary Logo should be used on the following materials during the 50th Anniversary Year:

- Stationery, including business cards, letterhead
- Banners and step-and-repeat backdrop
- Official promotional items

The 50th Anniversary Logo should NOT be used on the following:

- Business forms and documents
- Permanent signage
- Personal social media accounts
- Personal documents
- Unofficial promotional items
- Materials that will go into circulation prior to the start of the 50th Anniversary Year
- Materials that will remain in circulation following the 50th Anniversary Year

How to Use the 50th Anniversary Logo

Visual branding often is the first impression we make on key audiences. So, it is essential that we adhere to brand standards.

- For maximum clarity and visibility, take care to ensure that the logo is always readable and that other images or design elements do not visually interfere.
- The logo should appear in its entirety and should not be combined graphically with another emblem or symbol.
- Type appearing on the same surface as the logo should not touch the logo or be superimposed over it.
- The logo should not be rotated, altered or distorted in any way.
- The 50th Anniversary symbol, the Date Range and the Anniversary Wordmark are customized renderings and are proprietary to Hostos Community College. DO NOT attempt to re-create any of our signatures by redrawing, typesetting or scanning them.
- Use only approved reproduction artwork requested from the Division of Institutional Advancement.
- To ensure consistent, accurate use of the Hostos Community College logos, all logo imprints (including promotional items) require advance approval by Division of Institutional Advancement.

Our 50th Anniversary Logo is our primary signature during the Anniversary Year and should be used on all formal applications.

The Hostos Community College 50th Anniversary logo is composed of following elements: a 50th Anniversary graphic mark, which represents the sun, the wordmark “Hostos Community College,” and the range date “1968–2018.” The logotype uses the Clarendon and Trade Gothic fonts. This logotype is customized and should never be substituted. The three-color logo shown here is the primary logo. It should be used when possible on materials such as brochures, color ads, billboards, self mailers, etc.



The logo versions shown here should ONLY be used when the primary logo cannot be. Some examples may be for a black and white ad or a newsletter being printed in two colors.

Background colors and production limitations often dictate which signature version is best to use. The diagrams here demonstrate how the legibility of the signature is affected by the value of the background on which it is displayed. When in doubt, consult the Division of Institutional Advancement for the most appropriate signature selection prior to its implementation.

PLEASE NOTE: The background rectangular shape is not part of the Logo.



TWO-COLOR VERSION
Use this two-color version when three-color is not possible.



BLACK & WHITE VERSION
Use this version for black and white printing



ONE-COLOR TYPE AND FULL COLOR
50TH ANNIVERSARY MARK
Use this reverse version on PMS 294 or black background.



ONE-COLOR WITH REVERSE
Use this reverse version with PMS 294, PMS 144, PMS 110 or black background.

For situations where the primary logo will not suit the application, it is acceptable to use the Alternate 50th Anniversary logo or the 50th Anniversary mark format.

Our informal 50th Anniversary logo may be used on promotional items that do not require a degree of formality. Casual items such as coffee mugs, buttons, bags and T-shirts may employ this less formal treatment of our 50th Anniversary logo. The Alternate 50th Anniversary logo is recommended to replace existing social media profile logos.

Logos:

HOSTOS COMMUNITY COLLEGE
50TH ANNIVERSARY LOGO

ALTERNATE HOSTOS COMMUNITY COLLEGE
50TH ANNIVERSARY LOGO

50TH ANNIVERSARY MARK

PLEASE NOTE: The background shape is not part of the Logo.



PRIMARY LOGO
Use this three-color version
whenever possible



ALTERNATE HOSTOS COMMUNITY
COLLEGE 50TH ANNIVERSARY LOGO
Recommended for Social Media



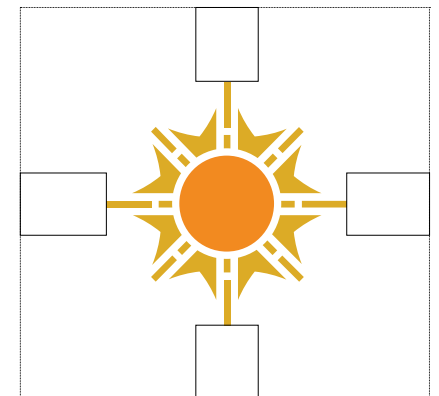
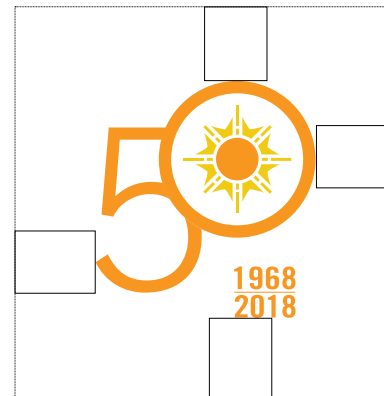
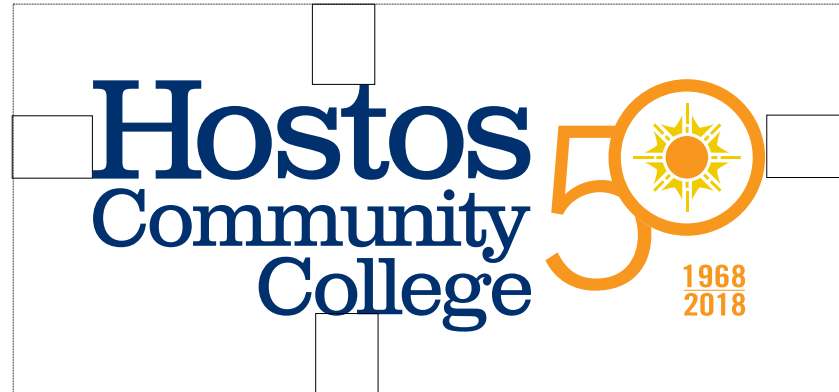
The logo has been created for maximum readability. However, since the sun graphic contains important detail it is critical to adhere to the minimum acceptable size shown here. The 50th Anniversary symbol should always be at least 0.60 inches wide.

Also, do not adjust the size of each logo element (the wordmark and the 50th Anniversary symbol) independently.



The 50th Anniversary logo should always be surrounded by clear space. This Protected Area keeps other images or type from getting too close and ensures that the logo is always readable. To avoid crowding the logo with other imagery, such as text, photography, illustrations, color breaks or rule lines, be mindful of the Protected Area, which is an amount of space surrounding the signature that should remain free of other imagery.

The recommended minimum distance to be allowed on all sides is the height of the letter “s” in the logotype (see example to the right).



THE DOTTED LINE REPRESENTS THE PROTECTED AREA.
NO OTHER IMAGE OR TYPE SHOULD ENTER WITHIN THIS SPACE

Using the logo correctly will maintain consistency for the Hostos Community College Brand identity. Shown here are examples of logo misuse.



DO NOT REPRODUCE THE ENTIRE LOGO IN PMS 110 OR PMS 144



DO NOT REARRANGE LOGO COLORS



DO NOT USE THE 50TH ANNIVERSARY SYMBOL IN COMBINATION WITH OTHER TEXT.



DO NOT ALTER THE PROPORTION OF THE LOGO



DO NOT USE INCOMPLETE PORTIONS OF THE LOGO



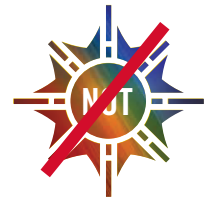
DO NOT MODIFY THE COLOR BACKGROUND



DO NOT REPRODUCE THE LOGO ON BUSY BACKGROUND



DO NOT ROTATE THE LOGO



DO NOT ADD ELEMENTS OR SPECIAL EFFECT TO THE SUN

Primary

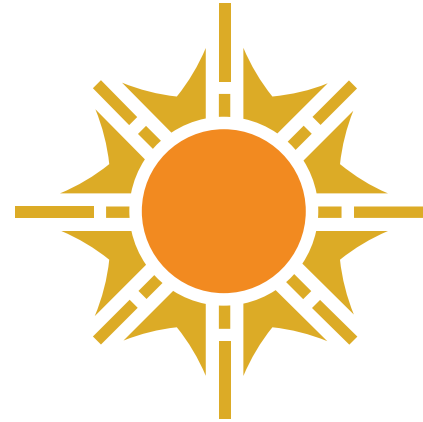
The Sun graphic mark was designed to work with the logo, but may also stand-alone. When the graphic mark is used as a stand-alone graphic, the 50th Anniversary full logo must also be used somewhere in the piece.

When used as a stand-alone graphic, the primary graphic mark is the three-color version shown here. Use this version whenever possible.

Graphic Mark Versions

The graphic mark may also be produced as two-color or as a white knock-out graphic on a solid background of PMS 294, PMS 144, PMS 110 or black. Use these graphic mark versions ONLY if the primary cannot be used.

PLEASE NOTE: The background shape is not part of the Logo.

**SECONDARY GRAPHIC MARKS**




Use those white knock-out graphics when the three-color primary mark cannot be used

Color plays a critical role in ensuring the overall impact of the Hostos identity. The consistent use of our 50th Anniversary logo colors strengthens our brand. The 50th Anniversary logo is to appear in three colors: Hostos blue (PANTONE 294), Hostos orange (PANTONE 144) and Hostos gold (PANTONE 110). Use the three-color version whenever possible. Blue (PANTONE 294) or black are preferred colors for one-color reproduction. If printing with one color other than blue (PANTONE 294) or black, the logo needs to be reversed. Never substitute other colors.




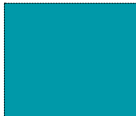


If printing the logo in four-color process, use the CMYK values shown here to match as closely as possible the Hostos colors.

These specific hues should be matched as closely as possible. Their respective PANTONE®, CMYK and RGB color chip equivalents are indicated in the diagram here.

PRIMARY COLORS

		
PMS 294	PMS 144	PMS 110
C 100 M 58 Y 0 K 21	C 0 M 48 Y 100 K 0	C 0 M 12 Y 100 K 7
R 0 G 85 B 150	R 248 G 151 B 29	R 241 G 203 B 0

SECONDARY COLORS

					
PMS 361	PMS 266	PMS 186	PMS 320	PMS 4485	PMS 3005
C 69 M 0 Y 100 K 0	C 79 M 90 Y 0 K 0	C 0 M 100 Y 81 K 4	C 100 M 0 Y 31 K 7	C 0 M 26 Y 100 K 69	C 100 M 34 Y 0 K 2
R 84 G 185 B 72	R 90 G 64 B 153	R 227 G 25 B 55	R 0 G 160 B 175	R 112 G 84 B 0	R 0 G 93 B 170

The use of consistent typography is an effective means of reinforcing a cohesive look in all Hostos materials. Clarendon and Trade Gothic are the official typefaces. The two type families are approved for use on all Hostos Community College print and web communications materials. Never substitute fonts.

When selecting typefaces for materials, follow these recommendations:

Clarendon: Use for headlines, sub-heads and sidebars.

Trade Gothic: Use for body copy and captions.

CLARENDON TYPE FAMILY

Clarendon Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
 abcdefghijklmnopqrstuvwxyz

Clarendon Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
 abcdefghijklmnopqrstuvwxyz

ClarendonBold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
 abcdefghijklmnopqrstuvwxyz

Clarendon Extra Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
 abcdefghijklmnopqrstuvwxyz

TRADE GOTHIC TYPE FAMILY

Trade Gothic Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
 abcdefghijklmnopqrstuvwxyz

Trade Gothic Light Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
 abcdefghijklmnopqrstuvwxyz

Trade Gothic Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
 abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
 abcdefghijklmnopqrstuvwxyz

Trade Gothic Extra Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
 abcdefghijklmnopqrstuvwxyz

The Hostos executive letterhead is 8.5 inches by 11 inches vertical. The recommended typing format is shown here. Please follow this style for consistency. The recommended typeface for body copy on letterhead is Times New Roman with a type size of 10pt. The creative services group at the Division of Institutional Advancement, upon request and approval, may produce official customized executive letterhead and other stationary materials.

0.5 INCH

1 INCH

Hostos Community College 50 1968 2018

OFFICE OF THE SENIOR VICE PRESIDENT OF ADMINISTRATION AND FINANCE

2.25 INCHES

April 14, 2017

Ms./Mr. [First Last Name]
[Address Line 1]
[Address Line 2]
[City], [State] [Zip Code]

1 INCH

Dear Mr./Ms. [Last Name]:

[MESSAGE BODY].

1 INCH

Sincerely,

Esther Rodriguez-Chardavoine
Senior Vice President for Administration and Finance
Eugenio Maria de Hostos Community College, CUNY
500 Grand Concourse
Bronx, New York 10451
718-518-4308
erodriguez@hostos.cuny.edu

1 INCH

Eugenio Maria de Hostos Community College 500 Grand Concourse, Bronx, NY 10451
Phone 718-518-4444 Fax 718-518-XXXX

CUNY The City University of New York

The envelope size is #10. The logo is to be positioned as shown and printed in three colors. The address line should appear to the right of the logo.

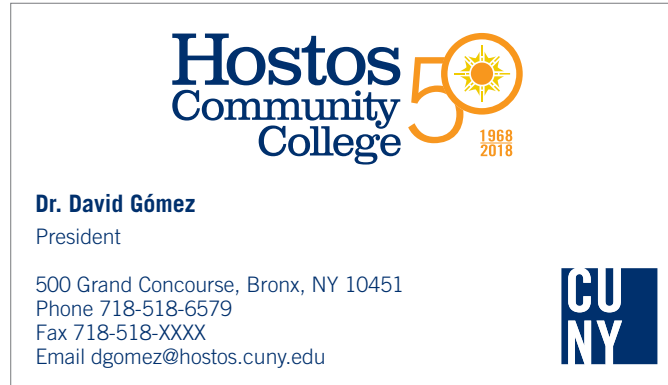


Division of Institutional Advancement
500 Grand Concourse
Bronx, NY 10451

The standard Hostos business card is 3.5 inches by 2 inches horizontal. The logo is to be positioned as shown and printed in three colors. The individual's name and related information will be printed in PMS 294.

This business card style is reserved for executive leadership staff only.

Do not attempt to recreate either of these as they are for illustrative purposes only.



Business Card-Front



Business Card-Back

Every email that comes from the Hostos Community College reflects upon the institution. Using one simple, branded email signature helps strengthen the College's visual identity. In order to create a more consistent university-wide web presence, please use the following email signature templates as a baseline.

Faculty and Staff are allowed to personalize their signature with additional information, but at the bare minimum the following design and structural parameters and elements should be included.

The College signature references a global logo file and was developed using inline styles to help ensure your emails look their best.



Ana Martínez Orizondo | Vice President, Institutional Advancement
 Division of Institutional Advancement | Hostos Community College, CUNY

p. 718-518-4394
 a. 120 E. 149th St., D-203, Bronx, NY 10451
 w. GivetoHostos.com
 w. Hostos50.cuny.edu



Ana Martínez Orizondo | Vice President, Institutional Advancement
 Division of Institutional Advancement | Hostos Community College, CUNY

p. 718-518-4394
 a. 120 E. 149th St., D-203, Bronx, NY 10451
 w. GivetoHostos.com
 w. Hostos50.cuny.edu



Structure and Design

When creating your signature use one of two formats. In addition, we recommend typing and formatting inside an Outlook email window. Once completed, copy the signature and paste into the signature box. Creating the signature in an outside program, such as Microsoft Word, and then copying into the signature box, may cause formatting issues.

Basic Guidelines

Follow these guidelines to ensure the best formatting of your email signature.

1. Do not add anything to the signature file, such as inspirational quotes or additional graphics.
2. You do not need to use a signature on every email you send. Be sure to add it to any email going to external audiences, but it's not necessary on everyday communications with your on-campus colleagues.

The use of consistent branding is essential in all official Hostos social media pages. Recommended logos are illustrated here. The 50th Anniversary logo versions replace existing ones for the Anniversary year in all social media platform profiles. Handles stay the same. Please follow these examples.

