

Brooklyn The City
University
of New York
College

Visual Identity System

A Letter from the President

I write to inform you that new logo and graphic standards have been created for Brooklyn College. This new branding and identity campaign will enable the College to communicate to various constituents in a clear, consistent and recognizable way.

Today, undergraduate and graduate applicants to Brooklyn College consider many more institutions than they did in the past. They are much more comparative in their assessments about which colleges and programs can best serve their needs. Web users from around the globe can access information about Brooklyn College instantaneously. Given this highly competitive and technology-driven recruitment environment, coupled with the ongoing need to provide attractive information about the College to the public, it is more important than ever that we tell the Brooklyn College story to prospective students, alumni, faculty, staff and others in electronic and print materials that are consistent in presentation and attractive.

The *Brooklyn College Graphic Standards Manual* is a critical tool for our college to communicate effectively with local, regional, national and international audiences. The essential foundations of communications for marketing and recruitment are clarity, repetition and consistency of key visual cues. The use of college colors, the school name, our logo and even the fonts that we use need to be strong and recognizable in ways that distinguish us from other institutions. Our new graphic standards manual provides guidelines for such clarity and consistency.

The designs in the *Brooklyn College Graphic Standards Manual* seek to embody the pride and self-confidence we all feel as members of the Brooklyn College community. By employing these visual elements in a consistent manner with all internal and external constituencies, you will help us create a strong visual brand that will enhance our institutional recognition and identity. In the fall, we will be overhauling our college website and will be incorporating these new graphic standards into the web design and layout.

In order for this endeavor to be successful, I am asking all Brooklyn College staff and faculty to follow the guidelines in the *Brooklyn College Graphic Standards Manual*. If you have questions, please contact the Office of Communications and Marketing for assistance. This project should help us all conduct our work and achieve our goals more easily and successfully. Thank you for your cooperation.

Sincerely,



Karen L. Gould
President

The Brooklyn College Brand Strategy

Brooklyn College's brand strategy centers on this statement:

Brooklyn College offers a selective college experience to purposeful students.

This statement combines reality with aspiration. As such, it should guide both our communications and our actions. We should measure ourselves against the standards implicit in this statement. If we fall short, we should adjust our practices to achieve these goals.

Core Concepts

There are two core concepts in the brand statement:

1. "selective college experience"

Primary elements of the Brooklyn College experience that provide evidence for this claim are:

- students find themselves among other intelligent, motivated students.
- faculty are both active researchers and dedicated teachers skilled at imparting knowledge to their students.
- the administration is easy to navigate and facilitates the success of the students.

- student life (sports, clubs, Greek life) provide co-curricular and extra-curricular experiences to enhance the college experience.
- learning occurs in a stately campus setting.
- Brooklyn is a unique and wonderful real-world laboratory for high quality academics.

2. "purposeful students"

Primary elements of the Brooklyn College experience that provide evidence for this claim are:

- students at Brooklyn College are not passive. They do not come here as the path of least resistance.
- they come with specific motivations: to obtain a college or graduate degree and realize the benefits that come through higher education:
 - professional certification
 - skills and training
 - a foundation for the future
- often students come specifically for one of Brooklyn College's many great programs.

When developing a communication for the school, for example a press release or brochure, authors should allude back to these themes. The trick to successfully implementing a brand strategy is to replace the habit of promoting a feature or program on its own with a new habit of tying features and programs back to these central themes. For example, replace,

"Brooklyn College offers several study abroad options to its students."

with

"Students find a selective-college experience at Brooklyn College in its range of study abroad offerings."

or

"Brooklyn College offers a wide array of undergraduate and graduate programs."

with

"To meet our students' drive and focus, Brooklyn College offers a full range of undergraduate and graduate programs."

Tone and Style

The tone and style of communications should be:

- self confident
- intelligent
- warm
- lively
- engaging
- academic
- stylish

Communications should not be:

- crass
- crude
- eccentric
- pedestrian

One element of conveying a “selective college experience” is excellent design. This may be difficult to achieve for offices developing communications without any formal design training or experience. Offices are reminded that simplicity and clarity are often the best approach for conveying a positive image. Excessive ornamentation can distract and degrade the quality of the design. For assistance with projects that require professional design input, please contact the Office of Communications.

The Brooklyn College Visual Identity System

The Brooklyn College visual identity system is the critical tool in achieving a consistent look across all Brooklyn College's communications. Over time, this visual identity or "look" will become associated with the Brooklyn College brand and thereby reinforce the institution's messages and personality.

A heightened public awareness of the broader institution also benefits the individual efforts of members of the Brooklyn College community, whether recruiting students or faculty, promoting charitable giving, or collaborating with other organizations and municipalities.

The elements of the Brooklyn College identity system are:

- The Brooklyn College logo and its authorized variation
- The Brooklyn College colors
- The Brooklyn College typefaces

The use of each of these elements is governed by the simple and clear guidelines provided in this manual.

If you have questions, please contact the Office of Communications and Marketing for assistance.

The Brooklyn College Logo

The Brooklyn College logo embodies the spirit of our institution: proud, strong, and lively. It is intentionally youthful and forward looking since our reputation depends critically on the new students we attract to our institution.

The words “Brooklyn College” are set in a contemporary and stylized sans serif. The words “The City University of New York” are set in a more conventional serif typeface. This grounds the logo in the prestige of the CUNY system.

The letter forms have been sculpted specifically for Brooklyn College.

Designers should never attempt to redraw or reset them.



Guidelines for Application of the Brooklyn College Logo

The Brooklyn College logo must appear in a prominent position on all print and electronic communications that are intended for external audiences. Examples of external audiences are: prospective students and faculty, alumni, donors, press, community groups, academic societies, community organizations, foundations, and corporations. It is important that the Office of Communications and Marketing review all material not created by them before it goes to print. The logo is not required on strictly internal communications, such as flyers posted on campus, club announcements, and internal departmental communications. Student groups are not required to use the logo although it will be made readily available to them and they are encouraged to add it to their promotional materials.

On a multi-page print publication

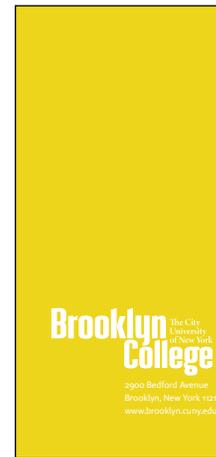
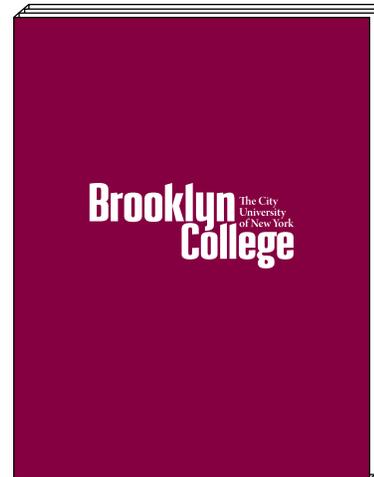
The logo should be placed on the front or back outside cover or on the inside front cover.

On an advertisement or poster

The logo should appear on the front.

On a Web site

The logo should appear on the homepage.



Examples include a front cover of a publication with the Brooklyn College logo, a back cover of a brochure with the Brooklyn College logo and mailing address, and the Web site homepage.



It is very important that designers or desktop publishers do not attempt to construct the logo themselves, as the lettering in the logo has been sculpted especially for Brooklyn College.

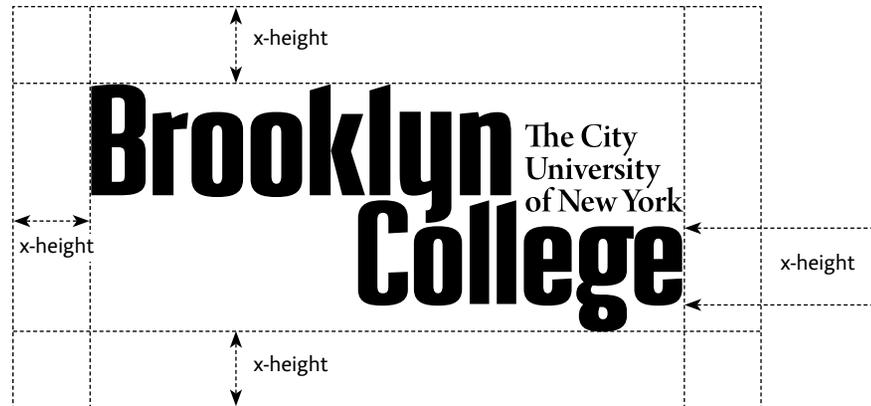
Do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the quality of the image and perhaps alter the scale of the various elements.

Do not copy the logo from the Brooklyn College Web site. Doing so will produce a poor quality image that will not reproduce clearly or accurately.

Please obtain authorized electronic files of the logo from Brooklyn College’s Office of Communications and Marketing.

Clear Area

A “clear area” around the logo equal to the height of the lowercase letters (the x-height) should be incorporated into any design using the logo.



Minimum Size

The height of the Brooklyn College logo should not be less than ¾ inch (with subhead) and ½ inch (without subhead) in print, shown here in actual size.



Incorrect Uses of the Logo

Do not manipulate or distort the Brooklyn College logo, for example, by stretching or compressing it:



Do not try to redesign one element of the logo, for example, the word "College":



Do not add words or images to the logo to create a composite logo treatment:



Do not replace an element of the logo:



Do not reposition, resize, or separate components:



Do not add any elements to the logo, such as a line or punctuation mark:



Do not overlap other logos or marks:



Color and the Brooklyn College Logo

Brooklyn College's official colors are discussed in the color section of this manual, starting on page 18. The official shades of the college's maroon and gold are defined and a palette of complementary colors is provided.

This section explains how to employ color with the Brooklyn College logo.

Correct uses

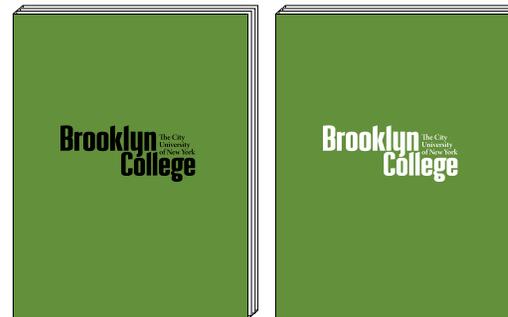
With one exception, the Brooklyn College logo should always be printed in a single color.



The one exception is when the logo is printed in its authorized two-color version, which is maroon and gray.



When designing a brochure that employs less than full color, for example a two-color green and black piece, the logo should print in the darker and more neutral of the two colors, which in this case would be black. The logo could also reverse out to white.



Designers should not print the logo in a highlight color. For example, in a two-color black and yellow brochure, the logo should be printed in black or reversed out of the black, not printed in yellow. The logo always appears in the more neutral color so that the system maintains priority for maroon as the official color of the logo. The logo should not be printed in the school gold.

Incorrect Uses of Color and the Brooklyn College Logo

Incorrect uses

It is not permissible to print the logo in any other two-color combination, such as black and maroon, maroon and green, or maroon and white.



Different Versions of the Brooklyn College Logo

Two versions of the Brooklyn College logo have been created to suit different design circumstances. All of the guidelines that apply to the main Brooklyn College logo also apply to the variant.

The main version of the college logo is the most complete and should be used wherever possible. Both elements of the logo are important: the treatment of the word “Brooklyn College,” and the subhead “The City University of New York” make an important statement about Brooklyn College’s place in the ranks of American educational institutions.



Brooklyn College
The City
University
of New York

The main version of the Brooklyn College logo

The **alternate version**, which does not include the subhead “The City University of New York,” is useful in a variety of contexts:

- low resolution environments such as Web sites and html e-mails where the subhead could not be easily read at a small size
- busy designs where additional clarity is desired
- product placements, such as hats, mugs, and t-shirts where the simpler version is more effective.

Brooklyn College

The alternate version of the Brooklyn College logo



Collateral materials such as shirts and mugs can use the alternative version of the Brooklyn College logo.

The College Seal

The Brooklyn College seal has a long tradition as an element in college iconography.

The official Brooklyn College seal is used on formal documents, i.e., on diplomas or other official administrative communications emanating from the President's Office or the Board of Trustees. The seal is also used for official ceremonial functions like Commencement and appears on approved plaques, flags, or furniture.

The seal is not the school logo. It should not be used on stationery or brochures as a logo. Generally, it should be reserved for official and ceremonial functions.

Offices wishing to use the seal as a design element in a brochure should contact the Office of Communications and Marketing.



The Official School Seal

School and Program Logos

No unit of Brooklyn College, whether a school, research center, or auxiliary unit, should develop its own logo that would compete with the official Brooklyn College logo.

The legitimate need for a clear, recognizable identity for an individual unit can be met using a variety of tools in the Brooklyn College identity system. A program can adopt a signature color as a unifying element among all its publications. There are many design solutions available for conveying a sense of distinctiveness and identity. However, a unit should stop short of developing its own logo.

The Office of Communications and Marketing will provide to schools, centers, and programs composite logos like the ones pictured to the right.



Brooklyn
College
FOUNDATION



Brooklyn
College
School of
Education



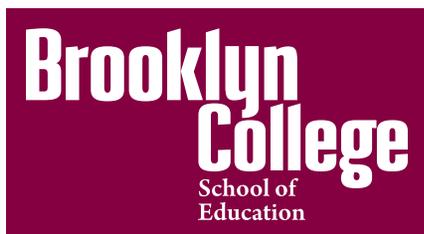
Brooklyn
College
School of
Business

Guidelines Regarding the Use of the School Logos

All of the rules regarding the main college logo also apply to the school logos.

Correct Uses

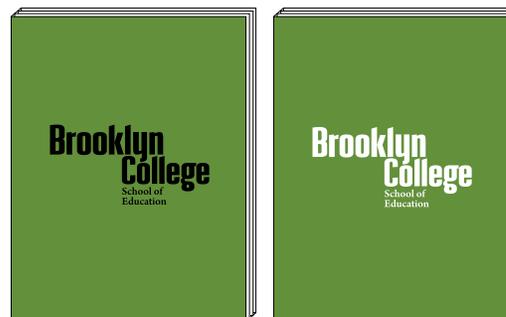
With one exception, the Brooklyn College school logo should always be printed in a single color.



That one exception is when the school logo is printed in the school colors, which are maroon and gray. When done so, the words identifying the school should be printed in gray.



When designing a brochure that employs less than full color, for example a two-color green and black piece, the school logo should print in the darker and more neutral of the two colors, which in this case would be black. The logo could also reverse out to white.



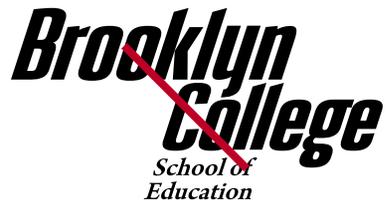
When using the Brooklyn College logo in conjunction with the name of a school, center, or program, the subhead "The City University of New York" should not be used.

Incorrect Use of the School Logos

Incorrect Uses

Units of Brooklyn College should not attempt to “construct” the logo themselves. Official electronic art should be obtained from the Office of Communications and Marketing.

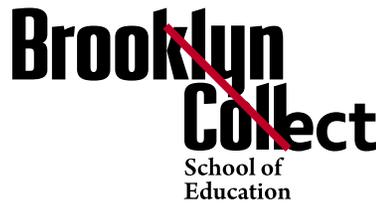
The school logos should never be manipulated or distorted, for example, by stretching or compressing them:



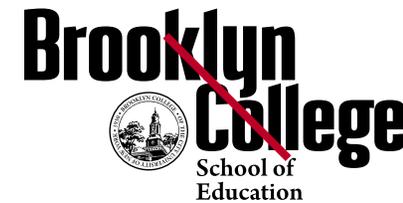
They should never be altered:



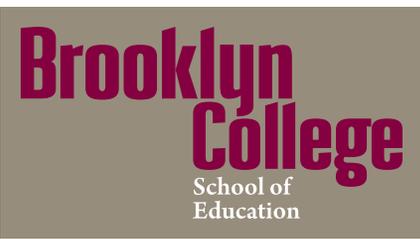
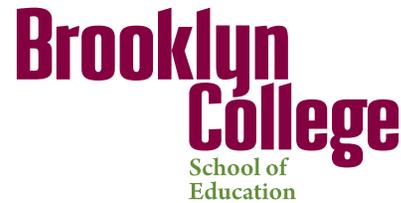
No element of the logo should ever be replaced or redesigned:



Nothing should ever be added to the logo:



It is not permissible to print the school logos in any other two-color combination, such as black and maroon, maroon and green, or maroon and white.



The Brooklyn College Colors

The official Brooklyn College colors are maroon, gold, and warm gray. One or more colors should be used frequently on publications, Web sites, sweatshirts, etc. School colors are an important tool for building school pride and awareness.

It is important that when the colors are used they are rendered accurately. This can pose a significant challenge, since vendors working in various media use different means for reproducing colors—for example on an athletic uniform, delivery vehicle, or banner. The ultimate reference point for the school colors is the Pantone color Matching System (PMS), developed for offset printing. The official designation for the school colors are:



Maroon
PMS 208C/207U



Gold
PMS 7406



Warm Gray
PMS Warm Gray 9

The Brooklyn College maroon uses two different Pantone colors.



PMS 208C when printing on coated (or glossy) paper or materials.



PMS 207U when printing on uncoated (or matte) paper or materials.

If you are working with a vendor printing on a medium other than paper, request that he use the PMS colors as a reference.

A designer should never change the school colors by designating an alternate PMS color in a different shade of maroon, gold, or warm gray.

Color-builds

When working with four-color process, designers should be aware that they will not be able to reproduce the school colors precisely. The following color mixes provide the closest approximation of the school colors in most contexts:



Brooklyn College Maroon
PMS 208 (Coated)
 CMYK = c10 m97 y37 k43
 RGB = r136 g35 b69
 HTML = 882345



Brooklyn College Warm Gray
PMS Warm Gray 9 (Coated)
 CMYK = c17 m25 y25 k49
 RGB = r130 g120 b111
 HTML = 82786F



Brooklyn College Maroon
PMS 207 (Uncoated)
 CMYK = c5 m95 y39 k16
 RGB = r173 g76 b102
 HTML = AD4C66



Brooklyn College Warm Gray
PMS Warm Gray 9 (Uncoated)
 CMYK = c15 m21 y22 k46
 RGB = r135 g128 b124
 HTML = 87807C



Brooklyn College Gold
PMS 7406 (Coated)
 CMYK = c0 m17 y100 k0
 RGB = r235 g183 b0
 HTML = EBB700



Brooklyn College Gold
PMS 7406 (Uncoated)
 CMYK = c1 m17 y93 k3
 RGB = r237 g183 b43
 HTML = EDB72B

Official Brooklyn College Typefaces

There are certain typefaces Brooklyn College departments are required to use on all electronic and print publications.

The typefaces have been selected to allow for flexibility of design while also complementing the university logo. The goal is to allow departments to create their own distinctive “look” that suits their own marketing purposes while also ensuring that all communications from Brooklyn College bear a family resemblance. Each family of fonts has a large range of weights and style choices, including italics, bold, etc. to allow for numerous options.

In most circumstances, offices that are preparing brochures or other publications will rely most heavily on the serif typeface.*

The serif typeface that has been selected for all Brooklyn College print communications is **Arno Pro**. Arno is an unusually complete family of typefaces. It offers full families of fonts (light, regular, semibold, bold, italic, small-caps) at five specific sizes: display, subhead, normal, small text, and caption.

- The **display size** is intended for headlines and other large applications, generally set 24 point and higher.
- The **subhead size** is intended for text larger than body text but smaller than display, generally set between 14 point and 24 point.
- The **regular size** is intended for body text, generally set between 11 point and 14 point.
- The **small text size** is intended for sidebars and other smaller uses, generally set between 9 point and 11 point.
- The **caption size** is intended for footnotes and other very small applications, generally set 8 point and below.

*Serifs are small, finishing strokes on the arms, stems, and tails of characters. The font Arno Pro is a serif typeface.

cross the Universe ← Display (Bold)

A Guide to Amateur Astronomy ← Subhead (Semibold Italic)

Per ipsustis num irilit iuscips ustrud dip elit velit nostrud delenit digniam dionseq uipissed min ullum vel ea commy nullan henit wis autpat praesto eraessecte magna feum dolor autat, vel iuscin hendip exeros autatie conulla feuguer susto commolo rperos aci blam dolorperil utet la faccum zzrilis autpat. Er augait utpatio nulputatuer ipit nos eum zzriureet at. Ut wis nim quis augerat. Duipisl eummy nim alit lut praessequi blandio nsenim zzril ex eu feugait incip eratum augiat. Riureros alisism olendiat. Ommy num incilit utem in hendigna feu feu faccum augait, se augait dio dunt wis nim volorperatum ipit inibh ex endip euis nulput dolore isl odolum dolumsan henisim nonse magna core dolenis wisim nos ea facil ut numsan henim do consendiat ipsuscipsum dignis num ent adigniam corperos.

← Small Text

← Regular

← Caption (Italic)

An ullaconse er sequis irilit, quam delma esent iriure ming et, commy num num at laortionse facillan exerosto dit utatuisisi.

Arno Pro

Regular

abcdefghijklmnopqrstuvxyzABCDEF
 GHIJKLMNOPQRSTUVWXYZ1234
 (Small Caps) ABCDEFGHIJKLMNOPQRSTU
 VWXYZ1234567890

Italic

*abcdefghijklmnopqrstuvxyzABCDEF
 GHIJKLMNOPQRSTUVWXYZ12345*

Semibold

**abcdefghijklmnopqrstuvxyzABCDE
 FGHIJKLMNOPQRSTUVWXYZ12
 (Small Caps) ABCDEFGHIJKLMNOPQRST
 UVWXYZ1234567890**

Semibold Italic

***abcdefghijklmnopqrstuvxyzABCDEFG
 HIJKLMNOPQRSTUVWXYZ123456***

Bold

**abcdefghijklmnopqrstuvxyzABCDE
 FGHIJKLMNOPQRSTUVWXYZ12
 (Small Caps) ABCDEFGHIJKLMNOPQRST
 UVWXYZ1234567890**

Bold Italic

***abcdefghijklmnopqrstuvxyzABCDEF
 GHIJKLMNOPQRSTUVWXYZ1234***

Display (24 point and higher)

abcdefghijklmnopABCDEF

Subhead (14 point to 24 point)

abcdefghijklmnopABCDEF

Regular (11 point to 14 point)

abcdefghijklmnopABCDEF

Small Text (9 point to 11 point)

abcdefghijklmnopABCDEF

Caption (8 point and below)

abcdefghijklmnopABCDEF

In addition, a second serif typeface, Georgia, is resident on most computers and has been designed to render well on a computer monitor. It should be used in electronic environments such as the Web and HTML encoded e-mails.

Georgia Regular

abcdefghijklmnopqrstu
 ABCABCDEFGHIJKLM

Georgia Italic

*abcdefghijklmnopqrstu
 ABCDEFGHIJKLMNOP*

Georgia Bold

**abcdefghijklmnopqr
 ABCDEFGHIJKLMN**

Georgia Bold Italic

***abcdefghijklmnopqr
 ABCDEFGHIJKLMN***

Sans Serif Typeface

The sans serif typeface used in Brooklyn College publications is **Comenia Sans**.

In contrast to Arno Pro, Comenia Sans is used both for headlines and body text. It is extremely readable for a sans serif typeface. Designers should consider producing a brochure or a small family of publications exclusively using Comenia Sans. Generally you will want to use the sans serif typeface in projects where you want a more lively and youthful presentation.

Sans serif typefaces do NOT have small, finishing strokes on the arms, stems, and tails of characters. The font Comenia Sans is a sans serif typeface.

An ullam
conse er
sequisl irilit
quam delma
esent iriure
ming et,
tinim exer
commy num
num at laor
tionse nsed
minim duis
acipisl arf
delenim
dolore deli
quamcore
tinim exer
ad tisiscin
utat. Agnihb
eugait utem.

f

rom head to toe

The Amazing Human Body and How It Works

Per ipsustis num irilit iuscips ustrud dip elit velit nostrud delenit digniam dionseq uipissed min ullum vel ea commy nullan henit wis autpat praesto eraessecte magna feum dolor autat, vel iuscin hendip exeros autatie conulla feuguer susto commolo rperos aci blam dolorperil utet la faccum zzrilis autpat. Er augait utpatio nulputatuer ipit nos eum zzriureet at. Ut wis nim quis auguerat. Duipisl eummy nim alit lut praessequi blandio nsenim zzril ex eu feugait incip eratum augiat. Riureros alisism olendiat. Ommy num incilit utem in hendigna feu feu faccum augait, se augait dio dolore isl odolum dolumsan henisim nonse magna core dolenis wisim nos ea facil consendiat ipsuscipsum dignis num ent adigniam corperos.

Inibh erilit lor sit landre modigna conulput lorem iuscilit augiat vel erostrud tatue modipsum zzril utatum odiamcon ulla faccum volor iriustio esequisil incincin vulla.

Regular

Bold

Bold Italic

Italic

Regular

Medium

Comenia Sans

Regular

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ123

Italic

*abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234*

Medium

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1

Medium Italic

*abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ12*

Bold

**abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Bold Italic

***abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ***

In addition, a second sans serif typeface, Lucida Sans (a.k.a. Lucida Grande), is resident on most computers and has been designed to render well on a computer monitor. It should be used in electronic environments such as the Web and HTML encoded e-mails.

Lucida Sans Regular

abcdefghijklmnopqrs
 ABCDEFGHIJKLM

Lucida Sans Italic

*abcdefghijklmnopqrs
 ABCDEFGHIJKLMN*

Lucida Sans Bold

**abcdefghijklmnop
 ABCDEFGHIJKLMN**

Lucida Sans Bold Italic

***abcdefghijklmnop
 ABCDEFGHIJKLMN***

Stationery

College stationery follows the format at right. Certain individuals, such as the president, have a customized version of the university stationery in which their name and title appears under the school or division name and the department name. All other offices and individuals should employ the general university stationery without personalization.

Stationery is printed with the two-color Brooklyn College logo, using maroon (PMS 207U) and warm gray (PMS Warm Gray 9). The CUNY square is printed in black.

Stationery shown at 50% of actual size.

Letterhead
8 ½" x 11"

#10 envelope
9 ½ x 4 ⅛"

Business Card
3 ½" x 2"

Brooklyn College The City University of New York
2900 Bedford Ave. • Brooklyn, NY 11210
TEL 718-951-5000 • FAX 718-951-5000
www.brooklyn.cuny.edu

Date 1, 2010

Addressee's Name
Title
Company or Office
Number and Street
City, State, Zip

Salutation:

This letter demonstrates the format of the letterhead. This typing is a placeholder for the actual content of the letter.

Addresssee's Name
10001 Street Name
City, State 10001

Colore ipsum nostre pwtcon esutra e tratasoni sira bta nuestro trabe sofro. Les oido reum tdo ipsum at incosume strata te asumpe colored ipsum non sutra et trata strata nuestro sume col Lorem ipsum at incon sum. Lorem ipsum at incon sum.

Sincerely,

Name of Sender
Title of Sender

Initials
cc:

Brooklyn College The City University of New York
Name, Title
Department or Office
2900 Bedford Avenue
Brooklyn, New York 11210
TEL 718-951-5882 • FAX 718-951-4609
CELL 718-555-8747 • email@brooklyn.cuny.edu

CUNY

Ordering Stationery

As a part of the College's effort to present a unified image to the public, stationery and business cards use a consistent design and a signature logo.

Departments and offices still using letterheads, envelopes, and business cards with the Brooklyn College seal should follow the procedure outlined below to order stationery with the new design. Departments and offices ordering stationery for new programs or business cards for new or recently promoted faculty and staff should also follow this procedure.

To order letterhead, business cards, and envelopes

All letterhead, business cards, and envelopes are printed at Printworks, 0200 Boylan Hall. To get started, download the order form at:

<http://www.brooklyn.cuny.edu/pub/departments/communications/1544.htm>

Fill out the form and bring it to Printworks. The following information is required to fulfill your request.

Letterhead:

- Department or office name
- Telephone number: 718-951-XXXX
- Fax number: 718-951-XXXX

Business card:

- Person's proper name
- Official title
- Particular program directed or taught, if applicable
- Home department
- Telephone number: 718-951-XXXX
- Fax number: 718-951-XXXX
- E-mail address

Once the material is submitted to Printworks, they will ask you to approve the proof. It is your responsibility to make any necessary corrections and submit your approval.

Envelope:

Indicate any corrections clearly on the envelope, and take that envelope to Printworks.

When Printworks gives you the disk containing the new envelope file, submit that disk and a printout of it with your purchase requisition to the Purchasing Department.

The Typing Format for Letterhead

The typing format for the standard letterhead and letterhead second sheet shown at right is an integral part of the design and should be followed.

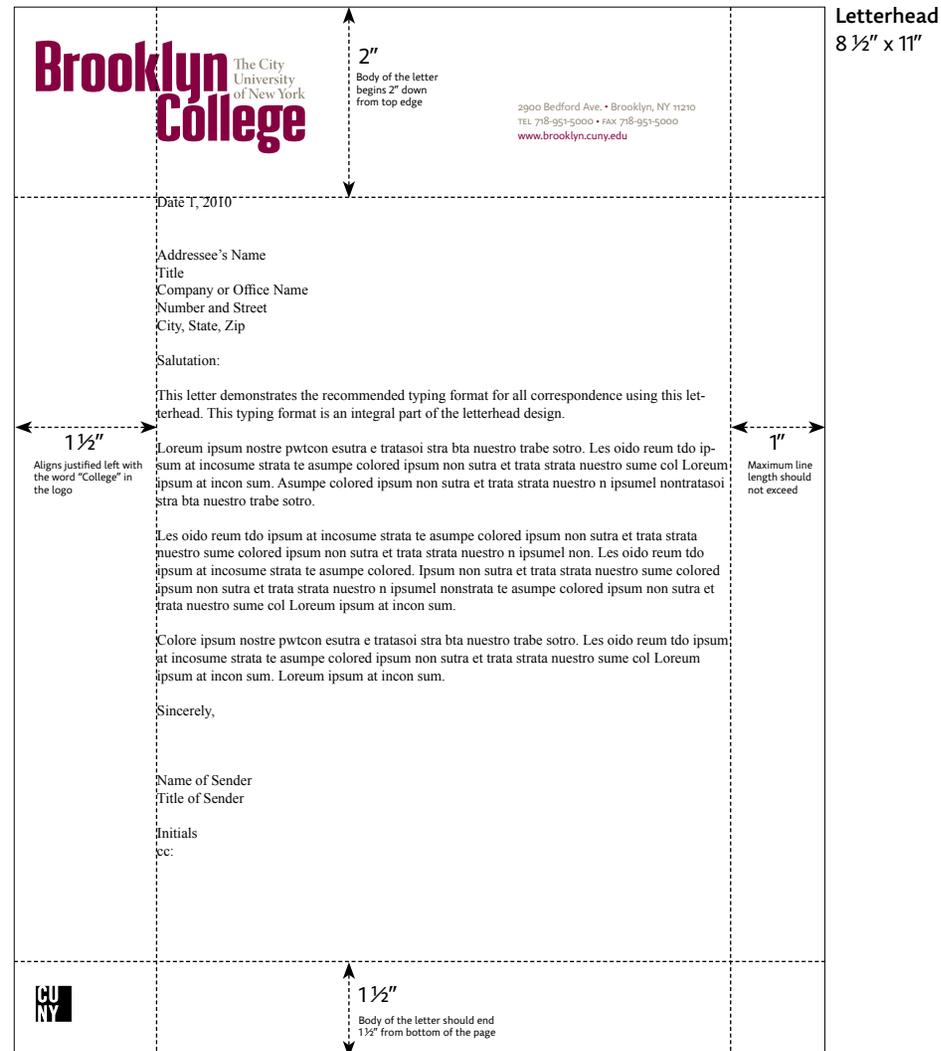
Type should be set in Times New Roman (Windows) or Times Roman (Mac) at 11 point. The left margin is set at 1½” and the right margin at 1”. The upper margin is set at 2” and the bottom margin at 1½”.

The signature is set flush left. The body copy is flush left, not justified.

The date line of the letter begins two inches from the top of the letterhead. Allow two line spaces above the addressee’s name, title, company name, etc. and one line above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six inches. Allow three line spaces for the signature above the name of the sender. Body of the letter should end 1½” from bottom of the page.

Stock

The standard paper stock for letterhead is Strathmore Script 24# Ultimate White Wove.



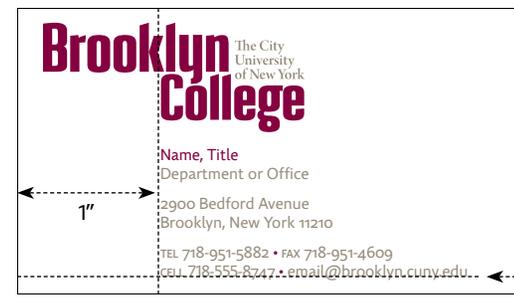
Business Cards and #10 Envelopes

Business Cards

Positioning of information on Brooklyn College business cards is shown at right.

Stock

The paper stock for business cards is Strathmore Script 100# cover Ultimate White Wove.



Business Card
3 1/2" x 2"

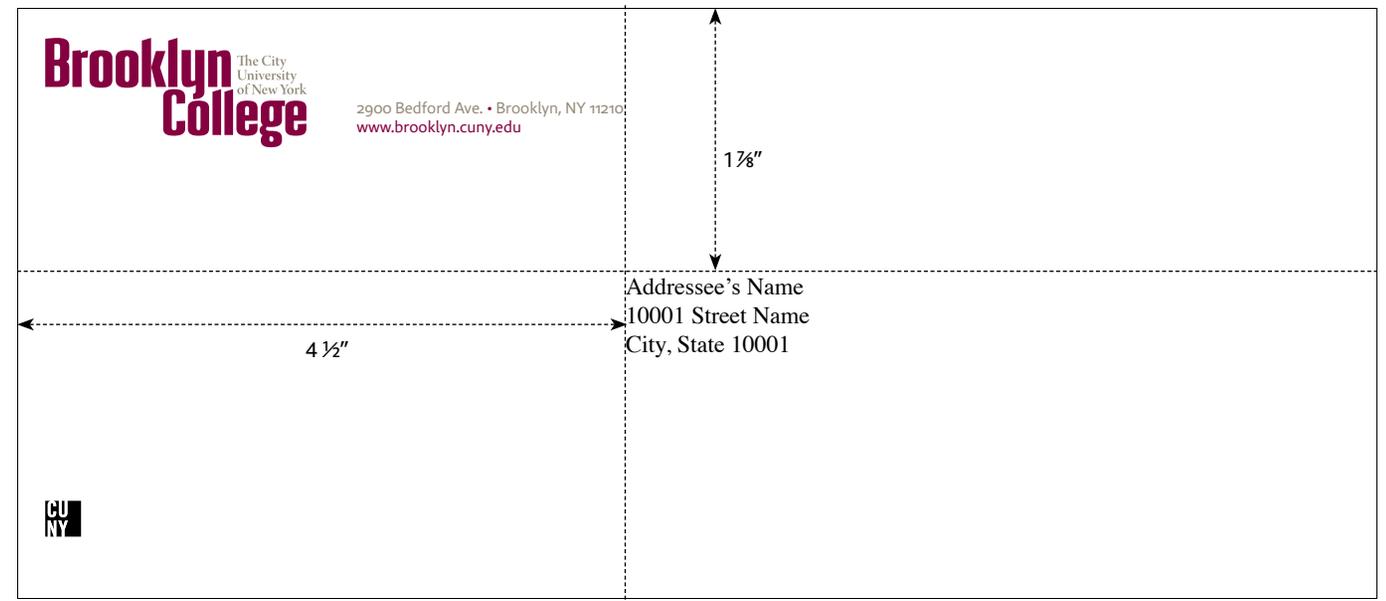
Text block is bottom justified and aligns 3/16" from the bottom of the card

#10 Envelope

Address on envelope should be typed as shown, 4 1/2" from left and 1 7/8" from top.

Stock

The paper stock for envelopes is Strathmore Script 24# Ultimate White Wove.



#10 envelope
9 1/2" x 4 1/8"

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