Brooklyn College
Brand Guidelines
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The Brooklyn College brand guidelines have been established to ensure visual and editorial continuity across all platforms and media, so that the college brand is always immediately recognized as symbol of the college’s mission.

This stylebook defines and illustrates the standards and guidelines established by the college for graphic elements, including logos and photographs, for print and digital media, and in editorial.

A separate editorial stylebook is available on the website of the Office of Communications and Marketing. The editorial stylebook has been developed for faculty and staff members who are writing content for print documents, websites, and social media platforms that promote Brooklyn College and its departments, programs, and services, and provide information about the college and its activities.

All members of the college community are encouraged to review this information and adhere to the specifications described herein.
The Brooklyn College logo embodies the spirit of our institution: proud, strong, and lively. It is intentionally youthful and forward looking, created in a style intended to appeal to the sensibilities of both our current student body and prospective students.

The words “Brooklyn College” are set in a contemporary and stylized sans serif. The letter forms have been sculpted specifically for Brooklyn College. Designers should never attempt to redraw or reset them.

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 website. 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.
For entities within the college, a specific structure is used for branding. Each school within the college has a unique logo. The Brooklyn College logotype is set flush right, with a thin vertical rule between it and the school name. School logos appear in full color whenever possible.

Do not attempt to create a school logo on your own. Each authorized school logo file will be produced and distributed by the Office of Communications and Marketing.
Subsidiary Branding

For most offices, departments, and programs within the college, a slightly different structure is used for branding. The Brooklyn College logotype is set flush right, with a thin vertical rule between it and the office, department, or program name.

Full-color and single-color samples are shown at right.

Do not attempt to create a subsidiary logo on your own. Each authorized subsidiary logo file will be produced and distributed by the Office of Communications and Marketing.
In many applications, the CUNY logo will appear with the Brooklyn College logo. Shown are the preferred scale and alignments for the Brooklyn College logo and the CUNY logosquare. They should be given proper space around them in relationship to the edge of the page.
Clear Space and Minimum Size

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 ½ inch in print, shown here in actual size.
The Brooklyn College seal has a long tradition as an element in college iconography.

The official Brooklyn College seal is used on formal documents, such as diplomas or other official administrative communications emanating from the Office of the President 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, business cards, brochures, or social media as a logo. Generally, it should be reserved for official and ceremonial functions.

Offices wishing to use the seal as a design element should contact the Office of Communications and Marketing.
The official Brooklyn College colors are maroon, gold, and warm gray. At least one of these colors should be used frequently on publications, websites, sweatshirts, etc. School colors are an important tool for building school pride and identity. It is important to accurately render the colors when they are used. This can pose a significant challenge, as 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 specified at right.

If you are working with a vendor printing on a medium other than paper, request that the vendor 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.
The Brooklyn College Secondary Colors

To supplement the primary colors in college communications, a set of secondary colors has been incorporated into the brand guidelines. These colors should be used sparingly, always in conjunction with the primary colors, and with a maximum of two different colors per piece.
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:

**BC Maroon**
PMS 208  
CMYK = c0 m100 y36 k37  
RGB = r136 g35 b70

**BC Blue**
PMS 2727  
CMYK = c75 m49 y0 k20  
RGB = r145 g148 b182

**BC Gold**
PMS 142  
CMYK = c4 m27 y83 k0  
RGB = r243 g189 b72

**BC Orange**
PMS 1665  
CMYK = c0 m68 y100 k0  
RGB = r243 g115 b33

**BC Gray**
PMS Warm Gray 9  
CMYK = c0 m11 y20 k47  
RGB = r235 g183 b0

**BC Green**
PMS 376  
CMYK = c55 m3 y100 k0  
RGB = r129 g188 b0

**BC Purple**
PMS 2583  
CMYK = c46 m63 y0 k0  
RGB = r159 g96 b181

**BC Fuchsia**
PMS 206  
CMYK = c0 m100 y38 k3  
RGB = r229 g14 b99

**BC Blue**
PMS 2727  
CMYK = c75 m49 y0 k20  
RGB = r145 g148 b182

**BC Gold**
PMS 142  
CMYK = c4 m27 y83 k0  
RGB = r243 g189 b72

**BC Orange**
PMS 1665  
CMYK = c0 m68 y100 k0  
RGB = r243 g115 b33

**BC Gray**
PMS Warm Gray 9  
CMYK = c0 m11 y20 k47  
RGB = r235 g183 b0

**BC Green**
PMS 376  
CMYK = c55 m3 y100 k0  
RGB = r129 g188 b0
Brooklyn College departments and offices are required to use official typefaces 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 and offices to create their own distinctive “look” that suits their individual marketing purposes while also ensuring that all communications from Brooklyn College bear a family resemblance. Each family of fonts has a range of weights and style choices, including italics, bold, etc., to allow for numerous options.
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, regular, small text, and caption.

- The display size is intended for headlines and other large applications, generally set 24 point or 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 or below.

* Serifs are small, finishing strokes on the arms, stems, and tails of characters. The font Arno Pro is a serif typeface.
ARNO PRO
Regular
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
(Small Caps) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
(Small Caps) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Semibold
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
(Small Caps) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Semibold Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
(Small Caps) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Bold
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
(Small Caps) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Bold Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
(Small Caps) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Display (24 point or higher)

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Subhead (14 point to 24 point)

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Regular (11 point to 14 point)

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Small Text (9 point to 11 point)

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Caption (8 point or below)

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
The sans serif typeface used in Brooklyn College publications is Comenia Sans.

As a complement to Arno Pro, Comenia Sans is used both for headlines and body text. It is an extremely readable and contemporary sans serif typeface.
COMENIA SANS
Regular
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123

Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234

Medium
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ12

Bold
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

COMENIA SANS CONDENSED
Regular
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ123

Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234

Medium
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1

Medium Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ12

Bold
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
The slab serif typeface used in Brooklyn College publications is Caecilia. Caecilia can be used for both headlines and body text. It is a modern, readable typeface that complements both Arno Pro and Comenia Sans.
CAECILIA
Light
abcdefgijklmnopqrstuvwxyzABCDEFGHJKLM
NOPQRSTUVWXYZ123456789

Light Italic
abcdefgijklmnopqrstuvwxyzABCDEFGHJKLM
NOPQRSTUVWXYZ123456789

Roman
abcdefgijklmnopqrstuvwxyzABCDEFGHJKLM
NOPQRSTUVWXYZ123456789

Italic
abcdefgijklmnopqrstuvwxyzABCDEFGHJKLM
NOPQRSTUVWXYZ123456789

Bold
abcdefgijklmnopqrstuvwxyzABCDEFGHJKLM
NOPQRSTUVWXYZ123456789

Bold Italic
abcdefgijklmnopqrstuvwxyzABCDEFGHJKLM
NOPQRSTUVWXYZ123456789

Heavy
abcdefgijklmnopqrstuvwxyzABCDEFGHJKLM
NOPQRSTUVWXYZ123456789

Heavy Italic
abcdefgijklmnopqrstuvwxyzABCDEFGHJKLM
NOPQRSTUVWXYZ123456789
Brooklyn College stationery follows the format at right. Certain individuals, such as the president, have a customized version of the college stationery in which their name and title appear under the school or division name and the department name. All other offices and individuals should employ the general college stationery without personalization.

Stationery is printed with the two-color Brooklyn College logo. The CUNY square is printed in black.

No other logo should appear on Brooklyn College stationery.

*Stationery shown at 50% of actual size.*
The typing format for the standard letterhead shown at right is an integral part of the design.

Type should be set in Times New Roman (Windows) or Times Roman (Mac) at 11 point. The left margin is set at 1 ½” and the right margin at 1”. The upper margin is set at 2” and the bottom margin at 1 ½”. 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 1 ½” from bottom of the page.

The T yping Format for Letterhead

Letterhead 8 ½” x 11”

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.

#10 ENVELOPE
Address on envelope should be typed as shown, 4 ½” from left and 1 ¾” from top.

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

Photography is to be used to visually communicate Brooklyn College’s mission as an academic institution and community.

Photography is a subjective medium, but there are very specific requirements to meet the needs of marketing and communications. Key to this is clear communication between the party requesting photography and the photographers before the photo shoot. Most photography occurs in a dynamic situation that creates challenges and opportunities, thus not entirely predictable. In all of the following photographic categories there must be a variety of horizontal and vertical orientations, with a high-resolution image (300dpi at printing size) usable in print or digital.

Photographs taken with phones will not have a resolution high enough for print material. They should be reserved only for digital and social media.

**EVENTS**

**Speaking Events** – Photograph speaker(s) from a straight-on or ¾ angle. Multiple images should be taken of each speaker to ensure a variety of expressions and representation of the audience. The photographer should be careful not to distract the speaker or panel, or block the audience’s view. Photographing close is advised but not over an extended period of the speaking. If a second photographer is present, coordinate with him or her before the event to avoid conflict or overlap during the shoot.

**Social Events** – Photograph groups at table or standing candidly. Smaller groups can be spontaneously gathered at the direction of the photographer.

**Group Photographs** – When photographing a group, ensure that everyone is visible and looking at the camera. If possible, request that a point person be available who can help gather together the people who should be in the photograph.

**PORTRAITS**

Individual portrait shots should include a variety of facial expressions and poses to capture a variety of moods ranging from informal and relaxed to more formal and serious. When possible, photograph portraits in the location of the individual’s work environment (e.g., a musician on a stage, a chemist in a laboratory, a writer in a library).

**CAMPUS IMAGES**

Images of the college community should show our diverse student body and the beauty of the campus. Seek to show people engaged with one another and not walking away from the camera. Be careful to frame the shot to avoid background distractions such as trash cans and construction sites. Include a range of candid and posed images in as many campus settings as possible.

**permissions**

Written permission must be obtained from all students before they are photographed. Official college forms are available in the Office of Communications and Marketing. Once releases are signed, return them to our office for the college’s records.

It is not permissible to take photographs of anyone under 18 years of age without the written consent of their parent or guardian. This also includes children who may appear in the background.
Guide to Digital Media

As in printed publications, a consistent style in digital media is important for reaching and retaining your audiences. Below are the college’s standards that should be applied to websites, e-mails, blogs, and other digital channels.

**DOCUMENTS**

Never post a Microsoft Word, Excel, or PowerPoint document to your website. These documents are alterable, which can enable users to unknowingly (and knowingly) change the information.

Depending on the content of the document, you should choose one of these options:

- If the document contains straight text, do not post it at all. Instead, extract the text from the document and create HTML pages for the text (or add the text to appropriate existing webpages).
- If the document contains complex layouts or graphics, or is exceptionally long, convert it to a PDF and post the PDF.
- If the document is a form, do not post it at all. Rather, contact the Office of Communications and Marketing to help you create an online form.

**E-MAIL ADDRESSES**

Never write out an e-mail address in running text. Instead, rewrite the sentence and include the e-mail address as a hyperlink.

- **Wrong:** For more information, e-mail Jim Nast at jimnast@brooklyn.cuny.edu.
- **Right:** For more information, e-mail Jim Nast.

It is acceptable, however, to write out the e-mail address in a directory or contact information:

- Jim Nast
  2112 Boylan Hall
  P: 718.951.0101
  E: jimnast@brooklyn.cuny.edu
E-MAIL SIGNATURES
The college has adopted the style shown at right for e-mail signatures for all faculty and staff members.

Please adhere to this style and do not alter any of the elements, other than your personal information, in any way. Below are some helpful tips that will assist you when creating your e-mail signature.

- Don’t change the font style, size, or color. Your signature should follow these standards:
  - Your name: Calibri (Body) 12 pt., black, bold
  - Hex color code: #000000;
  - RGB: r0 g0 b0
  - Your information: Calibri (Body) 10 pt., black
  - Hex color code: #000000;
  - RGB: r0 g0 b0

Your social media links:
- Calibri (Body) 10.5 pt.,
- Hex color code: #7f0000;
- RGB: r7 g0 b0

Pipes (vertical bars between links):
- Hex color code: 7f7f7f
- RGB: r127 g127 b127

- Don’t switch the order of your information.
- Don’t include any additional text, such as a tagline or an inspirational quote.
- Don’t add any images or emojis—they add unnecessary file size and appear as attachments.
- Don’t use any social media icons—only hyperlinked text to the college’s official social media channels* is acceptable:
  - Brooklyn College website: brooklyn.cuny.edu
  - Brooklyn College Facebook: facebook.com/brooklyncollege/
  - Brooklyn College Twitter: twitter.com/BklynCollege411
  - Brooklyn College Instagram: instagram.com/brooklyncollege411

To create the e-mail signature in Outlook, refer to the Microsoft Instructions.

To create hyperlinked text for social media:
1. Highlight the text you wish to hyperlink.
2. Right click and select “Hyperlink...” from the pop-up window.
3. In the appropriate field, enter the website the highlighted text will link to.
4. Click OK.

* If your department or office has its own social media pages, you may substitute those pages for the official college pages.

Your Full Name
Your Full Title
Full Name of Your Office or Department
Full Address of Your Room
Brooklyn College
The City University of New York
Brooklyn, NY 11210
718.951.5000 xYour Extension

E-MAIL SIGNATURES
Website | Facebook | Twitter | Instagram

Erica von Dussenhammer
Assistant to the Chair
Department of Botany
2112 Boylan Hall
Brooklyn College
The City University of New York
Brooklyn, NY 11210
718.951.5000 x1234

Website | Facebook | Twitter | Instagram
Guide to Digital Media

FACULTY PROFILES
The college’s faculty profile pages adhere to a defined style outside the scope of these guidelines. Refer to the BC WebCentral Portal for details.

FONTS
Templates have been created for the entire spectrum of Brooklyn College’s digital media, including webpages and e-mails. It is important not to alter the preassigned fonts in any way (e.g., style, size, or color). E-mail fonts are Arial (sans-serif) and Georgia (serif).

HEADINGS
When working in the OpenText content management system for your webpages, do not alter the font style, size, color, or alignment. Rather, select the heading level from the dropdown menu in the Smart Edit mode; it will automatically, and consistently, format these items.

HYPERLINKS
It is preferable not to use the phrases “click here” and “visit” when referring readers to another website. Instead, rewrite the sentence.

- **Wrong:** For more information about financial aid, click here.
- **Right:** More information may be found at the Office of Financial Aid.

IMAGES
When uploading images, aim for file sizes under 1MB. Smaller file sizes load faster on websites, enhancing the user experience. Further, some e-mail servers will not process any messages if the size of the attachment is too large.

TONE
The tone of your campus communications, whether it’s your webpages or social media platforms, is critical if you are to engage your intended audience. Visitors should be able to instantly recognize your digital messages as a Brooklyn College outlet and should be attracted to what you have to say. One of the strongest ways to achieve this is with a consistent tone of voice.

In general, the tone of Brooklyn College digital communications should be smart but not pretentious, informative but not excessively complicated, and personable but not overly familiar. Information should be presented clearly and succinctly, preferably in shorter sentences and paragraphs and without the use of non-institutional language.

By their very nature, the college’s social media channels, such as Twitter and Facebook, are less formal than its webpages and e-mail communications, and thus have a greater leeway and flexibility in tone. So, while posts can be casual and friendly, they should never be vague, perplexing, or offensive; should be relevant to the Brooklyn College community; and should serve to strengthen the college’s mission. The tone of each account should remain consistent.

UNDERSCORES
If you want to emphasize a word or phrase in running text in your digital media, use italics, not underscores. Text that is underscored represents a hyperlink; visitors to your site will expect underscored text to link them to something else and will get frustrated when it does not.

URLS
Never write out a URL when referring to a website—an extremely long URL is aesthetically unappealing, and on smaller mobile devices is visually awkward and cumbersome. Instead, rewrite the sentence and include the referred website as a hyperlink.

- **Wrong:** For more information, visit the website of the Office of Financial Aid at brooklyn.cuny.edu/web/about/offices/financial.php.
- **Right:** More information may be found at the Office of Financial Aid.

For marketing materials, do not refer to a website outside of the Brooklyn College domain, and do not use TinyURL or Bitly to shorten a Brooklyn College URL. If you require a more appealing and/or shorter URL, contact Web Services in the Office of Communications and Marketing via our Web Services Request Form.
WEB COLORS
The Brooklyn College primary Web colors are:

• Logo gray—Hex: #6d6760
• Background gray—Hex: #d9d9d9
• Maroon—Hex: #7b2240
• Yellow—Hex: #fad129

For any other questions regarding your website, contact Web Services in the Office of Communications and Marketing via our Web Services Request Form.
Webpage Size Guidelines

All images on the Brooklyn College website must be sized correctly. Following are the sizes for the more commonly utilized image elements. For any images not included here, contact the Office of Communications and Marketing for the proper dimensions.

- **Homepage banner**
  1008 x 435 pixels

- **Homepage featured news item**
  220 x 164 pixels

- **Thematic page banner** (on any page)
  738 x 330 pixels

- **Photo in column within content area**
  333 x any appropriate height

- **Side navigation panel callout**
  198 x 122 pixels

- **Photo gallery photo**
  1920 x 1080 pixels maximum; specific proportions do not matter

- **Photo gallery photo thumbnail**
  approximately 90 x 60 pixels
OVERVIEW
Social media, by its very definition, is about two-way communication and engagement on digital platforms. It's a dynamic, powerful tool for sharing the voice, building the brand, connecting with an audience, and establishing a positive perception of Brooklyn College.

Social media alone cannot do these things, but it can be used as part of an integrated marketing and communication strategy. When engaged properly and with the correct intention, social media is a rewarding method of building positive perception for the college and your program, office, or division.

HOW BROOKLYN COLLEGE USES SOCIAL MEDIA
• To engage
• To communicate
• To maintain

There are a number of main accounts that are run out of the Office of Communications and Marketing. They represent the college and should be viewed as the official word.

- Facebook (@brooklyncollege)
- Twitter (@BklynCollege411)
- Instagram (@BklynCollege411)
- LinkedIn (Brooklyn College)
- YouTube (@brooklyncollegeCUNY)

Accounts exist as placeholders on other social platforms, including Snapchat, Pinterest, and Periscope. However, they are currently not in use.

There are several other official accounts that are maintained by college offices, departments, programs, and schools.

BEST PRACTICES
Permanency
It's important to note that anything you post online can be shared worldwide and is permanent, even if you delete it. Think carefully before posting and replying to comments.

Tone/Voice
Social media, by definition, is about connecting. While maintaining a level of professionalism, use inclusive language, and keep an approachable—at times conversational—tone. Your specific audience will influence the “voice” you use.

Sharing
Sharing of information about Brooklyn College is a primary goal of our social media accounts; sharing interesting news and tools from relevant sources is also of value. Knowing your audience will determine what is relevant and help guide the content you share from external sources.

Engagement
Encourage interaction and use open-ended questions to solicit comments. Provide quick replies to comments and questions. Comment on the posts of organizations and groups that you follow. Do not engage in arguments, and handle criticism via direct message whenever possible.
Social Media Guidelines

If comments on your page are offensive or inappropriate, you have the right to remove them. Be careful of appearing to endorse brands or organizations.

Participation
Check your social media accounts several times a day and post new, interesting content regularly—but don’t bombard your readers. Scan comments for feedback that needs to be addressed. This also gives you a chance to “listen” to conversations and understand your audience. Don’t let your page become outdated or irrelevant.

Transparency
Any considerable number of either negative or simply inquisitive comments should be taken seriously, particularly if the comments are regarding one specific issue. Avoid arguments or becoming defensive. If you experience a situation that becomes difficult, contact the Office of Communications and Marketing for assistance.

General Style
Make sure your spelling and grammar are correct. Double-check before publishing each post.

Posts should not contain defamatory, obscene, proprietary, or libelous content, nor any questionable language.

Pay attention to new followers, especially if they are press or media. Before replying to a question, check the follower’s profile.

Do not use the same exact post across all of your channels, or post to one place and automatically share it on your other networks. Tailor the language and format for the specific channel.

EDITORIAL STYLE
Announcements
Use correct and appropriate punctuation. If announcing an exciting event, award, etc., one exclamation point is sufficient. For an emergency announcement (such as a cancelation or closing), use calm, simple language.

EXAMPLES
• Have a wonderful, relaxing Labor Day weekend! We’ll see you back on campus this Tuesday. Stay safe and watch for updates on Tropical Storm Hermine: http://www1.nyc.gov/site/em/index.page.
• Join us TODAY at Whitman Hall 12:30–2 pm for the 2016 New Student Convocation, a welcome of students to the #BCfamily.

You’ll receive a formal greeting from our new president, Michelle J. Anderson, meet your academic deans, and mingle with your fellow scholars. There will be light refreshments (and a few other surprises!).

See you there, #BCfamily.

RSVP: bit.ly/2bOtMCw

Avatars/Profile Images
All approved and affiliated social media accounts must have a consistent, branded avatar provided by the Office of Communications and Marketing.
Social Media Guidelines

Bios
All bios or content for About Me sections should be written in conjunction with the Office of Communications and Marketing.

Comments, Complaints, Questions, and Issues
Try to respond to the public on social media within 24 hours of receiving a question.

There are a number of ways to deal with complaints or answer questions. If a question is asked publicly, it is always best to address it as soon as possible and reply publicly.

You can also reply to a conversation between people mentioning or discussing Brooklyn College. Ensure the comment is offered in a friendly, non-intrusive, and non-aggressive manner. If you need guidance, contact the Office of Communications and Marketing.

If the comment is regarding a sensitive issue, it is best to first evaluate who is asking the question, what is prompting it, and why it’s an issue:

• Acknowledge the comment publicly, in general terms.
• Send a private or direct message with a request for contact details.
• E-mail or telephone the individual with a formal response.

Please contact the Office of Communications and Marketing if this situation arises.

Credits and Copyright
Images should be Brooklyn College’s property (including staff photographs, commissioned work, or from the Brooklyn College Library Archive and Special Collections), from the approved photo library, or in the public domain. In other cases, you must receive permission from the copyright holder before posting.

Images from books, including covers, must be captioned or credited with the full book title and the author’s name.

Design and Branding
You will work in conjunction with the Office of Communications and Marketing to maintain the integrity of the college’s brand and offer a coherent and consistent image.

Hashtags
Hashtags are a vital element of branding on social media. Event- or campaign-specific hashtags may be provided by the Office of Communications and Marketing for use throughout a designated period. Otherwise, keep consistent with your hashtag collection and ensure your hashtags are easy to read and have not been used in other content. Use them sparingly!

Images
Update the visuals on your social media account at least once per semester. Images, including cover photos and profiles/avatars, may tie to a college-wide campaign, special event, or season. Also, consider that your images say as much as your copy, so select visuals that positively showcase your office or program.

Links
Use a URL shortener, such as bit.ly, when linking to both internal and external content. Avoid long URLs wherever possible.

Tone and Voice
Keep a consistent tone and voice in your social media stream, and make it relevant to the audience and platform you are using.
Presented here are the three official logos for the Brooklyn College athletics program that may be used in print and digital communications, for promotional materials, on schedules, etc.

The top logo—with the text and head of the bulldog (“Buster”)—is the preferred version.

Designers should never attempt to redraw the athletics logo or any part of the Buster character.

Do not reproduce the athletics 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 website. 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.

The logo—with the full body of Buster—is to be used for promotional purposes only and not for athletics.