macaulay
IDENTITY GUIDELINES

OUR MISSION
Our mission is to offer exceptional students transformative opportunities to develop their potential beyond what they ever imagined.

OUR VISION
Our vision is to inspire and prepare students to solve the challenges facing New York City, our nation, and the global community.

Please contact julie.verone@mhc.cuny.edu with any questions.
our name
AND HOW TO USE IT

WILLIAM E. MACAULAY HONORS COLLEGE AT THE CITY UNIVERSITY OF NEW YORK
This is the formal, official name of the College. It is used in formal situations such as all legal and financial documents as well as student diplomas. It is not used in marketing communications materials, advancement communication materials or enrollment materials.

MACAULAY HONORS COLLEGE
This is the most common and frequent use of the name. It is used extensively in all communication material including the website.

MACAULAY
This usage is also used extensively in all communications materials.

MACAULAY HONORS COLLEGE AT CUNY
This is how the name appears in the logo. It is not used this way in any other application.

MACAULAY. THE HONORS COLLEGE AT THE CITY UNIVERSITY OF NEW YORK.
Not really a name per se, this is used as an identifier on the covers of several current publications. The sentence "Macaulay is the honors college at The City University of New York" is used as the opening identifier in copy in our publications.
house style

A FEW IMPORTANT GUIDELINES

IDENTIFYING STUDENTS
When identifying students in a layout we include their name, their date of graduation and their campus. There are two styles we use to do this. Style 1 works well as a caption to a photo. Style 2 works well in a list. Note that when using Style 2, you drop the word “College.”

STYLE 1
Zujaja Tauqeer ’11, Brooklyn College

STYLE 2
Zujaja Tauqeer ’11, (Brooklyn)

When discussing a student in copy, in the first instance use their full name and class: Zujaja Tauqeer ’11. In the second instance, use just their last name: Tauqeer was Macaulay’s second Rhodes Scholar.

NO PERIODS IN ABBREVIATIONS
For degrees it is BA, MA, and PhD. Other abbreviations include US, NYC, MTA etc.

OXFORD COMMA
In a set of three or more items, always include a comma before the word “and”. For example, April, May, and June.

CAPITALIZE THE “THE”
Always capitalize the word “the” in The City University of New York. It is a part of the name.

STYLE 1
In quote attributions or captions use a comma after the name and year of the student and before the name of the college

STYLE 2
In a list put the name of the college in parentheses after the name and year of the student

THE PHOTOS IN OUR VIEWBOOK ARE EITHER OF OR BY MACAULAY STUDENTS, ALUMNI, AND STAFF. CREDITS ARE GIVEN IN CLOCKWISE ORDER.

it can happen
Siwen Luo ’11 (Baruch)
Julia Gorbach ’13 (Hunter)
Spring Picnic / Arpi Pap
James Manzello ’08 (Hunter)
Alisa Umanskaya ’09 (Hunter)
Macaulay Building / Harry DiOrio
Ayesha Lewis ’10 (Lehman) and Jocelyne Jeannot ’11 (Lehman)

Macaulay Atrium / Lindsey Freer
Student with new laptop / Solita Alexander

Three students on a sofa / Dan Z. Johnson
Students discussing project / Dan Z. Johnson

The most compelling aspect of Macaulay is that it allows each student to create his or her own unique college experience.

Maisha Lopa ’15, Hunter College
our logo

PRIMARY TREATMENTS

There are three acceptable primary treatments for the Macaulay logo. All three are shown to the right.

A. THE MACAULAY SIGNATURE IN RED
   This is the recommended top choice to use for the logo whenever possible. It offers the greatest prominence and flexibility and stands out on any background. This is the preferred treatment of the Macaulay logo.

B. THE MACAULAY SIGNATURE IN GRAY
   To be used in projects where the red logo does not compliment the overall design.

C. THE MACAULAY SIGNATURE IN BLACK
   This is intended for those occasional uses when a job is printed in black only or is copied or faxed.

D. THE MACAULAY SIGNATURE IN WHITE
   This is intended to be used on works with a solid color or image background. Take care to make sure there is sufficient contrast between the background and the logo.
There are four secondary treatments for the Macaulay logo that are also acceptable to use. Use these in instances when the logo needs the addition of the box to stand out on the design.

**THE FOUR SECONDARY ACCEPTABLE LOGO TREATMENTS ARE:**

1. The Macaulay signature in white in a red box
2. The Macaulay signature in white in a gray box
3. The Macaulay signature in white in a black box
4. The Macaulay signature in transparent on a white box.

Examples of all four are shown to the right. Option 4, the Macaulay signature in white, is shown with 95% transparency, which is acceptable. It should not be made any more transparent than that.

Approved versions of all four of these logo treatments in suitable file formats and resolution are available from the Macaulay marketing department. Please do not recreate them, modify them or create special alternate treatments.
To the immediate right are all the approved treatments for the Macaulay logo. Approved versions of these logo treatments in suitable file formats and resolution are available from the Macaulay marketing department. Please do not recreate them, modify them or create special alternate treatments.

To the center and far right a few of the most common logo mistakes are shown to give some guidelines on what to avoid.

**Acceptable Treatments**

- Do not modify text color
- Do not change typeface
- Do not create novel, festive logos
- Do not reproduce without sufficient background contrast
- Do not reproduce as a background supergraphic
clear space and minimum size

CLEAR SPACE
It is important to leave adequate “clear space” around the Macaulay logo to assure prominence and avoid competition with text and other graphic elements. At an absolute minimum the clear space should be the height of the letter “M” in Macaulay and “H” in Honors in whatever size you are using the logo as shown to the right.

MINIMUM SIZE
The absolute minimum size the Macaulay logo should ever appear is 1” wide x .32” high. However, judgment should be used regarding the size of the logo in proportion to the page size of your document. For example, don’t use the 1” logo on a large poster.
On all “out-facing” communications, it is important to include the CUNY cube somewhere on the piece. It should be carefully balanced with the Macaulay logo and never “overshadow” it.

When the CUNY cube and the Macaulay logo are used together on the same page, the cube should be the same height as the Macaulay logo. They should be separated either vertically or horizontally by a distance of at least one cube as shown to the right. If they are further apart, the distance should be in increments of the size of the CUNY cube.
Macaulay uses two main font families, one serif and one sans serif. Our serif font is Scotch Roman. Our sans serif font is Lato.

SCOTCH ROMAN
In the Scotch Roman family we primarily use Scotch Roman Display and Scotch Roman Small Caps. Scotch Roman Display is used for headlines, quotes and special opening copy. Scotch Roman Small Caps is used in a variety of ways. These include attributions of quotes, titles of lists, labels for infographics, and titles and subheads to call attention to particular areas of copy.

LATO
In the Lato family, we use Lato Regular, Bold, Light, and Semibold. Lato Light or Regular is used for all body copy (depending on needs of the project).

Lato Semibold or Bold is used for body copy introduction paragraphs and for chart and graph labeling in some instances. Lato Light and Semibold should be used together. Lato Regular and Bold should be used together.
An example of a typical spread from the Macaulay Decennial Report is shown to the right. It gives an overview of how the fonts work together to create the Macaulay look. More specifics on typography are discussed on the following three pages along with additional examples.

**EXAMPLE OF HOW WE USE TYPOGRAPHY ON A SPREAD AND TYPICAL SIZES USED**

**BIG & SECONDARY HEADLINE AS A UNIT**

*keep the size proportion of the big and secondary headline (2:1)*

**BIG HEADLINE**
Scotch Roman Display 41pt
all lower case, tracking 10

**SECONDARY HEADLINE**
Lato Light 20.5pt
All Caps
Tracking 200
leading 31pt

**INTRODUCTION**
Myriad Pro Semibold 9pt
leading 12 pt
usually 2 columns wide

**OUR STUDENTS**

*THE HEART OF EVERYTHING*

Our students come from New York, across the country and around the world. Most of them attended they top public high schools, some of the best in the state and some of the best in the country. Some of our students have lived in New York all their lives, some are the sons or daughters of immigrants, or are longtime New Yorkers.

Our students' backgrounds are incredibly varied, and all require different forms of support as they get ready for college. They are resilient, driven, passionate, and determined. They will be our champions and our advocates, and they are wonderful examples of what Macaulay is all about.

Some of the most popular majors include psychology, biology, chemistry, mathematics, finance, business, political science, economics, anthropology, English, history, and more.

ACCESS AND EXCELLENCE

Macaulay is committed to providing access to an excellent college education for all students, especially those who might not have had the opportunity to attend college before. Our merit scholarships provide tuition, fees, and room and board, while our generous financial aid packages make college accessible to all.

Over 60% of our students are first-generation students or the children of immigrants who have found their way to the college bridge in their own lives.

**JOINING THE HUMANS OF MACAULAY**

It has definitely been a great way for me to share my vision.

**ERIC LAU, CLASS OF 2017**

Combination of Scotch and Lato Light

**QUOTE ATtribution**
Lato Light
All caps
200 tracking
typography

SCOTCH ROMAN DISPLAY

Scotch Roman Display is used for some headlines, quotes, and special opening copy.

HEADLINES

To create the Macaulay look, headlines are set in all lower case. The headlines are most often broken into two lines, in two different sizes. If this is done the ratio of the two sizes is 2:1. The two lines are typically staggered to give visual interest. The placement of the stagger depends on the nature and length of the headline copy. When breaking the headline, it’s important to consider the content as well as the length to create a logical break.

Headlines from page to page in a brochure should align at the baseline of the last line of the headline.

At the right are a few examples of headline treatment.

QUOTES

Quotes are set flush left, rag right. Their size and line length can vary to suit the layout. An example is shown to the right.

SPECIAL COPY

Special opening copy can be justified, flush left, flush right, or centered line for line. An example appears to the right.
The Lato family is used for the majority of elements in Macaulay publications.

**THE BODY COPY**
The body copy itself is set in Lato Light. It is set 8/14 on a three-column grid. There is no indent for the paragraphs. Note: when necessary due to background, Lato Regular with Bold should be used.

**THE INTRO**
In the Macaulay look there is typically a small intro to the body copy. This is usually the first paragraph or first few sentences of the body copy. It is set in Lato Semibold 8/14. It typically spans the first two columns of the body copy and is set flush left, rag right. Care should be taken to assure that the copy used here works as a stand-alone thought.

**THE SUBHEADS**
The subheads are set in Semibold. They are set with 100 tracking.

**OTHER USES FOR LATO**
Lato may also be used for labeling for charts and graphs. Myriad Pro Bold may also be used as titles for lists. Examples of these uses appear to the right.
OUR PALETTE OF COLORS

Our color palette is shown to the right. The red and gray are the main colors used in creating the Macaulay look. The other colors are secondary and serve in a variety of ways as accents to our main palette.

Avoid using too many colors together to avoid making the document look garish. One color plus gray and perhaps one additional accent color is preferred.

Please choose your colors from this palette. Do not introduce additional colors.

4 COLOR PROCESS COLORS
This column shows the 4-color process combination for each of the colors in the palette. This is also known as the CMYK combination. You will use this formula when creating for jobs that will be printed 4 color process, either offset or digital.

RGB COLORS
This last column shows the RGB (red/green/blue) color combinations for the palette. You would use this column when creating for jobs that will be viewed on screen.

Please contact julie.verone@mhc.cuny.edu for PMS colors.
Photography is a very important part of the Macaulay look. Most often the photos are collaged in some way, although there are instances where only a single photo is used. A lot of careful thought goes into creating a pleasing, harmonious, yet dynamic collage although the result is seemingly casual.

**THE TRANSPARENT OVERLAP**

A key part of the look is the transparent overlap of selected photos. The overlap can be created in InDesign in two ways as described to the right.

**BLEEDING OFF THE EDGE OF THE PAGE**

The photos bleed off the edge of the page on at least one side, but usually two or three.

**BACKGROUND COLOR**

Try to select a background color from our palette that complements the photos.

**BLEEDS OFF THE PAGE**

At least one side (usually two or three sides) of the collage bleeds off the page.

**VARIETY OF PHOTOS**

- Different sizes of photos, usually have a big dominant one as focus
- Different crops
- Different, diverse subject matter where applicable

**OVERLAPPING AND TRANSPARENT EFFECT**

Some photos (not all photos) in the collage should be overlapped and the overlapping area needs to have a transparent effect which, depending on the photos, can be achieved with one of the following effects in InDesign:

- Use multiply effect (can change opacity to less than 100% if necessary, here is using 100%)
- Use normal effect but with opacity less than 100% (usually around 30-70%, here is 70%)