

MACAULAY

HONORS COLLEGE

IDENTITY GUIDE

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.

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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 2

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

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

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

it can happen

Siwen Liao '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)

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

MAISHA LOPA '13, 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.

PRIMARY LOGO TREATMENT 1

MACAULAY
HONORS COLLEGE

A

MACAULAY
HONORS COLLEGE

B

MACAULAY
HONORS COLLEGE

C

MACAULAY
HONORS COLLEGE

D

our logo

SECONDARY TREATMENTS

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.

SECONDARY LOGOS



A



B



C



D

our logo

DO'S AND DON'TS

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

MACAULAY
HONORS COLLEGE

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HONORS COLLEGE

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HONORS COLLEGE

MACAULAY
HONORS COLLEGE

UNACCEPTABLE TREATMENTS

MACAULAY
HONORS COLLEGE

MACAULAY
HONORS COLLEGE

DO NOT MODIFY TEXT COLOR

MACAULAY
HONORS COLLEGE

DO NOT CHANGE TYPEFACE

MACAULAY
HONORS COLLEGE

DO NOT CREATE NOVEL,
FESTIVE LOGOS

MACAULAY
HONORS COLLEGE

DO NOT REPRODUCE
WITHOUT SUFFICIENT
BACKGROUND CONTRAST

MACAULAY
HONORS COLLEGE

DO NOT REPRODUCE AS A
BACKGROUND SUPERGRAPHIC

clear space

AND MINIMUM SIZE

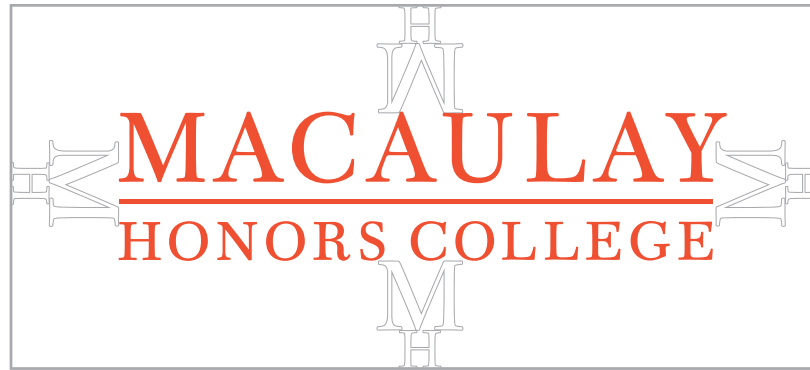
CLEAR SPACE

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.

CLEAR SPACE AROUND LOGO



MINIMUM SIZE

width 1"

MACAULAY
HONORS COLLEGE

cuny logo

AND OUR LOGO

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.

CUNY LOGO



LOCKED UP WITH THE MACAULAY LOGO



MINIMUM HORIZONTAL SPACE
AT LEAST ONE CUBE APART
FROM LOGO



MINIMUM VERTICAL SPACE
AT LEAST ONE CUBE APART
FROM LOGO

typography

SCOTCH ROMAN, LATO

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.

SCOTCH ROMAN DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

SCOTCH ROMAN TEXT SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

LATO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

LATO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

LATO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

typography

HOW IT WORKS 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.

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

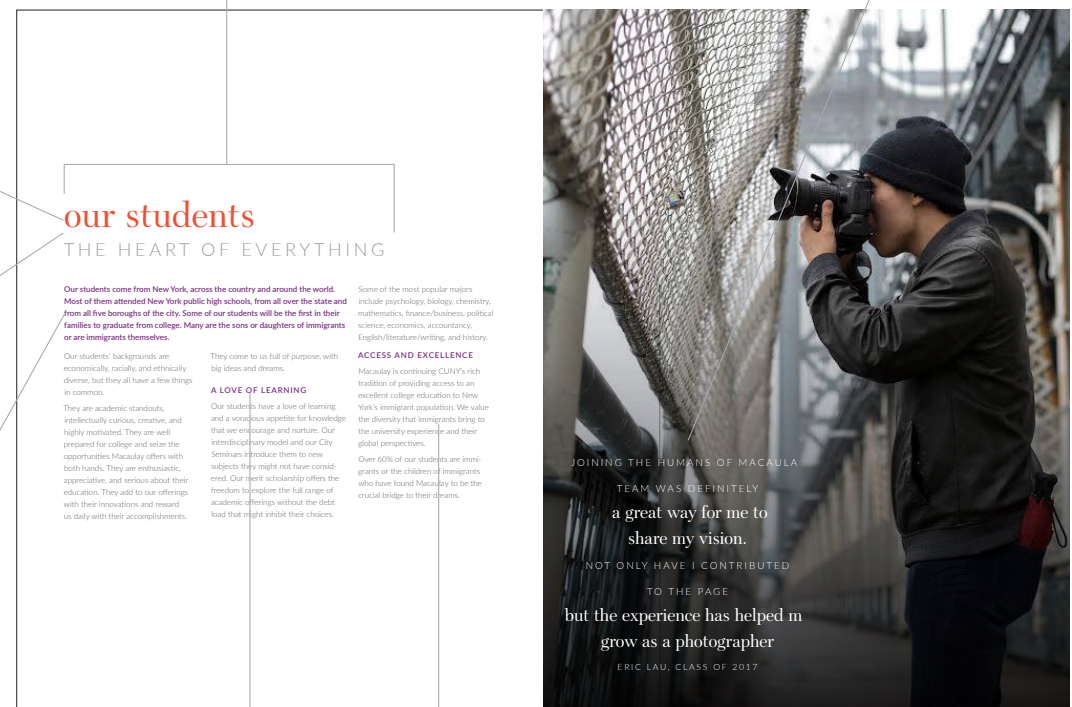
EXAMPLE OF HOW WE USE TYPOGRAPHY ON A SPREAD AND TYPICAL SIZES USED

BIG & SECONDARY HEADLINE AS A UNIT

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

QUOTE

Combination of Scotch
and Lato Light



SUBHEAD

Lato Semibold 8pt, leading 14 pt
space before 0.125"

BODY COPY

Lato Light 8pt
leading 14 pt
space before 0.0625"

QUOTE ATTRIBUTION

Lato Light
All caps
200 tracking

typography

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.

HEADLINE

First line: Scotch Roman Display 41pt

Second line: Scotch Roman Display 20.5pt
leading 31pt

QUOTE

Lato Light, 20pt, Tracking 200
leading 25pt



typography

LATO

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.

BODY COPY

Myriad Pro Regular 9pt
leading 12 pt
space before 0.125"

TITLE OF LIST

Lato Bold 9pt

LIST

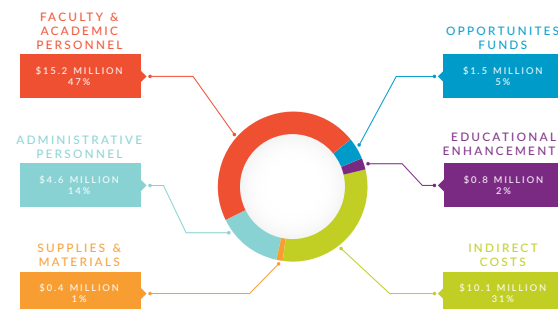
Lato Regular
9pt

INTRO

Myriad Pro Semibold 9pt
leading 12 pt
2 columns wide

SUBHEAD

Lato Semibold 9pt
All caps, tracking 100
leading 14 pt
space before 0.125"



colors

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.

4 color process

0C/84M/88Y/0K

64C/100M/12Y/0K

0C/45M/91Y/0K

22C/0M/100Y/8K

0C/6M/95Y/0K

44C/0M/18Y/0K

100C/0M/8Y/13K

100C/66M/0Y/2K

0C/90M/100Y/51K

0C/0M/0Y/77K

100K

RGB (screen)

240R/69G/46B

92R/28G/75B

249R/157G/49B

193R/205G/35B

255R/228G/18B

138R/210G/213B

0R/154G/199B

0R/93G/170B

131R/31G/3B

126R/128G/131B

0R/0G/0B

photography

HOW WE USE IT

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

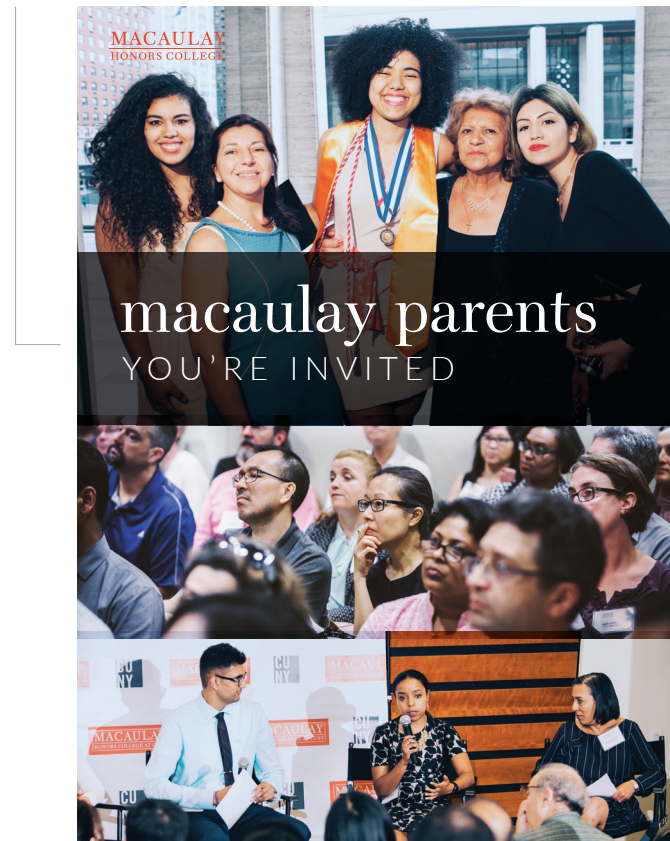
The photos bleed off the edge of the page on at least one side, but usually two or three.

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%)