

MEDGAR EVERS COLLEGE

STYLE **AND** BRAND  
**GUIDELINES**



# OFFICIAL GRAPHIC IDENTITY SYSTEM

One of the fundamental components of a strong brand is a cohesive graphic identity. In order to strengthen its public image, Medgar Evers College (MEC) of The City University of New York has developed a graphic identity system that projects a clear image for the College to the campus, community and other stakeholders.

## I. GRAPHIC IDENTITY SYSTEM

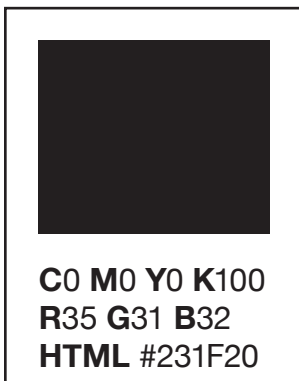
Medgar Evers College's graphic identity system consists of three official icons: the Seal, the Logo, and the Wordmark. In addition to the College's icons, the system also encompasses all relevant CUNY icons. Each icon was created to serve a distinct and specific purpose. This section outlines the proper usage of each icon.

## II. COLOR SYSTEM

Medgar Evers College's graphic identity system is also unified under a consistent color standard. This color standard applies to all icons of the identity system.

### PRIMARY COLORS

#### BLACK



#### GOLD



## III. PROPER AND CONSISTENT USAGE

The guidelines below outline the proper use for each component of MEC's graphic identity system.

Always use furnished electronic icons of the Medgar Evers College identify system. These can be found at [www.cuny.edu/id](http://www.cuny.edu/id) and by clicking on CUNY Colleges Graphics ID section to Medgar Evers College, CUNY or by calling or emailing the Office of Communications & Marketing at [communications@mec.cuny.edu](mailto:communications@mec.cuny.edu)

- Never reproduce the icon from a laser print, color print, or facsimile copy.
- Always resize the icon proportionally.
- When printing, use the vector versions of the logo files (those with the file extension .eps).
- When creating PowerPoint presentations, use raster version of the logos (those ending with the extension .jpeg, or .tiff).
- Do not attempt to alter or recreate any part of the icon in any way.
- Do not change the colors of the icons.
- Do not use the icon on a photo or graphic background where readability is lost.
- Do not rearrange or alter the configurations.

- Do not substitute other typefaces.
- Do not skew, stretch, condense, or rotate the icon.
- Do not add “effects” such as drop shadows, etc. element such as a bullet, text ending (dingbat), map icon, or decorative background.

## RESTRICTIONS

- Icons must not be incorporated in a design or used in association with the name of a business, logo, advertising services, entertainers, or a product in any way that could imply an endorsement without prior approval from MEC’s Assistant Vice President for Communications & Marketing
- Icons should not be incorporated with trademarks not owned by Medgar Evers College without written permission for such use from the trademark holder.
- Icons may not be associated with alcoholic beverages, tobacco and smoking products sexually-oriented goods, lotteries, or items considered by the university to be in poor taste, or that in any way may libel or slander another entity.
- Icons are not to be used in any manner that will discriminate on the basis of age, color, disability, marital status, national or ethnic origin, religion, sexual orientation, political affiliation or any other basis prohibited by Federal or State law.

## V. OFFICIAL MEDGAR EVERS COLLEGE SEAL

### ELEMENTS OF THE SEAL

The unshackled hands represent freedom. The scales represent justice. The lamp and open book represent knowledge. The seal is formed by the peace symbol to represent the universal cry for peace



Black



White



Gold

### SEAL TYPEFACE

The specially set type for Medgar Evers College should never be altered or replaced with another typeface.

### OFFICIAL USES

- Authenticating official University documents
- For use by the Office of the President
- For use on legal documents

## PROPER USAGE

The use of the Seal is restricted to authenticating official university documents, such as diplomas, transcripts, certification of board actions, corporate certification, trustee, and presidential publications, and other official documents. The Seal is also used by the Office of the President on Presidential stationery, and legal documents. Additionally, it is displayed as signage in select venues, as well as at major ceremonies such as Opening Convocation, Commencement, and other special events hosted by the President, and members of the Executive Cabinet. The Seal must appear in official colors when displayed.

Exceptions to the restrictive use of the Seal will be considered after written requests, accompanied by justification, are submitted to the Office of Communications & Marketing. Unauthorized use of the Seal is prohibited.

The Seal is a trademark of Medgar Evers College governed by local and federal law with protection against and remedies for trademark infringement. Use of the Seal is monitored and enforced by the Office of Communications & Marketing.

## VI. THE COLLEGE LOGO

The logo will be used as MEC's primary and official identifier. The letters "M" and "E", initials of the institution's namesake, slain civil rights leader Medgar Wiley Evers, speak to the historical significance of what the college means to the Central Brooklyn community.



### LOGOTYPE:

The specially set type for Medgar Evers College should never be altered or replaced with another typeface.

## OFFICIAL USES

- Signage, marketing, licensing, positioning, and promotional and capital campaign efforts
- For use by all offices, department, schools and colleges.

## PROPER USAGE

The official logo type for Medgar Evers College is to be used for the institution's print, online, broadcast, and environmental marketing and communications, and licensing.

**The black, gold and white logos** are to be used for all internal and external documents, including (but not limited to): letterhead, fax cover sheets, and memos. It is also to be used for all business cards, signage and the website.

If you have a question or concern about usage, please contact the Office of Communications & Marketing at email [communications@mec.cuny.edu](mailto:communications@mec.cuny.edu).

## VII. OFFICIAL WORDMARK



## VII. OFFICIAL WORDMARK

### LOGOTYPE

The specially set type for Medgar Evers College should never be altered or replaced with another typeface.

## OFFICIAL USES

- Institutional marketing signature
- Print, online, broadcast, and environmental marketing and communications and licensing.
- For use by all offices, department, schools and colleges.

## PROPER USAGE

If you have a question or concern about proper usage, please contact the Office of Communications & Marketing at email [communications@mec.cuny.edu](mailto:communications@mec.cuny.edu).

## VIII. DEPARTMENT LOGOS

Each department/area will receive logos for use on collateral materials derived from the official College logo. These logos should not be altered in any way.



Department of Nursing



Department of Accounting

## XI. SECONDARY LOGOS

The creation of secondary logos is strongly discouraged. Departments should obtain permission from the Office of the President and the Director of Communications & Marketing before beginning to develop any new secondary logo. Both the Office of the President and the Director of Communications & Marketing have final approval of the final design. Considerations include: a department/area's strong need for independent external branding; a need to accommodate the terms of a major donation; a College initiative operating on campus; or a need to meet grant requirements. Areas with approved secondary logos on file include:

- Athletics and Intramurals
- The Center for Black Literature
- The Center for Women's Development
- CUNYfirst
- The Male Development and Empowerment Center

## X. CUNY BRANDING GUIDELINES

CUNY branding guidelines are available to all at [www.cuny.edu/id](http://www.cuny.edu/id) It is important to note that all collateral developed for external use, including (but not limited to): mass mailings, publications, and brochures, must have not only the Medgar Evers College logo or word mark, but must possess the CUNY-produced logotype.

Further, it is important to note that any external solicitations for funding must possess the -produced logotype.

If you have a question or concerns about the whether or not you need to use the Medgar Evers College and CUNY produced logotype, please contact the Office of Communications & Marketing at email [communications@mec.cuny.edu](mailto:communications@mec.cuny.edu).



MEDGAR EVERS  
COLLEGE

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