

**CUNY SCHOOL OF PROFESSIONAL STUDIES
STYLE GUIDELINES**

CUNY SPS LOGO GUIDELINES

LOGOTYPE AND LOGOTYPE WITH TAGLINE LOCKUP

- **One line logo:** the logotype is one color and can be either the Pantone 2756C-blue or antone 716c-orange.
- **Two line version:** the CUNY cube is the same height as the two lines of text.
- **Four line version:** The CUNY cube is the height of “Professional Studies”.
- The CUNY CUBE sits to the right and approximately 1/3 of the CUNY Cube away from ‘School of Professional Studies’ text.
- Color: CUNY SPS blue text is Pantone 2756C. The CUNY Cube orange color is Pantone 716c.
- The tagline, “Education That Works As Hard As You Do[®]”, is separated by a thin line under the CUNY SPS logo.

CUNY School of Professional Studies 
CUNY School of Professional Studies 

CUNY School of
Professional Studies 

CUNY
School of
Professional
Studies 

CUNY School of
Professional Studies 

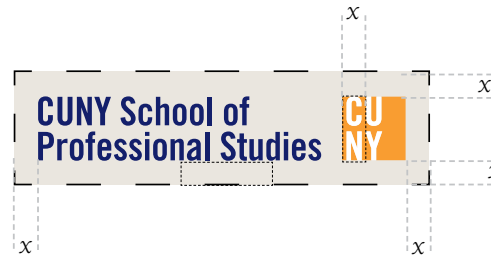
Education That Works As Hard As You Do[®]

CUNY
School of
Professional
Studies 

Education That Works As Hard As You Do[™]

LOGO SPECIFICATIONS

→ **CLEAR SPACE:** the logo clear space is the space given around the logo. The clear space is required for breathing room between our logo and the rest of the elements on the page, The clear space measures approx. a 1/3 of the CUNY Cube width (x) away from other elements. The clear space rules can be applied to the one line and four line logos as well.



→ **MINIMUM SIZE:** The suggested logo minimum for the two line CUNY SPS with cube and tagline is 1 7/8" wide Any smaller and the tagline becomes illegible.

The logo minimum for the two line CUNY SPS with cube and NO Tagline is 1 1/16"(7).



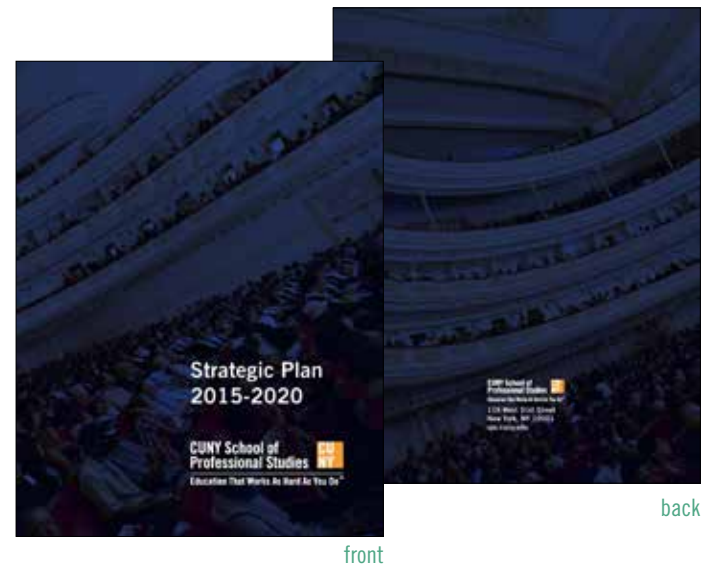
CUNY SPS PRINTED PROJECTS

USAGE EXAMPLES: PRINTED COMMUNICATIONS

→ Many times the layout and material type determines the logo location within the design. The most common location for the logo is at the bottom right of a vertical advertisement, or to the right of a horizontal format, such as a web banner. The logo should measure 1/4" or more from the edge of the page. However, with smaller ads, such as some web ads, the area may be proportionally less. In this case it should be no less than 1/3 of the CUNY cube width. Please see the logo's clear space measurements on the previous page.



Brochure: Annual Report



Brochure: Strategic Plan

USAGE EXAMPLES: PRINTED COMMUNICATIONS



2016-17 NEW Admission Brochure system:
Admission General Brochure with 4-fold Programmatic Insert

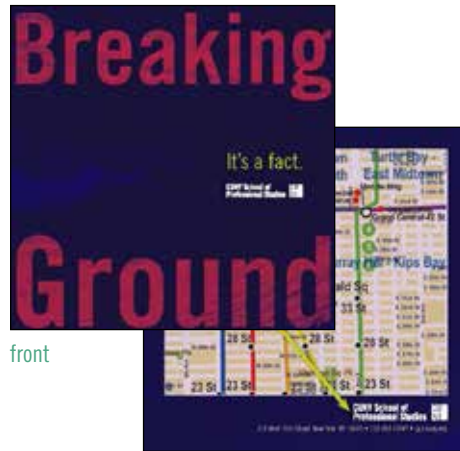
**USAGE EXAMPLES:
PRINTED COMMUNICATIONS, cont.**



front

back

Brochure: Advancement



front

back

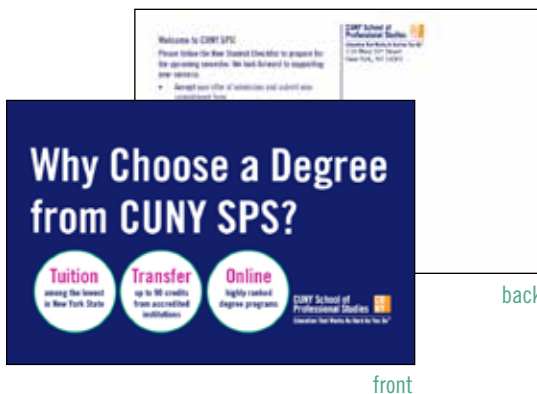
Brochure: Dean's mini-viewbook



front

back

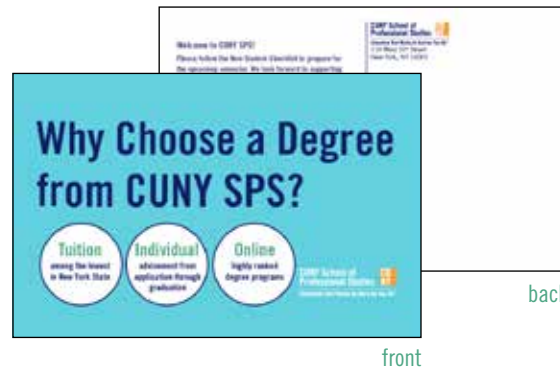
Brochure: Admissions Travel Piece



front

back

Postcard: Yield Campaign 2016



front

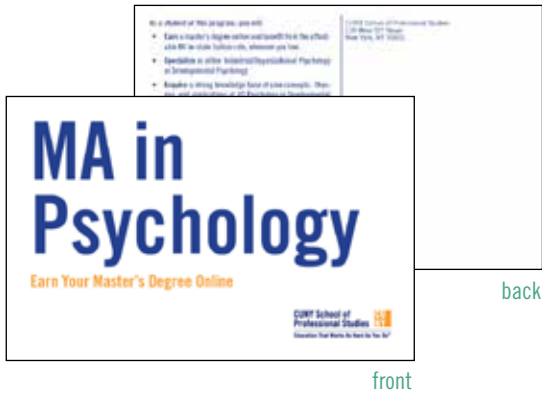
back



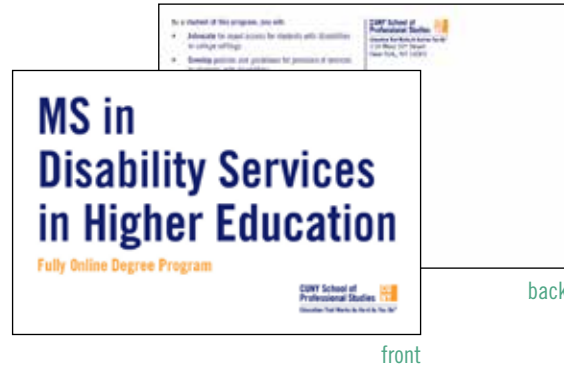
front

back

**USAGE EXAMPLES:
PRINTED COMMUNICATIONS, cont.**



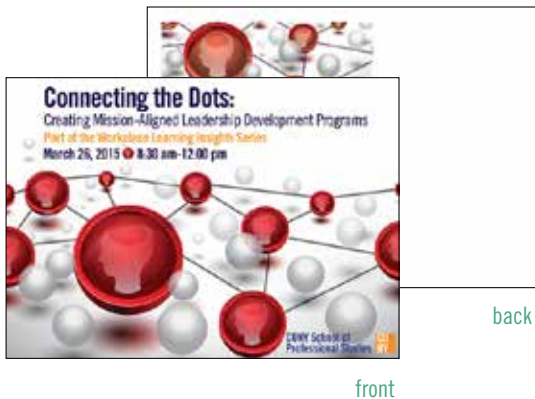
Postcard: Programmatic



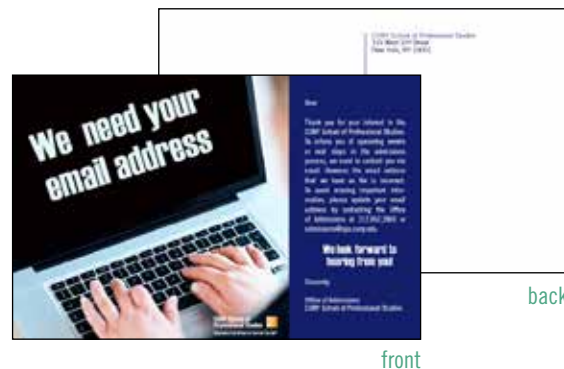
Postcard: Programmatic



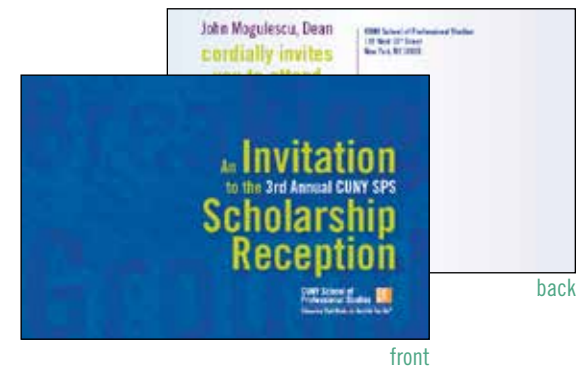
Postcard: Summer Campaign



Postcard: Campus Event



Postcard: Admissions Email request



Postcard: Annual Scholarship Reception

USAGE EXAMPLES: PRINTED COMMUNICATIONS, cont.



Flyer system: Programmatic



Flyer: Campus Event



Flyer: Campus Event



Flyer: Course specific



Flyer: Course specific



Flyer: Course specific

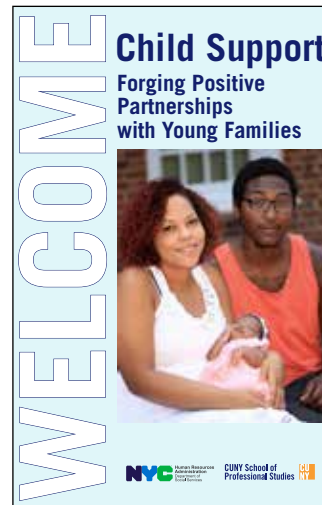
**USAGE EXAMPLES:
PRINTED COMMUNICATIONS, cont.**



Poster: Programmatic



Poster: Programmatic



Poster: Campus Event



Poster: Programmatic



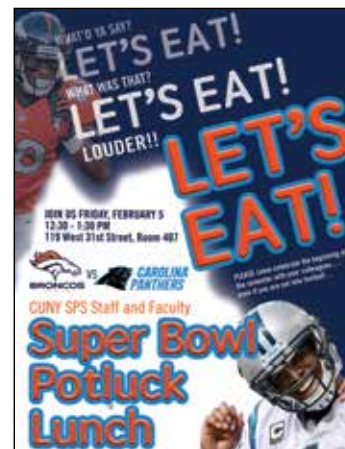
Front

back

Poster: Programmatic



Posters: Employee Events



**USAGE EXAMPLES:
PRINTED COMMUNICATIONS, cont.**



2016-17 New Brand Campaign:
Outdoor Street Banners



2016-17 New Brand Campaign:
MTA Bus Shelters



2016-17 New Brand Campaign:
PATH Platform advertisements




2016-17 New Brand Campaign:
Newspaper Advertisements

**USAGE EXAMPLES:
PRINTED COMMUNICATIONS, cont.**

Earn a Master's Degree in
Labor Studies

The labor movement needs people like you.
Become a leader.



Learn from Labor Scholars and Practitioners in courses such as:

- Perspectives on the Labor Movement
- Labor History
- Collective Bargaining
- Labor and Climate Change
- Labor and the Economy

Attend an Info Session
May 23; 6:00pm
sps.cuny.edu/labardegree
or call us at 212-827-6200

The Murphy | CUNY School of Professional Studies
Education That Works As Hard As You Do®
25 West 43rd Street, 19th Floor



**Patti Lieberman Scholarship
for Early Childhood Education**

The Patti Lieberman Scholarship for Early Childhood Education provides tuition support to students enrolled in one of two programs offered by CUNY SPS: the **Children's Program Administrator Credential (CPAC)** or the **Child Development Associate (CDA) Certificate**. This scholarship can only be applied to student tuition costs.

For more information and to apply for this scholarship, please visit:
sps.cuny.edu/admissions/cuny-sps-scholarships.

The application deadline is: February 28, 2017

CUNY School of Professional Studies | CUNY NY
Education That Works As Hard As You Do®

CUNY School of Professional Studies



Know where you're going...

This exciting program is FREE to all current and eligible CUNY SPS Students

CUNY LEADS
Linking Employment, Academics and Disability Services

CUNY LEADS
CUNY LEADS is a unique program designed to prepare CUNY students with disabilities to make realistic academic and career choices and develop the skills for successful career outcomes.

LEADS can provide:

- Application assistance for ACCESS-VR services
- Resources for career exploration
- Counseling regarding rights, accommodations, and disability disclosure for employment

LEADS may also assist with:

- Resume & cover letter review
- Interview preparation
- Job search assistance
- Self-advocacy skills

Bethany LaLonde, CUNY LEADS Advisor
Office of Student Services, 413-K
Telephone: (846) 686-8829
Email: bethany.lalonde@cuny.edu

MASTER of ARTS in APPLIED THEATRE

Using Theatre to Facilitate Educate Advocate



CUNY School of Professional Studies
Education That Works As Hard As You Do®

Your Degree is Only A Leap Away!
Take advantage of the Leap-To-Teacher Program

A joint project of the United Federation of Teachers, the NYC Department of Education, and the Murphy Institute



Through this program you can:

- Prepare for the NYC Teacher certification exam
- Earn a Bachelor's or Master's Degree in Education or another field of study at CUNY
- Tuition waivers available for up to 16 credits of undergraduate study for eligible UFT members and SOC employees

Leap-To-Teacher Program offers:

- Advancement from pre-qualification and admissions through graduation
- Assistance with financial aid & tuition payment advancement
- Tutoring and writing support services
- Free CUNY Assessment Test (CAT) and College Preparation

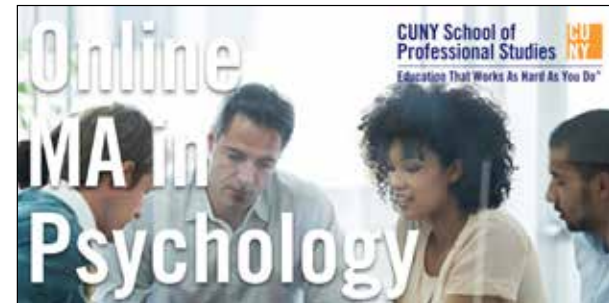
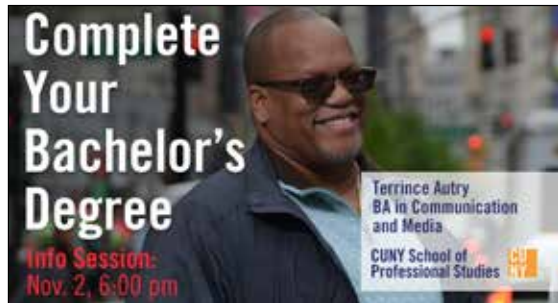
Contact: Keenya Browne - Keenya.Browne@cuny.edu

The Murphy | CUNY School of Professional Studies
Education That Works As Hard As You Do®

MISCELLANEOUS MATERIALS AS NEEDED

CUNY SPS DIGITAL PROJECTS

**USAGE EXAMPLES:
DIGITAL COMMUNICATIONS**



**Digital Advertisement:
General and Programmatic**



**Digital Advertisement:
Campus Event**

USAGE EXAMPLES: DIGITAL COMMUNICATIONS, cont.

Attend a Webinar **December 11 @ 1:00 pm EST**

Palliative Care: The Science and Art of Caring

CUNY School of Professional Studies 
Education That Works As Hard As You Do™

MA in Disability Studies

An Affordable, Accessible, Online Degree [LEARN MORE](#)

CUNY School of Professional Studies 
Education That Works As Hard As You Do™

Learn more about the

Certificate in Labor Studies

The Murphy Institute | CUNY School of Professional Studies 
Education That Works As Hard As You Do™

Online Certificate in Medical Coding



Online Info Session: **November 15 @ 8 pm EST**

CUNY School of Professional Studies 
Education That Works As Hard As You Do™

An Affordable, Accessible, Online Program

Learn more about the

BA in Urban and Community Studies

Open House: **October 29**

The Murphy Institute | CUNY School of Professional Studies 
Education That Works As Hard As You Do™

Learn More About the **Attend an Open House March 9 at 6pm.**

MA in Labor Studies

The Murphy Institute | CUNY School of Professional Studies 
Education That Works As Hard As You Do™

Digital Advertisement:
Programmatic Banners

**USAGE EXAMPLES:
DIGITAL COMMUNICATIONS, cont.**




Digital Advertisement: Announcements and Event

**USAGE EXAMPLES:
DIGITAL COMMUNICATIONS, cont.**

Learn more about the

MA in Labor Studies

Attend an Open House
April 26 at 6:00 pm.




The Murphy Institute | CUNY School of Professional Studies **CUNY**
Education That Works As Hard As You Do®

Learn more about the

MA in Urban Studies

Attend an Open House
May 16 at 6:00 pm.



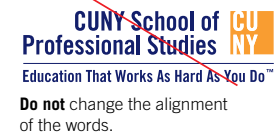
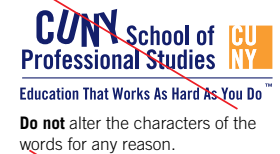
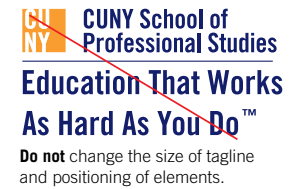
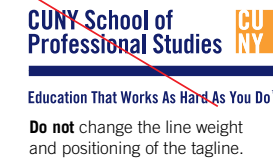
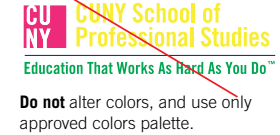
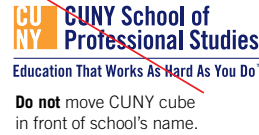
The Murphy Institute | CUNY School of Professional Studies **CUNY**
Education That Works As Hard As You Do®

Digital Advertisement: Online

**USAGE EXAMPLES:
DIGITAL COMMUNICATIONS, cont.**

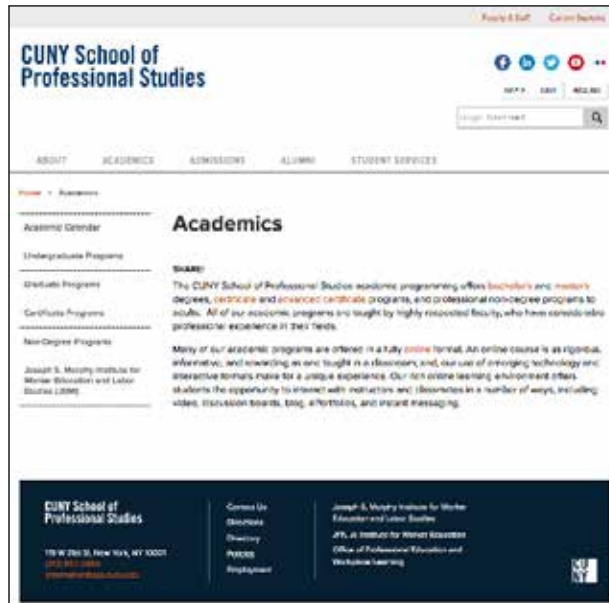
LOGO PLACEMENT: INCORRECT LOGO USAGE

→ Our new website separates the CUNY SPS Logotype from the CUNY cube. This is an option that has been used for header/footer situations such as websites, letterheads, and in the past, vertical ad formats.



EXCEPTIONS TO LOGOTYPE

On the website, letterhead, and business cards the CUNY Cube placement is in the lower right corner and our logotype placement is in the upper left corner.



CUNY School of Professional Studies

119 W. 31st Street, 10th Floor, New York, NY 10001
T: 212.652.CUNY ■ F: 646.664.8729
sps.cuny.edu



VISUAL IDENTITY

VISUAL IDENTITY: COLOR PALETTE

CUNY SPS' new color palette is enhanced with colors that express our school's goals: responsive, reliable, innovative and supportive to our student population.

CUNY
COLORS
we'll
continue
to use



716c
#ff6600

CUNY
CUBE/
CUNY
SPS
LOGO



390c
#cccc00

CUNY
SHARP

CUNY SPS 2015 NEW COLOR PALETTE

CUNY SPS NEW COLORS - PRIMARY - RESPONSIVE RELIABLE
RICH, GOUNDED IN HISTORY



7555c
#cccc00

7723c
#669999

2756c
#003366

209c
#663333

105c
#996633

CUNY
SPS
LOGO

CUNY SPS NEW COLORS - SECONDARY - INNOVATION
ACCENT, VIBRANT, ENERGY, CHARGED



172c
#ff3300

1788c
#ff3333

240c
#cc3399

3105c
#66cccc

3278c
#009966

108c
#ffcc00



116c
#ffcc00

CUNY SPS NEW COLORS - AUXILIARY - SUPPORTIVE
NEUTRALS, BALANCING,



623c
#99cc99

7527c
#cccccc

7494c
#999999

7401c
#ffcc99

4725c
#999966

VISUAL IDENTITY: TYPOGRAPHY

Trade Gothic is CUNY SPS' primary typeface. Avenir is used with our new brand campaign. Our website uses Proxima. Included are the font weights used regularly. Any one of the font weights from the Trade Gothic LT Std, and Avenir family can be used.

Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Trade Gothic Condensed No. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Trade Gothic LT Condensed No. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Trade Gothic LT Std Bold NO. 2

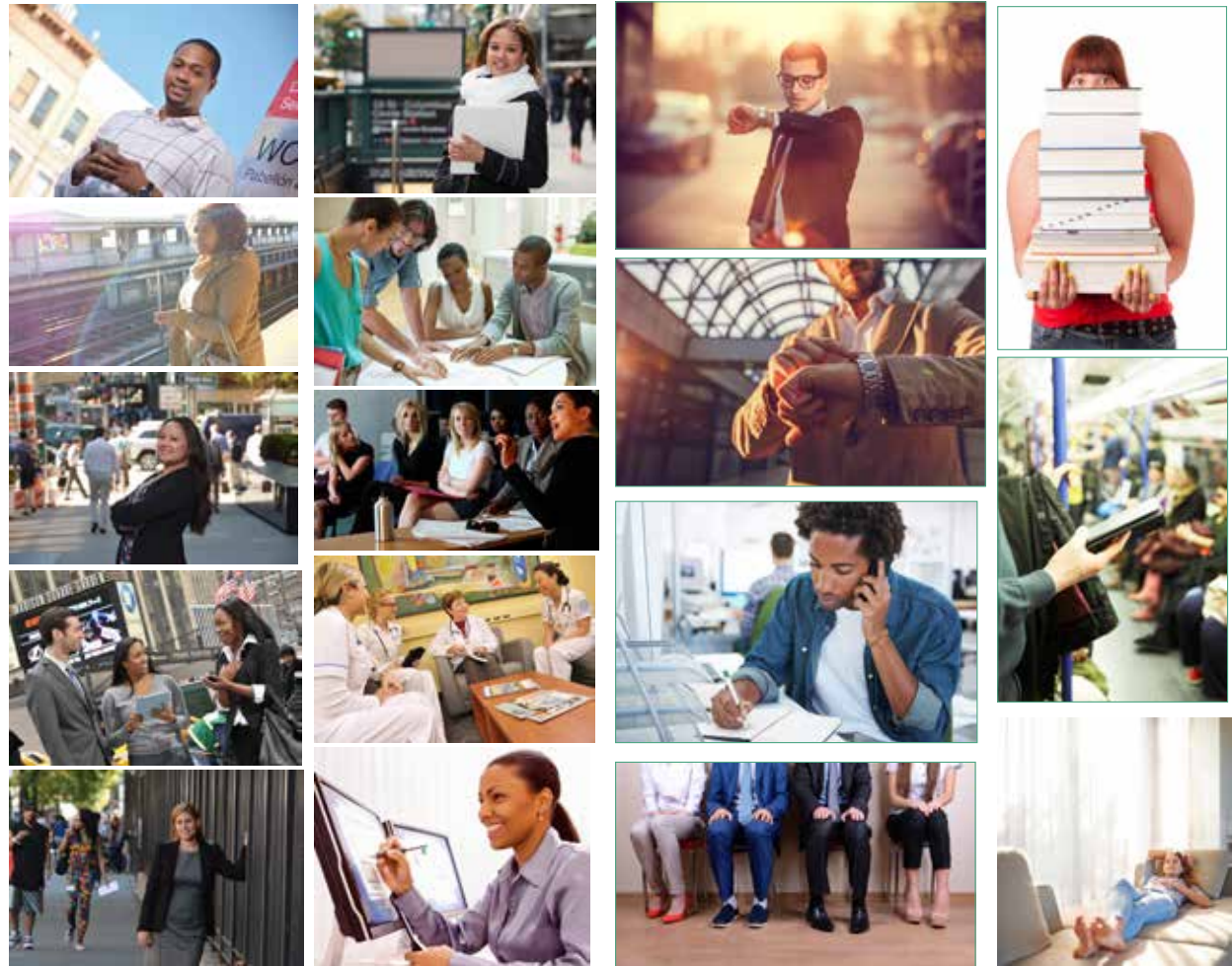
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Next Condensed Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

VISUAL IDENTITY: IMAGERY

...► Our imagery



VISUAL IDENTITY: ADVERTISEMENTS

ADVERTISEMENTS:

Beginning fall/winter 2015-16 CUNY SPS campaign introduced our new tagline and color palette, and highlighted our students with photos of our actual students at work, commuting or involved in their lives. 2016-17 brand campaign honed the CUNY SPS message by highlighting our key benefits: save time, no books, no conflicts, no commute, and no office hour hassles, while further implementing our new color palette, and taking advantage of large scale photos that complement the key benefit headers.



VISUAL IDENTITY: FLYERS

On all our program flyers the CUNY SPS logo one-line logo is placed on the front of the flyer in the upper left corner of the flyer. On the back of the flyer is placed in the upper right. On Murphy programs the CUNY SPS/Murphy logos are substituted for the CUNY SPS logo. On the front the CUNY SPS MURphy logo is placed in the upper left, on the back it is in the upper right, same as the CUNY SPS logo placement.

CUNY School of Professional Studies



MS in Business Management and Leadership

Fully Online Program


The MS in Business Management and Leadership program equips working professionals to become executives, managers, and business leaders across all areas of business. With an emphasis on mastering complex ethical practices in a global environment, the program teaches core studies and organizational analysis to help students solve today's most critical business challenges and prepare them for the future.

Career Prospects

Graduates of the MS in Business Management and Leadership program are prepared for advancement and leadership opportunities within a variety of fields, including environmental, manufacturing, healthcare, real estate, publishing, media, information services, human resources, public relations, marketing, software products, and retail.

spc.cuny.edu/businessmgmt • 212-632-6297 • info@msbml.cuny.edu

CUNY School of Professional Studies



Students In The Program Will:

- Use management information systems to enhance a corporation's advantage
- Apply systems-oriented skills to business decisions
- Examine how different business roles, ethics, and practices impact a leader's role
- Explore current issues in global business, such as sustainability, ethics, and corporate social responsibility

Curriculum

7 Core Courses (21 Credits)
3 Elective Courses (9 Credits)


Admissions Requirements

Applicants must possess a bachelor's degree from an accredited college, with a GPA of 3.0 or better on a 4.0 scale. It must be approved. Applicants are required to write a personal statement, submit a resume, and provide two letters of recommendation. Three references related to graduate study in business are preferred.

The MS in Business Management and Leadership was recently ranked #100 in the U.S. by *Forbes* Magazine's *Top 100 Business Schools* in Management Programs list.

spc.cuny.edu/businessmgmt • 212-632-6297 • info@msbml.cuny.edu

CUNY School of Professional Studies



BA in Sociology

Fully Online Program

The BA in Sociology program prepares students to succeed in careers related to social movement and an increasingly global and multicultural world. Students in the program learn to analyze challenges in organizations and settings caused by cultural diversity and social change. The program helps students develop the analytical, critical thinking, problem-solving, and communication skills that are in high demand in business, government, and the broader world.

Career Prospects

Graduates of the BA in Sociology program are prepared for careers in a variety of settings and fields, including social services, case management, and counseling. Additional careers, such as education, social services, organizational training, teaching, and support services, sales, marketing, and marketing research, government and private sector research, organizational analysis and community building, and social policy analysis and advocacy.

spc.cuny.edu/sociology • 212-632-6297 • info@msbml.cuny.edu

CUNY School of Professional Studies



Students In The Program Will:

- Compare and contrast cultural and social patterns of different levels of formal organization, and the impact on individual roles and interactions
- Write a clear and concise sociological analysis
- Explain the effect of integration and segregation, handling of cultural and economic institutions

Curriculum

11 Sociology Courses (33 Credits)
10 General Education Courses (30 Credits)

Sample Courses

- Urban Sociology
- Social Movements
- Comparative Methods
- Stratification
- Organizational Change and Leadership
- Social Culture and Diversity

Admissions Requirements

Applicants must possess at least 24 transferable credits from an accredited institution with a minimum GPA of 2.5 on a 4.0 scale. Applicants must demonstrate basic proficiency in reading, writing, and math.

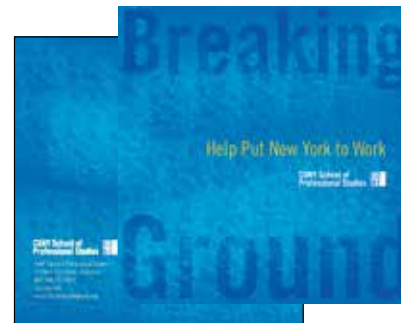
BEST COLLEGE

The CUNY School of Professional Studies is regularly accredited through the Middle States Commission on Higher Education.

spc.cuny.edu/sociology • 212-632-6297 • info@msbml.cuny.edu

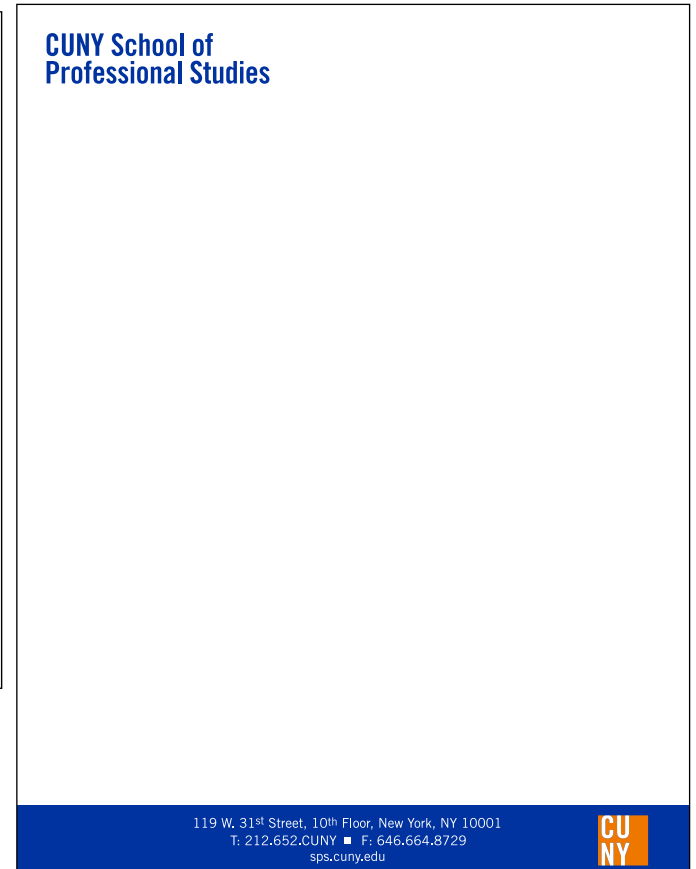
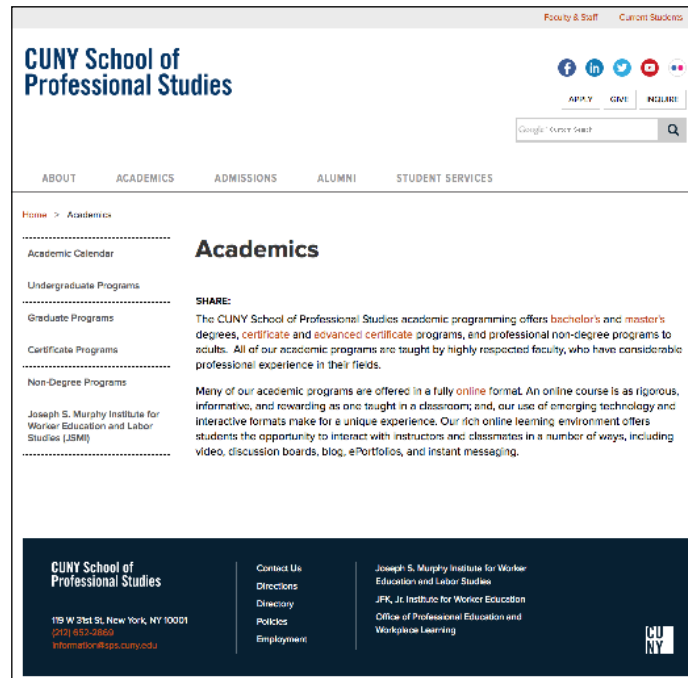
VISUAL IDENTITY: BROCHURES

The CUNY SPS two-line logo (with or without tagline) placement is in the lower right usually on the back cover. There are times when it's been used on the front cover, either as it's own title art, or in conjunction, and underneath the title of the piece.



LOGO PLACEMENT: WEBSITE/LETTERHEAD/STATIONARY

Separates the CUNY SPS Logotype in upper left from the CUNY cube in lower right is an option used in header/footer situations such as websites, letterheads, etc.



EDITORIAL CONVENTIONS

NAMING CONVENTIONS

SCHOOL

use “the CUNY School of Professional Studies”
use abbreviation “CUNY SPS” after full name established.

OFFICES/DEPARTMENTS

use “Office of _____” with the exception of Bursar and Registrar use “Office of the _____”

TITLES

use a comma between Title and Department ie “Assistant Dean, Student Affairs”

AWARDED TITLES

For titles of accomplishments use the abbreviation without periods, ie PhD, MSW

EMAIL SIGNATURES. SEE EXAMPLE BELOW:

Marissa Job
Manager of Marketing and Digital Communications
CUNY School of Professional Studies
119 W. 31st St., 10th Fl.
New York, NY 10001
646.664.8693
marissa.job@cuny.edu
sps.cuny.edu

MISCELLANEOUS CONVENTIONS

PHONE NUMBER

use “.” ie 000.000.0000

HYPHENS

use “-” or “—”

TAGLINE

must use the ® at end of tagline

TIME

write a single time: 6:00 pm

write a timeframe: 6:00 – 8:00 pm

if there’s a space consideration: 6 – 8 pm

For noon time: 12:00 - 1:00 pm

DATE

write out the month and day, number only, no th or st, etc.

ie., Tuesday, October 25,

or if there’s a space consideration: Tuesday, Oct 25

AND INSTEAD OF &

Use “and” and not the “&”