



# Brand and Style Guidelines

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# Brand Story

The Borough of Manhattan Community College (BMCC) brand is how we tell our story. It's everything we say, do and produce. It's the experience people have when they interact with our college community, the shared values that connect us with others and motivate people to choose BMCC as a place to work, learn and grow.

Our brand is brought to life through messaging, visual identity, typography and colors that create our unique identity and set us apart from other institutions. This guide brings together all these elements to show how our brand should be portrayed visually in print or digitally. This guide is not intended to limit creativity, but to make sure the college community and others use the branding elements properly and consistently. A unified voice leads to better recognition and understanding among our audiences of what our brand represents. It also ensures that the goals and messages of each program, department, and individual are aligned with our institutional messages and goals. A strong brand will enhance our effectiveness and help support our mission.



## Mission Statement

Borough of Manhattan Community College is a diverse teaching and learning community committed to advancing equity and the intellectual and personal growth of students. Working to strengthen a culture of care inside and outside the classroom, we share a passion for learning with students from around the world. We strive to increase degree completion, successful transfer, career achievement and service and leadership within our community, New York City, and beyond.

## Vision Statement

BMCC will be nationally recognized for improving student learning and success, excellence in research and knowledge creation, and for advancing socioeconomic mobility through the transformative power of education. BMCC faculty and staff are committed to strengthening our culture of care, and take responsibility for creating the conditions under which all students can learn and all members of the BMCC community can thrive. Teaching and learning at BMCC, both inside and outside the classroom, is culturally responsive and sustaining, deeply engaging, and celebrates the rich diversity of experience and knowledge that the entire community brings to the College. Our students, faculty, staff, and alumni share great pride for BMCC, and for our role in creating a better, more equitable New York City.

## Values

**Belonging:** Creating an environment in which all members feel welcome, that they are valued, and that they can succeed.

**Community:** Celebrating the uniqueness of individuals and groups; encouraging connection and participation; taking responsibility and caring for each other.

**Equity:** Working as an engine of upward social mobility to reduce barriers and improve academic, career and personal success for all, particularly for individuals and groups with less advantage.

**Teaching and Learning:** Creating exceptional teaching and learning environments inside and outside the classroom; valuing the experience and knowledge students bring to the classroom, and engaging them in the construction of knowledge.

**Transformation:** Promoting intellectual, socioeconomic, and personal growth of students and communities; empowering students to improve their lives and the lives of their families; advancing justice through education.

# Brand Positioning

The BMCC Panther Promise is an affordable, accessible, high-quality education for all ages and backgrounds.

## Who we are:

Established in 1964, Borough of Manhattan Community College (BMCC) is the largest community college in the City University of New York (CUNY) system. Located in the heart of downtown Manhattan, BMCC has a diverse, engaged community of students, faculty and staff representing more than 155 nations, speaking 111 different languages. The College attracts bright, ambitious individuals of every age who are seeking intellectual enrichment. BMCC is placed among the top five community colleges nationwide for awarding degrees to minority students, as well as ranked #3 for increasing household income.

## What we stand for:

BMCC is committed to advancing equity and the intellectual and personal growth of students. BMCC stands for access, affordability, social justice and advancing opportunity and economic mobility, ultimately diversifying and bringing new talent to the workforce.

## What we offer:

The BMCC offers an affordable, high-quality education that pays off. Students benefit from leading associate degree programs that prepare them for what comes next and create a clear path to their dreams. BMCC students gain professional and technical skills—career knowledge—that impress employers. Graduates are prepared for well-paying, exciting career fields that bring financial security for themselves and their families.

## Why BMCC?

**Advancement.** 50+ academic programs to equip you for a competitive and changing job market.

**Savings.** 90% of BMCC graduates earn their degree, debt-free.

**Experience.** Hands-on learning inside and outside the classroom from faculty experts in various industries.

**Flexibility.** Classes offered day, evening and weekends; online, in-person or hybrid to fit your lifestyle.

**Support.** Personal attention from faculty, staff and students to help you along the way.

**Community.** A welcoming, inclusive environment with diverse cultures, voices and perspectives.

**Transferable credits.** Earn credits that can transfer easily to a bachelor's degree program.

**Opportunity.** Unparalleled access to a variety of networking and personal development resources.

**Value.** Top #3 community college nationally; recognized for academic research, supporting minority students, and increasing graduates earning power.

## Brand Character

Brand character is the personality and tone of the college. Depending on the intention and audience of a given communication, whether in-person meetings, zoom meetings, social media, the website, brochures, emails, phone calls, etc., the tone should always be supportive, welcoming, professional, vibrant, creative, inclusive, empowering, aspirational, approachable, friendly, interactive, and innovative.

## Audience

BMCC's messages are more effective and engaging when we understand who we're talking to. We serve a diverse community, but our primary and secondary audiences include:

- Prospective (domestic and international) and Current Students
- Alumni, Parent/Caregivers of Students, Guidance Counselors, Faculty, Staff, Board of Directors, Donors, Business/Industry, Media, Legislators, Community Members

## Tagline

The fundamental idea in our brand story is our tagline “**Start Here. Go Anywhere.**” which is catchy and memorable. It's an imperative tagline that encourages individuals to take action. It communicates the value and outcomes of a BMCC education. It also engenders possibility, hope, ambition to our students to personally go outside the traditional expectation they may have for themselves and see more for their future.





# Brand Messaging

When communicating with our audiences, our words are important because they communicate our messages, express our identity, and help us connect with our audiences in meaningful ways. The messages below offer a reference point for key words, language, and entry points where the BMCC brand lives in a diverse array of materials and collateral.

## **Brand pillar 1: Integrated Learning Experience**

From enrollment to graduation, BMCC supports its diverse population of students with specialized programming and services to persist and thrive on their academic journey. Students are encouraged to connect to the academic, financial, professional, and personal resources available to ensure a successful college experience. BMCC's programs are solutions for building skills, better jobs, and brighter futures.

## **Brand pillar 2: Retention and Graduation**

BMCC allocates and organizes resources to help students persist and reach their full potential. We create transformational experiences for students to engage and support timely graduation.

## **Brand pillar 3: Access and Opportunity**

BMCC closes the opportunity gap by improving affordability and increasing access to college and workforce training, especially for adult learners, low-income students, and under-represented minorities. We forge transfer agreements with top colleges and maintain unique partnerships with surrounding businesses to offer students a range of opportunities and resources. The accessibility of our dedicated faculty and staff provides students with the comfort of a strong support network. We strengthen communities by giving students and their families a way out of poverty and a bridge to the middle class.

## **Brand pillar 4: Diversity, Equity, and Inclusion**

We provide a welcoming space for students to build authentic connections within an inclusive environment. We work to reduce barriers to student success, ensure equitable opportunities, and enrich learning through diverse perspectives and experiences.

### **Supporting messages:**

#### ***Your Dream. Our Mission.***

BMCC's high-quality education prepares you for what comes next and creates a clear path to achieve your goals. Earn an associate degree that easily transfers to a bachelor's program or propels you into a rewarding career.

#### ***Low Tuition. High Value.***

Starting at BMCC will cut your overall education costs and save you thousands of dollars.

#### ***Your Success. Our Commitment.***

Excel in a supportive environment with resources that help you persist and succeed.

#### ***Your Classroom. Our City.***

The BMCC campus is alive with innovative programs that make college an enriching and exciting experience.

#### ***Your Future. Our Legacy.***

BMCC graduates are prepared for well-paying career fields that bring financial security for themselves and their families.



BOROUGH OF MANHATTAN COMMUNITY COLLEGE  
THE CITY UNIVERSITY OF NEW YORK



# Editorial Style

Clear and consistent punctuation and style contribute to the professionalism of BMCC. Consider these elements when writing copy; they help articulate our positioning and tell BMCC stories in a distinctive way.

With the exceptions listed below, the Associated Press Stylebook serves as the primary reference guide for punctuation, italicization, and capitalization.

## Our Official Name

Borough of Manhattan Community College remains the school's official name and is the accepted first usage.

## Our Verbal Identity

For external communications, Borough of Manhattan Community College should always be spelled out on the first reference, after which BMCC or Borough of Manhattan CC is acceptable.

For internal communications, BMCC is acceptable after the full name has been introduced in shorter copy such as ads, brochures, posters, guides, and other collateral marketing pieces.

For web communications, the acronym BMCC is an acceptable first usage given the overall context of the website communications (the official visual identifier appears on all pages). Unacceptable usages include:

- “Manhattan Community College”
- “Borough Community College”
- “Bmcc”

Never precede Borough of Manhattan Community College with the word “the.” Our name should always appear in English. Never translate it into another language, even in non-English documents.

## Specific Style Rules for External Communications:

Where possible, for media relations purposes, Borough of Manhattan Community College should always precede the name of a division, faculty member or professor.

*For example:*

Borough of Manhattan Community College Vice President for Development, Jane Doe

*An acceptable alternate:*

Jane Doe, Vice President for Development at Borough of Manhattan Community College

On the second reference, individual names should be preceded by the appropriate title: Dr., Ms., Mr.

Names of our academic programs should be preceded by Borough of Manhattan Community College on the first reference:

Borough of Manhattan Community College's Business Management Program

*An acceptable alternate:*

The Business Management Program at Borough of Manhattan Community College

*Acceptable short-form identifier for offices and departments include:*

- Student Affairs at Borough of Manhattan Community College
- “Student Affairs Office”



# Boilerplate Language

## Standard Text for Press Releases

Borough of Manhattan Community College (BMCC) is part of the City University of New York (CUNY), awarding associate degrees in more than 50 fields and ranked #1 among community colleges nationwide in granting associate degrees to minority students,

according to data from the U.S. Department of Education. BMCC is a diverse teaching and learning community committed to advancing equity and the intellectual and personal growth of students. Visit [www.bmcc.cuny.edu](http://www.bmcc.cuny.edu) to learn more.





# Accolades

BMCC earned national recognition for its achievements in academic programming, student support services (peer mentoring and cohort programs), and its commitment to improving the lives of students inside and outside the classroom.

- Top 10 finalists for the 2021 Aspen Prize for Community College Excellence, recognized for high achievement and performance.
- #1 in New York that awards associate degrees to minority students including Hispanic, African American, and Asian American students.
- #1 in New York that award associate degrees in the areas of: Business, Education, Computer Technology, Computer and Information Sciences, and Criminal Justice.
- 70% of students attend tuition-free because of financial aid and scholarships available to cover college costs.
- 90% of students graduate debt-free.
- Ranked #3 community college nationally of graduates who move up the income ladder.
- Named safest campus in NY State.
- Ranked #1 in the Country for the diversity of managerial staff.
- Recipient of Conexiones Title V Project Grant to enhance the learning experience for Hispanic males and low-income students.
- Awarded First-gen Forward Advisory Institution designation for improving experiences and advancing outcomes of first-generation college students.
- One of the nation's top producer of Fulbright Scholars.



NO  
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3:30PM - 7PM  
MON - FRI

BOROUGH OF  
MANHATTAN  
COMMUNITY  
COLLEGE →

# Graphic Style Guidelines

Every member of the College community plays an important role in maintaining brand integrity by applying it consistently throughout all BMCC communications, including print, web, display, broadcast and electronic formats.

All College programs and offices must follow these guidelines explicitly and must provide them to all outside vendors and suppliers of manufactured goods that bear the College name. BMCC's graphic guidelines are not in place to be inflexible or to limit creativity, but to contribute to clear communication, ensure the brand elements are used effectively, and maintain a strong brand.

If you have questions about the branding usage or guidelines, please contact Public Affairs at (212) 346-8501, [publicaffairs@bmccc.cuny.edu](mailto:publicaffairs@bmccc.cuny.edu) or visit [www.bmcc.cuny.edu/about-bmcc/public-affairs](http://www.bmcc.cuny.edu/about-bmcc/public-affairs).



# Logo and Usage

## College Symbols

### *The BMCC Seal*

The seal should be used only to represent the College as a whole for such official events and documents as commencement, diplomas, certificates and other awards. It should not be used as a promotional graphic. The seal may not be modified in any way nor combined with other symbols. It should not be used smaller than one inch and must be printed in black. Please check with the Office of Public Affairs before using the seal on publications or Web pages.



### *The BMCC Wordmark*

This is BMCC's official wordmark. The wordmark is available electronically as an .eps, .tif or .gif image. It was derived from Arial Black, customized in a drawing program and saved as a piece of art. It should not be created anew from the font.

The wordmark is typically printed in blue with orange highlights or solid blue.



It may also be printed in black, reversed against a dark color, or, when appropriate, in one of the colors in the BMCC palette. See "BMCC Blue and Other Colors" on page 11 for full specifications. The logo should not be printed in solid orange.



The wordmark should not be distorted in any way (stretched, reshaped, etc.). It should not be used with the BMCC Seal. The wordmark should be accompanied somewhere on the same page with the words “Borough of Manhattan Community College.”



The logo should not be incorporated or combined with other logos. If you are considering integrating the logo into a larger design or need assistance with co-branding, consult with Public Affairs.

#### ***Some Wordmark Variants***

The name of the school below the wordmark:



The name of the school to the side of the wordmark:



The wordmark with slogan:



The wordmark with address below:



The wordmark with CUNY logo:

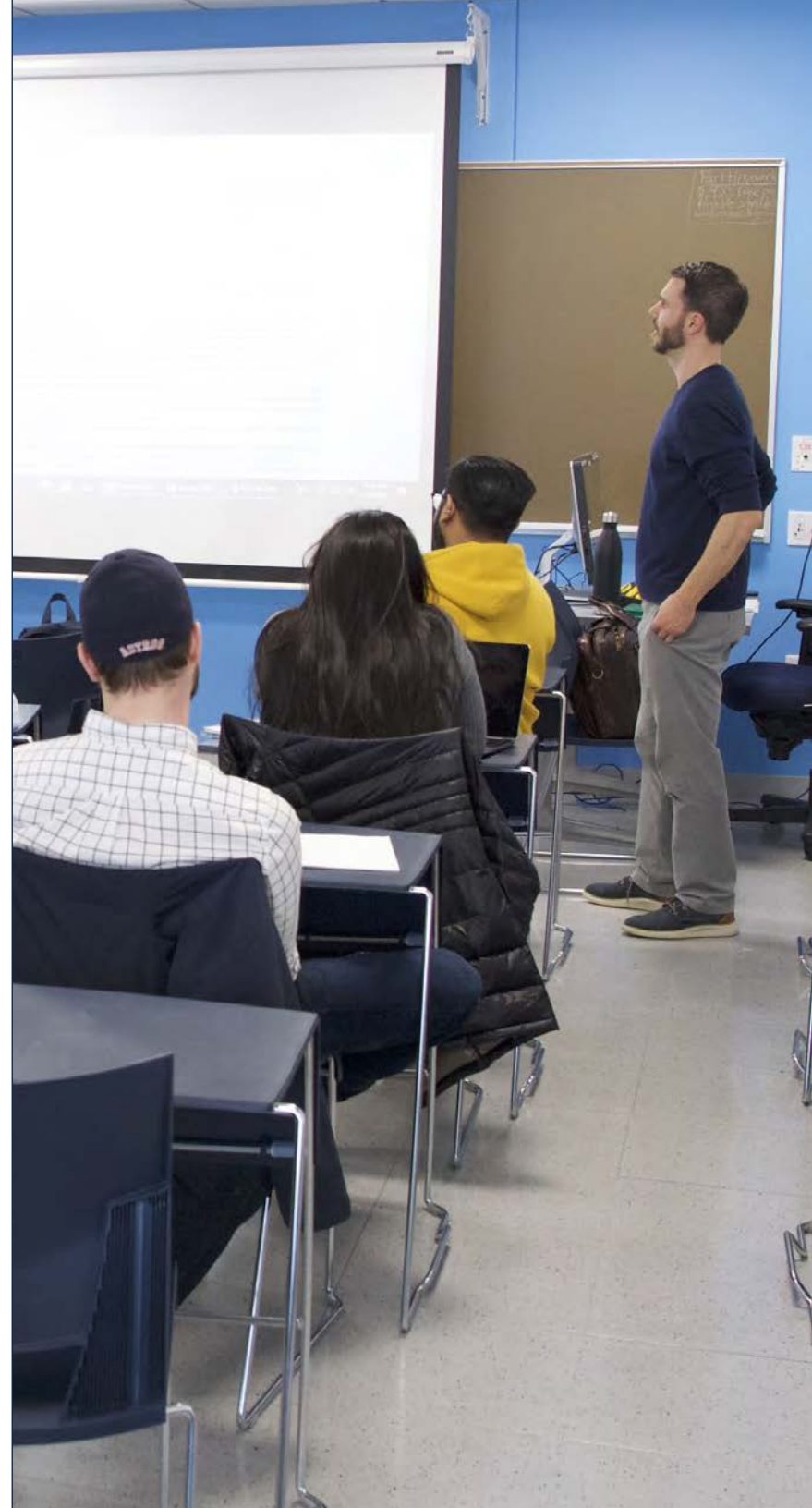


# Minimum Size

The minimum print reproduction size is 5/16".



The minimum digital reproduction size is 47 pixels wide (to accommodate mobile app icons).



# Area of Isolation

The protected area around the logo is the area of isolation. No graphic elements, titles, text, background color changes or other design elements may occur in this protected space.

The area of isolation is an area equal to half the height of the logo and extends out on all four sides of the logo. In the example below, X equals the height of the logo, and  $1/2 X$  on each side is considered the area of isolation.



However, if the full area of isolation cannot be achieved, it may be reduced to  $1/4 X$  for web applications only of the logo, word mark and signatures. For example, if the logo used is 64 pixels high, the VSPACE and HSPACE attribute of the image should be no less than 16 pixels.

Secondary type, as is used in return address blocks with the signature (as shown in the left column), is the only exception to the area of isolation.



# Alternate College Marks

BMCC occasionally utilizes other college marks for special usages and audiences.

## Athletics

The BMCC Panther Head graphic should only be used in relation to athletic events and messaging.



## Student Affairs

The Panther Paw graphic should only be used in relation to Student Affairs events and messaging.



# College Colors

## ***BMCC Blue and Other Colors***

The official colors of BMCC are blue (Pantone 293) and orange (Pantone 021), taken from the Pantone Matching System that standardizes ink colors to printing. The equivalents for four-color (CMYK) and Web (hexadecimal) are listed here:



### ***BMCC Blue***

Pantone 293

CMYK: C: 97, M: 65, Y: 10, K:0

Hex Color Code: #0058A4



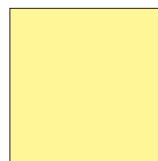
### ***BMCC Orange***

Pantone 021

CMYK: C: 0, M: 60, Y: 100, K:0

Web Hex Color Code: #FF6600

In addition to blue and orange, we have built a palette of colors over the years that we use in publications for admission and a host of brochures, posters, invitations and other publications to promote programs at BMCC. Some of those that we use the most are shown here. We also use their Web-safe approximate equivalents on the BMCC Web site. For guidance on color choices, please consult the Office of Public Affairs.



### ***Light Yellow***

Pantone 100

CMYK: C: 1, M: 0, Y: 70, K:0

Hex Color Code: #F6EB61



### ***Gray***

Pantone 421

CMYK: C: 28, M: 20, Y: 20, K:1

Hex Color Code: #B2B4B2

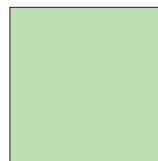


### ***Light Blue***

Pantone 291

CMYK: C: 40, M: 8, Y: 1, K:0

Hex Color Code: #9BCBEB



### ***Light Green***

Pantone 358

CMYK: C: 32 M: 0, Y: 51, K:0

Hex Color Code: #ADD9C1



### ***Dark Blue***

Pantone 289

CMYK: C: 100 M: 60, Y: 10, K:60

Hex Color Code: #151A3D



# Typography

Trade Gothic is the official font for BMCC's communication:

Trade Gothic Condensed No. 18

*Trade Gothic Condensed No. 18 Oblique*

Trade Gothic Bold Condensed No. 20

*Trade Gothic Condensed No. 20 Oblique*

Trade Gothic Bold

*Trade Gothic Bold Oblique*

Trade Gothic Light

*Trade Gothic Light Oblique*

Trade Gothic Regular

*Trade Gothic Oblique*

Trade Gothic Bold No. 2

*Trade Gothic Bold No. 2 Oblique*

The type treatments for the various departments of the school consist of the BMCC logo paired with the department in Trade Gothic Bold No.2 to the side or underneath:



The BMCC tagline can be paired with the BMCC logo and is always typeset as **Trade Gothic Bold No. 2** and *Trade Gothic Bold No. 2 Oblique* with the colors blue and orange as shown.



# Logo with Images

Use of logo on photographs is acceptable if there is enough contrast to make the logo visible. The placement of the logo should be in an area of the photograph where there are no distracting patterns or elements.



# Apparel and Merchandise

All promotional items (t-shirts, bags, pens, cups, etc.) that include the official BMCC logo, must be approved by Public Affairs before the artwork is sent to the vendor. All vendors must work with Public Affairs to receive approval on use of logo before production begins.

Merchandise (including clothing, hats and other apparel), along with promotional items that include the BMCC logo are branded merchandise and subject to the same logo usage requirements. It is generally restricted to the primary and secondary colors in the BMCC

color palette. We encourage you to include our tagline with the logo but it is not required. Any sponsor logos or acknowledgments that will appear on items should appear with the graphics to be submitted.

## Approved color combinations

To make your printed and embroidered materials look their very best, a set of color combinations has been established. Any color combination not pictured below is restricted.





# Branding Guidelines FAQs

## ***1. What is the purpose of graphic identity?***

All colleges have some graphic identity. Without a consistent system, that identity can be quite muddled, leading to the perception that the institution itself is confused. In cases where the institutional name is not unique, that confusion can be a major issue that adversely affects the reputation of the institution. A clear and consistent graphic identity increases recognition of the college and conveys stability, confidence and institutional pride.

## ***2. Who may use the logo?***

The BMCC logos may be used only by faculty, staff and students.

*Note:* All promotional items (t-shirts, pens, cups, etc.) that include the official BMCC logo, must be approved by Public Affairs before the artwork is sent to the vendor. Public Affairs request that orders for promotional items be placed with vendors approved by the Purchasing Office.

Any individual, organization or entity external to the College interested in using any of the BMCC trademarks must contact Public Affairs.

## ***3. Must I use College stationery?***

All College-related correspondence must be conducted on BMCC letterhead. Department letterheads are accessible for download on the Public Affairs website, under “College Communications Guidelines and Procedures”.

## ***4. Is it possible to order printed copies of my departmental stationery?***

Yes, departments should submit a request to Public Affairs via the request form on the Public Affairs website. Note that envelopes accompanying stationery should be standard BMCC envelopes. Payments for stationery will be charged to the department’s budget.

## ***5. How can I get a copy of the BMCC wordmark and seal?***

Copies of the wordmark for digital use are available on the Public Affairs website in .eps, .gif, and .tif formats. To request a hi-resolution version of the College seal, please submit a request form on the Public Affairs website.

## ***6. In the past we have always used our own logo on our brochures. May we still use it?***

Please contact Public Affairs to discuss your particular project.

## ***7. Do we need to get approval from Public Affairs to order marketing/promotional materials?***

All promotional items (t-shirts, bags, pens, cups, etc.) that include the official BMCC logo, must be approved by Public Affairs before the artwork is sent to the vendor. Public Affairs request that orders for promotional items be placed with vendors approved by the Purchasing Office.

## ***8. Can a BMCC program/department create a customized logo?***

BMCC programs and departments are under the umbrella of the College and are prohibited from creating their own separate or sub-identities, including logos, wordmarks, typefaces and alternate design elements. Individual sub-identities reduce the impact and effectiveness of the BMCC brand identity.

As such, Public Affairs can create a text lockup using the College logo and the program/department name. See horizontal and vertical examples below.





**9. Can a BMCC student club/organization create a customized logo?**

Student clubs/organizations can create their own graphic identity without using the official BMCC logo. If a student club/organization orders promotional items (t-shirts, bags, pens, cups, etc.) that include the official BMCC logo, the artwork must be approved by Public Affairs before it is sent to the vendor. Public Affairs request that orders for promotional items be placed with vendors approved by the Purchasing Office.

**10. How do you use the BMCC logo with funding partners' branding?**

Dual branding means a partnership or similar agreement between BMCC and another company/organization. To maintain the visual impact and standard of our graphic identity when used in conjunction with partners' logos, please follow the guidelines shown below.

The BMCC logo is placed next to the other logo at equal size and horizontal distance. Please contact Public Affairs for assistance in creating a dual-brand, or if another institute is leading the branding, please refer them to Public Affairs.



**11. How do you use the BMCC logo with partner organizations for project/event?**

Co-branding applies when BMCC is a partner in a project or event with several other companies/organizations.

When using the BMCC logo in a co-branded project or event, please ensure all the logos are of equal size. Always maintain a minimum white space around the logo as indicated in these guidelines. For assistance with co-branding with external parties, please contact Public Affairs.

**SIGNATURE SPONSORS**



**12. Many of my academic contacts around the world are Spanish speakers. May I have my business cards printed in two languages?**

We provide two-sided business cards for faculty members who request them. These cards cost 20 percent more than standard cards. You must electronically provide us with exact spellings, punctuation and special marks as necessary in your second language.

**13. I need a second address on my business card. Can this be done?**

Yes. We agree that it is important to provide as much contact information as you require and will work with you to fit in as much as possible.

**14. May I include a professional association logo on my card?**

Your BMCC business card is an institutional one that represents the College only. No other symbols or logos may be used.





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