

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 or blue with orange highlights.



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 next page for full specifications.



The wordmark should not be distorted in any way.



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 Wordmark with Type

Here are some other ways to use the College wordmark on your publications. The type for the address is Arial Black (size: 9 pt; horizontal scale: 110%, tracking: -6 em, line spacing: 7 pt) in the first example and Trade Gothic Bold Two (10 pt; line spacing: 8 pt)



Borough of Manhattan Community College
The City University of New York
199 Chambers Street
New York, NY 10007



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The text you are reading is 9 pt. Trade Gothic. These fonts are used almost exclusively as the text fonts in publications produced by the Public Affairs Office. It is one way we try to tie all publications together as members of a family. These are licensed PostScript fonts; if you do not have them installed on your computer, you may substitute Times, Times New Roman or Helvetica. You may find that the point sizes and/or leading (space between lines, or "body") vary in appearance, but you can adjust them to achieve the same kinds of relationships shown here.

The Wordmark may be used with the current BMCC slogan, in Trade Gothic Bold, Trade Gothic Bold Two, or in Arial Black (horizontal scale: 110%, tracking: -6 em as in the following example:



BMCC Start Here. Go Anywhere.

Separating the Wordmark from the Address

Including the address information with the logo on brochure covers often becomes cumbersome and might conflict with the title of the brochure. Instead, you can use the wordmark and address on the back of your publication. If you do want it on the cover, you can separate the address entirely from the wordmark.

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 below.

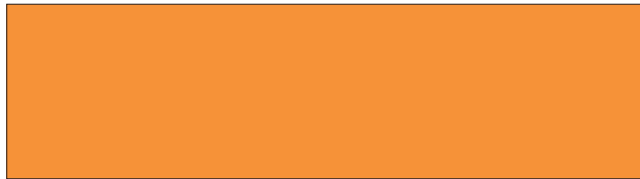
BMCC Blue

Pantone 293
CMYK Equivalent: C: 97, M: 65, Y: 10, K:0
Web Hexadecimal Equivalent: #336699



BMCC Orange

Pantone 021
CMYK Equivalent: C: 0, M: 60, Y: 100, K:0
Web Hexadecimal Equivalent: #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 Publications Office.

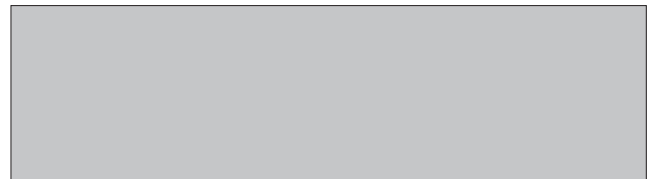
Light Yellow

Pantone 100
CMYK Equivalent: C: 9, M: 2, Y: 58, K:0
Web Hexadecimal Equivalent: #FFFF99



Gray

Pantone 421
CMYK Equivalent: C: 0, M: 00, Y: 100, K:30
Web Hexadecimal Equivalent: #CCCCCC



Light Green

Pantone 358
CMYK Equivalent: C: 39, M: 0, Y: 57, K:0
Web Hexadecimal Equivalent: #CCFF99

