JOHN JAY COLLEGE

THE CITY UNIVERSITY OF NEW YORK

OF CRIMINAL JUSTICE

OFFICE OF MARKETING AND DEVELOPMENT
GRAPHICS STYLE GUIDE

April 2010

CONTENT

This style manual, produced by the Department of Marketing and Development, establishes John Jay College's visual identity guidelines to create a "brand awareness" that clearly identifies printed or electronic materials as John Jay College publications.

Please note that changes in design or colors, other than specified here, must be approved by the Department of Marketing and Development. Consistency is paramount.

FONTS

The recommended fonts for text are Times New Roman and Calibri.   Both are "green" fonts, and are included in your Microsoft Office software suite.

JOHN JAY LOGO

All official publications of the College must include the John Jay logo. The John Jay College of Criminal Justice logotype is set in the typeface Trajan. The logo should never be retypeset or recreated. Original art or digital master art should always be used for reproduction.

When using the logo for posters, flyers and brochures, please make sure the logo is legible and in proportion. There must be sufficient space around the logo to make it stand apart from other visual elements. Text, headlines, photographs or illustrations should never be closer to the logo than one-quarter the diameter of the "J."

JOHN JAY COLLEGE LOGOTYPE

The logotype combines the John Jay College name and its affiliation with The City University of New York, alongside a single letter "J."

Color Specifications — The logotype consists of two colors — a specially designated blue (PMS 2758) and black (this includes a tint of black, which to the eye appears gray). If color ink is not to be used in a project, the logotype may be printed in all black or all blue, using the designated PMS color – 2758.

These elements must always appear as a single, proportional entity. They may not be altered in any manner. This includes size, color, type style, etc.

Use this way:

Please do not use this way:

Please do not use the symbol or the lettering alone; do not change color; do not add additional words; do not add additional graphic elements or change proportions. (In Microsoft applications, to maintain an image's proportions while resizing it, click the object, hold down SHIFT, and then drag a **corner** sizing handle.)

Please do not use the 'J" alone:
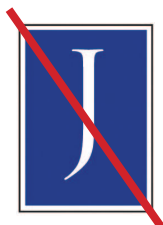
Download the art here:

To download high resolution COLOR JPEG logo, click **HERE**, and select **file,** then **save** from the menu.

To download high resolution BLACK JPEG logo, click **HERE**, and select **file,** then **save** from the menu.

STATIONERY

The official John Jay stationery must be used by all departments. **Please note this template will print in black from your printer. To print in blue, you must send this to the print shop.** (To access online and for ordering information, please click **HERE**.)
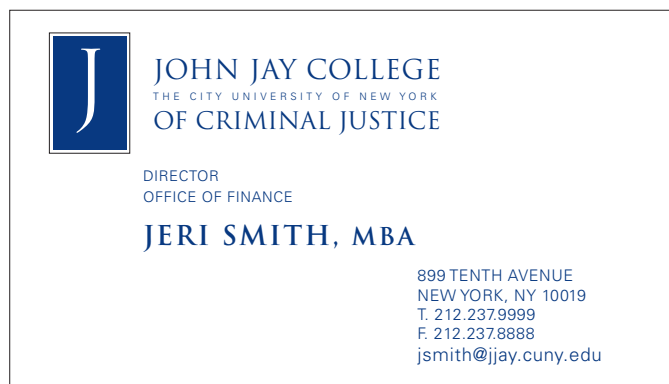
JOHN JAY COLLEGE
THE CITY UNIVERSITY OF NEW YORK
OF CRIMINAL JUSTICE

DIRECTOR
OFFICE OF FINANCE
JERI SMITH, MBA

899 TENTH AVENUE   NEW YORK, NY 10019   T.212.237.9999   F.212.237.8888   jsmith@jjay.cuny.edu

BUSINESS CARDS

Template is available online. (To access online and for ordering information, please click **HERE**.)

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MEMO

(To access template, please click **HERE**.)

JOHN JAY COLLEGE
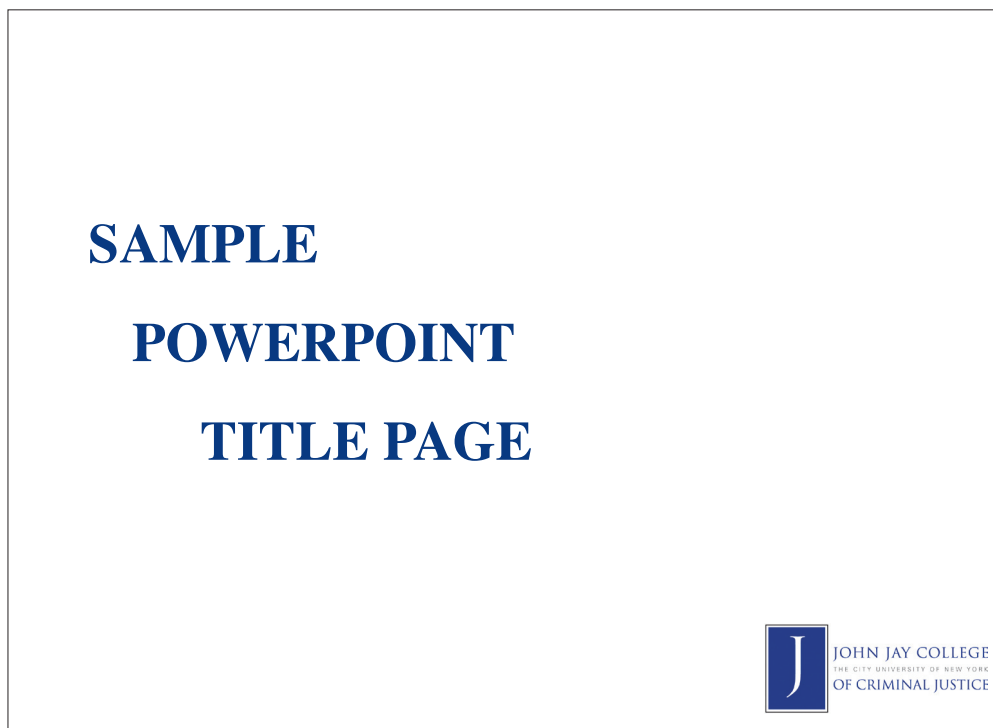THE CITY UNIVERSITY OF NEW YORK
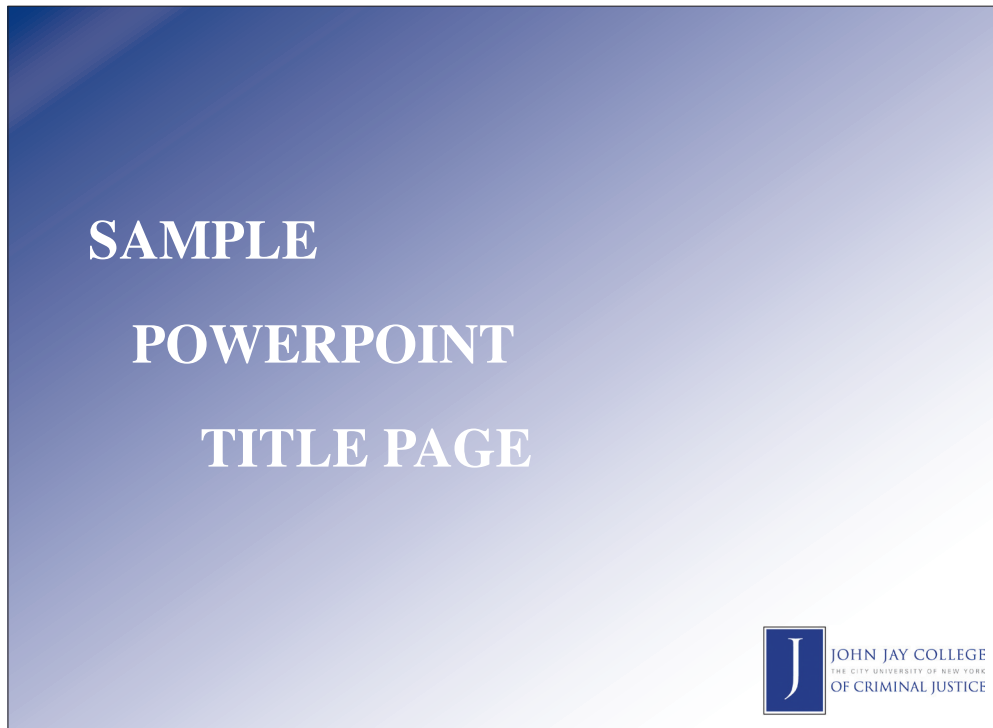OF CRIMINAL JUSTICE

MEMO

To: All staff

From: Jeri Smith

CC: Office of Human Resources

Date: February 11, 2006

Re: New Office of Finance Procedures

USE OF LOGO IN POWERPOINT PRESENTATION

The approved John Jay logo must appear on the title page of a Power Point presentation in the lower right hand corner. Below are two preferred templates for you to use.
(To access online, please click **HERE**.)

FAX COVER SHEET

(To access PDF template, please click **HERE**.)

J JOHN JAY COLLEGE
THE CITY UNIVERSITY OF NEW YORK
OF CRIMINAL JUSTICE

FAX

To Fax Number: _____

Date: _____

Send To: _____

From: _____

Phone Number: _____

Total Pages Including Cover: _____

Comments:

USE OF LOGO IN EMAIL

Please use the format below for all emails. (To access small logo online, please click **HERE**, then save logo as a picture. Go to the tools menu in MS Outlook, and select options, then click the mail format tab, then click the signatures button. Write in text, and insert logo from your picture file. Click OK to save.)

From:
To:
Cc:
Subject:

[Body of email]

[NAME]
[TITLE]
[OFFICE]

JOHN JAY COLLEGE
THE CITY UNIVERSITY OF NEW YORK
OF CRIMINAL JUSTICE

[BUILDING ADDRESS]

[ROOM NUMBER]
[PHONE T.XXX.XXX.XXXX]
[FAX   F.XXX.XXX.XXXX]

A flyer should make an impact and attract the attention of your intended audience at *first glance*.

Simplicity is the key to a good design.

The information you need to inform your audience can be put in this order:

- **Name of event**
- **Information pertinent to the event** (a brief description, names of participants, etc.)
- **Graphic image** (if there is space)
- **Date**
- **Time**
- **Location**
- **Names of sponsoring departments**
- **John Jay logo**

SAMPLE FLYER DESIGN

GRAPHIC IMAGE

If there is space you can add an image (photo or graphic element) that relates to the event.

An image must have enough resolution to look sharp.

A photo must be between 266 to 300 dpi (dots per inch) and be a **jpg** or **tiff** file.

A sharp graphic, such as a logo, should be 500 to 600 dpi.

The files would be approximately 1 MB or more.

An image downloaded from the Internet is not a good idea — your image may look blurry.

Discrimination, Space & Gender Among Christian & Muslim Women in Cyprus

Speaker:

Dr. Areti Demosthenous

Dr. Areti Demosthenous is Director of the Institute of Historical Research for Peace (Nicosia) & Lecturer at the University of Athens

April 1, 2008
12:30 PM
Room 630T
899 Tenth Avenue

All students, faculty, staff & classes are welcome

Sponsored by
The Gender Studies Committee

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THE CITY UNIVERSITY OF NEW YORK
OF CRIMINAL JUSTICE

NAME OF EVENT

Headlines are large and bold to attract immediate attention

Consider a typeface that is easily readable. The same typeface is used in this flyer in different sizes and styles (such as bold, semibold, regular and italic) to keep consistency.

Too many typefaces may make your copy harder to read.

INFORMATION PERTINENT TO THE EVENT

Use a small amount of text that can be read quickly

DATE & TIME

LOCATION

NAME OF SPONSORING DEPARTMENT

JOHN JAY LOGO

ENVELOPES AND INVITATIONS

Please contact Graphics Office: graphics@jjay.cuny.edu or jmastriano@jjay.cuny.edu