



HUNTER
The City University of New York

VISUAL IDENTITY STANDARDS

reference guide

2016

LOGO

The Hunter College logo is a logotype and not a logomark. It consists solely of lettering derived from the combination of a pre-existing typeface and a customized typeface. There are no marks or other symbols associated with or as part of the Hunter College logo.

It is critical to Hunter's brand that the logo is always used without any type of modification. This is the only logo that should be used in all of Hunter's print or web materials. Please, request the authorized electronic files of the logo from Hunter's Office of Marketing and Communications.



HUNTER
The City University of New York

LOGO

LOGO VERSIONS

There are two acceptable versions of the Hunter College logo and all guidelines in this style guide apply to both.

Main Version

The main version of the College logo is the complete version which includes the subhead “The City University of New York” and should be used primarily.

Alternate Version

The alternate version does not include the subhead and could be **more suited in situations where the subhead could be difficult to reproduce properly** i.e. due to complicated or busy backgrounds or whenever there is not enough space for the logo to appear big enough and still maintain its clarity and readability.

The main version of the logo features the word "HUNTER" in a large, bold, purple, sans-serif font. Below it, the words "The City University of New York" are written in a smaller, purple, serif font.

Main version

The alternate version of the logo consists of the word "HUNTER" in a large, bold, purple, sans-serif font, without the subhead.

Alternate version

LOGO

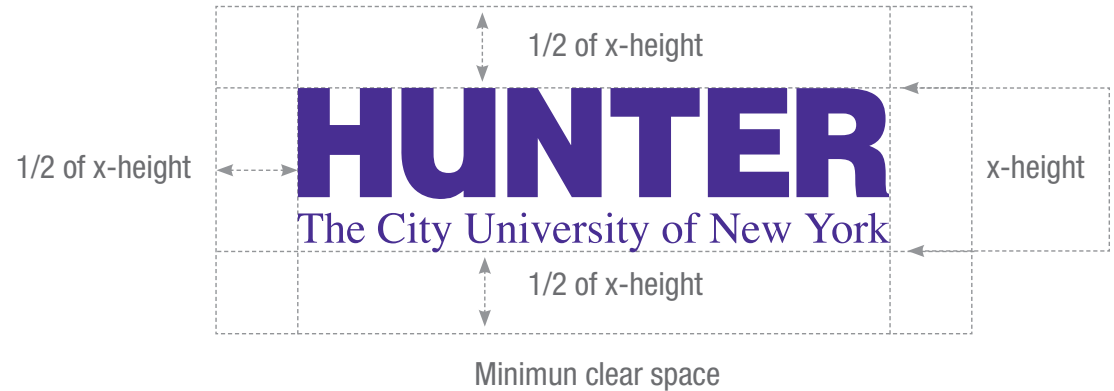
Clear Area

A mandatory “clear” area around the logo must be incorporated into any design using the logo in regards to other graphic elements or text around the logo. That clear area should be at least 1/2 of the total height (x-height) of the Hunter logo.

The logo should also have a proper space around it in relationship to the edge of the page that it appears on. A preferred safe distance to the edge should measure at least the total height (x-height) of the logo.

Minimum Size

The height of the logo should not be less than 3/8 inch (with subhead “The City University of New York”) and not less than 1/8 inch (without subhead).



LOGO COLOR USE

The Hunter logo can only appear in the Hunter Purple (PMS 267) or in black. It can also appear in white on solid or dark colors and photographic backgrounds.



Main version of Hunter's logo
in Hunter Purple



Alternate version of Hunter's logo
in Hunter Purple



Main version of Hunter's logo in black



Alternate version of Hunter's logo in black



Main version of Hunter's logo in white
or usage on solid colors
or photographic backgrounds



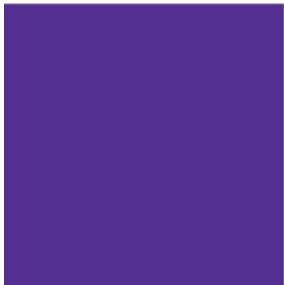
Alternate version of Hunter's logo
in white for usage on colored or
photographic background

CO-BRANDING

For co-branding guidelines with the CUNY logo, please refer to pages 25-29 of the CUNY Identity Standards found at [**cuny.edu/id**](https://www.cuny.edu/id)

COLOR

Hunter College has two official colors: purple (Hunter purple)
PMS 267 and yellow (Hunter Gold) PMS 123



Hunter Purple: PMS 267

Color Specification Chart & Conversion Table



HUNTER PURPLE

Pantone: 267
HEX: 5f259f

Print: C 79 / M 90 / Y 0 / K 0
Digital: R 95 / G 37 / B 159



HUNTER GOLD

Pantone: 123
HEX: ffc72a

Print: C 0 / M 22 / Y 92 / K 0
Digital: R 255 / G 200 / B 44



Hunter Gold: PMS 123

SEAL

The use of the official college seal is reserved for the Office of the President and for the use on official legal documents such as diplomas, certificates, transcripts etc. It can also be used for official “ceremonial functions where the seal can appear on approved plaques, flags/banners or furniture.

The seal is not the college logo and should never be used in lieu of Hunter’s logo and no college unit should develop a logo that incorporates the seal or part of it.

Special permission should be requested from the office of Marketing and Communications if an office wishes to use the seal as a design element in any printed material such as brochures.



School’s Official Seal

MOTTO

The Hunter College Motto is the Latin MIHI CURA FUTURI which translates to: The Care of the Future is Mine.

The motto's use is encouraged widely in College communications both in print and on the web. It can appear together in both Latin and English or alone in either language. It is preferable that the motto is set in one of the College's typefaces (see pages 9-11) and in the official Hunter's colors (including black or white when necessary).

MIHI CURA FUTURI
THE CARE OF THE FUTURE IS MINE

The Care of the Future is Mine

The Care of the Future is Mine

THE CARE OF THE FUTURE IS MINE

MIHI CURA FUTURI

Examples of Hunter's motto set in different faces of the Adobe Garamond Pro type family using Hunter's purple (PMS 267)

TYPEFACES

(Serif)

Hunter has two main serif typefaces: **Adobe Garamond Pro**, (type family includes regular, italic, bold and bold italic) and **MrsEaves** (type family includes roman, Italic, bold and small caps). They can be used for body copy and headlines in all College communications.

Adobe Garamond Pro

Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

Italic

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

Bold Italic

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

MrsEaves

Roman

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

Italic

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

Bold

abcdefghijklmnop

qrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

SMALL CAPS

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

1234567890

TYPEFACES

(Sans-serif)

Hunter has three main sans-serif typefaces: **Helvetica Neue LT Std**, (type family includes all faces listed below), **Futura (T1)** (type family includes all faces listed on page 11) and **Gotham** (typeface family includes all faces listed on page 11). They can be used for body copy and headlines in all College communications.

Helvetica Neue LT Std

35 Thin

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

36 *Thin Italic*

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

25 Ultra Light

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

26 *Ultra Light Italic*

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

47 Light Condensed

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

57 Condensed

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

67 Medium Condensed

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

77 Bold Condensed

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

87 Heavy Condensed

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

97 Black Condensed

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

55 Roman

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

56 *Italic*

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

65 Medium

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

66 *Medium Italic*

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

TYPEFACES

(Sans-serif) continued

Futura (T1)

Light

abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890

Light Oblique

*abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890*

Book

abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890

Book Oblique

*abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890*

Medium

abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890

Medium Oblique

*abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890*

Bold

**abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890**

Bold Oblique

***abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890***

Gotham

Light

abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890

Light Italic

*abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890*

Book

abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890

Book Italic

*abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890*

Medium

abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890

Medium Italic

*abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890*

Bold

**abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890**

Bold Italic

***abcdefghijklmnop
ABCDEFGHIJKLMN
OP
1234567890***

TYPEFACES

(Script)

Hunter has two main script typefaces: **Snell Roundhand** (type family includes regular, bold and black) and **Shelley** (type family includes Allegro, Adante and Volante script). They can be used for special invitations and for special headlines in College communications.

Snell Roundhand

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLM
NO P Q R S T U V W X Y Z
1234567890

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLM
NO P Q R S T U V W X Y Z
1234567890

Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLM
NO P Q R S T U V W X Y Z
1234567890

Shelley

Allegro Script

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLM
NO P Q R S T U V W X Y Z
1234567890

Adante Script

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNO P Q
R S T U V W X Y Z
1234567890

Volante Script

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNO
P Q R S T U V W X Y Z
1234567890

DISCLAIMER

All logo art is supplied for the official reproduction of the Hunter College property only by media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of Hunter College. All logos must be used according to the “minimum size” and the “clear area” specifications indicated in this guide. The colors shown here are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone Inc. All logos are the property of Hunter College and may be used with their written permission only. These logos cannot be altered in any way.

For any additional questions regarding logo usage, please contact the Office of Communications at 212.650.3163.

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