



NEW YORK CITY COLLEGE OF TECHNOLOGY

CITY TECH

BRANDING GUIDE



TABLE OF CONTENTS

- 3 Editor's Note
- 4 About City Tech
- 5 Identity Profile at a Glance

Social Media Guidelines

- 8 Basic Guidelines
 - Content & Imagery Guidelines
- 9 Community Management
 - Best Practices

City Tech Brand Assets

- 12 Full Branding Package
- 15 College Slogan
 - Brand Colors
- 16 Powerpoint Slide
 - Business Card
- 17 Letterhead
- 18 Email Signature

Editor's Note

City Tech is a vast and impressive enterprise boasting thousands of students, faculty and staff; 58 unique degree programs; and seven buildings stretching over the Jay Street corridor in Downtown Brooklyn, at the foot of the Brooklyn Bridge. All City Tech departments, offices, and programs contribute to the brand every day. By taking full advantage of City Tech's brand messaging in all communication, we continue to build a stronger, unified college.

To this end, the intent of this branding guide is to foster consistency in the preparation of text and brand visuals for all City Tech print and digital publications.

If you have questions about any of the material in the following pages, do not hesitate to contact the Office of Communications at communications@citytech.cuny.edu.

www.citytech.cuny.edu/communications

Follow us

[LinkedIn](#)

[Facebook](#)

[Instagram](#)

[YouTube](#)

[X \(Formerly Twitter\)](#)

The Office of Communications will update this language as necessary. Please check the [Office of Communications](#) page for the latest version of this document.

About New York City College of Technology (City Tech):

City Tech is the designated college of technology within the City University of New York (CUNY), a national model for industry-aligned education, and an engine of economic mobility, located at the foot of the Brooklyn Bridge. Founded in 1946, today City Tech offers 58 cutting-edge associate and baccalaureate degree programs spanning the technologies of art and design, architecture, biomedical informatics, business, teacher education, computer systems, engineering, entertainment, health care, hospitality, human services, legal studies, and the liberal arts and sciences. As a Hispanic Serving Institution (HSI) and Asian American/Native American Pacific Island Serving Institution (AANAPISI), City Tech is committed to providing broad access to high quality technological and professional education for a diverse urban population. To learn more, visit www.citytech.cuny.edu.

The legal language below should be added depending on context and circumstance. Questions may be referred to Patricia A. Cody, Esq., Chief Diversity Officer and Title IX Coordinator, Patricia.Cody21@citytech.cuny.edu.

The College is committed to a policy of equal employment and equal access in its educational programs and activities and to non-discrimination in accordance with federal, state and city laws. For questions or concerns on non-discrimination, please contact the College's Chief Diversity Officer; for those regarding sexual misconduct, please contact the College's Title IX Coordinator or the U.S. Department of Education, Office for Civil Rights.

Important Note: Use CITY TECH in all branding. The full name of the College is, of course, correct, but is often confused with other similarly named institutions, and our nickname distinguishes us.

Name

CITY TECH

Full Name

**NEW YORK CITY
COLLEGE OF
TECHNOLOGY**

Don't Use

NYCCT
NYC COLLEGE
OF TECHNOLOGY

Incorrect

~~NY COLLEGE OF
TECHNOLOGY~~
~~CITY COLLEGE OF
TECHNOLOGY~~

**CITY TECH
SOCIAL MEDIA
GUIDELINES**

Basic Guidelines

- Interested in a social media presence? Contact the City Tech Communications Manager communications@citytech.cuny.edu to discuss which platform is best for your needs, your intended audience, and key messaging.
- Once this information is determined, submit your handle and administrator name(s) to communications@citytech.cuny.edu so your account is added to our social media directory.
- City Tech depts/programs should appoint a staff member to manage their social media, ideally designating a backup administrator to ensure consistency and continuity.
- When an admin is no longer an employee, make sure their name is taken off the account, and keep a record of usernames and passwords.
- Please share your access information with the City Tech Communications Manager as a precautionary measure to ensure business continuity and prevent potential loss of access to accounts should your administrators leave.
- It is crucial that all of our social media accounts operate in tandem with one another, tagging/ mentioning other City Tech social media and linking to College web pages. Just as we are a community on Jay Street, we are an online community as well, continuously amplifying and supporting our messaging, diversifying our audience, and growing our brand.
- Tag Communications official pages for optimal exposure @citytechcuny on Instagram, Facebook, and Twitter/X; City Tech, CUNY on LinkedIn.
- City Tech’s social media guidelines apply to accounts intended to represent official City Tech entities. We ask that social media users representing the College follow these guidelines:
 - Uphold the College’s [mission](#) and guiding principles—every City Tech social media account represents the College!
 - Use good judgment about content and respect privacy laws ([FERPA](#)).
 - Use the [City Tech Branding Guide](#) regarding both visual and written content.
 - Do not use City Tech social media to endorse political candidates, or to promote products and/or services.
 - Contact the [Office of Communications](#) if a media representative contacts faculty, staff, or students about content from your social media page.

Content & Imagery Guidelines

- Non-City Tech imagery, such as banner, cover, header, profile and wallpaper images, is at the discretion of the account owners and must adhere to image copyright laws.
- Obtain verbal approval from individuals to use their photos on social media.
- Permission must be obtained when using online material that includes direct or paraphrased quotes, thoughts, ideas, photos, music, recordings and/or videos. Include a link to the original material if available.

- Social media users acting on behalf of the College must adhere to all applicable City Tech and CUNY policies (human resources policies and policies regarding intellectual property, IT security and computer resources).
- In addition to City Tech’s social media guidelines, all content is bound by the Terms and Community Guidelines for that service (Facebook, X, Instagram, etc).
- City Tech’s social media accounts are for the dissemination of official college content. Do not use them for personal purposes.
- Personal Social Media: If you identify your affiliation with City Tech in your profile or comments, other users will naturally associate you with the college. Please indicate: “While I am an employee of City Tech, views expressed are solely mine and do not reflect the views of the college.” City Tech’s name or logo may not be used to lobby, endorse any opinion, product, private business or cause.

Community Management

- Carefully monitor public comments and replies to your social media posts.
- At your discretion, you can hide inappropriate comments, including offensive language and hate speech, and remove followers. Keep in mind that users may screenshot posts and notice when you hide inappropriate comments.
- Check the platform’s community guidelines. Monitor engagement on posts and report community violations accordingly using the platform’s reporting portals.
- If a commenter requires assistance (e.g., a question about financial aid, admissions or campus facilities), please respond and direct them to the appropriate office or department.
- Before responding to a problematic or incendiary post or comment, consult with colleagues or the Communications Manager and think through your response strategy rather than posting immediately.
- If you encounter threats of violence in public comments or direct messages, immediately screenshot and email the evidence to [Public Safety](#). In addition, call 718-260-5555 to report.

Best Practices

- Use “City Tech” identification along with the name of your office/ program/ club. Avoid NYCCT and other abbreviations.
- Proofread!
- Social media is all about connecting—encourage discourse and respond to posts, including concerns.
- Adhere to CUNY Accessibility Guidelines: <https://www.cuny.edu/accessibility/content/social-media/>
- If your content is inaccurate, correct it and acknowledge the correction.

CITY TECH BRAND ASSETS

(DOWNLOADABLE FILES)

Full Package

COLLEGE
LOGO
SLOGAN
STATIONERY
TEMPLATES

- The College’s historic colors, royal blue and goldenrod, are invoked when there is opportunity for 2-3 color branding, and for formal occasions such as Commencement. The meld of all 3 colors (dark teal, royal, and goldenrod) is visible on the College website.
- We discourage use of the College shield without the City Tech unless spatial constraints prevent full branding from being used.
- The City Tech skyline illustration is recommended only for large format use.
- The City Tech logo may be enlarged or reduced, but may not be altered in any other way (including combining with or incorporating into another mark, symbol, or graphic). See the [City Tech Branding Guide](#). Questions? Contact Art Director Yue Chen at yue.chen08@citytech.cuny.edu.



[Download Link](#)



[Download Link](#)



City Tech Shield



[Download Link](#)



College Slogan

**58 UNIQUE DEGREE PROGRAMS,
AT THE FOOT OF THE BROOKLYN
BRIDGE. SEE WHERE TECH CAN
TAKE YOU.**

**58 UNIQUE DEGREE PROGRAMS,
AT THE FOOT OF THE BROOKLYN
BRIDGE. SEE WHERE TECH CAN
TAKE YOU.**

**SEE WHERE TECH CAN
TAKE YOU.**

**SEE WHERE TECH CAN
TAKE YOU.**

[Download Link](#)

[Download Link](#)

Brand Colors



FOR BLACK AND WHITE

<p>PRINT: BLACK: C:0 M:0 Y:0 K:100 RICH BLACK: C:60 M:40 Y:40 K:100 WHITE: C:0 M:0 Y:0 K:0 (PAPER)</p>	<p>WEB/DIGITAL: BLACK: HEX: 000000 R:0 G:0 B:0 WHITE: HEX: FFFFFFFF R:255 G:255 B:255</p>
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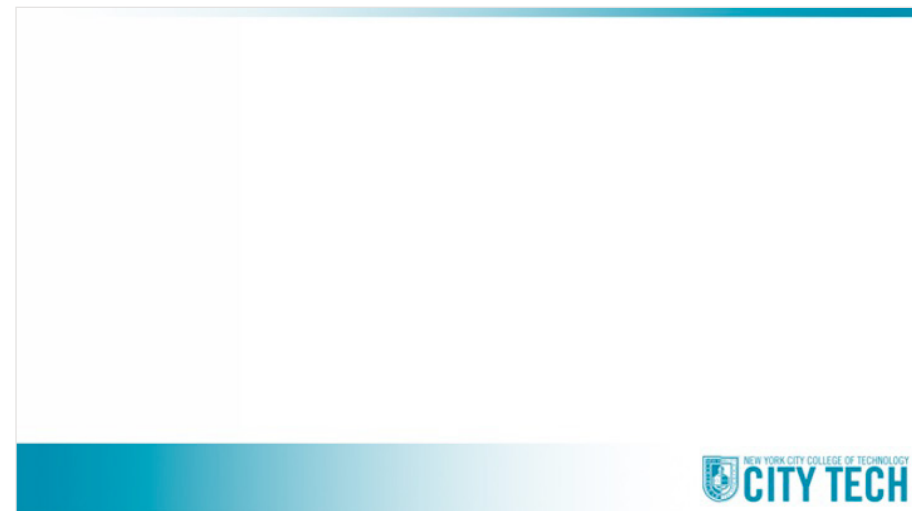
WEB ACCESSIBILITY COLOR COMBINATION (AA STANDARD)



[Download Link](#)

Powerpoint Slide

[Download Link](#)



Letterhead

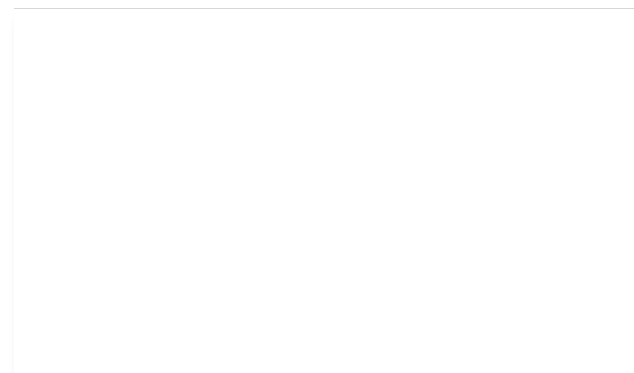
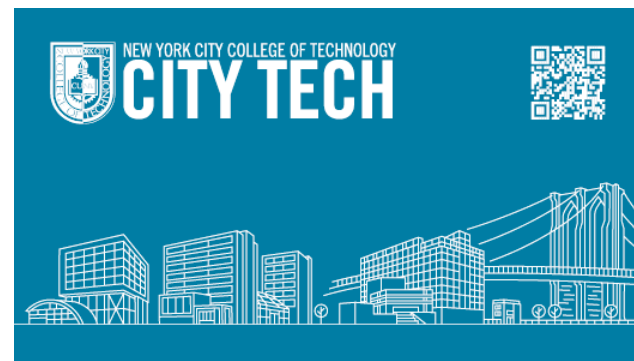
[Download Link](#)



Business Card

Note: Business Cards may be ordered through the Office of Faculty and Staff Relations, after approval from Chairs/ Supervisors.

[Download Link](#)



Email Signature

As email is used frequently to correspond with individuals outside the City Tech community, the signature space below email messages is an opportunity to reinforce City Tech's brand identity in a uniform and consistent manner.

- Font: Use a simple 11 point standard font such as Tahoma, Calibri, or Arial.
- Graphics/Logos – Please avoid logos, as they do not render consistently across email programs.
- State rules preclude employees from using public resources to promote private entities. Any questions about this should be directed to Katherine Raymond, Special Counsel, Katherine.raymond91@citytech.cuny.edu.
- Quotes: Please refrain from adding personal quotations, as City Tech email is an official college communication.
- Professional licenses / certifications / publications: Add academic or professional credentials relevant to your position at the College.
- Confidentiality Clause - If your department works with confidential information, a confidentiality clause can be included below the signature. Please consult the Special Counsel for guidance.

The Office of Communications recommends the email signature format that follows; depending on individual, office, or department needs, modifications may be warranted. We understand, for example, that members of the community may wish to add additional titles or preferred pronouns. Some individuals may prefer to omit full mailing address. The guidelines here pertain to the general community.

EMAIL SIGNATURE TEMPLATE

FACULTY / ACADEMIC POSITIONS

Send	From
To	
Cc	
Bcc	
Add a subject	
<p>Denise H. Sutton, PhD Associate Professor Department of Business City Tech, CUNY Academic Complex A-614C • 285 Jay St. Brooklyn, NY 11201 718.260.5979</p>	

To format your email signature in Microsoft Outlook web browser:

1. Open your web browser and sign into your Microsoft email account.
2. Click on the "Settings" gear icon in the top right corner of the Outlook screen.
3. From the dropdown menu, select "View all Outlook settings."
4. In Settings, click on "Compose and reply".
5. In the Email signature section, copy and paste the applicable faculty or staff signature to format your personal signature text, using 11pt font and no images.
6. To add a hyperlink to your signature text, highlight the text you want to turn into a link and click on the "Link" icon in the toolbar. Enter the URL or choose an email address from your contacts.
7. Once you have formatted your signature, click "Save" at the top of the Settings pane.

STAFF POSITIONS

Send	From
To	
Cc	
Bcc	
Add a subject	
<p>Tanika Bashir Academic Internship Manager Professional Development Center City Tech, CUNY Library Building L-114 • 300 Jay St. Brooklyn, NY 11201 718.260.5050</p>	

Notes & Reminders

- Consider hyperlinking your name to a City Tech webpage. Draw visitors to a department, office, program, or faculty page.
- Consider hyperlinking college social media below your signature, if appropriate.

The City Tech Branding Guide was written and designed by the Office of Communications.

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Special Thanks: Denise Sutton

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