



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
- 9 Content & Imagery Guidelines  
Tips & Best Practices

City Tech Brand Assets

- 13 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](mailto:communications@citytech.cuny.edu).

[www.citytech.cuny.edu/communications](http://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](http://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](mailto: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. The abbreviations below should not be used.

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](mailto:communications@citytech.cuny.edu) to register your interest in social media and discuss which platform is best for your needs, your intended audience and key messages, and how the platform will be presented.
- Once this information is determined, submit your handle, administrator name(s), and strategy to [communications@citytech.cuny.edu](mailto:communications@citytech.cuny.edu) so your account can be added to our social media directory.
- 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.
- Remember that content posted on all platforms becomes immediately searchable and shared. Search engines and web technology make it virtually impossible to take something back.

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.
- Use the City Tech [Photo-Video Release Form](#) whenever a person’s name, picture, portrait, and/or voice will – or may in the future – be used for publicity materials in any forum or media. If there is a clear intent on using the name, portrait, picture, and/or voice, the release must be obtained. The Release Form and assets should be shared with the Communications Manager.
- 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, Twitter, Instagram, etc).

Tips & Best Practices

- Use consistent branding: “City Tech” identification along with the name of your office/ program/ club. Avoid NYCCT and other abbreviations.
- Always proofread!
- Vary between written and multimedia content (images, photos, videos).
- 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/>
- City Tech depts/programs should appoint a staff member to manage and update their social media, ideally with one other person so that posts are consistent.
- When an admin or editor is no longer an employee, make sure their name is taken off the account—and keep a record of usernames and passwords. Always have two active administrators on each account.
- If a message gives you pause—then pause. Take a minute before posting and ask your supervisor if content is appropriate.
- Link to relevant City Tech web pages.
- 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](mailto: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

[Download Link](#)

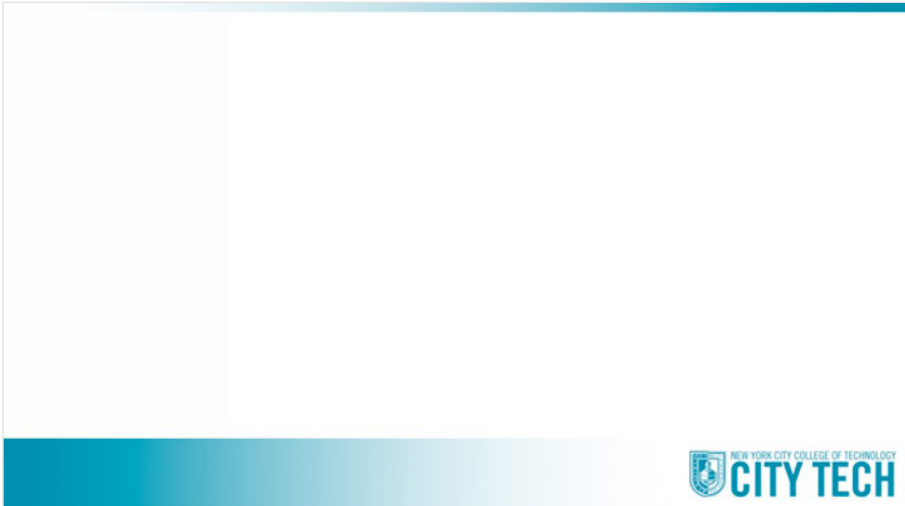
<p>Pantone 130C</p> <p>C:0 M:30 Y:100 K:5 Hex: F4AA00 R:244 G:170 B:0</p>	<p>Pantone 314C</p> <p>C:100 M:0 Y:5 K:35 Hex: 007FA3 R:0 G:127 B:163</p>	<p>Pantone 293C</p> <p>C:100 M:66 Y:0 K:32 Hex: 003DA5 R:0 G:61 B:165</p>
---	---	---

FOR BLACK AND WHITE	
PRINT:	WEB/DIGITAL:
BLACK: C:0 M:0 Y:0 K:100	BLACK: HEX: 000000
RICH BLACK: C:60 M:40 Y:40 K:100	R:0 G:0 B:0
WHITE: C:0 M:0 Y:0 K:0 (PAPER)	WHITE: HEX: FFFFFF
	R:255 G:255 B:255

WEB ACCESSIBILITY COLOR COMBINATION (AA STANDARD)		
<p>Aa Aa</p>	<p>Aa Aa</p>	<p>Aa Aa</p>



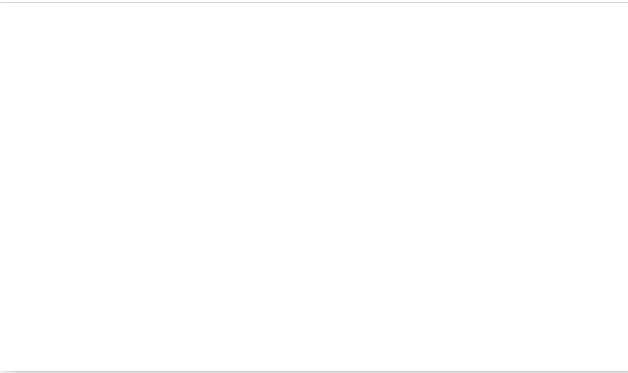
Powerpoint Slide



[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](#)

Letterhead

[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](mailto: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

[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

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

Tanika Bashir  
Academic Internship Manager  
[Professional Development Center](#)  
City Tech, CUNY  
Library Building L-114 • 300 Jay St.  
Brooklyn, NY 11201  
718.260.5050

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.

**Acknowledgements:**

Caroline Chamberlin Hellman

Yue Chen

Katherine Tabares

**Special Thanks:** Denise Sutton

©2023