



# BARUCH UNIVERSITY

VISUAL STANDARDS MANUAL

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# FACTS

CALIBRI REGULAR 36PT. (249PT)

BARUCHUNIVERSITY

CALIBRI BOLD 36PT. (249PT)  
A MOVES 1PT. TO THE LEFT  
R MOVES 1PT. TO THE LEFT

BARUCHUNIVERSITY

THE ORIGINAL SIZE OF THE LOGO IS 300PT. X 194.5PT.

THE YELLOW-GOLD IS C 17.83, M 17.41, Y 88.46, K 0



# BARUCH UNIVERSITY

Baruch University is highly regarded as one of the top schools for both undergraduate and graduate students. We bring together some of the most intelligent students in the country. Our reputation has also attracted students throughout the world. Our campus is located in the heart of Manhattan, providing the students with one of the greatest cultural experiences they could ask for. We offer the largest, and one of the most respected business schools in the United States; a highly ranked school of public affairs; and an outstanding liberal arts school.

ZICKLIN SCHOOL OF BUSINESS

WEISSMAN SCHOOL OF ARTS AND SCIENCES

SCHOOL OF PUBLIC AFFAIRS



## IDENTITY STANDARDS

The image of an institution cannot be changed by an act of will or imposed by fiat; it develops over time, the result of gradual public perceptions. Those perceptions, however, are shaped in part by a visual identity that an institution can both create and manage and that forms a vital component of its brand. As more importance is placed on marketing and message, it has never been more vital for higher education institutions to present a well-founded and consistent brand identity. From the quality of our faculty to the beauty of our campus, there are many deep and far-reaching factors involved in creating a public image. Of all these elements, the most outwardly visible is our logo. In an effort to create an appropriate and timeless mark, many members of the Baruch University contributed to the evolution of the identity for the university. With this in mind, the single most important element for successful identity implementation is consistent use and application.



The purpose of this manual is to set forth standards that will allow us to maintain and foster the visual identity of Baruch University, sustaining a consistency that will unify and strengthen the University and its component parts, project an image of cohesiveness and quality, and boost pride.

The manual introduces the new Baruch University logo and establishes guidelines for its proper use. This manual offers brief, easy-to-follow guidelines to ensure best use practices of our identity as we move forward.

Your cooperation in following these guidelines is essential for the successful implementation of this vital part of the Baruch University brand identity. To find out more about guidelines regarding Baruch University's visual standards, please call the Office of the Department of Arts

Tel. 646 - 234 - 4567 (or)  
E-mail: [michelle.cruz@gmail.com](mailto:michelle.cruz@gmail.com)

## PROMOTIONAL MATERIALS

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# PROMOTIONAL MATERIALS

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# PRIMARY LOGO

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BARUCHUNIVERSITY

BARUCHUNIVERSITY

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BARUCHUNIVERSITY

BARUCHUNIVERSITY

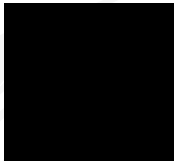


# LOGO COLORS



The official logo color is Pantone DS 4-4 C (gold) and black.

Use of Pantone DS 4-4 C is essential to the brand identity of Baruch University. Use of another gold is unacceptable.



If printing in a single color, it is recommended that the logo color be black or reserve to side out of a solid color.

Never use other colors.

Never screen logo.

# CORRECT & INCORRECT USAGE

The logo consists of Baruch and University in any configuration.  
The Baruch University logo can be used with or without ruled box.

**BARUCH UNIVERSITY**

**BARUCH UNIVERSITY**

**BARUCHUNIVERSITY**

**BARUCHUNIVERSITY**

**BARUCH  
UNIVERSITY**

“Baruch” and “University” cannot be separated or changed.

**BARUCHUNIVERSITY**

The Baruch University logo cannot be used in other colors(s) including gradients.

**BARUCHUNIVERSITY**

The Baruch University logo cannot be used in different types.

# FONTS & USAGE

The Baruch University official logo design bases on Calibri Bold for “baruch” and Calibri Regular for “university” and modified as needed.

Centabel Book is integrated with the Baruch University logo. It is used for office addresses and other informations. It is used for all purposes; body, headlines, highlight copy, and media, print, advertising, and web.

Centabel Book

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

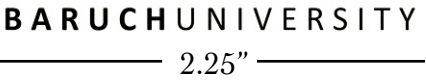
abcdefghijklmnopqrstuvwxyz

1234567890

# SIZE, SAFE ZONE, & PROPORTION

## SIZE

The minimum size the standard logo may be displayed is 2.25”. As vector art, there is virtually no enlargement size restrictions, however, the logo should generally not be larger than 1/4 of the full displayed page (see examples right).



## MINIMUM SAFE ZONE

When used as a moniker (not screened or as design element), the logo should have a minimum “safe” zone free of other graphic distractions. This space is variable and is determined by the small cap height at the displayed logo size (see example right).



## PROPORTION

The logo should generally not appear larger than 1/4 of the display page. Exception to this rule would be if logo is being used as page or cover title or being screened back as a design element. (see example right).



# STATIONERY ITEMS

Stationery items are critical devices for communicating to external audiences, providing a key opportunity to reinforce Baruch University’s visual identity. This page displays the standard Baruch University format for letterhead, business cards, and envelopes.

