Logo Fonts
The Baruch logo is made up of the Baruch and Futura Light fonts. Never use set type, different fonts or different weights of font—always use the logos from the official logo files. Do not redraw, stretch, re-space, or modify artwork in any way.

Logo Colors
The color of the Baruch logo is PANTONE 288, or the equivalent CMYK color of C100 M80 Y6 K32 or BLACK or WHITE, depending on the background color. PANTONE 288 or equivalent is the preferred color for the logos. Never use other colors for the logos. For electronic media, use RGB color R5 G51 B107 or #05336B.

Logo Usage
Stacked or horizontal versions may be used depending on the proportions of a design piece.

Logo and CUNY Symbol
The Baruch logo must be used with the CUNY logo. See pages 4, 5, and 6 for guidelines on sizing and positioning of logos.
SECONDARY AND TERTIARY LOGOS

School Logos (Secondary)

HORIZONTAL LOGOS

Baruch College
MARXE SCHOOL OF PUBLIC AND INTERNATIONAL AFFAIRS

Baruch College
ZICKLIN SCHOOL OF BUSINESS

Baruch College
WEISSMAN SCHOOL OF ARTS AND SCIENCES

Baruch College
CONTINUING AND PROFESSIONAL STUDIES

STACKED LOGOS

Baruch College
MARXE SCHOOL OF PUBLIC AND INTERNATIONAL AFFAIRS

Baruch College
ZICKLIN SCHOOL OF BUSINESS

Baruch College
WEISSMAN SCHOOL OF ARTS AND SCIENCES

Baruch College
CONTINUING AND PROFESSIONAL STUDIES

Logo Fonts and Colors
The Myriad Bold font is used in the secondary and tertiary logos. Color guidelines are the same as for primary logos.

Logo Usage
Stacked or horizontal versions may be used depending on the proportions of a design piece. The only exception is the Zicklin logo, where the stacked logo is preferential and the horizontal version is reserved for small items where the stacked logo would be unreadable.

Logo and CUNY Symbol
The Baruch logo must be used with the CUNY logo. See pages 4, 5, and 6 for guidelines on sizing and positioning of logos.

Department Logos (Tertiary)

Baruch College
MARXE SCHOOL OF PUBLIC AND INTERNATIONAL AFFAIRS

Baruch College
WEISSMAN SCHOOL OF ARTS AND SCIENCES

Baruch College
Master of Financial Engineering

Revised Fonts
Only use horizontal version of logos for departments, not stacked.

FONT: Myriad Regular, title case
CUNY Logo Versions and Usage

Logo Colors
The color of the CUNY logo symbol is PANTONE 286, or the equivalent CMYK color of C100 M66 Y0 K2 or BLACK or WHITE, depending on the background color. PANTONE 286 or equivalent is the preferred color for the logos. Never use other colors for the logos. For electronic media, use RGB color R29 G58 B131 or #1D3A83.

General CUNY Logo Usage
The Baruch College logo should be positioned prominently, with the CUNY logo placed separately near the bottom of a design piece or on the back as a sign-off. See page 5 for more details.

There are also combined Baruch logo and CUNY logo lockups available (see page 6). These should be used only in situations where space is constrained.

If you have questions or need more information about the CUNY logo and/or the university brand voice guidelines, please contact the Baruch marketing staff in OCMPA.

Logo Colors
This version of the logo is recommended for use on internal documents or public-facing design pieces where the meaning of the CUNY acronym is otherwise defined or the audience is familiar with its meaning.

CUNY Logo Symbol

CUNY Logo with Long-Form Name
This version of the logo is recommended for use on pieces with a public-facing or international audience, who may not be as familiar with the meaning of the CUNY acronym.

CUNY Logo with Tagline
When space constraints require the logo tagline lockup to appear smaller than 2.5 inches, use this small space lockup. This will ensure that the tagline remains legible.

CUNY Logo with Tagline for Small Spaces

Baruch Identity Overview
BARUCH AND CUNY LOGO SIZING

When using the Baruch College and CUNY logos separately but on the same document, it is important that the CUNY logo appear at an appropriate size in relation to the Baruch College logo. Use the guidelines below to find the correct sizing as well as the correct horizontal alignment for the logos.

As long as this relative sizing is adhered to, the logos may appear at any size together above 1/4” in height, the minimum logo size for the logos.

**PRIMARY LOGO STACKED**

Size of CUNY logo symbol equal to height of stacked primary logo.

**PRIMARY LOGO HORIZONTAL**

Size of CUNY logo symbol equal to height plus 1/2 height of “Baruch” portion of the horizontal primary logo.

**SECONDARY SCHOOL LOGOS STACKED**

Size of CUNY logo symbol equal to height of “Baruch College” portion of the stacked secondary logo.

**SECONDARY SCHOOL LOGOS HORIZONTAL**

Size of CUNY logo symbol equal to height of horizontal secondary logo.

**SPECIAL CASE: MARXE SCHOOL HORIZONTAL LOGO**

Size of CUNY logo symbol equal to height of school name plus 1/2 height of the “Baruch College” portion of the logo. (Special case because Marxe horizontal logo is taller than the other horizontal logos)
The Baruch logo should be positioned prominently on a design piece, for instance near the top or bottom left. The CUNY logo symbol should be shown in a separate position in the layout, such as on the right or an opposite corner of a design piece. Alignments among elements should be made whenever possible.

If there is inadequate room on a design piece to place the CUNY logo separately, please see page 6 for guidelines on logo lockups and combinations.

The examples provided here are not comprehensive and exist to provide an overall, general guideline for where the logos should be placed. Logo placement will likely vary based on individual designs.

Please observe sizing guidelines on page 4 before positioning the logos on a design piece. Keep all logos at a reasonable distance from other trademarks, competing text, graphic elements, images on a page, or the document edge.
These logo lockups are for situations when there is not enough space for the CUNY logo to be in a separate location than the Baruch logo on a communication piece. Please note that it is always preferable to use the Baruch logo with the CUNY logo in a separate location.

The minimum protective space for the CUNY logo is the width of the negative space that is inside the letter “U” in the CUNY symbol. If more space is available, then a space equivalent to the width of the letter “C” used to separate the two logos is recommended.

The position and sizing of the elements in the lockups are outlined here and should not be altered. Do not redraw, stretch, re-space, or modify artwork in any way.

**SPACING GUIDELINES**

BARUCH-CUNY LOGO LOCKUPS FOR LIMITED SPACE

STACKED PRIMARY LOGO WITH CUNY LOGO SYMBOL

HORIZONTAL PRIMARY LOGO WITH CUNY LOGO SYMBOL

STACKED PRIMARY LOGO WITH CUNY LOGO WITH LONG FORM NAME

HORIZONTAL PRIMARY LOGO WITH CUNY LOGO SYMBOL WITH LONG FORM NAME

SECONDARY LOGOS WITH CUNY LOGO SYMBOL OR LOGO WITH LONG FORM NAME

A space of the width of the letter “C” separates the elements in the secondary logo lockups.
EXAMPLES OF IDENTITY USAGE

BROCHURE COVER FOR HARMAN WRITER-IN-RESIDENCE PROGRAM

Some examples of existing projects that have made use of the Baruch identity guidelines. These are projects where the CUNY logo was successfully placed separately from the Baruch logos.

LANDING PAGE FOR MODULAR EXECUTIVE MS IN FINANCE IN MUMBAI
EXAMPLES OF IDENTITY USAGE

LETTERHEAD

The official Baruch College letterhead designed in accordance with the identity guidelines.

ZICKLIN SCHOOL OF BUSINESS PROFILE ON AN ORGANIZATION’S WEBSITE

This is an example of a situation with constrained space where a lockup is used with a secondary Baruch logo (see page 6).