

macaulay honors college identity guidelines

as of June 2013

macaulay

identity guidelines

Macaulay is the honors college at The City University of New York, and we're increasingly recognized as one of the best honors colleges in the country.

Our mission

Our mission is to offer exceptional students transformative opportunities to develop their potential beyond what they ever imagined.

Our vision

Our vision is to inspire and prepare students to solve the challenges facing New York City, our nation, and the global community.

table of contents

our name and how to use it	1
house style guidelines	2
our logo	3
primary treatments	3
secondary treatments	4
do's and don'ts	5
clear space and minimum size	6
cuny cube and our logo	7
logo lockups—community and advancement	8
stationery	9
letter formatting guidelines	10
typography	11
how it works together	12
scotch roman display	13
myriad pro	14
alternate fonts for print and web	15
colors	16
our palette of colors	16
the macaulay look	17
using a dominant color	18
what looks good together	19
a simple go-to combination	21
photography—how we use it	22
illustration and other visual elements	23
screened overlapping type	24
signage—temporary	25

our name

and how to use it

William E. Macaulay Honors College at The City University of New York

This is the formal, official name of the College. It is used in formal situations such as all legal and financial documents as well as student diplomas. It is not used in marketing communications materials, advancement communication materials or enrollment materials.

Macaulay Honors College

This is the most common and frequent use of the name. It is used extensively in all communication material including the website.

Macaulay

This usage is also used extensively in all communications materials.

Macaulay Honors College at CUNY

This is how the name appears in the logo. It is not used this way in any other application.

Macaulay. The honors college at The City University of New York.

Not really a name per se, this is used as an identifier on the covers of several current publications. The sentence "Macaulay is the honors college at The City University of New York" is used as the opening identifier in copy in our publications.

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house style

a few important guidelines

- **Identifying students** When identifying students in a layout we include their name, their date of graduation and their campus. There are two styles we use to do this. Style 1 works well as a caption to a photo. Style 2 works well in a list. Note that when using Style 2, you drop the word “College.”

Style 1

Zujaja Tauqeer '11, Brooklyn College

Style 2

Zujaja Tauqeer '11, (Brooklyn)

When discussing a student in copy, in the first instance use their full name and class: Zujaja Tauqeer '11. In the second instance, use just their last name: Tauqeer was Macaulay's second Rhodes Scholar.

- **No periods in abbreviations** For degrees it is BA, MA, and PhD. Other abbreviations include US, NYC, MTA etc.
- **Oxford comma** In a set of three or more items, always include a comma before the word “and”. For example, April, May, and June.
- **Capitalize the “The”** Always capitalize the word “the” in The City University of New York. It is a part of the name.

style 2

In a list put the name of the college in parentheses after the name and year of the student

style 1

In quote attributions or captions use a comma after the name and year of the student and before the name of the college

The photos in our viewbook are either of or by Macaulay. Credits are given in clockwise order.

it can happen

Siwen Liao '11 (Baruch)
Julia Gorbach '13 (Hunter)
Spring Picnic / Arpi Pap
James Manzello '08 (Hunter)
Alisa Umanskaya '09 (Hunter)
Macaulay Building / Harry DiOrio
Ayesha Lewis '10 (Lehman) and Jocelyne Jeannot '11 (Lehman)

“The most compelling aspect of Macaulay is that it allows each student to create his or her own unique college experience.”

MAISHA LOPA '13, HUNTER COLLEGE

our logo

primary treatments

There are three acceptable primary treatments for the Macaulay logo. All three are shown to the right.

A. The Macaulay signature in white on a red box

This is the recommended top choice to use for the logo whenever possible. It offers the greatest prominence and flexibility and stands out on any background. This is the preferred treatment of the Macaulay logo.

B. The Macaulay signature on a black box

This is intended for those occasional uses when a job is printed in black only or is copied or faxed.

C. The two color logo on a transparent background

Here the Macaulay signature words are in red with the surrounding rules in black. The background is transparent, so will show whatever color or image is behind the logo. This logo treatment is intended primarily for the Macaulay stationery package.

Approved versions of all three of these logo treatments in suitable file formats and resolution are available from the Macaulay marketing department. Please do not recreate them, modify them or create special alternate treatments.

Primary logo treatment 1



A



B

Primary logo treatment 2



C

our logo

secondary treatments

There are four secondary treatments for the Macaulay logo that are also acceptable to use. Because all four of these are on a transparent background, great care must be taken to assure that there is adequate contrast between the logo and the color or image behind the logo.

The four secondary acceptable logo treatments are:

1. The Macaulay signature in red on a transparent background.
2. The Macaulay signature in black on a transparent background.
3. The Macaulay signature in gray on a transparent background.
4. The Macaulay signature in white on a transparent background.

Examples of all four are shown to the right. Option 4, the Macaulay signature in white, is shown both on a field of color and over a photo.

Approved versions of all four of these logo treatments in suitable file formats and resolution are available from the Macaulay marketing department. Please do not recreate them, modify them or create special alternate treatments.

Secondary logos



1



2



3



4

our logo

do's and don'ts

To the immediate right are all the approved treatments for the Macaulay logo. Approved versions of these logo treatments in suitable file formats and resolution are available from the Macaulay marketing department. Please do not recreate them, modify them or create special alternate treatments.

To the center and far right a few of the most common logo mistakes are shown to give some guidelines on what to avoid.

Acceptable treatments



Unacceptable treatments



Do not modify box color



Do not modify type color



Do not remove rules



Do not modify rules



Do not change typeface



Do not create novel festive logos



Do not reproduce without sufficient background contrast



Do not reproduce as a background supergraphic

clear space

and minimum size

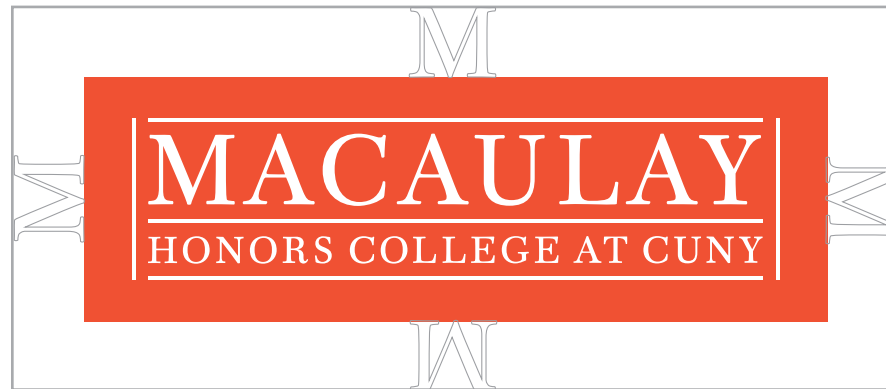
Clear space

It is important to leave adequate “clear space” around the Macaulay logo to assure prominence and avoid competition with text and other graphic elements. At an absolute minimum the clear space should be the height of the letter “M” in Macaulay in whatever size you are using the logo as shown to the right.

Minimum size

The absolute minimum size the Macaulay logo should ever appear is 1” wide x .32” high. However, judgment should be used regarding the size of the logo in proportion to the page size of your document. For example, don’t use the 1” logo on a large poster.

Clear space around logo



Minimum size

width 1”
height 0.32”



cuny cube

and our logo

On all “out-facing” communications, it is important to include the CUNY cube somewhere on the piece. It should be carefully balanced with the Macaulay logo and never “overshadow” it.

When the CUNY cube and the Macaulay logo are used together on the same page, the cube should be the same height as the Macaulay logo. They should be separated either vertically or horizontally by a distance of at least one cube as shown to the right. If they are further apart, the distance should be in increments of the size of the CUNY cube.

CUNY cube



Locked up with the Macaulay logo



Minimum horizontal space
at least one cube apart from logo



Minimum vertical space
at least one cube apart from logo

logo lockups

community and advancement

Community lockup logos

The “community lockup” logos are used to show our association with the eight partner colleges of our cross campus community. Their most frequent use is on business cards for Macaulay staff working at the individual campuses or partner college staff working on behalf of Macaulay at our campus.

To the right you see examples of how each of these community lockup logos should look. Approved versions of these logo treatments are all available from the Macaulay marketing department. Please do not recreate them, modify them or create special alternate treatments

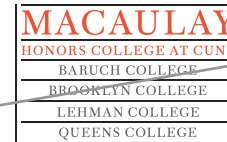
Advancement lockup logos

To the very far right are the Macaulay Advancement logos. They are used for the Macaulay Foundation, the Parents Fund and the Friends of Macaulay. Approved versions of these logos are all available from the Macaulay marketing department. Please do not recreate them, modify them or create special alternate treatments.

Community lockups



Unacceptable treatments



Do not create new logos to show other relationships



Do not create additional proprietary logos for each campus



Do not modify the messaging



Do not decorate the logo with each school's colors

Advancement logos



stationery

system elements

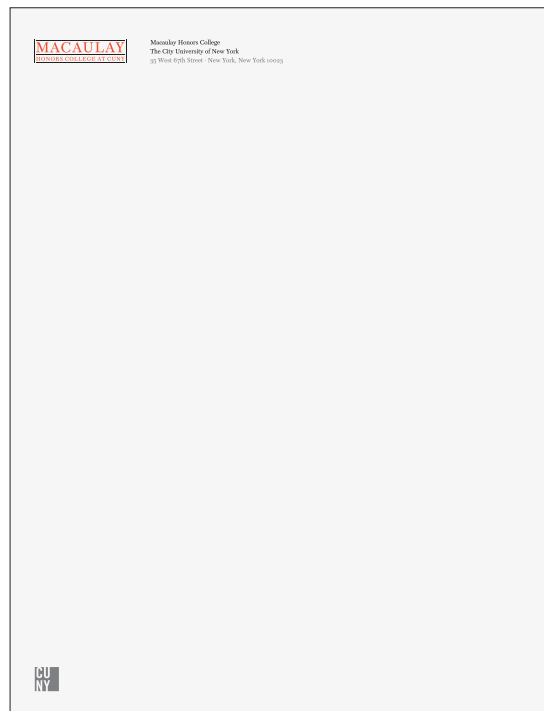
The elements of the Macaulay stationery system include the letterhead, #10 envelope, mailing label and two versions of the business card, one for Macaulay staff and one for Macaulay/Partner Campus staff.

In the case of the letterhead, #10 envelope, mailing label and Macaulay staff business card, the two-color primary logo (primary logo 2) is used as shown in the examples to the right.

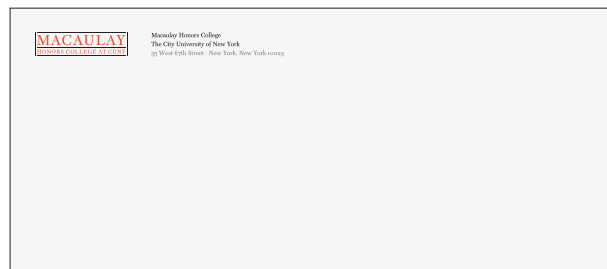
In the case of the Macaulay/Partner Campus staff business card, the appropriate “community lockup” logo is used and the name of the partner campus is used in the name block. An example of this is also shown to the right.

In all cases the font for elements of the stationery system is Scotch. Scotch text bold for the name of the person and the institution, Scotch text italic for the title, Scotch text small caps for the telephone and fax information and Scotch text for all other information.

Letterhead



#10 envelope



Business cards



Mailing label

letter

formatting guidelines

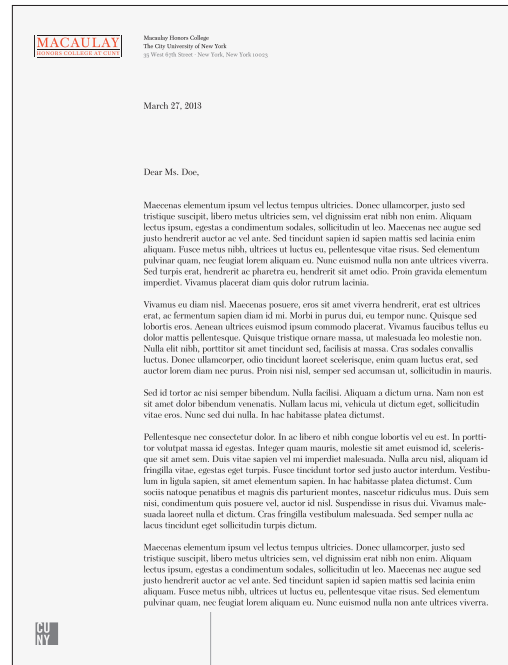
The formatting for our letters is flush left / rag right for the copy.

The date line, salutation, letter body and signature block are left aligned with the left edge of the printed addresses as shown in the example to the right.

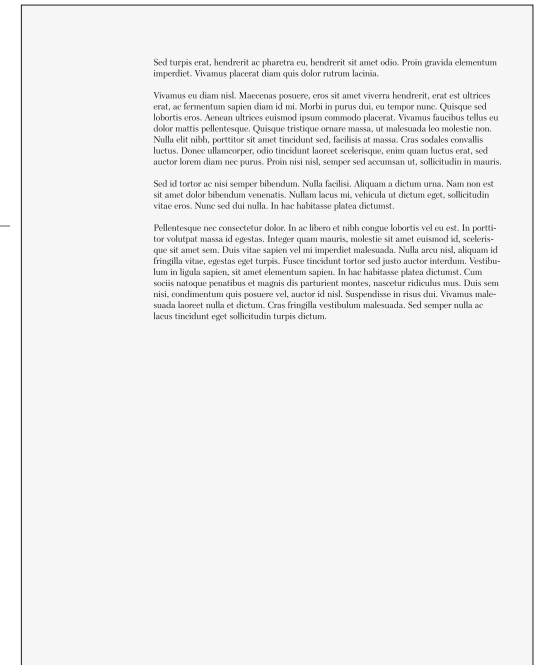
Should your letter go to a second page, left-align it in the same position as the first page.

The recommended font for the letters is Georgia.
The recommended size is 11 point / 16 leading.

First page



Second page



letter body copy

Georgia 11 pt
leading 16 pt

typography

scotch roman, myriad pro

Macaulay uses two main font families, one serif and one sans serif. Our serif font is Scotch Roman. Our sans serif font is Myriad Pro.

Scotch Roman

In the Scotch Roman family we primarily use Scotch Roman Display and Scotch Roman Small Caps.

Scotch Roman Display is used for all headlines, quotes and special opening copy. Scotch Roman Small Caps is used in a variety of ways. These include attributions of quotes, titles of lists, labels for infographics, and titles and subheads to call attention to particular areas of copy.

The other members of the Scotch family are used sparingly and for very specific purposes. Scotch Roman Text Bold is used to emphasize specific words within a block of Scotch Roman Display. Scotch Roman Display Italic is used for book titles within a block of Scotch Roman Display copy.

Myriad Pro

In the Myriad Pro family, we use Myriad Pro Regular, Semibold and Bold. Myriad Pro Regular is used for all body copy. Myriad Pro Semibold is used for body copy introduction paragraphs and for chart and graph labeling in some instances. Myriad Pro Bold is used for body copy subheads and titles of lists in some instances.

Scotch Roman Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

Scotch Roman Text Small Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

typography

how it works together

An example of a typical spread from the Macaulay Decennial Report is shown to the right. It gives an overview of how the fonts work together to create the Macaulay look. More specifics on typography are discussed on the following three pages along with additional examples.

big headline

Scotch Roman Display 41pt
all lower case

secondary headline

Scotch Roman Display 20.5pt
all lower case
leading 31pt

introduction

Myriad Pro Semibold 9pt
leading 12 pt
usually 2 columns wide

copy flush left

Copy flush left except for the headline (and the occasional special section)

Example of how we use typography on a spread and typical sizes used

big & secondary headline as a unit

- keep the size proportion of the big and secondary headline (2:1)
- staggering

quote marks

- the quote marks are graphics in gradients (from the color of the type to the background color)
- the opening quote mark hangs outside the quote

big quote

Scotch Roman Display 20pt
leading 25 pt



subhead

Myriad Pro Bold 9pt, leading 12 pt
space before 0.125"
Capitalize all words excepts smaller insignificant words

body copy

Myriad Pro Regular 9pt
leading 12 pt
space before 0.125"

quote attribution

Scotch Roman Text Small Caps 11.5pt
leading 17.7 pt
Use this size no matter what size the quote is

typography
scotch roman display

Scotch Roman Display is used for all headlines, quotes, and any special opening copy.

Headlines

To create the Macaulay look, headlines are set in all lower case. The headlines are most often broken into two lines, in two different sizes. If this is done the ratio of the two sizes is 2:1. The two lines are typically staggered to give visual interest. The placement of the stagger depends on the nature and length of the headline copy. When breaking the headline, it's important to consider the content as well as the length to create a logical break.

Headlines from page to page in a brochure should align at the baseline of the last line of the headline.

At the right are a few examples of headline treatment.

Quotes

Quotes are set flush left, rag right. Their size and line length can vary to suit the layout. An example is shown to the right.

Special copy

Special opening copy can be justified, flush left, flush right, or centered line for line. An example appears to the right.

headline

First line: Scotch Roman Display 41pt
Second line: Scotch Roman Display 20.5pt
leading 31pt

quote

Scotch Roman Display 20pt
leading 25pt



typography

myriad pro

The Myriad Pro family is used for different elements of the body copy in Macaulay publications. The elements include the body copy itself, the intro to the body copy, and the subheads.

The body copy

The body copy itself is set in Myriad Pro Regular. It is set 9/12 on a three-column grid. There is no indent for the paragraphs.

The intro

In the Macaulay look there is typically a small intro to the body copy. This is usually the first paragraph or first few sentences of the body copy. It is set in Myriad Pro Semibold 9/12. It typically spans the first two columns of the body copy and is set flush left, rag right. Care should be taken to assure that the copy used here works as a stand-alone thought.

The subheads

The subheads are set in Myriad Pro Bold 9/12. They are set flush left, cap initials. The subheads and the intro are always the same color.

Other uses for Myriad Pro

Myriad Pro Semibold may also be used for labeling for charts and graphs. Myriad Pro Bold may also be used as titles for lists.

Examples of these uses appear to the right.

body copy

Myriad Pro Regular 9pt
leading 12 pt
space before 0.125"

title of list

Myriad Pro
Bold 9pt

list

Myriad Pro
Regular 9pt

intro

Myriad Pro Semibold 9pt
leading 12 pt
2 columns wide

subhead

Myriad Pro Bold 9pt
leading 12 pt
space before 0.125"

imagine learning
beyond the classroom

Queens College

Queens College was my first time being in a truly diverse learning community—and it's truly wonderful. The biggest resource at Queens has been my fellow Macaulay students here—they're like siblings, and they serve as an important information network.

Impact of Philanthropy

Funding Sources

- Public 82.2%
- Private 17.8%

- Facilities
- General Operations
- Technology
- Tuition
- Instruction & Academic Support
- Student & Program Support

special side bar list

Myriad Pro Bold 9pt

alternative

fonts for print & web

In those instances when Scotch Roman and Myriad Pro are not available, please use these fonts.

Print Alternate for Scotch

Georgia

Print Alternate for Myriad Pro

Helvetica Neue

Web Alternate for Scotch

Georgia

Web Alternate for Myriad Pro

Helvetica

Serif to replace Scotch for both print and web

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

abcdefghijklmnopqrstuvwxyz

San serif to replace Myriad Pro for print

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

abcdefghijklmnopqrstuvwxyz

San serif to replace Myriad Pro for web

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

abcdefghijklmnopqrstuvwxyz

colors

our palette of colors

Our color palette is shown to the right. The red, purple, black and gray are the main colors used in creating the Macaulay look. The other colors are secondary and serve in a variety of ways as accents to our main palette. Please choose your colors from this palette. Do not introduce additional colors.

Pantone colors

The two columns to the left show the palette in the Pantone Matching System (PMS) colors. The far left shows the PMS numbers to use on coated stock, the other shows the PMS numbers for uncoated stock. Use these numbers when you are printing with “spot” or “PMS” colors.

4 color process colors

This column shows the 4-color process combination for each of the colors in the palette. This is also known as the CMYK combination. You will use this formula when creating for jobs that will be printed 4 color process, either offset or digital.

RGB colors

This last column shows the RGB (red/green/blue) color combinations for the palette. You would use this column when creating for jobs that will be viewed on screen.

Pantone coated	Pantone uncoated	4 color process	RGB (screen)
1788C	Red 032U	0C/84M/88Y/0K	240R/69G/46B
520C	520U	64C/100M/12Y/0K	92R/28G/75B
144C	144U	0C/45M/91Y/0K	249R/157G/49B
390C	397U	22C/0M/100Y/8K	193R/205G/35B
108C	107U	0C/6M/95Y/0K	255R/228G/18B
292C	292U	49C/11M/0Y/0K	121R/189G/232B
313C	313U	100C/0M/8Y/13K	0R/154G/199B
286C	286U	100C/66M/0Y/2K	0R/93G/170B
1815C	1815U	0C/90M/100Y/51K	131R/31G/3B
425C	425U	0C/0M/0Y/77K	126R/128G/131B
Black	Black	100K	0R/0G/0B

colors

and the macaulay look

Use the main colors somewhere

Use the main colors of the palette (the red, purple, gray or black) somewhere early and important on a multi page document. This helps identify it as from Macaulay.

Use a dominant color

Use a dominant color from the palette (or white) as the background on a given spread or page. You can use other colors (or white) as the dominant color on other spreads in the same document. In the Macaulay look the background color bleeds off the page.

Make the color bleed

In the Macaulay look the color bleeds off the page

Typography and color

- Headlines may be two color, a single color or reverse out of a color and be white.
- Intros and subheads are always the same color as each other.
- Quotes can be any color in the palette but the quote marks always gradient from the quote color to the background color.

headlines

In one line or two lines (staggering) in white or a color from the palette

accent color for graphics

This example also uses gradient

quote

In white or a color from the palette

intro and subheads

Use the same color



bleed off the page

Background color bleeds off the page

a dominant color

Use one color from the palette as the background color of a spread

colors

using a dominant color

Although there is a lot vibrant color in Macaulay documents, the color on a given spread is more restrained. Typically there is one dominant background color on a spread, with photography and graphics providing additional support color.

The dominant color can change from spread to spread. Always make sure your background color is chosen to best coordinate with your photos, illustrations or other supporting graphics.

Some examples of a single dominant color on a spread are shown to the right.

Blue as the dominant color,
yellow used as the accent color



Red and green used as accent colors

Burgundy intro copy and subheads



Purple as the dominant color

Green as the dominant color

Blue quote

Purple intro copy and subhead

colors

what looks good together

Almost all the colors in the Macaulay palette can look good together when treated thoughtfully. It is all about proportion, balance, focus and harmony, Here are a few things to bear in mind.

- Be conscious of how the colors look spread to spread in a multi page document.
- Make sure your selected colors bring out the best in any photos that are on a page or spread.
- Make sure your color supports the message and copy of the project. Don't let the color overwhelm the copy.
- Be very conscious of legibility. Avoid using light colored type on a light background. For example PMS 390C green on a white background. However using white type on the PMS green background can work fine.
- Macaulay red and PMS 286C blue have a very strong "American Flag" association. Unless this association is appropriate to your message it's best to avoid this combination.

This page and the next show several examples of how different Macaulay colors can work together successfully.

Red big headline Gray (60% 425C) small headline

Green heading on purple Green and orange work well with purple

Purple intro and subheads

35% black quote

Green and purple opposite a page with red

Green type on purple background

A WORLD OF POSSIBILITIES
We want our students to explore, dig deep, and follow where their dreams lead. The Opportunities Fund helps make this possible.
Supported by private donors who believe in the mission of Macaulay, every dollar invested in the Opportunities Fund creates possibilities that shape and influence the lives of our students.

STUDY ABROAD
SERVICE LEARNING
INTERNSHIPS
RESEARCH PROJECTS
CONFERENCES
PROFESSIONAL DEVELOPMENT
GRADUATE TEST PREPARATION
FIELDWORK
87,000 OPPORTUNITIES FUND FOR EACH STUDENT

the opportunities fund
imagine the possibilities

The Opportunities Fund is a vital component of the Macaulay education and the great enabling force behind our experiential learning programs of study abroad, internships, research, and service. It is entirely funded by private donations from individuals, foundations and corporations.

The Opportunities Fund provides a \$1,000 study grant available to every student to use to extend and deepen his or her educational experience while at Macaulay. Students may access their Opportunities Fund by writing grant proposals for specific requests beginning spring semester freshmen.

year Macaulay staff carefully review each proposal to ensure that the request meets the guidelines for appropriate use.

How The Fund Is Used
To date, more students have used their Opportunities Fund for study abroad and its associated expenses. Other can include stipends for valuable but unpaid internships, research project expenses, service program and project expenses, conference registrations, expenses associated with applying to graduate and professional school, professional development, honors project expenses, and expenses associated with internships or fieldwork.

Expanding Potential
The Opportunities Fund makes possible many important learning experiences that would otherwise not be available to our students.

All of these experiences shape our students' future, broaden their horizons, deepen their intellect, open their minds, and set them on their path to become the leaders of tomorrow.

“The Opportunities Fund made it possible for me to study the historical development of the Silk Road and how to start a business in China. I also volunteered in Costa Rica and learned about its non-profit structure.”
MARLEY ALI '16, CITY COLLEGE

A few of the leading institutions where our graduates pursue advanced degrees:
Graduate Schools
Bank Street College of Education
Columbia University
CUNY Graduate Center
CUNY School of Journalism
Harvard University
Johns Hopkins University
MIT
Oxford University
New York University
Tufts University
UPenn at Buffalo
University of California Berkeley
University of Notre Dame
Wharton School of Business
Yale University
Medical Schools
Albany Medical College of Medicine
Harvard Medical School
Johns Hopkins University School of Medicine
Mount Sinai School of Medicine
New York University School of Medicine
UPenn Perelman School of Medicine
University of Rochester School of Medicine and Dentistry
Weill Cornell Medical College
Yale School of Medicine
Law Schools
Boston College Law School
Brandeis Law School
Columbia Law School
Cornell Law School
Fordham Law School
The George Washington University Law School
Georgetown Law School
Harvard Law School
MIT Law School
Stanford Law School
Yale Law School

The Goldsmith Scholars Program
The Goldsmith Scholars Program was created at Macaulay in 2003 and is supported by the Henry W. Goldsmith Foundation.
The Program identifies and supports exceptional Macaulay students who have a focused sense of their academic trajectory and an intensive approach to their discipline. Goldsmith Scholars combine stellar academics with moral leadership. Among their goals are academic, academic, artistic, State Department analysis, and social activism. They were chosen for the program because of the passion, maturity, and initiative, as well as the fact that their professors and academic advisors placed in them.
They hold in common a commitment to the public good and a dedication to

improve our world one-on-one

Goldsmith Scholars participate in a program of personalized advising and mentoring—as well as program retreats and the opportunity and resources to develop projects together as a cohort. The program offers particular attention for students who might be unaware of the full spectrum of opportunities available because of economic or cultural background.
The Goldsmith Scholars Program has been instrumental in helping Macaulay students become National Science Foundation Graduate Fellows, as well as Fulbright, Thomas, Marshall, Goldsmiths, Mitchell, and Wheeler Scholars.

virginia slaughter
The Goldsmith Scholars Program grew out of the work of Virginia Slaughter, an entrepreneur and leader in public higher education, and a long-standing supporter of Macaulay's education.
It was her bold vision that convinced the Goldsmith Scholars Program and brought it to life. She challenged the idea that prestigious scholarships were for another domain of elite private colleges and universities and created the Program to help Macaulay students have the same level of opportunity within these assets.
A generous supporter of the Macaulay and a wise and inspiring advisor to the Goldsmith Scholars, she consistently works behind the scenes to improve the already wonderful program even more.

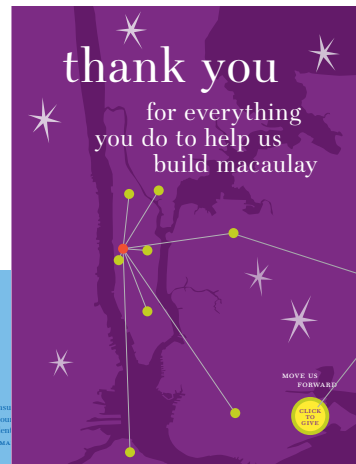
for imagining and for helping us make it happen
There is a common saying: way to see first decade. And for this program, we were a fortunate teacher to all who have found common cause in the Macaulay mission and made this unique venture possible.
From the original visionaries who laid the imagination to see the potential of a solution, to the steadfast support of the charitable contributions and private individuals who keep us going, to the parents and donors who generously give back to the school that has given them so much, thank you.

Without you, Macaulay Honors College would not be where it is today. The investment you have made in our students is truly an investment in the future of New York and the world.

colors

what looks good together

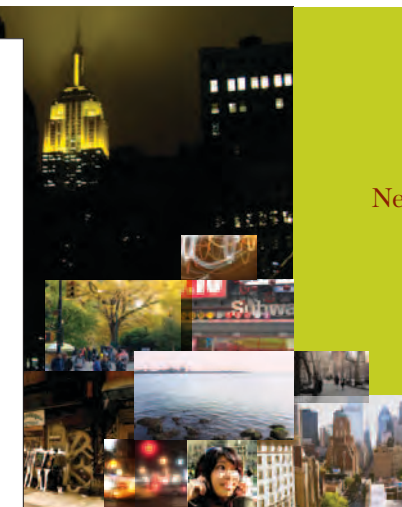
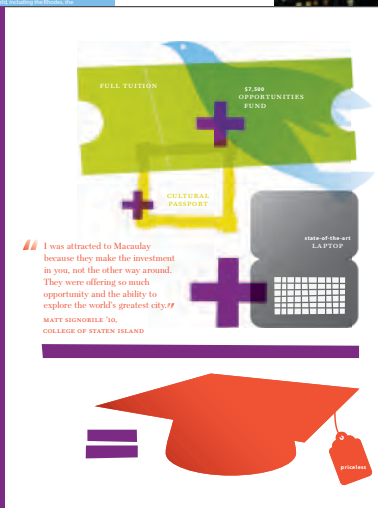
Quotes can be in white or a color from the palette (or 35% black on white). Make sure it has enough contrast and is legible.



dominant color background with accent colors from our palette



White type on PMS 390C green background works fine, but avoid using the green type on white



colors

a simple go-to combination

A very useful and attractive color treatment can be found in our Quick Facts document and in the Decennial Report.

- The headline is broken into two lines and is in the red and gray (60% PMS 425C).
- The intro and the subheads of the copy are in the purple.
- Additional colors are used in the supporting graphics.

two line headline

Two line staggered headline in red and gray (60% PMS 425C)

intro and subheads

Both in purple

imagine the next 10 years

where we go from here

We'll build on the strong foundation already established. We'll offer our students even more opportunity. In 2013, we'll add John Jay College of Criminal Justice as our eighth campus. Here are a few of the other strategic initiatives underway.

Curriculum
We will continue to build an innovative honors curriculum. In addition to our core City Seminars we will add an interdisciplinary capstone seminar and two specialized interdisciplinary majors and an advisor solely dedicated to STEM and health-related professions.

Seminar Faculty
We will be taking a greater role in the selection of CUNY faculty to teach

Administrative Improvements
We are adding a Macaulay registrar to facilitate our students' navigation throughout the vast CUNY system and plan to add additional resources to ensure our ability to recruit the best students for Macaulay.

Identity
We plan to add a living/learning community for our students.

Imagine the Next Ten Years
The students of our first decade will be in positions of influence here in New York and across the nation. They will be in leadership roles and on boards of directors. They will be advancing great research and discovering cures. They will be producing cultural works and dreaming up new ideas. Globally and locally they will be conceiving solutions to our most pressing social problems.

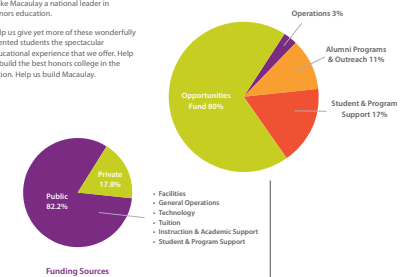
“Coming from a low-income and minority background, I believed I would live in a world much more limiting than the one I live in today. My continually inspiring Macaulay experience encouraged me to reach higher and dream bigger.”

KAT MATTO '11, LEHMAN COLLEGE

HOW YOU CAN BE A PART

We have always been a public/private partnership. However, we must increase private support to fully fund College priorities and the many initiatives that make Macaulay a national leader in honors education.

Help us give yet more of these wonderfully talented students the spectacular educational experience that we offer. Help us build the best honors college in the nation. Help us build Macaulay.



quick facts

macaulay honors college

Founded in 2001 by CUNY Chancellor Matthew Goldstein, Macaulay is the honors college of The City University of New York.

The College offers exceptional students the transformative opportunities to develop their potential beyond what they ever imagined. As Macaulay enters its second decade, it is recognized as one of the nation's leading honors colleges and attracts some of today's highest-achieving students.

The City University of New York is the nation's leading urban public university, serving 140,000 students – more than 271,000 degree-credit students and nearly 370,000 in adult, continuing and

professional education – at 24 institutions in New York City.

Cross-campus Community

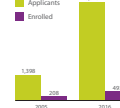
Macaulay students enroll in one of eight CUNY senior colleges (Baruch, Brooklyn, City, Hunter, John Jay, Lehman, Queens, or Staten Island). Each student takes special interdisciplinary seminars – foundational courses designed to build critical thinking skills in the arts, humanities, sciences, and public policy.

Macaulay Students Receive

- Full tuition scholarship*
- An Opportunities Fund of \$1,200 to pursue global learning and service
- A Cultural Passport that provides access to museums, and theater around New York City
- A laptop computer and technology support
- Intensive mentoring and advisement from faculty and dedicated honors advisors
- Priority course privileges

Macaulay Enrollment

Admission to Macaulay Honors College is highly selective

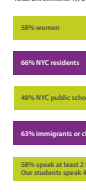


Scores of Admitted Students

	2005	2010
HS Average	92.2	93.9
SAT Total	1266	1410

Macaulay Students

Total Enrollment: 1,730



* Students must meet CUNY residency requirements for in-state tuition to receive the full tuition scholarship.

supporting graphics

Additional colors from the palette are used in the supporting graphics

photography

how we use it

Photography is a very important part of the Macaulay look. Most often the photos are collaged in some way, although there are instances where only a single photo is used. A lot of careful thought goes into creating a pleasing, harmonious, yet dynamic collage although the result is seemingly casual.

The transparent overlap

A key part of the look is the transparent overlap of selected photos. The overlap can be created in Indesign in two ways as described to the right.

Bleeding off the edge of the page

The photos bleed off the edge of the page on at least one side, but usually two or three.

Not rectangular

The collages usually are not perfect rectangles, but a photo or two juts out of the edge. Don't overdo this or your collage will look too jumbled.

Examples of all of the above are shown to the right.

background color

Try to select a background color from our palette that complements the photos

bleeds off the page

At least one side (usually two or three sides) of the collage bleeds off the page

variety of photos

- Different sizes of photos, usually have a big dominant one as focus
- Different crops
- Different subject matter where applicable



random look

No rigid grid for the photos and no need to have a perfect rectangle shape for the whole collage, nor does the college need to occupy the entire page

overlapping and transparent effect

Some photos (not all photos) in the collage should be overlapped and the overlapping area needs to have a transparent effect which, depending on the photos, can be achieved with one of the following effects in InDesign:

- Use multiply effect (can change opacity to less than 100% if necessary, here is using 100%)
- Use normal effect but with opacity less than 100% (usually around 30-70%, here is 70%)

illustrations

and other visual elements

Illustrations, infographics, diagrams, charts, and graphic treatments are all used in the Macaulay look to add interest and variety or to communicate additional information in a visual way. A few rules of thumb apply.

Color

Always choose colors from the Macaulay palette. Gradients, screens and transparencies derived from the palette colors may also be used. Elements may also reverse out in white.

Style

The Macaulay look uses a simple, sophisticated, hard edge but graceful style.

Proportion

It's important that your illustration or other visual element has the proper role on the page and does not compete with or overwhelm the message. Size and contrast are a couple of factors that come into play here.

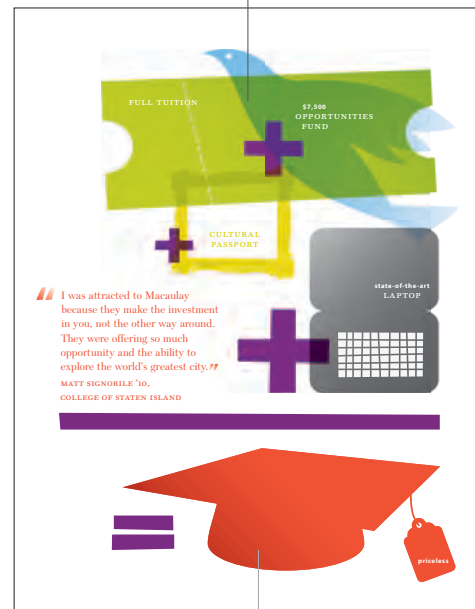
Examples are shown to the right.

gradient

Gradients can be added to create depth and interest

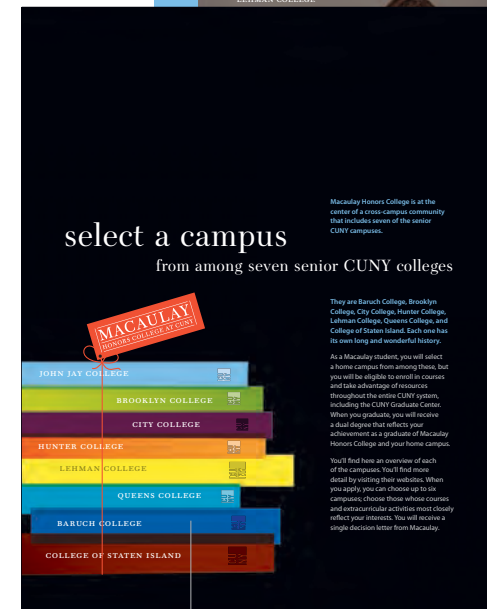
transparency

Elements can be overlapped and use transparency to create interest



style

Use simple hard edge graphics

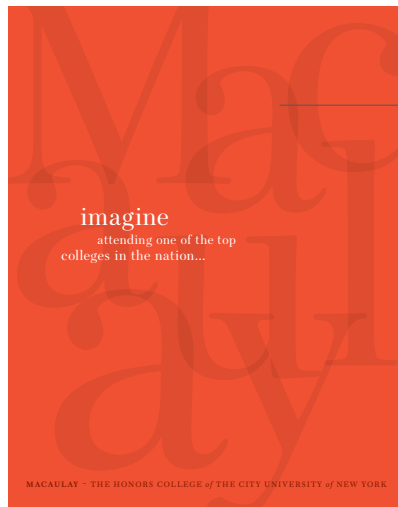


color

Choose colors from the Macaulay palette

illustrations

screened overlapping type



imagine
attending one of the top
colleges in the nation...

type

Scotch Roman Display

overlapping

Overlap part of the letters and don't
put the letters on a straight baseline

transparent effect

The type use a screen of black
set to overprint /multiply



thank you
for moving us forward

We have always been a public/private partnership.
However, we must increase private support to fully
fund College priorities and the many initiatives that
make Macaulay a national leader in honors education.
Help us build the best honors college in the nation.
Help us build Macaulay.

Type on green: 15% black

St. John's University
SUNY at Buffalo
University of California, Berkeley
University of Notre Dame
Whitman School of Business
Yale University
Medical Schools
Harvard Medical College
Harvard Medical School
Jefferson Medical College
Johns Hopkins University
School of Medicine
Mount Sinai School of
Medicine
New York University School
of Medicine
SUNY Downstate College
of Medicine
University of Rochester
School of Medicine
West Coast Medical College
Wile School of Medicine
Law Schools
Boston College Law School
Brandeis Law School
Cleveland Law School
Coker Law School
Georgetown Law School
The George Washington
University Law School
Georgetown Law
Harvard Law School
HLS Law
Stanford Law School
New Law School



virginia
slaughter

The Goldsmith Scholars Program grew out of
the work of Virginia Slaughter, a philanthropist
and leader in public higher education, and a
conspicuous champion of honors education.
It was her bold vision that convinced the
Goldsmith Scholars Program and brought it to
life. She challenged the idea that prestigious
scholarships were the sole domain of
elite private colleges and universities and
created the Program to launch thousands
of students from public and nonselective
colleges into elite
graduate schools.
A generous supporter of education and a wise
and inspiring advisor to the Goldsmith
Scholars, she continually sought better ways
to improve this already wonderful
program even more.

for imagining
and for helping us make it happen

We've come a long way in our first
decade. And for this progress, we owe a
heartfelt thanks to all who have shared
common cause in the Macaulay mission
and made this unique venture possible.
From the original visionaries who had
the imagination to see the promise of a
new idea, to the steadfast support of
the charitable foundations and private
individuals who keep us going, to the
parents and alumni who generously
give back to the school that has given
them so much, thank you.
Without you, Macaulay Honors College
would not be where it is today. The
momentum you have made our
students is truly an investment in the
future of New York and the world.

Type on red: 8% black



\$1,000,000+
the andrew w. mellon foundation
hertog foundation, inc.
william & linda macaulay
the roger & susan hertog charitable trust
may & samuel rudin family foundation, inc.
the herman muchstein foundation
the horace w. goldsmith foundation
new york life foundation
the peter jay sharp foundation
the starr foundation
william r. kenan, jr. charitable trust



william and
linda macaulay

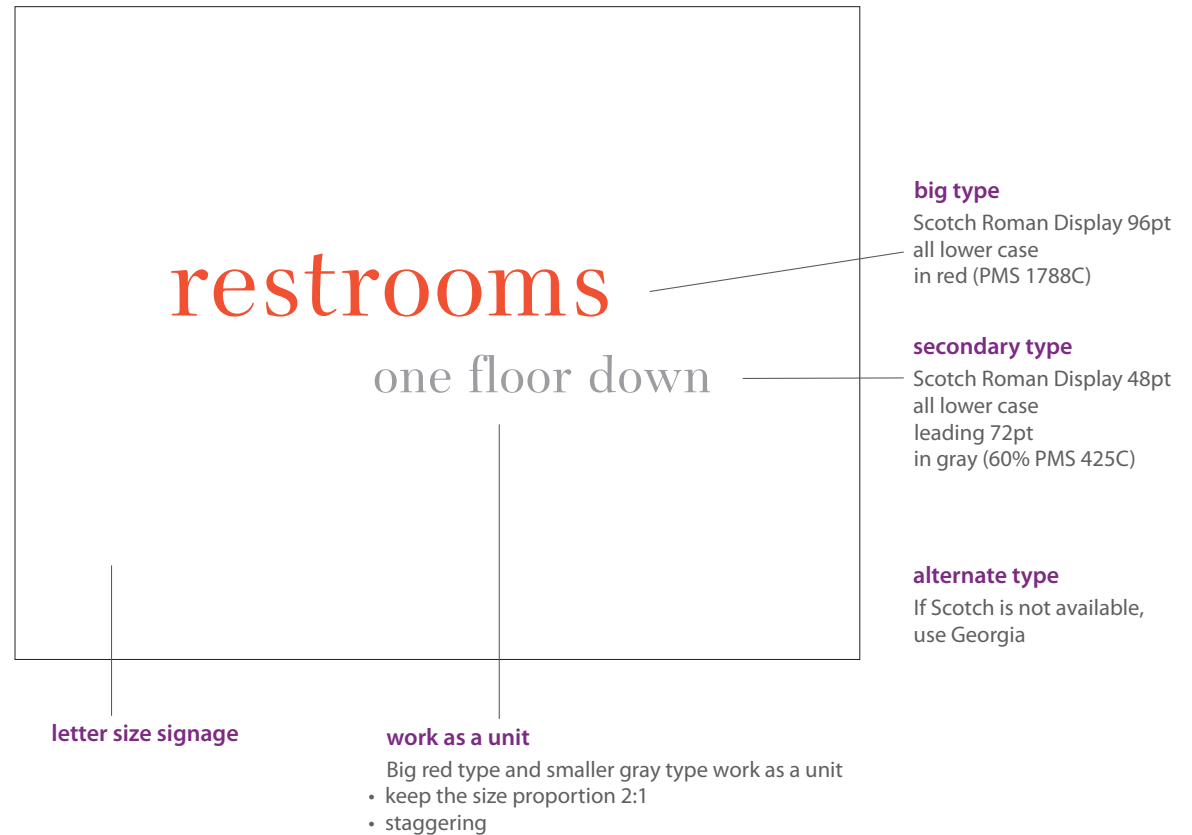
My gratitude for my own City University
alumni from years ago and Chancellor
Goldsmith's continued support of
CHS's original inspired our gift in 2006.
Philanthropy is essential to maintain
its essential programs and support its
worthy mission.
Today, Linda and I are more convinced
than ever that our gift to the Honors
College was a wise investment in
the future of our great city and the
irreplaceable individuals that will be
its leaders.

Type on purple: 20% black

wayfinding

temporary signage

- Signage copy is in Scotch Roman Display all lower case. If Scotch is unavailable use Georgia.
- The copy is broken into a large headline and smaller headline as shown. The two work as a unit in a 2:1 ratio. The large part of the headline is in red and the small part of the headline is in gray.
- The two lines of the headline should stagger as in the example to the right. The point where the stagger begins is flexible and determined by the copy itself.
- In the case where the gray type runs longer than one line will accommodate, go to a second line. Make it flush left with the first gray line.



macaulay.cuny.edu

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