

Logo Components

The College logo consists of three elements: the icon, the institutional name, and the CUNY co-brand. When using the College logo, these elements must always appear together and in unity, and not dismantled or presented separately. The proportions between the icon, the name, and the CUNY co-brand must never be altered.



Minimum Size

The minimum size of the logo is based on the width of the institution name. Generally, the logo should never be reproduced smaller than 2.5" in width. But the smallest acceptable size will also depend on the context of the item or location in which it appears. For instance, a long horizontal billboard will require a larger proportional branding presence than a small oblong postcard.

Improper Logo Use

The universal rule of thumb is to never alter the electronic artwork in any way. Do not attempt to re-create the logo. To obtain approved final art files, email your request to designservices@csi.cuny.edu.

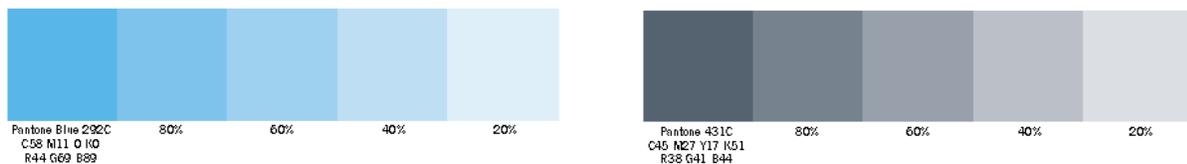
Never alter the proportions of the CSI logo, causing it to appear distorted. The logo should never be reproduced within a border or on an angle. The logo cannot be redrawn, reset, re-proportioned, nor can it be reproduced from an unapproved file or source. Do not put any text in the clear space around the logo. The logo should never be reproduced from a Website or previously printed publication.

The College logo should not be combined with or made part of any other logo. If used together with another logo in the same piece or field of vision, the College logo should always be the dominant element. The other logo(s) should be separate and subordinate. Never create new, alternate versions of the logo.

Logo Colors

The College logo should appear in its official colors. It may be reversed to white when reproduced on a dark background.

Primary (logo) colors



Examples of Promotional Items



CSI CSI

College of Staten Island The City University of New York



NOTE: Use of "CSI" on college merchandising should be used following the guidelines outlined in the college identity manual.