

60th Anniversary Logo Usage Procedures

Updated July 25, 2016

Scope:

The 60th Anniversary logo will be used on all official College materials in print, Web, electronic, and broadcast mediums beginning June 2, 2016 and ending December 31, 2017.



Print Collateral:

Print collateral may include, but may not be limited to, posters, flyers, newsletters, brochures, handouts, etc. Print requests with specific requirements may include, but may not be limited to, those listed below:

- **Stationery:** All electronic stationery will include the logo directly underneath the address/office section of the header.
- **Envelopes and Postcards:** All envelopes and postcards will have the logo placed as determined by the designer for the specific job.
- **Business Cards:** Logo placement is not required.

Quality Assurance Process:

- Design Services will incorporate the logo on all job requests delivered to the Print Shop for production.
- The Print Shop will review all submitted jobs from Design Services and other clients, and seamlessly produce those that include the logo.
- Should a print request not include the logo, the Print Shop will request that the job be resubmitted from the client with the proper logo, and/or interface with Design Services to incorporate the proper logo.
- The Print Shop may choose to update the job request with the logo as necessary at point-of-print.
- Design Services has multiple versions of the logo adapted for different applications and backgrounds.

Current Inventory Process:

Offices with current inventory of stationery, letterhead, envelopes, etc. are encouraged to continue to utilize their supply. Stickers with the 60th Anniversary Logo design will be delivered to offices in early August 2016.

If an office does not receive a set of logo stickers, wishes to receive a supply, or has depleted its supply, additional stickers will be available by calling the Division of Institutional Advancement and External Affairs at 718.982.2365.