Elements of Identity System

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The only acceptable logo mark is pictured on this page. It may not be reconstructed or altered in any way. It must be reproduced from reproduction-quality art or from high-resolution digital files. Refer to page 9 for minimum size requirements. Contact Media Relations for guidelines on the use of the logo mark in special situations.

The Lehman College logo mark has been designed to function as part of a flexible and cohesive visual system. Each complete version of the logo mark (the shield symbol) combined with the logo type (the uniquely typeset college name) will be referred to as a signature. Various signature configurations and color options allow the designer maximum flexibility for optimal communication goals.

**When using the logo mark by itself, the Lehman College name must appear somewhere within the same product or communication piece.**
The Lehman College logotype is set in the Bailey Sans font, all caps. **This font is not used anywhere else in the Lehman College identity system.** This unique aspect of the logo type, together with the logo mark, gives the Lehman signature a distinctive, proprietary character.

The logo type should generally be used with the logo mark as part of the signature. It should be used alone judiciously.

The only acceptable logo type is pictured on this page. It may not be reconstructed or altered in any way. It must be reproduced from reproduction-quality art or from high-resolution digital files.

**Never crop any part of the signature. Never re-create, change letter spacing, word spacing, or leading.**

The center-aligned logotype shown here should be used only in cases where there is a strong center alignment of other contextual communication elements.
The two signatures below are for use in College-wide applications. The left-aligned signature should be used for the majority of applications. It is a preferred choice for the asymmetric layouts of communication elements.

The centered signature is useful in tighter and more symmetrical spaces with strong center alignment of contextual elements.

Signatures may never be re-created or re-drawn. Always use the approved electronic art, available through the Office of Media Relations and Publications.

**All signature files, for Mac and PC, are available upon request.** These files include JPG, TIFF, and EPS formats when necessary. In addition, PNG files and centered signature files are available upon request.
The primary color palette (PMS 287 and PMS 377) must be followed when using the Lehman College signature in full color.

To ensure versatility and to facilitate creativity, the Suggested Complementary Colors comprise bold, highly color-saturated hues as well as softer, muted hues. Within the muted hues, the entire PMS Warm Gray range is applicable. Additional colors are allowed and their choice should be driven by media, photography and marketing needs. Note that at the time of creation of these Guidelines the CMYK equivalents of the complementary colors were not tested on press and they may be subject to adjustment in the future.

Use CUNY identity colors only when necessary. Preferable color treatment of the “Lehman is CUNY” affiliation logo is Black or White.

### Primary Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>Solid</th>
<th>Process</th>
<th>RGB</th>
<th>Hexadecimal</th>
<th>Other Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>C 100</td>
<td>R 13</td>
<td>G 32</td>
<td>B 126</td>
<td>Blue is Lehman College’s primary color. We recommend use of clear varnish or aqueous protective overcoat when printing large areas of solid ink coverage. Color intensity will change slightly with overcoat.</td>
</tr>
<tr>
<td>PMS® 287</td>
<td></td>
<td></td>
<td></td>
<td>0d207e</td>
<td></td>
</tr>
<tr>
<td>Green</td>
<td>C 62</td>
<td>R 101</td>
<td>G 163</td>
<td>B 38</td>
<td>Green is always treated as a secondary color. It is a strong enough color to print in type only and can be reversed out of or overprinted with black.</td>
</tr>
<tr>
<td>PMS® 377</td>
<td></td>
<td></td>
<td></td>
<td>65a326</td>
<td></td>
</tr>
</tbody>
</table>

### Suggested Complementary Colors

#### Saturated Hues

<table>
<thead>
<tr>
<th>PMS® 7408</th>
<th>C: 0</th>
<th>M: 25</th>
<th>Y: 95</th>
<th>K: 0</th>
<th>R: 255</th>
<th>G: 194</th>
<th>B: 34</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS® 144</td>
<td>C: 0</td>
<td>M: 48</td>
<td>Y: 100</td>
<td>K: 0</td>
<td>R: 248</td>
<td>G: 152</td>
<td>B: 29</td>
</tr>
<tr>
<td>PMS® 1795</td>
<td>C: 11</td>
<td>M: 48</td>
<td>Y: 100</td>
<td>K: 0</td>
<td>R: 238</td>
<td>G: 52</td>
<td>B: 36</td>
</tr>
<tr>
<td>PMS® 683</td>
<td>C: 11</td>
<td>M: 100</td>
<td>Y: 0</td>
<td>K: 43</td>
<td>R: 139</td>
<td>G: 0</td>
<td>B: 90</td>
</tr>
<tr>
<td>PMS® 569</td>
<td>C: 98</td>
<td>M: 0</td>
<td>Y: 57</td>
<td>K: 17</td>
<td>R: 0</td>
<td>G: 146</td>
<td>B: 126</td>
</tr>
<tr>
<td>PMS® 4695</td>
<td>C: 0</td>
<td>M: 81</td>
<td>Y: 100</td>
<td>K: 77</td>
<td>R: 91</td>
<td>G: 20</td>
<td>B: 0</td>
</tr>
</tbody>
</table>

#### Muted Hues

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS® 668</td>
<td>C: 65</td>
<td>M: 64</td>
<td>Y: 0</td>
<td>K: 30</td>
<td>R: 81</td>
<td>G: 78</td>
<td>B: 134</td>
</tr>
</tbody>
</table>

### Applicable CUNY Colors

- PMS® 390
- PMS® 716
- PMS® 292
Color Reproduction Options

The only acceptable coloration options of the identity components are shown here.

The full-color, Lehman Blue, or Black signatures may be placed on a very light color background. Make sure to retain the minimum value contrast as shown here, and make sure the background color harmonizes well with the Lehman Identity colors.

The Lehman Green signature can only be placed on a white or black background with one exception: when printing on coated papers, the Lehman Green signature may also be placed on the Lehman Blue background.

The Black signature may be placed on any color background as long as there is enough contrast maintained for legibility.

The White signature may be reversed out of any color background as long as there is enough contrast maintained for legibility.

Lehman Identity components may be reproduced over photographs in positive or reversed formats. The area of the photo chosen must be relatively simple and it must provide sufficient contrast for legibility.

In digital media, a subtle, small drop shadow may be added to the approved single-color signature.

Full-color signature

Full-color signature on very light color background (PMS Warm Gray1)

Lehman Blue signature

Lehman Blue signature on very light color background (20% PMS 7407)

Lehman Green signature

Lehman Green signature on Black background

White signature reversed out of color background (PMS 144)

Black signature

White signature with a drop shadow

Lehman Blue signature with a drop shadow

Lehman College Graphic Identity Guidelines
The examples below show the Lehman College identity in color configurations, treatments, and manipulations that are unacceptable. This list is not exhaustive. In general, the rules below apply not only to the signature, but also to the single logo mark and the single logo type as well.

Do not place the full-color signature on a color background.

Do not change the color designation of the signature components.

Do not place the reversed-out signature on a light or white background.

Do not change the colors of the signature components.

Do not place the Lehman Blue or Black signature on the dark color background.

Do not screen the colors of the signature.

Do not place the signature in any coloration over a heavily patterned background.

Do not outline the signature.

Do not place the signature in any coloration over parts of photographic images that are rich in detail and the extreme contrast of light and dark.
The examples below show the Lehman College identity in configurations, treatments, and manipulations that are unacceptable. This list is not exhaustive. In general, the rules below apply not only to the signature, but also to the single logo mark and the single logo type as well.

- Do not distort the signature
- Do not surround or enclose the signature with competing shapes.
- Do not use the Web version of the signature for print applications.
- Do not tilt the signature in any direction
- Do not crop any part of the signature.
- Do not reconfigure the elements of the signature into a different composition.
- Do not re-type or substitute the typeface of the logo type.
- Do not surround or enclose the signature with competing shapes.
- Do not use the Web version of the signature for print applications.
Use of the Lehman College seal is limited to official administration offices, such as the Office of the President and official College documents, such as diplomas and certificates, at the discretion of the College president. The artwork shall not be used for other College applications.

Contact the Office of Media Relations and Publications to inquire if your use for the seal may be applicable.

The College Seal should never be substituted for the Lehman College Logo Mark or Signature.