

Branding Guidelines

**JOHN
JAY**
COLLEGE
OF
CRIMINAL
JUSTICE

“...a brand identity is derived from a clearly defined purpose—your overriding reason for being, what problems you are trying to solve, and the driving force behind the college’s strategies, decisions and investments.”

— ALAN SIEGEL
Siegelvision

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Introduction

Since its establishment in 1964, John Jay College of Criminal Justice has prided itself on providing high-quality, affordable education to students of all backgrounds. As a senior college and part of The City University of New York, our identity reflects this purpose.

John Jay's bold identity projects a recognition of our mission, "Educating for Justice." As fierce advocates for justice, we are dedicated to providing a new vision of an education in justice that imbues our students with the skills, insights, and passion to become positive agents of change.

VALUES

Courage

We are fearless; we defy expectations and challenge the status quo.

Resilience

We are strong; no matter the conditions, we persevere and thrive.

Integrity

Justice is our ethos; we support and exemplify honor and equity.

Progress

We are committed to effect real, positive change in the world.

VOICE

Bold

As the preeminent leader in educating for justice, we exhibit authority and knowledge and speak with confidence and clarity.

Human

We believe facing society's challenges require empathy and heightened insight into the human condition. We convey this compassion through communications that are real and sincere.



Dynamic

Fueled by the ever-changing, multi-dimensional nature of justice, the diversity of our student body, and the vibrancy of New York City, our communications demonstrate energy and exuberance.

Inspiring

We are passionate about promoting the public good. We communicate this motivation through our enthusiasm and conviction, encouraging others to take action.

Voice Considerations

- Confident
- Open-minded
- Fierce
- Relevant
- Principled

This style manual provides standards for John Jay's identity, including our logo, typefaces, colors, and co-branding specifications. It establishes John Jay College's visual guidelines to create a "brand awareness" that clearly identifies printed or electronic materials as John Jay College publications. Examples of proper usage are provided for a variety of applications.

Our Brand

Educating for Justice

Founded in 1964 as a college to educate police officers in sciences and liberal arts, John Jay College of Criminal Justice has transformed into the preeminent national and international leader in educating for justice—a broadly envisioned educational experience embracing social, economic, political, and criminal justice.

Every facet of John Jay drives our promise of educating for justice: Our students, with diverse backgrounds and interests, thrive on challenging educational opportunities with high social relevance. Our faculty, with expertise in a range of academic disciplines, energize and advance research and education. This enriched learning experience highlights the themes of justice across the arts, sciences, and humanities, imparting strong moral sensibilities, sharp critical reasoning, and creative problem-solving skills to our students. The breadth and diversity of scholarship at John Jay reflect our continuing commitment to designing original strategies for improving individual lives and remedying social problems of our city, nation, and world.

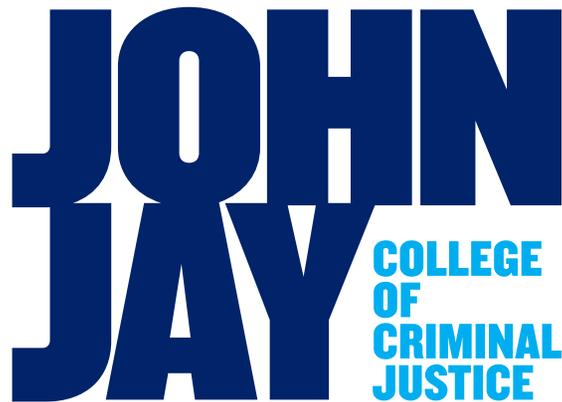
Source: Siegelvision



Logos

The John Jay logo is the primary element in the College's identity standards. The logo should only be displayed using the approved brand colors. It is important that the logo adheres to our branding rules to maintain its distinct identity.

The Office of Marketing and Communications maintains the College and brand identity. Use of the John Jay logo for public events with external partnerships requires permission from this department.



FULL COLOR

Dark Blue

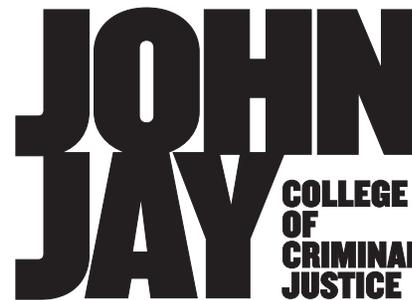
Pantone: 280
CMYK: 100/94/28/23
RGB: 35/44/100
HEX: #232c64

Cyan (for print)

Pantone: Process Cyan C
CMYK: 100/0/0/0
RGB: 0/165/227
HEX: #00aeef

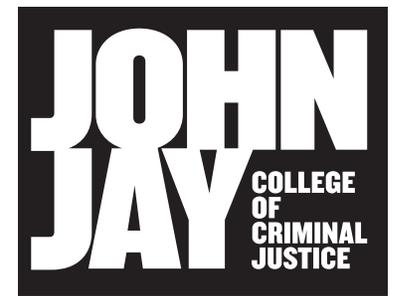
Light Blue (for digital)*

RGB: 0/152/207
HEX: #0098cf
**Color changed for accessibility*



100% BLACK

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000



WHITE

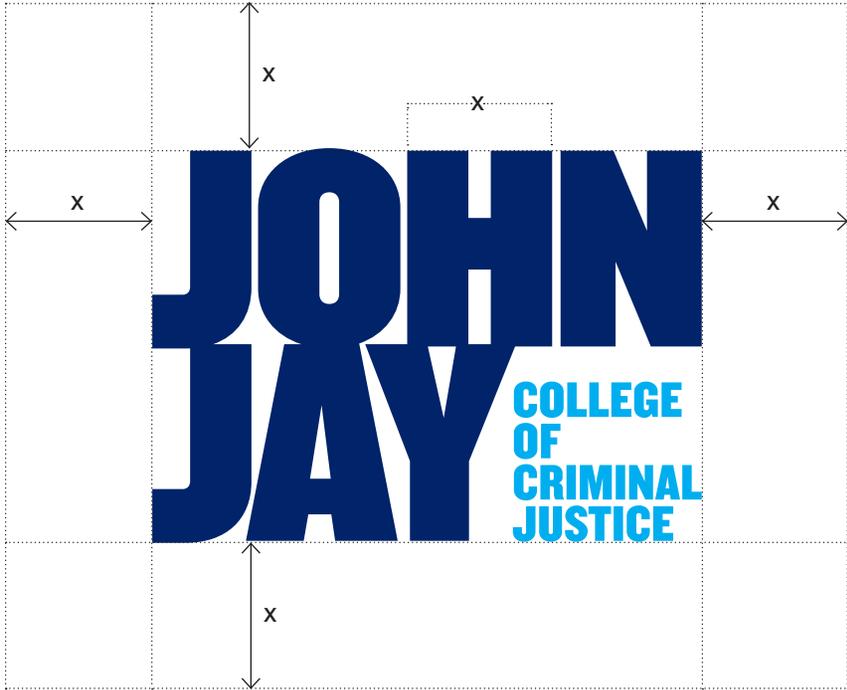
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFFFF

Logo Placement

The John Jay logo should be positioned prominently on a design piece, for instance, on the top left or bottom right.

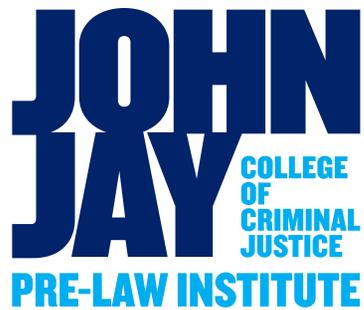
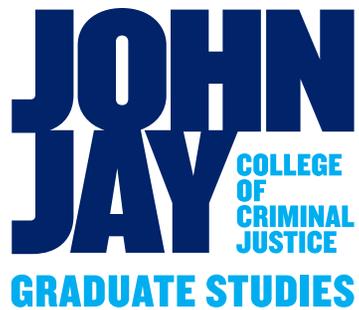
It's important that the logo be given room on all sides (see x width) to maximize visibility and impact. Other graphic elements, including type, should remain outside this clear space.

The logo should be placed so that there remains at least this clear space width between it and other text or graphic elements, or the edge of the piece on which it appears.



Department & Program Logos

Department & program logos align with the John Jay logo by adding the name of the department or program underneath the logo in the Knockout font in the light blue in our color palette. Select logos are shown below in color, but can also be all black or all white.



Logos for Promotional Use

The text “John Jay College” can be used on promotional items when the square logo does not fit, for instance, on a pen. Use typeface “Knockout HTF70 FullWelterwt” or “Helvetica Black Condensed,” all caps. Colors should be either dark blue, cyan, black, or white.

JOHN JAY COLLEGE

JOHN JAY COLLEGE

JOHN JAY COLLEGE

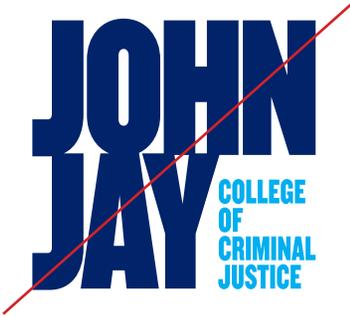
JOHN JAY COLLEGE



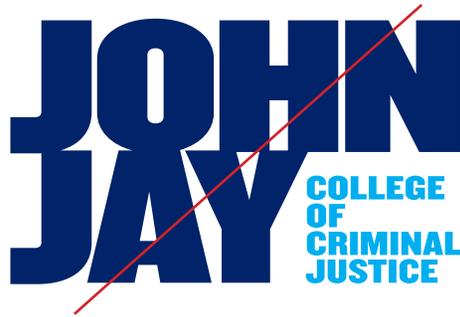
Logo Misuse

Do not use any unauthorized variations of the John Jay logo. Do not make any unauthorized changes to the John Jay logo. Graphic elements cannot be combined as part of the logo.

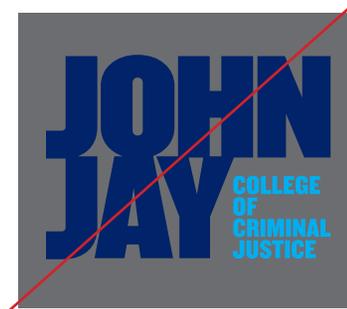
Do not compress



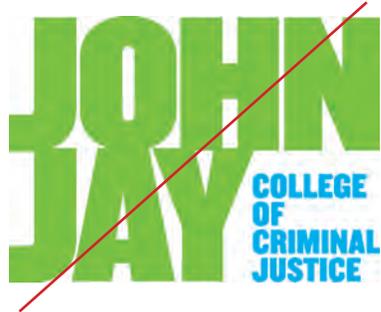
Do not stretch



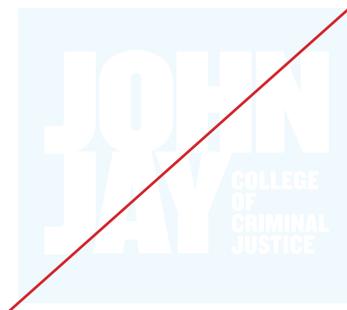
Do not place dark blue logo on a dark-colored background



Do not change the color



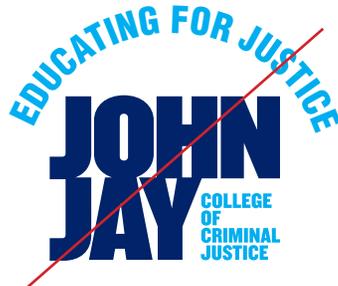
Do not place white logo on a light-colored background



Do not place inside any type of art work



Do not wrap any text around



Typography

Typography is an essential part of our brand. It is a visual translation of our bold identity. Below are the recommended primary fonts and weights for print and digital pieces.

Heads, Subheads, & Pull Quotes

Knockout 70 Full Welterweight

Knockout 71 Full Welterweight

Knockout 72 Full Welterweight

Knockout 73 Full Welterweight

Alternate Fonts

Nunito is a Google font that can be downloaded at:
<https://fonts.google.com/specimen/Nunito+Sans>

Nunito Sans Bold

Nunito Sans ExtraBold

Nunito Sans Black

Helvetica LT Std Bold Condensed

Helvetica LT Std Black Condensed

Helvetica LT Std Bold

Helvetica LT Std Black

Sans Serif Body Copy

Open Sans is a Google font that can be downloaded at:

<https://fonts.google.com/specimen/Open+Sans?selection.family=Open+Sans&sidebar.open=true> Open Sans Light

Open Sans Regular

Open Sans SemiBold

Open Sans Bold

Open Sans ExtraBold

Serif Body Copy

FarnhamText Regular

John Jay's bold identity projects a recognition of our mission, "Educating for Justice." As fierce advocates for justice, we are dedicated to providing a new vision of an education in justice that imbues our students with the skills, insights, and passion to become positive agents of change.

Alternate Font

Georgia Regular

John Jay's bold identity projects a recognition of our mission, "Educating for Justice." As fierce advocates for justice, we are dedicated to providing a new vision of an education in justice that imbues our students with the skills, insights, and passion to become positive agents of change.

Color Palette

Primary colors for John Jay College are dark blue and cyan.

Black and white are also approved colors.

Accent colors should only be used sparingly in print, digital publishing, and video.

Pantone (PMS) (spot colors): used primarily for two- to three-color printing (rather than CMYK) or for promotional items.

CMYK: a breakdown of cyan, magenta, yellow, and black used for printing materials.

RGB: the breakdown of red, green, and blue (monitors) used for digital images.

HEX: a six-digit number used in HTML, CSS, and other computing applications.

NOTE: *Some colors that work for print may not work well when translated to the web. This causes accessibility issues, preventing people with vision impairments or color vision deficiencies from accessing or interacting with the content on your website.*

Accent Colors



COOL GRAY

Pantone: Cool Gray 6 **CMYK:** 0/0/0/38
RGB: 171/173/176 **HEX:** #abadb0



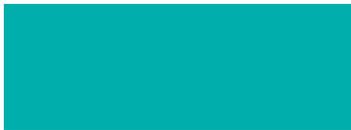
BLUE GRAY

Pantone: 5425 **CMYK:** 34/0/0/38
RGB: 109/152/172 **HEX:** #6d98ac



GREEN

Pantone: 376 **CMYK:** 56/0/100/0
RGB: 125/194/66 **HEX:** #7dc242



TEAL

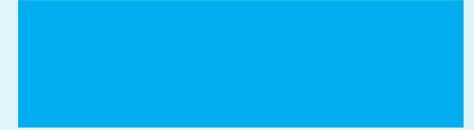
Pantone: 326 **CMYK:** 94/0/43/0
RGB: 0/173/168 **HEX:** #00ada8

Primary Colors



DARK BLUE

Pantone: 280 **CMYK:** 100/94/28/23
RGB: 35/44/100 **HEX:** #232c64



LIGHT BLUE

PRINT
Pantone: Process Cyan C **CMYK:** 100/0/0/0
RGB: 0/165/227 **HEX:** #00aeef

DIGITAL *

RGB: 0/152/207 **HEX:** #0098cf
**Color changed for accessibility*



BLACK

CMYK: 0/0/0/100
RGB: 0/0/0 / **HEX:** #000000



WHITE

CMYK: 0/0/0/0
RGB: 255/255/255 **HEX:** #FFFFFF



AMBER

Pantone: 123 **CMYK:** 0/30/94/0
RGB: 253/185/40 **HEX:** #fdb928



ORANGE

Pantone: 144 **CMYK:** 0/50/100/0
RGB: 246/139/31 **HEX:** #f68b1f

CUNY

John Jay College Integration

The City University of New York, established in 1847, prides itself on providing high-quality, affordable education to students of all backgrounds. Its 25 campuses, which range from community and senior colleges to graduate and professional schools, geographically span the five boroughs of New York City. John Jay, being one of CUNY's senior colleges, integrates its logo with CUNY's to convey their connection. Below are various versions of the CUNY logo and its recommended use.



Use on internal documents where the meaning of the CUNY acronym is otherwise defined or the audience is familiar with its meaning.

CUNY SQUARE

Dark Blue

Pantone: 286

CMYK: 100/66/0/2

RGB: 29/58/131

HEX: #1D3A83



100% BLACK

CMYK: 0/0/0/100

RGB: 0/0/0

HEX: 000000



WHITE

CMYK: 0/0/0/0

RGB: 255/255/255

HEX: FFFFFFFF



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 FULL NAME OF THE UNIVERSITY



100% BLACK



WHITE

Co-branding

As one of the constituent colleges of a leading university, the John Jay logo is used in conjunction with the CUNY logo. Shown are the appropriate scale and alignments.



When side by side, the space between the John Jay logo and the CUNY logo is equal to the space of the width of the “N” in CUNY. The height of the CUNY logo is from the baseline of “JAY” in the John Jay logo to the baseline of JOHN.



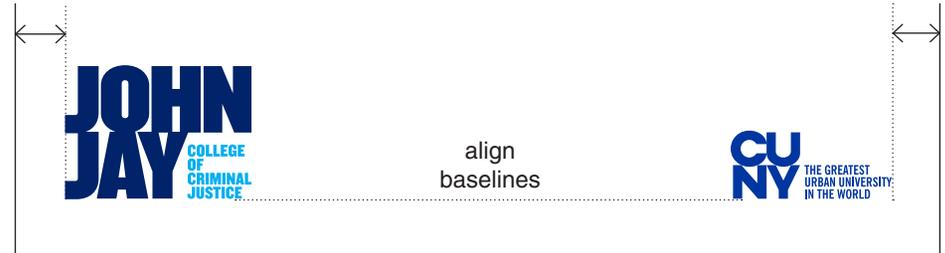
This alternate side-by-side position is used on our stationery, the back of *Justice Matters* magazine, the back of some brochures, and other places where the CUNY logo needs to be more prominent. The space between the John Jay logo and the CUNY logo is equal to the space of the width of the “N” in CUNY. The .5 pt. rule is centered within that space.



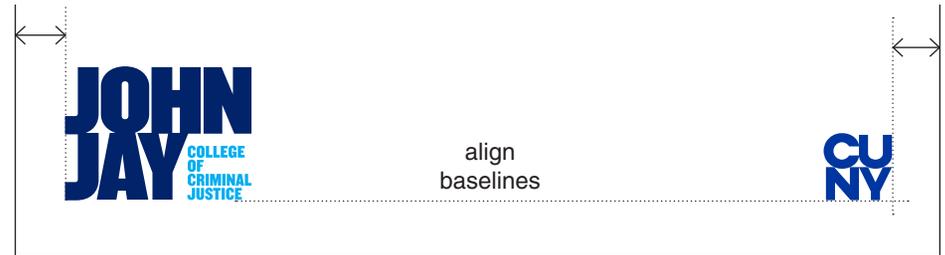
Placement in left corner



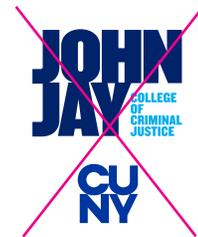
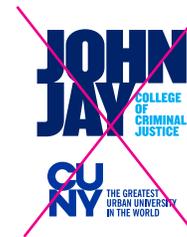
Placement in right corner



When on opposite sides of a graphic, the space between the left margin and the left of the John Jay logo is equal to the space between the right margin and the right of the CUNY logo.



Do not place the CUNY logo beneath the John Jay College logo



Do not make logos the same height



College Seal

The College Seal is used in formal and special circumstances—events, certificates, diplomas, and special-branded items—in the approved brand colors shown. The seal can only be used with permission from the Office of Marketing and Communications.



Seal—Gold Trim (PMS 7408) and PMS 280



Seal—PMS 280

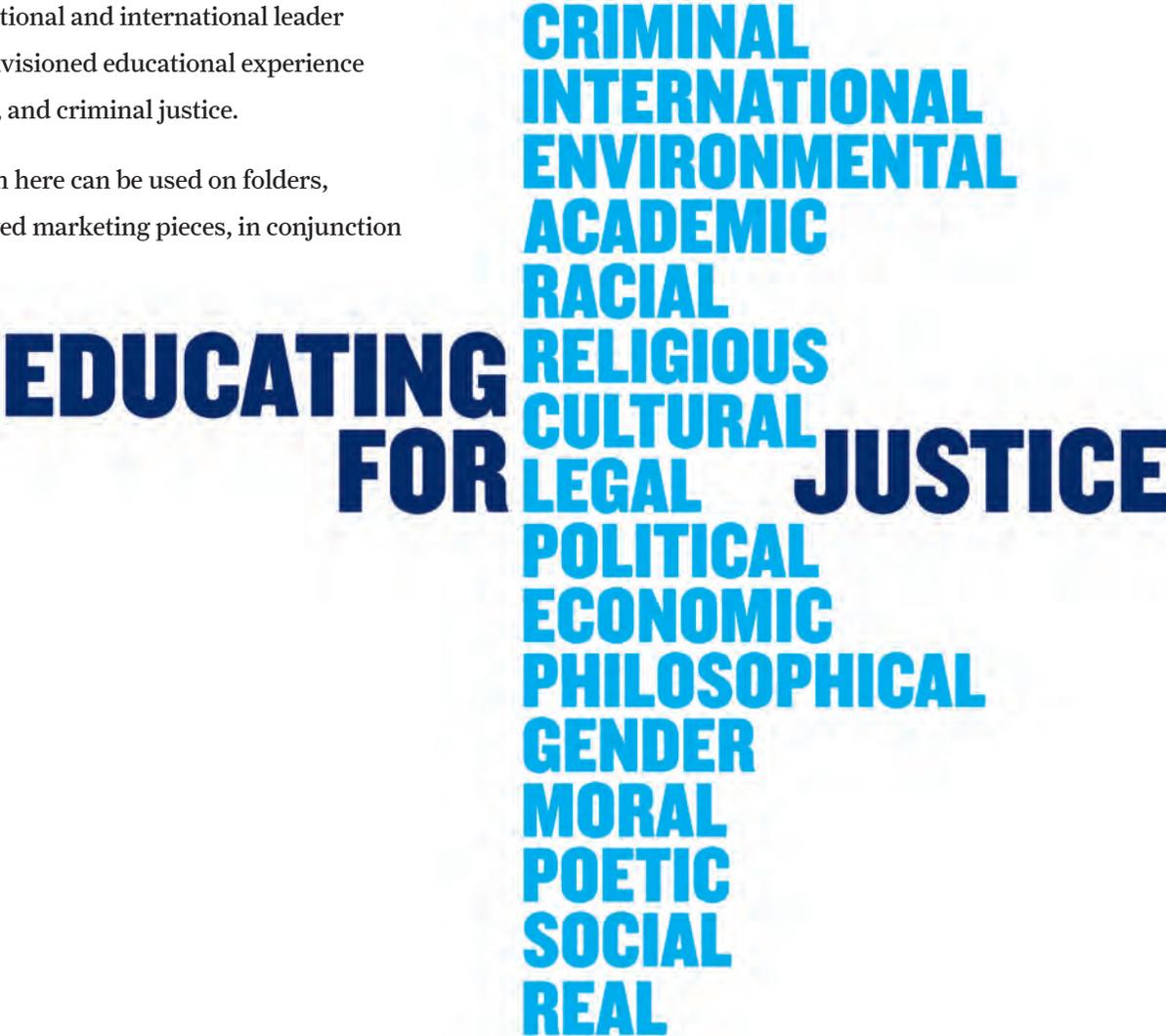


Seal—Pantone Black

Educating for Justice Art

John Jay College is the preeminent national and international leader in educating for justice—a broadly envisioned educational experience embracing social, economic, political, and criminal justice.

The “Educating for Justice” art shown here can be used on folders, brochures, t-shirts, and other approved marketing pieces, in conjunction with the College or Department logo.



Tagline Art

John Jay College fosters an inclusive and diverse community drawn from our city, our country, and the world. We are dedicated to educating traditionally underrepresented groups and committed to increasing diversity in the workforce. The breadth of our community motivates us to question our assumptions, to consider multiple perspectives, to think critically, and to develop the humility that comes with global understanding. Our tagline, “Fierce Advocates for Justice” identifies this mission.

John Jay’s tagline art can be placed on any promotional items, but it must be used in conjunction with the College or Department logo.

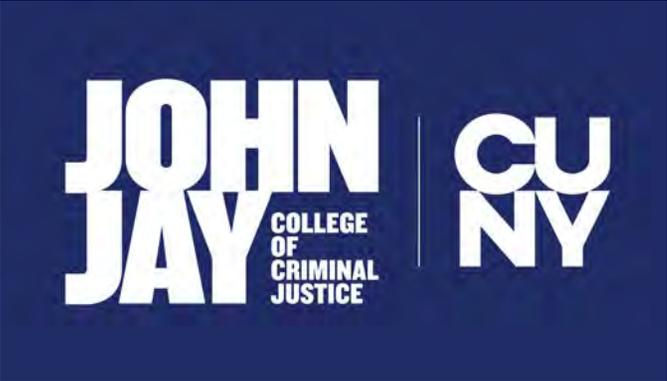
FIERCE
ADVOCATES
FOR JUSTICE

Stationery

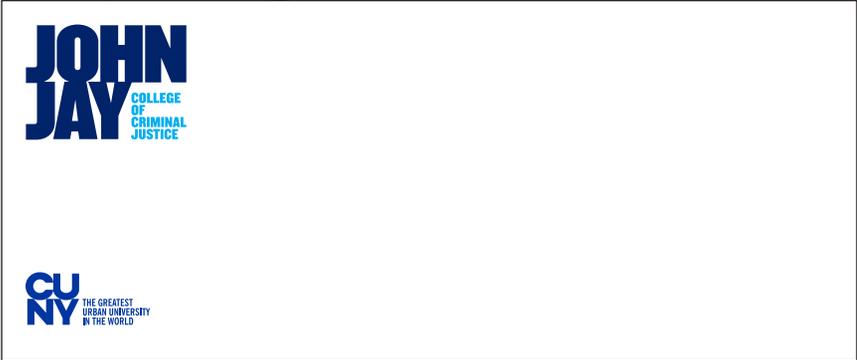
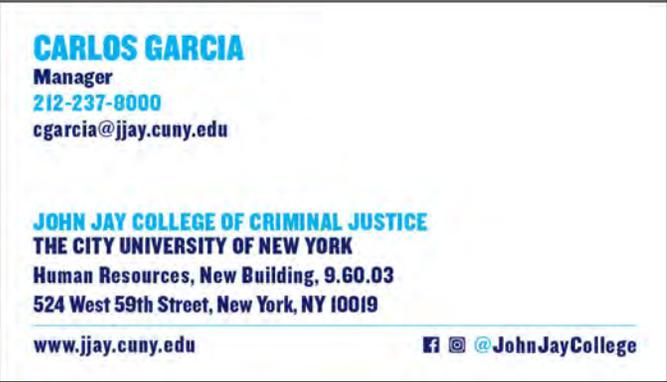
John Jay College business cards, letterheads, and envelopes can be obtained by going online to JJC Printing Solutions at: <https://printshop.jjay.cuny.edu/>

actual size

Business card front



Business card back (1 line title / no fax #)



Mascot

The Bloodhound is the mascot of John Jay College. The mascot wears a Sherlock Holmes hat. Holmes, a fictional character, was known for his proficiency with observation, deduction, forensic science, and logical reasoning. Today, Bloodhounds assist with law enforcement as well as search-and-rescue efforts.

In addition to using our mascot, the Bloodhound's paw prints can also be used—in conjunction with the mascot art, or by itself.

