# CITY TECH GENEDGE STYLE GUIDE

## MEANING OF THE CITY TECH GENEDGE

The **City Tech GenEdge** represents the added benefit of culture and community our students and graduates deserve as they enter the world as engaged citizens. This is the added boost our college provides our students so they excel in their professional, civic, and personal pursuits.

The City Tech GenEdge is the result of years of college-wide curriculum development and effort by the General Education Committee: we blended the Gen Ed requirements, the students' needs, and the expectations of society to put together a meaningful approach to skills and attitudes we all can use.

## TONE OF GENEDGE BRAND

The City Tech GenEdge is delving, welcoming, and continuous. The tone is always positive, clear, and inclusive. The GenEdge logo and brand were designed to extremely flexible while remaining crisp, clear, and always recognizable no matter the application. The tag's slight angling is a tribute to the facets of our students' building knowledge.

## PLACEMENT OF LOGO

In general, the logo can hang off the end of a fine hairline within the margins of the designed content area.

The logo can be used on the upper edge of a trimmed element to be a stately tag.

When used with other logos, you can leave the hairline off, but please make sure all logos are proportional and relate well (see logos to lower right of this document).

The tag can float to the far left or right but **never the center of the composition**. If necessary, you may use the tag without a hairline.

## POTENTIAL LOGO USES
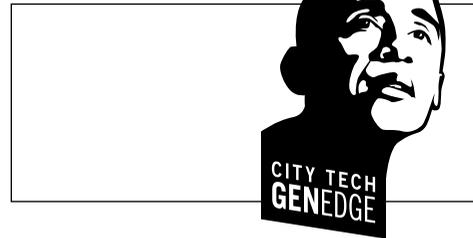
The logo is meant to be extensible, so images can grow out the top as pictured below as long as the message is enlightening and plays into City Tech's mission of inclusion and opportunity. Images should be stark vectors or posterized single color photos.
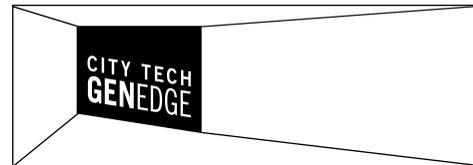
It can also be used to hint at plays of perspective and other visual twists connoting the ever-growing possibilities of a strong general education.

Overall, the logo is designed to be easily animated as needed.

## TREATMENT OF LOGO ITSELF

Do not distort the logo. You can extend and trim the top edge as needed as long as the type is left undisturbed and fully legible.

The logo can be used to playfully extrude off of an existing element, but only in ways that are positive, clever, and unimpeachable in intent. Any visual plays must be be made with the betterment of City Tech and its denizens in mind.

## FONTS & COLORS

We use Trade Gothic LT, just as the overarching City Tech Branding does. For body copy, we use Regular for text, Bold for titles.

GenEdge is a compound word. When in content, it is in the same weight of font in camel case. In titles, GenEdge should be capitalized and "GEN" in Trade Gothic LT Bold, "EDGE" in Trade Gothic LT Condensed 18.

You can use the logo in black or white. If you need to work in another color, make sure the logo does not have a gradient. Knock outs are permissible if the text remains legible.

ANY GENEDGE BRANDING OR LOGO QUESTIONS? PLEASE CONTACT PROF. LIBBY CLARKE: SCLARKE@CITYTECH.CUNY.EDU

**CONTACT THE GENEDGE COLLEGE THEME TEAM**
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