INTRODUCTION

This graphic standards manual provides detailed instructions concerning the reproduction and proper use of the new Hostos Community College graphic mark and logo. It outlines mandatory colors, typography, and other essential design elements. By applying the standards set forth in this manual, the College design team can achieve a strong and consistent visual identity for Hostos.
The new Hostos Community College logo is composed of two elements; a graphic mark, which represents the sun, and the logotype “Hostos Community College.” The logotype uses the Clarendon font. This logotype is customized and should never be substituted.

The three-color logo shown here is the primary logo. It should be used when possible on materials such as brochures, color ads, billboards, self mailers, etc.
The logo versions shown here should ONLY be used when the primary logo cannot be. Some examples may be for a black and white ad or a newsletter being printed in two colors.

- **TWO-COLOR VERSION**
  Use this two-color version when three-color is not possible.

- **BLACK & WHITE VERSION**
  Use this version for black and white printing.

- **ONE-COLOR WITH REVERSE**
  Use this reverse version with PMS 294, PMS 144, PMS 110 or black.
For situations where the primary logo will not suit the application, such as horizontal uses, it is acceptable to use this alternate horizontal logo format.
The logo has been created for maximum readability. However, since the sun graphic contains important detail it is critical to adhere to the minimum acceptable size shown here. The sun graphic should always be at least .5 inches wide.

Also, do not adjust the size of each logo element (the logotype and sun graphic) independently.
The logo should always be surrounded by clear space. This protected area keeps other images or type from getting too close and ensures that the logo is always readable. The recommended minimum distance to be allowed on all sides is the height of the letter “s” in the logotype (see example to the right).
Using the logo correctly will maintain consistency for the Hostos identity. Shown here are examples of logo misuse.

- **DO NOT REPRODUCE THE ENTIRE LOGO IN PMS 100 OR PMS 144**
- **DO NOT ALTER THE PROPORTIONS OF THE LOGO**
- **DO NOT REPRODUCE THE LOGO ON A BUSY BACKGROUND**
- **DO NOT ROTATE THE LOGO**
- **DO NOT REARRANGE LOGO COLORS**
The graphic mark was designed to work with the logo, but may also stand-alone. When the graphic mark is used as a stand-alone graphic, the full logo must also be used somewhere in the piece.

When used as a stand-alone graphic, the primary graphic mark is the three-color version shown here. Use this version whenever possible.
The graphic mark may also be produced as two-color or as a white knock-out graphic on a solid background of PMS 294, PMS 144, PMS 110 or black. Use these graphic mark versions ONLY if the primary cannot be used.

SECONDARY GRAPHIC MARKS
Use these white knock-out graphics when the three-color mark cannot be used
Color plays a critical role in ensuring the overall impact of the Hostos identity. The logo is to appear in three colors: blue (PANTONE 294), orange (PANTONE 144) and gold (PANTONE 110). Use the three-color version whenever possible. Blue (PANTONE 294) or black are preferred colors for one-color reproduction. If printing with one color other than blue (PANTONE 294) or black, the logo needs to be reversed. Never substitute other colors.

If printing the logo in four-color process, use the CMYK values shown here to match as closely as possible the Hostos colors.
The use of consistent typography is an effective means of reinforcing a cohesive look in all Hostos materials. Clarendon and Trade Gothic are the official typefaces. Never substitute fonts.

When selecting typefaces for materials, follow these recommendations:

**Clarendon**: Use for headlines, sub-heads and sidebars.

**Trade Gothic**: Use for body copy and captions.

**Clarendon Type Family**

- **Clarendon Light**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Clarendon Medium**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Clarendon Bold**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Clarendon Extra Bold**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

**Trade Gothic Type Family**

- **Trade Gothic Light**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Trade Gothic Light Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Trade Gothic Bold**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Trade Gothic Bold Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890
The Hostos letterhead is 8.5 inches by 11 inches vertical. The recommended typing format is shown here. Please follow this style for consistency. The recommended typeface for body copy on letterhead is Times New Roman with a type size of 10pt.
The Hostos executive letterhead is 7.25 inches by 10.5 inches vertical. This is special letterhead reserved for the president. The recommended typing format is shown here. Please follow this style for consistency. The recommended typeface for body copy on letterhead is Times New Roman with a type size of 10pt.

May 9, 2007

Addressee’s Name
Title
Number and Street
City, State, Zip

Salutation:

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Sincerely,

Name of Sender
Title of Sender
ENVELOPE
The envelope size is #10. The logo is to be positioned as shown and printed in three colors. The address line should appear on the envelope flap and be centered left to right.

BUSINESS CARD
The standard Hostos business card is 3.5 inches by 2 inches horizontal. The logo is to be positioned as shown and printed in three colors. The individual name and related information will be printed in PMS 294.

Do not attempt to recreate either of these as they are for illustrative purposes only.
The Hostos mailing label is 5 inches by 3 inches. The recommended typing format is shown here. Please follow this style for consistency. The typeface is Times New Roman with a type size of 10pt.
The Hostos fax cover sheet is 8.5 inches by 11 inches vertical. The recommended format is shown here. Please follow this style for consistency.
The Hostos buck slip is 5.5 inches by 8.5 inches vertical. The recommended format is shown here. Please follow this style for consistency.
The Hostos website shown here illustrates how the logo should be used on the homepage. The same graphic standards that apply to print must also be applied to electronic media.
The primary logo is the standard for publications. It can be used in various places on publications, in full color, or in a reverse format on a solid field.
Shown here is a trifold brochure, which measures 3.75 inches by 8.5 inches. The primary logo is the standard for publications. It can be used in various places on publications, in full color, or in a reverse format on a solid field.
Most ads are printed in one color (black) in magazines or newspapers. For black-and-white ads, the preferred logo format is black. For full-color ads, the primary logo converted to process color is the optimum choice. Trade Gothic Light is the preferred typeface for the body copy and Clarendon Bold for the headline.