



HUNTER

Visual Identity | 2020

LOGO

The Hunter College logo consists solely of lettering derived from the combination of a pre-existing typeface and a customized typeface.

There are no marks or other symbols associated with, or as part of, the Hunter College logo.

Hunter's logo is always used without any type of modification and is the only logo that should be used in all of Hunter's print or web materials.

Authorized files of the logo are available on [Hunter's Dropbox](#).

Logo Colors

The Hunter logo can only appear in the Hunter Purple or in black.

It can also appear in white on solid or dark colors and photo backgrounds, provided there is sufficient readability.



RELATED LOGOS

Hunter Seal

The use of the official college seal is reserved for the Office of the President and for the use on official legal documents such as diplomas, certificates, transcripts etc. It can also be used for official “ceremonial functions where the seal can appear on approved plaques, flags/banners or furniture.

The seal is not the college logo and should never be used in lieu of Hunter’s logo and no college unit should develop a logo that incorporates the seal or part of it.

Special permission should be requested from the office of Marketing and Communications if an office wishes to use the seal as a design element in any printed material such as brochures.



CUNY

Please refer to [CUNY Brand Guidelines](#) for use of the CUNY logo integration into college logo lockups, page integration, messaging and more.



PALETTE

Hunter Colors

PRIMARY



Hunter Purple

Used for

- Logo
- Big Buttons
- Color Blocks
- Color Overlay

Color options

- HEX: #5f259f
- Pantone: 267 C
- CMYK: 79 / 90 / 0 / 0
- RGB: 95 / 37 / 159

ACCENT



Gold

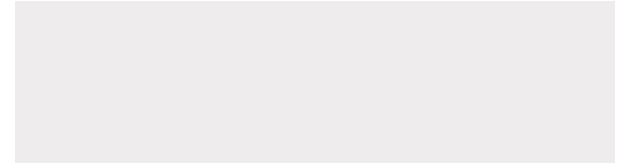
Used for

- Accents
- Color Blocks

Color options

- HEX: #ffc72a
- Pantone 123 C
- CMYK: 0 / 22 / 92 / 0
- RGB: 255 / 200 / 44

ACCENT



Gray

Used for

- Backgrounds

Color options

- HEX: #EEECF0
- Pantone 663 C
- CMYK: 9 / 9 / 5 / 0
- RGB: 229 / 225 / 230

COLOR USAGE | 1

Color Blocks

In general, the use of large, strong color blocks are encouraged as a design element. Some examples below.

Accents on Headers

Color behind short all capped header as an accent to different sections of a document or web page.

OUR SCHOOLS

Next to Photography

Color blocks behind imagery.



Avoid gradations

Hunter branding is meant to feel confident and assured, soft gradients do not convey this feeling.

Don't layer purple and yellow

For the website and academic-related publications, purple and yellow should not be used on top of each other (yellow text on purple background or vice versa). The colors combined in that way feel more sporty than academic.

Big Buttons

Large call-to-actions



COLOR USAGE | 2

Color Overlay

A Hunter purple or black overlay over images. Opacity can vary depending on image and usage.

If typography is over the image, ensure that copy is very readable as it must see accessibility guidelines.



Background Sections

To delineate or highlight sections within a page, use the supporting gray color.

"For 150 years, Hunter College has been the place where the American Dream comes true. Students arrive with aspirations as varied as their backgrounds, and benefit from the common experience of life-changing educational opportunity."

- Hunter College President Jennifer J. Raab

Avoid embedding text on images or in graphics

Above examples show text OVER images on the Hunter website. In order for images to be accessible to everyone, and readable on mobile devices, **text should not be embedded on to images**. See more information on [accessibility standards](#).

FONTS

Hunter has two main typefaces: Roboto and Roboto Condensed. They may be downloaded from Google from the included links.

PRIMARY

Roboto

Most copy should be set in Roboto.

Regular, Medium, **Bold**
Italic (instead of script)

SECONDARY

Roboto Condensed

Primary headers should be set in Roboto Condensed, uppercase.

BOLD & UPPERCASE

Note, phrases set in all uppercase should be short and direct, long phrases in upper case are hard to read.

ALTERNATIVE

Arial

In cases where Roboto is unavailable, use Arial.

Regular, **Bold**, *Italic*
BOLD & UPPERCASE

Arial is included in all operating systems and is the safest choice for documents that will pull fonts from the end users computer (such as PPT documents that do not have fonts embedded in the file) and email.

Download fonts from Google:

(find the 'Download Family' button on the top right of the page)

[Roboto](#)

[Roboto Condensed](#)

TYPOGRAPHY | Modules

Modules

For promotional modules, use short attention grabbing headlines to entice your readers to read more. This example shows 3 different headline styles that are designed to use together or independently.

Note:

- Headers do not include punctuation.
- Follow Hunter’s editorial guidelines, which are largely based on the AP style. See the [Editorial Guide](#) for more information.
- For accessibility purposes, calls-to-actions describe the information you will get from the link (don’t just say Read More). More about [Accessibility](#).

STUDENT ACADEMIC EXPERIENCE

THINK BIG

Creating Connections

Our engaging classes challenge ambitious students to think critically and creatively, ask tough questions, and consider problems from multiple perspectives.

Explore Our Approach —>

TYPOGRAPHY | Headers

Header Style

Example header styles, sizes should be determined by usage.

Headers (Large/Medium)

Short concise copy that grabs your attention for headlines.

Black Roboto Condensed Bold
All caps
-20 letter spacing
Xtra large size
Tight line spacing

**UNLOCK YOUR
POTENTIAL**

Section Headers

This style of header is used to break the page into sections or groups of content.

Black Roboto Condensed Bold
All Caps
+70 letter spacing
Gold bar under 50% of width

STUDENT ACADEMIC EXPERIENCE

Sub Heads

Used in modules, under the big headers, to help clarify a concept.

Black Roboto Regular Bold
+ 60 letter spacing

Creating Connections

Avoid long phrases in all uppercase

Phrases set in all uppercase should be short and direct, long phrases in upper case are hard to read.

TYPOGRAPHY | Links

Links & Buttons

For websites and documents that use links.

Call-To-Action Arrow

Roboto Regular
Letter spacing 60

Explore Our Approach 

Big Buttons

Roboto Condensed Bold
All Caps
Letter Spacing -20
Small copy underneath to clarify.



Links

Links are the same color as the copy (black) and underlined. Turns gray on hover and can be bolded for emphasis.

Links have an underline

TYPOGRAPHY | Body Copy

Body Copy Tips

- Body copy should be easily readable.
- Break information up into multiple paragraphs.
- The optimal line length for readability in body text is considered to be 50-60 characters per line.

The oceans play a significant role in how the climate system responds to anthropogenic perturbations. To understand past, present and future climate, therefore, we need to know and understand our oceans.

Oceanography is a multidisciplinary science. It offers a wonderful opportunity to review and to apply many of the concepts taught in the major traditional disciplines such as physics, chemistry, biology and mathematics. This course will offer an in-depth 'tour' to the fascinating and complex subject of Oceanography and an introduction to quantitative methods in oceanography using Matlab.

This is a science-base course and it will require that students learn to understand, and be willing to work with, physical and quantitative concepts. It requires that students be prepared to learn the basics of scripting/programming syntax and logic, which in turn is one of the great skills to be acquired in this course.

PHOTOGRAPHY

Photography is an important part of our brand to help tell stories and show our diverse community.

Some things to keep in mind:

- Images must be diverse to reflect our community.
- Using images from Hunter is encouraged when possible, for people and the campus.
- Always keep the written content in mind when choosing imagery.
- When combining images, do not silhouette and collage images together, keep them in neat blocks.
- When combining headshots, try to keep the profile heads the same size as much as possible.



Avoid 'stocky' photography

Try not to use photography that is overly staged or composite images that feel too 'stocky'.

Avoid embedding text on images or in graphics

In order for images to be accessible to everyone, and readable on mobile devices, text should not be embedded on to images. See more information on [accessibility standards](#).