Baruch College
Zicklin School of Business Logo

The vertical lockup is our primary logo. It should be used on white backgrounds whenever possible for the greatest impact and clarity.

Secondarily the logo can appear on the dark blue PMS 286 in white.
Logo
CUNY

There are times when the CUNY logo is needed to accompany the Zicklin logo.

CUNY: The City University of New York

There are two versions of the logo:

The CUNY logo can appear with the complete name, or it can be used as just a square lock up with the acronym.

The logo can appear in blue, black, or on a dark background in white.
When using the Zicklin and CUNY logo separately but on the same document, it is important that the CUNY logo appear at an appropriate size in relation to the Zicklin logo.

Use the guidelines at right to find the correct sizing as well as the correct horizontal alignment for the logo.

As long as this relative sizing is adhered to, the logo may appear at any size together above 3/8” in height, the minimum size for the logos.

Size of CUNY logo symbol equal to height of Baruch College portion of the stacked secondary logo.
Logo

Logo Placement

The Zicklin logo should be positioned prominently on a design piece, for instance near the top or bottom left. The CUNY logo symbol should be in a sign-off position near the bottom, in many cases on the right or the back of a design piece. Alignments among elements should be made whenever possible.

If there is inadequate room on a design piece to place the CUNY logo separately, the CUNY symbol may be used without the full name.

The examples provided here are not comprehensive and exist to provide an overall, general guideline for where the logos should be placed. Logo placement will likely vary based on individual designs.

Please observe sizing guidelines on page 3 before positioning the logos on a design piece. Keep all logos at a reasonable distance from other trademarks, competing text, graphic elements, images on a page, or the document edge.