CUNY SPH Style Guide

Name and Abbreviation

In an official or formal document, the first reference to our institution should be the CUNY Graduate School of Public Health and Health Policy (CUNY SPH). Thereafter, refer to it as CUNY SPH.

> **Example:**
> The CUNY Graduate School of Public Health and Health Policy (CUNY SPH) will be closed on July 4th of this year. In past years, CUNY SPH has been closed on July 4th in observance of Independence Day.

When speaking in public, note that many people in the audience will not know what CUNY is, since that is an abbreviation in itself. Thus, it may be advisable to introduce your school as the City University of New York Graduate School of Public Health and Health Policy and note that "we call it 'CUNY SPH' for short."

Logo

We have several iterations of our logo. Which logo is appropriate to use may be dictated by space issues. For example, the vertically aligned logo may be more suitable to the graphic you develop than the horizontal logo at the top of this page.

Color palette

CUNY SPH's primary brand colors are **BLUE** (#2574bb) and **TEAL** (#00acd8). Supporting accent colors include **GRAY** (#707070) and **ORANGE** (#faa627).

Font

When the official CUNY SPH fonts of Trade Gothic or Chronicle are not available to use, please use the universal fonts of Arial or Helvetica.

If you have any questions, or need help accessing materials such as our logos, please contact Sumana Chandra (sumana.chandra@sph.cuny.edu).