

CUNY Store Design Manual

The CUNY Store is a product of CUNY therefore shares the same goal of showing that it is the greatest urban university in the world as well as an interconnected community. The store should encourage students and perhaps staff to show off some CUNY pride while also maintaining the CUNY brand.

LOGO

The store logo is variation of the CUNY logo and should maintain the same properties. It is located at the top center of the site



LOGIN

WOMEN MEN YOUTH ACCESSORIES SPORTS & OUTDOOR OFFICE GIFTS SALE

search...

FONT

The font used throughout the site is Trade Gothic Next Condensed with the bold variation used for the navigation bar. Additionally the font Champion is used for bold slogans.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RSTUVWXYZ

1234567890

offer ends 3.31.21

REP YOUR CUNY



ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

COLORS

The unique colors main colors of the site align with the CUNY colors and must be maintain in the footer. Unique colors can be used in photos in the slideshow at the top of the page and to call attention to slogans used

#1D3A83

#E0E0E0

throughout the page

Sign up for promotions

email address...

SUBMIT

HELP

Contact Us

Suggestions

FAQ

INFO

Order Status

Returns

Gift Certificates

LINKS

CUNY Home

Privacy Policy

Terms of Policy

Cookie Preferences

Copyright © 2021 Advanced-Online, A Follett Company. • All Rights Reserved

GRID SPACING

Grid featuring CUNY schools must be presented in the same order each time with equal space between the boxes exact values depend on screen size. All the boxes must be the same size.

