



REPUTATION MANAGEMENT TOOLKIT

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Logos and Visual Identity Guidelines

Baruch College Logo and Visual Identity Guidelines

The Baruch College logo and other main marks comprise the College's visual identity system, and are a key element of the institution's brand.

Before using the logos, please read the visual identity overview provided below. The College's logos can be downloaded for your use, in various formats. In almost all applications, the Baruch College logo must be used in conjunction with the CUNY logo.

The Baruch Identity Guidelines establishes consistency in the visual expression of our brand presentation through guidance around the use of colors, typefaces, and imagery.

If you have any questions about the Baruch logo and its application, please contact:

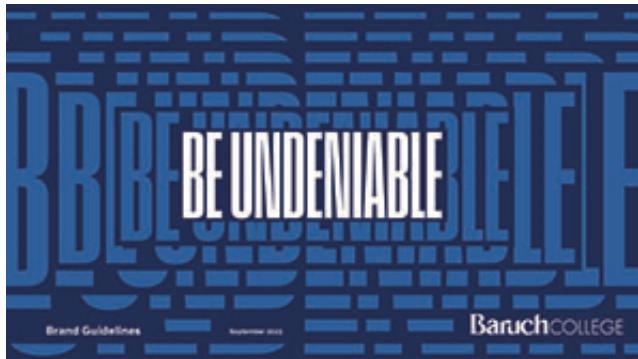
- [Tony Gamino](#), Director of Marketing
- [Wanly Chen](#), Marketing Manager

Baruch College Logo Guidelines



Please review this PDF document before downloading and using logos below. It includes important information about application and usage.

Baruch College Identity Guidelines



Please review and share this PDF with colleagues and freelance professionals such as designers, photographers, videographers, and marketing consultants. It contains important guidelines for applying the College's branding on marketing and communications

materials.



Stacked logo



Stacked logo + CUNY lockup



Horizontal logo



Horizontal logo + CUNY lockup

Baruch College School Logos (Secondary)

The Baruch College logo lockups with the School logos (secondary) are available for download in various formats.



Marxe School of Public and International Affairs



Weissman School of Arts and Sciences

Zicklin School of Business

CUNY Logo

Select versions of the Baruch logo locked up with the CUNY logo are provided for your convenience below. Additional versions of the CUNY logo and the University Brand Voice Guidelines can be found on the [CUNY website](#).

