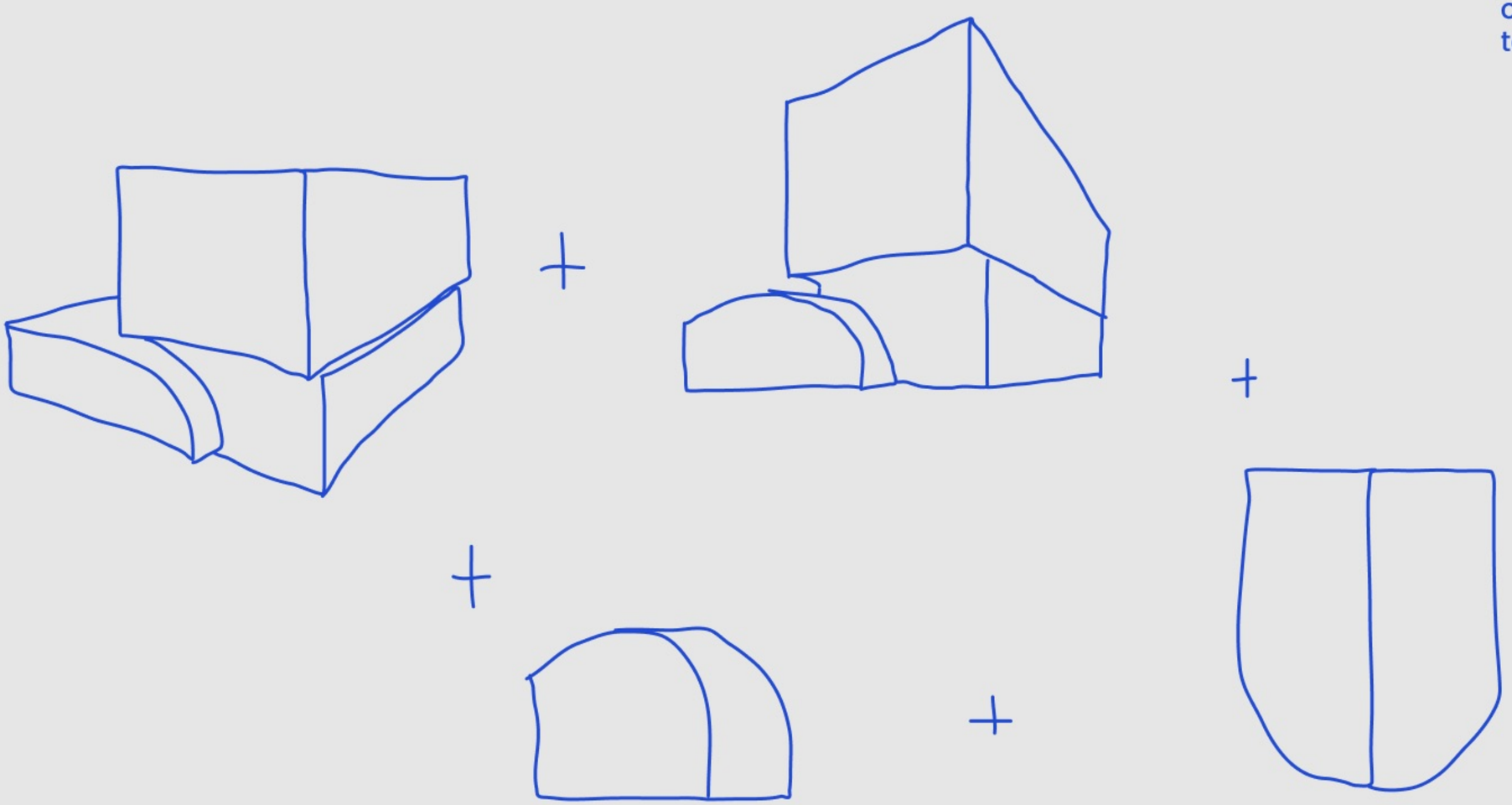
HONORS SCHOLARS PROGRAM

Concept Ideation

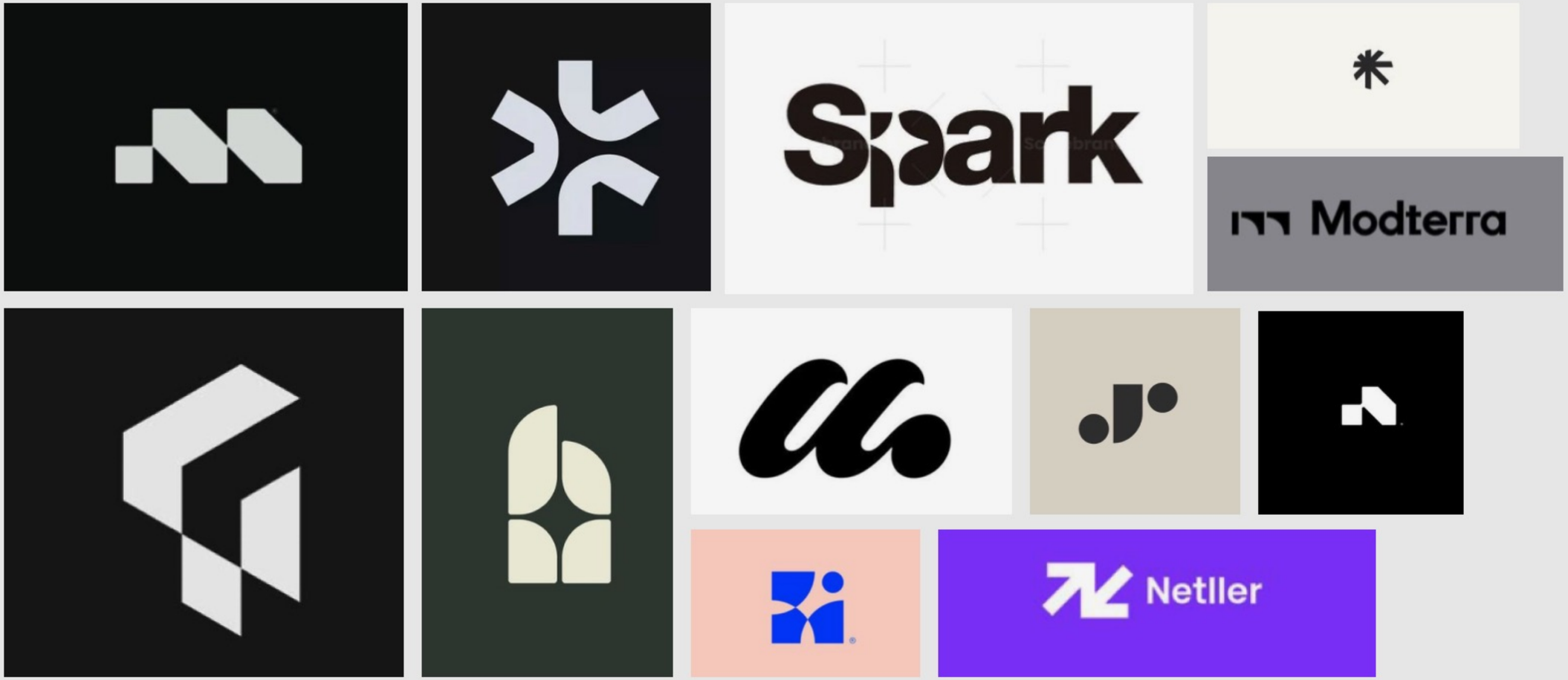
Concept Ideation

Defining architectural feature of city tech, combined with the city tech crest

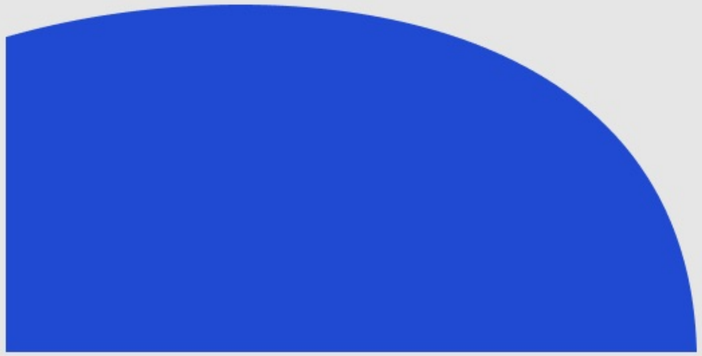


Visual Direction

Clean, modern, futuristic while still holding meaning for city tech honors scholars program



Logo 01



Logo Mark

Lockup 01

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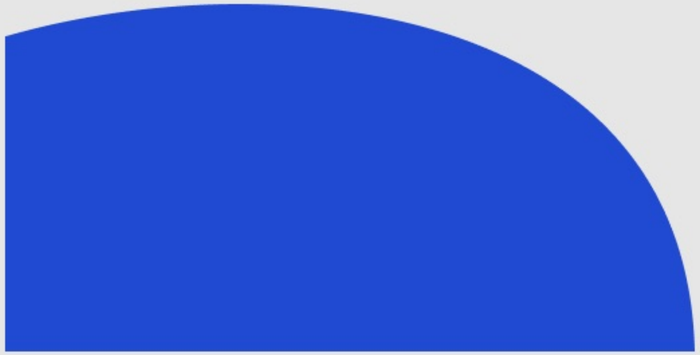
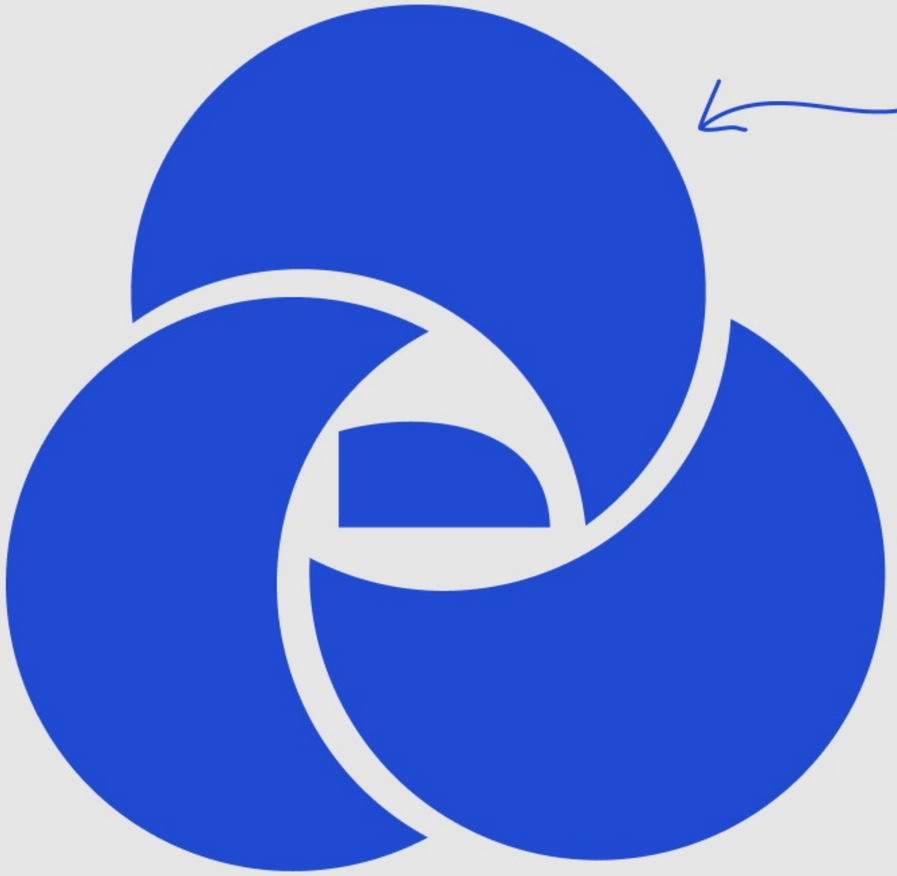


Lockup 03

Logo 02



Three circles represent the three schools and divisions of citytech.

Logo Lockup 02

HONORS
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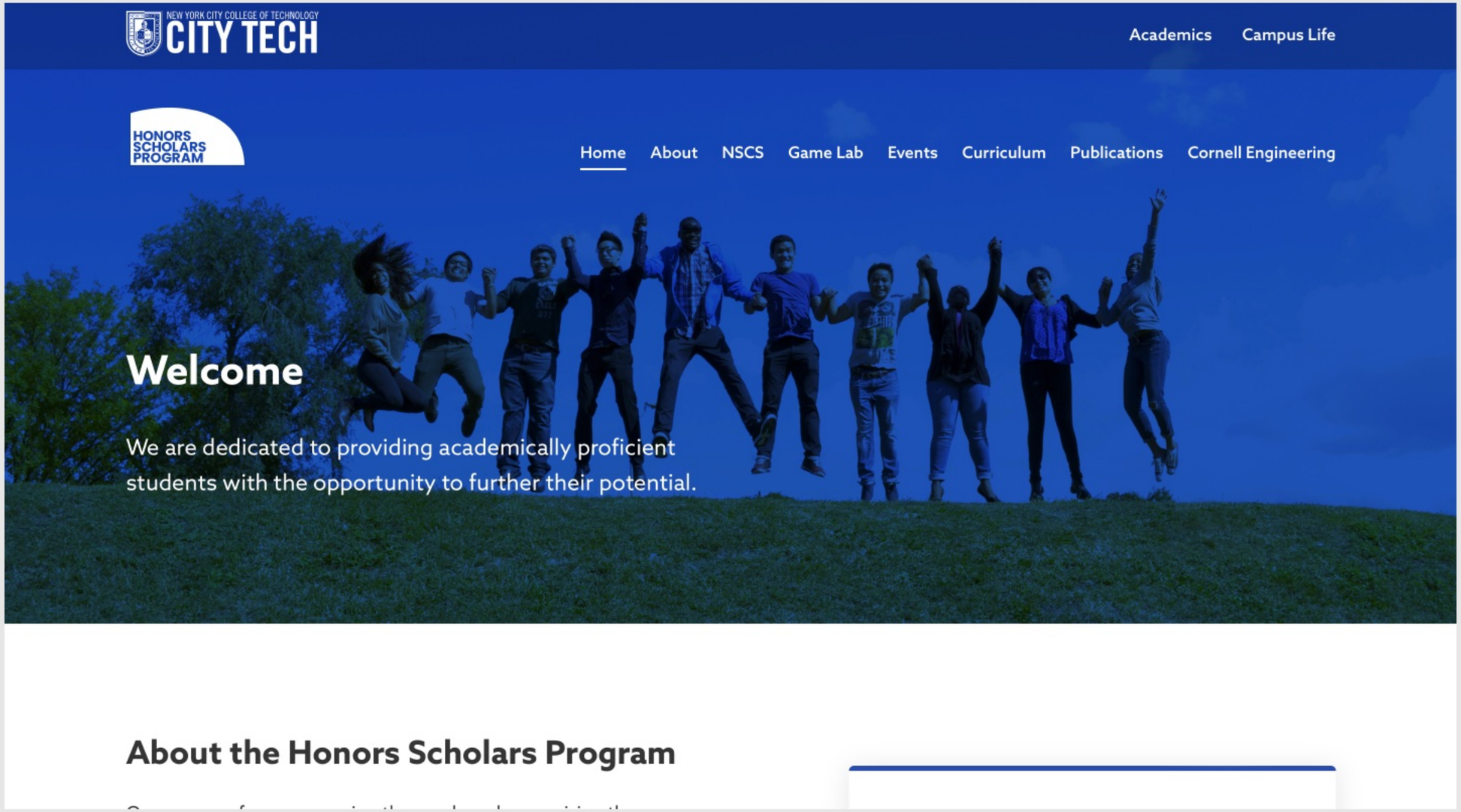
PROGRAM

NEW YORK CITY COLLEGE OF TECHNOLOGY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CITY TECH
Academics
Campus Life
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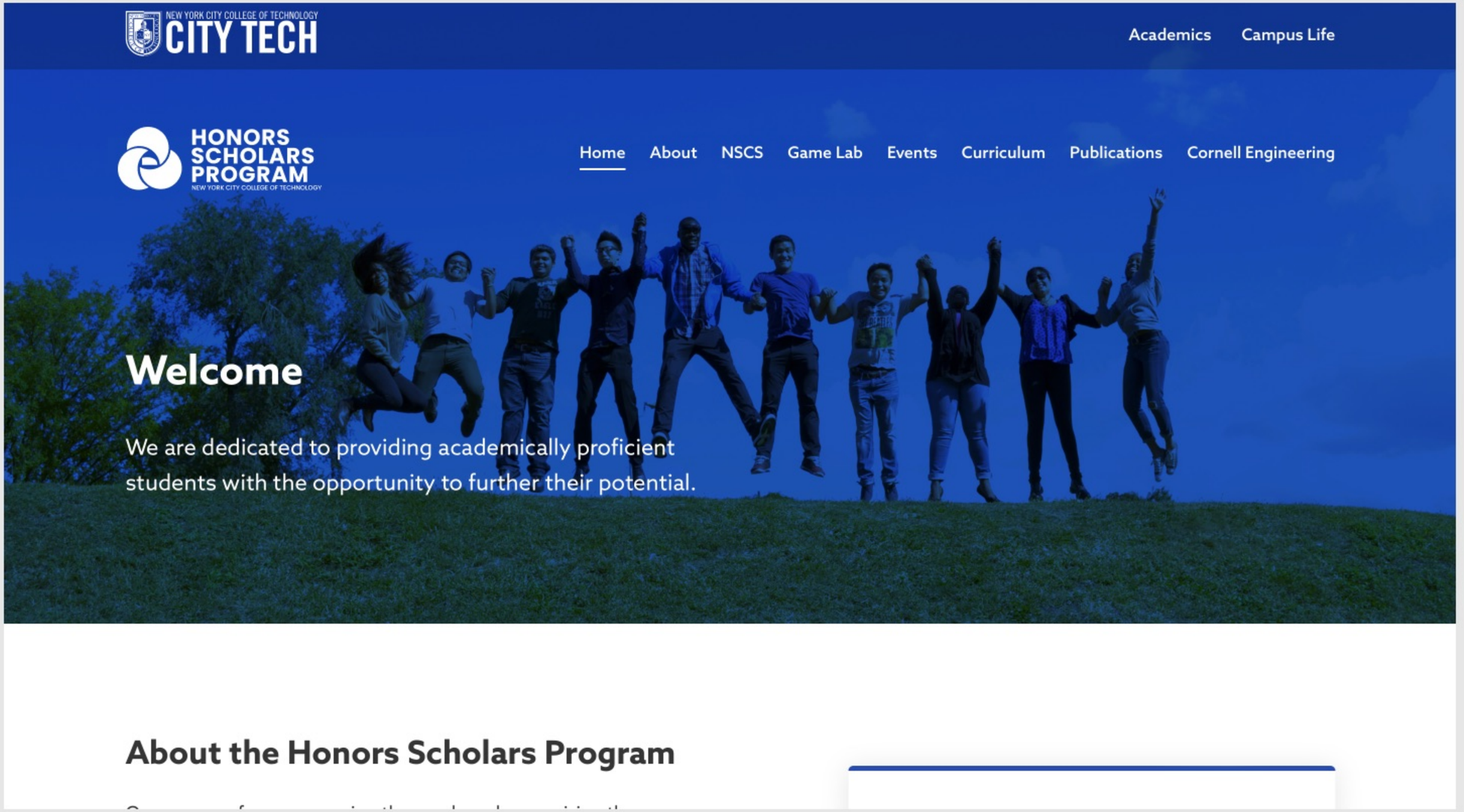
NSCS
Game Lab
Events
Curriculum
Publications
Cornell Engineering
Welcome
We are dedicated to providing academically proficient students with the opportunity to further their potential.
About the Honors Scholars Program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Option 01

Option 02

Poppins

Google font, free for commercial use.
Modern geometric sans-serif

SemiBold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!#%&

abcdefghijklmno
pqrstuvwxyz
0123456789!#%&

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!#%&

abcdefghijklmno
pqrstuvwxyz
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Colors

#1F4AD1

#FBFBFB