



THE STATE UNIVERSITY *of* NEW YORK

Graphic Standard

Rules and Specifications regarding The State University of New York Seal

Introduction

The State University of New York seal represents the leadership and quality of the university system and reflects the position we hold in the minds of the communities we serve. It is the common thread that holds the 64 campuses of the university system together.

As we project our image, consistent and proper use of the seal will provide maximum benefit. The sum total of the campuses of "The State University of New York" forms a powerful message, one that we must deliver uniformly. By using the identity system detailed in this Graphic Standard Manual, every campus can benefit from the promotion of all that SUNY has to offer.

The name "The State University of New York" identifies not only who but what we are, the largest state university system in the country and a leader in providing quality education, research, and technology. At the same time, we need to build our image as an educational leader, through consistent promotion of our university seal. Our name embodies all of this and more.

We want "The State University of New York" to provoke a sense of longevity, quality, leadership, and value. The SUNY seal, color and font are meant to convey these attributes through a quality image, a lasting impression, and a clean professional design.

It is the role of System Administration to preserve and maximize the impact of the university seal. This manual reflects the most current System Administration policies. The guidelines are not intended to either inhibit the creative process or answer all of the design and identity needs of each campus. Individual campus' customs and perceptions must also be considered. In these cases, please involve System Administration when necessary.



THE STATE UNIVERSITY *of* NEW YORK

University Seal

Introduction

The State University seal is the basic element of the entire system's identity. It is a mandatory element of the identity system, and its consistent and correct use is essential to the projection of a strong, unified image. While other identity concepts are presented as "preferred," the logo must be used as described in this section; no variations or deviations may be made.

Specifications

The size of the seal in relation to the name, for specification purposes, is determined by the size of the name. The seal should go from the vertical stroke of the "T" to the right hand serif of the second "T" in "State." (see figure A)

The name shall only appear in AGaramond typeface in regular caps and small caps. The "of" in the name is always lower case italic and one point size smaller than the name. The seal may appear without the name except on official university letterhead, envelopes and business cards.

The name should be used on one line whenever possible. Two lines can be used when space dictates.

The relationship of the logo/seal to the words is a precise one, and should never be altered.

An unacceptable use of the proportion of the seal in relation to the name is shown below. (see figure B)

A



B



THE STATE UNIVERSITY of NEW YORK

Rules for Usage, Size, Shape, and Surroundings

The smallest size shown on this page (1/4") is the smallest acceptable size for the SUNY seal to appear on printed material.

The seal may be used in conjunction with the words "The State University of New York", or alone. The words "The State University of New York" may also be used by itself (*see examples below*). When used together, the tower logo must follow size specs on page 3.

Neither the seal nor the words "The State University of New York" may be altered in any way. There must be no shapes of any description around, behind or near the seal. Any ornamentation such as textures, die-cuts, borders, circles or squares around the logo will give the impression that it is part of the symbol and will only dilute the effectiveness of the university identity program.

The seal and words should always be reproduced from a reproduction proof (laser proof) or a computer disk file provided to appropriate printer. It must never be redrawn, reset, or retraced.

Acceptable

It is recommended to leave space between the seal and any other design element or copy to ensure readability.



THE STATE UNIVERSITY *of* NEW YORK



The seal should never appear smaller than 1/2" on any printed material.



The seal may appear centered above words; the same size rules would apply.

THE STATE UNIVERSITY *of* NEW YORK

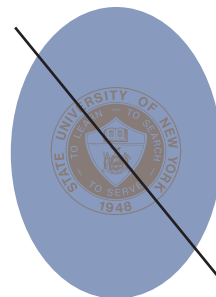
THE STATE UNIVERSITY *of* NEW YORK

Name may appear without seal.

Unacceptable



Unacceptable smaller than 1/2".



Unacceptable when contained in any shape or when reproduced on a texture.

Color and Background

When the seal is reproduced in positive form (on a white background), the only acceptable colors are Warm Gray 8, PMS 294, solid black, or a percentage of black.

When the seal is reproduced in negative form (reverse) it should be against a dark or solid color. PMS 294 or solid black are preferred. Do not reverse on light colors or pastels.

When the words "The State University of New York" are reproduced in positive form (on a white background), the only acceptable colors are Warm Gray 8, PMS 294, or solid black.

When the the words "The State University of New York" are reproduced in negative form (reverse) it should be against a dark or solid color. PMS 294 or solid black are preferred. Do not reverse on light colors or pastels.

When reproduced in positive form together, the seal and words may only appear in the following color combinations; seal in Warm Gray 8, words in PMS 294; seal in black, words in black; seal in a percentage of black, words in black; seal in a percentage of black, words in PMS 294.

Acceptable



Stationery System

One of the most important forms of our business communications is the university stationery system. The State University of New York's has been precisely designed and should *not* be modified. Please note the following features:

1. All letter typing below seal on letterhead should be block style – flush right. Type is flush left on business card and envelope. Paragraphs are separated by a line space.

2. In addition to address, phone number and fax number, and web address, letterhead can include an e-mail address as appropriate on personalized versions.


3. Dimensions specified are for full-size stationery, although illustrative examples may be reduced in size. Dimensions and measurements for placement of the seal and business address are indicated.

4. Recommended paper for letterhead is 24# Atlas Bond (25% cotton, 50% recycled).

To assist you in creating well-formatted and effective correspondence, we offer the following general placement guidelines. While exact placements may vary, the text should be positioned on the page in a balanced manner:

- Place date on the third line below letterhead (company name and address) or name and title if using personalized stationery.

- Depending on the length of the letter, the inside address should begin four to ten lines below the date line.
- The salutation begins two lines below the inside address.
- The body of the letter begins two lines below the salutation.
- The complimentary close is placed on the second line below the last line of the body of the letter.
- The writer's name is placed on the fourth line below the complimentary close. (If the letter is running short, you can leave up to six blank lines for the signature. If the letter is running long, you can reduce the signature space to two blank lines.)
- The writer's title is placed on the line below the writer's name. (When using personalized stationery, supply a typewritten signature, but omit the title).



THE STATE UNIVERSITY of NEW YORK

*Office of the
Chancellor*


State University Plaza
Albany, New York
12246

518 443 5355
fax - 518 443 5360

www.suny.edu

Office of the Chancellor
The State University of New York
State University Plaza
Albany, New York 12246

THE STATE UNIVERSITY of NEW YORK



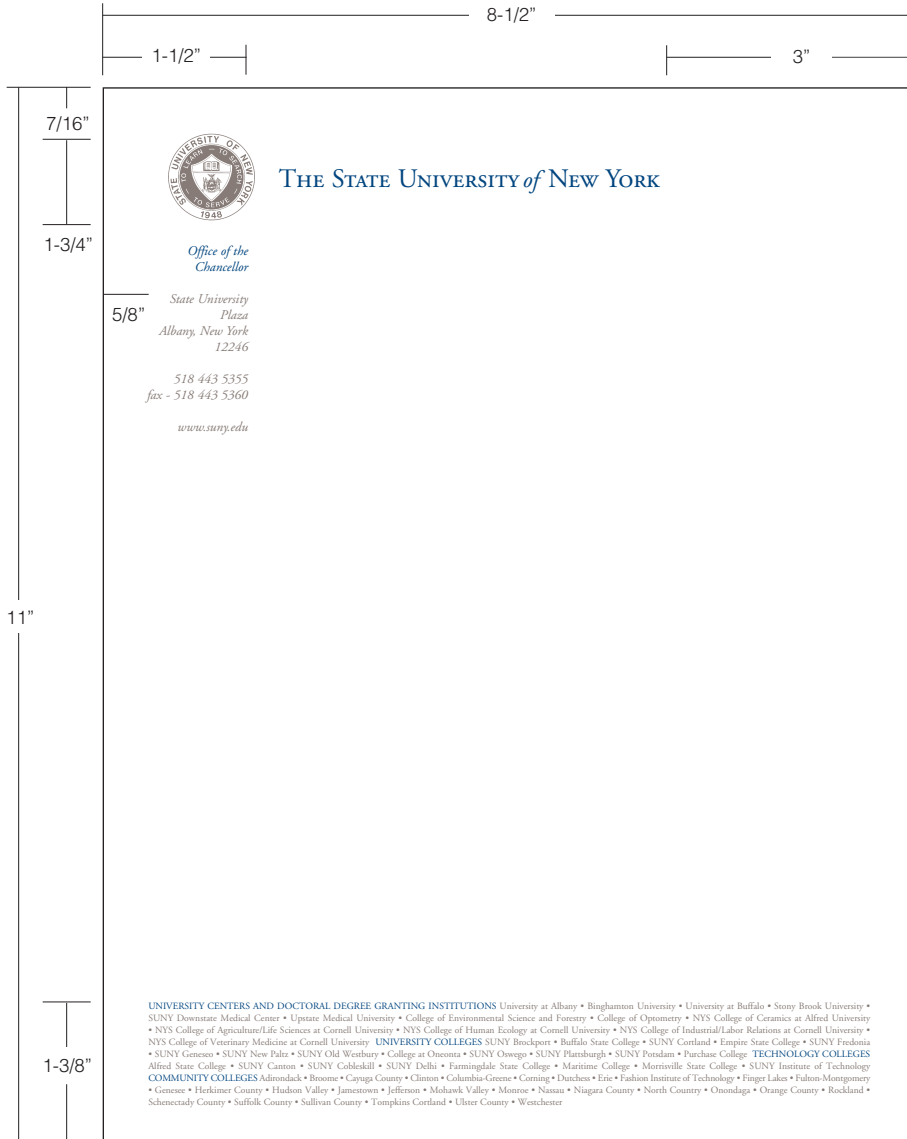
State University Plaza
Albany, New York 12246
518 443 5355 (pb) 518 443 5360 (fax)

Name printed here
Title printed here
email_address@suny.edu
www.suny.edu

UNIVERSITY CENTERS AND DOCTORAL DEGREE GRANTING INSTITUTIONS University at Albany • Binghamton University • University at Buffalo • Stony Brook University • SUNY Downstate Medical Center • Upstate Medical University • College of Environmental Science and Forestry • College of Optometry • SUNY College of Osteopathic Medicine • SUNY College of Veterinary Medicine • SUNY College of Agricultural and Life Sciences at Cornell University • SUNY College of Human Ecology at Cornell University • SUNY College of Industrial and Labor Relations at Cornell University • SUNY College of Maritime Studies at Cornell University • UNIVERSITY COLLEGES SUNY Brockport • Buffalo State College • SUNY Cortland • Empire State College • SUNY Fredonia • SUNY Geneseo • SUNY New Paltz • SUNY Old Westbury • College at Oneonta • SUNY Oswego • SUNY Plattsburgh • SUNY Potsdam • Plattsburgh College • TECHNOLOGY COLLEGES Allied State College • SUNY Canton • SUNY Cobleskill • SUNY Delhi • Farmingdale State College • Maritime College • Marquette State College • SUNY Institute of Technology • COMMUNITY COLLEGES Adirondack Branch • George County • Oneida • Columbia-Greene • Cortland • Dutchess • Erie • Fulton Institute of Technology • Tioga-Lake • Yates-Montgomery • Genesee • Hamilton County • Hudson Valley • Jamestown • Jefferson • Mohawk Valley • Monroe • Nassau • Niagara County • North Country • Oneida • Orange County • Rockland • Schoharie County • Sullivan County • Sullivan County • Tompkins-Cortland • Ulster County • Westchester

Stationery System

1. Letterhead 8-1/2" x 11"



Specifications

Logo:	5/8" at the base	Color:	PMS 294 Blue
Color:	Warm Gray 8	Paper Stock:	Atlas Bond (25% Cotton Fiber; 50% Recycled, with Atlas Bond watermark)
Company Name:	8/9 Pt AGaramond Caps and small caps	Paper Weight:	24 lb.
Address:	8/10 Pt AGaramond Italic	Printing:	Offset
Name:	8/10 Pt AGaramond Italic		
Title:	8/10 Pt AGaramond Italic		

Set copy flush right,
ragged left. Use normal
word and normal letter
spacing.

Stationery System

2. Business Cards

3-1/2" x 2"



Specifications

Seal: 11/16"
 Color: Warm Gray 8
 Company Name: 14/15 AGaramond
 Regular Caps and
 small caps, "of" is italic
 and 1 pt. size smaller
 Address: 9/10 AGaramond Italic
 Executive's Name: 10/11 AGaramond
 Semibold Italic
 PMS294
 Title: 9/10 AGaramond Italic
 Color: Warm Gray 8

Paper Stock: Mohawk Navahoe,
 Brilliant White 130#
 Double-thick Cover

Set copy flush left, ragged right.
 Use normal word and normal letter spacing.
 Upper and lower case letters.

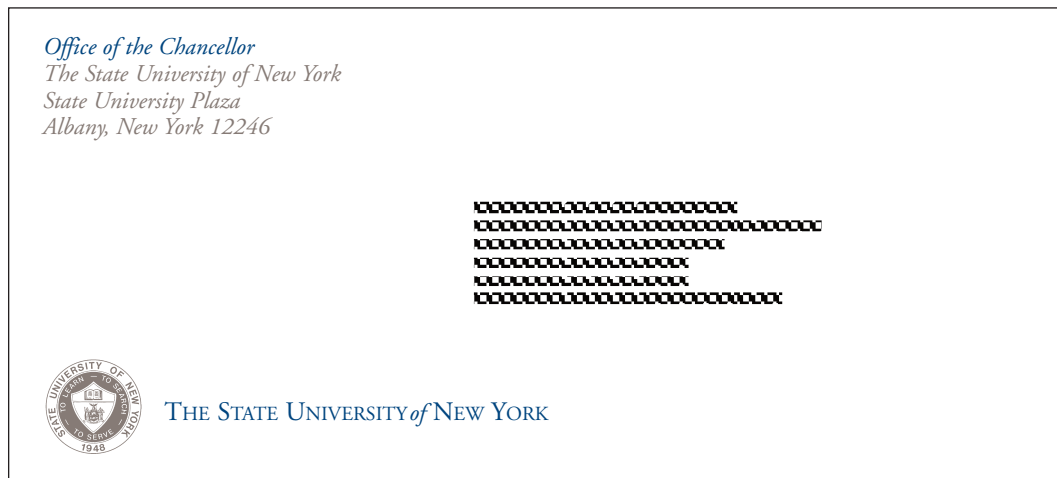
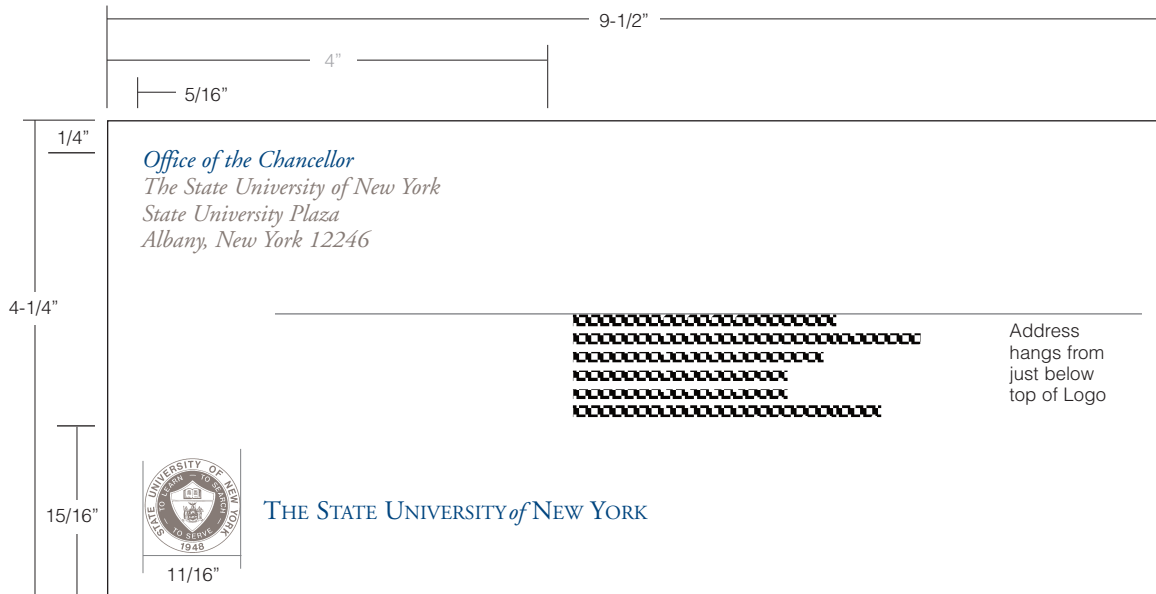
Business cards include phone number,
 fax number, e-mail address, and web address.

*Note: All senior staff business cards portray
 the seal in silver foil.*

Stationery System

3. Envelope

Number 10 size



Specifications

Seal: 11/16"
 Company Name: 14/15 AGaramond Regular and small caps
 Office Name: 9/10 AGaramond Italic
 Address: 9/10 AGaramond Italic
 Paper Stock: To match letterhead

Set copy flush left, ragged right. Use normal word and normal letter spacing. Upper and lower case letters only.

Color: Warm Gary 8 and PMS 294
 Printing: Offset

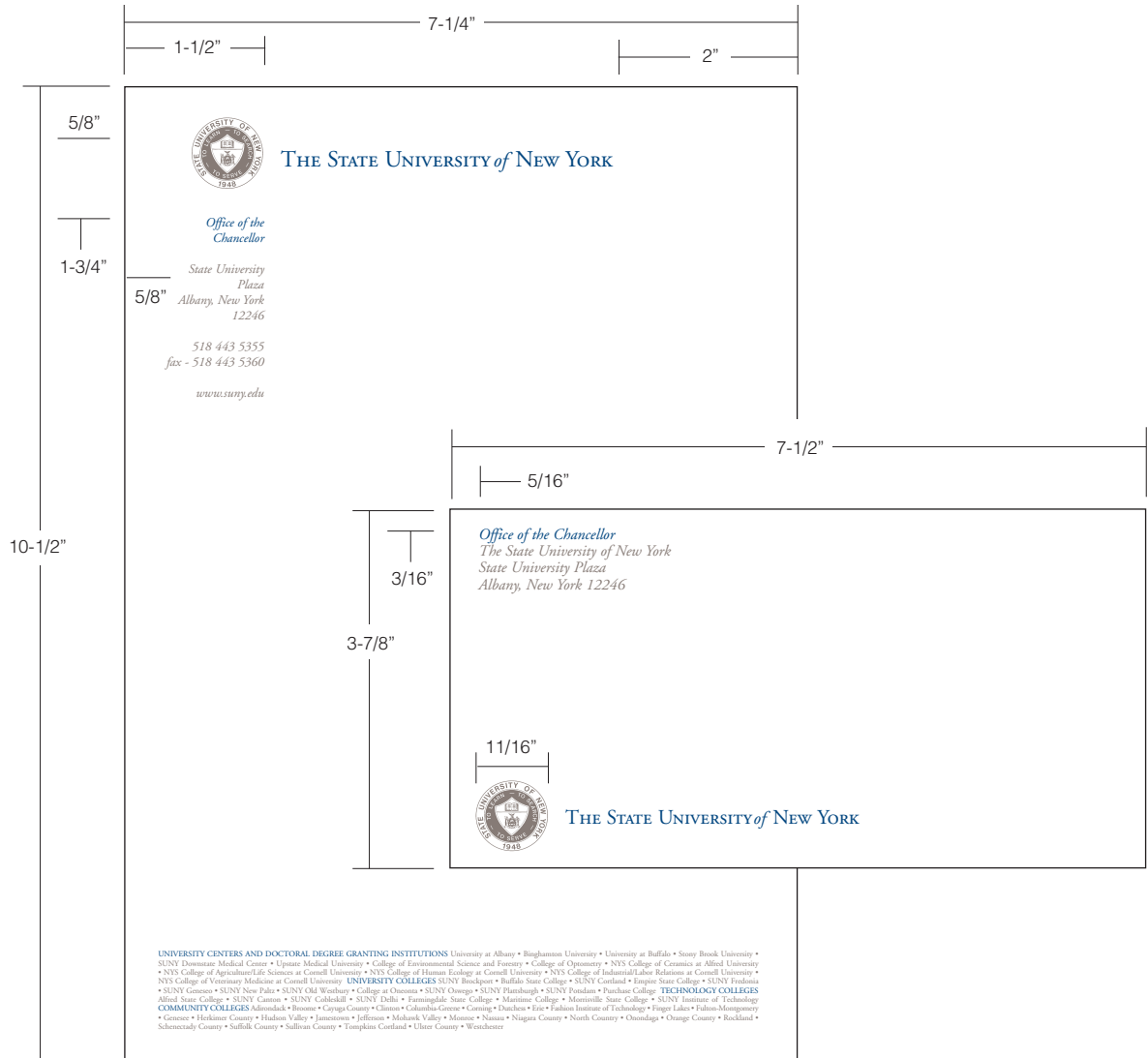
Stationery System

4. Monarch Letterhead

7-1/4" x 10-1/2"

Monarch envelope

7-1/2" x 3-7/8"



Specifications

Logo:	5/8"	Paper Stock: Capitol Bond
Company Name:	9/10 Agaramond Italic	(25% Cotton Fiber; 50% Recycled,
Address:	9/10 Agaramond Italic	with Capitol Bond watermark)
Paper Stock:	To match letterhead	Paper Weight: 24 lb.
Set copy flush left, ragged right.		Printing: Offset
Use normal word and normal letter spacing.		
Upper and lower case letters only.		
Color:	To match letterhead	
Printing:	Offset	

Reproduction Seals

The two pages that follow are precise examples of The State University of New York seal and logotype, for use as camera ready art. It is intended that the seal desired be cut out of the page for use as needed.

These sample seals can be photographically enlarged or reduced, if required.

If a size is required that is not available on the reproduction proof sheets, the best method of reducing or enlarging the seal is in the form of a 300

dpi scan or by request through the design and printing department, which can supply an electronic jpeg or tiff version as needed.



THE STATE UNIVERSITY *of* NEW YORK

THE STATE UNIVERSITY *of* NEW YORK

THE STATE UNIVERSITY *of* NEW YORK

THE STATE UNIVERSITY *of* NEW YORK

THE STATE UNIVERSITY *of* NEW YORK

THE STATE UNIVERSITY *of* NEW YORK

THE STATE UNIVERSITY *of* NEW YORK

THE STATE UNIVERSITY *of* NEW YORK

THE STATE UNIVERSITY *of* NEW YORK

THE STATE UNIVERSITY *of* NEW YORK