



The State University
of New York

BRAND GUIDELINES
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The State University
of New York

SECTION 2

CORE GUIDELINES

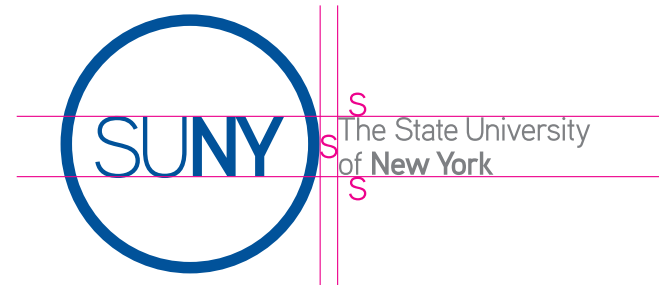
CORE BRANDMARK

The relationship between the circle and the typography outside the circle (The State University of New York) should have the space of 1 capital letter “S” from the State University type size (see diagram 1).



PROPORTIONS & CLEAR SPACE

Clear Space (void of any typography/complex graphics) around the brandmark is at least 1 “S” of SUNY height all around (see diagram 2).



1



2

POSITIVE, REVERSED, COLORS AND STAGING

Positive: PMS 287 on White



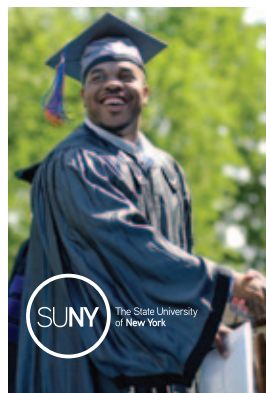
Reverse: White on PMS 287



Imagery: use available clear space

Positive: On a Light Photo
use PMS 287

Reverse: On Dark Photo
use White



Reverse: White on Cyan



Reverse: White on PMS 424



Reverse: White and Cyan
on PMS 287



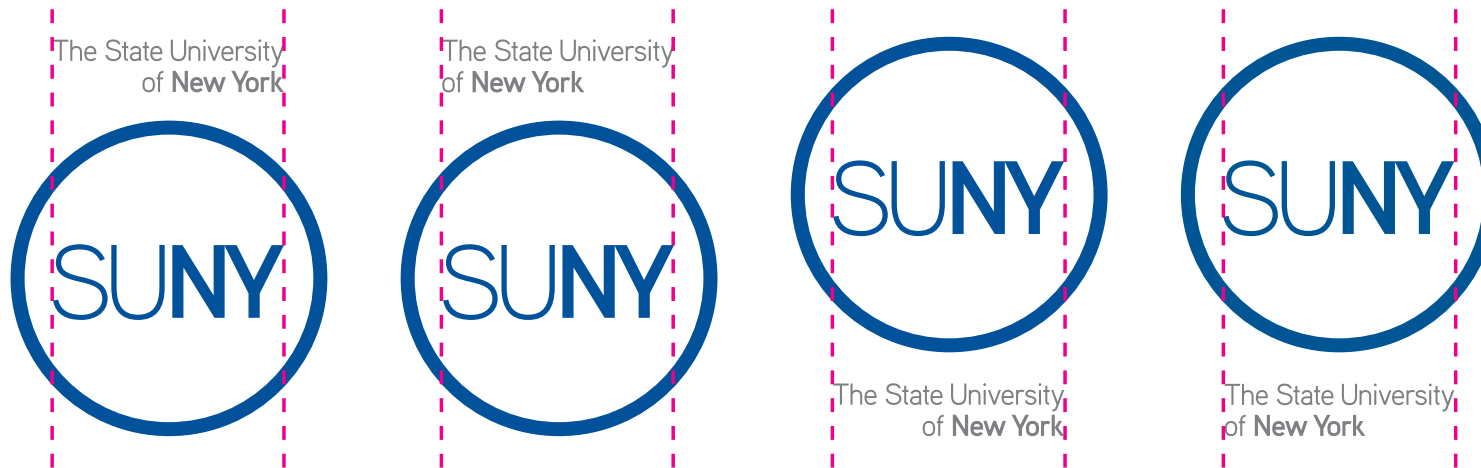
Reverse: Cyan on PMS 287



VERTICAL BRAND EXECUTIONS

Use when horizontal space is limited and brand impact is a priority.

NOTE: The typography outside the sphere should line up with the SUNY wordmark inside the sphere.



BRANDMARK DON'TS



Never change the placement of elements



Never alter the proportions of the Brandmark



Never alter the colors of the Brandmark



Never rotate, skew or change the baseline of the brandmark



Never outline the brandmark

HOT SPOT EMBELLISHMENT

When the SUNY landmark is used on a blue field it may have a “hot spot” attached to the logo. This “hot spot” can be moved around the outer circle of the mark. Do not apply the “hot spot” inside the circle.



HOW TO CREATE HOT SPOTS

1. Start with a blue (PMS 287) background.



2. Add the white brandmark.



3. Create a white glow at the point where the hotspot will live.



4. Put a cyan gradient circle behind the logo and white glow.



5. Add a soft outer ring that fades from soft cyan around the outside to a clear center.



DON'TS



Have a hot spot that feels like a direct circle placed over the Brand mark.



Have a hot spot that moves inside or outside the sphere. The hot spot's center should intersect with the center of the stroke of the sphere.





CROPPING

There are multiple ways to crop the SUNY brandmark. When cropping the brandmark use the below examples as a guide.
NOTE: Never crop the brandmark on more than two sides.



COLOR PALETTE

The core brand of SUNY should always consist of white, dark blue, cyan and gray.

 WHITE CMYK 0.0.0.0 RGB 255.255.255 LAB 100.0.0 HEX #FFFFFF	 PMS 287 CMYK 100.68.0.12 RGB 0.76.147 LAB 30.-5.-48 HEX #004C93	 PMS CYAN CMYK 100.0.0.0 RGB 0.158.224 LAB 57.-44.-52 HEX #009EE0	 PMS 424 CMYK 0.0.0.61 RGB 132.134.135 LAB 56.-1.-2 HEX #838687
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TYPOGRAPHY

AauxPro OT is the preferred typeface to be used for all branded materials. Bold weights are used for headlines and Book weights are used for body copy. Select use of Italic and Thin typefaces are permitted to provide emphasis.

<i>AauxProOT Thin</i>	ABCDEFGHIJKLMN OP QRSTUVWXYZ abcdefghijklmnopqrstu vwxyz 1234567890
AauxProOT Regular	ABCDEFGHIJKLMN OP QRSTUVWXYZ abcdefghijklmnopqrstu vwxyz 1234567890
AauxProOT Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
<i>AauxProOT ThinItalic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz 1234567890</i>
<i>AauxProOT RegularItalic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz 1234567890</i>
<i>AauxProOT BoldItalic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz 1234567890</i>

TYPOGRAPHIC EXAMPLE:

AauxPro OT Regular: Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover. — Mark Twain

UNIVERSITY SEAL

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Positive: PMS 424 at 25% opacity on White



Positive: PMS 287 on White



EXAMPLE (ceremonial medallion)



Reverse: White on PMS 287



Reverse: White on PMS 424



SUNY SPHERE

Reserved for events and/or communications that relate back to the Strategic Plan for The State University of New York.
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