LETTER FROM NANCY ZIMPHER

SUNY’s Moment

There is a growing and welcome recognition that in a knowledge economy, institutions of higher education can—and must—be pivotal in generating growth and revitalizing communities.

As Chancellor, I am convinced SUNY can carry out this role for New York in ways that will set a standard for the rest of the nation—while making life better for people across the state. Our sources of inspiration are powerful and enduring. SUNY represents an expansive re-imagining of one of the great American reforms: the land grant university. Created by acts of Congress and signed into law by Abraham Lincoln, land grant universities leveled the playing field, making it possible for every person and every community to experience higher education’s transformative power. The land grants focused their research on contemporary problems. Their extension services brought the expertise of the university directly into people’s homes and communities in the form of health advice, home economics, and agriculture. By giving demonstrated value to a college education, the land grants convinced ordinary Americans that higher education was the pathway to a better future. Today, SUNY, by virtue of the extraordinary range of our 64 campuses, elevates the land grant concept to a new level. SUNY is also animated by the legacies of two legendary New York governors. Thomas E. Dewey saw in SUNY a means to fight the pervasive ethnic and racial discrimination in American higher education. Nelson A. Rockefeller believed that the people of New York deserved campuses that reflected their talents and aspirations, and spearheaded massive construction and infrastructure development. Thanks to them, SUNY is the pride of New York and a global beacon of access and success.

Nancy L. Zimpher
Chancellor
State University of New York
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WHAT IS A BRAND?

A BRAND IS FUNDAMENTALLY THE PROMISE OF AN EXPERIENCE.

Brands are often defined by a unique design, symbol, word, or combination of these, used to create an expression that identifies a product and differentiates it from its competitors. But a brand is also so much more. The goal of a brand should be to communicate an organization’s philosophy. It should ensure all communications are unified, compelling, relevant, and linked to a common purpose—making each communication more efficient.

A great brand will become associated with its purpose—representing loyalty, credibility, and quality to its audience.

SUNY BRAND PROMISE

SUNY answers the insatiable and ever-changing need to know, creating a wellspring of knowledge and momentum that advances communities, New York, and the world.

SUNY BRAND ESSENCE

Designing and leading the future of education.
SUNY POINTS OF DIFFERENCE
Land Grant Tradition, Made New
Unparalleled Scale and Diversity
High-functioning System
New York Confidence

SUNY BRAND ATTRIBUTES
Change Agent
Visionary
Empowering
Responsive
Always On
Diverse
Expansive
Passionate
Encyclopedic
Inventive

SUNY BRAND CHARACTER
A True New Yorker
Resourceful
Hard-working
Confident
Community-minded
BRANDMARK

Trademark
When using ‘The State University of New York’ within the context of body copy, the first instance of the word must always include the TM symbol.

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

Quiet Space
Quiet space (areas void of any typography/complex graphics) around the brandmark is at least 1 “S” of SUNY height all around.

Vertical Brandmark
Use when horizontal space is limited and brand impact is a priority.
NOTE: The text outside the sphere should line up with the SUNY wordmark.
BRANDMARK

Staging

Positive: PMS 287 on White

Imagery: use on uncomplicated areas of photography
PMS 287

Reverse: White on PMS 287

White on Cyan
White on PMS 424
White and Cyan
Cyan
There are multiple ways to crop the SUNY brandmark. Use the examples below as a guide. 
NOTE: Never crop the brandmark on more than two sides.
BRANDMARK

Incorrect Usage

Do not change the placement of elements

Do not alter the proportions

Do not alter the colors

Do not rotate, skew, or change the baseline

Do not outline

No not unbold or place a space between NY
In order to reinforce SUNY’s commitment to the strategic plan, a sign-off (below two logos) may be used. Examples of an appropriate use include SUNY ceremonies and SUNY strategic planning documents like the SUNY Report Card. The execution of these sign-offs should never be altered.

COLOR PALETTE
Light blue impression

<table>
<thead>
<tr>
<th>White</th>
<th>PMS 2995 C 23%</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2995 C</td>
<td>PMS 647 C</td>
</tr>
</tbody>
</table>
UNIVERSITY SEAL

Not for General Use

This University Seal is reserved for special events, ceremonies, or representing the heritage of The State University of New York. NOT FOR GENERAL USE. Contact Leydi Zapata at (212) 364-5783 or Leydi.Zapata@suny.edu for usage approval.

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
CAMPUS CO-BRANDING

PRIORITY OF COMMUNICATION, TYPOGRAPHIC ENDORSEMENT AND GRAPHIC ENDORSEMENT

Priority Of Communication
The tools given for use in this section are meant as accents to a campus-driven communication. The SUNY brandmark or icon should in no way impede the overall communication piece. The campus brandmark and message should always take priority position over the SUNY identity.

Priority of Communication
1. Campus Brand
2. Campus Message
3. SUNY

Typographic Endorsement
When producing new campus logos, whether a small update, the full expression of “The State University of New York”, or the acronym “SUNY” should be included. When using the full expression, using the SUNY Typeface (AauxProOT) is preferred but it is acceptable to use a Campus Brand specific typeface. There is no official approval process for campus co-branding. Please direct all questions regarding the integration of SUNY into the brandmark to Leydi Zapata.

Preferred

Acceptable

Plattsburgh
The State University of New York

Delhi
STATE UNIVERSITY of NEW YORK

AauxProOT
New York is bolded

Graphic Endorsement
The SUNY Brandmark is only used to endorse your campus brand which should be the hero of any piece of campus specific communication. It is not always necessary to include the SUNY Brandmark in communications. For example, a business card would become cluttered with a campus brandmark and a SUNY Brandmark and thus muddle the priority of communication.
COLOR PALETTE

Primary Color Palette

<table>
<thead>
<tr>
<th>WHITE</th>
<th>CMYK 0.0.0.0</th>
<th>RGB 255.255.255.255</th>
<th>LAB 100.0.0</th>
<th>HEX #FFFFFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 287</td>
<td>CMYK 100.68.0.12</td>
<td>RGB 0.76.147</td>
<td>LAB 30.5.48</td>
<td>HEX #004C93</td>
</tr>
<tr>
<td>PMS Cyan</td>
<td>CMYK 100.0.0.0</td>
<td>RGB 0.158.224</td>
<td>LAB 57.44.52</td>
<td>HEX #009EE0</td>
</tr>
<tr>
<td>PMS 424</td>
<td>CMYK 0.0.61</td>
<td>RGB 132.134.135</td>
<td>LAB 56.1.2</td>
<td>HEX #838687</td>
</tr>
</tbody>
</table>

Secondary Color Palette

<table>
<thead>
<tr>
<th>PMS 108</th>
<th>CMYK 0.6.95.0</th>
<th>RGB 255.229.18</th>
<th>LAB 91.4.87</th>
<th>HEX #FFE512</th>
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</thead>
<tbody>
<tr>
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<td>RGB 255.102.0</td>
<td>LAB 66.38.68</td>
<td>HEX #F56600</td>
</tr>
<tr>
<td>PMS 226</td>
<td>CMYK 0.99.0.0</td>
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<td>LAB 48.80.3</td>
<td>HEX #E098D</td>
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<td>PMS 259</td>
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<td>RGB 120.29.126</td>
<td>LAB 29.50.29</td>
<td>HEX #7817D7</td>
</tr>
<tr>
<td>PMS 361</td>
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<td>RGB 84.185.72</td>
<td>LAB 63.43.55</td>
<td>HEX #54B948</td>
</tr>
</tbody>
</table>

TYPEFACE

AauxProOT is the preferred typeface to be used for all branded materials. Bold weights are used for headlines and regular weights are used for body copy. Select use of italic and thin typefaces are permitted to provide emphasis. To purchase the typeface below go to: http://www.fontbros.com/families/aaux-pro. In the event that AauxProOT is not available, it is acceptable to use Arial as a secondary typeface.

Primary

| AauxProOT Thin | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234567890 |
| AauxProOT Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234567890 |
| AauxProOT Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234567890 |
| AauxProOT ThinItalic | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234567890 |
| AauxProOT RegularItalic | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234567890 |
| AauxProOT BoldItalic | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234567890 |

Secondary

| Arial Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234567890 |
| Arial Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234567890 |

TYPOGRAPHIC EXAMPLE:

AauxProOT 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
Utilizing the following photography principles is essential in consistently presenting the SUNY brand. All photo choices should aim to make an emotional connection with the viewer, while still feeling genuine and authentic. Shots of individuals should be working to achieve a goal or in the immediate moment of celebrating their accomplishment, while group photos should show individuals interacting with one another in a fun and relevant setting.

**HAVE A NATURAL LIGHT SOURCE:**
Both indoor and outdoor shots should use a natural light source with an easily identifiable direction. The addition of a lens flare whenever possible serves to add drama as well as reinforce the SUNY brand.

**USE A SLIGHTLY INDIRECT CAMERA ANGLE:**
Unusual or unexpected indirect camera angles that imply aspiration or accomplishment add a uniquely energetic quality to the composition.

**AVOID OVERLY STYLIZED OR POSED SELECTIONS:**

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### Photography Specs

**Authentic, Diverse, Passionate and Confident**

**Natural Expressions**

**Realistic Moments**

**Genuine SUNY Places**
EMBELLISHMENTS

Hotspot

When the SUNY brandmark is used on a blue field it may have a “hotspot” attached to the logo. This element can be moved around the outer circle of the mark. Do not position it inside of the circle.

How to Create the Hotspot

1. Start with a PMS 287 background with a white brandmark.
2. Create a white glow at the point where the hotspot will live.
3. Put a cyan gradient circle behind the logo and white glow.
4. Add a soft outer ring that fades from soft cyan around the outside to a clear center.
EMBELLISHMENTS

Lens Flare

Examples:

Dappled Light

The brandmark should be used over minimum amount of complexity of the image.

Example:
BANNERS

*Additional examples online. The banner dimensions are 33.5 inches by 93.25 inches.
PROMOTIONAL MATERIALS
INTERNAL COMMUNICATIONS

AGENDA

MEMORANDUM
INTERNAL COMMUNICATIONS

AGENDA

MEMORANDUM
When creating a PowerPoint using the above slides, always begin and conclude with an equity blue slide. The colored slides are meant to increase interest and are not intended to represent the brand on their own.
POWERPOINT

Cover Slides

Divider Slides

Content Slides

Image Slides
MEDIA BANNER

10 ft. by 20 ft.
CHANCELLOR HEADSHOT

Chancellor Nancy L. Zimpher
Headshot can be downloaded at:
http://www.suny.edu/communications/index.cfm
ADVERTISING GUIDE

THE BRANDMARK
The brandmark should always be the first priority and should appear in the top-left corner. It is preferred to appear in a PMS 287 blue banner at the top of the document. It is acceptable to have the brandmark in blue on the imagery if need be.

HEADLINES
Headlines should be placed on the image and should be no longer than 10 words.

BODY COPY
The bottom third of the page should be reserved for body copy. The background should always be PMS 278 or white if there is an excess of information.

The copy above is representative of the amount of copy that should be used within an editorial/newspaper ad. While sometimes more copy is unavoidable, being concise and direct with communication is paramount to making sure readers receive your message.

The URL and the QR code should always appear in the bottom left-hand corner.
SOCIAL MEDIA POLICY

State University of New York System Administration
Social Media Policy

The State University of New York encourages the appropriate use of Social Media as a method for communicating ideas and information, and as part of the educational mission of the State University and its campuses. This policy governs employees of the State University of New York System Administration. This policy governs behavior of individuals as they utilize a variety of Social Media technologies and is not limited to any specific media format.

Social Media Defined:
For the purpose of this policy, Social Media is defined as Internet or Mobile digital tools and systems used to share and/or receive information or conversation.

Personal Use Of Social Media On Personal Time:
Personal use of Social Media on personal time is not governed by this policy, however individuals may not make statements or take actions at any time on Social Media that violate applicable law or SUNY policy. Violating actions or statements over Social Media with a nexus to State employment may be governed by SUNY policy.

Personal Use Of Social Media On State Time:
Personal use of Social Media on State time is governed by the New York State Public Officers Law and other Federal, State and Local laws; the State University of New York Acceptable Use Policy as issued by the Office of Administrative Systems; and SUNY Human Resources policies.
SOCIAL MEDIA POLICY

Official Use of Social Media:

Unless specifically authorized by the Office of Communications, no SUNY System Administration employee may create an “official” SUNY presence on any form of Social Media, now in existence, or created in the future, or represent themselves as a spokesperson or authorized representative of the State University of New York.

Some employees of SUNY System Administration may be required to use Social Media as part of their employment responsibilities. If so, such status will be clearly stated in an employee’s work responsibilities, and will be approved in advance by the Office of Communications.

The Office of Communications and other System Administration offices designated by the Office of Communications may utilize Social Media to present information and content to the public and receive feedback from the public and the SUNY community. Content and information released on Social Media is equivalent to content and information released to the press and the public in any other format, including press release, letter to the media, open letter to the public, etc. Care must be taken that content and information released to the public over Social Media is accurate, does not violate applicable laws (including, but not limited to, copyright, trademark, and defamation law) or SUNY policy.

Official SUNY Social Media may allow members of the public to comment or react to posted content and information. Individuals, including employees of SUNY System Administration acting in their personal capacity, may post or comment anonymously or identifiably.

In general, SUNY invites discussion of important ideas and issues through Social Media. However, SUNY reserves the right to remove posts or comments that are obscene, defamatory, offensive, contain threats of violence, abusive, spam or advertising, or unrelated to the content or information. SUNY also reserves the right to remove posts or comments that violate applicable laws including, but not limited to, copyright and trademark, or those that violate the use policies promulgated by the applicable Social Media provider.

SUNY use of Social Media is governed by Section 230 of the Communications Decency Act, which provides a safe harbor for Internet Service Providers and Web sites for activity that takes place on said sites, provided that the site or domain takes certain actions when legally required.

Amendment and Questions:

This policy is maintained by the Office of Communications. It may be amended from time to time by the Office of Communications in consultation with other appropriate officials.

Questions may be directed to the Office of Communications at communications@suny.edu or 518-320-1311.
THE FOLLOWING ARE EXAMPLES OF SUB BRANDS AND PRODUCTS
SUNY Advantage

SUNY brings together unmatched reach, resources, and expertise to transform lives, communities, and ways of thinking. This is our full-circle vision for creating change locally, nationally, and globally.

Scan the code to learn more about the SUNY Advantage

For updates, more information and to get involved visit us at www.suny.edu or follow us on Facebook, Twitter and Youtube.

facebook.com/generationsuny
twitter.com/#!/generationsuny
youtube.com/generationsuny
# SUNY COIL CENTER, SUNY CONNECT, and SUNY LEVIN Institute

**SUNY COIL CENTER**
- Collaborative Online International Learning at the SUNY Global Center
- PMS 5275 CMYK 60.47.0.30 RGB 85.98.146 LAB 225.41.57 HEX #556292
- PMS 424 CMYK 0.0.0.61 RGB 132.134.135 LAB 56.-1.-2 HEX #838687

**SUNY CONNECT**
- Libraries Wherever You Are
- PMS 7481 CMYK 60.0.55.0 RGB 101.194.148 LAB 149.47.76 HEX #65C294
- PMS 273 CMYK 100.96.0.8 RGB 39.49.139 LAB 232.71.54 HEX #27318B
- PMS 424 CMYK 0.0.0.61 RGB 132.134.135 LAB 56.-1.-2 HEX #838687

**SUNY LEVIN Institute**
- PMS 273 CMYK 100.96.0.8 RGB 39.49.139 LAB 232.71.54 HEX #27318B
- PMS 361 CMYK 77.2.100.0 RGB 46.177.53 LAB 64.-54.50 HEX #2EB135
SUNY Passport

Approved Verbal Expression
Be here. See here. Live here.

Download the SCVNGR app to track your experiences across New York and earn rewards!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc viverra urna in elit adipiscing feugiat. Phasellus gravida consectetur lorem, ac pharetra turpis rhoncus vel.

Be here.
See here.
Live here.
### SUNY Smart Track

The chalk effect with the SUNY green chalkboard background is meant to show personal interaction.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Value</th>
<th>RGB Value</th>
<th>LAB Value</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITE</td>
<td>0.0.0.0</td>
<td>255.255.255.255</td>
<td>100.0.0.0</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>PMS 287</td>
<td>100.68.0.12</td>
<td>0.76.147</td>
<td>-30.-5.-48</td>
<td>#004C93</td>
</tr>
<tr>
<td>PMS 424</td>
<td>0.0.0.61</td>
<td>132.134.135</td>
<td>56.-1.-2</td>
<td>#838687</td>
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<td>PMS 361</td>
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<td>PMS 357</td>
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<td>35.89.55</td>
<td>33.-25.14</td>
<td>#235937</td>
</tr>
</tbody>
</table>

### Creating the Chalk Effect:

Start with the type or the object that the chalk effect needs to be added. Then remove the stroke and fill. From the Appearances Palette, select new stroke and set it to white. Then select the VM-Conte-01-Closed brush from the brush palette. Then from the appearance palette, add fill: VM-WC-Paper-Seamless-Rev-White swatch.

### Approved Verbal Expression

**Tagline:**
Empowered Financial Planning

**Headlines:**
- Financial Aid, Custom Made
The gradient is five times the size of the SUNY circle. Always use the CMYK colors (13.3.0.17 and 58.17.0.46) to create a seamless transition. To achieve an opacity gradient, add the desired colors to the gradient slider. Double click on a color square. Move the opacity slider to 0%.

In order to increase the readability of the copy, the secondary assets, and the SUNY Works brandmark, a gradient is used over the left side of photography using the opacity gradient shown to the left.

To create the secondary assets, start with two outlined circles in the color of choice with the stroke set at 1 pt. Select both circles and go to Object > Blend > Blending options. Set the blend to Specified Steps and input the number of steps. Click ok and go back to Blend, this time selecting Make. For dark colors or images use these assets in white.
SUNY Works

Brand Segmentation

Business-to-Business
Corporate blue-gray Colors

The copy speaks about business investment, talent investment, and the mining of ideas.

SUNY

Corporate blue-gray combined with a small amount of bright color.

Copy talks about the benefit of the learning experiences in the classroom and in the real world.

Students

Brighter Colors

The copy speaks to real world experience as well as career placement and expanded learning environment.
For any questions regarding these Brand guidelines please contact:

Leydi Zapata
Director for Strategic Engagement and Branding
212-364-5783
Leydi.zapata@suny.edu