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

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.
When using the words ‘The State University of New York’ or the SUNY logos within the body of copy, the first instance of the words, and every instance of the logos must always include the ® symbol.

Registered Trademark

When using the words ‘The State University of New York’ or the SUNY logos within the body of copy, the first instance of the words, and every instance of the logos must always include the ® symbol.

® Placement to the right of the New York

® Placement to the bottom right of the icon when not using the descriptor
BRANDMARK

Staging

Positive: PMS 287 on White

Reverse: White on PMS 287

Imagery; use on uncomplicated areas of photography

PMS 287

White

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</th>
<th>PMS 2995 C</th>
<th>PMS 647 C</th>
</tr>
</thead>
</table>

**EXAMPLES:**

- **Letterhead**
- **Banner**
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

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>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>LAB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITE</td>
<td>0.0.0.0</td>
<td>255.255</td>
<td>100.0.0</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>PMS 287</td>
<td>0.68.0.12</td>
<td>255.158</td>
<td>57.0.0</td>
<td>#FFA800</td>
</tr>
<tr>
<td>PMS Cyan</td>
<td>0.0.0.61</td>
<td>132.134</td>
<td>56.0.0</td>
<td>#808000</td>
</tr>
<tr>
<td>PMS 424</td>
<td>0.0.61</td>
<td>187.207</td>
<td>15.0.0</td>
<td>#FF9900</td>
</tr>
</tbody>
</table>

Secondary Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>LAB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 108</td>
<td>0.6.95.0</td>
<td>255.229</td>
<td>91.0.0</td>
<td>#FFD700</td>
</tr>
<tr>
<td>PMS 165</td>
<td>0.59.96.0</td>
<td>255.102</td>
<td>66.0.0</td>
<td>#FFCC00</td>
</tr>
<tr>
<td>PMS 226</td>
<td>0.99.0.0</td>
<td>132.134</td>
<td>56.0.0</td>
<td>#FFD700</td>
</tr>
<tr>
<td>PMS 259</td>
<td>69.0.100.</td>
<td>84.185</td>
<td>63.0.0</td>
<td>#54B948</td>
</tr>
<tr>
<td>PMS 361</td>
<td>69.0.100.</td>
<td>84.185</td>
<td>63.0.0</td>
<td>#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/aux-pro.

In the event that AauxProOT is not available, it is acceptable to use Arial as a secondary typeface.


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

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

Dappled Light

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

Examples:

Example:
BANNERS

*Additional examples online. The banner dimensions are 33.5 inches by 93.25 inches.
PROMOTIONAL MATERIALS
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.
MEDIA BANNER

10 ft. by 20 ft.
CHANCELLOR HEADSHOT

Chancellor Jim Malatras
Headshot can be downloaded at:
https://www.suny.edu/media/suny/content-assets/images/chancellor/Chancellor-Malatras-Headshot_final.jpg
ADVERTISMENT 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.
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.
SUB-BRANDS

THE FOLLOWING ARE EXAMPLES OF SUB BRANDS AND PRODUCTS
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

Approved Verbal Expression

Tagline: Empowered Financial Planning

Headlines:
Financial Aid, Custom Made

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-Con- te-Ot-Closed brush from the brush palette. Then from the appearance palette, add fill. VM-WC-Pa-per-Seamless-Rev-White swatch.

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

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.

Approved Verbal Expression
New Ideas, Fresh Perspectives
Low Risk, High Reward
Real Work Experiences, Real World Edge
Shared Knowledge, Shared Success
Limitless Potential, Limitless Possibilities
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