The State University of New York is the largest comprehensive system of public higher education in the United States. Across 64 campuses and affiliated programs, we offer career and college prep centers, community colleges, agriculture and technology colleges, 4-year liberal arts schools, doctoral-degree granting institutions, and university centers — all in one system.

Consistent use of the SUNY brand helps the public associate the system — and each of our institutions — with the value we offer to students in New York State and beyond.
The SUNY circle logo is the primary, trademarked identifier of the brand.
THE SUNY LOGO

Maintain the integrity of the trademarked logo at all times.

- Do not rotate
- Do not distort
- Do not change color
- Do not add any elements inside the circle

THE STATE UNIVERSITY OF NEW YORK
THE SUNY LOGO

Maintain appropriate space around the logo at all times.

Use the height of the letters inside the SUNY circle to define a minimum safe zone from other prominent design elements.
Cobranded logo lockups should use a black, 1-pt vertical rule the same height as the SUNY logo. For campus lockups, the SUNY logo should appear to the left.
In some cases, we may want to emphasize our full name — for instance, with audiences unfamiliar with SUNY. This wordmark should only be used by System Administration.
SUNY COLOR PALETTE
SUNY Blue is the primary brand color. Secondary and muted colors should be used for emphasis and balanced design, but should not dominate.
SUNY TYPEFACES

PRIMARY TYPEFACE

GOTHAM

GOTHAM LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Alternate typeface for Gotham is Arial

Download Gotham Font

SECONDARY TYPEFACE

SURVEYOR

SURVEYOR DISPLAY LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SURVEYOR DISPLAY BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SURVEYOR DISPLAY MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SURVEYOR DISPLAY BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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Download Standard Letterhead
### AGENDA

#### TITLE OF MEETING

Date and Time
Address/Building Location
Address/Building Location

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 10:00 a.m.</td>
<td>Registration/Meeting Name</td>
</tr>
<tr>
<td>9:00 - 10:00 a.m.</td>
<td>Registration/Meeting Name</td>
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</tbody>
</table>

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