



AUXILIARY
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Brand Usage Guidelines

University Auxiliary Services at Albany (UAS)

UAS Brand
Guidelines
2023

Dear Colleagues,

Updated brand usage guidelines for **University Auxiliary Services at Albany (UAS)** have been developed for the benefit of everyone connected with the agency. These guidelines provide information and set the standards for using the UAS name, logo, typefaces, and other design elements. They are aimed to function as a tool for all involved parties to understand the correct use of the valuable UAS brand. Please read them carefully. The guidelines should be adhered to by all those preparing communication materials, both inside the agency and by any outside partner organization. This will ensure that the messages, spirit, and visual identity of UAS are explicitly communicated on every occasion. Most importantly, these guidelines will also ensure that all marketing efforts reflect the common spirit of innovation, curiosity, and commitment embodied in our mother institution, UAlbany. When we communicate with the campus community—whether through print, digital, merchandising, or social media—we should present ourselves with a powerful, unified voice—a voice describing services that are modern, dynamic, confident, and inclusive -- like the University we are here to serve.

Do not hesitate to ask if you need any further advice or assistance.

Thank you for your compliance.

Michelle Bowen

Sr. Director of Marketing and Communications

mbowen@albany.edu

518-442-7535

UAS Brand
Guidelines
2023

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Who we are

University Auxiliary Services (UAS) is a nonprofit organization that provides a variety of services to enhance campus life. UAS oversees 15+ services, primarily by securing and managing local and national contracts.

MISSION:*

University Auxiliary Services (UAS) invests in and provides services that enhance the educational, research, learning, and living experiences of the University at Albany community.

CORE VALUES:

ACCESS: To enable individuals to pursue learning, research, and service regardless of economic, societal, or physical factors.

INTEGRITY: To be committed to—and expect from all—honesty, transparency, and accountability.

INCLUSIVE EXCELLENCE: To value the diversity of all forms, academic freedom, and the rights, dignity, and perspectives of all individuals.

COMMON GOOD: To work collectively and collaboratively to benefit our communities—and create a sustainable way of life on earth.

1.0 Brand Management

1.0 Brand Management

1.1 Approval Process

All uses of the UAS logo or any other element of the brand identity are subject to an approval process. An item is not approved unless it has been approved via email or on Basecamp. The approval process is important as it ensures that the many vendors using the brand identity do so in a consistent manner that will help build a strong UAS Brand. As a general guiding principle, no creative flexibility exists in the application of the logo or its font specifications. Some creative possibilities exist with the use of the logo color options, but only as indicated below.

All approvals and questions in connection with the identity should be addressed to:

Michelle Bowen, Sr. Director of Marketing and Communications

mbowen@albany.edu

518-442-7535

2.0 The UAS Identity

2.1 The Logo

The UAlbany split A was redesigned for a cleaner look and has been incorporated into the UAS logo. The following updated logos are the permanent UAS logos that graphically represent the spirit of UAS and UAlbany:



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CENTERED LOGO



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LEFT-ALIGNED LOGO

2.1 The Logo

Guidelines for proper use of the logo are as follows:

1.

The logo is to be used on all correspondence, publications, signage, advertising, merchandise and other marketing, development and public relations materials. It should appear on the front page of all UAS publications, including brochures, flyers, etc.

2.

The logo should be in its entirety. The logo includes both the block abbreviation and the name of the agency, used in the specified colors. The elements are inseparable and unalterable. No additional elements may be added. In addition, it is not permissible to change the typeface of the logo or alter the proportion or composition of the logo in any way.

3.

In general, the following is permitted:

- Use of logo color variations (see the following page)
- Limited shadowing effects, only for practical reasons.
- Independent use of the words “University Auxiliary Services at Albany”.

4.

The following is not permitted:

- Re-arrangement of the elements of the logo.
- A haze effect around the logo.
- No 3rd party logos should appear in close proximity to the UAS logo.
- No graphic elements added to the logo to create a separate composite logo.
- No 3-D effects.

2.0 The UAS Identity

2.1 The Logo

There are 3 distinct color versions of the logo. The alternatives of the logo include mixed color combinations and black/white logo. No additional elements may be added.



AUXILIARY
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FULL COLOR



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BLACK



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WHITE

2.0 The UAS Identity

2.1 The Logo

If the application you are working on does not lend itself to using a graphic (i.e., the official logo), the name of the agency may be used to identify UAS. The font used must be Public Sans bold or Arial bold. The acceptable versions:

UNIVERSITY AUXILIARY SERVICES AT ALBANY
UNIVERSITY AUXILIARY SERVICES AT ALBANY (UAS)
UAS

The following is not permitted:

The use of "SUNY" in any combination of the name of the University

2.0 The UAS Identity

2.1 The Logo

ALL VERSIONS AND FORMATS OF THE LOGO ARE PROVIDED VIA THE MARKETING & COMMUNICATIONS DEPARTMENT.

The three formats are:



EPS

A high resolution vector for professional and high-end printing.



PNG

A high resolution file with a transparent background.



JPG

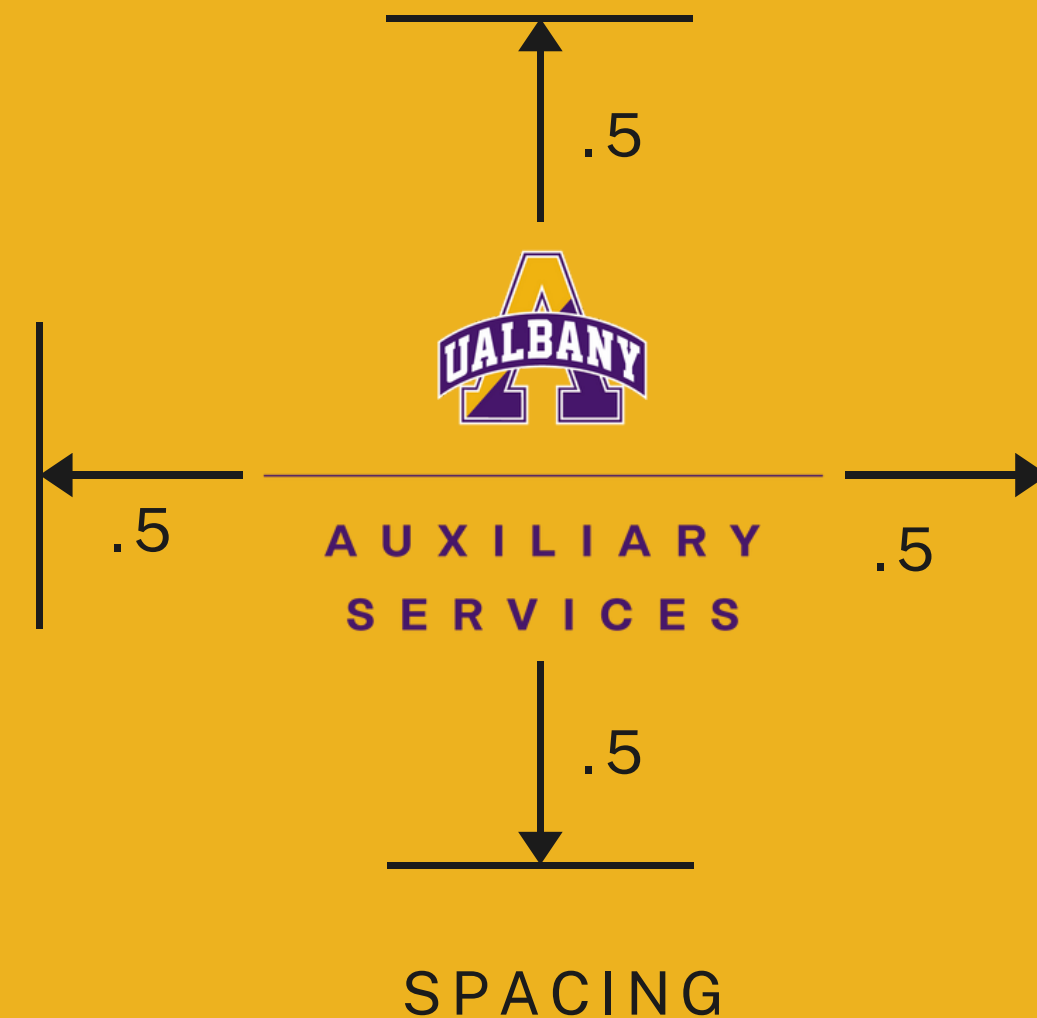
A low-resolution file acceptable for electronic materials, such as Web pages or PowerPoint presentations.

2.0 The UAS Identity

2.2 Logo Size & Placement

The size of the logo can vary, but must maintain the proportions between the graphic and type elements. In any instance, the minimum size of the official logo can be no smaller than 3/4 of an inch by 1 3/16 inches.

When designing printed materials using the logo, consideration must be given to leaving ample blank space around the logo. This is for optimum recognition and readability.



2.0 The UAS Identity

2.2 Logo Size & Placement

Placement on a page: As a graphic element, the logo should be part of the overall design of a page, to readily identify the agency. As such, it should typically appear at the top or bottom of a page.

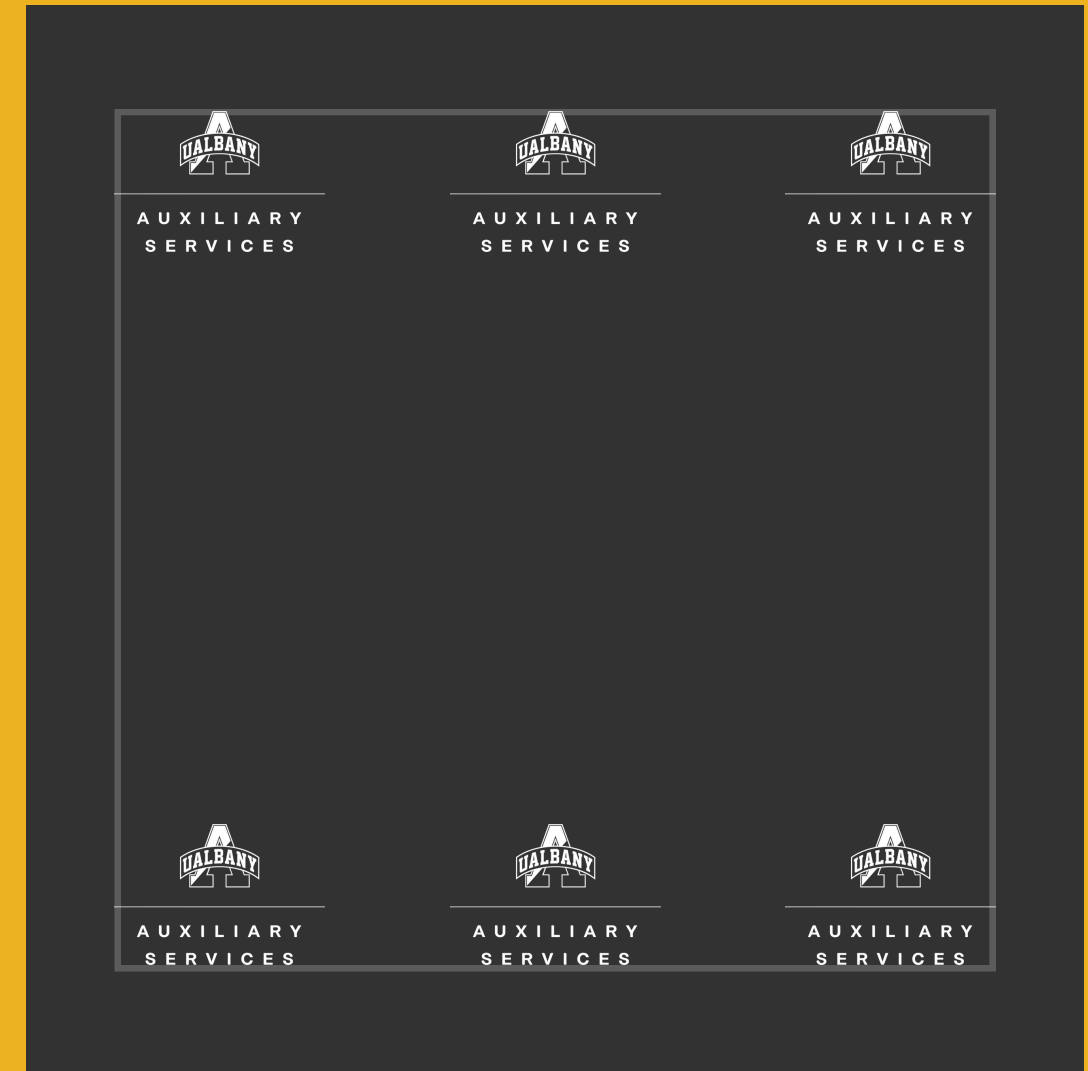
Scale: Use the logo in appropriate proportion to the rest of the design. Making it too small diminishes the ability to readily identify the agency. A logo rendered too large is like shouting.

Standard guidelines:

4" x 9" tri-fold: logo should be about 2-1/2" wide.

8-1/2" x 11" single sheet: logo should be no more than 3-1/2" wide.

11" x 17" poster: logo should be no more than 4" wide.



PLACEMENT ON A PAGE

2.0 The UAS Identity

2.2 Logo Size & Placement

The logo should always be used in the correct color and size, no smaller than the business card logo size (3/4" x 1-3/16"). Always on the first page of major categories/sites. Use the logo as a link back to UAS Home Page. Never use the UAS logo or elements of it as a background or watermark.

Use of the Logo in PowerPoint or Slide Presentations In a slide show, the logo must appear on the first slide, at a minimum. If the logo appears in the slide template, it is acceptable for the logo to appear on each slide.

Detachable Documents: If a portion of the written materials (e.g., one page of a handbook) is designed to be detached for further reference or distribution, the logo must be included on the detached portion.

Social Media Graphics: In a social media graphic (with the exception of a photograph) the UAS logo or, UAS co-branded logo for vendors (see section 2.4), must be included. Please refer to the UAS Social Media Handbook for more guidelines. The handbook will be provided upon request and on the UAS website.



2.0 The UAS Identity

2.3 UAS Service Icons

Service icons are available on the [UAS SmugMug account](#) or provided upon request by the UAS Marketing & Communications Dept. Additional color variations exist in the secondary color, white, and black.



ID CARD



CBORD
MOBILE ID APP



CAMPUS FUNDS



DINING



UNIVERSITY
BOOKSTORE



BANKING



MICROFRIDGE



LAUNDRY



VENDING



COMMENCEMENT



MOVING &
STORAGE

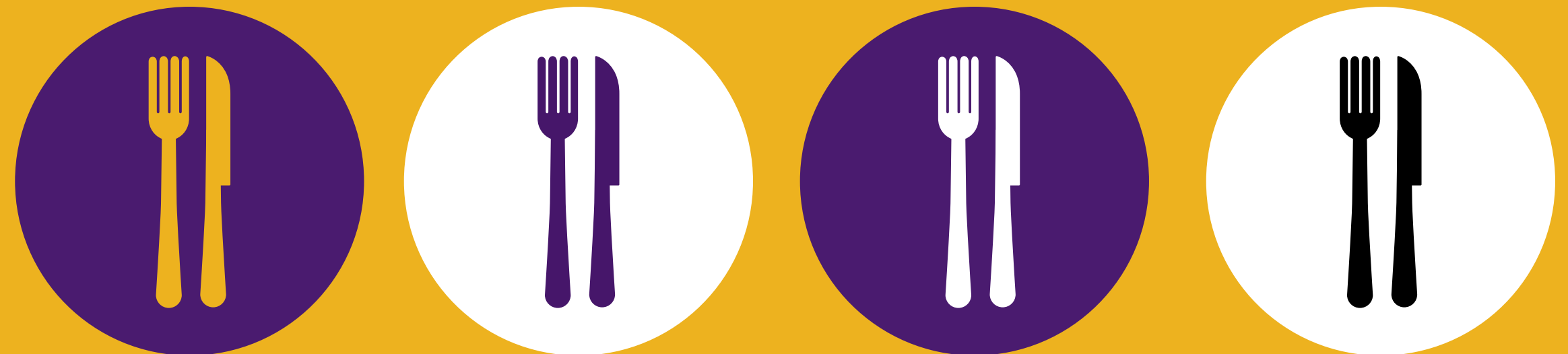


ZIPCAR

2.0 The UAS Identity

2.3 UAS Service Icons

Keep in mind when pairing color combinations for service icons to use contrasting colors to promote visibility (examples below).



2.0 The UAS Identity

2.4 Partner Co-Branded Logos

The UAS Marketing & Communications Dept. has developed co-branded logos that are to be used by all partners when creating their own collateral. If you do not currently have your cobranded logo, please contact the marketing department. Also, a variety of color combinations are possible. Please check with the marketing department if you need an alternate color combination.

Each vendor partner should review their agreed-upon marketing, promotion, and in-kind contract terms.



EXAMPLE CO-BRANDED LOGO

3.0 The UAS Font

PRIMARY FONT USAGE

The permanent font to be used on all brand communication materials is Public Sans. Public Sans is used in the logo and can be used in text.

Public Sans bold 12 point (for headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Public Sans bold 10 point (for sub headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Public Sans bold 10 point (for sub headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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3.0 The UAS Font

SECONDARY FONT USAGE

Arial bold 12 point (for headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Bold 10 point (for sub headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial regular 11 points (for sub headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial regular 11 point (Body Text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial regular 10 point (Body Text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ



abcdefghijklmnopqrstuvwxyz

0123456789

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4.0 Brand/Logo Colors

Below is the color family for the UAS logo. These two colors should be used whenever printing the colored logo. When these color choices are not available, please ask your vendor or printer to print in black and white.

 <p>UALBANY PURPLE WEB HEX CODE #46166B</p>	 <p>UALBANY GOLD WEB HEX CODE #EEB211</p>
<p>Pantone Matching System #269</p>	<p>Pantone Matching System #124</p>
<p>CMYK 78, 100, 0, 33 RGB 70, 22, 107</p>	<p>CMYK 0, 28, 100, 6 RGB 238, 178, 17</p>

It is important to consider how the logo will look against the background you are using, paying particular attention to how color is used in other elements surrounding the logo. Avoid backgrounds with textures or mid-tones. Avoid choosing background colors that clash with the colors of the logo.

4.0 Brand/Logo Colors

4.1 Black & White

In many instances, we can't afford color printing, or it isn't appropriate. Much of UAS's internal communications use the photocopier. In these instances, the black/white logo should be used. A grayscale version of the color logo is permissible only for specific design purposes and if professionally printed.



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5.0 The UAS Name & Usage

LEGAL NAME:

University Auxiliary Services at Albany, Inc.

Alternative options are:

University Auxiliary Services at Albany

University Auxiliary Services at Albany (UAS)

UAS

5.0 The UAS Name & Usage

UAS website should be written as follows on all written materials in lowercase letters:

www.albany.edu/uas

NOT:

www.Albany.edu/UAS

www.Albany.edu/Uas

The agency acronym is: UAS

5.0 The UAS Name & Usage

BELOW ARE A FEW KEY TERMS SPECIFIC TO OUR COMMUNITY.

UAlbany – not ualbany, u albany, UA, SUNY, or SUNY Albany

Great Danes – not Danes

UAlbany Dining – not Sodexo, UA Dining, SUNY Albany Dining, UAS Dining

AcaDamien's Bookstore – not University Bookstore, Campus Bookstore, College Bookstore, B&N, Barnes & Noble

UAlbany ID Card – not SUNYCard, UA ID Card

ID Card Office – not SUNYCard Office

UAlbany Broadview branch – when referring to the physical location to avoid confusion with Broadview Arena and Fitness Center

CBORD Mobile ID App – not Mobile ID App, Mobile ID, ID App

GET Food App – not GET App, food app, or any other combination

5.0 The UAS Name & Usage

5.1 Email Signature

If you work directly for UAS, your email signature should be written in the following format in Arial 10 point with the social media icons linked to the appropriate UAS social media channels:

Michelle D. Bowen

Sr. Director of Marketing and Communications

University Auxiliary Services at Albany

1400 Washington Avenue

Indian Quad Dining Hall B-28

Albany, NY 12222

Tel. 518.442.7529

Cell 518.888.4008

Albany.edu/uas



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@UASALBANY

6.0 Video

6.1 Titles and Captions

When producing an interview-style video make sure the subject is accurately named in the video in the following format:

Sample Name

Sample Title

Font: Public Sans Bold

Color: White (a drop shadow may be added for visibility purposes)

Captions must be embedded in the video if it will be distributed online for SUNY EIT compliance.

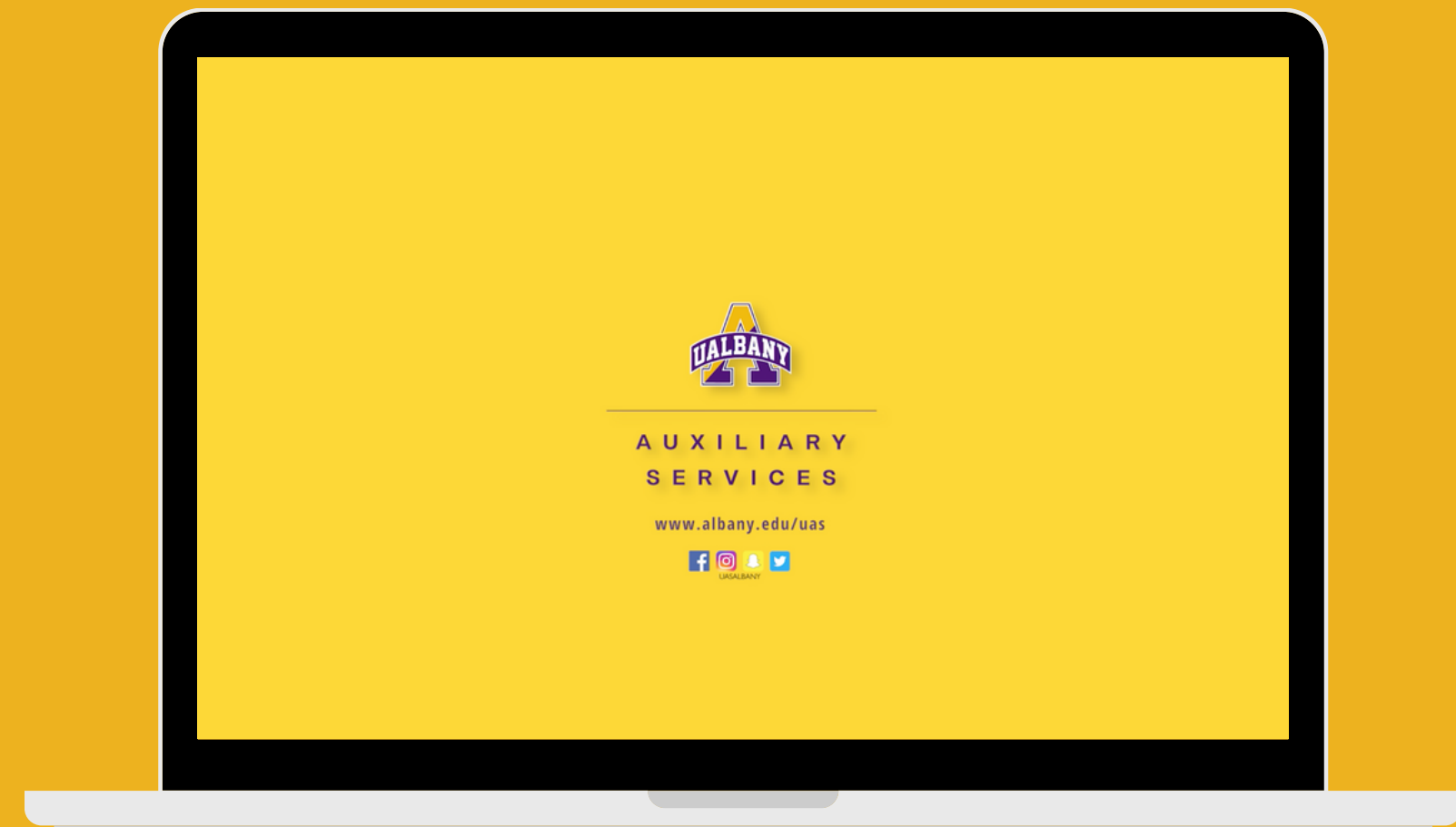


6.0 Video

6.2 UAS Branding

Every video produced for UAS must have the UAS logo reveal added to the end. If the video is produced by a partner, then a png co-branded logo may be added before the UAS logo reveal clip.

The clip is available on the [UAS SmugMug account](#) or can be provided upon request by the UAS Marketing & Communications Dept.



6.0 Accessibility Requirements

To comply with ADA standards please ensure that the following rules are abided by in designs, videos, website, and other material:

- Provide text equivalent for non-text elements
- Link text describes the destination of the link and are distinguishable
- Images used as links have alt text indicating link target
- Sufficient contrast between foreground color and background color
- Provide synchronized captions for audio-video content
- Provide descriptive audio for prerecorded audio-video and video-only content
- Make all functionality available from a keyboard
- Table header rows and columns are assigned.

Please reach out to the UAS Marketing & Communications Dept. for assistance with these requirements and refer to the [SUNY EIT Digital Content Accessibility Standards Implementation Guidance](#) for more details.

7.0 Diversity & Inclusion

Marketing and communications produced should reflect the UAAlbany core values of diversity and inclusion. This means that marketing and communications should strive to include an accurate and authentic representation of UAAlbany's diversity in terms of ethnicities, gender identities, sexual orientations, religious affiliations, veteran statuses, economic background, abilities/disabilities and ages in a way that does not make assumptions about our audiences. These guidelines apply to all modes of communication, including websites, video, newsletters, social media, reports, press releases, internal communications, promotional materials, advertisements, photography, presentations, opinion pieces, legislative testimony, meetings of all kinds, and speeches.

Language

We should check all materials for language that may be perceived as biased, specifically language that can potentially stereotype, demean or exclude people based on personal characteristics (e.g., gender, ethnicity, religion, etc.).

- When identifying a select group or specific audience, consider if the identification is really necessary. Does this group need to be singled out from others?
- When writing about a select group or for a specific audience, find people who are representative of that group and ask which term is preferred for national origin, race or gender identification.
- Typically, it is preferred to reference the people or person first and the condition or label second. For example, use “people with disabilities” or “students of color.”
- Capitalize the “b” in the term Black when referring to people in a racial, ethnic or cultural context. The lowercase black is a color, not a person.

Gender Identity

- When possible, write (or rewrite) communications to be in the plural form by using the plural pronoun of “they” instead of the singular pronouns of “he” and “she.” If it is not possible to write in the plural form, use the singular pronoun of “s/he” to be more inclusive.
- Use the gender neutral nouns of “people,” “person” or “parent” instead of “man,” “women,” “father” or “mother.” For example, use “chairperson” instead of “chairman” or state that “all people are created equal” instead of “all men are created equal.”
- Honor individual preferences for gender identification by using the appropriate pronouns. Individuals may indicate “Preferred Pronouns” on employee name tags, email signatures, business cards, website bios, etc. (continued)

7.0 Diversity & Inclusion

Imagery

Monitor the choice of photos and video subjects to accurately and authentically reflect the diversity of the UAlbany campus. We should aim for a visual representation that is holistically representative of UAlbany's actual student, faculty and staff demographics. Keep in mind that imagery that is overly aspirational in representing diversity can undermine the overall goal by portraying that UAlbany is something that it is not. This can harm the authenticity of the UAlbany and UAS brands. Photos should never be altered to artificially create diversity. Imagery should capture a variety of people doing a variety of things whenever possible. Avoid imagery that may portray people in stereotypical roles.

Digital Communications

- All websites should be accessible as defined by the University and SUNY Central standards.
- All videos should have closed captioning.
- Be mindful of the use of symbols such as emojis on social media. For example, choose different emojis of color to represent the diversity of the campus.

Holidays and Celebrations

In recognition of different religious beliefs and celebrations, holiday messages should be secular in nature. Use “Happy Holidays” or “Season’s Greetings” instead of “Merry Christmas” to be more inclusive. Be careful of using holiday imagery that has roots in Christianity, such as Christmas trees, angels or Santa Claus. Instead, use winter imagery such as a snowflake. To promote diversity and inclusion, honor a variety of observances and days celebrated by its various cultures and populations, including but not limited to:

- February - Black History Month
- March - Women's History Month
- April - Sexual Assault Awareness Month
- May - Asian American, Pacific Islander and Desi American Heritage Month
- May - Jewish American Heritage Month
- June - LGBTQ+ Pride Month
- September 15 - October 15 - Hispanic or Latinx Heritage Month
- October - LGBTQ+ History Month
- October - Filipino American History Month
- October - Domestic Violence Awareness Month
- October - National Disability Employment Awareness Month
- November - Native American Heritage Month

7.0 Diversity & Inclusion

Storytelling

One of the best ways the University can express its core values of diversity and inclusion are through the stories it tells about the people, places and activities that represent "One" UAlbany. These stories should reflect and reinforce our goal to foster a welcoming, safe and inclusive campus climate by: Considering story angles and imagery that implicitly or explicitly reinforce the benefits of diversity and inclusion, and weighing the importance of diversity and inclusion in selecting individuals for feature stories, videos and other collateral as well as for media quotes and appearances.

Dining Events

To ensure that all UAS sponsored dining events meet cultural standards of authenticity, a minimum of two relevant and documented campus sources (e.g., student groups, professors etc.) must be contacted to review collateral, menus and ingredients. Event organizers should strive to partner with a relevant student group in the planning and execution of all cultural events, this could include allowing students to work alongside the chefs, as stated in the Campus Food Policy/Cultural & Unique Food Events (IV).

Training

To ensure that marketing and communications are inclusive, it is important that UAS staff and vendors partners receive appropriate training that should include, attending UAlbany's diversity & inclusion training, professional development lectures, workshops, seminars or articles, cultural events and activities, and annual review of these Diversity & Inclusion Guidelines.

Assessment

It is important to regularly assess marketing and communications as part of ongoing efforts to foster a safe, welcoming and inclusive campus climate. The primary method of assessment should include an audit prior to distribution by reviewing the department's Cultural Responsive Checklist to ensure communication efforts are following these guidelines.

FOR QUESTIONS OR
COMMENTS

Contact Information

PHONE NUMBER

518-442-7535

EMAIL ADDRESS

mbowen@albany.edu

WEBSITE

www.albany.edu/uas