UNIVERSITY
AT ALBANY
State University of New York
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Introduction

The University at Albany's graphic identity guidelines provide a foundation for clear and consistent communication of the institution's identity.

Adhering to common standards ensures that the University's correct name appears on all official University at Albany communications.

All mediums—publications, websites, advertising, signage, letterhead, or business cards—layout, color, and typography are orchestrated to impart a unified “signature.”

This publication includes a description of the new logo and guidelines for its use including official colors and typefaces, as well as the appropriate use of the University seal.

The official policies and standards for the design of University at Albany stationery, publications and other applications are also available within this graphic identity manual. The accompanying guidelines note specific uses to be followed by all members of the University community.

About the University Logo

The University at Albany Graphic Identity Program was launched in April 2003, with the introduction of a new University graphic signature (logo.) The signature combines the historic Minerva symbol—the Roman goddess of wisdom—framed by an arch with the words University at Albany, State University of New York presented in a powerful new typeface. The signature forms the foundation upon which the entire Graphic Identity Program is built. It captures the University's important history as well as our bold vision for the future.

Also included within this identity system are the University's established athletic logos featuring the University mascot, the Great Dane.

The identity program is designed to be flexible enough to meet the needs of a large, research university serving a number of audiences while creating a strong brand presence for the University in the higher education marketplace. The campus community's use of the identity program guidelines is integral to building public awareness of the University's prestige and support for its mission.

The Importance of a Brand

The University at Albany's brand is not simply a logo or a tagline, although those can be important symbols. Our brand isn’t “spin” or marketing “hype.” And UAlbany's brand is not something that is important only in the recruitment of students.

Rather, UAlbany's brand is a message that presents the benefits and uniqueness of our University to all our key audiences with the intent to build a strong reputation. It is built upon attributes that we can demonstrate and stand behind. It is distinctive and believable and communicates the essence of the UAlbany educational experience.

Our brand is a promise or a “trust mark” for what UAlbany represents: in short, it is the most concise expression of UAlbany's core attributes.

Our brand is important to our institutional goals. It influences student/consumer preferences and our ability to attract first-tier faculty and staff. It provides a focus for our institutional communications that can help us in weathering crises and preventing market-share erosion. It helps build and communicate our pride in UAlbany.
APPENDIX

Full-color publications and 1 or 2 color publications

- purple pms 269
- gold pms 124
- all black

THE WORLD WITHIN REACH

- purple pms 269
- gold pms 124
- all black

THE WORLD WITHIN REACH

- gold pms 124 and black
- gold pms 124
- gold pms 124 and pms 269
- gold pms 124

THE WORLD WITHIN REACH
**University Wordmark and Logo**

The University has two primary identifiers—the University wordmark and the University logo. Either identifier can be used to represent the University. Each identifier is available using the full name *University at Albany* and the informal name *UAlbany* (see page 3.) The wordmark or logo should appear on all University and University affiliated publications.

**Wordmark**

*State University of New York University at Albany UAlbany State University of New York*

**Logo**

The University logo consists of the wordmark plus the Minerva symbol. The Minerva symbol is derived from the University seal. The arched frame that surrounds Minerva is representative of arches on the main campus.

The logo should be treated as one unit. The proportion and spacing of the elements should not be altered in any way. *The Minerva symbol should not be separated from the wordmark.* If you have a usage where you would like to use the Minerva symbol alone please request permission from Media and Marketing.

The logo is available in a number of configurations (see page 4.) Digital files are available for all configurations. One of these approved files should always be used when reproducing the logo.

The logo is the preferred identifier for the back of all brochures.
Informal Wordmark and Logo

The official informal name of the University is UAlbany. The wordmark and logo are available using the informal name. The informal versions are recommended for situations where using the shorter name is advantageous because of space limitations.
Wordmark and Logo Configurations

The wordmark and logo are available in a number of configurations to accommodate a wide range of applications.

Each configuration should be treated as one unit. The proportion and spacing of the elements should not be altered in any way.

<table>
<thead>
<tr>
<th>Wordmark configurations</th>
<th>Logo configurations</th>
</tr>
</thead>
<tbody>
<tr>
<td>stacked</td>
<td>stacked</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>UNIVERSITY AT ALBANY</td>
<td>UNIVERSITY AT ALBANY</td>
</tr>
<tr>
<td>State University of New York</td>
<td>State University of New York</td>
</tr>
<tr>
<td>THE WORLD WITHIN REACH</td>
<td>THE WORLD WITHIN REACH</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>centered horizontal</td>
<td>centered horizontal</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>UNIVERSITY AT ALBANY</td>
<td>UNIVERSITY AT ALBANY</td>
</tr>
<tr>
<td>State University of New York</td>
<td>State University of New York</td>
</tr>
<tr>
<td>THE WORLD WITHIN REACH</td>
<td>THE WORLD WITHIN REACH</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>informal</td>
<td>informal stacked</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>UALBANY</td>
<td>UALBANY</td>
</tr>
<tr>
<td>State University of New York</td>
<td>State University of New York</td>
</tr>
<tr>
<td>THE WORLD WITHIN REACH</td>
<td>THE WORLD WITHIN REACH</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>informal</td>
<td>informal flush left</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Color

**Logo:** The official logo colors are gold pms 124 for the Minerva symbol and black for all type. These colors should be used whenever possible. For 4-color publications there is a cmyk version of the logo that replicates pms 124 in process inks.

For publications using 1 or 2 colors the logo color options are: all purple, all black, gold symbol/black type and gold symbol/purple type.

For invitations and notecards another color option is available: gold for the symbol and purple-gray pms 5265 for type.

**Wordmark:** The wordmark can be reproduced in black or purple pms 269 in any publication.

Note: pms colors will print differently on coated paper than on uncoated paper. Be sure to view uncoated pms swatches when printing on uncoated papers and coated pms swatches when printing on coated papers.

<table>
<thead>
<tr>
<th>Gold</th>
<th>Black</th>
<th>Purple</th>
<th>Purple-Gray</th>
</tr>
</thead>
<tbody>
<tr>
<td>pms 124</td>
<td></td>
<td></td>
<td>pms 269</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>pms 5265</td>
</tr>
</tbody>
</table>

For full-color publications:

- Symbol: gold pms 124
- Type: black or white
- All black or all white
- Purple pms 269

**University at Albany**
State University of New York

For 1 or 2 color publications:

- All black
- Purple pms 269
- Symbol: gold pms 124
- Type: black or white
- Symbol: gold pms 124
- Type: purple pms 269

**Invitations and Notecards**

- All black or all white
- Purple pms 269
- Symbol: gold pms 124
- Type: purple-gray pms 5265
The logo (gold symbol/white type version only) can be used over dark backgrounds as shown. On dark backgrounds white should print behind the symbol and the type should print white.

On light backgrounds the background color should show behind the symbol. The background color should be at least 50% lighter than the Minerva symbol color.

When in doubt about how the gold symbol will work on a light background use either the black logo or the purple pms 269 logo.

The wordmark can be printed in black or purple pms 269 over light colors.

The logo (gold symbol/white type version only) can be used over dark backgrounds as shown. On dark backgrounds white should print behind the symbol and the type should print white.

The wordmark can be knocked out of a background as shown. Be sure the background is dark enough to provide proper contrast. Avoid using the wordmark over textured backgrounds.

The Minerva symbol should never be reversed out of a background.
The wordmark is the preferred identifier for using on photographs. On light photographs the wordmark should print black or purple PMS 269 and be placed in a light, untextured area.

The gold symbol/white type logo is the only logo that can be used on dark areas of photographs. It is recommended that the background be no darker than 20% in value. The background should show behind the symbol.

The wordmark is the preferred identifier for knocking out of photographs. It can be used with color or black and white photos. On dark photographs the wordmark should reverse to white and be placed in a dark, untextured area.

The gold symbol/white type logo is the only logo that can be used on dark areas of photographs. The logo should be placed in an untextured area of the photo. White should print behind the symbol and the type should reverse to white.
Display Logo
A special configuration of the logo is available that emphasizes the Minerva symbol. This configuration is designed for applications where a larger visual is desired, i.e., banners, displays, decorative applications.

Display logo configurations

<table>
<thead>
<tr>
<th>Formal version</th>
<th>Informal version</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIVERSITY AT ALBANY</td>
<td>State University of New York</td>
</tr>
<tr>
<td>symbol: gold pms 124</td>
<td>type: purple pms 269</td>
</tr>
<tr>
<td>When reducing the display logo the Minerva symbol should be no smaller than 1 3/8” in height. This is to maintain legibility of State University of New York.</td>
<td></td>
</tr>
</tbody>
</table>

Color options

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>all black</td>
<td>purple pms 269</td>
</tr>
<tr>
<td>2 color applications only</td>
<td></td>
</tr>
<tr>
<td>symbol: gold pms 124</td>
<td>type: purple pms 269</td>
</tr>
</tbody>
</table>

Printing on backgrounds

<table>
<thead>
<tr>
<th>Background Type</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>gold pms 124 on dark color</td>
<td>black on light color</td>
</tr>
</tbody>
</table>
University Seal

The University seal has been redesigned using a simplified version of Minerva. The seal is restricted to use on official University materials such as certificates and medallions. Contact Marketing Services at (518) 956-8151 or marketingservices@uamail.albany.edu for permission to use the University seal.

Color

The seal can be reproduced in black, gold pms 124 or metallic gold pms 872.

Print Backgrounds

The seal should not be reversed out of a background. It should not overprint photographs. When using the seal with a background color, white should show behind the seal (see below.) When printing on a colored stock the stock color will show through the seal. For this reason, only light colored stocks should be used.

Special print techniques

The seal may be embossed, engraved or foil stamped on paper. It may also be etched in metal, glass or stone.

Minimum Size

The seal should not be reduced below 3/4” diameter.
Typefaces

Two type families have been chosen as primary UAlbany typefaces — Janson and Helvetica Neue.

Please contact Marketing Services at (518) 956-8151 or marketingservices@uamail.albany.edu for information on obtaining typefaces.

Body Copy:

**Janson Text**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz

**Helvetica 55 Roman**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz

For subheads within body copy:

**Janson Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz

**Helvetica 75 Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz

For emphasis within body copy:

**Janson Text Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz

**Helvetica 56 Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz

For headlines:

**Janson Text**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz

**Helvetica 75 Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
Examples of Body Copy

The following examples show suggestions on how to use the University typefaces when setting body copy.

Subhead goes here
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Subhead
9 pt Helvetica 75 Bold
14 pt leading

Body copy
10 pt Janson Text
14 pt leading

The typefaces can be used together. When using Helvetica 75 Bold as a subhead with Janson body copy it is recommended that the subheads be set 1 pt. smaller than the body text.

Subhead goes here
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Subhead
9 pt Helvetica 75 Bold
14 pt leading

Body copy
8pt Helvetica 55 Roman
14 pt leading

Subhead goes here
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Subhead
10 pt Janson Bold
13 pt leading

Body copy
9 pt Janson Text
13 pt leading
Examples of Headlines

The following example shows how the University typefaces can be used as a headline and subhead on the cover of a publication.

In many cases the name of a school will be the primary element on the cover of a brochure. In these cases Janson Text can be used for the name of the school and Helvetica 75 Bold for the subhead.
Examples of Headlines

In this example the name of the program is the primary element and is set in Janson Text. Helvetica 75 Bold is used for the department name. It is recommended that the department name (when appearing on a cover) be treated as a separate unit and not be positioned under the wordmark.
Return Addresses and Unit Names

Below is a guide for setting return addresses and unit names. These treatments are recommended when using the logo as a sign-off on the back of a brochure. Type size and leading can be scaled proportionally if the logo is used at a different size.

Name and return address

- Logo reduced 34%
- Match Height of University
- Name and address: 7 pt. Helvetica 65 Medium 9 pt. leading Flush left

name only

- Logo reduced 34%
- Match Height of University
- Name and address: 7 pt. Helvetica 65 Medium 9 pt. leading Centered
Signatures

Schools and Colleges

Signatures using the Minerva symbol and Trajan typeface are for use by Schools and Colleges. These signatures highlight the unit name while maintaining a strong tie to the University identity.

Schools and Colleges can use these signatures as a secondary identifier on printed materials. The primary identifier on the cover of all publications should be the University wordmark or logo.

Use the guidelines on page 14 for setting return addresses below signatures.

Signatures can be obtained by contacting Marketing Services at (518) 956-8151 or marketingservices@uamail.albany.edu. Only signatures created by Marketing Services are authorized for use.

Below is an example of how a school or college can use their signature on a publication.

The University wordmark or logo must appear on the cover of all publications. In this case the wordmark is used (the preferred identifier for brochure covers.) The school's name is set as the headline in Janson Text. The school's signature can be used on the back cover as a sign-off with contact information.

Front cover

Back cover
Signatures

Research Centers and Approved Campus Entities

Signatures using the Minerva symbol and Trajan typeface are for use by Research Centers and Approved Campus Entities. These signatures highlight the unit name while maintaining a strong tie to the University identity.

Research Centers and Approved Campus Entities can use these signatures as a primary identifier. When used on publication covers it should be the only identifier used. The University wordmark or logo should not appear on a cover with a signature.

Use the guidelines on page 14 for setting return addresses below signatures.

Signatures can be obtained by contacting Marketing Services at (518) 956-8151 or marketingservices@uamail.albany.edu. Only signatures created by Marketing Services are authorized for use.

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Center for Functional Genomics
UNIVERSITY AT ALBANY
State University of New York

University Art Museum
UNIVERSITY AT ALBANY State University of New York

University Libraries
UNIVERSITY AT ALBANY State University of New York

Performing Arts Center
UNIVERSITY AT ALBANY State University of New York
Web

Web page standards and templates have been created to present the University's identity clearly and to provide visitors with a consistent navigation system across all UAlbany websites.

The web templates for creating compliant UAlbany websites may be obtained by completing the Web Template Request Form available at http://www.albany.edu/logo/webstandards/web_template_request.html.

The complete UAlbany website graphic standards manual may be viewed on-line at http://www.albany.edu/logo/webstandards/.

Please contact Marketing Services at (518) 956-8151 or marketingservices@uamail.albany.edu with any questions about UAlbany web page standards and templates.
Letterhead

The following color and layout options are available for letterhead. Letterhead should only be printed from approved templates. To order letterhead contact the Purchasing Department at (518) 437-4579.

1 color
all black

 Templates for printing letterhead on a laser printer are available from Marketing Services. Contact Marketing Services for any situations that are not addressed by these guidelines—(518) 956-8151 or marketingservices@uamail.albany.edu.

2 color
symbol: gold
pms 124
type: purple-gray
pms 5265

President and Cabinet
symbol: metallic
gold pms 872
type: black

flush left
stacked
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Et harum und lookum like Greek to me, dereud facilis est er expedit distinct. Nam liber te conscient to factor tum poen legum odioque civiuda. Et tam neque pecun modut est neque nonor et imper ned lhibid met, consectetur adipiscing elit, sed ut labore et dolore magna aliquam qui blandit est praeent.

With warmest regards,

John Doe
Director

Contact Marketing Services for any situations that are not addressed by these guidelines—(518) 956-8151 or marketingservices@uamail.albany.edu.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Et harum unde lookum like Greek to me, deroed facilis est er expedit distinct. Narm liber te conscient to factor tum poen legum odioque civiu. Et tam neque pecun modut est neque nonor et imper ned lhidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliquam makes one wonder who would ever read this stuff? Bis nostrud exercitation ullam commodo consequet. Duis aute in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vver eos et accusam dignissum qui blandit est praeent

With warmest regards,

John Doe
Director
Business Cards

The following color options are available for business cards. Business cards should only be printed from approved templates. When working with these templates the position of elements should not be moved except as noted below. To order business cards contact the Purchasing Department at (518) 437-4579.

1 color
all black

2 color
symbol + email:
gold pms 124
type: purple-gray
pms 5265

President and Cabinet
symbol: metallic
gold pms 872
type: black

Contact Marketing Services for any situations that are not addressed by these guidelines—(518) 956-8151 or marketingservices@uamail.albany.edu.

To add a 2nd title keep this line as the base and move name and first title up
Max: 2 lines for titles

Do not move rule

For 4 line addresses:
Place email under web address and move entire block up so phone number lines up with first line of address
Envelopes

The following color options are available for envelopes. Envelopes should only be printed from approved templates. When working with these templates the position of elements should not be moved. To order envelopes contact the Purchasing Department at (518) 437-4579.

1 color

all black

2 color

symbol: gold
pms 124
type: purple-gray
pms 5265

President and Cabinet

symbol: metallic
gold pms 872
type: black

Contact Marketing Services for any situations that are not addressed by these guidelines—(518) 956-8151 or marketingservices@uamail.albany.edu.
Athletic Logos

Any and all athletic logo usage must be first approved by the Director of Athletics Marketing, Corporate Sales & Ticket Operations at (518) 442-3310.

Primary Logo

Secondary Logos
Licensing and Merchandise

Trademarked Wordmarks and Logos

All wordmarks or logos that appear on merchandise intended for sale or to be given away must have a TM (trademark.) Trademarked versions of wordmarks and logos are available from Marketing Services at (518) 956-8151 or marketingservices@uamail.albany.edu.

The Collegiate Licensing office, along with its management company, the Collegiate Licensing Company negotiate and administer licenses with manufacturers that wish to trade upon the University name. Please contact them at (518) 442-3737 or cpolito@uamail.albany.edu.
Guide to Wordmark, Logo and Seal Files

Commercial Printing (postscript printing)

Word Processing (non-postscript printing)

Key to file names

<table>
<thead>
<tr>
<th>Identifier</th>
<th>Full Name/Informal Name</th>
<th>Configuration</th>
<th>Symbol Color</th>
<th>Type Color</th>
<th>File Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>logo / wordmark</td>
<td>A-University at Albany / B-UAlbany</td>
<td>1-stacked / 2-flush left / 3-centered horizontal / 4-display</td>
<td>pms 124 / cmykgold / pms 269 / black</td>
<td>black / white / pms 269 / pms 5265</td>
<td>EPS-postscript / non-postscript</td>
</tr>
</tbody>
</table>
## Logo A

Logos using the full name—University at Albany

### 1—STACKED

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo_A1_BLK.EPS" alt="logo_A1_BLK.EPS" /></td>
<td><img src="logo_A2_BLK.EPS" alt="logo_A2_BLK.EPS" /></td>
<td><img src="logo_A3_BLK.EPS" alt="logo_A3_BLK.EPS" /></td>
<td><img src="logo_A4_BLK.EPS" alt="logo_A4_BLK.EPS" /></td>
</tr>
</tbody>
</table>

### 2—FLUSH LEFT

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo_A1_PMS124_BLK.EPS" alt="logo_A1_PMS124_BLK.EPS" /></td>
<td><img src="logo_A2_PMS124_BLK.EPS" alt="logo_A2_PMS124_BLK.EPS" /></td>
<td><img src="logo_A3_PMS124_BLK.EPS" alt="logo_A3_PMS124_BLK.EPS" /></td>
<td><img src="logo_A4_PMS124_BLK.EPS" alt="logo_A4_PMS124_BLK.EPS" /></td>
</tr>
</tbody>
</table>

### 3—CENTERED HORIZONTAL

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo_A1_PMS124_BLK.EPS" alt="logo_A1_PMS124_BLK.EPS" /></td>
<td><img src="logo_A2_PMS124_BLK.EPS" alt="logo_A2_PMS124_BLK.EPS" /></td>
<td><img src="logo_A3_PMS124_BLK.EPS" alt="logo_A3_PMS124_BLK.EPS" /></td>
<td><img src="logo_A4_PMS124_BLK.EPS" alt="logo_A4_PMS124_BLK.EPS" /></td>
</tr>
</tbody>
</table>

### 4—DISPLAY

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
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**Logo B**

Logos using the informal name—UAlbany

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<th>4—DISPLAY</th>
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<td><img src="logo_B1_cmykgold_blk.EPS" alt="logo_B1_cmykgold_blk" /></td>
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**Wordmark A**
Wordmarks using the full name—University at Albany

1—STACKED

**UNIVERSITY AT ALBANY**
State University of New York

USE ALL PUBLICATIONS

wordmark_A1_blk.EPS

wordmark_A1_white.EPS

wordmark_A1_pms269.EPS

wordmark_A1_cmykpurple.EPS

3—CENTERED HORIZONTAL

**UNIVERSITY AT ALBANY**
State University of New York

USE ALL PUBLICATIONS

wordmark_A3_blk.EPS

wordmark_A3_white.EPS

**Wordmark B**
Wordmarks using the informal name—UAlbany

1—STACKED

**UAlbany**
State University of New York

USE ALL PUBLICATIONS

wordmark_B1_blk.EPS

wordmark_B1_white.EPS

wordmark_B1_pms269.EPS

wordmark_B1_cmykpurple.EPS

USE ALL PUBLICATIONS

wordmark_A1_blk.EPS

wordmark_A3_blk.EPS

wordmark_A1_white.EPS

wordmark_A3_white.EPS

wordmark_A1_pms269.EPS

wordmark_A1_cmykpurple.EPS

wordmark_B1_pms269.EPS

wordmark_B1_cmykpurple.EPS
## Invitations and Notecards

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## Stationery

Please contact the Purchasing Department at (518) 437-4579 to order stationery.
Seals

seal_blk.EPS

seal_pms124.EPS