MEDIA STYLE GUIDE

The complete UA Albany Graphic Identity Manual can be found at albany.edu/communicationsmarketing

NAME

“University at Albany” or “UA” only

Never use:
• “UA”
• “SUNY Albany”
• “SUNYA”
• “University OF Albany”
• any other iteration

“Great Dane” or “Great Danes” only

Never use:
• “Danes”
• “Lady Danes”
• “Dane”
• Damien by himself

COLORS

Purple:
- PMS 269
- CMYK: 78, 100, 0, 33
- RGB: 70, 22, 107
- Web/Hex: #46166b

Gold:
- PMS 124
- CMYK: 0, 28, 100, 6
- RGB: 238, 178, 17
- Web/Hex: #eeb211

Our identity also utilizes 100% black and 100% white.

INSTITUTIONAL MARKS

UA Albany A
This mark is typically used when content relates to the Athletics profile or Student Life of the University.

The UAlbany A can be presented in these additional color combinations:

The UAlbany A should never be used as the letter “A” within a word.

Minerva
This mark is typically used when content relates to the Academic profile of the University.

Centered Block:

The Minerva mark can be presented in these additional color combinations:

Centered Horizontal:

Vertical/Stacked:

Left Justified: