MEDI_A STYLE GUIDE

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

NAME

“University at Albany” or “UAlbany” 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

100% black and 100% white.

INSTITUTIONAL MARKS

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

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

Centered Block:

Centered Horizontal:

Vertical/Stacked:

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