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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 and mark 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 manual includes a description of the University 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.
Name

The official University name is University at Albany, State University of New York. Accepted abbreviated names for the University are University at Albany and UAlbany. The University mascot is the Great Dane.

Unacceptable University names include the following and should never be used to refer to the University at Albany:

- UA
- SUNY Albany
- SUNYA
- University of Albany
- any other iteration

Unacceptable mascot names include the following and should never be used to refer to the Great Danes:

- Danes
- Lady Danes
- Dane
- any other iteration
Colors

The official University colors include the following. These colors should be used as stated with no variation. No solid lighter tints of the colors should be used.

**PRIMARY COLOR: PURPLE**
Purple is the main color identifier of the University. It should be visible in all areas as the main color to reinforce UAlbany's brand.

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

**PRIMARY ACCENT COLOR: GOLD**
Gold is the main accent to purple and should always be used in conjunction with purple.

PMS 124
CMYK: 0, 28, 100, 6
RGB: 238, 178, 17
Web/Hex: #eeb211
SECONDARY COLORS:
The following colors can be used as secondary or accent colors. These colors must always be used in conjunction with the primary University color, purple. They must not be given majority design treatment, but used as a small accent only. Solid lighter tints of these colors can be used.

**TEAL**

![Teal Color](image1)

PMS 7719  
CMYK: 89, 38, 57, 19  
RGB: 0, 108, 104  
Web/Hex: #006c68

**GRAY**

![Gray Color](image2)

PMS 7543  
CMYK: 43, 29, 25, 0  
RGB: 151, 164, 175  
Web/Hex: #97a4af

PRESIDENTIAL COLOR:  
**METALLIC GOLD**  
This color is reserved for materials having to do with the University President only. The only University mark that utilizes this color is the University Seal or Minerva in the logo used for Presidential materials.

![Metallic Gold Color](image3)

PMS 872  
CMYK: 31, 35, 62, 4  
RGB: 175, 153, 111  
Web/Hex: #af996f

BLACK AND WHITE  
Black and white are also used in the University logos and wordmarks and can be used in all branding materials.

![Black and White](image4)

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.
Typefaces and Fonts

Typefaces
Three type families have been chosen as primary UAlbany typefaces: Trajan Pro, Trade Gothic and Janson. The following fonts can be used within these families.

---

Headline Text:
T RAJAN P RO BOLD

Body Text:
Trade Gothic regular

Body Text Bold:
Trade Gothic Bold No. 2

Body Text Italicized:
Trade Gothic Oblique

---

HEADLINE TEXT:
TRAJAN PRO BOLD

Body Text:
Janson Text Roman

Body Text Bold:
Janson Text Bold

Body Text Italicized:
Janson Text Italic

---

HEADLINE TEXT:
TRAJAN PRO BOLD

Body Text:
Trade Gothic regular

Body Text Bold:
Trade Gothic Bold No. 2

Body Text Italicized:
Trade Gothic Oblique
Wordmarks and Logos

About the University Logos

The primary logo for the University at Albany (originally launched in April 2003) 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 typeface. The logo forms the foundation upon which the entire University brand 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 alternate logos utilized for athletics and student life featuring the UAlbany A and 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 University has two primary identifiers—the University Wordmark and the University Minerva 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. The Wordmark or Minerva Logo should appear on all University and University affiliated publications that relate to the academic profile of the University.

**Wordmark**
The University workmark consists of the text "University at Albany State University of New York" without the Minerva symbol.

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

The workmark is available in a number of configurations. Digital files are available for all configurations. One of these approved files should always be used when reproducing the workmark.

**Minerva 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 Communications and Marketing.

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

**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.

**Informal wordmark:**

**Informal logo:**
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.

Wordmark configurations:

stacked:

UNIVERSITY AT ALBANY
State University of New York

centered horizontal:

UNIVERSITY AT ALBANY
State University of New York

informal:

UALBANY
State University of New York

Logo configurations:

stacked:

UNIVERSITY AT ALBANY
State University of New York

centered horizontal:

UNIVERSITY AT ALBANY
State University of New York

flush left:

UNIVERSITY AT ALBANY
State University of New York

informal stacked:

UALBANY
State University of New York

informal flush left:

UALBANY
State University of New York
Color

**Logo:** The official logo colors are gold for the Minerva symbol and purple for all type. Gold for Minerva and black for all type is a secondary option. Gold for Minerva and white for all type is the options used for dark backgrounds.

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.

On dark backgrounds white should print behind the symbol and the type should print white.

For 1-color options, the color choices are all purple or all black.

**Wordmark:** The wordmark can only be reproduced in purple, black, or white.

INCORRECT USAGE

The Minerva symbol should never be reversed out of a background.
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. ie: 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](symbol: gold) State University of New York</td>
<td>![UALBANY](type: purple, black or white) State University of New York</td>
</tr>
</tbody>
</table>

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.

Color options

- symbol: gold
type: purple, black or white
- all black
- all purple

Printing on backgrounds
**University Seal**

The University seal uses a full-body version of Minerva. The seal is restricted to use on official University Presidential materials such as certificates, medallions, and diplomas. Contact Communications and Marketing for permission to use the University seal.

**Color**

The seal can be reproduced in black, purple, gold or metallic gold. See options to the right.

**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.
The University has two alternate identifiers—the UAlbany A Logo (primary) and the Great Dane Logos (secondary.) The UAlbany A Logo should appear on all University and University affiliated materials that relate to the athletics profile and/or student life of the University. The Great Dane Logos can be used as a secondary logo.

**UAlbany A Logo** *(primary alternate logo)*

The UAlbany A Logo, also known as the Split A Logo, is used primarily for athletics and student-centered materials. Color blocks and outlines should be kept as is and not altered in any way. The full color version should always be outlined in white on all non-white backgrounds or photographs.

One-color versions can be produced in black, purple, gold or white. When using a 1-color version, the lower right (purple) portion of the A should always be darker than the upper left (gold) portion.

The UAlbany A should never replace the letter A in any word.
Great Dane Logos (secondary alternate logo)

The Great Danes Logos is used primarily for athletics and student-centered materials. These logos feature the University mascot, Damien, a Great Dane dog. The primary Great Dane logo is the Damien Head. Secondary versions include Damien with the words "Great Danes University at Albany", Damien with the UAlbany A or Full-Body Damien.

The Damien Head and Full-Body Damien must stay in the right-facing orientation and should never be flipped. The Damien Head logo should not be altered to make the UAlbany A collar larger.

The Damien with Wordmark Logo and the Damien with UAlbany A can stand alone, since it establishes the University name.
Official Marks

University at Albany schools, colleges, centers, institutes, and administrative offices must not have any other identifying marks or logos. The Minerva mark and UAlbany A mark are the approved logos to represent the University at Albany and all associated entities.

Minerva Mark
Marks using the Minerva Logo are for use by Schools and Colleges, Research Centers and other approved campus entities. These marks highlight the unit name while maintaining a strong tie to the University identity.

Units can use these marks as a secondary identifier on materials. The primary identifier on the cover of all publications should be the University wordmark or logo.

Only marks created by Communications and Marketing are authorized for use. New marks can be obtained by contacting Communications and Marketing.

Examples include:

![School of Business](image)

![College of Arts and Sciences](image)

![Atmospheric Sciences Research Center](image)

![University Libraries](image)

UAlbany A Mark
Marks using the UAlbany A Logo are for use by athletics, student-centered units and other approved campus entities. These marks highlight the unit name while maintaining a strong tie to the University identity.

Units can use these marks as the primary identifier on materials. The Great Dane Logo can be used as a secondary identifier in conjunction with this mark.

Only marks created by Communications and Marketing are authorized for use. New marks can be obtained by contacting Communications and Marketing.

Examples include:

![Orientation & Transition Programs](image)

![Student Affairs](image)

![Campus Recreation](image)
Web and Email

Web

Webpage 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 webpages.

Official University colors should be used exactly as described in the Color section of this manual. Hex codes are provided. See pages 5-6. Official University typefaces should be used for headlines. Body text can be translated to a similar typeface if needed for web purposes. This determination will be made by Communications and Marketing.

Email

Official University email standards and templates have been created for University offices to use when sending official information. These templates have been created to present the University's identity clearly and to provide readers with a consistent look and feel of the University brand.

Official University colors should be used exactly as described in the Color section of this manual. Hex codes are provided. See pages 5-6. Official logo, wordmark, seal or signature must be included as defined by the template. Official University typefaces should be used for headlines. Body text can be translated to a similar typeface if needed for web purposes. This determination will be made by Communications and Marketing.
Stationery

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) 437-4570.

1 color
all black

2 color

President and Cabinet
Layout Option 1: Flush Left Logo

Letterhead 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 letterhead contact the Purchasing Department at (518) 437-4579.

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January 17, 2003

kjlkffflbvrjfc
rdfvzdhh
bdhbpnonmmfn
Newyork,NY10155

Dear

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laborum Et harumd und lookum like Greek to me, dereud facils 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 libidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliquam makes one wonder who would ever read this stuff? Bis nostrud exercitation ullam mmodo consequat. Duis aute in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vver eos et accusam dignissum qui blandit est praesent

With warmest regards,

John Doe
Director
Layout Option 2: Stacked Logo

Letterhead 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 letterhead contact the Purchasing Department at (518) 437-4579.

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 und lookum like Greek to me, deroed 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 libidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliqua makes one wonder who would ever read this stuff? Bis nostrud exercitation ullam mmodo consequat. Duis aute in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vver eos et accusam dignissum qui blandit est praesent

January 17, 2003
kjlkkffffbvrjfc
rdfvzdzb
bdffdpnoamm/;n
Newyork,NY10155

Dear

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 und lookum like Greek to me, deroed 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 libidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliqua makes one wonder who would ever read this stuff? Bis nostrud exercitation ullam mmodo consequat. Duis aute in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vver eos et accusam dignissum qui blandit est praesent

With warmest regards,

John Doe
Director

For addresses with 3 lines start 1 line higher.
When adding an extra line to address maintain this baseline for web address.
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

John Doe
Director, Office of Undergraduate Admissions

University Administration Building, Room 101
1400 Washington Avenue
Albany, NY 12222
jdoe@albany.edu

PH: 518-437-5020
FX: 518-442-5383
www.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

2 color

John Doe
Director, Office of Undergraduate Admissions

University Administration Building, Room 101
1400 Washington Avenue
Albany, NY 12222
jdoe@albany.edu

PH: 518-437-5020
FX: 518-442-5383
www.albany.edu

President and Cabinet

John Doe
Vice President for University Advancement

University Administration Building, Room 200
1400 Washington Avenue
Albany, NY 12222
jdoe@albany.edu

PH: 518-437-5020
FX: 518-442-5383
www.albany.edu
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.
Licensing and Merchandise

Trademarked Wordmarks and Logos
All wordmarks or logos that appear on merchandise intended for sale or to be given away must go through and be approved by Licensing Office via Communications and Marketing.

Learfield Licensing Partners negotiate and administer licenses with manufacturers that wish to trade upon the University name. Please contact Jennifer Carron at jcarron@albany.edu, if you wish to get a vendor licensed. A complete list of vendors who are licensed can be found at: http://www.albany.edu/purchasing/media/LRG-1.1.15(1).pdf