



UNIVERSITY AT ALBANY

State University of New York

MEDIA 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

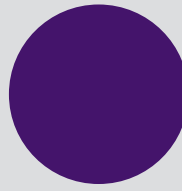
“Great Dane” or “Great Danes” only

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



Our identity also utilizes 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.



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:



UNIVERSITY
 AT ALBANY

State University of New York

Centered Horizontal:



UNIVERSITY AT ALBANY

State University of New York

Left Justified:



UNIVERSITY AT ALBANY

State University of New York

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



Vertical/Stacked:



UNIVERSITY
 AT ALBANY

State University of New York