Our story begins with greatness. In 1844, a group of young people answered an extraordinary call: To learn how to better instill knowledge in others in order to improve the world. From those solid roots as a training ground for teachers, we’ve grown into a great public research university. And for more than 175 years, we have kept our promise to provide opportunities for those who aspire to do great things.

In tribute to our pioneering legacy and enduring optimism, we are proud to present the next evolution of our brand. It is a brand story that recognizes and honors the achievements that have brought us to today, and one that inspires and empowers the achievements of tomorrow.

It is our promise to do what we’ve done from the very beginning: UNLEASH GREATNESS. It is what we do and why we exist. It is who we are.

As we proudly recommit to telling the story of our brand, we offer these carefully crafted guidelines and standards to enable our entire UAlbany community to speak in one voice and present a consistent, meaningful and positive image to the world.

However, the most important element to building a strong and trusted brand won’t be found in the pages of this document. The most meaningful and essential part of this brand is in you and every other student, professor, staff member, alum, and community partner who believe in the University at Albany and all the things for which we stand.

We hope you share in the excitement and pride as we help write the next great chapter in UAlbany’s history.

Sincerely,

Faridin Sanai
Vice President, University Advancement
University at Albany, State University of New York
WHAT IS A BRAND?

The sum of all impressions, thoughts and feelings held by customers, resulting in a distinctive position in their mind’s eye based on perceived emotional and functional benefits.

Our brand is firmly rooted in our mission: “To empower our students, faculty and campus communities to author their own success.”

It is through our ability to UNLEASH GREATNESS, in all its forms, that we will realize our vision “to be the nation’s leading diverse public research university—providing the leaders, knowledge and innovations to create a better world.”

The world needs greatness and just as we did in 1844, it is all of us—the Great Danes—who will answer the call.

OUR BRAND EXPRESSION

UNLEASH GREATNESS

OUR IDENTITY

Greatness is at the heart of the University at Albany. Since 1844, it has inspired us and propelled our academic excellence. Today, greatness fuels our nationally ranked programs, drives our innovative research and amplifies our international impact. Greatness springs from our diversity where all are welcome—from every corner of the globe and all walks of life. Here, at UAlbany, we make it possible for anyone to aspire to something more—something greater.

OUR PROMISE

At the University at Albany, we dream bigger, turn passion into purpose and inspire the aspiring. We’re dedicated to helping people seize their moment and realize their greatness.

OUR PERSONALITY

PASSIONATE: Ignited by our collective power to pursue greatness in everything we do.

ASPIRING: Energetically reaching for greater possibilities within ourselves and others.

CREATIVE: Harnessing the power of great ideas to imagine great solutions.

EMPOWERED: Inspired and supported to be actively engaged in addressing society’s greatest needs.

DETERMINED: The relentless belief that greatness can and will make a better world.
OUR STRENGTHS

RECOGNIZED DIVERSITY
Praised as one of the most diverse public research universities in the nation, we foster an inclusive community with many voices and viewpoints to drive excellence, solve problems and expand worldviews.

DISTINCTIVE EXCELLENCE
We leverage unique opportunities found only at UAlbany: first-in-the-nation academic offerings; interdisciplinary programs that create personalized paths to success; strategic partnerships with industry, government, and international collaborators; and one-of-a-kind creative assets that attract renowned artists, thinkers and leaders to our community.

CAREER-MAKING OPPORTUNITIES
We provide a multitude of hands-on, applied learning experiences—from cutting-edge field research to education abroad to exceptional internships—all designed to prepare students for successful careers and the pursuit of advanced degrees.

LIFETIME VALUE
We make it possible for anyone to realize their greatness through affordable access to an excellent education—and just as important—by offering opportunities to forge deep relationships and pursue life-changing experiences.

BENEFITS

An inclusive and welcoming campus—reflective of the global community. A safe place that encourages the open and free exchange of ideas and provides opportunities to connect. An environment that encourages listening and empowers people to find their voice.

Examples of our excellence: We are one of a select few US universities to be awarded multiple PIRE grants by the NSF, enabling students and researchers to engage in cutting-edge international research collaboration; at more than 100 years in existence, UAlbany’s Theatre department is one of oldest, credit-bearing programs in the country; a School of Criminal Justice perennially ranked in the Top 5 in the nation and, UAlbany’s College of Emergency Preparedness, Homeland Security, and Cybersecurity was the first of its kind security college dedicated to enhancing the security of NY, the nation and the world.

Located in New York’s state capital affording internships, partnerships, and career opportunities found nowhere else. A vast, active, and loyal alumni network. A curriculum specifically designed to marry knowledge with practice to transform students into professionals.

An education from which you can always draw connections on which you can rely, and a place that will always be home.
USE YOUR WORDS

VOICE AND TONE
How we write and speak about the University has a direct impact on how people perceive it. Use these guidelines to inform your word choices and delivery style when writing messages to different audiences in different formats.

WHAT DOES OUR GREATNESS SOUND LIKE?
The UAlbany voice expresses unchanging aspects of our collective character and personality. Together with the visual brand identity, the brand voice gives people a certain, singular feeling about the University. In other words, UAlbany is:

DON’T USE WORDS THAT REFLECT:
- indifference
- inertia
- convention
- limitation
- indecision

DON’T USE WORDS THAT FEEL:
- boastful
- negative
- boring
- uncertain
- aggressive
WRITING FOR GREATNESS

BE ACTIVE
Creative voices are energetic. Energize your writing with action words (verbs) and avoid passive sentences. For example, say “Rob made a mistake” rather than “mistakes were made.”

BE BRIEF
Empowering voices get to the point.
Communicate an idea using as few words as possible.
Communicate using as few words as possible.
Communicate using the fewest words.
Use the fewest possible words.
Use fewer words.
Be concise. (See what we did there?)

BE TRUE
Authenticity and accuracy count. Avoid humility and hyperbole.
Show pride without puffery.

BE SPECIFIC
Craft a single-minded message and write to your target audience.

BE REAL
Use plain language. Strive for emotion, not just information.
Favor straightforward over complex.
THE UALBANY PROMISE ARTICULATED

FOCUSBING GREATNESS
Our brand helps our people, partners, and communities to turn good things into great things. We’ve developed “Turn phrases” to reflect that positioning and which align with our strategic priorities. These help to define the many ways we UNLEASH GREATNESS. ■

EXAMPLE TURN PHRASES:

<table>
<thead>
<tr>
<th>Turn Phrases</th>
<th>That Speaks To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turn Passion into Purpose</td>
<td>student success, research excellence</td>
</tr>
<tr>
<td>Turn Ideas into Action</td>
<td>research excellence, engagement and service</td>
</tr>
<tr>
<td>Turn Energy into Engagement</td>
<td>engagement and service, internationalization</td>
</tr>
<tr>
<td>Turn Knowledge into Know-how</td>
<td>student success</td>
</tr>
<tr>
<td>Turn Grit into Glory</td>
<td>student success/athletics</td>
</tr>
<tr>
<td>Turn Understanding into Inclusion</td>
<td>diversity and inclusion</td>
</tr>
<tr>
<td>Turn Gateways into Global</td>
<td>internationalization</td>
</tr>
<tr>
<td>Turn Possibilities into Promise</td>
<td>student success, research excellence</td>
</tr>
<tr>
<td>Turn Drive into Degree</td>
<td>student success</td>
</tr>
<tr>
<td>Turn Inspiration into Ingenuity</td>
<td>research excellence, engagement and service</td>
</tr>
</tbody>
</table>

These phrases are suggestions. The UAlbany Marketing team can help you develop an appropriate phrase for your department, school, college or initiative.
THE UALBANY PROMISE ILLUSTRATED

RULES OF GREATNESS

01. NO SUBSTITUTES, PLEASE.
UNLEASH GREATNESS is our brand expression. Please do not substitute other words for use as a headline (e.g. Unleash Excitement).

02. A LITTLE GREATNESS GOES A LONG WAY.
It is acceptable to use the words “unleash greatness” in body copy, however, take care not to be redundant or over use the word “great” or “greatness.”

03. THE TURN PHRASE – IT’S NOT A TAGLINE
The Turn phrase should not be used as a tagline (e.g. “The University at Albany. Turn Ideas into Action.”).

04. REMEMBER--IT’S ABOUT TRANSFORMATION
We recommend using the Turn phrase in body copy to help define Greatness in your context.

A WORKING EXAMPLE:

This ad was created for a New York Times special section on Higher Education:

HEADLINE:
UNLEASH GREATNESS (Graphic treatment)

SUBHEAD/TURN PHRASE:
UAlbany turns possibilities into promise.

COPY:
For 175 years, we’ve been home to boundary pushers, path blazers and solutions seekers – people who rigorously pursue their passions, create connections and seize every opportunity to build a better world.
USING COLOR TO SAY WHO WE ARE WITHOUT USING A SINGLE WORD

UAlbany’s color palette consists of purple and gold and UAlbany Purple is the primary color of the University. For this new brand launch, UAlbany Gold will be embraced to inject vibrancy and energy into the UNLEASH GREATNESS campaign in all executions.

USE UALBANY PURPLE TO REPRESENT THESE CONCEPTS:
GROUNDED, TRADITIONAL, HISTORIC, STEADY, EXCELLENCE.

USE UALBANY GOLD TO REPRESENT THESE CONCEPTS:
VIBRANCY, PRIDE, INNOVATION, FORWARD THINKING, OPTIMISM.

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

PMS: 124
CMYK: 0, 28, 100, 6
RGB: 238, 178, 17
Web/Hex: #eeb211
Our Positioning Statement Takes the Lead

The UNLEASH GREATNESS headline treatment represents the confidence and strength of UAlbany and should be treated consistently across branded and marketing materials. There are two possible arrangements of the text, with a reversed (white), gold and purple version of each. The offset version is the recommended option and should be used where horizontal space allows. While the degree of offset can be varied, when possible, the graphic should bleed off both edges of the space. In vertical applications, such as light-post banners, the stacked version can be used. The headline should never be recreated with live text, but rather placed as a graphic.

To request a copy of the UNLEASH GREATNESS headline graphic, please contact marketingservices@albany.edu.
ADVANCING FORWARD — USING THE CHEVRON AS A VISUAL METAPHOR

The large chevron device is an intentionally crafted branding element that was designed to create energy and motion within our brand and marketing materials. It is visually striking and quickly identifiable, and will serve as a quick visual reminder that whatever medium the message is delivered in, that it is from UAlbany.

For us the left to right directional cue conveys forward momentum, action, and implies movement to a time in the future.

The angle of the chevron is derived from the angle of our Split A Logo and is a precise 48.5 degrees.

GUIDELINES FOR THE CHEVRON:

- The chevron should always face to the right.
- The interior angle of the chevron should always be centered vertically in the visual frame.
- It is preferred that the point of the chevron be included in layouts, however, there is flexibility to crop the point as long as the inside angle of the chevron remains within the layout.
- The chevron can be paired with a photograph, used as a stand-alone graphic or made into a pattern—designed to help communicate our brand expression.
USING THE CHEVRON DEVICE TO BRING DEPTH TO OUR PURPOSE

THE CHEVRON Z-AXIS WRAP CONCEPT
To underscore the concept of energy and engagement the chevron device is used as a symbol of advancing forward and reaching greater potential. In our institutional, branded advertising and design, the chevron wraps its subject vertically along the Z-axis.

1. In the lower left, the chevron overlaps the subject.
2. In the center, the point of the chevron touches the right-hand side of the document.
3. In the upper left, the subject overlaps the chevron.

UNLEASH GREATNESS
IT’S NOT ROCKET SCIENCE, BUT IT’S CLOSE

MAINTAINING THE APPEARANCE OF THE CHEVRON DEVICE
The chevron device’s width and placement are not arbitrary. The UAlbany Split A serves as the basis for the device. There is a formula for every placement. It has been carefully crafted to deliver maximum impact.

THE CONCEPT BEHIND THE ANGLE AND WIDTH OF THE CHEVRON DEVICE
- \( X \) = The height of the serif of the UAlbany Split A Logo based on the document width
- \( Y \) = The height of the UAlbany Split A Logo relative to the layout grid
- \( Z \) = 48.5° to match the angle of the color slash of the UAlbany Split A Logo

The exterior point of the chevron is formed at the vertical center (50% of the overall vertical height of the document) along the right-hand trim edge of document. A reflected, inverse angle, using the calculated width of the chevron relative to the width of the page (see page 38) will form an interior angle of 97°.

When placing the point of the chevron, the right side of the page takes precedence over the left.
NOT TOO THICK, NOT TOO THIN—IT’S ALL ABOUT RATIOS

RATIOS OF THE SPLIT A MARK
The width of the chevron device is relative to the width of the document, as shown in these examples:

- 11”(w) x 17”(h): x = is equal to 20% of the document or device width (See Figure A)
- 8.5”(w) x 11”(h): x = is equal to 20% of the document or device width (See Figure B)
- 2:1 Aspect Ratio: x = is equal to 10% of the document or device width (See Figure C)
- 24”(w) x 72”(h) (Banners): x = is equal to 33% of the document or device width (See Figure D)
  - NOTE: In cases where the chevron device width is greater than 30%, the chevron will bleed right.
  - The trim should fall at 50% of the distance from the interior angle of the chevron device and the right, exterior point of the chevron device.

In all cases, once the width ratio has been established, the vertical height of the chevron is vertically centered on the vertical height of the document.

In all cases, placement of the chevron relative to the right side of the page is given higher importance. The left is variable. The right is not.

These are guidelines and can not anticipate every design need. If you need assistance in determining what size or how to use the chevron device, please contact marketingservices@albany.edu.
WE WANT EVERYONE TO UNLEASH GREATNESS — BUT NOT EVERYWHERE

PLACEMENT OF THE UNLEASH GREATNESS HEADLINE GRAPHIC

The UNLEASH GREATNESS headline graphic is part of a visual narrative that’s told in 3 parts:

1. **Who?** A visual illustration of someone in the state of action or emotion.
2. **What are they doing?** Discovering and unleashing their greatness.
3. **Where do they do this?** The University at Albany.

In order to create this visual narrative, the visual layout must also follow this visual 1, 2, 3 structure.

After an illustrative image is chosen, and the width and placement of the chevron device have been established, the UNLEASH GREATNESS headline graphic will be placed below the interior angle of the chevron device and the vertical centerline of the page. Please see page 34 for color and bleed requirements for the UNLEASH GREATNESS headline graphic.

These are guidelines and cannot anticipate every design need. If you need assistance in determining what size or how to use the chevron device, please contact marketingservices@albany.edu.
THE CHEVRON FORMULA IS JUST THE BEGINNING

USING THE SYSTEM TO CREATE VARIATION
Using the chevron device all the time can get pretty boring, pretty fast. Using the chevron form can add visual variation to design while re-enforcing our brand in subtle (or not so subtle) ways.

THINK OF IT AS VISUAL TOOLKIT
By combining the 48.5° angle of the chevron device basis grid with the traditional 0°(x), and 90°(y) axis grid, there are limitless variations that can be created to give variation and texture to design.

These are guidelines and can not anticipate every design need. If you need assistance in determining what size or how to use the chevron device grid, please contact marketingservices@albany.edu.
TAking “UnLeaSh GreAtNeSs” And UaLbA Neb into the WoRld

UnLeaSh GreAtNeSs Can StanD oN iTS oWn
A stand-alone UNLEASH GREATNESS brandmark that incorporates the chevron brand device has been created for use on merchandise for the promotion of the University.

If you are creating promotional items and need to access the art files for this mark, please contact marketingservices@albany.edu.

You Got to Keep ‘Em Separated
- The UNLEASH GREATNESS and the chevron device is a new marketing initiative for UAlbany
- UAlbany and University at Albany, State University of New York, are long-established brands
- The marketing message and the brandmark serve two different purposes, and each should appear as a stand-alone entities. If they appear as one unit, they each lose their power in the minds of consumers. They must stand alone.
THERE'S NO “ONE ANSWER” BUT WE'RE HERE TO HELP

CREATING FLEXIBLE BRANDING CAN CREATE A LOT OF QUESTIONS

When we create anything in our office, there are several factors we consider:

- Who is the audience? Students, alumni, community?
- What is the goal of the communication?
- What is the tone?
- Is it a formal or informal communication?
- Does the message appear on campus, off campus, out of the country?

We deal with these questions every day across every department, school or division of the University. If you have a project, we are always available to lend a hand to help you make the biggest impact possible. If we can help you, email us at marketingservices@albany.edu.
WHAT’S IN A NAME?
THE HEART OF OUR BRAND

THE OFFICIAL UNIVERSITY NAME IS:
• University at Albany, State University of New York

ACCEPTED ABBREVIATED NAMES FOR THE UNIVERSITY ARE:
• University at Albany
• UAlbany

THE UNIVERSITY MASCOT IS TO ALWAYS BE REFERRED TO AS:
• the Great Dane

UNSANCTIONED UNIVERSITY NAMES
Please refrain from using any or all the following to refer to the University at Albany:
• UA
• SUNY-Albany
• SUNY
• University of Albany
• any other iteration

UNSANCTIONED MASCOT NAMES
Please refrain from using any or all the following to refer to the Great Danes:
• Danes
• Danydogs
• Dane
• any other iteration
COMMUNICATING OUR BRAND IDENTITY CONSISTENTLY

INTRODUCTION
The University at Albany’s Graphic Standards 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 media — publications, websites, advertising, signage, letterhead, or business cards — layout, color, and typography are orchestrated to impart a unified “signature.”

ABOUT THE UNIVERSITY IDENTIFIERS
The University has two primary identifiers—the University wordmark and the University brandmark. 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 6). The wordmark or logo should appear on all University and University-affiliated publications.

WORDMARKS
- University at Albany, State University of New York
- UAlbany, State University of New York

THREE WORDMARK USAGE STYLES
Formal Wordmark: To be used on all external, formal communications on behalf of the University. The formal mark can also be used for internal communications on behalf of the university.
Informal Wordmark: Can be used for internal audiences only (i.e., students, alumni, faculty, and staff). With limited exceptions, we discourage its use for external, formal communications.
Informal Wordmark-Promotional: This mark is reserved for promotional items or giveaways where size or reproduction methods make the addition of “State University of New York” impractical. Examples could include: caps, flash drives, pens, t-shirts, decals, bumperstickers or other items or representation that are used to build goodwill.

Shown below is an example application of the Informal Wordmark-Promotional
THE SHORT NAME IS “THE LOGO”– ITS MEANING IS SO MUCH MORE

ABOUT THE UNIVERSITY BRANDMARK
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 likeness of Minerva—the Roman goddess of wisdom—framed by an arch to echo the motif of Edward Durell Stone’s architecturally significant design of our campus. The words “University at Albany, State University of New York,” are set in a powerful, classic typeface. The signature treatment forms the foundation upon which the entire Graphic Identity Program is built. It captures the University’s important place history as well as our institution’s bold vision for the future.

NOTE: The Minerva icon should not be used as a stand-alone element. The icon should always appear with either a University wordmark, or with the official University name.

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 THE UALBANY BRANDMARK
The University at Albany’s brandmark is not “just a logo.” Our brandmark is an important 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 brandmark is a promise. A “trust mark” for what UAlbany represents: in short, it is the most concise expression of UAlbany’s core attributes.

Consistent use of our brandmark 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.

TWO BRANDMARK STYLES
FORMAL: To be used on all external, formal communications on behalf of the University. The formal mark can also be used for internal communications on behalf of the University.

INFORMAL: Can be used for internal audiences only (i.e., students, alumni, faculty, and staff). It should never be used for external, formal communications on behalf of the University.

The Minerva Arch icon should not be used as a stand-alone element. A stand-alone Minerva icon has been developed for use by institutional University social media accounts where University at Albany is clearly identified in close proximity to the icon (e.g., Facebook, Twitter, Instagram, LinkedIn, etc.).
THE “SAFE AREA”
PROTECTING OUR BRANDMARK

GIVE THE LADY SOME ROOM
To ensure legibility and quality, you are required to maintain a minimum clearance (the “safe area”) as indicated here between any part of the UAlbany brandmarks and other elements.

The x-height of the safe area is equal to the height of the Minerva seal. Please consult with Marketing Services if your needs can’t accommodate these minimum clearances. We will be happy to assist you.

IF YOU NEED ASSISTANCE OR GUIDANCE PLEASE EMAIL MARKETINGSERVICES@ALBANY.EDU OR CALL 518-956-7940 | THIS DOCUMENT WAS LAST UPDATED MAY 02, 2019
THE WORDMARK “SAFE AREA”

GIVING OUR WORDMARK VISUAL SPACE

To insure legibility and quality, you are required to maintain a minimum clearance (the “safe area”) as indicated here between any part of the UAlbany wordmark and other elements.

The x-height of the safe area is equal to the height of the “U” in University. Please consult with Marketing Services if your needs can’t accommodate these minimum clearances. We will be happy to assist you.

IF YOU NEED ASSISTANCE OR GUIDANCE PLEASE EMAIL MARKETINGSERVICES@ALBANY.EDU, OR CALL 518-956-7940

THIS DOCUMENT WAS LAST UPDATED MAY 02, 2019
BUILDING BRAND IDENTITY THROUGH THE USE OF COLOR

UAAlbany Purple and UAlbany Gold are the official colors of our University. These colors are inextricably linked to the history, culture, and community here and they unite every unit, from academic areas to athletics to recruitment. Consistent use of these colors will help the University build strong connections and affiliations, especially to external audiences.

To ensure constancy and vibrancy, our colors, UAlbany Purple or UAlbany Gold, should never be screened (tinted or set to a lower opacity than 100%).

In the rare case where standardized color swatches are the only choice and our specific purple or gold can’t be color matched, such as when using novelty vendors, make every attempt to find the closest match. If a standard color is unavailable, consider white, gray, or black. ■

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

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

**Black**

**Gray (50% Black)**

**White**

**University President and Cabinet Only**
- PMS: 872
- CMYK: 0, 25, 56, 51
- RGB: 133, 113, 77
- Web/Hex: #85714D
BRINGING THE WORDMARK AND COLOR TOGETHER

COLOR USAGE AND THE WORDMARK:
The only acceptable uses of color in regard to the wordmark are:
- **Solid UAlbany Purple**
- **Solid black**
- **Solid white**

The wordmark never appears in UAlbany Gold, or any other color not listed above.

The wordmark must never be screened to any value less than 100%.
BRINGING THE BRANDMARK AND COLOR TOGETHER

THE PREFERRED LOGO COLORS ARE:
- UAlbany Gold for the Minerva symbol
- UAlbany Purple for all type

THE SECOND PREFERRED LOGO COLORS ARE:
- UAlbany Gold for the Minerva symbol
- Black for all type

WHEN PRINTING THE BRANDMARK IN ONE (1) COLOR THE MARK CAN EITHER PRINT:
- Solid UAlbany Purple, or
- Solid black
USE OF THE BRANDMARK AND WORDMARK ON BACKGROUNDS

ON DARK BACKGROUNDS:
- UAlbany Gold for the Minerva symbol
- White should print behind the symbol
- White for all type*

*Due to low contrast ratios, never use purple or black type on a dark background

Under no circumstance should the Minerva symbol be reversed out of a dark background color.

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 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 Minerva symbol will work on a light background use either the UAlbany Purple wordmark or the black wordmark.

For backgrounds darker than 50%, as stated previously, use
- UAlbany Gold for Minerva symbol
- White should print behind the symbol
- White for all type
USE OF THE BRANDMARK AND WORDMARK ON PHOTOS

PRINTING ON LIGHT PHOTOGRAPHS

THE BLACK OR UALBANY PURPLE 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.

PRINTING ON DARK PHOTOGRAPHS

THE BLACK OR UALBANY PURPLE 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.

WHILE NOT PREFERRED, THE BLACK OR UALBANY PURPLE BRANDMARKS CAN
BE USED ON LIGHT, UNTEXTURED AREAS OF PHOTOGRAPHS. It is recom-
manded that the background be no darker than 20% in value. The
background should show behind the symbol.

IF YOU NEED ASSISTANCE OR GUIDANCE PLEASE EMAIL MARKETINGSERVICES@ALBANY.EDU, OR CALL 518-956-7940 | THIS DOCUMENT WAS LAST UPDATED MAY 02, 2019
WE’VE GOT GAME AND THE PERFECT MARK FOR IT: THE UALBANY A LOGO

The UAlbany A Logo, also known as the Split A Logo, is used primarily for athletics, recognized student organizations and student-centered materials and should appear on all University and University-affiliated materials that relate to the athletics profile and/or student life of the University.

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. Do not screen the full-color Split A.

One-color versions can be produced in black, purple, gold or white. When using a one-color version, the lower-right (purple) portion of the A should always be darker than the upper-left (gold) portion. Do not screen the one-color version of the Split A.

The UAlbany Split A Logo should never replace the letter A in any word.

ON WHITE/LIGHT BACKGROUND THE ACCEPTED ONE-COLOR VERSIONS ARE:
- UAlbany Purple
- Solid black

ON DARK BACKGROUND THE ACCEPTED ONE-COLOR VERSIONS ARE:
- UAlbany Gold
- Solid white

SPLIT A SAFE AREA:
The safe area (x) is equal to the height of the slab serifs of the A.

IF YOU NEED ASSISTANCE OR GUIDANCE PLEASE EMAIL MARKETINGSERVICES@ALBANY.EDU OR CALL 518-956-7940 | THIS DOCUMENT WAS LAST UPDATED MAY 02, 2019
**TAking THE UAlbany MARK OUT TO THE World**

**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.

**THE 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 through the use of the Minerva shield.

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 the Office of Communications and Marketing.

**THE UAlbany SPLIT 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 the Office of Communications and Marketing.

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**MINERVA MARK EXAMPLES**

- **School of Business**
- **College of Arts and Sciences**
- **Atmospheric Sciences Research Center**
- **University Libraries**
- **Rockefeller College of Public Affairs & Policy**

**SPLIT A MARK EXAMPLES**

- **Orientation and Transition Programs**
- **Campus Center**
- **Student Affairs**
- **Campus Recreation**
WHEN AN OFFICIAL MARK MEETS A SPLIT A MARK, MINERVA WINS

OFFICIAL MARKS ALWAYS TAKE PRIORITY
In the event that an Official Mark and a Split A Mark have to appear together in the same layout as identifiers, the visual priority is always given to the Official Mark.

HORIZONTAL OFFICIAL MARK TO SPLIT A MARK RATIO
The height of the Minerva will set the maximum height of the Split A Mark, or a 1:1 (100%) height to height ratio.

VERTICAL INSTITUTIONAL LOGOS TO SPLIT A RATIO
The ratio for vertical Official Marks to Split A Marks will always be 4:1 (25%). This can be determined by either the width or the height of the Split A mark – whichever is greater.
DAMIEN AND THE GREAT DANE BRANDMARK

The Great Dane brandmarks are 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.
KEEP ALL INFORMAL MARKS AWAY FROM OUR OFFICIAL WORDMARK — MINERVA GETS JEALOUS

In order to maintain a consistent brand identity, our informal marks should never appear with our Official University at Albany Wordmark at any time. □
SOMETIMES MINERVA NEEDS TO TAKE THE LEAD

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 e.g.: 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 State University of New York</td>
<td>UNIVERSITY AT ALBANY State University of New York</td>
</tr>
</tbody>
</table>

COLOR OPTIONS-ONE COLOR REPRODUCTION

- ALL BLACK
- ALL UALBANY PURPLE (PMS 269)

COLOR OPTIONS-TWO COLOR (ON BACKGROUND LIGHTER THAN 30%)

- UALBANY GOLD (PMS 124) + BLACK OR WHITE (FOR REVERSAL)
- UALBANY GOLD (PMS 124) + UALBANY PURPLE (PMS 269)

COLOR OPTIONS-ON COLOR FIELDS

- GOLD PMS 124 ON DARK COLOR
- BLACK ON LIGHT COLOR
- PURPLE PMS 269 ON LIGHT COLOR

When reducing the display logo the Minerva symbol should be no smaller than 1 3/8” (1.375") in height. This is to maintain legibility of State University of New York.

The Minerva Arch icon should not be used as a stand-alone element. A stand-alone Minerva icon has been developed for use by institutional University social media accounts where University at Albany is clearly identified in close proximity to the icon (e.g., Facebook, Twitter, Instagram, LinkedIn, etc.).
02.17 ALTERNATE BRANDMARKS: THE OFFICIAL UNIVERSITY SEAL

THE UNIVERSITY SEAL IS OUR MOST HIGHLY RESERVED MARK

UNLESS IT IS AN OFFICIAL UNIVERSITY DOCUMENT, MEDALLION OR BUILDING, IT IS NOT AVAILABLE FOR USE. PERIOD.

The University seal uses a simplified, full body 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@albany.edu for permission to use the University seal.

COLOR
The seal can be reproduced in black, UAlbany Purple (PMS 269), UAlbany 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.

THE FOUR ACCEPTABLE COLORS FOR REPRODUCTION OF THE UNIVERSITY SEAL:

BLACK
UAlbany Purple (PMS 269)
UAlbany Gold (PMS 124)
METALLIC GOLD (PMS 872)

THE UNIVERSITY SEAL SHOULD NEVER PRINT AS A REVERSAL:

Seal printed on white stock with a printed color in the background.
Seal printed on light colored stock.
A MAJOR MILESTONE DESERVES A SPECIAL MARK

2019 marks a special point in our history: our 175th anniversary of our founding as a respected institution of higher learning in 1844. The 175th Anniversary mark was created to share this accomplishment in visual communications from and about the University. This mark will be available for use from January 1, 2019, through December 31, 2019. To obtain vector-based files of the mark, please contact marketingservices@albany.edu.

175TH ANNIVERSARY - PRIMARY MARK

This version of the 175th Anniversary mark should be the first choice for marketing materials and merchandise.

175TH ANNIVERSARY - HORIZONTAL MARK

Use this logo when a horizontal design is necessary (i.e., website banners, merchandise, signs, billboards, alternative graphic designs, etc.).

175TH ANNIVERSARY - WITHOUT WORDMARK

Use this logo only when the University at Albany official logo or workmark is used in conjunction with this in a design (e.g., with standard letterhead using the official University Logo as the primary mark, this mark can be used as an accent).

175TH ANNIVERSARY - WITHOUT WORDMARK

Use this logo when applying to dark backgrounds.

Use this version of the logo when a black and white design is necessary.
IF IT'S THE FIRST IMPRESSION, MAKE IT A STRONG ONE

For all stationery, the University has established an online storefront with Pugs Print for letterhead, envelopes and business cards preformatted with the University logo and word mark. To place your order, please visit:


The layout and design of University Stationery items cannot be altered or modified in any form. Stationery fonts, logos, and designs are all to be produced with adherence to the University Graphic Identity Manuals. For more information, please contact marketingservices@albany.edu.
LETTERHEAD LAYOUT OPTION 1: FLUSH-LEFT BRANDMARK

For all stationery, the University has established an online storefront with Pugs Print for letterhead, envelopes and business cards preformatted with the University logo and word mark. To place your order, please visit:


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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, dereud facilis est er expedit distinct. Nam liber te conscient to factor tum porum legum odioque civiuda. Et tam neque pecun modut est neque nonor et imper neh ligid met, consectetuer adipiscing elit, sed ut labore et dolore magna aliquam makes one wonder who would ever read this stuff?

January 17, 2003

With warmest regards,

John Doe
Director


LETTERHEAD LAYOUT OPTION 2: STACKED BRANDMARK

For all stationery, the University has established an online storefront with Pugs Print for letterhead, envelopes and business cards preformatted with the University logo and word mark. To place your order, please visit:


The layout and design of University Stationery items cannot be altered or modified in any form. Stationery fonts, logos, and designs are all to be produced with adherence to the University Graphic Identity Manuals. For more information, please contact marketingservices@albany.edu.
THE BUSINESS CARD LAYOUT USES THE FLUSH-LEFT BRANDMARK ONLY

For all stationery, the University has established an online storefront with Pugs Print for letterhead, envelopes, and business cards preformatted with the University logo and wordmark. To place your order, please visit:


The layout and design of University Stationery items cannot be altered or modified in any form. Stationery fonts, logos, and designs are all to be produced with adherence to the University Graphic Identity Manuals. For more information, please contact marketingservices@albany.edu.

1 COLOR

ALL BLACK

UNIVERSITY AT ALBANY
State University of New York

John Doe
Director, Office of Undergraduate Admissions

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

TEL: 518-437-5020
NEW: 518-442-5383
www.albany.edu

2 COLOR

UNIVERSITY AT ALBANY
State University of New York

John Doe
Director, Office of Undergraduate Admissions

University Administration Building, Room 101
1400 Washington Avenue
Albany, NY 12222
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TEL: 518-437-5020
NEW: 518-442-5383
www.albany.edu

PRESIDENT AND CABINET

UNIVERSITY AT ALBANY
State University of New York

John Doe
Vice President for University Advancement

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

TEL: 518-437-5020
NEW: 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
text lines up with first line of address
ENVELOPES

For all stationery, the University has established an online storefront with Pugs Print for letterhead, envelopes and business cards preformatted with the University logo and word mark. To place your order, please visit:


The layout and design of University Stationery items cannot be altered or modified in any form. Stationery fonts, logos, and designs are all to be produced with adherence to the University Graphic Identity Manuals. For more information, please contact marketingservices@albany.edu.
TRADEMARKED WORDMARKS AND LOGOS FOR MERCHANDISE

All wordmarks, brandmarks, or logos that appear on merchandise intended for sale or to be given away must go through and be approved by the University Licensing and Trademarks Office.

Learfield Licensing Partners/IMG negotiate and administer licenses with manufacturers that wish to produce merchandise using the University name and marks. You must use a licensed vendor when producing merchandise on behalf of the University. Whether it is for internal or external use, using State, IFR, Research Foundation or University Foundation funds, vendors must be on the approved vendor list in order to fulfill your request. If the vendor you wish to use is not licensed, contact the Licensing and Trademarks Office.

A complete list of vendors who are licensed can be found at: https://www.albany.edu/purchasing/assets/UAlbany_Client_Vendor_List.pdf
# USE ONLY APPROVED TYPEFACES AND FONTS

**HEADLINES**

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Janson 55 Roman</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
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<tr>
<td></td>
<td>1234567890!#$%^&amp;*()_+{}?</td>
</tr>
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</table>

**TRAJAN PRO REGULAR**

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
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<tbody>
<tr>
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<td></td>
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<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
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</tr>
<tr>
<td>1234567890!#$%^&amp;*()_+{}?</td>
<td></td>
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</tbody>
</table>

**TRAJAN PRO BOLD**

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
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<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>1234567890!#$%^&amp;*()_+{}?</td>
<td></td>
</tr>
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</table>

**RATIONAL DISPLAY SEMIBOLD - ALL CAPS ONLY**

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>1234567890!#$%^&amp;*()_+{}?</td>
<td></td>
</tr>
</tbody>
</table>

**FOR EMPHASIS WITHIN BODY COPY:**

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Janson 56 Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
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<td></td>
<td>1234567890!#$%^&amp;*()_+{}?</td>
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</tbody>
</table>

**TRADE GOTHIC LT STD BOLD CONDENSED NO. 20 - ALL CAPS ONLY**

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>1234567890!#$%^&amp;*()_+{}?</td>
<td></td>
</tr>
</tbody>
</table>

**FOR SUBHEADS OR ADDED EMPHASIS**

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
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</tr>
<tr>
<td>1234567890!#$%^&amp;*()_+{}?</td>
<td></td>
</tr>
</tbody>
</table>

**BODY COPY**

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Janson 55 Roman</td>
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</tr>
<tr>
<td></td>
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</tr>
<tr>
<td></td>
<td>1234567890!#$%^&amp;*()_+{}?</td>
</tr>
</tbody>
</table>

**Trade Gothic LT Std Regular**

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
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<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>1234567890!#$%^&amp;*()_+{}?</td>
<td></td>
</tr>
</tbody>
</table>

**Trade Gothic Oblique**

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
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<td>1234567890!#$%^&amp;*()_+{}?</td>
<td></td>
</tr>
</tbody>
</table>

Type specimens and use cases listed above are shown at right. The use of stolen or bootleg typefaces is against University Policy. Please contact Marketing Services at 518-956-7940 or email marketingservices@albany.edu for information about obtaining University approved typefaces.