



UNIVERSITY AT ALBANY

State University of New York

Quick Reference Style Guide

The complete UAlbany Visual Identity Standards can be found at albany.edu/communicationsmarketing

Name

✓ “University at Albany” or “UAlbany”

⊘ Never use:

- “UA”
- “SUNY Albany”
- “SUNYA”
- “University OF Albany”
- any other iteration

✓ “Great Dane” or “Great Danes”

⊘ 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, 100% white and gray.

Institutional Brand Marks

Please reference the [UAlbany Visual Identity Standards Manual](#) for additional color and layout variations for both brand marks.

Minerva



UNIVERSITY
AT ALBANY

State University of New York

This is our primary brand mark and is typically used when content relates to the Academic profile of the University.

Split A



This is our alternate brand mark and is typically used when content relates to the Athletics profile or Student Life of the University.

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

Fonts

Public Sans

Janson Text

RATIONAL DISPLAY

Photos

University photography can be viewed and downloaded from: ualbanyphotos.com