

COMMUNICATIONS & MARKETING

The Office of Communications and Marketing works to build awareness of and support for the University at Albany through strategic efforts targeted to reach key audiences. A major goal is the recruitment of well-prepared students and faculty who will further strengthen UAlbany's academic programs.

Through all its communications and marketing, the office advances "The World Within Reach" branding initiative. This campaign is built on UAlbany's signature characteristics: life-enhancing research and scholarship, strategic location, modern vision, diversity that enriches learning, and excellence at a great value.

There is a world of opportunities at the University at Albany, and the Office of Communications and Marketing seeks to spread the word far and wide.

THE W  RD WITHIN REACH

UNIVERSITY AT ALBANY

State University of New York

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 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 new typeface.

The signature forms the foundation upon which the entire Graphic Identity Program 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 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 WORLD WITHIN REACH

UNIVERSITY^{AT}ALBANY
State University of New York

EXECUTIVE COMMUNICATIONS

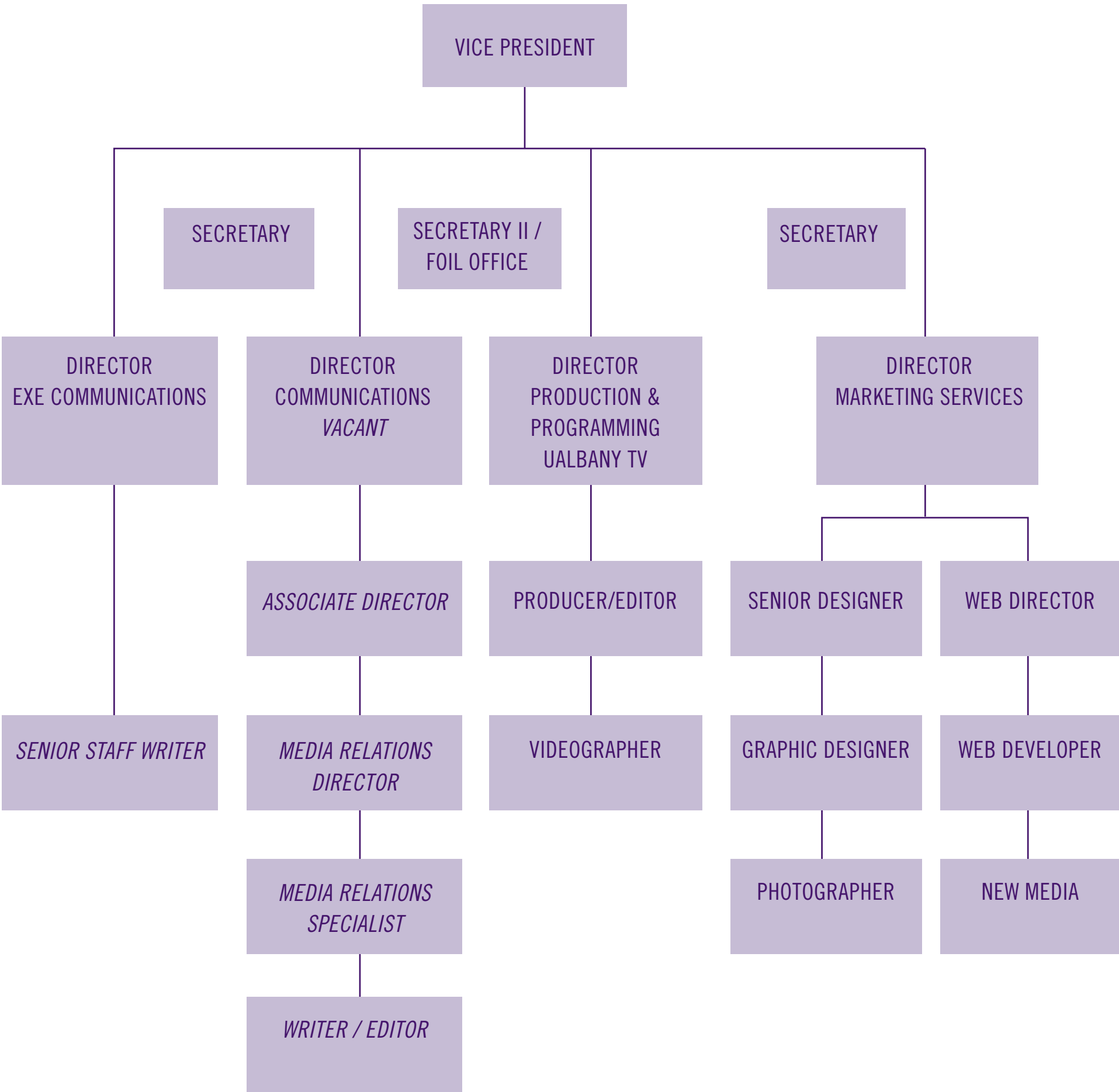
COMMUNICATIONS

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MARKETING SERVICES

THE W ORLD WITHIN REACH

COMMUNICATIONS & MARKETING
ORGANIZATION CHART





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