Brand Usage Guidelines

University Auxiliary Services at Albany (UAS)
Dear Colleagues,

Updated brand usage guidelines for University Auxiliary Services at Albany (UAS) have been developed for the benefit of everyone connected with the agency. These guidelines provide information and set the standards for using the UAS name, logo, typefaces, and other design elements. They are aimed to function as a tool for all involved parties to understand the correct use of the valuable UAS brand. Please read them carefully. The guidelines should be adhered to by all those preparing communication materials, both inside the agency and by any outside partner organization. This will ensure that the messages, spirit, and visual identity of UAS are explicitly communicated on every occasion. Most importantly, these guidelines will also ensure that all marketing efforts reflect the common spirit of innovation, curiosity, and commitment embodied in our mother institution, UAlbany. When we communicate with the campus community —whether through print, digital, merchandising, or social media—we should present ourselves with a powerful, unified voice—a voice describing services that are modern, dynamic, confident, and inclusive -- like the University we are here to serve.

Do not hesitate to ask if you need any further advice or assistance.

Thank you for your compliance.

Michelle Bowen
Sr. Director of Marketing and Communications
mbowen@albany.edu
518-442-7535
Contents

Who We Are ................................................................. 04
Brand Management ..................................................... 05
The UAS Identity .......................................................... 07
The UAS Font .............................................................. 18
Brand & Logo Colors .................................................... 20
The UAS Name & Usage .................................................. 22
Video ........................................................................ 26
Accessibility Requirements (EITA) ................................. 28
Contact Information ....................................................... 29
About UAS

Who we are

University Auxiliary Services (UAS) is a nonprofit organization that provides a variety of services to enhance campus life. UAS oversees 15+ services, primarily by securing and managing local and national contracts.

MISSION:* University Auxiliary Services (UAS) invests in and provides services that enhance the educational, research, learning, and living experiences of the University at Albany community.

CORE VALUES:
ACCESS: To enable individuals to pursue learning, research, and service regardless of economic, societal, or physical factors.
INTEGRITY: To be committed to—and expect from all—honesty, transparency, and accountability.
INCLUSIVE EXCELLENCE: To value the diversity of all forms, academic freedom, and the rights, dignity, and perspectives of all individuals.
COMMON GOOD: To work collectively and collaboratively to benefit our communities—and create a sustainable way of life on earth.

*The UAS Strategic Plan can be viewed online at www.albany.edu/uas/bod.php.
1.0 Brand Management
1.0 Brand Management

1.1 Approval Process

All uses of the UAS logo or any other element of the brand identity are subject to an approval process. An item is not approved unless it has been approved via email or on Basecamp. The approval process is important as it ensures that the many vendors using the brand identity do so in a consistent manner that will help build a strong UAS Brand. As a general guiding principle, no creative flexibility exists in the application of the logo or its font specifications. Some creative possibilities exist with the use of the logo color options, but only as indicated below.

All approvals and questions in connection with the identity should be addressed to:
Michelle Bowen, Sr. Director of Marketing and Communications
mbowen@albany.edu
518-442-7535
2.0 The UAS Identity

2.1 The Logo

The UAlbany split A was redesigned for a cleaner look and has been incorporated into the UAS logo. The following updated logos are the permanent UAS logos that graphically represent the spirit of UAS and UAlbany:

- CENTERED LOGO
- LEFT-ALIGNED LOGO
2.1 The Logo

Guidelines for proper use of the logo are as follows:

1. The logo is to be used on all correspondence, publications, signage, advertising, merchandise and other marketing, development and public relations materials. It should appear on the front page of all UAS publications, including brochures, flyers, etc.

2. The logo should be in its entirety. The logo includes both the block abbreviation and the name of the agency, used in the specified colors. The elements are inseparable and unalterable. No additional elements may be added. In addition, it is not permissible to change the typeface of the logo or alter the proportion or composition of the logo in any way.

3. In general, the following is permitted:
   - Use of logo color variations (see the following page)
   - Limited shadowing effects, only for practical reasons.
   - Independent use of the words “University Auxiliary Services at Albany”.

4. The following is not permitted:
   - Re-arrangement of the elements of the logo.
   - A haze effect around the logo.
   - No 3rd party logos should appear in close proximity to the UAS logo.
   - No graphic elements added to the logo to create a separate composite logo.
   - No 3-D effects.
2.0 The UAS Identity

2.1 The Logo

There are 3 distinct color versions of the logo. The alternatives of the logo include mixed color combinations and black/white logo. No additional elements may be added.
2.0 The UAS Identity

2.1 The Logo
If the application you are working on does not lend itself to using a graphic (i.e., the official logo), the name of the agency may be used to identify UAS. The font used must be Public Sans bold or Arial bold. The acceptable versions:

UNIVERSITY AUXILIARY SERVICES AT ALBANY
UNIVERSITY AUXILIARY SERVICES AT ALBANY (UAS)
UAS

The following is not permitted:

The use of "SUNY" in any combination of the name of the University
2.0 The UAS Identity

2.1 The Logo

All versions and formats of the logo are provided via the Marketing & Communications Department.

The three formats are:

- **EPS**
  A high resolution vector for professional and high-end printing.

- **PNG**
  A high resolution file with a transparent background.

- **JPG**
  A low-resolution file acceptable for electronic materials, such as Web pages or PowerPoint presentations.
2.0 The UAS Identity

2.2 Logo Size & Placement

The size of the logo can vary, but must maintain the proportions between the graphic and type elements. In any instance, the minimum size of the official logo can be no smaller than 3/4 of an inch by 1 3/16 inches.

When designing printed materials using the logo, consideration must be given to leaving ample blank space around the logo. This is for optimum recognition and readability.
2.0 The UAS Identity

2.2 Logo Size & Placement

**Placement on a page:** As a graphic element, the logo should be part of the overall design of a page, to readily identify the agency. As such, it should typically appear at the top or bottom of a page.

**Scale:** Use the logo in appropriate proportion to the rest of the design. Making it too small diminishes the ability to readily identify the agency. A logo rendered too large is like shouting.

**Standard guidelines:**
- 4” x 9” tri-fold: logo should be about 2-1/2” wide.
- 8-1/2” x 11” single sheet: logo should be no more than 3-1/2” wide.
- 11” x 17” poster: logo should be no more than 4” wide.
2.0 The UAS Identity

2.2 Logo Size & Placement

The logo should always be used in the correct color and size, no smaller than the business card logo size (3/4” x 1-3/16”). Always on the first page of major categories/sites. Use the logo as a link back to UAS Home Page. Never use the UAS logo or elements of it as a background or watermark.

Use of the Logo in PowerPoint or Slide Presentations: In a slide show, the logo must appear on the first slide, at a minimum. If the logo appears in the slide template, it is acceptable for the logo to appear on each slide.

Detachable Documents: If a portion of the written materials (e.g., one page of a handbook) is designed to be detached for further reference or distribution, the logo must be included on the detached portion.

Social Media Graphics: In a social media graphic (with the exception of a photograph) the UAS logo or, UAS co-branded logo for vendors (see section 2.4), must be included. Please refer to the UAS Social Media Handbook for more guidelines. The handbook will be provided upon request and on the UAS website.
2.0 The UAS Identity

2.3 UAS Service Icons

Service icons are available on the UAS SmugMug account or provided upon request by the UAS Marketing & Communications Dept. Additional color variations exist in the secondary color, white, and black.
2.0 The UAS Identity

2.3 UAS Service Icons

Keep in mind when pairing color combinations for service icons to use contrasting colors to promote visibility (examples below).
2.0 The UAS Identity

2.4 Partner Co-Branded Logos

The UAS Marketing & Communications Dept. has developed co-branded logos that are to be used by all partners when creating their own collateral. If you do not currently have your cobranded logo, please contact the marketing department. Also, a variety of color combinations are possible. Please check with the marketing department if you need an alternate color combination.

Each vendor partner should review their agreed-upon marketing, promotion, and in-kind contract terms.
3.0 The UAS Font

PRIMARY FONT USAGE

The permanent font to be used on all brand communication materials is Public Sans. Public Sans is used in the logo and can be used in text.

Public Sans bold 12 point (for headlines)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Public Sans bold 10 point (for sub headlines)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Public Sans bold 10 point (for sub headlines)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
3.0 The UAS Font

SECONDARY FONT USAGE

Arial bold 12 point (for headlines)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial regular bold 10 point (for sub headlines)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial regular 10 point (Body Text)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial regular 11 points (for sub headlines)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
4.0 Brand/Logo Colors

Below is the color family for the UAS logo. These two colors should be used whenever printing the colored logo. When these color choices are not available, please ask your vendor or printer to print in black and white.

UALBANY PURPLE
WEB HEX CODE #46166B
Pantone Matching System #269
CMYK 78, 100, 0, 33
RGB 70, 22, 107

UALBANY GOLD
WEB HEX CODE #EEB211
Pantone Matching System #124
CMYK 0, 28, 100, 6
RGB 238, 178, 17

It is important to consider how the logo will look against the background you are using, paying particular attention to how color is used in other elements surrounding the logo. Avoid backgrounds with textures or mid-tones. Avoid choosing background colors that clash with the colors of the logo.
4.0 Brand/Logo Colors

4.1 Black & White

In many instances, we can’t afford color printing, or it isn’t appropriate. Much of UAS’s internal communications use the photocopier. In these instances, the black/white logo should be used. A grayscale version of the color logo is permissible only for specific design purposes and if professionally printed.
5.0 The UAS Name & Usage

LEGAL NAME:

University Auxiliary Services at Albany, Inc.

Alternative options are:

University Auxiliary Services at Albany
University Auxiliary Services at Albany (UAS)
UAS
5.0 The UAS Name & Usage

UAS website should be written as follows on all written materials in lowercase letters:
www.albany.edu/uas

NOT:
www.Albany.edu/UAS   www.Albany.edu/Uas

The agency acronym is: UAS
5.0 The UAS Name & Usage

Below are a few key terms specific to our community.

**UAlbany** – not ualbany, u albany, UA, SUNY, or SUNY Albany

**Great Danes** – not Danes

**UAlbany Dining** – not Sodexo, UA Dining, SUNY Albany Dining, UAS Dining

**University Bookstore** – not Campus Bookstore, College Bookstore, B&N, Barnes & Noble

**UAlbany ID Card** – not SUNYCard, UA ID Card

**ID Card Office** – not SUNYCard Office

**UAlbany SEFCU branch** – when referring to the physical location to avoid confusion with SEFCU Arena and Fitness Center

**CBORD Mobile ID App** – not Mobile ID App, Mobile ID, ID App

**GET Food App** – not GET App, food app, or any other combination
If you work directly for UAS, your email signature should be written in the following format in Arial 10 point with the social media icons linked to the appropriate UAS social media channels:

Michelle D. Bowen  
Sr. Director of Marketing and Communications  
University Auxiliary Services at Albany  
1400 Washington Avenue  
Indian Quad Dining Hall B-28  
Albany, NY 12222  
Tel. 518.442.7529  
Cell 518.888.4008  
Albany.edu/uas
6.0 Video

6.1 Titles and Captions

When producing an interview-style video make sure the subject is accurately named in the video in the following format:

Sample Name
Sample Title

Font: Public Sans Bold
Color: White (a drop shadow may be added for visibility purposes)

Captions must be embedded in the video if it will be distributed online for SUNY EIT compliance.
6.0 Video

6.2 UAS Branding

Every video produced for UAS must have the UAS logo reveal added to the end. If the video is produced by a partner, then a png co-branded logo may be added before the UAS logo reveal clip.

The clip is available on the UAS SmugMug account or can be provided upon request by the UAS Marketing & Communications Dept.
6.0 Accessibility Requirements

To comply with ADA standards please ensure that the following rules are abided by in designs, videos, website, and other material:

- Provide text equivalent for non-text elements
- Link text describes the destination of the link and are distinguishable
- Images used as links have alt text indicating link target
- Sufficient contrast between foreground color and background color
- Provide synchronized captions for audio-video content
- Provide descriptive audio for prerecorded audio-video and video-only content
- Make all functionality available from a keyboard
- Table header rows and columns are assigned.

Please reach out to the UAS Marketing & Communications Dept. for assistance with these requirements and refer to the SUNY EIT Digital Content Accessibility Standards Implementation Guidance for more details.
Contact Information

PHONE NUMBER: 518-442-7535
EMAIL ADDRESS: mbowen@albany.edu
WEBSITE: www.albany.edu/uas