



UNIVERSITY AT ALBANY
State University of New York

BRAND AND
MARKETING
GUIDELINES

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VISUAL
IDENTITY
STANDARDS

Welcome to our Brand Guidelines and Visual Identity Standards

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,
Fardin Sanai
Vice President, University Advancement
University at Albany, State University of New York

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**Our mission
is to empower
our students,
faculty and
campus
communities
to author
their own
success.**

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 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. ■

What are brand promises? They're pledges made to the world. These are ours.

UNLEASHING INDIVIDUAL POTENTIAL

We unleash the individual potential that rests inside each member of our community. Through academic challenges that relate to the real world, work experiences they can actually put on a resume, and an authentically diverse community that emboldens new perspectives. We grow students who are ready to take on the world. We know a degree can be affordable and impactful. We know greatness can arise in the most unexpected of places.

WHO WILL FIT IN HERE?

The untapped leaders. The underestimated. The fighters.

WHAT DOES THIS LOOK LIKE?

Bold, optimistic, confident, determined

WHAT ARE THE STORIES?

Students and alumni rising from difficult life experiences, first-generation students, beating the odds, comebacks, meaningful career preparation (drones, archeological dig, etc.), graduation and outcomes imagery, alumni success

INCLUSIVE EXCELLENCE

We are among the most diverse public research universities in the nation. Our scholarship has long focused on social justice and human rights. Our legacy of advocacy was forged in the hearts of legendary alumni like Harvey Milk and grows with each graduating class. Our mission is to use the intelligence and fortitude of this community to build communities of inclusion—on our campus and much, much further. We strive to create a UAlbany experience that mirrors the diversity of the future workplace. We don't create a bubble around our students where everyone looks, acts, and talks the same. Rather, we want to create a community where the views and experiences of others are celebrated and respected.

WHO WILL FIT IN HERE?

The boundary pusher. The new-horizon seeker. The open and accepting.

WHAT DOES THIS LOOK LIKE?

Authentic diversity (never contrived), active collaboration, open

WHAT ARE THE STORIES?

Inclusion efforts, student clubs and activities, student and faculty advocates and thought leaders, meaningful collaboration, clear and unforced inclusion (events, residential life, athletics, student activities), social justice research and learning

EDUCATION AND RESEARCH FOR THE BETTERMENT OF ALL

We are the doers. We don't wait for permission. With rolled up sleeves, our graduates are using their education to be the change they want to see in the world. They don't get an education simply to better themselves. They come to UAlbany to get an education that allows them to change their community—from the inside out. They see the problems and they want to be part of their solution, not simply rise above them. Our researchers discover tangible solutions to the problems that face the entirety of humanity. We are a public research university with a focus on protecting the vulnerable. The findings in our laboratories and centers are leading the change society needs.

WHO WILL FIT IN HERE?

The brave. The pioneer. The compassionate. The selfless. The doers. The change agents.

WHAT DOES THIS LOOK LIKE?

Physical, applied, focused, directly helping, passionate, determined, heroic, inspiring, emotional

WHAT ARE THE STORIES?

Puerto Rico hurricane relief, NYPD deputy chief, athletics performing community service, social welfare research in the field, CEHC disaster response training, hundreds of research examples out of nearly every academic unit with a clear place for CEHC, Social Welfare, Criminal Justice, SPH and Rockefeller ■

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:

BOLD
STRONG
INSPIRING
DETERMINED
AFFIRMATIVE
CREATIVE
OPTIMISTIC
ACTIVE
PASSIONATE
CONFIDENT

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

FOCUSING 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:

TURN PASSION INTO PURPOSE



student success, research excellence

TURN IDEAS INTO ACTION



research excellence, engagement and service

TURN ENERGY INTO ENGAGEMENT



engagement and service, internationalization

TURN KNOWLEDGE INTO KNOW-HOW



student success

TURN GRIT INTO GLORY



student success/athletics

TURN UNDERSTANDING INTO INCLUSION



diversity and inclusion

TURN GATEWAYS INTO GLOBAL



internationalization

TURN POSSIBILITIES INTO PROMISE



student success, research excellence

TURN DRIVE INTO DEGREE



student success

TURN INSPIRATION INTO INGENUITY



research excellence, engagement and service

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. ■



Merissa Lewis,
Biological Sciences Graduate student
at the Poger Lab of the RNA Institute.

**UNLEASH
GREATNESS**

UALBANY TURNS POSSIBILITIES INTO PROMISE.
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.

 UNIVERSITY AT ALBANY
State University of New York

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.

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. ■

OFFSET VERSIONS



STACKED VERSIONS



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, quickly identifiable, and will serve as a quick visual reminder that regardless of the 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 with a 97 degree interior angle.

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. ■

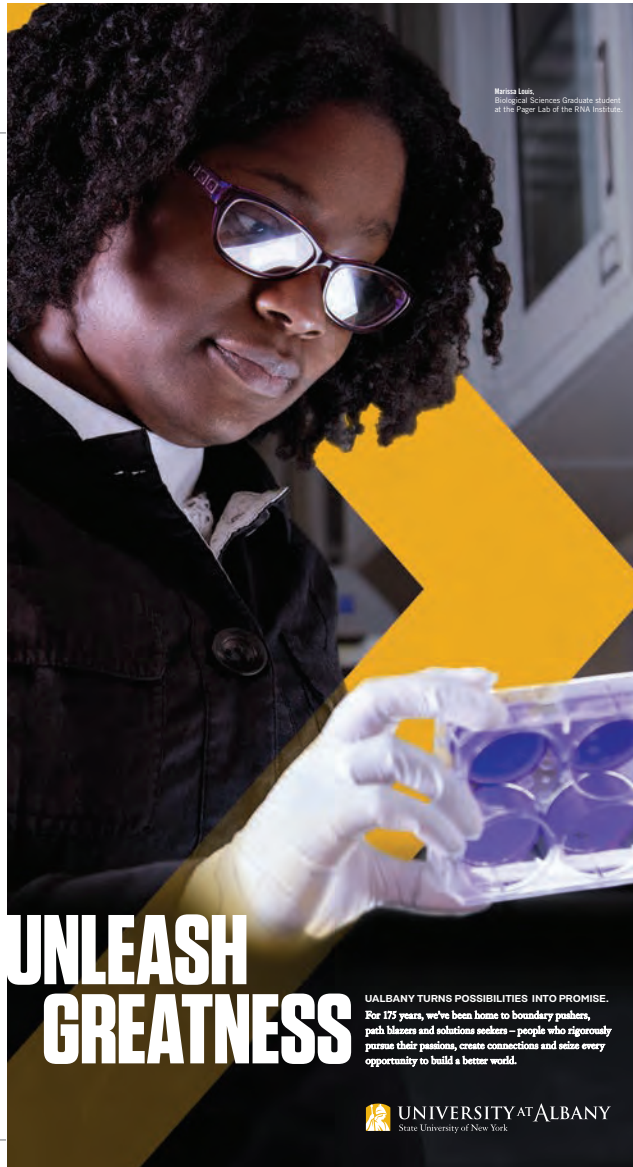


Using the chevron device to bring depth to our purpose

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. ■



It's not rocket science, but it's close

MAINTAINING THE APPEARANCE OF THE CHEVRON DEVICE

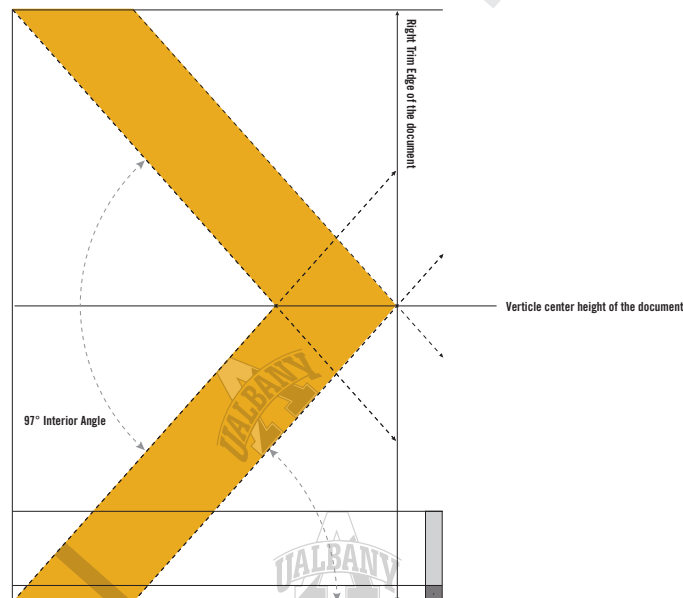
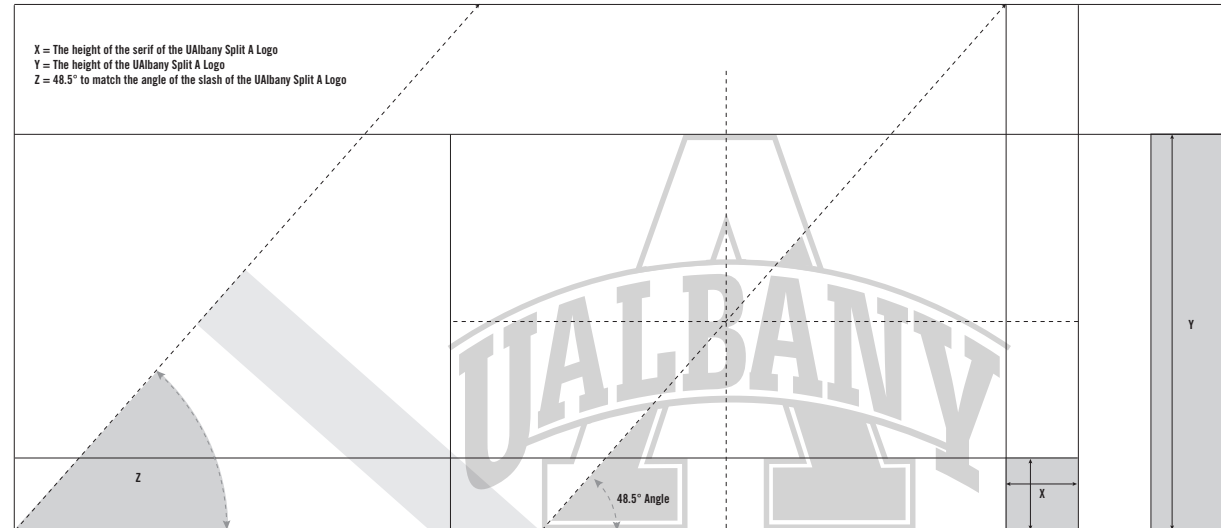
The chevron device's width and placement are not arbitrary. The UAlbany Split A serves as the basis for the device. There is a formula for every placement. It has been carefully crafted to deliver maximum impact.

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
- › $Z = 48.5^\circ$ to match the angle of the color slash of the UAlbany Split A Logo

The exterior point of the chevron is formed at the verticle center (50% of the overall verticle 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. ■



Fig. A



Fig. B



Fig. C

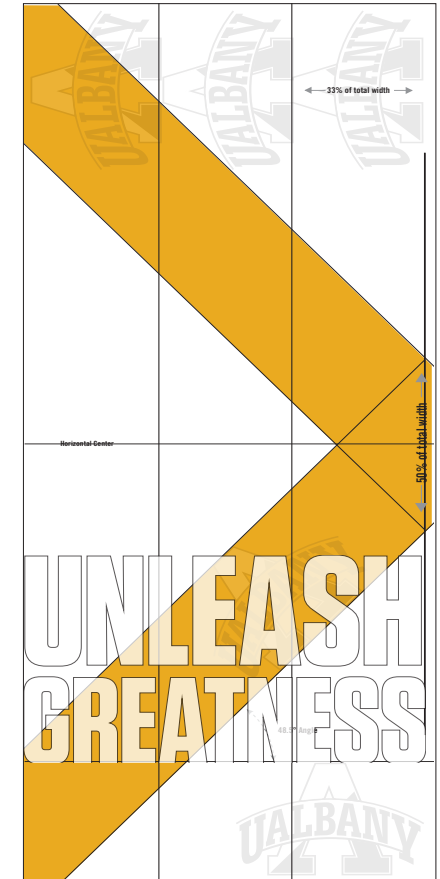


Fig. D

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.

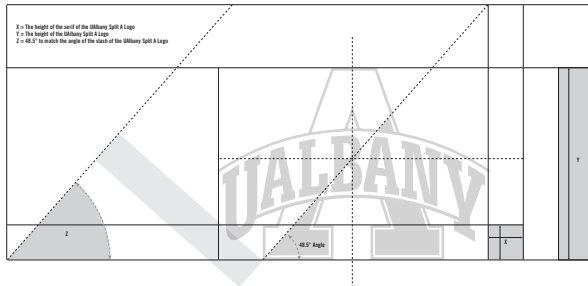
These are guidelines and can not anticipate every design need. If you need assistance in determining what size or how to use the chevron device, please contact marketingservices@albany.edu. ■



The chevron formula is just the beginning

USING THE SYSTEM TO CREATE VARIATION

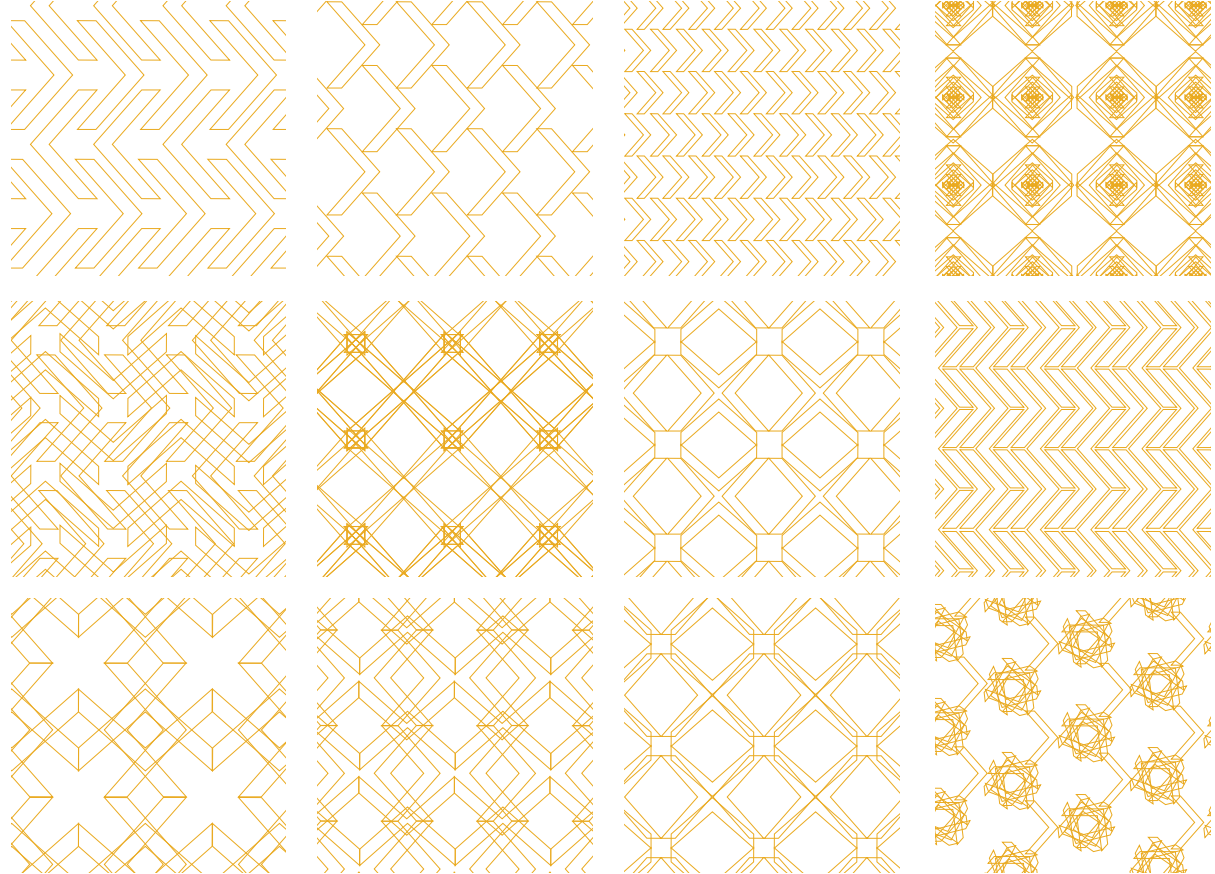
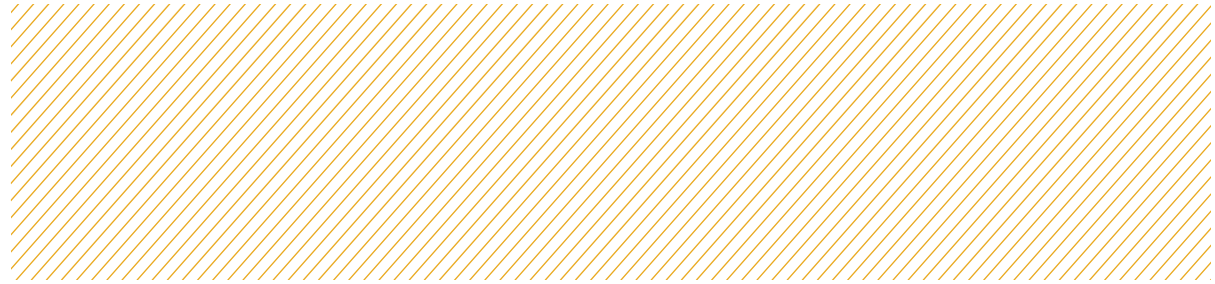
Using the chevron device all the time can get pretty boring, pretty fast. Using the chevron form can add visual variation to design while re-enforcing our brand in subtle (or not so subtle) ways.



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 UAlbany 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. ■*



Building brand identity through the use of color

UAlbany 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.

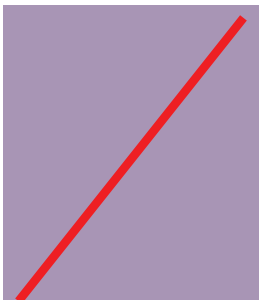
In the rare case where standardized color swatches are the only choice and our specific purple or gold can't be color matched, such as when using novelty vendors, make every attempt to find the closest match. If a standard color is unavailable, consider white, gray, or black.

THE USE OF TINT EFFECTS

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%) when used alone. The only permitted use of a tint of the UAlbany color is when it is combined with a value of 100% of the color for effect. The word images shown to the upper-right are one example. The diagonal texture pattern shown at lower-right is another example. Note in both examples, the primary value of the UAlbany colors are at 100%.

Never use screened values of the UAlbany colors alone unless they are used for emphasis. Text blocks would be one example. ■

INCORRECT USAGE



This is a correct example of using a screened value of a UAlbany color to emphasize text.

The example shown at left is not used to emphasize text, an illustration, or a photograph. It is an incorrect use of a screened UAlbany color.

UALBANY PURPLE

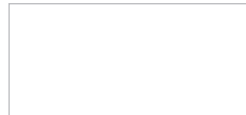


PMS: 269
CMYK: 78, 100, 0, 33
RGB: 70, 22, 107
Web/Hex: #46166b

BLACK



WHITE



UALBANY GOLD



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

GRAY (50% BLACK)

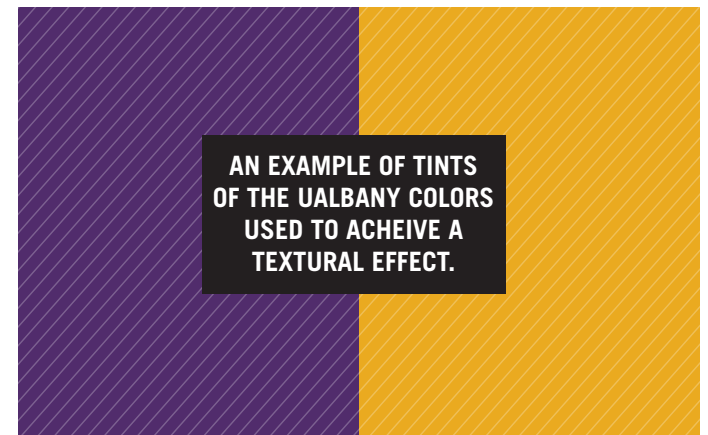
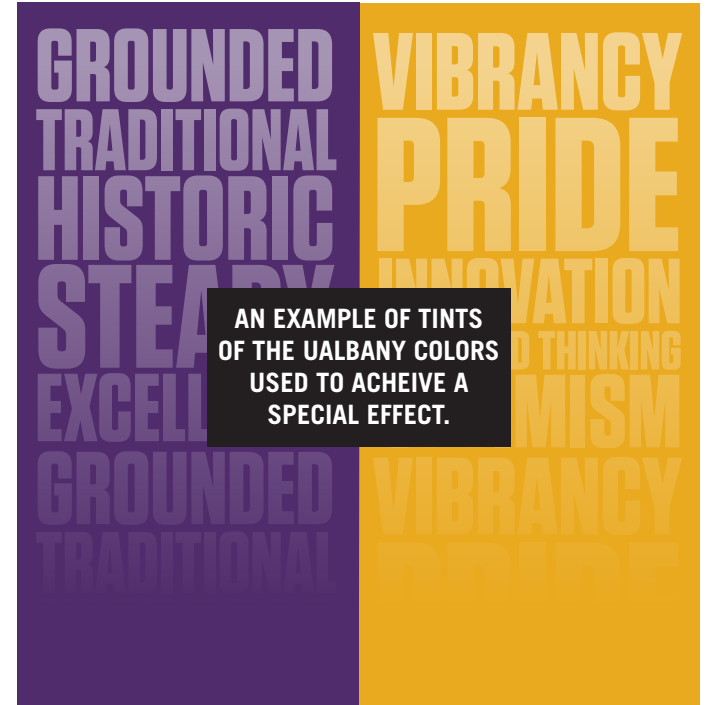


UNIVERSITY PRESIDENT AND CABINET ONLY



PMS: 872
CMYK: 0, 25, 56, 51
RGB: 133, 113, 77
Web/Hex: #85714D

EXAMPLES OF ACCEPTABLE UALBANY COLOR TINT EFFECTS



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. UAlbany Gold is embraced to inject vibrancy and energy into the UNLEASH GREATNESS campaign in all executions. ■

Use
UALBANY PURPLE
to represent these concepts:

GROUND
ED
TRADITIONAL
HISTORIC
STEADY
EXCELLENCE

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

Use
UALBANY GOLD
to represent these concepts:

VIBRANCY
PRIDE
INNOVATION
FORWARD THINKING
OPTIMISM

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

Be bold, be strong, be colorful, – be a Great Dane

When using the UAlbany colors, keep them bold and strong because they truly reflect the values of our personality as an institution:

WE ARE PASSIONATE:

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

WE ARE ASPIRING:

Energetically reaching for greater possibilities within ourselves and others.

WE ARE CREATIVE:

Harnessing the power of great ideas to imagine great solutions.

WE ARE EMPOWERED:

Inspired and supported to be actively engaged in addressing society's greatest needs.

WE ARE DETERMINED:

The relentless belief that greatness can and will make a better world. ■



A picture is worth a thousand words— a thousand times over

We are fortunate to spend our days on one of the most beautiful and unique campuses in the country. We are also fortunate to have award winning photographers on staff to help you capture the moments that make the University one of the most culturally diverse R1 Institutions in the nation. Sometime you may need to capture images on your own. Here are a few of the basic concepts to keep in mind.

SOME BASIC RULES

Emotional, strong, interesting, authentic photography communicates the personality of our campus and our people. By providing a visual perspective on the University at Albany as a community, our photography should reflect the vibrancy of our brand.

- › Images should be inspiring, distinctive, and thought provoking.
- › Imagery should resonate with the intended audience:
 - prospective students,
 - current students,
 - parents,
 - alumni,
 - donors, and others in the broader audience.

MOOD AND STYLE

The mood and style of the photography should be rich and editorial in style, with a contemporary feel. Our market research has shown that if an image looks or feels like a stock image, it is disliked by our target audiences. Images should feel active and upbeat, and stress interaction between students or between students and faculty/staff. Hands-on learning experiences are always great opportunities for photos. Also important is maintaining negative space in the composition. Students from a range of backgrounds and experiences should be represented, and portrayed as positive, focused, and committed to their education.



PHOTOGRAPHY OF PEOPLE

Photography attributes include:

- › *Diversity and inclusion that is:*
 - representative of our student body and faculty
 - reflects the inclusive history of the Institution
- › *A strong focal point to help the viewer understand*
- › *what the image is about*
- › *Rich, saturated color*
- › *Vibrant subjects and settings*
- › *People should always front and center*
- › *Un-posed subjects*
- › *Subjects in the act of doing*
- › *Positive, authentic emotion*
- › *A sense of aspiration, lifting, upward trajectory in photos*

Visual movement should lead the eye to the right



PHOTOGRAPHY OF BUILDINGS AND LANDSCAPES

We are fortunate to spend our time in and around:

- › *A historic, architecturally significant Uptown campus;*
- › *A storied, richly detailed, and classically traditional Downtown campus,*
- › *A diversly styled Health Sciences Campus.*

All are unique to the University at Albany.

Photos of the campus should:

- › *Include people. In most cases, photos with people front and center are most successful.*
- › *A sense of scale relative to the setting*
 - *Majestic if photographing the openness of the Uptown Campus*
 - *Intimate if photographing in the Law Library, or a Lab*
- › *Be photographed in the best lighting possible*
- › *Do not be afraid to show pristine snow*
- › *Avoid flat mid-day light or overcast, gloomy light*
 - *Avoid mid-summer and mid-winter*
 - *Maximize our best seasons: fall and spring*



ADDITIONAL REQUIREMENTS:

- › Please shoot at the highest resolution possible
- › Raw, uncompressed files are preferred
- › Try not to crop in camera. Photos are often used in multiple configurations (horizontal, vertical, vignettted, etc.). Please give designers options.

COVID-19 NOTES

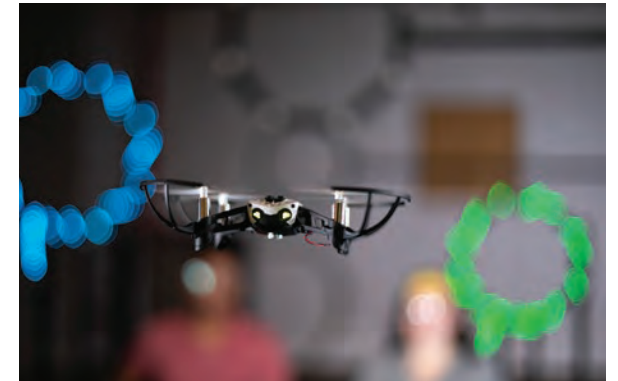
You must employ the following steps to ensure the safety of your crew and associates:

- › Face coverings are mandatory for everyone present at a photo/video shoot
- › Face coverings are required for all subjects if more than one person is being photographed at a time and a minimum distance of 6 feet cannot be maintained
- › A photo/video subject may temporarily remove their face covering only if all of the following are true:
 - Only one person is being recorded or photographed at a time
 - A minimum distance of 6 feet can be maintained
 - The photo/video subject returns their face covering as soon as the shoot is completed

For the full list of University approved guidelines, please visit:

albany.edu/communicationsmarketing/covid-19-procedures.php

If you need further assistance or need help with booking a photoshoot with Marketing Services' Digital Media Group, please contact marketingservices@albany.edu. ■



FULL COLOR

Keep our images as vibrant as our UAlbany community

We are very fortunate at UAlbany to have a remarkable combination of amazing people, a beautiful campus, and a very comprehensive image database that covers both. When using imagery, it is always preferred to keep the usage as close to the original as possible. To that end, the preferred use of all images would be full color.

THE USE OF TINT EFFECTS – JUST BECAUSE YOU CAN DOESN'T MEAN YOU SHOULD

We also understand that the reality of budgets does not always allow for the use of full color images. In those cases the recommended path is to keep the reproduction simple with either a traditional grayscale halftone or a PMS 269 halftone with a broad tonal range. ■

If you are shooting custom photography, please see pages 20-22 for image guidelines.



ONE-COLOR USE



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. ■





UNIVERSITY
AT ALBANY

State University of New York



VISUAL IDENTITY STANDARDS

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*
- › *SUNYA*
- › *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*
- › *Lady Danes*
- › *Dane*
- › *any other iteration*



SYMBOL OF THE UNIVERSITY: MINERVA

Since the University at Albany's beginnings as the New York State Normal College, Minerva, the Roman goddess of wisdom has been the institution's enduring symbol.

The figure of Minerva and the Latin motto, *Sapientia et sua et docendi causa* ("Wisdom, both for its own sake and for the sake of teaching") have appeared on the University seal since about 1913. Today, Minerva, wearing her distinctive helmet, continues to symbolize the University's proud past and long-standing reputation for educational excellence. ■

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*

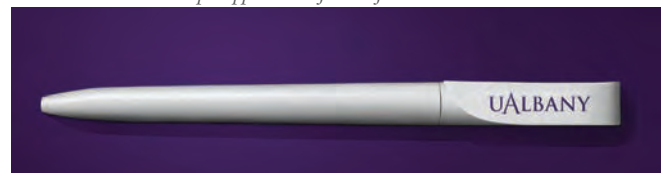
THREE WORDMARK USAGE STYLES

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 FORMAL WORDMARK-STACKED

UNIVERSITY
AT ALBANY

State University of New York

THE FORMAL WORDMARK-HORIZONTAL

UNIVERSITY AT ALBANY

State University of New York

THE INFORMAL WORDMARK

UALBANY

State University of New York

THE INFORMAL WORDMARK-PROMOTIONAL

UALBANY

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 FORMAL BRANDMARK-STACKED



THE FORMAL BRANDMARK-HORIZONTAL, FLUSH LEFT



THE FORMAL BRANDMARK-HORIZONTAL, STACKED



THE INFORMAL BRANDMARK-STACKED



THE INFORMAL BRANDMARK-HORIZONTAL, FLUSH LEFT



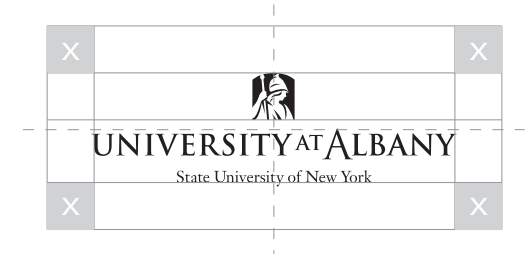
The “safe area” is for protecting the visual clarity of our brandmark

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. ■



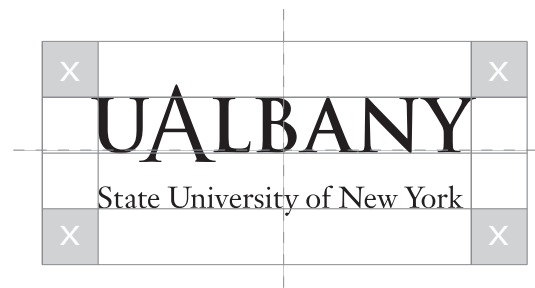
The wordmark “safe area”

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. ■



Building brand identity through the use of color

UAlbany 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.

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

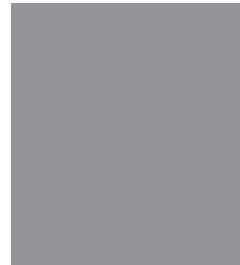


PMS: 124
CMYK: 0, 28, 100, 6
RGB: 238, 178, 17
Web/Hex: #eeb211

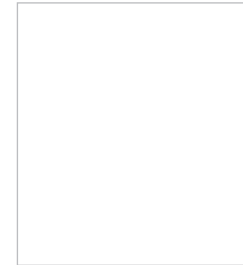
BLACK



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

UNIVERSITY
AT ALBANY
State University of New York

UNIVERSITY
AT ALBANY
State University of New York

UNIVERSITY
AT ALBANY
State University of New York

UNIVERSITY AT ALBANY
State University of New York

UNIVERSITY AT ALBANY
State University of New York

UNIVERSITY AT ALBANY
State University of New York

U ALBANY
State University of New York

U ALBANY
State University of New York

U ALBANY
State University of New York

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

INCORRECT USAGE
~~UNIVERSITY
AT ALBANY
State University of New York~~

INCORRECT USAGE
~~UNIVERSITY
AT ALBANY
State University of New York~~

~~UNIVERSITY
AT ALBANY
State University of New York~~

The wordmark must never be screened to any value less than 100%.

INCORRECT USAGE
~~UNIVERSITY
AT ALBANY
State University of New York~~

INCORRECT USAGE
~~UNIVERSITY
AT ALBANY
State University of New York~~

INCORRECT USAGE
~~UNIVERSITY
AT ALBANY
State University of New York~~

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.

INCORRECT USAGE



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.



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

PRINTING ON DARK PHOTOGRAPHS



THE 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 GOLD SYMBOL/WHITE TYPE LOGO IS THE ONLY LOGO THAT CAN BE USED ON DARK AREAS OF PHOTOGRAPHS. The logo should be placed in an untextured area of the photo. White should print behind the symbol and the type should reverse to white. ■

Legends don't have to die nor do they have to fade away

The legacy Split A will now be called the Display Split A. Due to contrast issues, the Display Split A should only be used for large scale applications such as buildings and vehicles with a minimum vertical height of 12 inches. Allowances will be made in regard to Alumni functions and any applications that relate directly to the history of the University at Albany. If you would like to use the Display Split A and are unsure about its usage, we're here to help. Please feel free to email us at marketingservices@albany.edu. ■



Display Split A



Primary Split A



We've got a new UAlbany A logo that's built on a history of greatness

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

Starting this year, Fall of 2020, we have built a new version of the Split A by looking at the history of the mark. Starting with the original "STATE" jerseys from the 1950s and moving forward through the 1990s and 2000s, we drew on the mark's proud UAlbany history. The Legacy Split A will now become the Display Split A and will be present and available for many years to come on buildings and other large-scale installations greater than 12 inches in vertical height. ■

STATE



1993-2003



2008-2020

The new Split A was built with 4 things in mind:

› **History**

The entirety of the mark should be able to demonstrate its connection to the mark's past. An evolution of the mark - not a revolution.

› **Legibility**

The rethinking of the low-contrast, outlined type that made "UAlbany" difficult to read. Greater contrast was added in the form of a typeface that echoes the original "STATE" jerseys to help with readability.

› **Reproduction**

The distinctive elements that gave the mark its style also made it hard to reproduce - especially at small sizes.

› **Pride**

The University at Albany is bold and proud. The mark was redesigned to reflect the strength and confidence of the proud history of our institution.

PRIMARY SPLIT A MARK



SECONDARY SPLIT A MARK

Previous versions of the Split A had difficulty when reduced. The secondary mark was created to allow users to have the ability to reproduce the mark at smaller sizes. The goal was to allow individuals and organizations to have greater flexibility in using the mark in a wide variety of applications, from print, to the web, to garments.



BUILT ON THE UNIVERSITY AT ALBANY BRAND LEGACY

The angle in the legacy Split A served as the basis of UNLEASH GREATNESS branding. It was only fitting to make sure the mark expanded on that thinking.





We've got game and The perfect mark for it: the UAlbany A logo

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 lighter 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 BACKGROUNDS THE ACCEPTED ONE-COLOR VERSIONS ARE:

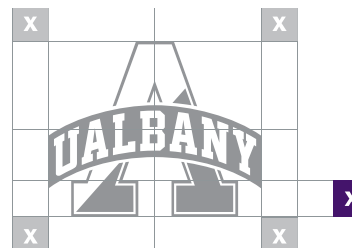
- > *UAlbany Purple*
- > *Solid black*

ON DARK BACKGROUNDS 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. ■



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



Taking the UAlbany mark out into 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 unit mark and UAlbany Split A unit mark are the approved logos to represent the University at Albany and all associated entities.

THE MINERVA UNIT MARK

Unit 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.

It is optimal for Minerva unit marks to maintain 1 line of text for the unit name. A maximum of 2 lines for the unit name is permitted in necessary cases. Unit marks are offered in 2 orientations: left-aligned and centered.

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. ■

MINERVA UNIT MARK EXAMPLES



Bringing the New Split A mark to the campus community

THE UALBANY SPLIT A UNIT MARK

Unit marks using the UAlbany Split 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.

With the redesign of the UAlbany Split A for visual clarity, a new approach was taken in the type treatment of the names of the organizations that use the mark. At this time, the use of the redesigned marks is not mandatory to allow them to be transitioned in over time to keep budgetary impact as minimal as possible.

It is optimal for Split A unit marks to maintain 2 lines of text for the unit name. A maximum of 3 lines for the unit name is permitted in necessary cases. Unit marks are offered in 2 orientations: left-aligned and centered.

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. ■

SPLIT A UNIT MARK EXAMPLES



CAMPUS
CENTER



CAMPUS
RECREATION



ORIENTATION
AND TRANSITION
PROGRAMS



STUDENT
AFFAIRS

Damien and The Great Dane brandmark

The Department of Athletics introduced new branding for the University mascot on July 22nd, 2020. Please visit

https://ualbanysports.com/documents/2020/7/21//UAlbany_BrandGuide_2020.pdf

for the full brand guidelines. ■



UALBANY

Legacy Damien and the Great Dane brandmark

With the launch of the new Great Dane brandmark, the legacy Great Dane brandmarks have been retired. Given the wide spread usage of the legacy mark on campus as well as with licensed materials in the marketplace, these marks will be phased out over time and do not need to be removed immediately - but they should not be replaced when they are removed.

Examples of the legacy Damien mark are shown at right. These logos featured the University mascot, Damien, a Great Dane dog. The primary Great Dane logo was the Damien Head. Secondary versions included Damien with the words “Great Danes University at Albany,” Damien with the UAlbany A or Full-Body Damien.

If you want to use the new Great Dane brandmark please visit:

https://ualbanysports.com/documents/2020/7/21/UAlbany_BrandGuide_2020.pdf

for the full brand guidelines. ■



The temporary construction barricade on the Lecture Center level is an example. It has a short usage cycle and does not need to be replaced, but it should not be used again in future construction projects.

LEGACY DAMIEN HEAD EXAMPLE



LEGACY FULL-BODY DAMIEN



LEGACY DAMIEN WITH GREAT DANES WORDMARK



LEGACY DAMIEN WITH LEGACY DISPLAY SPLIT A



Keep all informal marks away from our official wordmark – Minerva gets really 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. ■

INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



Sometimes Minerva needs to take the lead

DISPLAY LOGO

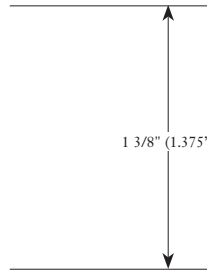
A special configuration of the logo is available that emphasizes the Minerva symbol. This configuration is designed for applications where a larger visual is desired e.g.: banners, displays, decorative applications.

DISPLAY LOGO CONFIGURATIONS

FORMAL VERSION



INFORMAL VERSION



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*.

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



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 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 is our most highly reserved mark

UNLESS IT IS AN OFFICIAL UNIVERSITY DOCUMENT, MEDALLION OR BUIDLING, 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 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.

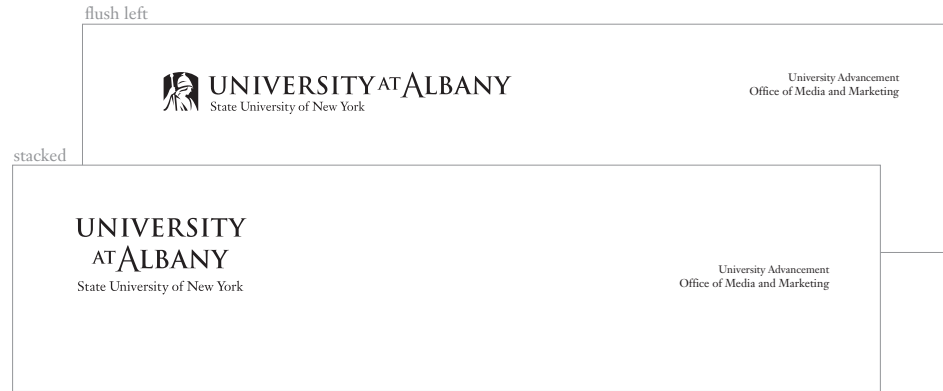
If it's the first impression, make it a strong one

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:

<http://pugsprint.com/albany-sign-in-page/>

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. ■

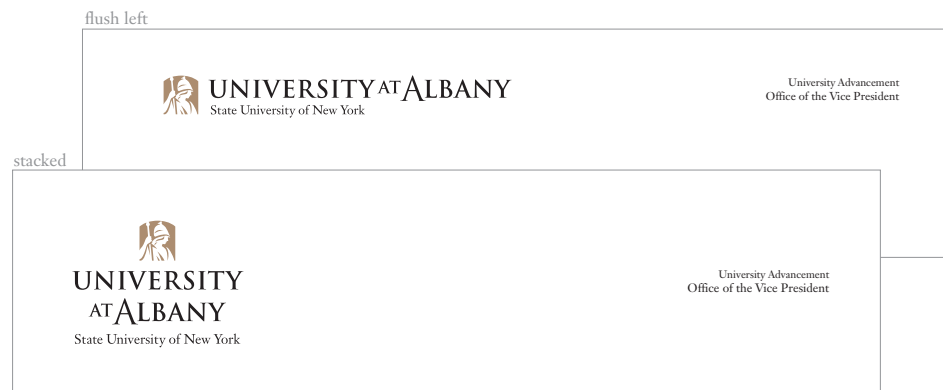
1 COLOR ALL BLACK



2 COLOR



PRESIDENT AND CABINET

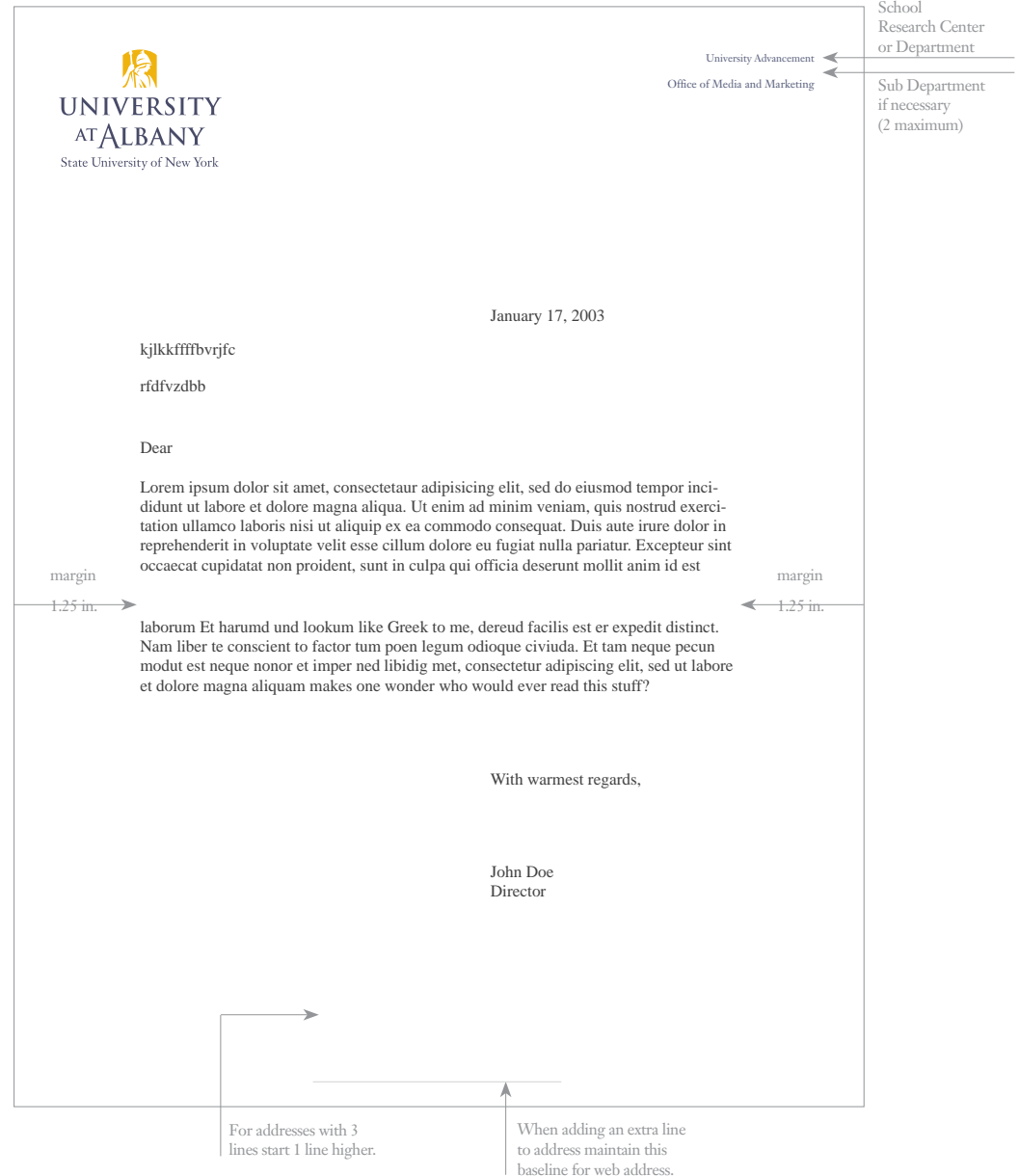


Letterhead layout option 2: stacked brandmark

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:

<http://pugsprint.com/albany-sign-in-page/>

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. ■



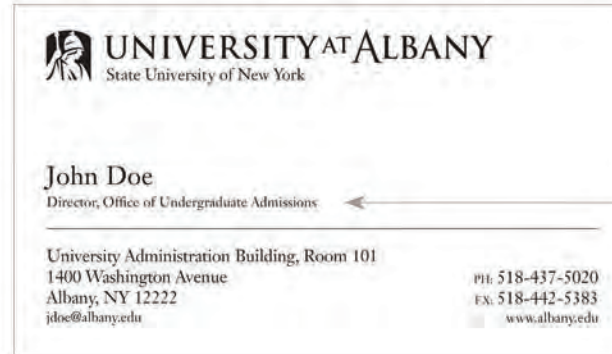
The business card layout uses the flush-left brandmark only

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1 COLOR ALL BLACK

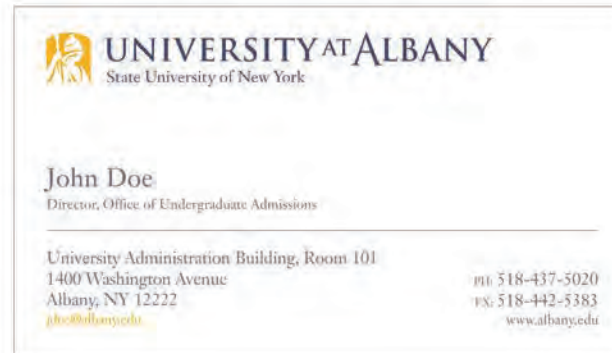


To add a 2nd title keep this line as the base and move name and first title up
Max: 2 lines for titles

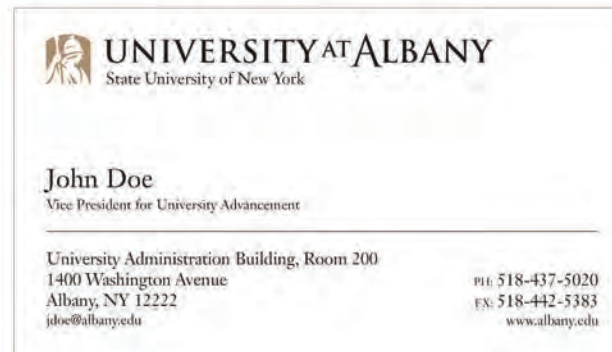
Do not move rule

For 4 line addresses: Place email under web address and move entire block up so phone number lines up with first line of address

2 COLOR



PRESIDENT AND CABINET



Envelopes

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**1 COLOR
ALL BLACK**



Division of University Advancement
Office of Media and Marketing
UAB 209
1400 Washington Avenue
Albany, NY 12222-0001

2 COLOR



Division of University Advancement
Office of Media and Marketing
UAB 209
1400 Washington Avenue
Albany, NY 12222-0001

**PRESIDENT
AND CABINET**



Division of University Advancement
Office of the Vice President
UAB 200
1400 Washington Avenue
Albany, NY 12222-0001

The primary UAlbany fonts help build our visual identity

USE ONLY APPROVED TYPEFACES AND FONTS

The only University approved type specimens are shown here. Any other typeface dilutes our brand and weakens our messages. If you want to use another typeface, please don't.

Please note that the use of stolen or bootleg typefaces is strictly against University Policy.

Please contact Marketing Services at 518-956-7940 or email marketingservices@albany.edu for information about obtaining University approved typefaces. ■

Janson

Janson is the name given to a set of old-style serif typefaces from the Dutch Baroque period, and modern revivals from the twentieth century. Janson is a crisp, relatively high-contrast serif design, most popular for body text.

Janson 55 Roman - for body copy and headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^and*()_+[]{}?

Janson 56 Italic – for body copy emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^and*()_+[]{}?

Janson 75 Bold – for body copy emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^and*()_+[]{}?

Public Sans

A strong, neutral typeface for interfaces, text, and headings. It was Developed by the United States Web Design System. It takes inspiration from geometric sans faces of the 20th century, as well as the original Franklins of the 19th, resulting in a hybrid typeface that retains a distinctly American style. Public Sans type is open source and is licensed under the SIL Open Font License, Version 1.1

In most cases, Public Sans will be replacing Trade Gothic. Below you will see the Public Sans use cases.

Body copy fonts:

Public Sans Thin - for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^and*()_+[]{}?

Public Sans Extra Light – for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^and*()_+[]{}?

Public Sans Light – for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^and*()_+[]{}?

Public Sans Regular – for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^and*()_+[]{}?

Public Sans Medium – for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^and*()_+[]{}?

Body copy emphasis fonts:

Public Sans Bold– for body copy emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^and*()_+[]{}?

Public Sans Bold Italic – for body copy emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^and*()_+[]{}?

Headline fonts:

Public Sans Bold– headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^and*()_+[]{}?

Public Sans Extra Bold – headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^and*()_+[]{}?

Public Sans Black – headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^and*()_+[]{}?

RATIONAL DISPLAY SEMIBOLD - HEADLINES (ALL CAPS ONLY WITH OPEN TRACKING)

RATIONAL IS A HIGHLY UTILITARIAN
FAMILY FOCUSING ON CLARITY AND
SIMPLICITY BY APPROACHING THE DESIGN
WITH A STRONG MODERNIST FUSED ATTITUDE.
- RENE BIEDERIN, DESIGNER OF RATIONAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^and*()_+[]{}?

It's all about style-typestyle

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Public Sans and Rational Display fonts should be used for the majority of marketing materials, specifically student-centered and undergraduate admissions materials. Working examples are shown below.

- › *Public Sans must be in the extra bold style and in sentence case.*
- › *Rational Display must be in the semi-bold style and in all caps. – Tracking should be set anywhere from 200-1000 depending on design.*
- › *Janson Text or Public Sans Light are the options for body copy. – Tracking should be set to -25, optical*
- › *Public Sans Light must be used as body copy in all digital applications. -- Tracking should be set to -25, optical*
- › *This group of fonts should always be used in conjunction with each other and no other fonts should be substituted.*

Public sans – black

RATIONAL DISPLAY

Janson Text - Jans sae. Ipsae. Ucidel in plaboru ntionsera que pres que quae verion nectionsequi blaboratum dolor asim fuga. Ut accum facil ipsa verorum que pres que quae verion nectionsequi.

Public sans – bold

RATIONAL DISPLAY

Public Sans Light - ans sae. Ipsae. Ucidel in plaboru ntionseRa que pres que quae verion nectionsequi blaboratum dolor asim fuga. Ut accum autem et.

Janson Text should be used for headings and subheadings in materials that include graduate education, administrative messages, appropriate events and other academically-related materials.

- › *Janson Text heading must be in the roman style and in sentence case.*
- › *Janson Text subheading style must be in the roman style and must be in all caps. Tracking should be set at 200.*
- › *Rational Display can also be used as a subheading and must be in the semi-bold style and in all caps. Tracking should be set anywhere from 200-1000 depending on design.*
- › *Janson Text is the primary font for body copy, set at - 25, optical tracking*
- › *Public Sans Light can also be used for body copy and must be used as body copy in all digital applications.*
- › *This group of fonts should always be used in conjunction with each other and no other fonts should be substituted.*

Janson text

JANSON TEXT ALL CAPS

Janson Regular - Jans sae. Ipsae. Ucidel in plaboruntion sera que pres que quae verion nectionsequi blaboratum dolor asim fuga. Ut accum facil ipsa verorum exped que pres que quae verion nectionsequi.

Janson text

RATIONAL DISPLAY

Public Sans Light - ans sae. Ipsae. Ucidel in plaboru ntionseRa que pres que quae verion nectionsequi blaboratum dolor asim fuga. Ut accum autem et.

Secondary fonts are available, but not recommended

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TRADE GOTHIC LT STD BOLD CONDENSED NO. 20

AS OF 2020, TRADE GOTHIC WILL BEGIN TO BE PHASED OUT OF UNIVERSITY DESIGNS. THIS IS STILL AN APPROVED FONT, BUT START REPLACING WITH PUBLIC SANS AND/OR RATIONAL.

TRADE GOTHIC LT STD BOLD CONDENSED NO 20 - FOR SUBHEADS, BODY COPY EMPHASIS, AND HEADLINES (ALL CAPS ONLY)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**st**uvwxyz
1234567890!@#%[^]and*()_+[]{}?

TRAJAN PRO

TRAJAN IS A SERIF TYPEFACE DESIGNED IN 1989 BY CAROL TWOMBLY FOR ADOBE. THE DESIGN IS BASED ON THE INSCRIPTION LETTERING ON TRAJAN'S COLUMN. TRAJAN PRO WAS THE INITIAL OPENTYPE VERSION, WHICH ADDED CENTRAL EUROPEAN LANGUAGE SUPPORT AND ADDED SMALL CAPS IN THE LOWERCASE SLOTS. **TRAJAN PRO IS PRIMARILY USED FOR OFFICIAL UNIVERSITY LOGOS AND BRANDMARKS.**

TRAJAN PRO – FOR HEADLINES ONLY (ALL CAPS)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890!@#%[^]AND*()_+[]{}?

TRAJAN PRO – FOR HEADLINES ONLY (ALL CAPS)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890!@#%[^]AND*()_+[]{}?

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 ■





UNIVERSITY AT ALBANY
State University of New York

MARKETING SERVICES

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Albany, NY 12222

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