

**University at Albany**  
Graphic Identity Manual  
Version 4.0 (Updated 01/11)

UNIVERSITY  
AT ALBANY

State University of New York

THE WORLD WITHIN REACH

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## Introduction

The University at Albany's graphic identity guidelines 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 mediums—publications, websites, advertising, signage, letterhead, or business cards—layout, color, and typography are orchestrated to impart a unified “signature.”

This publication includes a description of the new logo and guidelines for its use including official colors and typefaces, as well as the appropriate use of the University seal.

The official policies and standards for the design of University at Albany stationery, publications and other applications are also available within this graphic identity manual. The accompanying guidelines note specific uses to be followed by all members of the University community.

## About the University Logo

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 Importance of a Brand

The University at Albany's brand is not simply a logo or a tagline, although those can be important symbols. Our brand isn't “spin” or marketing “hype.” And UAlbany's brand is not something that is important only in the recruitment of students.

Rather, UAlbany's brand is a 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 brand is a promise or a “trust mark” for what UAlbany represents: in short, it is the most concise expression of UAlbany's core attributes.

Our brand 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.

## APPENDIX

## Full-color publications and 1 or 2 color publications

ALBANY  
EDU

THE WORLD WITHIN REACH

THE WORLD WITHIN REACH

purple pms 269

THE WORLD WITHIN REACH

gold pms 124

THE WORLD WITHIN REACH

all black

ALBANY  
EDU

THE WORLD WITHIN REACH

THE WORLD WITHIN REACH

THE WORLD WITHIN REACH

purple pms 269

ALBANY  
EDU

THE WORLD WITHIN REACH

THE WORLD WITHIN REACH

THE WORLD WITHIN REACH

gold pms 124 and black

ALBANY  
EDU

THE WORLD WITHIN REACH

gold pms 124 and pms 269

THE WORLD WITHIN REACH

gold pms 124

THE WORLD WITHIN REACH

## University Wordmark and Logo

The University has two primary identifiers—the University wordmark and the University logo.

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 3.)

The wordmark or logo should appear on all University and University affiliated publications.

### Wordmark

*State University of New York*  
*University at Albany*  
*UAlbany*  
*State University of New York*

wordmark

UNIVERSITY  
AT ALBANY

State University of New York

THE WORLD WITHIN REACH

### Logo

The University logo consists of the wordmark plus the Minerva symbol. The Minerva symbol is derived from the University seal. The arched frame that surrounds Minerva is representative of arches on the main campus.

The logo should be treated as one unit. The proportion and spacing of the elements should not be altered in any way. *The Minerva symbol should not be separated from the wordmark.* If you have a usage where you would like to use the Minerva symbol alone please request permission from Media and Marketing.

The logo is available in a number of configurations (see page 4.) Digital files are available for all configurations. One of these approved files should always be used when reproducing the logo.

The logo is the preferred identifier for the back of all brochures.

logo



UNIVERSITY  
AT ALBANY

State University of New York

THE WORLD WITHIN REACH

### Informal Wordmark and Logo

The official informal name of the University is UAlbany. The wordmark and logo are available using the informal name. The informal versions are recommended for situations where using the shorter name is advantageous because of space limitations.

informal wordmark

**U**A**LBANY**  
State University of New York

THE W  RL D WITHIN REACH

informal logo

  
**U**A**LBANY**  
State University of New York

THE WORLD WITHIN REACH

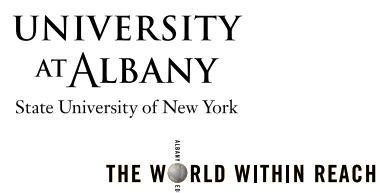
## Wordmark and Logo Configurations

The wordmark and logo are available in a number of configurations to accommodate a wide range of applications.

Each configuration should be treated as one unit. The proportion and spacing of the elements should not be altered in any way.

### Wordmark configurations

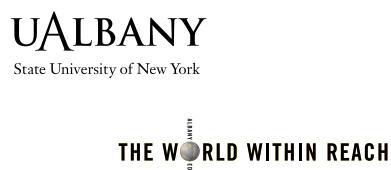
stacked



centered horizontal



informal



### Logo configurations

stacked



centered horizontal



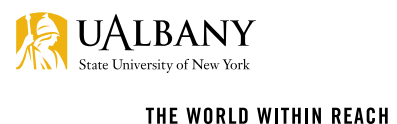
flush left



informal stacked



informal flush left



## Color

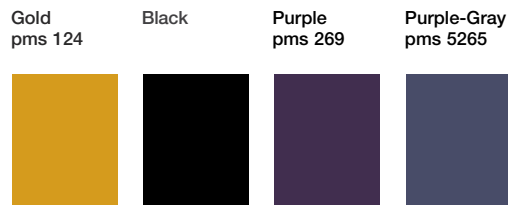
**Logo:** The official logo colors are gold pms 124 for the Minerva symbol and black for all type. These colors should be used whenever possible. For 4-color publications there is a cmyk version of the logo that replicates pms 124 in process inks.

For publications using 1 or 2 colors the logo color options are: all purple, all black, gold symbol/black type and gold symbol/purple type.

For invitations and notecards another color option is available: gold for the symbol and purple-gray pms 5265 for type.

**Wordmark:** The wordmark can be reproduced in black or purple pms 269 in any publication.

Note: pms colors will print differently on coated paper than on uncoated paper. Be sure to view uncoated pms swatches when printing on uncoated papers and coated pms swatches when printing on coated papers.



## Full-color publications

symbol: gold pms 124  
type: black or white



all black



all black or  
all white



purple pms 269



## 1 or 2 color publications

all black



purple pms 269



symbol: gold pms 124  
type: black or white



symbol: gold pms 124  
type: purple pms 269



## Invitations and Notecards

all black or  
all white



purple pms 269



symbol: gold pms 124  
type: purple-gray pms 5265

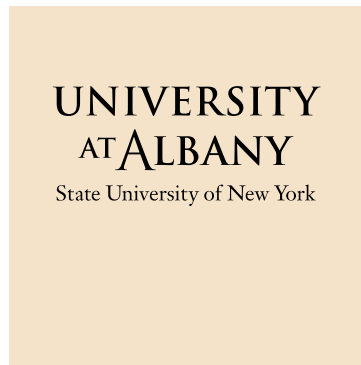




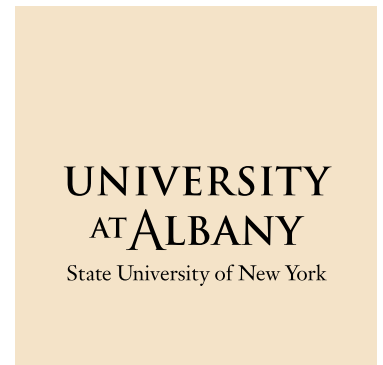
### Printing on light backgrounds



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 gold symbol will work on a light background use either the black logo or the purple pms 269 logo.

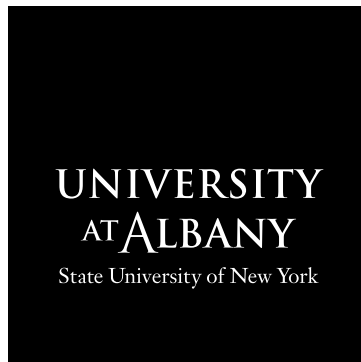


The wordmark can be printed in black or purple pms 269 over light colors.

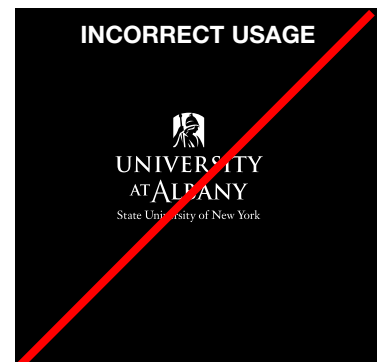
### Printing on dark backgrounds



The logo (gold symbol/white type version only) can be used over dark backgrounds as shown. On dark backgrounds white should print behind the symbol and the type should print white.



The wordmark can be knocked out of a background as shown. Be sure the background is dark enough to provide proper contrast. Avoid using the wordmark over textured backgrounds.



The Minerva symbol should never be reversed out of a background.

### Printing on light photographs



The 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.



The logo (any color option using dark type) 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.



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.

## 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

ie: banners, displays, decorative applications.

### Display logo configurations

Formal version



Informal version



1 3/8"

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

### Color options

symbol: gold pms 124  
type: black or white



all black



purple pms 269



2 color applications only  
symbol: gold pms 124  
type: purple pms 269

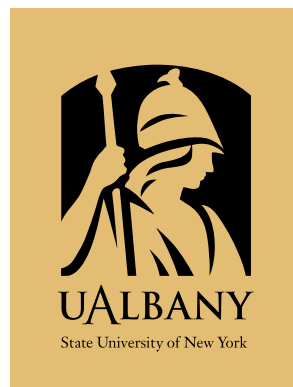


### Printing on backgrounds

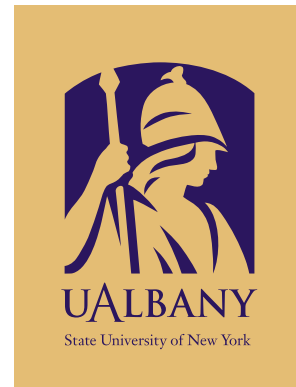
gold pms 124 on dark color



black on light color



purple pms 269 on light color



## University Seal

The University seal has been redesigned using a simplified 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@uamail.albany.edu](mailto:marketingservices@uamail.albany.edu) for permission to use the University seal.

## Color

The seal can be reproduced in black, 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.



Seal printed on white stock with a printed color in the background.



Seal printed on light colored stock.

## 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.



black



gold pms 124



metallic gold pms 872



## Typefaces

Two type families have been chosen as primary UAlbany typefaces —Janson and Helvetica Neue.

Please contact Marketing Services at (518) 956-8151 or [marketingservices@uamail.albany.edu](mailto:marketingservices@uamail.albany.edu) for information on obtaining typefaces.

Body Copy:

Janson Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

For emphasis within body copy:

*Janson Text Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

*Helvetica 56 Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

For subheads within body copy:

**Janson Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

**Helvetica 75 Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

For headlines:

Janson Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Helvetica 75 Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## Examples of Body Copy

The following examples show suggestions on how to use the University typefaces when setting body copy.

### Subhead goes here

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. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Subhead  
9 pt Helvetica 75 Bold  
14 pt leading

Body copy  
10 pt Janson Text  
14 pt leading

The typefaces can be used together. When using Helvetica 75 Bold as a subhead with Janson body copy it is recommended that the subheads be set 1 pt. smaller than the body text.

### Subhead goes here

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 ex ea pariatur. Excepteur sint occaecat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Subhead  
9 pt Helvetica 75 Bold  
14 pt leading

Body copy  
8pt Helvetica 55 Roman  
14 pt leading

### Subhead goes here

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. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

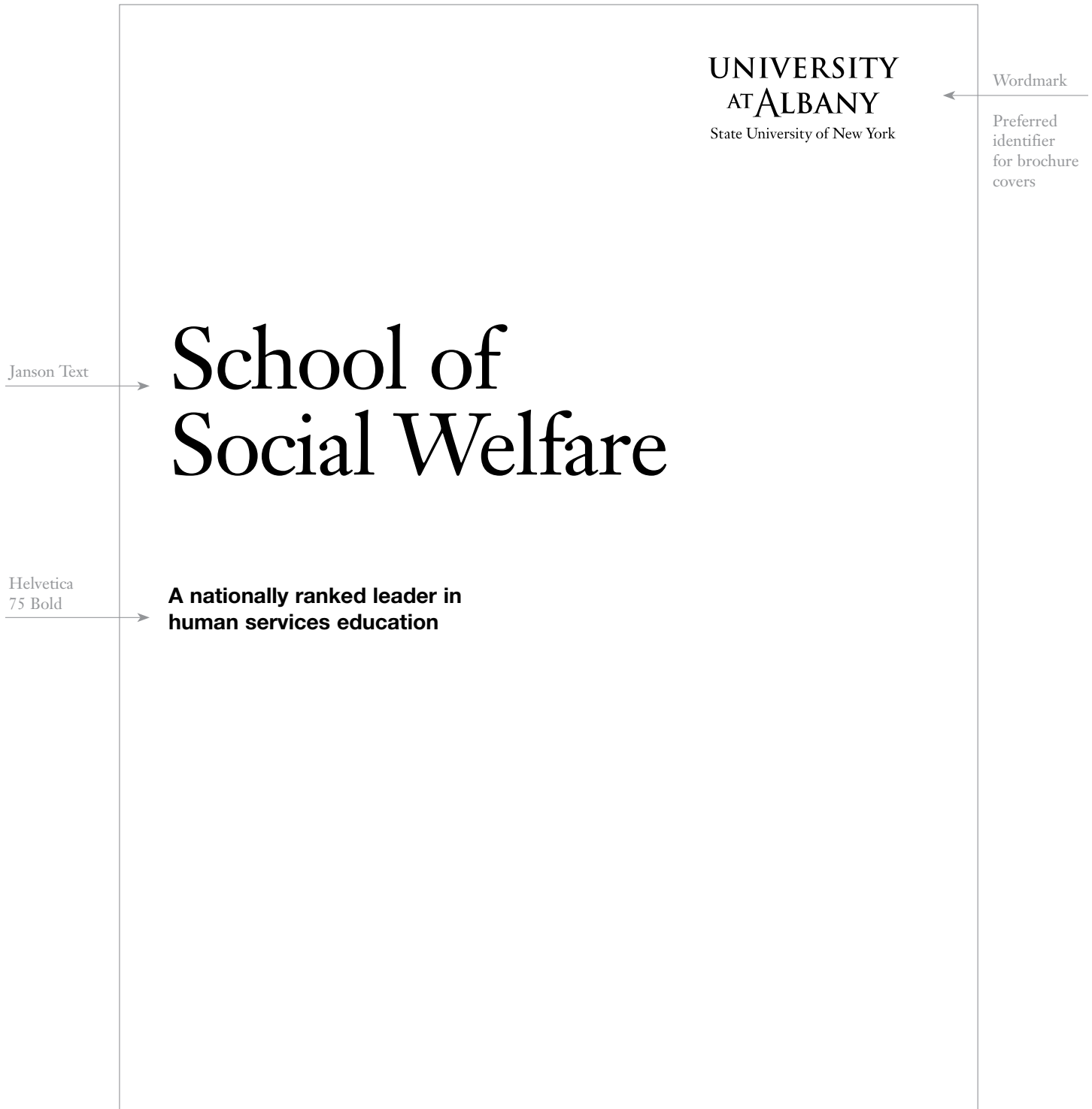
Subhead  
10 pt Janson Bold  
13 pt leading

Body copy  
9 pt Janson Text  
13 pt leading

### Examples of Headlines

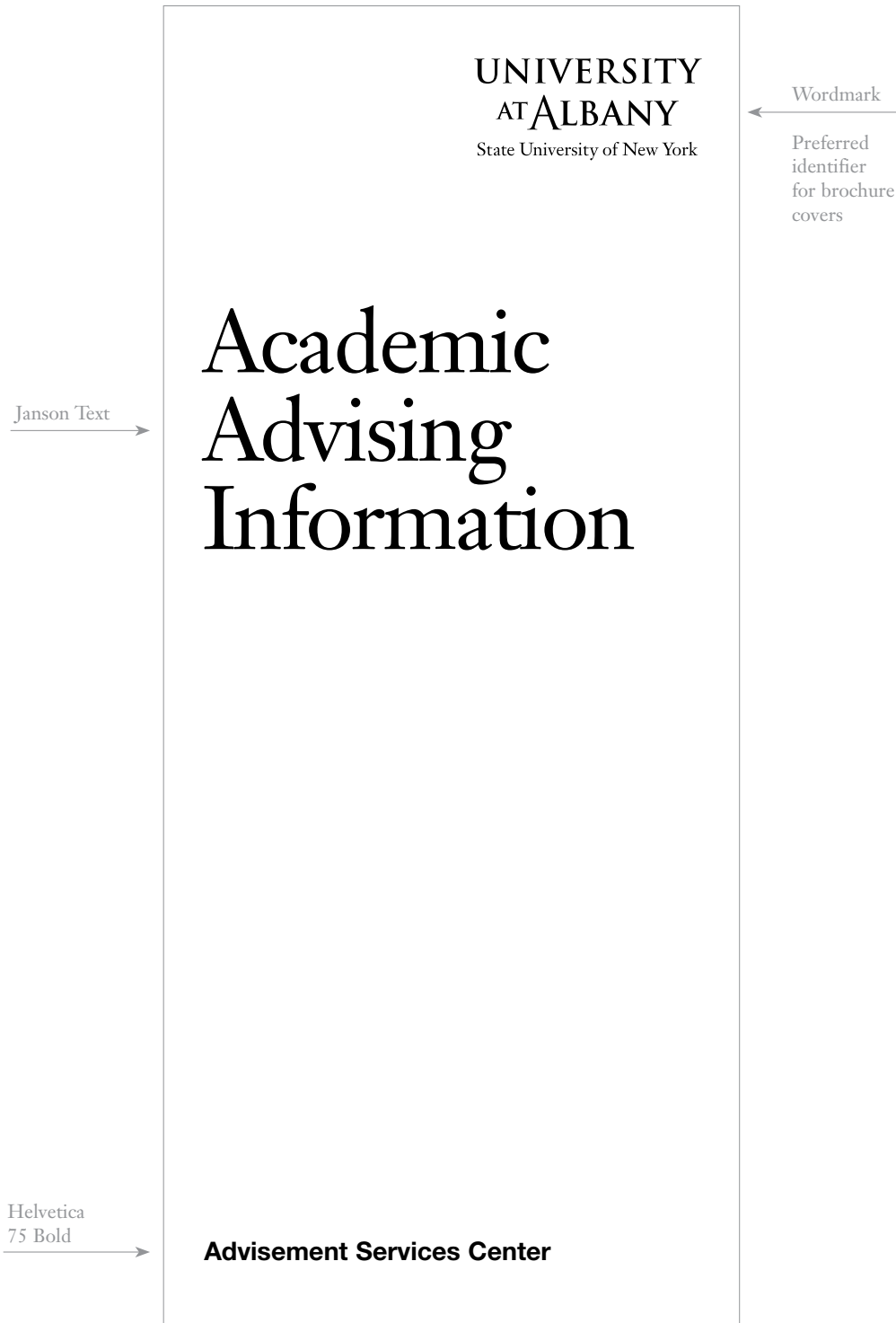
The following example shows how the University typefaces can be used as a headline and subhead on the cover of a publication.

In many cases the name of a school will be the primary element on the cover of a brochure. In these cases Janson Text can be used for the name of the school and Helvetica 75 Bold for the subhead.



### Examples of Headlines

In this example the name of the program is the primary element and is set in Janson Text. Helvetica 75 Bold is used for the department name. It is recommended that the department name (when appearing on a cover) be treated as a separate unit and not be positioned under the wordmark.





## Return Addresses and Unit Names

Below is a guide for setting return addresses and unit names. These treatments are recommended when using the logo as a sign-off on the back of a brochure. Type size and leading can be scaled proportionally if the logo is used at a different size.

name and return address

name only

Logo reduced 34%

Match Height  
of University

Name and address:  
7 pt. Helvetica 65 Medium  
9 pt. leading  
Flush left



UNIVERSITY AT ALBANY

State University of New York

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



UNIVERSITY AT ALBANY

State University of New York

Division of University Advancement  
Office of Media and Marketing

Logo reduced 34%

Match Height  
of University

Name and address:  
7 pt. Helvetica 65 Medium  
9 pt. leading  
Centered



UNIVERSITY AT ALBANY

State University of New York

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



UNIVERSITY AT ALBANY

State University of New York

Division of University Advancement  
Office of Media and Marketing

Logo reduced 34%

Match Height  
of University

Name and address:  
7 pt. Helvetica 65 Medium  
9 pt. leading  
Centered

UNIVERSITY  
AT ALBANY

State University of New York

UNIVERSITY  
AT ALBANY

State University of New York

Division of University Advancement  
Office of Media and Marketing

## Signatures

### Schools and Colleges

Signatures using the Minerva symbol and Trajan typeface are for use by Schools and Colleges. These signatures highlight the unit name while maintaining a strong tie to the University identity.

Schools and Colleges can use these signatures as a secondary identifier on printed materials. The primary identifier on the cover of all publications should be the University wordmark or logo.

Use the guidelines on page 14 for setting return addresses below signatures.



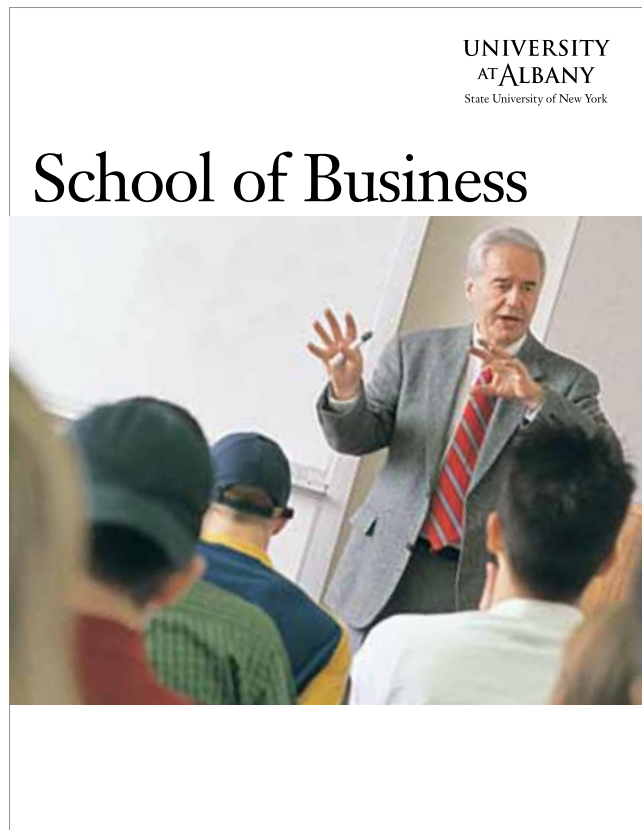
Signatures can be obtained by contacting Marketing Services at (518) 956-8151 or [marketingservices@uamail.albany.edu](mailto:marketingservices@uamail.albany.edu). Only signatures created by Marketing Services are authorized for use.



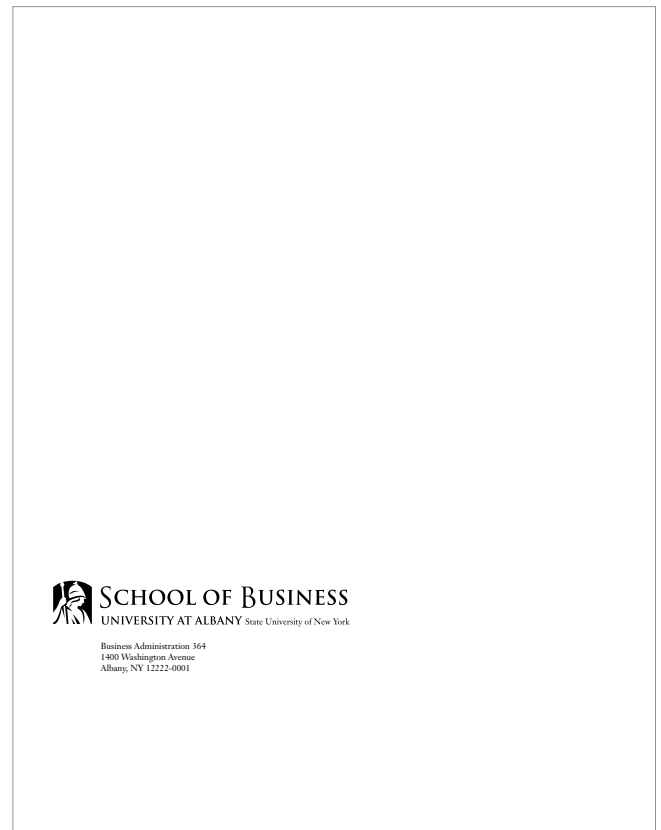
Below is an example of how a school or college can use their signature on a publication.

The University wordmark or logo must appear on the cover of all publications. In this case the wordmark is used (the preferred identifier for brochure covers.) The school's name is set as the headline in Janson Text. The school's signature can be used on the back cover as a sign-off with contact information.

Front cover



Back cover



## Signatures

### Research Centers and Approved Campus Entities

Signatures using the Minerva symbol and Trajan typeface are for use by Research Centers and Approved Campus Entities. These signatures highlight the unit name while maintaining a strong tie to the University identity.

Research Centers and Approved Campus Entities can use these signatures as a primary identifier. When used on publication covers it should be the only identifier used. The University wordmark or logo should not appear on a cover with a signature.

Use the guidelines on page 14 for setting return addresses below signatures.

Signatures can be obtained by contacting Marketing Services at (518) 956-8151 or [marketingservices@uamail.albany.edu](mailto:marketingservices@uamail.albany.edu). Only signatures created by Marketing Services are authorized for use.



## CENTER FOR FUNCTIONAL GENOMICS

UNIVERSITY AT ALBANY  
State University of New York



## UNIVERSITY ART MUSEUM

UNIVERSITY AT ALBANY State University of New York



## UNIVERSITY LIBRARIES

UNIVERSITY AT ALBANY  
State University of New York



## PERFORMING ARTS CENTER

UNIVERSITY AT ALBANY  
State University of New York

**Web**

Web page standards and templates have been created to present the University's identity clearly and to provide visitors with a consistent navigation system across all UAlbany websites.

The web templates for creating compliant UAlbany websites may be obtained by completing the Web Template Request Form available at [http://www.albany.edu/logo/webstandards/web\\_template\\_request.html](http://www.albany.edu/logo/webstandards/web_template_request.html).

The complete UAlbany website graphic standards manual may be viewed on-line at <http://www.albany.edu/logo/webstandards/>.

Please contact Marketing Services at (518) 956-8151 or [marketingservices@uamail.albany.edu](mailto:marketingservices@uamail.albany.edu) with any questions about UAlbany web page standards and templates.

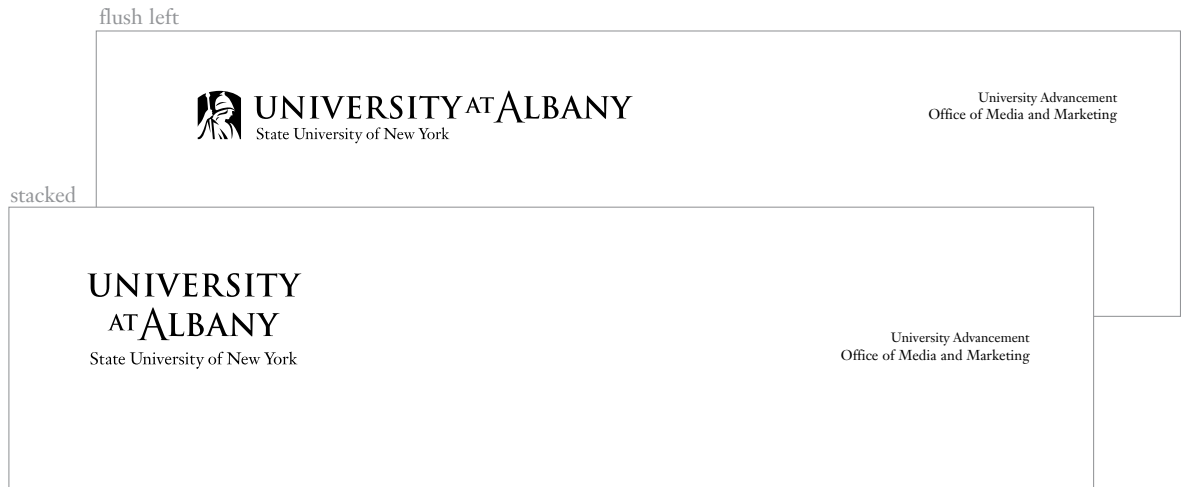
## Letterhead

The following color and layout options are available for letterhead. Letterhead should only be printed from approved templates. To order letterhead contact the Purchasing Department at (518) 437-4579.

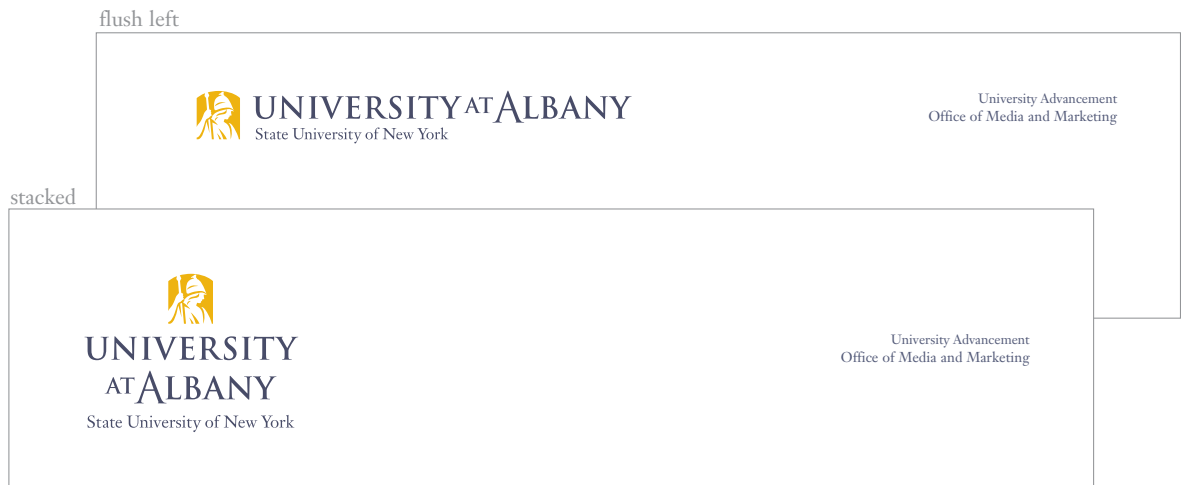
Templates for printing letterhead on a laser printer are available from Marketing Services.

Contact Marketing Services for any situations that are not addressed by these guidelines—(518) 956-8151 or [marketingservices@uamail.albany.edu](mailto:marketingservices@uamail.albany.edu).

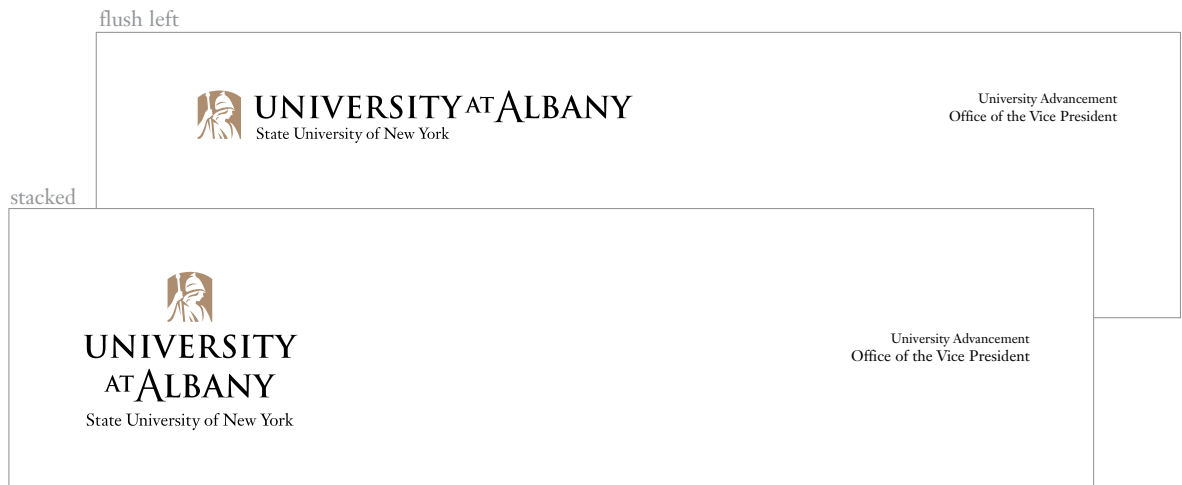
### 1 color all black



### 2 color symbol: gold pms 124 type: purple-gray pms 5265



### President and Cabinet symbol: metallic gold pms 872 type: black



### Layout Option 1 Flush Left Logo

Letterhead should only be printed from approved templates. When working with these templates the position of elements should not be moved except as noted below. To order letterhead contact the Purchasing Department at (518) 437-4579.

Contact Marketing Services for any situations that are not addressed by these guidelines—(518) 956-8151 or [marketingservices@uamail.albany.edu](mailto:marketingservices@uamail.albany.edu).

<div data-bbox="289 499 753 558">  <b>UNIVERSITY AT ALBANY</b>          State University of New York       </div> <div data-bbox="363 655 466 787">         letter should align with University name       </div> <div data-bbox="816 840 980 867">January 17, 2003</div> <div data-bbox="350 884 537 991">         kjlkkfffbvrjfc          rfdfvzdbb          bdfbpoanmfn          Newyork,NY10155       </div> <div data-bbox="350 1016 406 1041">Dear</div> <div data-bbox="350 1068 1159 1199">         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       </div> <div data-bbox="233 1184 308 1239">         margin 1.25 in.       </div> <div data-bbox="350 1222 1143 1329">         laborum Et harumd und lookum like Greek to me, dereud facilis est er expedit distinct. Nam liber te conscient to factor tum poen legum odioque civiuda. Et tam neque pecun modut est neque nonor et imper ned libidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliquam makes one wonder who would ever read this stuff? Bis       </div> <div data-bbox="1195 1184 1279 1239">         margin 1.25 in.       </div> <div data-bbox="350 1352 1159 1407">         nostrud exercitation ullam mmodo consequat. Duis aute in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vver eos et accusam dignissum qui blandit est praesent       </div> <div data-bbox="816 1455 1029 1484">With warmest regards,</div> <div data-bbox="816 1530 914 1583">         John Doe          Director       </div> <div data-bbox="600 1793 914 1879">         University Administration Building, Room 101          1400 Washington Avenue, Albany, NY 12222          PHE: 518-437-4770 FX: 518-437-4775  <a href="http://www.albany.edu">www.albany.edu</a> </div> <div data-bbox="467 1921 691 1978">         For addresses with 3          lines start 1 line higher.       </div> <div data-bbox="850 1921 1104 2001">         When adding an extra line          to address maintain this          baseline for web address.       </div> <div data-bbox="1073 1764 1268 1879">         1.25 in.          .875 in.   </div> <div data-bbox="1334 426 1510 508">         School          Research Center          or Department       </div> <div data-bbox="1334 529 1513 611">         Sub Department          if necessary          (2 maximum)       </div> <div data-bbox="1334 1789 1562 1959">         Clear space for          Research Center logo          Logo should print in          pms 5265 on 2 color          letterhead and black          on 1 color       </div>	
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## Layout Option 2 Stacked Logo

Letterhead should only be printed from approved templates. When working with these templates the position of elements should not be moved except as noted below. To order letterhead contact the Purchasing Department at (518) 437-4579.

Contact Marketing Services for any situations that are not addressed by these guidelines—(518) 956-8151 or [marketingservices@uamail.albany.edu](mailto:marketingservices@uamail.albany.edu).

<div data-bbox="264 501 495 672">  <p><b>UNIVERSITY AT ALBANY</b> State University of New York</p> </div> <div data-bbox="1055 562 1261 600"> <p>University Advancement Office of Media and Marketing</p> </div> <div data-bbox="1331 493 1498 573"> <p>School Research Center Department</p> </div> <div data-bbox="1331 596 1498 676"> <p>Sub Department if necessary (2 maximum)</p> </div> <div data-bbox="820 835 982 863"> <p>January 17, 2003</p> </div> <div data-bbox="352 879 537 987"> <p>kjlkffffbvrjfc rfdfvzdbb bdfbpnoanmf;n Newyork,NY10155</p> </div> <div data-bbox="352 1012 406 1037"> <p>Dear</p> </div> <div data-bbox="352 1064 1159 1194"> <p>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</p> </div> <div data-bbox="233 1186 308 1236"> <p>margin 1.25 in.</p> </div> <div data-bbox="1196 1186 1278 1236"> <p>margin 1.25 in.</p> </div> <div data-bbox="352 1220 1146 1325"> <p>laborum Et harumd und lookum like Greek to me, dereud facilis est er expedit distinct. Nam liber te conscient to factor tum poen legum odioque civiuda. Et tam neque pecun modut est neque nonor et imper ned libidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliquam makes one wonder who would ever read this stuff? Bis</p> </div> <div data-bbox="352 1350 1159 1402"> <p>nostrud exercitation ullam mmodo consequat. Duis aute in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vver eos et accusam dignissum qui blandit est praesent</p> </div> <div data-bbox="820 1453 1031 1480"> <p>With warmest regards,</p> </div> <div data-bbox="820 1530 914 1581"> <p>John Doe Director</p> </div> <div data-bbox="602 1793 912 1877"> <p>University Administration Building, Room 101 1400 Washington Avenue, Albany, NY 12222 PH: 518-437-4770 FX: 518-437-4775 <a href="http://www.albany.edu">www.albany.edu</a></p> </div> <div data-bbox="1078 1759 1271 1877"> <p>1.25 in. .875 in.</p>  </div> <div data-bbox="1331 1791 1542 1845"> <p>Clear space for Research Center logo</p> </div> <div data-bbox="1331 1854 1536 1961"> <p>Logo should print in pms 5265 on 2 color letterhead and black on 1 color</p> </div> <div data-bbox="467 1925 688 1980"> <p>For addresses with 3 lines start 1 line higher.</p> </div> <div data-bbox="857 1925 1109 2005"> <p>When adding an extra line to address maintain this baseline for web address.</p> </div>
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## Business Cards

The following color options are available for business cards. Business cards should only be printed from approved templates. When working with these templates the position of elements should not be moved except as noted below. To order business cards contact the Purchasing Department at (518) 437-4579.

Contact Marketing Services for any situations that are not addressed by these guidelines—(518) 956-8151 or [marketingservices@uamail.albany.edu](mailto:marketingservices@uamail.albany.edu).

### 1 color all black

UNIVERSITY AT ALBANY  
State University of New York

**John Doe**  
Director, Office of Undergraduate Admissions

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University Administration Building, Room 101  
1400 Washington Avenue  
Albany, NY 12222  
[jdoe@uamail.albany.edu](mailto:jdoe@uamail.albany.edu)

PH: 518-437-5020  
FX: 518-442-5383  
[www.albany.edu](http://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 number lines up with first line of address

### 2 color symbol + email: gold pms 124 type: purple-gray pms 5265

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@uamail.albany.edu](mailto:jdoe@uamail.albany.edu)

PH: 518-437-5020  
FX: 518-442-5383  
[www.albany.edu](http://www.albany.edu)

### President and Cabinet symbol: metallic gold pms 872 type: black

UNIVERSITY AT ALBANY  
State University of New York

**John Doe**  
Vice President for University Advancement

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University Administration Building, Room 200  
1400 Washington Avenue  
Albany, NY 12222  
[jdoe@uamail.albany.edu](mailto:jdoe@uamail.albany.edu)

PH: 518-437-5020  
FX: 518-442-5383  
[www.albany.edu](http://www.albany.edu)



## Envelopes

The following color options are available for envelopes. Envelopes should only be printed from approved templates. When working with these templates the position of elements should not be moved. To order envelopes contact the Purchasing Department at (518) 437-4579.

Contact Marketing Services for any situations that are not addressed by these guidelines—(518) 956-8151 or [marketingservices@uamail.albany.edu](mailto:marketingservices@uamail.albany.edu).

### 1 color all black



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

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

### 2 color symbol: gold pms 124 type: purple-gray pms 5265



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

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

### President and Cabinet symbol: metallic gold pms 872 type: black



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

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

### Athletic Logos

Any and all athletic logo usage must be first approved by the Director of Athletics Marketing, Corporate Sales & Ticket Operations at (518) 442-3310.

#### Primary Logo



#### Secondary Logos



## Licensing and Merchandise

### Trademarked Wordmarks and Logos

All wordmarks or logos that appear on merchandise intended for sale or to be given away must have a TM (trademark.) Trademarked versions of wordmarks and logos are available from Marketing Services at (518) 956-8151 or [marketingservices@uamail.albany.edu](mailto:marketingservices@uamail.albany.edu).

The Collegiate Licensing office, along with its management company, the Collegiate Licensing Company negotiate and administer licenses with manufacturers that wish to trade upon the University name. Please contact them at (518) 442-3737 or [cpolito@uamail.albany.edu](mailto:cpolito@uamail.albany.edu).



UNIVERSITY<sup>AT</sup>ALBANY<sup>TM</sup>

State University of New York

## Guide to Wordmark, Logo and Seal Files

**Commercial Printing (postscript printing)**









**Word Processing (non-postscript printing)**

### Key to file names

<b>Identifier:</b>	logo / wordmark / seal / stationery / invitation
<b>Full Name/Informal Name:</b>	A-University at Albany / B-UAlbany
<b>Configuration:</b>	1-stacked / 2-flush left / 3-centered horizontal / 4-display
<b>Symbol Color:</b>	pms 124 / cmykgold / pms 269 / black
<b>Type Color:</b>	black / white / pms 269 / pms 5265
<b>File Format:</b>	EPS-postscript / non-postscript

## Logo A

Logos using the full name—University at Albany

1—STACKED	2—FLUSH LEFT	3—CENTERED HORIZONTAL	4—DISPLAY
<p>USE: ALL PUBLICATIONS</p>  <p>logo_A1_blk.EPS</p>	 <p>logo_A2_blk.EPS</p>	 <p>logo_A3_blk.EPS</p>	<p>USE: SEE PAGE 8</p> 
<p>USE: ALL PUBLICATIONS</p>  <p>logo_A1_pms124_blk.EPS logo_A1_cmykgold_blk.EPS</p>	 <p>logo_A2_pms124_blk.EPS logo_A2_cmykgold_blk.EPS</p>	 <p>logo_A3_pms124_blk.EPS logo_A3_cmykgold_blk.EPS</p>	<p>USE: SEE PAGE 8</p>  <p>logo_A4_pms124_blk.EPS logo_A4_cmykgold_blk.EPS</p>
<p>USE: KNOCKING OUT</p>  <p>logo_A1_pms124_white.EPS logo_A1_cmykgold_white.EPS</p>	 <p>logo_A2_pms124_white.EPS logo_A2_cmykgold_white.EPS</p>	 <p>logo_A3_pms124_white.EPS logo_A3_cmykgold_white.EPS</p>	<p>USE: SEE PAGE 8</p>  <p>logo_A4_pms124_white.EPS logo_A4_cmykgold_white.EPS</p>
<p>USE: 1 OR 2 COLOR PUBLICATIONS ONLY</p>  <p>logo_A1_pms269.EPS</p>		 <p>logo_A3_pms269.EPS</p>	<p>USE: SEE PAGE 8</p> 
<p>USE: 2 COLOR PUBLICATIONS ONLY</p>  <p>logo_A1_pms124_269.EPS</p>	 <p>logo_A2_pms124_269.EPS</p>	 <p>logo_A3_pms124_269.EPS</p>	<p>USE: SEE PAGE 8</p>  <p>logo_A4_pms124_269.EPS</p>

## Logo B

Logos using the informal name—UAlbany

### 1—STACKED

### 2—FLUSH LEFT

### 4—DISPLAY

USE: ALL PUBLICATIONS



logo\_B1\_blk.EPS



USE: SEE PAGE 8



USE: ALL PUBLICATIONS



logo\_B1\_pms124\_blk.EPS  
logo\_B1\_cmykgold\_blk.EPS



logo\_B2\_pms124\_blk.EPS  
logo\_B2\_cmykgold\_blk.EPS

USE: SEE PAGE 8



logo\_B4\_pms124\_blk.EPS  
logo\_B4\_cmykgold\_blk.EPS

USE: KNOCKING OUT



logo\_B1\_pms124\_white.EPS  
logo\_B1\_cmykgold\_white.EPS



logo\_B2\_pms124\_white.EPS  
logo\_B2\_cmykgold\_white.EPS

USE: SEE PAGE 8



USE: 1 OR 2 COLOR PUBLICATIONS ONLY



logo\_B1\_pms269.EPS



logo\_B2\_pms269.EPS

USE: SEE PAGE 8



logo\_B4\_pms269.EPS

USE: 2 COLOR PUBLICATIONS ONLY



logo\_B1\_pms124\_269.EPS



logo\_B2\_pms124\_269.EPS

USE: SEE PAGE 8



logo\_B4\_pms124\_269.EPS

**Wordmark A**

Wordmarks using the full name—University at Albany

**1—STACKED**

USE: ALL PUBLICATIONS

UNIVERSITY  
AT ALBANY  
State University of New York

wordmark\_A1\_blk.EPS

**3—CENTERED HORIZONTAL**

UNIVERSITY<sup>AT</sup>ALBANY  
State University of New York

wordmark\_A3\_blk.EPS

**Wordmark B**

Wordmarks using the informal name—UAlbany

**1—STACKED**

USE: ALL PUBLICATIONS

U<sup>A</sup>LBANY  
State University of New York

wordmark\_B1\_blk.EPS

USE: KNOCKING OUT

UNIVERSITY  
AT ALBANY  
State University of New York

wordmark\_A1\_white.EPS

UNIVERSITY<sup>AT</sup>ALBANY  
State University of New York

wordmark\_A3\_white.EPS

USE: KNOCKING OUT

U<sup>A</sup>LBANY  
State University of New York

wordmark\_B1\_white.EPS

USE: ALL PUBLICATIONS

UNIVERSITY  
AT ALBANY  
State University of New York

wordmark\_A1\_pms269.EPS  
wordmark\_A1\_cmykpurple.EPS

UNIVERSITY<sup>AT</sup>ALBANY  
State University of New York

USE: ALL PUBLICATIONS

U<sup>A</sup>LBANY  
State University of New York

wordmark\_B1\_pms269.EPS  
wordmark\_B1\_cmykpurple.EPS

## Invitations and Notecards

1—STACKED	2—FLUSH LEFT	3—CENTERED HORIZONTAL	4—DISPLAY
<div data-bbox="89 409 110 661" data-label="Text">USE: INVITATIONS/NOTECARDS ONLY</div> <div data-bbox="175 489 347 617" data-label="Image"> </div> <div data-bbox="126 651 394 678" data-label="Text">invitation_A1_pms124_5265.EPS</div>	<div data-bbox="443 539 797 583" data-label="Image"> </div> <div data-bbox="487 651 753 678" data-label="Text">invitation_A2_pms124_5265.EPS</div>	<div data-bbox="842 489 1148 590" data-label="Image"> </div> <div data-bbox="860 651 1127 678" data-label="Text">invitation_A3_pms124_5265.EPS</div>	<div data-bbox="1312 468 1406 617" data-label="Image"> </div> <div data-bbox="1226 651 1494 678" data-label="Text">invitation_A4_pms124_5265.EPS</div>

## Stationery

Please contact the Purchasing Department at (518) 437-4579 to order stationery.



## Seals



seal\_blk.EPS



seal\_pms124.EPS