SUNY OSWEGO:
GRAPHIC IDENTITY GUIDE

For Print and Electronic Materials   September 2010

Letter from the President

SUNY Oswego's graphic identity, as governed by this Graphic Identity Guide, offers a unique and unified vision of who we are. It provides a single, easily recognizable signature that covers all our diverse programs. Through steady and consistent use of the identity elements and guidelines established in this guide, we ensure a strong, cohesive look that will project a positive and professional impression to all potential audiences.

These identity elements, which took effect in Fall 2001, are the result of a recommendation by the 12-member Graphic Identity Committee consisting of faculty, staff and students. The committee's recommendation took into consideration hours of discussion by the committee, along with their review of preliminary logo testing results from more than 400 students, faculty, staff, alumni and college visitors.

Your cooperation in following these guidelines will help us further refine how people view and value us. Thank you for your work on behalf of our campus community and everything you do to support a stronger SUNY Oswego.

– Deborah F. Stanley

CONTENTS

1 Identifying SUNY Oswego

Oswego's Graphic Identity Program

The State University of New York at Oswego encompasses several schools, programs and units. It is important that any communication developed for an outside audience to reflect its affiliation with SUNY Oswego. Identification with the university is primary, taking precedence over that of your individual department college or unit.

These guidelines were developed by a 12-member Graphic Identity Committee to ensure a strong, consistent look for every SUNY Oswego published piece. The basic elements of the SUNY Oswego graphic identity system are defined – the logo, colors and a standardized stationery system. Certain typefaces are recommended for complimentary headlines and body type, but design formats, grammar and style rules are not strictly specified.

These guidelines are intended for all units funded through or by SUNY Oswego, including student organizations or outside agencies that develop materials for any Oswego entity. Graphic guidelines were developed and will be overseen by the Graphic Standards Review Panel. The athletics program has a secondary identity and guidelines.

More information on the graphic identity committee and a development summary is available on the Website at http://www.oswego.edu/id.

Name

In text, we should be referred to as the **State University of New York at Oswego, SUNY Oswego** or **Oswego State**. Any of these three names is appropriate for first time references within document text (this may sometimes be abbreviated to simply **Oswego** for later references within the same document).

Logo

The central element of this guide is the consistent use of the SUNY Oswego logo to communicate a positive, unified visual message to the public. There are two approved versions of the logo (shown below). The first version, with the words "Oswego" and "State University of New York" centered to the right of the logo is the preferred version.

Generally speaking, in any medium, the SUNY Oswego logo should always be given prominence over individual school, college, faculty or department names. This applies to printed as well as electronic materials, from brochures and newsletters to websites and videos.

Do not create unit logos. Competing graphics tend to dilute the equity of SUNY Oswego in the public eye. Differentiate units with branding photos, color, typography, and good design that reflects the main "Oswego look."

The logo does not need to be large to be effective but should have ample free space around it for legibility and integrity. Do not place words or other graphics too close to logo.

The *symbol* used in the logo is a bold, clean representation of the easily identified cupola landmark atop historic Sheldon Hall. This symbol effectively promotes SUNY Oswego's position of outstanding quality and tradition.

These images are available for download on the website at http://www.oswego.edu/id or by request from the Publications Office (315.312.3130).

The logo uses specific typefaces *(ITCSymbol Bold* and *Saturday Sans)* and specific placement. Because the relationship among the letterforms must remain consistent, you should not create your own logo on the computer. The only approved versions of the logo are shown on page 3.

Complementary typefaces that can be used for supporting headlines include *ITCSymbol Black* or *Bold, Saturday Sans Bold, Helvetica Narrow Bold* and *Arial Narrow Bold*. Body text typefaces include *ITCSymbol Medium* or *Book*, *Helvetica Narrow*, *Saturday Sans, Arial, Arial Narrow*, and *Times New Roman*.

Guidelines for Logo Usage

While the Publications Office should be consulted for technical questions regarding design and printing applications (other than website or video), the Graphic Standards Review Panel must approve any variations from the guidelines.

Only authorized camera-ready copies or electronic versions of the SUNY Oswego wordmark and logo may be used. They are available through the Publications Office **or** on the website – http://www.oswego.edu/id.

Images may not be redrawn or modified in any way. Redrawing, tracing, scanning or use of photocopies results in distortion and loss of sharpness. Additional design elements such as color overlays, ornamentation or texturing should not be used with the logo or its elements.

Logo Size

To ensure legibility, the height of the cupola symbol should generally not be less than 5/8". The height of the wordmark should not be less than 3/8". Allow comfortable visual space for the symbols by not placing other text or graphic images too close. Variations to the above may be allowed under special circumstances if prior approval is received from the Graphic Standards Review Panel.

Logo Placement

SUNY Oswego identification should be integral to the overall design of all college publications. The SUNY Oswego logo should appear on the front cover, home page, or the equivalent location of all print, video and electronic publications. Unless prior approval is granted, the SUNY Oswego logo should not be obstructed by any other element or compete with other elements for prominence.

Do not place words or other graphics too close to logo. Keep area around entire logo clear by 1/2 width of cupola (A). Dotted rule around logo illustrates clear area.

The logo should also appear on the mailing panel of any print publication. Please check with the College Mailroom (315.312.2278) for current postal regulations.
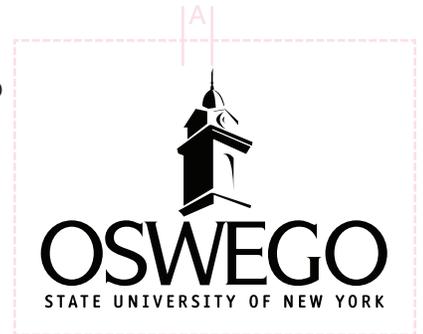
Use With Other Identifying Symbols

In cases where a publication is co-produced by SUNY Oswego and one or more organizations, the SUNY Oswego logo may appear together with the symbols of other participating organizations, but not appear together on the front cover, home page, or equivalent location. Allow comfortable visual space for the symbols by not placing them too close together. The SUNY Oswego logo should never be modified or combined with the symbol of another organization.

Logo Colors

SUNY Oswego's official colors are "hunter green" and "golden yellow." For printed materials on coated paper, use Pantone 357 (hunter green) and Pantone 124 (golden yellow). For printed materials on uncoated paper, use Pantone 357 (hunter green) and Pantone 129 (golden yellow).

The entire logo (symbol and wordmark) should appear in black, Pantone 357 or the CMYK equivalent of Pantone 357 CMYK=C-79, M-0, Y-87, K-56. The logo may also be

printed in reverse when the paper color is white or cream. In some instances, the logo may also appear in golden yellow (Pantone 124 or 129 (depending on the paper) or the CMYK equivalent CMYK=C-0, M-27, Y-100, K-0. Please consult the Publications Department with specific usage questions.

The Oswego Website colors in both hexadecimal and RGB values are: hunter green – hexadecimal code=#235937; RGB=R-35, G-89, B-55; and golden yellow – hexadecimal code=#FFCC33; RGB=R-255, G-204, B-51. When working in HTML, use the hexadecimal code.

For further assistance regarding variations in this area, please contact the Publications Office.

Seal

Use of the official seal is typically reserved for formal and official documents such as certificates of academic recognition; legal and official records; transcripts; and programs for commencement, and other major ceremonial events. The seal should not be used as an alternative to the Oswego logo. Overuse will devalue the seal.

One-liner logo

College one-liner logo is meant to be supplemental to the main logo, using either *Symbol Medium* or *Symbol Bold* type– whichever is appropriate, and gives designers another option. See page 16 for appropriate use of one-liner logo.

STATE UNIVERSITY OF NEW YORK AT OSWEGO

STATE UNIVERSITY OF NEW YORK AT OSWEGO

Licensing

With regard to licensed products, special care must be taken to ensure proper use of SUNY Oswego's logo and seal by outside companies and organizations. Standard and promotional SUNY Oswego trademark licenses are non-exclusive and granted throughout the year.

For information on various SUNY Oswego licensed products available for office, club and promotional activities, contact the Oswego College Foundation at 315.312.5558.

2 Stationery

As perhaps our most widespread means of communica-tion, SUNY Oswego stationery must present a unified vision for SUNY Oswego. As demonstrated on the following pages, there should be consistency in terms of letterhead, envelopes, business cards, etc. Letterhead and envelope should be white or cream paper and printed with black or hunter green ink.

Prepared college letterhead and various-sized, pre-printed envelopes are available from Central Stores. Departments wishing to have department letterhead printed can work with the Publications Office. Other than special instances, the logo with cupola positioned at left should be strictly employed. (A complementary rule is centered below the cupola on both the letterhead and the business card.)

Requests for exceptions to any of these guidelines should be submitted to the Publications Office. If applicable, they will be sent to the Graphic Standards Review Panel through the Office of Public Affairs.

OSWEGO
STATE UNIVERSITY OF NEW YORK

Oswego, NY 13126
www.oswego.edu

Letterhead annotations:
8.5"
.25"
2"
align — **DEPARTMENT OF (INSERT NAME)**
DEPARTMENT NAME OPTIONAL SECOND LINE
9 point Symbol Black, caps

Body text area
Recommendations for standard body text typefaces:
Helvetica Narrow, Saturday Sans, Times New Roman or Arial Narrow.

Recommended font size - 9 to 12 point

1.25"
.75"
1.5"
11"

Saturday
Sans
9 point on 12
point leading

Dept. address
Dept. phone
Oswego, NY 13126
www.oswego.edu

1"

128 Pltz Hall
Oswego, NY 13126
315.312.2249
Fax 315.312.2779
www.oswego.edu

DEPARTMENT OF PHILOSOPHY

Letterhead

SUNY Oswego letterhead comes in one basic style to be used for any and all correspondence – available from Central Stores. Suggested margins for text on college letterhead are no less than 2 inches on top, 1-1/2 inches on the left, 3/4 inch on the right and 1 inch on the bottom. Although individual faculty and staff names are not permitted on letterhead, department and division names are allowed.

This basic letterhead is available for download at the following address:
http://www.oswego.edu/publications/

For a larger view of these templates, see pages 10 and 11 in this guide.

Some units at SUNY Oswego may incorporate special information (e.g., funding source, advisory committee members or affirmative action statement) into their letterhead. This information – logo or text – must appear at the bottom of the first page, as shown in the example. All requests to incorporate special information must be approved in advance by the Graphic Standards Review Panel.

Business Cards

Business cards are ordered from the Publications Office— you should not create your own business cards. There is a single appropriate style, which is specially designed to allow for individual needs, as shown below. The preferred paper color is white with hunter green ink.

Personal names may appear on SUNY Oswego business cards but not on letterhead, envelopes or other stationery. Only campus titles and campus contact information may be used on campus business cards.

OSWEGO
STATE UNIVERSITY OF NEW YORK

Department/Office
Building
315.312.XXXX
Fax 315.312.XXXX
Oswego, New York 13126–3599
name@oswego.edu

NAME HERE
TITLE HERE

Envelopes

Various sizes of pre-printed envelopes are available from Central Stores, including #10, window and non-window. Sample is shown here. For larger view of envelope, see page 12.

OSWEGO
STATE UNIVERSITY OF NEW YORK
Oswego, New York 13126

3 Designing Print & Digital Publications

Services of design professionals should be used whenever possible when creating a new publication. Consider how it will fit into the existing family of college publications. The goal is to present a high-quality, cohesive and consistent visual presence. The Publications Office (315.312.3130) can offer advice and provide graphic design assistance.

Paper

Printing papers come in a wide variety of colors, textures, surfaces, weight and sizes. Samples of paper stocked by the Publications Office are available. Papers that are not stocked can be special ordered and sample books from regional paper supplies can be viewed at the Publications Office. Be sure to use the most appropriate paper for the job and equipment used for duplication. For example, if your brochure includes a self-mailer reply card, you must use paper that is a light, neutral color, smudge-proof, and heavy enough to meet postal regulations. Considering environmental sustainability, use appropriate paper or switch to digital publication. Call the Publications Office (315.312.3130) for advice on paper.

Typefaces

Specific typefaces are designated for the SUNY Oswego logo (described page 2 "Logo"). That section also offers general guidelines to follow in using complementary body type effectively. Thoughtful use of type will ensure a legible and aesthetically pleasing publication. Select classic, readable fonts that include the widest range of weights (light, regular, semi-bold, and bold, with italic versions of each). It is wise to avoid using more than one or two typefaces (in addition to those employed in the logo) within a publication. By using the same typefaces in a series of publications, you can begin to create a family look.

For extensive amounts of body text, serif fonts (such as ITCSymbol Medium and Times New Roman) tend to be more legible that sans serif fonts. Sans serif fonts (such as Helvetica Narrow, Saturday Sans, and Arial Narrow) are particularly effective for headlines and add visual contrast.

For body text, type size should generally range from 9 to 12 point, depending on the readability of a particular typeface. For posters, signage and other large-scale applications, be sure that the text is readable from a typical viewing distance. When using PostScript printers (offering consistent sharpness for any size format), **it is strongly recommended that only PostScript fonts be employed** (due to potential conversion problems when using others). Considering environmental sustainability, use minimal type size and use both sides of the paper. For more detailed information, please contact the Publications Office (315.312.3130).

Postcards, Envelopes, and Self–Mailers

There are many rules and regulations that must be followed to make your mailing piece legal and cost effective. Please call the College Mailroom (315.312.2278) for the latest regulations before producing your mailing pieces.

4 Printing and Mailing

Return Addresses

All self-mailing publications should display the proper return address of the unit responsible for the publication. The standard SUNY Oswego format includes the logo and three-line address, as shown here and pages 13 and 14.

If the logo is not used, then the four-line, return address should read as follows:
Office of Interest
Office Location
State University of New York at Oswego
Oswego, New York 13126-3599
       or:
Office of Interest
Office Location
SUNY Oswego
Oswego, New York 13126-3599

1/4 "

OSWEGO
STATE UNIVERSITY OF NEW YORK

ADMISSIONS OFFICE
210 Culkin Hall
Oswego, New York 13126

3/8 "

1/4 " baseline to baseline

8 point Saturday Sans
10 point leading
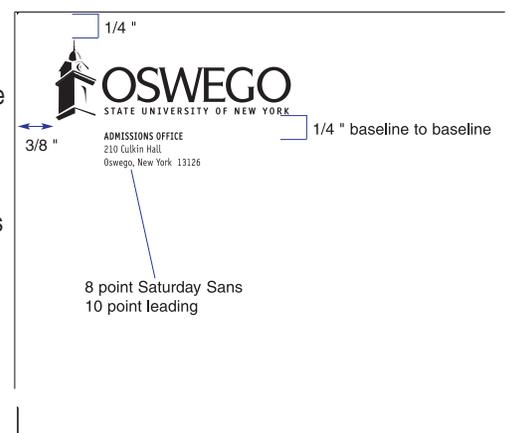
(sample not to scale)

Business Reply Mail

BRM templates are available from the Publications Office (315.312.3130).

Telephone Numbers

All phone numbers for off-campus use should be listed with area code, prefix, and extension number for the relevant department. For example: Mailroom, 315.312.2278.

Website Address

All publications intended for off-campus audiences should display your department website address and/or SUNY Oswego's website address (www.oswego.edu).

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                                                            ┌──────────────┐
                                                            │ NO POSTAGE   │
                                                            │ NECESSARY    │
      BUSINESS   REPLY   MAIL                               │ IF MAILED    │
      FIRST CLASS MAIL  PERMIT NO. 194   OSWEGO, N.Y.       │ IN THE       │
          POSTAGE  WILL  BE  PAID  BY  ADDRESSEE            │ UNITED STATES│
                                                            └──────────────┘


      OFFICE of ADMISSIONS                                  ▮▮▮▮▮▮▮▮▮▮▮▮▮
      STATE UNIVERSITY OF NEW YORK AT OSWEGO
      7060 STATE ROUTE 104
      OSWEGO NEW YORK  13126 - 9986


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5 Designing for the Website

The oswego.edu website is powered by the Ingeniux content management system and features a basic template that can be customized with add-ons called components. To give a universal look to SUNY Oswego's web presence–a best practice indicative of a cohesive comprehensive college–the template uses default fonts, styles and sizes.

The use of bold for subheads and italics for occasional emphasis are suggested. However, overuse of bold or italicization for the web can prove jarring to the reader. Avoid using ALL CAPS as, on the web, this is the equivalent of yelling at your audience. Do not use underlining since some users are accustomed to underlined words being links.

For more guidelines on creating pages and content for the web, visit http://www.oswego.edu/about/this_site.

6 Advertising Guidelines

Paid advertising allows SUNY Oswego to convey important information to the general public through a variety of print and broadcast media. All SUNY Oswego advertising must be in good taste and should not contain statements, illustrations or implications that damage the image of Oswego.

In general, the logo should appear in all advertising, print or broadcast. Based on space limitations, however, it may be preferable to use only the SUNY Oswego wordmark. Electronic versions of the logo are available for use in the production of all video advertisements.

7 Signage

Permanent Signs

Signage standards are being developed and should be available fall 2010. For more information contact the Director of Facilities Design at 315.312.6600.

SUNY Oswego recognizes that some signmaking materials (vinyl, corrugated plastics, matboard, banner cloth and others) offer only a limited range of colors. In these cases, you should reproduce the SUNY Oswego symbols in available colors that match as closely as possible the approved Pantone 357, or just use black.

Temporary and Event-Specific Signs

Temporary signs include signs for conferences and other events. The primary signage used to advertise an event should carry the SUNY Oswego logo, wordmark or symbol.

Not all temporary or event-specific signs require the SUNY Oswego identifier – signs designating such venues as "Registration" or "Restroom" don't need it, as long as the primary signs for the event carry proper SUNY Oswego identification. However, all signs should be printed or lettered in a neat, professional-looking manner.

8 SUNY Oswego Athletics Identity

Oswego State's athletics graphic identity brings unity and consistency to 24 NCAA sponsored intercollegiate teams. The primary, secondary and sport-specific marks represent "Lakers" through ship icons (battle-tested flag and ship's wheel). All sports are united in one common look just as the primary college logo unites the units that make up the entire college.

Faculty and staff in the Athletics Department use the standard college letterhead, business cards and website design with the college logo.

For information on the Athletics Identity, please contact the Intercollegiate Athletics Department, 315.312.3056.

9 General Thoughts

■ Always keep designs simple and clean, using plenty of white space (areas free of text and graphics to improve overall readability) wherever possible.

■ The SUNY Oswego name and/or appropriate identity elements should be integral to overall design (not added as after thought) keeping area close to it and behind it clear. Logo does not have to be large to be effective.

■ Use complimentary typefaces recommended under the "Logo" section.

■ Contact the Publications Office (315.312.3130) with any technical questions; requests for assistance with logo use; or requests for photographs. Requests for variations in the use of the graphic identity standards will be directed to the Graphic Standards Review Panel through the Office of Public Affairs (315.312.2265).

■ The use of an outside vendor for printing or other purposes does not preclude the need to follow all college graphic standards guidelines.

■ Questions regarding graphic standards implementation should be directed to the Publications Office (315.312.3130).

Where to Go for Help

For copies of the logo . . . . .Publications Office x3130

For questions regarding proper use of college logo . . . . .Publications Office x3130

For inquiries about college logo from outside organizations wanting
      to prepare commercial products . . . . .Oswego College Foundation x3003

For copies of the athletics identities .Intercollegiate Athletics Department x3056

For questions regarding proper use
      of athletics identities . . . . .Intercollegiate Athletics Department x3056

For inquiries about athletics identities from outside organizations
      wanting to prepare commercial products . . . . .Intercollegiate Athletics Department x3056

For questions on ink color, paper, publication's templates . . . . .Publications Office x3130

For inquiries on website specifications . . . . .Website Coordinator x3664

For questions on college signage . . . . .Campus Environment Advisory Council x6600

For questions on varying from guidelines . . . . .Graphic Standards Review Panel x2265

For questions on postal regulations . . . . .College Mailroom x2278

For pre-printed stationery, letterhead & envelope . . . . .Central Stores x2278

For additional instructions or to answer specific questions, please contact the Graphic Standards Review Panel through the Office of Public Affairs (315.312.2265).

Glossary for graphics standards booklet

CMYK is the abbreviation for **c**yan, **m**agenta, **y**ellow and blac**k**. These 4 colors are combined in printing and are capable of reproducing thousands of colors.

Font is a collection of letters, numbers and punctuation marks that come in different styles. They are given names such as Times, Helvetica or Courier.

Hexadecimal colors are representative of RGB combinations used in website design. They are assigned numbers as a means of universal identification and for html code.

Logo is the combination of a symbol and wordmark used for quick identification of an organization or idea.

Pantone® colors are swatches representative of inks used in printing. They are assigned numbers as a means of universal identification.

RGB is the abbreviation for **r**ed, **g**reen and **b**lue. Your computer monitor uses combinations of these three colors to display millions of colors.

Seal is a word-intensive crest used as a formal, classic, official identity of a specific organization, such as the State of NY seal.

Serif refers to a design style of type. Serif typestyles can be identified by the use of a small stroke placed perpendicular to the end of a character's main stroke. You will want to use serif typestyles for maximum readability of large bodies of text.

Sans means without. It is used with "serif" to describe a style of type without a serif. Sans serif typestyles are best used for small bodies of text or headings.

Symbol is a graphic used for quick identification of a thought or organization. For example, the graphic of Sheldon Hall's cupola as used with the Oswego wordmark in our logo.

Typeface family refers to not only a font style but also includes type variations such as: italic or oblique, bold or heavy, extra bold or black, condensed or narrow, light or fine, etc.

Wordmark is the way in which words are displayed to represent something unique. For example, the words *Oswego*–and *State University of New York* are assigned to compliment the cupola in our logo.

SUNY Oswego Letterhead Template (not to scale)

Suggested margins for text on college letterhead are no less than 2 inches on top, 1-1/2 inches on the left, 3/4 inch on the right and 1 inch on the bottom. Although individual faculty and staff names are not permitted on letterhead, department and division names are allowed as shown.

8.5"

.25"

2"

OSWEGO
STATE UNIVERSITY OF NEW YORK

align **DEPARTMENT OF (INSERT NAME)**
DEPARTMENT NAME OPTIONAL SECOND LINE

9 point Symbol Black, caps

1.25"

.75"

Body text area

Recommendations for standard body text typefaces:
Helvetica Narrow, Saturday Sans, Times New Roman or Arial Narrow.

Recommended font size - 9 to 12 point

1.5"

11"

Saturday
Sans
9 point on 12
point leading

Dept. address
Dept. phone
Oswego, NY 13126
www.oswego.edu

1"

SUNY Oswego Letterhead incorporating special information:
(not to scale)

    Some units at SUNY Oswego may incorporate special information (e.g., funding source, advisory committee members or affirmative action statement) into their letterhead. This information – logo or text – must appear at the bottom of the first page, as shown in the example. All requests to incorporate special information must be approved in advance by the Graphic Standards Review Panel.

OSWEGO
STATE UNIVERSITY OF NEW YORK

DEPARTMENT OF PHILOSOPHY

128 Piez Hall
Oswego, NY 13126
315.312.2249
Fax 315.312.2779
www.oswego.edu

THE WARREN STEINKRAUS
LECTURES ON HUMAN IDEALS

SUNY Oswego Envelopes: Pre-printed

Various sizes of pre-printed envelopes are available from Central Stores, including #10, window and non-window.

OSWEGO
STATE UNIVERSITY OF NEW YORK
Oswego, New York 13126

SUNY Oswego
Return Address:
Business Envelopes

All self-mailing publications should display the proper return address of the unit responsible for the publication. The standard SUNY Oswego format includes the logo and three-line address, as shown here. Function number of the unit (referenced by college mailroom for billing) can be included on the right side in small numbers.

If the logo is not used, then the four-line, return address should read as follows:

Office of Interest
Office Location
State University of New York at Oswego
Oswego, New York 13126-3599
     or:
Office of Interest
Office Location
SUNY Oswego
Oswego, New York 13126-3599

OSWEGO
STATE UNIVERSITY OF NEW YORK

FINANCIAL AID OFFICE
206 Culkin Hall
Oswego, New York 13126–3599

FINANCIAL AID OFFICE
206 Culkin Hall
State University of New York at Oswego
Oswego, New York 13126–3599
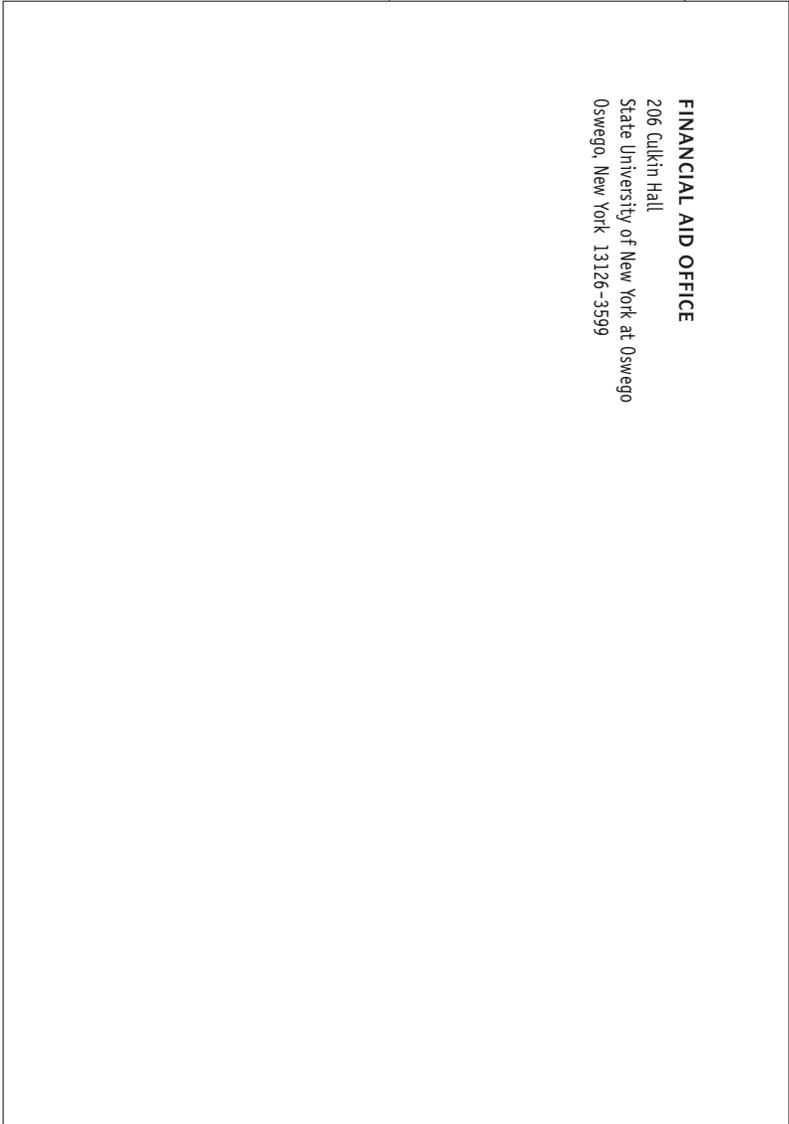
860530

SUNY Oswego
Return Address:
Self–Mailers, Brochures

All self-mailing publications should display the proper return address of the unit responsible for the publication. The standard SUNY Oswego format includes the logo and three-line address. Function number of the unit (referenced by college mailroom for billing) can be included on the right side in small numbers.

If the logo is not used, then the four-line, return address should read as follows:
Office of Interest
Office Location
State University of New York at Oswego
Oswego, New York 13126-3599
     or:
Office of Interest
Office Location
SUNY Oswego
Oswego, New York 13126-3599

(sample not to scale)

FINANCIAL AID OFFICE
206 Culkin Hall
State University of New York at Oswego
Oswego, New York 13126-3599

860530

OSWEGO
STATE UNIVERSITY OF NEW YORK

FINANCIAL AID OFFICE
206 Culkin Hall
Oswego, New York 13126-3599

Inappropriate Uses of Logo

Outlined lettering

Words and graphics too close/
Background not plain

Distorted, not at 100% vertical

College logo used in combination
with other logo

Two-toned logo
or logo in two colors

Cupola symbol used by itself/
College logo too small to read

Cupola symbol used with
inappropriate wordmark that is
divided by department name.
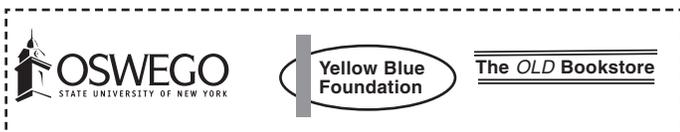
Avoid using college logo in collection of
logos. Better to mention funding source
within copy. It's not necessary to always
use logo.

Inappropriate Uses of Logo
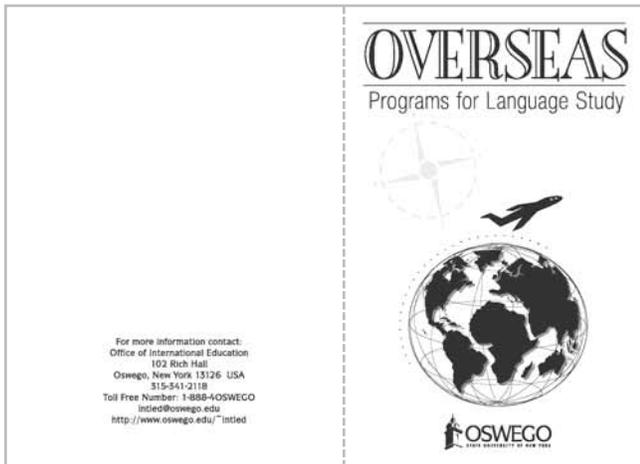
back   front

Inappropriate use:
Program identity and Oswego logo
on same panel. Logo should be
prominent and not crowded.
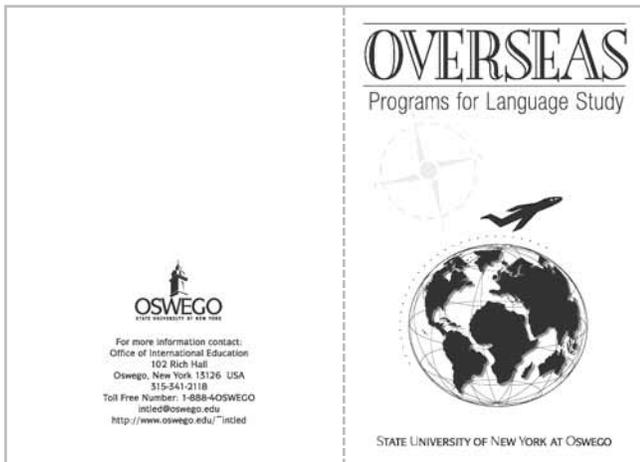
Appropriate use:
Place Oswego logo on back panel and
use one-liner logo for cover.

Inappropriate Uses of College Name

State University of New York @ Oswego

Inappropriate to use: @ in place of "at".

SUNY Oswego: Unique and Unified

To present a unique and unified appearance, publications use certain design elements that are similar but adapted to the individual piece and printing method.

Logo is prominent and not combined with other identity marks.