



## SUNY OSWEGO: PRESENTING OURSELVES

A Quick Guide to Identity Standards



## OUR LOOK

The SUNY Oswego educational experience is distinct in its breadth, balance and commitment to academic excellence. As such, it is essential that we properly communicate its overall essence through a distinct mark or logo that will visually represent SUNY Oswego to the numerous publics it serves. Like a single, easily recognizable signature that covers all of our diverse programs, Oswego's graphic identity offers a unique and unified vision of just who we are.

These identity elements are the result of a recommendation made to the president by the 12-member Graphic Identity Committee (consisting of faculty, staff and students) in 2001. The committee's recommendation took into consideration hours of discussion by the committee, along with their review of preliminary logo testing results from over 400 students, faculty, staff, alumni and college visitors. Many disparate views were taken into account before establishing this strategy. It's the common ground upon which we can all stand with confidence. The Graphic Standards Review Panel serves as a guide to ensure proper usage on a continuous basis.

## OUR NAME

We should be referred to as:

- State University of New York at Oswego
- SUNY Oswego
- 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).

## OUR LOGO

The logo consists of the designated combination of the college logotype and graphic symbol as shown above.

The symbol 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.

The logotype consists of 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 logotype on the computer. The approved versions of the logotype are shown here. They are available electronically at [oswego.edu/id](http://oswego.edu/id). Do not create your own.

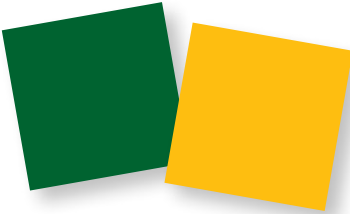


Do not place words or other graphics too close to logo. Keep area around entire logo clear by 1/2 width of the cupola (A). (Dotted rule around logo illustrates clear area.)

## QUICK LOGO GUIDELINES

The logo should be black, green, white or golden yellow (see "Our Colors"). Please do not flip or distort or recreate it in any way. Do not add computer effects. The logo does not need to appear on every piece. Sometimes the complete college name spelled out is enough. In any medium the Oswego logo should always be given prominence over individual school, college, faculty or department names.

Always keep designs simple and clean, using plenty of white space (areas free of text and graphics to improve overall readability) wherever possible. The logo doesn't need to be large to be effective – but it must have ample free space around it for legibility and integrity, as defined above. Minimum size of the logo is 5/8 of an inch from the bottom to the top of the cupola. For electronic versions of the logo and the ID Graphics Guide, please see: [oswego.edu/id](http://oswego.edu/id).



### OUR SEAL

Use of the official seal is typically reserved for formal and official documents, such as certificates, legal and official records, and transcripts. The seal should not be used as an alternative to the Oswego logo. For questions on usage of the seal, please consult the Publications Office.

ITC Symbol Black  
ABCDEFGHIJKLM abcdefghijkl 1234567890

ITC Symbol Bold  
ABCDEFGHIJKLM abcdefghijkl 1234567890

ITC Symbol Medium  
ABCDEFGHIJKLM abcdefghijkl 1234567890

ITC Symbol Book  
ABCDEFGHIJKLM abcdefghijkl 1234567890

**Saturday Sans Bold**  
**ABCDEFGHIJKLM abcdefghijkl 1234567890**

Saturday Sans  
ABCDEFGHIJKLM abcdefghijkl 1234567890

Helvetica Narrow Bold  
ABCDEFGHIJKLM abcdefghijkl 1234567890

Helvetica Narrow  
ABCDEFGHIJKLM abcdefghijkl 1234567890

Arial  
ABCDEFGHIJKLM abcdefghijkl 1234567890

Arial Narrow  
ABCDEFGHIJKLM abcdefghijkl 1234567890

Times New Roman  
ABCDEFGHIJKLM abcdefghijkl 1234567890

### COMPLEMENTARY FONTS

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

### OUR 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).

In print, the logo should appear in black, Pantone 357 or the CMYK equivalent of Pantone 357. 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). Please consult the Publications Office with specific usage questions.

The Oswego Web 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.



Shown below is actual size for minimum logo.



## FAQs

### WHY DOES OSWEGO NEED LOGO AND STYLE STANDARDS?

Every day, thousands of people see communications from SUNY Oswego: correspondence, brochures, reports, magazines, books, Web sites, slide shows, exhibits, event invitations, posters, forms and applications, building and vehicle signs, apparel, gift items, and other memorabilia. Each and every one of these materials represents the college. The logo and style guidelines unify our communications and help them make a clear and strong impression.

### WHAT'S YOUR PART IN THE VISUAL IDENTITY?

Communication materials come from many parts and every corner of the college – from the president's office, the dean's office and your office. Each communication, through its content and presentation, provides information about the college and its programs. Direct information is given through what is stated; indirect information is given through the clarity, tone, style, and professionalism with which the information is presented. As a result of how the information is perceived, each communication either strengthens or weakens Oswego's public image. It's up to everyone.

### ARE THERE EXCEPTIONS TO GRAPHIC STANDARDS?

On occasion, production issues, unusual formats or unique circumstances require a deviation from graphic standards, but that is rare and should be approved by the SUNY Oswego Graphic Standards Review Panel.

### HOW DO I FIND INFORMATION ABOUT OUR GRAPHIC STANDARDS?

For more information about use of the SUNY Oswego logo and seal, please refer to our extended graphic identity guide, available at [oswego.edu/id](http://oswego.edu/id). You may contact the Publications Office at 312.3130 or e-mail [print@oswego.edu](mailto:print@oswego.edu) with any technical questions or requests for assistance with logo use. Requests for variations in the use of the logo will be directed to the Graphic Standards Review Panel through the Office of Public Affairs at 312.2265.

## OUR 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 academic institution. For information on the athletics identity, please contact the Intercollegiate Athletics Department, 315.312.3056



## FREELANCERS AND USE OF COLLEGE STANDARDS

It is the responsibility of each authorized SUNY Oswego employee contracting with printers, designers, graphic artists, photographers, merchandisers and Web designers to inform them of the college's graphic identity standards and to make certain that these standards are applied to the material produced.

## LICENSING

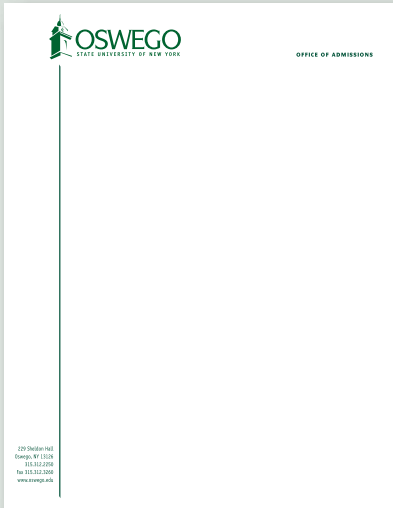
With regard to licensed products, special care must be taken to ensure proper use of SUNY Oswego's logo and seal by outside companies and organizations. Standards and promotional SUNY Oswego trademark licenses are non-exclusive and granted throughout the year. For information on various Oswego licensed products available for office, club and promotional activities, contact the Oswego College Foundation, 315.312.5558.

**VARIATIONS WITHIN STANDARDS**

Samples show a variety of creative campus-wide adaptations within our graphic identity standards.



Banner and T-shirts



Letterhead

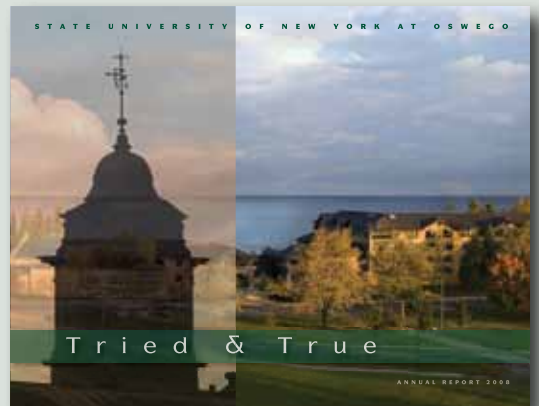
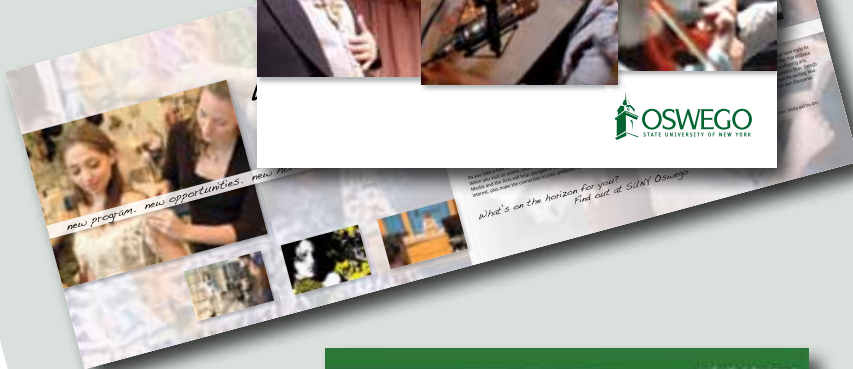


Catalog



Ad

Admissions Brochure



Annual Report



Web Banner



Ad

**RESOURCES AT A GLANCE:**

- SUNY Oswego logo downloads ..... oswego.edu/id
- Proper use of college logo.....Publications Office x3130
- Logo licensing by outside organizations ..... Oswego College Foundation x5558
- Athletics identities.....Intercollegiate Athletics Department x3056
- Ink color, paper, publication templates.....Publications Office x3130
- Business cards and design assistance for print .....Publications Office x3130
- Campus photographs .....Publications Office x3130
- Web site specifications..... Web Coordinator x3664
- Pre-printed stationery and envelopes..... Central Stores x2278
- Postal regulations..... College Mailroom x2278

For additional needs, please contact the Graphic Standards Review Panel through the Office of Public Affairs (315.312.2265)



**Office of the President**  
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