



SUNY POLYTECHNIC  
INSTITUTE

# University Brand Guide



## Introduction

SUNY Polytechnic Institute's brand guide is a resource for all members of the SUNY Poly community and vendors that support our communications efforts. This manual was developed to ensure clear, consistent, and appropriate use of the seals and logos approved by SUNY Poly's Office of Communications and Marketing.

These guidelines are the official SUNY Polytechnic Institute policy related to any and all graphic representation of the Institute, its schools and colleges, programs, and more. It also serves as a guide for those who are writing communications, creating materials, and participating in social media on behalf of SUNY Poly.

### **Why This Guide is Important**

A visual identity is important in shaping the institutional image and reputation of SUNY Poly. The more consistently the graphic elements are used, the stronger the brand. The stronger the brand and use of consistent nomenclature, the greater the awareness and recognition of the Institute.

The most important principles in creating a strong brand are consistency, frequency and repetition over time. Therefore, despite various preferences among our users, it is critical that the SUNY Poly community adopt a strong, consistent use of official seals, logos, typography, color and other elements and that the Institute limits the number and type of variations used by its units. A brand is also built on an institution's voice and tone, and how it is represented through its written communications.

### **Questions?**

SUNY Polytechnic Institute policy dictates that any communications material intended for external audiences must be developed and produced under the guidance of the Office of Communications and Marketing. This includes but is not limited to printed materials, web, print, social media, signage, and more. For additional information or further clarification of SUNY Poly's graphic standards, please contact Michelle George at [georgeml@sunypoly.edu](mailto:georgeml@sunypoly.edu)



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# Design + Identity



## UNIVERSITY COLORS

The Primary and Secondary Brand colors are **PMS Blue 288** and **PMS Gold 124**.

The SUNY Polytechnic Institute logos should not be reproduced in any other colors. If these official colors are not available, both black and white are permitted with the official colors as a complement or as a substitute if printing in only one color.

The signature color for SUNY Polytechnic Institute is PMS 288. When possible, this color should be used in communications material.



PMS: 288  
CMYK: 100, 88, 27, 19  
RGB: 0, 44, 115  
HEX (WEB): 002C73



PMS: 124  
CMYK: 7, 35, 100, 0  
RGB: 237, 169, 0  
HEX (WEB): EDA900



## COLLEGE SEAL

The official SUNY Polytechnic Institute seal as it appears on this page should be used for publications from the Office of the President only.





# SUNY POLYTECHNIC INSTITUTE

Office of Communications + Marketing

## APPROVED LOGOS

### Primary Logo

The SUNY Polytechnic Institute primary logo is approved for use on official SUNY Poly communications and is the preferred logo. Two versions of the primary logo have been created to suit different design circumstances.

---

### Horizontal Primary Logo

Two-color usage



Usage on dark background



One-color usage (black)



One-color usage (PMS 288)



### Vertical Primary Logo

Two-color usage



Usage on dark background



One-color usage (black)



One-color usage (PMS 288)





# SUNY POLYTECHNIC INSTITUTE

Office of Communications + Marketing

## APPROVED LOGOS

### Secondary Logo

The SUNY Polytechnic Institute secondary logo is approved for use on SUNY Poly marketing materials and internal communications. The primary logo should be used for most communications. Two versions of the secondary logo have been created to suit different design circumstances.

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#### Horizontal Secondary Logo

Two-color usage



Usage on dark background



One-color usage (black)



One-color usage (PMS 288)



---

#### Vertical Secondary Logo

Two-color usage



Usage on dark background



One-color usage (black)



One-color usage (PMS 288)







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## APPROVED WORDMARKS

### Abbreviated Wordmark Stacked

One-color usage  
PMS 288

SUNY  
POLY

Reverse usage  
White



Black-only usage  
Black

SUNY  
POLY

### Abbreviated Wordmark

One-color usage  
PMS 288

SUNY POLY

Reverse usage  
White



Black-only usage  
Black

SUNY POLY

### Wordmark

One-color usage  
PMS 288

SUNY POLYTECHNIC  
INSTITUTE

Reverse usage  
White



Black-only usage  
Black

SUNY POLYTECHNIC  
INSTITUTE



## APPROVED COLLEGE LOGOS

The SUNY Poly approved college logos may be used as a secondary logo on college or departmental communications in combination with the SUNY Poly primary logo. The SUNY Poly primary logo should always be the featured logo on all external communications.

An approved college logo can be used without the SUNY Poly primary logo for internal departmental/college communications or in consultation with the Office of Communications and Marketing

### College of Arts + Sciences



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF ARTS + SCIENCES



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF ARTS + SCIENCES

### College of Engineering



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF ENGINEERING



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF ENGINEERING

### College of Business Management



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF BUSINESS MANAGEMENT



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF BUSINESS MANAGEMENT

### College of Health Sciences



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF HEALTH SCIENCES



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF HEALTH SCIENCES



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## INCORRECT LOGO USAGE

Do not modify the proportions of the logo or wordmark.



~~SUNY POLYTECHNIC  
INSTITUTE~~

~~SUNY POLY~~

~~SUNY POLYTECHNIC  
INSTITUTE~~

~~SUNY POLY~~

Do not modify the colors of the logo or wordmark.

~~SUNY POLYTECHNIC  
INSTITUTE~~



SUNY POLYTECHNIC  
INSTITUTE

~~SUNY POLY~~

Do not use previous iterations of university or college branding. If you have any questions on incorrect logos, please contact the Office of Communications + Marketing.



## LOGO SPACING + SIZING

The SUNY Polytechnic Institute logo should always be afforded a predetermined safe area. The safe area ensures that the SUNY Poly identity maintains its hierarchy and is not overwhelmed by other visual elements. The safe area can be calculated as a margin of clear space equivalent to the height of the “S” in SUNY.





## TYPOGRAPHY

The consistent use of these typeface families will ensure a strong brand that is instantly recognizable and increasingly memorable.

The SUNY Polytechnic Institute logos were developed using Friz Quadrata and should never be replaced with another font.

For professionally-produced communications, a secondary font called Azo Sans has been approved for use.

For everyday use, the Office of Communications and Marketing recommends the use of the following typefaces:

- Garamond
- Helvetica
- Calibri

Any variation of a typeface family: regular, light, condensed, bold and italic are permitted.

### Friz Quadrata

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 123456789

### Azo Sans

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 123456789



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## ATHLETICS

Primary Logo



Secondary Logo



SUNY Poly Athletics Wordmark



SUNY Poly Wildcats Wordmark



SUNY Poly Sports Network



For information or questions regarding the SUNY Poly athletics logos, contact Sports Information Director Patrick Baker at [patrick.baker@sunypoly.edu](mailto:patrick.baker@sunypoly.edu).

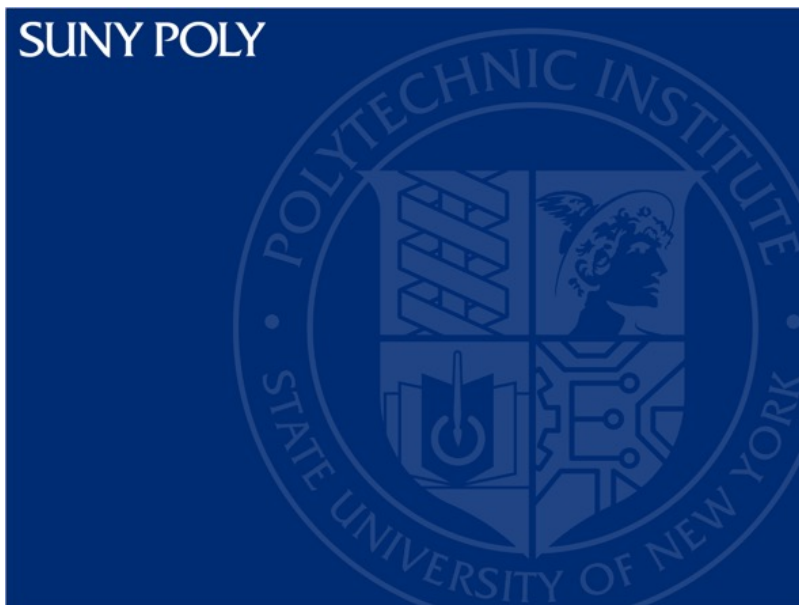


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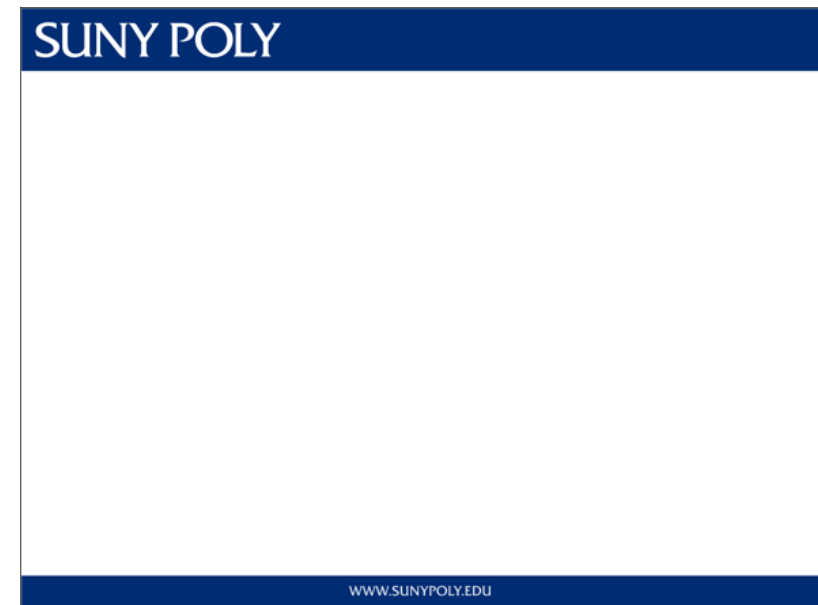
Office of Communications + Marketing

## POWERPOINT TEMPLATE

Title Slide Layout



Content Slide Layout



The SUNY Polytechnic Institute PowerPoint template is available for download on [sunypoly.edu/communications-marketing](http://sunypoly.edu/communications-marketing).





## STATIONERY

### Generic Letterhead



The SUNY Poly Office of Marketing and Communications used the following standards for all Office of the President letters and news releases:

- **Font:** Calibri, 11.5 pt
- **Line Spacing:** Single
- **Alignment:** Justified

To have stationery printed for your office or department, please contact Mike DeCicco at [deciccm@sunypoly.edu](mailto:deciccm@sunypoly.edu). An electronic version of the stationery is available at [sunypoly.edu/communications-marketing](http://sunypoly.edu/communications-marketing).





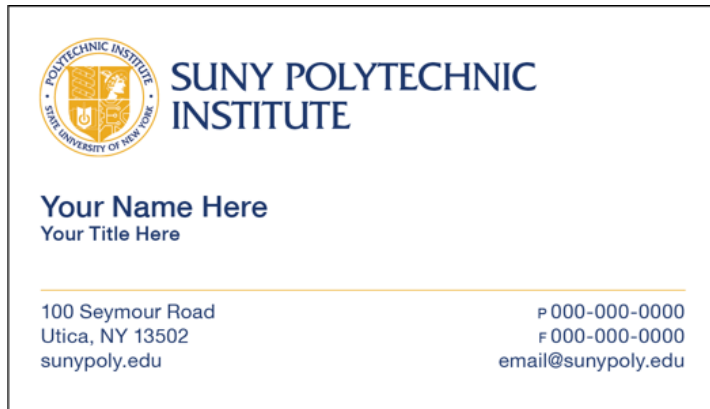
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## BUSINESS CARDS

The following are the only approved business card templates for faculty and staff.

### For Faculty + Staff:



To request new business cards, please contact:

### Director of Publications

Mike DeCicco, [deciccm@sunypoly.edu](mailto:deciccm@sunypoly.edu)



## EMAIL SIGNATURES

The following are some general rules for SUNY Poly email signatures.

### Do:

- Use a font that is easy to read (Arial or Calibri) in an appropriate size
- List SUNY Polytechnic Institute before the college, office, or department in your signature
- Make it brief and include only essential information
- Include simple urls
- Include social media urls as plain text, without icons

### Don't:

- Include logos, images, or vcards. These appear as attachments in some email clients and may make the person receiving your email miss any actual attachments.
- Add information that is not relevant to SUNY Poly (ex: personal quote or tagline)

### Email Signature Samples:

#### **Jane Doe, Ph.D.**

Associate Professor  
SUNY Polytechnic Institute  
Department of Mathematics and Physics  
100 Seymour Road  
Utica, NY 13502  
315-123-4567 (office)  
315-765-4321 (cell)

#### **John Doe**

Associate Director of Marketing + Communications  
SUNY Polytechnic Institute  
100 Seymour Road  
Utica, NY 13502  
315-123-4567 (o)  
315-765-4321 (c)  
[sunypoly.edu](http://sunypoly.edu)

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