



UNIVERSITY
AT ALBANY

State University of New York

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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.

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

The University wordmark consists of the University name and *State University of New York*. It should be treated as one unit. The proportion and spacing of the elements should not be altered in any way.

University at Albany and *UAlbany* are set in Trajan. *State University of New York* is set in Janson. The wordmark is available in a number of configurations (see page 4.) Digital files are available for all configurations. The wordmark should only be reproduced from one of these approved files.

The wordmark is the preferred identifier for the covers of all brochures.

wordmark

UNIVERSITY
AT ALBANY
State University of New York

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
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State University of New York

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

informal logo



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

UNIVERSITY
AT ALBANY
State University of New York

centered horizontal

UNIVERSITY AT ALBANY
State University of New York

informal

U ALBANY
State University of New York

Logo configurations

stacked



centered horizontal



flush left



informal stacked



informal flush left



Color

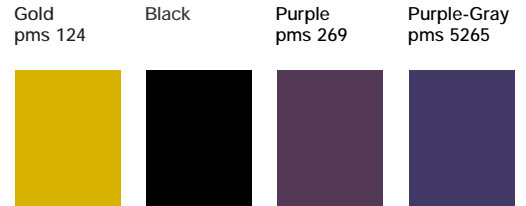
Logo: The official logo colors are gold pms 124 for the Minerva symbol and black for all type. These colors should be used whenever possible. For 4-color publications there is a cmyk version of the logo that replicates pms 124 in process inks.

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



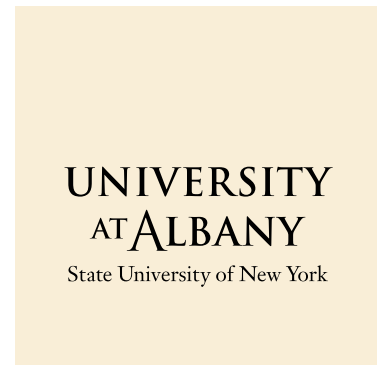
Printing on light backgrounds



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.

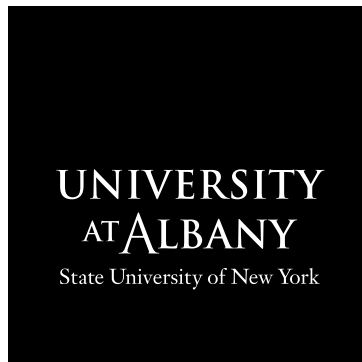


The wordmark can be printed in black or purple pms 269 over light colors.

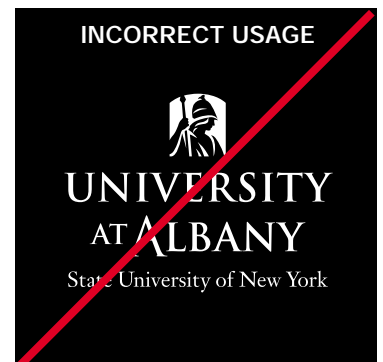
Printing on dark backgrounds



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

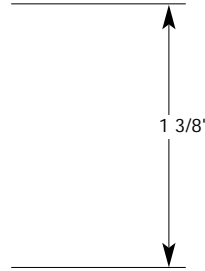


UNIVERSITY
AT ALBANY
State University of New York

Informal version



UALBANY
State University of New York



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



UALBANY
State University of New York

all black



UALBANY
State University of New York

purple pms 269



UALBANY
State University of New York

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



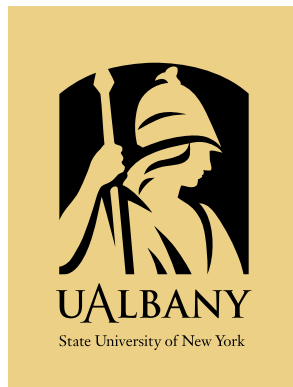
UNIVERSITY
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State University of New York

Printing on backgrounds

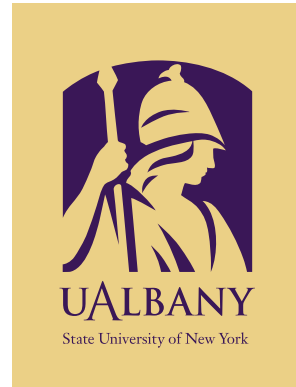
gold pms 124 on dark color



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 Creative Services at (518) 442-3674 or fdoyle@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.

black



gold pms 124



metallic gold pms 872



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.



Typefaces

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

Please contact Creative Services at (518) 442-3674 or fdoyle@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.

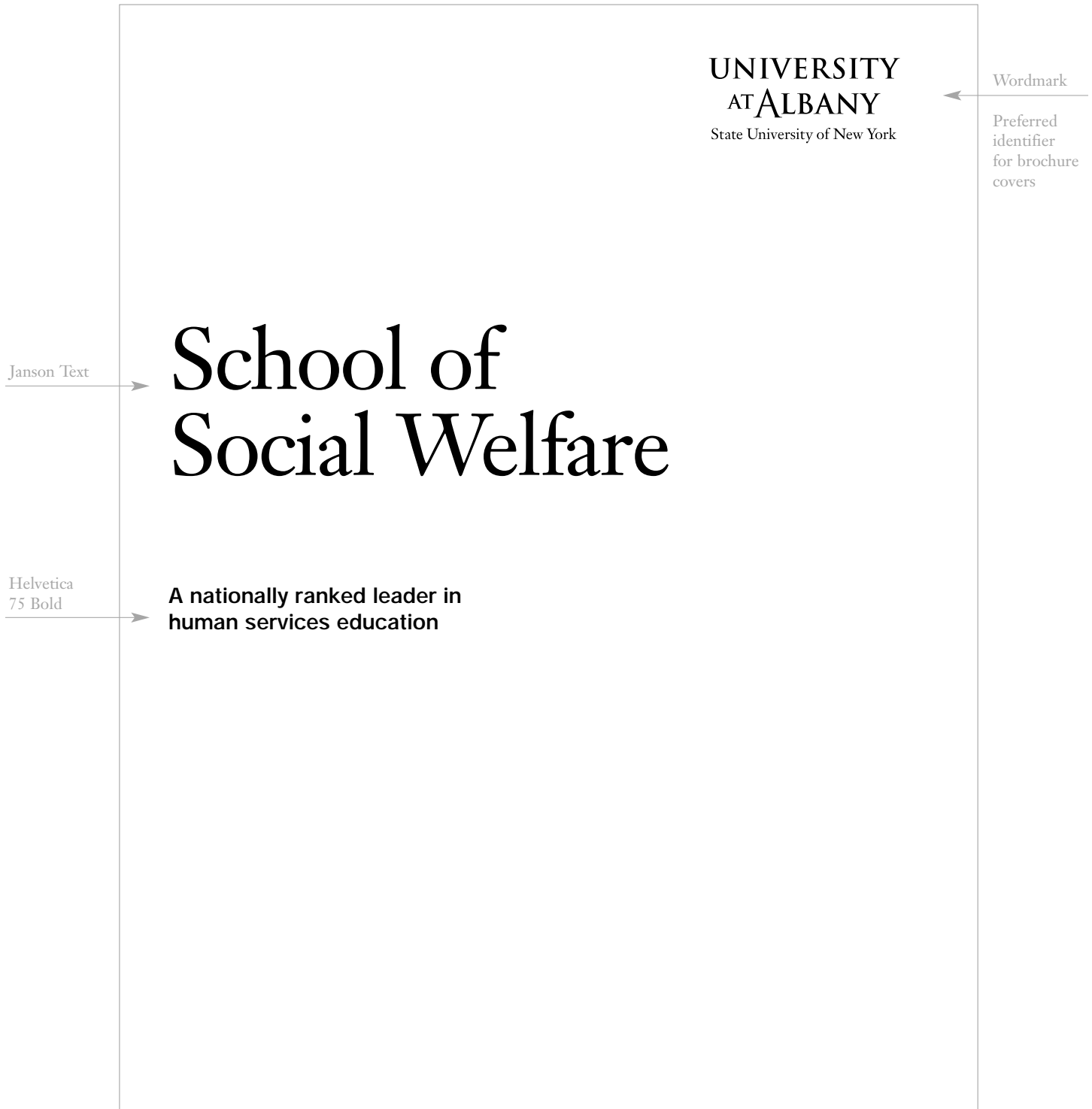
Subhead
10 pt Janson Bold
13 pt leading

Body copy
9 pt Janson Text
13 pt leading

Examples of Headlines

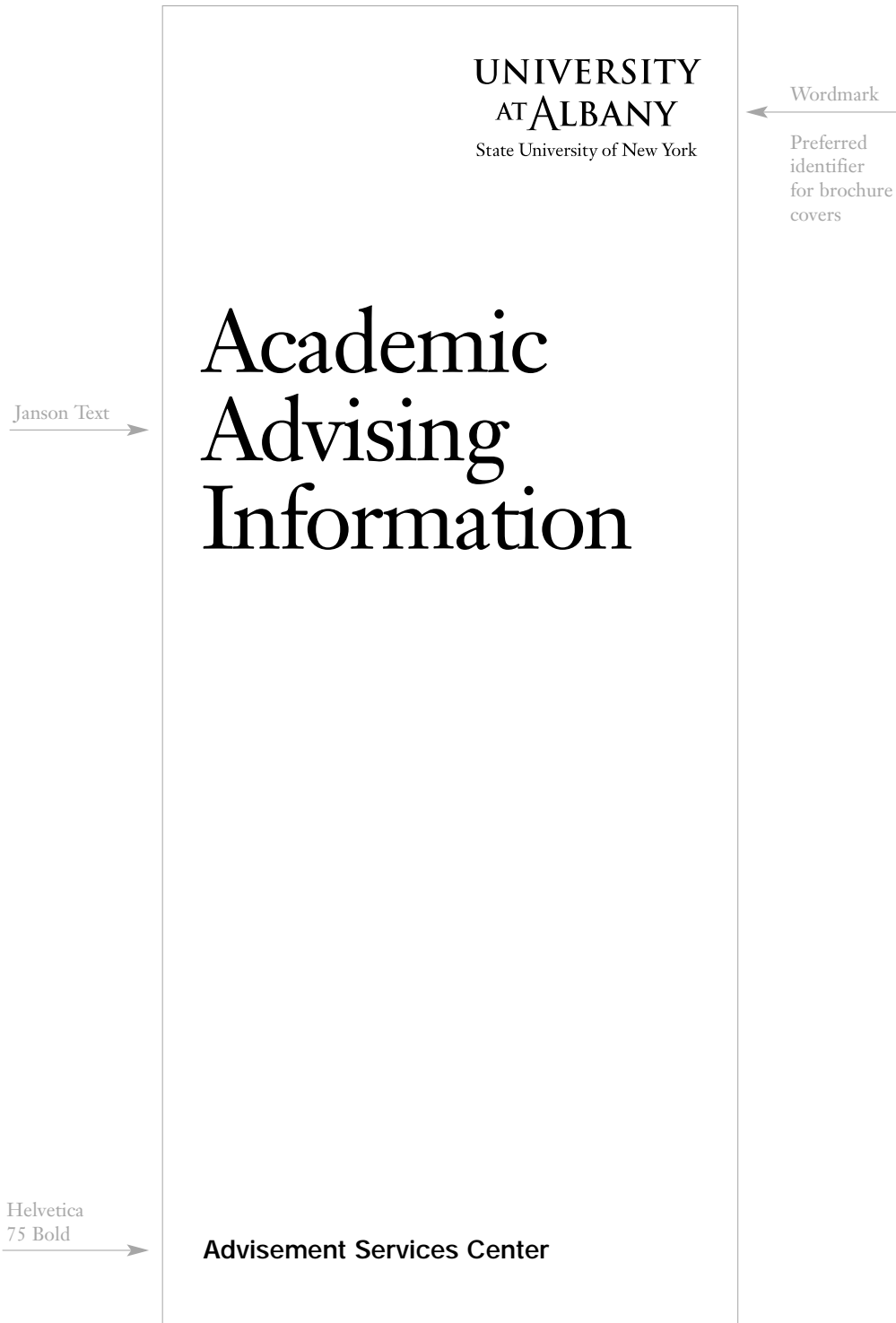
The following example shows how the University typefaces can be used as a headline and subhead on the cover of a publication.

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



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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
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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

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.

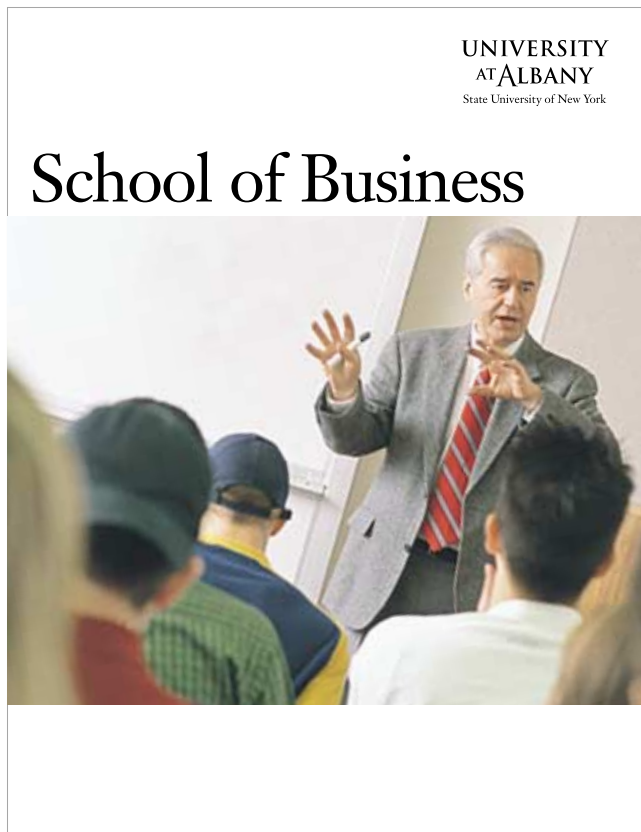
Signatures can be obtained by contacting Creative Services at (518) 442-3674 or fdoyle@uamail.albany.edu. Only signatures created by Creative Services are authorized for use.



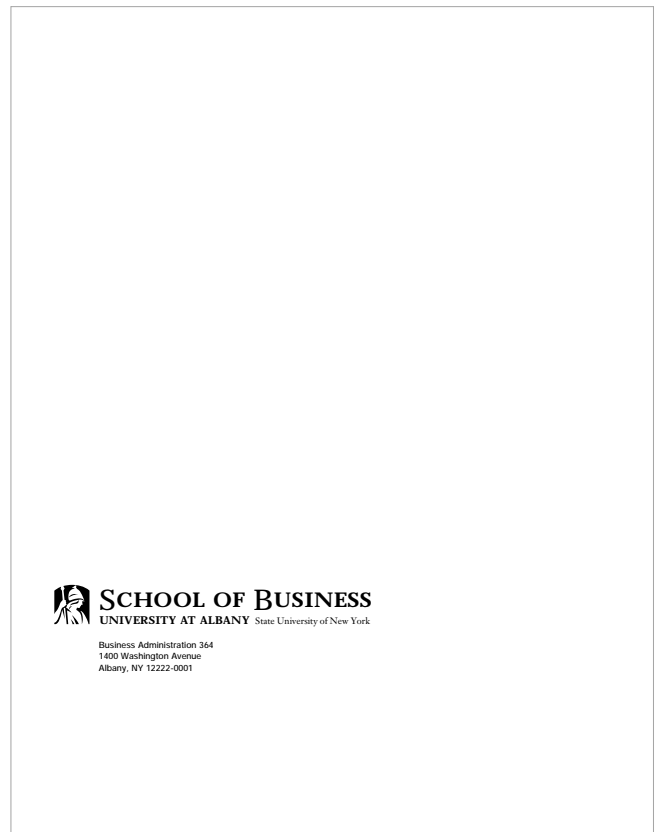
Below is an example of how a school or college can use their signature on a publication.

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 Creative Services at (518) 442-3674 or fdoyle@uamail.albany.edu. Only signatures created by Creative Services are authorized for use.



Web

In order to maintain consistency with the University home and top level web pages the following logo configuration has been approved for web usage. Templates for creating web pages are available from Creative Services at (518) 442-3674 or fdoyle@uamail.albany.edu.

A complete web standards manual is being developed and will be available soon.



Letterhead

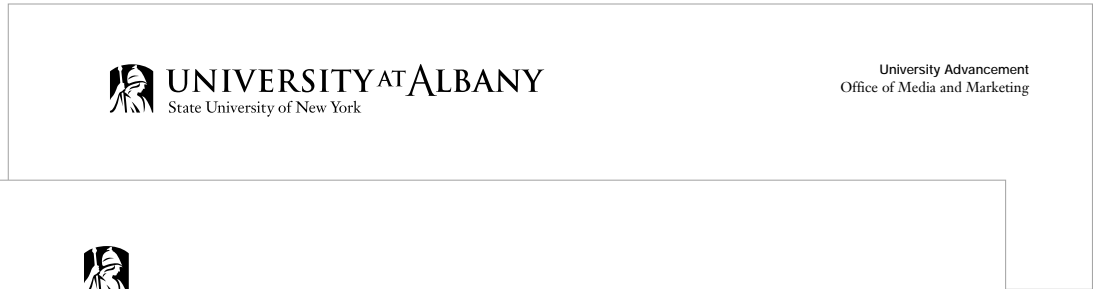
The following color and layout options are available for letterhead. Letterhead should only be printed from approved templates. To order letterhead contact the Purchasing Department at (518) 437-4579.

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

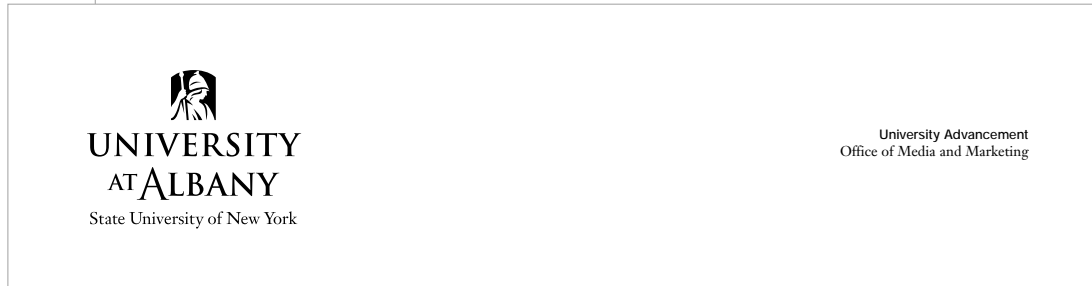
Contact Creative Services for any situations that are not addressed by these guidelines—(518) 442-3674 or fdoyle@uamail.albany.edu.

1 color
all black

flush left

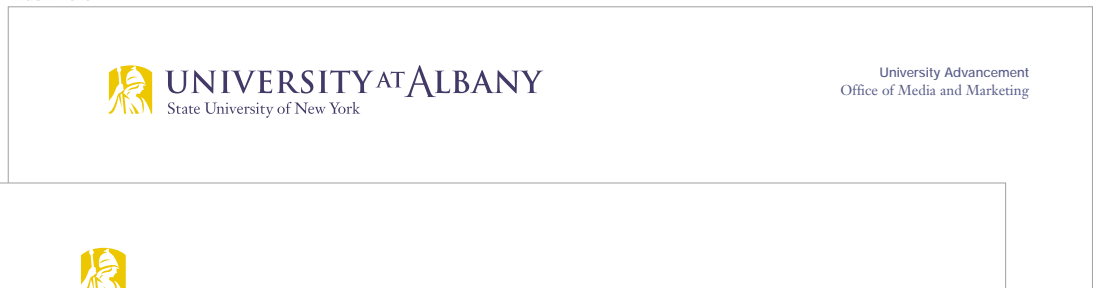


stacked

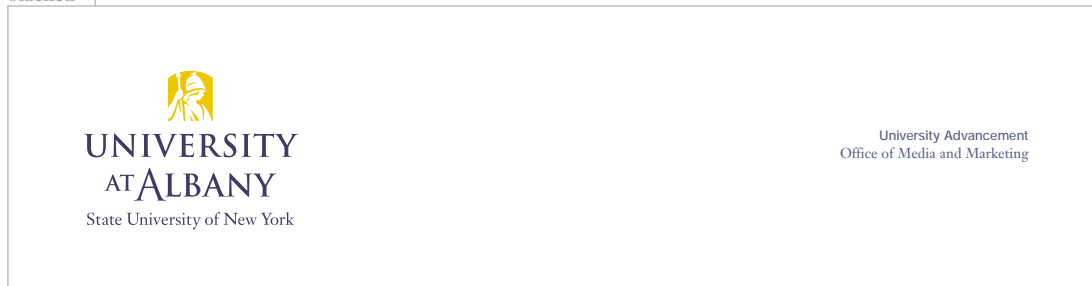


2 color
symbol: gold
pms 124
type: purple-gray
pms 5265

flush left

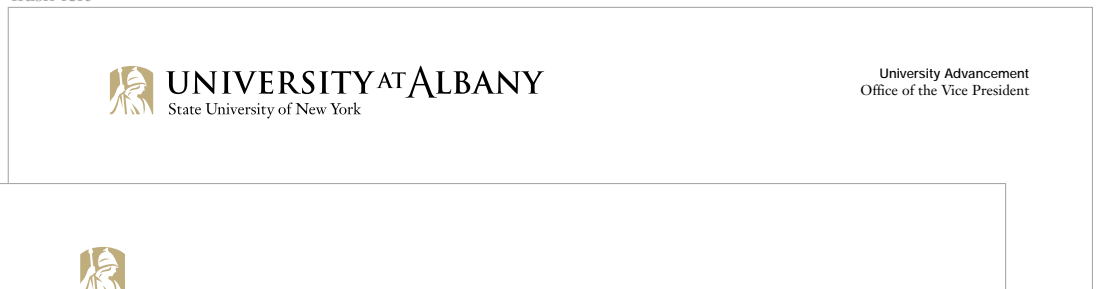


stacked

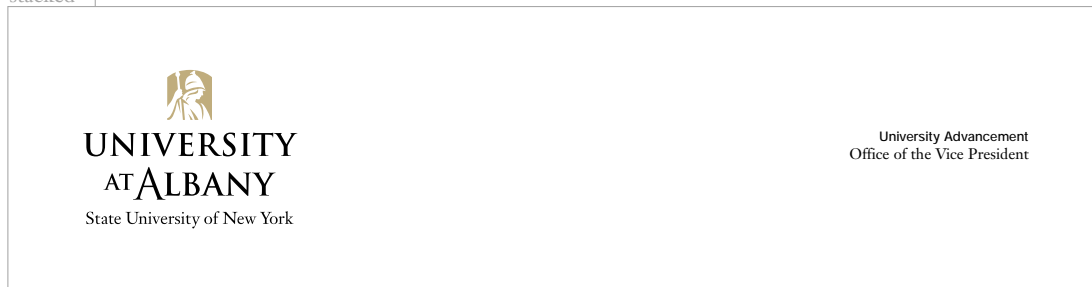


President
and Cabinet
symbol: metallic
gold pms 872
type: black

flush left



stacked



**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 Creative Services for any situations that are not addressed by these guidelines—(518) 442-3674 or fdoyle@uamail.albany.edu.



UNIVERSITY AT ALBANY
State University of New York

University Advancement
Office of Media and Marketing

School
Research Center
or Department

Sub Department
if necessary
(2 maximum)

letter
should
align with
University
name

January 17, 2003

kjllkkfffbvrjfc
rfdfvzdbb
bdfbpnoanmfj
Newyork,NY10155

Dear

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

margin 1.25 in. → laborum Et harumd und lookum like Greek to me, dereud facilis est er expedit distinct. ← margin 1.25 in.

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

nostrud exercitation ullam mmodo consequet. Duis aute in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vver eos et accusam dignissum qui blandit est praesent

With warmest regards,

John Doe
Director

University Administration Building, Room 101
1400 Washington Avenue, Albany, NY 12222
PH: 518-437-4770 FX: 518-437-4775
www.albany.edu

1.25 in.



.875 in.

For addresses with 3 lines start 1 line higher.

When adding an extra line to address maintain this baseline for web address.

Clear space for Research Center logo

Logo should print in pms 5265 on 2 color letterhead and black on 1 color

**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 Creative Services for any situations that are not addressed by these guidelines—(518) 442-3674 or fdoyle@uamail.albany.edu.



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

School
Research Center
Department

University Advancement
Office of Media and Marketing

Sub Department
if necessary
(2 maximum)

January 17, 2003

kjllkffffbvrfc
rfdfvzdbb
bdfbpnoanmf;n
Newyork,NY10155

Dear

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

margin
1.25 in. →

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

nostrud exercitation ullam mmodo consequet. Duis aute in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vver eos et accusam dignissum qui blandit est praesent

← margin
1.25 in.

With warmest regards,

John Doe
Director

University Administration Building, Room 101
1400 Washington Avenue, Albany, NY 12222
PH: 518-437-4770 FX: 518-437-4775
www.albany.edu

1.25 in.



.875 in.

For addresses with 3 lines start 1 line higher.

When adding an extra line to address maintain this baseline for web address.

Clear space for Research Center logo
Logo should print in pms 5265 on 2 color letterhead and black on 1 color

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 Creative Services for any situations that are not addressed by these guidelines—(518) 442-3674 or fdoyle@uamail.albany.edu.

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

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

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 Creative Services for any situations that are not addressed by these guidelines—(518) 442-3674 or fdoyle@uamail.albany.edu.

1 color
all black



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



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



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



Danehead Logo



Standing Dane



UA Logo



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 Creative Services at (518) 442-3674 or fdoyle@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.



UNIVERSITY^{AT}ALBANY[™]

State University of New York

Guide to Wordmark, Logo and Seal Files

The following pages (25-30) provide a reference for all University digital files. Below each identifier is the name of the file that should be used to reproduce that particular version. In some cases two files are listed. One file is for use when printing a pms spot color and the other is a cmyk file for 4-color reproduction. Please contact Creative Services at (518) 442-3674 or fdoyle@uamail.albany.edu for help in choosing the correct logo, wordmark or seal.

Commercial Printing (postscript printing)

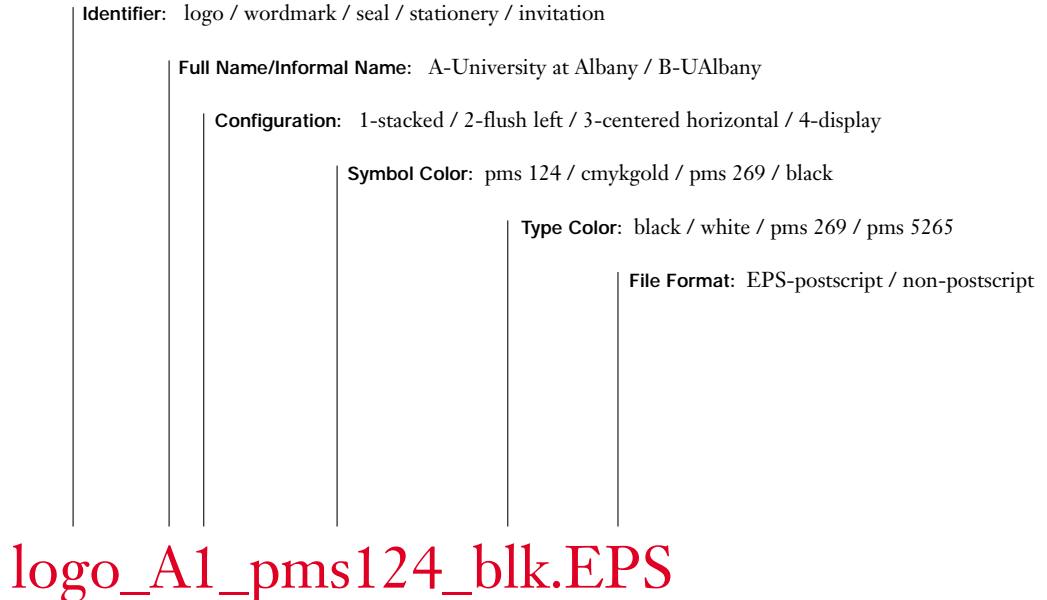
When sending a job to a commercial printer EPS files should always be used. It is not necessary to send the fonts used in the logo when using EPS files (unless you are using the same fonts elsewhere in your document.)

When using EPS files in layout programs do not copy a file from one document and paste it into another document—always import directly from the original EPS file. This will ensure that the pms colors used in the EPS file will load into the layout program's color palette.

Word Processing (non-postscript printing)













Special wordmark and logo files are available for printing from word processing programs (such as Microsoft Word) to non-postscript printers.

Key to file names









Logo A

Logos using the full name—University at Albany

	1—STACKED	2—FLUSH LEFT	3—CENTERED HORIZONTAL	4—DISPLAY
USE: ALL PUBLICATIONS	 <p>logo_A1_blk.EPS</p>	 <p>logo_A2_blk.EPS</p>	 <p>logo_A3_blk.EPS</p>	 <p>logo_A4_blk.EPS</p>
USE: ALL PUBLICATIONS	 <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>logo_A4_pms124_blk.EPS logo_A4_cmykgold_blk.EPS</p>
USE: KNOCKING OUT	 <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>logo_A4_pms124_white.EPS logo_A4_cmykgold_white.EPS</p>
USE: 1 OR 2 COLOR PUBLICATIONS ONLY	 <p>logo_A1_pms269.EPS</p>	 <p>logo_A2_pms269.EPS</p>	 <p>logo_A3_pms269.EPS</p>	 <p>logo_A4_pms269.EPS</p>
USE: 2 COLOR PUBLICATIONS ONLY	 <p>logo_A1_pms124_269.EPS</p>	 <p>logo_A2_pms124_269.EPS</p>	 <p>logo_A3_pms124_269.EPS</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	 <p>logo_B1_blk.EPS</p>	 <p>logo_B2_blk.EPS</p>	 <p>logo_B4_blk.EPS</p>
USE: ALL PUBLICATIONS	 <p>logo_B1_pms124_blk.EPS logo_B1_cmykgold_blk.EPS</p>	 <p>logo_B2_pms124_blk.EPS logo_B2_cmykgold_blk.EPS</p>	 <p>logo_B4_pms124_blk.EPS logo_B4_cmykgold_blk.EPS</p>
USE: KNOCKING OUT	 <p>logo_B1_pms124_white.EPS logo_B1_cmykgold_white.EPS</p>	 <p>logo_B2_pms124_white.EPS logo_B2_cmykgold_white.EPS</p>	 <p>logo_B4_pms124_white.EPS logo_B4_cmykgold_white.EPS</p>
USE: 1 OR 2 COLOR PUBLICATIONS ONLY	 <p>logo_B1_pms269.EPS</p>	 <p>logo_B2_pms269.EPS</p>	 <p>logo_B4_pms269.EPS</p>
USE: 2 COLOR PUBLICATIONS ONLY	 <p>logo_B1_pms124_269.EPS</p>	 <p>logo_B2_pms124_269.EPS</p>	 <p>logo_B4_pms124_269.EPS</p>

Invitations and Notecards

A series of logos using gold pms 124 and purple-gray pms 5265 are available for use on invitations and notecards.

	1—STACKED	2—FLUSH LEFT	3—CENTERED HORIZONTAL	4—DISPLAY
USE: INVITATIONS/NOTECARDS ONLY	 <p>invitation_A1_pms124_5265.EPS</p>	 <p>invitation_A2_pms124_5265.EPS</p>	 <p>invitation_A3_pms124_5265.EPS</p>	 <p>invitation_A4_pms124_5265.EPS</p>

Stationery

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

Seals



seal_blk.EPS



seal_metallic872.EPS



seal_pms124.EPS