NEW Paltz
STATE UNIVERSITY OF NEW YORK

IDENTITY STANDARDS
and
STYLE GUIDE

TABLE OF CONTENTS

The New Paltz Identity Standards can also be viewed online at www.newpaltz.edu/identity

12/7/2016

NEW PALTZ BRAND

ABOUT OUR BRAND

On a daily basis, the State University of New York at New Paltz competes for attention with other academic institutions in a world filled with marketing messages from a wide variety and large number of businesses and organizations, both for-profit and non-profit. Reaching our students, supporters and contributors can be quite a challenge. How do we establish our place in the market?

One way is to project a consistent and clear identity—our brand. Simply put, a brand identity is the sum total of all perceived information about us as communicated through our various messages—it is a marketing and communication tool. Every communication, including our name and related marks, contributes to building our brand identity.

This guide has been developed to help us achieve a consistent identity across all communication vehicles as we reflect the essence of the institution, the strength of our offerings and the quality of our programs. The consistent application of these standards will help ensure that your communication vehicle contributes to a unified image that benefits New Paltz through improved awareness, recognition and professional appearance.

BRAND POSITIONING STATEMENT

New Paltz provides one of the nation's most open, diverse and artistic environments in order to prepare students to excel in rapidly changing times that demand creativity and worldliness. Our tradition of intellectual discovery is enhanced by a location of stunning natural beauty, in a dynamic college town, with easy access to New York City. Our unusually wide array of professional and liberal arts majors fosters a rich academic milieu in which students, selected through a competitive admissions process, can develop to their highest potential.

OUR BRAND PROMISE

New Paltz has crafted a collection of internal brand promise statements that serve to encapsulate for its administration, faculty and staff precisely what the institution can promise to its enrolled students. These promise statements are:

1. We deliver an extraordinary number of majors in Business, Liberal Arts, Sciences and Engineering and are particularly well known for our programs in Fine and Performing Arts and Education.

2. We provide rigorous academics in a highly selective admission environment where students receive and create close personal links with real scholars and artists who love to teach.

3. New Paltz embraces its culture as a community where talented and independent-minded people foster openness, diversity, artistry and creativity.

4. Our geographic location is stunning in its natural beauty, located in the heart of a dynamic college town, 90 minutes from metropolitan New York City.

5. In keeping with the tradition of the nation's great public universities, New Paltz is linked to the health and vitality of the region, state and nation through the education of its citizens.

The brand positioning statement, brand promises, and brand attributes should serve as a basis for crafting external communications rather than as exact language. Note that these messages do not constitute a new slogan or tagline. Audience-appropriate communication can tell a consistent College story in different ways to different people. These key messages will help to achieve that.

NEW PALTZ BRAND

BRAND ATTRIBUTES

The following brand attributes support New Paltz's overall institutional brand by publicly and prominently highlighting the essential characteristics of the College experience. We developed the attributes based on findings from an internal assessment survey we conducted with current New Paltz students, faculty, staff and administrators in July 2008. We then tested the attributes among prospects, current students (graduate and undergraduate), employees and alumni to determine which attributes should be primary or secondary messages for New Paltz.

A DEGREE…AND AN EDUCATION

New Paltz students earn a degree that opens doors to lifelong career opportunities. With that degree comes an education – a true preparation that goes beyond the piece of paper. It is a New Paltz education, one that retains lifelong relevance through what is required to achieve it: broad and specific knowledge, exposure to differing perspectives, open-minded inquiry and a spirit of inventiveness. This is why two national publications have named New Paltz one of the nation's top leaders in providing college graduates with the best "return on degree investment" over a lifetime.

ENGAGEMENT THROUGH IMPASSIONED TEACHING

The love of learning and a lifelong passion for intellectual and professional growth come from the experiences a student has in close collaboration with an outstanding faculty. Cited for excellence in both teaching and research by SUNY and national and international organizations (New Paltz has been named one of the nation's top producers of Fulbright scholars for master's institutions by the U.S. Department of State), New Paltz faculty challenge, encourage and support students to reach higher, achieve greater, think more broadly and develop skills that serve students well, long after graduation.

CREATIVE ENVIRONMENT OF DISCOVERY

Creativity permeates campus life at New Paltz. The learning atmosphere has an air of imaginative inquiry that bridges all academic endeavors. The faculty encourages students to question, experiment and discover in ways that lead to innovative thinking. Beyond the classroom, students discover the endless possibilities that exist within a diverse community and the opportunities for scholarship and leadership that will serve them well for their future professional and personal lives.

A LOCATION FOR LIFE

SUNY New Paltz is located at the nexus of the best of yesterday, today and tomorrow—a dynamic community in a stunning natural setting, surrounded by the history and culture of the American story and poised to serve as the educational and research leader for the technologies of the future—notably solar energy and 3D printing, with the spirit of entrepreneurship at the heart of it all. The Hudson Valley corridor, from New York City to Albany, affords New Paltz students with a vibrant and dynamic laboratory to use for research, investigation, appreciation and enjoyment.

COME AS YOU ARE

New Paltz warmly welcomes students of diverse backgrounds, cultures, perspectives and ambitions. It is the ideal environment for students to explore and flourish, in a community that encourages and supports each student to seek a higher level of scholarship. Students bring their own intellectual experiences and expand on them in close collaboration with a learned faculty and through mentored and sponsored independent study and research activities, enhancing their education beyond the classroom. This comprehensive educational experience allows each New Paltz student to "come as you are" and leave prepared to excel in a rapidly changing world.

DESCRIPTION OF THE COLLEGE

FULL DESCRIPTION OF THE COLLEGE

The State University of New York at New Paltz is located in New Paltz, N.Y., a dynamic college town just 90 minutes from metropolitan New York City. Our 216-acre campus in the stunning Hudson River Valley is settled next to the nation's oldest street. Our unsurpassed location offers not only an outstanding quality of life but also world-class connections.

Founded in 1828, New Paltz is the 99th oldest collegiate institution in the country. Rooted in our distinguished heritage is an intense spirit of imaginative inquiry. This spirit manifests as a creative environment of discovery that permeates campus. We provide one of the most open, diverse and artistic places of higher learning in the nation and are committed to preparing our students to excel in the rapidly changing world of the 21st century.

New Paltz is a highly competitive, four-year college that delivers an extraordinary number of undergraduate majors in business, liberal arts, sciences and engineering. We are particularly well known for our programs in fine and performing arts and education. Every program resonates with our fierce dedication to engagement through impassioned teaching. Students here develop close mentor relationships that help them succeed, and find the opportunities and encouragement to connect with the world in meaningful ways.

Our Graduate School serves as the region's foremost graduate school in the Hudson Valley, offering exceptional programs in education, computer science, fine arts, engineering, business and the liberal arts.

In keeping with the tradition of the nation's great public universities, New Paltz is linked to the health and vitality of the region, state and nation through the education of its citizens.

BRIEF DESCRIPTION OF THE COLLEGE

Located in the heart of a dynamic college town, 90 minutes from metropolitan New York City, the State University of New York at New Paltz is a highly selective college of about 8,000 undergraduate and graduate students.

One of the most well-regarded public colleges in the nation, New Paltz delivers an extraordinary number of undergraduate majors in Business, Liberal Arts, Sciences, Engineering, Fine and Performing Arts and Education; and serves as the region's foremost graduate school in the Hudson Valley, offering exceptional programs in education, computer science, fine arts, engineering, business and the liberal arts.

New Paltz embraces its culture as a community where talented and independent minded people from around the world create close personal links with real scholars and artists who love to teach.

HOW TO USE THE DESCRIPTION OF THE COLLEGE

The full description is used in departmental brochures and other publications where it appears appropriate to the audience.

The brief description may be used when space is tight, or it appears more appropriate to the audience.

AFFIRMATIVE ACTION STATEMENT

AFFIRMATIVE ACTION STATEMENT

The State University of New York at New Paltz prohibits discrimination on the basis of race, color, gender, age, national origin, religion, pregnancy, disability status, military status, marital status, or sexual orientation. This policy applies to recruitment, placement, promotion, training, transfer, retention, rate of pay, sabbatical leave, tuition waiver, study release, merit raise and all other details and conditions of employment. In addition to complying with all applicable non-discrimination laws, New Paltz is also committed to taking affirmative action to ensure that all individuals have an equal opportunity for employment.

ACCEPTABLE SHORTENED VERSION
The State University of New York at New Paltz is an AA/EOE/ADA employer.

WHEN TO USE THE AFFIRMATIVE ACTION STATEMENT
This policy is vital to achieving our goal of a high-quality, diverse work force within our college community. Further, this policy lays the foundation for competent and fair management for the men and women with whom we work.

Any person with questions or concerns about the EEO/AA policy should contact the Affirmative Action Officer in Haggerty 203, who is responsible for the implementation of the College's Affirmative Action Programs.

This statement should appear in publications produced for off-campus distribution.

NOMENCLATURE

COLLEGE NAME

first reference:
State University of New York at New Paltz

subsequent references:
New Paltz
SUNY New Paltz

ACADEMIC UNITS
College of Liberal Arts & Sciences
School of Business
School of Education
School of Fine & Performing Arts
School of Science & Engineering
The Graduate School
Department of . . .

ADMINISTRATIVE UNITS
Office of the President
Office of the Provost
Division of Academic Affairs
Division of Administration & Finance
Division of Development & Alumni Relations
Division of Enrollment Management
Division of Student Affairs
Office of . . .

IN GENERAL
avoid acronyms
avoid abbreviations

UNIT NAME GUIDE
Use the ampersand (&) rather than "and"

"Department of" and "Office of"
precede the unit name. For example:
    Department of Biology
    Department of Art
    Department of Educational Administration
    Department of History
    Office of Payroll
    Office of Residence Life
    Office of Records & Registration

    Centers are an exception. For example:
    Career Resource Center
    Center for Student Development

Use "Haggerty,"
not "Haggerty Administration Building" or "HAB"

Use "Student Union,"
not "Student Union Building" or "SUB"

LOGO SYSTEM

PRIMARY LOGO

New Paltz logo

New Paltz logo 281

New Paltz logo 165

New Paltz logo black

NP logo white

NP logo white

NP logo white

NP logo white & 165

ABOUT THE LOGO

The official New Paltz logo is a mark consisting of a customized icon, typography and color. The strength of the icon for the College is in its ability to be interpreted in many ways. Our focus group participants told us it suggested "the mountain," "the new Student Union addition [The Atrium]," "an open door." It was seen as progressive and future oriented. All of these are reflective of the elements of our positioning statement—focus on our very appealing location, our student centeredness, and accessibility, all in a creative and forward moving environment.

The exact arrangement and proportion may not be altered in any way.

PRIMARY LOGO
ON A LIGHT BACKGROUND

The two-color horizontal logo is meant to be reproduced in two colors. When that is not possible, it may be reproduced in one color, either blue (PANTONE 281), orange (PANTONE 165) or all black.

PRIMARY LOGO
ON A DARK BACKGROUND

ALL APPLICATIONS – INCLUDING APPAREL AND OTHER FABRIC APPLICATIONS
The logo should be reproduced in white on a dark background. White plus orange (PANTONE 165) may be used only on a blue background.

DOWNLOAD

High res logos are available online at my.newpaltz.edu in the Communication & Marketing link.

LOGO SYSTEM

SECONDARY LOGO

New Paltz logo vert

New Paltz logo vert 281

New Paltz logo vert 165

New Paltz logo vert black

New Paltz logo vert white

NP logo vert white & 165

**SECONDARY LOGO
ON A LIGHT BACKGROUND**

The two-color vertical logo is designed only for applications where the format or layout makes is difficult to use the primary (horizontal) logo effectively. Every effort should be made to use the primary logo.

The secondary (vertical) logo is meant to be reproduced in two colors. When that is not possible, it may be reproduced in one color, either blue (PANTONE 281), orange (PANTONE 165) or all black.

**SECONDARY LOGO
ON A DARK BACKGROUND:**

ALL APPLICATIONS – INCLUDING APPAREL
AND OTHER FABRIC APPLICATIONS
The logo should be reproduced in white on a dark background. White plus orange (PANTONE 165) may be used only on a blue background.

LOGO SYSTEM

LOGO FOR EMBROIDERY ONLY

NP logo embroid

To facilitate the size requirements of stitching in embroidery and maintain readability, the proportions of the type to the icon have been adjusted and the "State University of New York" line removed. The color options remain the same as for the primary logo.

NP logo embroid 281

ON A LIGHT BACKGROUND
The embroidery logo is also meant to be reproduced in two colors. When that is not possible, it may be reproduced in one color, either blue (PANTONE 281), orange (PANTONE 165) or all black.

NP logo embroid 165

ON A DARK BACKGROUND
On dark backgrounds the embroidery logo may be reproduced in white. On a blue background it may be reproduced in white and orange. In the two-color versions the triangle is in 165, with the top of the icon and New Paltz in white.

NP logo embroid black

NP logo embroid white

NP logo embroid white&165

8

LOGO SYSTEM

New Paltz
STATE UNIVERSITY OF NEW YORK
Office of the Dean
School of Fine & Performing Arts

New Paltz
STATE UNIVERSITY OF NEW YORK
Center for International Programs

OTHER PRINT COLLATERAL

New Paltz
STATE UNIVERSITY OF NEW YORK
The Graduate School

New Paltz
STATE UNIVERSITY OF NEW YORK
Center for International Programs

New Paltz
STATE UNIVERSITY OF NEW YORK
Center for
International Programs

LOGO WITH DEPARTMENT NAME

The New Paltz logo may have a department name below it in the horizontal format.

LETTERHEAD

The logo is 2.5" long. It is positioned .375" from the top and the left.

A fine rule (.25 pt. stroke) separates the logo from the department name – blue PMS 281.

The department name is 10/12 pt. Akzidenz Grotesk regular, upper and lower case – blue PMS 281. It is aligned flush left to the "N" in New Paltz (as is all other copy in the body of the letter).

All stationery must be ordered through Design Services or Print Services.

OTHER PRINT COLLATERAL

On brochures, flyers, ads, posters, etc. the department name may be up to half the height of the capital letter N in New Paltz in Akzidenz Grotesk regular.

Names should not exceed the length of the "New Paltz" line by more than 50%

Long names may be split onto two lines.

Garamond Pro may be used on note cards or other formal communication.

SIZE

Horizontal logos may not be reproduced smaller than 1.5" measuring from the left side of the icon to the end of the "State University of New York at New Paltz" line.

LOGO SYSTEM

SCHOOL OF EDUCATION
STATE UNIVERSITY OF NEW YORK AT NEW PALTZ

DEPARTMENT OF COMMUNICATION & MEDIA
STATE UNIVERSITY OF NEW YORK AT NEW PALTZ

CENTER FOR STUDENT DEVELOPMENT
STATE UNIVERSITY OF NEW YORK AT NEW PALTZ
Division of Student Affairs

DEPARTMENT OF BIOLOGY
STATE UNIVERSITY OF NEW YORK AT NEW PALTZ

OFFICE OF RESIDENCE LIFE
STATE UNIVERSITY OF NEW YORK AT NEW PALTZ

DEPARTMENT OF ENGLISH
STATE UNIVERSITY OF NEW YORK AT NEW PALTZ
College of Liberal Arts & Sciences

DEPARTMENTAL LOGO POLICY

Departmental logos in horizontal and vertical formats may be used on merchandise such as clothing, mugs, or flash drives. They may not be used on stationery, nor should they in any way replace the main logo on official documents and publications.

WHY NOT ON STATIONERY?
The New Paltz logo is the primary or umbrella identifier, and must appear at the top to maintain brand integrity. This helps ensure that documents are recognized as official College correspondence. Departments may be listed below the logo. (Samples are included in the stationery section.)

FORMATS
All versions of departmental logos include the line "State University of New York at New Paltz"

Names should not exceed the length of the "State University of New York at New Paltz" line by more than 1/4" on a 3" logo

SIZE
Horizontal logos may not be reproduced smaller than 1.5" measuring from the left side of the icon to the end of the "State University of New York at New Paltz" line.

Vertical logos may not be reproduced smaller than 1.25" measuring the line "State University of New York at New Paltz"

LOGO SYSTEM

0.279" (9/32")
20 pixels

1.0"
72 pixels

0.468" (15/32")
54 pixels

.75"
34 pixels
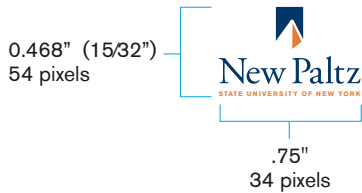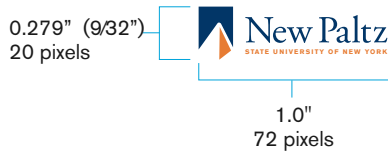
New Paltz small

New Paltz small vert

SIZE

The logos may be enlarged or reduced in size as required. The minimum size of any mark is often determined by the method of reproduction or fabrication. The minimum size, using optimal reproduction methods, can be measured by the length of the horizontal New Paltz logo at 1" and the vertical logo at .75". Using less than optimal reproduction methods, the logo should only be used at a size that does not compromise quality and legibility.

No other logo on the same page with the SUNY New Paltz logo should be larger than the SUNY New Paltz logo.

SPECIALIZED MARKS

For applications smaller than the minimum size, use either of these specialized marks. These "small" logos are designed primarily for online applications within social media.

CLEAR SPACE

For the logo to communicate effectively, it should not be crowded or overwhelmed by other elements. "Clear space" refers to the area surrounding the mark that should be kept free from visual distraction. No graphic element or text of any kind should be placed within this clear space. The recommended clear space is equal to the letter "e" in the New Paltz wordmark (X = height of letter e) as shown.

LOGO SYSTEM

LOGO USAGE

Consistent and proper usage of the logo is essential for ensuring the desired perception of New Paltz. The integrity of the New Paltz brand diminishes when the logos are incorrectly applied. Unauthorized versions and unacceptable usage of the logo place their legal protection at risk. Improper usage is confusing and could possibly lead to the eventual loss of copyright.

LOGO USE VIOLATIONS

The logos may not be altered in any way. Any variation or alteration, however small, is unacceptable. Several examples of incorrect usage are shown on this page. If you are faced with using the logo in an application that you find questionable or not included in this manual, please contact Design Services.

- DO NOT change the colors.

- DO NOT outline any part of the logo or apply any effects (drop shadow, 3-D, textures, bevel, glow, etc).

- DO NOT rearrange the components.

- DO NOT distort the logo or scale it disproportionately.

- DO NOT fill the logo with a photograph or any other pattern or texture.

- DO NOT turn the logo sideways, rotate or tilt it.

- DO NOT produce the orange logo on a blue background, or the blue on orange.

- DO NOT cut off (bleed) the logo. The only exception is the official SUNY New Paltz business card.

- DO NOT use the icon alone as a logo. It may be used in specific applications with the approval of Design Services.

LOGO SYSTEM

LOGO CRITERIA POLICY

Consistency in use of the identity standards enhances the collective strength of the College's identity. All areas of the college will use the approved college logos according to the guidelines set forth in the these style guides. There are individual standards for the College, The Samuel Dorsky Museum of Art, The Benjamin Center and athletics.

ANCILLARY LOGOS

Departmental logos are included in the campus identity standards. They may be used on things such as clothing, mugs or note cards. They may not be used on stationery (other than a note card), nor should they in any way replace the main logo on official documents and publications.

Ancillary logos may be developed only by the Office of Communication & Marketing with approval of upper management, based on the following criteria:

Fundraising and/or membership groups may be considered for an ancillary logo when a stand-alone identity is determined beneficial to the function of that group. Examples: Lantern Society, Friends of the Library, Tower Society.

Events with a strong external focus and annual activities, which include public advertising and ticket sales, may request development of a symbol or logo from Communication & Marketing to use in their materials. Examples: Distinguished Speakers Series, PianoSummer.

Institutes and special operations within the College may use a separate identifier as part of their communication, as they are resources to the community, which aid in our regional impact. Examples: the John R. Kirk Planetarium, The Business Institute, Institute for Disaster Mental Health and the Institute for International Business.

Internal programs primarily for students that have a strong focus to build awareness may use a symbol . Examples: "R3: Respect, Responsibility, Rights" and NPAlert.

Ancillary logos are designed to reflect the college branding, and therefore stand alone. The college logo should not appear with it.

Specific photographs or symbols may be used consistently in marketing materials for a department or program, but may not replace use of the college logo. Examples: Old Main Building for the School of Education, the clock tower for the School of Business and a photo or drawing of Sojourner Truth for the Sojourner Truth Library.

THE BENJAMIN CENTER LOGO

The Benjamin Center logo is the key to the identity system that was created to identify the Center as an independent agency within the College while maintaining a connection with the College logo and brand. It was unveiled at a launch ceremony on September 30, 2015. There is a separate style guide for this logo.

DORSKY MUSEUM LOGO

The Dorsky Museum logo was specifically designed to establish its stature as a regional resource while maintaining its position as a campus entity. There is a separate style guide for this logo.

ATHLETIC MARKS

Hawk logos were developed to identify our teams visually; to promote strength, character and energy; and to make a strong and consistent statement that promotes school spirit. They are intended for use by Athletics, Wellness & Recreation for intercollegiate athletic teams, and by the campus community for the promotion of school spirit.

Sports clubs may use logos designed specifically for them. They incorporate the hawk in a format designed to identify them separately from the intercollegiate teams. They are available through Athletics, Wellness & Recreation.

HUGO

A caricature of our mascot is available for student groups and others on campus to use in the promotion of school spirit.

There is a separate style guide for this identity system.

LOGO SYSTEM

APPROVED ANCILLARY LOGOS

DESIGN CRITERIA FOR ANCILLARY LOGOS
- The icon must be on the left.
- The type must align to the top of the icon.
- The typeface must be Akzidenz Grotesk.
- The colors are limited to 281 and 165.
- It must include either:
  "SUNY New Paltz" or
  "State University of New York at New Paltz"

APPROVED ANCILLARY LOGOS WITH INDIVIDUAL STANDARDS

DESIGN CRITERIA FOR ANCILLARY LOGOS
WITH INDIVIDUAL STANDARDS
- The from must be based on/relate to the icon in the College logo.
- The typeface must be Akzidenz Grotesk.
- The colors must adhere to the approved college colors.
- It must include either:
  "SUNY New Paltz" or
  "State University of New York at New Paltz"

Refer to their individual style guides for additional details.

TYPEFACES

OFFICIAL SANS SERIF

BERTHOLD AKZIDENZ GROTESK – REGULAR

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

BERTHOLD AKZIDENZ GROTESK – BOLD

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

ALTERNATE SANS SERIF and WEB

ARIAL – REGULAR

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

ARIAL – BOLD

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

WEB SANS SERIF

OSWALD – REGULAR

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

OFFICIAL SERIF

ADOBE GARAMOND PRO – REGULAR

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

ADOBE GARAMOND PRO – BOLD

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

ALTERNATE SERIF

TIMES NEW ROMAN – REGULAR

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

TIMES NEW ROMAN – BOLD

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

OFFICIAL TYPEFACES

Berthold Akzidenz Grotesk is a contemporary sans serif family of typefaces that provides New Paltz's brand a simple yet modern appeal. This helps emphasize the progressive qualities of the College.

The Adobe Garamond Pro family of typefaces is a classic serif font that complements Berthold Akzidenz Grotesk and eases in readability with long text blocks.

Both typefaces include a wide variety of fonts (light, medium, demi, bold, etc.)

This is just a sampling of the fonts available in this typeface.

ALTERNATE TYPEFACES

In cases where the primary typefaces are not available, the Arial and Times family of typefaces may be substituted. The use of these alternative typefaces should be limited to body copy, general business documents and the Web. These alternative typefaces should not take the place of the primary typefaces when they are used to build the brand of New Paltz.

WEB STANDARD TYPEFACES

Arial and Oswald are the basic typefaces used on the Web. Georgia is a Web alternative for Garamond Pro.

FONT USAGE

These fonts should be used in all literature and collateral materials. If you do not have these fonts, they can be ordered online from Adobe® at www.adobe.com, www.fonts.com, or www.myfonts.com. Akzidenz Grotesk and Adobe Garamond Pro are Opentype fonts, which are compatible with both Macintosh® and Windows®. Contact Design Services if you need assistance.

ADOBE IS A REGISTERED TRADEMARK OF ADOBE SYSTEMS, INC. MACINTOSH IS A REGISTERED TRADEMARK OF APPLE, INC. WINDOWS IS A REGISTERED TRADEMARK OF MICROSOFT CORPORATION.

COLORS

PRIMARY COLOR PALETTE

PANTONE 281
CMYK: 100/72/0/32
RGB: 0/61/126
HEX: 003e7e

PANTONE 165
CMYK: 0/59/96/0
RGB: 245/132/38
HEX: f58426

SECONDARY COLOR PALETTE

PANTONE 7409
CMYK: 0/30/95/0
RGB: 253/185/36
HEX: fdb924
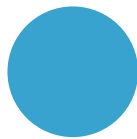
PANTONE 639
CMYK: 100/0/5/5
RGB: 0/165/217
HEX: 00a5d9

PANTONE 7417
CMYK: 0/75/75/0
RGB: 242/102/73
HEX: f26649

PANTONE 583
CMYK: 23/0/100/17
RGB: 176/188/34
HEX: b0bc22
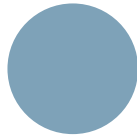
PANTONE 5425
CMYK: 30/4/0/31
RGB: 128/161/182
HEX: 80a1b6
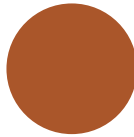
PANTONE 174
CMYK: 0/70/100/36
RGB: 168/77/16
HEX: a84d10

NEUTRALS COLOR PALETTE

PANTONE 614
CMYK: 0/0/20/4
RGB: 246/241/205
HEX: f6f1cd

PANTONE 7542
CMYK: 10/0/3/16
RGB: 194/209/212
HEX: c2d1d4

PANTONE 7494
CMYK: 25/0/40/15
RGB: 169/195/152
HEX: a9c398

PANTONE Warm Gray 6
CMYK: 0/6/12/31
RGB: 187/176/166
HEX: bbb0a6

PANTONE Cool Gray 3
CMYK: 0/0/0/17
RGB: 216/217/218
HEX: d8d9da

PANTONE 7534
CMYK: 0/2/8/10
RGB: 231/225/213
HEX: e7e1d5

OFFICIAL COLLEGE COLORS

The College's primary colors are PANTONE 281 and 165. Equivalent values for CMYK, RGB and HEX are listed under each swatch. Consistent use of these colors builds brand recognition and colors in the logo must not be altered.

Note:
There are many factors that can influence accurate color reproduction. In printing these include paper stock, ink coverage and line screen. For merchandise, the materials and types of inks are very different from printed paper. Web and other screen applications employ light, which is altogether different. It is important to use the equivalent colors in order to remain as true as possible to our school colors (PANTONE 281 and 165).

PANTONE
The Pantone Matching System is a widely used system of color specifications. Printers follow specific formulas for mixing ink, providing consistency and accuracy from design to print, and from print to reprint. This is often referred to as flat color or spot color.

CMYK
The three hues of cyan, magenta and yellow are used with black in process color reproduction. This is referred to as full color or four color process.

RGB
Red, green and blue are the hues for light, used on the screen.

HEX
Hexidecimal code is for use in HTML, CSS and other Web applications.

THE COLORS SHOWN ON THIS AND OTHER PAGES WITHIN THIS MANUAL SHOULD NOT BE USED FOR COLOR MATCHING. USE ACTUAL COLOR CHIPS OR USE REFERENCE NUMBERS ABOVE FOR ACCURATE COLOR MATCHING.

PANTONE IS A REGISTERED TRADEMARK OF PANTONE, INC.

PHOTOGRAPHY

CAPTURING THE NEW PALTZ STORY

Images help tell the New Paltz story and express the feel of the campus visually. We do this through the use of dynamic, candid shots of students, photographs of student and faculty collaboration, and diversity and inclusivity of our campus community. New Paltz people are the New Paltz voice, and strong images of the New Paltz community express the qualities of the College best. When possible, capture the New Paltz logo in photographs, such as on podiums or backdrops, to reinforce our brand and help tell the story.

ASSET LIBRARY

The Office of Communication & Marketing maintains an extensive library of images taken by on- and off-campus professionals. High-quality images are critical in order to uphold the integrity of the New Paltz brand, and consistency in photographic style and quality is essential for a successful identity. Only photographs with the appropriate resolution for the output will be used.

PERMISSION/MODEL RELEASE

Written permission and model releases are not required for campus photography, as students have an opt-out option available to them. Photographs of children require written parental permission with no exceptions.

COPYRIGHT

Copyrighted material may not be altered without written permission of the copyright holder. Photographs taken by SUNY New Paltz staff and freelancers hired by SUNY New Paltz should be considered copyrighted materials.

CREDIT

Photo credits must be given for all published photography. Either the photographer's name next to the photo, or "Photography by [name(s)]" in a publications's credit section.

COVERAGE

The Office of Communication & Marketing offers photography coverage at events or for marketing materials. To request photography services, fill out the Photography Services Request Form at my.newpaltz.edu in the Communication and Marketing link.

TONE & LOOK

COPY REFLECTING ATTRIBUTES

Attribute: A DEGREE…AND AN EDUCATION
In a rapidly changing professional landscape that demands creativity and ingenuity, New Paltz embraces a distinct mixture of professional and liberal education. You will come out of your New Paltz experience not only with a diploma, but also with a lifelong education that will equip you with the necessary tools for a successful future. –2015 college Viewbook, p.15

Attribute: CREATIVE ENVIRONMENT OF DISCOVERY
"New Paltz gave me the opportunity to travel halfway across the world to work on a hands-on research project, which allowed me to develop skills for the post-graduation world." –student quote

Attribute: ENGAGEMENT THROUGH IMPASSIONED TEACHING
"My professor had a profound impact on my life as an artist, as well as a person. She took me under her wing and really motivated me to make meaningful and beautiful artworks." –student quote

Attribute: A LOCATION FOR LIFE
"I was looking for a school that was rigorous yet affordable. … I decided on New Paltz because of its small, comfortable size and its ability to tap into opportunities in both New York City and Albany." –student quote

Attribute: COME AS YOU ARE
"I feel like I can be myself. It's a comfortable and open space." –student quote

OVERALL OBJECTIVE
It is vital that our communication efforts are integrated in a unified voice and visual presentation that is instantly recognizable as emanating from New Paltz.

BRANDING GOAL
We will present New Paltz in a dynamic, engaging, truthful way that reflects its culture and unique personality.

TONE
The tone of the copy should evoke the New Paltz identity as forthright, impassioned, curious, creative and inclusive. This is best accomplished by sharing news and telling stories from the perspective of the active, engaged principals – the students, faculty, alumni, staff and community members who define "New Paltz" with their actions, their voices and their ideas.

This approach can be used across all elements and channels, whether it's a brochure for a particular school, an ad for a student art exhibit, an email to invite prospective students to visit or the alumni magazine. While it is important to consider the unique constraints of audience and situation in crafting individual messages, there should be a general tonal resemblance and a set of common elements evoking New Paltz across the spectrum of communication materials.

A Degree…and an Education
This brand concept and our brand attributes should be developed in the copy and may appear as a statement. [See brand attributes]

Your Public University
Used primarily in local and regional awareness campaigns.

TONE & LOOK

SOME COPY STYLE DETAILS

HYPHEN:
FOR PHONE NUMBERS
845-257-1111

FOR COMBINED WORDS and DIGITAL APPLICATIONS
…organizations, both for-profit and non-profit

EN DASH: FOR TIME, DATE, ETC. (specifically for print)
3–5:30, January 4 – February 12

EM DASH: ONLY FOR THOUGHT SEPARATOR IN SENTENCE (specifically for print)
In New York State, the number of days that children spend in school—and
how some of those must be used, for example, for statewide exams—is
determined by New York State legislation.

DATES

ORDINAL
When the day precedes the month use ordinal words
or ordinal numbers if emphasis is needed.

CARDINAL
When the day follows the month use cardinal numbers
(Do not use May 1st, or May first, even though those versions reflect the way
the date would sound when spoken.)

"DATE" "TIME" "PLACE" (on posters and flyers)
The extra words "date," "time" and "place" are not necessary to understanding
the information. They are actually visual clutter, making it more difficult for the
eye to focus on the critical message quickly—especially important on a poster.

TIME

MINUTES
Following AP style, use minutes only if necessary.

AM/PM
Use lower case with periods in text and all formal communication, such as
invitations.

Use all caps without periods only on posters/flyers

EXAMPLES

ORDINAL
on the first of May
Thursday, the 5th of June

CARDINAL
on May 1
Thursday, June 5

THIS	NOT
February 2, 2016	DATE: February 2, 2016
7:30 p.m.	TIME: 7:30 p.m.
McKenna Theatre	PLACE: McKenna Theatre

3–5
3–5:15

a.m.   p.m.

AM PM

TONE & LOOK

REGIONAL AD 2016
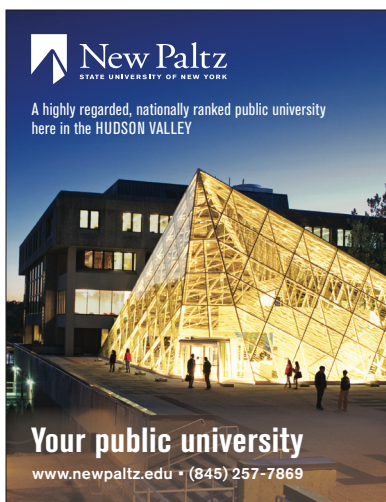
TASTE OF NEW PALTZ AD 2016

BILLBOARD (RT. 299) 2015

UCAT BUS 2014

TRAVEL GUIDE AD 2016
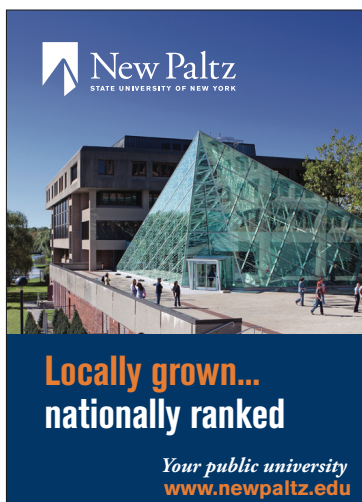
LOOK

Visual communication should present the College as welcoming and academically rigorous – evoking New Paltz in the same manner as the copy. To ensure consistency in the visual presentation of our brand messaging there are visual elements that include the College logo, school colors, the color bar, typefaces, strong central image and hash lines.

GRAPHIC ELEMENTS

NEW PALTZ LOGO

The logo must appear on all collateral. It should appear in the upper left corner for institutional messaging. The logo is placed in the lower right corner with the url and/or tag line for event and program messaging.

- The primary two-color logo should be first choice over one-color or dark background logos whenever possible.

- The logo should be used with a transparent background whenever possible.

- No other logo should be larger than the New Paltz logo.

SCHOOL COLORS

See the section on "Colors" for primary, secondary, and neutral color palette specifications.

THE ATRIUM

The Atrium is the iconic image used to represent New Paltz, as it is a unique identifier and central to student life on campus. Our logo and hash lines reflect and play on the angles of the Atrium, which reflect the mountain and evoke forward movement.

SUNY BRANDMARK

The SUNY brandmark may be used to endorse the campus brand. The circle may be cropped on no more than two sides. When used, we normally place it in the lower left corner.

TONE & LOOK

POSTER

SUNY NEW PALTZ
DISTINGUISHED
SPEAKER SERIES
PRESENTS...

ROBERT KYNCL '95
CHIEF BUSINESS OFFICER, YOU TUBE

The Revolution
Will Not Be
Televised

SAVE THE DATE

THURSDAY, APRIL 28, 2016

www.newpaltz.edu/speakerseries

DISTINGUISHED SPEAKER

POSTER

DID YOU
REMEMBER
YOUR
**WATER
BOTTLE?**

New Paltz
STATE UNIVERSITY OF NEW YORK

BROCHURE COVER

2016 FALL
ARTS
CALENDAR

New Paltz
STATE UNIVERSITY OF NEW YORK

LA&S SCHOOL VIEWBOOK 2015 p.9

LUGGAGE TAG

CENTER FOR INTERNATIONAL PROGRAMS
STATE UNIVERSITY OF NEW YORK AT NEW PALTZ

DISCOVER YOU.
DISCOVER THE WORLD.

(00) 1-845-257-3125 • newpaltz.edu/international

New Paltz
STATE UNIVERSITY OF NEW YORK

COLOR BAR

- The color bar is composed of six sections in PMS colors drawn from the primary and secondary palettes: from left to right 281, 165, 639, 7409, 7417 and 583 (evokes diversity and inclusion, important values of the New Paltz community)

- When used, the color bar should appear at the top. It may be the full width of the piece, the width of the image, or shortened to "frame" a key piece of text and draw the eye to the main message.

- The preferred background for the color bar is white. A color block or image background must be a lighter value than any of the sections in the color bar to ensure proper visibility of each section.

IMAGERY

Images should be candid, depicting some real, unstaged activity/moment at New Paltz. Candid imagery conveys the "Education" portion of "A Degree and an Education" – the experiential, the unique environment, or essence of New Paltz. Additional information is available in the "Photography" section.

- Dynamic, candid people shots
  New Paltz People = New Paltz Voice

- Diversity

TONE & LOOK

BROCHURE COVER

BROCHURE COVER

EBLAST
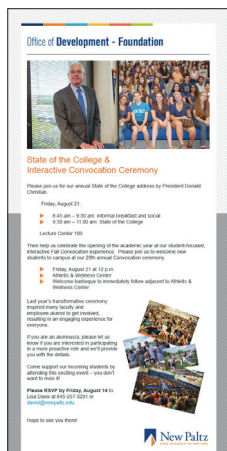
POSTER
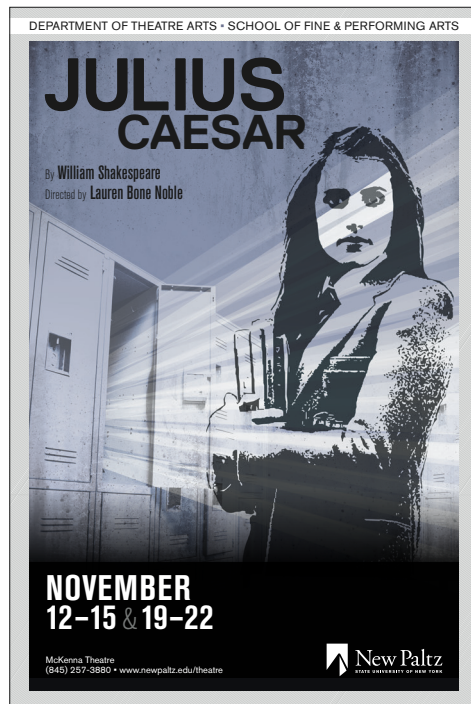
POCKET FOLDER
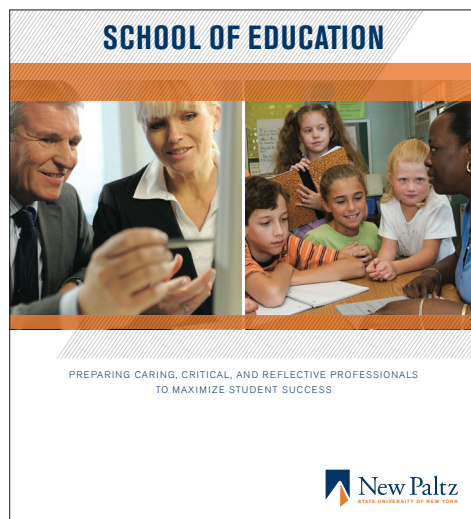
POWER POINT TEMPLATE
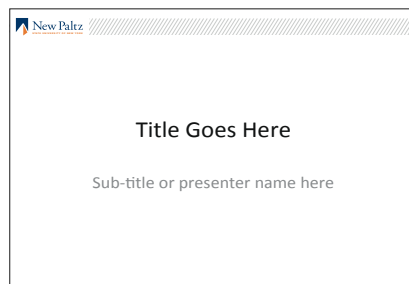
HASH LINES

- Hash lines are meant to be subtle and not overpower the image.

- The hash lines may be used in the frame, a bar, or extend in from the frame or edge.

- Hash lines move from the upper right to the lower left at a 55° angle.

- Hash lines are 20% black

- Hash lines may be reversed to white over a dark image.

- Space between lines is twice the width of the mark.

FRAME

- A white frame or a frame of hash lines may be used to contain an image.

- Copy may appear in the frame, but should be used judiciously and only when necessary to facilitate readability of the message.

- Official campus eblasts use a solid frame of Pantone Cool Gray 1, or a split frame made of hash lines for the top and solid gray for the bottom. See the section on eblasts for additional details regarding specific applications.

- The thickness of the frame must be at least .375" on pieces up to 8.5 x 11, and at least .5" on 11 x 17

TONE & LOOK

MBA 4+1 FORUM

Get your Bachelor's and MBA degree
in just five years!

Combine a Master's degree in Business Administration (MBA)
with a Bachelor's in Business, Communications, Physics, and more.

LEARN MORE!
THURSDAY, APRIL 7, 6PM
SUB 418

Engage with current seniors, MBA students, and MBA alumni.

**Free giveaways
including pens, t-shirts, and more!**

Hosted by: Graduate School & School of Business

New Paltz
The Graduate School

MFA METAL BROCHURE COVER

MFA NEW PALTZ

METAL

MFA PRINTMAKING BROCHURE INSIDE SPREAD

MSED AD

MSEd NEW PALTZ

WHAT WILL YOU DO AFTER GRADUATION?

In **ONE YEAR,** you can complete
the MS.Ed. in Childhood Education.

- Diversify your portfolio with specializations in STEM, Reading/Literacy or Early Childhood.

- Equip yourself with strategies to help students excel in the classroom.

▸ Still accepting applications:
www.newpaltz.edu/graduate

New Paltz
The Graduate School

GRADUATE PROGRAMS

Graduate program materials present the degree as the lead message. Design may follow standard campus style with hash lines, logo in lower right, strong images with focus on close, candid photos, etc.

Where appropriate, design may apply the masters degree type treatment. In this case, the degree is set in sans serif bold above New Paltz in lighter text, upper case, with tight leading. This graphic is generally placed in the upper left corner. The college logo must also appear. On a brochure, it may be positioned on the front or back. In the sample of the MFA poster on this page, the MFA text and logo are positioned to provide a dynamic tension on the page.

Where facilities are important to the message, images should show graduate students working in them whenever possible.

All other recruitment strategies apply, such as showing faculty/student interaction.

GRADUATE SCHOOL IDENTITY

Because of the unique position of The Graduate School as an umbrella identity for programs from various areas within the College, the name of The Graduate School should be placed below the logo in Akzidenz Grotesk medium in PMS 281 blue. It should be in upper and lower case, and placed in the same position as defined by general guidelines for a departmental name. That is, flush left aligned with the "N" in New Paltz, preferably blocked to the text "New Paltz." (See the MSED ad sample on this page.)

TONE & LOOK

FORMS

To ensure brand integrity and ease of use, forms follow specific style parameters.

- Margins 3/8" minimum to 1/2"

- Typeface is Akzidenz Grotesk (alt. is Arial)

- Logo in upper left corner. (Never centered). 2.25" long

- If desired, department name, address, phone and/or url may appear in 10/12 regular below the logo with a .25 rule between them, similar to letterhead.

- Title of form is in 14 pt. bold, upper case, placed in the upper right corner flush right. Any secondary information may be placed below the primary name in lighter type, in upper or lower case, flush right.

- Title never includes the word "form." It is essentially redundant and leaving it out allows the reader to focus in the essential information of the title.

- Text (always flush left): Body copy 10/12 light; Heads 12/12 bold; Subheads 10/12 bold; Instructions 10/12 italic; text under fill-in lines 8.5/9 light.

- ID or Social Security numbers should be composed of quarter inch boxes. Banner ID numbers should have the N preprinted in the first box. Social Security numbers should have an X preprinted in the first five boxes to comply with privacy policies.

- Check boxes should be used instead of lines, and should be placed before the text it applies to, not after it.

- Tables may be used judiciously for special information, but may not be used for basic information such as name, address, etc..

- Sections should be identified by bold headers in upper case, rather than divider lines, as much as possible. Such lines should be used sparingly, especially on forms with multiple lines to be filled in.

TONE & LOOK

NEWSLETTERS

In keeping with sustainability concerns and best practices for digital communication, all campus newsletters are produced online. For branding consistency all newsletter banners have a consistent look.

On this page are screen shots of online newsletters for The School of Business, The School of Education and the College of Liberal Arts & Sciences.

TONE & LOOK

Title Goes Here

Sub-title or presenter name here

New Paltz

Title Goes Here

Sub-title or presenter name here

New Paltz

New Paltz

Title Goes Here

Sub-title or presenter name here

New Paltz

Title Goes Here

Sub-title or presenter name here
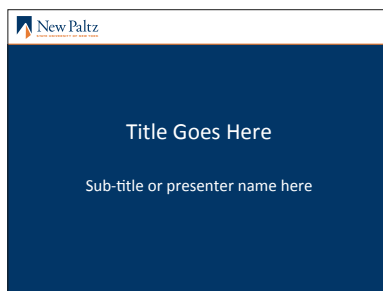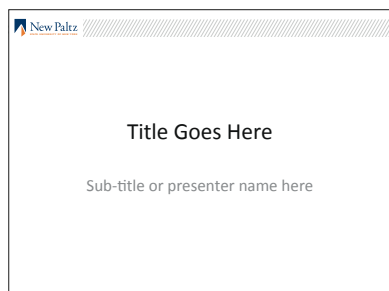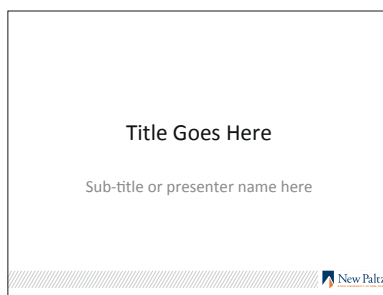
POWERPOINT

Four templates are available online at my.newpaltz.edu in the Communication & Marketing link.

OFFICIAL CAMPUS EBLAST
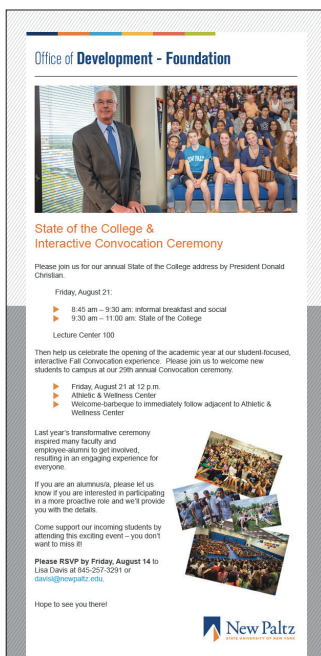
DEPARTMENTAL EBLAST

EBLAST

Official campus eblasts incorporate the color bar at the top of the message, the logo at the bottom and a border of hash lines with white background on the top portion and gray background on the bottom.

Eblasts for departments are designed with a border of Pantone Cool Gray 1 instead of hash lines.

Maximum width is 650 pixels, including the hash lines and gray frame.

TONE & LOOK

CAMPUS VEHICLES

All campus vehicles are marked with the College logo. The two color logo is used on white vehicles, and the white logo is used on any dark color vehicles. The logo is placed to fit on the door, and must not cross panels. No department names are used on campus vehicles.

STATIONERY SYSTEM

GENERIC LETTERHEAD

New Paltz
STATE UNIVERSITY OF NEW YORK

GENERIC ENVELOPE

New Paltz
STATE UNIVERSITY OF NEW YORK

1 Hawk Drive
New Paltz, NY 12561-2443

ADDRESS SERVICE REQUESTED

1 Hawk Drive • New Paltz, NY 12561-2443 • (845) 257-7869 • www.newpaltz.edu

STATIONERY

For a successful college identity, the consistency of all materials, including the stationery system, is critical. All stationery must be ordered through Design Services or Print Services.

New Paltz stationery is printed in PANTONE 281 and PANTONE 165 on 24# Mohawk Via Smooth Writing stock.

ELECTRONIC LETTERHEAD

The generic letterhead is available in electronic format online at my.newpaltz.edu in the Communication & Marketing link. Departmental electronic letterhead may be ordered through Design Services.

Do not use electronic letterhead as a template to produce correspondence in print. Variations in color and quality output can negatively affect institutional brand.

GENERAL GUIDELINES

Use official typefaces for body copy if available (Akzidenz Grotesk or Adobe Garamond Pro). Otherwise, use Arial or Times.

Do not use photocopied stationery for official correspondence.

STATIONERY SYSTEM

DEPARTMENTAL LETTERHEAD

New Paltz
STATE UNIVERSITY OF NEW YORK
Office of the Vice President
Division of Enrollment Management

DEPARTMENTAL STATIONERY

Requests for departmental stationery may be placed with Design Services. It is important for the integrity of the brand identity that the departmental name appears in the typeface, Akzidenz Grotesk. You may not insert your departmental name in any other typeface.

DEPARTMENTAL LETTERHEAD WITH LIST

New Paltz
STATE UNIVERSITY OF NEW YORK
School of Education

Michael S. Rosenberg, Ph.D.
Dean
Old Main Building 114B
(845) 257-2800

Karen N. Bell, Ph.D.
Associate Dean
Old Main Building 114E
(845) 257-2804

Sharon Tozzi
Assistant to the Dean
Old Main Building 114C
(845) 257-2803

NCATE
The Standard of Excellence
in Teacher Preparation

DEPARTMENTAL ENVELOPE

899999

New Paltz
STATE UNIVERSITY OF NEW YORK
Student Accounts
400 Hawk Drive
New Paltz, NY 12561-2438

ADDRESS SERVICE REQUESTED

1 Hawk Drive • New Paltz, NY 12561

800 Hawk Drive • New Paltz, NY 12561-2442 • (845) 257-2800 • Fax (845) 257-2799 • www.newpaltz.edu

STATIONERY SYSTEM

New Paltz
STATE UNIVERSITY OF NEW YORK

2.25 inches

Content area

1.0 inches

.75 inches

1 Hawk Drive • New Paltz, NY 12561-2443 • (845) 257-7869 • www.newpaltz.edu

899999

New Paltz
STATE UNIVERSITY OF NEW YORK

Student Accounts
400 Hawk Drive
New Paltz, NY 12561-2438

ADDRESS SERVICE REQUESTED

name
title
company
street address
city/state/zip

FORMAT

MARGINS
Top: 2.5 inches – suggested
Left: 1.0 inches – REQUIRED
Right: 2 inches — suggested
Bottom: .75 inches – REQUIRED

ADDRESS PLACEMENT FOR USE IN WINDOW ENVELOPE:

top margin 2.25"
left margin 1.0"
address copy no longer than 3.25"

10 pt. or 11 pt. type, single spaced
address block can accommodate 6
     lines of copy
start salutation on 10th line

12 pt. type, single spaced
address block can accommodate 5
     lines of copy
start salutation on 9th line

TYPOGRAPHY
Akzidenz Grotesk or Arial
Adobe Garamond Pro or Times

FONT SIZE
10 point, flush left, with
no hyphenation – suggested

LINE SPACING
12 point or
single spacing – suggested

ENVELOPE ADDRESSING
The street address and city/state/zip lines of the outgoing address MUST appear below the city/state/zip line of the return address in order to process through USPS scanning equipment properly.

MAIL PIECE ENDORSEMENT
"Address Service Requested" is the recommended endorsement. Undeliverable first class mailpiece is forwarded at no charge (months 1-12) and a notice of new address is provided (fee). After that mailpiece is returned with new address attached.

STATIONERY SYSTEM

![New Paltz — STATE UNIVERSITY OF NEW YORK]

SUNY New Paltz Foundation

Michael T. Keegan
Chair

Leonard Boccia '89
Vice Chair

Mary Etta Schneider
Treasurer

Barbara Scherr
Secretary

Donald P. Christian
President of the College

Arthur A. Anderson
Eli Basch
Philip M. Berkowitz '75
Anthony P. Costa
Brent J. Cutler '79
Karen Dorsky
Noah P. Dorsky
Patrick J. Doulin
Mickey Jamal
Peter Kane '69
Myra Kressner '76
Susan Najork '67 '70g
James F. Passikoff
Giancarlo Traverso

Roger W. Bowen
Alice Chandler
John J. Neumaier
Steven G. Poskanzer
Distinguished Advisors

Erica Marks
Executive Director

Shannon Roddy
Chief Financial Officer

1 Hawk Drive ▪ New Paltz, NY 12561-2443 ▪ (845) 257-3240 ▪ Fax (845) 257-4412 ▪ www.newpaltz.edu/give

Content area

2.25 inches

2.0 inches

.75 inches

Recommended and preferred letter format with required left margin.

ADDRESS PLACEMENT FOR USE IN WINDOW ENVELOPE:

top margin 2.25"
left margin 2.0"
address copy no longer than 3.25"

10 pt. or 11 pt. type, single spaced
address block can accommodate 6
    lines of copy
start salutation on 10th line

12 pt. type, single spaced
address block can accommodate 5
    lines of copy
start salutation on 9th line

MARGINS
Top: 2.5 inches – suggested
Left: 2.0 inches – REQUIRED
Right: 1 inches — suggested
Bottom: .75 inches – REQUIRED

TYPOGRAPHY
Akzidenz Grotesk or Arial
Adobe Garamond Pro or Times

FONT SIZE
10 point, flush left, with
no hyphenation – suggested

LINE SPACING
12 point or
single spacing – suggested

STATIONERY SYSTEM

CAMPUS NOTE CARD

Generic New Paltz folded note cards are available through Print Services. They are designed to fit in an A-6 invitation size envelope.

Departmental note cards are available by order through Design Services.

STATIONERY SYSTEM

Michele C. Halstead
Vice President for Administration & Finance
Voice: (845) 257-3295 • Fax: (845) 257-3298
halsteam@newpaltz.edu • www.newpaltz.edu

Division of Administration & Finance • Haggerty 905
State University of New York at New Paltz • 1 Hawk Drive • New Paltz, NY 12561-2443

BUSINESS CARD

The standard business card is printed on campus using standard inks. Thermograph business cards (raised lettering) must be ordered through the Office of Purchasing. They are priced higher than business cards produced by Print Services.

BACK

FRONT

INSIDE

OPTIONAL FOLDED CARD

A folded business card is available at additional cost. The inside is blank. The outside back may be blank, or printed in one of the options noted below.

Employee Name
Title of Employee

1 1/2" X 3" (.020 SILVER STEEL)

NAME BADGE

A brushed silver name badge may be ordered with your procurement card or a purchase requisition to the Office of Purchasing. Please use the form available at www.newpaltz.edu/purchasing/forms.html or www.newpaltz.edu/cst/toolbox.html. You may attach a list of names to one order form.

NEW PALTZ SEAL

NEW PALTZ SEAL

The New Paltz seal is used primarily for formal and official documents such as diplomas, legal and official records, transcripts and programs for formal academic ceremonies, and any other legal agreements binding the College.
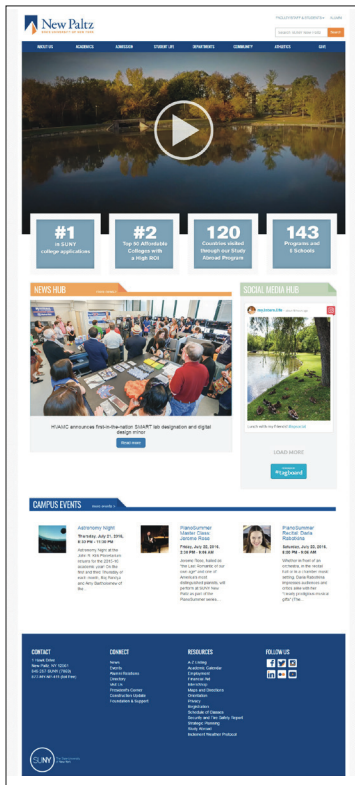
The seal is only to be reproduced with the primary college colors orange (PMS 165) and blue (PMS 281), or black. Gold and/or silver foil stamping is also permitted.
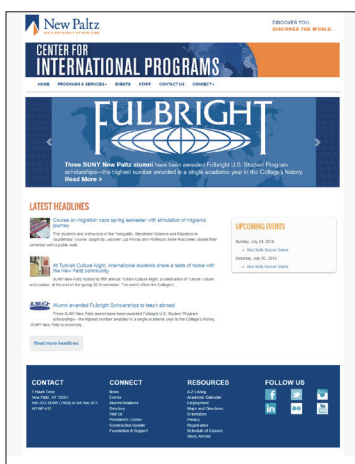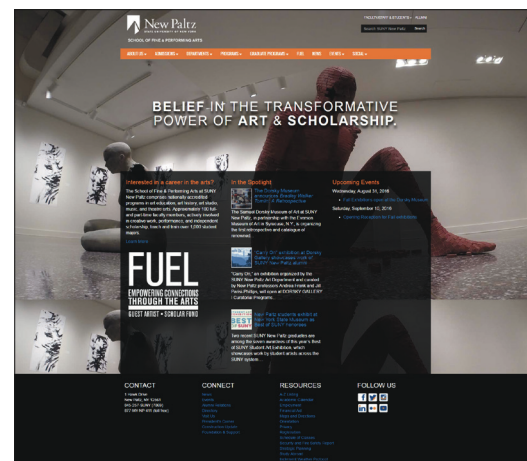
DIGITAL MEDIA STANDARDS

HOME PAGE

MAIN TEMPLATE

CIP TEMPLATE

F&PA TEMPLATE

WEB PAGES

All websites that the college maintains adhere to the New Paltz style guide visually and editorially.

The college currently maintains three separate web templates: a "main" template for the majority of college websites, a template for the School of Fine and Performing Arts, and a template for the Center for International Programs. Any new template designs must be approved by the VP for Communication.
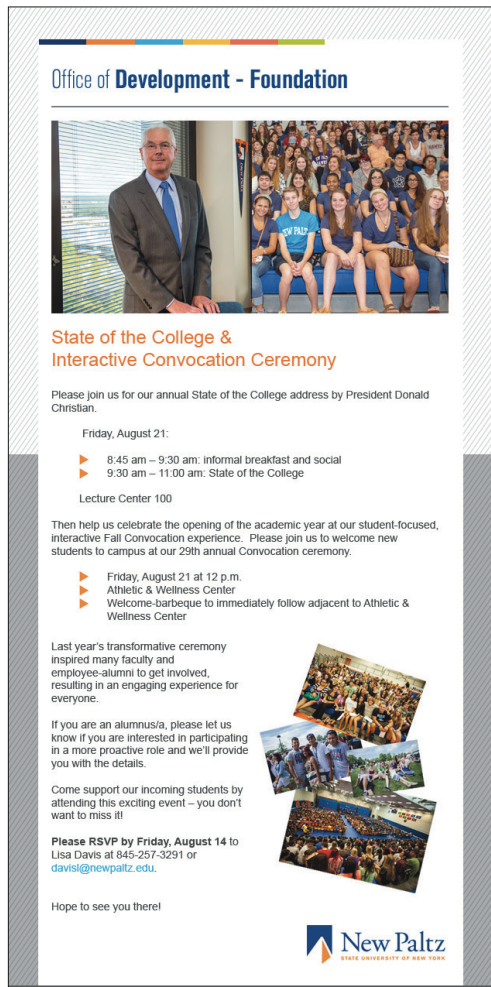
Font colors and sizes are restricted to the college's primary and secondary color palate, and custom graphics must be approved by OCM before being published on the website.

Department content managers, (usually secretaries or chairs) may make changes to their website using the college's content management system. To request for access and training, visit www.newpaltz.edu/terminalfour. There is also a request system in place via my.newpaltz.edu.

The college also maintains the Dorsky Museum and Benjamin Center websites, which adhere to their own separate style guides.

DIGITAL MEDIA STANDARDS

OFFICIAL CAMPUS EBLAST

DEPARTMENTAL EBLAST

EBLAST

Official campus eblasts incorporate the color bar at the top of the message, the logo at the bottom and a border of hash lines with white background on the top portion and gray background on the bottom.

Eblasts for departments are designed with a border of Pantone Cool Gray 1 instead of hash lines.

Width should not exceed 650 pixels, including hash lines or other frame. Frame is 40 pixels. Live area is 570 pixels in a 650 pixel-wide eblast.

DIGITAL MEDIA STANDARDS

NEWS HUB

The College News Hub collects news releases and posts from around the campus community. News Hub stories are consistent in tone: they conform to AP Style except where otherwise directed by this guide; are generally composed in an objective, journalistic voice; and typically feature images. Visit https://sites.newpaltz.edu/news/ for examples.

SOCIAL MEDIA STANDARDS

SOCIAL MEDIA

We are excited to have you help tell the New Paltz story on social media. These standards help keep our official accounts branded, consistent with strategic messaging, and secure.

CREATING A NEW ACCOUNT

Contact our social media manager John Oles (olesj@newpaltz.edu) for an initial meeting before setting up any social media accounts. It is important to consider what platforms will work best for your department, and whether posting through existing New Paltz accounts may be the best way to deliver your message to the greatest number of followers.

REGISTERING YOUR ACCOUNT

If you already have accounts please register them accounts by filling out the Social Media Registration Form found on my.newpaltz.edu or by visiting this website: https://newpaltz.wufoo.com/forms/social-media-registration-form/
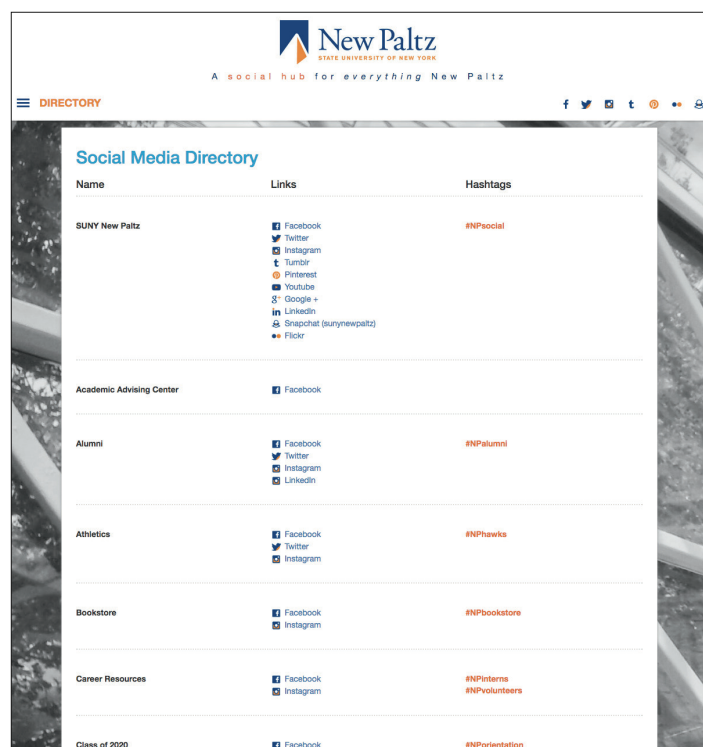
DIRECTORY

By filling out the registration form you'll be official recognized by our office and be added to the Social Media Directory found on the Social Media Hub.

PROFILE PICTURE

Please contact social media manger John Oles for a branded profile picture for your accounts. There is a template that is being used to keep all accounts appropriately branded and sized correctly for each particular social media network.

olesj@newpaltz.edu

SOCIAL MEDIA STANDARDS

SOCIAL MEDIA HUB

The Social Media Hub is a stream of approved posts that highlight everything that is going on around campus and in our region. The Hub is open to anyone who wants to post to social media using the hashtag #npsocial. It is a great way to promote your activities or events to the larger community. You can access the social hub from the main home page and also by using www.newpaltz.edu/npsocial.
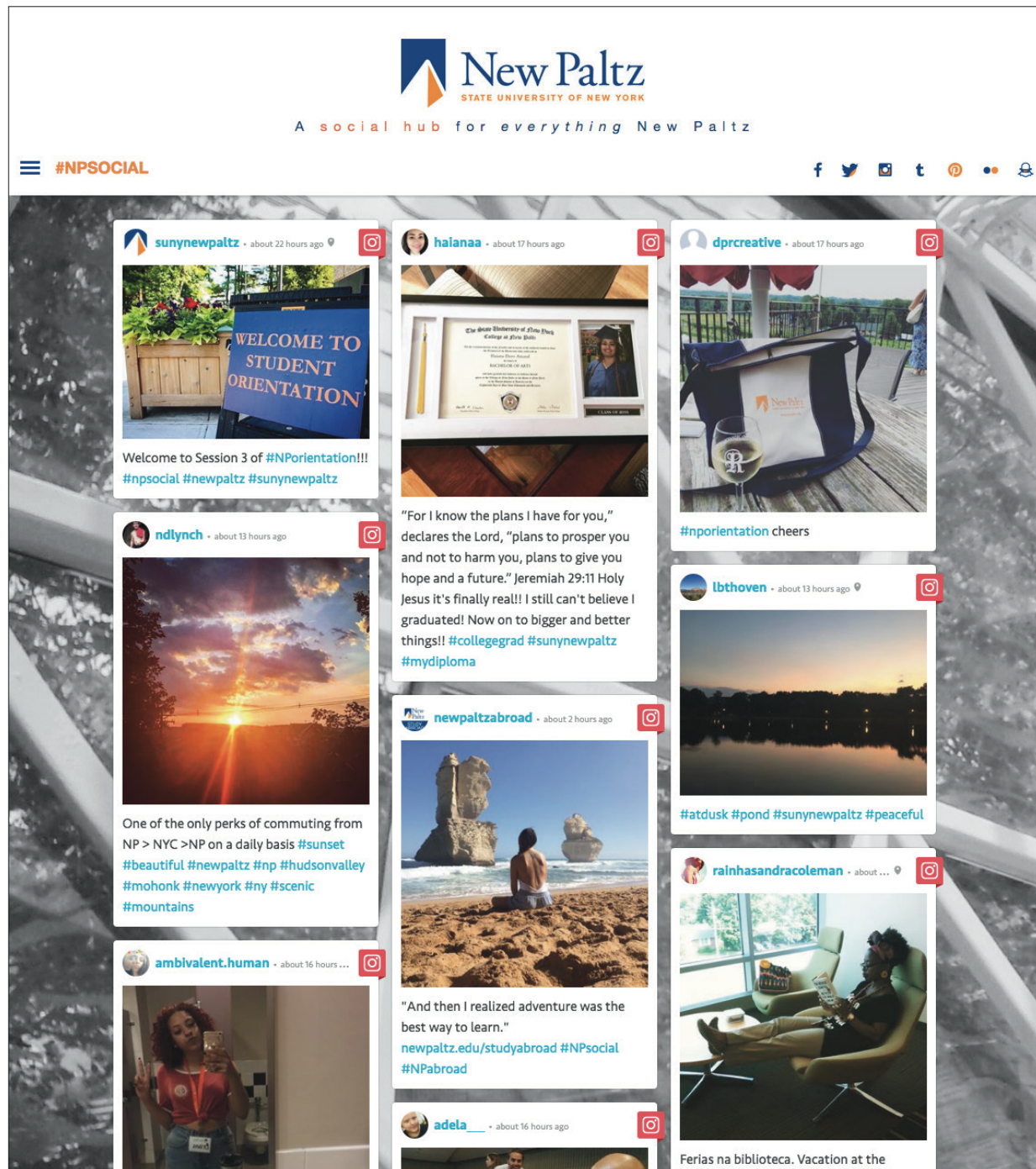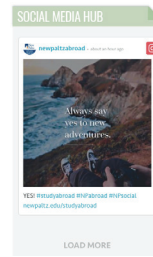
COMMUNICATION STYLE

ANSWERING THE PHONE

[Department of/Office of] ____. This is [First name].

secretaries may add: How may I help you?

VOICE MAIL GREETING STANDARDS

GENERAL MESSAGE

Hello. You've reached the voice mailbox for {name} {title and/or department} at SUNY New Paltz. You may leave a message after the tone, and I'll return your call as soon as possible.

OPTIONAL addition: If you need more immediate assistance, you may call {extension} to speak with {title}{ name}.

[example: . . . call 1234 to speak with our secretary, Jane Doe]

OUT OF OFFICE

Hello. You've reached the voice mailbox for {name} {title and/or department} at SUNY New Paltz. I will be out of the office from {day, date} through {day, date}.

OPTION: If you need assistance during that time, please [call {extension} to speak with {name & title}, e-mail {me/name & title} at {address}, etc.]

OPTION: I will return your call as soon as possible after my return.

E-MAIL SIGNATURE STANDARDS

Instructions for incorporating the College logo are available online at my.newpaltz.edu in the Communication & Marketing link.

E-MAIL SIGNATURE FORMAT

    Name
    Title
    Office
    State University of New York at New Paltz (for off campus audiences)
    ___ Hawk Dr. (for off campus audiences)
    New Paltz, NY 12561-_ _ _ _ (for off campus audiences)
    phone (optional)

BRANDED SOCIAL MEDIA ICONS

The branded social media icons are offered for staff/faculty to use to promote their official New Paltz accounts and for an email signature. The individual icons can be found on my.newpaltz.edu, in the Communication & Marketing resource tab and under the "Social Media Icons" link. Be sure to copy and paste your social media account hyperlink and assign it to the correct icon when publishing.

EXAMPLES:

For academic units:
"Department of Biology. This is Jane."

For administrative units:
"Office of Records and Registration. This is John."

EXAMPLE:

John Oles
Social Media Manager
Office of Communication & Marketing
State University of New York at New Paltz
1 Hawk Drive, New Paltz, NY 12561-2443
(845) 257-2698

NOTE:

If you're not sure of your address number and zip + four contact Mail Services at x3122.

TRADEMARK/LICENSE

To obtain a license for use of the College's trademarks by external organizations for commercial purposes, please contact:

Office of Communication & Marketing
845-257-3245
communication@newpaltz.edu

Names and marks representing the State University of New York at New Paltz are protected under New York State and federal copyright and trademark laws. Reproductions of the College's names and logos may not be provided to vendors without first checking on the specific trademark licensing requirements that apply. Permission to use the SUNY New Paltz brand and marks should be requested through the Office of Communication & Marketing.

All art shown in this manual is the property of SUNY New Paltz and artwork may not be used in any way without prior written permission.

© 2016 State University of New York at New Paltz, all rights reserved.

SIZE AND PLACEMENT OF MARKS

© C

The copyright symbol, or copyright sign, © (a circled capital letter "C"), is the symbol used in copyright notices for works other than sound recordings (which are indicated with the ℗ symbol). This always appear first, followed by the year, then SUNY New Paltz (or State University of New York at New Paltz)

® R

The registered trademark symbol, the encircled R, provides notice that the preceding word or symbol is a trademark or service mark that has been registered with the U.S. Patent and Trademark Office. It may only be used with those marks that are registered, and needs to be "displayed with the mark."

The registration symbol (®) should be placed in upper-right hand corner adjacent to the mark. In text, the symbol should appear directly after the portion of the text that has been registered.

Typically the symbol is placed at a minimum in the first and/or most prominent usage of the mark in collateral. However, the symbol may be used every time whenever using a trademark.

TM

A trademark, is a recognizable sign, design, or expression which identifies products or services of a particular source from those of others, although trademarks used to identify services are usually called service marks. The TM is not required on unregistered marks, but may be used in the same manner as the registered trademark symbol to provide notice that the mark is filed. It follows the mark as a superscript.

TRADEMARK/LICENSE

NEW PALTZ REGISTERED MARKS

New Paltz Logo

New Paltz logo vertical

New Paltz icon

New Paltz avatar (for applications smaller than 1")

New Paltz avatar vertical (for online applications only)

REGISTERED MARKS CONSISTING OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR

SUNY NEW PALTZ

STATE UNIVERSITY OF NEW YORK AT NEW PALTZ

SUNY NEW PALTZ ALUMNI ASSOCIATION

NEW PALTZ ALUMNI ASSOCIATION

NEW PALTZ HAWKS

NPHAWKS

NEW PALTZ

HUGO THE HAWK

A DEGREE…AND AN EDUCATION

SAMUEL DORSKY MUSEUM OF ART REGISTERED MARK

The Dorsky logo

TRADEMARK/LICENSE

New Paltz primary

hawk

New Paltz Wordmark Head

hawk head

New Paltz Wordmark

NP Monogram Head

NP Word Horizontal

NP Monogram Banner

NP Monogram

SUPPORT RESOURCES

THE OFFICE OF COMMUNICATION & MARKETING, which reports to Shelly Wright, Chief of Staff and Vice President for Communication in the Office of the President, is comprised of the units of Design Services, Print & Mail Services, Digital Media Services (including photography, social media, video and web) and Media Relations (including campus communications and marketing).

CONTACT INFORMATION

COMMUNICATION & MARKETING MANAGEMENT TEAM

Shelly Wright
Chief of Staff and Vice President for Communication
845-257-3291
wrights@newpaltz.edu

Melissa Kaczmarek
Director of Media Relations
845-257-3245
kaczmarm@newpaltz.edu

Mary Kastner
Director of Design, Print & Mail Services
845-257-3971
kastnerm@newpaltz.edu

Matt Skillman
Director of Digital Media Services
845-257-2615
skillmam@newpaltz.edu

DIGITAL STANDARDS
Matt Skillman

EDITORIAL STANDARDS
Melissa Kaczmarek

GRAPHIC STANDARDS
Mary Kastner

MARKETING OVERSIGHT

L. David Eaton
Vice President
Enrollment Management
845-257-3210
eatond@newpaltz.edu

Shelly Wright
Chief of Staff and Vice President for Communication
Office of the President
845-257-3291
wrights@newpaltz.edu