



New Paltz
STATE UNIVERSITY OF NEW YORK

STYLE GUIDE

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 & 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.

NOTE

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 ATTRIBUTES

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.

DESCRIPTIONS

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, engineering, education and fine and performing arts. 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 programs serve the region's advanced education needs in the Hudson Valley, offering exceptional programs in education, computer science, fine arts, engineering, business, the liberal arts and communication disorders.

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 the region's advanced education needs in the Hudson Valley, offering exceptional programs in education, computer science, fine arts, engineering, business, the liberal arts, and communication disorders.

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 may be 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.

DESCRIPTIONS

DESCRIPTION FOR GRADUATE PROGRAMS

SUNY New Paltz has one of the richest traditions of graduate and undergraduate education in the SUNY system. The College offers more than 50 advanced degree programs in business, computer science, engineering, education, fine arts and liberal arts. Signature programs include our high-demand MFA and communication disorders programs.

Many programs have been tailored to fit the busy lives of our diverse student population. Courses are frequently offered online and during nights and weekends, and are led by faculty who are experts in their fields and passionate about teaching.

New Paltz is nationally recognized as a “Best Value” institution by publications including *The Princeton Review* and *Kiplinger’s Personal Finance*. These lists identify universities whose students graduate on time, pay off student loan debt and advance to careers in their fields at exceptional rates.

The College’s partnerships with regional leaders in business, the arts, government, agriculture and education provide students with fieldwork and professional networking opportunities that are second to none.

Our campus boasts several recently renovated or new buildings with state-of-the-art equipment and modern spaces for learning and collaboration, all set within the heart of the scenic Hudson River Valley, with stunning views of the nearby Catskill and Shawangunk Mountain ranges and just 90 minutes from the professional and cultural opportunities of New York City.

For more information and to connect with a graduate advisor, please visit the Office of Graduate & Extended Learning at www.newpaltz.edu/graduate/.

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 DESCRIPTION OF THE COLLEGE FOR GRADUATE PROGRAMS

This description is written specifically for the graduate student population.

It is used in promotional materials and other publications where it appears appropriate to the graduate audience.

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 603, 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

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 Graduate & Extended Learning

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

EXCEPTIONS:

University Police Department (UPD)

(“Department” follows the name)

Division of Engineering Programs

(to be consistent with national standards)

Centers

(“Center” may precede or follow the name)

Career Resource Center

Center for Student Development

Use “Haggerty,”

not “Haggerty Administration Building” or “HAB”

Use “Student Union,”

not “Student Union Building” or “SUB”

See the Editorial Guide for further information on editorial style.

www.newpaltz.edu/ocm/styleguide

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],” and “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 it 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

EMBROIDERY LOGO



NP logo embroid



NP logo embroid 281



NP logo embroid 165



NP logo embroid black



NP logo embroid white



NP logo embroid white&165

LOGO FOR EMBROIDERY ONLY

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.

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.

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.

LOGO SYSTEM

LETTERHEAD



OTHER PRINT COLLATERAL



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%

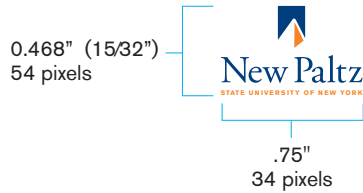
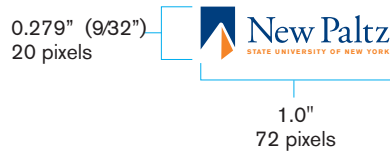
Long names may be split onto two lines.

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



New Paltz small



New Paltz small vert



LOGO INTEGRITY

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 POLICY

Consistency in use of the identity standards enhances the collective strength of the College's identity. Consequently, all areas of the College must use the approved College logos according to the guidelines set forth in our style guides. Our primary, secondary, and ancillary logos are outlined in this style guide. The approved subbrands described on this page have individual standards outlined in separate style guides: The Samuel Dorsky Museum of Art, The Benjamin Center and New Paltz Hawks Athletics.

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.

ANCILLARY LOGOS

Ancillary logos may be developed only by the Office of Communication & Marketing with approval of the Vice President for Communication 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 specialized mark or an ancillary logo. Examples: Distinguished Speakers Series, PianoSummer, 40 Under Forty.

Institutes and special operations within the College may use an ancillary logo, 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.

An ancillary logo is designed to reflect the College branding, and therefore stand alone. The College logo should not appear with it.

WORDMARK

Programs such as lecture series and other activities that have repeated events, demonstrate a connection to the campus strategic plan, and align with our brand attributes may request a wordmark to be developed by Communication & Marketing.

SUBBRANDS

Logos and identity systems for approved subbrands may be developed only by the Office of Communication & Marketing with approval of the Vice President for Communication.

Each subbrand logo is designed to coordinate with College branding, and therefore stand alone. The College logo should not appear with it.

USE OF LOGOS

All College logos as described in this style guide may be used by offices/departments of the College for official College business only. Logos may be provided to outside agencies to identify the College as a sponsor of an event, with permission from the Office of Communication & Marketing. Because the College logo is the symbol for official College business, other groups such as student clubs and organizations may not use the College logo.

USE OF LOGO/ICON WITH ADDITIONAL TEXT

- The icon may be used for retail purposes in conjunction with identity and compatible typefaces only.
- Typefaces other than identity and compatible approved typefaces may be used in retail applications as appropriate to the event or program as long as they are used alone. That is, they are not to be used in conjunction with the icon.*

* All retail applications must have authorization from the Office of Communication & Marketing/Design Services. See the page on contact information at the end of this guide.

LOGO SYSTEM

APPROVED ANCILLARY LOGOS



DESIGN CRITERIA FOR ANCILLARY LOGOS INCORPORATING THE ICON

- The icon must be on the left.
- The type must align to the top of the icon.
- The typeface must be Akzidenz Grotesk or approved alternate.
- The colors are limited to 281 and 165.
- It must include either:
 - "SUNY New Paltz" or
 - "State University of New York at New Paltz"
- "at SUNY New Paltz" is used when part of the name. Generally this means there are ties to outside agencies, but the program is administered by a College office and housed on campus.

NOTE:

An ancillary logo is designed to reflect the College branding, and therefore stand alone. The College logo should not appear with it.

LOGO SYSTEM

APPROVED ANCILLARY LOGOS



WORDMARK



DESIGN CRITERIA FOR ANCILLARY LOGOS INSPIRED BY THE ICON

- The typeface must be Akzidenz Grotesk or approved alternate.
- The colors are limited to 281 and 165.
- It must include either:
"SUNY New Paltz" or
"State University of New York at New Paltz"

NOTE:

An ancillary logo is designed to reflect the College branding, and therefore stand alone. The College logo should not appear with it.

DESIGN CRITERIA FOR WORDMARKS

- The typeface must be Akzidenz Grotesk, Garamond Pro, or approved alternate.
- The colors are limited to 281 and 165.
- The College logo must appear on the collateral above the wordmark or in the lower right corner.

LOGO SYSTEM

APPROVED SUBBRANDS

THE DORSKY

The Dorsky Museum logo was specifically designed to establish its stature as a regional resource while maintaining its position as a campus entity.



THE BENJAMIN CENTER

The Benjamin Center logo is the key to the identity system that was created to identify the Center as a regional resource within the College while maintaining a connection with the College logo and brand. It was unveiled at a launch ceremony on September 30, 2015.



DESIGN CRITERIA FOR SUBBRAND LOGOS

- The form 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"

INDIVIDUAL STANDARDS

Subbrands have their own set of standards and published style guides, managed by the Office of Communication & Marketing.

NOTE:

Each subbrand logo is designed to coordinate with College branding, and therefore stand alone. The College logo should not appear with it.

OTHER LOGOS

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. This identity system includes the hawk head, several wordmarks and monograms.



Primary athletics mark

STUDENT CLUBS

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. Contact Athletics for information.

INDIVIDUAL STANDARDS

The Athletic Identity Graphic Standards style guide is managed by the Office of Communication & Marketing in consultation with Athletics.

UNIVERSITY POLICE LOGO

The UPD logo is used alone on official police business documents such as appearance tickets and arrest reports as long as SUNY New Paltz is identified in text on the document.

The UPD logo may be used in conjunction with the College logo as appropriate, generally not combined as one logo.



PATCH

The UPD patch is used on uniforms and some print collateral.



SEALS



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.



SUNY SEAL

The SUNY seal is reserved for special events, ceremonies, or representing the heritage of The State University of New York. It is not for general use.

The seal may only be reproduced in the official colors gold (PMS 116) and blue (PMS 294), black, or reversed out for a solid color, according to the SUNY Seal Guidelines.



SUNY LOGO

The SUNY logo is provided to each unit for co-branding. It should appear on all recruitment materials, and may be cropped to bleed according to the SUNY Brand Guidelines.

TYPEFACES

OFFICIAL SANS SERIF

BERTHOLD AKZIDENZ GROTESK – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()

BERTHOLD AKZIDENZ GROTESK – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()

ALTERNATE SANS SERIF and WEB

ARIAL – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()

ARIAL – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()

WEB SANS SERIF

OSWALD – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()

OFFICIAL SERIF

ADOBE GARAMOND PRO – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()

ADOBE GARAMOND PRO – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()

ALTERNATE SERIF

TIMES NEW ROMAN – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()

TIMES NEW ROMAN – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()

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

BLUE AND ORANGE

The school colors of blue and orange can be traced back as far as 1895. The June issue of The Normal Review that year included an article reporting that "...a committee consisting of members of the Faculty and students devoted their best energies to selecting school song, colors, yell, pin and flower."

The alma mater sung today includes a reference "To the Orange and the Blue." It goes back at least to 1913, when it was published in that year's yearbook.

ALMA MATER

In a valley fair and beautiful
Guarded well by mount and hill
Beats a heart whose pulse is rich and full
Of life, and pow'r, and thrill.
We love thee, Alma Mater dear.
To thee our hearts are true.
And we'll sing with voices strong and clear
To the Orange and the Blue.
New Paltz, forever our Alma Mater,
We raise our song to thee.
The hills re-echo with glad crescendo
Our praises full and free.

Over the years, various shades and hues of blue and orange came into and out of use, and in 2002 a campus-wide group was asked to provide input to the Cabinet regarding clarification of the colors. Their recommendation was to follow the historical record for a dark blue and orange. Pantone Matching System colors were specified as 281 blue and 165 orange, and approved in October of that year.

Excerpts from our brand attributes developed in 2008 attest to the appropriateness of blue and orange as our school colors:

- A SUNY New Paltz degree comes with an 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.
- 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.
- Creativity permeates campus life at New Paltz. The learning atmosphere has an air of imaginative inquiry that bridges all academic endeavors.
- 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.
- This comprehensive educational experience allows each New Paltz student to "come as you are" and leave prepared to excel in a rapidly changing world.

RESEARCH ON COLOR INDICATES THAT:



Blue represents calm, truth, authority (more with darker blue), wisdom, integrity, knowledge, power, seriousness, conservatism, stability, and trust.



Orange represents adventure, risk-taking, conversation, friendship, enthusiasm, vitality, energy, balance, warmth, cheerfulness, affordability, and creativity.

COLORS

PRIMARY COLOR PALETTE



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

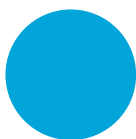


PANTONE 165
CMYK: 0/59/96/0
RGB: 245/132/38
HEX: f58426

SECONDARY COLOR PALETTE



PANTONE 7409
CMYK: 0/30/95/0
RGB: 253/185/36
HEX: fdb924



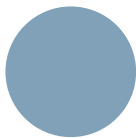
PANTONE 639
CMYK: 100/0/5/5
RGB: 0/165/217
HEX: 00a5d9



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.

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