# NEW PALTZ

## IDENTITY STANDARDS

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### ABOUT THIS GUIDE

The New Paltz Identity Standards is a work in progress. We will be adding more resources and guidelines as we further develop our creative concept and expand our toolbox. Please check the Web site for the most up-to-date information.

[www.newpaltz.edu/identity](http://www.newpaltz.edu/identity)

11/4/2010
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.

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.
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.
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 alumni take with them a degree that will open doors to career opportunities. With that degree comes an education—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 many differing perspectives, open-minded inquiry, and a spirit of inventiveness.

CREATIVE ENVIRONMENT OF DISCOVERY
Creativity permeates campus life at New Paltz. The learning atmosphere at New Paltz has an air of imaginative inquiry that bridges all academic endeavors. The faculty encourage students to question, experiment, and discover in ways that lead to innovative thinking.

ENGAGEMENT THROUGH IMPASSIONED TEACHING
New Paltz faculty are dedicated to the art and craft of teaching, and to developing the kind of mentor relationships that help students succeed. While scholarly activity has an important place at New Paltz, teaching is at its center. The faculty’s ultimate goal is to empower each student to engage with the world in meaningful ways.

A LOCATION FOR LIFE
An unsurpassed location gives New Paltz an enticing, magnetic quality. The College is situated in a dynamic town in a stunning natural setting with world-class connections. Students, faculty, and staff alike find an outstanding quality of life here. They quickly discover superb opportunities for local cultural and recreational enjoyment, while still being close to the countless advantages of New York City.

COME AS YOU ARE
New Paltz is a place that welcomes people of diverse backgrounds, cultures, political views, and ambitions. This warm, accepting environment makes New Paltz an ideal place for students to explore and flourish.
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
257-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, ninety 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.
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
(NOT 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 Enrollment Management
Division of Student Affairs
Office of . . .

IN GENERAL

avoid acronyms
avoid abbreviations

GUIDE

Use the ampersand (&) rather than “and”

“Department of” and “Office of” preceed 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

DATE EXAMPLES

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

on May 1
Thursday, June 5
ABOUT THE LOGO
The official New Paltz logo is a mark consisting of a customized icon, typography, and color. The strength of the new 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,” “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, accessibility, and 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.
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.
ON A DARK BACKGROUND:
PRIMARY LOGO

ALL APPLICATIONS
On dark backgrounds the logo should be reproduced in white, white plus 165, or white plus 281. In the two-color versions the triangle and State University of New York are in 165 or 281, with the top of the icon and New Paltz in white.

APPAREL AND FABRIC APPLICATIONS ONLY
An alternative for apparel and other fabric applications is included at the end of this section (3.3).
ON A DARK BACKGROUND: SECONDARY LOGO

ALL APPLICATIONS
On dark backgrounds the logo should be reproduced in white, white plus 165, or white plus 281. In the two-color versions the triangle and State University of New York are in 165 or 281, with the top of the icon and New Paltz in white.

APPAREL AND FABRIC APPLICATIONS ONLY
An alternative for apparel and other fabric applications is included at the end of this section (3.3).
ON A DARK BACKGROUND:
APPAREL AND FABRIC APPLICATIONS
(TOTE BAGS, TABLE BANNERS, ETC.)

The blue logo on orange, or orange logo on blue are acceptable ONLY for apparel and other fabric applications.

As noted previously in this section (3.3), white, white plus 165, or white plus 281 logos are acceptable on dark backgrounds for any application, including apparel and other fabric applications.
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 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 should be reproduced in white, white plus 165, or white plus 281. In the two-color versions the triangle is in 165 or 281, with the top of the icon and New Paltz in white.
**DEPARTMENTAL LOGO POLICY**

Departmental logos in horizontal and vertical formats 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.

**WHY NOT ON STATIONERY?**

While the stationery system is designed to allow for the identification of departments, it uses type in a format that maintains consistency in the look, and keeps New Paltz as the primary or umbrella identifier. Departmental logos treat the name more as a headline, a format more useful for shirts, note cards, etc.; and in those applications affinity to the department/office or school/division is appropriate.

**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”
EXAMPLES OF HORIZONTAL DEPARTMENT OR OFFICE NAME WITH SCHOOL OR DIVISION NAMES

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

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

COLLEGE OF LIBERAL ARTS & SCIENCES
STATE UNIVERSITY OF NEW YORK AT NEW PALTZ
Department of English

DIVISION OF STUDENT AFFAIRS
STATE UNIVERSITY OF NEW YORK AT NEW PALTZ
Center for Student Development
EXAMPLES OF VERTICAL DEPARTMENT OR OFFICE NAME WITH SCHOOL OR DIVISION NAME

ONE LINE DEPARTMENT with school name below

TWO LINE OFFICE with division name below

TWO LINE SCHOOL with department name below

TWO LINE DIVISION with office name below
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 New Paltz icon at 1". Using less than optimal reproduction methods, the logo should only be used at a size that does not compromise quality and legibility.

SPECIALIZED MARKS
For applications smaller than the minimum size, use either of these specialized marks.

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 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 disproportionally.
- 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 in print materials. (This color configuration is to be used ONLY on apparel and other fabric applications, such as tote bags.) In print use the approved white, white and blue or white and orange logos on dark backgrounds as presented in section 3.2.
- DO NOT use the icon alone as a logo. It may be used in specific applications with the approval of Design Services.
OFFICIAL TYPEFACES

Berthold Akzidenz Grotesk is a contemporary 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-SAFE TYPEFACES

Verdana and Georgia are the preferred typefaces for the Web.

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.
NEW PALTZ
IDENTITY GRAPHIC STANDARDS
v1.0

1.1

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, and 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
Hexadecimal code is for use in HTML, CSS and other Web applications.
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 white stock.

ELECTRONIC LETTERHEAD
The generic letterhead is available in electronic format in our online toolbox at www.newpaltz.edu/cst/toolbox.html.

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.
DEPARTMENTAL STATIONERY
Requests for departmental stationery may be ordered through 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

DEPARTMENTAL LETTERHEAD WITH LIST

DEPARTMENTAL ENVELOPE
WATERMARKED LETTERHEAD

A “watermarked” version of the letterhead is available as an option at additional cost. Generic or departmental envelopes may be used with this letterhead. There is no “watermarked” envelope.
Recommended and preferred letter format with required left margin.

**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

**MARGINS**
Top: 2.5 inches – suggested
Left: 1.0 inches – REQUIRED
Right: 2 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

**A NOTE ON 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.
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 inch — 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
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.

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.

BACK OPTIONS
The standard business card has a blank back. If requested, the back can be printed with the blue “watermark” or orange icon at additional cost.
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.

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.
OVERALL OBJECTIVE

It is vital that our communication efforts are integrated in a unified voice and visual presentation. It is our goal to own a certain look and editorial voice 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.

DESIGN

The style uses a compelling word/thought as a dominant graphic which speaks to the situation/end benefit/aspiration. The compelling word is enhanced where possible with the “ticker tape,” which subtly elaborates on the Degree and Education premise (academics above; experiential below). This graphic treatment is used over a candid photo depicting some real, unstaged activity/moment at New Paltz. Candid conveys “Education” portion of “A Degree and an Education” – the experiential, the unique environment or essence of New Paltz.

COPY

The tonality of the copy should also evoke New Paltz – it’s forthright, impassioned, curious, creative, accepting manner. This is accomplished by avoiding stiff academia copy and over reliance on anonymous content. The majority of copy should come from the active, engaged participants of New Paltz – students, faculty, staff, community members, etc. New Paltz is “New Paltz” because of everyone who makes it so, and their voices are the purest way to convey that.

This approach can be used across all elements and channels and for all audiences. Whether it’s a brochure for a particular school, an ad for a student art exhibit, an email to invite prospective students to visit, the alumni magazine -- this brand identity can carry through. Things do not need to look entirely the same, but they do need to resemble each other and have common elements to evoke a family of communication materials.
BRAND ELEMENTS
To ensure consistency in the visual presentation of our brand messaging, there are graphic elements that need to appear in all applications. These elements are required unless otherwise noted.

GRAPHIC ELEMENTS

KEY MESSAGE
'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 Key Messages 2.1]

KEY WORD
- Key word in uppercase text with ‘ticker tape’ rows of text on top and bottom creating a horizontal word break. In general, the top ticker tape relates to ‘degree’ and the bottom relates to ‘an education’
- Ticker tape text relates to the key word
- Key word in white is preferable, but may be in colors drawn from the approved color palette
- Key word and photo/image are related

IMAGERY
- Dynamic, candid people shots
  New Paltz People = New Paltz Voice
- Diversity
- Include image of Atrium photo as often as possible to draw connection to logo and student centeredness.
- Draw blue and orange out of images with full-color logo and use of school colors in text, tabs, background, etc.

COLOR BAR
- The color bar is composed of a black bar with 90% black slanted lines creating a pattern resembling hash marks, with color ‘tabs’ below in PMS colors drawn from the primary and secondary palettes: 281, 165, 639, 7409, 7417, and 583 (evokes diversity, an important quality of New Paltz)
• The hash marks may be used in the frame or as an extension of a color bar. Please consult with Design Services for assistance.

• Tabs may be “dropped down” to include text such as a date or school name, or other content on the Web.

• Tabs may be used in the frame to draw the eye to important elements such as the logo, call to action message, etc.

FRAME
• A white frame is used to contain the image on all covers, cards, etc. (reinforces candid photos)

LOGO
• The primary two-color logo should be used over one-color or dark background logos whenever possible.

• It may be placed in a white box to facilitate readability, only if necessary. Please consult with Design Services for assistance.

CONTACT INFO PLACEMENT
Contact information is placed below the logo. Web addresses and phone numbers would appear here, but may appear elsewhere in the piece if critical to the primary message.
Can I visit the Campus?

Absolutely!

• You then take a campus tour with one of our Student Advisors, with an opportunity for questions and answers.

• Your visit begins with a presentation by an Admission Advisor.

Our daily campus visit schedule is online at www.newpaltz.edu/admissions/visit.html.

Can I schedule a personal interview?

• Given the large number of transfer applications we cannot honor requests for individual interviews.

Can I visit the Campus?

• You can easily register for your visit online. www.newpaltz.edu/admissions/visit.html.

Are transfer students guaranteed housing?

• There is no on-campus housing available for transfer students.

Are academic teacher or guidance counselor recommendations required?

• We require one letter of recommendation from an academic teacher or your guidance counselor.

How many credits can I transfer to New Paltz?

• If you attended a four-year college – up to 90 credits.
• If you attended a two-year college – up to 70 credits.

How do I submit my essay, recommendations, and the above items?

• Any additional information you wish to submit with your application, transcript, test scores, essay, and letter of recommendation have already been received. However, we will not wait for them to be factored in the admission decision process.

What is considered a Complete Application?

• We require one letter of recommendation from an academic teacher or your guidance counselor.
• Your personal essay.
• Your complete high school transcript.
• Official results of the SAT or ACT (print-outs marked "student copy" are not acceptable).

Please be sure that these additional materials are included:

• We welcome additional information.
• A range of academic interests, personal perspectives, and life experiences adds much to the educational mix.
• The importance of diversity to you.
• An encounter that demonstrated that illustrates what you would bring to the diversity in a college community, or an encounter that demonstrated your understanding of the importance of diversity to you.

What is the deadline date?

• New Paltz considers a transfer application complete on the importance of diversity to you.
• Educational Opportunity Program (EOP) applications must be received by New Paltz by November 15.
• Regular Consideration applications must be received by April 1.
• Early Action Consideration applications must be received by November 15.

Are there Application Deadlines?

• Seven Year Optometry Program..................... January 15
• Educational Opportunity Program (EOP) .......... April 1*

*Please be sure that your full name and name of high school are on every item.

What is considered a preliminary evaluation?

• You must meet the EOP financial and academic guidelines.

Where do I send my application?

Send your application, transcript, test scores, essay, and letter of recommendation to:

Office of Undergraduate Admission
SUNY New Paltz
100 Hawk Drive
NEW PALTZ, NY 12561-2499

The application fee for either application is $50.00 (non-refundable). Please use only ONE application.

The SUNY Application – www.suny.edu/student/apply
OR
The Common Application – www.commonapp.org

Please be sure that these additional materials are included:

• We require one letter of recommendation from an academic teacher or your guidance counselor.
• At least one letter of recommendation from an academic teacher or your guidance counselor.
• Your personal essay.
• Your complete high school transcript.

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• A range of academic interests, personal perspectives, and life experiences adds much to the educational mix.

The importance of diversity to you.

An encounter that demonstrated that illustrates what you would bring to the diversity in a college community, or an encounter that demonstrated your understanding of the importance of diversity to you.
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 the State University of New York at 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 the State University of New York at New Paltz. I will be out of the office from {day, date} through {day, date}.

OPTION 1: If you need assistance during that time, please [call {extension} to speak with {name}, e-mail {me/name & title} at {address}, etc.]

OPTION 2: I will return your call as soon as possible after my return.

E-MAIL SIGNATURE STANDARDS

Three versions are available in the online toolbox at www.newpaltz.edu/cst/toolbox.html.

◆ Templates are available for download by faculty and staff (NPCUID password required) in the online style guide at www.newpaltz.edu/cst/toolbox.html.
POWER POINT ◆

Three templates are available in the online toolbox at www.newpaltz.edu/cst/toolbox.html.

A generic presentation about New Paltz will be forthcoming.

ELECTRONIC LETTERHEAD ◆

Complete with header and footer
A Microsoft Word template for generic letterhead is available in the toolbox. It includes a first page with logo header, address footer, and set margins; and a second page with address footer and set margins. You can attach this electronically to e-mails, or output on any printer. Color is preferred and recommended.

Select “Generic letterhead for e-mail attachment (Microsoft Word)” at www.newpaltz.edu/cst/toolbox.html

Blank for pre-printed letterhead
A Microsoft Word template for correspondence to go on preprinted letterhead is available in the toolbox as well.

Select “Template for pre-printed letterhead (Microsoft Word)” at www.newpaltz.edu/cst/toolbox.html

◆ Templates are available for download by faculty and staff (NPCUID password required) in the online toolbox at www.newpaltz.edu/cst/toolbox.html.
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 outlined in this manual. Gold and/or silver foil stamping is also permitted.
A Web design template is available for use on official pages. As the identity standards are further developed, we anticipate a new series of templates will be available. For assistance with your Web site, please contact Web Services at www.newpaltz.edu/weboffice.
The Office of Communication & Marketing has an extensive image library, including more than 5,000 new high-quality professional photographs taken in April, May and October 2009, and more than 55,000 other images in the following categories: animals, art work, athletics, buildings-exterior, buildings-interior, construction, departments, events, history, logos, Mohonk, nature, NYC, outdoor, people, seasons, stock, technology, theatre, and world.

Please contact us at communication@newpaltz.edu to assist you with finding the right photographs and images for your communication needs.
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

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

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THE OFFICE OF COMMUNICATION & MARKETING, which reports to Shelly Wright, Chief of Staff and Associate Vice President for Communication in the Office of the President, is comprised of the units of Design Services, Mail Services, Marketing, Media Relations, Print Services, Public Relations, Strategic Projects, Video Services, and Web Services.

THE MARKETING COUNCIL, led by Vice President for Enrollment Management L. David Eaton and Chief of Staff and Associate Vice President for Communication Shelly Wright, is a campus-wide group that was formed to enhance the College's efforts in presenting itself to internal and external audiences through its marketing and outreach activities. The Council, which meets monthly, includes members whose responsibilities include marketing and will serve as ambassadors across campus to support consistency in messaging and visual representation in the College's communication materials, while showcasing New Paltz's creative strengths. One of the Council's goals is to achieve synergies and efficiencies in managing resources dedicated to marketing and outreach activities.

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