2018 SUNY SCHENECTADY BRAND GUIDE

SUNY
SCHENECTADY
COUNTY COMMUNITY COLLEGE

WELCOME TO SUNY SCHENECTADY COUNTY COMMUNITY COLLEGE BRAND GUIDELINES

This document serves as a resource for understanding and applying the SUNY Schenectady brand, identity and creative expression. It outlines brand strategy, tone and voice and provides standards for the use of logos, artwork, color palette, typography and other key visual elements.

These guidelines are based on a discovery process that took place throughout 2017. Thorough and highly inclusive, this effort drew from a wide cross-section of SUNY Schenectady constituents.

A living reference, this guide is intended to serve as a resource and a starting point for communications and creative professionals charged with articulating and representing the College brand. It is intended to be a developing body of work that will evolve moving forward.

For information or questions about these guidelines and usage permissions, please contact **The Office of Marketing and Public Relations at (518) 381-1323.**

SUNY
SCHENECTADY
COUNTY COMMUNITY COLLEGE

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BRAND GUIDELINES 2018

BRAND STRATEGY

SUNY
SCHENECTADY
COUNTY COMMUNITY COLLEGE

WHAT IS A BRAND?

GREAT BRANDS INSPIRE PEOPLE TO TAKE THE NEXT STEP.

Our brand thinks bigger than a logo. It's the sum of all the experiences, perceptions and expectations we evoke. It's our philosophy, our underpinning beliefs and goals – and it's how we communicate them.

When we're "on brand", we're speaking in a way that's cohesive, authentic and true to our message. We're communicating who we are, and in doing so, what sets us apart.

Great brands inspire people to be more, do better and take the next step.

We're proud to be great.

SUNY SCHENECTADY BRAND PROMISE

SUNY Schenectady empowers students to bring out what's within, to come together and to strive to seek what's next. We support them to identify and make that first or next move – and make it theirs.

SUNY SCHENECTADY BRAND ESSENCE

Empowering your next step.

BRAND POSITIONING STATEMENT

SUNY Schenectady provides **students** with a **regionally acclaimed education** that inspires them to take **the next step in their lives.**

We do it through **SUNY and private college transferable degree and certificate programs, quality support services and a personalized approach to learning.**

KEY VALUE PROPOSITION

A great career begins with a great start. SUNY Schenectady provides learning experiences that result in real outcomes that students can take into their careers – or to further study.

SUNY SCHENECTADY ATTRIBUTES

Collaborative. We work together. Because together we can do more.

Diverse. We celebrate our collective differences. And we're stronger for them.

Inclusive. We're more when everyone is included. We plan for the success of all.

Committed. We're bonded to our goals. And we see them through.

Involved. We participate in the communities we touch. We give and give back.

Caring. We're kind and empathetic. We look out for those around us.

Determined. We're here to work. We can do it – and we will.

Optimistic. We're excited about the future. We seek what's next.

POINTS OF DIFFERENCE

Guiding and mentoring. We identify interests and define paths.

Powerful support system. We help all students reach their goals.

Strong, unique programs. We offer renowned, one-of-a-kind programs.

Of and for Schenectady. We give back through investment and outreach.

Business connections. We create opportunities to work and network.

Diverse and representative. We're a rich reflection of the community.

Flexible & transferable. We provide a flexible, career-oriented curriculum.

BRAND CHARACTER

Assertive. We're confident, with the courage to be ourselves.

Resourceful. We make every opportunity fit our needs.

Focused. We ignore the noise and keep our eyes forward.

Hard working. We know that nothing worth having comes easily.

Supportive. We magnify the strengths of those around us.

Community minded. We're strong as individuals – but stronger together.

Transformative. We believe that change brings opportunity.

USE OF THE COLLEGE NAME IN SPEECH AND WRITING

The College shall be referred to in speech as:
SUNY Schenectady County Community College
or
SUNY Schenectady

Use will be determined by the user in the context of the situation. No other variations of the College name shall be used.

In writing, only the full name of the College with an abbreviated version in parentheses may be used on first reference as follows: SUNY Schenectady County Community College (SUNY Schenectady). Then, on second reference and thereafter, SUNY Schenectady may be used.

When the primary logo is used, then SUNY Schenectady may be used as a stand-alone name of the College.

BRAND GUIDELINES 2018

DESIGN ASSETS

SUNY
SCHENECTADY
COUNTY COMMUNITY COLLEGE

FEW WORDS ABOUT OUR LOGO...

Our logo is the most important and recognizable element of our brand's identity. It is an icon that represents our organization to the outside world and acts as an identifying and unifying mark.

There are five variations of the SUNY Schenectady logo that serve specific purposes. The role and usage of each is explained in this guideline. Using these variations consistently ensures that we build and protect the equity and recognition of our brand.

The logos should not be altered or redrawn, and additional words or graphic elements should never be added.

PRIMARY STACKED LOGO

This is the SUNY Schenectady primary stacked logo. To maintain brand consistency, it should be used on official documents, publications, webpages and signage to represent the College as a whole.

_____

Preferred Full-Color Logo
The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint presentations, digital or video.

Reverse (Knockout) Logos
Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient contrast for the logo.

FULL-COLOR LOGO

SUNY SCHENECTADY COUNTY COMMUNITY COLLEGE

REVERSE LOGOS

SUNY SCHENECTADY COUNTY COMMUNITY COLLEGE

SUNY SCHENECTADY COUNTY COMMUNITY COLLEGE

PRIMARY LONG LOGO

This is the SUNY Schenectady primary long logo. To maintain brand consistency, it should be used on official documents, publications, webpages and signage to represent the College as a whole.

The long logo may be used whenever using the primary stacked logo is not possible due to spacing restrictions .

————————

Preferred Full-Color Logo
The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint presentations, digital or video.

Reverse (Knockout) Logos
Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient contrast for the logo.

FULL-COLOR LOGO

SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE

REVERSE LOGOS

SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE

SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE

SECONDARY STACKED LOGO

This is the SUNY Schenectady secondary stacked logo. This may be used after first instance of full College name or as a single informal instance depending on the context. The Office of Marketing and Communications will be consulted prior to the use of this logo.

Preferred Full-Color Logo

The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint presentations, digital or video.

Reverse (Knockout) Logos

Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient contrast for the logo.

FULL-COLOR LOGO

SUNY
SCHENECTADY

REVERSE LOGOS

SUNY
SCHENECTADY

SUNY
SCHENECTADY

SECONDARY LONG LOGO

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Reverse (Knockout) Logos
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FULL-COLOR LOGO

SUNY SCHENECTADY

REVERSE LOGOS

SUNY SCHENECTADY

SUNY SCHENECTADY

SCHOOL/DIVISION LOGOS

While the SUNY Schenectady primary logo represents the organization as a whole, these "lock-ups" show the relationship between the College and its schools and divisions.

——————

Preferred Full-Color Logo
The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint presentations, digital or video.
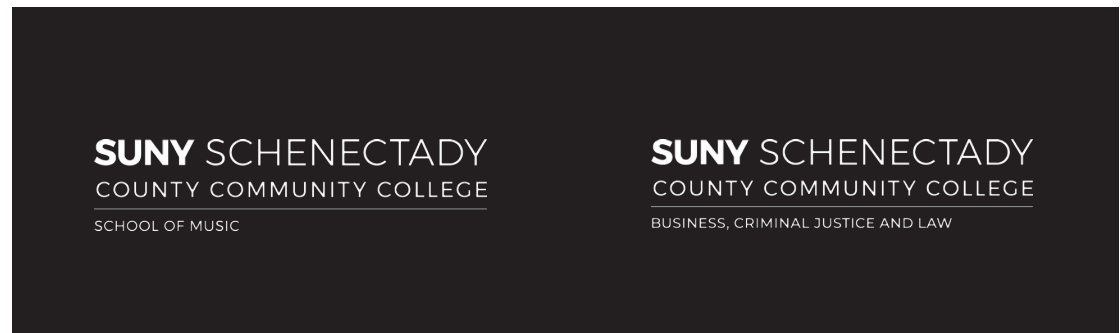
Reverse (Knockout) Logos
Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient contrast for the logo.

FULL-COLOR LOGOS

REVERSE LOGOS

MINIMUM SPACE – STACKED LOGOS

To ensure visibility and legibility, logos should never be presented in sizes smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed. Consult your print vendor for specifics on minimum sizes based on the piece you are creating.

PRIMARY STACKED LOGO

Print 1.25 in

Digital 150px

SUNY
SCHENECTADY
COUNTY COMMUNITY COLLEGE

SUNY
SCHENECTADY
COUNTY COMMUNITY COLLEGE

SECONDARY STACKED LOGO

Print 1 in

Digital 100px

SUNY
SCHENECTADY

SUNY
SCHENECTADY

MINIMUM SPACE — LONG LOGO

To ensure visibility and legibility, logos should never be presented in sizes smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed. Consult your print vendor for specifics on minimum sizes based on the piece you are creating.

PRIMARY LONG LOGO

Print 1.25 in	Digital 150px
SUNY SCHENECTADY COUNTY COMMUNITY COLLEGE	**SUNY** SCHENECTADY COUNTY COMMUNITY COLLEGE

SECONDARY LONG LOGO

Print 1 in	Digita 100px
SUNY SCHENECTADY	**SUNY** SCHENECTADY

MINIMUM SPACE – SCHOOL/DIVISION LOGOS

To ensure visibility and legibility, logos should never be presented in sizes smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed. Consult your print vendor for specifics on minimum sizes based on the piece you are creating.

SCHOOL/DIVISION **LOGOS**

Print 2 in

SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE
SCHOOL OF MUSIC

Digital 250px

SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE
SCHOOL OF MUSIC

Print 2 in

SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE
BUSINESS, CRIMINAL JUSTICE AND LAW

Digital 250px

SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE
BUSINESS, CRIMINAL JUSTICE AND LAW

CLEAR SPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should appear inside this zone.

Clear space equals the height of "S" in SUNY Schenectady" (X).

**The clear space rule applies to all SUNY Schenectady logos.**

STACKED LOGO PLACEMENT

To maintain a flexible consistency in appearance, the logo should either be left aligned at the top of the page as an intro or right aligned at the bottom of the page as a sign-off.

On printed materials the minimum distance from the edges of the logo to the edges of the piece should be equal to the height of the S in the word SUNY.

Placement of the logo on promotional pieces is more flexible based on the relationship to artwork and photos.

This logo placement rule also applies to the SUNY Schenectady secondary stacked logo.
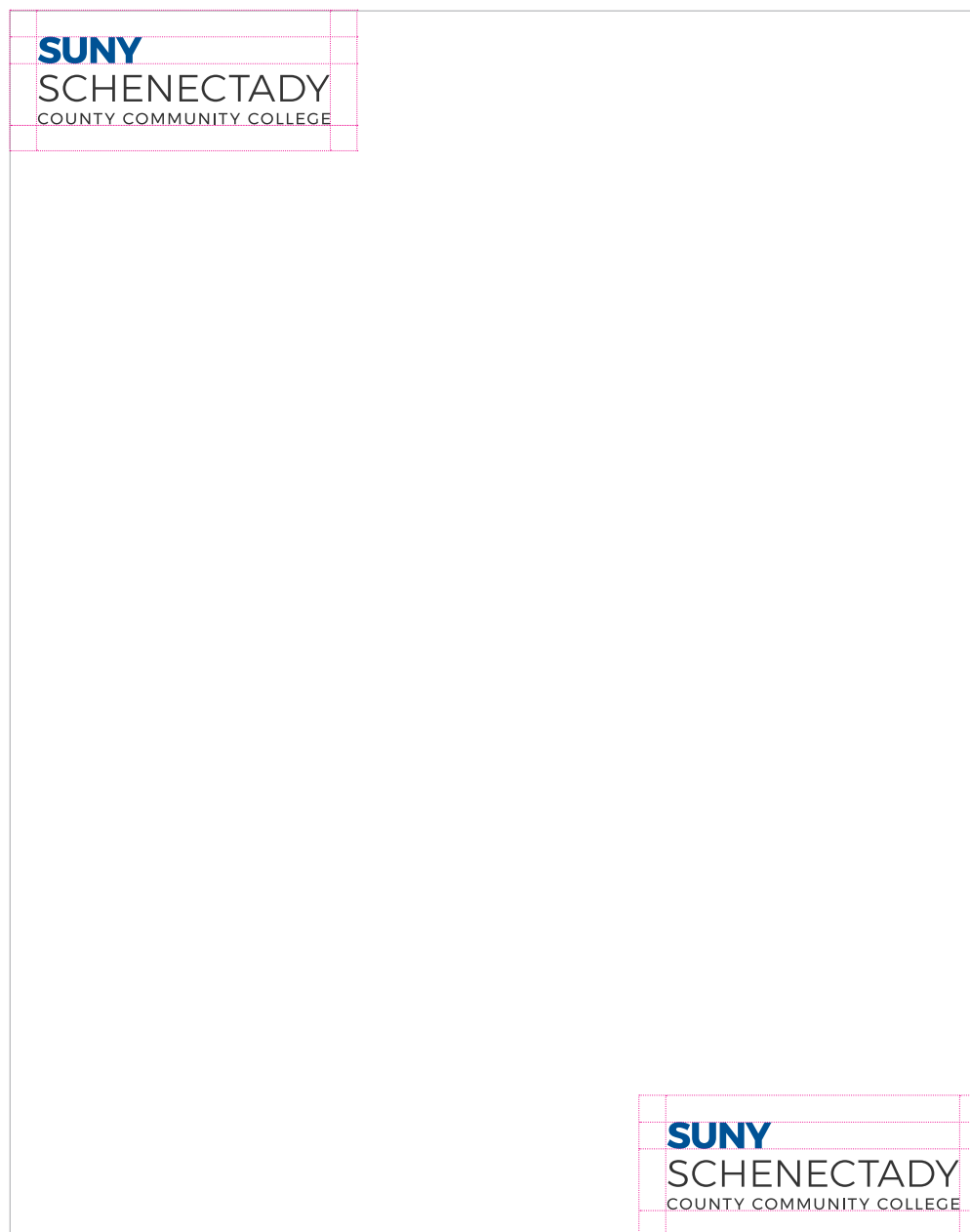
LONG LOGO PLACEMENT

The justified appearance of the long logo allows it to be aligned to any edge of the paper or be placed at the center.

On printed materials the minimum distance from the edges of the logo to the edges of the piece should be equal to the height of the S in the word SUNY.

Placement of the logo on promotional pieces is more flexible based on the relationship to artwork and photos.

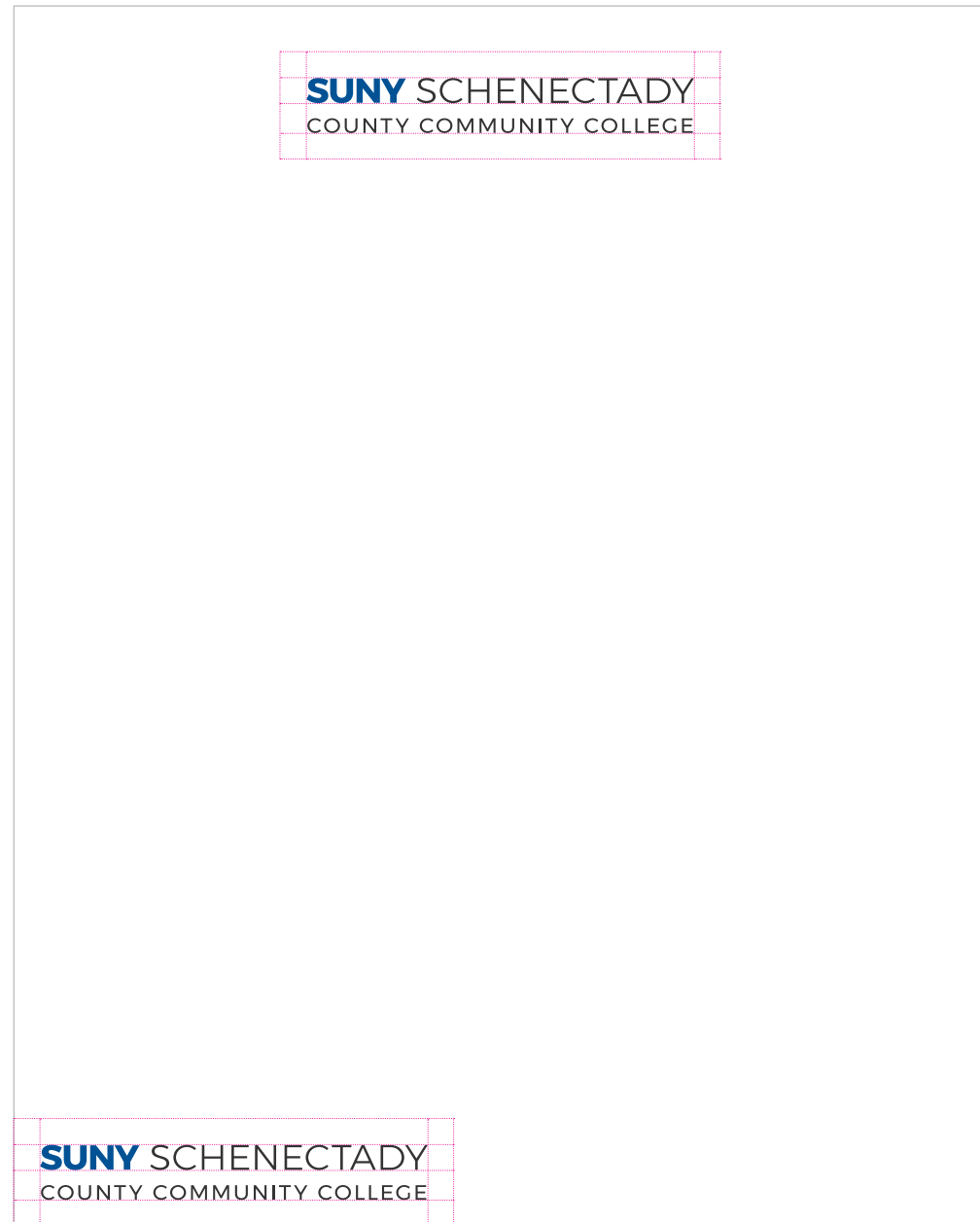**This logo placement rule also applies to the SUNY Schenectady secondary long logo.**

SCHOOL/DIVISION LOGO PLACEMENT

The justified appearance of the school logos allows it to be aligned to any edge of the paper or be placed at the center.

On printed materials the minimum distance from the edges of the logo to the edges of the piece should be equal to the height of the S in the word SUNY.

Placement of the logo on promotional pieces is more flexible based on the relationship to artwork and photos.

This logo placement rule applies to all SUNY Schenectady school/division logos.
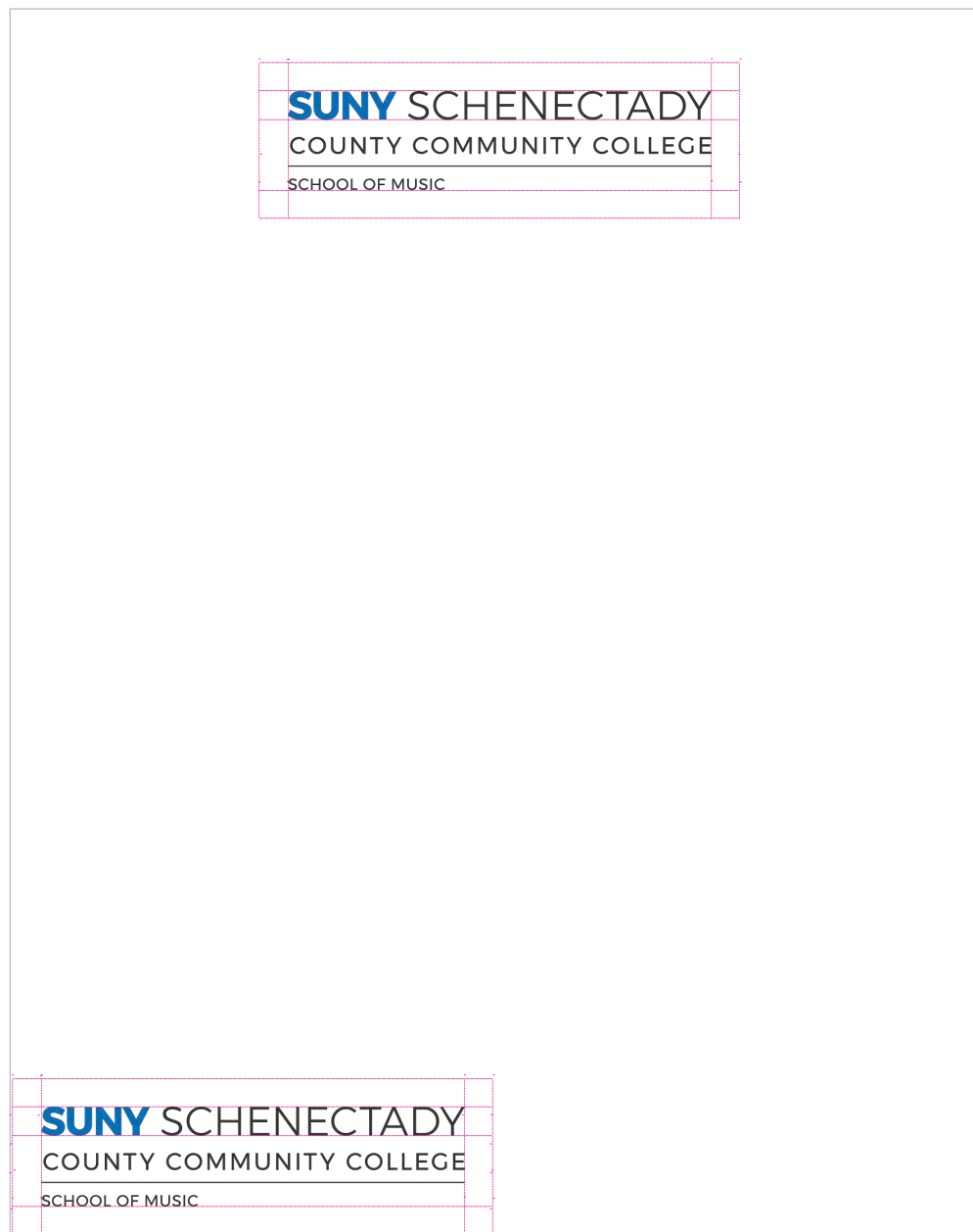
SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE
SCHOOL OF MUSIC

SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE
SCHOOL OF MUSIC

LOGO TREATMENT ON PHOTO BACKGROUNDS

If the logo needs to be placed on a photo, use a white or single-color logo to create contrast.

Only use full-color logos on light photo backgrounds to ensure sufficient contrast for the logo.

This rule applies to all SUNY Schenectady logos.

White logo

Full-color logo

INCORRECT LOGO USE

Correct and consistent use of the primary logo is an essential part of building brand equity. While a great deal of flexibility has been built into the visual identity system, the correct use of each element has been carefully defined.

The examples shown here represent some–but not all–of the ways the SUNY Schenectady logos might be used incorrectly. If you have questions about the correct or incorrect use of the school's logos, contact **The Office of Marketing and Public Relations at (518) 381-1323.**

Incorrect logo rules apply to all SUNY Schenectady logos.

DO NOT add a drop shadow or any other effects to the logo.

DO NOT place the primary logo in a container shape of any type.

DO NOT use unapproved colors for the logo.

DO NOT use unapproved color configurations of the logo.

DO NOT add additional information to the primary logo.

DO NOT change the typeface of any part of the logo.

DO NOT place the logo on a color that does not provide sufficient contrast.

DO NOT place the logo on visually distracting backgrounds.

CO-BRANDING

Co-branding helps show unification between SUNY Schenectady and our partners. When co-branding communications, it is critical to follow all the guidance in this manual.

The SUNY Schenectady logo should be placed on the left with a divider line separating partner logo(s) to the right.

It is important to ensure all partner logos are of visually equal weight and nothing has more prominence than the SUNY Schenectady logo.

SUNY Schenectady clear space for logos must be observed with increased space of 2x between the mark and the divider line.

Co-branding rules apply to all SUNY Schenectady logos.

SUNY
SCHENECTADY
COUNTY COMMUNITY COLLEGE

Lorem Logo

x **SUNY**
SCHENECTADY
COUNTY COMMUNITY COLLEGE → 2 x ←

Lorem Logo
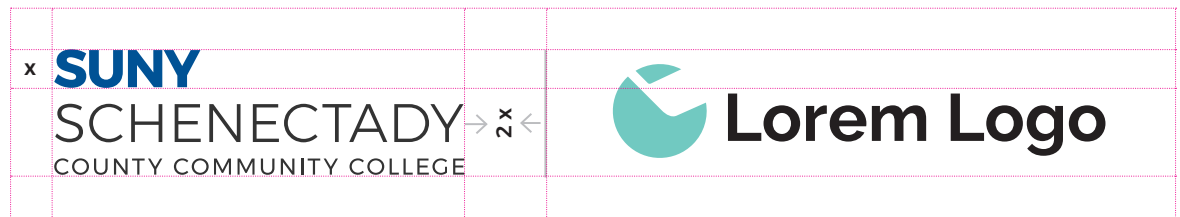
COLOR PALETTE

Primary Colors

The primary colors of SUNY Schenectady County Community College are royal blue and gold. There have been different variations of these hues throughout the history of the College. The current gold is darker and more saturated than versions in the past. This has been done deliberately for better visibility in print and on the web.

Secondary Colors

SUNY Schenectady has several secondary colors to support the blue and gold. While the secondary colors don't represent the school as a whole, they can be used to supplement marketing campaigns and various communications as needed.

In Print

Use the Pantone Coated (C) and CMYK Coated formulas when printing on coated paper stock. Use Pantone Uncoated (U) and CMYK Uncoated formulas when printing on uncoated stock.

PRIMARY COLORS

ROYAL BLUE
Pantone® PMS 653
CMYK 100/62/0/20
RGB 0/82/149
HEX #016bb1

ROYAL GOLD
Pantone® PMS 116
CMYK 0/16/100/0
RGB 255/210/0
HEX #fbee64

SECONDARY COLORS

Pantone® PMS 166
CMYK 3/70/100/1
RGB 232/109/35
HEX #ec6c00

Pantone® PMS 398
CMYK 34/26/94/2
RGB 175/166/61
HEX #b0a740

Pantone® PMS 2612
CMYK 57/100/25/10
RGB 124/36/109
HEX #7f0f6d

TYPEFACES

Montserrat

Montserrat is a simple and versatile sans serif font with a modern feel. This family of fonts is the most flexible system available for use in the SUNY Schenectady brand. All weights and faces are available for use, but should be used with discretion where appropriate. Montserrat is the primary typeface for both headlines and body in marketing materials in print and on web.

Minion Pro

Minion Pro is a secondary font in the SUNY Schenectady brand. It is a serif font and is used as a supporting typeface for instances where a more traditional and studious typographic style is desired.

MONTSERRAT

Thin
Thin Italic
ExtraLight
ExtraLight Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic

MINION PRO

Regular
Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Bold Condensed
Bold Condensed Italic

AUTHENTIC, DIVERSE, PASSIONATE AND CONFIDENT

Utilizing the following photography principles is essential in consistently presenting the SUNY Schenectady brand. All photo choices should aim to make an emotional connection with the viewer, while still feeling genuine and authentic. Shots of individuals should show them working to achieve a goal or in the immediate moment after, or celebrating their accomplishment. Group photos should show individuals interaction with one another in a fun and relevant setting.

Have a Natural Light Source:
Both indoor and outdoor shots should use a natural light source with an easily identifiable direction.

Use a Slightly Indirect Camera Angle:
Unusual or unexpected indirect camera angles that imply aspiration or accomplishment add a uniquely energetic quality to the composition.

Use Shallow Depth of Field:
Whenever possible, photographs should show dimension, a sense of space and environment using a shallow depth of field.
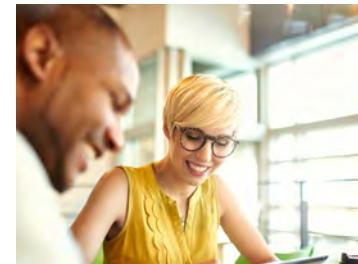
HEADLINE TREATMENT

Headlines are meant to be bold and unafraid. The SUNY Schenectady brand uses short and impactful headlines in conjunction with much smaller subheads that provide context and support the main messaging. While there is no specific numerical value assigned to the ratio, there should be a considerable visual contrast between all typographic elements within a composition.

To further underscore their dominant presence, the headlines use a Hard Light transparency blending mode that, when combined with photography as the base, creates a unique and vibrant effect. The Hard Light effect should only be used as an overlay typographic treatment. Avoid using it as a stand-alone photographic effect.

To create this effect in Photoshop:

1) Open the main image in Photoshop.
2) Create a headline in orange on a separate layer above the image.
3) Set the blend mode of the type layer to "Hard Light"
4) Adjust the opacity to achieve the desired effect*.

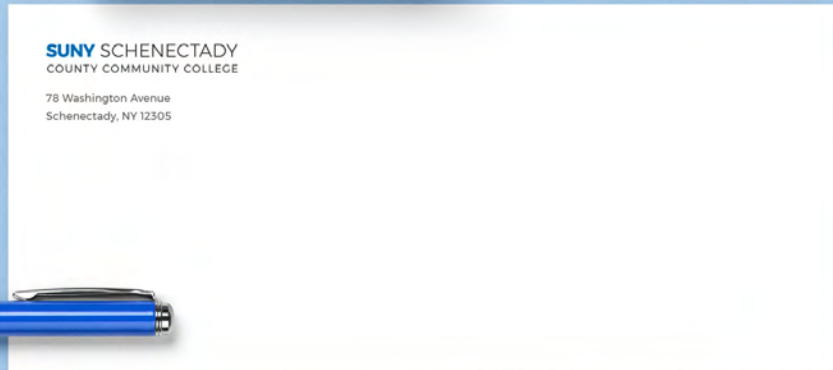*Please note that the transparency blending mode results vary depending on the color and quality of an image used within the design.
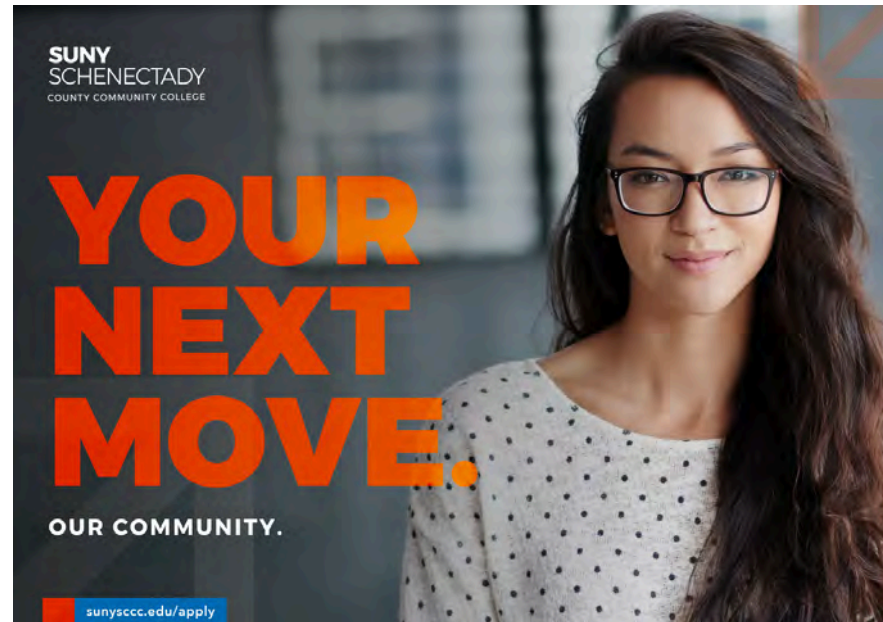
BRAND GUIDELINES 2018

BUSINESS COMMUNICATIONS

SUNY
SCHENECTADY
COUNTY COMMUNITY COLLEGE

SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE

Office of Admissions
78 Washington Avenue
Schenectady, NY 12305
sunysccc.edu

May 14, 2017

John Smith
123 Appleby Drive
Stockton, NY 10023

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Kind Regards,

Simone Logers
Senior Director of Admissions
SUNY Schenectady Community College

Simone Logers
Senior Director of Admissions
slogers@sunysccc.edu

P. 518.381.1200
M. 518.381.1200
F. 518.381.1200

78 Washington Avenue
Schenectady, NY 12305
sunysccc.edu

SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE

SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE

78 Washington Avenue
Schenectady, NY 12305

SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE

Montserrat Bold 8pt — **Office of Admissions**

Montserrat Regular 8pt — 78 Washington Avenue
Schenectady, NY 12305
sunysccc.edu

May 14, 2017

John Smith
123 Appleby Drive
Stockton, NY 10023

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Kind Regards,

Simone Logers
Senior Director of Admissions
SUNY Schenectady Community College

Montserrat Bold 9pt — **Simone Logers**
Montserrat Regular 9pt — Senior Director of Admissions
Montserrat Bold 9pt — **slogers@sunysccc.edu**

Montserrat Regular 7.5pt — 78 Washington Avenue
Schenectady, NY 12305
sunysccc.edu

P: 518.381.1200
M: 518.381.1200
F: 518.381.1200 — Montserrat Bold 7.5pt

SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE

SUNY SCHENECTADY
COUNTY COMMUNITY COLLEGE

78 Washington Avenue
Schenectady, NY 12305 — Montserrat Regular 8pt

COLORS USED

ROYAL BLUE
Pantone® PMS 653
CMYK 100/62/0/20
RGB 0/82/149
HEX #016bb1

BLACK
Pantone® PMS Black 7C
CMYK 64/61/65/54
RGB 62/57/53
HEX #3d3834

EMAIL SIGNATURE

Simone Logers — Arial Bold 9pt
Senior Director of Admissions

P: 518.381.1200 • M: 518.381.1200 • Fax: 518.381.1200 — Arial Regular 9pt
78 Washington Avenue • Schenectady, NY 12305
www.sunysccc.edu

SUNY SCHENECTADY COUNTY COMMUNITY COLLEGE — Arial Bold 9pt

COLOR USED

BLACK
Pantone® PMS Black 7C

CMYK 64/61/65/54

RGB 62/57/53

HEX #3d3834

BRAND GUIDELINES 2018

BRAND EXAMPLES

SUNY
SCHENECTADY
COUNTY COMMUNITY COLLEGE
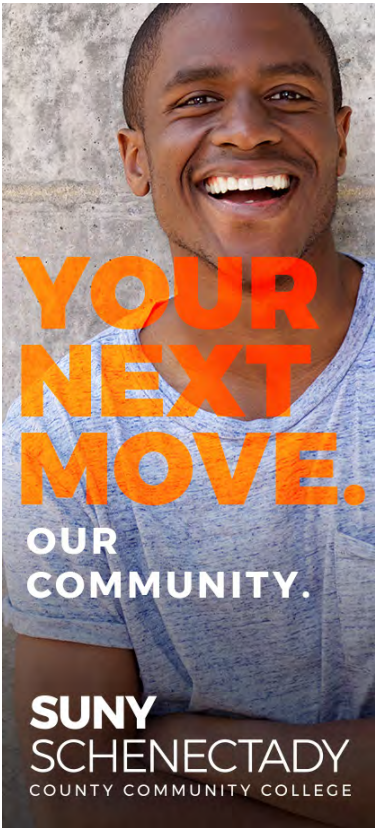
OUT OF HOME ADVERTISEMENT
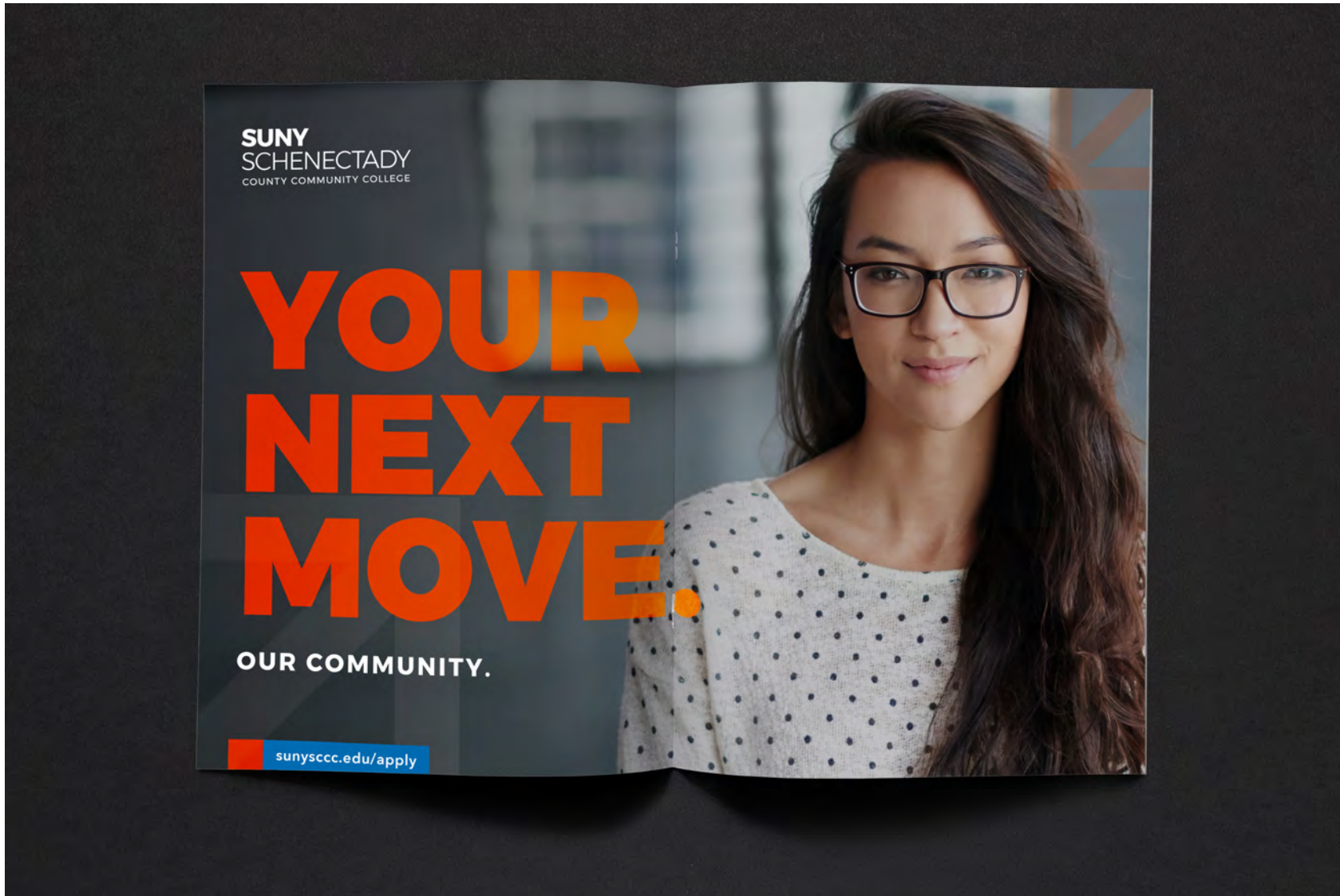
PRINT ADVERTISEMENT

DIGITAL BANNERS

QUESTIONS?

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