

SUNY Polytechnic Institute

# Design Standards Guidelines



SUNY POLY

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SUNY POLY



# SUNY POLY

## ABOUT SUNY POLY

SUNY Poly, New York's premier public polytechnic, provides an innovative and affordable higher education for students interested in science, engineering, technology, business, healthcare, and other liberal arts offerings for a well-rounded approach to experiential learning.

Our commitment to a hands-on education situates students with both the academic structure customary of undergraduate study and unique opportunities for training and cutting-edge research, ultimately providing learners an unmatched education targeted for success in our fast-changing world.

SUNY Poly students enjoy public school tuition with benefits that many small, private institutions boast, including small class sizes, individualized learning experiences, and a tight-knit community.



# NEW YORK'S PREMIER PUBLIC POLYTECHNIC

## ABOUT THIS GUIDE

SUNY Poly is represented by a collection of logos and institutional marks, which together form the University's brand identity.

This guide is designed to assist both internal departments and external vendors in the proper use of SUNY Poly's logos. It aims to ensure consistent application across various platforms. This guide details official usage of SUNY Poly assets and the reproduction of its visual identity and design standards.

All logos and artwork featured in this guide are trademarks of SUNY Polytechnic Institute. Unauthorized use without the University's consent is strictly prohibited.

For further information about SUNY Poly's brand identity or specific inquiries regarding its use, please see the Office of Marketing and Communications website at: [\*\*\*sunypoly.edu/communications-marketing/branding\*\*\*](https://sunypoly.edu/communications-marketing/branding).

# University Primary Logos

Primary SUNY Poly logos, showing one- and two-color versions, in vertical and horizontal orientations.



## SUNY POLY

**Two-Color Vertical Primary Logo**  
*For light backgrounds*  
PMS 288 blue & PMS 124 gold



## SUNY POLY

**Two-Color Horizontal Primary Logo**  
*For light backgrounds*  
PMS 288 blue & PMS 124 gold



## SUNY POLY

**One-Color Vertical Primary Logo**  
*For light backgrounds*  
PMS 288 blue



## SUNY POLY

**One-Color Horizontal Primary Logo**  
*For light backgrounds*  
PMS 288 blue



## SUNY POLY

**Two-Color Vertical Primary Logo**  
*For dark backgrounds*  
PMS 288 blue & PMS 124 gold



## SUNY POLY

**Two-Color Horizontal Primary Logo**  
*For dark backgrounds*  
PMS 288 blue & PMS 124 gold



## SUNY POLY

**One-Color Vertical Primary Logo**  
*For dark backgrounds*  
PMS 288 blue



## SUNY POLY

**One-Color Horizontal Primary Logo**  
*For dark backgrounds*  
PMS 288 blue

# University Secondary Wordmarks

Secondary SUNY Poly wordmarks, showing one-color versions, in vertical and horizontal orientations.

The wordmark consists of the words "SUNY" and "POLY" stacked vertically in a blue, serif typeface.

**One-Color Vertical Wordmark Logo**  
*For light backgrounds*  
PMS 288 blue

The wordmark consists of the words "SUNY" and "POLY" placed side-by-side in a blue, serif typeface.

**One-Color Horizontal Wordmark Logo**  
*For light backgrounds*  
PMS 288 blue

The wordmark consists of the words "SUNY" and "POLY" stacked vertically in white, serif typeface, centered within a solid blue square.

**One-Color Vertical Wordmark Logo**  
*For dark backgrounds*  
PMS 288 blue

The wordmark consists of the words "SUNY" and "POLY" placed side-by-side in white, serif typeface, centered within a solid blue rectangle.

**One-Color Horizontal Wordmark Logo**  
*For dark backgrounds*  
PMS 288 blue

# Alternative University Logos

Alternative SUNY Poly logos,  
showing two-color versions, in  
vertical and horizontal orientations.



**SUNY POLYTECHNIC  
INSTITUTE**

**Two-Color Vertical Alternative Logo**

*For light backgrounds*

PMS 288 blue & PMS 124 gold



**SUNY POLYTECHNIC  
INSTITUTE**

**Two-Color Horizontal Alternative Logo**

*For light backgrounds*

PMS 288 blue & PMS 124 gold

# New York State Graphic



Two-color New York State Graphic for light background



Two-color New York State Graphic for dark background

The New York State graphic is another secondary mark used in special marketing projects to promote SUNY Poly being New York's Premier Public Polytechnic.

# Official University Seal

The official university seal was redesigned in 2024 to reflect the institution's evolution, and its interdisciplinary strengths. This update removes elements historically associated with the College of Nanoscale Science and Engineering (CNSE), which is now part of the University at Albany. The changes mark an important step in aligning SUNY Poly's visual identity with its current mission and values.

The updated seal includes imagery of New York State alongside a globe, symbolizing SUNY Poly's commitment to both its regional roots and its expanding global impact. The upper-left quadrant now features a strand of DNA, representing the integration of science with technology, and healthcare with humanity that defines the institution's innovative approach to education and research.

Moreover, the new seal removes college-specific elements in favor of symbols that represent the university as a whole.

**The use of the seal exclusively is limited. It is used for events and materials of a ceremonial nature or official activity by the president, leadership, and the College Council.**



**Two-Color Seal**  
PMS 288 Blue & PMS 124 Gold



**Two-Color Seal**  
On Dark Background



**Approved Examples of One-Color University Seal**  
Background colors may vary. One-color of University seal is limited to PMS 288 Blue, PMS 124 Gold or White.

# University Colors

## Official University Colors



**PANTONE 288**  
Hex #1E376C  
RGB 30, 55, 108  
CMYK 100, 88, 27, 19



**PANTONE 124**  
Hex #EBAB21  
RGB 235, 171, 33  
CMYK 7, 35, 100, 0

Our official university colors are PMS 288 blue and PMS 124 gold.

# Logo Usage

Improper usage for all logos in the SUNY Poly brand identity.



Never distort horizontally



Never distort vertically



Never angle or skew



Never alter the typography



Never alter  
color placement



Never use unapproved colors



Never alter the proportions



Never alter placement  
of components

# University College Logos



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF ARTS + SCIENCES



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF ARTS + SCIENCES



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF BUSINESS



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF BUSINESS



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF ENGINEERING



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF ENGINEERING



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF HEALTH SCIENCES



**SUNY POLYTECHNIC INSTITUTE**  
COLLEGE OF HEALTH SCIENCES

SUNY Poly's college logos identify the four colleges that comprise the university.

# Alternative University College Logos

SUNY Poly's four colleges are also represented by these alternative college logos.-



**SUNY POLY**  
COLLEGE OF ARTS + SCIENCES



**SUNY POLY**  
COLLEGE OF BUSINESS



**SUNY POLY**  
COLLEGE OF ENGINEERING



**SUNY POLY**  
COLLEGE OF HEALTH SCIENCES

## Office-Specific Wordmarks

**SUNY POLY**  
STUDENT ACCESSIBILITY  
SERVICES

**SUNY POLY**  
CAREER SERVICES

**SUNY POLY**  
CENTER FOR  
STUDENT INVOLVEMENT

**SUNY POLY**  
WELLNESS CENTER

The office-specific logos are designed to fit into the overall SUNY Poly brand, while identifying the different offices across campus.

# Academic Research Center Logos

This logo treatment is designed to designate and represent the 10+ academic research centers that are contained within the four university colleges and fit within the overall brand identity.



## SUNY POLY

CASMAD: CENTER FOR ADVANCED  
SEMICONDUCTOR MATERIALS AND DEVICES



## SUNY POLY

WINGS: WIRELESS AND INTELLIGENT  
NEXT GENERATION SYSTEMS



## SUNY POLY

CENTER FOR BUSINESS AND APPLIED ETHICS

# Wildcat Athletics Logos



The athletics logos may be used for visual communications pertaining to athletics, alumni events and student recruitment. Use of the athletics logos must be approved by the Office of Athletics in conjunction with the Office of Marketing and Communications.

# Typography

These fonts are commonly utilized in the majority of SUNY Poly’s printed and digital materials.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
Friz Quadrata

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
Minion Pro

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
Aktive Grotesk

# Compatible Typography

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Arial

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Myriad Pro

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Times

A few common typefaces that are compatible with our identity system.



SUNY POLY