

SUNY Polytechnic Institute

Design Standards Guidelines



SUNY POLY

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Design Standards
Guidelines

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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 Vertical Primary Logo
For dark 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

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



SUNY POLY

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



SUNY POLY

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



SUNY POLY

One-Color Horizontal Primary Logo
For light 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



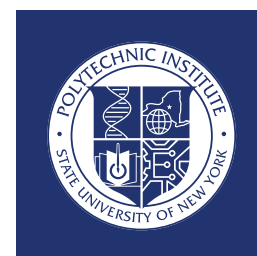
Two-color Version



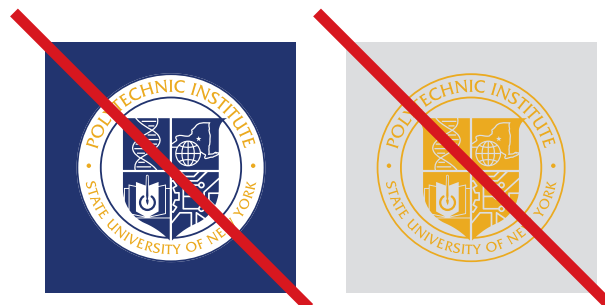
One-color Version



Two-color Version
on dark background



One-color Version
on dark background



One- & Two-color improper use
of seal colors

University Colors

Official University Colors



PANTONE 288 C

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



PANTONE 124 C

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