



# ESF Visual Identity Standards



State University of New York  
College of Environmental Science and Forestry



## State University of New York College of Environmental Science and Forestry

The SUNY College of Environmental Science and Forestry has an opportunity, through its graphic identity, to make an important statement about itself, its programs and its history. Our leaf-and-acorn logo is a symbol of the College's excellence and therefore must be used with consideration for all that it represents.

These Visual Identity Standards will help members of the College community use the logo in a manner that helps ensure a strong, cohesive look that will project a positive and professional image to our varied audiences.

These standards take effect in November 2008. Your cooperation in following these standards will help us shape the impressions people have of ESF and everything the College does. Please abide by these standards as you do your part to help ESF continue to pursue its mission.

A handwritten signature in black ink that reads 'C.B. Murphy Jr.' with a stylized flourish at the end.

Cornelius B. Murphy, Jr., Ph.D.  
President

# SUNY-ESF VISUAL IDENTITY STANDARDS

## TABLE OF CONTENTS

<b>SUNY-ESF VISUAL IDENTITY STANDARDS.....</b>	<b>2</b>
An Overview	
Using These Standards	
<b>GRAPHIC IDENTITY SYSTEM COMPONENTS.....</b>	<b>3</b>
The Logo	
The Colors	
The Typeface	
One Last Point	
<b>LOGO SPECIFICATIONS.....</b>	<b>4-6</b>
<b>ACRONYM AND OAK LEAF USE .....</b>	<b>7</b>
<b>WHAT NOT TO DO.....</b>	<b>8-9</b>
<b>LOGO REPRODUCTION SIZE.....</b>	<b>10</b>
<b>LOGO PLACEMENT AND GENERAL LAYOUT CONSIDERATIONS.....</b>	<b>11</b>
<b>USING THE LOGO.....</b>	<b>12-13</b>
Examples	
<b>COLLEGE LOGO WITH DEPARTMENT OR OFFICE NAME.....</b>	<b>14</b>
<b>LETTERHEAD, ENVELOPES AND BUSINESS CARDS.....</b>	<b>15</b>
<b>ELECTRONIC LETTERHEAD.....</b>	<b>16</b>
<b>OTHER MEDIA.....</b>	<b>17</b>
Promotional Products	
Merchandise	
Signage	
Vehicle Signage	
<b>STUDENT PUBLICATIONS.....</b>	<b>17</b>
<b>TYPOGRAPHY.....</b>	<b>18</b>



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## SUNY-ESF VISUAL IDENTITY STANDARDS

### An Overview

As higher education becomes increasingly competitive, it is vital that ESF establishes and maintains a strong identity. One of the ways we can promote a strong, unified message is by presenting the College logo and related design elements (colors, fonts, etc.) in a consistent fashion in our publications and presentations, on our website and in merchandise that is affiliated with the College.

These standards will strengthen the College's public image and help ESF attain greater recognition among its many constituents.

This set of rules contains all the standards that ESF faculty, staff and students need to correctly use the ESF logo. The website [www.esf.edu/communications/logo](http://www.esf.edu/communications/logo) contains instructions for accessing and downloading logo images that can be used in accordance with these standards.

Proper use of the logo will help ESF promote a strong, consistent message about the College and its rich history and outstanding programs. It will help ESF achieve greater recognition among its peer institutions, partners and prospective students.

If you have any questions, please contact the ESF Office of Communications at 470-6644.

### Using These Standards

These standards have been created to help ESF's College community — faculty, staff, and students — achieve a cohesive look and use the logo correctly.

The ESF Office of Communications can help you create a publication or website that fits visual identity standards. Feel free to contact us for assistance with this process or simply to answer any questions or issues you might have.

Please keep these standards in mind and comply with them as you proceed with your work. If you hire an outside vendor to do work for you, please share these standards with the vendor and insist upon appropriate compliance.

It can take six to eight weeks, if not longer, to craft a publication from scratch; even reprints and publications requiring only minimal changes to previous versions can take a month or more. So when you decide to work on a project, contact the communications office as soon as possible. We can work together on a plan to create the best possible publication.

If for any reason you feel you need to diverge from these standards, please contact the communications office before doing so. Reasonable exceptions to these standards may be made with approval from the vice president for enrollment management and marketing.

## **GRAPHIC IDENTITY SYSTEM COMPONENTS**

### **The Logo**

The oak leaf and acorn signifies both ESF's rich history in environmental science and forestry as well as the historic Robin Hood Oak, the landmark tree that graces the campus.

### **The Colors**

The predominant green in the logo is the color that has been traditionally associated with ESF. The brown-and-gold acorn complements the green and reflects the College's ties to the natural environment. The College's official colors are green, white and gold.

### **The Typeface**

ESF's preferred fonts for headlines and body copy are the Rotis Family, Times New Roman, Frutiger, Helvetica and Verdana. They are clean, legible and adaptable for use in a wide range of publications and other media.

### **One Last Point**

These identity standards will work only if the campus community supports them. Our students, faculty and staff are the best ambassadors of what this campus represents, and these visual identity standards seek to build on those strengths. Using it helps all of us.

## LOGO SPECIFICATIONS

ESF's College logo uses the typeface, or font, called Rotis, both serif and semi serif. The logo should always be placed as art; do not attempt to recreate the logo using text.

The College's logo can be used in a horizontal or vertical format. Because the logo is the pictorial representation of the College, it is critical that it be presented consistently. In nearly all circumstances, the ESF letters with the attached leaf and acorn are to be used with the full name of the College as shown here. For standards about using the ESF letters with the leaf and acorn, but without the full name of the College, see page 6. For your use, you will find versions of the logo at [www.esf.communications.edu/logo](http://www.esf.communications.edu/logo)

### Formats

#### Horizontal format



#### Vertical format



### Color Choices



**CMYK** (Cyan, Magenta, Yellow, Black). For use when four-color process print medium is being used.

Green: C100, M0, Y91, K42 • Yellow: C0, M24, Y94, K0 • Brown: C0, M38, Y78, K29 • Black

#### Uncoated Paper (not glossy)

**PMS 4-color** (Pantone Matching System). For use when print media calls for PMS colors and a publication will be printed on uncoated paper.

Green: PMS 349 • Yellow: PMS 123 • Brown: PMS 730 • Black

#### Coated Paper (glossy)

**PMS 4-color** (Pantone Matching System). For use when print media calls for PMS colors and a publication will be printed on coated (glossy) paper.

Green: PMS 349 • Yellow: PMS 121 • Brown: PMS 724 • Black

#### Web Use

**RGB** (Red, Green, Blue).

Green: R0 G113 B61 • Yellow: R255 G196 B37 • Brown: R172 G113 B57 • Black

## LOGO SPECIFICATIONS

### Color Choices



**PMS 3-color.** To be used in all media where printing is limited to 3 colors for cost or other reasons.

#### Uncoated Paper (not glossy)

**PMS** (Pantone Matching System). For use when print media calls for PMS colors.

Green: PMS 349 • Yellow: PMS 123 • Brown: PMS 730

#### Coated Paper (glossy)

**PMS** (Pantone Matching System). For use when print media calls for PMS colors.

Green: PMS 349 • Yellow: PMS 121 • Brown: PMS 724

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**PMS 2-color.** To be used in all media where printing is limited to 2 colors for cost or other reasons.

Green: PMS 349 • Black

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**PMS 1-color.** To be used in all media where printing colors are limited to 1 selection for cost or other reasons.

Green: PMS 349

## LOGO SPECIFICATIONS

### Reverse

The logo may also be reversed out of dark colors, see examples: When reversed out of dark colors, the oak leaf must print in C30, M0 Y40, K0 or PMS 7486.



## ACRONYM AND OAK LEAF USE ONLY

The College's goal is for the leaf and acorn image to be used with the College's full name in the vast majority of circumstances.

It is occasionally acceptable to use the ESF letters with the leaf and acorn, but without the full name of the College. It is imperative, however, that the image be used in the proper context: as a marker on each page of a Power Point presentation that contains the complete logo on the opening slide, for example, or on material that will be distributed only on campus. If there is any question that a viewer could see the image and not immediately connect it with ESF, the full name of the College must be used.

In the case of merchandise that involves embroidery or the space limitations presented by, for example, a necktie, the letters and leaf and acorn logo may be used. The 4-color version can be used on light backgrounds such as white or buff. The 4-color reverse version should be used on dark backgrounds such as black or green. See page 6 for examples of the reverse logo.

For more information on promotional products and other media, see promotional items and merchandise, page 15.



## WHAT NOT TO DO

The only approved modifications to the College's logo are in this guide. Do not adjust the proportions, colors, or other elements of the logo. Some examples of what not to do are found below.

Departments, offices and other campus entities are not permitted to develop or use their own logos (see page 13).

### Resizing Tip

To resize a downloaded logo proportionally hold down the shift key while you are sizing the logo.

### Do not extend



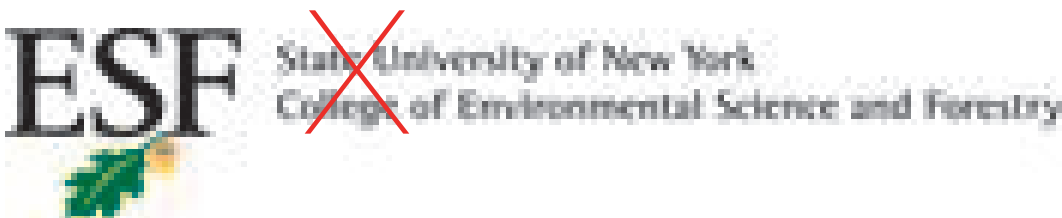
### Do not condense



### Do not use drop shadows



### Unacceptable import



## WHAT NOT TO DO

### Do not angle



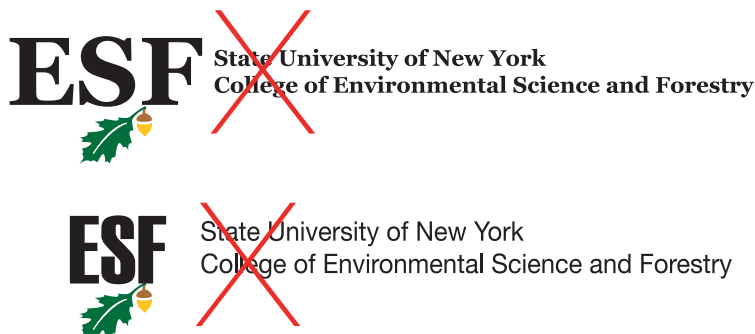
### Do not change the oak leaf



### Do not change colors or rearrange colors



### Do not change typeface or fonts



## LOGO REPRODUCTION SIZE

For most print publications, the size of the logo should be as prominent as possible without inclusions or interruptions in the typeface or art. Exceptions are advertisements that have a column width smaller than three inches; and forms and letterhead, because the logo is placed in the upper left-hand section of these publications. Even in these instances, however, inclusions or interruptions to the logo are not permitted.

### Logo Minimum Reproduction Size

The minimum size of the logo, shown below, ensures it will be reproduced clearly in most projects. If you believe it is necessary to use the logo smaller than minimum size, please contact the Office of Communications at 470-6644.



**2 x 3/8**



**1 1/2 x 9/16**

## LOGO PLACEMENT AND GENERAL LAYOUT CONSIDERATIONS

Regardless of the size of any printed College communications document, the ESF College logo should appear prominently on the front of the publication or on the last page or back cover as a sign-off. The size of the logo should be one-third of the publication's width; logos should not be less than two inches wide. Exceptions to that minimum size requirement include forms, stationery and advertisements that have a column width smaller than three inches. Our specs include a vertical or horizontal format.

The logo should always be at least .5 (1/2 inch) from the bottom or sides of the document.

In all cases, the prominence of the logo should be a main consideration in the design.

In most cases, the logo should be placed on a solid-color background to ensure that it is clear and legible. This is easily accomplished by using a solid color bar at the top or bottom of a page. The logo should not be placed on a photograph or illustration background without the specific approval of the Office of Communications.

We invite you to call the Office of Communications at 470-6644 for assistance.



**Title of Publication**

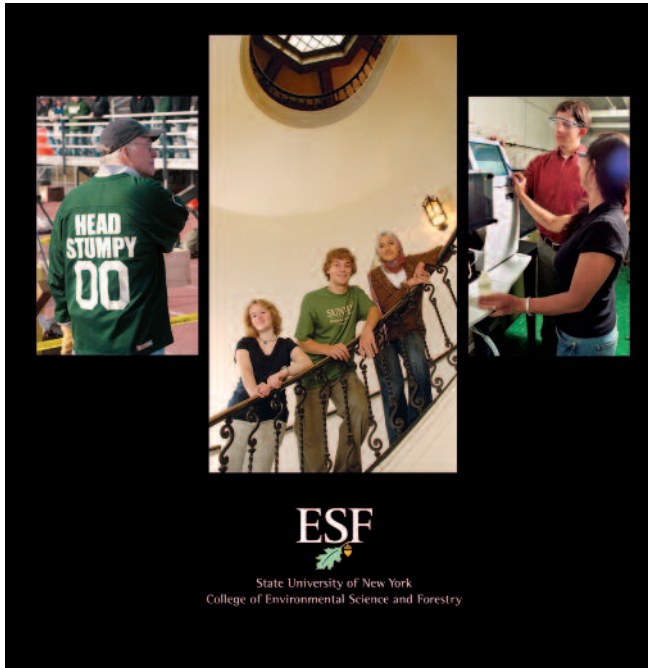


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College of Environmental Science and Forestry

## USING THE LOGO

### EXAMPLES

When reversed out of green, the oak leaf must print in C30, M0 Y40, K0 or PMS 7486. The logo should always be at least .5 or 1/2 inch from the edges of the document.



## COLLEGE LOGO WITH DEPARTMENT OR OFFICE NAME

Consistent use of the College's logo is crucial to reinforce ESF's identity both on and off campus. It is important, therefore, that individual departments, divisions, offices and other units not create their own logos.

ESF faculty, staff and students may want to display the name of their department or office in connection with the logo. Department-specific logos are available in the two formats presented below and will be distributed upon request.

This is the only way the College logo may be personalized for department use. If you have any questions about which use is correct for your needs, call the Office of Communications at x 6644.



State University of New York  
College of Environmental Science and Forestry

Department of Chemistry

The image above is to be used whenever the name of a specific academic department is added to the ESF logo for any off-campus use.

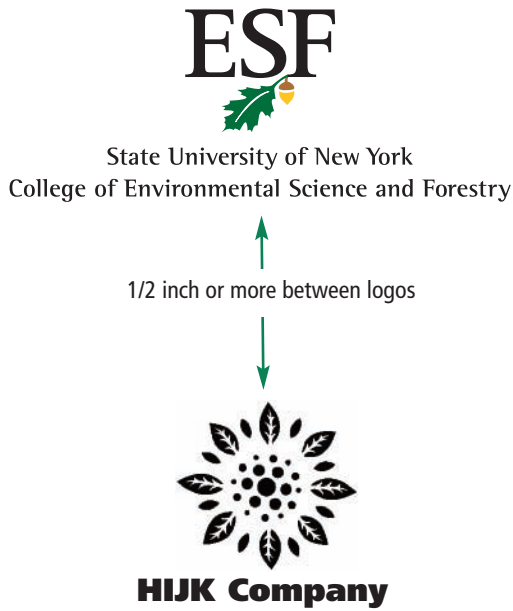
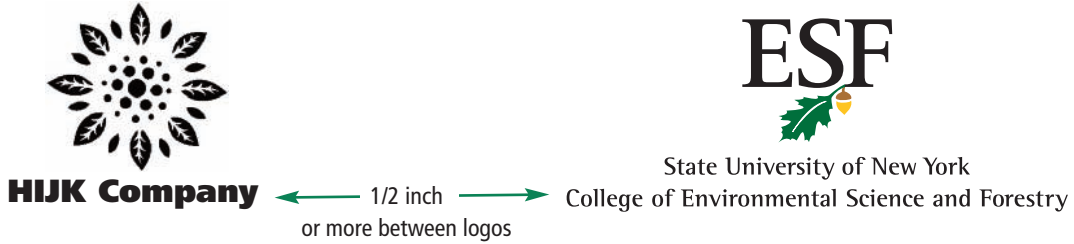


The image above is for use on campus only.



## USING THE LOGO

If the ESF logo is to be used in conjunction with that of a partner institution, please ensure that a distance of 1/2 inch or more is maintained between the images.



## LETTERHEAD, ENVELOPES AND BUSINESS CARDS

The Office of Communications is responsible for the design and production of all stationery, letterheads, envelopes and business cards using the College logo. Official ESF stationery is always printed on a buff colored paper and uses specified ink colors.

These are examples of what business cards, letter-size envelopes and letterhead should look like. It is not permissible to copy, print, order or in any way produce College stationery items or business cards without consulting the Office of Communications. To order these items, please contact Vance Blackburn, [vmblackb@esf.edu](mailto:vmblackb@esf.edu) or 470-6646.

**Please note: Offices using “generic” ESF envelopes may choose to stamp their office name on the back flap of the envelope. Return-address stamps should not be placed on the front of an envelope near the ESF logo.**



## ELECTRONIC LETTERHEAD

Electronic letterhead is available for use by ESF faculty and staff. It is consistent with, but not identical to, the printed letterhead. Each college office and academic department will have access to a version of the electronic letterhead that contains the name of that office or department.

This letterhead is to be used **ONLY** for electronic communication. Under no circumstances is it to be printed for distribution in any way. Because it does not match the College's official letterhead, use of the electronic version in a printed form will cause confusion and lessen the impact of the official letterhead.



## **OTHER MEDIA**

### **PROMOTIONAL PRODUCTS**

The College's logo must not appear in any way other than those expressly permitted. When choosing materials and background colors, please use the colors specified on pages 3 and 4, or the closest matches possible. While choices for fabric colors are often limited, you should attempt to stay consistent with the green that represents ESF. For assistance with promotional items or uniforms please contact Wendy P. Osborne at [wosborne@esf.edu](mailto:wosborne@esf.edu), 470-6649, or Vance Blackburn, [vmblackb@esf.edu](mailto:vmblackb@esf.edu), 470-6646.

### **MERCHANDISE**

Hats, T-shirts, window stickers and other items sold by the College are an excellent way to increase ESF's visibility. To that end, merchandise that includes the College's name should adhere to these standards whenever feasible.

Items that include the College logo must adhere to these standards, including restrictions on logo, typography and palette. (In cases when exact fonts and/or colors are not available, the closest substitute should be selected.)

### **SIGNS**

Adhere to these standards. In the case of signs that are planned for major campus events or for permanent display, please consult with the Office of Communications.

### **VEHICLE SIGNS**

The College's logo must not be altered in any way other than expressly permitted in these standards.

## **STUDENT PUBLICATIONS AND OTHER MEDIA**

Students wishing to use the College logo on campus-sponsored publications and other media may do so if they abide by the standards. Students should be aware that any use of the College logo suggests that a student organization or activity is officially connected to SUNY-ESF and that the College will closely monitor such use.

## **TYPOGRAPHY**

The College strongly encourages the use of the following fonts for any official college publications and web pages. This guideline does not apply to correspondence such as letters, memos, reports or other routine documents.

### **Serif Fonts**

Rotis Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Rotis Semi-serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### **San Serif Fonts**

Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz