



2018  
**SUNY SCHENECTADY**  
**BRAND GUIDE**  
SUMMARY

**SUNY**  
**SCHENECTADY**  
COUNTY COMMUNITY COLLEGE



We have always known who we are, the important role we all play in the lives of our students, and the myriad ways in which we educate and guide them. We recognize the powerful transformations that happen every day at the College, as our students grow and achieve goals they have set for themselves. We just needed a process to properly convey the essence of the College, to share the tremendous impact we have on our students, and to reframe the College in a

way that is both meaningful and creative. The rebranding of the College, unveiled this semester, has accomplished just that.

Our brand is a powerful way to communicate our values, experiences, and results. It describes what distinguishes us and makes us special. When we're speaking and communicating "on brand" we're informing others about our message and the fundamental principles that guide us, sharing with them our brand promise: SUNY Schenectady empowers students to bring out what's within, to come together and to strive to seek what's next.

Our Office of Marketing and Public Relations, supported by the Brand Committee comprised of members from across the College community, has developed this condensed Brand Guide. It serves as a resource so that those across campus can communicate in a cohesive, consistent fashion, representing a unified message.

As we embark on a new journey, we unite behind this consistent brand: SUNY Schenectady – Empowering Your Next Step. Thank you for continuing to be vision supporters for our students in your ongoing commitment to their success.

Dr. Steady Moono  
President  
SUNY Schenectady

# Contents

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## **BRAND STRATEGY**

- 4 What is a Brand?
- 4 Brand Promise
- 4 Brand Essence
- 5 Brand Positional Statement
- 5 Key Value Proposition
- 5 SUNY Schenectady Attributes
- 6 Points of Difference
- 6 Brand Character
- 7 Use of Name in Speech and Writing

## **DESIGN ASSETS**

- 8 Brand Mark: Primary Stacked Logo
- 9 Brand Mark: Secondary Stacked Logo
- 10 Brand Mark: Primary Long Logo
- 11 Brand Mark: Secondary Long Logo
- 12 Brand Mark: School Logos
- 13 Brand Mark: Incorrect Logo Use
- 14 Color Palette
- 15 Typography

## **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 Mark

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## 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.

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## 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

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**SUNY**  
SCHENECTADY  
COUNTY COMMUNITY COLLEGE

## REVERSE LOGOS

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**SUNY**  
SCHENECTADY  
COUNTY COMMUNITY COLLEGE





# Brand Mark

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## 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 .

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## FULL-COLOR LOGO

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**SUNY** SCHENECTADY  
COUNTY COMMUNITY COLLEGE

## REVERSE LOGOS

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**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.

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## FULL-COLOR LOGO

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**SUNY**  
SCHENECTADY

## REVERSE LOGOS

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**SUNY**  
SCHENECTADY



# Brand Mark

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## SECONDARY LONG LOGO

This is the SUNY Schenectady secondary long 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.

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## FULL-COLOR LOGO

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**SUNY** SCHENECTADY

## REVERSE LOGOS

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**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.

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### 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

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**SUNY** SCHENECTADY  
COUNTY COMMUNITY COLLEGE  
BUSINESS, CRIMINAL JUSTICE AND LAW

**SUNY** SCHENECTADY  
COUNTY COMMUNITY COLLEGE  
SCHOOL OF HOTEL, CULINARY ARTS AND TOURISM

**SUNY** SCHENECTADY  
COUNTY COMMUNITY COLLEGE  
LIBERAL ARTS

**SUNY** SCHENECTADY  
COUNTY COMMUNITY COLLEGE  
MATH, SCIENCE, TECHNOLOGY AND HEALTH

**SUNY** SCHENECTADY  
COUNTY COMMUNITY COLLEGE  
SCHOOL OF MUSIC

## 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** place the logo in a container shape of any type.



**DO NOT** stretch the logo out of proportion.



**DO NOT** use unapproved colors or typefaces for the logo.



**DO NOT** add additional information to the logo.

# Color Palette

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## 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

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#### 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

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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

# Typography

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## 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.

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### 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***

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### MINION PRO

Regular

*Italic*

Medium

*Medium Italic*

SemiBold

*SemiBold Italic*

**Bold**

***Bold Italic***

**Bold Condensed**

***Bold Condensed Italic***

## **QUESTIONS?**

For information or questions about these guidelines and usage permissions, please visit [sunysccc.edu/marketing](https://sunysccc.edu/marketing) or contact **The Office of Marketing and Public Relations at 518-381-1323.**

David Regan White  
Director of Marketing and Public Relations