

FREDONIA
VISUAL
STANDARDS AND GUIDELINES



FREDONIA
STATE UNIVERSITY OF NEW YORK



MISSION

Fredonia enriches the world through academic scholarship, artistic expression, community engagement, and entrepreneurship. The university challenges and inspires students to become skilled, connected, creative, and responsible global citizens and professionals throughout their lives.

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CONCEPT

The logo elevates the Fredonia name to increase awareness and improve the university's positioning in the minds of its various audiences. The type style communicates bold, collegiate pursuits. The logo incorporates a pair of three-dimensional 'F's — one white and one reversed, in blue — coming together to form a structure in the style of the campus' iconic I.M. Pei architecture. At the top and right of the logo, the converging Fs form a mortarboard and tassel, emphasizing the institutional commitment to strong graduation rates. The converging Fs also naturally form arrow-like visuals. These suggest the progress and transformation Fredonia students experience, as well as the leadership role the university takes in the community and the economic impact it has on the region.

THE FREDONIA LOGO

The university logo consists of the symbol, university name, and State University of New York. It must be treated as one unit. The proportion and spacing of the elements are not to be altered in any way. "Fredonia," and "State University of New York," are typeset using the font "Neutraface 2 Display." The logo is available in a number of configurations. Digital files are available for all configurations. The logo is to be reproduced only from one of these approved files. The logo is the preferred identifier for the covers of all visual communications.

The university logo is available at <http://www.fredonia.edu/logos/>

MINIMUM SIZE

The university logo must not be scaled below 1.5 inches wide for the one-line logo and 1.25 inches wide for the stacked version. The "State University of New York" becomes illegible at small sizes.



LOGO VARIATIONS

HORIZONTAL
LOGO - ONE LINE

2 COLOR: BLUE PMS 286 & BLACK



VERTICAL
LOGO - STACKED



1 COLOR: BLUE PMS 286



1 COLOR: BLACK



1 COLOR: REVERSE LOGO WITH
BLUE PMS 286 BACKGROUND



COLOR PALLETTE

- The official logo colors are blue **PMS 286** and white for the symbol and black for all type.
- These colors should be used whenever possible. For **4-color** publications there is a **CMYK** version of the logo that replicates **PMS 286** in process inks.
- For publications using 1 or 2 colors, the logo color options are all-blue, all-black and all-white.
- For invitations and notecards, another color option is available: gold can be used for the symbol and type.

PRIMARY COLORS



Pantone 286
100C / 66M / 2K
Hexadecimal #0038A8



White

EXAMPLES OF UNACCEPTABLE LOGO TREATMENT

The Fredonia logo has been designed for use under a wide variety of circumstances that allow a great deal of flexibility. However, there are limitations to its presentation in order to maintain the integrity of the brand. The logo may not be distorted, angled or altered, nor may it be presented on colors that are too light or bright to allow for quick recognition of the mark.

Scale the logo proportionately to maintain its form by holding down the shift key while clicking and dragging to increase or decrease the logo size.



Examples of unacceptable scaling and skewing



Examples of unacceptable use of color



Examples of unacceptable distortion and spacing

PRINTING ON LIGHT AND DARK BACKGROUNDS

1



2



3



- 1 On light backgrounds, the background color should show behind the symbol. The background color should be at least 50% lighter than the symbol color.
- 2 When in doubt about how the symbol will work on a light background, use either the black logo or the blue PMS 286 logo.
- 3 The logo can be printed in black or blue PMS 286 over light colors.
- 4 The logo can be used over dark backgrounds as shown. On dark backgrounds the symbol and the type should print white.
- 5 Be sure the background is dark enough to provide proper contrast. Avoid using the logo over textured backgrounds.

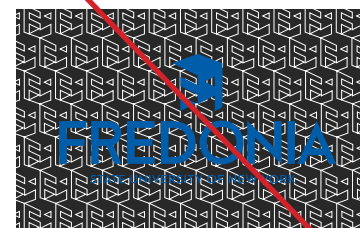
4



5



5



PRINTING ON PHOTOGRAPHS

LIGHT PHOTOGRAPHS

The 2-color logo is the preferred identifier for use on light photographs. Additionally, the blue PMS 286 version or black version of the logo are acceptable. The logo should be placed in an untextured area of the photo. The background, no darker than 20% in value, should show behind the symbol.



DARK PHOTOGRAPHS

The white logo is the preferred logo used on dark areas of photographs. It can be used with color or black-and-white photos. The logo should be placed in an untextured area of the photo.



SPACING AND CLEAR ZONES

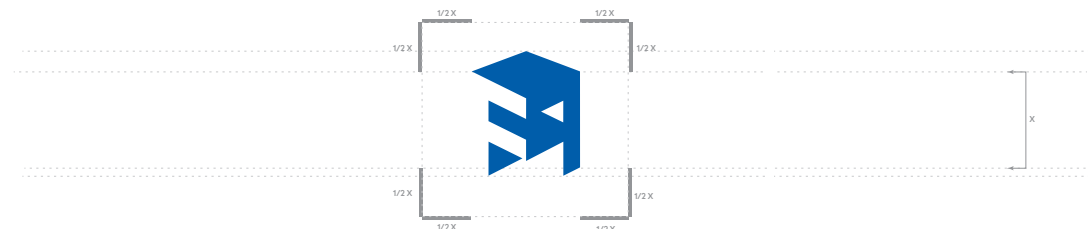
LOGO - ONE LINE



LOGO - STACKED



LOGO SYMBOL



UNIVERSITY SEAL



The university seal has been redesigned using a simplified version of the New York State seal. The seal is restricted for use on official university materials such as certificates and medallions. Contact Publication Services at 716.673.3330 or herkey@fredonia.edu for permission to use the university seal.

COLOR

The seal can be reproduced in black, PMS 286 or metallic gold PMS 872.

PRINT BACKGROUNDS

The seal should not be reversed out of a background. It should not overprint photographs. When using the seal with a background color, white should show behind the seal. When printing on a colored stock, the stock color will show through the seal. For this reason, only light-colored stocks should be used.

SPECIAL PRINT TECHNIQUES

The seal may be embossed, engraved, or foil stamped on paper. It may also be etched in metal, glass, or stone.

MINIMUM SIZE

The seal should not be reduced below 3/4" diameter.



TYPEFACES

The following two font families should be the first choice for body copy and layout in all university publications, presentations and correspondence. Radikal is a sans-serif font that can easily be substituted with the fonts Univers, Helvetica, Arial, and Verdana. Minion is a serif font that can easily be substituted with Times, Times New Roman or Garamond.

RADIKAL – (Univers, Helvetica, Arial and Verdana are suitable substitutions)

Radikal UltraThin
Radikal Ultra Thin Italic
Radikal Thin
Radikal Thin Italic
Radikal Light
Radikal Light Italic
Radikal Regular
Radikal Italic
Radikal Medium
Radikal Medium Italic
Radikal Bold
Radikal Bold Italic
Radikal Black
Radikal Black Italic

MINION – (Times, Times New Roman and Garamond are suitable substitutions)

Minion Pro Regular
Minion Pro Italic
Minion Pro Medium
Minion Pro Medium Italic
Minion Pro Semi-Bold
Minion Pro Semi-Bold Italic
Minion Pro Bold
Minion Pro Bold Italic

STATIONERY

The Publications Office has an agreement with Alfred State University, following the SUNY Shared Services initiative, to produce all university letterhead, envelopes and business cards for Fredonia. **To order, visit:** <http://v2.printsys.net>. Contact Fredonia's Publications Office to receive a username and password.

Numerous options are available as pre-designed templates for all of these items. However, if the solution you seek does not exist, Fredonia's Publication Team can assist you in developing a solution, providing that it meets with the graphic standards of the university. Fonts, colors and logo placement may not be changed. Department budget codes may be printed on envelopes for ease of accounting.

For each template, type in your information in the fields to the left as directed. When finished, click "save" and give the template a unique name. Then, click, "Add to shopping cart" when finished. You will be given a proof to review. After viewing the proof, you will be prompted to enter your Procurement Card information.

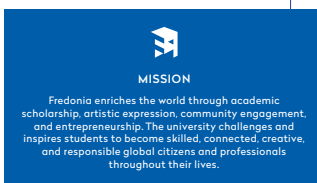
LETTERHEAD



ENVELOPE



BUSINESS CARD



DEPARTMENT NAME
Street Address XXX Building Name Fredonia, NY 14063 T 716.673.XXXX fredonia.edu

WRITING GUIDELINES

NAME OF THE UNIVERSITY

All web pages, online forms, PDFs, Word documents, and material labeled with the university's name should be consistently updated to match the following guidelines.

The names SUNY Fredonia, Fredonia State, Fredonia State University, Fredonia State College, or FSU are not acceptable.

First reference in narratives refer to the institution as "The State University of New York at Fredonia." Subsequent references to the institution call it "Fredonia."

The use of "The" preceding "State University of New York" is required in all narrative uses of the university name.

SUB-BRAND EXAMPLES

- The State University of New York at Fredonia School of Music
- Fredonia School of Music

- The State University of New York at Fredonia College of Education
- Fredonia College of Education

- The State University of New York at Fredonia Department of Human Resources
- Fredonia Department of Human Resources

- The State University of New York at Fredonia Technology Incubator
- Fredonia Technology Incubator

EMAIL SIGNATURE

All faculty and staff email signatures must display their university affiliation consistent with the following standards.

EXAMPLE

John Smith
Director of Awesomeness
Department (optional)
The State University of New York at Fredonia



o 716.673.XXXX
c 716.673.XXXX (optional)
f 716.673.XXXX

www.fredonia.edu (optional)
Twitter: @FredoniaU (optional)

2020 Williams Center
280 Central Avenue
Fredonia, NY 14063

LOGO IN SIGNATURE

The use of the approved 2-color logo is acceptable for university email signatures. The logo should not be altered in any way from the original. We encourage all employees to include the logo within their email signatures. To do so, open the "Settings" tab in your gmail account, select "Settings" from the drop-down menu, and scroll down to the Signature box. Place your cursor where you want the logo to appear (as well as any name, title, phone, email, etc. text), and click "Insert Image." DO NOT paste the actual logo into the signature. **Instead, paste this link into the URL window:** http://www.fredonia.edu/pr/logos/2014_logos/for_web/Logo_Stacked_Email-Signature.png. When finished, click "OK," and "Save Changes."

PRINTING AND DESIGN SERVICES

Printing and design services are available to departments and official members of the Fredonia community. The Office of Publication Services (2121 Fenton Hall) is ready to assist with every stage of producing your materials, including design, estimating, production management, copy editing, proofreading, and printing counsel and assistance.

Begin every project by consulting our office during its initial stages, and requesting a quote for your job. Although design and production services are offered free of charge, there are costs associated with the actual printing of the job. We accept many forms of digital files and camera-ready copy. When submitting your digital design, also send a hard copy and a PDF for digital services.

JOB REQUEST

For assistance, fill out a Publication Services Request form, including charge codes, **available at** www.fredonia.edu/publications. Simply complete it, attach your materials, and email it to our office at herkey@fredonia.edu or erin.ehman@fredonia.edu, or send it through campus mail to 2121 Fenton Hall. If any design work is requested, an electronic plain text file must be provided for all written copy.

Once you submit everything for your project, Publication Services staff may meet with you. An email with an attached PDF may be sent to you for review, or you may receive a hard copy/mock-up. Depending on the scope of project, the production time needed to complete your project will be determined by its priority level and complexity, as well as the current workload of the department. Therefore, please make any request **at least six weeks in advance** of the date on which you need the finished piece to ensure that we can meet your design and printing needs.

WEB SERVICES

For guidelines on web design services, please contact the University Webmaster at webmaster@fredonia.edu.

POLICIES AND PROCEDURES

For further information on policy and procedures for Publication Services, contact the office at 716.673.3330 or 716.673.3375.



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