



## SUNY Delhi Graphic Standards Manual

---

### INTRODUCTION

The SUNY Delhi Graphic Standards Manual was created to provide all SUNY Delhi employees and associates with an easy-to-follow set of guidelines that encourage effortless support of the college's visual identity.

The success of the SUNY Delhi Graphic Identity depends on the consistent use of these standards in all communications created for the college, both internally and externally. This includes our advertising, recruitment materials, student communications, web sites, event promotions, announcements, signage, and merchandising.

This is a highly technical guide, designed to meet all potential uses - from desktop publishing to full color brochures. The Office of College Advancement staff is available to answer any questions you may have about the SUNY Delhi Graphic Standards and provide art and production guidance when needed. You may contact them at x4520.

**NOTE:** *The colors reflected in this manual are not intended to be accurate representations of SUNY Delhi's official colors. Please consult an official Pantone<sup>®</sup> swatch book for accurate colors.*

### CONTENTS

#### Logo & Theme

- 2 - The Logo
- 3 - Control Area
- 4 - Size & Placement
- 5 - Appropriate Use
- 6 - Alternate Logos
- 7 - Black & White
- 8 - Athletics Logo

#### Graphic Elements

- 10 - Color Palette
- 11 - Typography

#### Production Files

- 12 - Stationery Templates
- 15 - Publication Templates
- 28 - Television Sign-Off

#### Miscellaneous

- 29 - Signage
- 32 - Vehicles
- 33 - Merchandising
- 36 - Web Mastheads
- 37 - Tag Line
- 38 - Logo Files

## THE LOGO

The SUNY Delhi logo (Figure 2.1) is made up of three components: the Ribbons, the Wordmark and the SUNY Designator. The Ribbons were developed in 2006 and evoke a sense of “forward motion.” Resembling a pair of wings or two pathways, the yellow ribbon is always “leading” the green ribbon, reflecting Delhi’s commitment to fostering strong student/faculty connections and the development of great leaders.

FIG. 2.1



## CONTROL AREA

To ensure it remains highly visible and prominent within a design, the SUNY Delhi logo requires a protective field of open space around it. This open space is called “the Control Area.” No other visual elements may appear in the Control Area. The Control Area is a border of empty space that is equal to the width (x) of the letter “D” in the Delhi wordmark (Figure 3.1).

FIG. 3.1



## SIZE & PLACEMENT

The logo should always be reproduced at a size where it is clearly legible in the medium used. Minimum size requirements have been established for both and low resolution printed materials (Figure 4.1). Size requirements for the web can be found in section X of this manual. Do not crop any part of the logo or bleed it off a page (Figure 4.2).

FIG. 4.1



*High Resolution Printed Materials include any piece printed using a traditional off-set printing press, at a minimum resolution of 300dpi.*



*Low Resolution Printed Materials include any piece printed using a digital press or desktop printer. For applications such as silkscreening or embroidery, a larger size may be necessary. (See Section IV of this manual for more information on merchandising guidelines.)*

FIG. 4.2



*Do not crop any part of the logo or bleed it off a page.*

## APPROPRIATE USE

The elements in the SUNY Delhi logo should always remain intact (Figure 5.1). Do not re-set the type in the logo (Figure 5.2). Do not stretch the logo (Figure 5.3) or rotate it (Figure 5.4) in any direction. Do not add embellishments such as lines (Figure 5.5) or boxes around the logo (Figure 5.6). Do not print the logo in any other color besides the official SUNY Delhi colors (Figure 5.7) and do not place the logo on any background that makes it difficult to see (Figure 5.8).

FIG. 5.1



FIG. 5.2



FIG. 5.3



FIG. 5.4



FIG. 5.5



FIG. 5.6



FIG. 5.7



FIG. 5.8



## ALTERNATIVE LOGOS

The primary logo should always be considered for use first, but alternative logos have been created to provide flexibility within various applications.



### ALTERNATIVE 1: EXTRA SMALL

*To be used in applications where the logo will appear smaller than 1.5 inches wide.*



### ALTERNATIVE 2: LOGO w/SUNY ACRONYM

*Generally reserved for promotional materials such as bookstore items, or communications to audiences who are already familiar with the SUNY name.*



### ALTERNATIVE 3: DISPLAY LOGO

*To be used in applications where the logo will appear 5 inches wide or larger.*

---

SUNY Delhi

### SUNY DELHI WORDMARK

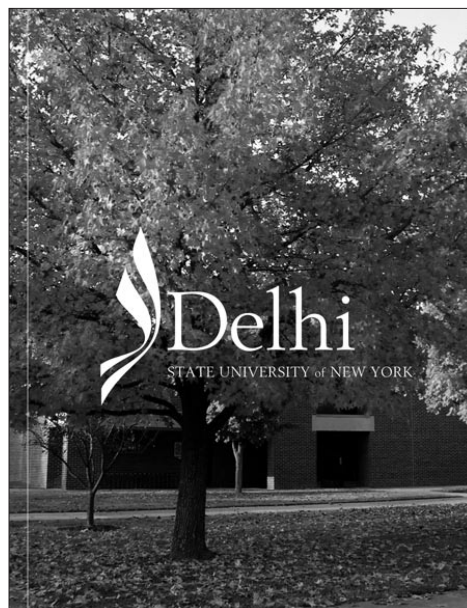
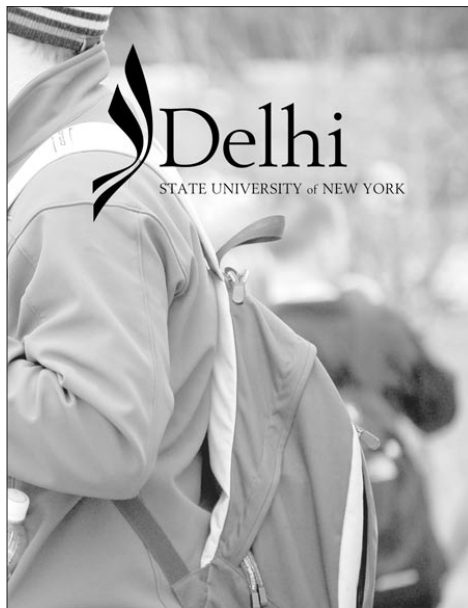
*To be used when clarity or size is an issue and for applications with an extreme horizontal format. The Wordmark can be reproduced at very small sizes.*

---

## BLACK & WHITE

Black & white versions of the logo (Figure 7.1) have been developed for occasions when it's not possible to print in color, such as newspaper advertisements or flyers. To ensure quality reproduction in any black and white media, the black logo does not utilize "screens" (dot pattern used to make gray). As with the color logo, always take care to avoid placing the logo over highly patterned or high contrast backgrounds.

FIG. 7.1



## ATHLETICS

The athletics logo, the Bronco, may be used only by the Athletics Department, Campus Store or by special permission from the Office of College Advancement.. It should not be used in place of, or along side of, the SUNY Delhi logo. The Bronco is a unique symbol for the University's athletic teams, and as such, should not be used to represent academic or administrative units of the college, nor by individuals employed by the college. Exceptions for athletic-related events must be approved by the Office of College Advancement.

The primary athletics logo (Figure 8.1) is green & gold, against a white background.

FIG. 8.1





## ATHLETIC SYSTEM

In addition to the primary athletic logo shown on the previous page, alternate Bronco logos may be reproduced as shown, against green or gold backgrounds (Figure 9.1). The Bronco Wordmark may be used in applications where clarity or size is an issue, or in spaces that require an extreme horizontal format. When used, it should be accompanied by the athletic stripes (Figure 9.2). An alternate Bronco (Figure 9.3) has also been developed for use on athletic uniforms and athletic merchandise that does not require the SUNY Delhi name.



FIG. 9.2



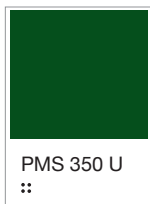
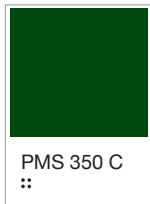
FIG. 9.3



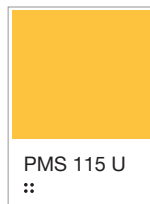
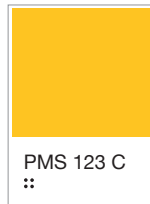
## COLOR PALETTE

Green and White have been SUNY Delhi's colors for years, and remain strong in the hearts of students, employees, and alumni alike. Delhi Green has suffered some inconsistencies along the way, so a new, darker green has been chosen to move the college forward, while still complementing the greens used in the past. Delhi Green (PMS 350 C) is a dark and bold color. It is excellent for athletic uniforms, banners, signage, the web, and any application where strong contrast is desired. Delhi Gold (PMS 123 C) is a bright and intense color that has been added to the school's official color palette. It is an excellent complement to Delhi Green and may be used on its own for any application where the intent is to stand out.

### DELHI GREEN



### DELHI GOLD



#### \* PRINTING ON UNCOATED STOCK

*When printing on uncoated stocks, substitute PMS 115 for PMS 123 Delhi Gold. This will assure greater visual consistency between materials printed on coated and uncoated stocks, as it is a closer visual match.*

## COLOR FORMULAS

	Pantone®	CMYK	RGB	HTML
<b>Delhi Green</b>	PMS 350 C PMS 350 U	c: 79 m: 0 y: 100 k: 75	r: 13 g: 40 b: 11	0D280B
<b>Delhi Gold</b>	PMS 123 C PMS 115 U	c: 0 m: 20 y: 100 k: 0	r: 255 g: 204 b: 0	FFCC00

## TYPOGRAPHY

To provide flexibility, two groups of typefaces have been selected for use in the SUNY Delhi Graphic Identity. Group One is for documents such as letters, memos and flyers created by most employees of SUNY Delhi. Group Two is for documents that are created by communication professionals such as printed brochures or posters and the college's web site. Each grouping has a serif and a sans-serif typeface that work together to form the graphic identity's typographical personality.

### GROUP ONE

The typefaces in this group should only be used by communication professionals when creating official materials for the college. These typefaces are Postscript faces and ideal for use in commercial printing. Do not substitute any other font for these fonts. The serif typeface is Berling and the sans-serif typeface is Univers. See figure 11.1 for examples of these two typefaces.

### GROUP TWO

The typefaces in this group complement the typography used in the logo and other official materials and are available on most PCs. The serif typeface is Garamond and the sans-serif is Impact. See figure 11.2 for examples of these two typefaces.

FIG. 11.1 Berling

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz 1234567890 &

FIG. 11.1 Univers

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 &

FIG. 11.2 Garamond

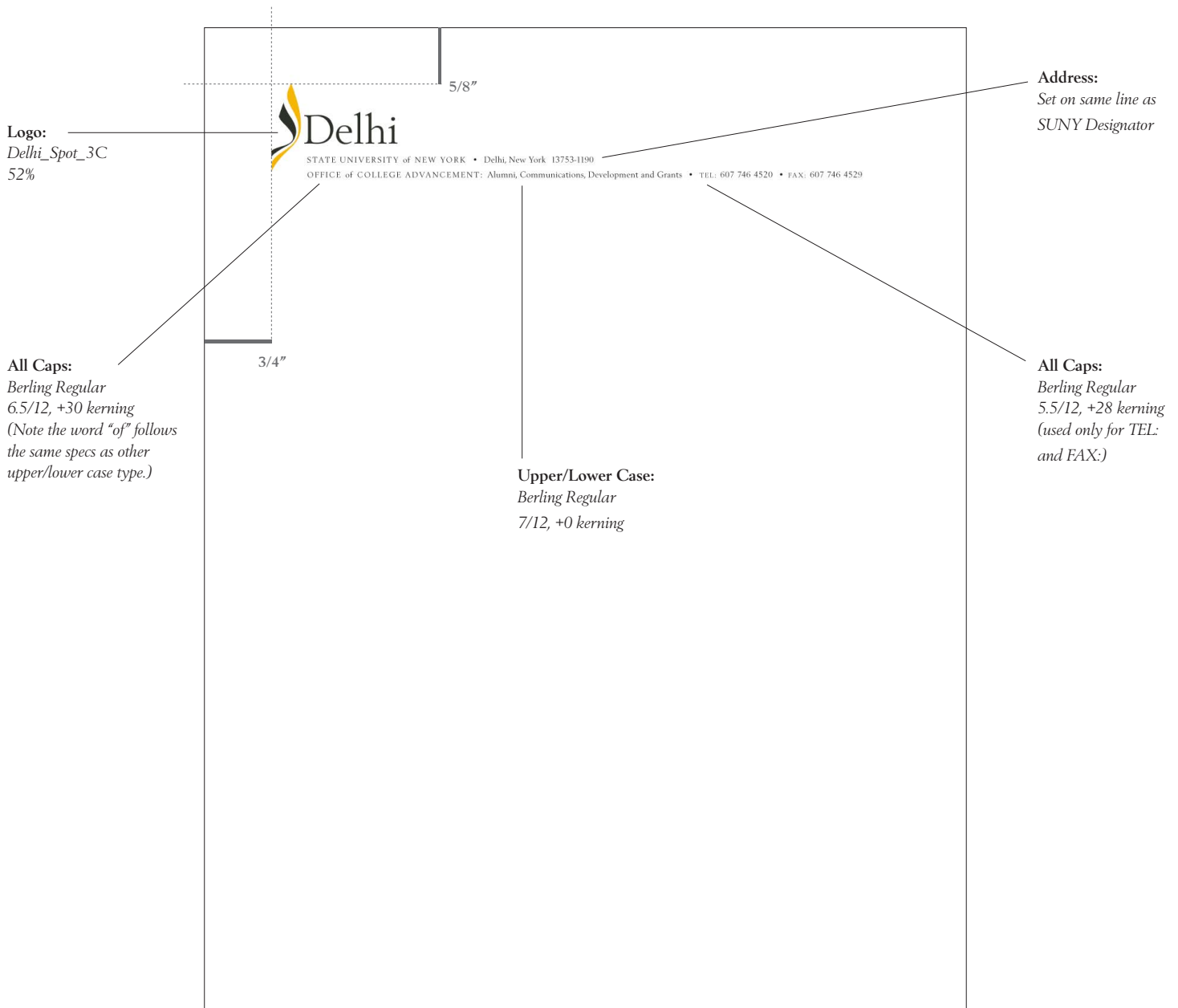
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz 1234567890 &

FIG. 11.2 Impact


**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz 1234567890 &**

**PURCHASING FONTS:** Berling and Univers may be purchased online as either full font families or as individual font files. A list of type foundries that sell Berling can be found at <http://www.identifont.com/show?FP> A list of type foundries that sell Univers can be found at <http://www.identifont.com/show?X6>

## STATIONERY

**FIG. 12.1** Letterhead (*actual size 8.5 x 11 inches*)

Inspiring Minds. *Changing Lives.*



5/16"

---

**Employee Name**  
*Title*

133 Bush Hall, Delhi, New York, USA 13753-1190 • [www.delhi.edu](http://www.delhi.edu)  
 TEL: 607 746 xxxx • FAX: 607 746 xxxx • [email@delhi.edu](mailto:email@delhi.edu)


---

**Multiple Titles:**

*Titles should be listed on separate lines.*

*The Employee name is raised up so that the last line of text is within the 5/16" bottom margin.*

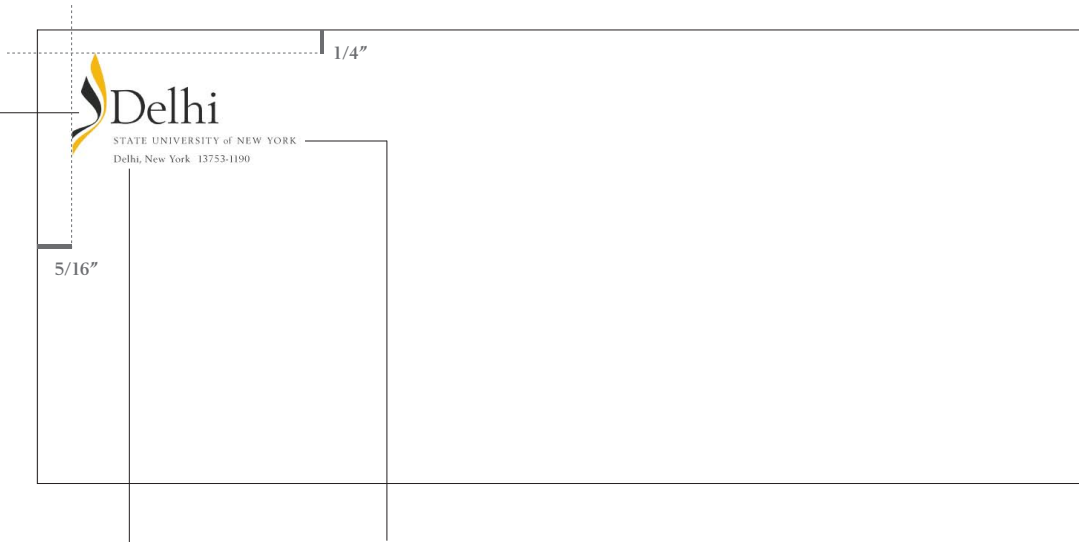
Inspiring Minds. *Changing Lives.*



**Employee Name**  
*Title No. 1*  
*Title No. 2*

133 Bush Hall, Delhi, New York, USA 13753-1190 • [www.delhi.edu](http://www.delhi.edu)  
 TEL: 607 746 xxxx • FAX: 607 746 xxxx • [email@delhi.edu](mailto:email@delhi.edu)

Logo:  
*Delhi\_Spot\_3C*  
40%



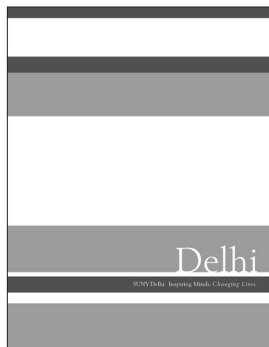
Typeface:  
*Berling Regular*  
All Caps  
6/12, +28  *Kerning*

## PUBLICATION TEMPLATES

It is essential to maintain a consistent visual presentation of SUNY Delhi to all audiences, both external and internal. Consistent visual presentation means that the major design elements that comprise our Identity—the logo, our official typefaces and colors, the use of strong horizontal lines, etc.—are used in all designs for printed materials.

This can be accomplished using the following templates. These templates serve as basic structures and can be customized to fit the needs of the publication, as long as the basic templates are followed.

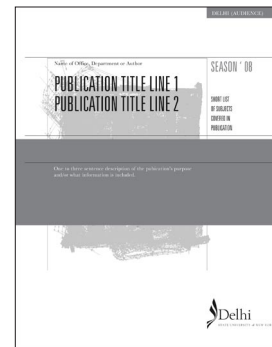
**FIG. 15.1** Three Templates are Available for Use (*actual size 8.5 x 11 inches*)



*Template A*

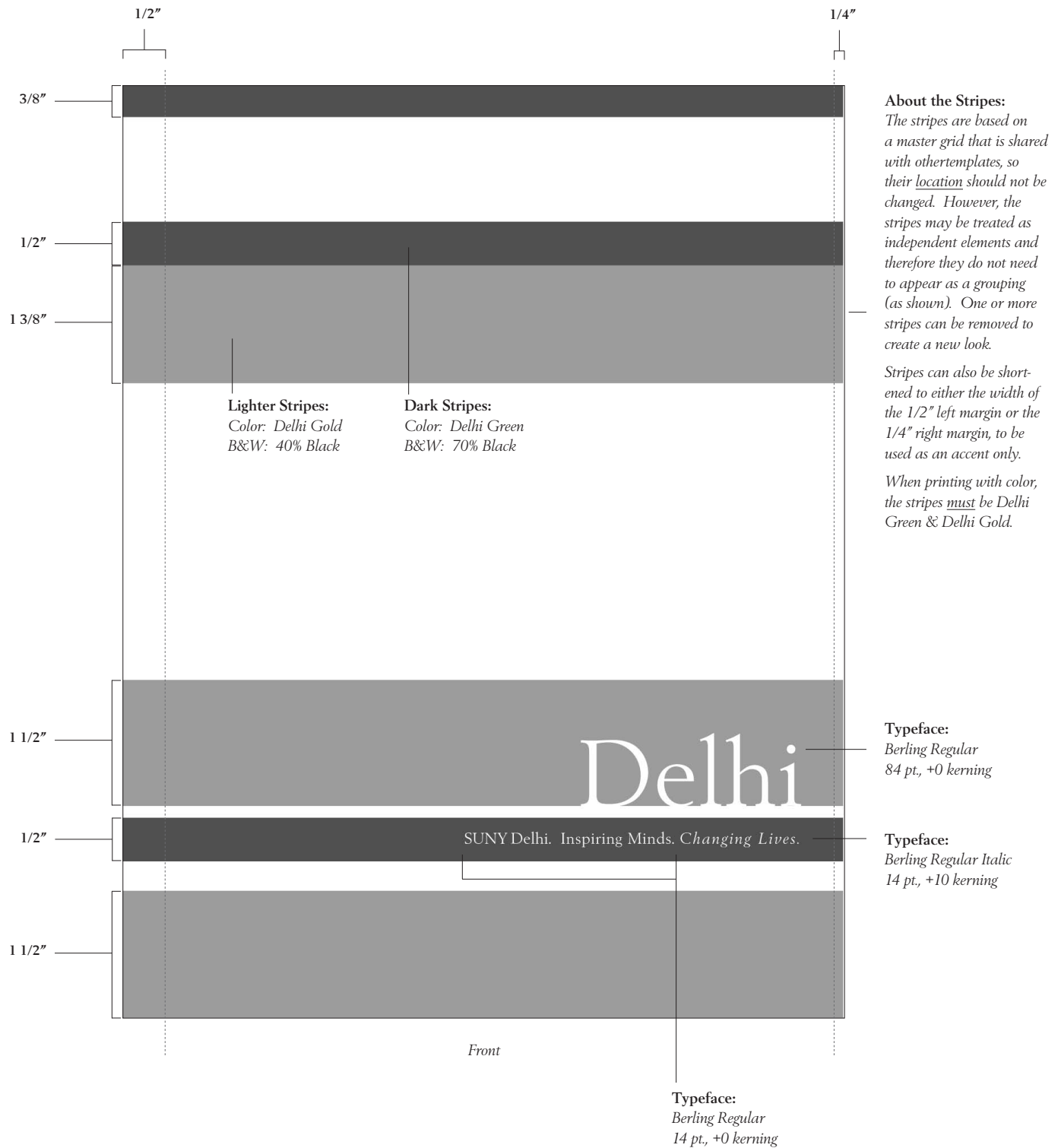


*Template B*



*Template C*

**TEMPLATE A:** For high-visibility external communications such as the college View Book.





TEMPLATE A



## TEMPLATE A

Sample Cover Designs:

FIG. 18.1

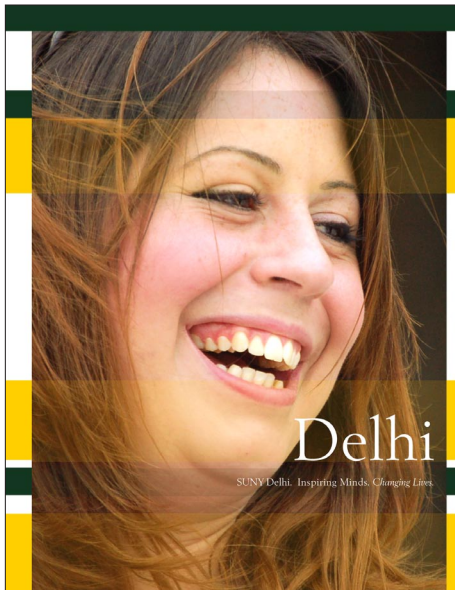


FIG. 18.2

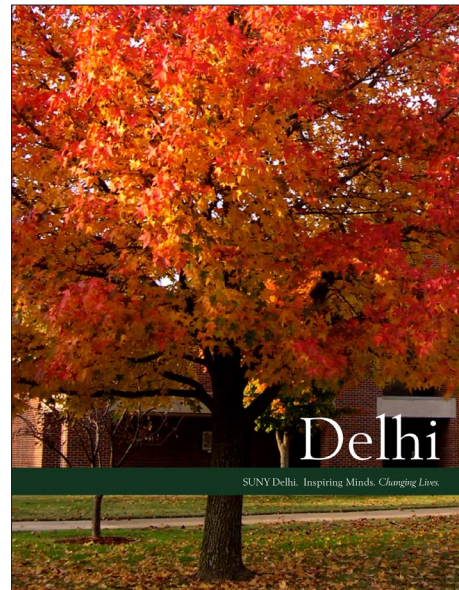


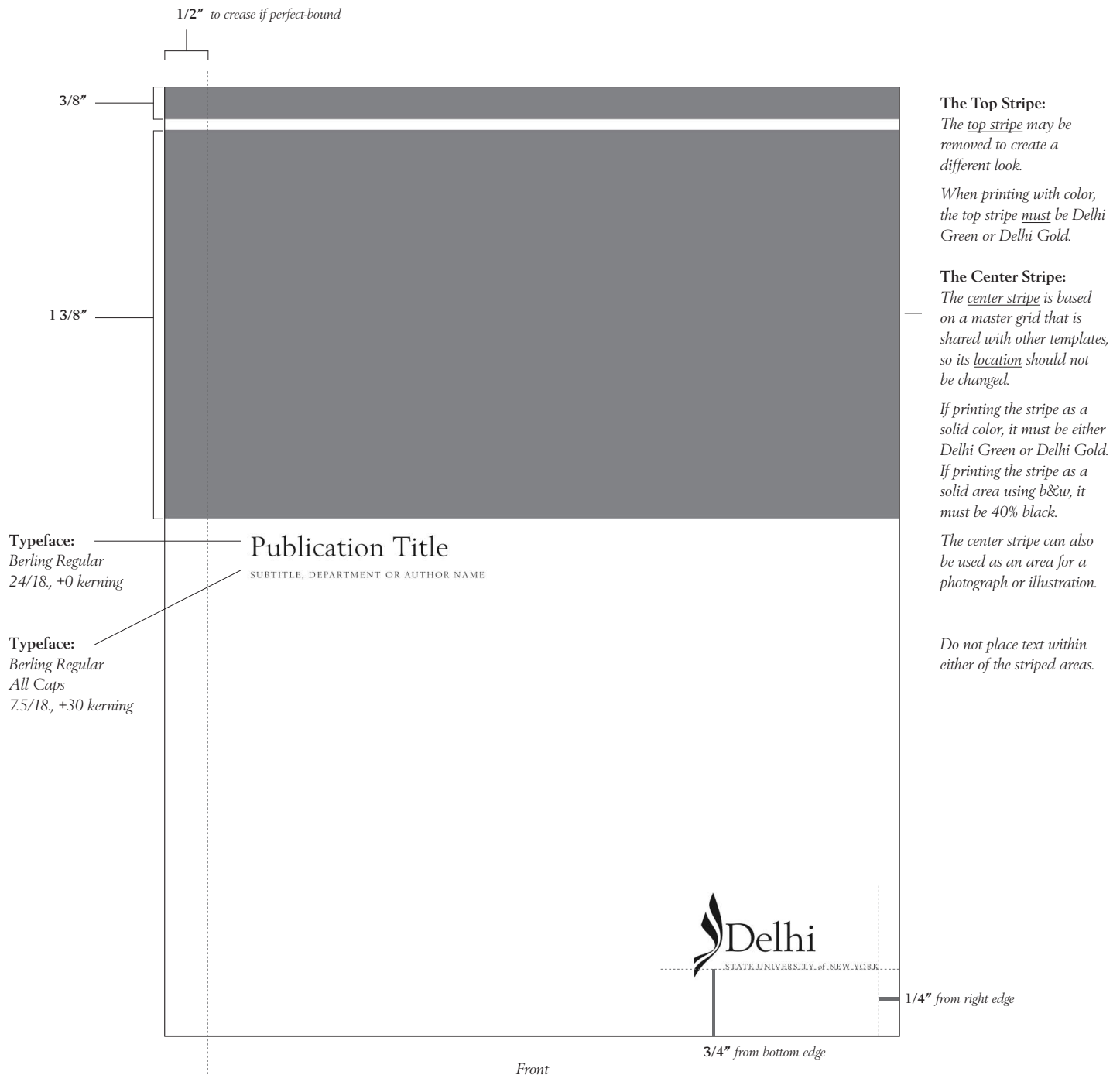
FIG. 18.3



FIG. 18.4

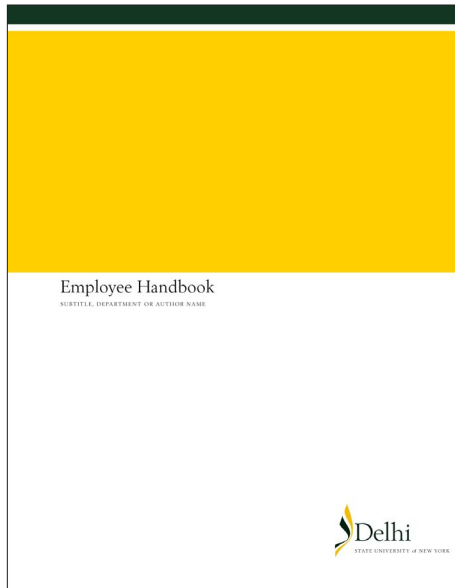
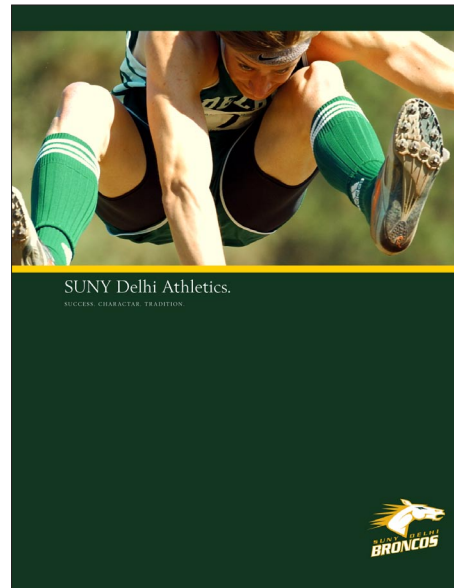


**TEMPLATE B:** For external or internal communications that are considered “support” materials.



**TEMPLATE B**

Sample Cover Designs:

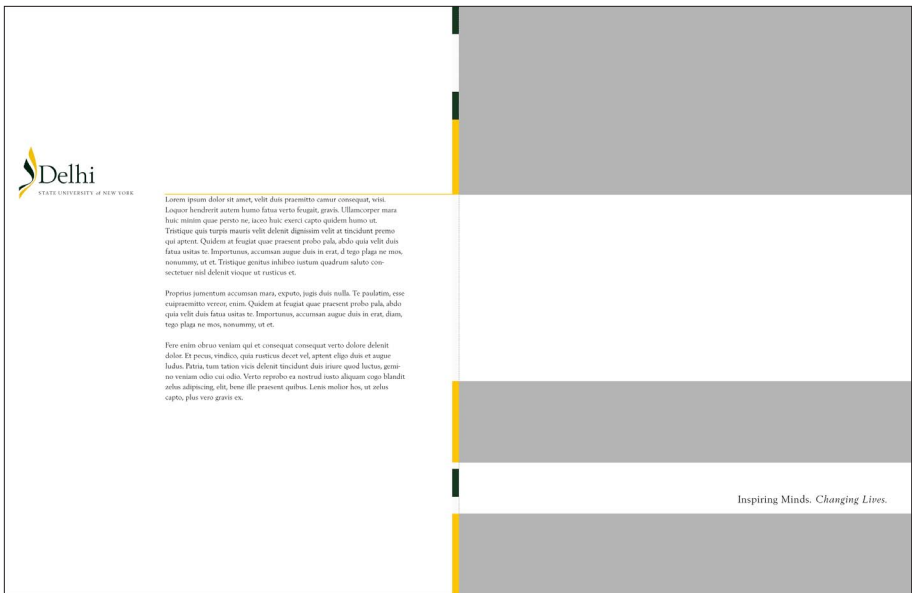
**FIG. 20.1****FIG. 20.2**

SAMPLE INTERIOR PAGES: Spreads (Refer to InDesign files for type specs)

FIG. 21.1



FIG. 21.2



SAMPLE INTERIOR PAGES: Spreads (Refer to InDesign files for type specs)

FIG. 22.1



FIG. 22.2



## SAMPLE INTERIOR PAGES: All Text

FIG. 23.1

**Typeface:**

*Berling Regular*  
*All Caps*  
 8 pt., +25 kerning

**Typeface:**

*Berling Bold*  
 13/14, +0 kerning

**Typeface:**

*Berling Regular*  
 13/20, +0 kerning

**Typeface:**

*Univers 49 Light*  
 22/14, +0 kerning

**Typeface:**

*Berling Bold*  
 12/14, +0 kerning

**Typeface:**

*Berling Bold*  
 11/14, +0 kerning

2 TITLE of PUBLICATION (OPTIONAL)

**Headline goes here.****This is a subhead.**

Proprius jumentum accumsan mara, exputo, jugis dui nulla. Te paulatim, esse praemitto vereor, enim. Quidem at feugiat quae praesent probo pala, abdo quia velit dui fatua usitas te. Importunus, accumsan augue dui in erat, diam, tego plaga ne mos, nonummy, ut et. ere enim obruo veniam qui et consequat consequat verto dolore dpecus, vindico, quia rusticus decet vel, aptent eligo dui et augue ludus. Patria, tum tation vicis delenit tincidunt dui iriure quod luctus, gemino veniam odio cui odio. Verto reprob ea nostrud iusto aliq, us capto, plus i et consequat vero gravis.

**Headline goes here.****This is a subhead.**

Proprius jumentum accumsan mara, exputo, jugis dui nulla. Te paulatim, esse praemitto vereor, enim. Quidem at feugiat quae praesent probo pala, abdo quia velit dui fatua usitas te. Importunus, accumsan augue dui in erat, diam, tego plaga ne mos, nonu my, ut et. ere enim obruo veniam qui et consequat con sequat verto dolore delenit dolor. Et pecus, vin ico, quia rusticus decet vel, aptent eligo.

Patria, tum tation vicis delenit tincidunt dui iriure quod luctus, gemino veniam odio cui odio. Verto reprob ea nostrud iusto aliquam cogo blandit zelus adipiscing, elit, bene ille praes hos, ut zelus capto, plus vero gravis ex.

Et pecus, vindico, quia rusticus decet vel, aptent eligo dui et aug ue ludus. Patria, tum tati on vicis del enit tinci dunt dui iri re quod luctus, gemino veniam odio cui odio. Verto reprob ea nostrud iusto aliquam cogo blandit zelus adipiscing, elit, bene ille praes hos, ut zelus capto.

Proprius jumentum accumsan mara, exputo, jugis dui nulla. Te paulatim, esse praemitto vereor, enim. Quidem at feugiat quae praesent

Importunus, acmsan augue dui in erat, diam, tego plaga ne mos, nonum my, ut et. ere enim obruo veniam qui et consequat consequat verto dolore delenit dolor. Et pecus, vind ico, quia rusticus decet vel, aptent eligo dui.

Patria, tum tation vicis delenit tincidunt dui iriure quod luc tus, gemi no ven iam odio cui odio. Verto reprob ea nostr ud iusto aliq am cogo blandit zelus adipiscing, elit, bene ille praes hos, ut zelus capto, plus vero gravis ex. Et pecus, vindico, quia rusticus decet vel, aptent eligo dui et aue ludus. Patria, tum tation vicis delenit tincidunt dui iriure quod luctus, gemino veniam odio cui odio. Verto reob ea noss hos, ut zelus capto.

**This is a subhead.**

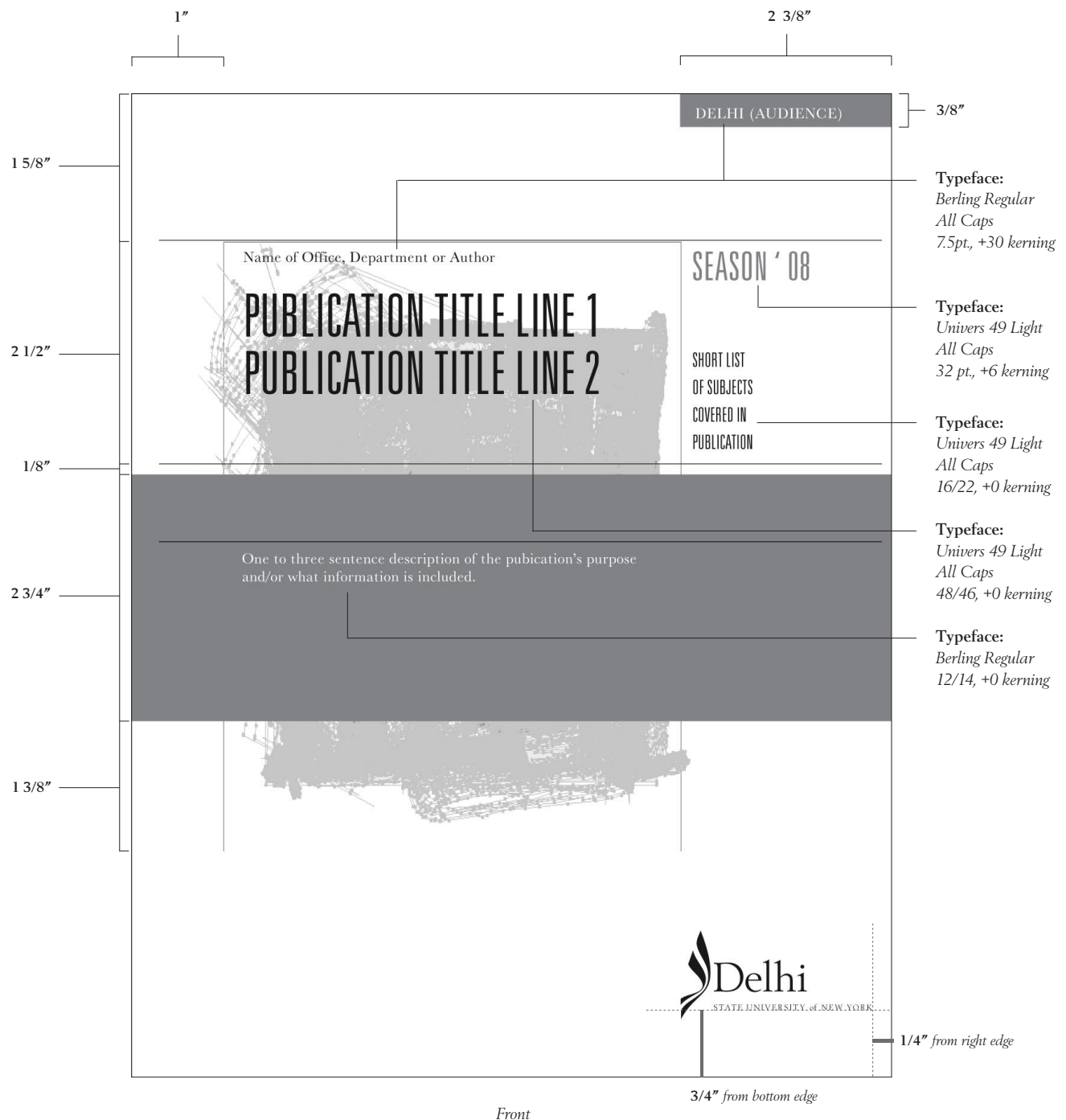
Te paulatim, esse praemitto vereor, enim. Quidem at feugiat quae praesent probo pala, abdo quia velit dui fatua usitas te. Importunus, accumsan augue dui in enim obruo veniam qui et consequat consequat verto dolore delenit dolor. Et pecus, vindico, quia rusticus gemino veniam odio cui odio.

Et pecus, vindico, quia rusticus decet vel, ent eligo dui et augue ludus. Patria, tum tation vicis delenit tincidunt dui iriure quod luctus, gemino veniam odio cui odio. Verto reprob ea nostrud iusto aliquam blandit zelus adipiscing, elit.

**Typeface:**

*Univers 49 Light*  
 28/14, +0 kerning

**TEMPLATE C:** For student communications & special programs. Usually printed as 2-color or b&w, designs based on this template may use other colors besides Delhi Green & Gold.





## TEMPLATE C

Sample Cover Designs:

FIG. 25.1

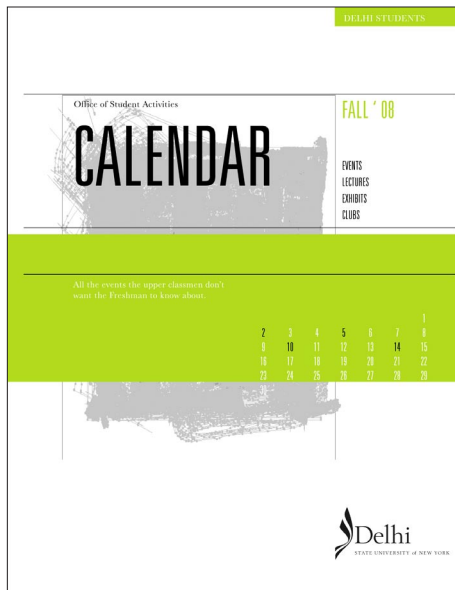


FIG. 25.2

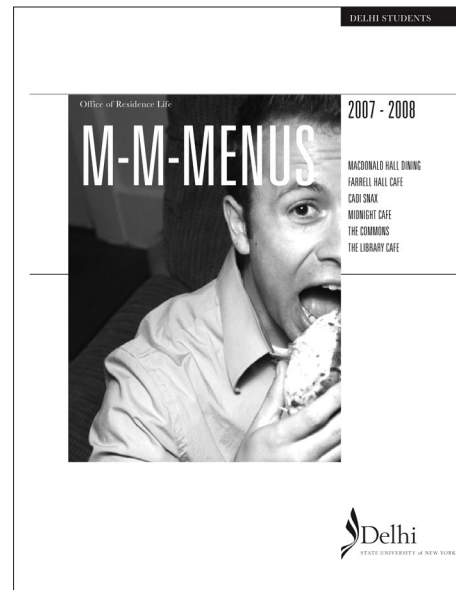


FIG. 25.3

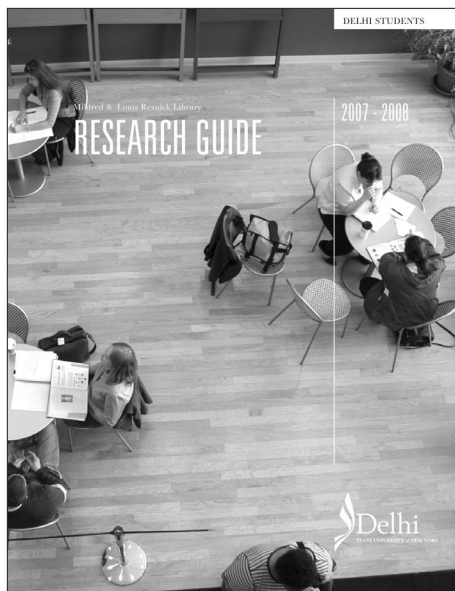
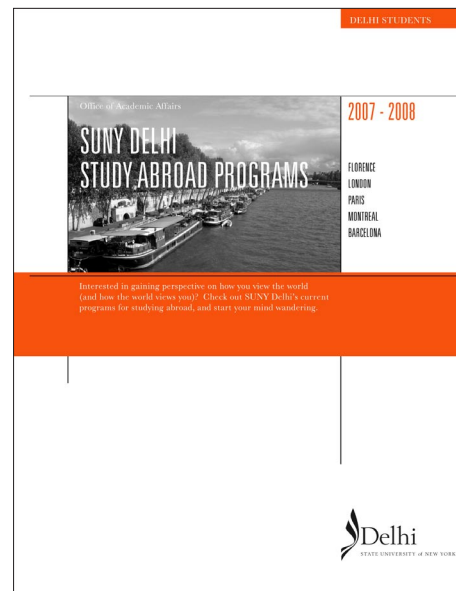



FIG. 25.4




**PROGRAM SHEET:**

(Available as an Adobe InDesign document.)

DELHI (AUDIENCE)	
<div>Name of Office, Department or Author</div> <div>PUBLICATION TITLE LINE 1 PUBLICATION TITLE LINE 2</div>	<div>SEASON ' 08</div> <div>SHORT LIST OF SUBJECTS COVERED IN PUBLICATION</div>
<div>One to three sentence description of the publication's purpose and/or what information is included.</div>	
<div></div>	

**FORM TEMPLATE:** To assist in the creation of official forms such as internal memos, press releases, expense reports, faxes, etc.

		<b>Fax Cover Sheet</b>	
		OFFICE of (OFFICE NAME) TEL: 607 746-0000 FAX: 607 746-0000 WEB: www.delhi.edu	
SEND TO:		FROM:	
ATTENTION:			
COMPANY:		DATE:	
FAX NUMBER:		PHONE NUMBER:	
TOTAL PAGES INCLUDING COVER:			
COMMENTS:			
Insert your message here...			

*Sample Form*

TE

Wh  
sib

-

g motion to the Delhi “Ribbons.” If this is not possible, move the Ribbons to the top right corner of the screen, as shown in frame #4 below.



*Try animating the individual “Ribbons” to give them movement, such as a playful dancing motion. The Ribbons should interact with one another (but not wrap around each other) and settle into their positions in the logo.*



*Pan across the Ribbons as they begin to decrease in size...*



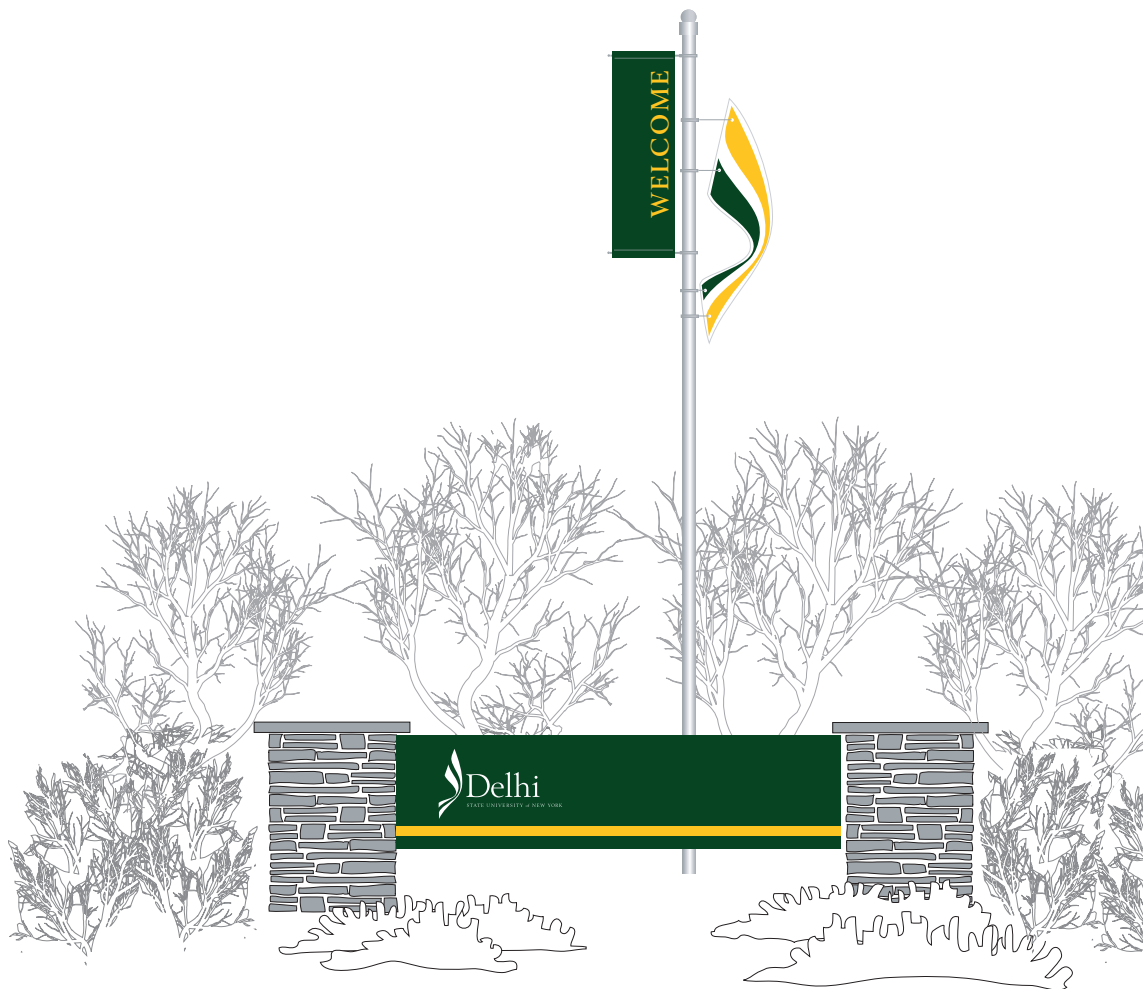
*... and appear full-frame on screen. As this happens, the word “Delhi” fades in from the background and begins to grow in size...*

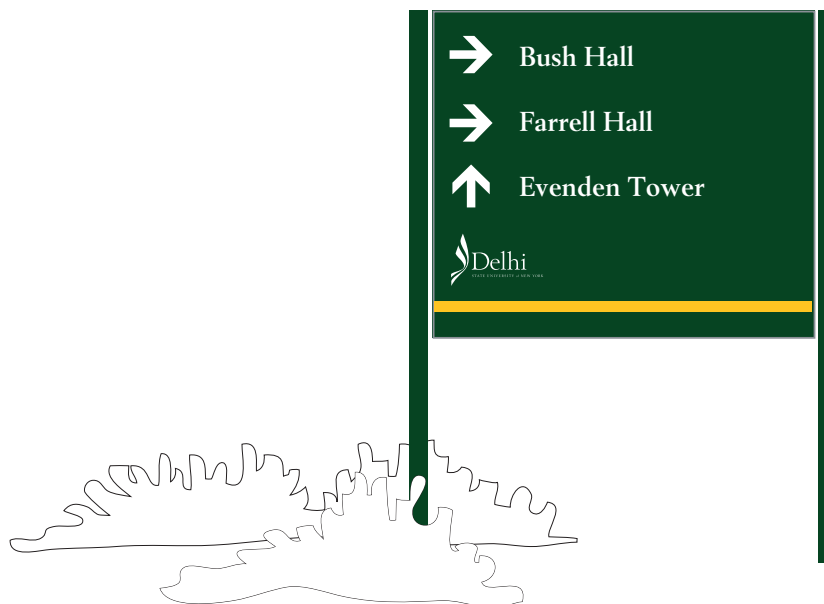


*... until both take their proper places as part of the logo. Once the Ribbons and the word “Delhi” are locked together, “State University of New York” should fade up.*

*Note that the end placement for the logo is slightly off to the lower right of the screen. It is not centered.*

**SIGNAGE:** Main Entrance



**SIGNAGE:** Directional

**SIGNAGE:** Welcome Banners

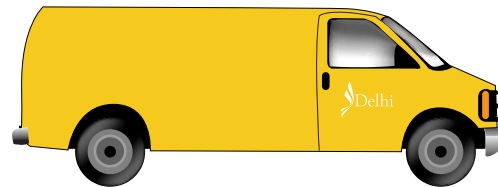
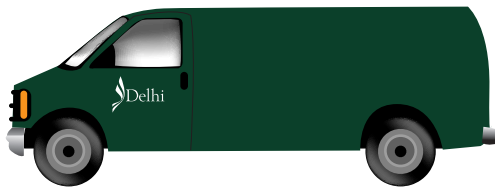
Welcome Banners: To be hung in groups of three (on alternating poles)



Welcome Banners: Alternate Designs

## VEHICLE IDENTIFICATION

The primary SUNY Delhi logo should be used to identify an official vehicle. For white vehicles, the full color logo should be used. For green or gold vehicles, the all-white logo should be used. Whenever possible, white vehicles should be “wrapped” with the SUNY Delhi Ribbons in green & gold.





## MERCHANDISING

As most merchandising is created for the enjoyment of students, friends, employees and alumni of SUNY Delhi, it is not necessary to state the full name of the State University of New York. Therefore, it is recommended that the Alternative Logo #1 (Figure 33.1) be used on the majority of merchandise. This allows for a higher production quality with fewer concerns over maintaining smaller type, while also providing a more graphic (and promotional) feel. For items that either require or would benefit from featuring the full SUNY name as opposed to its acronym, the primary logo (Figure 33.2) may be used. For applications in which the integrity of the logo would be degraded due to production and/or size limitations, it is recommended that the Wordmark (Figure 33.3) be used.

**Color of Logos:** The SUNY Delhi Logo or Wordmark should only be rendered in full color using the official college colors (Delhi Green & Delhi Gold), or as one color in Delhi Green, black or white.

**Backgrounds:** The SUNY Delhi Logo should only be printed on official college colors (Green: PMS 350 & Gold: PMS 123, black, white or gray). Textured, illustrative, or photographic backgrounds can also be used, only if they are light enough to provide sufficient contrast for clarity and legibility.

**Working with Merchandisers' Limited Colors & Fonts:** In situations where it is not possible to produce merchandise that precisely matches SUNY Delhi's official colors, a dark green (Miami Green) should be used for Delhi Green. Do not use a bright green. For Delhi Gold, a standard gold can be used. Do not substitute with bright or light yellow. In situations where it is not possible to print with the college's official Logo or Wordmark, a "Collegiate" typeface may be used. Do not substitute the Logo or Wordmark with a plain serif or sans-serif font.

FIG. 33.1

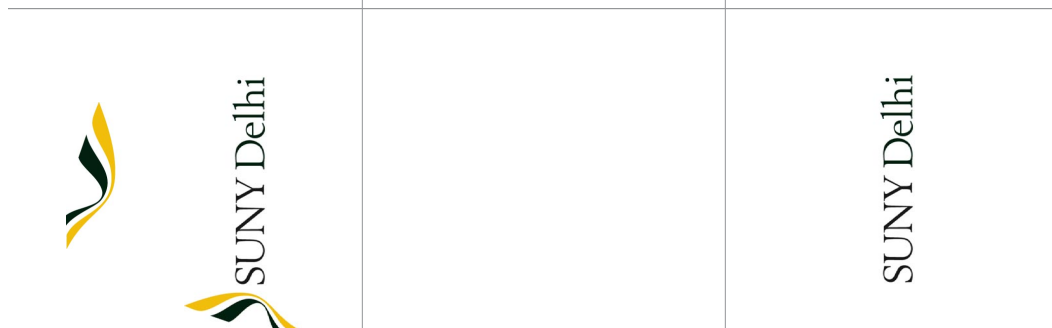


FIG. 33.2





FIG. 33.3

SUNY Delhi



*NOTE: Logos using the SUNY acronym may be turned on their sides and run vertically on merchandise. The Delhi Ribbons may also be pulled out and used as a separate graphic. Both require prior permission from the Office of College Advancement.*

## MERCHANDISE: SUGGESTED LOGO USE

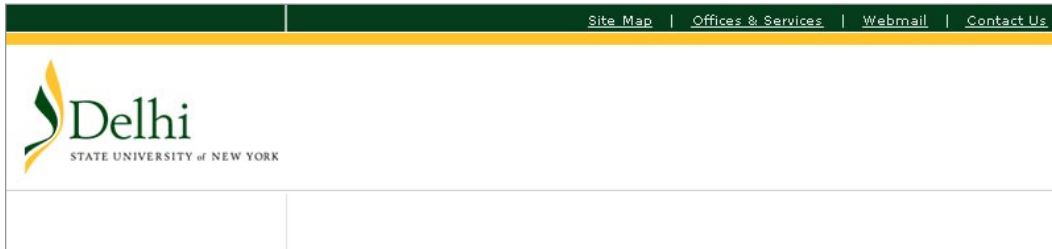
			SUNY Delhi
<b>Clothing:</b>			
Jackets, Fleece	X		
Jackets, Nylon	X	X	
Polo Shirts	X	X	
Rugby Shirts			X
Shorts, Athletic Style	X		
Sweaters, Pullover & Zip	X		
Sweaters, T-neck	X		
Sweatshirts	X	X	
Sweat Pants			X
T-shirts, Long Sleeve	X	X	
T-shirts, Short Sleeve	X	X	
Tank Tops	X		
Woven Shirts		X	
<b>Hats &amp; Visors:</b>			
Baseball Caps	X	X	
Beanies	X		
Headbands			X
Visors	X		
<b>Accessories:</b>			
Bags	X	X	X
Barware	X		X
Banners & Flags	X	X	
Brass Accessories		X	
Canvas Accessories	X		
Engraved Gifts		X	X
Mugs	X	X	
Plastic Accessories	X		
Water Bottles	X		
* Chart covers suggested uses for the official SUNY Delhi logo only. Does not include merchandise featuring the Delhi name set in a "collegiate" font or featuring the Delhi Broncos logo.			

## MERCHANDISING EXAMPLES



## WEB MASTHEADS

Following are examples of possible mastheads for a SUNY Delhi web site:



## TAG LINE

SUNY Delhi's tag line is "Inspiring Minds. Changing Lives." The tag line is not part of a logo lock down, so it may be used separately as a graphic element in college materials. However, the second half of the tag line should always be set in italics (Figure 33.1) and have its kerning opened up by 20-40 pts., depending on its type size. The tag line should always be set on the same line and never stacked or staggered (Figure 33.2). The type should never be set in any other font (Figure 33.3) besides the two official serif fonts of the Delhi Identity (see page 11 for more information on fonts).

FIG. 37.1

Inspiring Minds. *Changing Lives.*

FIG. 37.1

Inspiring Minds. *Changing Lives.*

FIG. 37.1

Inspiring Minds. *Changing Lives.*

## LOGO FILES

Two separate sets of logo files have been created for use by Marketing Professionals (Figure 38.1) and the rest of the Campus Community (Figure 38.2).

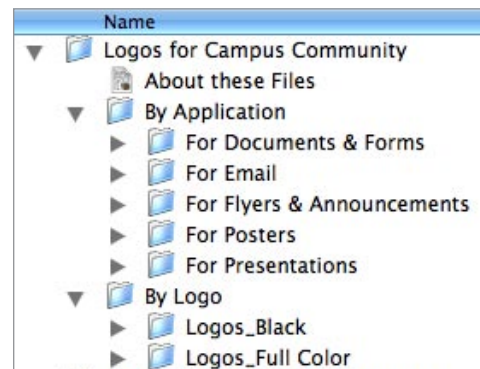
Logo files for Marketing Professionals contain all versions of the logo, including Alternates (see page 6) and the Ribbons graphic. These files are in high-res .eps and web-ready .gif formats for use in InDesign, Illustrator, Quark, GoLive, Flash and Dreamweaver. NOTE: the reverse (white) versions of all logos for use by Marketing Professionals have traps included. Vendors should select the reverse logo that is closest in size to their needs, to prohibit extensive re-sizing of the traps (which can make the logo appear too thick or too thin).

Logo files for the Campus Community have been simplified into a select grouping of the most appropriate logos for everyday use by employees. These files are in medium-res .tif and low-res .jpg formats for use in MS Word, PowerPoint, Excel, Publisher and Outlook Express.

**FIG. 38.1** Logos for Marketing Professionals



**FIG. 38.2** Logos for Campus Community



P

