



FREDONIA

STATE UNIVERSITY OF NEW YORK

Visual Standards Manual

fredonia.edu/brand



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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Downloads: fredonia.edu/brand



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 for download at fredonia.edu/brand

MINIMUM SIZE REQUIREMENTS

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.

STACKED LOGO

1.25 in.



ONE-LINE LOGO

1.5 in.



LOGO VARIATIONS

HORIZONTAL LOGO - ONE LINE

2 COLOR: BLUE PMS 286 & BLACK - PREFERRED



VERTICAL LOGO - STACKED



1 COLOR: BLUE PMS 286



1 COLOR: BLACK



1 COLOR: REVERSE LOGO WITH
BLUE PMS 286 BACKGROUND



LOGO VARIATIONS – EXCEPTIONS TO THE RULE

FREDONIA LOGO - REMOVED “STATE UNIVERSITY OF NEW YORK” LETTERING:

This version of the logo is **ONLY PERMITTED** for use on:

- internal documents/websites that will not be seen by the general public
- permissions and approvals are required from Marketing and Communications.



FREDONIA WORDMARK

- REMOVED “STATE UNIVERSITY OF NEW YORK” LETTERING AND LOGOMARK:

This version of the logo is **ONLY PERMITTED** for use:

- when approved by Marketing and Communications
- this version is not approved for general use.

FREDONIA

FREDONIA BRANDMARK (OR SYMBOL)

- INDEPENDENT OF “FREDONIA” AND “STATE UNIVERSITY OF NEW YORK” LETTERING:

The **brandmark** is **ONLY PERMITTED** for use:

- when used in conjunction with the official logo on the same document or item.
- in spaces on the Fredonia campus.
- when approved by Marketing and Communications.



DEPARTMENT LOGO LOCKUPS

Please contact the Marketing and Communications - Design team to obtain a department logo or detailed guidelines for building lockups at creative.design@fredonia.edu or (716) 673-3375.

ONE-LINE DEPARTMENT LOGO LOCKUPS

ONE-LINE LOGO, 1-LINE LOCKUP



ONE-LINE LOGO, 2-LINE LOCKUP



STACKED DEPARTMENT LOGO LOCKUPS

STACKED LOGO, 1-LINE LOCKUP



STACKED LOGO, 2-LINE LOCKUP



COLOR PALETTE

- The official logo colors are blue **PMS 286** and white for the logomark 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 note cards, another color option is available: silver can be used for the symbol and type.

PRIMARY COLORS



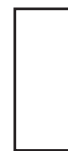
PMS 286 - Fredonia Blue

CMYK - 100/0/0/75
 RGB - 0/51/160
 HEX - #0033A0



Black

CMYK - 0/0/0/100
 RGB - 45/41/38
 HEX - #000000



White

CMYK - 0/0/0/0
 RGB - 255/255/255
 HEX - #FFFFFF

SECONDARY COLORS



PMS 280 - Dark Blue

CMYK - 99/69/0/59
 RGB - 1/33/105
 HEX - #012169



PMS Cool Grey 2C (Light Grey)

CMYK - 14/10/8/0
 RGB - 208/208/206
 HEX - #D0D0CE



PMS Cool Grey 5C (Medium Grey)

CMYK - 28/21/18/1
 RGB - 177/179/179
 HEX - #B1B3B3

ACCENT COLORS



PMS 376 - Lime Green

CMYK - 54/0/100/0
 RGB - 139/197/63
 HEX - #8BC53F



PMS 1665 - Orange

CMYK - 0/79/100/0
 RGB - 219/62/0
 HEX - #DB3E00



PMS Cool Grey 10C (Dark Grey)

CMYK - 57/46/40/25
 RGB - 99/102/106
 HEX - #63666A

Accent colors can only be used for small accents, ie. rules or bullets.

PRINT ONLY



PMS 292 - Fredonia 50% Blue

CMYK - 55/13/0/0
 RGB - 208/208/206
 HEX - #69B3E8

Fredonia Blue (PMS 286) turns purple when screened 50% or less; PMS 292 should be used to achieve correct color output.

UNACCEPTABLE LOGO USAGE

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 logo. The background color should be at least 50% lighter than the logo color.
- 2 When in doubt about how the logo 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 logo should print white.
- 5 Be sure the background is dark enough to provide proper contrast.
- 6 Avoid using the logo over textured backgrounds.

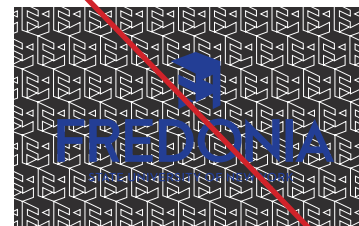
4



5



6



PHOTOGRAPHY

The Fredonia Photo Library is available to provide photos for your webpage, print piece, etc. to market Fredonia. You will need to establish a Fredonia log-in to use the service.

For assistance, go to fredonia.edu/photos/help

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

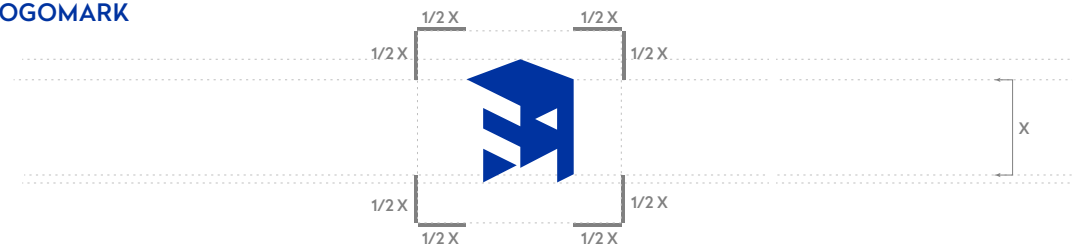
LOGO - ONE LINE



LOGO - STACKED



LOGOMARK



UNIVERSITY SEAL



Limited Use



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 the Marketing and Communications - Design Team at (716) 673-3375 or email creative.design@fredonia.edu for permission to use the university seal.

COLOR

The seal can be reproduced in black, PMS 286, metallic gold PMS 872 or metallic silver PMS 877.

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 typeface families should be the first choice for body copy and layout in all university publications, presentations and correspondence. Radikal is a sans-serif typeface that can easily be substituted with the similar styles such as: Objektiv, Helvetica, Arial, and Verdana. Minion is a serif typeface that can easily be substituted with Freight Text Pro, Times, or Times New Roman.

RADIKAL – (OBJEKTIV, 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 – (FREIGHT TEXT PRO, TIMES, AND TIMES NEW ROMAN 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 Marketing and Communications department 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 our office to receive access.

Numerous options are available as pre-designed templates for all of these items. However, if the solution you seek does not exist, Fredonia's Design 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.

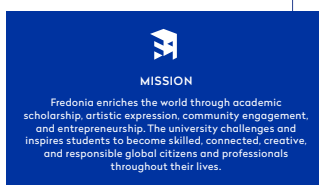
LETTERHEAD



ENVELOPE



BUSINESS CARD



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

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
 The State University of New York at Fredonia



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

fredonia.edu
 @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://home.fredonia.edu/sites/default/files/logos/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. Marketing and Communications, now located in Gregory 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.

JOB REQUESTS

For assistance, fill out the online Design Request form including deadline and charge code.

The Design Request Form is available at fredonia.edu/design-request-form.

Simply complete it, attach your materials, and click the "submit," button. A member of our staff will follow up with you regarding your request.

If any design work is requested, an electronic plain text file, Google Doc or MS Word document must be provided for all written copy.

Once you submit everything for your project, a member of the Design team 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.

PRINT ONLY

Our office provides printing services for short-run finished pieces to campus administration, faculty and staff. We can not provide print services for students without the request being initiated by a faculty or staff sponsor and a valid charge code.

Copies are \$.75/each for any size: 8.5 x 11", 11 x 17" and 12 x 18" with limited full-bleed capabilities.

FREDONIA ONLINE ORDER DESK

Through the SUNY Shared Services initiative we have partnered with SUNY Potsdam to fulfill print orders.

POLICIES AND PROCEDURES

For further information on policy and procedures for working with Marketing and Communications, contact the office at (716) 673-3323 or marketing.communications@fredonia.edu.

WEBSITE

WEB SERVICES

For guidelines on web design services, please contact the University Web Team at webteam@fredonia.edu.

Style guide for the website is available at: fredonia.edu/brand/web

WEB ACCESSIBILITY

All Fredonia web pages must meet WCAG 2.0 AA compliance.

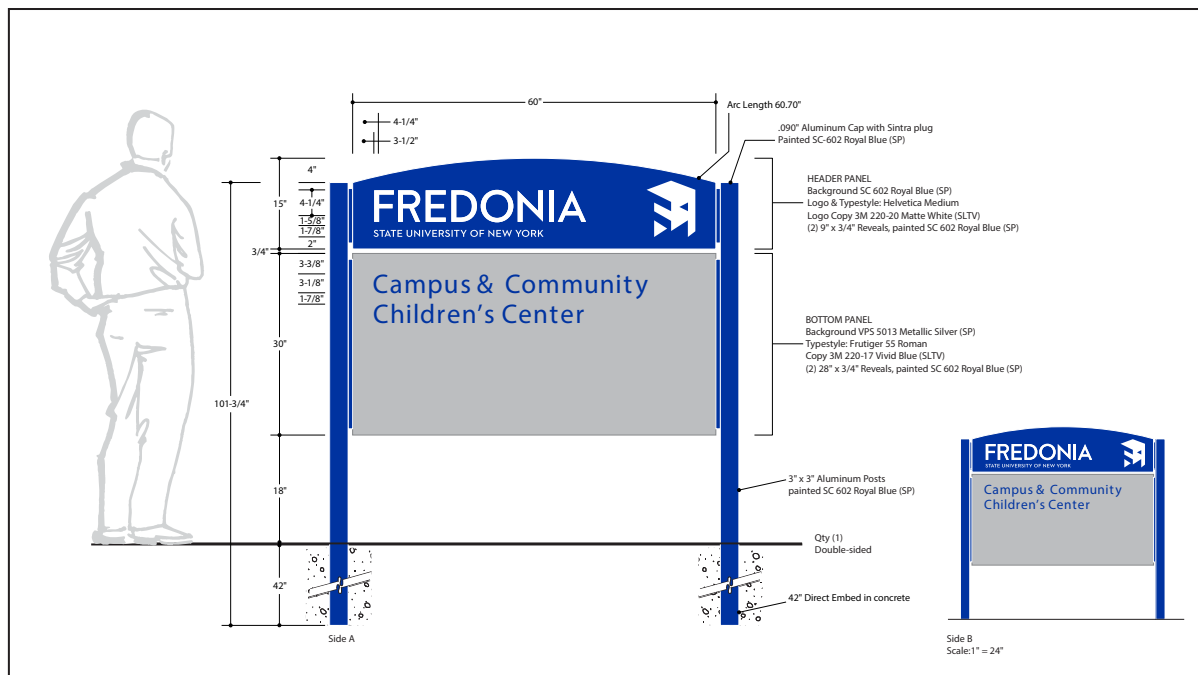
<https://www.w3.org/WAI/WCAG20/quickref/>

SIGNAGE

The standard for exterior directional signage consists of a blue and gray sign with white lettering at the top arch and blue lettering on gray background for the main sign.

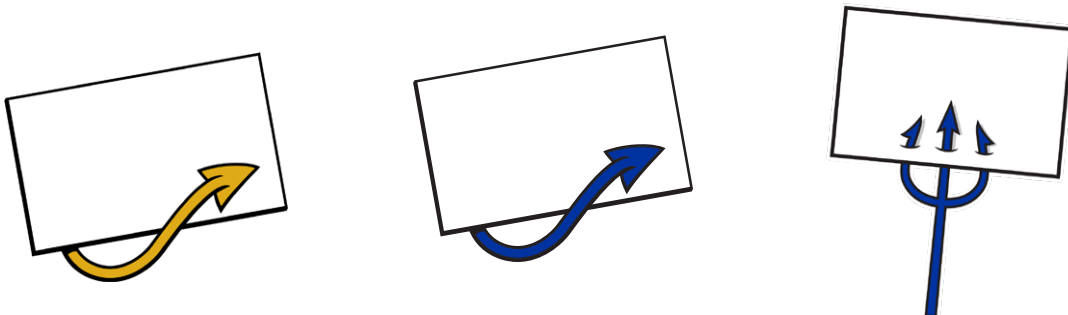
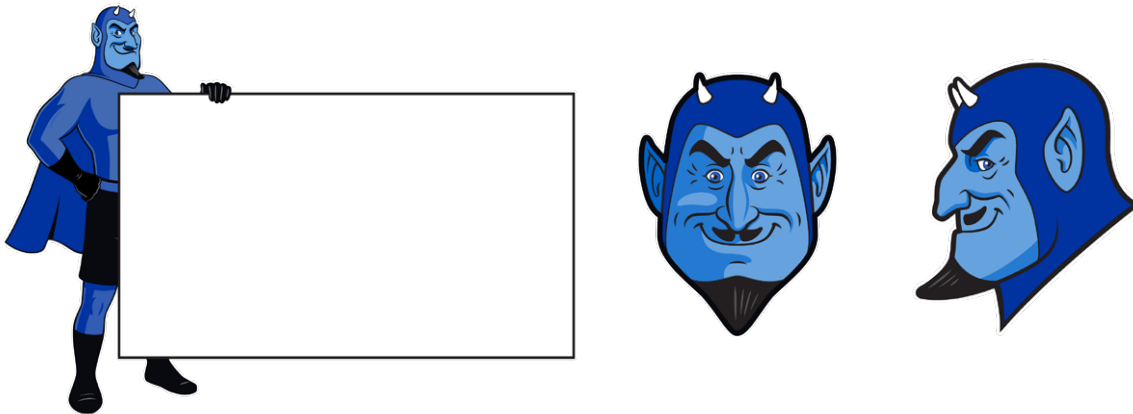
All campus signs should be ordered through Facilities Services at (716) 673-3452 or email Director of Facilities Services, Kevin Cloos at kevin.cloos@fredonia.edu.

Typefaces approved for use on campus signage: Fruitiger, Vectora LT Pro



FREDDY BLUE DEVIL

Freddy the Blue Devil is approved for use on campus print and digital materials to enhance the Fredonia brand. To obtain the Freddy Blue Devil artwork, sign up for access to the [Fredonia Photo Library](#).



FREDONIA STATE ATHLETICS

The official logo for Fredonia State Athletics - The Blue Devils.



COLOR PALETTE



PMS 285 C
Athletics Blue
CMYK - 89/43/0/0
RGB - 58/117/196
HEX - #3A75C4



PMS 124 C
Athletics Yellow
CMYK - 0/27/100/6
RGB - 224/170/15
HEX - #E0AA0F



PMS Process Black
CMYK - 0/0/0/100
RGB - 0/0/0
HEX - #000000



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