



Our New Brandmark/Wordmark

Using Our New Brandmark/Wordmark

SUNY Cobleskill Ag & Tech has a new brandmark/wordmark. There is a short and long version available for use. The short version is the preferred choice for most usages. The difference between both versions is that SUNY is written out in the long version. When the brandmark/wordmark are being used on materials for out-of-state or out-of-the county the long version is recommended. If you have questions regarding using our brandmark/wordmark please contact the Marketing Office for guidance.

Short Version



Long Version



Brandmark/Wordmark “Safe Area”

The “safe area” is for protecting the visual clarity and identity of our brandmark/wordmark. To ensure legibility and quality, you need to maintain a minimum clearance (the “safe area”) as noted between any part of the SUNY Cobleskill Ag & Tech brandmark/wordmark and other elements. The x-height of the safe area is equal to the height of the “C” in Cobleskill. Please consult the Marketing Office if you have difficulty accommodating these minimum clearances or have questions and need assistance.

Short Version



X X = The height of the “C” in Cobleskill

Long Version



X X = The height of the “C” in Cobleskill

Brandmark/Wordmark Sizing

Using the correct brandmark/wordmark option, sizing it properly, and avoiding distortion is crucial when it comes to protecting the brand. Even though we have two brandmark/wordmark versions they are not designed for the same uses. The short version is quite versatile and can be used across the board. This is the preferred brandmark/wordmark option. The long version has limitations which need to be taken into account when using it. The long version should only be used if it can be reproduced at a level that ensures its quality and legibility.



Pictured at 3.25" long

Short Version

- 1" is the minimum length that the short version logo should be used at
- 3.25" is the length that the short version logo should be sized at on the chest pocket area of apparel for sizes SM - 2XL, sizes 3XL or larger should have the logo scaled accordingly by the vendor.
- 10" is the length the short version logo should be sized at on the full front of a t-shirt or sweatshirt for sizes SM - 2XL, sizes 3XL and larger should have the logo scaled accordingly by the vendor.
- 33% is the length that the long version logo should be sized at for a large display. The logo could be sized slightly smaller or larger depending on circumstances. Please speak with the Marketing Office before doing this.



Pictured at 3.25" long

Long Version

- 2.75" is the minimum length that the long version logo should be used at. Anything smaller would require the State University of New York College of Agriculture & Technology to be at 100% green.
- 10" is the length the long version logo should be sized at on the full front of a t-shirt or sweatshirt for sizes SM - 2XL, sizes 3XL or larger should have the logo scaled accordingly by the vendor.
- The long version logo **cannot** be used on the chest pocket area of apparel due to the fine weight of the State University of New York College of Agriculture & Technology
- 33% is the length that the long version logo should be sized at for a large display. The logo could be sized slightly smaller or larger depending on circumstances. Please speak with the Marketing Office before doing this.

Brandmark/Wordmark Color Options

There are five approved color combinations for the college brandmark/wordmark. The orange and green combination is the preferred option and should be used on full color materials. The secondary options can be used when printing in one color or where the orange and green version would clash with other colors in the piece. No other colors are permitted. The brandmark/wordmark should not be altered in anyway including separating the brandmark from the wordmark, changing the layout, altering the fonts, modifying the colors, changing the opacity, etc.

Preferred options when printing in full color



Color: Orange & Green Gradient
For Digital Print Only



Color: Orange & Green solid

Secondary options when printing in one color



Color: Orange



Color: Green



Color: Black

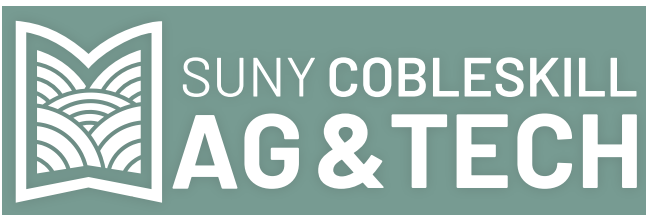


Color: White

Brandmark/Wordmark on a Background

The brandmark/wordmark should only be used on backgrounds that are enough contrast from the logo color(s) in order to retain detail. It should not be used on patterned backgrounds or have distracting elements visible behind the brandmark cutout. The brandmark/wordmark should never be used in unapproved colors or be screened to any value less than 100%.

Correct Usage



Incorrect Usage



Logo has been converted to a non-approved color.



Logo has been screened to a value less than 100%.



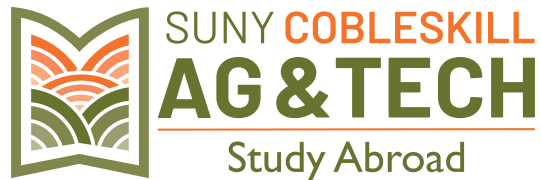
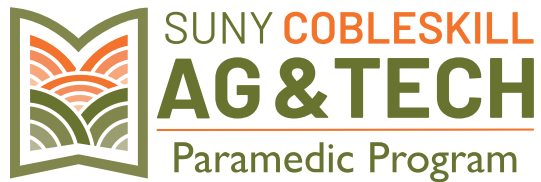
There is not enough contrast between the logo and the background. The logo and background are competing.



The background pattern is competing with the logo and showing behind the cutout of the brandmark which is not permitted.

Brandmark/Wordmark Lockup Options

Brandmark/wordmark lockup options are available on an as need basis. The office/department name or club/organization name cannot exceed the length of the line rule and must fit in the allocated white space between the line rule and the bottom corners of the brandmark. Brandmark/wordmark lockups are only available in the approved color options and font. Requests for a office/department/club/organization logo lockup should be submitted to the Marketing Office.



The College Seal

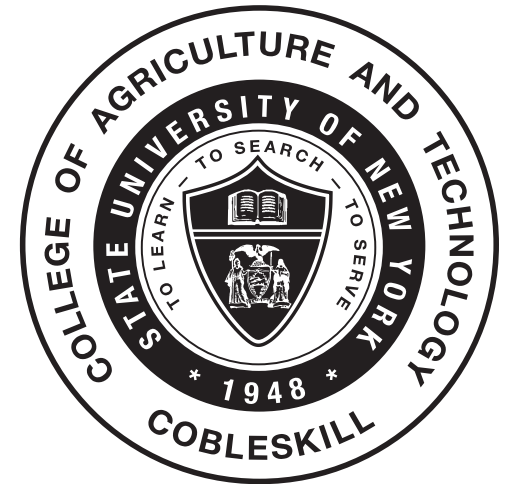
The College seal is our most highly reserved mark. It is a validation mark. It is not the brandmark/wordmark and is only permitted to be used on select official college correspondence i.e. diplomas, transcripts, official/legal documents, commencement related materials, honorary medallions, and buildings. The seal is not permitted to be used at all by any office or department. Materials requiring the College seal needs to be requested through the Marketing Office for review and usage approval.



Color: Orange
PMS: 16-1356 TCX
CMYK: 0/68/95/0
HEX: cf4817
(on white background)



Commencement
Color: Dusty Miller Gray
CMYK: 0/0/0/50
HEX: 808285
(on white background)



Color: Black
CMYK: 0/0/0/100
HEX: 000000
(on white background)

Brand Identity Colors

The College has an array of approved brand colors. Brand colors should be used in CMYK and/or Pantone when creating materials that will be printed on or off campus. Materials that will be viewed on screen (digitally) the HEX colors should be used. Non-branded colors should not be used. For assistance understanding how to properly use the campus branded colors please speak with the Marketing Office.

Primary Colors

Harvest Orange



PMS: 16-1356 TCX
CMYK: 0/68/95/0

HEX: cf4817
(on white background)

Mossy Green



PMS: 5757
CMYK: 59/38/100/21

HEX: 6a7431
(on white background)

Secondary Colors

Summer Sage



CMYK: 57/28/43/2
HEX: 769890
(on white background)

Ripe Plum



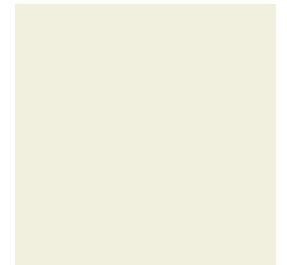
CMYK: 68/90/46/53
HEX: 3e1b39
(on white background)

Earthy Brown



CMYK: 60/70/88/58
HEX: 402e1a

White Oak



CMYK: 0/0/10/6
HEX: f0eddb

Neutral Colors

Night Sky



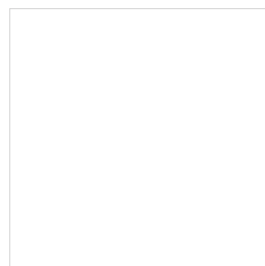
CMYK: 0/0/0/100
HEX: 000000

Dusty Miller



CMYK: 0/0/0/50
HEX: 808285

Winter Frost



CMYK: 0/0/0/0
HEX: ffffff

Brandmark/Wordmark Usage on Photos

The brandmark/wordmark needs to be used over a photo at times. Using the brandmark/wordmark will vary depending on the photo contrast, background color, textures, etc. In full color pieces preference is to use the orange and green brandmark/wordmark. The orange, green, and white brandmark/wordmark are alternate options. The black version should predominately be used when printing in black and white or gray scale. It is essential that the background promotes the brandmark/wordmark and does not diminish its value. Please reframe from using colors that clash with our brandmark/wordmark. The brandmark/wordmark should be clearly visible and legible at all times.



Approved College Fonts

The College fonts help build our brand identity. The College has two approved fonts which should be used when creating materials. They should be used for titles, headings/sub-headings, and body copy. The use of other fonts dilutes our brand and weakens our messages. Please do not use non-approved fonts. If you do not have the approved fonts please contact ITS to have them installed on your machine.

MAC OS - approved fonts

Caecilia is the official college font for titles and headings/sub-headings for Mac users.

Caecilia 45 Light, 55 Roman, 75 Bold, & 85 Heavy are approved weights

Gill Sans is the official college fonts for body copy for Mac users.

Gill Sans Light, Regular, Semi-bold are approved weights

How to use our MAC fonts (Caecilia LT Std, 85 Heavy)

Step 1 (Caecilia LT Std, 75 Bold)

Body Copy Sample (Gill Sans, Regular)

quamTum excepreum ium sequam reicae volorepudici dolupta qui officienet doloritius excero vendand estoreh endese comnis aut que venihicim aut ant remque re incipsa pidisim agnisto recabo. Equi dolorehentHit pra volo dolore pre, oditi optiam, volorem doluptum volorepre moluptas accaborporit et lab imaxima ioruptiore volupta tecaes venienis comnis ium etur arum quist harchicienis aliqui unt. Ut essequi rem. Aceprovid que re quia vende paruptatem. Et volupta tquntiunt que re quia vende.

Microsoft Windows - approved fonts

Rockwell is the official college font for titles and headings/sub-headings for Microsoft users.

Rockwell Regular, Bold are approved weights

Gill Sans MT is the official college font for body copy for Microsoft users.

Gill Sans MT Regular, Bold are approved weights

How to use our Windows fonts (Rockwell, Bold)

Step 1 (Rockwell, Regular)

Body Copy Sample (Gill San MT, Regular)

quamTum excepreum ium sequam reicae volorepudici dolupta qui officienet doloritius excero vendand estoreh endese comnis aut que venihicim aut ant remque re incipsa pidisim agnisto recabo. Equi dolorehentHit pra volo dolore pre, oditi optiam, volorem doluptum volorepre moluptas accaborporit et lab imaxima ioruptiore volupta tecaes venienis comnis ium etur arum quist harchicienis aliqui unt. Ut essequi rem. Aceprovid que re quia vende paruptatem. Et volupta tquntiunt que re quia vende.



Thank you for attending.

**This document and our logo policy will be available on our website logo request and usage page.
A notice will be sent in Cobynow when updated.**

Please contact the Marketing Office if you have questions.