



UNIVERSITY AT ALBANY
State University of New York

BRAND AND MARKETING GUIDELINES **+ VISUAL IDENTITY STANDARDS**

WELCOME TO OUR BRAND GUIDELINES AND VISUAL IDENTITY STANDARDS

Our story begins with greatness.

In 1844, a group of young people answered an extraordinary call: To learn how to better instill knowledge in others in order to improve the world. From those solid roots as a training ground for teachers, we’ve grown into a great public research university. And for more than 175 years, we have kept our promise to provide opportunities for those who aspire to do great things.

In tribute to our pioneering legacy and enduring optimism, we are proud to present the next evolution of our brand. It is a brand story that recognizes and honors the achievements that have brought us to today, and one that inspires and empowers the achievements of tomorrow.

It is our promise to do what we’ve done from the very beginning: UNLEASH GREATNESS. It is what we do and why we exist. It is who we are.

As we proudly recommit to telling the story of our brand, we offer these carefully crafted guidelines and standards to enable our entire UAlbany community to speak in one voice and present a consistent, meaningful and positive image to the world.

However, the most important element to building a strong and trusted brand won’t be found in the pages of this document. The most meaningful and essential part of this brand is in you and every other student, professor, staff member, alum, and community partner who believe in the University at Albany and all the things for which we stand.

We hope you share in the excitement and pride as we help write the next great chapter in UAlbany’s history.

Sincerely,
Fardin Sanai
Vice President, University Advancement
University at Albany, State University of New York

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WHAT IS A BRAND?

The sum of all impressions, thoughts and feelings held by customers, resulting in a distinctive position in their mind's eye based on perceived emotional and functional benefits.

Our brand is firmly rooted in our mission: "To empower our students, faculty and campus communities to author their own success."

It is through our ability to UNLEASH GREATNESS, in all its forms, that we will realize our vision "to be the nation's leading diverse public research university—providing the leaders, knowledge and innovations to create a better world."

The world needs greatness and just as we did in 1844, it is all of us—the Great Danes—who will answer the call.

OUR BRAND EXPRESSION

UNLEASH GREATNESS

OUR IDENTITY

Greatness is at the heart of the University at Albany. Since 1844, it has inspired us and propelled our academic excellence. Today, greatness fuels our nationally ranked programs, drives our innovative research and amplifies our international impact. Greatness springs from our diversity where all are welcome—from every corner of the globe and all walks of life. Here, at UAlbany, we make it possible for anyone to aspire to something more—something greater.

OUR PROMISE

At the University at Albany, we dream bigger, turn passion into purpose and inspire the aspiring. We're dedicated to helping people seize their moment and realize their greatness.

OUR PERSONALITY

PASSIONATE: Ignited by our collective power to pursue greatness in everything we do.

ASPIRING: Energetically reaching for greater possibilities within ourselves and others.

CREATIVE: Harnessing the power of great ideas to imagine great solutions.

EMPOWERED: Inspired and supported to be actively engaged in addressing society's greatest needs.

DETERMINED: The relentless belief that greatness can and will make a better world. ■

OUR STRENGTHS

RECOGNIZED DIVERSITY

Praised as one of the most diverse public research universities in the nation, we foster an inclusive community with many voices and viewpoints to drive excellence, solve problems and expand worldviews.



BENEFITS

An inclusive and welcoming campus—reflective of the global community. A safe place that encourages the open and free exchange of ideas and provides opportunities to connect. An environment that encourages listening and empowers people to find their voice.

DISTINCTIVE EXCELLENCE

We leverage unique opportunities found only at UAlbany: first-in-the-nation academic offerings; interdisciplinary programs that create personalized paths to success; strategic partnerships with industry, government, and international collaborators; and one-of-a-kind creative assets that attract renowned artists, thinkers and leaders to our community.



Examples of our excellence: We are one of a select few US universities to be awarded multiple PIRE grants by the NSF, enabling students and researchers to engage in cutting-edge international research collaboration; at more than 100 years in existence, UAlbany's Theatre department is one of oldest, credit-bearing programs in the country; a School of Criminal Justice perennially ranked in the Top 5 in the nation and, UAlbany's College of Emergency Preparedness, Homeland Security, and Cybersecurity was the first of its kind security college dedicated to enhancing the security of NY, the nation and the world.

CAREER-MAKING OPPORTUNITIES

We provide a multitude of hands-on, applied learning experiences—from cutting-edge field research to education abroad to exceptional internships—all designed to prepare students for successful careers and the pursuit of advanced degrees.



Located in New York's state capital affording internships, partnerships, and career opportunities found nowhere else. A vast, active, and loyal alumni network. A curriculum specifically designed to marry knowledge with practice to transform students into professionals.

LIFETIME VALUE

We make it possible for anyone to realize their greatness through affordable access to an excellent education—and just as important—by offering opportunities to forge deep relationships and pursue life-changing experiences.



An education from which you can always draw connections on which you can rely, and a place that will always be home.

USE YOUR WORDS

VOICE AND TONE

How we write and speak about the University has a direct impact on how people perceive it. Use these guidelines to inform your word choices and delivery style when writing messages to different audiences in different formats. ■

WHAT DOES OUR GREATNESS SOUND LIKE?

The UAlbany voice expresses unchanging aspects of our collective character and personality. Together with the visual brand identity, the brand voice gives people a certain, singular feeling about the University. In other words, UAlbany is:

BOLD **CONFIDENT** **DETERMINED**
STRONG **OPTIMISTIC** **AFFIRMATIVE**
CREATIVE **INSPIRING** **PASSIONATE**
ACTIVE

DON'T USE WORDS THAT REFLECT:

- *indifference*
- *inertia*
- *convention*
- *limitation*
- *indecision*

DON'T USE WORDS THAT FEEL:

- *boastful*
- *negative*
- *boring*
- *uncertain*
- *aggressive*

WRITING FOR GREATNESS

BE ACTIVE

Creative voices are energetic. Energize your writing with action words (verbs) and avoid passive sentences. For example, say “Rob made a mistake” rather than “mistakes were made.”

BE BRIEF

Empowering voices get to the point.
~~Communicate an idea using as few words as possible.~~
~~Communicate using as few words as possible.~~
~~Communicate using the fewest words.~~
~~Use the fewest possible words.~~
~~Use fewer words.~~
Be concise. (*See what we did there?*)

BE TRUE

Authenticity and accuracy count. Avoid humility and hyperbole.
Show pride without puffery.

BE SPECIFIC

Craft a single-minded message and write to your target audience.

BE REAL

Use plain language. Strive for emotion, not just information.
Favor straightforward over complex. ■



THE UALBANY PROMISE ARTICULATED

FOCUSING GREATNESS

Our brand helps our people, partners, and communities to turn good things into great things. We've developed "*Turn phrases*" to reflect that positioning and which align with our strategic priorities. These help to define the many ways we **UNLEASH GREATNESS.** ■

EXAMPLE TURN PHRASES:

TURN PASSION INTO PURPOSE



student success, research excellence

TURN IDEAS INTO ACTION



research excellence, engagement and service

TURN ENERGY INTO ENGAGEMENT



engagement and service, internationalization

TURN KNOWLEDGE INTO KNOW-HOW



student success

TURN GRIT INTO GLORY



student success/athletics

TURN UNDERSTANDING INTO INCLUSION



diversity and inclusion

TURN GATEWAYS INTO GLOBAL



internationalization

TURN POSSIBILITIES INTO PROMISE



student success, research excellence

TURN DRIVE INTO DEGREE



student success

TURN INSPIRATION INTO INGENUITY



research excellence, engagement and service

These phrases are suggestions. The UAlbany Marketing team can help you develop an appropriate phrase for your department, school, college or initiative.

THE UALBANY PROMISE ILLUSTRATED

RULES OF GREATNESS

01. NO SUBSTITUTES, PLEASE.

UNLEASH GREATNESS is our brand expression. Please do not substitute other words for use as a headline (e.g. Unleash Excitement).

02. A LITTLE GREATNESS GOES A LONG WAY.

It is acceptable to use the words “*unleash greatness*” in body copy, however, take care not to be redundant or over use the word “*great*” or “*greatness*.”

03. THE TURN PHRASE – IT’S NOT A TAGLINE

The Turn phrase should not be used as a tagline (e.g. “The University at Albany. Turn Ideas into Action.”).

04. REMEMBER—IT’S ABOUT TRANSFORMATION

We recommend using the Turn phrase in body copy to help define Greatness in your context. ■



A WORKING EXAMPLE:

This ad was created for a New York Times special section on Higher Education:

HEADLINE:

UNLEASH GREATNESS (Graphic treatment)

SUBHEAD/TURN PHRASE:

UALbany turns possibilities into promise.

COPY:

For 175 years, we’ve been home to boundary pushers, path blazers and solutions seekers – people who rigorously pursue their passions, create connections and seize every opportunity to build a better world.

USING COLOR TO SAY WHO WE ARE WITHOUT USING A SINGLE WORD

UAlbany's color palette consists of purple and gold and UAlbany Purple is the primary color of the University. For this new brand launch, UAlbany Gold will be embraced to inject vibrancy and energy into the UNLEASH GREATNESS campaign in all executions. ■

**USE
UALBANY PURPLE
TO REPRESENT
THESE CONCEPTS:**

GROUNDING,
TRADITIONAL,
HISTORIC,
STEADY,
EXCELLENCE.

PMS: 269
CMYK: 78, 100, 0, 33
RGB: 70, 22, 107
Web/Hex: #46166

**USE
UALBANY GOLD
TO REPRESENT
THESE CONCEPTS:**

VIBRANCY,
PRIDE,
INNOVATION,
FORWARD THINKING,
OPTIMISM.

PMS: 124
CMYK: 0, 28, 100, 6
RGB: 238, 178, 17
Web/Hex: #eeb211

OUR POSITIONING STATEMENT TAKES THE LEAD

The UNLEASH GREATNESS headline treatment represents the confidence and strength of UAlbany and should be treated consistently across branded and marketing materials. There are two possible arrangements of the text, with a reversed (white), gold and purple version of each. The offset version is the recommended option and should be used where horizontal space allows. While the degree of offset can be varied, when possible, the graphic should bleed off both edges of the space. In vertical applications, such as light-post banners, the stacked version can be used. The headline should never be recreated with live text, but rather placed as a graphic.

To request a copy of the UNLEASH GREATNESS headline graphic, please contact marketingservices@albany.edu. ■

OFFSET VERSIONS



STACKED VERSIONS



ADVANCING FORWARD – USING THE CHEVRON AS A VISUAL METAPHOR

The large chevron device is an intentionally crafted branding element that was designed to create energy and motion within our brand and marketing materials. It is visually striking and quickly identifiable, and will serve as a quick visual reminder that whatever medium the message is delivered in, that it is from UAlbany.

For us the left to right directional cue conveys forward momentum, action, and implies movement to a time in the future.

The angle of the chevron is derived from the angle of our Split A Logo and is a precise 48.5 degrees.

GUIDELINES FOR THE CHEVRON:

- The chevron should always face to the right.
- The interior angle of the chevron should always be centered vertically in the visual frame.
- It is preferred that the point of the chevron be included in layouts, however; there is flexibility to crop the point as long as the inside angle of the chevron remains within the layout.
- The chevron can be paired with a photograph, used as a stand-alone graphic or made into a pattern—designed to help communicate our brand expression. ■

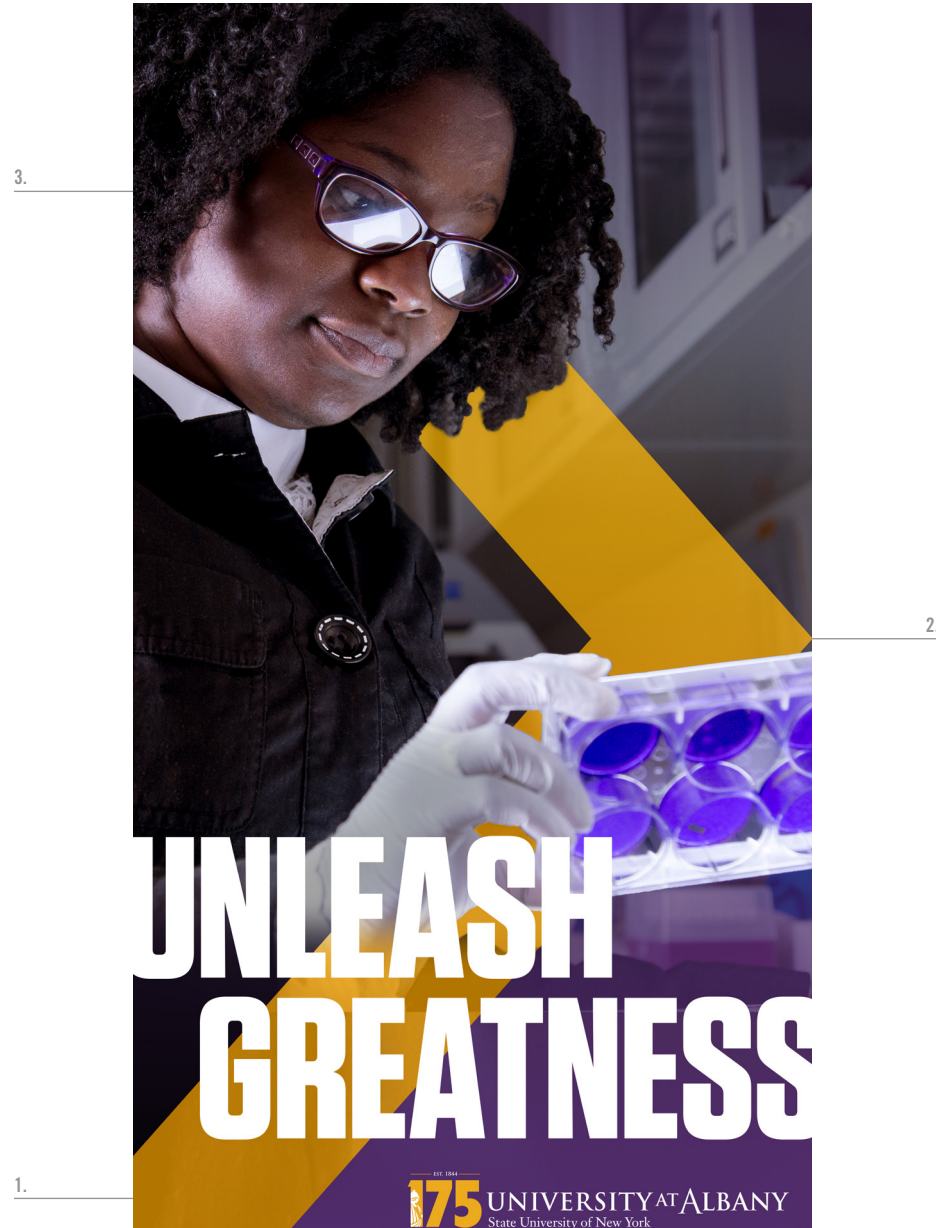


USING THE CHEVRON DEVICE TO BRING DEPTH TO OUR PURPOSE

THE CHEVRON Z-AXIS WRAP CONCEPT

To underscore the concept of energy and engagement the chevron device is used as a symbol of advancing forward and reaching greater potential. In our institutional, branded advertising and design, the chevron wraps its subject vertically along the Z-axis.

1. In the lower left, the chevron overlaps the subject.
2. In the center, the point of the chevron touches the right-hand side of the document.
3. In the upper left, the subject overlaps the chevron. ■



IT'S NOT ROCKET SCIENCE, BUT IT'S CLOSE

MAINTAINING THE APPEARANCE OF THE CHEVRON DEVICE

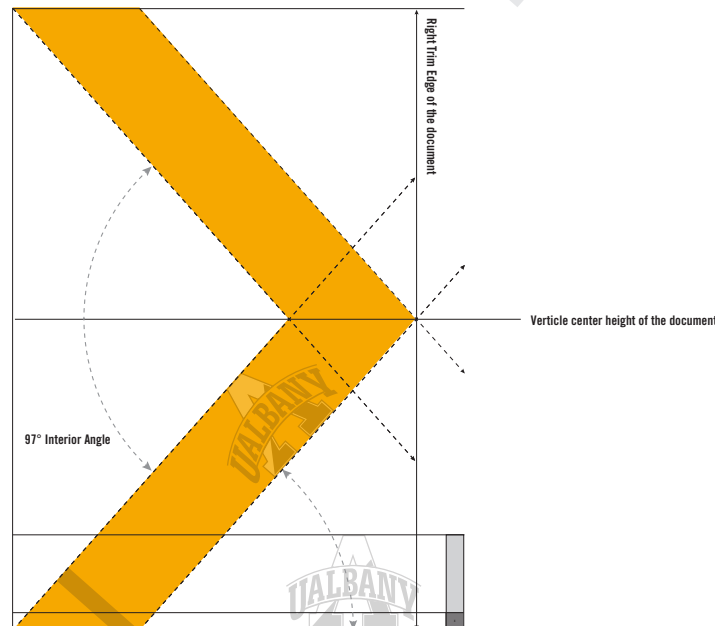
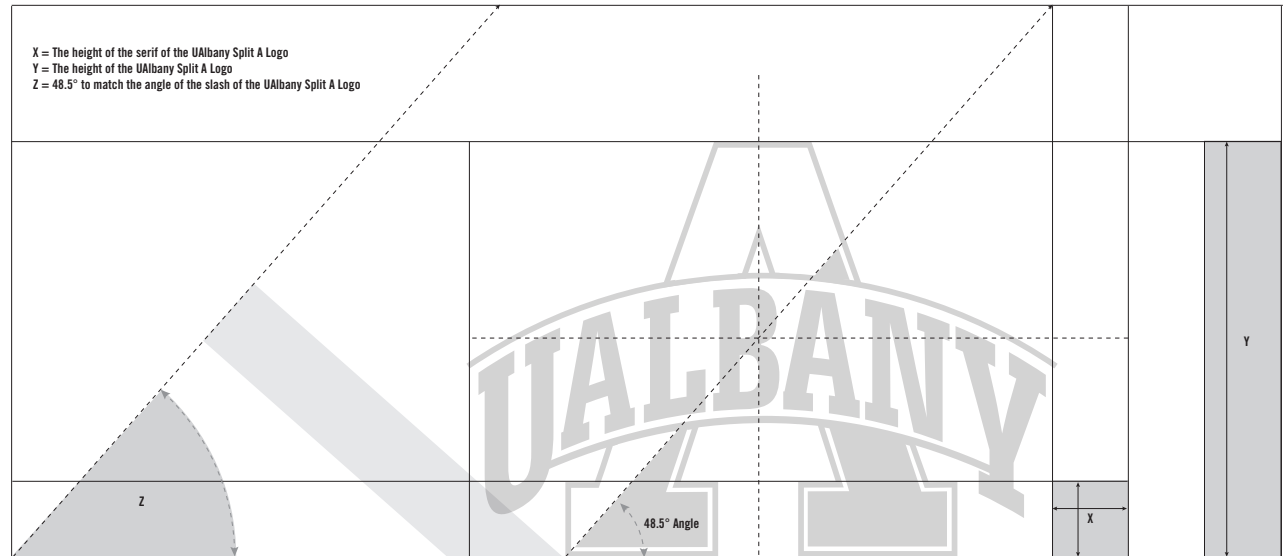
The chevron device's width and placement are not arbitrary. The UAlbany Split A serves as the basis for the device. There is a formula for every placement. It has been carefully crafted to deliver maximum impact.

THE CONCEPT BEHIND THE ANGLE AND WIDTH OF THE CHEVRON DEVICE

- *X = The height of the serif of the UAlbany Split A Logo based on the document width*
- *Y = The height of the UAlbany Split A Logo relative to the layout grid*
- *Z = 48.5° to match the angle of the color slash of the UAlbany Split A Logo*

The exterior point of the chevron is formed at the verticle center (50% of the overall verticle height of the document) along the right-hand trim edge of document. A reflected, inverse angle, using the calculated width of the chevron relative to the width of the page (see page 38) will form an interior angle of 97°.

When placing the point of the chevron, the right side of the page takes precedence over the left. ■



NOT TOO THICK, NOT TOO THIN— IT'S ALL ABOUT RATIOS

RATIOS OF THE SPLIT A MARK

The width of the chevron device IS relative to the width of the document, as shown in these examples:

- 11"(w) x 17"(h): x =is equal to 20% of the document or device width (See Figure A)
- 8.5"(w) x 11"(h): x =is equal to 20% of the document or device width (See Figure B)
- 2:1 Aspect Ratio: x =is equal to 10% of the document or device width (See Figure C)
- 24"(w) x 72"(h) (Banners): x =is equal to 33% of the document or device width (See Figure D)
 - NOTE: In cases where the chevron device width is greater than 30%, the chevron will bleed right.
 - The trim should fall at 50% of the distance from the interior angle of the chevron device and the right, exterior point of the chevron device.

In all cases, once the width ratio has been established, the vertical height of the chevron is vertically centered on the vertical height of the document.

In all cases, placement of the chevron relative to the right side of the page is given higher importance. The left is variable. The right is not.

These are guidelines and can not anticipate every design need. If you need assistance in determining what size or how to use the chevron device, please contact marketingservices@albany.edu. ■

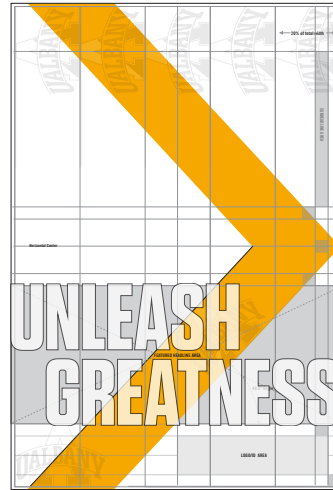


Fig. A

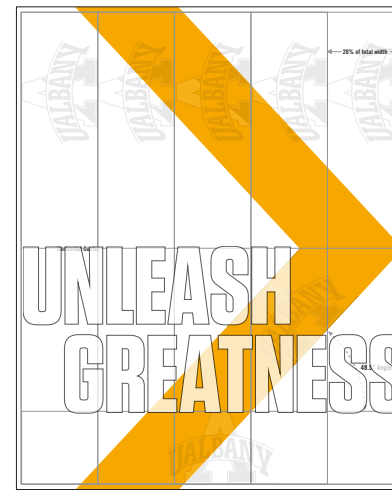


Fig. B



Fig. C

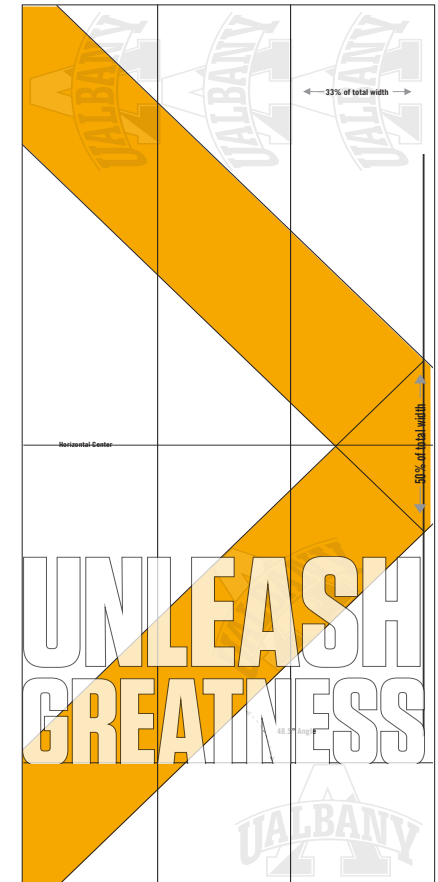


Fig. D

WE WANT EVERYONE TO UNLEASH GREATNESS – BUT NOT EVERYWHERE

PLACEMENT OF THE UNLEASH GREATNESS HEADLINE GRAPHIC

The UNLEASH GREATNESS headline graphic is part of a visual narrative that's told in 3 parts:

1. *Who? A visual illustration of someone in the state of action or emotion.*
2. *What are they doing? Discovering and unleashing their greatness.*
3. *Where do they do this? The University at Albany.*

In order to create this visual narrative, the visual layout must also follow this visual 1, 2, 3 structure.

After an illustrative image is chosen, and the width and placement of the chevron device have been established, the UNLEASH GREATNESS headline graphic will be placed below the interior angle of the chevron device and the vertical centerline of the page. Please see page 34 for color and bleed requirements for the UNLEASH GREATNESS headline graphic.

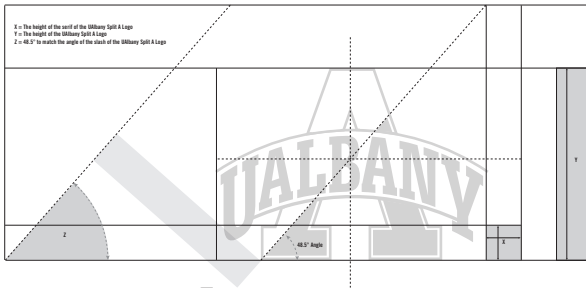
These are guidelines and can not anticipate every design need. If you need assistance in determining what size or how to use the chevron device, please contact marketingservices@albany.edu. ■



THE CHEVRON FORMULA IS JUST THE BEGINNING

USING THE SYSTEM TO CREATE VARIATION

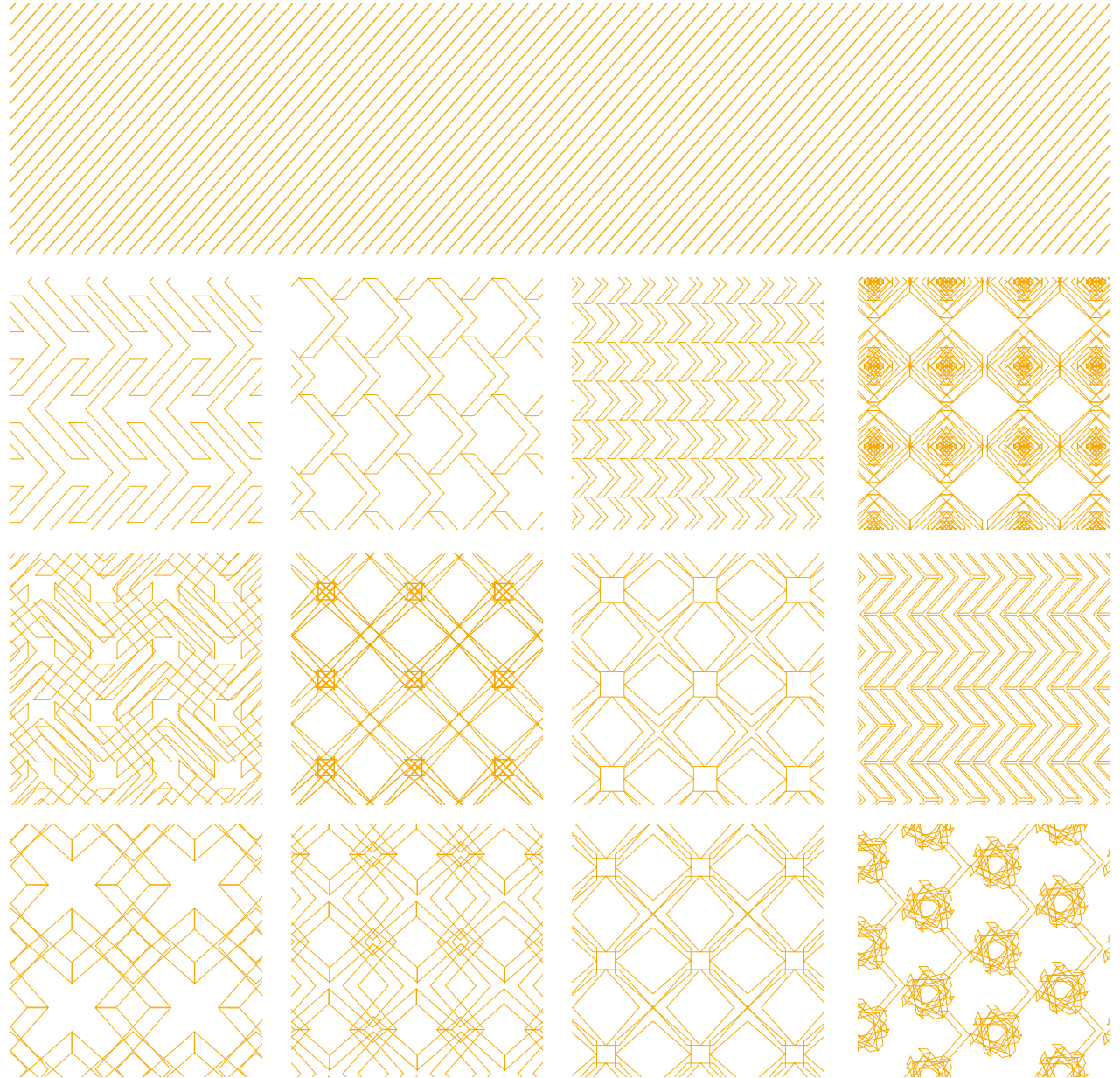
Using the chevron device all the time can get pretty boring, pretty fast. Using the chevron form can add visual variation to design while re-enforcing our brand in subtle (or not so subtle) ways.



THINK OF IT AS VISUAL TOOLKIT

By combining the 48.5° angle of the chevron device basis grid with the traditional 0°(x), and 90°(y) axis grid, there are limitless variations that can be created to give variation and texture to design.

These are guidelines and can not anticipate every design need. If you need assistance in determining what size or how to use the chevron device grid, please contact marketingservices@albany.edu. ■



TAKING “UNLEASH GREATNESS” AND UALBANY INTO THE WORLD

UNLEASH GREATNESS CAN STAND ON ITS OWN

A stand-alone UNLEASH GREATNESS landmark that incorporates the chevron brand device has been created for use on merchandise for the promotion of the University.

If you are creating promotional items and need to access the art files for this mark, please contact marketingservices@albany.edu.

YOU GOT TO KEEP ‘EM SEPARATED

- *The UNLEASH GREATNESS and the chevron device is a new marketing initiative for UAlbany*
- *UAlbany and University at Albany, State University of New York, are long-established brands*
- *The marketing message and the landmark serve two different purposes, and each should appear as a stand-alone entities. If they appear as one unit, they each lose their power in the minds of consumers. They must stand alone. ■*



THERE'S NO "ONE ANSWER" BUT WE'RE HERE TO HELP

CREATING FLEXIBLE BRANDING CAN CREATE A LOT OF QUESTIONS

When we create anything in our office, there are several factors we consider:

- *Who is the audience? Students, alumni, community?*
- *What is the goal of the communication?*
- *What is the tone?*
- *Is it a formal or informal communication?*
- *Does the message appear on campus, off campus, out of the country?*

We deal with these questions every day across every department, school or division of the University. If you have a project, we are always available to lend a hand to help you make the biggest impact possible. If we can help you, email us at marketingservices@albany.edu. ■





UNIVERSITY AT ALBANY

State University of New York

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