Stony Brook University

Graphic Standards Manual

Preliminary – Version 1.2 | June 2012

introduction

The Importance of Graphic Standards

The way we identify ourselves in all types of communications is the way we tell the world who we are. Consistency creates an appropriate public image and says that Stony Brook University is well-founded, timeless, stable and trustworthy.

To ensure that this consistency is conveyed appropriately and responsibly, all departments and facilities of Stony Brook University are expected to conform to the graphic standards set forth in this guide in ALL internal and external communications including print, electronic, apparel and signage.

The Stony Brook University logo is available in several orientation formats to accommodate your specific design needs. On the following pages are examples of the approved logo and usage guidelines.

This document encompasses approved usage guidelines for the new Stony Brook University logo. While these are official recommendations, this document will evolve.

Please do not attempt to download images from this document. The official toolkit for downloadable images is available at *stonybrook.edu/toolkit*.

materials covered

Everything produced as a communications tool – whether internal or external – for Stony Brook University is subject to graphic standards. The Stony Brook University logo must appear on all publications and promotional materials. This includes, but is not limited to:

- Advertising: Print and Online
- Apparel
- Audio-Visual Materials
- Brochures and Flyers
- Development Materials
- ID Badges
- Newsletters
- Print and Broadcast Advertisements
- Recruitment Materials
- Educational Materials
- Vehicles
- Specialty Products
- Stationery Items
- Promotional Items
- Websites

Approvals

The Office of University Communications is available to review materials prior to production to ensure they reflect the image of the Stony Brook University brand. If you have questions about the acceptability of any materials you are producing, the department is glad to provide guidance on graphic standards policies.
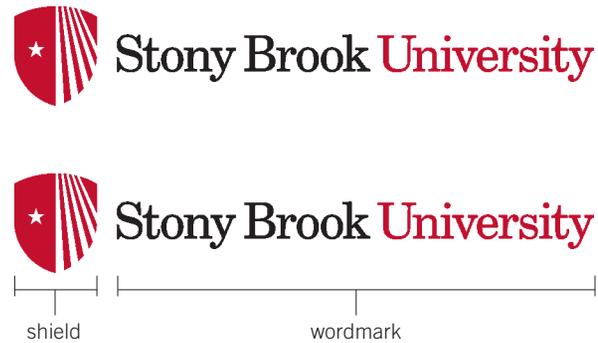
As a reference for your design and production needs, please refer to *stonybrook.edu/toolkit*.

master signature

shield   wordmark

master signature

The basis of the Stony Brook University graphic identity is the logo. The logo is made up of two components: the shield and the wordmark. Within the shield are a star and multiple rays. The wordmark consists of the words "Stony Brook University." The shield and wordmark elements should not be separated. It is only in rare pre-approved instances that these two elements shall appear unconnected. The master signature should never appear with any other mark or type treatment. See pages 13, 14 and 15 for more information on unauthorized usage.

The typeface used in the wordmark has been created using the typeface Century Schoolbook. Due to specific letter spacing, do not attempt to recreate the wordmark even if using the correct typeface. To ensure consistency in usage, use the electronic versions available, which can be downloaded at *stonybrook.edu/toolkit*

No alterations should be made to the shield, wordmark or complete master signature. Always use approved electronic artwork.

horizontal version

stacked version

vertical version

signature formats

The logo orientation formats shown at left are the only approved logo formats.

Sub-branded signatures for Colleges and Schools (ex: School of Journalism) are described on pages 6 and 7 and can be requested from the Office of University Communications.

Each of the orientation formats shown to the left should conform to all of the rules and guidelines listed within this document.

Stony Brook University
College *of* Arts and Sciences

approved

Stony Brook University
College *of* Business

approved

Stony Brook University
College *of* Engineering
and Applied Sciences

approved

Stony Brook University
Honors College

approved

sub-branded signatures

Colleges

Sub-branding is a combination of a college logo and the institutional logo. In all sub-branded logos, the word "University" should appear in the same color in which the words "Stony Brook" appear.

The approved sub-branded college logos appear to the left. These are the only approved sub-branded college logos. Any alteration, substitution or manipulation of these logos is prohibited.

These logos are available upon request from the Office of University Communications.

For areas that do not qualify for sub-branded logos, please see page 8 for other approved treatments.
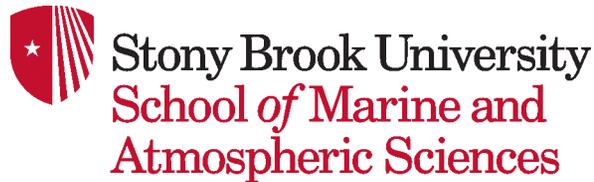
approved

Stony Brook University
School of Journalism

approved

Stony Brook University
School of Professional Development

approved

Stony Brook University
School of Marine and Atmospheric Sciences

approved

Stony Brook University
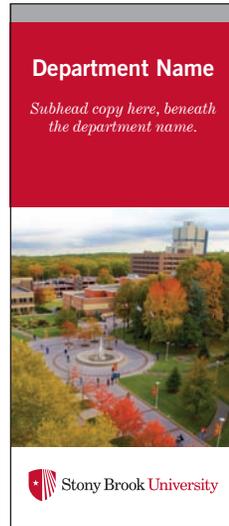*Graduate School*

sub-branded signatures

Schools

Sub-branding is a combination of a school logo and the institutional logo. In all sub-branded logos, the word "University" should appear in the same color in which the words "Stony Brook" appear.

The approved sub-branded school logos appear to the left. These are the only approved sub-branded school logos. Any alteration, substitution or manipulation of these logos is prohibited.

These logos are available upon request from the Office of University Communications.

For areas that do not qualify for sub-branded logos, please see page 8 for other approved treatments.

other approved treatments

The name of a department, club, organization or program should appear as a *separate* element from the Stony Brook Univeristy logo. This is illustrated on the left in the preferred treatment (ex: the secondary name appears at the top of the brochure and is not a part of the Stony Brook University logo).

In cases where there is no opportunity for the secondary name to appear separate from the Stony Brook University logo, a Stony Brook logo file with the secondary name properly positioned will be provided upon request by the Office of University Communications.

To ensure that consistency is maintained, do not attempt to create a treatment on your own.

preferred

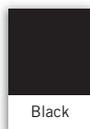**Department Name**

Subhead copy here, beneath the department name.

Stony Brook University

approved stacked treatment

Stony Brook University

Department Name

approved circular treatment

STONY BROOK · THE ORGANIZATION NAME HERE

signature color

2-color application

Stony Brook University

Stony Brook red

C: 5	R: 167	HEX:
M: 100	G: 25	#990000
Y: 71	B: 48	
K: 22		

PMS 187

Stony Brook black

C: 0	R: 35	HEX:
M: 0	G: 31	#000000
Y: 0	B: 32	
K: 100		

Black

The two primary colors used in the Stony Brook University brand are Stony Brook red and black. Each color has been translated to 4-color, RGB, and HEX values and black for additional environments. Properly maintained and upheld, the consistent use of these specified colors reinforces the visual recognition of the Stony Brook brand and all forms of marketing collateral.

Never alter these color values in any way, as they have been tested for printing.

The Stony Brook University logo should never appear using any other colors than Stony Brook red, black or white.

To ensure that the PANTONE® Matching System (PMS) colors are reproduced correctly, please use the PANTONE® swatch books when checking printed proofs.

*2-color application
Stony Brook red + black

1-color application
Stony Brook red

1-color application
Stony Brook black

1-color application
white reversed

grayscale application

4-color application
cmyk

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Never alter these color values in any way, as they have been tested for printing.

The Stony Brook University logo should never appear using any other colors than Stony Brook red, black or white.

The black and white logo variations should never be used when full color is an option.
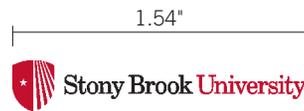
To ensure that the PANTONE® Matching System (PMS) colors are reproduced correctly, please use the PANTONE® swatch books when checking printed proofs.

* Preferred color application

.22"

shield minimum size

1.54"

horizontal minimum size

Stony Brook University

.95"

stacked minimum size

Stony Brook University

.673"

vertical minimum size
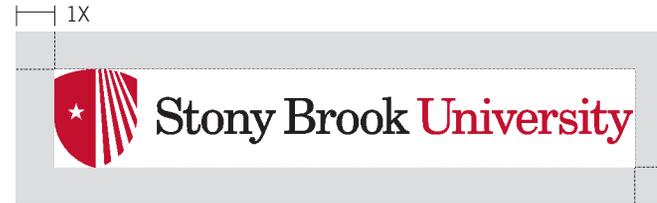
Stony Brook University

signature size

To ensure legibility, the Stony Brook University logo should never be reproduced at sizes smaller than the measurements shown to the left. These are the absolute minimum widths necessary to ensure that the details within the shield are not compromised.

In all logo orientations to the left, the minimum widths are determined based on the width of the shield. The shield must never be reproduced at a size smaller than .22".

Always print the logo at 300dpi using vector artwork to avoid pixilation. Using vector logos will allow you to print to any size.

1X

preferred horizontal version

X = **B**

1X

stacked version

X = **B**

1X

vertical version

X = **B**

signature clearspace

The Stony Brook University logo requires a set ratio of clearspace around it to ensure that it is always distinct from other graphic elements. The clearspace is defined by the *height* of the letter "B" in the word "Brook" regardless of the size at which the logo is produced.

unauthorized

unauthorized

unauthorized

unauthorized

unauthorized

unauthorized usage

Logo Integrity

In order to maintain its integrity, the Stony Brook University logo must never be altered, distorted or adjusted in any way either digitally or photomechanically.

The development and use of any other logo, mark and/or symbol is prohibited.

The Stony Brook University logo may not be combined with any other feature — including, but not limited to, other logos, words, graphics or symbols. The shape, size or proportions, nor the location of the logo's elements shall be modified or redrawn in any way. All downloaded versions of the logo must be scaled proportionately.

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The development and use of any other logo, mark and/or symbol is prohibited.
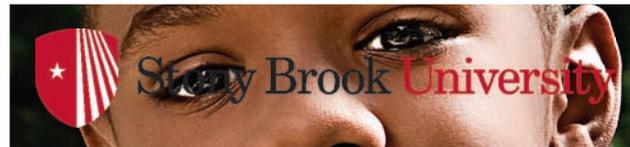
The Stony Brook University logo may not be altered by swapping the colors found in the wordmark, by assigning any new color, or by adding a shadow or border. The logo must not be tilted.

Always print the logo at 300dpi using vector artwork to avoid pixilation. Using vector logos will allow you to print to any size.

unauthorized usage

unauthorized

unauthorized

unauthorized

unauthorized

unauthorized

Logo on backgrounds

When using any colored background that is similar in color to the color of the type used in the logo, the letters of the logo may disappear, compromising the integrity of the brand.

Avoid similar colored, dark or busy backgrounds that will reduce the visibility of the logo.

Avoid placing the logo over the busiest part of an image. If this cannot be avoided given the particular image, select another that will allow the logo to maintain its presence. You may need to consider a different image or design altogether.

Avoid high-contrast backgrounds that render the logo illegible.

typography

primary typefaces

Century Expanded (The entire font family may be used)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Trade Gothic (The entire font family may be used)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

secondary typefaces

Century Schoolbook (The entire font family may be used)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Old Style (The entire font family may be used)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic (The entire font family may be used)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

MACHINE (ATHLETICS FONT)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

The typography palette has been selected to establish and maintain consistency among the various and diverse marketing materials, program elements and design systems.

To provide flexibility and complement the Stony Brook University logo, a complete font family has been selected for use.

The wordmark has been created using the typeface Century Schoolbook.

Both the primary and secondary typefaces may be used in headlines, body copy, captions, callouts or other various applications to create a visual contrast where appropriate.