SUNY Erie Style Guide

Given both the multifaceted nature of SUNY Erie and the wide array of the college's publications—utilizing print, web and other visual media—it is important to maintain a strong, consistent visual presence for the college and create an integrated look and feel to SUNY Erie publications.

The Style Guide is the college's way of creating a strong, unified set of visual standards for representing SUNY Erie's multiple departments, programs and offices. By setting standards for all uses of college colors, fonts and logos —and thus influencing everything from campus signs to high-tech digital media— the guide creates a visual identity that unites the college community. This visual identity gives our institution a familiar and welcoming public presence, immediately recognizable to the many people we serve, while enabling SUNY Erie's departments and other units to communicate their unique identities within the overall SUNY Erie brand.

Visit the Communications Toolbox located at https://www.ecc.edu/pr-resources/ for access to resources available for download.

Elements of the Visual Identity

The SUNY Erie visual identity comprises the different versions of the college's name, fonts, logos and colors. For each of these elements, acceptable practices of presentation are outlined in this guide. The names, logos and colors in this guide are the only ones that may be used for communications in print or electronic form and on other materials. If you have questions or would like to request an exception to the approved usage presented in this guide, please contact the Marketing and Communications Office.
Official Horizontal College Logo
The official horizontal college logo is the keystone of SUNY Erie's visual identity. The block sans serif writing in the acronym SUNY is a symbol of technology, advancement and strength. While the serif letters in the word Erie represent a more personable approach to education. The illustrated tower brings a prestigious and collegiate feel. Together they create a cohesive unit geared toward achievement and success.

Proper Aspect Ratio: 1.58:1
**Official Vertical College Logo**

The official vertical college logo is presented as a versatile alternative option to the centered horizontal logo. The illustrated tower brings a prestigious and collegiate feel, while the rising sun in the background represents hope and a brighter tomorrow. The stark graphic look of the background contrasted with organic elements in the illustrated tower combine to create the same cohesive unit evident in the contrasting fonts.

**Proper Aspect Ratio: 0.63:1**

![Vertical Tower Logo Graphic](image)

**Official Logo Type**

SUNY·ERIE

State University of New York

**Secondary College Logos**

The secondary college logos are for more casual usage, specifically for use in select college presentations and on merchandise and novelty items.
Unit Signature Logos

A unit logo is a way of adapting the SUNY Erie signature to fit the needs of a particular office or department. Unit logos conform to and support the overall college signature in promoting the SUNY Erie brand. At the same time, however, they promote a clear, prominent and recognizable identity for each particular unit or department.

Unit logos are available for use by departments and other units at the discretion of the appropriate college officer (vice president, dean, chair, etc.).

The dominant feature of the identity is the SUNY Erie Tower Logo Graphic—it is seen first and it is the image that stays the longest in the mind’s eye, establishing the unique identity of each respective department. Our name—SUNY Erie—is displayed at the upper right of the SUNY Erie Tower Logo Graphic. The unit name completes the identity and is located directly beneath the department name, creating the SUNY Erie Departmental Unit Signature logo.
What not to do with the SUNY Erie logo

The logo must not be altered in any way and should always be used in the proportion and configuration shown. Re-proportioning or rotating the logo, or including it as part of a larger image, diminishes visual impact and undermines the goal of creating a strong image. If you have any questions or concerns about what is acceptable and what is not please contact the Marketing and Communications Department.

College Names

There are two acceptable nomenclature options for our college:

1. SUNY Erie, State University of New York. This is our most formal name; it is used on all communications intended for national audiences.

2. SUNY Erie. This is our less formal name used most frequently on communications with internal and external groups who are familiar with the college and its stature within the State University of New York system. It is also our preferred casual name, used in second reference.

Please see the SUNY Erie Editorial Style Guide for more in-depth explanations and procedures on how the college name should appear, what is acceptable, as well as other standards for writing.
**Official Fonts**

Helvetica Neue and Minion Pro are the official college font families and are used in the signature’s supporting typography. We recommend these fonts for use in all print communications. However, standard fonts such as Arial and Times New Roman may be substituted.

Suitable for text or body copy:

```
Minion Pro
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

Recommended for heads or subheads; not suitable for text or body copy:

```
Minion Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

Suitable for text or body copy:

```
Helvetica Neue
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

Recommended for heads or subheads; not suitable for text or body copy:

```
Helvetica Neue Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

Recommended for heads or subheads; not suitable for text or body copy:

```
Helvetica Neue Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

Recommended for heads or subheads; not suitable for text or body copy:

```
Helvetica Neue Black Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```
Official Colors
To ensure that the official college colors are displayed accurately no matter what the medium, use the color conversion chart shown below. Choosing the values shown in the conversion chart will guarantee the closest match to the official colors prescribed by SUNY Erie's visual style guide.

- **Black**: 90% Black
- **Pantone 188** (Secondary, Dark Red for Formal Documents)
  - C 33, M 92, Y 71, K 37
  - R 122, G 37, B 49
  - # 7a3521
- **Pantone 187** (Primary, Official SUNY Erie Red)
  - C 22, M 100, Y 86, K 14
  - R 172, G 26, B 47
  - # ac1a2f
- **Pantone 186** (Secondary, Bright Red for Athletics)
  - C 13, M 100, Y 88, K 3
  - R 204, G 9, B 47
  - # cc092f
- **Pantone Cool Gray 5**
  - C 31, M 24, Y 25, K 0
  - R 179, G 179, B 179
  - # b3b3b3
- **Pantone Cool Gray 2**
  - C 15, M 11, Y 13, K 0
  - R 214, G 214, B 212
  - # d6d6d4
- **90% Black**
Official Email Signatures
Below is the template for our official SUNY Erie email signature. Using a standard signature will maintain a strong, consistent visual presence for the college, create a unified look and feel for our electronic communications, and help reinforce our brand.

Email Signature

Email Signature with Social Media Icons/Links