

**2121 FENTON HALL • 673-3375**

Printing and design services are available to departments and official members of the SUNY Fredonia campus community. The Office of Publication Services (located in 2121 Fenton Hall) is ready to assist you with every stage of producing your print materials, including design, estimating, printer liaison, production management, copy editing, proofreading and printing services. Our campus print shop can produce one- or two-color printed materials, while our office can print four-color digital materials in small quantities, such as campus flyers or posters, up to 12"x 18." We strongly encourage you to begin every project by consulting our office during its initial stages, and request a quote for your job. Although our design and production services are offered free of charge, there are costs associated with the actual printing of the job. We accept many forms of digital files and camera-ready copy. When submitting your digital design, we also request a hard copy, as well as a PDF for digital services.

### **How to submit a request**

For assistance, just fill out a request form, including the appropriate signatures and charge codes. This form can either be picked up in our office or downloaded at [www.fredonia.edu/publications](http://www.fredonia.edu/publications). Simply complete it, attach your materials, and return it to our office. If any design work is requested, an electronic plain text file is needed for all written copy. We cannot accept copy that is not provided in this manner.

After we receive everything we need for your project and have an initial meeting with you if needed, your project will begin. An e-mail 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 print shop. 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 delivery needs. Our office can review your request and discuss a reasonable timeframe.

### **Using official SUNY Fredonia logos**

To request an official electronic SUNY Fredonia logo, e-mail [bonny.chruscicki@fredonia.edu](mailto:bonny.chruscicki@fredonia.edu) or [paula.warren@fredonia.edu](mailto:paula.warren@fredonia.edu). Please indicate which version is needed (i.e., vector or jpeg; black & white logo with grey seal, or blue logo with grey seal) and its intended use, so that we can supply you with the right format. All reproduction and outside use of the SUNY Fredonia logo, as well as the Blue Devils athletics logo, is controlled by the terms of our Licensing Program. To ensure that you are in compliance, please direct all vendors to Katie Thies, Trademarks and Licensing coordinator, at (716) 673-3417, ext. 6273, or [katie.thies@fredonia.edu](mailto:katie.thies@fredonia.edu).

### **Web services**

For guidelines on web design services, please contact the university webmaster, Jonathan Woolson, at [webmaster@fredonia.edu](mailto:webmaster@fredonia.edu).

### **Policies and procedures**

For further information on policy and procedures for Publication Services along with guidelines for branding and identity standards, please download the PDF listed at the left. Contact our office for further information, 673-3330.

### **Photography**

If you need photos, please contact our campus photographer, Roger Coda, to arrange a session. Also, please visit our searchable online photo gallery at: <http://advancement.fredonia.edu/~advancement/wipha/main.php> to view existing campus photography which you may access with no added permissions and at no cost.

### **Proofreading**

For complex projects, both the customer and our office share responsibility for proofreading. Fact checking is always the responsibility of you, the customer. Proofs are exchanged after every major alteration. Prior to printing, a final proof will be provided and your project must be approved before printing. The job will not be printed without VP or departmental chair/director approval. Once a design is finalized and approved, your job will go to press. Completed print jobs are delivered directly to the customer at the address indicated on the request form.

### **Reprints**

Simple reprints (no changes) or reworks of jobs with minor changes may be sent to us along with a completed Publication Services Request form. No meetings are necessary. Under normal circumstances, simple jobs are completed within a couple of weeks.

### **Letterhead, envelopes and business cards**

Official letterhead and envelopes must be ordered through our office to ensure that proper guidelines are maintained. Business card templates have been provided to designated vendors so that campus guidelines are followed. Contact the Purchasing Department to order business cards.

**Levels of priority**

In order to satisfy the large volume and breadth of campus needs, we have implemented a system through which all publications are assigned a rating which reflects their priority relative to the university.

- LEVEL ONE: Admissions Recruitment, University Catalog, Foundation Campaign Publications, University/Foundation Annual Report;
- LEVEL TWO: Supplemental Recruitment Materials, Orientation Publications, RAC Theater Programs and Advertising, RAC Entertainment Guide (Fall and Spring), Departmental Fact Sheets, Kasling Lecture and President's Award Materials, Career Development Follow-up Studies, Registration Materials, Commencement Program;
- LEVEL THREE: Departmental Newsletters, Departmental Promotional Materials, Gallery Catalogs, Promotional (event) Posters, Other Promotional Materials;
- LEVEL FOUR: Letterheads, Memo Forms and Pads, Internal Forms, Time Sheets, etc.

**Summary of project development stages**

- Plan ahead to ensure your time frame and deadlines
- Meet with us to discuss your print options, design expectations and cost estimates
- Supply written content and provide us with a completed request form
- Review proofs and give final approval
- Approve on- and/or off-campus printing services
- Receive delivered materials to customer specifications
- For questions or help with producing a printed piece, please call or email our office

A strong, clear and consistent visual identity is imperative to project the image of the university. It is also important that all visual messages reflect Fredonia's ideals. Print materials should adhere to certain guidelines to maintain the university's graphic identity. Consistent logo use maximizes public recognition and awareness of SUNY Fredonia. In order to ensure that your printed pieces follow these branding initiatives, our department is available to discuss, review and approve any major piece before it moves into the design or print phase. The following guidelines will help you comply with the brand and provide flexibility within general design principles.

**SUNY Fredonia logo (one- or two-color options)**

The official university color is royal blue (Pantone 286) and white. Official logos can be requested through our office. All university documents must contain the official university logo. The seal cannot be removed or be replaced with any other color. Other options for the logo, including a reversed-out format, should be discussed with the Publication Services office. We recommend that the logo is placed in the lower right-hand corner of the layout with a sufficient amount of white space around the logo, and no smaller than 1.25 inches in width for a standard flyer.



**University name spelled out**

Along with logo placement, we recommend that the full university name be applied to your print publication. The typeface is "Adobe Garamond Pro Regular," using all capital letters on a single line. Letter spacing is loose and spread out according to the dimensions of each project. Point sizes will vary depending on the width of the printed piece. Please follow this example to determine proper usage and create consistency in your branding. You may request to have this artwork e-mailed to you.



**Tagline**

The slogan/tagline, "Where Success is a Tradition," should be used appropriately on official publications to either introduce the university or act as a "sign-off," such as in the return address space. The tagline may be typeset in Univers or Adobe Garamond Pro, and point sizes may range from 9 to 12, depending on the design. The following tagline depicts how to apply it to the address panel. To request a version of the SUNY Fredonia logo, tagline or full name, please e-mail bonny.chruscicki@fredonia.edu or paula.warren@fredonia.edu. Please indicate its intended use, so that we can provide the right format.



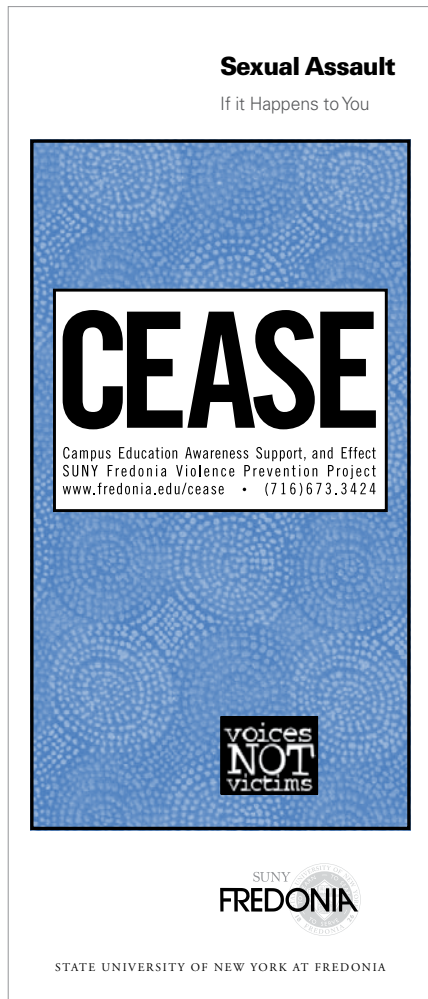
**Typefaces**

The typefaces currently being applied to admissions marketing materials are Adobe Garamond Pro (serif) and Univers LT Std (sans serif) families. As consistency demonstrates a significant part of branding, we ask that the following fonts be used for all marketing publications, all of which can be accessed through our office. Decorative typefaces should be avoided.

ADOBE GARAMOND PRO:	UNIVERS LT STD:
Regular	45 Light
<i>Regular Italic</i>	<i>47 Light Oblique</i>
<b>Semibold</b>	<b>55 Roman</b>
<i>Semibold Italic</i>	<i>55 Oblique</i>
<b>Bold</b>	<b>65 Bold</b>
<i>Bold Italic</i>	<i>65 Bold Oblique</i>
	57 Condensed
	<i>57 Condensed Oblique</i>
	<b>67 Bold Condensed</b>
	<i>67 Bold Cond. Oblique</i>

**Brand development**

The following examples offer a few visual guidelines to SUNY Fredonia’s brand and identity. Each project you develop serves a unique purpose and these standards will assist you to create a consistent brand.



3 PANEL FLYER: Actual point size of the full university name is 7 point.  
Actual size of logo is 1.25.”



ADMISSION BROCHURE: Actual point size of the full university name is 9 point with open letterspacing. Actual size of logo is 1.375.”

Note: Be sure to use sufficient white space surrounding logo.



Here the placement of full university name is in reverse in 12 point type. The official logo is placed on mail/back side of brochure. (See tagline example.)



Example of full name spelled out

### Name of the university

Use “State University of New York at Fredonia” or “SUNY Fredonia” on first reference. After the first reference, just “Fredonia” or “the university” (note lower case u in university) is acceptable. When writing about the athletics department, the use of Fredonia State is acceptable.

### Names of people

INCORRECT: President Dr. Dennis L. Hefner

CORRECT: President Dennis L. Hefner

For faculty, there are two options. If you know the person is a Ph.D (Ed.D., D.M.A.), use Dr.; otherwise, Professor (assistant, associate, etc.) is acceptable.

Also, the initial letters in titles after a name are not capitalized (e.g., David Tiffany, vice president for University Advancement). However, if the title precedes the name, it is capitalized (e.g., Vice President David Tiffany).

### Academic degrees

Bachelor of Science (B.S.) or bachelor’s degree, Master of Science (M.S.) or master’s degree, or Doctor of Philosophy (Ph.D.) or doctoral degree/doctorate.

### Alumni

Due to the awkwardness of using alumni/ae in writing, use the term alumni for a group of graduates of SUNY Fredonia. An individual female is an alumna; an male is an alumnus.

### Acronyms

Unless absolutely necessary, avoid the use of acronyms since they often make the reader feel excluded. If you must use them — especially if it will be used more than once — make sure you spell out the full name of the entity in question within its first reference, followed by the acronym in parentheses. E.g., Student Association (SA); Educational Development Program (EDP).

### When writing about students

When writing about students, identify them according to their year in school, major and hometown. When a story should be sent to a student’s home town newspaper (known as a “hometown,”) more information may be necessary, including name of high school and high school graduation date, and name of parents. Students featured in a “hometown” must fill out a “Hometown Publicity” form, available in the Office of Public Relations in the Foundation House, which must be returned with the story or information to the Public Relations office.

### Dates

- Do not use the year unless it’s a year other than the current one. Exception: printed posters and programs should carry a date for historical/archival purposes.
- Add the day of the week with the date to give more information to the reader.
- Do not abbreviate the months of March, April, May, June and July.
- Do not combine numerals with the suffixes of st, nd, rd, or th (i.e. May 1st is incorrect). Exceptions: describing centuries, such as 20th century; or, if in a proper name, follow the published title.
- When writing about decades, do not include an apostrophe between the year and “s” (e.g., 1990s is correct).

### Times

Note the use of the space after the numeral and periods; noon and midnight do not begin with capital letters.

Examples:

- 8 p.m.
- 11:30 a.m.
- noon (12 a.m. noon is incorrect)
- midnight (12 p.m. midnight is incorrect)

### Use of numerals

Numbers between one and nine are spelled out in most cases. Beyond nine, use the actual numeral. Exceptions: always use numerals to indicate time (with the exception of noon and midnight), percentages in written matter, credit hours, dates and ages.

### Departments/offices

With the exception of proper nouns or adjectives, lower case letters are used for the names of departments/offices, unless it’s the formal name of the department/office. Examples: the history department, the English department, the Department of History, the Office of Admissions, the Counseling Center, the Career Development Office

### Room numbers

Capitalize the “r” in “Room” when it’s used with a figure. Example: Room 169 Fenton Hall

### Credit hours

Always use numerals. The course is worth 3 credit hours.

### Junior/senior

Abbreviate, but don't precede with a comma. Use lowercase when describing a student's academic level.

Examples:

- John Jones Jr.
- John Jones III
- The student is a junior majoring in English.

### Use of the ampersand (&)

This should not be used in place of the word "and" generally.

Exception: if it is part of a formal title or name.

### Semesters/seasons

- Do not capitalize either unless used as a proper noun.  
Examples: A course in public relations will be offered during the fall semester.
- Enrollment for the public relations course to be offered during Fall 2002 is expected to be overwhelming.
- My instructor said that spring is the best time to take a course in tennis.

### Sports

- Check a stylebook for each sport's guidelines (Associated Press, United Press International).
- SUNYAC is the acronym for the State University of New York Athletic Conference
- ECAC is the acronym for the Eastern Collegiate Athletic Conference

NOTE: This style sheet is fashioned after the United Press International and Associated Press.