FREDONIA
STATE UNIVERSITY OF NEW YORK

BRAND GUIDELINES

GUIDELINES ARE BRAND GUARDRAILS.

Every time we communicate — whether it's posting on social media, sending promotional material by mail, or talking with prospective students directly — people form opinions about SUNY Fredonia. Brands are living, breathing things in that way, and they're increasingly hard to control.

The more consistent and confident we are when telling the SUNY Fredonia story, the better our audiences will understand and trust what we have to say. That's why it's so important for all of us to be on the same page about our brand identity — the tangible, real-world system of design and messaging we use every day to tell the world about ourselves.

These guidelines are designed to ensure that all University communications, big or small, are authentic, cohesive reflections of the SUNY Fredonia brand.

Introduction

TABLE OF CONTENTS

FREDONIA
STATE UNIVERSITY OF NEW YORK

BRAND PLATFORM

Section 01

BRAND PLATFORM

Introduction

Our brand platform is our launching pad.

It's the foundation that grounds our perspective, uplifts our people, and amplifies our outcomes.
It defines where we are in the world, and how we impact it.

In other words, it's the foundation on which our work takes shape.

Brand Platform

Based on comprehensive discovery and research, our brand platform reveals the key insights that establish our positioning and guide our brand strategy.

Our Foundation

Foundational elements that may influence the brand strategy.

Our Pillars

Themes showcasing the how and why behind what we do.

Our Voice and Tone

Wherever we are and whoever we're talking to, our personality should always shine through. These five traits drive us and characterize the spirit we bring to every communication, from media placements to press releases.

Our Brand Positioning

The unique value proposition that sets the brand apart from its competitors.

Our Brand Essence

A concise statement that is considered the guarantee upon experience of the brand; the feeling that audiences have when they experience the brand.

FREDONIA
STATE UNIVERSITY OF NEW YORK

Section 01

BRAND PLATFORM

Brand Foundation

FREDONIA
STATE UNIVERSITY OF NEW YORK

Our Foundation

Points of Parity

- Wide range of academic programs
- Faculty expertise and support
- Student support services

Key Discovery Insights

- Fredonia could position itself as the ideal place to create your own path to success.
- Emerging trends, including environmental justice, social justice, social mobility, access and equity, present opportunities for Fredonia.

Differentiators

- Emphasis on the Arts
- Location and natural beauty
- Experiential and high-impact learning opportunities
- Community engagement and service-learning

Key Research Findings

- Establishing Fredonia's brand and prioritizing key messages will help Fredonia break away from the pack of other SUNY competitors and become more distinct with Downstaters.
- Redoubling efforts to foster inclusivity and a welcoming campus will be critical in order to appeal to a more diverse audience and improve the student experience for underrepresented populations.
- Attributes like support services and job placement rates can help combat the misperception that Fredonia's location is isolating.
- Fredonia has an opportunity to differentiate the social mobility message.

Section 01

BRAND PLATFORM

Brand Pillars

Voice and Tone

FREDONIA
STATE UNIVERSITY OF NEW YORK

Brand Pillars

One

Fredonia Forward

Mindset + Culture

We are dedicated to empowering and equipping students to overcome barriers, pursue their passions, and create a brighter future for themselves and their communities. We have an unwavering commitment to fostering an inclusive environment that supports us in our journey forward.

Two

Opportunities Ahead

Campus Life Experiences + Services

As we embark on our journey, we see obstacles as opportunities to reframe, redirect or refocus. We provide academic and social opportunities to anyone whose curiosity drives them to a new discovery.

Three

Expectations Surpassed

Campus Life Experiences + Services

Wherever our discoveries take us, a Fredonian knows that the true measure of success lies in the people, rather than just the product. For us, success is not a destination —it has no end —instead, success evolves as we do.

Brand Voice and Tone

Brave

We are courageous in our identity and in our pursuits.

Open

We embrace where we are in the world and the ideas that are ignited here.

Creative

We build upon our unique perspectives and approach challenges with innovation.

Energetic

We bring an unmatched energy to our efforts.

Supportive

We provide services and strategies for our community to reach success.

Nimble

We respond and adjust to the needs of our community and society.

Section 01

BRAND PLATFORM

Brand Pillars: Messaging Priorities

Brand Pillars

One

Fredonia Forward

Mindset + Culture

We are dedicated to empowering and equipping students to overcome barriers, pursue their passions, and create a brighter future for themselves and their communities. We have an unwavering commitment to fostering an inclusive environment that supports us in our journey forward.

Messaging Priorities

- A passion-fueled environment where dreams gain momentum.
- A campus atmosphere where connection, inclusion, and belonging are part of the cultural fabric.
- Students can create their own path and definition of success because our experience is affordable, accessible, and authentic.

Sample Proof Points

- SUNY Fredonia Strategic Plan Goal: Diversity, Equity, Inclusion, Accessibility & Belonging
- Involvement Opportunities (including Student Organizations, Campus Living & Athletics)
- Student Support Services (including Wellness Services, Care Coordination, Tutoring & Full Opportunity Program)
- "Courses redesigned to meet SUNY's new Diversity framework"

FREDONIA
STATE UNIVERSITY OF NEW YORK

Section 01

BRAND PLATFORM

Brand Pillars: Messaging Priorities

Brand Pillars

(Two)

Opportunities Ahead

**Campus Life Experiences
+ Services**

As we embark on our journey, we see obstacles as opportunities to reframe, redirect or refocus. We provide academic and social opportunities to anyone whose curiosity drives them to a new discovery.

Messaging Priorities

- A university where intellectual curiosity is nourished, and creativity is unlocked through a blend of engaging courses, interactive experiences, and a vibrant community.

- A community that embraces challenges and crafts opportunities to find solutions.

- A vibrant campus experience where every moment is a chance to connect, learn, and thrive.

Sample Proof Points

- SUNY Fredonia Strategic Plan Goal: Academic Excellence

- Multiple Pathways (including Graduate Programs, Certificate Programs, Study Abroad Programs & Multi-award Programs

- "Students awarded $36,000 to fund summer research at SUNY Fredonia"

- "Social emotional learning opportunities focus of Music Education Summit"

FREDONIA
STATE UNIVERSITY OF NEW YORK

Section 01

BRAND PLATFORM

Brand Pillars: Messaging Priorities

Brand Pillars

Three

Expectations Surpassed

Campus Life Experiences + Services

Wherever our discoveries take us, a Fredonian knows that the true measure of success lies in the people, rather than just the product. For us, success is not a destination — it has no end — instead, success evolves as we do.

Messaging Priorities

- A place where the extraordinary becomes the norm.
- Preparing the people who will shape our collective future and redefine what's possible.
- Alumni whose legacy of accomplishment begins and where potential knows no bounds.

Sample Proof Points

- Alumni Career Services
- "Class of 2023 described as the 'strongest, most impactful' class in a long time"
- "Alberto Rey alumni exhibition set to open in Niagara Falls art center"

FREDONIA
STATE UNIVERSITY OF NEW YORK

Section 01

BRAND PLATFORM

Brand Positioning

Brand Essence

Brand Positioning

We lead students to embrace their passions, plans and paths, wherever they go.

Brand Essence

EMPOWER YOUR PASSIONS.

FREDONIA
STATE UNIVERSITY OF NEW YORK

Section 01

BRAND PLATFORM

Audience Profiles:
Prospective Students

Primary Goal or Focus:

- I want a welcoming environment where I can get the support I need to flourish and excel.

Audience Insights:

- Prospective students value high quality support services (health care, housing, food security, etc.) and high job placement rates.
- Messaging about inclusivity significantly increases interest for about half of prospects.
- Messaging around social mobility has broad appeal among prospects.

Prospective Students

Messaging Priorities | **Primary** | **Secondary**

A passion-fueled environment where dreams gain momentum.

A university where intellectual curiosity is nourished, and creativity is unlocked through a blend of engaging courses, interactive experiences, and a vibrant community.

A place where the extraordinary becomes the norm.

A campus atmosphere where connection, inclusion, and belonging are part of the cultural fabric.

A community that embraces challenges and crafts opportunities to find solutions.

Preparing the people who will shape our collective future and redefine what's possible.

Students can create their own path and definition of success because our experience is affordable, accessible, and authentic.

A vibrant campus experience where every moment is a chance to connect, learn, and thrive.

Alumni whose legacy of accomplishment begins and where potential knows no bounds.

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Section 01

BRAND PLATFORM

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Prospective Students

Selected Messaging Priorities

Students can create their own path and definition of success because our experience is affordable, accessible, and authentic.

↓

Craft Your Success Story

Here, you can shape your future the way you want it, making success your own definition.

A passion-fueled environment where dreams gain momentum.

↓

Unlock Your Potential

Your potential knows no bounds here. We offer experiences that ignites your passions and sets you on the path to success.

Voice & Tone

Energetic:
We bring an unmatched energy to our efforts.

Supportive:
We provide services and strategies for our community to reach success.

Considerations

The ultimate decision for underserved students is based on their ability to *meet their most basic needs.*

Fewer than half of Fredonia prospects are considering attending a four-year college (47%), and more than half believe they can be successful without a four-year degree (57%).

FREDONIA
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Section 01

BRAND PLATFORM

Audience Profiles:
Parents of Prospective Students

Primary Goal or Focus:

- I want my student to be safe and find their sense of community while far away from home.

Audience Insights:

- Parents respond favorably to messaging related to a strong sense of community.
- Parents say they desire a safe and welcoming environment for their students.

Parents of Prospective Students

Messaging Priorities | **Primary** | **Secondary**

A passion-fueled environment where dreams gain momentum.

A university where intellectual curiosity is nourished, and creativity is unlocked through a blend of engaging courses, interactive experiences, and a vibrant community.

A place where the extraordinary becomes the norm.

A campus atmosphere where connection, inclusion, and belonging are part of the cultural fabric.

A community that embraces challenges and crafts opportunities to find solutions.

Preparing the people who will shape our collective future and redefine what's possible.

Students can create their own path and definition of success because our experience is affordable, accessible, and authentic.

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Section 01

BRAND PLATFORM

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FREDONIA
STATE UNIVERSITY OF NEW YORK

Parents of Prospective Students

Selected Messaging Priorities

A passion-fueled environment where dreams gain momentum.

A community that embraces challenges and crafts opportunities to find solutions.

↓

↓

Passions Ignited

This is where passion transforms into purpose. We provide a place where dreams gain the momentum needed for success.

Nurturing Dreams. Fostering Success.

We're a community that thrives on challenges, turning them into opportunities. Your child's future begins here.

Voice & Tone

Supportive:
We provide services and strategies for our community to reach success.

Nimble:
We respond and adjust to the needs of our community and society.

Considerations

Parents outside the Upstate region are *less likely to have heard* of SUNY Fredonia.

Section 01

BRAND PLATFORM

Audience Profiles:
Guidance Counselors

Primary Goal or Focus:

- I want to recommend a college that best aligns with my students' goals.

Audience Insights:

- Counselors say programs/majors and cost are the top considerations for their students in choosing a college, but culture as it relates to DEI is also important.
- Counselors cite small classes, personal attention, academic options, student support, and costs as strengths of Fredonia.
- Counselors mention lack of academic rigor, limited exposure and awareness, and location as areas of concern.

Guidance Counselors

Messaging Priorities   **Primary**   **Secondary**

A passion-fueled environment where dreams gain momentum.	A university where intellectual curiosity is nourished, and creativity is unlocked through a blend of engaging courses, interactive experiences, and a vibrant community.	A place where the extraordinary becomes the norm.
A campus atmosphere where connection, inclusion, and belonging are part of the cultural fabric.	A community that embraces challenges and crafts opportunities to find solutions.	Preparing the people who will shape our collective future and redefine what's possible.
Students can create their own path and definition of success because our experience is affordable, accessible, and authentic.	A vibrant campus experience where every moment is a chance to connect, learn, and thrive.	Alumni whose legacy of accomplishment begins and where potential knows no bounds.

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STATE UNIVERSITY OF NEW YORK

BRAND PLATFORM

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- Counselors mention lack of academic rigor, limited exposure and awareness, and location as areas of concern.

Guidance Counselors

Selected Messaging Priorities

Students can create their own path and definition of success because our experience is affordable, accessible, and authentic.

Preparing the people who will shape our collective future and redefine what's possible.

Voice & Tone

Supportive:
We provide services and strategies for our community to reach success.

Nimble:
We respond and adjust to the needs of our community and society.

Considerations

Downstate counselors hesitate to recommend Fredonia because they assume the *location* offers fewer opportunities.

Downstate counselors have concerns about Fredonia's location because of distance from home and a general perception that it *lacks internship and career opportunities.*

Supporting Student Aspirations

We empower students to shape their success stories. Join us in guiding your students toward their goals.

Molding Tomorrow's Visionaries

SUNY Fredonia is where we mold the visionaries of tomorrow.

FREDONIA
STATE UNIVERSITY OF NEW YORK

VERBAL LANGUAGE

Section 02

VERBAL LANGUAGE

Introduction

Our Words Matter.

To tell the SUNY Fredonia story authentically across channels, it's essential we keep our verbal language consistent. This involves both what we want to say and how we say it — one without the other isn't authentic or consistent and shouldn't be part of our brand. At the same time, this is a living brand; don't be afraid to allow it to breathe and grow as needs change.

FREDONIA
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Section 02

VERBAL LANGUAGE

Brand Narrative

Our brand narrative serves as a foundation for inspiring what and how we communicate. We use this to guide the evolution of our brand language and inform how we speak about SUNY Fredonia to all audiences.

FREDONIA
STATE UNIVERSITY OF NEW YORK

Every Fredonian stands on **uncommon ground.**

It fuels your talent. It ignites your actions. It empowers your truest nature.

Because SUNY Fredonia is designed to nourish and feed that part of you.

A state university where everyone knows you by name, and affordable education meets private learning experience.

Where the **extraordinary** — the **exceptional** — the **uncommon** — feel most at home.

Together we're The **Bright,**

The **brilliant,** The **REMARKABLE,**

The **unconventional**

**SUNY Fredonia.
And we're keeping it that way.**

Section 02

VERBAL LANGUAGE

Language Flex

While Fredonians keep it unconventional, we like to flex our brand language within verbal conventions. This keeps us consistent while allowing us room to play and grow. While these three structures can work independently or together according to your needs, many applications will call for a branded headline with a subhead that sticks the landing.

FREDONIA
STATE UNIVERSITY OF NEW YORK

KEEP IT _____. STAY _____. BE _____.

Brand Example
Keep it unconventional.
Stay passionate.
Be Fredonian.

School of Music Example
Stay on beat.
Start your music career here.

Academics Example
Keep it professional.
Earn your bachelor's and
master's degrees in 5 years.

School of Business Example
Be a mover and shaker.
Excel in business at
SUNY Fredonia.

Section 02

VERBAL LANGUAGE

Language Flex — "KEEP"

Keep it unconventional. Keep it real.

Use our "Keep It" formulation to reinforce and affirm whatever quality we're highlighting. This formulation is particularly effective in conveying attitudes or approaches. For this line, as for all of our key brand expressions, vivid adjectives with a strong sense of personality work best.

FREDONIA
STATE UNIVERSITY OF NEW YORK

KEEP IT _____. STAY _____. BE _____.

Sample Expressions

Keep it unconventional.   Keep it Fredonian.

Keep it brilliant.   Keep it outrageous.

Keep it remarkable.

Section 02

VERBAL LANGUAGE

Language Flex — "STAY"

We stay unconventional because there's no one we'd rather be.

Use our "Stay" formulation to offer positive affirmation of an existing attitude or quality. This formulation offers a subtle yet meaningful distinction from our "Keep It" formulation. While "Keep It" can be externally-oriented, "Stay" is more introspective, offering opportunities to reinforce the identity of the reader. Intangible yet expressive qualities work best here, allowing us to speak to the full range of qualities Fredonians nurture within themselves.

FREDONIA
STATE UNIVERSITY OF NEW YORK

KEEP IT _____. STAY _____. BE _____.

Sample Expressions

Stay brilliant.

Stay creative.

Stay courageous.

Stay remarkable.

Stay Blue.

Stay passionate.

Stay ingenious.

Section 02

VERBAL LANGUAGE

Language Flex — "BE"

Be the hero of this story. Stay true to everything you are.

Use our "Be" formulation as a rallying cry, calling Fredonians near and far to be true to themselves. This formulation carries a strong sense of identity and forward motion, allowing us to call the reader to action in a way that's identity-affirming and authentic. This formulation offers opportunity to explicitly elevate outcomes, which makes it particularly suited to pairing with either the "Stay" or "Keep It" formulations.

KEEP IT _____. STAY _____. BE _____.

Sample Expressions

Be unconditionally you.

Be unconventional.

Be remarkable.

Be courageous.

Be Blue in all the right ways.

Be Fredonian.

FREDONIA
STATE UNIVERSITY OF NEW YORK

Section 02

VERBAL LANGUAGE

Language Flex — Additional Lines

While all of our brand lines can be completed with similar phrases, each formulation has subtly different meaning — allowing us significant flexibility in speaking to audiences.

KEEP IT _____. STAY _____. BE _____.

Sample Expressions

Keep It Unconventional.

grounded in bettering and broadening our culture, this setup encourages the reader to carry what makes them unique throughout their daily lives in a way that's outward facing.

Stay Unconventional.

rooted in introspective affirmation of identity, this setup celebrates and uplifts the intangible, inward-facing qualities that make the reader who they are.

Be Unconventional.

this setup directly calls the reader to carry their internal motivators and identity into their exterior world — an in-between of our two preceding lines that drives the reader to act.

FREDONIA
STATE UNIVERSITY OF NEW YORK

Section 02

VERBAL LANGUAGE

Voice & Tone

It's important to know the SUNY Fredonia brand personality inside and out when communicating. Copywriting is an extension of that personality in the real world, carried out through a variety of mediums like print, digital, video, and social.

CREATIVE & INSPIRED

Message: SUNY Fredonia is a university for students who approach the world and its challenges differently.

Voiced:
Keep it unconventional. Bring your perspective—we'll show you how it can change the world.

ENERGETIC & UPLIFTING

Message: Our campus community is lively and passionate.

Voiced:
Keep it interesting. Stay joyful. Be dynamic.

SUPPORTIVE & INCLUSIVE

Message: We welcome all students with open arms, regardless of background.

Voiced:
We keep it close-knit. Our unique backgrounds bring us all closer together.

NIMBLE & THOUGHTFUL

Message: Our academics open new paths and respond to a changing world.

Voiced:
Be adventurous. Expand your world at SUNY Fredonia.

OPEN & CURIOUS

Message: Our Western NY campus provides room to grow along with connections to thrive.

Voiced:
Be evolutionary. Find yourself and plan your next move on our 256-acre campus.

BRAVE & DISTINCTIVE

Message: Students are empowered to wholly be themselves and stand out for their unique traits.

Voiced:
Stay true to you. Be forever Blue.

FREDONIA
STATE UNIVERSITY OF NEW YORK

Section 02

VERBAL LANGUAGE

Style Tips

Use these tips to keep your writing efforts concentrated on the task at hand: effectively communicating the SUNY Fredonia brand in ways that are inspirational, accurate, and easy to follow. Your audiences are constantly receiving communications from competing brands and other industries—make it your goal to cut through the noise.

Remember who you are talking to.

- Speak directly to the reader.
- Use "you" language to inspire and empower; help them imagine the role SUNY Fredonia can play in their lives.
- Engage with intriguing and detailed stories.

What is the impact?

- What are the career outcomes?
- How did their Fredonia education expand Blue Devils' worlds?
- How engaged is the alumni network?
- Communicate the impact of a SUNY Fredonia degree and experience.

Make it actionable.

- Use an active, strong voice to empower and inspire your audience to take the desired action.
- Be clear in direction and what the next step is (request info, apply now, contact admissions, etc.).

Keep it human.

- Our students, faculty, staff, and alumni are the best "examples" of the work we do and what it means to be Fredonian.
- Highlight their stories, their wins, and the challenges they face as part of the SUNY Fredonia story.
- Utilize personal quotes when possible.

Remember the big picture.

- Everything we write should connect back to our wider brand identity and reinforce SUNY Fredonia's brand positioning.
- This consistency solidifies SUNY Fredonia's place in our audience's minds and reminds them why they should care.

FREDONIA
STATE UNIVERSITY OF NEW YORK

Section 02

VERBAL LANGUAGE

Headline Bank

We are the brave, ever curious, ingenious, all empowered, remarkable, passionate Fredonia.

Stay brilliant.
Stay creative.
Stay courageous.
Stay remarkable.
Stay Blue.
Stay passionate.
Stay ingenious.

Be unconditionally you.
Be unconventional.
Be remarkable.
Be courageous.
Be Blue in all
the right ways.
Be Fredonian.

Keep it unconventional.
Keep it brilliant.
Keep it remarkable.
Keep it Fredonian.
Keep it outrageous.

FREDONIA
STATE UNIVERSITY OF NEW YORK

IDENTITY

Section 03

IDENTITY

Introduction

Because our identity represents SUNY Fredonia at its highest level, it's vital to our brand.

Our logo acts as a signature, an identifier and a stamp of quality. And it should always be the most consistent component in our communications.

FREDONIA
STATE UNIVERSITY OF NEW YORK

Concept

The logo elevates the Fredonia name to increase awareness and improve the university's positioning in the minds of its various audiences. The type style communicates bold, collegiate pursuits. The logo incorporates a pair of three-dimensional 'F's—one white and one reversed in blue—coming together to form a structure in the style of the campus' iconic I.M. Pei architecture. At the top and right of the logo, the converging Fs form a mortarboard and tassel, emphasizing the institutional commitment to strong graduation rates. The converging Fs also naturally form arrow-like visuals. These suggest the progress and transformation Fredonia students experience, as well as the leadership role the university takes in the community and the economic impact it has on the region.

FREDONIA
STATE UNIVERSITY OF NEW YORK

Section 03

IDENTITY

The Fredonia Logo

The university logo consists of the symbol, university name, and State University of New York. It must be treated as one unit. The proportion and spacing of the elements are not to be altered in any way. "Fredonia," and "State University of New York," are typeset using the font "Neutraface 2 Display." The logo is available in a number of configurations. Digital files are available for all configurations. The logo is to be reproduced only from one of these approved files. The logo is the preferred identifier for the covers of all visual communications.

The university logo is available for download at fredonia.edu/brand.

Minimum Size Requirements

The university logo must not be scaled below 1.5 inches wide for the one-line logo and 1.25 inches wide for the stacked version. The "State University of New York" becomes illegible at small sizes.

Stacked Logo
1.25"

One-Line Logo
1.25"

Section 03

IDENTITY

Logo Variations

Horizontal Logo - One Line

2 Color: Blue PMS 286
& Black preferred

1 Color: Blue PMS 286

1 Color: Black

1 Color: Reverse logo with
Blue PMS 286 background

Vertical Logo - Stacked

2 Color: Blue PMS 286
& Black preferred

1 Color: Blue PMS 286

1 Color: Black

1 Color: Reverse logo with
Blue PMS 286 background

IDENTITY

Section 03

Logo Variations — Exceptions to the Rule

FREDONIA
STATE UNIVERSITY OF NEW YORK

Fredonia Logo — Removed "State University of New York" Lettering

FREDONIA

This version of the logo is ONLY PERMITTED for use on internal documents/websites that will not be seen by the general public. Permissions and approvals are required from Marketing and Communications.

Fredonia Logo — Removed "State University of New York" Lettering and Brandmark

FREDONIA

This version of the logo is ONLY PERMITTED when approved by Marketing and Communications. This version is not approved for general use.

Fredonia Brandmark (or Symbol) — Independent of "Fredonia" or "State University of New York" Lettering

This version of the logo is ONLY PERMITTED when used in conjunction with the official logo on the same document or item, in spaces on the Fredonia campus, or when approved by Marketing and Communications.
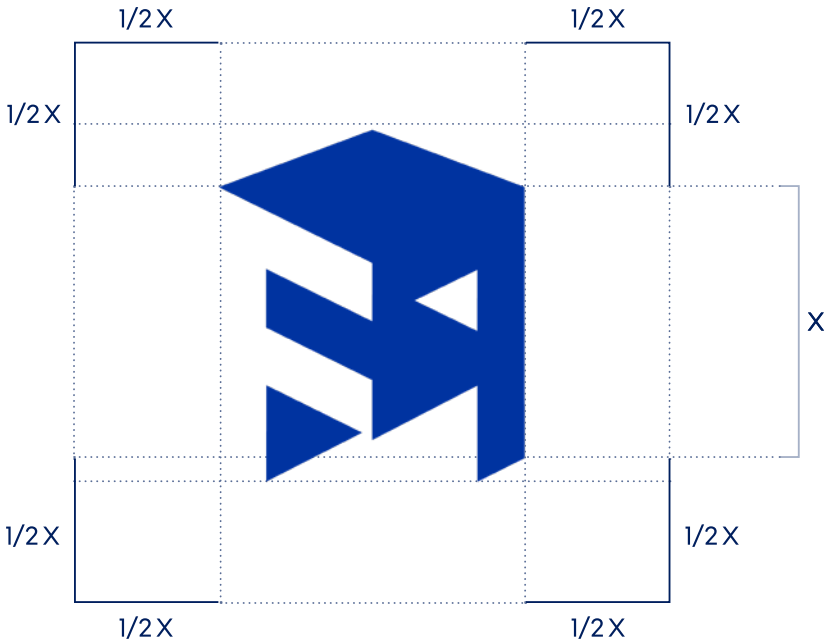
Section 03

IDENTITY

Spacing & Clear Zones

To achieve maximum impact and legibility, clear space must be maintained around the logo. The logo may be placed onto images, but no other graphic elements, typography, rules or images should appear inside this clear space.

FREDONIA
STATE UNIVERSITY OF NEW YORK

Spacing & Clear Zones

Section 03

IDENTITY

Unacceptable Logo Usage

The Fredonia logo has been designed for use under a wide variety of circumstances that allow a great deal of flexibility. However, there are limitations to its presentation in order to maintain the integrity of the brand. The logo may not be distorted, angled or altered, nor may it be presented on colors that are too light or bright to allow for quick recognition of the mark.

Scale the logo proportionately to maintain its form by holding down the shift key while clicking and dragging to increase or decrease the logo size.

DO NOT warp the logo.

DO NOT stretch or squish the logo.

DO NOT distort the logo.

DO NOT place any patterns in or behind the logo.

DO NOT manually change the color of the logo.

DO NOT manually change the color of the logo.

DO NOT distort or warp the logo.

DO NOT change the spacing of the logo elements.

FREDONIA
STATE UNIVERSITY OF NEW YORK

Section 03

IDENTITY

Stationery

The Marketing and Communications department has an agreement with Alfred State University, following the SUNY Shared Services initiative, to produce all university letterhead, envelopes and business cards for Fredonia.

To order, visit: http://v2.printsys.net. Contact *creative@fredonia.edu* to receive the login and password.

Stationery

Letterhead

FREDONIA
STATE UNIVERSITY OF NEW YORK

Envelope

FREDONIA
STATE UNIVERSITY OF NEW YORK

DEPARTMENT NAME
Street Address
Fredonia, NY 14063
fredonia.edu/url
000000.00

DEPARTMENT NAME
Street Address   XXX Building Name   Fredonia, NY 14063   T 716.673.XXXX   **fredonia.edu/url**

Business Card

FREDONIA
STATE UNIVERSITY OF NEW YORK

Name Lastname
Title
Name.Lastname@fredonia.edu
www.fredonia.edu

T 716.673.XXXX
C 716.673.XXXX

DEPARTMENT
Room, Building
Street Address
Fredonia, NY 14063

MISSION

Fredonia educates, challenges, and inspires students to become skilled, connected, creative, and responsible global citizens and professionals. The university enriches the world through scholarship, artistic expression, community engagement, and entrepreneurship.

FREDONIA
STATE UNIVERSITY OF NEW YORK

Section 03

IDENTITY

University Seal

Print Backgrounds

- The seal should not be reversed out of a background.

- When using the seal with a background color, white should show behind the seal.

- When printing on a colored stock, the stock color will show through the seal. For this reason, only light-colored stocks should be used.

Special print techniques

The seal may be embossed, engraved, or foil stamped on paper. It may also be etched in metal, glass, or stone.

Minimum Size

The seal should not be reduced below 3/4" diameter.

University Seal

The university seal is a simplified version of the New York State seal. The seal is restricted for use on official university materials such as certificates and medallions.

The seal can be reproduced in black, PMS 286 - Fredonia Blue, PMS 877 - metallic silver or PMS 872 - metallic gold.

Silver - PMS 877

Blue - PMS 286

Gold - PMS 872

Seal Reversed - Limited Use

Section 03

IDENTITY

Email Signature

Email Signature

All faculty and staff email signatures must display their university affiliation consistent with the following standards.

Example

Name Lastname (she/her/hers) - (optional pronoun designation)
Title
Department
State University of New York at Fredonia

FREDONIA
STATE UNIVERSITY OF NEW YORK

o 716.673.XXXX
c 716.673.XXXX (optional cell phone)

fredonia.edu/department
@FredoniaU (optional social media)

Campus Address, Building
Street Address
Fredonia, NY 14063

Logo in Email Signature

The use of the approved 2-color logo is acceptable for university email signatures. The logo should not be altered in any way from the original.

We encourage all employees to include the logo within their email signatures.

- To do so, open the "Settings" tab in your gmail account, select "Settings" from the drop-down menu, and scroll down to the Signature box.

- Place your cursor where you want the logo to appear (as well as any name, title, phone, email, etc. text), and click "Insert Image."

- DO NOT paste the actual logo into the signature. Instead, paste this link into the URL window: http://home.fredonia.edu/sites/default/files/logos/Logo_Stacked_Email-Signature.png

- When finished, click "OK," and "Save Changes."

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Section 03

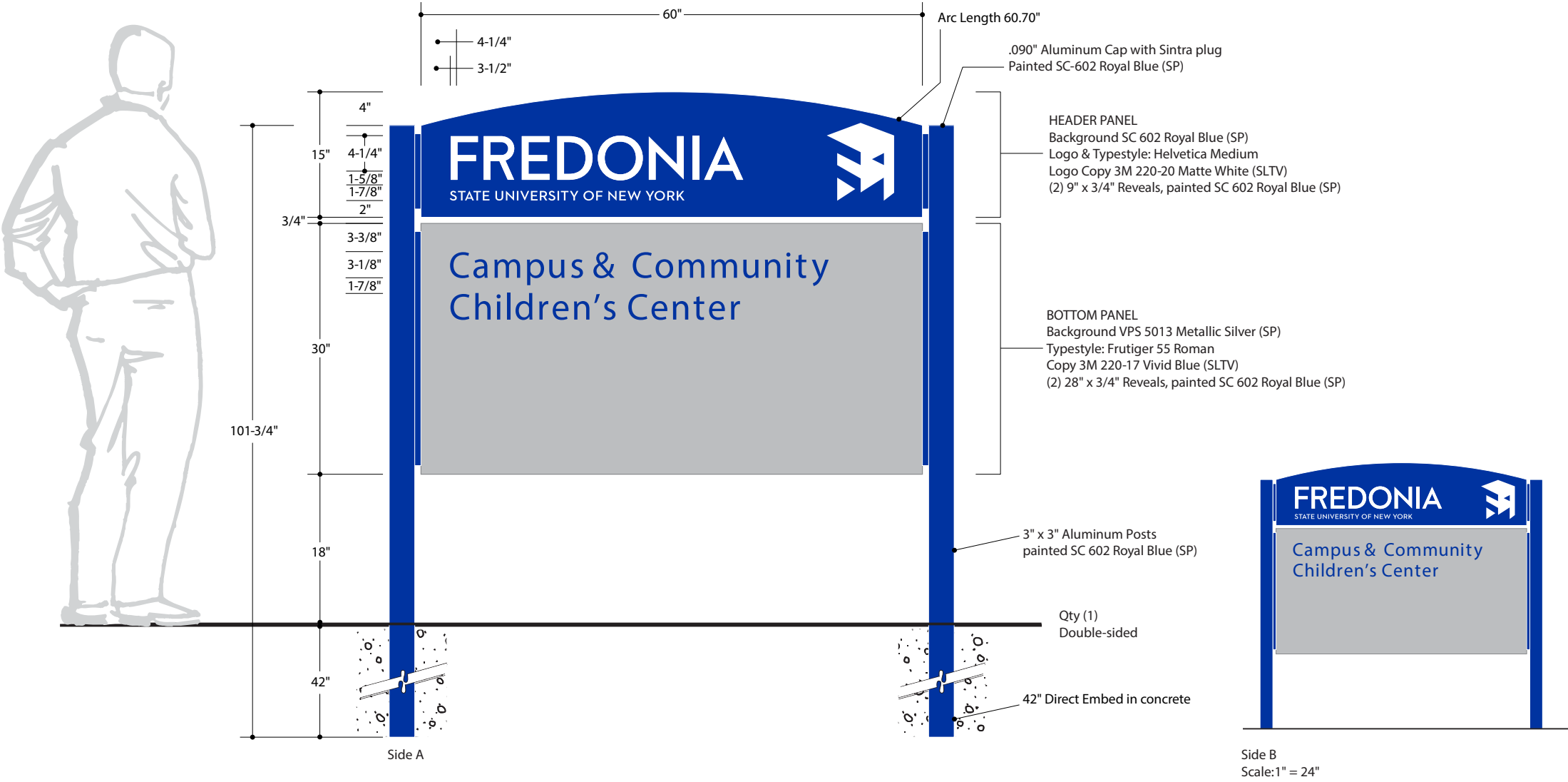# IDENTITY

Campus Directional Signage

All campus signs should be ordered through Facilities Services at (716) 673-3452 or email *facilities@fredonia.edu*.

Campus Directional Signage

The standard for exterior directional signage consists of a blue and gray sign with white lettering at the top arch and blue lettering on gray background for the main sign.

Typefaces approved for use on campus signage:

- Fruitiger
- Vectora LT Pro

60"

Arc Length 60.70"

4-1/4"
3-1/2"

.090" Aluminum Cap with Sintra plug
Painted SC-602 Royal Blue (SP)

4"

15" 4-1/4"
1-5/8"
1-7/8"
2"
3/4" 3-3/8"
3-1/8"
1-7/8"

HEADER PANEL
Background SC 602 Royal Blue (SP)
Logo & Typestyle: Helvetica Medium
Logo Copy 3M 220-20 Matte White (SLTV)
(2) 9" x 3/4" Reveals, painted SC 602 Royal Blue (SP)

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Campus & Community
Children's Center

BOTTOM PANEL
Background VPS 5013 Metallic Silver (SP)
Typestyle: Frutiger 55 Roman
Copy 3M 220-17 Vivid Blue (SLTV)
(2) 28" x 3/4" Reveals, painted SC 602 Royal Blue (SP)

30"

101-3/4"

18"

3" x 3" Aluminum Posts
painted SC 602 Royal Blue (SP)

Qty (1)
Double-sided

42"

42" Direct Embed in concrete

Side A

FREDONIA
STATE UNIVERSITY OF NEW YORK

Campus & Community
Children's Center

Side B
Scale:1" = 24"

Section 03

IDENTITY

Freddy Blue Devil Illustrations

The Freddy Blue Devil illustrations **may be used** to represent clubs or intramural sports teams, or by individuals employed by the college, or college affiliates such as Student Association or Faculty Student Association.

Approval of final usage can be obtained by contacting *creative@fredonia.edu*.

Freddy Blue Devil Illustrations

Freddy Blue Devil is approved for use on campus print and digital materials to enhance the Fredonia brand. To obtain the Freddy Blue Devil artwork, sign up for access to the Fredonia Photo Library.
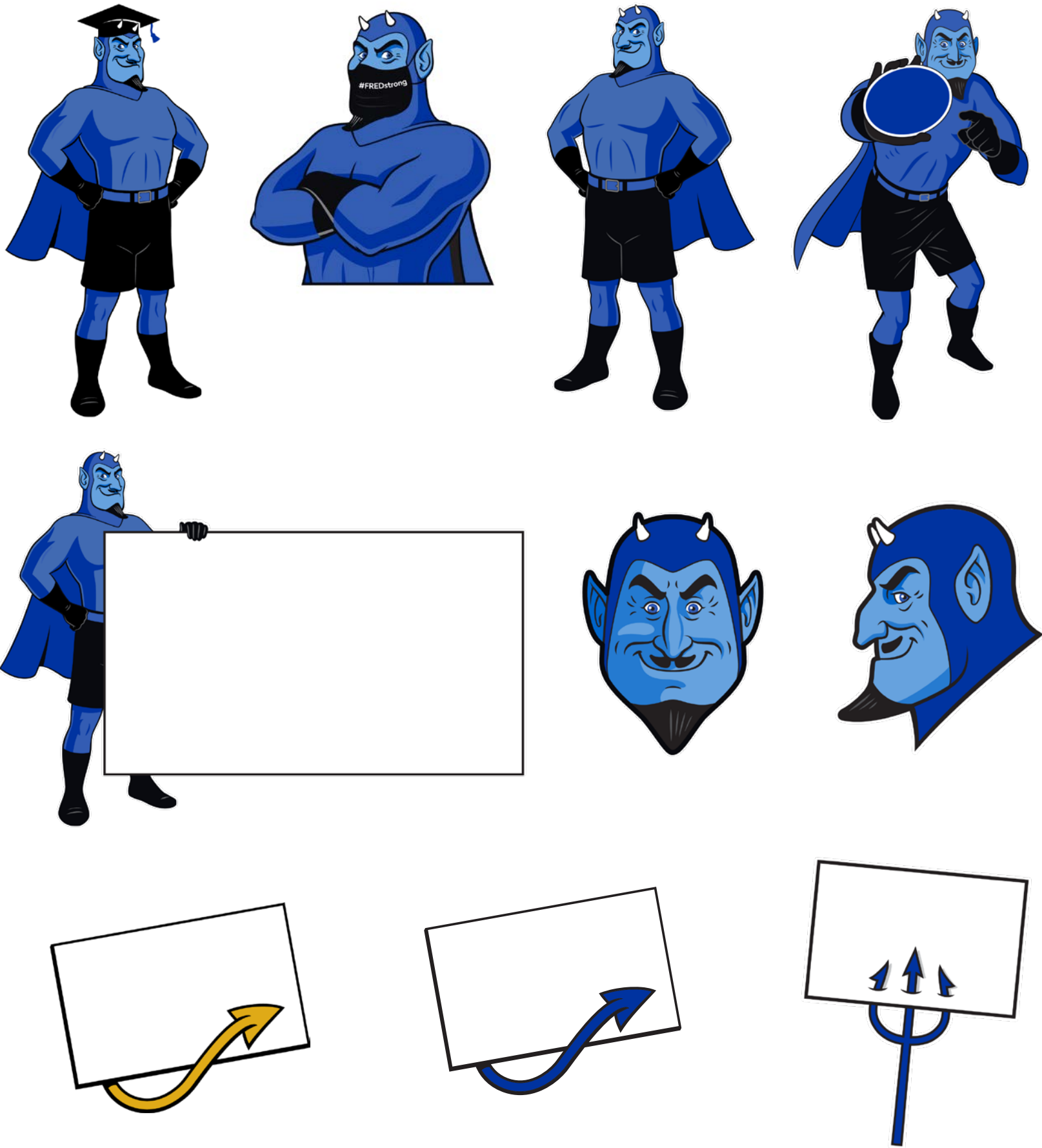
Section 03

IDENTITY
FREDONIA STATE ATHLETICS

Primary Athletics Logo

Athletic Team Logos

To obtain the trademarked Fredonia State Athletics logos, or usage approval contact *creative@fredonia.edu*.

Fredonia State Athletics

Primary Athletics Logo

Athletic Team Logos

IDENTITY
FREDONIA STATE ATHLETICS

Secondary Athletics Logos

- V-nect Blue Devil
- Devil-Only
- Wordmark
- Wordmark-stacked
- Blue Devil Wordmark

Athletic Color Palette

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STATE UNIVERSITY OF NEW YORK

Fredonia State Athletics - Secondary Logos

V-neck Blue Devil

Wordmark

Wordmark-stacked

Devil-Only

Blue Devil Wordmark

Athletics Color Palette

The primary athletics logo is blue, white, black and yellow, against a white background.

PMS 285
Athletics Blue

CMYK - 89/43/0/0
RGB - 0/114/206
HEX - #3A75C4

PMS 124
Athletics Yellow

CMYK - 0/27/100/6
RGB - 224/170/15
HEX - #E0AA0F

Process Black

CMYK - 0/0/0/100
RGB - 0/0/0
HEX - #000000

VISUAL LANGUAGE

Section 04

VISUAL LANGUAGE

Primary Color Palette

These colors have been chosen not only to specifically represent SUNY Fredonia, but to work together in harmony.

NOTE

Use CMYK conversions as shown.
Do not use Bridge conversion.

Primary Color Palette

These colors should make up about 65% of the palette for any particular communication.
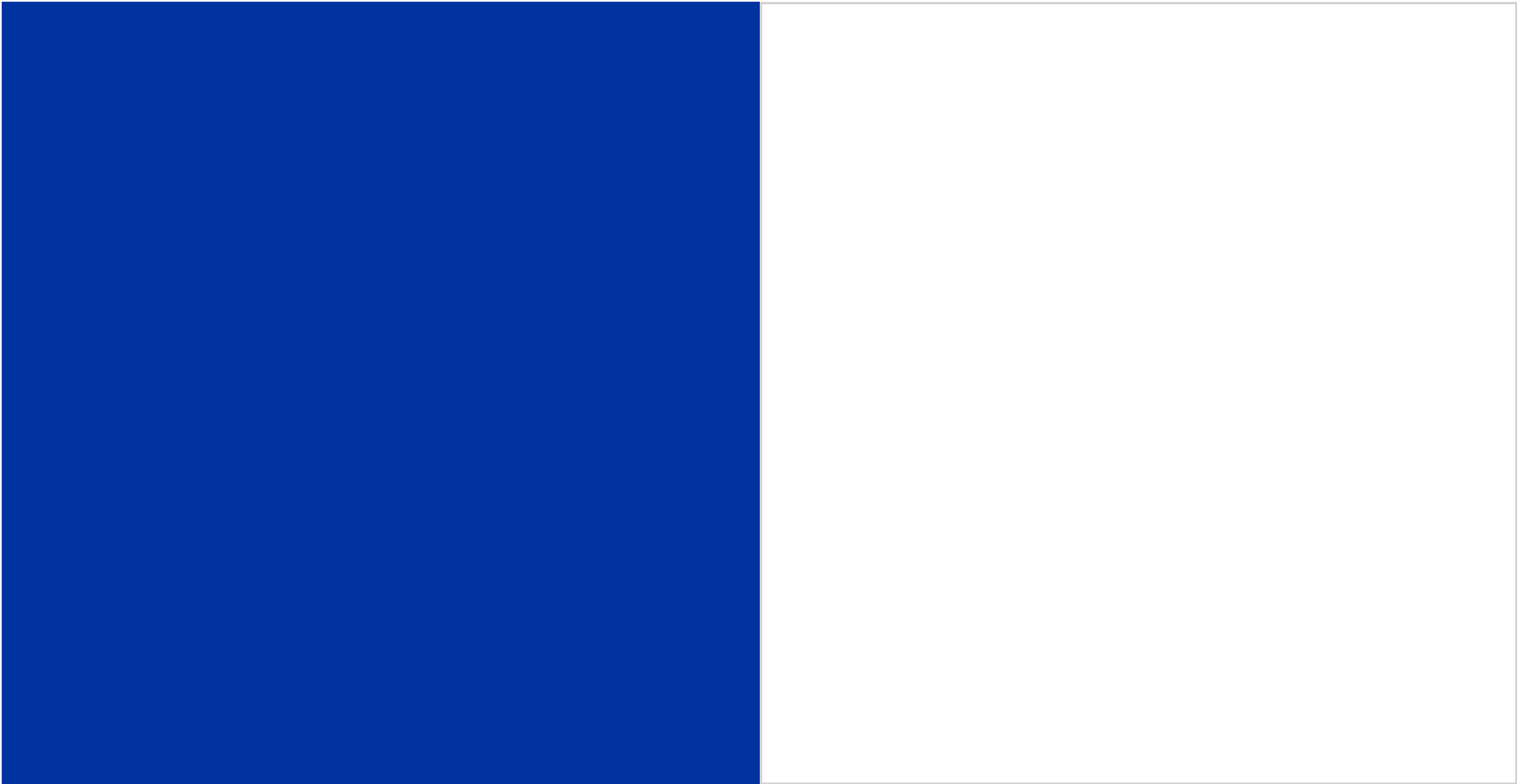
PMS 286
Fredonia Blue
CMYK - 100/75/0/0
RGB - 0/51/160
HEX - #0033A0

White

FREDONIA
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Section 04

VISUAL LANGUAGE

Secondary Color Palette

These colors have been chosen not only to specifically represent SUNY Fredonia, but to work together in harmony.

NOTE

Use CMYK conversions as shown.
Do not use Bridge conversion.

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Secondary Palette

All together, these colors should make up about
35% of the palette for any particular communication

PMS 290	PMS 2221	PMS 281	PMS 7416	PMS 7626	PMS 380	PMS Cool Grey 10C	PMS Cool Grey 2C
Light Blue	Teal	Navy	Orange	Red	Lime	(Dark Grey)	(Light Grey)
CMYK - 26/6/0/0	CMYK - 80/31/31/1	CMYK - 100/93/31/30	CMYK - 6/72/65/0	CMYK - 15/93/94/5	CMYK - 18/0/84/0	CMYK - 57/46/40/25	CMYK - 14/10/8/0
RGB - 186/218/251	RGB - 43/140/161	RGB - 0/31/95	RGB - 229/107/89	RGB - 199/54/45	RGB - 220/230/76	RGB - 99/102/106	RGB - 208/208/206
HEX - #BADAFB	HEX - #2B8CA1	HEX - #001F5F	HEX - #E56B59	HEX - #C7362D	HEX - #DCE64C	HEX - #63666A	HEX - #D0D0CE

Section 04

VISUAL LANGUAGE

Color Palette Usage Ratios

Our SUNY Fredonia Blue and white should be used more than any other colors in the palette. The secondary colors are meant to act as complements to the main color palette.

The recommended ratio of use for all colors in the palette is shown here.
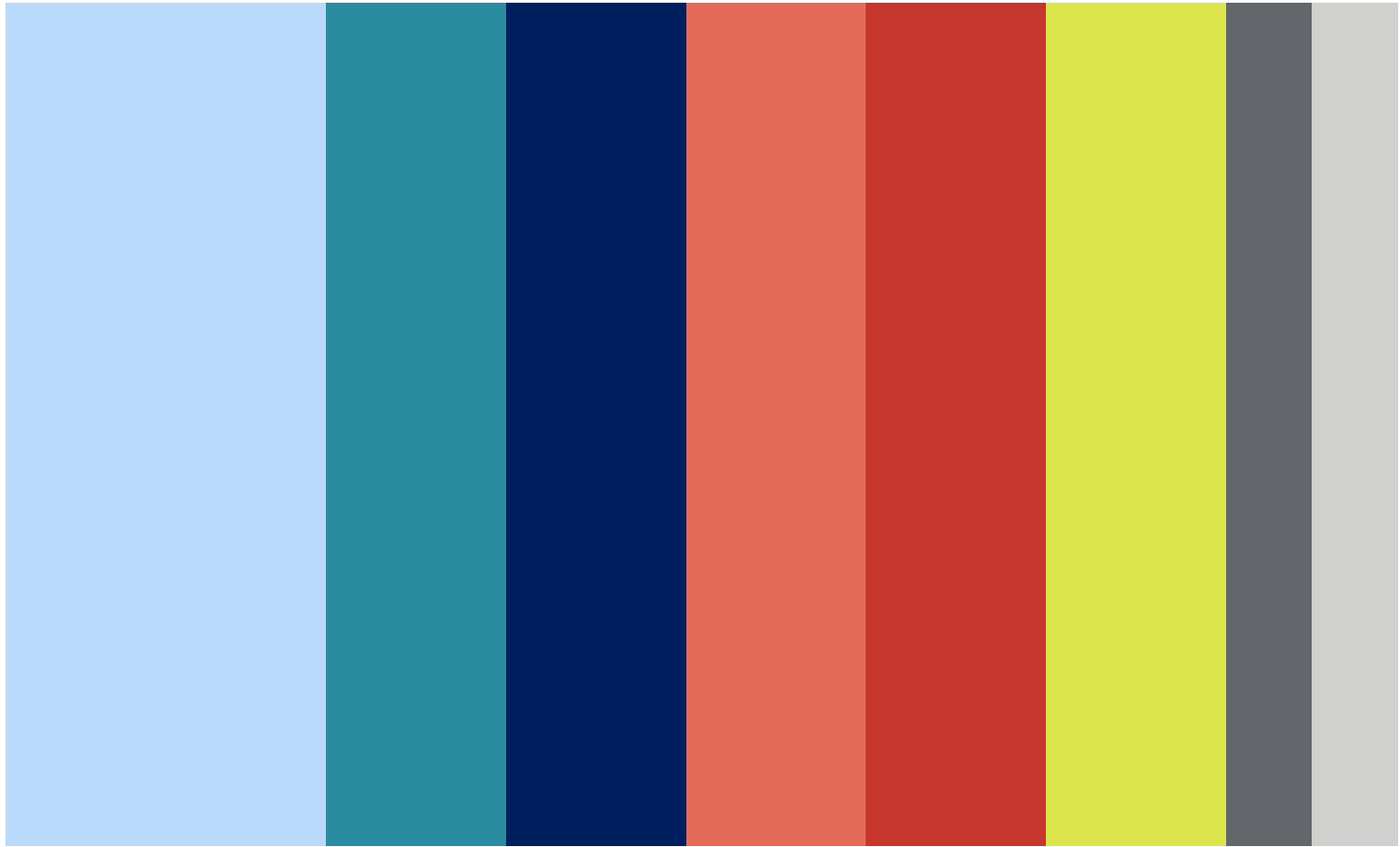
Primary Palette

These colors should make up about 65% of the palette for any particular communication.
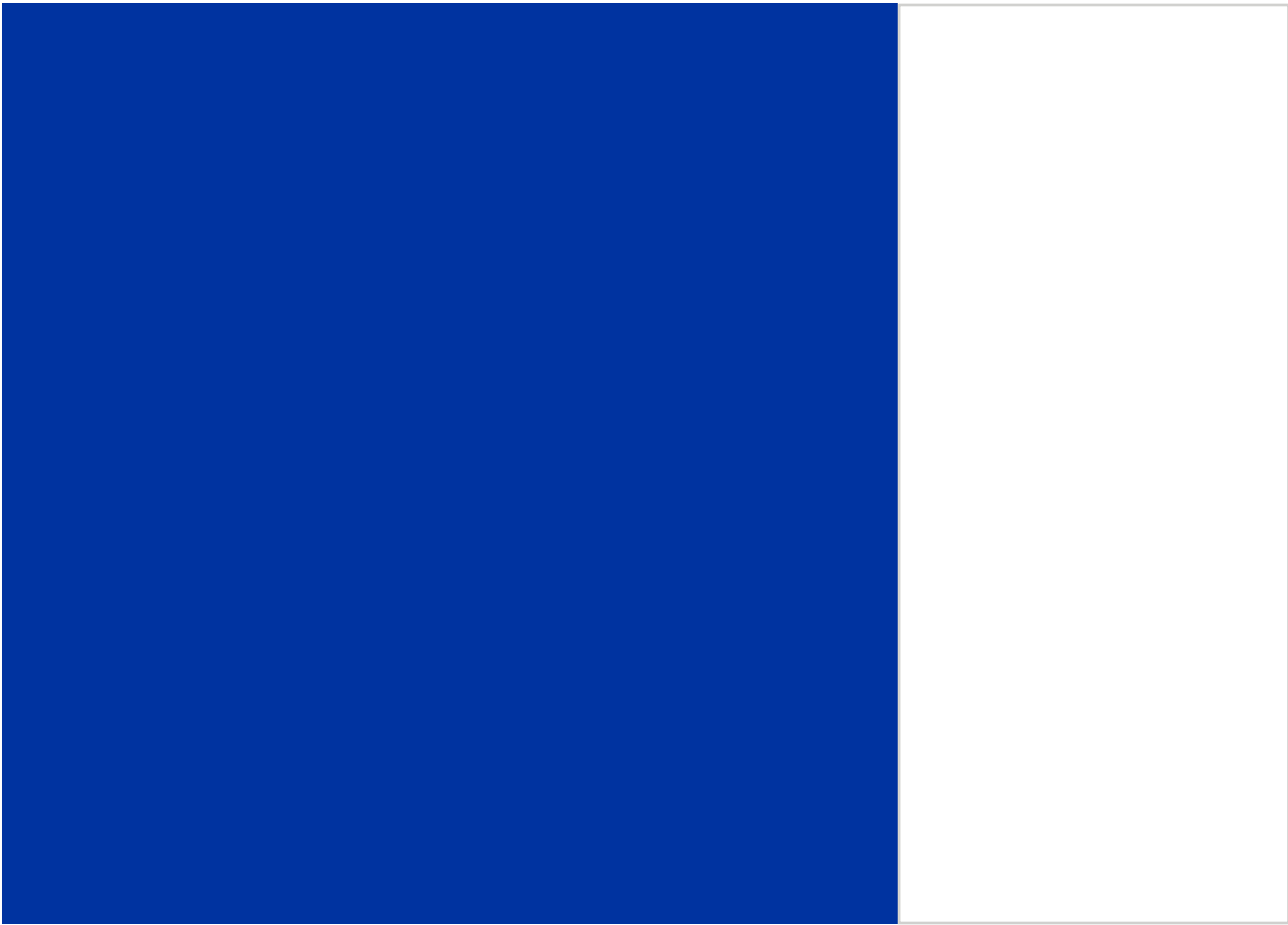
Institutional, Formal

Secondary Palette

All together, these colors should make up about 35% of the palette for any particular communication.

Enrollment, Admissions, External Marketing

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Section 04

VISUAL LANGUAGE

Color Palette Accessibility

Web Content Accessibility Guidelines (or WCAG) ensure that web content is available for audiences with disabilities. In order to ensure accessibility for all readers, check to see that the color of the background and foreground (text) has sufficient contrast (note: this does not apply to graphics, patterns, or print materials).

For more information, visit contrast-grid.eightshapes.com.

Background \ Text	#FFFFFF	#0033A0	#BADAFB	#2B8CA1	#001F5F	#E56B59	#C7362D	#DCE64C	#63666A	#D0D0CE
White #FFFFFF		AAA 10.6	DNP 1.4	AA18 3.9	AAA 15.4	AA18 3.1	AA 5.2	DNP 1.3	AA 5.7	DNP 1.5
#0033A0	AAA 10.6		AAA 7.3	DNP 2.7	DNP 1.4	AA18 3.3	DNP 2	AAA 7.8	DNP 1.8	AA 6.8
#BADAFB	DNP 1.4	AAA 7.3		DNP 2.7	AAA 10	DNP 2.2	AA18 3.6	DNP 1	AA18 3.9	DNP 1
#2B8CA1	AA18 3.9	DNP 2.7	DNP 2.7		AA18 3.9	DNP 1.2	DNP 1.3	DNP 2.8	DNP 1.4	DNP 2.5
#001F5F	AAA 15.4	DNP 1.4	AAA 10	AA18 3.9		AA 4.8	DNP 2.9	AAA 11.3	DNP 2.6	AAA 9.9
#E56B59	AA18 3.1	AA18 3.3	DNP 2.2	DNP 1.2	AA 4.8		DNP 1.6	DNP 2.3	DNP 1.8	DNP 2
#C7362D	AA 5.2	DNP 2	AA18 3.6	DNP 1.3	DNP 2.9	DNP 1.6		AA18 3.8	DNP 1.1	AA18 3.4
#DCE64C	DNP 1.3	AAA 7.8	DNP 1	DNP 2.8	AAA 11.3	DNP 2.3	AA18 3.8		AA18 4.2	DNP 1.1
#63666A	AA 5.7	DNP 1.8	AA18 3.9	DNP 1.4	DNP 2.6	DNP 1.8	DNP 1.1	AA18 4.2		AA18 3.7
#D0D0CE	DNP 1.5	AA 6.8	DNP 1	DNP 2.5	AAA 9.9	DNP 2	AA18 3.4	DNP 1.1	AA18 3.7	

AAA	Pass, AAA (7+)
AA	Pass, AA (4.5+)
AA18	Pass, Large Text Only (3+)
DNP	Does Not Pass

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Section 04

VISUAL LANGUAGE

Primary Typefaces

Our bold typeface is National 2. This sans serif typeface offers four weights, allowing for wide visual expression *for headlines*. We'll be using different weights to create bold, dynamic headlines that flex to show the whole range of SUNY Fredonia's personality.

A limited number of National 2 licenses are available through Fredonia's Marketing and Communication Department.

Contact *creative@fredonia.edu* for availability.

National 2

National 2 is available to license through Klim Type Foundry.

National 2 Compressed Light

National 2 Compressed Bold

National 2 Compressed ExtraBold

National 2 Narrow Black

GOOGLE FONT REPLACEMENT

When **National 2** is unavailable choose **Roboto Condensed** in its place. (-20 Kerning)

Roboto Condensed is available for download on Google Fonts.

Roboto Condensed Light

Roboto Condensed Medium

Roboto Condensed Extra Bold

Roboto Condensed Black

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Section 04

VISUAL LANGUAGE

Primary Typefaces

Franklin Gothic is a sans serif typeface we use *for body copy and occasional sub-headlines*. Its readability makes it the perfect counterpart to our expressive headlines set in National 2.

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Franklin Gothic ATF

Franklin Gothic ATF is available on Adobe Fonts with an Adobe license.

Franklin Gothic Regular

Franklin Gothic Italic

Franklin Gothic Bold

Franklin Gothic Bold Italic

GOOGLE FONT REPLACEMENT

When **Franklin Gothic** is unavailable, choose **Public Sans** in its place.

Public Sans is available for download on Google Fonts.

Public Sans Regular

Public Sans Italic

Public Sans Bold

Public Sans Italic

Section 04

VISUAL LANGUAGE

Primary Typefaces

Freight Text Pro is a unique serif typeface that we use *exclusively for eyebrow text in the book weight*.

It exists in a pill-shaped outline that grounds it at the top of copy layout.

Freight Text Pro

Freight Text Pro is available on Adobe Fonts with an Adobe license.

Freight Text Pro Book

Freight Text Pro Book

Freight Text Pro Book

In our system, we use Freight Text Pro solely for eyebrow copy. It should always be centered in a rectangle shape with appropriately rounded edges and an outline.

Occasionally we might need to use a solid fill to make sure there is adequate readability of the eyebrow text.

NOTE

When **Freight Text Pro** is unavailable, **Times** or **Times New Roman** should be used in its place.

Times Regular

GOOGLE FONT REPLACEMENT

When **Freight Text Pro or Times** is unavailable, and a Google Font must be used, choose **PT Serif** in its place.

PT Serif is available for download on Google Fonts.

PT Serif

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Section 04

VISUAL LANGUAGE

Typographic Hierarchy

The example hierarchy on this page serves as a guide for how the typefaces in our system can work together cohesively.

NOTE

Here we are showing one example of designing the headline. For more examples of using expressive typography visualization for headlines in this system see pg. 47.

Eyebrows
Freight Text Pro Book / 1 pt. outline
Tracking 0

Titles & Main Headlines
National 2 Compressed Bold
Tracking 0

Subheads & Secondary Headlines
National 2 Compressed Light
Tracking 0

Tertiary Headlines
Franklin Gothic AFT Bold / Regular
Tracking 0

Body Copy
Franklin Gothic AFT Regular
Tracking 0

Call to Action/URL
Franklin Gothic AFT Bold
Tracking 0

Keep It

REMARKABLE

Every Fredonian stands on uncommon ground.

It fuels your talent. It ignites your actions. It empowers your truest nature.

Because SUNY Fredonia is designed to nourish and feed that part of you.

A state university where everyone knows you by name, and affordable education meets private learning experience. Where the extraordinary—the exceptional— the uncommon—feel most at home.

fredonia.edu

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Section 04

VISUAL LANGUAGE

Typography — Leading

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. With our typefaces, text generally looks best with the leading set slightly tighter than the default.

For Headlines

HEADLINE WITH TOO MUCH LEADING.

Too loose.
80 pt. size.
80 pt. leading.

HEADLINE WITH TOO LITTLE LEADING.

Too tight.
80 pt. size.
56 pt. leading.

HEADLINE THAT IS JUST RIGHT.

This is right.
80 pt. size.
68 pt. leading.

For Body Copy

A state university where everyone knows your name, and affordable education meets private learning experience. Where the extraordinary —the exceptional—the uncommon —feel most at home.

Too loose.
18 pt. size.
28 pt. leading.

A state university where everyone knows your name, and affordable education meets private learning experience. Where the extraordinary —the exceptional—the uncommon —feel most at home.

Too tight.
18 pt. size.
18 pt. leading.

A state university where everyone knows your name, and affordable education meets private learning experience. Where the extraordinary —the exceptional—the uncommon —feel most at home.

This is right.
18 pt. size.
22 pt. leading.

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Section 04

VISUAL LANGUAGE

Typography — Tracking

Correct letter spacing, called tracking, also makes the type easier to read. Outside of headlines, text should be tracked slightly looser than the default setting, and optical kerning should be used when it's available.

When working with type, always take the time to make these adjustments

These details make us look professional and greatly improve the readability of our type.

For Headlines

HEADLINE WITH TOO MUCH TRACKING.

Too loose.
80 pt. size.
50 pt. tracking

HEADLINE WITH TOO LITTLE TRACKING.

Too tight.
80 pt. size.
-20 pt. tracking

HEADLINE THAT IS JUST RIGHT.

This is correct.
80 pt. size.
0 pt. tracking

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Section 04

VISUAL LANGUAGE

Photography

Photography is a primary visual tool for our storytelling. It helps to differentiate our brand with a look and style distinctly our own while showing the current and future SUNY Fredonia.

Our photo assets are grouped into several categories: portraiture, hands-on, and campus scenics.

NOTE

Photos should always be used as full-color imagery without layering of monotone/duotone treatments.

Any requests to introduce a different treatment or layering effect should be made to the

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Section 04

VISUAL LANGUAGE

Portraiture

We put the spotlight on students, faculty, alumni, and staff with portrait-style photography. This allows us to capture their personality and unique Fredonia stories. Portraiture should be captured in natural surroundings, candidly with warm and friendly tones. Subjects should feel natural and present.

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Section 04

VISUAL LANGUAGE

Hands-On

Our hands-on photography shows our subjects engaged in real activity and captures hidden moments in the lives of Fredonians. Whether in a lab or on campus, it can give our audience a sense of place and highlight different programs and/or fields of study.

Use bright natural light and a shallow depth of field to consistently depict our subjects. Incorporate students collaborating together to keep our photography rooted in a human element.

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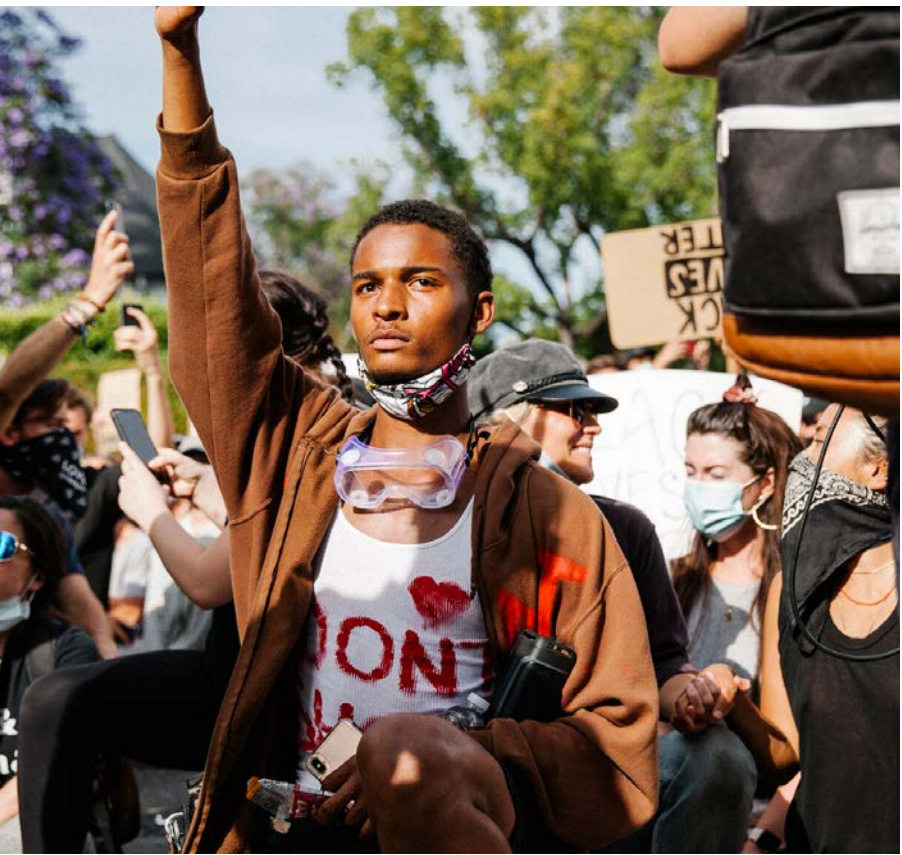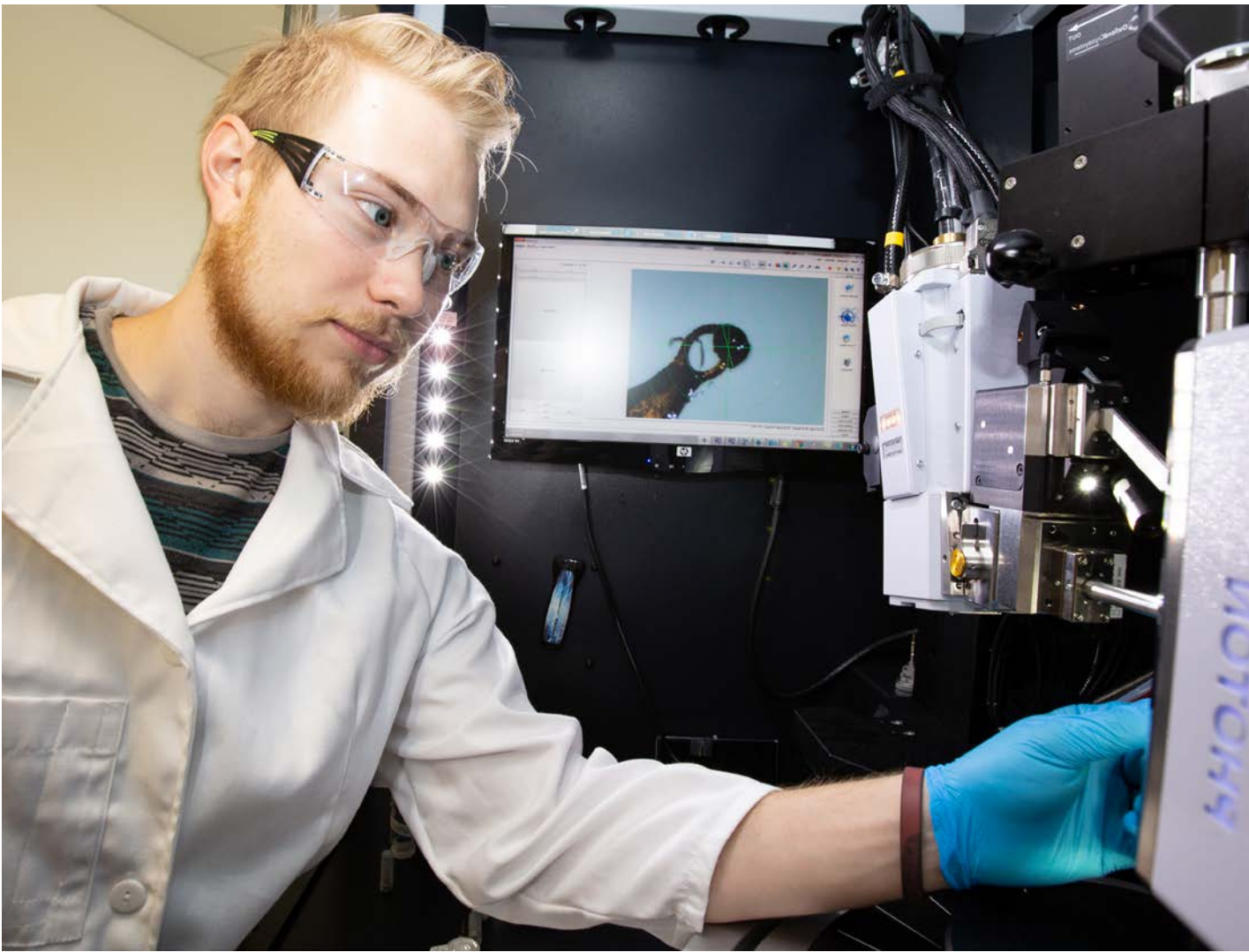
Section 04

VISUAL LANGUAGE

Campus Scenics

We are proud of our location and humbled by our surroundings — so we want to show it in its best light. Literally. Sweeping landscapes of campus or the natural environment should be naturally lit using simple angles to highlight the subject in depth of field. Be sure to use photography from all seasons, not just one.
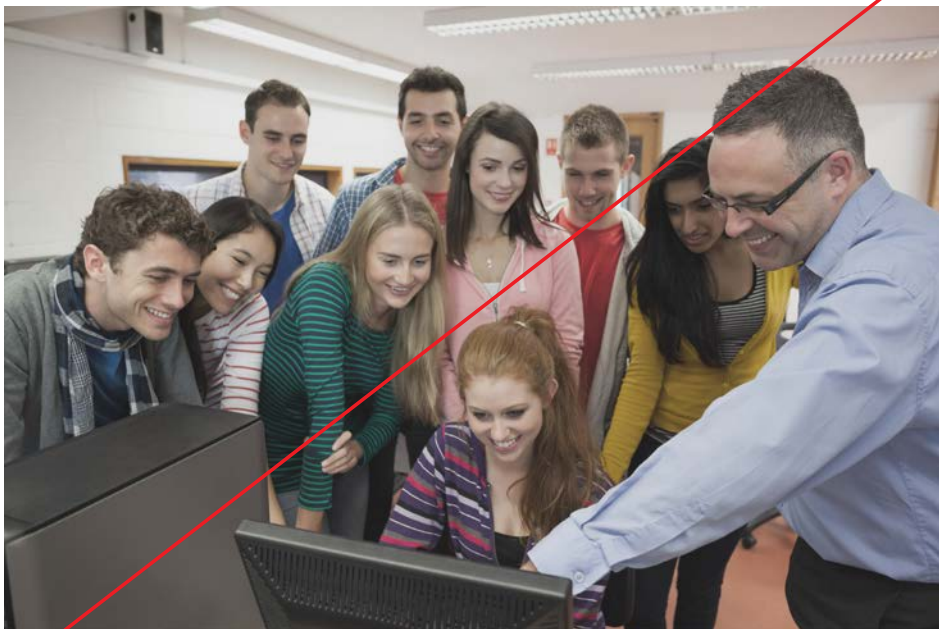
FREDONIA
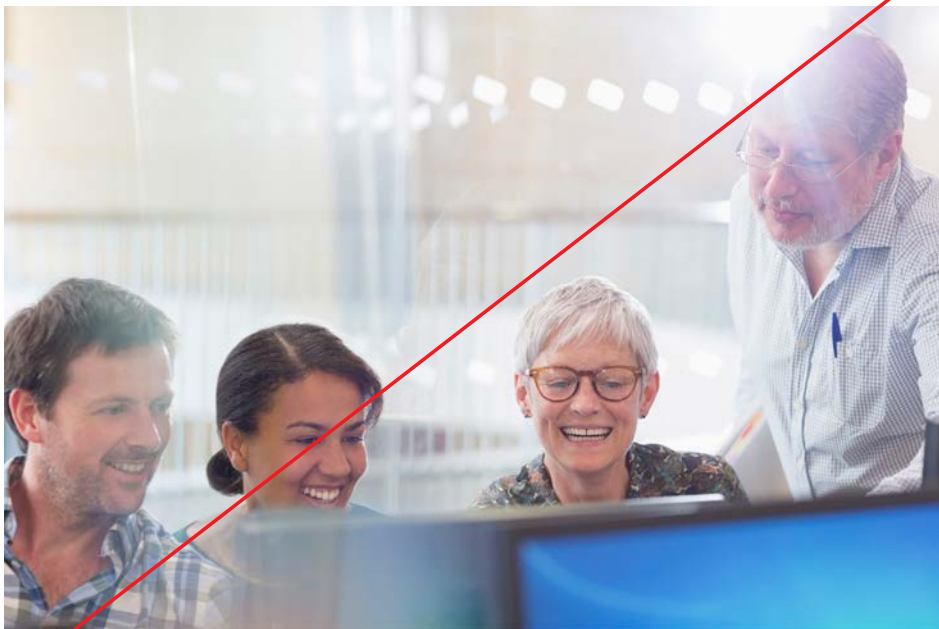STATE UNIVERSITY OF NEW YORK
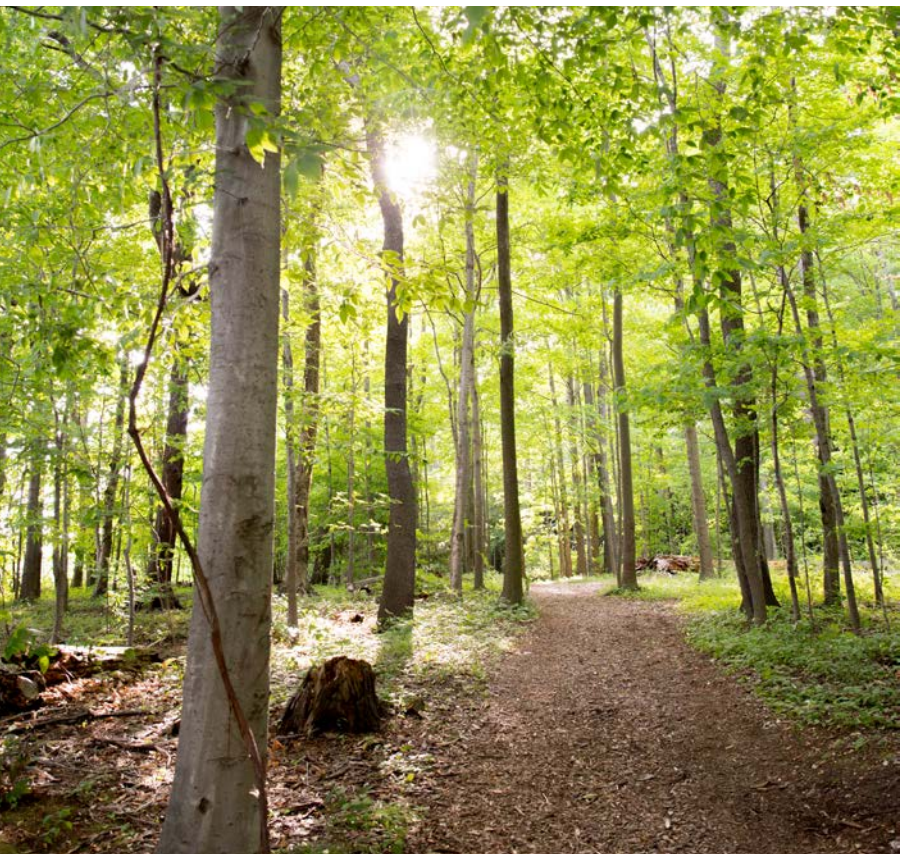
Section 04

VISUAL LANGUAGE

Photography Don'ts

Photography should not be dark, low contrast, or desaturated. In addition, photography should not be overexposed, oversaturated, artificially colored, or appear overly blurry. When possible, try to avoid color overlays.

Overly staged, low contrast

Blurry, overexposed

Artificial lighting

Posed, not candid

Using a color overlay

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fredonia.edu/brand