

SUNY FREDONIA — BRAND REFERENCE GUIDE

LOGO

stacked-logo



one-line-logo



symbol



The Fredonia logo should appear on all printed materials.

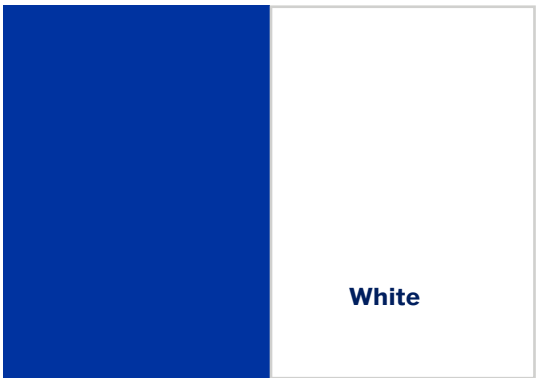
Website URL

The Fredonia website URL should appear on all printed materials:

fredonia.edu
fredonia.edu/visit

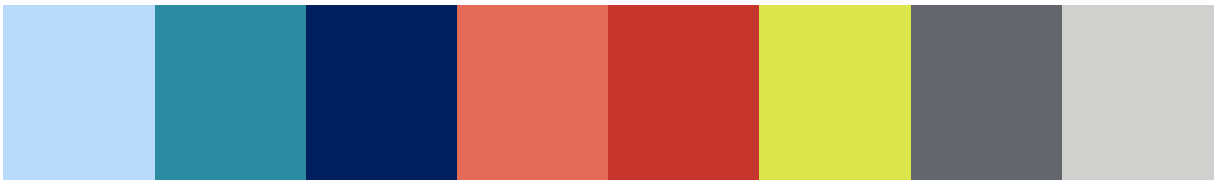
COLOR PALETTE

primary



PMS 286
Fredonia Blue
CMYK -
100/75/0/0
RGB -
0/51/160
HEX -
#0033A0

secondary - used as accent color only



PMS 290
Light Blue

CMYK -
26/6/0/0
RGB -
186/218/251
HEX -
#BADA FB

PMS 2221
Teal

CMYK -
80/31/31/1
RGB -
43/140/161
HEX -
#2B8CA1

PMS 281
Navy

CMYK -
100/93/31/30
RGB -
0/31/95
HEX -
#001F5F

PMS 7416
Orange

CMYK -
6/72/65/0
RGB -
229/107/89
HEX -
#E56B59

PMS 7626
Red

CMYK -
15/93/94/5
RGB -
199/54/45
HEX -
#C7362D

PMS 380
Lime

CMYK -
18/0/84/0
RGB -
220/230/76
HEX -
#DCE64C

PMS Cool
Grey 10C
(Dark Grey)

CMYK -
57/46/40/25
RGB -
99/102/106
HEX -
#63666A

PMS Cool
Grey 2C
(Light Grey)

CMYK -
14/10/8/0
RGB -
208/208/206
HEX -
#D0D0CE

TYPOGRAPHY

Headlines/Accents

National 2 Compressed Light
National 2 Compressed Bold
National 2 Compressed ExtraBold
National 2 Narrow Black

Acceptable replacements:
Roboto Condensed or Arial

Body Text

Franklin Gothic Regular
Franklin Gothic Regular Italic
Franklin Gothic Bold
Franklin Gothic Bold Italic

Acceptable replacements:
Public Sans or Arial

Quotes/Eyebrow/Formal Text

Freight Text Pro Book
Freight Text Pro Book Italic

Acceptable replacements:
Times New Roman or PT Serif