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

4 Concept, Logo, Minimum Size
5 Logo Variations
6 Logo Variations - Exceptions to the Rule
7 Department Logo Lockups
8 Color Palette
9 Unacceptable Logo Usage
10 Printing on Backgrounds
11 Photography, Printing on Photographs
12 Spacing and Clear Zones
13 University Seal
14 Typefaces
15 Stationery
16 Email Signatures
17 Printing and Design Services Policies and Procedures
18 Website
19 Signage
20 Freddy Blue Devil
21 Fredonia State Athletics

Downloads: fredonia.edu/brand

rev 11.09.23
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.

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.

<table>
<thead>
<tr>
<th>STACKED LOGO</th>
<th>ONE-LINE LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.25 in.</td>
<td>1.5 in.</td>
</tr>
</tbody>
</table>
LOGO VARIATIONS

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
LOGO VARIATIONS — EXCEPTIONS TO THE RULE

FREDONIA LOGO - REMOVED “STATE UNIVERSITY OF NEW YORK” LETTERING:

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 WORDMARK
- REMOVED “STATE UNIVERSITY OF NEW YORK” LETTERING AND LOGOMARK:

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

FREDONIA BRAND MARK (OR SYMBOL)
- INDEPENDENT OF “FREDONIA” AND “STATE UNIVERSITY OF NEW YORK” LETTERING:

The brandmark is ONLY PERMITTED for use:
- when used in conjunction with the official logo on the same document or item.
- in spaces on the Fredonia campus.
- when approved by Marketing and Communications.
DEPARTMENT LOGO LOCKUPS

Please contact the Marketing and Communications - Design team to obtain a department logo or detailed guidelines for building lockups at creative.design@fredonia.edu or (716) 673-3375.

ONE-LINE DEPARTMENT LOGO LOCKUPS

ONE-LINE LOGO, 1-LINE LOCKUP

![Fredonia Logo] State University of New York Enrollment and Student Services

ONE-LINE LOGO, 2-LINE LOCKUP

![Fredonia Logo] State University of New York Enrollment and Student Services

STACKED DEPARTMENT LOGO LOCKUPS

STACKED LOGO, 1-LINE LOCKUP

![Fredonia Logo] State University of New York Athletics

STACKED LOGO, 2-LINE LOCKUP

![Fredonia Logo] State University of New York Enrollment and Student Services
## COLOR PALETTE

- The official logo colors are blue **PMS 286** and white for the logomark and black for all type.
- These colors should be used whenever possible. For **4-color** publications there is a **CMYK** version of the logo that replicates **PMS 286** in process inks.
- For publications using 1 or 2 colors, the logo color options are all-blue, all-black and all-white.
- For invitations and note cards, another color option is available: silver can be used for the symbol and type.

### PRIMARY COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 286 - Fredonia Blue</td>
<td>0/0/75/0/0</td>
<td>0/51/160</td>
<td>#0033A0</td>
</tr>
<tr>
<td>Black</td>
<td>0/0/0/100</td>
<td>45/41/38</td>
<td>#000000</td>
</tr>
<tr>
<td>White</td>
<td>0/0/0/100</td>
<td>255/255/255</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>

### SECONDARY COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 280 - Dark Blue</td>
<td>99/69/0/59</td>
<td>1/33/105</td>
<td>#012169</td>
</tr>
<tr>
<td>PMS Cool Grey 2C (Light Grey)</td>
<td>14/10/8/0</td>
<td>208/208/206</td>
<td>#D0D0CE</td>
</tr>
<tr>
<td>PMS Cool Grey 5C (Medium Grey)</td>
<td>28/21/18/1</td>
<td>177/179/179</td>
<td>#B1B3B3</td>
</tr>
</tbody>
</table>

### ACCENT COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 376 - Lime Green</td>
<td>54/0/100/0</td>
<td>139/197/63</td>
<td>#8BC53F</td>
</tr>
<tr>
<td>PMS 1665 - Orange</td>
<td>0/79/100/0</td>
<td>207/59/0</td>
<td>#CF3B00</td>
</tr>
<tr>
<td>PMS Cool Grey 10C (Dark Grey)</td>
<td>57/46/40/25</td>
<td>99/102/106</td>
<td>#63666A</td>
</tr>
</tbody>
</table>

Accent colors can only be used for small accents, ie. rules or bullets.

### PRINT ONLY

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 292 - Fredonia 50% Blue</td>
<td>55/13/0/0</td>
<td>208/208/206</td>
<td>#69B3E8</td>
</tr>
</tbody>
</table>

Fredonia Blue (PMS 286) turns purple when screened 50% or less; PMS 292 should be used to achieve correct color output.
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.

Examples of unacceptable scaling and skewing

Examples of unacceptable use of color

Examples of unacceptable distortion and spacing
PRINTING ON LIGHT AND DARK BACKGROUNDS

1. On light backgrounds, the background color should show behind the logo. The background color should be at least 50% lighter than the logo color.

2. When in doubt about how the logo will work on a light background, use either the black logo or the blue PMS 286 logo.

3. The logo can be printed in black or blue PMS 286 over light colors.

4. The logo can be used over dark backgrounds as shown. On dark backgrounds the logo should print white.

5. Be sure the background is dark enough to provide proper contrast.

6. Avoid using the logo over textured backgrounds.
PHOTOGRAPHY

The Fredonia Photo Library is available to provide photos for your webpage, print piece, etc. to market Fredonia. You will need to establish a Fredonia log-in to use the service. For assistance, go to fredonia.edu/photos/help

PRINTING ON PHOTOGRAPHS

LIGHT PHOTOGRAPHS

The 2-color logo is the preferred identifier for use on light photographs. Additionally, the blue PMS 286 version or black version of the logo are acceptable. The logo should be placed in an untextured area of the photo. The background, no darker than 20% in value, should show behind the symbol.

DARK PHOTOGRAPHS

The white logo is the preferred logo used on dark areas of photographs. It can be used with color or black-and-white photos. The logo should be placed in an untextured area of the photo.
SPACING AND CLEAR ZONES

LOGO - ONE LINE

LOGO - STACKED

LOGOMARK
The university seal has been redesigned using a simplified version of the New York State seal. The seal is restricted for use on official university materials such as certificates and medallions. Contact the Marketing and Communications - Design Team at (716) 673-3375 or email creative.design@fredonia.edu for permission to use the university seal.

**COLOR**

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

**PRINT BACKGROUNDS**

*The seal should not be reversed out of a background.* It should not overprint photographs. 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.
TYPEFACES

The following two typeface families should be the first choice for body copy and layout in all university publications, presentations and correspondence. Radikal is a sans-serif typeface that can easily be substituted with the similar styles such as: Objektiv, Helvetica, Arial, and Verdana. Minion is a serif typeface that can easily be substituted with Freight Text Pro, Times, or Times New Roman.

**RADIKAL — (OBJEKTV, HELVETICA, ARIAL AND VERDANA ARE SUITABLE SUBSTITUTIONS)**

Radikal UltraThin  
*Radikal Ultra Thin Italic*  
Radikal Thin  
*Radikal Thin Italic*  
Radikal Light  
*Radikal Light Italic*  
Radikal Regular  
*Radikal Italic*  
Radikal Medium  
*Radikal Medium Italic*  
Radikal Bold  
*Radikal Bold Italic*  
Radikal Black  
*Radikal Black Italic*

**MINION — (FREIGHT TEXT PRO, TIMES, AND TIMES NEW ROMAN ARE SUITABLE SUBSTITUTIONS)**

Minion Pro Regular  
*Minion Pro Italic*  
Minion Pro Medium  
*Minion Pro Medium Italic*  
Minion Pro Semi-Bold  
*Minion Pro Semi-Bold Italic*  
Minion Pro Bold  
*Minion Pro Bold Italic*
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 our office to receive access.

Numerous options are available as pre-designed templates for all of these items. However, if the solution you seek does not exist, Fredonia’s Design Team can assist you in developing a solution, providing that it meets with the graphic standards of the university. Fonts, colors and logo placement may not be changed. Department budget codes may be printed on envelopes for ease of accounting.

For each template, type in your information in the fields to the left as directed. When finished, click “save” and give the template a unique name. Then, click, “Add to shopping cart” when finished. You will be given a proof to review. After viewing the proof, you will be prompted to enter your Procurement Card information.
EMAIL SIGNATURE

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

EXAMPLE

- - - - - - - - - - - - - - - - - - - -
John Smith (he/him/his) - pronoun designation is optional
Director of Awesomeness
Department
The State University of New York at Fredonia

FREDONIA
STATE UNIVERSITY OF NEW YORK

- 716.673.XXXX
- c 716.673.XXXX (optional)
fredonia.edu/department
@FredoniaU (optional social media)

202 Williams Center
280 Central Avenue
Fredonia, NY 14063

LOGO IN 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.”
PRINTING AND DESIGN SERVICES

Printing and design services are available to departments and official members of the Fredonia community. Marketing and Communications, now located in Gregory Hall, is ready to assist with the production of your print and digital materials.

Begin every project by consulting our office during its initial stages, and requesting a quote for your job. Although design and production services are offered free of charge, there are costs associated with the actual printing of the job.

JOB REQUESTS
For assistance, fill out the online Design Request Form including deadline and charge code. Simply complete it, attach your materials, and click the “submit,” button. A member of our staff will follow up with you regarding your request.

If any design work is requested, an electronic plain text file, Google Doc or MS Word document must be provided for all written copy.

Once you submit everything for your project, a member of the Design team may meet with you. An email 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 department. Therefore, please make any request at least six weeks in advance of the date which you need the finished piece to ensure that we can meet your design and printing needs.

FREDONIA ONLINE ORDER DESK
Through the SUNY Shared Services initiative we have partnered with SUNY Potsdam to fulfill print orders. Marketing and Communications can still assist you in developing your print piece as described above, but you no longer have to go through a time-consuming bid or requisition process. You will be able to submit a print-ready file, along with your contact information, delivery address and your department’s account number (with authorization from department head) and the print shop at Potsdam will process your order.

For instructions on how to access the Fredonia Online Order Desk visit our Answers help page.

POLICIES AND PROCEDURES
For further information on policy and procedures for working with Marketing and Communications, contact the office at (716) 673-3323 or marketing.communications@fredonia.edu.
WEBSITE

WEB SERVICES
For guidelines on web design services, please contact the University Web Team at webteam@fredonia.edu.

Style guide for the website is available at: fredonia.edu/brand/web

WEB ACCESSIBILITY
All Fredonia web pages must meet WCAG 2.0 AA compliance.
https://www.w3.org/WAI/WCAG20/quickref/
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.

All campus signs should be ordered through Facilities Services at (716) 673-3452 or email Director of Facilities Services, Kevin Cloos at kevin.cloos@fredonia.edu.

*Typefaces approved for use on campus signage: Fruitiger, Vectora LT Pro*
FREDDY BLUE DEVIL

Freddy the 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*. 
FREDONIA STATE ATHLETICS

The official athletics logo, the Fredonia State Blue Devil, may be used only by the Athletics Department, Campus Bookstore, or by special permission from the Trademarks and Licensing Coordinator and the Director of Athletics or designee. It may not be used in place of, or adjacent to, the SUNY Fredonia logo. The Fredonia Blue Devil is a unique symbol for Fredonia’s athletic teams, and as such, may not be used to represent academic or administrative units of the college, clubs or intramural sports teams, nor by individuals employed by the college, or college affiliates such as Student Association or Faculty Student Association. Exceptions for athletic-related events must be approved by the Trademarks and Licensing Coordinator and the Director of Athletics or designee. The primary athletics logo is blue, white, black and yellow, against a white background.

PRIMARY ATHLETICS LOGO

SECONDARY ATHLETICS LOGOS

V-neck Blue Devil  Fredonia State Wordmark - straight  Fredonia State Wordmark - stacked

Blue Devils Wordmark

ATHLETIC COLOR PALETTE

PMS 285 C  PMS 124 C  PMS Process Black
Athletics Blue  Athletics Yellow  Process Black
CMYK - 89/43/0/0  CMYK - 0/27/100/6  CMYK - 0/0/0/100
RGB - 0/114/206  RGB - 224/170/15  RGB - 0/0/0
HEX - #0072CE or #3A75C4  HEX - #EDAA0F  HEX - #000000