New Paltz

STATE UNIVERSITY OF NEW YORK

STYLE GUIDE

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The New Paltz Style Guide can also be viewed online at www.newpaltz.edu/ocm/styleguide

8/2023

NEW PALTZ BRAND

ABOUT OUR BRAND

On a daily basis, SUNY New Paltz competes for attention with other academic institutions in a world filled with marketing messages from a wide variety and large number of businesses and organizations, both for-profit and non-profit. Reaching our students, supporters and contributors can be quite a challenge. How do we establish our place in the market?

One way is to project a consistent and clear identity—our brand. Simply put, a brand identity is the sum total of all perceived information about us as communicated through our various messages—it is a marketing and communication tool. Every communication, including our name and related marks, contributes to building our brand identity.

This guide has been developed to help us achieve a consistent identity across all communication vehicles as we reflect the essence of the institution, the strength of our offerings and the quality of our programs. The consistent application of these standards will help ensure that your communication vehicle contributes to a unified image that benefits New Paltz through improved awareness, recognition, and professional appearance.

BRAND POSITIONING STATEMENT

New Paltz provides one of the nation's most open, diverse, and artistic environments in order to prepare students to excel in rapidly changing times that demand creativity and worldliness. Our tradition of intellectual discovery is enhanced by a location of stunning natural beauty, in a dynamic college town, with easy access to New York City. Our unusually wide array of professional and liberal arts majors fosters a rich academic milieu in which students, selected through a competitive admissions process, can develop to their highest potential.

OUR BRAND PROMISE

New Paltz has crafted a collection of internal brand promise statements that serve to encapsulate for its administration, faculty and staff precisely what the institution can promise to its enrolled students. These promise statements are:

1. We deliver an extraordinary number of majors in Business, Liberal Arts, Sciences and Engineering and are particularly well known for our programs in Fine & Performing Arts, and Education.
2. We provide rigorous academics in a highly selective admission environment where students receive and create close personal links with real scholars and artists who love to teach.
3. New Paltz embraces its culture as a community where talented and independent-minded people foster openness, diversity, artistry, and creativity.
4. Our geographic location is stunning in its natural beauty, located in the heart of a dynamic college town, 90 minutes from metropolitan New York City.
5. In keeping with the tradition of the nation's great public universities, New Paltz is linked to the health and vitality of the region, state, and nation through the education of its citizens.

NOTE

The brand positioning statement, brand promises, and brand attributes should serve as a basis for crafting external communications rather than as exact language. Note that these messages do not constitute a new slogan or tagline. Audience-appropriate communication can tell a consistent University story in different ways to different people. These key messages will help to achieve that.

NEW PALTZ BRAND ATTRIBUTES

BRAND ATTRIBUTES

The following brand attributes support New Paltz's overall institutional brand by publicly and prominently highlighting the essential characteristics of the university experience. We developed the attributes based on findings from an internal assessment survey we conducted with current New Paltz students, faculty, staff and administrators in July 2008. We then tested the attributes among prospects, current students (graduate and undergraduate), employees and alumni to determine which attributes should be primary or secondary messages for New Paltz.

A DEGREE…AND AN EDUCATION

New Paltz students earn a degree that opens doors to lifelong career opportunities. With that degree comes an education—a true preparation that goes beyond the piece of paper. It is a New Paltz education, one that retains lifelong relevance through what is required to achieve it: broad and specific knowledge, exposure to differing perspectives, open-minded inquiry, and a spirit of inventiveness. This is why two national publications have named New Paltz one of the nation's top leaders in providing university graduates with the best "return on degree investment" over a lifetime.

ENGAGEMENT THROUGH IMPASSIONED TEACHING

The love of learning and a lifelong passion for intellectual and professional growth come from the experiences a student has in close collaboration with an outstanding faculty. Cited for excellence in both teaching and research by SUNY and national and international organizations (New Paltz has been named one of the nation's top producers of Fulbright scholars for master's institutions by the U.S. Department of State), New Paltz faculty challenge, encourage and support students to reach higher, achieve greater, think more broadly and develop skills that serve students well, long after graduation.

CREATIVE ENVIRONMENT OF DISCOVERY

Creativity permeates campus life at New Paltz. The learning atmosphere has an air of imaginative inquiry that bridges all academic endeavors. The faculty encourages students to question, experiment, and discover in ways that lead to innovative thinking. Beyond the classroom, students discover the endless possibilities that exist within a diverse community and the opportunities for scholarship and leadership that will serve them well for their future professional and personal lives.

A LOCATION FOR LIFE

SUNY New Paltz is located at the nexus of the best of yesterday, today and tomorrow—a dynamic community in a stunning natural setting, surrounded by the history and culture of the American story and poised to serve as the educational and research leader for the technologies of the future—notably solar energy and 3D printing, with the spirit of entrepreneurship at the heart of it all. The Hudson Valley corridor, from New York City to Albany, affords New Paltz students with a vibrant and dynamic laboratory to use for research, investigation, appreciation, and enjoyment.

COME AS YOU ARE

New Paltz warmly welcomes students of diverse backgrounds, cultures, perspectives and ambitions. It is the ideal environment for students to explore and flourish, in a community that encourages and supports each student to seek a higher level of scholarship. Students bring their own intellectual experiences and expand on them in close collaboration with a learned faculty and through mentored and sponsored independent study and research activities, enhancing their education beyond the classroom. This comprehensive educational experience allows each New Paltz student to "come as you are" and leave prepared to excel in a rapidly changing world.

DESCRIPTIONS

FULL DESCRIPTION OF THE UNIVERSITY

The State University of New York New Paltz is located in New Paltz, N.Y., a dynamic college town just 90 minutes from metropolitan New York City. Our 216-acre campus in the stunning Hudson River Valley is settled next to the nation's oldest street. Our unsurpassed location offers not only an outstanding quality of life but also world-class connections.

Founded in 1828, New Paltz is the 99th oldest collegiate institution in the country. Rooted in our distinguished heritage is an intense spirit of imaginative inquiry. This spirit manifests as a creative environment of discovery that permeates campus. We provide one of the most open, diverse and artistic places of higher learning in the nation and are committed to preparing our students to excel in the rapidly changing world of the 21st century.

New Paltz is a highly competitive, four-year university that delivers an extraordinary number of undergraduate majors in business, liberal arts, sciences, engineering, education and fine and performing arts. Every program resonates with our fierce dedication to engagement through impassioned teaching. Students here develop close mentor relationships that help them succeed, and find the opportunities and encouragement to connect with the world in meaningful ways.

Our graduate programs serve the region's advanced education needs in the Hudson Valley, offering exceptional programs in education, computer science, fine arts, engineering, business, the liberal arts and communication disorders.

In keeping with the tradition of the nation's great public universities, New Paltz is linked to the health and vitality of the region, state, and nation through the education of its citizens.

BRIEF DESCRIPTION OF THE UNIVERSITY

Located in the heart of a dynamic college town, 90 minutes from metropolitan New York City SUNY New Paltz is a highly selective college of about 7,500 undergraduate and graduate students.

One of the most well-regarded public colleges in the nation, New Paltz delivers an extraordinary number of undergraduate majors in Business, Liberal Arts, Sciences, Engineering, Fine and Performing Arts and Education; and serves the region's advanced education needs in the Hudson Valley, offering exceptional programs in education, computer science, fine arts, engineering, business, the liberal arts, and communication disorders.

New Paltz embraces its culture as a community where talented and independent minded people from around the world create close personal links with real scholars and artists who love to teach.

HOW TO USE THE DESCRIPTION OF THE UNIVERSITY

The full description may be used in departmental brochures and other publications where it appears appropriate to the audience.

The brief description may be used when space is tight, or it appears more appropriate to the audience.

DESCRIPTIONS

DESCRIPTION FOR GRADUATE PROGRAMS

SUNY New Paltz has one of the richest traditions of graduate and undergraduate education in the SUNY system. The University offers more than 50 advanced degree programs in business, computer science, engineering, education, fine arts and liberal arts. Signature programs include our high-demand MFA and communication disorders programs.

Many programs have been tailored to fit the busy lives of our diverse student population. Courses are frequently offered online and during nights and weekends, and are led by faculty who are experts in their fields and passionate about teaching.

New Paltz is nationally recognized as a "Best Value" institution by publications including *The Princeton Review* and *Kiplinger's Personal Finance*. These lists identify universities whose students graduate on time, pay off student loan debt and advance to careers in their fields at exceptional rates.

The University's partnerships with regional leaders in business, the arts, government, agriculture and education provide students with fieldwork and professional networking opportunities that are second to none.

Our campus boasts several recently renovated or new buildings with state-of-the art equipment and modern spaces for learning and collaboration, all set within the heart of the scenic Hudson River Valley, with stunning views of the nearby Catskill and Shawangunk Mountain ranges and just 90 minutes from the professional and cultural opportunities of New York City.

For more information and to connect with a graduate advisor, please visit the Office of Graduate & Extended Learning at www.newpaltz.edu/graduate/.

WHEN TO USE DESCRIPTION OF THE UNIVERSITY FOR GRADUATE PROGRAMS

This description is written specifically for the graduate student population.

It is used in promotional materials and other publications where it appears appropriate to the graduate audience.

AFFIRMATIVE ACTION STATEMENT

SUNY New Paltz prohibits discrimination on the basis of race, color, gender, age, national origin, religion, pregnancy, disability status, military status, marital status, or sexual orientation. This policy applies to recruitment, placement, promotion, training, transfer, retention, rate of pay, sabbatical leave, tuition waiver, study release, merit raise, and all other details and conditions of employment. In addition to complying with all applicable non-discrimination laws, New Paltz is also committed to taking affirmative action to ensure that all individuals have an equal opportunity for employment.

ACCEPTABLE SHORTENED VERSION

SUNY New Paltz is an AA/EOE/ADA employer.

WHEN TO USE THE AFFIRMATIVE ACTION STATEMENT

This policy is vital to achieving our goal of a high-quality, diverse work force within our University community. Further, this policy lays the foundation for competent and fair management for the men and women with whom we work.

Any person with questions or concerns about the EEO/AA policy should contact the Affirmative Action Officer in Haggerty 603, who is responsible for the implementation of the University's Affirmative Action Programs.

This statement should appear in publications produced for off-campus distribution.

NOMENCLATURE

UNIVERSITY NAME

first reference:
SUNY New Paltz

subsequent references:
New Paltz
State University of New York New Paltz

ACADEMIC UNITS

College of Liberal Arts & Sciences
School of Business
School of Education
School of Fine & Performing Arts
School of Science & Engineering
Department of . . .

ADMINISTRATIVE UNITS

Office of the President
Office of the Provost
Division of Academic Affairs
Division of Administration & Finance
Division of Development & Alumni Relations
Division of Enrollment Management
Division of Student Affairs
Office of Student
Office of . . .

IN GENERAL

avoid acronyms
avoid abbreviations

UNIT NAME GUIDE

Use the ampersand (&) rather than “and”

“Department of” and “Office of”
precede the unit name. For example:

Department of Biology
Department of Art
Department of Educational Administration
Department of History
Office of Payroll
Office of Residence Life
Office of Records & Registration

EXCEPTIONS:

University Police Department (UPD)
("Department" follows the name)

Division of Engineering Programs
(to be consistent with national standards)

Centers
("Center" may precede or follow the name)
Career Resource Center
Center for Student Development

Use “Haggerty,”
not “Haggerty Administration Building” or “HAB”

Use “Student Union,”
not “Student Union Building” or “SUB”

See the Editorial Guide for further information on editorial style.
www.newpaltz.edu/ocm/styleguide

LOGO SYSTEM

PRIMARY LOGO

New Paltz logo

New Paltz logo 281

New Paltz logo 165

New Paltz logo black

NP logo white

NP logo white

NP logo white

NP logo white & 165

ABOUT THE LOGO

The official New Paltz logo is a mark consisting of a customized icon, typography and color. The strength of the icon for the University is in its ability to be interpreted in many ways. Our focus group participants told us it suggested "the mountain," "the new Student Union addition [The Atrium]," and "an open door." It was seen as progressive and future oriented. All of these are reflective of the elements of our positioning statement—focus on our very appealing location, our student centeredness, and accessibility, all in a creative and forward moving environment.

The exact arrangement and proportion may not be altered in any way.

PRIMARY LOGO
ON A LIGHT BACKGROUND

The two-color horizontal logo is meant to be reproduced in two colors. When that is not possible, it may be reproduced in one color, either blue (PANTONE 281), orange (PANTONE 165) or all black.

PRIMARY LOGO
ON A DARK BACKGROUND

ALL APPLICATIONS—INCLUDING APPAREL AND OTHER FABRIC APPLICATIONS

The logo should be reproduced in white on a dark background. White plus orange (PANTONE 165) may be used only on a blue background.

DOWNLOAD

High res logos are available online at my.newpaltz.edu in the Communication & Marketing link.

LOGO SYSTEM

SECONDARY LOGO

New Paltz logo vert

New Paltz logo vert 281

New Paltz logo vert 165

New Paltz logo vert black

New Paltz logo vert white

NP logo vert white & 165

SECONDARY LOGO
ON A LIGHT BACKGROUND

The two-color vertical logo is designed only for applications where the format or layout makes is difficult to use the primary (horizontal) logo effectively. Every effort should be made to use the primary logo.

The secondary (vertical) logo is meant to be reproduced in two colors. When that is not possible, it may be reproduced in one color, either blue (PANTONE 281), orange (PANTONE 165) or all black.

SECONDARY LOGO
ON A DARK BACKGROUND:

ALL APPLICATIONS – INCLUDING APPAREL AND OTHER FABRIC APPLICATIONS

The logo should be reproduced in white on a dark background. White plus orange (PANTONE 165) may be used only on a blue background.

LOGO SYSTEM

EMBROIDERY LOGO

NP logo embroid

NP logo embroid 281

NP logo embroid 165

NP logo embroid black

NP logo embroid white

NP logo embroid white&165

LOGO FOR EMBROIDERY ONLY

To facilitate the size requirements of stitching in embroidery and maintain readability, the proportions of the type to the icon have been adjusted and the “State University of New York” line removed. The color options remain the same as for the primary logo.

ON A LIGHT BACKGROUND

The embroidery logo is also meant to be reproduced in two colors. When that is not possible, it may be reproduced in one color, either blue (PANTONE 281), orange (PANTONE 165) or all black.

ON A DARK BACKGROUND

On dark backgrounds the embroidery logo may be reproduced in white. On a blue background it may be reproduced in white and orange. In the two-color versions the triangle is in 165, with the top of the icon and New Paltz in white.

LOGO SYSTEM

LETTERHEAD

OTHER PRINT COLLATERAL

LOGO WITH DEPARTMENT NAME

The New Paltz logo may have a department name below it in the horizontal format.

LETTERHEAD

The logo is 2.5" long. It is positioned .375" from the top and the left.

A fine rule (.25 pt. stroke) separates the logo from the department name—blue PMS 281.

The department name is 10/12 pt. Akzidenz Grotesk regular, upper and lower case—blue PMS 281. It is aligned flush left to the "N" in New Paltz (as is all other copy in the body of the letter).

All stationery must be ordered through Design Services or Print Services.

OTHER PRINT COLLATERAL

On brochures, flyers, ads, posters, etc. the department name may be up to half the height of the capital letter N in New Paltz in Akzidenz Grotesk regular.

Names should not exceed the length of the “New Paltz” line by more than 50%

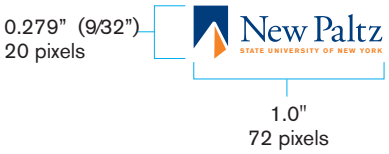
Long names may be split onto two lines.

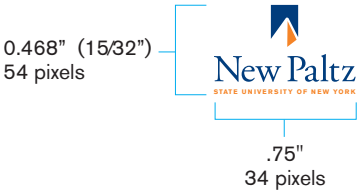
Garamond Pro may be used on note cards or other formal communication.

SIZE

Horizontal logos may not be reproduced smaller than 1.5” measuring from the left side of the icon to the end of the “State University of New York New Paltz” line.

LOGO SYSTEM





LOGO INTEGRITY

SIZE

The logos may be enlarged or reduced in size as required. The minimum size of any mark is often determined by the method of reproduction or fabrication. The minimum size, using optimal reproduction methods, can be measured by the length of the horizontal New Paltz logo at 1" and the vertical logo at .75". Using less than optimal reproduction methods, the logo should only be used at a size that does not compromise quality and legibility.

No other logo on the same page with the SUNY New Paltz logo should be larger than the SUNY New Paltz logo.

New Paltz small

New Paltz small vert

SPECIALIZED MARKS

For applications smaller than the minimum size, use either of these specialized marks. These "small" logos are designed primarily for online applications within social media.

CLEAR SPACE

For the logo to communicate effectively, it should not be crowded or overwhelmed by other elements. "Clear space" refers to the area surrounding the mark that should be kept free from visual distraction. No graphic element or text of any kind should be placed within this clear space. The recommended clear space is equal to the letter "e" in the New Paltz wordmark (X = height of letter e) as shown.

LOGO SYSTEM

LOGO USAGE

Consistent and proper usage of the logo is essential for ensuring the desired perception of New Paltz. The integrity of the New Paltz brand diminishes when the logos are incorrectly applied. Unauthorized versions and unacceptable usage of the logo place their legal protection at risk. Improper usage is confusing and could possibly lead to the eventual loss of copyright.

LOGO USE VIOLATIONS

The logos may not be altered in any way. Any variation or alteration, however small, is unacceptable. Several examples of incorrect usage are shown on this page. If you are faced with using the logo in an application that you find questionable or not included in this manual, please contact Design Services.

- DO NOT change the colors.
- DO NOT outline any part of the logo or apply any effects (drop shadow, 3-D, textures, bevel, glow, etc).
- DO NOT rearrange the components.
- DO NOT distort the logo or scale it disproportionately.
- DO NOT fill the logo with a photograph or any other pattern or texture.
- DO NOT turn the logo sideways, rotate or tilt it.
- DO NOT produce the orange logo on a blue background, or the blue on orange.
- DO NOT cut off (bleed) the logo. The only exception is the official SUNY New Paltz business card.
- DO NOT use the icon alone as a logo. It may be used in specific applications with the approval of Design Services.

LOGO SYSTEM

LOGO POLICY

Consistency in use of the identity standards enhances the collective strength of the University's identity. Consequently, all areas of the University must use the approved University logos according to the guidelines set forth in our style guides. Our primary, secondary, and ancillary logos are outlined in this style guide. The approved subbrands described on this page have individual standards outlined in separate style guides: The Samuel Dorsky Museum of Art, The Benjamin Center and New Paltz Hawks Athletics.

Specific photographs or symbols may be used consistently in marketing materials for a department or program, but may not replace use of the University logo. Examples: Old Main Building for the School of Education, the clock tower for the School of Business and a photo or drawing of Sojourner Truth for the Sojourner Truth Library.

ANCILLARY LOGOS

Ancillary logos may be developed only by the Office of Communication & Marketing with approval of the Vice President for Communication based on the following criteria:

Fundraising and/or membership groups may be considered for an ancillary logo when a stand-alone identity is determined beneficial to the function of that group. Examples: Lantern Society, Friends of the Library, Tower Society.

Events with a strong external focus and annual activities, which include public advertising and ticket sales, may request development of specilaized mark or an ancillary logo. Examples: Distinguished Speakers Series, PianoSummer, 40 Under Forty.

Institutes and special operations within the University may use an ancillary logo, as they are resources to the community, which aid in our regional impact. Examples: the John R. Kirk Planetarium, The Business Institute, Institute for Disaster Mental Health and the Institute for International Business.

An ancillary logo is designed to reflect the University branding, and therefore stand alone. The University logo should not appear with it.

WORDMARK

Programs such as lecture series and other activities that have repeated events, demonstrate a connection to the campus strategic plan, and align with our brand attributes may request a wordmark to be developed by Communication & Marketing.

SUBBRANDS

Logos and identity systems for approved subbrands may be developed only by the Office of Communication & Marketing with approval of the Vice President for Communication.

Each subbrand logo is designed to coordinate with University branding, and therefore stand alone. The University logo should not appear with it.

USE OF LOGOS

All University logos as described in this style guide may be used by offices/departments of the University for official University business only. Logos may be provided to outside agencies to identify the University as a sponsor of an event, with permission from the Office of Communication & Marketing. Because the University logo is the symbol for official University business, other groups such as student clubs and organizations may not use the University logo.

USE OF LOGO/ICON WITH ADDITIONAL TEXT

- The icon may be used for retail purposes in conjunction with identity and compatible typefaces only.
- Typefaces other than identity and compatible approved typefaces may be used in retail applications as appropriate to the event or program as long as they are used alone. That is, they are not to be used in conjunction with the icon.*

* All retail applications must have authorization from the Office of Communication & Marketing/Design Services. See the page on contact information at the end of this guide.

LOGO SYSTEM

APPROVED ANCILLARY LOGOS

DESIGN CRITERIA FOR ANCILLARY LOGOS INCORPORATING THE ICON

- The icon must be on the left.
- The type must align to the top of the icon.
- The typeface must be Akzidenz Grotesk or approved alternate.
- The colors are limited to 281 and 165.
- It must include either:
  "SUNY New Paltz" or
  "State University of New York New Paltz"
- "at SUNY New Paltz" is used when part of the name. Generally this means there are ties to outside agencies, but the program is administered by a University office and housed on campus.

NOTE:

An ancillary logo is designed to reflect the University branding, and therefore stand alone. The University logo should not appear with it.

LOGO SYSTEM

APPROVED ANCILLARY LOGOS

DESIGN CRITERIA FOR ANCILLARY LOGOS INSPIRED BY THE ICON

- The typeface must be Akzidenz Grotesk or approved alternate.
- The colors are limited to 281 and 165.
- It must include either:
  "SUNY New Paltz" or
  "State University of New York New Paltz"

NOTE:

An ancillary logo is designed to reflect the University branding, and therefore stand alone. The University logo should not appear with it.

WORDMARK

DESIGN CRITERIA FOR WORDMARKS

- The typeface must be Akzidenz Grotesk, Garamond Pro, or approved alternate.
- The colors are limited to 281 and 165.
- The University logo must appear on the collateral above the wordmark or in the lower right corner.

LOGO SYSTEM

APPROVED SUBBRANDS

THE DORSKY

The Dorsky Museum logo was specifically designed to establish its stature as a regional resource while maintaining its position as a campus entity.

THE BENJAMIN CENTER

The Benjamin Center logo is the key to the identity system that was created to identify the Center as a regional resource within the University while maintaining a connection with the University logo and brand. It was unveiled at a launch ceremony on September 30, 2015.

DESIGN CRITERIA FOR SUBBRAND LOGOS

- The form must be based on/relate to the icon in the University logo.
- The typeface must be Akzidenz Grotesk.
- The colors must adhere to the approved University colors.
- It must include either:
  "SUNY New Paltz" or
  "State University of New York New Paltz"

INDIVIDUAL STANDARDS

Subbrands have their own set of standards and published style guides, managed by the Office of Communication & Marketing.

NOTE:

Each subbrand logo is designed to coordinate with University branding, and therefore stand alone. The University logo should not appear with it.

OTHER LOGOS

ATHLETIC MARKS

Hawk logos were developed to identify our teams visually; to promote strength, character and energy; and to make a strong and consistent statement that promotes school spirit. They are intended for use by Athletics, Wellness & Recreation for intercollegiate athletic teams, and by the campus community for the promotion of school spirit. This identity system includes the hawk head, several wordmarks and monograms.

Primary athletics mark

STUDENT CLUBS

Sports clubs may use logos designed specifically for them. They incorporate the hawk in a format designed to identify them separately from the intercollegiate teams. They are available through Athletics, Wellness & Recreation.

HUGO

A caricature of our mascot is available for student groups and others on campus to use in the promotion of school spirit. Contact Athletics for information.

INDIVIDUAL STANDARDS

The Athletic Identity Graphic Standards style guide is managed by the Office of Communication & Marketing in consultation with Athletics.

UNIVERSITY POLICE LOGO

The UPD logo is used alone on official police business documents such as appearance tickets and arrest reports as long as SUNY New Paltz is identified in text on the document.

The UPD logo may be used in conjunction with the University logo as appropriate, generally not combined as one logo.

PATCH

The UPD patch is used on uniforms and some print collateral.

SEALS

NEW PALTZ SEAL

The New Paltz seal is used primarily for formal and official documents such as diplomas, legal and official records, transcripts and programs for formal academic ceremonies, and any other legal agreements binding the University.

The seal is only to be reproduced with the primary University colors orange (PMS 165) and blue (PMS 281), or black. Gold and/or silver foil stamping is also permitted.

SUNY SEAL

The SUNY seal is reserved for special events, ceremonies, or representing the heritage of The State University of New York. It is not for general use.

The seal may only be reproduced in the official colors gold (PMS 116) and blue (PMS 294), black, or reversed out for a solid color, according to the SUNY Seal Guidelines.

SUNY LOGO

The SUNY logo is provided to each unit for co-branding. It should appear on all recruitment materials, and may be cropped to bleed according to the SUNY Brand Guidelines.

TYPEFACES

OFFICIAL SANS SERIF

BERTHOLD AKZIDENZ GROTESK – REGULAR

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

BERTHOLD AKZIDENZ GROTESK – BOLD

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

ALTERNATE SANS SERIF and WEB

ARIAL – REGULAR

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

ARIAL – BOLD

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

WEB SANS SERIF

OSWALD – REGULAR

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

OFFICIAL SERIF

ADOBE GARAMOND PRO – REGULAR

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

ADOBE GARAMOND PRO – BOLD

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

ALTERNATE SERIF

TIMES NEW ROMAN – REGULAR

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

TIMES NEW ROMAN – BOLD

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l n m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

OFFICIAL TYPEFACES

Berthold Akzidenz Grotesk is a contemporary sans serif family of typefaces that provides New Paltz's brand a simple yet modern appeal. This helps emphasize the progressive qualities of the University.

The Adobe Garamond Pro family of typefaces is a classic serif font that complements Berthold Akzidenz Grotesk and eases in readability with long text blocks.

Both typefaces include a wide variety of fonts (light, medium, semi, bold, etc.)

This is just a sampling of the fonts available in this typeface.

ALTERNATE TYPEFACES

In cases where the primary typefaces are not available, the Arial and Times family of typefaces may be substituted. The use of these alternative typefaces should be limited to body copy, general business documents and the Web. These alternative typefaces should not take the place of the primary typefaces when they are used to build the brand of New Paltz.

WEB STANDARD TYPEFACES

Arial and Oswald are the basic typefaces used on the Web. Georgia is a Web alternative for Garamond Pro.

FONT USAGE

These fonts should be used in all literature and collateral materials. If you do not have these fonts, they can be ordered online from Adobe® at www.adobe.com, www.fonts.com, or www.myfonts.com. Akzidenz Grotesk and Adobe Garamond Pro are Opentype fonts, which are compatible with both Macintosh® and Windows®. Contact Design Services if you need assistance.

ADOBE IS A REGISTERED TRADEMARK OF ADOBE SYSTEMS, INC.
MACINTOSH IS A REGISTERED TRADEMARK OF APPLE, INC.
WINDOWS IS A REGISTERED TRADEMARK OF MICROSOFT CORPORATION.

COLORS

BLUE AND ORANGE

The school colors of blue and orange can be traced back as far as 1895. The June issue of The Normal Review that year included an article reporting that "…a committee consisting of members of the Faculty and students devoted their best energies to selecting school song, colors, yell, pin and flower."

The alma mater sung today includes a reference "To the Orange and the Blue." It goes back at least to 1913, when it was published in that year's yearbook.

ALMA MATER
In a valley fair and beautiful
Guarded well by mount and hill
Beats a heart whose pulse is rich and full
Of life, and pow'r, and thrill.
We love thee, Alma Mater dear.
To thee our hearts are true.
And we'll sing with voices strong and clear
To the Orange and the Blue.
New Paltz, forever our Alma Mater,
We raise our song to thee.
The hills re-echo with glad crescendo
Our praises full and free.

Over the years, various shades and hues of blue and orange came into and out of use, and in 2002 a campus-wide group was asked to provide input to the Cabinet regarding clarification of the colors. Their recommendation was to follow the historical record for a dark blue and orange. Pantone Matching System colors were specified as 281 blue and 165 orange, and approved in October of that year.

Excerpts from our brand attributes developed in 2008 attest to the appropriateness of blue and orange as our school colors:

- A SUNY New Paltz degree comes with an education, one that retains lifelong relevance through what is required to achieve it: broad and specific knowledge, exposure to differing perspectives, open-minded inquiry, and a spirit of inventiveness.
- New Paltz faculty challenge, encourage, and support students to reach higher, achieve greater, think more broadly, and develop skills that serve students well, long after graduation.
- Creativity permeates campus life at New Paltz. The learning atmosphere has an air of imaginative inquiry that bridges all academic endeavors.
- New Paltz warmly welcomes students of diverse backgrounds, cultures, perspectives and ambitions. It is the ideal environment for students to explore and flourish, in a community that encourages and supports each student to seek a higher level of scholarship.
- This comprehensive educational experience allows each New Paltz student to "come as you are" and leave prepared to excel in a rapidly changing world.

RESEARCH ON COLOR INDICATES THAT:

Blue represents calm, truth, authority (more with darker blue), wisdom, integrity, knowledge, power, seriousness, conservatism, stability, and trust.

Orange represents adventure, risk-taking, conversation, friendship, enthusiasm, vitality, energy, balance, warmth, cheerfulness, affordability, and creativity.

COLORS

PRIMARY COLOR PALETTE

PANTONE 281
CMYK: 100/72/0/32
RGB: 0/61/126
HEX: 003e7e

PANTONE 165
CMYK: 0/59/96/0
RGB: 245/132/38
HEX: f58426

SECONDARY COLOR PALETTE

PANTONE 7409
CMYK: 0/30/95/0
RGB: 253/185/36
HEX: fdb924

PANTONE 7417
CMYK: 0/75/75/0
RGB: 242/102/73
HEX: f26649

PANTONE 639
CMYK: 100/0/5/5
RGB: 0/165/217
HEX: 10a6db

PANTONE 583
CMYK: 23/0/100/17
RGB: 176/188/34
HEX: b0bc22

PANTONE 174
CMYK: 0/70/100/36
RGB: 168/77/16
HEX: a84d10

PANTONE 5425
CMYK: 30/4/0/31
RGB: 128/161/182
HEX: 80a1b6

NEUTRALS COLOR PALETTE

PANTONE 614
CMYK: 0/0/20/4
RGB: 246/241/205
HEX: f6f1cd

PANTONE 7542
CMYK: 10/0/3/16
RGB: 194/209/212
HEX: c2d1d4

PANTONE 7494
CMYK: 25/0/40/15
RGB: 169/195/152
HEX: a9c398

PANTONE Warm Gray 6
CMYK: 0/6/12/31
RGB: 187/176/166
HEX: bbb0a6

PANTONE Cool Gray 3
CMYK: 0/0/0/17
RGB: 216/217/218
HEX: d8d9da

PANTONE 7534
CMYK: 0/2/8/10
RGB: 231/225/213
HEX: e7e1d5

OFFICIAL COLLEGE COLORS

The University's primary colors are PANTONE 281 and 165. Equivalent values for CMYK, RGB and HEX are listed under each swatch. Consistent use of these colors builds brand recognition and colors in the logo must not be altered.

Note:
There are many factors that can influence accurate color reproduction. In printing these include paper stock, ink coverage and line screen. For merchandise, the materials and types of inks are very different from printed paper. Web and other screen applications employ light, which is altogether different. It is important to use the equivalent colors in order to remain as true as possible to our school colors (PANTONE 281 and 165).

PANTONE

The Pantone Matching System is a widely used system of color specifications. Printers follow specific formulas for mixing ink, providing consistency and accuracy from design to print, and from print to reprint. This is often referred to as flat color or spot color.

CMYK

The three hues of cyan, magenta and yellow are used with black in process color reproduction. This is referred to as full color or four color process.

RGB

Red, green and blue are the hues for light, used on the screen.

HEX

Hexidecimal code is for use in HTML, CSS and other Web applications.

Note: Many of these colors have the potential to cause contrast concerns based on the rules established in the Web Content Accessibility Guidelines (WCAG) 2.0 AA. See p. 21 for alternative color choices for web applications.

THE COLORS SHOWN ON THIS AND OTHER PAGES WITHIN THIS MANUAL SHOULD NOT BE USED FOR COLOR MATCHING. USE ACTUAL COLOR CHIPS OR USE REFERENCE NUMBERS ABOVE FOR ACCURATE COLOR MATCHING.

PANTONE IS A REGISTERED TRADEMARK OF PANTONE, INC.

COLORS (WEB)

Original
#80a1b6

Original
#10a6db

Original
#f58426

Replacement
#587a90

Replacement
#01769f

Replacement
#01769f

The University adheres to all WCAG 2.0 AA standards, which include a specific algorithm for color contrast requirements. Certain colors within the standard New Paltz color palette, including primary and secondary orange and some secondary blue colors (see p. 20), violate the standard for color contrast when used as a text color on a white or other light background. Additional replacement colors and their pantone, CMYK, and hexidecimal values are shown on this page. These replacement colors can be used in most instances where orange or other colors have been used in past applications.

PREVIOUS HOME PAGE COLORS

REVISED HOME PAGE COLORS

PHOTOGRAPHY

CAPTURING THE NEW PALTZ STORY

Images help tell the New Paltz story and express the feel of the campus visually. We do this through the use of dynamic, candid shots of students, photographs of student and faculty collaboration, and diversity and inclusivity of our campus community. New Paltz people are the New Paltz voice, and strong images of the New Paltz community express the qualities of the University best. When possible, capture the New Paltz logo in photographs, such as on podiums or backdrops, to reinforce our brand and help tell the story.

ASSET LIBRARY

The Office of Communication & Marketing maintains an extensive library of images taken by on- and off-campus professionals. High-quality images are critical in order to uphold the integrity of the New Paltz brand, and consistency in photographic style and quality is essential for a successful identity. Only photographs with the appropriate resolution for the output will be used.

PERMISSION/MODEL RELEASE

Written permission and model releases are not required for campus photography, as students have an opt-out option available to them. Photographs of children require written parental permission with no exceptions.

COPYRIGHT

Copyrighted material may not be altered without written permission of the copyright holder. Photographs taken by SUNY New Paltz staff and freelancers hired by SUNY New Paltz should be considered copyrighted materials of SUNY New Paltz.

CREDIT

Photo credits must be given for all published photography. Either the photographer's name next to the photo, or "Photography by [name(s)]" in a publications' credit section.

COVERAGE

The Office of Communication & Marketing offers photography coverage at events or for marketing materials. To request photography services, fill out the Photography Services Request Form at my.newpaltz.edu in the Communication and Marketing link.

TONE & LOOK

COPY REFLECTING ATTRIBUTES

Attribute: A DEGREE…AND AN EDUCATION
In a rapidly changing professional landscape that demands creativity and ingenuity, New Paltz embraces a distinct mixture of professional and liberal education. You will come out of your New Paltz experience not only with a diploma, but also with a lifelong education that will equip you with the necessary tools for a successful future. –2015 University Viewbook, p.15

Attribute: CREATIVE ENVIRONMENT OF DISCOVERY
"New Paltz gave me the opportunity to travel halfway across the world to work on a hands-on research project, which allowed me to develop skills for the post-graduation world." –student quote

Attribute: ENGAGEMENT THROUGH IMPASSIONED TEACHING
"My professor had a profound impact on my life as an artist, as well as a person. She took me under her wing and really motivated me to make meaningful and beautiful artworks." –student quote

Attribute: A LOCATION FOR LIFE
"I was looking for a school that was rigorous yet affordable. … I decided on New Paltz because of its small, comfortable size and its ability to tap into opportunities in both New York City and Albany." –student quote

Attribute: COME AS YOU ARE
"I feel like I can be myself. It's a comfortable and open space." –student quote

OVERALL OBJECTIVE
It is vital that our communication efforts are integrated in a unified voice and visual presentation that is instantly recognizable as emanating from New Paltz.

BRANDING GOAL
We will present New Paltz in a dynamic, engaging, truthful way that reflects its culture and unique personality.

TONE
The tone of the copy should evoke the New Paltz identity as forthright, impassioned, curious, creative and inclusive. This is best accomplished by sharing news and telling stories from the perspective of the active, engaged principals—the students, faculty, alumni, staff and community members who define "New Paltz" with their actions, their voices and their ideas.

This approach can be used across all elements and channels, whether it's a brochure for a particular school, an ad for a student art exhibit, an email to invite prospective students to visit or the alumni magazine. While it is important to consider the unique constraints of audience and situation in crafting individual messages, there should be a general tonal resemblance and a set of common elements evoking New Paltz across the spectrum of communication materials.

A DEGREE…AND AN EDUCATION
This brand concept and our brand attributes should be developed in the copy and may appear as a statement. [See brand attributes]

YOUR PUBLIC UNIVERSITY
Used primarily in local and regional awareness campaigns.

TONE & LOOK

SOME COPY STYLE DETAILS

HYPHEN: FOR PHONE NUMBERS FOR COMBINED WORDS (and all digital applications)	**EXAMPLES** 845-257-1111 …organizations, both for-profit and non-profit
EN DASH: FOR TIME, DATE, ETC. (specifically for print)	3–5:30 p.m., Jan. 4 – Feb. 12
EM DASH: ONLY FOR THOUGHT SEPARATOR IN SENTENCE (specifically for print)	In New York State, the number of days that children spend in school—and how some of those must be used, for example, for statewide exams—is determined by New York State.

DATES ORDINAL When the day precedes the month use ordinal words or ordinal numbers if emphasis is needed. CARDINAL When the day follows the month use cardinal numbers (Do not use May 1st, or May first, even though those versions reflect the way the date would sound when spoken.)	**EXAMPLES** ORDINAL on the first of May Thursday, the 5th of June CARDINAL on May 1 Thursday, June 5
"DATE" "TIME" "PLACE" (on posters and flyers) The extra words "date," "time" and "place" are not necessary to understanding the information. They are actually visual clutter, making it more difficult for the eye to focus on the critical message quickly—especially important on a poster.	THIS February 2, 2023 7:30 p.m. McKenna Theatre NOT THIS DATE: February 2, 2023 TIME: 7:30 p.m. PLACE: McKenna Theatre

TIME	**EXAMPLES**
MINUTES Following AP style, use minutes only if necessary.	3–5 3–5:15
AM/PM Use lower case with periods in text and all formal communication, such as invitations.	a.m. p.m.
Use all caps without periods only on posters/flyers	AM PM

SERIAL COMMA

In publications other than media relations products, such as news releases, media relations-oriented Web content, and other periodicals, the serial comma may be used for clarity as long as it is used consistently within the document.

See the "Punctuation" entry in the Editorial Style Guide.

EXAMPLES

UNCLEAR: To my parents, Ann and Joe.
CLEAR: To my parents, Ann, and Joe.

WIDOWS AND ORPHANS

Avoid single lines at the beginning or end of a paragraph, which are left dangling at the top or bottom of a column.

Sometimes confused between which is which, common definitions are:

Widow – A paragraph-ending line that falls at the beginning of the following page or column, thus separated from the rest of the text.

Orphan – A paragraph-opening line that appears by itself at the bottom of a page or column, thus separated from the rest of the text.

Avoid single words on the last line of a paragraph.

NOT:

Copyrighted material may not be altered without written permission of the copyright holder.

Photographs taken by SUNY New Paltz staff

Copyrighted material may not be altered.

Photographs taken by SUNY New Paltz staff and freelancers hired by SUNY New Paltz should be considered

THIS

The logo should be reproduced in white on a dark background. White plus orange (PANTONE 165) may be used only on a blue background.

NOT THIS

The logo should be reproduced in white on a dark background. White plus orange (PANTONE 165) may be used only on a blue background.

UNIVERSITY NAME

Keep New Paltz together. Do not split it between two lines.

THIS

There should be a tonal resemblance and a set of common elements evoking New Paltz across the spectrum of communication materials.

NOT THIS

There should be a tonal resemblance and a set of common elements evoking New Paltz across the spectrum of communication materials.

TONE & LOOK

CLASS YEAR

Do not use a comma between name and year or between undergraduate and graduate years. The graduate designation is a lower case g (no space between the year and the g). Majors are added in brackets after the class year.

EXAMPLES

John Smith '20 (History)
Jane Brown '16 '18g (Computer Science)
Chris Dell '15 (Music) '17g (Music Therapy)

DEGREES

Lower case except when directly preceeding or following a name.
Singular apostrophe.
Capitalize when formal.
No periods in abbreviations.
Comma after a person's name and their degree.

New Paltz offers:

UNDERGRADUATE DEGREES
BA = Bachelor of Arts
BFA = Bachelor of Fine Arts
BS = Bachelor of Science

GRADUATE DEGREES
ac = advanced certificate (lowercase, does not follow a name – not a credential)
CAS = Certificate of Advanced Study
MA = Master of Arts
MAT = Master of Arts in Teaching
MBA = Master of Business Administration
MFA = Master of Fine Arts
MPS = Master of Professional Studies
MS = Master of Science
MSEd = Master of Science in Education
MST = Master of Arts in Teaching

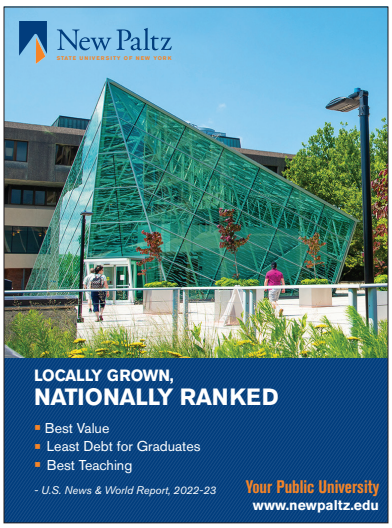
EXAMPLES

…pursuing a master of arts in…
bacelor's degree
The University offers a Master of Arts in …
BA, MSEd, PhD
Chris Smith, MA, spoke with…

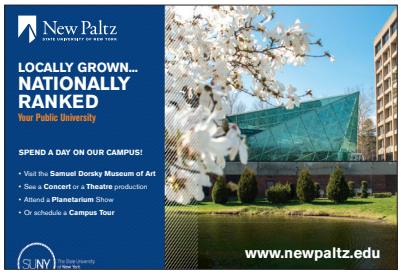
See the Editorial Guide for further information on editorial style.
www.newpaltz.edu/ocm/styleguide

TONE & LOOK

REGIONAL AD



TRAVEL GUIDE AD



BILLBOARD (NYS THRUWAY)

UCAT BUS

LOOK

Visual communication should present the University as welcoming and academically rigorous—evoking New Paltz in the same manner as the copy. To ensure consistency in the visual presentation of our brand messaging there are visual elements that include the University logo, school colors, the color bar, typefaces, strong central image, and hash lines.

GRAPHIC ELEMENTS

NEW PALTZ LOGO

The logo must appear on all collateral. It should appear in the upper left corner for institutional messaging. The logo is placed in the lower right corner with the url and/or tag line for event and program messaging.

- The primary two-color logo should be first choice over one-color or dark background logos whenever possible.
- The logo should be used with a transparent background whenever possible.
- No other logo should be larger than the New Paltz logo.

SCHOOL COLORS

See the section on “Colors” for primary, secondary, and neutral color palette specifications.

THE ATRIUM

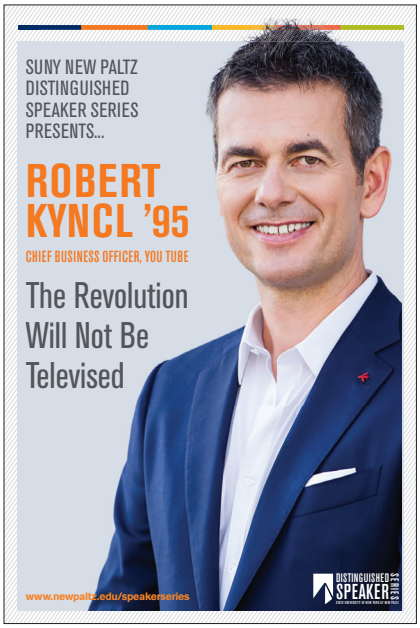
The Atrium is the iconic image used to represent New Paltz, as it is a unique identifier and central to student life on campus. Our logo and hash lines reflect and play on the angles of the Atrium, which reflect the mountain and evoke forward movement.

SUNY BRANDMARK

The SUNY brandmark may be used to endorse the campus brand. The circle may be cropped on no more than two sides. When used, we normally place it in the lower left corner.

TONE & LOOK

POSTER



POSTER

COLOR BAR

- The color bar is composed of six sections in PMS colors drawn from the primary and secondary palettes: from left to right 281, 165, 639, 7409, 7417 and 583 (evokes diversity and inclusion, important values of the New Paltz community)
- When used, the color bar should appear at the top. It may be the full width of the piece, the width of the image, or shortened to "frame" a key piece of text and draw the eye to the main message.
- The preferred background for the color bar is white. A color block or image background must be a lighter value than any of the sections in the color bar to ensure proper visibility of each section.

LA&S SCHOOL VIEWBOOK 2020

IMAGERY

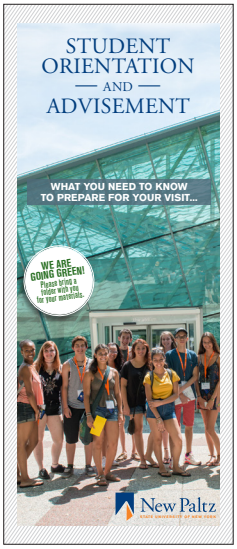
Images should be candid, depicting some real, unstaged activity/moment at New Paltz. Candid imagery conveys the "Education" portion of "A Degree and an Education"—the experiential, the unique environment, or essence of New Paltz. Additional information is available in the "Photography" section.

- Dynamic, candid people shots
  New Paltz People = New Paltz Voice
- Diversity

LUGGAGE TAG

TONE & LOOK

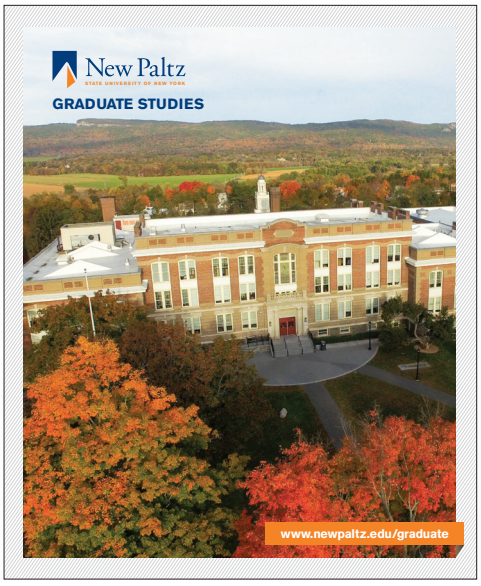
BROCHURE COVER



BROCHURE COVER

POSTER

POCKET FOLDER



POWER POINT TEMPLATE

HASH LINES

- Hash lines are meant to be subtle and not overpower the image.
- The hash lines may be used in the frame, a bar, or extend in from the frame or edge.
- Hash lines move from the upper right to the lower left at a 55° angle.
- Hash lines are 20% black
- Hash lines may be reversed to white over a dark image.
- Space between lines is twice the width of the mark.

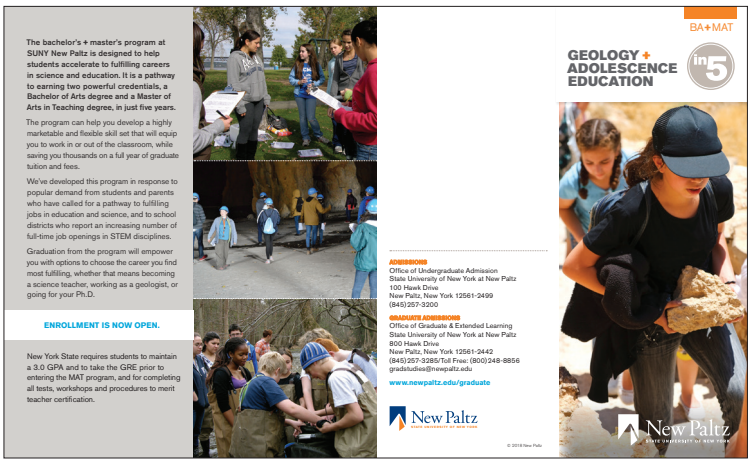
FRAME

- A white frame or a frame of hash lines may be used to contain an image.
- Copy may appear in the frame, but should be used judiciously and only when necessary to facilitate readability of the message.
- The thickness of the frame must be at least .375” on pieces up to 8.5 x 11, and at least .5” on 11 x 17

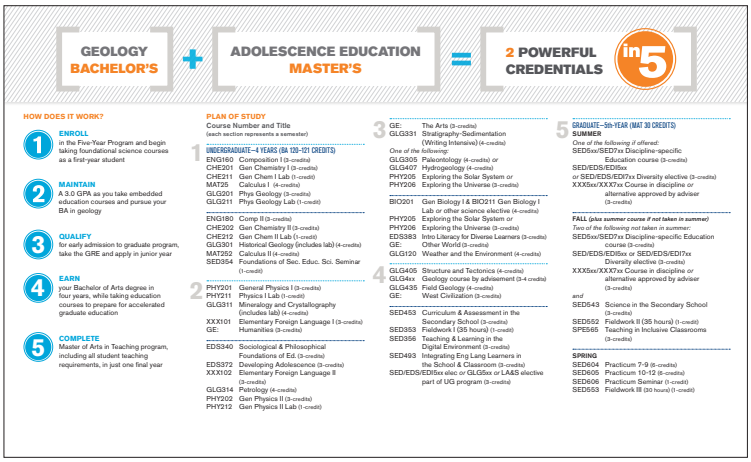
TONE & LOOK

UNDERGRADUATE

BROCHURE OUTSIDE SPREAD



BROCHURE INSIDE SPREAD



GRADUATE

FLYER

BACHELOR'S + MASTER'S PROGRAMS

Programs that provide a pathway to earn a bachelor's and a master's in five years are promoted using the degree, the program names, the "in5" circle, and the "formula." The text must include "five years" (e.g. earn two degrees in five years) to facilitate Google searches for five-year programs; and language to clarify that the graduate program requires application in year three and has criteria that must be met.

LANGUAGE RATIONALE

To be in alignment with SUNY and NYS Education Department (NYSED), these programs are promoted as "bachelor's plus master's programs." Also, research indicates that "4+1" is not common language for these programs.

In SUNY the “5-year” format generally refers to baccalaureate programs, not multi-award programs. The NYSED definition is as follows: “For baccalaureate programs. Indicates that because of the number of credits required, the program is approved as a 5-year program with five-year State student financial aid eligibility.” These programs have a single point of entry.

The five-year programs we offer have a second entry point during the initial four years and have two awards.

SPECS

- Bachelor's preceeds master's in text and headings
- Degrees in headings have the plus sign between them, all caps, no periods wth space on both sides of the plus sign.
- Degrees preceed the program names
- Program names on cover have a plus sign between them
- "in5" circle follows the program names

  NOTE: The circle is the only place where the numeral is used.
- The formula appears on the inside of the undergraduate brochure across the top and above the text in the graduate flyer.

NOTE: When bachelor's and master's have the same program name, as in English, the program name is used once, with a plus sign.

UNDERGRADUATE COLLATERAL

Folded brochure

- Degrees upper right below bar and above circle
- Program names with plus sign at top
- Orange bar in upper right, blocked to the "in5" circle/degrees, bleed to top
- Formula on inside across top
- Steps in circles on left panel of inside

GRADUATE COLLATERAL

Flat 8.5 x 11 flyer

- Image bleeds to the top
- Degrees and program names with plus signs upper left
- Orange bar in upper left, blocked to the degrees, bleed to top
- Formula below image

TONE & LOOK

FLYER

MFA METAL BROCHURE COVER

DIGITAL SIGN

GRADUATE PROGRAMS

Graduate program materials present the degree as the lead message. Design may follow standard campus style with hash lines, logo in lower right, strong images with focus on close, candid photos, etc.

Where appropriate, design may apply the master's degree type treatment. In this case, the degree is set in sans serif bold above New Paltz in lighter text, upper case, with tight leading. This graphic is generally placed in the upper left corner. The University logo must also appear. On a brochure, it may be positioned on the front or back.

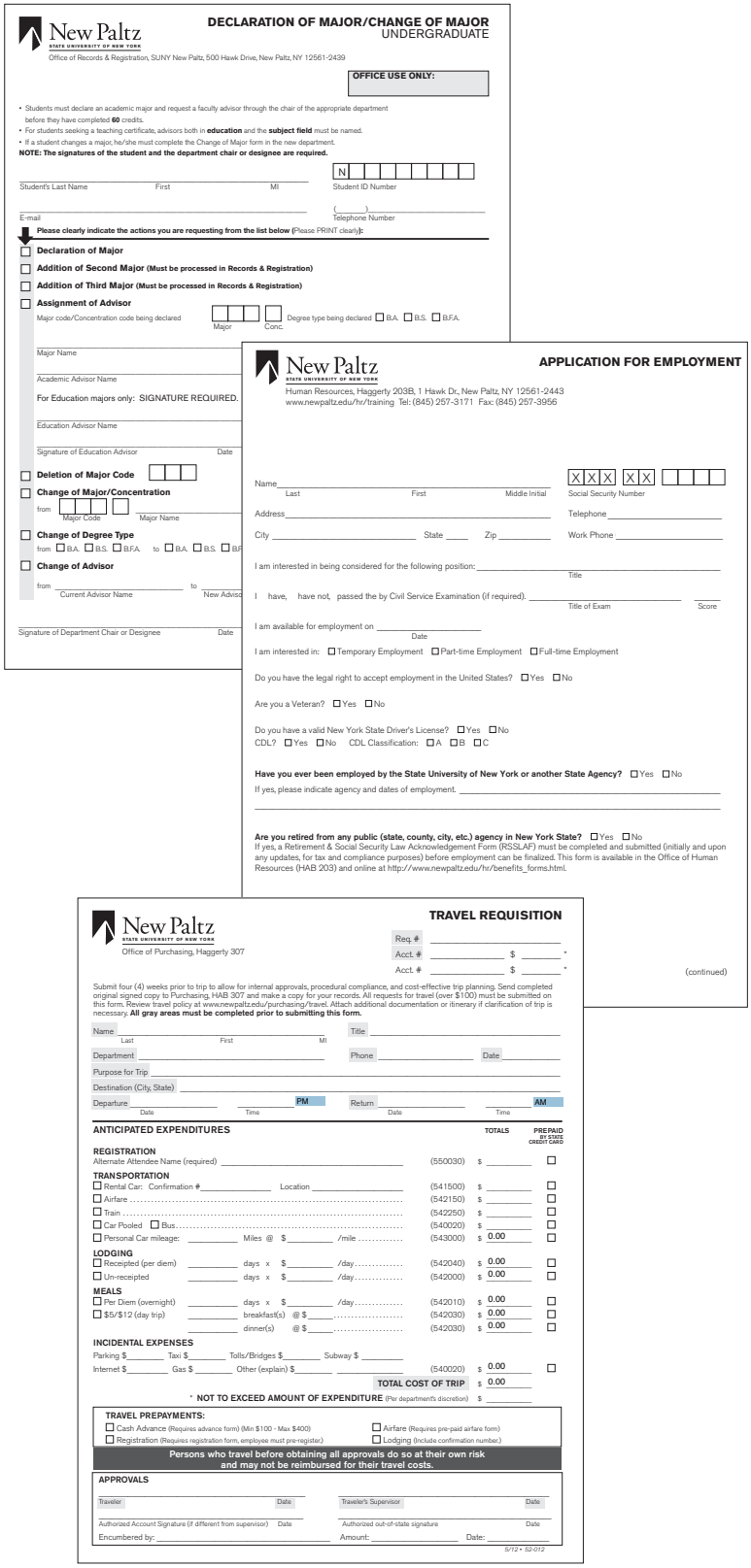
Where facilities are important to the message, images should show graduate students working in them whenever possible.

All other recruitment strategies apply, such as showing faculty/student interaction.

Aside from the MFA booklets, graduate program materials are designed as one-sheet flyers. (Undergraduate programs are designed as tri-fold brochures.)

ATRIUM NIGHT SHOT

The night shot of the Atrium is used for graduate marketing materials to evoke the connection with evening classes, which are generally the classes available to, and desired by, graduate students.



New Paltz
STATE UNIVERSITY OF NEW YORK
Office of Records & Registration, SUNY New Paltz, 500 Hawk Drive, New Paltz, NY 12561-2439

DECLARATION OF MAJOR/CHANGE OF MAJOR
UNDERGRADUATE

OFFICE USE ONLY:

- Students must declare an academic major and request a faculty advisor through the chair of the appropriate department before they have completed **60** credits.
- For students seeking a teaching certificate, advisors both in **education** and the **subject field** must be named.
- If a student changes a major, he/she must complete the Change of Major form in the new department.

NOTE: The signatures of the student and the department chair or designee are required.

Student's Last Name First MI Student ID Number

E-mail Telephone Number

Please clearly indicate the actions you are requesting from the list below (Please PRINT clearly)**:**

- **Declaration of Major**
- **Addition of Second Major** (Must be processed in Records & Registration)
- **Addition of Third Major** (Must be processed in Records & Registration)
- **Assignment of Advisor**

Major code/Concentration code being declared Major Conc. Degree type being declared B.A. B.S. B.F.A.

Major Name

Academic Advisor Name

For Education majors only: SIGNATURE REQUIRED.

Education Advisor Name

Signature of Education Advisor Date

- **Deletion of Major Code**
- **Change of Major/Concentration**

from Major Code Major Name

- **Change of Degree Type**

from B.A. B.S. B.F.A. to B.A. B.S. B.F.

- **Change of Advisor**

from Current Advisor Name to New Advisor

Signature of Department Chair or Designee Date

New Paltz
STATE UNIVERSITY OF NEW YORK
Human Resources, Haggerty 203B, 1 Hawk Dr., New Paltz, NY 12561-2443
www.newpaltz.edu/hr/training Tel: (845) 257-3171 Fax: (845) 257-3956

APPLICATION FOR EMPLOYMENT

Name Last First Middle Initial Social Security Number

Address Telephone

City State Zip Work Phone

I am interested in being considered for the following position: Title

I have, have not, passed the by Civil Service Examination (if required). Title of Exam Score

I am available for employment on Date

I am interested in: Temporary Employment Part-time Employment Full-time Employment

Do you have the legal right to accept employment in the United States? Yes No

Are you a Veteran? Yes No

Do you have a valid New York State Driver's License? Yes No
CDL? Yes No CDL Classification: A B C

Have you ever been employed by the State University of New York or another State Agency? Yes No
If yes, please indicate agency and dates of employment.

Are you retired from any public (state, county, city, etc.) agency in New York State? Yes No
If yes, a Retirement & Social Security Law Acknowledgement Form (RSSLAF) must be completed and submitted (initially and upon any updates, for tax and compliance purposes) before employment can be finalized. This form is available in the Office of Human Resources (HAB 203) and online at http://www.newpaltz.edu/hr/benefits_forms.html.

(continued)

New Paltz
STATE UNIVERSITY OF NEW YORK
Office of Purchasing, Haggerty 307

TRAVEL REQUISITION

Req. #
Acct. # $ *
Acct. # $ *

Submit four (4) weeks prior to trip to allow for internal approvals, procedural compliance, and cost-effective trip planning. Send completed original signed copy to Purchasing, HAB 307 and make a copy for your records. All requests for travel (over $100) must be submitted on this form. Review travel policy at www.newpaltz.edu/purchasing/travel. Attach additional documentation or itinerary if clarification of trip is necessary. **All gray areas must be completed prior to submitting this form.**

Name Last First MI Title

Department Phone Date

Purpose for Trip

Destination (City, State)

Departure Date Time PM Return Date Time AM

ANTICIPATED EXPENDITURES TOTALS PREPAID BY STATE CREDIT CARD

REGISTRATION
Alternate Attendee Name (required) (550030) $

TRANSPORTATION
Rental Car: Confirmation # Location (541500) $
Airfare (542150) $
Train (542250) $
Car Pooled Bus (540020) $
Personal Car mileage: Miles @ $ /mile (543000) $ 0.00

LODGING
Receipted (per diem) days x $ /day (542040) $ 0.00
Un-receipted days x $ /day (542000) $ 0.00

MEALS
Per Diem (overnight) days x $ /day (542010) $ 0.00
$5/$12 (day trip) breakfast(s) @ $ (542030) $ 0.00
dinner(s) @ $ (542030) $ 0.00

INCIDENTAL EXPENSES
Parking $ Taxi $ Tolls/Bridges $ Subway $
Internet $ Gas $ Other (explain) $ (540020) $ 0.00

TOTAL COST OF TRIP $ 0.00

* **NOT TO EXCEED AMOUNT OF EXPENDITURE** (Per department's discretion) $

TRAVEL PREPAYMENTS:
Cash Advance (Requires advance form) (Min $100 - Max $400)
Registration (Requires registration form, employee must pre-register.)
Airfare (Requires pre-paid airfare form)
Lodging (Include confirmation number.)

Persons who travel before obtaining all approvals do so at their own risk and may not be reimbursed for their travel costs.

APPROVALS

Traveler Date Traveler's Supervisor Date

Authorized Account Signature (if different from supervisor) Date Authorized out-of-state signature Date

Encumbered by: Amount: Date:

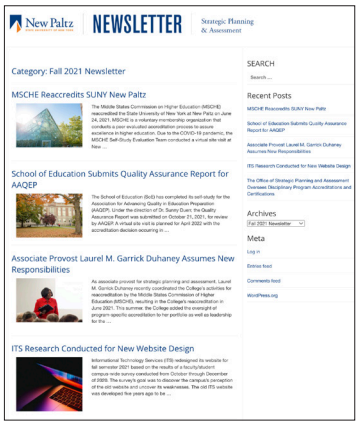
5/12 • 52-012

FORMS

To ensure brand integrity and ease of use, forms follow specific style parameters.

- Margins 3/8" minimum to 1/2"
- Typeface is Akzidenz Grotesk (alt. is Arial)
- Logo in upper left corner. (Never centered). 2.25" long
- If desired, department name, address, phone and/or url may appear in 10/12 regular below the logo with a .25 rule between them, similar to letterhead.
- Title of form is in 14 pt. bold, upper case, placed in the upper right corner flush right. Any secondary information may be placed below the primary name in lighter type, in upper or lower case, flush right.
- Title never includes the word "form." It is essentially redundant and leaving it out allows the reader to focus in the essential information of the title.
- Text (always flush left): Body copy 10/12 light; Heads 12/12 bold; Subheads 10/12 bold; Instructions 10/12 italic; text under fill-in lines 8.5/9 light.
- ID or Social Security numbers should be composed of quarter inch boxes. Banner ID numbers should have the N preprinted in the first box. Social Security numbers should have an X preprinted in the first five boxes to comply with privacy policies.
- Check boxes should be used instead of lines, and should be placed before the text it applies to, not after it.
- Tables may be used judiciously for special information, but may not be used for basic information such as name, address, etc..
- Sections should be identified by bold headers in upper case, rather than divider lines, as much as possible. Such lines should be used sparingly, especially on forms with multiple lines to be filled in.

TONE & LOOK

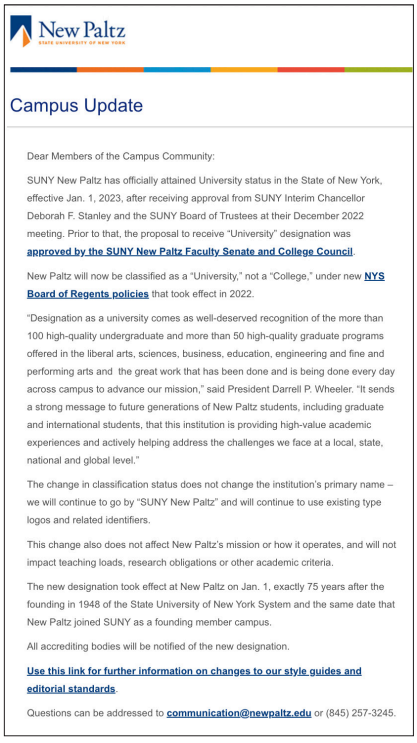


NEWSLETTERS

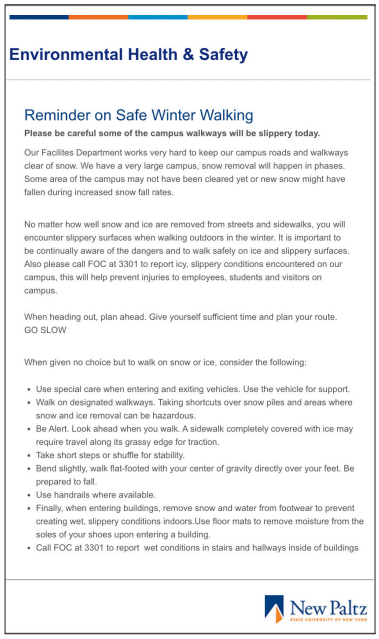
In keeping with sustainability concerns and best practices for digital communication, all campus newsletters are produced online. For branding consistency all newsletter banners have a consistent look.

On this page are screen shots of online newsletters for Strategic Planning and Assessment and The College of Liberal Arts & Sciences.

OFFICIAL CAMPUS EBLAST



DEPARTMENTAL EBLAST



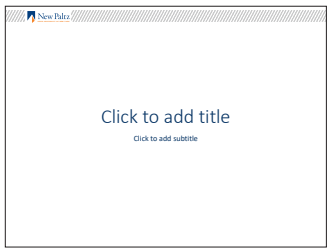
EBLAST

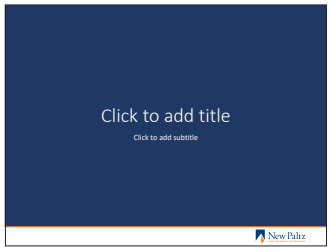
Official campus eblasts incorporate the logo at the top of the message, the color bar just below it, and a background of Pantone Cool Gray 1.

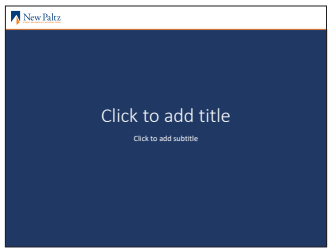
Departmental/office eblasts have the color bar at the top with the department/program name just below it, the logo at the bottom, and a background of Pantone Cool Gray 1.

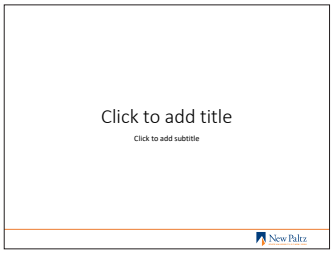
Width should not exceed 650 pixels. Live area is a maximum of 600 pixels in a 650 pixel-wide eblast.

STANDARD 4:3 RATIO

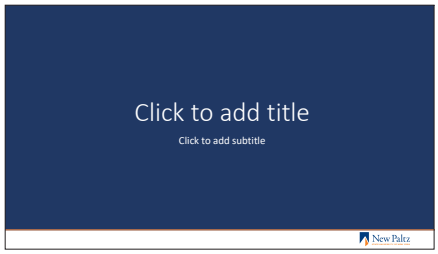


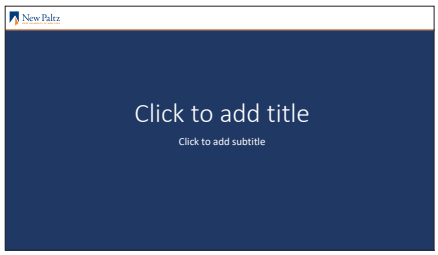


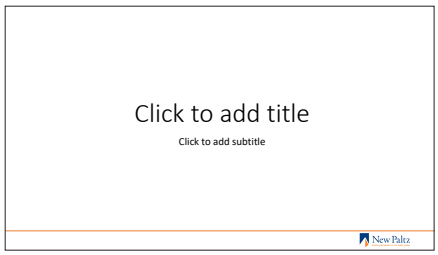


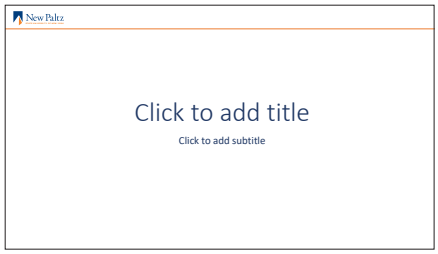


WIDE 16:10 RATIO









POWERPOINT

Templates are available online at my.newpaltz.edu in the Communication & Marketing link.

File names include keys to the type of PowerPoint:
"hashlines" or "ruleline" indicate style
"bottom" or "top" indicate placement of the logo
"blue" indicates solid blue background

size in ratio is indicated as:
"std4.3" for 4:3 ratio
"wide" for widescreen or 16:9 ratio
"16.10" for 16:10 ratio

NOTE: 16:10 is used in most classroom AV systems with projectors.

Use of proper size for the presentation will avoid distortion of the logo, which happens when a PowerPoint is resized.

CAMPUS VEHICLES

THE FLEET

All campus vehicles are marked with the University logo. The two-color logo is used on white vehicles, and the white logo is used on any dark color vehicles. The logo is placed to fit on the door, and must not cross panels. No department names are used on campus vehicles.

FIRE SAFETY

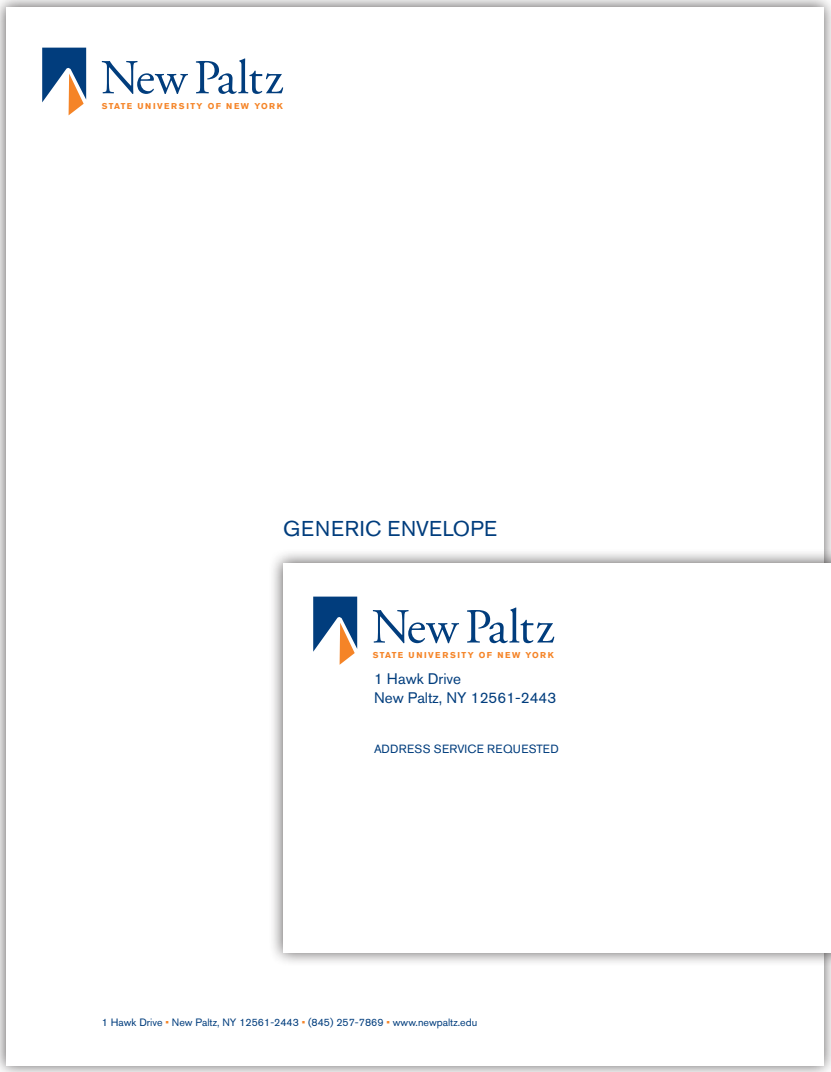
Vehicles are marked with the University logo on the doors and have "FIRE SAFETY" in red block letters on the hood and tailgate or trunk.

UNIVERSITY POLICE

Vehicles are marked with police-style graphics approved by the Office of Communication & Marketing.

STATIONERY SYSTEM

GENERIC LETTERHEAD



GENERIC ENVELOPE

STATIONERY

For a successful college identity, the consistency of all materials, including the stationery system, is critical. All stationery must be ordered through Design Services or Print Services.

New Paltz stationery is printed in PANTONE 281 and PANTONE 165 on 24# Mohawk Via Smooth Writing stock.

ELECTRONIC LETTERHEAD

The generic letterhead is available in electronic format online at my.newpaltz.edu in the Communication & Marketing link. Departmental electronic letterhead may be ordered through Design Services.

Do not use electronic letterhead as a template to produce correspondence in print. Variations in color and quality output can negatively affect institutional brand.

GENERAL GUIDELINES

Use official typefaces for body copy if available (Akzidenz Grotesk or Adobe Garamond Pro). Otherwise, use Arial or Times.

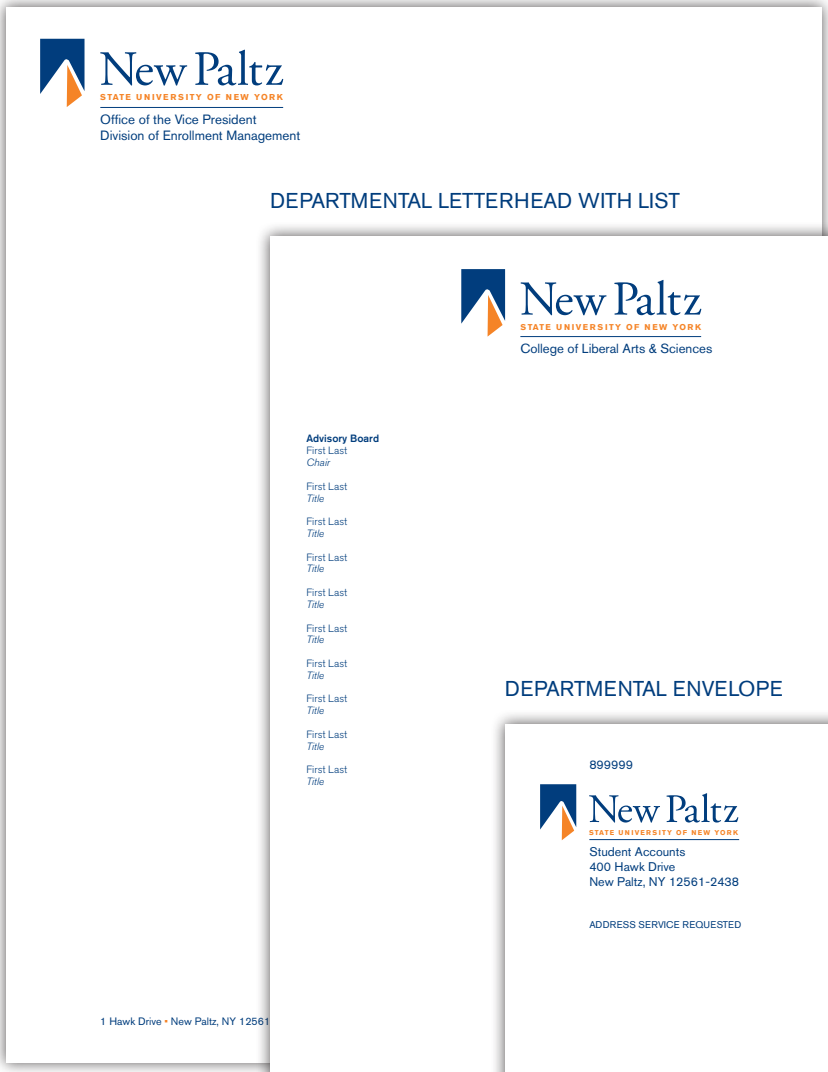
Do not use photocopied stationery for official correspondence.

STATIONERY SYSTEM

DEPARTMENTAL STATIONERY

Requests for departmental stationery may be placed with Design Services. It is important for the integrity of the brand identity that the departmental name appears in the typeface, Akzidenz Grotesk. You may not insert your departmental name in any other typeface.

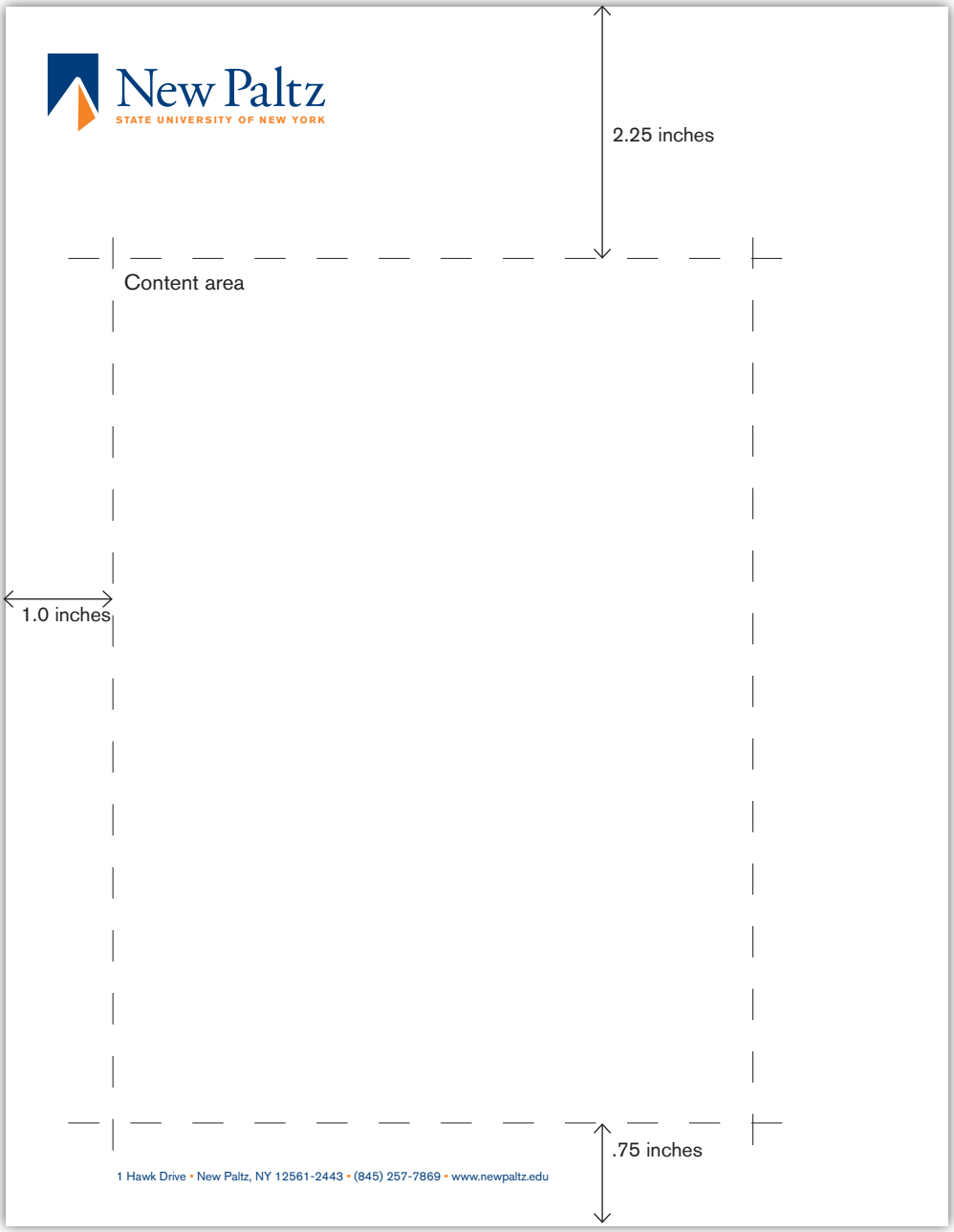
DEPARTMENTAL LETTERHEAD



DEPARTMENTAL LETTERHEAD WITH LIST

DEPARTMENTAL ENVELOPE

STATIONERY SYSTEM



FORMAT

MARGINS
Top: 2.5 inches – suggested
Left: 1.0 inches – REQUIRED
Right: 2 inches – suggested
Bottom: .75 inches – REQUIRED

ADDRESS PLACEMENT FOR USE IN WINDOW ENVELOPE:

top margin 2.25”
left margin 1.0”
address copy no longer than 3.25”

10 pt. or 11 pt. type, single spaced
address block can accommodate 6 lines of copy
start salutation on 10th line

12 pt. type, single spaced
address block can accommodate 5 lines of copy
start salutation on 9th line

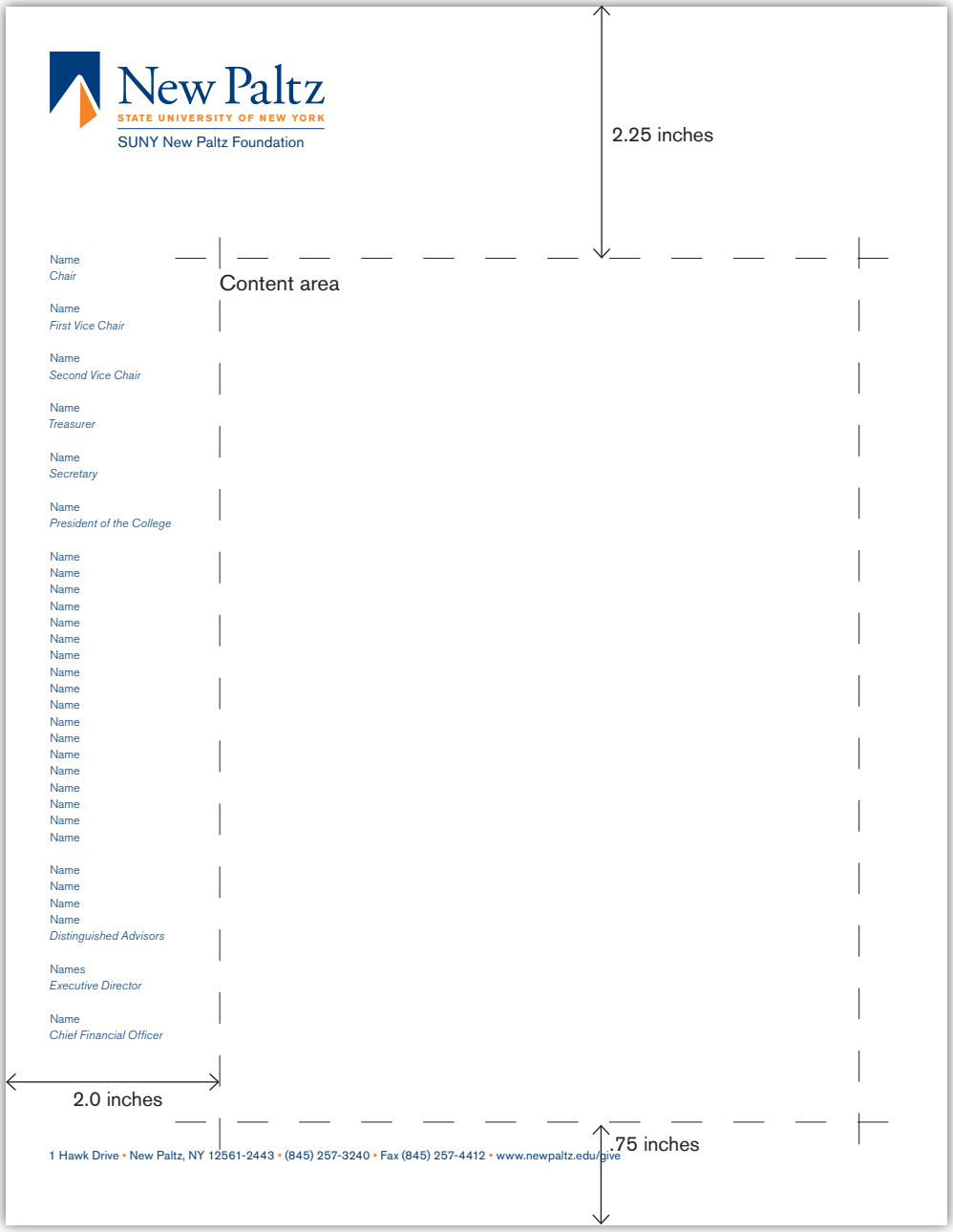
TYPOGRAPHY

Akzidenz Grotesk or Arial
Adobe Garamond Pro or Times

FONT SIZE
10 point, flush left, with
no hyphenation – suggested

LINE SPACING
12 point or
single spacing – suggested

STATIONERY SYSTEM



Recommended and preferred letter format with required left margin.

ADDRESS PLACEMENT FOR USE IN WINDOW ENVELOPE:

top margin 2.25”
left margin 2.0”
address copy no longer than 3.25”

10 pt. or 11 pt. type, single spaced
address block can accommodate 6 lines of copy
start salutation on 10th line

12 pt. type, single spaced
address block can accommodate 5 lines of copy
start salutation on 9th line

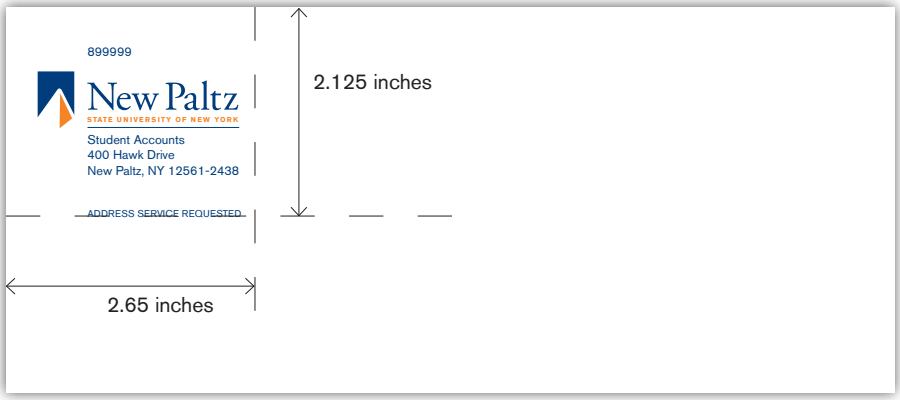
MARGINS
Top: 2.5 inches – suggested
Left: 2.0 inches – REQUIRED
Right: 1 inches – suggested
Bottom: .75 inches – REQUIRED

TYPOGRAPHY
Akzidenz Grotesk or Arial
Adobe Garamond Pro or Times

FONT SIZE
10 point, flush left, with
no hyphenation – suggested

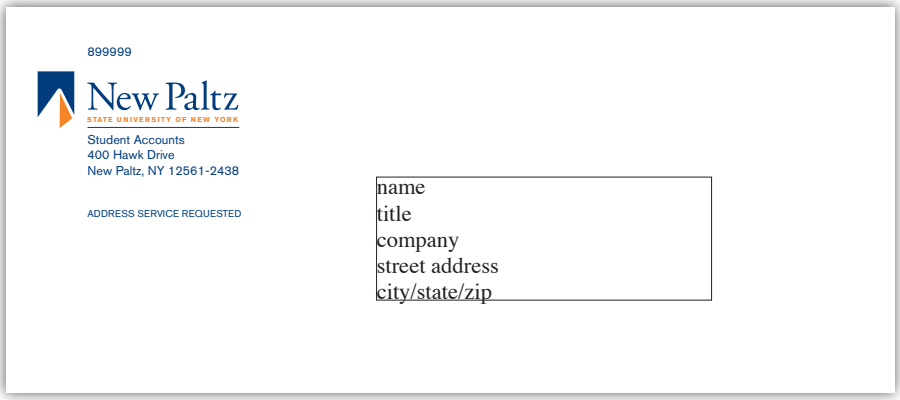
LINE SPACING
12 point or
single spacing – suggested

STATIONERY SYSTEM



LOGO AND ADDRESS POSITIONING

When possible use pre-printed envelopes provided by New Paltz. When developing an envelope template, the logo and address should be within the area shown above. This applies to any size envelope unless otherwise noted within this manual. Envelopes can be printed in black and white or color.



ENVELOPE ADDRESSING

The street address and city/state/zip lines of the outgoing address MUST appear below the city/state/zip line of the return address in order to process through USPS scanning equipment properly.

MAIL PIECE ENDORSEMENT

“Address Service Requested” is the recommended endorsement. Undeliverable first class mailpiece is forwarded at no charge (months 1-12) and a notice of new address is provided (fee). After that mailpiece is returned with new address attached.

STATIONERY SYSTEM

CAMPUS NOTE CARD

Generic New Paltz folded note cards are available through Print Services. They are designed to fit in an A-6 invitation size envelope.

Departmental note cards are available by order through Design Services.

STATIONERY SYSTEM

OPTION
to include pronouns

OPTIONAL FOLDED CARD

A folded business card is available at additional cost. The inside is blank. The outside back may be blank or printed.

1 1/2" X 3" (.020 SILVER STEEL)

OPTION
to include pronouns

BUSINESS CARD

The University's business cards are printed on campus. All text is PMS 281 except the employee's title and the square bullets in orange. Place orders at my.newpaltz.edu on the Faculty/Staff tab in the Communication & Marketing link.

Titles are on a single line to the extent possible. A long title may be on two lines if it does not fit on a single line, or if desired for clarity of multiple roles. Name must maintain some distance from the logo.

Personal information such as personal cell phone numbers and personal web page addresses may not be printed on the University's official business cards. Personal cell phones for which there is a stipend granted for use in official University business may be listed. It would appear between the voice and fax numbers preceded by "Cell: …"

Gender pronouns may be included in Roman type with slash between them, no spaces, below the phone and email line.

The University does not authorize business cards for students.

NAME BADGE

A brushed silver name badge may be ordered with your procurement card or a purchase requisition to the Office of Purchasing. Please use the form available at www.newpaltz.edu/purchasing/forms.html. You may attach a list of names to one order form. Price varies with the number of lines of copy.

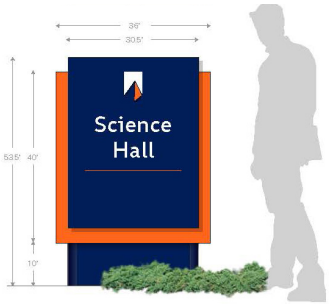
Text is all upper and lower case (not all caps).

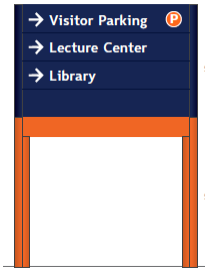
Gender pronouns may be included in Roman type with slash between them, no spaces, below the title.

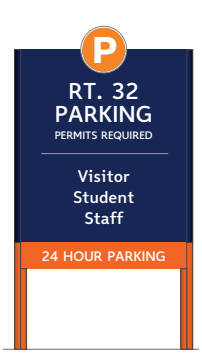
SIGNAGE SYSTEM

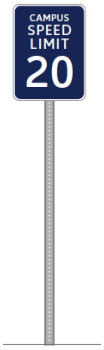
INTERIOR SIGNAGE

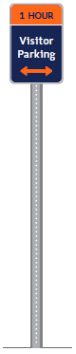
EXTERIOR SIGNAGE











STANDARDS

Signage standards are developed and maintained by the Office of Facilities Management in conjunction with the Office of Communication & Marketing to ensure brand consistency. Standards include size, material, typeface, placement, etc.

INTERIOR SIGNAGE

Interior signage includes code required signs, room signs (numbers, names, etc), directories, and other wayfinding signage.

EXTERIOR SIGNAGE

Exterior signage includes boundary signage (stone walls), entrance signs, bulding ID (free standing, wall, dimensional letters), vehicular information centers, parking and parking lot signs, vehicular and pedestrian directionals, street signs, regulatory signage, accessibility signage, banners, and temporary event signs.

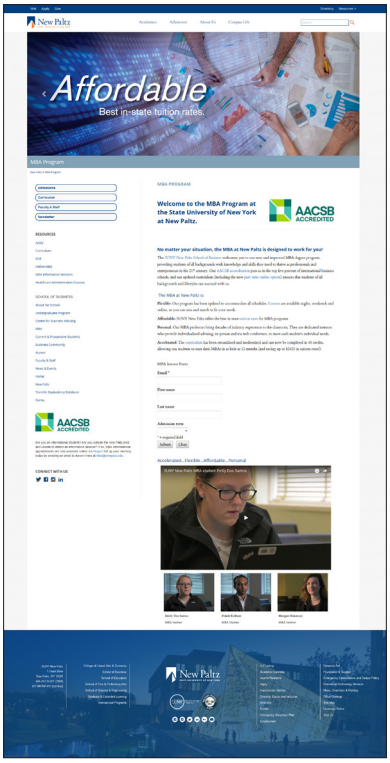
ORDERING TEMPORARY SIGNS

Requests for temporary signs for events may be sent to Communication & Marketing at design@newpaltz.edu.

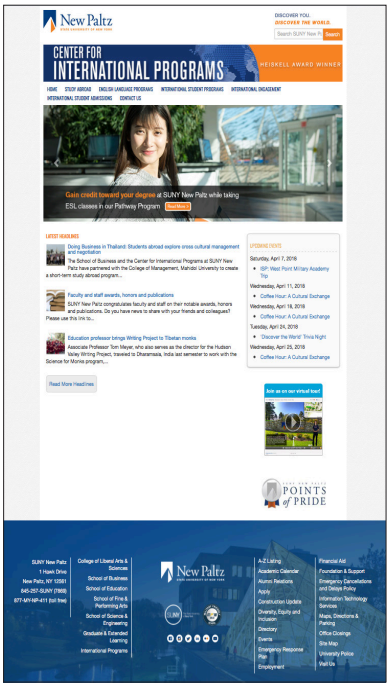
DIGITAL MEDIA STANDARDS

HOME PAGE

MAIN TEMPLATE



CIP TEMPLATE



WEB PAGES

All websites that the University maintains adhere to the New Paltz style guide visually and editorially.

Templates

The University currently maintains three separate web templates: a “main” template for the majority of College websites, a template for the School of Fine and Performing Arts, and a template for the Center for International Programs. Any new template designs must be approved by the VP for Communication.

Colors

Font colors and sizes are restricted to the University’s primary and secondary color palate, and custom graphics must be approved by OCM before being published on the website.

Content Management

Department content managers, (usually secretaries or chairs) may make changes to their website using the University’s content management system. To request access and training, visit www.newpaltz.edu/terminalfour. There is also a request system in place via my.newpaltz.edu.

Accessibility

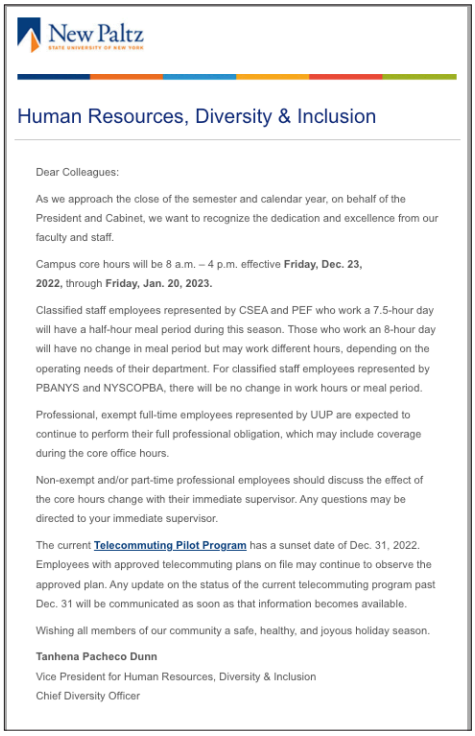
All digital content, including all college websites, instructional materials, and third-party applications available to students or the public, must conform to the WCAG 2.0 AA web accessibility standards. This ensures that people with disabilities are afforded an opportunity equal to that of the nondisabled when consuming electronic content. It is mandated by the Office for Civil Rights, a sub-agency of the U.S. Department of Education, and is consistent with the University's commitment to our values of inclusivity.

Other websites

The University also maintains the Dorsky Museum and Benjamin Center websites, which adhere to their own separate style guides.

DIGITAL MEDIA STANDARDS

OFFICIAL INSTITUTIONAL MESSAGE



New Paltz
STATE UNIVERSITY OF NEW YORK

Human Resources, Diversity & Inclusion

Dear Colleagues:

As we approach the close of the semester and calendar year, on behalf of the President and Cabinet, we want to recognize the dedication and excellence from our faculty and staff.

Campus core hours will be 8 a.m. – 4 p.m. effective **Friday, Dec. 23, 2022,** through **Friday, Jan. 20, 2023.**

Classified staff employees represented by CSEA and PEF who work a 7.5-hour day will have a half-hour meal period during this season. Those who work an 8-hour day will have no change in meal period but may work different hours, depending on the operating needs of their department. For classified staff employees represented by PBANYS and NYSCOPBA, there will be no change in work hours or meal period.

Professional, exempt full-time employees represented by UUP are expected to continue to perform their full professional obligation, which may include coverage during the core office hours.

Non-exempt and/or part-time professional employees should discuss the effect of the core hours change with their immediate supervisor. Any questions may be directed to your immediate supervisor.

The current **Telecommuting Pilot Program** has a sunset date of Dec. 31, 2022. Employees with approved telecommuting plans on file may continue to observe the approved plan. Any update on the status of the current telecommuting program past Dec. 31 will be communicated as soon as that information becomes available.

Wishing all members of our community a safe, healthy, and joyous holiday season.

Tanhena Pacheco Dunn
Vice President for Human Resources, Diversity & Inclusion
Chief Diversity Officer

DEPARTMENTAL MESSAGE

Office of **Campus Sustainability**

SLOW THE FLOW
SAVE H2O

It's time to become a water saver!

SUNY New Paltz's Slow the Flow Save H2O water conservation campaign begins October 1st! In case you haven't heard, the Catskills Aqueduct, which provides water to the Village, the Town, and the College, is shutting down for construction this October through December. Please be conscious of water usage around campus!

What can you do to support the Slow the Flow campaign other than becoming a water saver yourself? Invite a student Sustainability Ambassador to give a 5-minute announcement in your class about the Slow the Flow Save H2O Campaign and Competition between residence halls.

Sign Up for a Slow the Flow announcement in your class!

Thank you for supporting this campaign!

New Paltz
STATE UNIVERSITY OF NEW YORK

EBLAST

Official campus eblasts incorporate the color bar at the top of the message, the logo just below it, and a background of Pantone Cool Gray 1.

Departmental/office eblasts have the color bar at the top with the department/program name just below it, the logo at the bottom, and a background of Pantone Cool Gray 1.

Width should not exceed 650 pixels. Live area is a maximum of 600 pixels in a 650 pixel-wide eblast.

EXCEPTION:

Occasionally a special notice may be designed to coordinate with other collateral in a branded campaign, such as the one below for Undergraduate Admission. These must be designed by the Office of Communication & Marketing.

SPECIAL EBLAST

New Paltz
STATE UNIVERSITY OF NEW YORK

VISIT US
41.7436° N / 74.0839° W
SUMMER
2015

Schedule your visit this summer at **(845) 257-3688**

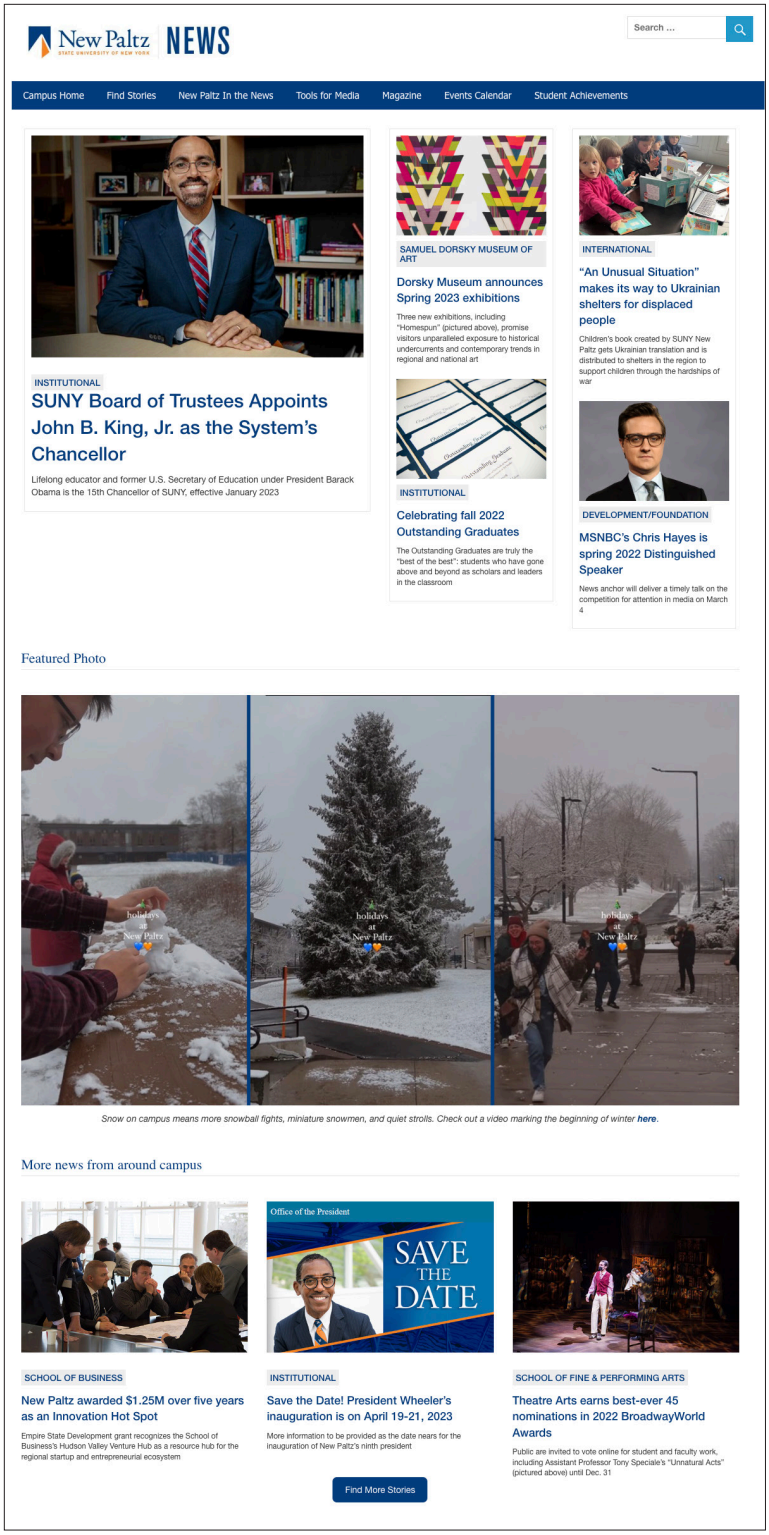
Register online at **www.newpaltz.edu/visitus**

View our new video about the SUNY New Paltz experience at **www.newpaltz.edu/admissions**

A DEGREE...**AND AN EDUCATION®**

State University of New York at New Paltz
1 Hawk Drive, New Paltz, NY 12561
www.newpaltz.edu
www.facebook.com/newpaltz
www.twitter.com/newpaltz

DIGITAL MEDIA STANDARDS



NEWS HUB

The University News Hub collects news releases and posts from around the campus community. News Hub stories are consistent in tone: they conform to AP Style except where otherwise directed by this guide; are generally composed in an objective, journalistic voice; and typically feature images. Visit https://sites.newpaltz.edu/news/ for examples.

Based on feedback from a survey of faculty and staff members conducted in the spring of 2017, the Office of Communication & Marketing made a number of improvements to the University News Hub and the campus news editorial process. A redesigned News Hub launched in January 2018 with a stronger emphasis on stories and powerful visuals, including content that comes directly from campus community members.

Stories on the University News Hub are created with both internal and external audiences in mind. Some articles are designed to disseminate major institutional information that students, faculty and staff need to know; others are press releases about campus events and news targeted at local and national media markets; and some are more light-hearted, meant to showcase the unique successes of our students, faculty, alumni and staff for audiences that include prospective students and their families.

The editorial team strives to source news from all academic departments and professional units on campus, to provide a balanced and diverse presentation of the living and learning environment at SUNY New Paltz.

SUBMIT NEWS

To submit news use the "Submit News" form available online at my.newpaltz.edu in the Communication & Marketing link.

SOCIAL MEDIA STANDARDS

SOCIAL MEDIA

The Office of Communication & Marketing is excited to help departments and offices across campus tell the New Paltz story on social media. These standards help keep our official accounts branded, consistent with strategic messaging, and secure.

CREATING A SOCIAL MEDIA STRATEGY

Our team is available to help you define your goals and identify the social media platforms and techniques to help you achieve them. Please contact our Assistant Director of Marketing & Social Media John Oles (olesj@newpaltz.edu) for an initial meeting before setting up any social media accounts. Our team can help you evaluate what platforms will work best for your department, and whether posting through existing New Paltz accounts may be the best way to deliver your message to the greatest number of followers.

1. Identify your target audience: Your target audience may include current and prospective students, as well as parents, faculty/staff, alumni, members of the general public and donors.
2. Define your goals: The goals of your social media strategy should be to increase awareness of your program, department or organization, educate the community on ways they can join or get involved, and encourage engagement.
3. Choose the right platforms: The most effective platforms for reaching your target audience may vary. For parents, faculty and staff, Facebook, LinkedIn and Twitter work well. For current and prospective students, you'll want to use Instagram. If you have interest in TikTok, please contact John Oles to collaborate on creating content for the main SUNY New Paltz TikTok account.
4. Create a content calendar: Plan out a content calendar that includes a mix of educational posts, exciting updates, and invitations for others to engage with your account.
5. Engage with your audience: Encourage engagement by asking questions, hosting polls, and responding to comments.
6. Monitor analytics: Use analytics on each platform to track the success of the social media strategy and make adjustments as needed.
7. Collaborate with other departments: Collaborate with other departments on campus to share content and reach a wider audience.
8. Use visually appealing and branded media: Attractive photos and compelling videos increase engagement and make the content more shareable. Try to stay away from posting too many event flyers to your account.
9. Be consistent: A regular, steady posting schedule and tone helps build trust and engagement with the audience.
10. Keep it simple: Your core message should be easy to understand, while staying on brand and relevant to the target audience to ensure the highest engagement.

To learn more, please visit our "Best Practices" guide: www.newpaltz.edu/ocm/best-practices/. The short guide online is intended to help faculty and staff understand how to use social media to broadcast important information to your intended audiences in a fun and engaging way.

PROFILE PICTURE

Please contact Assistant Director of Marketing & Social Media John Oles for a branded profile picture for your accounts. There is a template that is being used to keep all accounts appropriately branded and sized correctly for each particular social media network.

olesj@newpaltz.edu

COMMUNICATION STYLE

ANSWERING THE PHONE

[Department of/Office of] ____. This is [First name].

EXAMPLES:

For academic units:

"Department of Biology. This is Jane."

For administrative units:

"Office of Records and Registration. This is John."

VOICE MAIL GREETING STANDARDS

GENERAL MESSAGE

Hello. You've reached the voice mailbox for {name} {title and/or department} at SUNY New Paltz. You may leave a message after the tone, and I'll return your call as soon as possible.

OPTIONAL addition: If you need more immediate assistance, you may call {extension} to speak with {title}{ name}.
[example: . . . call 1234 to speak with our secretary, Jane Doe]

OUT OF OFFICE

Hello. You've reached the voice mailbox for {name} {title and/or department} at SUNY New Paltz. I will be out of the office from {day, date} through {day, date}.

OPTION: If you need assistance during that time, please [call {extension} to speak with {name & title}, e-mail {me/name & title} at {address}, etc.]

OPTION: I will return your call as soon as possible after my return.

E-MAIL SIGNATURE STANDARDS

Instructions for incorporating the University logo and the wings icon are available online at my.newpaltz.edu in the Communication & Marketing link.

E-MAIL SIGNATURE FORMAT

Name
Title
Office
SUNY New Paltz (for off campus audiences)
___ Hawk Dr. (for off campus audiences)
New Paltz, NY 12561-_ _ _ _ (for off campus audiences)
phone (optional)
She/Her/Hers (optional)

EXAMPLE:

John Oles
Marketing and Social Media Manager
Office of Communication & Marketing
SUNY New Paltz
1 Hawk Drive, New Paltz, NY 12561-2443
(845) 257-2698

NOTE:

If you're not sure of your address number and zip + four, contact Mail Services at x3122 or find it online at www.newpaltz.edu/ocm/mail.html#addressing.

Gender pronouns may be included below the phone number, and help promote a culture of inclusivity. E.g. – She/Her/Hers

BRANDED SOCIAL MEDIA ICONS

The branded social media icons are offered for staff/faculty to use to promote their official New Paltz accounts and for an email signature. The icons can be found on my.newpaltz.edu, in the Communication & Marketing resource tab under "Resources." Click the image icon in your Outlook email signature settings to add the social icons. Be sure to copy and paste your social media account hyperlink and assign it to the correct icon then click save.

TRADEMARK/LICENSE

To obtain a license for use of the University's trademarks by external organizations for commercial purposes, please contact:

Office of Communication & Marketing
845-257-3245
communication@newpaltz.edu

Names and marks representing the SUNY New Paltz are protected under New York State and federal copyright and trademark laws. Reproductions of the University's names and logos may not be provided to vendors without first checking on the specific trademark licensing requirements that apply. Permission to use the SUNY New Paltz brand and marks should be requested through the Office of Communication & Marketing.

All art shown in this manual is the property of SUNY New Paltz and artwork may not be used in any way without prior written permission.

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SIZE AND PLACEMENT OF MARKS

©

The copyright symbol, or copyright sign, © (a circled capital letter "C"), is the symbol used in copyright notices for works other than sound recordings (which are indicated with the © symbol). This always appear first, followed by the year, then SUNY New Paltz.

®

The registered trademark symbol, the encircled R, provides notice that the preceding word or symbol is a trademark or service mark that has been registered with the U.S. Patent and Trademark Office. It may only be used with those marks that are registered, and needs to be "displayed with the mark."

The registration symbol (®) should be placed in upper-right hand corner adjacent to the mark. In text, the symbol should appear directly after the portion of the text that has been registered.

Typically the symbol is placed at a minimum in the first and/or most prominent usage of the mark in collateral. However, the symbol may be used every time when using a trademark.

TM

A trademark is a recognizable sign, design, or expression that identifies products or services of a particular source from those of others, although trademarks used to identify services are usually called service marks.

The TM is not required on unregistered marks, but may be used in the same manner as the registered trademark symbol to provide notice that the mark is filed. It follows the mark as a superscript.

TRADEMARK/LICENSE

NEW PALTZ REGISTERED MARKS

New Paltz Logo

New Paltz logo vertical

New Paltz icon

New Paltz avatar (for applications smaller than 1”)

New Paltz avatar vertical (for online applications only)

REGISTERED MARKS CONSISTING OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR

SUNY NEW PALTZ

NEW PALTZ

STATE UNIVERSITY OF NEW YORK NEW PALTZ

SUNY NEW PALTZ ALUMNI ASSOCIATION

NEW PALTZ ALUMNI ASSOCIATION

NEW PALTZ HAWKS

NPHAWKS

HUGO THE HAWK

A DEGREE…AND AN EDUCATION

SAMUEL DORSKY MUSEUM OF ART REGISTERED MARK

The Dorsky logo

TRADEMARK/LICENSE

NEW PALTZ ATHLETICS REGISTERED MARKS

New Paltz primary

hawk

New Paltz Wordmark Head

hawk head

New Paltz Wordmark

NP Monogram Head

NP Word Horizontal

NP Monogram Banner

NP Monogram

See the Athletics Identity Graphic Standards for further information on athletic marks. www.newpaltz.edu/ocm/styleguide

SUPPORT RESOURCES

THE OFFICE OF COMMUNICATION & MARKETING, which reports to Shelly Wright, Chief of Staff and Vice President for Communication in the Office of the President, is comprised of the units of Design Services, Print & Mail Services, Digital Media Services (including photography, video and Web) and Media Relations (including campus communications, social media and marketing).

CONTACT INFORMATION

COMMUNICATION & MARKETING BRAND MANAGEMENT TEAM

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Matt Skillman

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Laura Kniffen

MARKETING OVERSIGHT

Shelly Wright