



# IDENTITY AND STYLE GUIDE

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## STYLE GUIDE USAGE

This style guide is designed to help maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. You may not distribute the text or graphics for commercial use without express written permission of SUNY Canton. Please contact SUNY Canton regarding usage of any logo or brand related material.

Logos and design templates are available at [www.canton.edu/toolbox/](http://www.canton.edu/toolbox/)

## CONTACT INFORMATION

If you have questions about usage of SUNY Canton logos, please contact the following.

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COLOR PALETTE

Color is as significant to a graphic identity as images, symbols, and marks. The official colors of SUNY Canton are blue, green, and gold. Gray can also be used as an accent color.

Ink colors are specified according to the Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CMYK) and the recommended screen colors (RGB) are indicated as a coated and uncoated color. This document should not be used to match color on press. Please refer to a Pantone color selection book for correct rendition of color.

PANTONE 288



CMYK	RGB	WEB/HEX
C: 100 M: 67 Y: 0 K: 23	R: 0 G: 75 B: 141	# 004B8D

PANTONE 347



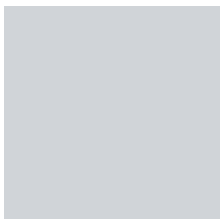
CMYK	RGB	WEB/HEX
C: 100 M: 0 Y: 86 K: 3	R: 0 G: 161 B: 96	# 00A160

PANTONE 465



CMYK	RGB	WEB/HEX
C: 20 M: 32 Y: 58 K: 0	R: 207 G: 171 B: 122	# CFAB7A

PANTONE 428

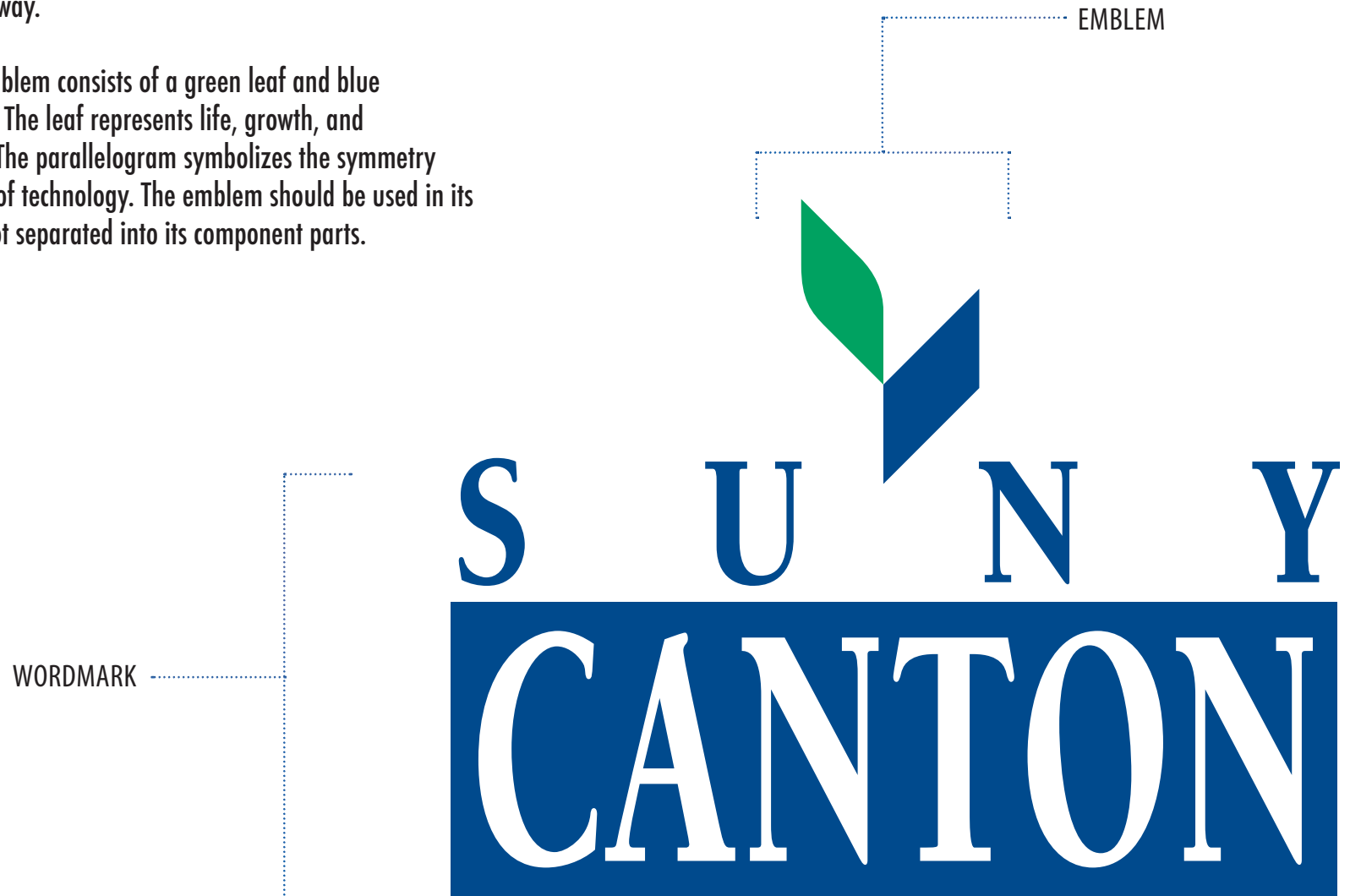


CMYK	RGB	WEB/HEX
C: 2 M: 0 Y: 0 K: 18	R: 207 G: 212 B: 216	# CFD4D8

## PRIMARY LOGO

The SUNY Canton logo is a standalone mark featuring an emblem and wordmark. This logo should not be recreated, changed or altered in any way.

The College emblem consists of a green leaf and blue parallelogram. The leaf represents life, growth, and sustainability. The parallelogram symbolizes the symmetry and exactness of technology. The emblem should be used in its entirety and not separated into its component parts.



## PRIMARY LOGO VARIANTS

### LOGO VARIANTS ON WHITE



### BLACK ON WHITE (1 COLOR)



### LOGO VARIANTS ON BLUE - PMS 288



### WHITE ON BLACK (1 COLOR)



### LOGO VARIANTS ON GREEN - PMS 347



### GRAYSCALE (1 COLOR)



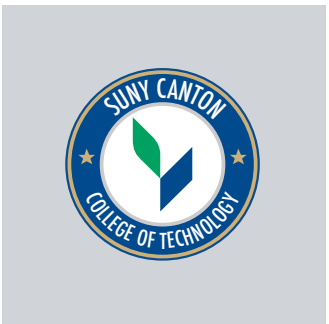
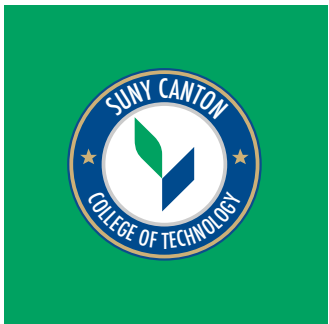
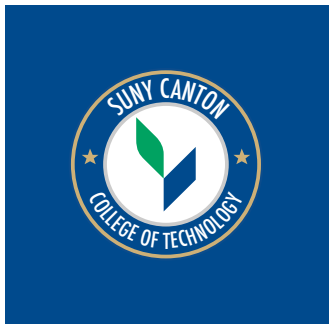
SECONDARY LOGOS



EMBLEM



CIRCLE LOGO



THE CIRCLE LOGO CAN BE USED WITH ANY BACKGROUND



PRIMARY WORDMARK



PRIMARY WORDMARK ON BLUE



SECONDARY WORDMARK



SECONDARY WORDMARK ON BLUE

## DEPARTMENTAL LOGOS

### STACKED CONFIGURATION

Units within the College (departments, divisions, centers and institutes, for example) are eligible for individualized logos featuring the College's name as the primary component. Please contact the Office of Public Relations for a customized logo.



### HORIZONTAL CONFIGURATION

While the stacked logo is preferred, the horizontal version may be used with longer titles or when the printed piece has a horizontal orientation. Please contact the Office of Public Relations for a customized logo.



CANINO SCHOOL OF  
ENGINEERING  
TECHNOLOGY





## RETIRED LOGOS

PLEASE DISCONTINUE USE OF ALL RETIRED LOGOS AND WORDMARKS



RETIRED ROYAL BLUE LOGO



RETIRED WORDMARK

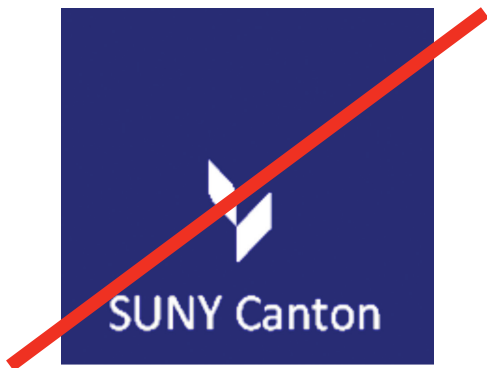


RETIRED SECONDARY LOGO



RETIRED CENTENNIAL LOGO

## IMPROPER LOGO USAGE



DO NOT USE UNOFFICIAL LOGOS



DO NOT CHANGE THE LETTER SPACING



DO NOT REVERSE COLORS



DO NOT SKEW OR DISTORT  
THE ASPECT RATIO

## COLLEGE SEAL

The SUNY Canton College seal is a standalone mark that was developed for use on official college documents including diplomas, formal invitations and formal publications such as the commencement program. The seal may also be used for merchandising or promotional items that reflect the College's history and tradition. Accordingly, the seal has a very limited use and should not be used for any other purpose. Permission to use the seal must be requested in advance from the Office of Public Relations with the President's Office giving final authority.



## PRIMARY LOGO - ATHLETICS

The SUNY Canton Kangaroos athletics logo is a standalone mark featuring the kangaroo mascot and wordmark. This logo should not be recreated, changed or altered in any way.

Kangaroos are fiercely competitive and are respected for their strength and agility. These characteristics can clearly be identified with athletic prowess and success. The Kangaroo also captures the essence of how the college has survived and now thrives. In addition, it represents the boldness of moving forward to four-year athletics and the NCAA.



SECONDARY LOGOS



KANGAROO HEAD LOGO



KANGAROO LOGO



PRIMARY WORDMARK



ATHLETICS "C" LOGO



KANGAROO "C" LOGO



KANGAROO FEET LOGO

## TYPOGRAPHY

Typography is an integral part of the SUNY Canton brand. It plays an important role in communicating the overall tone of the brand. To aid in creating a consistent look for a wide variety of College communications, three logotypes are included in this style guide.

SUNY Canton's primary font is ITC Berkeley Oldstyle. This font is used in the primary logo and is often featured in official college documents including diplomas, formal invitations and formal publications such as the commencement program. ITC Berkeley Oldstyle strengthens the primary logo and promotes academic achievement and strength.

A custom Roo logotype has been designed to maintain consistency with the brand identity. The Roo logotype strengthens the primary logo and helps distinguish the brand.

Our secondary font is Futura Condensed Medium. It should be used to complement and contrast with the custom SUNY Canton logotype and Roo logotype. Futura Condensed Medium can be used for either text or display purposes where appropriate.

ITC Berkeley Oldstyle ITC Berkeley Oldstyle  
ROOSTILE FUTURA  
ROOSTILE Futura CONDENSED MEDIUM

## PRIMARY FONT

FONT: ITC BERKELEY OLDSTYLE

UPPER CASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LOWER CASE

a b c d e f g h i j k l m n o p q r s t u v w x y z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

NUMBERS

1 2 3 4 5 6 7 8 9 0  
1 2 3 4 5 6 7 8 9 0

PUNCTUATION

, . ? / " ' ; ! # \$ % & [ ]  
, . ? / " ' ; ! # \$ % & [ ]

COLOR VARIANTS ON BLUE - PMS 288

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

COLOR VARIANTS ON GREEN - PMS 347

A B C D E F G H I J K L M -  
N O P Q R S T U V W X Y Z

\* WHITE ON GREEN MUST BE 18PT AND ABOVE TO BE  
ACCESSIBLE. BLUE ON GREEN IS NOT ACCESSIBLE.

## PRIMARY FONT - ATHLETICS

FONT: ROOSTILE

UPPER CASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

NUMBERS

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

PUNCTUATION

, . ? / " ' ; ! # \$ % & [ ]

, . ? / " ' ; ! # \$ % & [ ]

COLOR VARIANTS ON BLUE - PMS 288

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M -  
N O P Q R S T U V W X Y Z

\*GOLD ON BLUE MUST BE 18PT AND ABOVE TO BE  
ACCESSIBLE. GREEN ON BLUE IS NOT ACCESSIBLE.

COLOR VARIANTS ON GOLD - PMS 465

A B C D E F G H I J K L M -  
N O P Q R S T U V W X Y Z

\*BLUE ON GOLD MUST BE 18PT AND ABOVE TO BE  
ACCESSIBLE. WHITE ON GOLD IS NOT ACCESSIBLE.

## SECONDARY FONT

FONT: FUTURA - CONDENSED MEDIUM

UPPER CASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LOWER CASE

a b c d e f g h i j k l m n o p q r s t u v w x y z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

NUMBERS

1 2 3 4 5 6 7 8 9 0  
1 2 3 4 5 6 7 8 9 0

PUNCTUATION

, . ? / " ' ; ! # \$ % & [ ]  
, . ? / " ' ; ! # \$ % & [ ]

COLOR VARIANTS ON BLUE - PMS 288

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M -  
N O P Q R S T U V W X Y Z

\*GOLD ON BLUE MUST BE 18PT AND ABOVE TO BE ACCESSIBLE. GREEN ON BLUE IS NOT ACCESSIBLE.

COLOR VARIANTS ON GREEN - PMS 347

A B C D E F G H I J K L M -  
N O P Q R S T U V W X Y Z

\* WHITE ON GREEN MUST BE 18PT AND ABOVE TO BE ACCESSIBLE. BLUE ON GREEN IS NOT ACCESSIBLE.

COLOR VARIANTS ON GOLD - PMS 465

A B C D E F G H I J K L M -  
N O P Q R S T U V W X Y Z

\* BLUE ON GOLD MUST BE 18PT AND ABOVE TO BE ACCESSIBLE. WHITE ON GOLD IS NOT ACCESSIBLE.