

# SUNY ULSTER

# IDENTITY GUIDELINES

LOGOS

•

COLLEGE SEAL

•

LETTERHEAD



REVISED SPRING 2020

GRAPHICS & MARKETING

ALL TEMPLATES CAN BE DOWNLOADED  
FROM THE SUNY ULSTER PORTAL.

[SUNYULSTER.EDU](http://SUNYULSTER.EDU)



# SUNY ULSTER IDENTITY GUIDELINES: LOGO & COLLEGE SEAL



Download: [JPEG version](#) | [PDF version](#) | [EPS version](#) | [TIFF version](#)



Download: [JPEG version](#) | [PDF version](#) | [EPS version](#) | [TIFF version](#)



Download: [JPEG version](#) | [PDF version](#) | [EPS version](#) | [TIFF version](#)

## **SUNY Ulster Logo Use**

Shown are versions of the SUNY Ulster logo. These can be downloaded and used for print and web.

By following these guidelines, all employees, students, and outside suppliers will uniformly project the correct SUNY Ulster identity. To effectively establish a strong graphic identity, these guidelines must be implemented consistently.

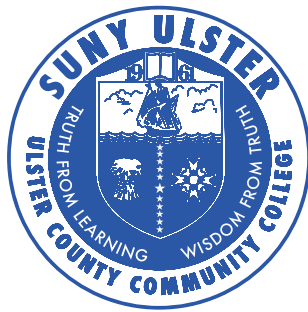


College Seal Color:  
4CP

### The SUNY Ulster/ Ulster County Community College Seal

The SUNY Ulster - Ulster County Community College seal was designed in 1961 for use by the president and on official college documents. It is used on college legal documents, diplomas, correspondence from the president, formal publications such as Commencement or Honors Program, and, very rarely, on special projects. The seal should not be used for any other purpose.

Permission for each use must be secured from the Marketing & Media Services Office or the Office of the President.



College Seal Blue:  
C100 M90 Y10 K0  
Pantone 072



College Seal Black:  
Black



Best Community College in NYS 2020 Badge: Ranked #1 through 2020-21 Limited Use

# COLOR HIERARCHY



- ↑
- 1** Logo Pantone Blue 072  
C100 M90 Y10 K0  
Hexidecimal Color Code  
#25408f



- ↑
- 2** White Logo On Blue 072  
C100 M90 Y10 K0  
Background  
Hexidecimal Color Code  
#25408f



- ↑
- 3** Pantone Yellow 124  
C0 M28 Y100 K6  
Background  
Hexidecimal Color Code  
#eeb111

# GMail Instructions for Updating Your SUNY Ulster Email Signature:

The official SUNY Ulster digital signature must be used on all email correspondences used by or for the College, to keep consistency in our branding.

1. Select and copy the following signature:



**Jennifer Zell**  
Executive Assistant to the President  
& Secretary to the Board of Trustees  
[845-687-5049](tel:845-687-5049) | [zellj@sunyulster.edu](mailto:zellj@sunyulster.edu)



Start Here. Go Far.  
**SUNY Ulster**  
A STATE UNIVERSITY OF NEW YORK COMMUNITY COLLEGE



**#1 Community College in New York State -  
BestColleges.com**

2. Go to the cog icon in the top right corner of your GMail and click on the Settings Menu. (It's a 6-spoked round shape with an arrow pointing down.)
3. Scroll down to the signature field and paste the signature you copied.
4. Leaving the font and color as is, put your cursor over the name field and select/replace your respective name in this area.
5. Put your cursor over the title field and select/replace your respective title in this area.
6. Put your cursor over the phone number field and select/replace your respective phone number in this area.
7. Put your cursor over the email field and select/replace your respective email in this area. (For the phone number and email fields, once each field is updated, click your mouse and choose change to edit the link. Both the Text to Display field and Link to Edit Address field should have your respective phone number and email in each field.)
8. Click OK
9. Scroll to the bottom of the page and hit 'Save Changes'

Please contact [webmaster@sunyulster.edu](mailto:webmaster@sunyulster.edu) with any questions. A link to instructions is also located on the Portal (Employee Tab/Identity, Marketing & Graphics Channel/EMAIL SIGNATURE).

**Business Card Template**  
**3.5 x 2"**

**Logo:**  
**SUNY Ulster**  
**Blue**  
**1.6625 x .5641"**



**Name:** →  
**10 pt. Gotham Book**  
**Title:**  
**7/10 pt. Gotham Book**  
**line 2**  
**7/9**  
**Pantone Blue 072**  
**C100 M90 Y10 KO**

The business card template is a rectangular box containing the following elements:

- Logo:** SUNY Ulster logo with the tagline "Start Here. Go Far." and "A STATE UNIVERSITY OF NEW YORK COMMUNITY COLLEGE" below it.
- Name:** Jenn Zell
- Title:** Executive Assistant to the President and Secretary to the Board of Trustees
- Address:** PO Box 557, Stone Ridge, NY 12484
- Phone:** 845-687-5049 and 800-724-0833
- Website:** www.sunyulster.edu and zellj@sunyulster.edu
- Seal:** The official seal of SUNY Ulster, a circular emblem with a central figure and the text "SUNY ULSTER" and "A STATE UNIVERSITY OF NEW YORK COMMUNITY COLLEGE" around the perimeter.

← **Address:**  
**Gotham Book 7/10**

← **Phone:**  
**Gotham Book**  
**first line 7/12**  
**second line 7/10**  
**repeat for**  
**digital contact info**



**College Seal:**  
**SUNY Ulster**  
**Pantone Blue 072**  
**C100 M90 Y10 KO**  
**.53" dia.**



Start Here. Go Far.  
**SUNY Ulster**  
A STATE UNIVERSITY OF NEW YORK COMMUNITY COLLEGE

PO Box 557  
Stone Ridge, NY 12484  
845-687-5000  
sunyulster.edu



**UNDER THE PROGRAM OF THE STATE UNIVERSITY OF NEW YORK**

Ulster County Community College does not discriminate in education, employment or any of its businesses on the basis of sex, sexual orientation, race, color, age, veteran status, religion, national orientation or handicapping conditions. This policy is in compliance with Title IX of the Education Amendments of 1972.