
STYLE GUIDE

This guide is intended for anyone producing communication materials for the SUNY College of Optometry and outlines the different elements that make up our corporate identity. The purpose is to ensure that all of our work embodies the College's brand attributes, expresses them consistently and helps to build an awareness of the brand.

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NOTE: This style guide applies to **all** communication materials. Templates for SUNY Optometry logos **are not to be altered**.

1. OFFICIAL SUNY COLLEGE OF OPTOMETRY LOGOS



SUNY College of Optometry **STYLE GUIDE**

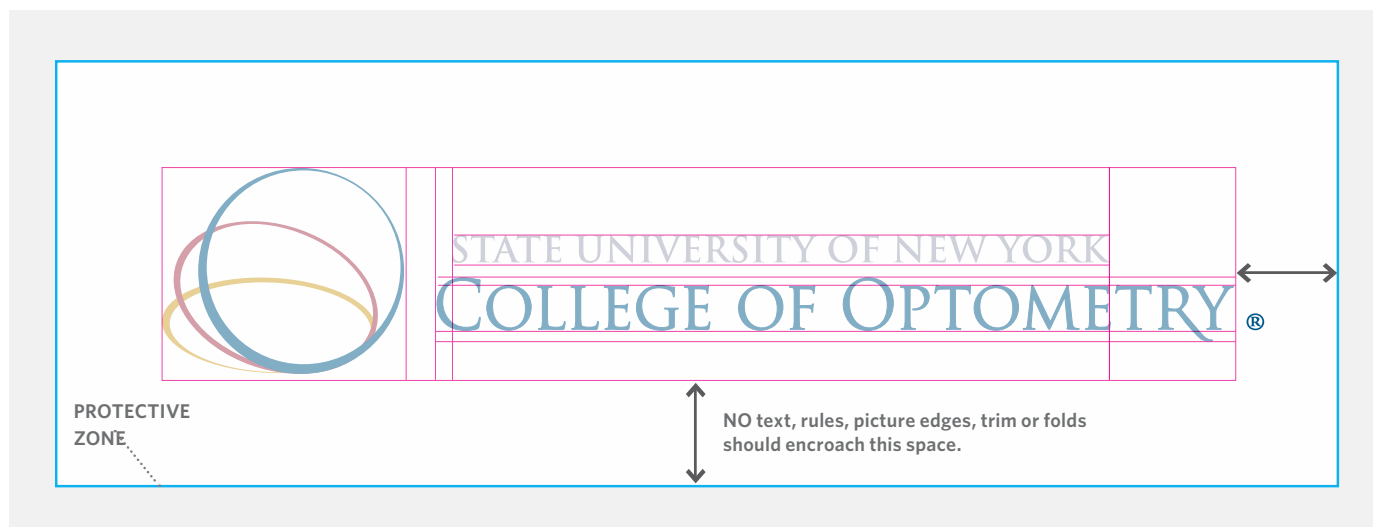
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2.1 PRIMARY LOGOS



2.2 PROTECTIVE ZONE



2.3 FONT USED IN LOGOTYPE

Trajan Pro Bold

1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUNY College of Optometry **STYLE GUIDE**

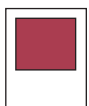
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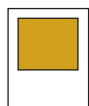
2.4 COLOR SPECIFICATIONS



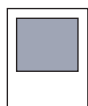
PANTONE 7462
c100 m35 y0 k40
#00588A



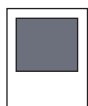
PANTONE 1955
c0 m80 y40 k35
#A93D50



PANTONE 125
c0 m25 y95 k20
#D1A11D



PANTONE 443
c15 m10 y0 k30
#9FA5B5



PANTONE 444
c15 m10 y0 k60
#c7c8ca



PANTONE BLACK
c0 m0 y0 k100
#231f20



TORQUOISE
c57 m0 y28 k0
#40E0D0



Dark gray and black
may be used for copy.

2.5 BACKGROUND COLOR

This full color logo is intended to be placed on a white background. Do not put on a color or dark background.



Use knockout logo for colored backgrounds.



3. ALTERNATIVE FONTS FOR COPY USE

Palatino

1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Georgia

1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman

1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro

1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Cambria

1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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4. LETTERHEADS, BUSINESS CARDS AND ENVELOPES

SUNY Optometry has templates for all stationery (letterhead, business cards and envelopes). These should **NEVER** be altered.



Sample letterhead

33 WEST 42ND STREET, NEW YORK, NY 10036 P (212) 938 4000 F (212) 856 6924
WWW.SUNYOPT.EDU



OFFICE OF SAMPLE DEPARTMENT

Sample department letterhead

33 WEST 42ND STREET, NEW YORK, NY 10036 P (212) 938 4000 F (212) 856 6924
WWW.SUNYOPT.EDU



JOHN A. DOE
ASSOCIATE DIRECTOR,
SAMPLE DEPARTMENT
jdoe@sunyopt.edu

33 WEST 42ND STREET, NEW YORK, NY 10036
P (212) 938 5505 F (212) 938 5504
WWW.SUNYOPT.EDU

Sample business card



33 WEST 42ND STREET, NEW YORK, NY 10036

Sample envelope

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5. BRAND IDENTITY DON'TS



STATE UNIVERSITY OF NEW YORK
COLLEGE OF OPTOMETRY.

DO NOT CHANGE ELEMENT POSITION



STATE UNIVERSITY OF NEW YORK
COLLEGE OF OPTOMETRY.

DO NOT STRETCH OR DISTORT



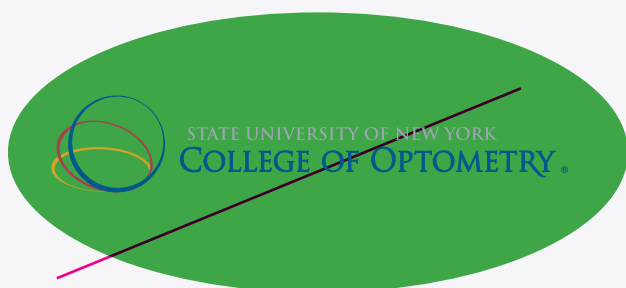
STATE UNIVERSITY OF NEW YORK
COLLEGE OF OPTOMETRY.

DO NOT CHANGE ELEMENT SIZE



STATE UNIVERSITY OF NEW YORK
COLLEGE OF OPTOMETRY.

DO NOT CHANGE FONTS/COLOUR

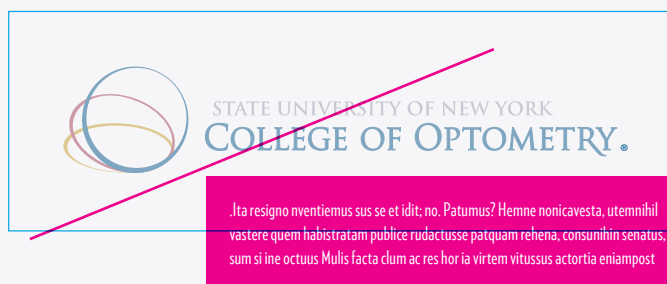


**DO NOT REPRODUCE THE CORPORATE
MARK IN A DISTINCTIVE BOX OR SHAPE**



STATE UNIVERSITY OF NEW YORK
COLLEGE OF OPTOMETRY.

DO NOT TILT



**DO NOT LET ANY WORDS OR SHAPES
APPEAR WITHIN THE PROTECTION ZONE**