



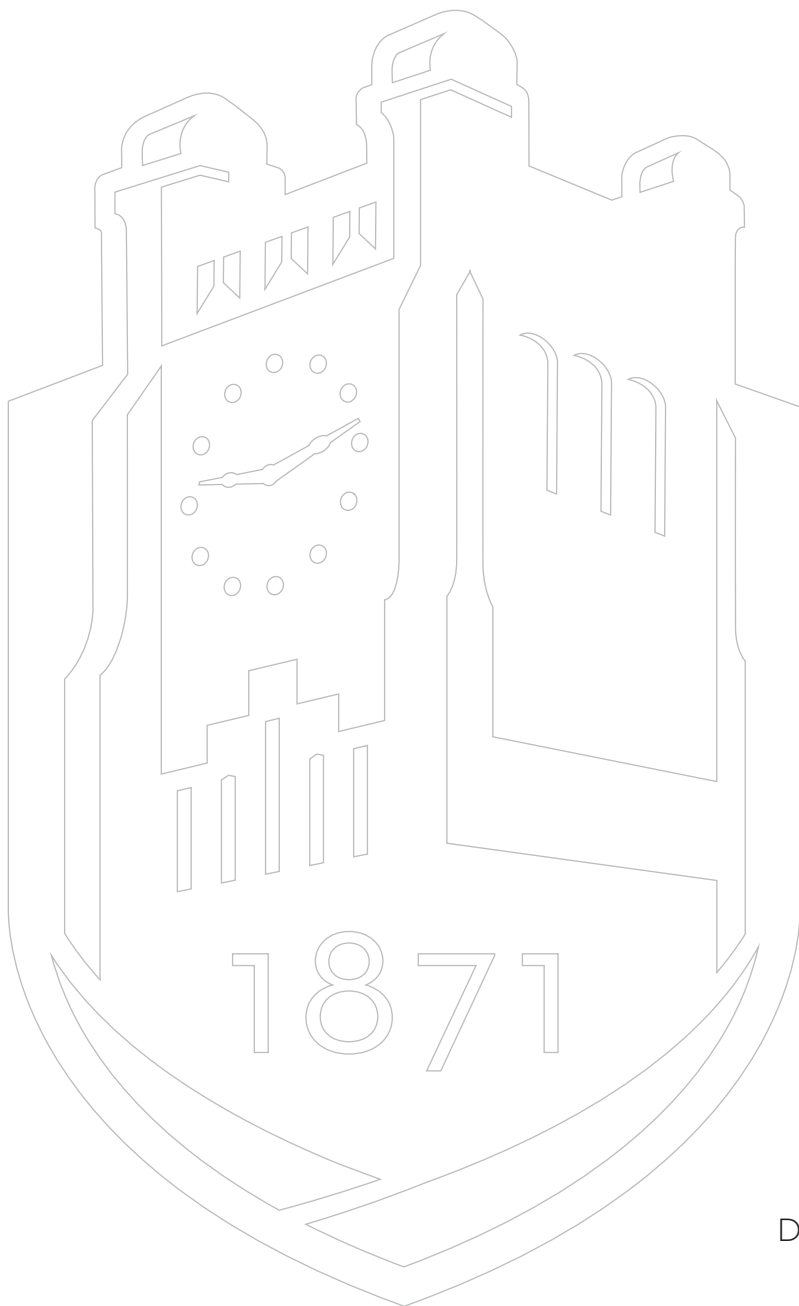
GENESEO

THE STATE UNIVERSITY OF NEW YORK

VISUAL STYLE GUIDE

Wordmark Enhancement

OFFICE OF
Communications & Marketing



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This supplement to Geneseo's Visual Style Guide was created to introduce the College's newest visual identity element. This new logo is a combination of the existing wordmark and a original icon designed to enhance and more fully represent the positive attributes of SUNY Geneseo. The logo provides our visual identity system with a variety of options and flexibility in use and careful attention to these guidelines is key to introducing the new logo and in turn, strengthening and reinforcing Geneseo's brand identity. This guide is one of a number of resources developed by the Office of Communications and Marketing to help college departments and constituents present a consistent and high-quality appearance in publications and graphics across a number of media. For more information, please visit the office's webpage at http://www.geneseo.edu/college_comm.

The word "GENESEEO" is displayed in a large, blue, serif typeface. The letters are bold and have a classic, slightly formal appearance. The spacing between the letters is consistent, and the overall presentation is clean and professional.

The Geneseo wordmark was implemented in 2011 as the College's primary visual identity mark. It is set in the typeface Friz Quadrata with custom letter spacing.



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In 2019 a new icon is being introduced to provide a more distinctive appearance to the wordmark, creating a new Geneseo logo. The wordmark/icon combination should be used whenever possible and has multiple vertical and horizontal combinations, which are illustrated later in this document. The new icon should not be used by itself, but always in combination with the wordmark or the wordmark/SUNY identifier.

STURGES CLOCK

Set at 9:13, representing September 13, opening day for the institution nearly 150 years ago.

FOUNDING DATE

The year in which students first attended classes at Geneseo.



STURGES HALL

The tower of Geneseo's most iconic building, facing into each morning's rising sun.

GENESEE VALLEY

The rolling landscape of the neighboring river valley is represented, with the embracing nature of the graphic evoking the College's strong sense of community.

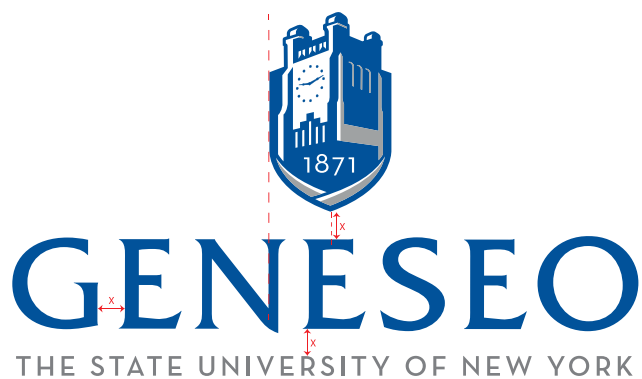
SHIELD SHAPE

Inspired by shields in campus architecture, as well the Knights' athletic logo.

The primary visual is of the clock tower of James V. Sturges Hall, located in the center of campus. Other elements draw from Geneseo's history, tradition and the surrounding Genesee River valley.



The logo can be arranged in a number of combinations, including horizontal formats, with and without the State University of New York identifier. The Icon should always be placed on the left side of the wordmark.



Vertical combinations can be used with (as shown) or without the SUNY identifier.



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The icon should not be reversed for use on dark backgrounds, as the face of the tower should always be white. A white or gray outline is added to the icon for use on dark backgrounds.



Primary Version. One- and two-color on white and blue. Pantone 287, 422, white.



Secondary Version. One- and two-color on white and blue. Pantone 287, 422, white



Secondary Version 2. One color version only. Pantone 287, white.

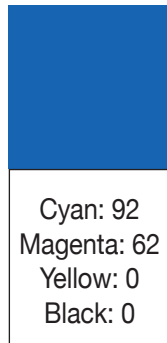
Pantone 287 (blue) and Pantone 422 (gray) are the designated colors, with combinations shown above. There are also less detailed versions (middle, bottom) available for smaller reproductions. The smallest version (bottom) would only be reproduced in one color.

**PANTONE
DESIGNATION**



Official Blue

**CMYK
MATCH
UNCOATED**



Official Blue

**CMYK
MATCH
COATED**



Official Blue

Pantone 287 is the official blue of Geneseo and should be the primary color used for prominent headlines or titles, color bars and/or prominent copy in publications and graphics. References to Geneseo "Blue and White" date back to the late 1800s.



Primary Gray



Gray

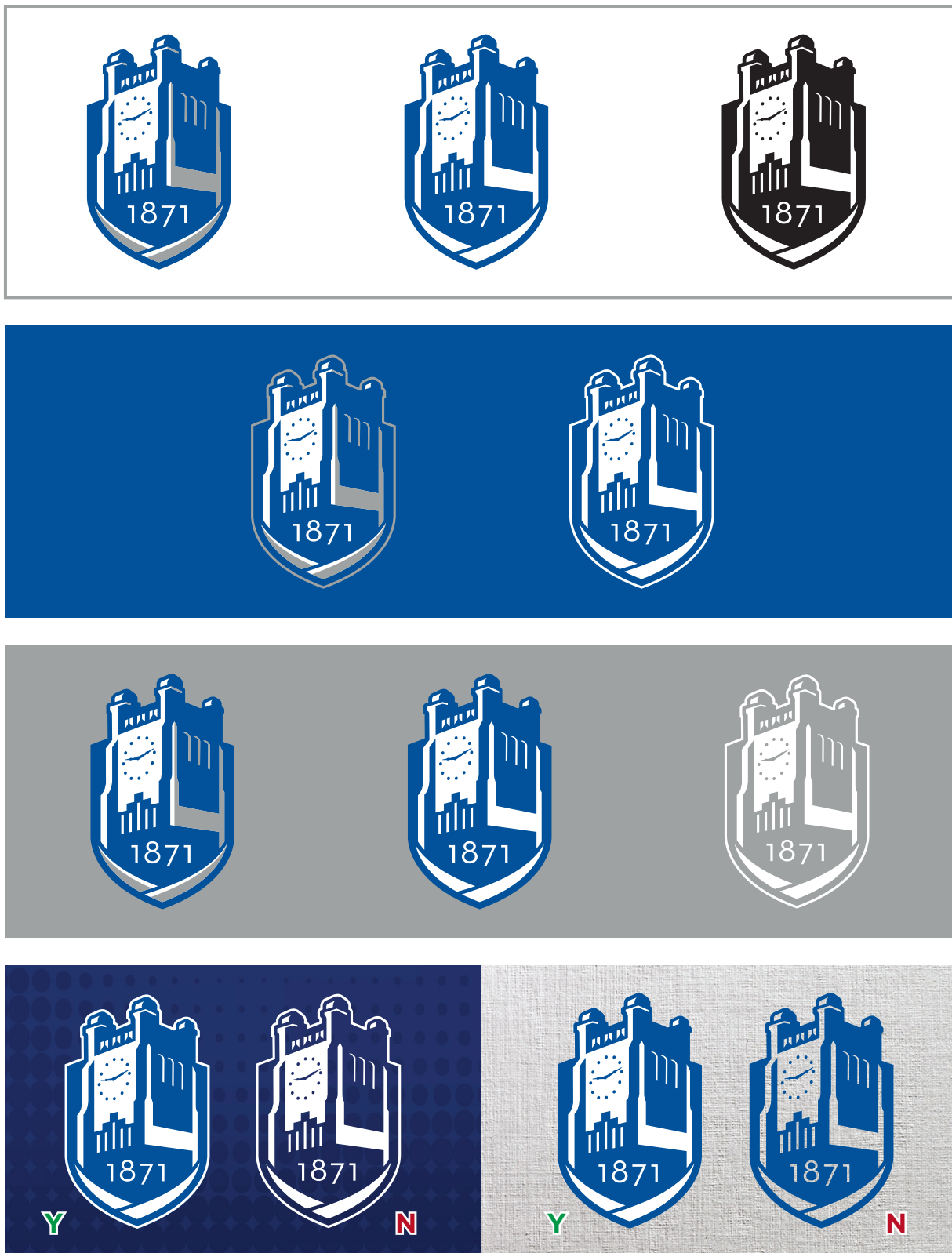


Gray

The secondary color of gray references the athletic logos as well as features in campus architecture.



The basic blue and gray color combination remains unchanged.



Shown here are color options on various-colored backgrounds. As noted, the face of the tower should always reproduce in white, regardless of the background color. When using on photos or patterned backgrounds, use a version that provides a solid field. The background image/pattern should not show inside the frame of the shield shape.



Department or Office Name

Building 229 • 1 College Circle • Geneseo, NY 14454

Phone: 585.245.5555 • Fax: 585.245.5555

Email: office@geneseo.edu

Web: www.geneseo.edu/office_name



Department of Languages and Literatures
Welles Hall 229 • 1 College Circle • Geneseo, NY 14454



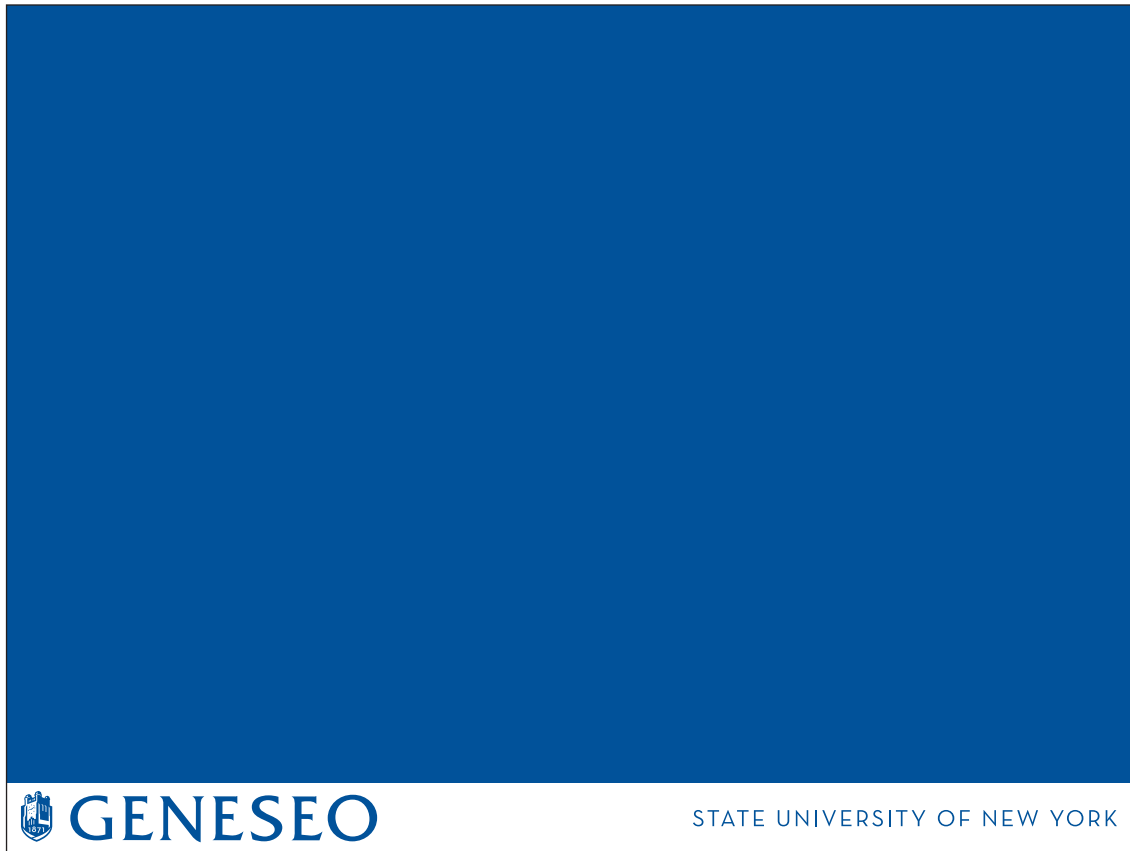
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First and Last Name, Ph.D.

Title Line 1

Title Line 2

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Generic powerpoint templates are available for download.



Powerpoint templates can also be customized for departmental/office use. The two versions that include the State University of New York identifier are suggested for external presentations.



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Office, department or division names can be combined with the new logo in the updated arrangements shown above.