Herkimer
THE STATE UNIVERSITY OF NEW YORK

BRAND GRAPHIC STANDARDS

Table of Contents

Introduction

Why Is the Brand Graphics Standards Important?

Brand graphics involves the use of logos, typefaces and colors to create a clearly recognizable image for an institution. A brand graphics policy is necessary for organizations as large and diverse as Herkimer College to build and communicate a clear institutional brand identity for its many target audiences.

A successful brand graphics program helps the college develop strong name recognition by defining a "look" for all college materials that audiences instantly identify with Herkimer. This does not mean that all materials must look exactly alike. It does mean that they must all clearly belong to the same family, with logos, typefaces and colors used consistently.

Through a consistent brand graphics program, Herkimer College can project a strong, unified and professional image to all audiences even though communications are coming from separate units across our campus. Following this policy officially identifies your unit as part of the college, increasing brand identity with your audience and making it more likely that your message will be received.

To what types of materials do the brand graphics standards apply?

The policy applies to all brochures, publications, periodicals, websites and any other type of marketing materials produced by the college or auxiliaries for external audiences.

Materials governed by the policy include, but are not limited to, the following:

- Recruitment brochures
- View books or annual reports
- Publications for alumni and donors
- Official college websites
- Departmental program information
- Periodical magazines or newsletters

- Promotional videos and CDs
- Stationery and business cards
- Banners and posters
- Promotional items and merchandise
- Campus signage
- Apparel

Exemptions

Who is not required to adhere to the brand graphics policy?

There are not many Herkimer College-related entities that are not required to adhere in full to the specifications within this document. Each of these have been granted conditional exemption by the Office of Public Relations in some part–be that logo, color scheme, typeface, or other aspects of the brand guidelines. These entities are:

- Herkimer College Athletics (see pages 29-52)

- Recognized Student Clubs & Organizations

Note: Student Government Association and other student groups (not to be confused with campus units that serve students, such as Student Services) are not required to use the brand design elements, but they are encouraged to do so when communicating to external audiences or representing the college to an external audience in an official capacity.

Questions

To request an exception, contact the Office of Public Relations by phone at 866-0300 x8259 or by email ruffingrj@herkimer.edu.

Purpose of the Guidelines

The purpose of the Brand Graphic Standards is to provide rules for on-campus personnel to use when producing coherent communication of the Herkimer College brand. This document outlines an identity standards and applications system in three parts. The first part contains a group of identity elements specifically designed to identify the Herkimer College brand. The second part contains regulations and examples specifying acceptable employment of the graphical elements. The third part defines the look and feel of the brand and presents sample applications for use in brand communications.

The coordination of the Herkimer College brand to consumers plays a significant role in their impression of the brand. Consistency is paramount to the success of the identity system. Consistent use of the mark and supporting elements will build brand equity and resonance. The end result will be an increased understanding of the Herkimer College brand by the public.

Elements and marks may not be altered electronically or manually, nor can they be stretched, outlined, given drop-shadows or enclosed in shapes that appear to be an organic part of the element.

Legal Requirements

Equal Opportunity Statement

Any college publication directed at audiences outside the college community must by law include the following equal opportunity statement:

Herkimer College does not discriminate on the basis of race, color, gender, age, creed, religion, national origin, marital status, disability, or any other characteristic protected by federal or state law in admissions, employment, or in any aspect regarding the conduct of College business.

When space is a consideration in producing print advertisements or marketing materials, the following abbreviated statement may be used:

Herkimer College is an equal opportunity institution.

The abbreviated statement cannot be used for college catalogs, student handbooks or official employee handbooks. These publications must include the full equal opportunity statement.

Questions regarding this policy should be directed to the Office of Public Relations at 866-0300 x8259.

Grant Funds Statement

Any college publication that has been paid for with a Perkins Grant or other grant funds may require an additional statement. Questions regarding this policy should be directed to the Office of Public Relations at 866-0300 x8259.

Registered Trademarks

The college seal and logo are protected by trademarks. Request for use by external organizations of brand marks should be directed to the Office of Public Relations at 866-0300 x8259.

Herkimer

THE STATE UNIVERSITY OF NEW YORK

COLOR

Primary Color Palette

Color chips are presented in Pantone®, CMYK, RGB and hexadecimal values (web). These are all the primary colors for use with relevant Herkimer College applications. Regardless of color, it is important that all marks and text are legible.

HC Green

PANTONE	**PMS 5535**
CMYK	82 / 56 / 70 / 65
RGB	22 / 48 / 41
WEB	163029

HC Gray

PANTONE	**COOL GRAY 9**
CMYK	56 / 46 / 44 / 10
RGB	118 / 119 / 123
WEB	76777B

HC Gold

PANTONE	**PMS 1245**
CMYK	22 / 42 / 100 / 2
RGB	201 / 146 / 18
WEB	C99212

Color Distribution

Below is a general suggestion for the distribution of colors within the Herkimer College palettes for any given design. Emphasis is placed on white space, followed by our primary brand colors.

PRIMARY — 30%

WHITE SPACE — 70%

TYPOGRAPHY

Typefaces

Aa
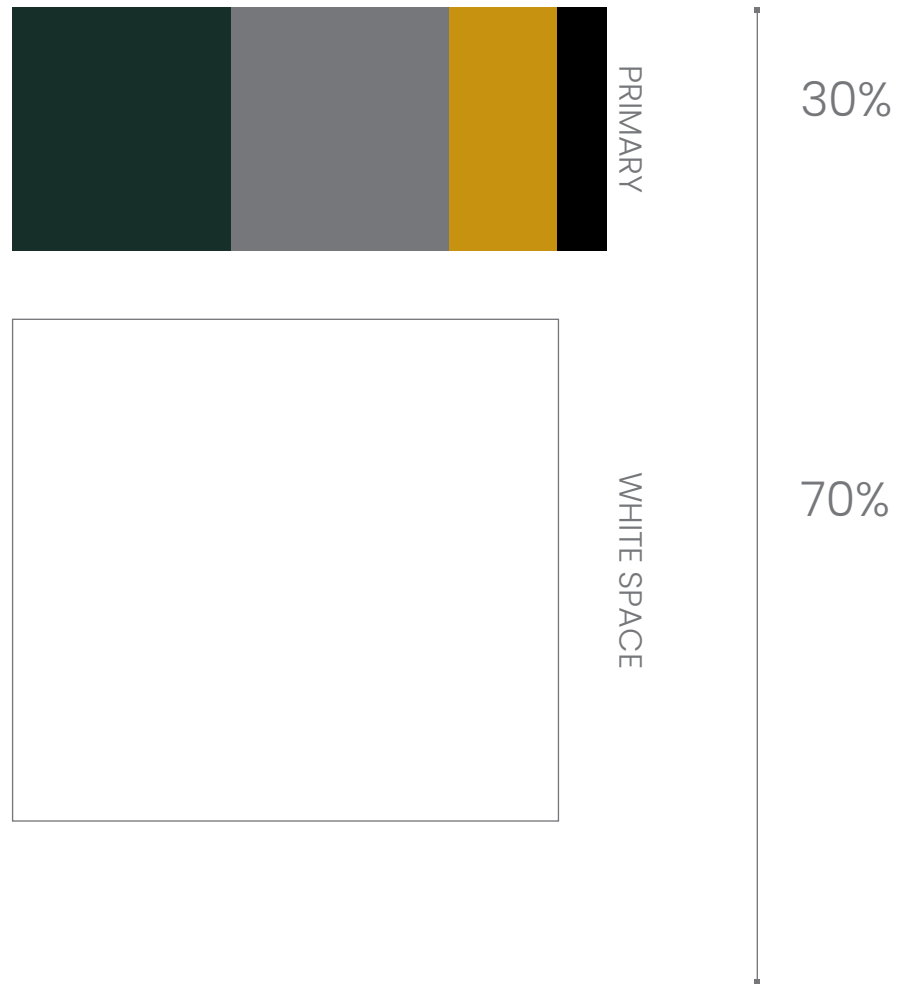
Tone
Strong, confident, & classic

Only Used In
Logo Treatment

Alternate Use
Substitute for Durant in headlines & body copy

Georgia

Georgia possesses characteristics that offer outstanding legibility and readability: large x-heights, open counters, high contrast between the regular and bold weights, ample letter spacing, and character designs that help distinguish commonly confused letter-forms. This typeface is the original basis of the Herkimer College primary mark (logo).

Any typeface within the Georgia family (e.g. italic, bold, etc) is available for use at the designer's discretion.

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Georgia Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Typefaces

Aa

Tone
Academic, classic, intelligent & traditional

Best Used In
Headlines & body copy

Durant

Durant possesses characteristics that offer outstanding legibility and readability: large x-heights, open counters, high contrast between the regular and bold weights, ample letter spacing, and character designs that help distinguish commonly confused letter-forms. This typeface should be employed when a more refined tone is needed.

Any typeface within the Durant family (e.g. italic, bold, etc) is available for use at the designer's discretion.

Durant Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Durant Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Durant Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Durant Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typefaces

Aa

Tone
Modern, clean & neutral

Best Used In
Body copy

Alternate Font Use
Arial

Poppins

Poppins is a modernized take on classic type proportions. It works very well as a body copy or in design solutions that require a more neutral or clean overtone.

Any typeface within the Poppins family (e.g. regular, semibold, etc) is available for use at the designer's discretion. In case of font license limitations, please use Arial as an alternate font.

Poppins Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Poppins Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LOGOS

Logo Introduction

Glossary

Symbol
A graphic mark used without words to identify a company (e.g. Official Seal)

Logo
Word(s) in type used to identify a company (E.g. Herkimer - State University of New York)

Signature
A combination of a symbol and a logo (also known as a combination mark)

Lettermark
A graphic representation using letters to form (an often shortened version of) a company's name (e.g. "H")

The college's official logo is the Herkimer College graphic signature and official seal together.

An official logo should be used on all marketing communications, including printed pieces, visual presentations, advertising and any other materials that represent the college with external audiences. It should appear on the front or back cover of all printed communications unless an exception has been granted by the Office of Public Relations.

Logo Family

01. Primary Signature (Horz)
02. Primary Signature (Vert)
03. Primary logo
04. Primary Seal
05. Monogram
06. Secondary Logo (Foundation)
07. Secondary Logo (FSA)
08. Secondary Logo (IA)
09. Secondary Logo (RL)
10. Secondary Logo (MyHerkimer)

General Application Guidelines

To maintain a high level of quality and consistency in a variety of applications, the following guidelines must be followed when applying the logo:

Quality

The logo should be reproduced from an original vector-based electronic file. To order, contact the Office of Public Relations at 866-0300 x8259 or by emailing ruffingrj@herkimer.edu.

Size

To maintain readability, the logo should not be reproduced any smaller than 2 inches wide.

Color

Printed applications should use the CMYK or PMS color space version of the marks, while web or screen-based applications (video, presentations, mobile, etc.) should use the RGB color space with hexadecimal values.

Placement

No version of the mark may be used to replace the words "Herkimer College" in a sentence or headline. They may only be used as stand-alone design elements. For specifications on the application of specific versions of a mark, please refer to any of the following pages for more details.

Naming

The coordination of the Herkimer College brand naming convention in all materials (printed, web, mobile, presentations, etc.) must be consistent. The acronym "HCCC" will be replaced with the words "Herkimer College" in a sentence or headline.

Primary Signature

Clear Space

Observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

The radius of the Clear Zone for the Primary Signature must equal the size of the letter "e" represented in the blue labeled "e" (equaling the x-height of the letters in "Herkimer"). This is then used to measure the space surrounding the mark: above, below and to the side of two parallel lines.

[A] Primary Signature on White Background

[B] Primary Signature on Green Background

[C] Primary Signature on Black Background

[D] Primary Signature One Color on White Background

[E] Primary Signature on White Background

[F] Primary Signature on Black Background

[G] Primary Signature Single Color on White Background

[H] Primary Signature Single Color on Black Background

Full Color/One Color

The Herkimer College Primary Signature in full color is for applications where full color and one color is desired.

Please note that the background shape is not part of the mark.

Grayscale/Single Color

The Herkimer College Primary Mark in grayscale and single color is for applications where full color and one color is not available.

Please note that the background shape is not part of the mark.

Primary Logo

Clear Space

Observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

The radius of the Clear Zone for the Primary Signature must equal the size of the letter "e" represented in the blue labeled "e" (equaling the x-height of the letters in "Herkimer"). This is then used to measure the space surrounding the mark: above, below and to the side of two parallel lines.

[A] Primary Logo on White Background

[B] Primary Logo on Green Background

[C] Primary Logo on Black Background

[D] Primary Logo One Color on White Background

[E] Primary Logo on White Background

[F] Primary Logo on Black Background

Full Color/One Color

The Herkimer College Primary Logo in full color is for applications where full color and one color is desired.

Please note that the background shape is not part of the mark.

Single Color

The Herkimer College Primary Logo in single color is for applications where full color and one color is not available.

Please note that the background shape is not part of the mark.

Secondary logos

The Herkimer College secondary logos follow the same regulations and rules for clear space in full color, one color, grayscale, and single color applications. To see secondary logos, look on page 15.

Unacceptable Mark Usage

The success of the Herkimer College brand identity relies on the clarity and consistency with which it is implemented. Distorting or changing it reduces its legal protection and diminishes its impact.

The following examples visualize some potential mistakes that must be avoided, including reproducing the logo on a textured or patterned background that reduces clarity, replacing any letter in the logo with a symbol or other graphic element, and adding graphic devices such as rules or boxes around the logo.

Do not use a university logo or mark as a basis for any new or derivative logo or mark. Adding graphic elements behind or around an official university mark is not permitted.

Please note that the following examples apply to all Herkimer College marks and should be avoided at all times.

01

02

03

04

05

06

07

08

09

10

01. DO NOT alter colors

02. DO NOT alter proportions

03. DO NOT remove elements

04. DO NOT rotate the logo

05. DO NOT alter the fonts

06. DO NOT add drop shadows

07. DO NOT blur the logo

08. DO NOT skew the logo

09. DO NOT crop the logo

10. DO NOT add elements

Lettermark (Monogram) & Symbol

Clear Space

Observe the clear space around the Lettermark & Symbol to maximize visual effectiveness. Nothing should intrude into this specified clear space.

The radius of the Clear Zone for the Lettermark & Symbol must equal the size of the letter "e" represented in the blue labeled "e" (equaling half of the height of the "H" & "Seal"). This is then used to measure the space surrounding the Lettermark & Symbol above, below and to the side of two parallel lines.

The Herkimer College lettermark (monogram) & symbol is an alternate method of identifying the college graphically. It is less formal than the primary signature or logo but carries the same amount of brand equity and is appropriate to use in many instances.

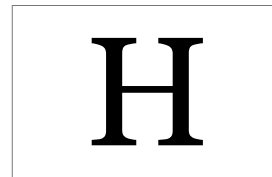[A] Lettermark on White Background

[B] Lettermark on Green Background
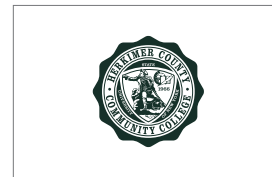
[C] Lettermark on Green Background

Full Color

The Herkimer College Lettermark in full color is for applications where full color is desired.

Please note that the background shape is not part of the mark.

[D] Lettermark on White Background

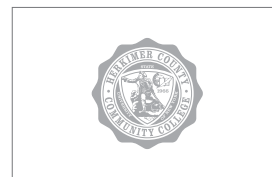[E] Lettermark on White Background

[F] Lettermark on Black Background

Grayscale/ Single Color

The Herkimer College Lettermark in grayscale & single color is for applications where full color is not available.

Please note that the background shape is not part of the mark.

[G] Symbol on White Background

[H] Symbol on White Background

[I] Symbol on Green Background

Full Color

The Herkimer College Symbol in full color is for applications where full color is desired.

Please note that the background shape is not part of the mark.

[J] Symbol on White Background
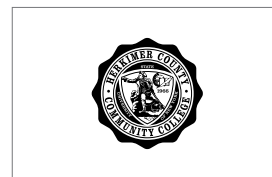
[K] Symbol on White Background

[L] Symbol on Black Background

Grayscale/ Single Color

The Herkimer College Symbol in grayscale & single color is for applications where full color is not available.

Please note that the background shape is not part of the mark.

BRAND
PLATFORM

Brand Platform

Rationale

The Herkimer College Brand Platform "Where in the world you will go..." forms the foundation of our identity, encompassing our vision, mission, and values. It is the signature idea that sits at the heart of Herkimer College.

Herkimer College offers a a transformative college experience including Academic, Athletic, and Social Opportunities that will take you places. Anywhere in the world you want.

[A] Primary Wordmark on White Background

[B] Secondary Wordmark on White Background

[C] Primary Wordmark on Green Background 1

[D] Secondary Wordmark on Green Background 1

[E] Primary Wordmark on Green Background 2

[F] Secondary Wordmark on Green Background 2

Full Color

The Herkimer College Brand Platform wordmark in full color is for applications where full color and one color is desired.

Please note that the background shape is not part of the mark.

One Color

The Herkimer College Brand Platform wordmark single color is for applications where full color is not available.

Please note that the background shape is not part of the mark.

GRAPHIC ELEMENTS

Photography

The current photographic style moves toward full-bleed immersive photographs. Photos should show an intimate look at the subject of the advertisement, etc. Student, faculty, and employee shots are candid and unposed to show honesty, engaging, fun, casual, and realism.
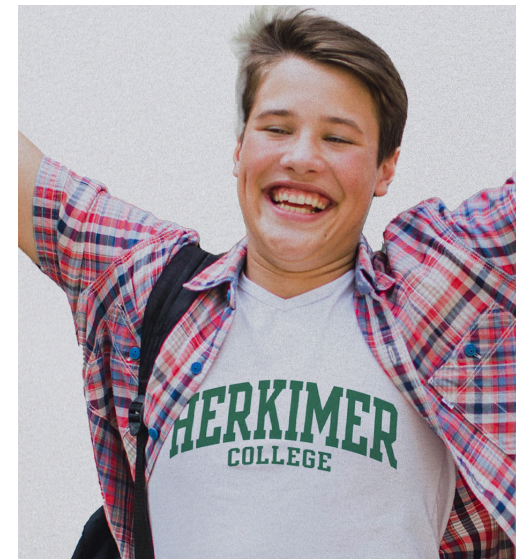
Size
Large or full bleed, no cut-out

Color
Deep, rich colors. No washed-out tones. Correct white balancing.

Tone
Engaging, fun, casual, approachable.

EXAMPLES

Apparel

Graphic Design Standards for Apparel

When reproducing the brand mark on clothing and apparel, it is important to maintain legibility and a high quality appearance. There are two preferred treatments for applying the brand mark to apparel, embroidery & screen print. The brand mark should always appear in the approved colors. Threads should match the standard PMS colors as close as possible and inks should match exactly. Standard PMS colors for brand mark are PMS 5535 Dark Green, PMS 1245 Gold, PMS Cool Gray 9, White, and Black. Just a reminder...when embroidering, higher stitch counts will provide a higher quality image.

When the brand mark is placed on the left chest for t-shirts, polo shirts, jackets and collar shirts at 3" wide with department names or employee names, etc. placed underneath as shown, an alternate brand mark is used. This brand mark will read "Herkimer College" - because of the its size, it is unable to read "The State University of New York." This is the only time this can be used for apparel. The organization of the elements helps the readability on the apparel. The name(s) should be typeset in Berthold Akzidenz Grostek Medium. Do not use a serif or script typeface. Do not create your own logo, graphic or other identifying mark.

Pre-approved standard apparel material (ie: t-shirts, jackets, polos, hats etc) colors only are Dark Green, Gray, White, and Black. For approval of other colors please contact the Office of Public Relations at 866-0300 x8259 or by emailing ruffingrj@herkimer.edu.
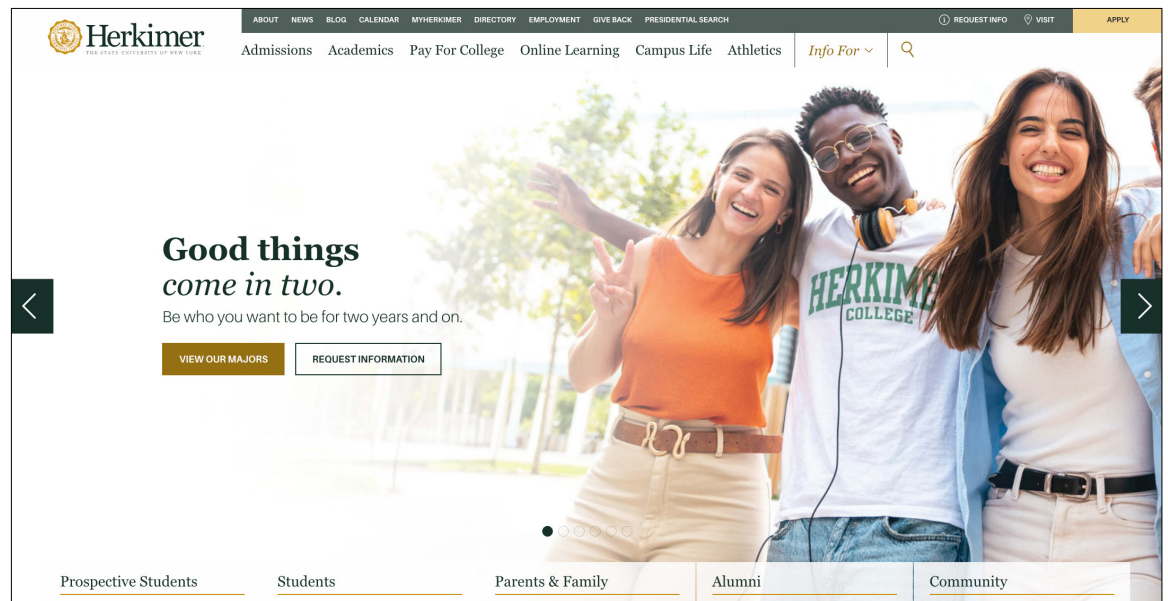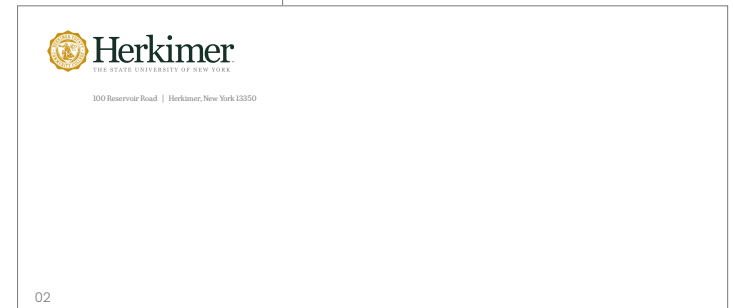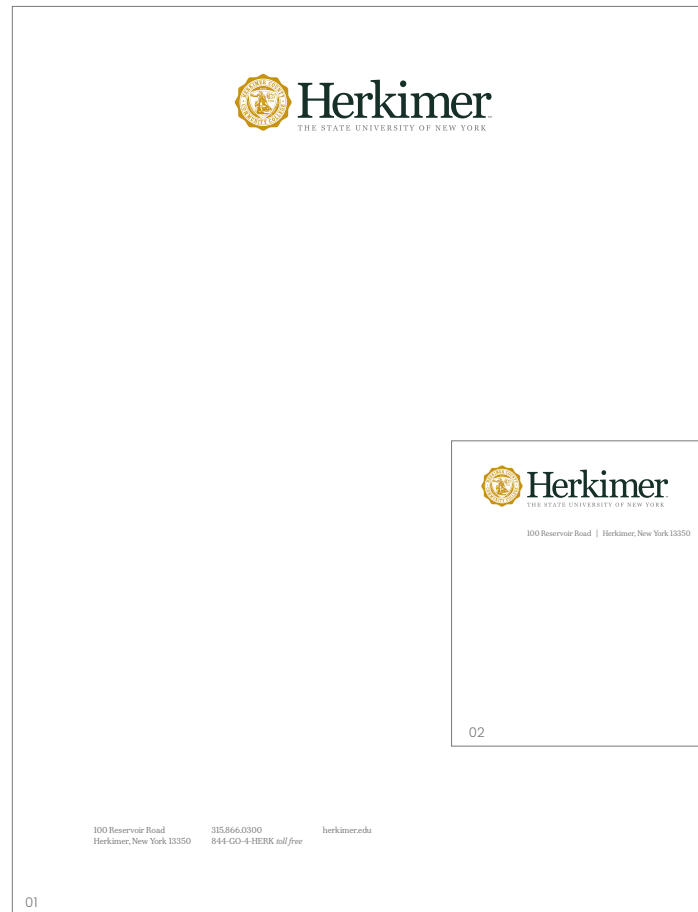
01 – Standard

02 – Alternate

Website

Stationery

Stationery is also available for:
Foundation
Faculty Student Association
Internet Academy
Residence Life

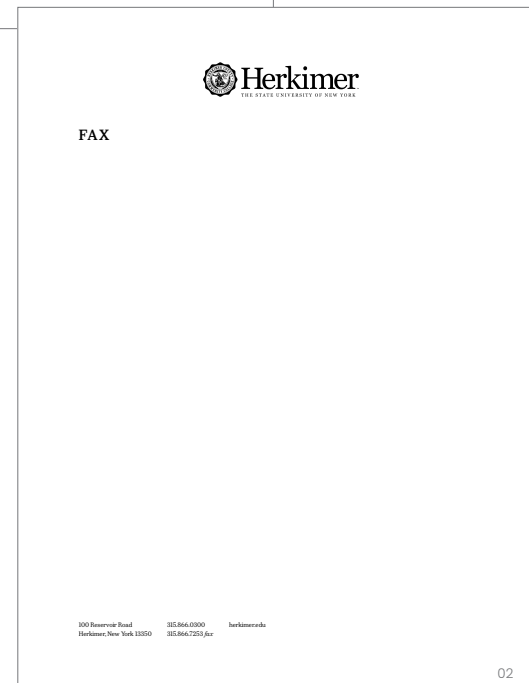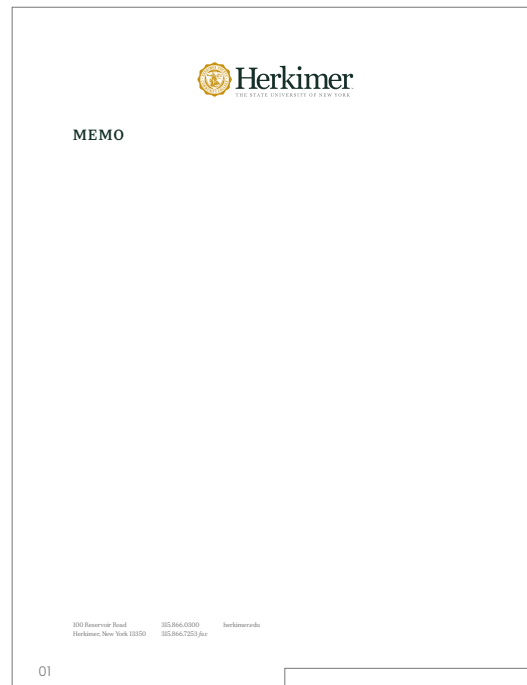01. Letterhead

02. Envelope

03. Business Card

04. Mailing Label

Templates

Templates are also available for:
Foundation
Faculty Student Association
Internet Academy
Residence Life

Requests
Please contact:
Rebecca Ruffing
Office of Public Relations
866-0300 x8259
ruffingrj@herkimer.edu

MEMO

100 Reservoir Road   315.866.0300   herkimer.edu
Herkimer, New York 13350   315.866.7253 fax

01

FAX

100 Reservoir Road   315.866.0300   herkimer.edu
Herkimer, New York 13350   315.866.7253 fax

02

01. Memo

02. Facsimile

Templates

Email Signatures

Requests
Please contact:
Rebecca Ruffing
Office of Public Relations
866-0300 x8259
ruffingrj@herkimer.edu

Name
Title

Herkimer College
100 Reservoir Rd
Herkimer, New York 13350
315.866.0300, xXXXX
315.866.xxxx *fax*
844-GO-4-HERK xXXXX *toll free*
herkimer.edu

01

Name
Title

Herkimer College
100 Reservoir Rd
Herkimer, New York 13350
315.866.0300, xXXXX
315.866.xxxx *fax*
844-GO-4-HERK xXXXX *toll free*
herkimer.edu/ia

02

Name
Title

Herkimer College
100 Reservoir Rd
Herkimer, New York 13350
315.866.0300, xXXXX
315.866.xxxx *fax*
844-GO-4-HERK xXXXX *toll free*
herkimer.edu/bookstore

03

Name
Title

Herkimer College
100 Reservoir Rd
Herkimer, New York 13350
315.866.0300, xXXXX
315.866.xxxx *fax*
844-GO-4-HERK xXXXX *toll free*
herkimer.edu/foundation

04

Name
Title

Herkimer College
100 Reservoir Rd
Herkimer, New York 13350
315.866.0300, xXXXX
315.866.xxxx *fax*
844-GO-4-HERK xXXXX *toll free*
herkimer.edu/housing

05

Name: Georgia Bold (Green)
Title: Georgia Italic (Gray)
Address: Georgia Regular (Gray)
Fax & Toll Free: Georgia Italic (Gray)
Point Size: 8pt.
Line Spacing: 1.0
Rule: .5pt
Logo: 180 Pixels Wide (2.5 Inches)

01. Herkimer College
    e-mail Signature

02. Internet Academy
    e-mail Signature

03. Faculty Student Association
    e-mail Signature

04. Foundation e-mail Signature

05. Residence Life e-mail Signature

BRAND GRAPHIC STANDARDS

Table of Contents

Purpose of the Guidelines

The purpose of the Brand Graphics Standards is to provide rules for use when producing coherent communication of the Herkimer Generals brand. This document outlines an identity standards and applications system in three parts. The first part contains a group of identity elements specifically designed to identify the Herkimer Generals brand. The second part contains regulations and examples specifying acceptable employment of the graphical elements. The third part defines the look and feel of the brand and presents sample applications for use in brand communications.

The coordination of the Herkimer Generals brand to consumers plays a significant role in their impression of the brand. Consistency is paramount to the success of the identity system. Consistent use of the mark and supporting elements will build brand equity and resonance. The end result will be an increased understanding of the Herkimer Generals brand by the public.

Elements and marks may not be altered electronically or manually, nor can they be stretched, outlined, given drop-shadows or enclosed in shapes that appear to be an organic part of the element.

COLOR

Color Palette

Color chips are presented in Pantone®, CMYK, RGB and hexadecimal values (web). These are all the colors for use with relevant Herkimer Generals applications. Regardless of color, it is important that all marks and text are legible.

HG Dark Green - Primary

PANTONE	PMS 5535
CMYK	82 / 56 / 70 / 65
RGB	22 / 48 / 41
WEB	163029

HG Green

PANTONE	PMS 3305
CMYK	93 / 45 / 69 / 42
RGB	0 / 77 / 67
WEB	004D43

HG Dark Gray

PANTONE	COOL GRAY 11
CMYK	66 / 57 / 51 / 29
RGB	84 / 86 / 91
WEB	54565B

HG Gray - Primary

PANTONE	COOL GRAY 9
CMYK	56 / 46 / 44 / 10
RGB	118 / 119 / 123
WEB	76777B

HG Dark Gold

PANTONE	PMS 132
CMYK	32 / 51 / 100 /13
RGB	163 / 116 / 0
WEB	A37400

HG Gold - Primary

PANTONE	PMS 1245
CMYK	22 / 42 / 100 / 2
RGB	201 / 146 / 18
WEB	C99212

HG Peach

PANTONE	PMS 1565
CMYK	0 / 45 / 61 / 0
RGB	255 / 162 / 105
WEB	FFA269

HG Black - Primary
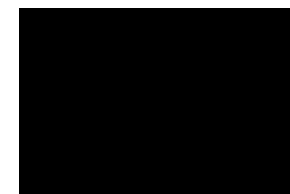
PANTONE	PROCESS BLK
CMYK	40 / 30 / 30 /100
RGB	0 / 0 / 0
WEB	000000

Color Distribution

Below is a general suggestion for the distribution of colors within the Herkimer Generals palettes for any given design. Emphasis is placed on white space, followed by our primary brand colors.

PRIMARY

30%

WHITE SPACE

70%

TYPOGRAPHY

Typefaces

Aa
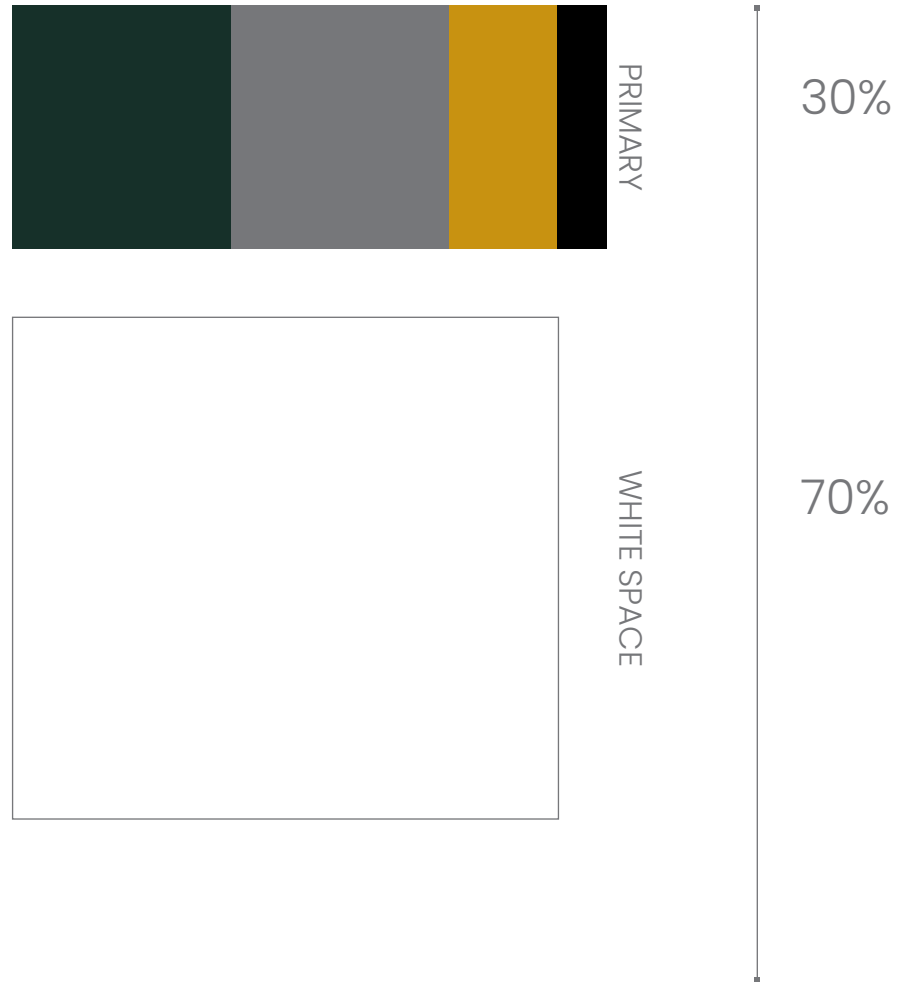
Tone
Strong, confident, & modern

Best Used In
Logo treatment, headlines & body copy

Adelle Basic

Adelle possesses characteristics that offer outstanding legibility and readability: large x-heights, open counters, high contrast between the regular and bold weights, ample letter spacing, and character designs that help distinguish commonly confused letter-forms. This typeface is the original basis of the Herkimer Generals primary mark (logo).

Any typeface within the Adelle family (e.g. italic, bold, etc) is available for use at the designer's discretion.

Adelle Basic Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Adelle Basic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Adelle Basic Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Adelle Basic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Adelle Basic Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Adelle Basic Heavy Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

(Also available in Light Italic, Italic, Semi Bold Italic, Bold Italic, Extra Bold Italic & Heavy Bold Italic)

Typefaces

Aa

Tone
Modern, clean & neutral

Best Used In
Body copy

Alternate Font Use
Arial

Liberation Sans

Liberation Sans is a modernized take on classic type proportions. It works very well as a body copy or in design solutions that require a more neutral or clean overtone.

Any typeface within the Liberation Sans family (e.g. regular, bold, etc) is available for use at the designer's discretion. In case of font license limitations, please use Arial as an alternate font.

Liberation Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Liberation Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Liberation Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Liberation Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

LOGOS

Logo Introduction

Glossary

Icon
A graphic mark used without words to identify a company (e.g. General Icon)

Logo
Word(s) in type used to identify a company (E.g. Herkimer Generals)

Signature
A combination of a icon and a logo (also known as a combination mark)

Lettermark
A graphic representation using letters to form (an often shortened version of) a company's name (e.g. "H")

The official athletics logo is the Herkimer Generals graphic signature attached.

An official logo should be used on all marketing communications, including printed pieces, visual presentations, advertising and any other materials that represent the Herkimer College Athletic program with external audiences. It should appear on the front or back cover of all printed communications unless an exception has been granted by the Office of Public Relations.

Logo Family

01. Primary Signature

02. Primary Logo (Type Only)

03. Primary Icon

04. Primary Lettermark (Gold)

05. Primary Lettermark (Green)

General Application Guidelines

To maintain a high level of quality and consistency in a variety of applications, the following guidelines must be followed when applying the logo:

Quality

The logo should be reproduced from an original vector-based electronic file. To order, contact the Office of Public Relations at 866-0300 x8259 or by emailing ruffingrj@herkimer.edu.

Size

To maintain readability, the logo should not be reproduced any smaller than 1.25 inches wide.

Color

Printed applications should use the CMYK or PMS color space version of the marks, while web or screen-based applications (video, presentations, mobile, etc.) should use the RGB color space with hexadecimal values.

Placement

No version of the mark may be used to replace the words "Herkimer Generals" in a sentence or headline. They may only be used as stand-alone design elements. For specifications on the application of specific versions of a mark, please refer to any of the following pages for more details.

Registered Trademarks

The athletic icon and logo are protected by trademarks. Request for use by external organizations of brand marks should be directed to the Office of Public Relations at 866-0300 x8259.

Primary Signature

Clear Space

Observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

The radius of the Clear Zone for the Primary Signature must equal the size of the letter "G" represented in the blue labeled "G" (equaling the cap height of the letters in "Generals"). This is then used to measure the space surrounding the mark: above, below and to the side of two parallel lines.

[A] Primary Signature on White Background

[B] Primary Icon on White Background

[C] Primary Signature on Green Background

[D] Primary Icon on Green Background

[E] Primary Signature on Black Background

[F] Primary Icon on Black Background

Full Color

The Herkimer Generals primary signature & Icon in full color is for applications where full color is desired.

Please note that the background shape is not part of the mark.

Primary Signature

Clear Space

Observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

The radius of the Clear Zone for the Primary Signature must equal the size of the letter "G" represented in the blue labeled "G" (equaling the cap height of the letters in "Generals"). This is then used to measure the space surrounding the mark: above, below and to the side of two parallel lines.

[A] Primary Signature on White Background

[B] Primary Icon on White Background

[C] Primary Signature on Green Background

[D] Primary Icon on Green Background

[E] Primary Signature on Black Background

[F] Primary Icon on Black Background

One Color

The Herkimer Generals primary signature & Icon in one color is for applications where one color is desired.

Please note that the background shape is not part of the mark.

Primary Logo (Type Only) & Lettermark

Clear Space

Observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

The radius of the Clear Zone for the Primary Signature must equal the size of the letter "G" represented in the blue labeled "G" (equaling the cap height of the letters in "Generals"). This is then used to measure the space surrounding the mark: above, below and to the side of two parallel lines.

[A] Primary Logo on White Background

[B] Primary Lettermark on White Background

[C] Primary Logo on Green Background

[D] Primary Lettermark on Green Background

[C] Primary Logo on Black Background

[D] Primary Lettermark on Black Background

Full Color/ One Color

The Herkimer Generals primary logo & lettermark in full color is for applications where full color and one color is desired.

Please note that the background shape is not part of the mark.

Primary Logo (Type Only) & Lettermark

Clear Space

Observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

The radius of the Clear Zone for the Primary Signature must equal the size of the letter "G" represented in the blue labeled "G" (equaling the cap height of the letters in "Generals"). This is then used to measure the space surrounding the mark: above, below and to the side of two parallel lines.

[A] Primary Logo on White Background

[B] Primary Lettermark on White Background

[C] Primary Logo on Green Background

[D] Primary Lettermark on Green Background

[C] Primary Logo on Black Background

[D] Primary Lettermark on Black Background

One Color

The Herkimer Generals primary logo & lettermark in one color is for applications where one color is desired.

Please note that the background shape is not part of the mark.

Unacceptable Mark Usage

The success of the Herkimer Generals brand identity relies on the clarity and consistency with which it is implemented. Distorting or changing it reduces its legal protection and diminishes its impact.

The following examples visualize some potential mistakes that must be avoided, including reproducing the logo on a textured or patterned background that reduces clarity, replacing any letter in the logo with a symbol or other graphic element, and adding graphic devices such as rules or boxes around the logo.

Do not use the Generals logo or mark as a basis for any new or derivative logo or mark. Adding graphic elements behind or around an official university mark is not permitted.

Please note that the following examples apply to all Herkimer Generals marks and should be avoided at all times.

01. **DO NOT** alter colors

02. **DO NOT** alter proportions

03. **DO NOT** remove elements

04. **DO NOT** rotate the logo

05. **DO NOT** alter the fonts

06. **DO NOT** add drop shadows

07. **DO NOT** blur the logo

08. **DO NOT** skew the logo

09. **DO NOT** crop the logo

10. **DO NOT** add elements

EXAMPLES

Apparel

Graphic Design Standards for Apparel

When reproducing the brand mark on clothing and apparel, it is important to maintain legibility and a high quality appearance. There are two preferred treatments for applying the brand mark to apparel, embroidery & screen print. The brand mark should always appear in the approved colors. Threads should match the standard PMS colors as close as possible and inks should match exactly. Standard PMS colors for brand mark are PMS 5535 Dark Green, PMS 3305 Green, PMS 132 Dark Gold, PMS 1245 Gold, Cool Gray 11, PMS Cool Gray 9, PMS 1565 Peach and Black. Just a reminder...when embroidering, higher stitch counts will provide a higher quality image.

When the brand mark is placed on the left chest (shown below) for t-shirts, polo shirts, jackets and collar shirts at 3" wide with sport name or staff, etc. use this organization of the elements to help the readability on the apparel. The name(s) should be typeset in Adelle Basic Bold. Do not use a serif or script typeface. Do not create your own logo, graphic or other identifying mark.

Pre-approved standard apparel material (ie: t-shirts, jackets, polos, hats etc) colors only are Dark Green, Gray, White, and Black. For approval of other colors please contact the Office of Public Relations at 866-0300 x8259 or by emailing ruffingrj@herkimer.edu.

Uniforms

Graphic Design Standards for Athletic Uniforms

The Herkimer Generals consists of several athletic teams. Depending on the sport, each uniform will have different fabrics and styles to choose from, including screen printing, dye-sublimation, and tackle twill. All of the uniforms must follow standards with the colors, fonts and treatment of the brand marks.

When reproducing the brand mark on uniforms it is important to maintain legibility and a high quality appearance. The brand mark should always appear in the approved colors. Approved standard PMS colors for brand mark are PMS 5535 Dark Green, PMS 3305 Green, PMS 132 Dark Gold, PMS 1245 Gold, Cool Gray 11, PMS Cool Gray 9, PMS 1565 Peach and Black.

There are two basic rules when choosing uniform material colors. Any sport with home and away uniforms; home uniforms will be white material, away uniform material will be dark green (PMS 5535) or alternate color (Black). When the brand mark is placed across the chest (shown below) for uniforms, home will be designated as "Generals", when the team is away they will be designated as "Herkimer". These should be typeset in Adelle Basic Bold on an arch in approved colors. While the brand marks may be sized appropriately for the specific use, the proportions of their individual elements must not be altered.

Secondary graphic icons may be used in on hats, visors, pants, shorts, sleeves, or back of uniforms in support of the brand marks, IE: the "Herkimer H" and the "Generals Icon". Below are examples of colors that will be used for Herkimer Generals home and away events.

All and any usage of uniforms should be approved by the Office of Public Relations working closely with the Athletic Director and coaches to make sure uniform apparel follows these athletic graphic standards and meets the requirements of each team sport. Please contact the Office of Public Relations at 866-0300 x8259 or by emailing ruffingrj@herkimer.edu.

Home Uniform Example Away Uniform Example Home Uniform Example Away Uniform Example
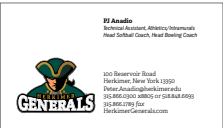
Secondary Graphic Example

Website

Stationery

100 Reservoir Road
Herkimer, New York 13350

315.866.0300 x8255
844-GO-4-HERK x8255 *toll free*

315.866.1789 *fax*
HerkimerGenerals.com

01

★ *HOME OF THE CHAMPIONS* ★

PJ Anadio
Technical Assistant, Athletics/Intramurals
Head Softball Coach, Head Bowling Coach

100 Reservoir Road
Herkimer, New York 13350
Peter.Anadio@herkimer.edu
315.866.0300 x8805 or 518.848.6693
315.866.1789 *fax*
HerkimerGenerals.com

03   ★ HOME OF THE CHAMPIONS ★

100 Reservoir Road
Herkimer, New York 13350

02
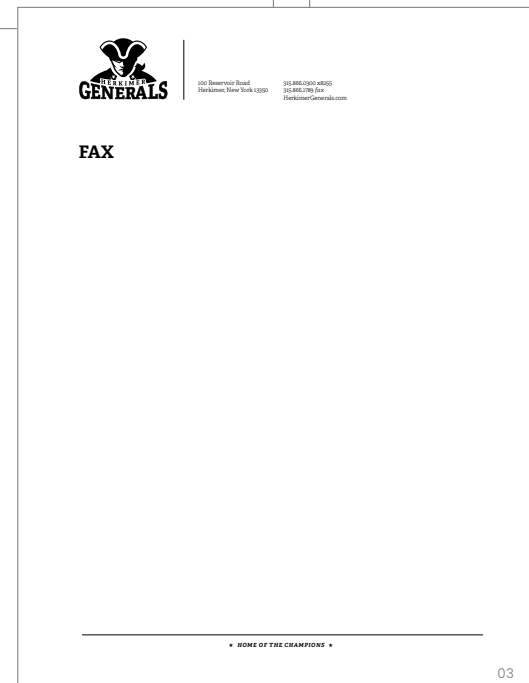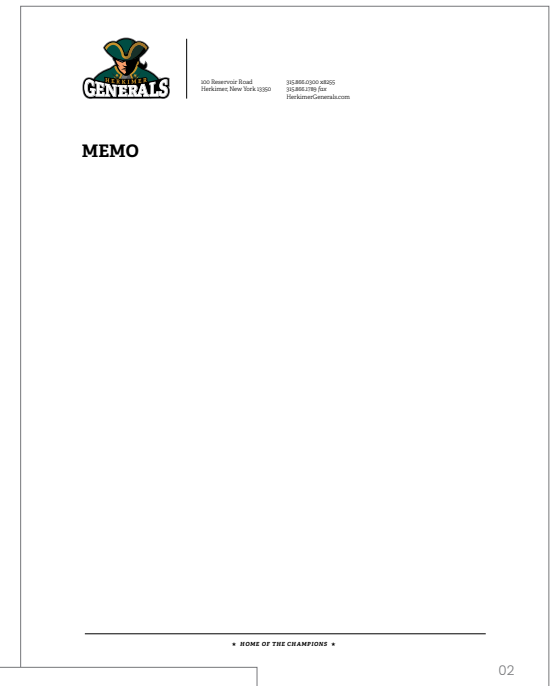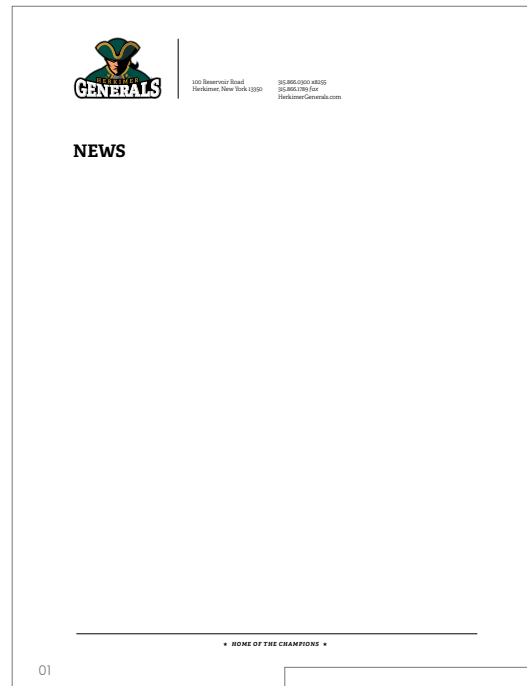
04

01. Letterhead

02. Envelope

03. Business Card

04. Note Card

Templates

Requests
Please contact:
Rebecca Ruffing
Office of Public Relations
866-0300 x8259
ruffingrj@herkimer.edu

GENERALS

100 Reservoir Road
Herkimer, New York 13350

315.866.0300 x8255
315.866.1789 fax
HerkimerGenerals.com

NEWS

★ HOME OF THE CHAMPIONS ★

GENERALS

100 Reservoir Road
Herkimer, New York 13350

315.866.0300 x8255
315.866.1789 fax
HerkimerGenerals.com

MEMO

★ HOME OF THE CHAMPIONS ★

GENERALS

100 Reservoir Road
Herkimer, New York 13350

315.866.0300 x8255
315.866.1789 fax
HerkimerGenerals.com

FAX

★ HOME OF THE CHAMPIONS ★

01. News

02. Memo

03. Facsimile

Templates

Email Signatures

Requests

Please contact:
Rebecca Ruffing
Office of Public Relations
866-0300 x8259
ruffingrj@herkimer.edu

Name
Title

Herkimer College
100 Reservoir Rd
Herkimer, New York   13350
315.866.0300, xXXXX
315.866.xxxx *fax*
844-GO-4-HERK xXXXX *toll free*
HerkimerGenerals.com

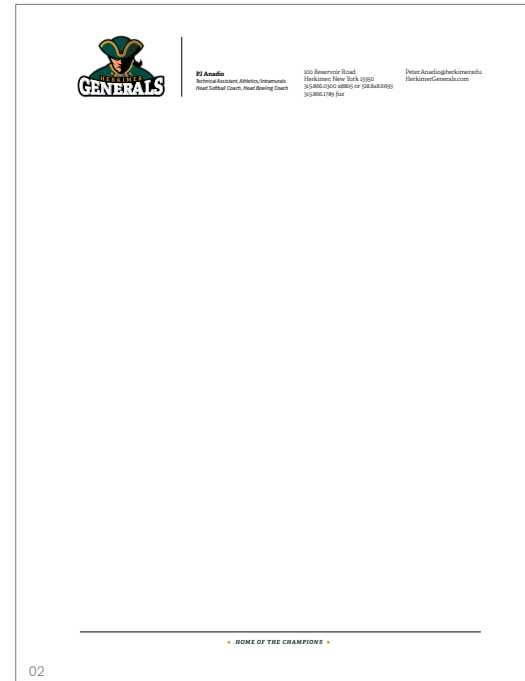| |
|---|
| Name: Lucida Fax Bold (Black) |
| Title: Arial Italic (Black) |
| Address: Lucida Fax Regular (Black) |
| Fax & Toll Free: Lucida Fax Italic (Black) |
| Point Size: 8pt. |
| Line Spacing: 1.0 |
| Rule: .5pt |
| Logo: 108 Pixels Wide (1.5 Inches) |

01

01. Herkimer Generals
     e-mail Signature

02. Coaches Letterhead

PJ Anadio
Technical Assistant, Athletics/Intramurals
Head Softball Coach, Head Bowling Coach

100 Reservoir Road
Herkimer, New York 13350
315.866.0300 x8865 or 518.848.6693
315.866.1789 *fax*

Peter.Anadio@herkimer.edu
HerkimerGenerals.com

• *HOME OF THE CHAMPIONS* •

02