

**OUR BRAND**  
**ONE VOICE**

**BINGHAMTON**  
UNIVERSITY  
STATE UNIVERSITY OF NEW YORK



## **Dear Binghamton University community:**

A few years ago I articulated Binghamton University's goal: to become the premier public university of the 21st century. While initiatives such as the NYSUNY 2020 plan and our strategic Road Map are moving us closer to achieving this objective, the University must continue to position itself as a viable and strategically distinct choice among competing institutions.

Given the competitive environment of higher education, it is essential that Binghamton University present a single, succinct and compelling story. To accomplish this we must create and maintain a single brand identity.

What is our brand? It is a promise of educational excellence, a way for us to connect emotionally with our audience and a means of creating lifelong relationships with our stakeholders. Our brand is also an organizing principle that informs decision-making at every level.

Binghamton University's brand defines who we are and what we do. It presents our voice to the world and helps us achieve our mission and vision. And your assistance is needed so we can maintain a clear, unified brand identity.

On the pages of this document you will find guidelines that outline our visual brand identity. These guidelines address use of the University's logos, colors, fonts and seal. The document also includes information on photography and design, as well as our Athletics Department brand identity. All University divisions, schools, departments, centers, programs and units are expected to implement these visual identity guidelines in all future communications projects. When existing printed materials are depleted, they should be replaced with new materials designed according to these guidelines.

Questions about the brand guidelines should be directed to Gerald Hovancik, director of creative services, University Communications and Marketing, at [ghovanci@binghamton.edu](mailto:ghovanci@binghamton.edu) or 607-777-6616.

I appreciate your cooperation in using these guidelines to embrace and promote a unified Binghamton University identity. After all, our brand is one of our most important assets!

Sincerely,



Harvey G. Stenger  
President

# OUR LOGOTYPE

## PRIMARY LOGOTYPE



## SECONDARY LOGOTYPE



The Binghamton University logotype is the most visible element in our brand identity system. It was crafted to be distinctive, memorable, readable and easily adapted for use in a wide range of media. The logotype must appear on all printed materials, typically on the front or back. The Binghamton University logotype should never be recreated, altered or distorted in any way.

A secondary logotype is available for applications in which a strong horizontal orientation is needed.

*Using the logotype with logomark:* If the University's logomark (see page 8) is being used in conjunction with the logotype on a multi-page or multi-panel document, the logotype should appear on the back. For single-page documents with the bar logomark, position the logotype at the bottom of the page. For single-page documents with the tag logomark, position the logotype at the top, right-hand side of the page.

See Resources on page 21 to find out where to download the University logotype.



SINGLE COLOR BLACK



REVERSE

## CLEAR SPACE

---



---

Clear space must always be maintained around the University's logotype to separate it from distracting text, images or other graphic elements. The height of the letter "B" in the logotype defines the minimum clear space required around the logotype. This minimum clear space should also be used to ensure sufficient space exists between the Binghamton logotype and the edge of any page.

# DIVISION, SCHOOL AND DEPARTMENT LOGOS

A system of customized logotypes has been created that incorporates the name of each of our divisions and schools, as well as our major centers, offices and units “locked up” with the University logotype (without the SUNY designation). Horizontal and vertical orientations are available.

If your unit has a specific need for a customized logotype within this system, contact Gerald Hovancik, director of creative services, at [ghovanci@binghamton.edu](mailto:ghovanci@binghamton.edu) or

607-777-6616. To ensure consistency, units are not permitted to create unique, independent logos or marks.

See Resources on page 21 to find out where to download the customized logotypes.

Note: For international and domestic recruitment pieces, use of the University logomark — not the customized logotypes — is recommended due to recognition of the SUNY designation.



# CAMPAIGN CREATION AND BRAND EXTENSIONS

Individualized brands or brand extensions have been created for a few, non-academic, public-facing entities or events that are part of Binghamton University. Examples include the Anderson Center for the Performing Arts, the Alumni Association and logos created for Homecoming. While these brand extensions are unique and are exceptions to our core brand, elements of that core identity are still incorporated into their designs.

In rare instances, approval may be granted for the creation of a campaign or brand extension that falls outside the University's core identity guidelines. To make such a request, contact Gerald Hovancik, director of creative services, at [ghovanci@binghamton.edu](mailto:ghovanci@binghamton.edu) or 607-777-6616.

*Organizations affiliated with, but not part of Binghamton University:* Groups that are affiliated with Binghamton University in a partnership or auxiliary capacity are expected to incorporate Binghamton University's approved fonts, colors and branding as much as possible in their marketing efforts and promotional materials if they are adopting the University's name as part of their identity. These groups should contact Gerald Hovancik (contact information left), to discuss appropriate adherence to the University's brand guidelines.



# CUSTOMIZED LOGOTYPE FOR APPAREL

The Office of Creative Services has developed a few customized versions of the University's logotype for use specifically on apparel. Some of these logos make prominent use of the University's logomark, the "B" (see page 8). University departments or groups may request use of these customized logotypes by contacting Gerald Hovancik, director of creative services, at [ghovanci@binghamton.edu](mailto:ghovanci@binghamton.edu) or 607-777-6616.



**BINGHAMTON**  
HARPUR COLLEGE  
OF ARTS AND SCIENCES

**BINGHAMTON**  
HARPUR COLLEGE  
OF ARTS AND SCIENCES



CENTERED GRAPHIC USED ON LEFT CHEST

FLUSH LEFT GRAPHIC USED ON LEFT CHEST

CIRCULAR GRAPHIC USED ON LEFT CHEST



CIRCULAR GRAPHIC USED ON CAP



CENTERED GRAPHIC USED ON CAP



CENTERED GRAPHIC USED ON FULL FRONT

# OUR LOGOMARK

PRIMARY LOGOMARK – TWO-COLOR



PRIMARY LOGOMARK – SINGLE COLOR



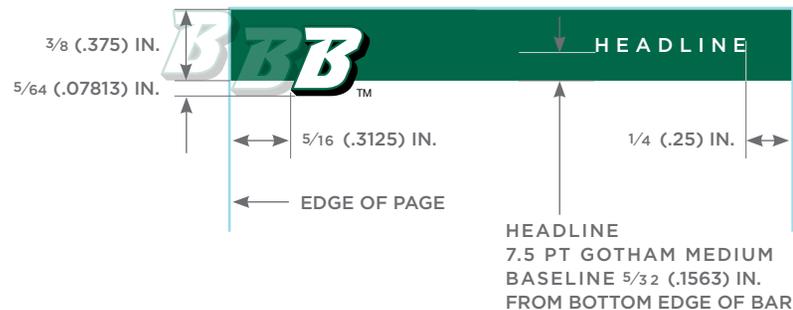
Binghamton University adopted the use of a “B” as our logomark — a symbol that abstractly represents the University. The B logomark is a secondary identifier and is always used in conjunction with the University logotype, never alone or in place of the logotype (our apparel logos are exceptions to this). For guidance on using the logomark with the logotype, see page 2.

Two styles of the logomark are available — a bar logomark and a tag logomark. The bar logomark is positioned only along the top edge of materials, and the tag logomark is positioned at the bottom, left-hand edge of materials. The illustrations show proper spacing and alignment.

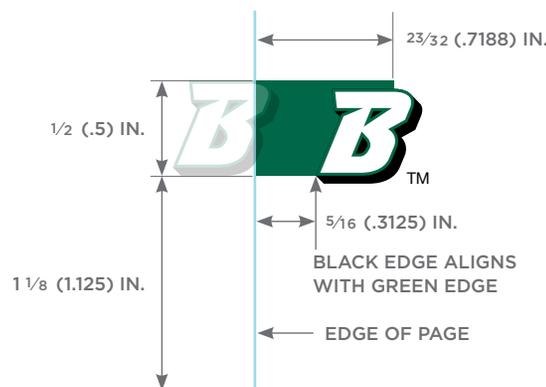
To ensure consistency, units are not permitted to create unique, independent logos or marks.

See Resources on page 21 to find out where to download the logomark.

BAR LOGOMARK (TOP LEFT CORNER OF PAGE ONLY)  
BAR EXTENDS WIDTH OF PAGE



TAG LOGOMARK (BOTTOM LEFT EDGE OF PAGE ONLY)



**B** COLLEGE OF COMMUNITY AND PUBLIC AFFAIRS



## MASTER OF PUBLIC ADMINISTRATION PROGRAM

**WHAT IS AN MPA?**  
A Master of Public Administration (MPA) is a professional degree that prepares students to lead nonprofit organizations and government (public sector) agencies.

**HOW WILL AN MPA DEGREE HELP ME IN MY CAREER?**  
The Master of Public Administration curriculum prepares students to think critically, act ethically and make decisions strategically. Our graduates are in high demand, being prepared for their careers through coursework in:

- Program and Policy Evaluation
- Organizational Theory and Behavior
- Public and Nonprofit Finance
- Human Resources Management

**WHY BINGHAMTON?**  
The Greater Binghamton region serves as a lab of social innovation for our students. Its size allows our students to easily connect to nonprofit and public sector leaders who provide students with opportunities to create and see real changes in the community. Our program is housed in the College



of Community and Public Affairs, centrally located in vibrant, downtown Binghamton.

Our faculty are nationally-recognized scholars in philanthropy and nonprofit management, local government management, international non-governmental organizations and sustainable development.

Our study abroad opportunities in South America and China provide excellent opportunities for students to view local government and nonprofit management through an international lens. The courses are conveniently offered during the summer and winter sessions.

**BINGHAMTON.EDU/CCPA**

BAR LOGOMARK USAGE EXAMPLE



**B**

## ORIENTATION

**BINGHAMTON.EDU**

TAG LOGOMARK USAGE EXAMPLE

# OURSEAL

Use of the official seal of Binghamton University is reserved for official documents from the University president, such as diplomas, certificates and legal documents. Approval to use the seal for official University business may be granted by Greg Delviscio, associate vice president, University Communications and Marketing, at [gregdelv@binghamton.edu](mailto:gregdelv@binghamton.edu) or 607-777-2175. The University seal may be reproduced only from authorized reproductions and cannot be redrawn, re-proportioned or modified in any way.

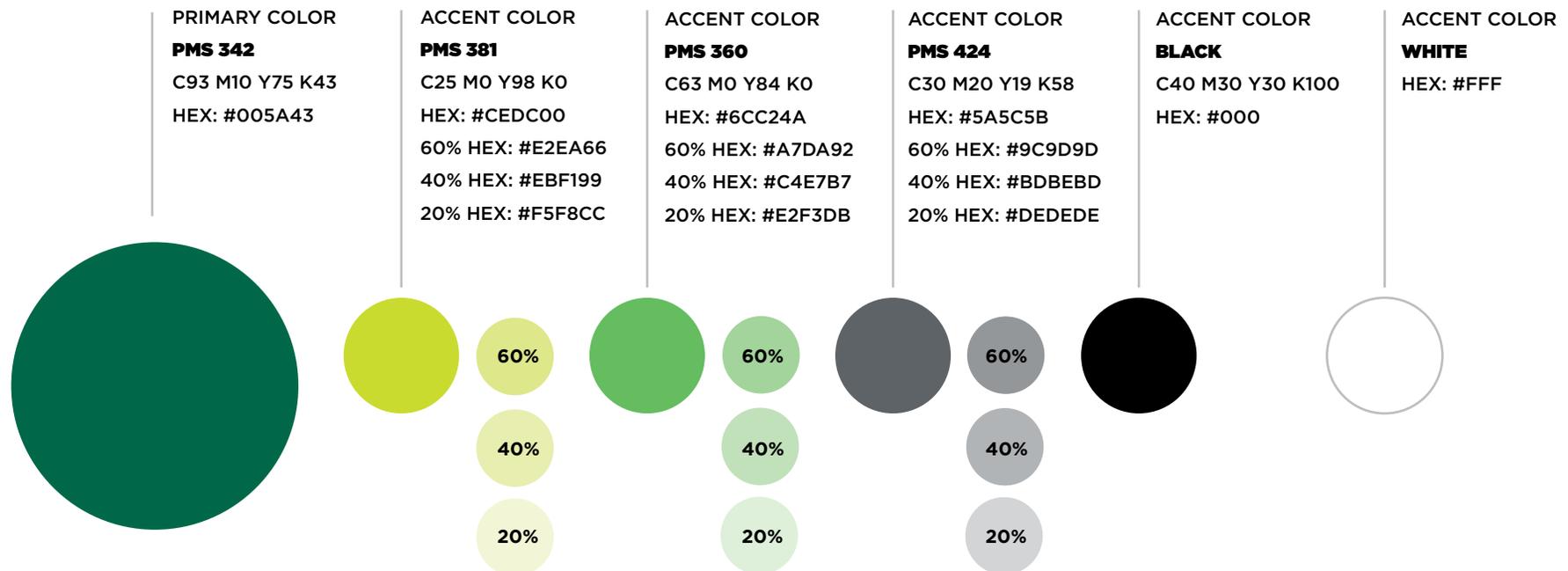


# OUR COLORS

Consistent use of Binghamton University's official brand colors is critical to building our brand identity. The primary Binghamton University color is PMS 342 (deep green), which **should be the dominant color used in all University communications materials**. Use of this single, distinctive shade of green will, over time, make our visual identity more memorable.

Accent colors have been selected to complement PMS 342 and can be used to add visual interest and variety. These colors should never detract from or dominate the primary color. Accent colors are PMS 381 (60%, 40%, 20%), PMS 360 (60%, 40%, 20%), PMS 424 (60%, 40%, 20%), black and white.

Below are the formulas for print and Web that should always be used when reproducing the primary and accent colors.



# OUR TYPOGRAPHY

Typography is another important element in the University's brand identity system, and we have made the following type selections to best represent the University's voice and to maintain a consistent tone throughout various communications.

Our primary fonts are Chronicle (serif) and Gotham (sans serif), which may be used for body text or headlines and are available at [typography.com](http://typography.com). Museo/Museo Slab 500, 700 and 900 (serif) is also considered a primary font, but should be used only for headlines. This font is available in the Adobe Creative Cloud Typekit or can be purchased at [fonts.com](http://fonts.com).

## CHRONICLE TEXT G2 ROMAN

Our typography is clean, precise and easy to read, exemplifying our commitment to sharing information.

## CHRONICLE TEXT G2 ITALIC

*Our typography is clean, precise and easy to read, exemplifying our commitment to sharing information.*

## CHRONICLE TEXT G2 SEMIBOLD

Our typography is clean, precise and easy to read, exemplifying our commitment to sharing information.

## CHRONICLE TEXT G2 BOLD

**Our typography is clean, precise and easy to read, exemplifying our commitment to sharing information.**

## CHRONICLE DISPLAY ROMAN

Binghamton Headline

## GOTHAM BOOK/BOOK ITALIC

Our typography is clean, precise and easy to read, *exemplifying our commitment to sharing information.*

## GOTHAM MEDIUM/MEDIUM ITALIC

**Our typography is clean, precise and easy to read, *exemplifying our commitment to sharing information.***

## GOTHAM BOLD/BOLD ITALIC

**Our typography is clean, precise and easy to read, *exemplifying our commitment to sharing information.***

## GOTHAM BLACK/BLACK ITALIC

**Our typography is clean, precise and easy to read, *exemplifying our commitment to sharing information.***

## GOTHAM ULTRA/ULTRA ITALIC

**Our typography is clean, precise and easy to read, *exemplifying our commitment to sharing information.***

## GOTHAM XNARROW BOOK/BOOK ITALIC

Our typography is clean, precise and easy to read, *exemplifying our commitment to sharing information.*

## GOTHAM XNARROW MEDIUM/CONDENSED MEDIUM ITALIC

**Our typography is clean, precise and easy to read, *exemplifying our commitment to sharing information.***

## GOTHAM XNARROW BOLD/CONDENSED BOLD ITALIC

**Our typography is clean, precise and easy to read, *exemplifying our commitment to sharing information.***

## GOTHAM XNARROW BLACK/CONDENSED BLACK ITALIC

**Our typography is clean, precise and easy to read, *exemplifying our commitment to sharing information.***

## GOTHAM XNARROW ULTRA/CONDENSED ULTRA ITALIC

**Our typography is clean, precise and easy to read, *exemplifying our commitment to sharing information.***

## SUBSTITUTE FONTS

For University presentations, documents, publications or other uses where Chronicle, Gotham or Museo are unavailable, Helvetica (sans serif) or Garamond (serif) are acceptable font substitutions.

MUSEO 500

**Binghamton Headline**

MUSEO 700

**Binghamton Headline**

MUSEO 900

**Binghamton Headline**

MUSEO SLAB 500

**Binghamton Headline**

MUSEO SLAB 700

**Binghamton Headline**

MUSEO SLAB 900

**Binghamton Headline**

HELVETICA ROMAN

Our typography is clean, precise and easy to read, exemplifying our commitment to sharing information.

HELVETICA ROMAN ITALIC

*Our typography is clean, precise and easy to read, exemplifying our commitment to sharing information.*

HELVETICA BOLD/BOLD ITALIC

**Our typography is clean, precise and easy to read, exemplifying our commitment to sharing information.**

HELVETICA BLACK/BLACK ITALIC

**Our typography is clean, precise and easy to read, exemplifying our commitment to sharing information.**

HELVETICA BOLD CONDENSED/  
BOLD CONDENSED OBLIQUE

**Our typography is clean, precise and easy to read, exemplifying our commitment to sharing information.**

GARAMOND REGULAR

Our typography is clean, precise and easy to read, exemplifying our commitment to sharing information.

GARAMOND REGULAR ITALIC

*Our typography is clean, precise and easy to read, exemplifying our commitment to sharing information.*

GARAMOND SEMIBOLD/SEMIBOLD ITALIC

Our typography is clean, precise and easy to read, exemplifying our commitment to sharing information.

GARAMOND BOLD/BOLD ITALIC

**Our typography is clean, precise and easy to read, exemplifying our commitment to sharing information.**

# OUR SPIRIT MARKS



The Binghamton University Athletics Department brand is related to, but distinct from, the University's brand. The Athletics brand identity embodies and encourages school spirit by focusing on our mascot, Baxter the Bearcat, and our 21 Division 1 athletics teams, the Bearcats (never lady Bearcats).

## THE MARKS

Spirit marks and athletics marks comprise the Athletics brand identity. Our spirit marks (above) are the primary representations of the brand and are used as the main identifying devices for the Athletics Department, along with the University's "B" logomark. Our athletics marks (next page) are bold logotype treatments that create a clear, consistent and visually memorable identity.



See Resources on page 21 to find out where to download spirit marks.

## A NOTE ABOUT PAW PRINTS

Paw prints are not an official logomark of Binghamton University or the Athletics Department. To ensure consistency, University units are not permitted to use paw prints as a logo.

## WHO MAY USE SPIRIT AND ATHLETICS MARKS

University units, academic groups and student organizations may use spirit marks for University projects only if they go through licensed vendors (see page 20 for details). However, groups are encouraged to first consider whether it is more appropriate to use the University's logomark or logotype for the project. Athletics marks are used solely by the Athletics Department.

## ACCEPTABLE USE

Spirit marks should never be recreated, altered or distorted in any way. Units are not permitted to create designs that give the impression of being a Binghamton spirit logo or that incorporate a Binghamton spirit logo into, or make it a part of, another design.

When using spirit marks, be sure to incorporate the appropriate copyright or trademark symbol in the location indicated on the marks as depicted on the left. No one other than Binghamton University may claim copyright or logo rights or seek to register any design that uses Binghamton spirit marks.

## ATHLETICS MARKS



(Sample variation allowed only for varsity athletics teams)

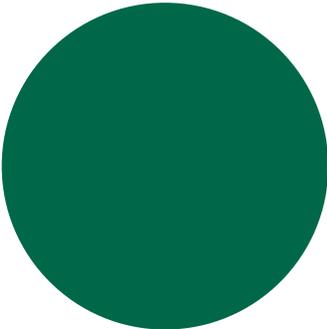
## RIGHTS AND ENDORSEMENTS

Binghamton University reserves the exclusive rights for endorsement of other organizations, companies, products and services. Binghamton departments outside the Athletics Department, academic clubs and student organizations may not use or grant permission to any other entity to use the spirit or athletics marks for any purpose.

Further, at no time may any other entity use the spirit or athletics marks in a way that suggests or implies the endorsement of other organizations, companies, products, services, political parties or views. Binghamton University marks may not be used in any way that violates the University's antidiscrimination policies or practices (Title IX statement at [binghamton.edu/diversity-equity-inclusion/policies/title-ix.html](http://binghamton.edu/diversity-equity-inclusion/policies/title-ix.html)).

# COLORS

Below are the official colors for the Athletics branding program. Note that the primary color is shared by the University brand. Accent colors may be used to add visual interest and variety, but should never detract from or dominate the primary color.

<p>PRIMARY COLOR <b>PMS 342</b> C93 M10 Y75 K43 HEX: #005A43</p> 	<p>ACCENT COLOR <b>PMS 347</b> C93 M0 Y100 K0 HEX: #0094A44</p> 	<p>ACCENT COLOR <b>PMS 193</b> C2 M99 Y62 K11 HEX: #BF0D3E</p> 	<p>ACCENT COLOR <b>PMS COOL GRAY 5</b> <b>FLAT SILVER</b> C13 M9 Y10 K27 HEX: #B1B3B3</p> 	<p>ACCENT COLOR <b>BLACK</b> C40 M30 Y30 K100 HEX: #000</p> 	<p>ACCENT COLOR <b>WHITE</b> HEX: #FFF</p> 
---	--	--	--	--	---

# OUR PHOTOGRAPHY

The photography used in all marketing materials plays a critical role in our brand perception, since images communicate in ways that verbal messaging cannot. Photographs evoke emotion, connect people to the University and communicate our voice. Therefore, it is essential that the photographs used in print and online be of high quality, preferably shot by the Binghamton University photographer or a professional photographer.

See Resources on page 21 to find out where to download a collection of high-resolution Binghamton University photographs.



# OUR BRAND IDENTITY

People notice visuals before they ever read a word. Therefore, our visual identity must support a strong brand for Binghamton University by creating a unified look across all communications materials. Correct and consistent use of our logotype, logomark, color palette and fonts reinforces the University's visual identity, helping people immediately recognize materials as coming from Binghamton University.

Below are some examples of the brand identity implemented across various communications materials.

*Templates available:* The Office of Creative Services has developed a collection of template files for letterhead, PowerPoint presentations, certificates and other communications materials that can be used to help ensure our brand remains unified. See Resources on page 21 to find out where to access these template files.



# LICENSING AND TRADEMARK

The University has become identifiable by several symbols that are known as trademarks or registered marks. These include spirit marks and the “Bearcats” and “Binghamton University” athletics marks.

Binghamton University’s Licensing and Trademark Services program works to ensure the public properly identifies and associates University marks on products bearing the University’s logos, protects the use of the University’s name and symbols and shares the benefits derived from commercial use of these identifying marks.

A licensed vendor must produce all products bearing a University trademark or copyright. The University’s licensed vendor is Learfield Licensing Partners, which is responsible for the daily administrative activities generated by the licensing program. Learfield processes licensing applications, coordinates artwork approvals, collects royalty payments\* and enforces trademark infractions.

\*A note about royalties: While products intended to be sold as a fundraiser are not exempt from royalties, products intended for internal use by University units, academic groups and student organizations might be exempt from royalties.

The University’s licensing coordinator must approve all products bearing the University’s spirit and athletics marks. Failure to obtain approval from the licensing coordinator may result in the seizure of all non-approved merchandise and may also result in legal action.

See Resources on the right for contact information for the University’s licensing coordinator and Learfield Licensing Partners.

# RESOURCES

## PROJECT AND LOGO REQUESTS

Project request form: [binghamton.edu/project-request](https://binghamton.edu/project-request)

Ordering department/office stationery:  
[binghamton.edu/stationery](https://binghamton.edu/stationery)

## PRINT AND DIGITAL

Additional branding information and to download the logotype and logomark: [binghamton.edu/brandguide](https://binghamton.edu/brandguide)

University branded templates:  
[binghamton.edu/brandtemplates](https://binghamton.edu/brandtemplates)

## WEB

University content management systems (CMS):  
[binghamton.edu/training](https://binghamton.edu/training)

CMS Web help: [binghamton.edu/ouhelp](https://binghamton.edu/ouhelp)

University Web toolkit: [binghamton.edu/webtoolkit](https://binghamton.edu/webtoolkit)

## PHOTOGRAPHY

High-resolution photographs:  
[flickr.com/photos/binghamtonu/](https://flickr.com/photos/binghamtonu/)

University photography services:  
[binghamton.edu/communications-and-marketing/creative-services/photography-services/index.html](https://binghamton.edu/communications-and-marketing/creative-services/photography-services/index.html)

## WRITING

University Style Guide: [binghamton.edu/styleguide](https://binghamton.edu/styleguide)

What makes a good story: [binghamton.edu/agoodstory](https://binghamton.edu/agoodstory)

## LICENSING AND TRADEMARKS

Additional licensing information: [licensing.binghamton.edu](https://licensing.binghamton.edu)

Binghamton University contact: Beverly Switzer,  
coordinator of licensing and trademark services,  
[bswitzer@binghamton.edu](mailto:bswitzer@binghamton.edu) or 607-777-3500

Learfield Licensing Partners contact: Rik Fitton, brand  
management director, [rfitton@learfieldlicensing.com](mailto:rfitton@learfieldlicensing.com)  
or 616-395-0676

## BRANDING QUESTIONS OR SUGGESTIONS

Gerald Hovancik Jr.  
Director of Creative Services  
University Communications and Marketing  
607-777-6616  
[ghovanci@binghamton.edu](mailto:ghovanci@binghamton.edu)

**BINGHAMTON**  
**UNIVERSITY**  
STATE UNIVERSITY OF NEW YORK

Office of University Communications and Marketing  
[binghamton.edu/communications-and-marketing/](http://binghamton.edu/communications-and-marketing/)