



Brand & Logo Guidance

May 18, 2026

Welcome to Our Visual Identity Standards

Just like our beautiful College, our brand is living, breathing and ever-evolving. It's woven into the fabric of our vision as a premier educational institution for agriculture and technology and ever-present, coming to life in one of the most unique hands-on campus settings where our campus takes the form of a 900-acre learning lab.

This guide introduces you to some of the basics of our logo, College colors, and graphics standards. This guidance will expand over time, be refreshed and republished to our website.

** For more information about our brand, the college name, and our enrollment tagline, please refer to the document entitled, "Our Brand, Reimagined."*



Using Our Brandmark/Wordmark

SUNY Cobleskill Ag & Tech has a short and long version brandmark/wordmark available for use. The short version is the preferred choice for most usages. The difference between both versions is that SUNY is written out in the long version. When the brandmark/wordmark are being used on materials for out-of-state or out-of-the county the long version is recommended. If you have questions regarding using our brandmark/wordmark please contact the Marketing Office for guidance.

Short Version



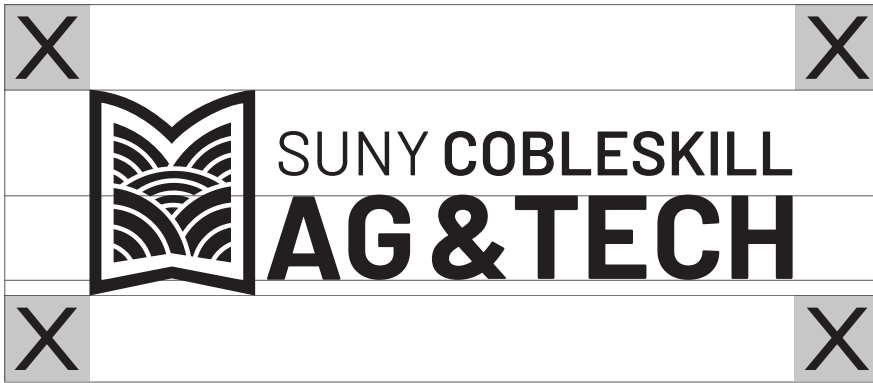
Long Version



Brandmark/Wordmark “Safe Area”

The “safe area” is for protecting the visual clarity and identity of our brandmark/wordmark. To ensure legibility and quality, you need to maintain a minimum clearance (the “safe area”) as noted between any part of the SUNY Cobleskill Ag & Tech brandmark/wordmark and other elements. The x-height of the safe area is equal to the height of the “A” in AG. Please consult the Marketing Office if you have difficulty accommodating these minimum clearances or have questions and need assistance.

Short Version



X X = The height of the “A” in AG

Long Version



X X = The height of the “A” in AG

Brandmark/Wordmark Sizing

Using the correct brandmark/wordmark option, sizing it properly, and avoiding distortion is crucial when it comes to protecting the brand. Even though we have two brandmark/wordmark versions they are not designed for the same uses. The short version is quite versatile and can be used across the board. This is the preferred brandmark/wordmark option. The long version has limitations which need to be taken into account when using it. The long version should only be used if it can be reproduced at a level that ensures its quality and legibility.



Pictured at 3.25" long

Short Version

- 1" is the minimum length that the short version logo should be used at
- 3.25" is the length that the short version logo should be sized at on the chest pocket area of apparel for sizes SM - 2XL, sizes 3XL or larger should have the logo scaled accordingly by the vendor.
- 10" is the length the short version logo should be sized at on the full front of a t-shirt or sweatshirt for sizes SM - 2XL, sizes 3XL and larger should have the logo scaled accordingly by the vendor.
- 33% is the length that the long version logo should be sized at for a large display. The logo could be sized slightly smaller or larger depending on circumstances. Please speak with the Marketing Office before doing this.



Pictured at 3.25" long

Long Version

- 2.75" is the minimum length that the long version logo should be used at. Anything smaller would require the State University of New York College of Agriculture & Technology to be at 100% green.
- 10" is the length the long version logo should be sized at on the full front of a t-shirt or sweatshirt for sizes SM - 2XL, sizes 3XL or larger should have the logo scaled accordingly by the vendor.
- The long version logo **cannot** be used on the chest pocket area of apparel due to the fine weight of the State University of New York College of Agriculture & Technology
- 33% is the length that the long version logo should be sized at for a large display. The logo could be sized slightly smaller or larger depending on circumstances. Please speak with the Marketing Office before doing this.

Brandmark/Wordmark Color Options

There are five approved color combinations for the college brandmark/wordmark. The orange and green combination is the preferred option and should be used on full color materials. The secondary options can be used when printing in one color or where the orange and green version would clash with other colors in the piece. No other colors are permitted. The brandmark/wordmark should not be altered in anyway including separating the brandmark from the wordmark, changing the layout, compressing the artwork, altering the fonts, modifying the colors, changing the opacity, etc.

Preferred options when printing in full color



Color: Orange & Green Gradient (CMYK only)
The gradient version is for *Digital Print* only



Color: Orange & Green solid
The solid orange and green version can be used
for embroidery.

Secondary options when printing in one color - ideal for embroidery and printing on apparel and specialty items.



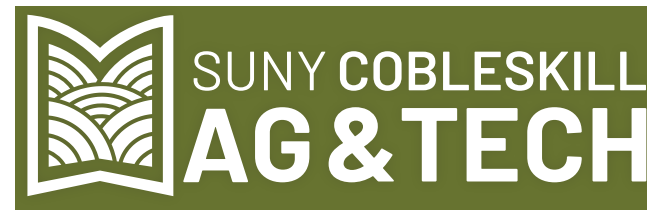
Color: Orange



Color: Green



Color: Black



Color: White

Brandmark/Wordmark on a Background

The brandmark/wordmark should only be used on backgrounds that are enough contrast from the logo color(s) in order to retain detail. It should not be used on patterned backgrounds or have distracting elements visible behind the brandmark cutout. The brandmark/wordmark should never be used in unapproved colors or be screened to any value less than 100%.

Correct Usage



Incorrect Usage



Logo has been converted to a non-approved color.



Logo has been screened to a value less than 100%.



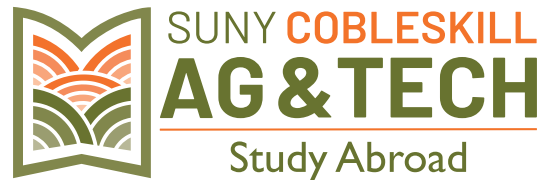
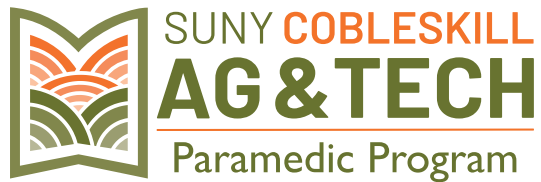
There is not enough contrast between the logo and the background. The logo and background are competing.



The background pattern is competing with the logo and showing behind the cutout of the brandmark which is not permitted.

Brandmark/Wordmark Lockups

Brandmark/wordmark lockups are available on an as need basis. The office/department name cannot exceed the length of the line rule and must fit in the allocated white space between the line rule and the bottom corners of the brandmark. Brandmark/wordmark lockups are only available in the approved color options and font. Requests for an office/department or professional club/organization logo lockups should be submitted to the Marketing Office.



Introducing the Institute for Rural Vitality (IRV) Logo/Lockup



Institute for **Rural Vitality**



The College Seal

The College seal is our most highly reserved mark. It is a validation mark. It is not the brandmark/wordmark and is only permitted to be used on select official college correspondence i.e. diplomas, transcripts, official/legal documents, commencement related materials, honorary medallions, and buildings. The seal is not permitted to be used at all by any office or department. Materials requiring the College seal needs to be requested through the Marketing Office for review and usage approval.



Color: Orange
CMYK: 0/68/95/0
HEX: cf4817
(on white background)



Color: Dusty Miller
CMYK: 0/0/0/50
HEX: 808285
(on white background)



Color: Black
CMYK: 0/0/0/100
HEX: 000000
(on white background)

Brand Identity Colors

The College has expanded our official brand colors beyond the original orange and black linked to our history, culture and community by welcoming in a wider array of new, secondary and neutral colors. Consistent use of these colors will help us in building strong connections and associations with our communications materials.

Primary Colors

Harvest Orange



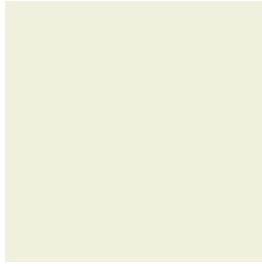
CMYK: 0/68/95/0
HEX: cf4817
(on white background)

Mossy Green



CMYK: 59/38/100/21
HEX: 6a7431
(on white background)

White Oak



CMYK: 0/0/10/6
HEX: f0eddb

Secondary Colors

Summer Sage



CMYK: 57/28/43/2
HEX: 769890
(on white background)

Ripe Plum



CMYK: 68/90/46/53
HEX: 3e1b39
(on white background)

Earthy Brown



CMYK: 60/70/88/58
HEX: 402e1a

Neutral Colors

Night Sky



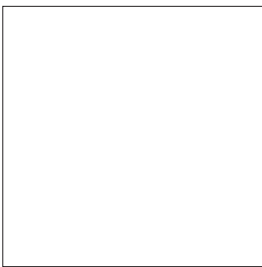
CMYK: 0/0/0/100
HEX: 000000

Dusty Miller



CMYK: 0/0/0/50
HEX: 808285

Winter Frost



CMYK: 0/0/0/0
HEX: ffffff

Brand colors should be used in CMYK when creating materials that will be printed on or off campus. For materials intended for onscreen viewing, the HEX colors should be used. Non-approved colors should not be used. Please take special care to note that the orange has been updated to stay current with accessibility standards. Black is now part of the neutral palette as it is most often used in the production of apparel and specialty items, including being featured predominantly on our athletic uniforms. For assistance understanding how to use the campus branded colors please speak with Communications and Marketing.

Brandmark/Wordmark Usage on Photos

The brandmark/wordmark needs to be used over a photo at times. Using the brandmark/wordmark will vary depending on the photo contrast, background color, textures, etc. In full color pieces preference is to use the orange and green brandmark/wordmark. The orange, green, and white brandmark/wordmark are alternate options. The black version should predominately be used when printing in black and white or grayscale. It is essential that the background promotes the brandmark/wordmark and does not diminish its value. Please refrain from using colors that clash with our brandmark/wordmark. The brandmark/wordmark should be clearly visible and legible at all times.



Approved College Fonts

The College fonts help build our brand identity. The College has two approved fonts which should be used when creating materials. They should be used for titles, headings/sub-headings, and body copy. The use of other fonts dilutes our brand and weakens our messages. Please do not use non-approved fonts. If you do not have the approved fonts please contact ITS to have them installed on your machine.

MAC OS - approved fonts

Caecilia is the official college font for titles and headings/sub-headings for Mac users.

Caecilia 45 Light, 55 Roman, 75 Bold, & 85 Heavy are approved weights

Gill Sans is the official college fonts for body copy for Mac users.

Gill Sans Light, Regular, Semi-bold are approved weights

How to use our MAC fonts (Caecilia LT Std, 85 Heavy)

Step 1 (Caecilia LT Std, 75 Bold)

Body Copy Sample (Gill Sans, Regular)

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Microsoft Windows - approved fonts

Rockwell is the official college font for titles and headings/sub-headings for Microsoft users.

Rockwell Regular, Bold are approved weights

Gill Sans MT is the official college font for body copy for Microsoft users.

Gill Sans MT Regular, Bold are approved weights

How to use our Windows fonts (Rockwell, Bold)

Step 1 (Rockwell, Regular)

Body Copy Sample (Gill San MT, Regular)

quamTum exceprem ium sequam reicae volorepudici dolupta qui officienet doloritius excero vendand estoreh endese comnis aut que venihicim aut ant remque re incipsa pidisim agnisto recabo. Equi dolorehentHit pra volo dolore pre, oditi optiam, volorem doluptum volorepre moluptas accaborporit et lab imaxima ioruptiore volupta tecaes venienis comnis ium etur arum quist harchicienis aliqui unt. Ut essequi rem. Aceprovid que re quia vende paruptatem. Et volupta tquntiunt que re quia vende.

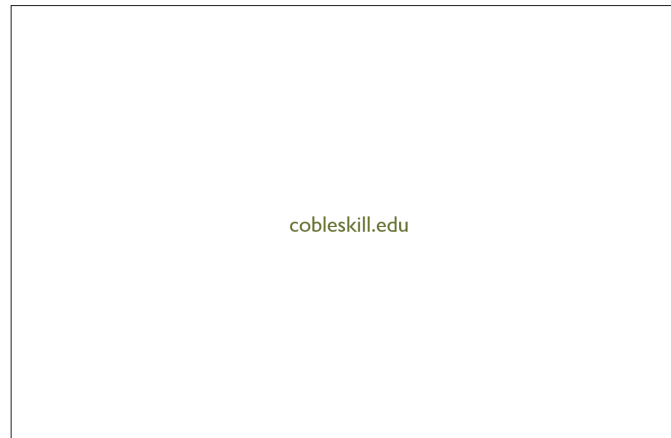
Branded Items Available Through the Print Shop

An assortment of branded materials have been developed and provided to the print shop for offices and departments to use. More will be added to the suite as they are developed. You can request these directly from the print shop.

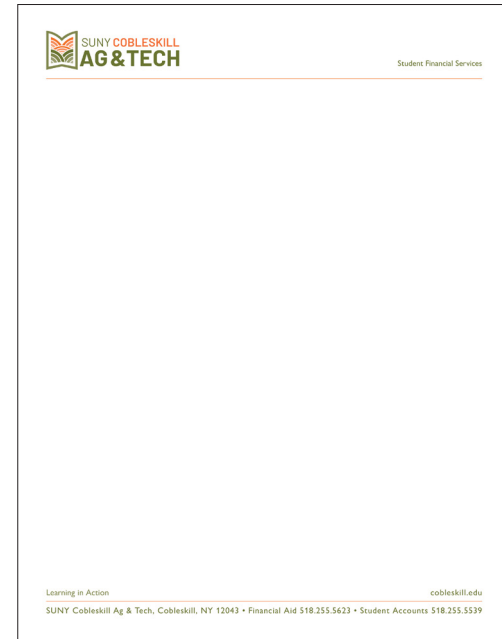
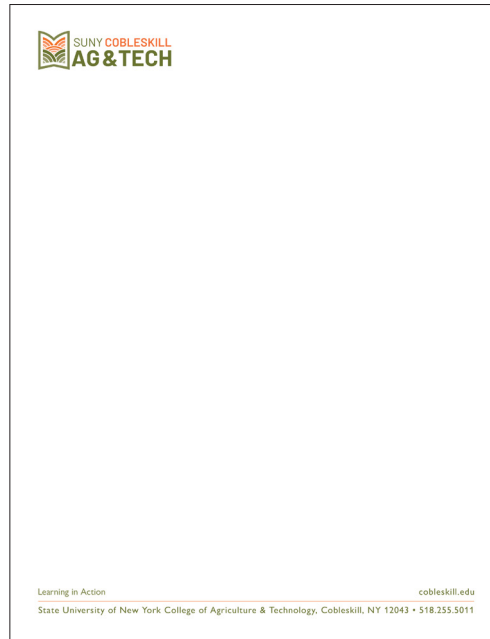
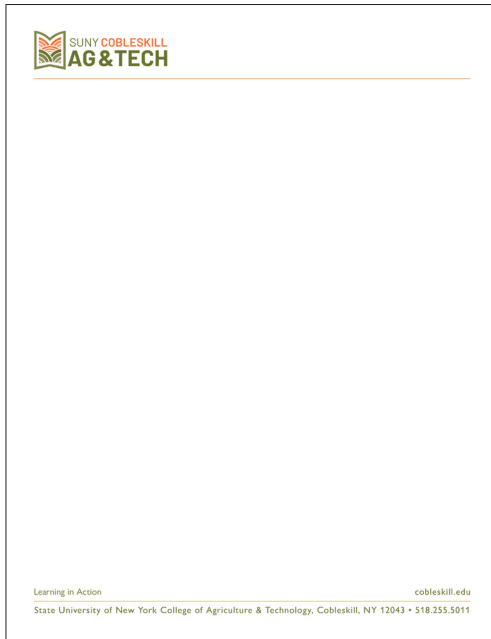
Business Cards - available in five colored backs and three front options



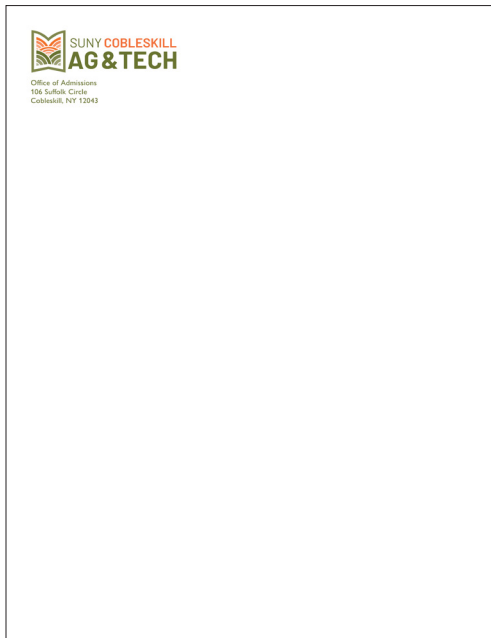
Note Cards w/envelope - available in two different sizes A2 (4.25x5.5) & A7 (4X7)



Campus Letterhead - available with and without a top line rule



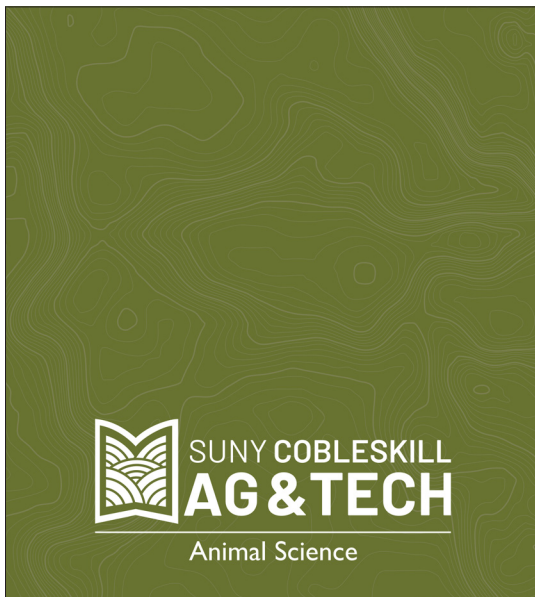
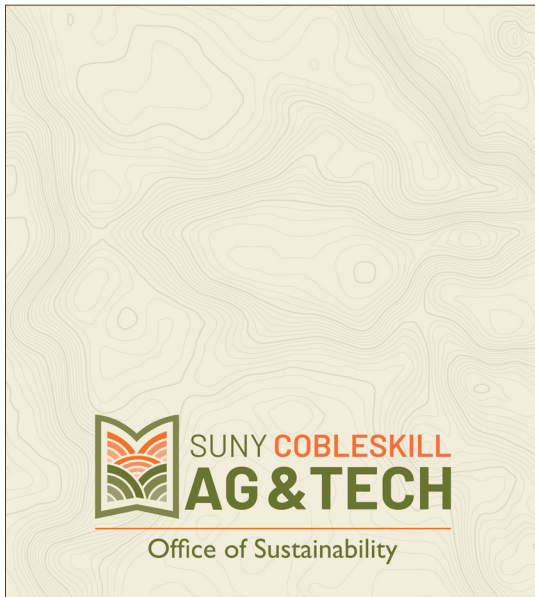
Campus Envelopes - various sizes are available through the print shop (10x13, #10, A2 & A7, etc.)



Campus Branded Items Recently Launched

Campus Table Covers -

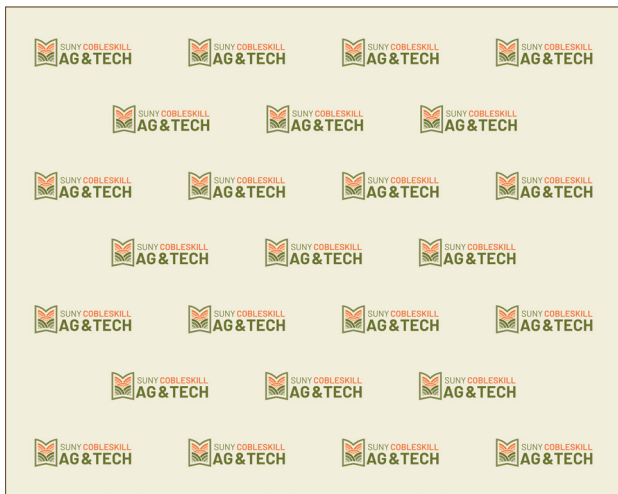
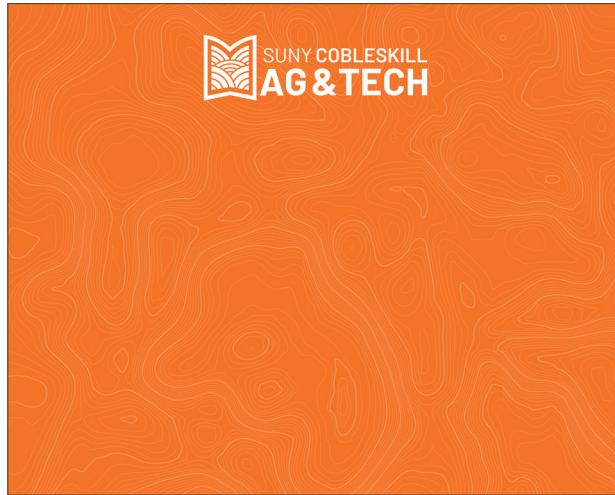
Green (academic programs) & Cream (campus offices)



Campus Lamppost Banners



Pillowcase Backgrounds - available in two sizes 8x10 & 10x20, for use at on and off campus events, as a background for student photos or a guest speaker, etc.





Thank you for attending.

**This document and our logo policy will be available on our website logo request and usage page.
A notice will be sent in Cobynow when updated.**

Please contact the Marketing Office if you have questions.