



# identity guidelines

**Purchase College**

STATE UNIVERSITY OF NEW YORK

# contents

3	Components
4	Typography
11	Mark
17	Variations
19	Color Palette
20	Usage
24	Brick Patterns
30	Applications
36	List of Digital Files

## The Purchase College Logotype: components

The basic components of the Purchase College logotype are:

the typographic elements

- the college name
- the SUNY secondary line

and the mark

- the Bubble-P



### Typography: college name

The name “Purchase College” is set in upper and lower case Balance Black. The letters are slightly tracked out to aid in legibility.

The secondary line and the Bubble-P must always appear with the college name.

You should not typeset the logotype—use the **pclogo.eps** file (supplied on disk).



**Purchase College**

STATE UNIVERSITY OF NEW YORK

BALANCE BLACK  
UPPER AND LOWERCASE  
15 TRACK

**Typography: college name**

Incorrect versions.

**Purchase College**  
NO TRACKING

**PURCHASE COLLEGE**  
BALANCE BLACK & REGULAR  
ALL CAPS

**Purchase COLLEGE**  
LOWERCASE & ALL CAPS

**purchase college**  
BALANCE LIGHT  
LOWERCASE

## Typography: secondary line

“State University of New York” must always appear with the college name. It is set in uppercase Balance Light Caps, tracked to 70, and aligned flush left with Purchase College.

The “κ” in York aligns with the left side of the “e” in College. The amount of space between the college name and the SUNY secondary line is equal to the cap height of the secondary line.

Do not typeset the logotype—use the **pclogo.eps** file (supplied on disk).

\* Lowercase letters in cap fonts are smaller capital letters. Do not use the uppercase letters.



## Typography: secondary line

Incorrect versions.

**Purchase College**

STATE UNIVERSITY OF NEW YORK

INCORRECT SPACING

**Purchase College**

State University Of New York

BALANCE BLACK  
LOWERCASE

INCORRECT SPACING

**Purchase College**

State University Of New York

BALANCE LIGHT  
INCORRECT SPACING  
LOWERCASE

## Typography: sub-brands

There is a specific typographic relationship that identifies the Neuberger Museum of Art and the Performing Arts Center in connection to Purchase College.

The name of the sub-brand (Neuberger Museum or Performing Arts Center) is placed above the Purchase College logotype and is flush left with the typography. It does not align with the Bubble-P. The spacing between the sub-brand name and the college name is flexible.

There are two variations for the scale relationship between sub-brand name and the Purchase College logotype. The width of the Purchase College logotype in Version A is half the length of the sub-brand name. In Version B, the two names are the same cap height.

### VERSION A



### VERSION B





Typography: schools

The typographic structure helps establish the hierarchical divisions within the college. The name of the school or division is in Balance Bold Roman, upper and lower case, the name of the subsect is in Balance Bold Caps,\* lower case, and the name of the office or subdivision is in Balance Light Caps,\* lower case.

\* Lowercase letters in cap fonts are smaller capital letters.  
Do not use the uppercase letters.

BALANCE BOLD ROMAN.....School Name  
BALANCE BOLD CAPS.....SUBSECT OF SCHOOL  
BALANCE LIGHT CAPS.....OFFICE NAME

BALANCE BOLD ROMAN.....School of the Arts  
BALANCE BOLD CAPS.....CONSERVATORY OF DANCE  
BALANCE LIGHT CAPS.....OFFICE OF THE DEAN

## The Bubble-P mark

The Bubble-P is essential to the Purchase brand.

The college name **cannot** be produced without the Bubble-P beside it.

The Bubble-P **can** be produced without the college name beside it.



### The Bubble-P: placement

The Bubble-P's placement within the logotype is derived from its relationship to the typography. The distance between the top of the college name and the top of the SUNY line is equal to the height of the bowl of the Bubble-P.

The distance of the Bubble-P's spout from the type is equal to the width of the uppercase P in Purchase.

Regardless of size, the Bubble-P's spout always aligns with the middle of the P's bowl.

Do not place the elements separately, use the **pclogo.eps** file (supplied on disk).



BUBBLE-P SIZE IS EQUAL TO  
DISTANCE BETWEEN TOP OF CAPS



SPACING BETWEEN BUBBLE P  
AND TYPE IS EQUAL TO WIDTH OF  
UPPERCASE P



CENTER OF BUBBLE-P SPOUT  
ALIGNS WITH MIDDLE OF BOWL  
OF LETTER P

### Logotype Variations: stacked

In circumstances where the width is limited, a stacked, multiple-line version of the logotype can be used.

As in the two-line version, “State University of New York” is set in lowercase Balance Light Caps,\* tracked to 70, and aligned flush left with Purchase College.

The amount of space between the college name and SUNY is equal to the cap height of the secondary line.

Do not typeset the logotype—use the **pclogo\_stacked.eps** file (supplied on disk).

\* Lowercase letters in cap fonts are smaller capital letters.  
Do not use the uppercase letters.



SPACE BETWEEN  
G DESCENDER  
AND EACH LINE OF  
SECONDARY  
LINE IS EQUAL TO  
CAP HEIGHT



OPTICAL ALIGNMENT  
FOR CHARACTERS

SECONDARY LINE  
“Y” ALIGNS  
TO “E”

## Color Palette

The Purchase College palette is composed of 16 colors selected from the Pantone Matching Color system, commonly referred to as PMS.

Historically, the official school colors for Purchase College were heliotrope and puce, two different shades of purple. These are represented in the new palette by PMS 2582 and PMS 7435, respectively.

The rest of the palette is derived from a combination of colors from the sub-brands—the Neuberger Museum of Art and The Performing Arts Center—along with other compatible hues.

Blends and tints of these Pantone colors can be used as well, allowing for a wide range of palette options.

Do not use a printout of this document for color matching. Consult the Pantone swatchbook for the exact colors.



**Logotype Usage: black and white version**

When printing the logotype in black and white, the type is 100% black with the Bubble-P in 50% black.

Use the **pclogo\_grey.eps** file (supplied on disk).



## Applications: letterhead

The grid of the Purchase letterhead is based on the scale of the dynamic brick pattern.

Margin measurements for the first stationery sheet are as follows:

top: 2.5 in.  
left: 1 in.  
right: .5 in.  
bottom: 1 in.

The typeface to be used on all correspondence is Serifa Light and Serifa Light italic, designed by Adrian Frutiger. They are also known as Serifa 45 (roman) and 46 (light). The type is aligned flush left, rag right, and the size is 10 point on 14 point leading.



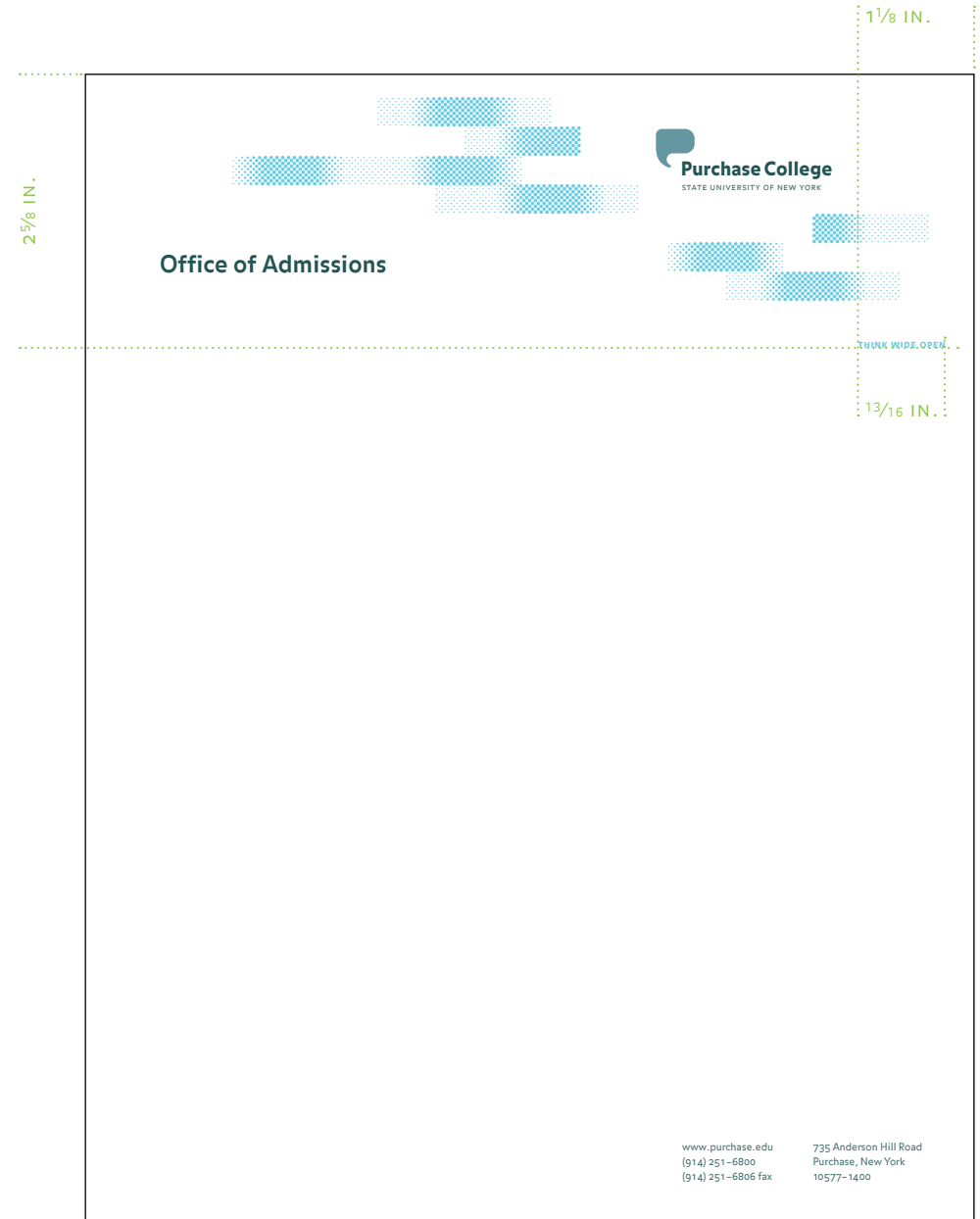
## Applications: letterhead with tagline

The Purchase tagline has a specified typographic treatment: lowercase Balance Bold Caps,\* tracked to either 60 or 160, depending on scale, set on one line.

The tagline appears on the Admissions letterhead.

Do not typeset the tagline—use the **pc\_tagline.eps** file (supplied on disk).

\* Lowercase letters in cap fonts are smaller capital letters.  
Do not use the uppercase letters.





### Applications: second sheet

A header can be typed at the top of the second sheet if the margin is changed to 1.33 inches. Five line spaces are inserted between the header and the body of the letter. If no header is needed, the letterhead margins can be used instead.

1.33 IN. MARGIN

p. 2

5 LINE SPACES BETWEEN HEADER AND BODY OF LETTER

1 IN. MARGIN

5 IN. MARGIN

1 IN. MARGIN

Orer sustrud ming euguerat iuscidunt vullandit lut veriurer summod dolor augait praese ming ex eugait iustisim zzzrillu tpatuer sequat iurem dit atie estrud etum quisci ex euipis nullam ex erit inim doloborem veros eum doloreet, quamcortin utat prat. Ectem il utem inim iure magnit ut iusto odigna feugiam duissed do no odo ex erci bla ad estismolorem ipsummy num diat. Per iriuscidunt doloborem venis num volut pat numsandipsum quiscipsusto odolobor sendionsed erosto dipsusciduiss nibh essed te volore dolobortio od digna feu facilis ismodigna conulla at. Ullaor acilla feu faci tio delessim iure dit alisi.

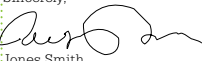
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Sincerely,



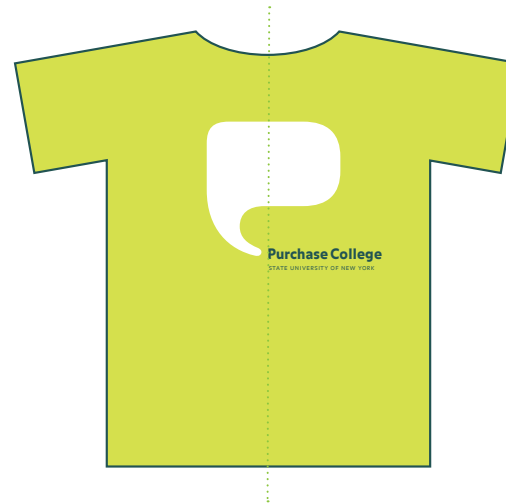
Jones Smith  
Dean

cc: Patricia Bice, Registrar

## Applications: objects

There are two ways the logotype can be placed on objects: a) the middle of the entire logotype is centered on the object, or b) the Bubble-P is centered on the object.

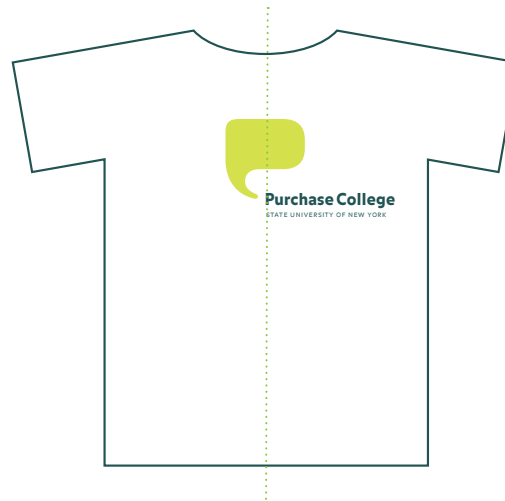
Depending on scale, the regular, large, or jumbo logotypes can be used. The Bubble-P should print in a second color.



JUMBO BUBBLE-P, ALIGNMENT B



REGULAR BUBBLE-P, ALIGNMENT A

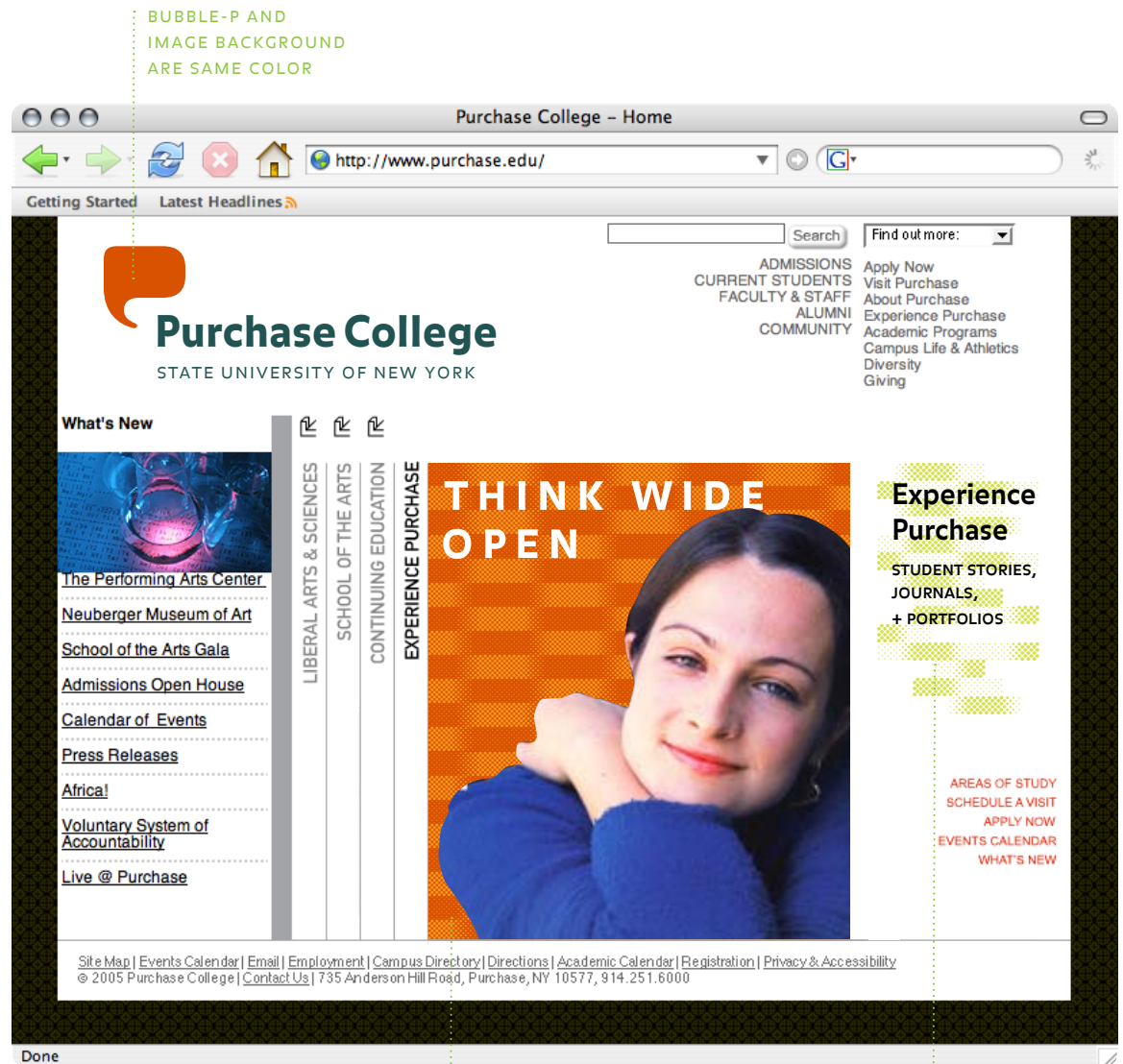


LARGE BUBBLE-P, ALIGNMENT B

## Applications: website

To update the existing website, the new logotype can be placed in the same upper left corner that it occupied previously, with the Bubble-P changing colors in response to the content of each page.

The backgrounds behind images can be made of the dynamic brick pattern, set in solid or scattered fields and can be placed on top of solid colors. The color of the field will need to be a lighter tone for type to be legible.





PCLOGO.EPS



PCLOGO\_LARGE.EPS



PCLOGO\_JUMBO.EPS



PC\_STACKED.EPS



PCLOGO\_KNOCKOUT.EPS



PCLOGO\_KNOCKOUT\_LARGE.EPS



PCLOGO\_KNOCKOUT\_JUMBO.EPS



PCLOGO\_KNOCKOUT\_STACKED.EPS



PCLOGO\_GREY.EPS



PCLOGO\_GREY\_LARGE.EPS



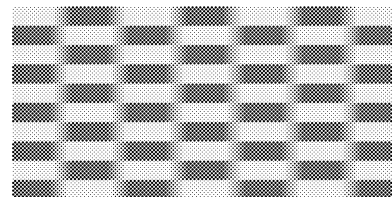
PCLOGO\_GREY\_JUMBO.EPS



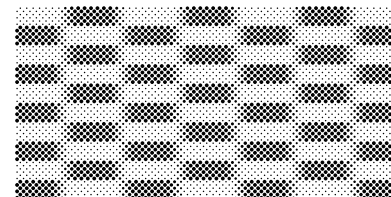
PCLOGO\_GREY\_STACKED.EPS

THINK WIDE OPEN

PC\_TAGLINE.EPS



PC\_BRICKS\_FINE.EPS



PCLOGO\_COARSE.EPS