



identity guidelines

Purchase College

STATE UNIVERSITY OF NEW YORK

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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).



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 “k” 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 subject 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 **SUBJECT 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).



S

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.

The image displays a letterhead template for Purchase College, featuring a grid and a dynamic brick pattern. The template includes the following elements:

- Top Left:** A 2.5 IN. MARGIN label.
- Top Right:** The Purchase College logo, which includes the text "Purchase College" and "STATE UNIVERSITY OF NEW YORK" below it.
- Center:** The "School of the Arts" logo, which includes the text "School of the Arts" and "CONSERVATORY OF THEATRE ARTS AND FILM" below it.
- Address Block:** Johnson Williams, Purchase College, 735 Anderson Hill Road, Purchase, NY 10577.
- Date:** November 15, 2007.
- Greeting:** Dear Ms. Williams,
- Body Text:** A series of paragraphs of placeholder text (Lorem Ipsum) in a serif font, aligned flush left.
- Signature:** A handwritten signature of Jones Smith, followed by the typed name "Jones Smith" and title "Dean".
- CC:** cc: Patricia Bice, Registrar
- Bottom Left:** A 1 IN. MARGIN label.
- Bottom Right:** Contact information for Purchase College, including the website (www.purchase.edu), phone numbers (914) 251-6800 and (914) 251-6806 fax, and the address (735 Anderson Hill Road, Purchase, New York, 10577-1400).
- Right Side:** A .5 IN. MARGIN label.

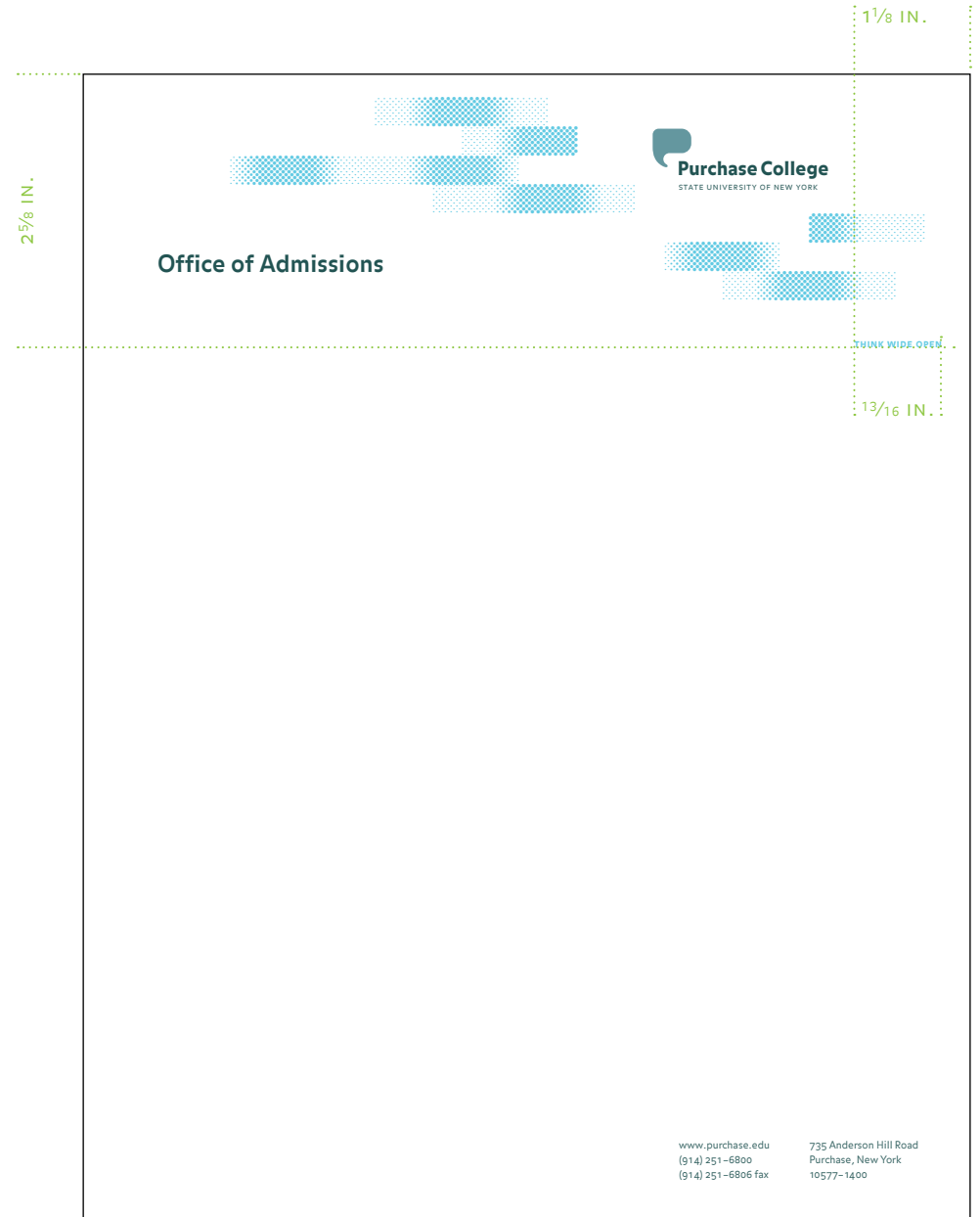
Applications: letterhead with tagline

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.

The diagram illustrates the layout of a letter on a second sheet. It features a header area at the top, followed by five line spaces between the header and the body of the letter. The margins are defined as follows:

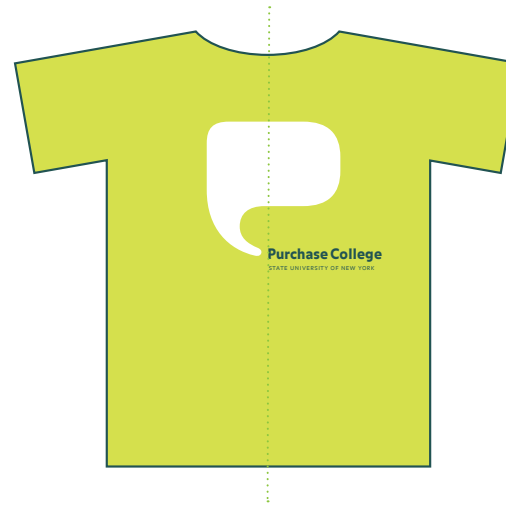
- 1.33 IN. MARGIN:** Located at the top right of the page.
- 5 LINE SPACES BETWEEN HEADER AND BODY OF LETTER:** Indicated by a vertical dashed line on the left side.
- 1 IN. MARGIN:** Located on the left and right sides of the main body of the letter.
- 1 IN. MARGIN:** Located at the bottom of the letter.

The letter content includes a header "p. 2", a salutation "Dear Mr. Jones", a body of text, a signature block for Jones Smith, Dean, and a closing "Sincerely," followed by the name and title. The cc line reads "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.

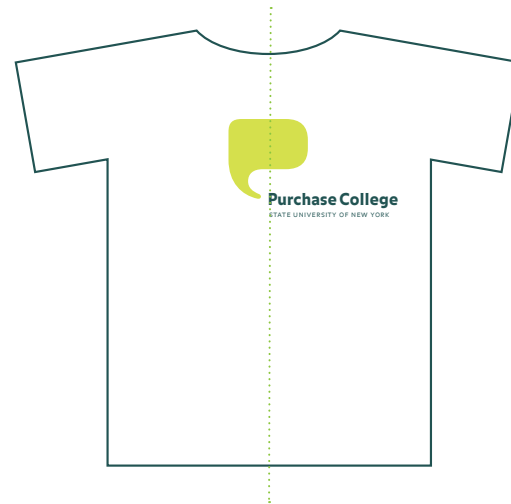
Depending on scale, the regular, large, or jumbo logotypes can be used. The Bubble-P should print in a second color.



JUMBO BUBBLE-P, ALIGNMENT B



REGULAR BUBBLE-P, ALIGNMENT A

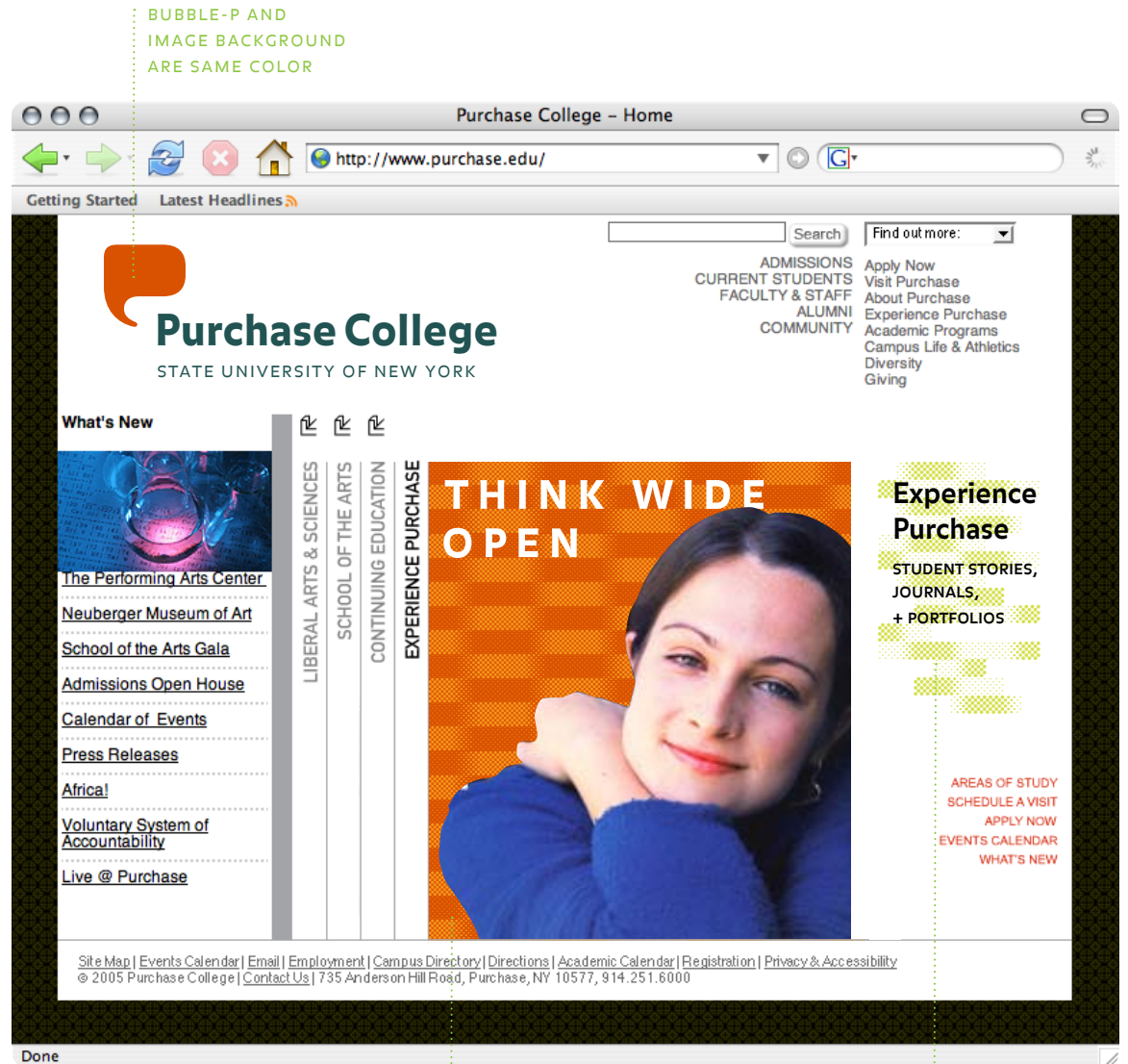


LARGE BUBBLE-P, ALIGNMENT B

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



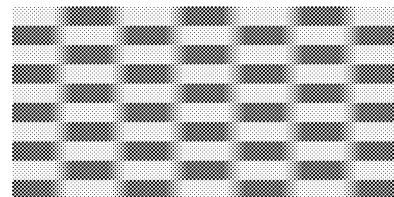
PCLOGO__GREY__JUMBO.EPS



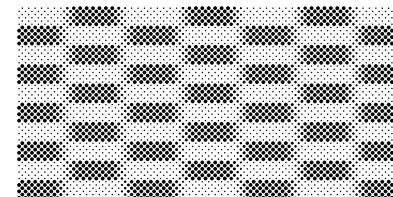
PCLOGO__GREY__STACKED.EPS

THINK WIDE OPEN

PC__TAGLINE.EPS



PC__BRICKS__FINE.EPS



PCLOGO__COARSE.EPS