MORRISVILLE
IDENTITY AND
GRAPHIC STANDARDS
EST. 1908
SUNY MORRISVILLE
Our brand identity is more than our logo. It’s a system of core elements and guiding principles that combine to create a distinctive look and feel that people will immediately recognize as Morrisville’s.

The Morrisville logo is the keystone of our visual identity, and its consistent use helps us establish a strong, recognizable brand.

There are two options to choose from when applying our primary logo. The setting and audience is the determining factor. The mustang and SUNY wordmark is the preferred option in most settings, especially with prospective student marketing. The more formal logo, however, may be more suitable in situations where spelling out our State University of New York relationship is preferred or required.

Note: These logos should only be reproduced from authorized digital files. Do not attempt to typeset or recreate them yourself.
SECONDARY LOGOS

Our primary logos may not always be the best option in some applications or environments. Our secondary logos omit the mustang icon, resulting in a wordmark lock-up that conforms to smaller spaces.

Like our primary logos, the SUNY wordmark option is a clear statement of our name. The arching wordmark, while including the full State University of New York name, has an arching Morrisville that compliments our brand’s visual language.

SUNY WORDMARK

ARCHING WORDMARK
CLEAR SPACE AND MINIMUM SIZE

Maintaining ample clear space around the logo ensures that it remains legible and doesn’t get lost within the composition. Photos, text, and graphic elements should never be placed within the pictured clear space.

There is no maximum size limit, but use discretion when sizing the logo. The preferred width of the primary logo is 2.5 inches in typical print publications.

CLEAR SPACE

SUGGESTED SIZE

MINIMUM SIZES

Primary Logo: Suggested width: 2.5"

1.25" or 200 px

1" or 175 px

0.4" or 65 px
The Mustang mark was created to replace the monogram “M” and diamond mark. It captures the energy of the athletic mark but renders it for an academic setting. The design is inspired by the Mustang sculpture on campus and is a strong component of our brand moving forward.
MUSTANG MARK
SUPERGRAPHIC

The mustang from our logo can also be applied as a supergraphic. The supergraphic can be used either as a dominant layout element or as a background texture. This page shows several effective ways to crop this element.

Never use the full logo lockups as supergraphics, and never rotate or change the proportions of the mustang graphic. Only the entire uncropped graphic or cropping options shown above should be used.

The supergraphic may only appear in these colors:

Do not use as tints.

Tints of these colors are permitted.
Here are a few simple don’ts for using the Morrisville logo. Avoiding these and other examples ensure that our logo is recognizable to all audiences.

**DON’T**
- Do not use another typeface for the signature.
- Do not change the scale or rearrange the elements in the logo.
- The logo can be placed on an image, but only in an area with very little contrast in tone or texture. It can range from dark or light.
- Do not place the logo on a background or color that obscures a portion of the logo.

**DON’T**
- Do not change the colors of the logo.
- Do not add drop shadows or other visual effects to the logo.
ICONS FOR SOCIAL MEDIA

Within our brand toolkit, we provide social media icons created from elements of the identity. These can be used as profile icons for Facebook, Twitter, and LinkedIn.

We provide two different icon solutions for social media application. Use the version that feels best for the environment, but also consider how large the icon will be seen, as the mustang icon contains detail that could be lost when scaled down.

A circle as well as a square are provided for flexibility of application.
In addition to our logo, Morrisville has an academic seal. The seal is designed to verify academic documents and should be used only for official purposes. The seal is not a logo, and should never be used as a substitute for the university logo.

Contact the office of Communications & Marketing for approval to use the seal.

**ACCEPTABLE USE**
Examples of when to use the seal include commencement materials and official academic documents.

**UNACCEPTABLE USE**
Examples of when not to use the seal: Admissions materials, advertisements, signage, and environmental graphics including vehicles.
The color of the background will determine which version of the logo to use. Plan your layouts to accommodate using the preferred logo option.

One-color versions of the logo should be used sparingly or if printing restrictions demand it. Use only the approved logo options represented here.
Our color palette has three sets: primary, secondary, and tertiary, each with its own mix of colors.

At least one of our **primary** colors should typically be present in any brand communication. The diligent and repeated use of these core colors will help make the Morrisville brand instantly recognizable.

Our **secondary** palette supports the primary set by adding contrast or balance. These colors should be used more sparingly, only one or two at a time.

Although used most sparingly, our **tertiary** colors can add a crucial pop of color to accent and emphasize key messaging.

For full list of color names, values and program group color assignments, visit [morrisville.edu/style-guide](http://morrisville.edu/style-guide)

### Color Breakdown

**Primary**

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<thead>
<tr>
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**Secondary**

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<td>718D</td>
<td>#00502F</td>
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<tr>
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<td>#06E6F5</td>
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<tr>
<td>28 48 95 8</td>
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**Tertiary**

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**Metallic**

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<table>
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For more information, visit [morrisville.edu/style-guide](http://morrisville.edu/style-guide)
RESOURCES AND CONTACTS

Please contact the Office of Communications & Marketing with questions and requests for using the assets presented in this document.

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