# TABLE OF CONTENTS

1. **Paul Smith’s College Visual Identity and Standards | An Overview Using This Manual**

2. **Graphic Identity System | Components**
   - The Logo
   - The Colors
   - The Typeface
   - The Critical Element

3. **Paul Smith’s College Logo | Logo Specifications**

4. **What Not to Do**

5. **Logo Placement and General Layout Considerations**

6. **Using the Logo | Examples**

7. **Logo Reproduction Size**
   - Logo Minimum Reproduction Size

8. **Paul Smith’s College | Unit Logos**

9. **Letterhead, Envelopes and Business Cards**

10. **Uniforms and Promotional Products**
    - Vehicle Signage
    - Merchandise

11. **Student Publications and Other Media**
    - Traditional Logo or Seal
    - Tree-Only Use

12. **Typography**

13. **Color Palette**

Cover photo: Nancie Battaglia
In an era when higher education is more competitive than ever, it is that much more important for us to separate ourselves from the pack. And one of the ways that we can promote strong, singular messages is by presenting ourselves with a consistent face both in words and images. This graphic standards guide, in conjunction with our copy style guide, helps to establish and maintain that consistency.

Paul Smith’s College already stands out in many ways. These visual and copy standards, when used, will help the college achieve greater recognition in the marketplace and, in time, strengthen our public image. By following these guidelines, you ensure that all the materials distributed by the college, such as brochures, viewbooks, posters and vehicle signs, present a unified look and feel. That's critical in shaping the world's impression of who we are.

If you need a logo, or have questions about anything in either this guide or the copy style guide, please contact the Office of Communications at (518) 327-6297.

This manual has been created to help the Paul Smith's College community – faculty, staff, and students – implement our graphic identity system. Ultimately, this guide is meant to answer lots of design questions and free you up to concentrate on what's most important: The audience you want to reach, and the message you want to deliver.

The college's Office of Communications is happy to help you create your publication. Feel free to contact us for assistance with this process, or simply to answer any questions or issues you might have about this manual.

You are welcome to develop materials without the assistance of the college’s Office of Communications. Soon, we will provide templates for often-requested publications that you can use yourself. Should you decide to design things on your own, please keep these standards in mind. If you’d like to design your own materials, we are happy to provide versions of the college’s official logo and the proper fonts needed for publication. Just call x6297 or send an e-mail to kaaron@paulsmiths.edu.

Regardless, if for any reason you need to diverge from these guidelines, please contact the communications office before doing so. (Naturally, feel free to contact us with any other questions or concerns.)

Note: It can take 8 to 12 weeks, if not longer, to craft a publication from scratch; even reprints and publications requiring only minimal changes to previous versions typically take a month or more. So when you become aware that you need to work on a project, contact the communications office as soon as possible. We can work together on a plan to create the best possible publication.
GRAPHIC IDENTITY SYSTEM | COMPONENTS

THE LOGO
The leaning tree in the Paul Smith's logo is evocative both of the college's location in the forests of the Adirondacks, and of the institution's history; for many years a leaning pine near the site of the Phelps Smith Administration Building was a campus trademark.

THE COLORS
Like the tree, the green of our logo is meant to convey a sense of place. In this case, the lush forest green evokes a sense of our natural surroundings. Increasingly, that green also reflects our commitment to the environment: Paul Smith's, as the college of the Adirondacks, is dedicated to preserving the place it calls home.

THE TYPEFACE
Paul Smith's chose URW Classico as its preferred font for headlines and body copy because it presents a modern, yet still collegiate, take on a traditional serif typeface. It is clean, legible and adaptable for use in a wide range of publications and other media. Other acceptable fonts are discussed on pages 14-18.

THE CRITICAL ELEMENT
That's you. This identity system will work only if the campus community supports it. Our students, faculty and staff are the best ambassadors of what this campus represents, and this visual identity system seeks to build on those strengths. Using it helps all of us.
PAUL SMITH’S COLLEGE LOGO | LOGO SPECIFICATIONS

The Paul Smith’s College logo uses the typeface, or font, Times New Roman. The logo should always be placed as art; do not attempt to recreate the logo using text.

The college’s logo has been designed to be flexible enough to use in a wide range of situations. It must be presented horizontally in all cases. Because the logo is the pictorial representation of the college, it is critical that it be presented consistently, as outlined in this manual.

PANTONE

5747C - Coated Dark Green
582C - Coated Light Green
For use when print media calls for Pantone color selection. If uncoated, choose PMS 5747U/ PMS 398U.

CMYK - Cyan, Magenta, Yellow, Black
C32/M0/Y100/K79 - Dark Green
C13/M0/Y100/K46 - Light Green
For use when four-color process print medium is being used.

RGB - Red, Green, Blue
R58/G76/B0 - Dark Green
R139/G141/B9 - Light Green
For use when electronic media is created for television screens or computer screens. Examples include web pages, e-mail and television commercials.
PAUL SMITH’S COLLEGE LOGO | LOGO SPECIFICATIONS

Paul Smith’s College
THE COLLEGE OF THE ADIRONDACKS

ONE COLOR - PANTONE 5747C - Coated Dark Green
To be used in all media where printing colors are limited to one selection for cost or other reasons. If uncoated colors are required, use PMS 5747U.

Paul Smith’s College
THE COLLEGE OF THE ADIRONDACKS
BLACK - solid
For use when color is void in media and solid black is the most legible.

Paul Smith’s College
THE COLLEGE OF THE ADIRONDACKS
KNOCK OUT - solid
For use when color is void in media and solid black is the most legible.
WHAT NOT TO DO

The only approved modifications to the college's logo are in this guide. Do not adjust the proportions, colors, or other elements of the logo. Some examples of what not to do are found below.

Because of the need to present parts of the college as elements of the whole, departments, offices and other campus entities are not permitted to develop or use their own logos.

In certain cases, it is acceptable to use the tree-only logo, without text: as a background, for example, or on the cover of a publication in which the complete logo appears elsewhere.

A note on PSC: Paul Smith’s College avoids the use of the acronym PSC. The PSC initials are not widely known off campus, and we do not brand ourselves with the PSC moniker. In rare instances, the acronym may be used as a graphic element. In these cases, the college's full name must appear prominently near PSC. Please consult with the Office of Communications before employing this acronym, however.
LOGO PLACEMENT AND GENERAL LAYOUT CONSIDERATIONS

Regardless of the size of any printed college communications vehicle, the Paul Smith’s College logo should appear prominently on the front of the publication and on the last page or back cover as a sign-off. The size of the logo on the front of a publication should be one-third of the publication’s width; logos should not be less than two inches wide. Exceptions to that minimum size requirement include forms, stationery and advertisements that have a column width smaller than three inches.

On the front of a publication, the logo should be placed within all bleed margins and padded from the bottom, top, right and left by at least 0.125 inches.

In all cases, the prominence of the logo should be a main consideration in the design.

While you are welcome to design your own publications, if you are producing a major promotional piece, brochure, or other publication, we invite you to call the Office of Communications at (518) 327-6297 for assistance.
When the Paul Smith’s logo is being used over an area of color, such as a color photograph, it is generally best to use the all-white knockout version of the provided logo in its EPS format to ensure the best possible quality and clarity. The logo should always be at least 0.5 inches from the bleed edges of the image (clear space) upon which it is overlaid.

The logo may also be reversed out of any solid color, as shown below.
Readers may find it useful if the name of the school, division, department, organization or group primarily responsible for the publication is prominently featured. The name of only one such entity should be featured, though, and redundancies should be avoided.

In the example below, for instance, the group sponsoring the publication – the athletics department – is clearly identified. Because the college’s logo is also featured, it is not necessary to specify that it is the Paul Smith’s College athletics department.

Note that the logo has been added with clearance of at least 0.5 inches from left/right and bottom.

A good title font choice is URW Classico, which is consistent with the font used on the college’s new Web site. (See Typography-Fonts, page 15.) When available, it is also the preferred font for body copy and other text of printed materials.
LOGO REPRODUCTION SIZE

For most print publications, the size of the logo should be as prominent as possible without inclusions or interruptions in the typeface or art. Exceptions are (1) advertisements that have a column width smaller than three inches and (2) forms and letterhead, because the logo is placed in the upper left-hand section of these publications. Even in these instances, however, inclusions or interruptions to the logo are not permitted.

LOGO MINIMUM REPRODUCTION SIZE

The minimum size of the logo, shown below, ensures it will be reproduced clearly in most projects. If it is necessary to use the logo smaller than the minimum size, please contact the Office of Communications at (518) 327-6297.

NOTE: logo should have at least .5 inch “Clear Space” on all publications from all edges, bleeds, gutters and other text.
Consistent use of the college's logo is crucial to reinforce our identity both on and off campus. It is important, therefore, that individual departments, divisions, offices and other units not create their own logos.

In order to accommodate units requiring a logo, a convention has been developed that includes the unit name beneath the college’s existing logo. (See examples below.) If you require such a logo, please contact the Office of Communications, which will work with you on its creation. Please do not attempt to design such a logo on your own.
LETTERHEAD, ENVELOPES AND BUSINESS CARDS

These are examples of what business cards and letter-size envelopes and letterhead should look like. For information on ordering these items, as well as other stationery, please contact Cathie Lanker, clanker@paulsmiths.edu, (518) 327-6300.
UNIFORMS AND PROMOTIONAL PRODUCTS

The college's logo must not be altered in any way other than expressly permitted in this manual. It must always be presented horizontally. When choosing materials and background colors, please use the colors specified on the following pages, or the closest matches possible. While choices for fabric colors are often limited, you should attempt to stay consistent with the forest green that represents Paul Smith's College.

VEHICLE SIGNAGE

The college's logo must not be altered in any way other than expressly permitted in this manual. It must always be presented horizontally. Vinyl car magnets should use a solid forest-green logo (or the shade of green closest to the ones specified in this manual) on top of a white background.

When purchasing new vehicles for the college, please select the color closest to forest green, when available, or white otherwise.

If vinyl lettering is custom-made for application to a vehicle, the logo and all other type should appear in white, unless the vehicle is white.

MERCHANDISE

Hats, T-shirts, window stickers and other items sold by the college are an excellent way of spreading the Paul Smith's name and identity. To that end, merchandise that includes the college's name should follow these guidelines whenever feasible.

Items that include the college logo must adhere to these guidelines, including usage restrictions on logo, typography and palette. (In cases when exact fonts and/or colors are not available, the closest substitute should be selected.)
STUDENT PUBLICATIONS
AND OTHER MEDIA

Students wishing to use the college logo on campus-sponsored publications and other media are welcome to do so. If they decide to use the logo, we request that they abide by the visual standards established in this guide. Under no circumstances is the college’s logo to be altered, other than as provided for in this guide.

TRADITIONAL LOGO OR SEAL

This logo is to be used for official purposes such as seals, diplomas and embossing tools. The college bookstore may also use this logo for merchandise. It is not intended to replace the primary logo (the leaning tree inside a rectangular block). If the traditional logo appears only embossed, and not printed, it may be best to include the college’s current logo as well. Please contact the Office of Communications for information.

The traditional logo might also be employed for historical purposes. Please contact the Office of Communications if you wish to use this logo in that context.

TREE-ONLY USE

In most cases, when using the college’s logo, it must be used in its entirety (the leaning tree and the college’s name.) There are instances, however, when it is acceptable to use the tree alone as a stand-alone art element. It may be used as a screened background, for example, or on the cover of an invitation inside of which the complete logo appears.
The college strongly encourages the use of URW Classico. However, other acceptable typefaces are Frutiger for body copy and Dax Bold and Medium for headlines.

Under no circumstances are fonts from the URW Classico family to be mixed with fonts from the Frutiger or Dax families.

When developing Internet media, any titles created as art should be in URW Classico; any live text should be in the default, Verdana.

Correspondence such as letters, memos, reports and other routine documents may be written using Times New Roman.

If these fonts are not on your computer and you need them to create a publication, please contact the Office of Communications at (518) 327-6297. We will be happy to install them.
If these fonts are not on your computer and you need them to create a publication, please contact the Office of Communications at (518) 327-6297. We will be happy to install them.
DAX (printed media and web)

Dax Reg
abcdefghijklmnopqrstuvwxyz
1234567890-!@#$%^&*()<>:”. 10 pt.

Dax Reg Italic
abcdefghijklmnopqrstuvwxyz
1234567890-!@#$%^&*()<>:”. 10 pt.

Dax Med
abcdefghijklmnopqrstuvwxyz
1234567890-!@#$%^&*()<>:”. 10 pt.

Dax Med Ital
abcdefghijklmnopqrstuvwxyz
1234567890-!@#$%^&*()<>:”. 10 pt.

Dax Bold
abcdefghijklmnopqrstuvwxyz
1234567890-!@#$%^&*()<>:”. 10 pt.

Dax Bold Italic
abcdefghijklmnopqrstuvwxyz
1234567890-!@#$%^&*()<>:”. 10 pt.

Dax Reg
abcdefghijklmnopqrstuvwxyz
1234567890-!@#$%^&*()<>:”. 12 pt.

Dax Reg Italic
abcdefghijklmnopqrstuvwxyz
1234567890-!@#$%^&*()<>:”. 12 pt.

Dax Med
abcdefghijklmnopqrstuvwxyz
1234567890-!@#$%^&*()<>:”. 12 pt.

Dax Med Ital
abcdefghijklmnopqrstuvwxyz
1234567890-!@#$%^&*()<>:”. 12 pt.

Dax Bold
abcdefghijklmnopqrstuvwxyz
1234567890-!@#$%^&*()<>:”. 12 pt.

Dax Bold Italic
abcdefghijklmnopqrstuvwxyz
1234567890-!@#$%^&*()<>:”. 12 pt.

If these fonts are not on your computer and you need them to create a publication, please contact the Office of Communications at (518) 327-6297. We will be happy to install them.
If these fonts are not on your computer and you need them to create a publication, please contact the Office of Communications at (518) 327-6297. We will be happy to install them.
WHAT PSC STUDENTS ARE SAYING

Name: Oliver Evon
Year: Sophomore
Hometown: Westport, Conn.
Major: Hotel, Resort and Tourism Management

I’ve traveled all around the world. I’ve been to Fiji, New Zealand, Mexico, the Yucatan, Japan, China, Malaysia. My passport has been filled twice - I think I stopped counting after I got to 30 countries.

The main reason that I came to Paul Smith’s was the educational assistance that the school has. When I was in high school, I wasn’t as good a student as I am today. The teachers here push you to study and work harder. The student-to-teacher ratio is amazing here – they’re up to working with you to help you succeed. I meet all the time with somebody in support to chat about what I need to do. Ways I could be studying for tests. For one test, I worked with Roxy for three days. She reviewed with me, she quizzed me. I got the second-highest grade in the class. What she does stands out. It helps.
Below are the primary colors for design use and logo reference. In order to maintain brand awareness, no other colors should be permitted except black and white in accordance with the primary color palette.

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>582C - Coated Light Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE</td>
<td>5747C - Coated Dark Green</td>
</tr>
</tbody>
</table>

For uncoated, use PMS 5747U and PMS 398U.

Secondary colors for design use:

<table>
<thead>
<tr>
<th>Secondary Color</th>
<th>PMS: 2965</th>
<th>C 100/ M38/ Y0/ K69</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS: 139</td>
<td>C 0/ M38/ Y100/ K23.5</td>
<td></td>
</tr>
<tr>
<td>PMS: 1245</td>
<td>C 0/ M27.5/ Y100/ K18.5</td>
<td></td>
</tr>
<tr>
<td>PMS: 123</td>
<td>C 6/ M0/ Y6/ K11.5</td>
<td></td>
</tr>
<tr>
<td>PMS: 5665</td>
<td>C 0/ M0/ Y100/ K43</td>
<td></td>
</tr>
<tr>
<td>PMS: 399</td>
<td>C 0/ M0/ Y30.5/ K79</td>
<td></td>
</tr>
<tr>
<td>PMS: 418</td>
<td>C 0/ M0/ Y30.5/ K79</td>
<td></td>
</tr>
</tbody>
</table>