



Herkimer[™]
THE STATE UNIVERSITY OF NEW YORK

BRAND GRAPHIC STANDARDS

Table of Contents

Introduction	3
Exemptions	4
Purpose of the Guidelines	5
Legal Requirements	6
Color	
Primary Color Palette	8
Color Distribution	9
Typography	
Typefaces (Georgia)	11
Typefaces (Durant)	12
Typefaces (Poppins)	13
Logos	
Logo Introduction	15
General Application Guidelines	16
Primary Logo	17
Wordmark	18
Unacceptable Mark Usage	19
Lettermark (Monogram) & Symbol	20
Brand Platform	
Rationale	22
Usage Examples	23
Graphic Elements	
Photography	25
Examples	
Apparel	27
Stationery	28
Templates	29–30

Introduction

Why Is the Brand Graphics Standards Important?

Brand graphics involves the use of logos, typefaces and colors to create a clearly recognizable image for an institution. A brand graphics policy is necessary for organizations as large and diverse as Herkimer College to build and communicate a clear institutional brand identity for its many target audiences.

A successful brand graphics program helps the college develop strong name recognition by defining a “look” for all college materials that audiences instantly identify with Herkimer. This does not mean that all materials must look exactly alike. It does mean that they must all clearly belong to the same family, with logos, typefaces and colors used consistently.

Through a consistent brand graphics program, Herkimer College can project a strong, unified and professional image to all audiences even though communications are coming from separate units across our campus. Following this policy officially identifies your unit as part of the college, increasing brand identity with your audience and making it more likely that your message will be received.

To what types of materials do the brand graphics standards apply?

The policy applies to all brochures, publications, periodicals, websites and any other type of marketing materials produced by the college or auxiliaries for external audiences.

Materials governed by the policy include, but are not limited to, the following:

- Recruitment brochures
- View books or annual reports
- Publications for alumni and donors
- Official college websites
- Departmental program information
- Periodical magazines or newsletters
- Promotional videos
- Stationery and business cards
- Banners and posters
- Promotional items and merchandise
- Campus signage
- Apparel

Exemptions

Current exemptions from the Brand Graphics Standards

Student Government Association and other student groups (not to be confused with campus units that serve students, such as Student Services) are not required to use the brand design elements, but they are encouraged to do so when communicating to external audiences or representing the college to an external audience in an official capacity.

The Campus Safety Department has been granted permission to utilize the Herkimer Generals icon in its patch.

Note: The Herkimer Generals brand style guide is outlined on pages 31-52.

Questions

To request an exception, contact the Office of Marketing and Communications by phone at (315) 866-0300 x8259 or by email ruffingrj@herkimer.edu.

Purpose of the Guidelines

The purpose of the Brand Graphic Standards is to provide rules for on-campus personnel to use when producing coherent communication of the Herkimer College brand.

The coordination of the Herkimer College brand to consumers plays a significant role in their impression of the brand. Consistency is paramount to the success of the identity system. Consistent use of the mark and supporting elements will build brand equity and resonance. The end result will be an increased understanding of the Herkimer College brand by the public.

Elements and marks may not be altered electronically or manually, nor can they be stretched, outlined, given drop-shadows or enclosed in shapes that appear to be an organic part of the element.

All questions pertaining to the Brand Style Guidelines should be directed to the Office of Marketing and Communications at (315) 866-0300 x8259.

Legal Requirements

Equal Opportunity Statement

Any college publication directed at audiences outside the college community must by law include the following equal opportunity statement:

Herkimer College does not discriminate on the basis of race, color, gender, age, creed, religion, national origin, marital status, disability, or any other characteristic protected by federal or state law in admissions, employment, or in any aspect regarding the conduct of College business.

When space is a consideration in producing print advertisements or marketing materials, the following abbreviated statement may be used:

Herkimer College is an equal opportunity institution.

The abbreviated statement cannot be used for college catalogs, student handbooks or official employee handbooks. These publications must include the full equal opportunity statement.

Grant Funds Statement

Any college publication that has been paid for with a Perkins Grant or other grant funds may require an additional statement.

Registered Trademarks

The college seal and logo are protected by trademarks. Request for use by external organizations of brand marks should be directed to the Office of Marketing and Communications at (315) 866-0300 x8259.



Herkimer[™]
THE STATE UNIVERSITY OF NEW YORK

COLOR

Primary Color Palette

Color chips are presented in Pantone®, CMYK, RGB and hexadecimal values (web). These are all the primary colors for use with relevant Herkimer College applications. Regardless of color, it is important that all marks and text are legible.

HC Green



PANTONE	PMS 5535
CMYK	82 / 56 / 70 / 65
RGB	22 / 48 / 41
WEB	163029

HC Gray



PANTONE	COOL GRAY 9
CMYK	56 / 46 / 44 / 10
RGB	118 / 119 / 123
WEB	76777B

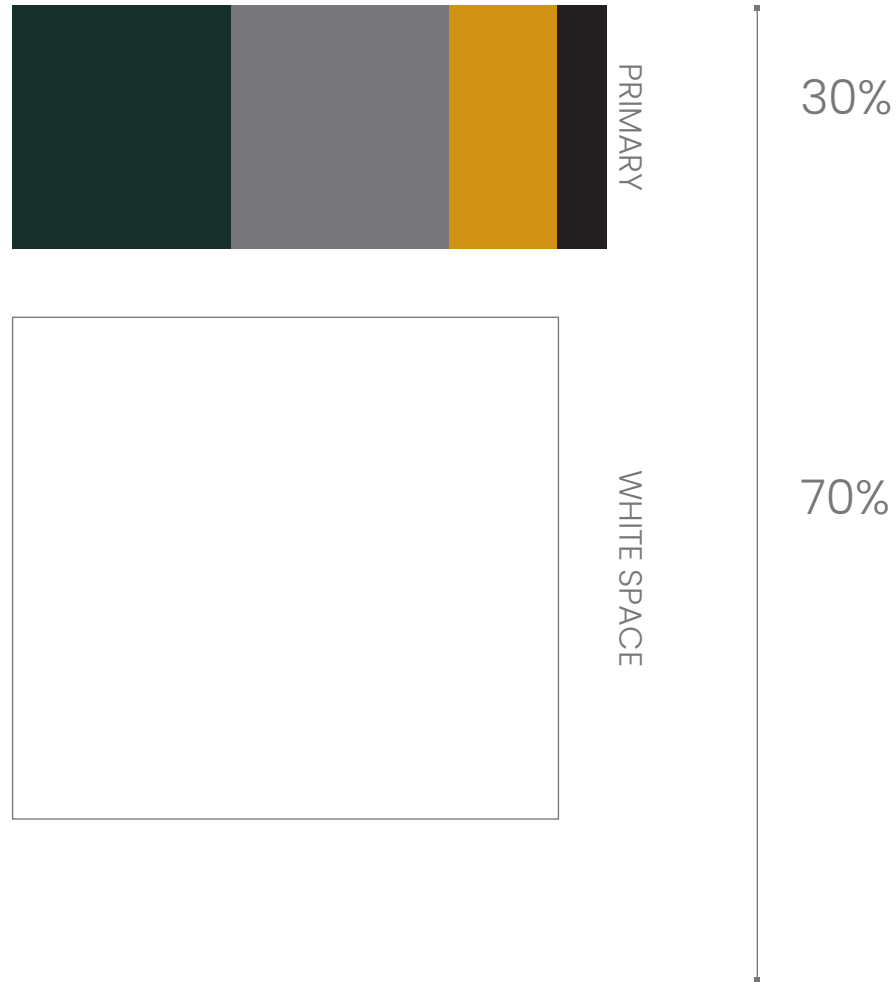
HC Gold



PANTONE	PMS 1245
CMYK	22 / 42 / 100 / 2
RGB	201 / 146 / 18
WEB	C99212

Color Distribution

Below is a general suggestion for the distribution of colors within the Herkimer College palettes for any given design. Emphasis is placed on white space, followed by our primary brand colors.





Herkimer[™]
THE STATE UNIVERSITY OF NEW YORK

TYPOGRAPHY

Typefaces

Aa

Tone

Strong, confident, & classic

Used In

Logo Treatment

Alternate Use

Substitute for Durant in headlines
& body copy

Georgia

Georgia possesses characteristics that offer outstanding legibility and readability: large x-heights, open counters, high contrast between the regular and bold weights, ample letter spacing, and character designs that help distinguish commonly confused letter-forms. This typeface is the original basis of the Herkimer College primary mark (logo).

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Georgia Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typefaces

Aa

Tone

Academic, classic, intelligent & traditional

Best Used In

Headlines & body copy

Durant

Durant possesses characteristics that offer outstanding legibility and readability: large x-heights, open counters, high contrast between the regular and bold weights, ample letter spacing, and character designs that help distinguish commonly confused letter-forms. This typeface should be employed when a more refined tone is needed.

In case of font license limitations, please use Georgia as an alternate font.

Durant Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Durant Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Durant Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Durant Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typefaces

Aa

Tone

Modern, clean & neutral

Best Used In

Body copy

Alternate Font Use

Arial

Poppins

Poppins is a modernized take on classic type proportions. It works very well as a body copy or in design solutions that require a more neutral or clean overtone.

In case of font license limitations, please use Arial as an alternate font.

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Poppins Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



LOGOS

Logo Introduction

Glossary

Logo

A combination of a symbol and word(s) (also known as a combination mark)

Wordmark

Word(s) in type used to identify a company (e.g. Herkimer — The State University of New York)

Symbol

A graphic mark used without words to identify a company (e.g. Official Seal)

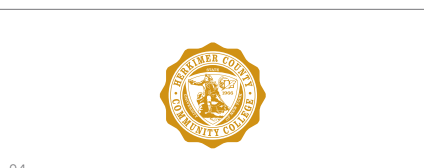
Lettermark

A graphic representation using letters to form (an often shortened version of) a company's name (e.g. "H")

The college's official logo is the Herkimer College wordmark and official seal together.

An official logo should be used on all marketing communications, including printed pieces, visual presentations, advertising and any other materials that represent the college with external audiences. It should appear on the front or back cover of all printed communications unless an exception has been granted by the Office of Marketing and Communications.

Logo Family

 01	 06	01. Logo (Horz)
 02	 07	02. Logo (Vert)
 03	 08	03. Wordmark
 04	 09	04. Symbol
 05	 10	05. Lettermark
		06. Secondary Logo (Foundation)
		07. Secondary Logo (FSA)
		08. Secondary Logo (GO)
		09. Secondary Logo (College Now)
		10. Secondary Logo (MyHerkimer)

General Application Guidelines

To maintain a high level of quality and consistency in a variety of applications, the following guidelines must be followed when applying the logo:

Quality

The logo should be reproduced from an original vector-based electronic file. To order a logo file, submit a request via Team Dynamix.

Size

To maintain readability, the logo should not be reproduced any smaller than 2 inches wide.

Color

Printed applications should use the CMYK or PMS color space version of the marks, while web or screen-based applications (video, presentations, mobile, etc.) should use the RGB color space with hexadecimal values.

Placement

No version of the mark may be used to replace the words “Herkimer College” in a sentence or headline. They may only be used as stand-alone design elements. For specifications on the application of specific versions of a mark, please refer to any of the following pages for more details.

Naming

The coordination of the Herkimer College brand naming convention in all materials (printed, web, mobile, presentations, etc.) must be consistent. The acronym “HCCC” will be replaced with the words “Herkimer College” in a sentence or headline.

Primary Logo

Clear Space

Observe the clear space around the Logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.



The radius of the Clear Zone for the Logo must equal the size of the letter “e” represented in the blue labeled “e” (equaling the x-height of the letters in “Herkimer”). This is then used to measure the space surrounding the mark: above, below and to the side of two parallel lines.



[A] Logo on White Background



[B] Logo on Green Background



[C] Logo on Black Background



[D] Logo Single Color on White Background



[E] Logo on White Background



[F] Logo on Black Background



[G] Logo Single Color on White Background



[H] Logo Single Color on Black Background

Full Color/ One Color

The Herkimer College Logo in full color is for applications where full color and one color is desired.

Please note that the background shape is not part of the mark.

Grayscale/ Single Color

The Herkimer College Logo in grayscale and single color is for applications where full color and one color is not available.

Please note that the background shape is not part of the mark.

Secondary logos

The Herkimer College secondary logos follow the same regulations and rules for clear space in full color, one color, grayscale, and single color applications. To see secondary logos, please reference page 15.

Wordmark

Clear Space

Observe the clear space around the Wordmark to maximize visual effectiveness. Nothing should intrude into this specified clear space.



The radius of the Clear Zone for the Wordmark must equal the size of the letter “e” represented in the blue labeled “e” (equaling the x-height of the letters in “Herkimer”). This is then used to measure the space surrounding the mark: above, below and to the side of two parallel lines.

Herkimer
THE STATE UNIVERSITY OF NEW YORK

[A] Wordmark on White Background

Herkimer
THE STATE UNIVERSITY OF NEW YORK

[B] Wordmark on Green Background

Herkimer
THE STATE UNIVERSITY OF NEW YORK

[C] Wordmark on Black Background

Herkimer
THE STATE UNIVERSITY OF NEW YORK

[D] Wordmark Single Color on White Background

Herkimer
THE STATE UNIVERSITY OF NEW YORK

[E] Wordmark on White Background

Herkimer
THE STATE UNIVERSITY OF NEW YORK

[F] Wordmark on Black Background

Full Color/ One Color

The Herkimer College Wordmark in full color is for applications where full color and one color is desired.

Please note that the background shape is not part of the mark.

Single Color

The Herkimer College Wordmark in single color is for applications where full color and one color is not available.

Please note that the background shape is not part of the mark.

Unacceptable Mark Usage

The success of the Herkimer College brand identity relies on the clarity and consistency with which it is implemented. Distorting or changing it reduces its legal protection and diminishes its impact.

The following examples visualize some potential mistakes that must be avoided, including reproducing the logo on a textured or patterned background that reduces clarity, replacing any letter in the logo with a symbol or other graphic element, and adding graphic devices such as rules or boxes around the logo.

Do not use a college logo or mark as a basis for any new or derivative logo or mark. Adding graphic elements behind or around an official university mark is not permitted.

Please note that the following examples apply to all Herkimer College marks and should be avoided at all times.



- 01. **DO NOT** alter colors
- 02. **DO NOT** alter proportions
- 03. **DO NOT** remove elements
- 04. **DO NOT** rotate the logo
- 05. **DO NOT** alter the fonts
- 06. **DO NOT** add drop shadows
- 07. **DO NOT** blur the logo
- 08. **DO NOT** skew the logo
- 09. **DO NOT** crop the logo
- 10. **DO NOT** add elements

Lettermark (Monogram) & Symbol

Clear Space

Observe the clear space around the Lettermark & Symbol to maximize visual effectiveness. Nothing should intrude into this specified clear space.



The radius of the Clear Zone for the Lettermark & Symbol must equal the size of the letter “e” represented in the blue labeled “e” (equaling half of the height of the “H” & “Seal”). This is then used to measure the space surrounding the Lettermark & Symbol above, below and to the side of two parallel lines.

The Herkimer College lettermark (monogram) & symbol is an alternate method of identifying the college graphically. It is less formal than the primary wordmark or logo but carries the same amount of brand equity and is appropriate to use in many instances.



[A] Lettermark on White Background



[B] Lettermark on Green Background



[C] Lettermark on Green Background



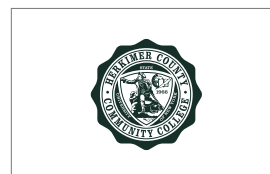
[D] Lettermark on White Background



[E] Lettermark on White Background



[F] Lettermark on Black Background



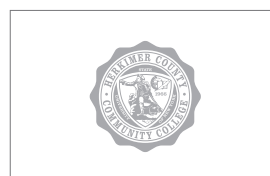
[G] Symbol on White Background



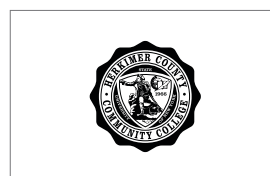
[H] Symbol on White Background



[I] Symbol on Green Background



[J] Symbol on White Background



[K] Symbol on White Background



[L] Symbol on Black Background

Full Color

The Herkimer College Lettermark in full color is for applications where full color is desired.

Please note that the background shape is not part of the mark.

Grayscale/ Single Color

The Herkimer College Lettermark in grayscale & single color is for applications where full color is not available.

Please note that the background shape is not part of the mark.

Full Color

The Herkimer College Symbol in full color is for applications where full color is desired.

Please note that the background shape is not part of the mark.

Grayscale/ Single Color

The Herkimer College Symbol in grayscale & single color is for applications where full color is not available.

Please note that the background shape is not part of the mark.

The official college seal is the symbol. It should only be used alone for official uses (such as diplomas).



Herkimer[™]
THE STATE UNIVERSITY OF NEW YORK

BRAND PLATFORM

Brand Platform

Rationale

The Herkimer College Brand Platform “Where in the world you will go...” forms the foundation of our identity, encompassing our vision, mission, and values. It is the signature idea that sits at the heart of Herkimer College.

Herkimer graduates are everywhere, both across the US and around the world! Many land jobs and careers they aspired to or discovered after attending Herkimer College. Diverse on-campus and online programs, dedicated faculty, and an exciting student life experience provide the skills, knowledge, and social connections to thrive anywhere life takes an individual.

“Where in the world you will go...” is a representation of Herkimer’s unwavering commitment to empowering students to reach their dreams.

Where in the
world *you* will go™

[A] Primary Wordmark on White Background

Where in the world *you* will go™

[B] Secondary Wordmark on White Background

Where in the
world *you* will go™

[C] Primary Wordmark on Green Background

Where in the world *you* will go™

[D] Secondary Wordmark on Green Background

Where in the
world *you* will go™

[E] Primary Single Color Wordmark
on Green Background

Where in the world *you* will go™

[F] Secondary Single Color Wordmark
on Green Background

Full Color

The Herkimer College Brand Platform wordmark in full color is for applications where full color and one color is desired.

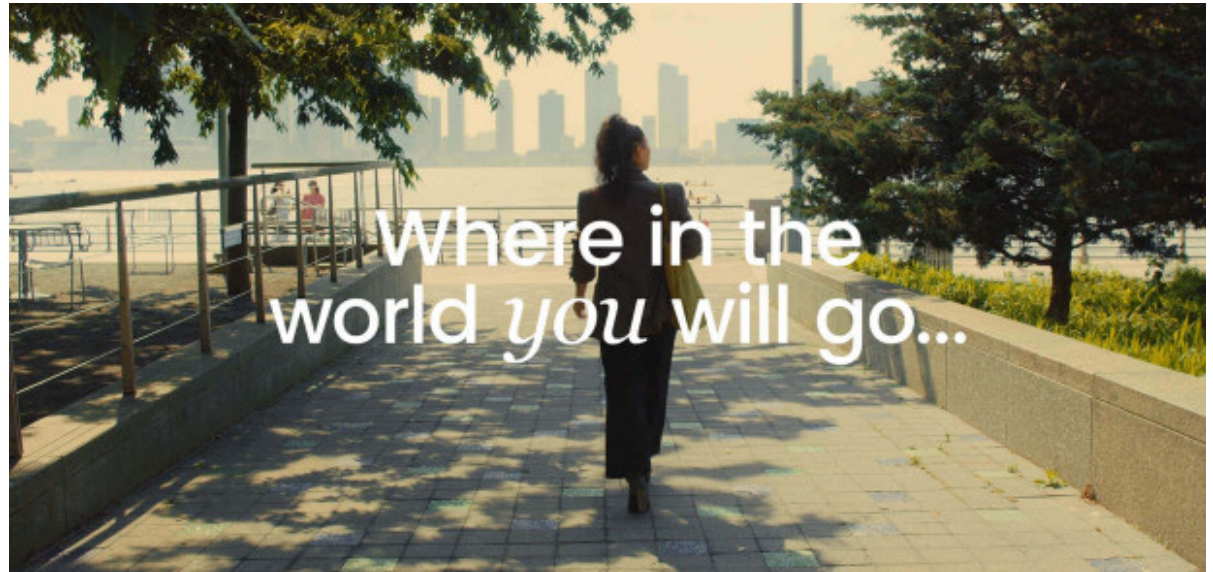
Please note that the background shape is not part of the mark.

Single Color

The Herkimer College Brand Platform wordmark single color is for applications where full color is not available.

Please note that the background shape is not part of the mark.

Brand Platform Usage Examples





Herkimer[™]
THE STATE UNIVERSITY OF NEW YORK

GRAPHIC ELEMENTS

Photography

Size

Large or full bleed, no cut-out

Color

Deep, rich colors. No washed-out tones.
Correct white balancing.

Tone

Engaging, fun, casual, approachable.

The current photographic style moves toward full-bleed immersive photographs. Photos should show an intimate look at the subject of the advertisement, etc. Student, faculty, and employee shots are candid and unposed to show honesty, engaging, fun, casual, and realism.

Use Herkimer College photography when available.





EXAMPLES

Apparel

Graphic Design Standards for Apparel

When reproducing the brand mark on clothing and apparel, it is important to maintain legibility and a high quality appearance. There are two preferred treatments for applying the brand mark to apparel, embroidery & screen print. The brand mark should always appear in the approved colors. Threads should match the standard PMS colors as close as possible and inks should match exactly. Standard PMS colors for the brand mark are PMS 5535 Dark Green, PMS 1245 Gold, PMS Cool Gray 9, White, and Black. Just a reminder — when embroidering, higher stitch counts will provide a higher quality image.

When the brand mark is placed on the left chest for t-shirts, polo shirts, jackets and collar shirts at 3” wide with department names or employee names, etc. placed underneath as shown, an alternate brand mark is used. This brand mark will read “Herkimer College” — because of the its size, it is unable to read “The State University of New York.” This is the only time this can be used for apparel. The organization of the elements helps the readability on the apparel. The name(s) should be typeset in Poppins Medium. Do not use a serif or script typeface. Do not create your own logo, graphic or other identifying mark.

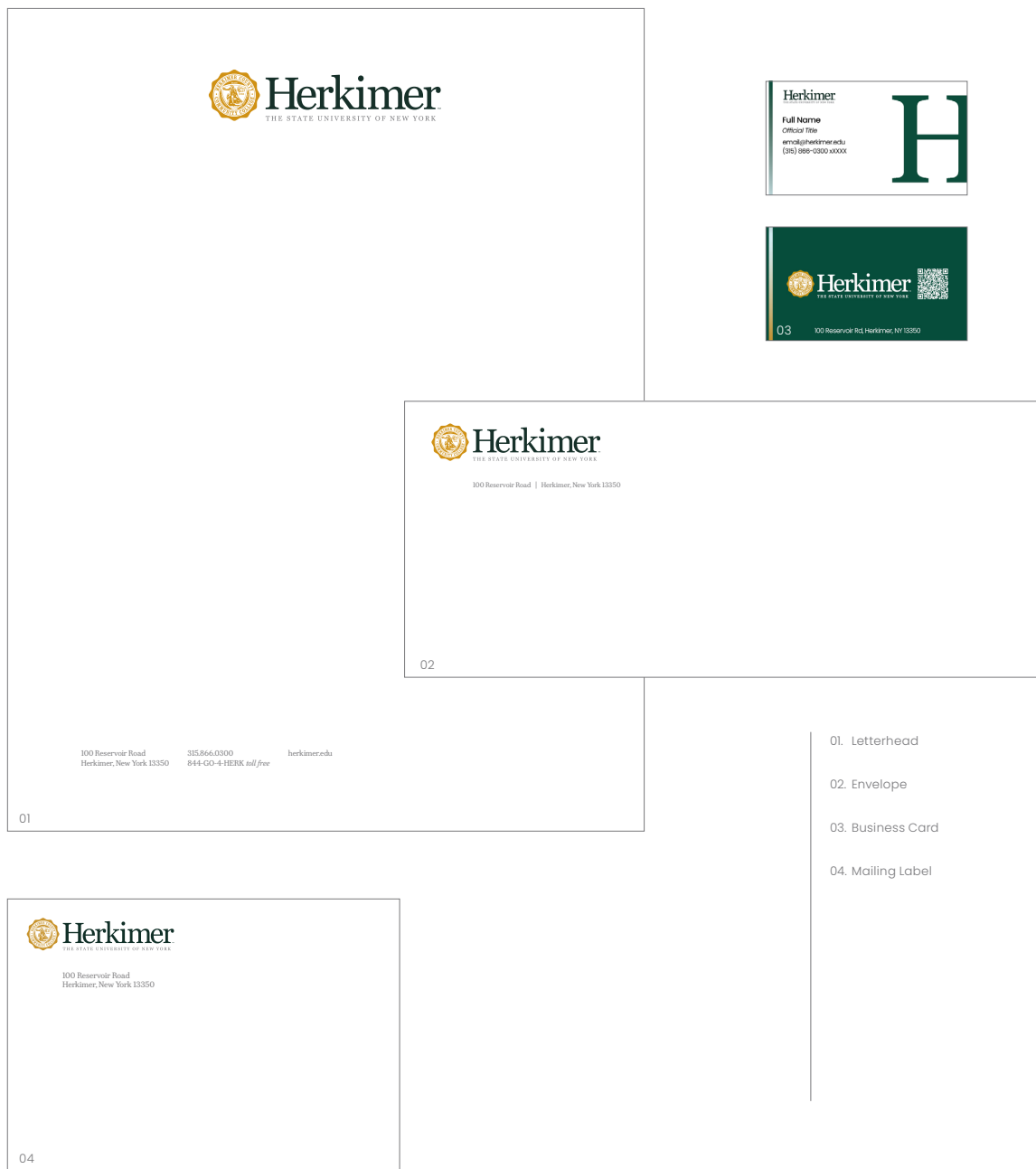
Pre-approved standard apparel material (ie: t-shirts, jackets, polos, hats etc) colors only are Dark Green, Gray, White, and Black. For approval of other colors please submit a request via Team Dynamix.



01 - Standard

02 - Alternate

Stationery



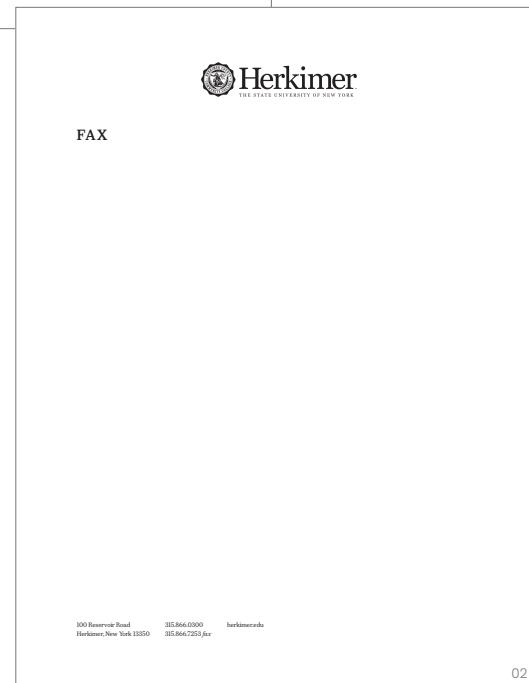
Templates

Templates are also available for:

Foundation
Faculty Student Association
College Now

Requests

Submit via Team Dynamix



01. Letterhead

02. Facsimile

Email Signatures

Additional Requirements

- Email signatures should not include personal quotes or inspirational sayings
- The only images that should be included are approved College logos and a professional headshot (optional)
- Please note: social media icons are no longer included in the email signature

Name

Title

Herkimer County Community College 01
100 Reservoir Rd, Herkimer, NY 13350

Phone Number

www.herkimer.edu



Name

Title

Herkimer County Community College 02
100 Reservoir Rd, Herkimer, NY 13350

Phone Number

www.herkimer.edu



Name

Title

Herkimer County Community College 03
100 Reservoir Rd, Herkimer, NY 13350

Phone Number

www.herkimer.edu



Name: Calibri Bold

Title: Calibri Italic

Contact: Calibri Regular

Point Size: 11pt.

Line Spacing: 1.0

Logo: 135 Pixels Wide (1.4 Inches)

01. Herkimer College
Email Signature

02. Foundation Email Signature

03. Faculty Student Association
Email Signature



BRAND GRAPHIC STANDARDS

Table of Contents

Purpose of the Guidelines	33
Color	
Primary Color Palette	35
Color Distribution	36
Typography	
Typefaces (Adelle basic)	38
Typefaces (Liberation-Sans)	39
Logos	
Logo Introduction	41
General Application Guidelines	42
Primary Logo & Icon	43-44
Primary Wordmark & Lettermark	45-46
Unacceptable Mark Usage	47
Examples	
Apparel	49
Stationery	50
Templates	51-52

Purpose of the Guidelines

The purpose of the Brand Graphics Standards is to provide rules for use when producing coherent communication of the Herkimer Generals brand. This document outlines an identity standards and applications system in three parts. The first part contains a group of identity elements specifically designed to identify the Herkimer Generals brand. The second part contains regulations and examples specifying acceptable employment of the graphical elements. The third part defines the look and feel of the brand and presents sample applications for use in brand communications.

The coordination of the Herkimer Generals brand to consumers plays a significant role in their impression of the brand. Consistency is paramount to the success of the identity system. Consistent use of the mark and supporting elements will build brand equity and resonance. The end result will be an increased understanding of the Herkimer Generals brand by the public.

Elements and marks may not be altered electronically or manually, nor can they be stretched, outlined, given drop-shadows or enclosed in shapes that appear to be an organic part of the element.



COLOR

Color Palette

Color chips are presented in Pantone®, CMYK, RGB and hexadecimal values (web). These are all the colors for use with relevant Herkimer Generals applications. Regardless of color, it is important that all marks and text are legible.

HG Dark Green - Primary



PANTONE	PMS 5535
CMYK	82 / 56 / 70 / 65
RGB	22 / 48 / 41
WEB	163029

HG Green



PANTONE	PMS 3305
CMYK	93 / 45 / 69 / 42
RGB	0 / 77 / 67
WEB	004D43

HG Dark Gray



PANTONE	COOL GRAY 11
CMYK	66 / 57 / 51 / 29
RGB	84 / 86 / 91
WEB	54565B

HG Gray - Primary



PANTONE	COOL GRAY 9
CMYK	56 / 46 / 44 / 10
RGB	118 / 119 / 123
WEB	76777B

HG Dark Gold



PANTONE	PMS 132
CMYK	32 / 51 / 100 / 13
RGB	163 / 116 / 0
WEB	A37400

HG Gold - Primary



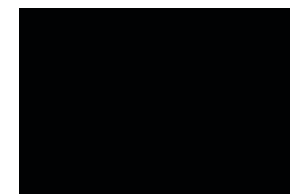
PANTONE	PMS 1245
CMYK	22 / 42 / 100 / 2
RGB	201 / 146 / 18
WEB	C99212

HG Peach



PANTONE	PMS 1565
CMYK	0 / 45 / 61 / 0
RGB	255 / 162 / 105
WEB	FFA269

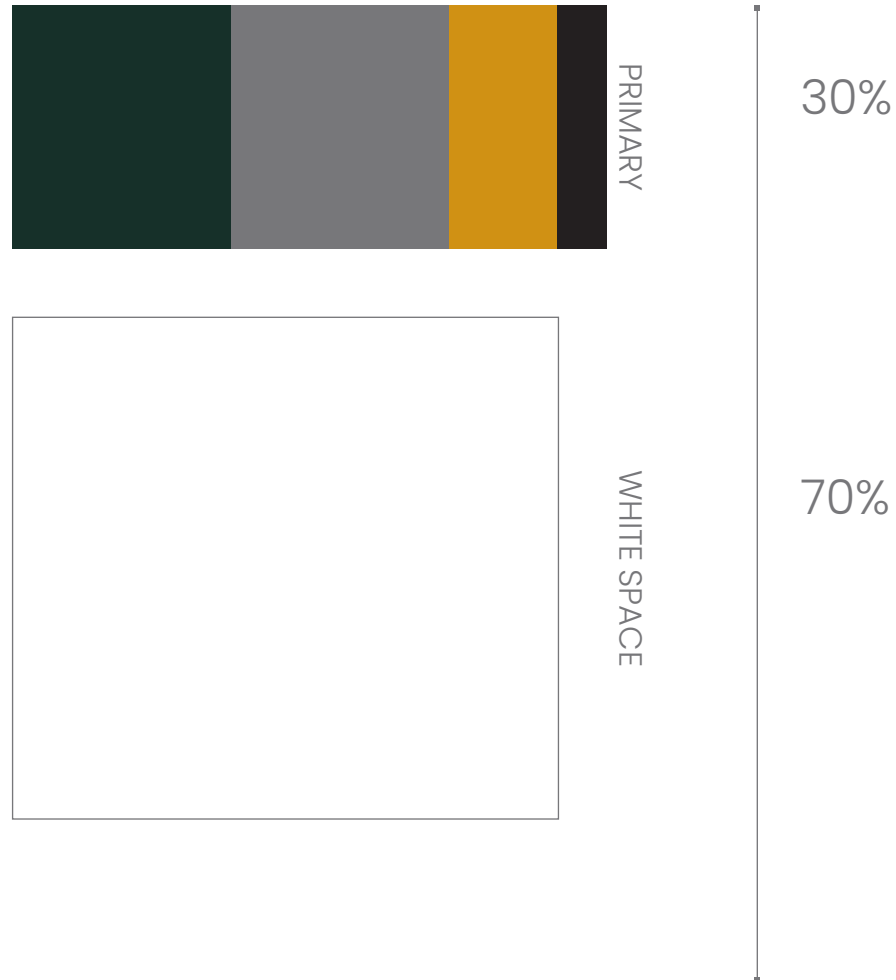
HG Black - Primary



PANTONE	PROCESS BLK
CMYK	40 / 30 / 30 / 100
RGB	0 / 0 / 0
WEB	000000

Color Distribution

Below is a general suggestion for the distribution of colors within the Herkimer Generals palettes for any given design. Emphasis is placed on white space, followed by our primary brand colors.





TYPOGRAPHY

Typefaces

Aa

Tone

Strong, confident, & modern

Best Used In

Logo treatment, headlines & body copy

Adelle Basic

Adelle possesses characteristics that offer outstanding legibility and readability: large x-heights, open counters, high contrast between the regular and bold weights, ample letter spacing, and character designs that help distinguish commonly confused letter-forms. This typeface is the original basis of the Herkimer Generals primary mark (logo).

In case of font license limitations, please use Georgia, Herkimer's primary brand font, as an alternate font.

Adelle Basic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Adelle Basic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Adelle Basic Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Adelle Basic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Adelle Basic Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Adelle Basic Heavy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

(Also available in Light Italic, Italic, Semi Bold Italic, Bold Italic, Extra Bold Italic & Heavy Bold Italic)

Typefaces

Aa

Tone

Modern, clean & neutral

Best Used In

Body copy

Alternate Font Use

Arial

Liberation Sans

Liberation Sans is a modernized take on classic type proportions. It works very well as a body copy or in design solutions that require a more neutral or clean overtone.

Any typeface within the Liberation Sans family (e.g. regular, bold, etc) is available for use at the designer's discretion. In case of font license limitations, please use Arial as an alternate font.

Liberation Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Liberation Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Liberation Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Liberation Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



LOGOS

Logo Introduction

Glossary

Logo

A combination of an icon and logo (also known as a combination mark)

Wordmark

Word(s) in type used to identify a company (e.g. Herkimer Generals)

Icon

A graphic mark used without words to identify a company (e.g. General Icon)

Lettermark

A graphic representation using letters to form (an often shortened version of) a company's name (e.g. "H")

An official logo should be used on all marketing communications, including printed pieces, visual presentations, advertising and any other materials that represent the Herkimer College Athletic program with external audiences. It should appear on the front or back cover of all printed communications unless an exception has been granted by the Office of Marketing and Communications.

Logo Family



- 01. Primary Logo
- 02. Primary Wordmark
- 03. Primary Icon
- 04. Primary Lettermark (Gold)
- 05. Primary Lettermark (Green)

General Application Guidelines

To maintain a high level of quality and consistency in a variety of applications, the following guidelines must be followed when applying the logo:

Quality

The logo should be reproduced from an original vector-based electronic file. Request through Team Dynamix.

Size

To maintain readability, the logo should not be reproduced any smaller than 1.25 inches wide.

Color

Printed applications should use the CMYK or PMS color space version of the marks, while web or screen-based applications (video, presentations, mobile, etc.) should use the RGB color space with hexadecimal values.

Placement

No version of the mark may be used to replace the words “Herkimer Generals” in a sentence or headline. They may only be used as stand-alone design elements. For specifications on the application of specific versions of a mark, please refer to any of the following pages for more details.

Registered Trademarks

The athletic icon and logo are protected by trademarks. Request for use by external organizations of brand marks should be directed to the Office of Marketing and Communications at (315) 866-0300 x8259.

Primary Logo & Icon

Clear Space

Observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.



The radius of the Clear Zone for the Primary Logo must equal the size of the letter "G" represented in the blue labeled "G" (equaling the cap height of the letters in "Generals"). This is then used to measure the space surrounding the mark: above, below and to the side of two parallel lines.



[A] Primary Logo on White Background



[B] Primary Icon on White Background



[C] Primary Logo on Green Background



[D] Primary Icon on Green Background



[E] Primary Logo on Black Background



[F] Primary Icon on Black Background

Full Color

The Herkimer Generals Primary Logo & Icon in full color is for applications where full color is desired.

Please note that the background shape is not part of the mark.

Primary Logo & Icon

Clear Space

Observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.



The radius of the Clear Zone for the Primary Logo must equal the size of the letter "G" represented in the blue labeled "G" (equaling the cap height of the letters in "Generals"). This is then used to measure the space surrounding the mark: above, below and to the side of two parallel lines.



[A] Primary Logo on White Background



[B] Primary Icon on White Background



[C] Primary Logo on Green Background



[D] Primary Icon on Green Background



[E] Primary Logo on Black Background



[F] Primary Icon on Black Background

Single Color

The Herkimer Generals Primary Logo & Icon in single color is for applications where one color is desired.

Please note that the background shape is not part of the mark.

Primary Wordmark (Type Only) & Lettermark

Clear Space

Observe the clear space around the signature to maximize visual effectiveness. Nothing should intrude into this specified clear space.



The radius of the Clear Zone for the Primary Signature must equal the size of the letter "G" represented in the blue labeled "G" (equaling the cap height of the letters in "Generals"). This is then used to measure the space surrounding the mark: above, below and to the side of two parallel lines.



[A] Primary Wordmark on White Background



[B] Primary Lettermark on White Background



[C] Primary Wordmark on Green Background



[D] Primary Lettermark on Green Background



[C] Primary Wordmark on Black Background



[D] Primary Lettermark on Black Background

Full Color/ Single Color

The Herkimer Generals Primary Wordmark & Lettermark in full color is for applications where full color and one color is desired.

Please note that the background shape is not part of the mark.

Primary Wordmark (Type Only) & Lettermark

Clear Space

Observe the clear space around the signature to maximize visual effectiveness. Nothing should intrude into this specified clear space.



The radius of the Clear Zone for the Primary Signature must equal the size of the letter "G" represented in the blue labeled "G" (equaling the cap height of the letters in "Generals"). This is then used to measure the space surrounding the mark: above, below and to the side of two parallel lines.



[A] Primary Wordmark on White Background



[B] Primary Lettermark on White Background



[C] Primary Wordmark on Green Background



[D] Primary Lettermark on Green Background



[C] Primary Wordmark on Black Background



[D] Primary Lettermark on Black Background

Single Color

The Herkimer Generals Primary Wordmark & Lettermark in single color is for applications where single color is desired.

Please note that the background shape is not part of the mark.

Unacceptable Mark Usage

The success of the Herkimer Generals brand identity relies on the clarity and consistency with which it is implemented. Distorting or changing it reduces its legal protection and diminishes its impact.

The following examples visualize some potential mistakes that must be avoided, including reproducing the logo on a textured or patterned background that reduces clarity, replacing any letter in the logo with a symbol or other graphic element, and adding graphic devices such as rules or boxes around the logo.

Do not use the Generals logo or mark as a basis for any new or derivative logo or mark. Adding graphic elements behind or around an official university mark is not permitted.

Please note that the following examples apply to all Herkimer Generals marks and should be avoided at all times.



- 01. **DO NOT** alter colors
- 02. **DO NOT** alter proportions
- 03. **DO NOT** remove elements
- 04. **DO NOT** rotate the logo
- 05. **DO NOT** alter the fonts
- 06. **DO NOT** add drop shadows
- 07. **DO NOT** blur the logo
- 08. **DO NOT** skew the logo
- 09. **DO NOT** crop the logo
- 10. **DO NOT** add elements



EXAMPLES

Apparel

Graphic Design Standards for Apparel

When reproducing the brand mark on clothing and apparel, it is important to maintain legibility and a high quality appearance. There are two preferred treatments for applying the brand mark to apparel, embroidery & screen print. The brand mark should always appear in the approved colors. Threads should match the standard PMS colors as close as possible and inks should match exactly. Standard PMS colors for brand mark are PMS 5535 Dark Green, PMS 3305 Green, PMS 132 Dark Gold, PMS 1245 Gold, Cool Gray 11, PMS Cool Gray 9, PMS 1565 Peach and Black. Just a reminder – when embroidering, higher stitch counts will provide a higher quality image.

When the brand mark is placed on the left chest (shown below) for t-shirts, polo shirts, jackets and collar shirts at 3” wide with sport name or staff, etc. use this organization of the elements to help the readability on the apparel. The name(s) should be typeset in Adelle Basic Bold. Do not use a serif or script typeface. Do not create your own logo, graphic or other identifying mark.

Pre-approved standard apparel material (ie: t-shirts, jackets, polos, hats etc) colors only are Dark Green, Gray, White, and Black. For approval of other colors please contact the Office of Marketing and Communications at (315) 866-0300 x8259 or by emailing ruffingrj@herkimer.edu.



Hoodie / Athletic / Embroidered



Sweat Pants / Athletic / Printed



Coffee Mug /
Athletic / Printed



Baseball Hat / Athletic / Embroidered



Sport Water Bottle /
Athletic / Printed

Stationery



100 Reservoir Road
Herkimer, New York 13350 315.866.0300 x8255 844-GO-v-HERK x8255 toll free 315.866.1789 fax HerkimerGenerals.com



100 Reservoir Road
Herkimer, New York 13350

02

• HOME OF THE CHAMPIONS •

01



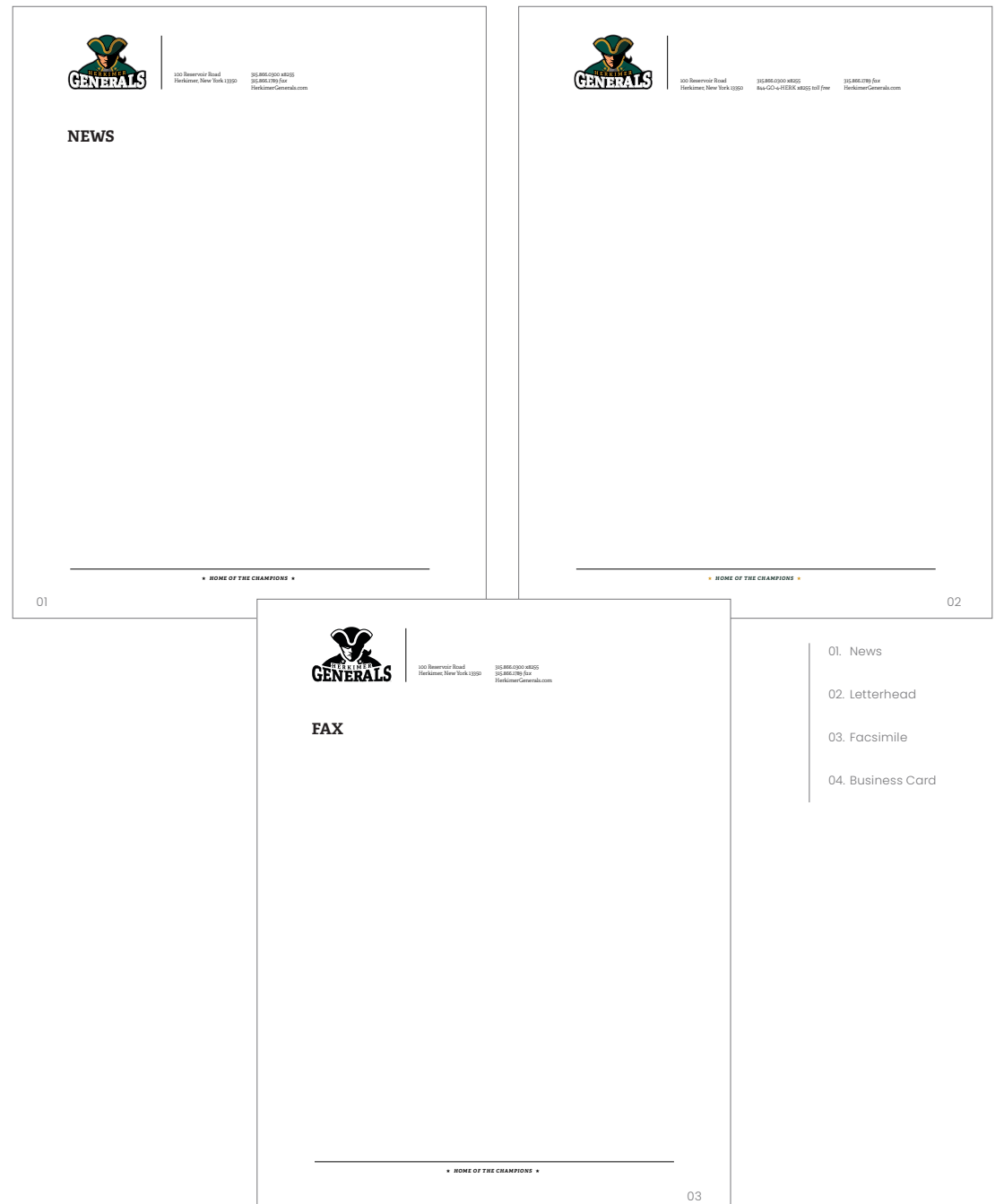
04

- 01. Letterhead
- 02. Envelope
- 03. Business Card
- 04. Note Card

Templates

Requests

Submit via Team Dynamix



Templates

Email Signatures

Requests

Please contact:
Rebecca Ruffing
Office of Marketing and Communications
(315) 866-0300 x8259
ruffingrj@herkimer.edu

Name

Title

Herkimer County Community College
100 Reservoir Rd, Herkimer, NY 13350
Phone Number
www.herkimer.edu



01

Name: Calibri Bold

Title: Calibri Italic

Contact: Calibri Regular

Point Size: 11pt.

Line Spacing: 1.0

Logo: 135 Pixels Wide (1.4 Inches)

01. Herkimer Generals
Email Signature

02. Coaches Letterhead



RJ Amadio

Technical Assistant, Athletics Department
Head Softball Coach, Head Bowling Coach

100 Reservoir Road
Herkimer, New York 13350
(315) 866-0300 x8259 or (315) 866-6600
(315) 866-1789 Fax

Drone.Amadio@herkimer.edu
HerkimerGenerals.com

• HOME OF THE CHAMPIONS •

02