



**GENESEO**

NEW YORK'S PUBLIC  
HONORS COLLEGE

**VISUAL  
STYLE GUIDE**

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New York's Public Honors  
College Graphic Treatment

OFFICE OF  
**Communications & Marketing**

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This supplement to Geneseo’s Visual Style Guide was created to introduce the College as New York’s Public Honors College. This new graphic treatment combines the existing logo with a tagline that distinguishes SUNY Geneseo as an honors college. The lockup provides our visual identity system with a variety of options in how it can be used and careful attention to these guidelines is key to introducing this new graphic treatment. This lockup is not a new logo to rebrand the College. The Office of Communications and Marketing is working on developing a plan for a future rebrand strategy that would be shared with the new College President, but in the meantime has created a lockup that still distinguishes the College as an honors college without a full rebrand, which involves a lot more strategic planning and more in-depth research. This guide is one of a number of resources developed by the Office of Communications and Marketing to help college departments and constituents present a consistent and high-quality appearance in publications and graphics across a number of media. For more information, please visit the office’s webpage at [https://www.geneseo.edu/comm\\_mark/style-guides](https://www.geneseo.edu/comm_mark/style-guides).

GENESEO

The Geneseo wordmark was implemented in 2011 as the College's primary visual identity mark. It is set in the typeface Friz Quadrata with custom letter spacing.



**GENESE0**  
THE STATE UNIVERSITY OF NEW YORK



**GENESE0**  
THE STATE UNIVERSITY OF NEW YORK

In 2019 a new icon was introduced to provide a more distinctive appearance to the wordmark, creating a new Geneseo logo. The wordmark/icon combination has multiple vertical and horizontal combinations.

## **STURGES CLOCK**

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Set at 9:13, representing September 13, opening day for the institution nearly 150 years ago.

## **FOUNDING DATE**

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The year in which students first attended classes at Geneseo.



## **STURGES HALL**

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The tower of Geneseo's most iconic building facing into each morning's rising sun.

## **GENESEE VALLEY**

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The rolling landscape of the neighboring river valley is represented, with the embracing nature of the graphic evoking the College's strong sense of community.

## **SHIELD SHAPE**

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Inspired by the shields in campus architecture, as well as the Knights' athletic logo.

The primary visual is of the clock tower of James V. Sturges Hall, located in the center of campus. Other elements draw from Geneseo's history, tradition, and the surrounding Genesee River valley.



In 2024 a new icon was introduced to provide a graphic solution to include the honors college distinction for the College. The honors college badge graphic has multiple color combinations that can be used based on where it will be displayed, but should only be used in certain circumstances specified later in this document.



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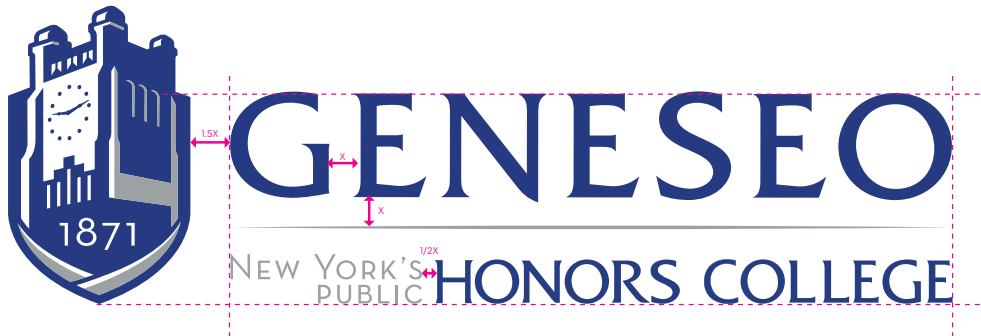
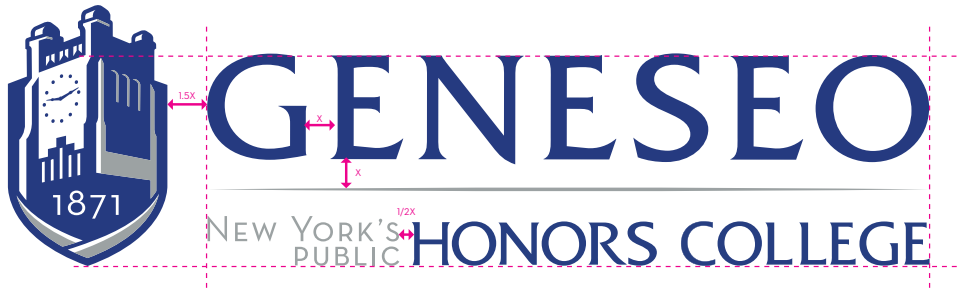


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In 2025, a lockup using the “New York’s Public Honors College” tagline was introduced to distinguish SUNY Geneseo as an honors college. The logo lockup combination should be used whenever possible, and has multiple vertical and horizontal combinations, which are illustrated later in the document. The wordmark lockup should not be used by itself, but always with the icon.



The logo lockup can be arranged in a number of combinations, including horizontal formats. The Icon should always be placed on the leftside of the wordmark, and there should always be a line separating the Geneseo wordmark and icon logo from the honors college tagline.





Vertical logo lockup combinations can be used as shown.



# GENESEO

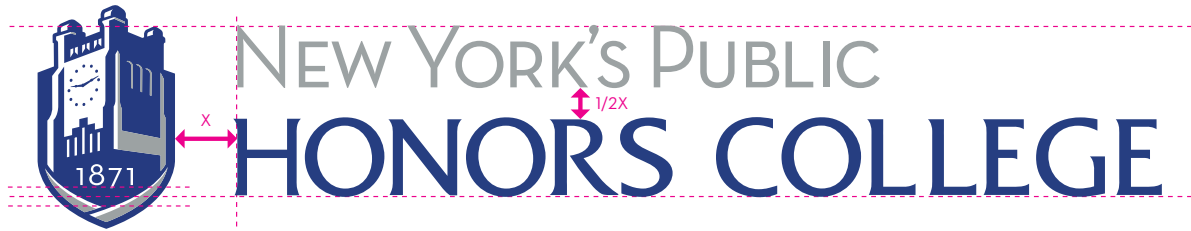
NEW YORK'S PUBLIC  
HONORS COLLEGE



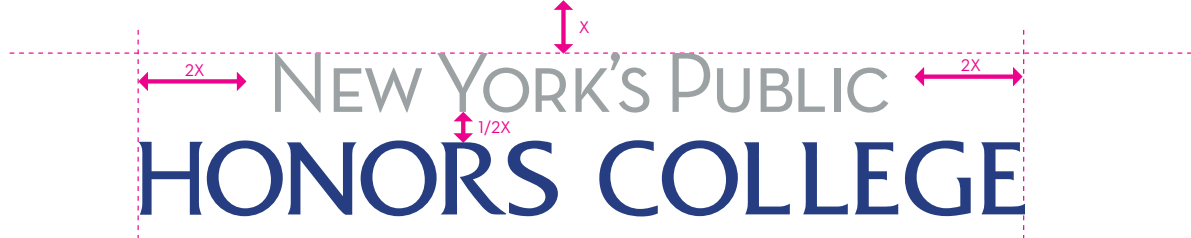
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The icon should not be reversed for use on dark backgrounds, as the face of the tower should always be white. A white or gray outline is added to the icon for use on dark backgrounds.



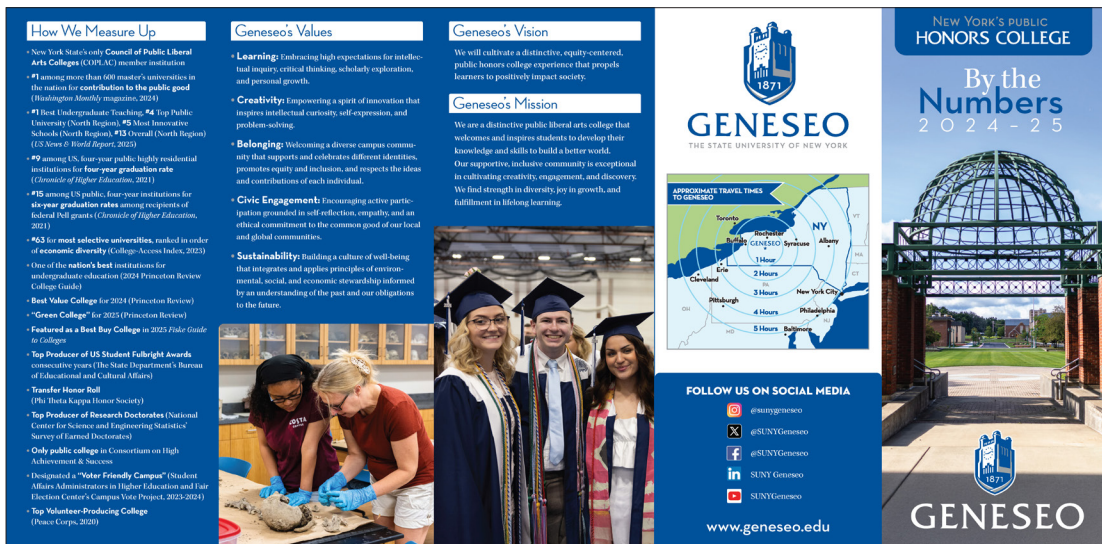
NEW YORK'S PUBLIC  
HONORS COLLEGE



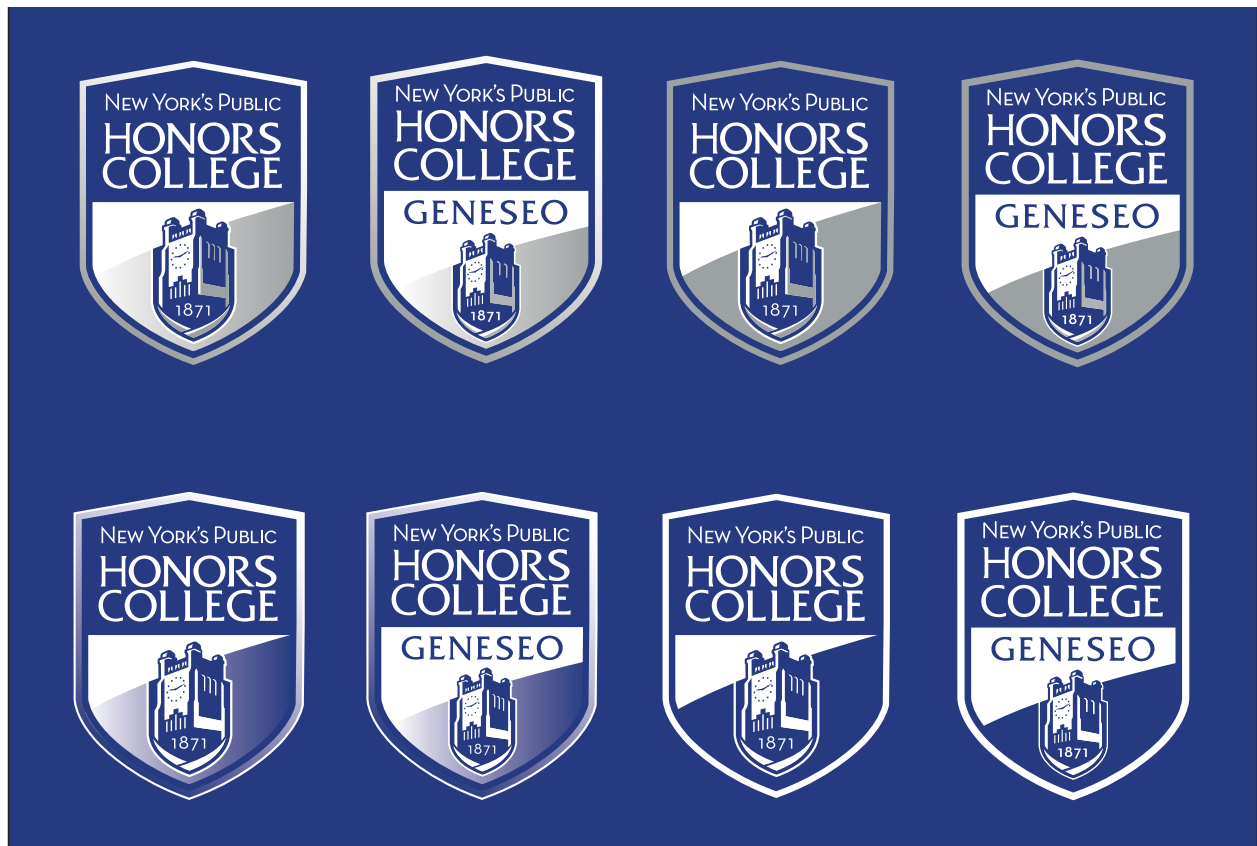
The "New York's Public Honors College" can be used on it's own with or without the icon only if the materials the tagline is being used in has the Geneseo logo in use as well somewhere on the material. If the Geneseo logo is being used in the same space as the tagline, the icon should not be present with the graphic tagline since it would be repetitive; if the Geneseo logo is being used in a separate space from the tagline, the icon should be included.



The secondary graphic in this Enrollment postcard is shown on the front with the icon because the Geneseo logo is not being displayed on the front. The Geneseo logo is being used on the back of the postcard.



The secondary graphic in this By the Numbers brochure is shown on the front without the icon because the Geneseo logo is in use on the front. The Geneseo logo on the front does not include SUNY because that version of the logo is used on the back of the brochure.



Honors college graphic badge color combinations on a light background and dark background. The versions of the graphic without the Geneseo wordmark should only be used in tandem with the Geneseo logo. If the Geneseo logo is not being used elsewhere on the material the badge is being used on, the version with the wordmark should be used.





## Admitted Students Day

February 21, 2025

8:00-8:30 a.m.	<b>Campus Tours</b> Depart from outside Wadsworth Auditorium and lasts one hour. <b>Last tour departs promptly at 8:30 a.m.</b>	Wadsworth Auditorium
8:30-9:30 a.m.	<b>Check-In</b>	Wadsworth Auditorium
9:30-9:50 a.m.	<b>Welcome</b> Vice President for Enrollment Management Costas Solomou Provost and Vice President for Academic Affairs Mary C. Toale	Wadsworth Auditorium
10:00-10:20 a.m.	<b>Academic Session I</b> See schedule on back.	Various Buildings
10:30-10:50 a.m.	<b>Academic Session 2</b> See schedule on back.	Various Buildings
11:00-11:50 a.m.	<b>Student Services &amp; Clubs Fair</b> Access Opportunity Programs (AOP), Athletics and Recreation, Campus Auxiliary Services, Career Design, Enrollment Engagement, Health and Counseling, Student Life, and Study Abroad. Financial Aid will be located in the Ballroom Lounge (Room 209), off the main lobby to the right of the Ballroom entrance.	MacVitie Union Ballroom
11:00 a.m.-2 p.m.	<b>Residence Halls Tours</b>	Wayne/Monroe
11:00 a.m.-2 p.m.	<b>Lunch</b> Enjoy a complimentary lunch between 11:00 a.m.-2:00 p.m. at either Mary Jemison or Red Jacket Dining Complex.	Mary Jemison/Red Jacket
12:00-2 p.m.	<b>Transfer Credit Conversations</b> <i>(For transfer students only)</i>	Doty 302 E
12:15-1:00 p.m.	<b>Financial Aid Info Session (parents)</b> Doty Recital Hall	Student Connection <i>(students only)</i> Doty 300 (Tower Room)
1:30-2:15 p.m.	<b>Financial Aid Info Session (parents)</b> Doty Recital Hall	Student Connection <i>(students only)</i> Doty 300 (Tower Room)

Looking for More Information?



Some examples of where the honors college badge graphic has been used. This graphic is a secondary option to use scarcely and would be a case-by-case scenario on whether or not it can be used based on the circumstances of where it would be displayed.



Primary Version. One- and two-color on white and blue. Pantone 287, 422, white.



Secondary Version. One- and two-color on white and blue. Pantone 287, 422, white.



Secondary Version 2. One color version only. Pantone 287, white.

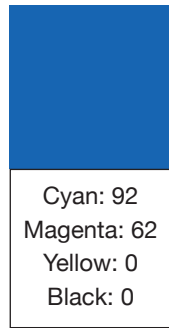
Pantone 287 (blue) and Pantone 422 (gray) are the designated colors, with combinations shown above. There are also less detailed versions (middle, bottom) available for smaller reproductions. The smallest version (bottom) would only be reproduced in one color.

PANTONE  
DESIGNATION



Official Blue

CMYK MATCH  
UNCOATED



Official Blue

CMYK MATCH  
COATED



Official Blue

Pantone 287 is the official blue of Geneseo and should be the primary color used for prominent headline or titles, or color bars and/pr prominent copy in publications and graphics. References to Geneseo "Blue and White" date back to the 1800s.



Primary Gray

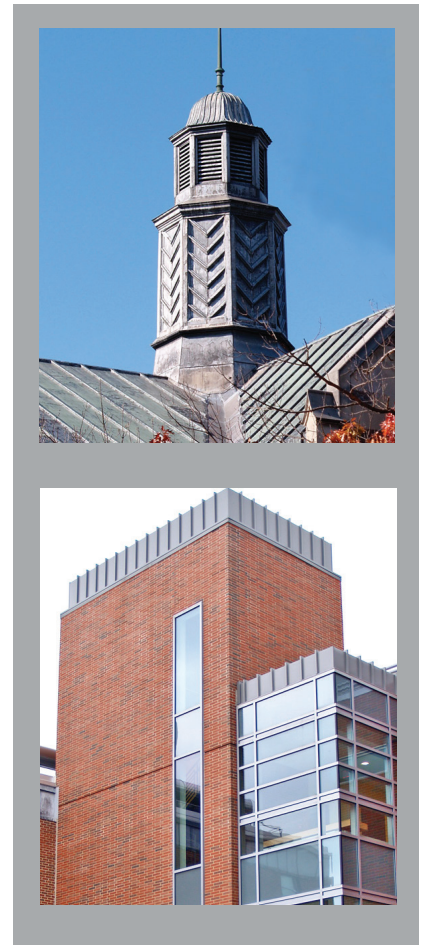


Gray



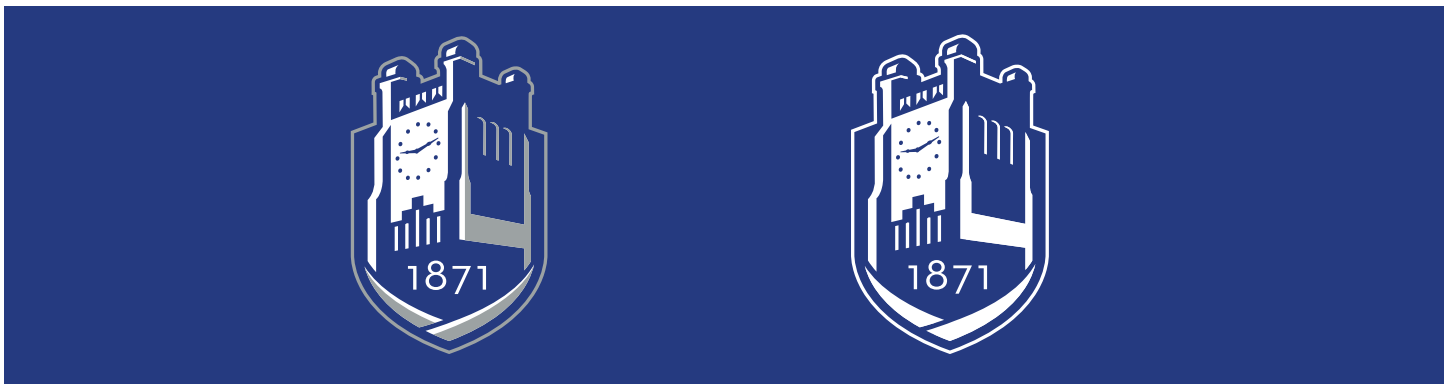
Gray

The secondary color of gray references the athletic logos as well as features in campus architecture.



The basic blue and gray color combination remains unchanged.





Shown here are the color options on various-colored backgrounds. As noted, the face of the tower should always reproduce in white, regardless of the background color. When using on photos or patterned backgrounds, use a version that provides a solid field. The background image/pattern should not show inside the frame of the shield shape.



# GENESEO

NEW YORK'S  
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Department or Office Name

Building 229 • 1 College Circle • Geneseo, NY 14454

Phone: 585.245.5555 • Fax: 585.245.5555

Email: [office@geneseo.edu](mailto:office@geneseo.edu)

Web: [www.geneseo.edu/office\\_name](http://www.geneseo.edu/office_name)



## GENESEO

THE STATE UNIVERSITY OF NEW YORK

Department of Languages and Literatures

Welles Hall 229 • 1 College Circle • Geneseo, NY 14454



## GENESEO

NEW YORK'S  
PUBLIC HONORS COLLEGE

**First and Last Name, Ph.D.**

*Title Line 1*

*Title Line 2*

585.245.5555 (O) • 585.245.5555 (C) • 585.245.5555 (F)

Building 229 • 1 College Circle • Geneseo, NY 14454

[name@geneseo.edu](mailto:name@geneseo.edu) • [www.geneseo.edu/department](http://www.geneseo.edu/department)

The honors college logo lockup is available for use on redesigned letterhead and business cards. The envelope design will remain the same with the original SUNY Geneseo logo.



Generic powerpoint templates are available for download.



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Office, department or division names can be combined with the Geneseo wordmark and icon in the arrangements shown above.