
UAlbany Great Danes
BRAND GUIDELINES | 2020



UALBANY

ATHLETICS BRAND GUIDELINES



The UAlbany Athletics Brand carries a great responsibility to consistently present a high-quality image representing the University at Albany to local, regional and national audiences.

Brand standards ensure all athletics advertising and promotional materials share a symbolic commonality representing our entire University. These standards apply to displays, uniforms, team apparel, equipment, facilities – every representation of our Brand.

These brand standards are comprised of tightly consistent dimensions, style, symbols, design, character and colors. This consistency is imperative to ensure the UAlbany Athletics Brand is strong and consistent in the marketplace. Using any other logos or marks not represented in this guide is strictly prohibited.

The UAlbany Athletics Brand logotypes, word marks, spirit marks and Great Dane Athletic Club marks are the only marks approved for use to represent the university and the athletics program by the athletics community. No other logos or marks may be used without prior written approval through the licensing office. The licensing office staff, working with designated athletics administrative staff, will review any special requests from athletics areas/sports related to the use of marks/graphics or other representation. All athletics units are required to adhere to these branding and identity standards.

Additional information related to brand identifier uses with facilities, events, apparel, uniforms, equipment, awards/gifts, digital and social media, electronic email signatures, stationery, videography, writing style, and other applications are contained in the Athletics Branding - Trademark Licensing Guidelines.

This brand guideline works alongside the University at Albany brand standards which can be found at

<https://www.albany.edu/communicationsmarketing/files/UAlbany-Brand-and-Visual-Identity.pdf>

IDENTITY COLORS

The UAlbany Athletics Brand will remain consistent to the University at Albany Brand and Visual Identity in regards to the color palette. Purple and Gold are considered the official colors of UAlbany. Additionally, White, Gray and Black may be utilized in conjunction with the athletics brand. UAlbany’s identity is strengthened greatly by using this official color palette with absolute consistency. Please refer to the color formulas below for all printed and Web-related applications.



UAlbany Purple

PMS 269 C
#46166B
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107



UAlbany Gold

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17



Black

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G:0 B: 0



White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255



Grey

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

Note: During special situations, the use of an expanded color palette is acceptable for the athletics brand. Examples would be the occasional use of a unique alternate uniform, similar to those that support special initiatives (i.e. Breast Cancer Awareness, Hometown Heroes, etc.) While this is acceptable for special situations, consistent use of colors outside of the primary color palette is not intended. Retail branding will also have flexibility to utilize unique “seasonal” colors and when used correctly, will complement our primary color palette.

OFFICIAL ATHLETICS FONTS

Primary Font

Furore is the primary athletics font and should be used consistently in accordance with the UAlbany Athletics Brand Guidelines.

Furore

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary Font

United Sans is the secondary athletics font and should be used to support the primary font whenever possible in all athletics publications, stationary, marketing materials and correspondence.

United Sans - Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

United Sans - Semi Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

United Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

United Italic - Semi Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

United Sans - Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRIMARY IDENTIFIERS

The primary identifiers, on this page, should lead in visible key locations for all uses including, but not limited to, web/internet pages, social media, athletics publications, marketing and promotional items, stationery, official team uniforms and athletics department issued apparel, facility graphics and all externally distributed/seen avenues of the athletics department.



1 - Damien Head + UAlbany Wordmark



2 - Damien Head Mark



3 - UAlbany Wordmark

IDENTITY COLORS

UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #46166B C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

**Pantone Uncoated shares the same PMS numbers as Pantone Coated.*

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SECONDARY IDENTIFIERS



4 - Damien Head + UAlbany Great Danes Wordmark



5 - UAlbany Great Danes Wordmark



6 - Damien Head + Great Danes Wordmark



7 - Great Danes Wordmark

IDENTITY COLORS



UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #46166B C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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TEAM DESIGNATION IDENTIFIERS



8 - Damien Head + UAlbany Wordmark + Sport



9 - UAlbany Wordmark + Sport



10 - Damien Head Mark + Sport



11 - Great Danes Wordmark + Sport

IDENTITY COLORS



UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #46166B	PMS 124 C #EEB211	PMS 429 #A2AAAD	White #FFFFFF	Black #000000
C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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TERTIARY IDENTIFIERS



12 - Damien Head Mark + Shield



13 - Letter Mark



14 - Empire State Capital + UAlbany Wordmark



15 - Empire State Capital Mark

IDENTITY COLORS



UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #46166B C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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SPIRIT MARKS



16 - Damien Mascot Mark



17 - Damien Paw Mark

IDENTITY COLORS



UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #46166B	PMS 124 C #EEB211	PMS 429 #A2AAAD	White #FFFFFF	Black #000000
C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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GREAT DANE ATHLETIC CLUB MARKS



18 - Damien Head + Shield + GDAC Wordmark



19 - Damien Head + Shield + GDAC Wordmark



20 - GDAC Wordmark

IDENTITY COLORS



UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #46166B C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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LEGACY MARK

The University at Albany “Split-A” logo has traditionally represented UAlbany Athletics dating back to the 1999-2000 season when UAlbany became an official NCAA Division I member. It represents the history and tradition of the athletics department, and therefore, ties the past and the future together. While this will no longer be considered a primary logo of the athletics department, it will remain a part of the overall athletics and university brands.



IDENTITY COLORS

				
UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #46166B C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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1 - DAMIEN HEAD + UALBANY WORDMARK



2 - DAMIEN HEAD MARK



IDENTITY COLORS



UAlbany Purple

UAlbany Gold

Grey

White

Black

PMS 269 C
#46166B

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

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3 - UALBANY WORDMARK



4 - DAMIEN HEAD + UALBANY GREAT DANES WORDMARK



IDENTITY COLORS



UAlbany Purple

UAlbany Gold

Grey

White

Black

PMS 269 C
#46166B
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

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5 - UALBANY GREAT DANES WORDMARK



6 - DAMIEN HEAD + GREAT DANES WORDMARK



IDENTITY COLORS



UAlbany Purple

UAlbany Gold

Grey

White

Black

PMS 269 C
#46166B

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

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7 - GREAT DANES WORDMARK



8 - DAMIEN HEAD + UALBANY WORDMARK + SPORT



IDENTITY COLORS



UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #46166B C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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9 - UALBANY WORDMARK + SPORT



10 - DAMIEN HEAD MARK + SPORT



IDENTITY COLORS



UAlbany Purple

UAlbany Gold

Grey

White

Black

PMS 269 C
#46166B

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

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11 - GREAT DANES WORDMARK + SPORT



12 - DAMIEN HEAD MARK + SHIELD



IDENTITY COLORS



UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #46166B	PMS 124 C #EEB211	PMS 429 #A2AAAD	White #FFFFFF	Black #000000
C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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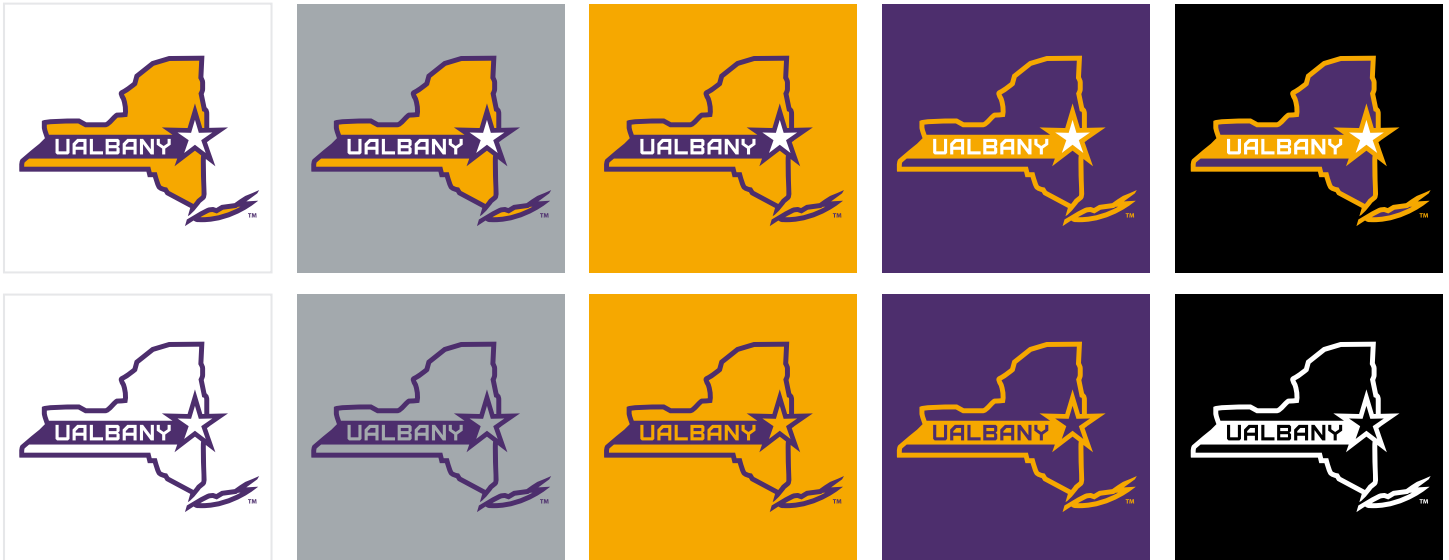
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13 - LETTER MARK



14 - EMPIRE STATE CAPITAL + UALBANY WORDMARK



IDENTITY COLORS



UAlbany Purple

PMS 269 C
#46166B
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107

UAlbany Gold

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

Grey

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black

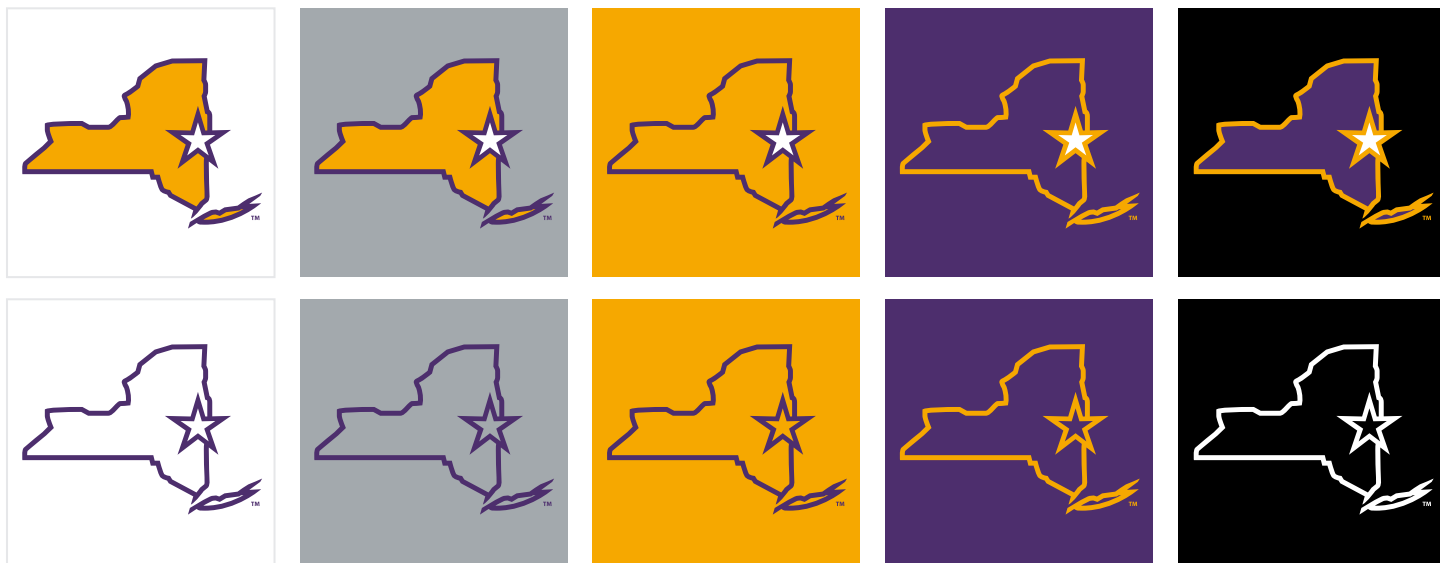
Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

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15 - EMPIRE STATE CAPITAL MARK



16 - DAMIEN MASCOT MARK



IDENTITY COLORS



UAlbany Purple

PMS 269 C
#46166B
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107

UAlbany Gold

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

Grey

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

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17 - DAMIEN PAW MARK



18 - DAMIEN HEAD + SHIELD + GDAC WORDMARK



IDENTITY COLORS



UAlbany Purple

UAlbany Gold

Grey

White

Black

PMS 269 C

#46166B

C: 78 M: 100 Y: 0 K: 33

R: 70 G: 22 B: 107

PMS 124 C

#EEB211

C: 0 M: 28 Y: 100 K: 6

R: 238 G: 178 B: 17

PMS 429

#A2AAAD

C: 21 M: 11 Y: 9 K: 23

R: 162 G: 170 B: 173

White

#FFFFFF

C: 0 M: 0 Y: 0 K: 0

R: 255 G: 255 B: 255

Black

#000000

C: 0 M: 0 Y: 0 K: 100

R: 0 G: 0 B: 0

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19 - DAMIEN HEAD + SHIELD + GDAC WORDMARK



20 - GDAC WORDMARK



IDENTITY COLORS



UAlbany Purple

UAlbany Gold

Grey

White

Black

PMS 269 C

PMS 124 C

PMS 429

White

Black

#46166B

#EEB211

#A2AAAD

#FFFFFF

#000000

C: 78 M: 100 Y: 0 K: 33

C: 0 M: 28 Y: 100 K: 6

C: 21 M: 11 Y: 9 K: 23

C: 0 M: 0 Y: 0 K: 0

C: 0 M: 0 Y: 0 K: 100

R: 70 G: 22 B: 107

R: 238 G: 178 B: 17

R: 162 G: 170 B: 173

R: 255 G: 255 B: 255

R: 0 G: 0 B: 0

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OFFICIAL/REGISTERED TERMS

The official University name is University at Albany, State University of New York. Accepted abbreviated names for the University are University at Albany and UAlbany.

The University mascot is the Great Dane.

Unacceptable University names include the following and should never be used to refer to the University at Albany:

- UA (in written form)
- SUNY Albany
- SUNYA
- Albany
- Albany State
- University of Albany
- any other iteration

Unacceptable mascot names include the following and should never be used to refer to the Great Danes:

- Danes
- Lady Danes
- Dane
- any other iteration

Registered and Trademark words/phrases specific to Athletics include:

UAlbany

University at Albany

Great Danes

Great Dane

Dane Train

UA UKNOW

Greatness Lives Here

NON-APPROVED IDENTITY USES



1. Do not use previous identity elements alone or in combination with the new brand elements.
2. Do not use the logo or any elements in non-approved colors.
3. Do not reverse placement of approved colors (3.1) in design.
4. Do not alter any portion of the brand elements. (Different typeface used)
5. Do not add graphics directly over any of the brand elements obscuring logo.

6. Do not distort proportions of any of the graphic identity elements.
7. Do not flip/reflect logo elements.
8. Do not crop/cut logo elements.
9. Do not repurpose/rearrange approved logos elements with other approved elements.

REFERENCE - STATISTICS ABBREVIATIONS

“UAlbany” is the preferred reference followed by “Great Danes” for use by announcers, on scoreboard displays, statistic abbreviations, etc. If “UAlbany” doesn’t fit, “UALB” will be allowed as an abbreviation. “Albany”, “UA” and other references are not acceptable.

For television in-game and studio graphics, the primary Damien Head + UAlbany mark is preferred followed by the Primary Damien Head mark and the UAlbany word mark. “Albany”, “UA” and other abbreviations are not acceptable.

For newscast (television) and newspaper graphic displays the primary Damien Head + UAlbany mark is preferred followed by the Primary Damien Head mark and the UAlbany word mark.

All teams (men and women) should be referred to as Great Danes. Women’s teams should not be referred to as “Lady Danes.”

PUBLICATIONS & PROMOTION REVIEW AND APPROVAL

Internal guidelines are established to create a unified appearance and to maintain consistency in all publications, whether print or electronic, published and distributed by UAlbany. All athletic-related publications, stationary etc, including all promotional and marketing athletic publications (printed and electronic), whether paid for with state or non-state funds, must adhere to the graphic standards described in the Athletics Branding - Trademark Licensing Guidelines.

UNIVERSITY REGISTERED TRADEMARKS

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UAlbany Great Danes

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