Alfred University Visual Identity Standards

As communications become more varied, more complex, and more frequent in the twenty-first century, clarity and consistency in communication becomes increasingly more important. The guidelines contained in this document were developed to help to consistently convey the brand that is Alfred University to our key target audiences. A unified visual presentation benefits all of us by establishing a clear and direct association between our many and varied components.

By adhering to these standards, all divisions, departments, and offices will help project an image of cohesiveness and excellence that plays an important role in attracting high-quality students and faculty. Maintaining this image conveys the sense of stature, history and quality for which the University is known.

The Visual Identity Standards are administered and periodically updated by the Visual Identity Standards Committee. They are responsible for overseeing the University’s graphic identity system, maintaining visual standards, and approving use of any representative mark or symbol. This applies to all forms of communication in print, web, and video. Units within the University are permitted to use the Alfred University name and its marks and symbols, according to established guidelines, for purposes of recruitment, development, or general promotion of the institution.

The Visual Identity Standards Committee will consist of the Director of Communications, the Director of Publications/University Designer, the Director of Marketing and the Webmaster. The Director of Communications will serve as chair.

Current members include:

**Office of Communications**
Sue Goetschius  
goetschius@alfred.edu  
607–871–2170

Rick McLay  
mclay@alfred.edu  
607–871–2103

**Office of Marketing**
Jodi Bailey  
baileyj@alfred.edu  
607–871–2001

**Information Technology Services**
Judy Linza  
linza@alfred.edu  
607–871–2727
For questions or advice regarding any of these standards and for approval for the use of AU’s wordmarks, logos, and identifiers, please contact the chair of the Visual Identity Standards Committee.

**Introduction**
Alfred University has established a set of identity marks to provide quick recognition of our institution – what we stand for and what sets us apart. It helps to ensure that all areas of the University’s complex organizational structure are appropriately and consistently identified through the use of an overarching institutional logo or wordmark.

Other official symbols also exist in relation to the University’s graphic identity system. These symbols—most notably, the Intercollegiate Athletics logo and University seal—are relegated to very specific uses and functions, and are not interchangeable with the University wordmark.

Individual unit logos that are not part of the graphic identity system are **not** permissible. Exceptions and special needs for individual unit identities are handled through the Visual Identity Standards Committee. Unit identities do not replace the AU identity standards and primary colors. Units considering development of a unit identity should consult with the Visual Identity Standards Committee prior to beginning, throughout the development, and at the final approval stage. Unit identities cannot be launched until officially approved by the Visual Identity Standards Committee.

**Visual Identity Standards Policy**
Alfred University visual communications must bear the University name and logo and be consistent with uniformly high professional standards in content and appearance. This policy includes all colleges, schools, departments, offices and units of the University and all individuals representing the University.

Visual communications include stationery (letterhead, note cards, envelopes, business cards, fax cover sheets), A/V presentations, publications, building signs, vehicle graphics, name badges, imprinted apparel and promotional items, advertisements, compact and video disks, photocopied materials, and websites.

All materials (electronic and print) utilizing AU’s name, wordmarks, and logos must be approved by the Visual Identity Standards Committee.

The Visual Identity Standards Policy will be distributed to our regional and routine vendors. They will be instructed to comply with the official policy and to
inform the chair of the Visual Identity Standards Committee if and when asked to deviate from the guidelines.

For more information, visit http://our.alfred.edu/authenticated/logotype.

Policy Exemptions
Certain programs and affiliates of the University are exempt from using the University logo as the main identifying element in their promotional materials—although they must still comply with standards for design, writing, editing, websites, printing and other forms of production. These exemptions are permitted because, while the entities significantly reflect institutional value, their own missions and identities are related to but may be distinct from the University’s. Each exempt entity governs use of its own visual identity, however, that identity must not violate the standards for the graphic identity of the University contained in this document. No other academic or administrative units may use these entities’ graphic identities to identify themselves or the University.

- The Confucius Institute at Alfred University
- Friends of Saxon Athletics
- Center for Advanced Ceramic Technology and other officially recognized research organizations supported by external funding
- Fractography of Glasses and Ceramics Conference
- WNY Section, The American Ceramic Society
- Ceramic Association of New York
- Materials produced exclusively for internal campus communications; or classroom or office use
- Materials for student organizations
- Student publications such as The Fiat Lux and other projects funded by the Student Senate

Programs seeking an exemption must submit a formal request to the Visual Identity Standards Committee (and the Web Advisory Group if pertaining to a web site). To qualify for an exemption the program must be at least one of the following:

- Externally funded
- Not directly affiliated with the University
- Intended for internal use only

The committee will provide a decision within two weeks.

Programs interested in creating a logo for internal marketing use must request permission from the Visual Identity Standards Committee. The committee will
provide a decision within two weeks. Designs must be approved by the committee and should not conflict with the Visual Identity Standards.

Student organizations and faculty may use the University wordmark as long as they follow the Visual Identity Standards.

Third Party Materials
The creation and development of promotional materials (print or electronic) by third-party vendors must comply with the University Visual Identity Standards and may only be used with the prior approval of the Visual Identity Standards Committee.

This is the University Wordmark

In 1995, Alfred University launched a purely typographic solution – a wordmark – as the first step toward meeting the challenge of establishing an overall visual identity for Alfred University.

The University’s strong sense of tradition is reflected in the wordmark. The chosen typestyle is Caslon 540, a serif face based upon the type designs by the English engraver/type designer William Caslon in 1725. Caslon is considered the last of the “oldstyle” typefaces and is modeled after the classic Roman letterforms, which were carefully constructed to achieve a visual balance and harmony for optimum legibility and readability. Slight, but distinctive modifications were made to the typeface to render it unique for Alfred University.

For print purposes, the primary color for the Alfred University wordmark is Pantone 267, though it can also be used in black. The complimentary color that can be used is Pantone 130, which is a bright yellow. For web applications, the hex numbers are 550D8A (purple) and F5AA01 (yellow).

Previously used logos such as the Alumni Hall cupola, Little Alf, or the connected letters “AU” may not be used in any form and must be discarded.
This is the University Athletic Logo

Alfred University athletic teams are called the Saxons, named after the tribes that occupied England prior to and during the reign of King Alfred the Great. The original name “Saxon” is derived from the name of one of their primary weapons: the “seax,” which means knife or cutting tool. Therefore the Alfred University athletic logo, which was developed in 2008, is based upon a stylized representation of a blade, or seax, and is integrated into a dominant “AU” typographic element. The color scheme for this logo is the same as the Alfred University wordmark: Pantone 267 (purple) and Pantone 130 (yellow) in print and Hex #550D8A (purple) and #F5AA01 (yellow) for web applications.

This is the University Seal

The University seal represents the authority of the administration of Alfred University. It is used for scholarly, ceremonial, presidential, and Board-related functions of the University and is appropriately used on diplomas and certificates or documents originating from the President’s Office, Officers of the University, or the Board of Trustees. The University seal is never to be used for decoration; on letterhead; envelopes or business cards; or for general use in which it may be misinterpreted as a University logo.
This is our Name
Our official name is Alfred University and that is how it should appear the first time it is mentioned in all documents, including web pages. On subsequent references in the same document or on the same web page, the University or AU may be used. We do not use “Alfred” alone as a reference to avoid any possible confusion with Alfred State College.

This is our Tagline
The official tagline for the University is “Individuals. Inspired.”

This is our Stationery
Official University stationery consists of four items: standard letterhead, envelopes, mailing labels, and business cards. Examples of these documents can be seen at http://our.alfred.edu/authenticated/index.cfm/fuseaction/logotype.stationery.cfm

Web Standards
Alfred University recognizes our official websites, www.alfred.edu (including art.alfred.edu; business.alfred.edu; engineering.alfred.edu; las.alfred.edu; Saxons.alfred.edu; herrick.alfred.edu and scholes.alfred.edu), nyscc.alfred.edu, my.alfred.edu and our.alfred.edu, are powerful communication and marketing tools for our institution. They are often the initial, and at times the primary, source of information about the University for external and internal audiences, including prospective and current students, faculty and staff, and alumni. The websites maintain the consistent, recognizable visual identity established by the University for all official publications to continue to enhance and build our brand awareness. The University is committed to utilizing the web to achieve the goals of enhancing student recruitment and retention and maintaining and enhancing alumni connections.

All websites housed on Alfred University web servers must comply with all local, state, and federal laws. Read about some important Legal Issues (http://our.alfred.edu/auweb/docs/legal-issues.pdf).

All web pages must comply with this Web Policy and the AU Visual Identity Standards. Web pages provide official information about the University to the public, regardless of the server on which they are located. The dean,
department or organization head is ultimately responsible for the content of his/her area’s official AU site.

**Branding Standards**

- Every page of the site must contain the AU wordmark in a prominent location and viewable without scrolling on a monitor set at 800x600 resolution
- The AU wordmark must be a link to AU’s homepage (www.alfred.edu)
- The AU wordmark should not be altered in any way (shadowed, morphed, animated)
- The primary colors of the site must be purple (Hex #550D8A) and gold (Hex #F5AA01)
- The pages must contain approved branding elements in addition to the AU wordmark
- The navigational structure consistent with the www.alfred.edu site must be maintained unless a specific exemption is granted by the Web Advisory Group (WAG)
- All Alfred University web pages, including those designed by any person or vendor other than the University’s Web Team, must be submitted to the Web Advisory Group for review and approval

**Accessibility**

Each page should be accessible to the disabled, for whom graphical or multi-media elements may be unreadable. All AU pages should meet the Priority One Guidelines for ADA accessibility as recommended by the World Wide Web Consortium (W3C). Additional information is available at http://www.w3.org/TR/WAI–WEBCONTENT/

**Functionality**

- Pages must function and display properly in Internet Explorer 7.x and Firefox 3.x and above for Windows; and Safari 3.x and Firefox 3.x for Macintosh

**Links**

- WAG reserves the right to regulate access and content of its website and to regulate the access to links and other servers reachable from the site. For instance, links may be cut to pages with outdated content, or in response to complaints involving legal issues
- Links to external pages are required to open in a new window
- The University does not link to pages on people.alfred.edu
Media Files
- These items must be placed on all pages by a member of the web team
  - Submit original image, video, and audio to webmaster@alfred.edu

Advertising and Responsible Use
- Without specific authorization from the Web Advisory Group (WAG), AU web servers and/or websites may not be used for advertising.
- Members of the faculty, administration, student body, volunteer workers, and staff are responsible for the appropriate use of University resources. Refer to the Policy for the Use of Computing Facilities at Alfred University
  http://my.alfred.edu/its/index/cfm/fuseaction/policies.policy.cfm

Copyright
- Many publications, photos, and art works are protected by copyright law
- Adhere to University policy regarding copyright
  http://my.alfred.edu/its/index.cfm/fuseaction/policies.copyright.cfm
- Federal copyright and trademark rules and regulation
  http://www.copyright.gov/title17

Sensitive Data
- Alfred University does not collect and store sensitive data on our servers including credit card information and social security numbers. For information on alternatives, please contact the Webmaster at webmaster@alfred.edu

Creating or Updating AU Web Pages
Alfred University has three official websites for three different audiences. Our external website, www.alfred.edu (including art.alfred.edu; business.alfred.edu; engineering.alfred.edu; las.alfred.edu; and Saxons.alfred.edu) targets prospective students and their families, alumni, current student parents, donors, and community members. My.alfred.edu is focused on current students, while our.alfred.edu is aimed at current faculty and staff. The WAG works with the web team to ensure that content is placed where it is most relevant to the targeted audience.

The main channel pages of the University’s external website (www.alfred.edu) are maintained by the University’s web team. All other pages can be updated by
designated individuals in those units trained in AU’s content management system – Contribute – or by working with the web team.

The University utilizes a content management system to make it easier for designated individuals throughout the campus to make updates to their web pages. Units should contact the Webmaster (webmaster@alfred.edu) for training on Contribute. Once training is complete, the individual can begin making updates to their units’ web pages.

Larger scale website projects are to be done in consultation with the WAG and web team.

All new web site requests should be submitted to the AU Webmaster via the Webpage Request Form: http://our.alfred.edu/authenticated/rf. The Webmaster will share the request with the Visual Identity Standards Committee and the WAG for a decision within two weeks. Programs interested in contracting with a third party vendor for website/web page creation must first contact the Webmaster who will forward the request to the Visual Identity Standards Committee and the WAG for approval.

New page requests and content revisions should be submitted to the AU Webmaster via the Webpage Request Form http://our.alfred.edu/authenticated/rf.

Exact URL and locations must be supplied. The WAG evaluates projects submitted to the Webmaster and sets a priority for each request. Routine requests for new pages, photo updates, etc. will be handled by the Webmaster.

Using Contribute to Update Pages
- Pages will be submitted for a technical review by an Administrator/Publisher before being published. Updates should be checked prior to submission for review.
- Writing for the web and writing for print are very different. Learn some tips for Writing Right for the Web http://our.alfred.edu/auweb/docs/writing–for–the–web.pdf

AU student organizations that wish to build new or update existing organizational pages can do so on people.alfred.edu. Representatives of student organizations should obtain permission from their advisor and the WAG before creating new web page(s) and then again prior to final publishing.

Faculty and staff can build new or update their profiles which have information automatically inserted from Banner. Additional professional information can be added on personal web pages on people.alfred.edu and linked to their profile.
Web pages created by members of the Web Team are subject to the same technical review standards as the Contribute users, and must follow the Directory Structure Guidelines.  [http://our.alfred.edu/auweb/docs/directory-structure-guidelines.pdf](http://our.alfred.edu/auweb/docs/directory-structure-guidelines.pdf)

WAG reserves the right to remove pages with outdated content.

Failure to comply with the Web Standards will result in the loss of Contribute privileges and may result in links to non-compliant pages being removed from the University web site.

**Web Advisory Group (WAG)**

- The WAG will consist of: Director of Communications, Director of ITS, Director of Marketing, and representatives from the Divisions of Business & Finance, Academic Affairs (faculty member) and Student Affairs.
- The Director of Marketing will serve as the WAG chair.
- A quorum shall consist of three members.
- The Web Advisory Group will steer the priorities, content, navigation, and structure of the University web sites.
- The WAG will give the highest priority to applications that help us recruit students to the University or meet significant institutional needs.
- The WAG will decide where content should be located, based on both empirical and experiential information.

**Web Team**

Mission: Consistent with Alfred University's commitment to preparing well-educated, life long learners and with the understanding that an effective communication infrastructure is essential to an academic discourse community, the Web Team will support and enhance the web-based institutional communication needs of Alfred University.

Questions regarding these policies should be addressed to the chair of the Visual Identity Standards Committee, the Director of Communications.

*Revised and approved by the Alfred University Cabinet May 2011.*

*Created August 2010. Approved by the Visual Identity Standards Committee, the Web Advisory Group and Alfred University’s Cabinet November 2010.*