

BUFFALO STATE COLLEGE

DIRECTORY OF POLICY STATEMENTS

Policy Number: V:06:00

Date: September 10, 1987
Reviewed/Updated 2009

SUBJECT: **Publication Guidelines**

1. Responsibility for monitoring all publications carrying the name of the college has been given to the College Relations Office, GC 307, 878-4201. Publications which are funded via state lines, income fund reimbursable, research Buffalo State College Foundation, Inc; and any other non-state funding sources are covered by these guidelines.
 - A. Before any materials are printed, the copy (text) should be prepared in compliance with the Buffalo State College Style Manual (copies available in the College Relations Office, GC 307). After the originating editor has completed the copy it must be reviewed, approved, and initialed by the appropriate chairperson/director, dean, and vice president (in that order).
 - B. The College Relations Office will determine the publication format according to existing state contracts and approve all proposed graphics specifications. The College Relations Office and Purchasing Office will prepare all specifications for bid purposes and be the only two offices authorized to conduct such business with the Division of Printing, Office of General Services.
2. Each publication (booklet, brochure, catalog etc.) used for an extended period of time must contain the following:
 - A. Buffalo State College and the correct, legal name of the institution (State University College at Buffalo) and the college address: 1300 Elmwood Avenue, Buffalo, New York 14222-1095.
 - B. Source of funding, e.g. BSC, FSA, grant, Mandatory Activity Fee, Buffalo State College Foundation, Inc, etc.
 - C. Date of insurance, e.g. July 2006
 - D. Quantity printed, e.g. 1m, 500, 2.5m, etc.
 - E. Name, phone, and location of the originating office/department and or/editor.
 - F. Every effort should be made to insure the accuracy of the text. When referring to any college policy, the source of the policy should be given. Cross reference for obtaining

more information must also be included, e.g., in profile a statement that additional information may be obtained in the *Undergraduate Catalog*, etc.

College Identification System

1. **Name of the college**

For all but the most formal purposes, the name “Buffalo State College” will be used in all publications, including external documents (those leaving the campus). External documents must also contain the legal name of the institution—State University College at Buffalo—in the smaller type. The official name of the college is State University College at Buffalo. (Established in 1961 by action of the board of Trustees, SUNY. See section 26 (Change of name) the official abbreviation is **BSC**.)

In addition, wherever the college address is required it must be listed in full—1300 Elmwood Avenue, Buffalo, New York 14222-1095.

2. **Stationery**

All offices, with a few exceptions, will be required to use the college stationery available from the Central Stores. The exceptions will be corporations such as Buffalo State College Foundation, Inc., Burchfield Art Center, Faculty-Student Association, and Buffalo State College Alumni Association, Inc.

While the all-college stationery will be requisitioned by most campus users, there may be offices which feel they have an exceptional case for office personalization. These offices must submit written justification, including a printing line item, to their respective vice presidents, who will make the decision. The only information to be added to personalized stationery will be office designation, location, and telephone number. Names of individuals will not be allowed. If permission is granted, the College Relations Office will order the type and assist the individual offices with preparing the purchase orders.

Memo pads, calling cards, etc. Campus offices and academic departments must use the printed letter heads, envelopes, memo pads, telephone and referral pads which are available through Central Stores. All these items have been printed according to these guidelines. Stats for calling cards can be obtained through the Purchasing Office, GC 407.

In publications written for currently enrolled or prospective students, adherence to part 53, section 607 of the Education Law pertaining to consumer protection must be maintained (copies available in College Relations Office GC 307)

Publications should contain in the following statement involving the affirmative section policies of the college: **State University College at Buffalo is an affirmative action/equal opportunity institution which subscribes to all federal, state, and SUNY legal requirements and does not discriminate against applicants, students,**

employees on the basis of race, sex national origin, sexual orientation, religion, age, handicap, or material status. Any violation of this policy should be reported to the campus equity and diversity office, GC 415.

Disclaimers should be added alluding to policies and practices which may go into effect following the production date of the publication e.g., **The college reserves the right to change any provision or requirement of this publication at any time within the student's term of residence and without prior notice.**

Publications requiring state funding will not be processed unless the purchase request will not be processed unless the purchase request form is co-signed by the director of College Relations after review of the text and accompanying graphic specifications and/or photographs. Enough lead time has to be worked into the production schedule so that review can take place.

Printing orders are not to be committed over the phone without prior approval of the Purchasing Office. The person originating such orders will be held personally responsible for any financial obligations incurred by such order.

Logos. No other ornamentation may be added to the stationery and college offices are not to design individualized logos. Areas contemplating designing stationery for short-term usage, or areas which have existing logos, must justify in writing why they think the variation is necessary. This justification must be addressed to the College Relations Director, who will chair a Design Control Committee made up of representatives from each of the vice presidential areas. The committee will review the justification, along with any accompanying sketches, and then make a determination.

1. Seal

- A. The official seal of the college may be obtained from the College Relations Office

The college seal must be used exclusively since it brings together SUNY and the College at Buffalo. Older design versions of the flame should not be used.

The college seal is to be used in preference to the SUNY seal.

The college seal may be used in positive or negative form, with no screen effects in the background of the circle. The line art of the seal may be screened. The College Relations Office provides reproduction proofs of the seal in various sizes, both positive and negative.

The seal may **not** be used with additional borders, ornamentations or overprinting, nor should other logos incorporate elements of the official seal.

Responsibility for monitoring the use of the official college seal of college publications coming under its jurisdiction has been given to the College Relations Office.

2. College Colors

The official colors of the college are orange and black. For printing purposes, the orange PMS number 158 is to be used.

The Official State University of New York colors are blue and gold. They are used in the chevron of the college's graduation hoods.

3. College Mascot

The official mascot of the college for sports events is the Bengal tiger.

The preferred usage would be all printed items relating to sports functions and items relating to sports functions and items.

Color separation state is available in the College Relations Office. The only two colors it can be printed in are orange (PMS 158) and black. No other ornamentation or screens are to be used with its reproduction.

Source: College Bulletin, September 10, 1987

College Relations Web Site

<http://collegerelations.buffalostate.edu/communication-standards-and-policies>

Communication Standards:

In general, the College Communication Standards cover any message or produce representing the college that is directed at an internal or external audience. Examples include newsletters, brochures and fliers, invitations, advertisements, Web sites, and merchandise. The Communication Standards are not concerned with items with narrow or limited use such as interoffice memos, personal Web sites, or faculty handouts.

The Communication Standards manual is meant to help all college offices, departments, programs, and vendors apply appropriate identifying elements and language to a wide variety of materials.

1. Name of the College – **The official name of the college is Buffalo State College.**

2. Stationery Memo pads, calling cards, etc. **New heading is Letterhead, Envelopes and Business Cards** – Generic letterhead and envelopes are available through Central Stores at 878-4515. Offices and departments may add customized information (campus address, phone, etc.) via word processing. Custom letterhead, business cards, envelopes, and notepads are available through the Purchasing Office at 878-4113. Offices and departments must order custom stationery through the Purchasing Office, not through outside vendors. Deviations from these guidelines are not permitted. For non-standard stationery requests, contact the College Relations Office. See above website for examples.

Logos – The official logo, logotypes, and seal may not be altered in any way and should always be used in their original proportions and configurations. No ornamentation or words may be added or deleted. Overall enlargements or reductions are permissible, but alterations – narrowing, heightening, widening, lengthening – are prohibited. See above website for logo examples.

While placement of the logo and supporting typography will vary according to specific design needs, great care must be taken to ensure that the marks are always legible. Scans of original logos should not be used, as they reduce clarity. The logo and logotype should not be reduced so that the words “State University of New York” become illegible. If there is a need to reduce the logo to a very small size (smaller than 1.25 inches in width), this line of text should be eliminated.

The logo may be reversed from a solid field of color, provided the reproduction of high quality (to preserve legibility).

3. **Seal** – The official college seal... is reserved for official documents. Examples include diplomas, awards, commencement programs, or special items for the President’s Office. An exception to this rule are marketing materials aimed at international audiences, the purpose of which may require the use of the official college seal. Contact the College Relations Office for more information. See website below for examples
4. **College Colors** – The official color of buffalo State is burnt orange. Official secondary colors are black and warm gray. Official tertiary colors are tan and purple. Use of official college colors is strongly advised.
5. **College Mascot** -- The Intercollegiate Athletics Department redesigned its logo and mascot (the Bengal tiger) in 2001. The official athletics logo, mascot, and any associated marks are for Athletics Department use only. Those wishing to use the athletics logo or mascot must obtain permission from Intercollegiate Athletics. These images are trademarked symbols (see Logos for Merchandise @ <http://collegerelations.buffalostate.edu/merchandise> for more information). Previous versions of the athletics logo and mascot should no longer be used.

Source: College Relations Web site, February 2006.