

New York State Branding Overview and Guidelines and Architecture

Revised 01/08/15

Attachment 8

Table of Contents

NEW YORK STATE BRAND GUIDELINES

New York State Branding Overview
Guidelines Impact Summary
New York State Brand Guidelines and Architecture
Introduction to Brand Guidelines
Glossary Of Terms

1. New York State Brand Elements

1.1 The New York State brand mark
1.2 The New York State identifier
1.3 New York State brand mark and identifier clear space and minimum size
1.4 NY State brand mark don'ts
1.5 NY State identifier don'ts
1.6 Core colors and tints for NY State
1.7 Core primary color palette
1.8 Core secondary color palette
1.9 NY State brand mark color variations and backgrounds
1.10 NY State identifier color variations and backgrounds
1.11 Core typography
1.12 Typography style
1.13 Replacement fonts
1.14 Replacement fonts style
1.15 Naming conventions for programs and initiatives

2. New York State Agencies and Authorities: Groupings and Architecture

2.1 New York State agencies and authorities groupings
2.2 Color coding for the organizational groupings
NY State architecture: Introducing endorsement systems and sample lock ups
2.3 NY State brand architecture
2.4 How to build NY State brand mark/agency lock ups
2.5 Architecture and sample entity lock ups
2.6 NY State brand mark/agency lock up and color variations
2.7 Single agency endorsement
2.8 Example of a single agency endorsement
2.9 Endorsement of an entity owned by an agency, authority or office
2.10 Example of an endorsed entity owned by an agency, authority or office
2.11 Building multiple agency lock ups
2.12 Schematic of an endorsed entity and multiple agency lock up
2.13 Example of an endorsed entity and multiple agency lock up
2.14 Color selection for multiple agency lock up
2.15 Legacy logos: agency and program logos that will remain intact and endure
2.16 Schematic of a legacy logo endorsement
2.17 Example of a legacy program logo endorsement
2.18 Example of a legacy agency logo endorsement
2.19 Legacy logo endorsement of a sub-program or initiative lock up
2.20 Schematic of a legacy logo endorsing a sub-program
2.21 Example of a legacy logo endorsing a sub-program
2.22 Schematic of a multiple legacy logo endorsement
2.23 Example of multiple legacy logos endorsement
2.24 Third party logo endorsement
2.25 Examples of third party logo endorsement
2.26 Stationery
2.27 Example of stationery
2.28 Example of buisness cards
2.29 Email signature
2.30 Example of an email signature
2.31 Web
2.32 Example of the NY State identifier and brand mark agency lock up
2.33 Branding in social media
2.34 Branding in video communications

3. The Great Seal of the State of New York, the Coat of Arms and Governor's Endorsement

3.1 The Great Seal of the State of New York, and the Coat Of Arms
3.2 The New York Coat of Arms and agency lock ups
3.3 The New York Coat of Arms and multiple agency lock ups
3.4 Example of the New York Coat of Arms and agency lock up
3.5 Governor's endorsement
3.6 Governor's endorsement examples

4. New York State Secondary Brand Elements

4.1 The diversity holding shape
4.2 The progress holding shape
4.3 Photography style
4.4 Photography usage
4.5 Charts and graphs
4.6 Iconography
4.7 Branding application in real world situations
4.8 Branding application in real world situations dont's
4.9 Example of PowerPoint slides
4.10 Example of alternative PowerPoint slides
4.11 Example of trade show displays
4.12 Design layouts in real world situations
4.13 Identity guidelines ensure a consistent look and feel across NY State communications

5. Guidelines Commitment

Attachment 8

New York State Branding Overview

Attachment 8

The Opportunity

New York State has the opportunity to accrue the benefits that come from a clear, consistent and accurate representation of itself. We will accomplish this through the creation and management of our brand across all agencies, authorities and programs and on all of their respective pieces of communication.

Benefits of Branding for New York State

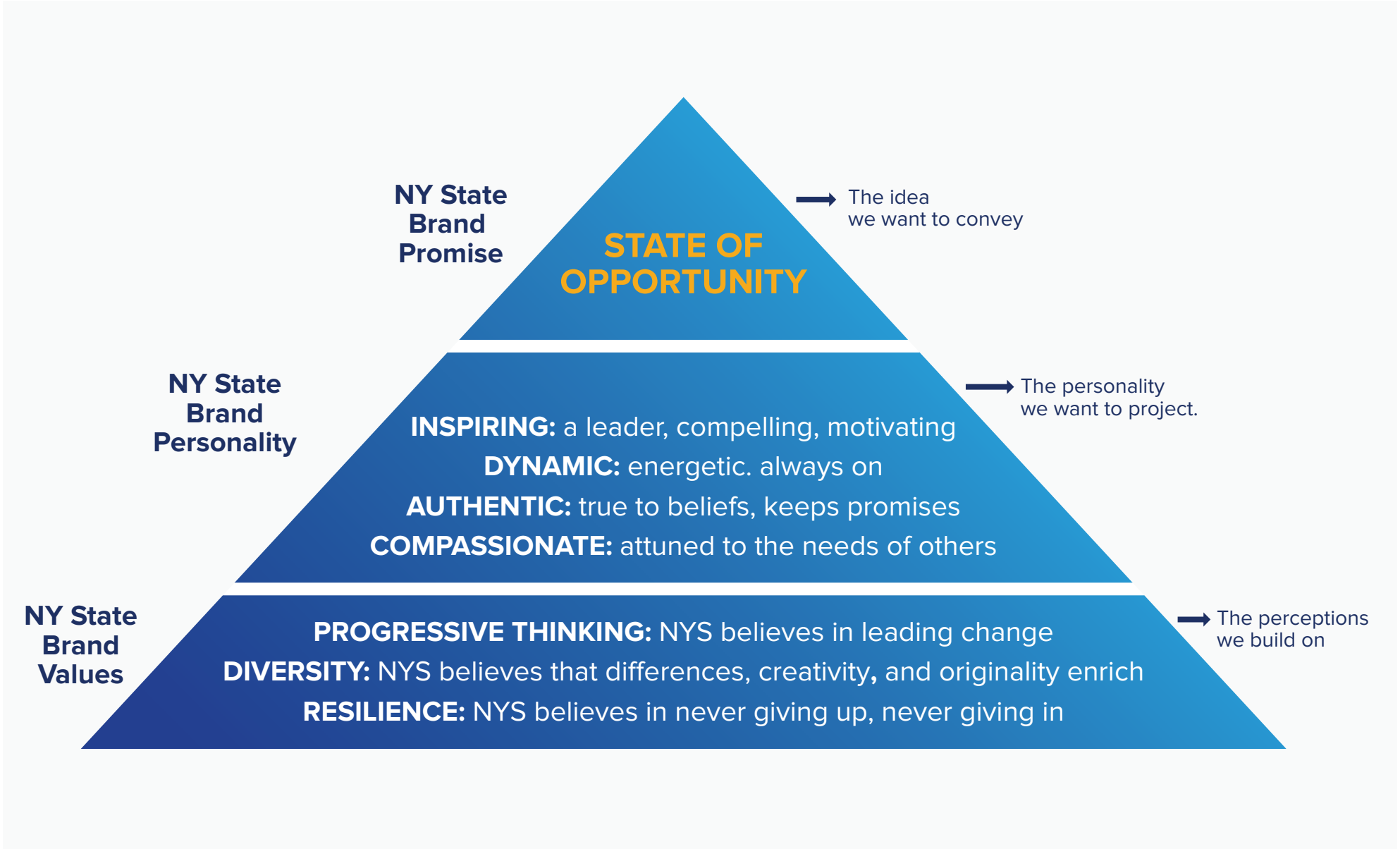
- Consistent graphic approach
- More effective messaging
- More efficient materials creation
- Better ‘‘customer’’ experience and enhanced service delivery

Our Approach

- Research driven
- Input from residents, business owners, leaders and tourists
- Collaboration across agencies

Attachment 8

New York State Brand Platform



Attachment 8

Guidelines Impact Summary

- New York State brand logo will be mandatory for agency and/or program communications.
- No agency, program or initiative will use or create its own logo with the following exceptions: NY State Lottery, MTA, ILNY, 511, Start Up NY. These legacy logos will still be required to co-brand their materials and follow all other branding guidelines.
- PANYNJ, SUNY and State Education Departments are exempt from branding guidelines.
- The Great Seal of the State of NY will be standardized and available for use only by the Governor's office or with permission of the Secretary of State. The Coat of Arms will be used only for legal documents (e.g., registration, etc.).
- The Governor's office will have a distinctive set of guidelines and templates for exclusive use to communicate Governor's office initiatives.
- There are nine agency groupings which should define taxonomy in all enterprise initiatives.
- Each grouping - and the agencies within each grouping - have an associated color palette.

Attachment 8

The New York State Brand Guidelines and Architecture

Attachment 8

Introduction to the Brand Guidelines

What brand guidelines are

Brand guidelines are a set of visual and verbal assets that are essential properties of the New York State brand, accompanied by a set of rules on how to properly use and combine the assets.

What a brand architecture is

A brand architecture is a set of rules governing hierarchies and relationships for the state and its agencies, programs and initiatives.

Insuring a consistent look and feel

These guidelines are designed not to curb creativity when representing New York State and/or the entities of NY State, but rather to provide a unifying context for creativity so that—in different materials produced by different individuals— the New York State brand and architecture retain their integrity.

Your responsibilities

By familiarizing yourself with these guidelines and following them, you are fulfilling your part in helping the New York State brand remain focused so that it stays true to itself and flourishes. This is a great responsibility, and we thank you for honoring it.

Attachment 8

Glossary of Terms

Anchor line: The vertical or horizontal line used in lock ups that separates one entity from another (e.g. an agency from one of its programs); or the line that anchors an agency or program/initiative in a piece of communication in the absence of an endorsing entity. (See page 32 for an example.)

Architecture: The hierarchy and relative relationships that define how New York State and its various entities visually appear together in communications. The architecture has several levels, where Level 1 (NY State) is the primary governing entity in visual display. The entities on levels successively below are assigned visual governance status as secondary (Level 2), tertiary (Level 3) and so on. The NY State brand architecture helps guide and streamline the appearance of all entities under the purview of the state.

Color palette: A set of approved colors to be used when representing the NY State brand, as well as the nine groupingsof agencies and initiatives.

Endorsement: How one entity in the state government visually supports or sponsors another in communications. It represents a hierarchy of entities, where there are secondary and/or tertiary entities that are endorsed by a primary entity. This is represented visually in the architecture system (see definition above). An “endorsing entity” is higher up in the architecture than an “endorsed entity.” The highest entity in the architecture is NY State. NY State will always be an “endorsing entity.” (See pages 85-89 for examples.)

Entity: A catch-all phrase for state agencies, offices, authorities, programs and initiatives.

Footprint: The surface area taken up by entities either alone or in lock ups in visual display. A footprint can be measured in a ratio: for example, 2” high x 3” wide.

Grouping: One of eight categories of NY State government services under which all agencies and initiatives are organized for the purposes of visual display, and to make searching for those agencies and initiatives by citizens, businesses and visitors easier and more intuitive.

Holding shape: A geometric configuration that provides a spatial context in which visual and/or verbal elements are contained, or “held.” These shapes are intended to ensure consistency of how visual or verbal information is presented in media so that communications from any agency, office or program under the purview of NY State have a familial resemblance. They are scalable and designed to accommodate a variety of color, text and visuals for creativity and flexibility in design. (See page 74-75 for examples.)

Iconography: The use of simple stylized, illustrated images to rapidly convey the location or intention of information. These are often seen on “buttons” for smart phones and signs. Examples include the image of a clock face to signify a time-related matter; the image of a shopping cart to signify a purchase; or the image of a back arrow to signify navigation. (See page 79 for an example.)

Lock up: How different elements (color, shape, type, tag line) or different entities (NY State, agencies, programs) integrate as a unit. These can be mono lock ups, where only one entity is represented; duo lock ups, where two entities are represented in a fixed relationship to each other; and multiple lock ups, where three or more entities are represented in a fixed relationship to each other. (See page 32 for an example.)

NY State brand mark: The primary visual representation of NY State in communications using color, typography, tag line and shape of the state. (See page 11 for an example.)

NY State identifier: The brand mark without the tag line that is used as the visual representation when the «state of opportunity» tag line is not appropriate. (See page 12 for an example.)

Verbal assets: Verbal properties of the brand system, such as the tag line (State of Opportunity).

Visual assets: Visual properties of the brand system, such as brand mark, identifier, typography, color, photography, illustrations, charts, etc.

Attachment 8

1. New York State Brand Elements

What brand elements are

They are the foundational building blocks of the NY State brand in all communications and media. These are the NY State brand mark, the NY State identifier, color palette, typography and tag line.

Strategy drives design choices

Visual and verbal assets are not subjective or accidental. They are purposefully chosen based on a central strategy. This strategy has two components: The Brand Promise and The Brand Character. (See the Brand Platform on page 4).

These elements are not open to much interpretation

Because these elements and their relation to each other are so essential to the New York State brand, the guidelines around these primary brand elements are very specific and not open to much interpretation.

Attachment 8

1.1

NEW YORK STATE BRAND ELEMENTS

THE NEW YORK STATE BRAND MARK

New York State brand mark
To the right is the New York State brand mark—the first of its kind. It will be a registered trademark, protected by the Trademark Act of the United States of America. It features the outline of New York State in a gradient blue color, intersecting with the name of the state in gold, and the tag line in blue: State of Opportunity.

The tag line
An integral part of the brand mark, the tag line is an expression of the brand strategy, the brand promise (State of Opportunity), along with the brand character personality traits (Inspiring, Dynamic, Compassionate and Authentic).

When to use the brand mark
The brand mark is the universal primary brand mark for NY State. It should be used whenever possible and appropriate. For exceptions, please see the next page, the NY State identifier.

Please see the following pages for guidelines regarding how it should be deployed.

NEW YORK STATE BRAND MARK

THE BRAND MARK BELOW IS THE SOLE AND PRIMARY BRAND MARK
FOR NY STATE. IT SHOULD BE USED WHENEVER POSSIBLE AND APPROPRIATE.



Attachment 8

1.2

NEW YORK STATE BRAND ELEMENTS

THE NEW YORK STATE IDENTIFIER

New York State identifier

To the right is the New York State Identifier. It is similar to the brand mark, but does not have the tag line. It will be a registered trademark, protected by the Trademark Act of the United States of America. It features the outline of New York State in a gradient blue color, intersecting with the name of the state in gold.

When to use the identifier

The identifier is used instead of the brand mark in three exceptions: 1) when the content of the communication is at odds with the spirit of the tag line: State of Opportunity. Example: the sensitive nature of communications from Domestic Violence Prevention may be compromised by the spirit of the tag line. 2) online when size restrictions make using the brand mark impractical; or 3) on products and other printed material where there are size restirictions (see page 80-81 for examples).

Please see the following pages for guidelines regarding how it should be deployed.

NEW YORK STATE IDENTIFIER

THE IDENTIFIER IS USED INSTEAD OF THE BRAND MARK IN THREE EXCEPTIONS. PLEASE REFER TO THE COPY ON THE LEFT FOR FURTHER EXPLANATION.



Attachment 8

1.3

NEW YORK STATE BRAND ELEMENTS

NEW YORK STATE BRAND MARK AND IDENTIFIER: CLEAR SPACE AND MINIMUM SIZE

Clear space

To ensure the proper prominence and legibility of the New York State brand mark and identifier, always surround it with a minimum amount of clear space. This clear space isolates the brand mark and identifier from competing elements such as text, photography or background patterns that may compromise its appearance.

The clear space for the brand mark and identifier is equal to the height of the first letter of the state name (N), in whatever size in which the brand mark and identifier are reproduced.

Minimum size

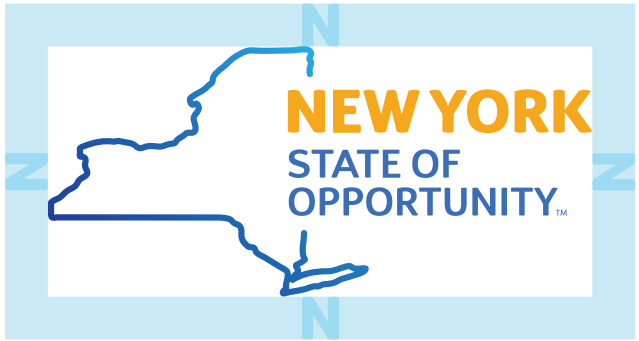
The NYS brand mark and identifier can be used in a wide variety of sizes, but when sized too small, legibility is reduced and impact is diminished. The minimum size is determined by the height of the lock up. The brand mark and its tag line and the identifier should never appear smaller than .25” in height, and only at that size if production standards ensure legibility.

Trademark

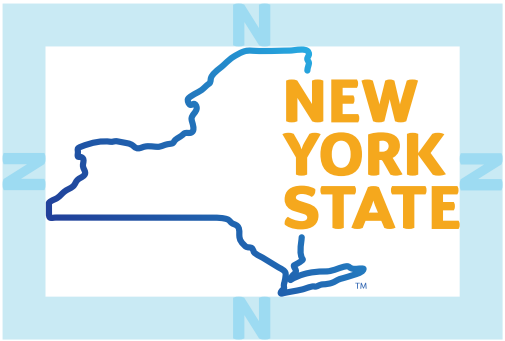
The brand mark and identifer are trademarked. As illustrated by examples on this page, the TM should be used when space allows for it to be clearly legible.

CLEAR SPACE

THE NEW YORK STATE BRAND MARK



THE NEW YORK STATE IDENTIFIER



N = HEIGHT OF THE “N” IN NEW YORK STATE

MINIMUM SIZE

THE NEW YORK STATE BRAND MARK



THE NEW YORK STATE IDENTIFIER



1.4

NEW YORK STATE BRAND ELEMENTS

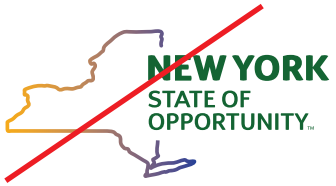
NEW YORK STATE BRAND MARK "DON'TS"

To the right are several examples of how you should NOT represent the NYS brand mark. This is by no means a complete list. These examples represent the "don'ts" most commonly used when guidelines are violated.

Video application and 3D rendering

The primary display of the brand mark and identifier is as a two-dimensional image. With the exception of signage and plaques, do not represent the brand mark or identifier in 3D. In video communications, animations and 3D renderings are permitted as long as the NY State brand mark retains its integrity and a dignified presence. For example, don't spin or distort the brand mark in any way.

BRAND MARK DON'TS



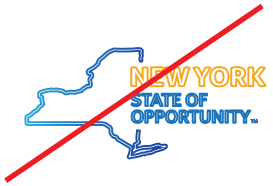
DO NOT CHANGE THE BRAND MARK COLOR



DO NOT CHANGE THE BRAND MARK PROPORTION



DO NOT ADD DROP SHADOWS OR OTHER EFFECTS TO THE BRAND MARK



DO NOT OUTLINE THE BRAND MARK



DO NOT ROTATE THE BRAND MARK



DO NOT LOCK UP PRODUCT IDENTIFIERS OR PRODUCT DESCRIPTIONS WITH THE BRAND MARK



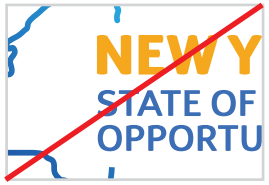
DO NOT PLACE THE BRAND MARK ON A COMPLICATED BACKGROUND OR A BACKGROUND THAT REDUCES ITS LEGIBILITY



DO NOT REMOVE THE STATE OUTLINE FROM THE BRAND MARK



DO NOT USE THE PREFERRED BRAND MARK ON A DARK BACKGROUND



DO NOT CROP THE BRAND MARK



DO NOT USE THE BRAND MARK IN A HOLDING BOX OR OTHER SHAPE

Attachment 8

1.5

NEW YORK STATE BRAND ELEMENTS

NEW YORK STATE IDENTIFIER "DON'TS"

To the right are several examples of how you should NOT represent the NYS identifier. This is by no means a complete list of examples. These examples represent the "don'ts" most commonly used when guidelines are violated.

Video communication and 3D rendering

The primary display of the brand mark and identifier is as a two-dimensional image. With the exception of signage and plaques, do not represent the brand mark or identifier in 3D. In video communications, animations and 3D renderings are permitted as long as the NY State identifier retains its integrity and a dignified presence. For example, don't spin or distort the identifier in any way.

IDENTIFIER DON'TS



DO NOT CHANGE THE IDENTIFIER'S COLOR



DO NOT CHANGE THE IDENTIFIER'S PROPORTION



DO NOT ADD DROP SHADOWS OR OTHER EFFECTS TO THE IDENTIFIER



DO NOT OUTLINE THE IDENTIFIER



DO NOT ROTATE THE IDENTIFIER



DO NOT LOCK UP PRODUCT DESCRIPTIONS WITH YOU THE IDENTIFIER



DO NOT PLACE THE IDENTIFIER ON A COMPLICATED BACKGROUND OR A BACKGROUND THAT REDUCES ITS LEGIBILITY



DO NOT REMOVE THE STATE OUTLINE FROM THE IDENTIFIER



DO NOT USE THE PREFERRED IDENTIFIER ON A DARK BACKGROUND



DO NOT CROP THE IDENTIFIER



DO NOT USE THE IDENTIFIER IN A HOLDING BOX OR OTHER SHAPE

Attachment 8

1.6

NEW YORK STATE BRAND ELEMENTS

CORE COLORS AND TINTS FOR NEW YORK STATE

Legacy colors

The New York State color palette retains the the gold and dark blue most often used in NYS communications. Gold evokes the value of being inspiring, while the dark blue evokes the value of being authentic—two personality traits in the state's brand character.

New colors

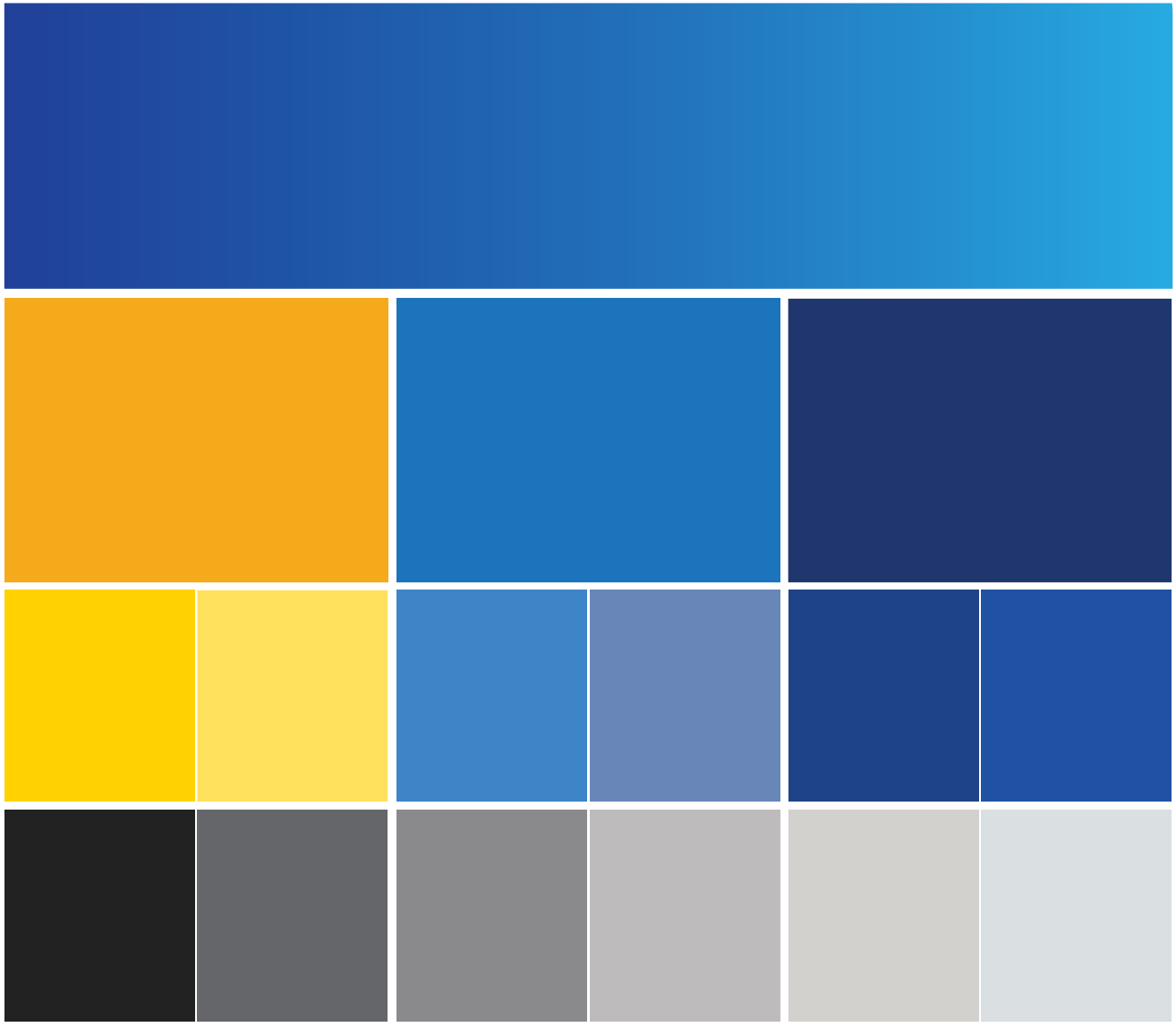
To help convey another personality trait in the brand character (dynamic), a light blue has been added, enlivening the palette overall, yet in keeping with the legacy colors. The light blue can be used as a solid color, or in a blue gradient as shown to the right.

How to combine colors

Other than the fixed use of colors specified in these guidelines for the NY State brand mark, color selection for communications is open to any combination as long as the selections are from the NY State color palette. Colors may be used for backgrounds, as text, as borders or accents to graphic images or photography, etc.

Color formulas for the entire palette can be found on the next two pages.

NYS CORE COLOR PALETTE



Attachment 8

1.7

NEW YORK STATE IDENTITY ELEMENTS

CORE PRIMARY COLOR PALETTE

Color selection is driven by the brand strategy
The NYS primary color palette is intended to be inspiring, dynamic and authentic. The consistent use of the core colors helps define and reinforce our distinctive brand character, and should be used on all communications and promotional materials.

Color formulas to reproduce color accurately
We have enlisted the standards of the Pantone Matching System (PMS), which is a universally recognized color matching system based on lithography printing inks. The color palette includes 1) specific spot color references for both coated and uncoated paper stocks, and 2) process match breakdowns (CMYK) for printing applications with limited budgets. (Please note that these numbers may differ due to the way inks appear on different stocks.) Also included are RGB equivalents for use in word processing and presentation software, as well as hexadecimal equivalents for emitted light and web applications.

All color breakdowns in the Brand Guidelines are based on the Official Pantone Matching System 2015. They are optimized for the majority of computer monitors, operating systems and browsers. Adhering to the Pantone matching system will allow for color to be reproduced and displayed in the most unified and consistent manner possible.
When working in your software application, always create the color by entering the values for the Pantone colors supplied here for either CMYK, RGB or Hex.

NYS PRIMARY CORE COLORS



PANTONE
130 C
CMYK 0/32/100/0
RGB 242/169/0
HEX #F2A900

PANTONE
3005 C
CMYK 100/31/0/0
RGB 0/119/200
HEX #0077C8

PANTONE
288 C
CMYK 100/80/6/32
RGB 0/45/114
HEX #002D72

Attachment 8

1.8

NEW YORK STATE BRAND ELEMENTS

CORE SECONDARY COLOR PALETTE

Rationale for secondary colors

The secondary color palette is designed to support and complement the primary color palette. They are percentages, or tints, of the primary colors. Taken together the primary and secondary colors enable flexibility and variety in design.

Color formulas to reproduce color accurately

We have enlisted the standards of the Pantone Matching System (PMS), which is a universally recognized color matching system based on lithography printing inks. The color palette includes 1) specific spot color references for both coated and uncoated paper stocks, and 2) process match breakdowns (CMYK) for printing applications with limited budgets. (Please note that these colors may differ due to the way inks appear on different stocks.) Also included are RGB equivalents for use in word processing and presentation software, as well as hexadecimal equivalents for emitted light and web applications.

NYS SECONDARY CORE COLORS

PANTONE 109 C **CMYK** 0/9/100/0 **RGB** 255/209/0 **HEX** #FFD100	**PANTONE** 127 C **CMYK** 0/4/62/0 **RGB** 243/221/109 **HEX** #F3DD6D	**PANTONE** 2925 C **CMYK** 85/21/0/0 **RGB** 0/156/222 **HEX** #009CDE	**PANTONE** 7682 C **CMYK** 63/37/2/0 **RGB** 103/135/183 **HEX** #6787B7	**PANTONE** 7687 C **CMYK** 100/78/0/18 **RGB** 29/66/138 **HEX** #1D428A	**PANTONE** 2728 C **CMYK** 90/68/0/0 **RGB** 0/71/187 **HEX** #0047BB
PANTONE BLACK 6 C **CMYK** 100/79/44/93 **RGB** 16/24/32 **HEX** #101820	**PANTONE** COOL GRAY 10 C **CMYK** 40/30/20/66 **RGB** 99/102/106 **HEX** #63666A	**PANTONE** COOL GRAY 8 C **CMYK** 23/16/13/46 **RGB** 136/139/141 **HEX** #888B8D	**PANTONE** COOL GRAY 4 C **CMYK** 12/8/9/23 **RGB** 187/188/188 **HEX** #BBBCBC	**PANTONE** COOL GRAY 2 C **CMYK** 5/3/5/11 **RGB** 208/208/206 **HEX** #D0D0CE	**PANTONE** 7541 C **CMYK** 7/1/3/2 **RGB** 217/225/226 **HEX** #D9E1E2

1.9

NEW YORK STATE BRAND ELEMENTS

NEW YORK STATE BRAND MARK: COLOR VARIATIONS AND BACKGROUNDS

To the right are several illustrations of the approved ways to showcase the NY State brand mark, a lock up that includes the tag line. These include approved one-color variations when the brand mark appears on a white background, as well as approved color backgrounds on which the brand mark may be featured.

These color variations are examples taken from the core palette, and provide contrast and legibility for the NY State brand mark.

You may also use any color from the NYS color palette to showcase the NYS brand mark, using good judgment for contrast and legibility. Any other color representations of the brand mark outside of the approved color palette are a violation of the guidelines.

PRIMARY BRAND MARK LOCK UP



ONE COLOR BRAND MARK LOCK UP



BRAND MARK LOCK UP ON COLOR BACKGROUNDS



Attachment 8

1.10

NEW YORK STATE BRAND ELEMENTS

NEW YORK STATE IDENTIFIER: COLOR VARIATIONS AND BACKGROUNDS

To the right are several illustrations of the approved ways to showcase the NY State identifier, a lock up that does not use the tag line. These include approved one-color variations when the identifier appears on a white background, as well as approved color backgrounds on which the identifier may be featured.

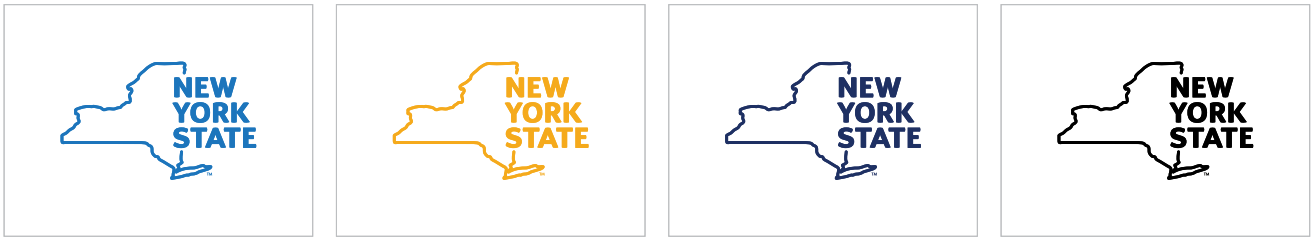
These color variations are examples taken from the core palette, and provide contrast and legibility for the NY State identifier.

You may also use any color from the NYS color palette to showcase the NYS identifier, using good judgment for contrast and legibility. Any other color representations of the identifier outside of the approved color palette are a violation of the guidelines.

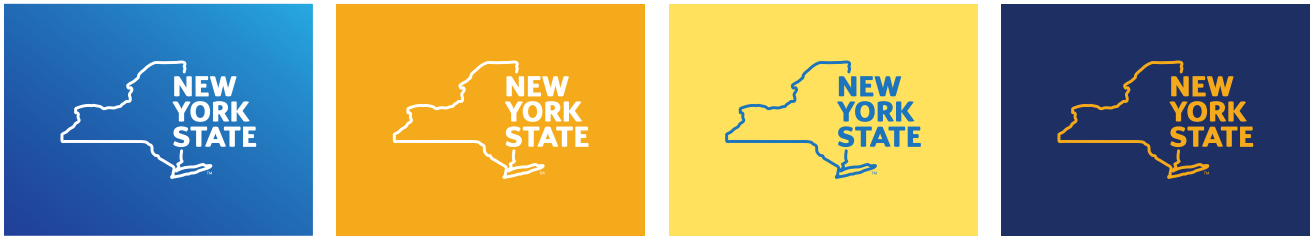
NEW YORK STATE IDENTIFIER



ONE COLOR IDENTIFIER



IDENTIFIER ON COLOR BACKGROUNDS



Attachment 8

1.11

NEW YORK STATE BRAND ELEMENTS

CORE TYPOGRAPHY

Typography is a strong extension of the NY State brand character, and plays a major role in creating a distinctive and consistent look for New York State across all communications and promotional materials.

D Sari Bold
D Sari is used ONLY for the 1) NY State brand mark and identifier, 2) the tag line and 3) all other agency, program and initiative titles when represented in lock ups with the NY State brand mark.

Proxima Nova
This font has been selected for its versatility and legibility for body copy. It offers many weights and styles, which provide a broad degree of design flexibility for all graphic communications.

Oswald Light
This font has been selected for its narrow footprint and diverse weights to use as accent copy, such as a subtitle, a list or a piece of information that needs to be called out. This font has also been re-drawn and reformed to better fit the pixel grid of standard digital screens. Oswald is designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices.

See page 91 for information on DSari and Proxima nova font licenses for desktop and app.

SYSTEM FONT

D Sari Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

COMMUNICATION FONTS

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Oswald Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Oswald Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Proxima Nova Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Attachment 8

1.12

NEW YORK STATE BRAND ELEMENTS

TYPOGRAPHY STYLE

When rendered consistently, the proper use of type will draw readers' attention, lead them to the most important information first, and maintain a sense of clarity, order, legibility and structure throughout written communications.

Rules for use of type

The hierarchy of information guides the type sizes and weights (thickness) for different levels of information, illustrated here to the right.

Primary use of type

Set titles in Proxima Nova bold using title case (initial cap followed by lower case letters). Subtitles set in bold using sentence case and body copy is set in Proxima Nova regular. Information or data that needs to be differentiated and called out in display should be set in Oswald bold upper case.

Typography exceptions

In cases where the primary use of type restricts visual differentiation and impact, the other type weights of the Proxima and Oswald families may be used.

TYPOGRAPHY

Proxima Nova Light
Proxima Nova Regular
Proxima Nova Bold

Oswald Light
Oswald Regular
Oswald Bold

TYPE STYLE

Title Set In Proxima Nova Bold, Title Case.

Subtitle set in proxima nova bold, sentence case. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Body copy set in proxima nova regular, sentence case. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

INFORMATION OR DATA THAT NEEDS TO BE HIGHLIGHTED OR EMPHASIZED SHOULD BE SET IN OSWLAD BOLD, UPPER CASE

LOREM IPSUM
100%

Attachment 8

1.13
NEW YORK STATE BRAND ELEMENTS

REPLACEMENT FONTS

When the primary type font (Proxima Nova) is unavailable for use due to the restrictions of media, use Arial in its place.

Arial is readily available within word processing, spreadsheet and presentation programs. It will be used for all internally produced documents, as well as for correspondence. Common usage includes: letters, labels, memos, PowerPoint, invoices, forms and binders.

REPLACEMENT AND WEB FONTS

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Oswald Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Oswald Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Oswald Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Attachment 8

1.14

NEW YORK STATE BRAND ELEMENTS

REPLACEMENT FONTS STYLE

Rules for use of type

The hierarchy of information guides the type sizes and weights (thickness) for different levels of information, illustrated here to the right.

Primary use of replacement/web type

Set titles in Arial bold using title case (initial cap followed by lower case letters). Subtitles are set in Arial bold using sentence case and body copy is set in Arial regular. Information or data that needs to be differentiated and called out in display should be set in Oswald bold upper case.

Typography exceptions

In cases where the primary use of type restricts visual differentiation and impact, the other type weights of the Arial and Oswald families may be used.

TYPOGRAPHY

Arial Regular
Arial Bold

Oswald Light
Oswald Regular
Oswald Bold

TYPE STYLE

Title Set In Arial Bold, Title Case.

Subtitle set in Arial bold, sentence case. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Body copy set in Arial regular, sentence case. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

INFORMATION OR DATA THAT NEEDS TO BE HIGHLIGHTED OR EMPHASIZED SHOULD BE SET IN OSWLAD BOLD, UPPER CASE

LOREM IPSUM
100%

Attachment 8

1.15

NEW YORK STATE BRAND ELEMENTS

NAMING CONVENTIONS FOR PROGRAMS AND INITIATIVES

Names of programs and initiatives can in themselves become verbal assets of the NY State brand. Names should communicate positive associations with the concerns and interest of targeted audiences. They should also be simple and memorable.

Program names should have as few syllables as possible. Generally, unless topically inappropriate, programs will consist of the program name followed by the letters NY as in examples below.

Examples:

- **StartUpNY**
- **TasteNY**
- **GlobalNY**
- **ILoveNY**

Attachment 8

2. New York State Agencies and Authorities: Groupings and Architecture

Streamlining the way agencies, authorities, offices and programs are organized

All of the entities of NY State have been organized into nine groupings: Statewide Elected Officials, Recreation & Environment, Health & Human Services, Education, Public Safety, Transportation & Utilities, Local & Regional Authorities, Business and Administration

Rationale for groupings

The decisions on number and names of groupings, as well as which entities go under which groupings, are based on two criteria:

- How the various entities function in delivering services to citizens and businesses
- Quantitative research with hundreds of citizens and business decision makers who routinely use government services, and search for them on state-sponsored websites

The groupings reflect one of the stated objectives of the New York State brand guideline initiative: to strengthen and clarify how services are oriented, to provide a better user experience and enhance the State's service delivery

Creating an architecture for the state and its entities

An architecture defines how the New York State brand exists with category groupings and the entities (agencies, authorities, offices and programs) organized under them in visual display. Because these elements and their relation to each other are so essential to the New York State brand, the guidelines around these core assets are very specific and not open to much interpretation.

Attachment 8

2.1

NY STATE AGENCIES AND AUTHORITIES GROUPINGS AND ARCHITECTURE

NEW YORK STATE AGENCIES AND AUTHORITIES GROUPINGS

Groupings

For the purposes of display, all state agencies, authorities and major programs have been arranged into nine groupings shown on the right.

Rationale

There are approximately 100 agencies, authorities and major programs represented in New York State. By arranging them into nine groupings, it streamlines their presentation to citizens, businesses and visitors, and creates greater consistency of display.

Further, this structure helps make them easier to find when searching the New York State websites. These groupings and the agencies, offices and major programs organized under them have been quantitatively researched and vetted by citizens and business decision makers to be more intuitively grouped.

STATE

NEW YORK STATE

STATE AGENCY GROUPINGS

- Statewide Elected Officials
- Recreation & Environment
- Health & Human Services
- Education
- Public Safety
- Transportation & Utilities
- Local & Regional Authorities
- Business
- Administration

AGENCIES ORGANIZED IN GROUPINGS

Statewide Elected Officials

Office of the Governor
Office of the Attorney General
Office of the NYS Comptroller
New York State Assembly
New York State Senate

Recreation & Environment

Central Pine Barrens Joint Planning & Policy Commission
Council on the Arts
Department of Environmental Conservation
Environmental Facilities Corporation
Hudson River Park Trust
Hudson River Valley Greenway
Lake George Park Commission
Office of Parks, Recreation and Historic Preservation
Olympic Regional Development Agency (Whiteface, Gore, Belleayre)
South Shore Estuary Council

Health & Human Services

Alcoholism and Substance Abuse Services
Children & Family Services
Department of Health
Domestic Violence Prevention
Homes and Community Renewal
Human Rights
Justice Center for the Protection of People with Special Needs
Office for People with Developmental Disabilities
Office of Mental Health
Office of Temporary and Disability Assistance
Office of Victim Services
State Office for the Aging
Veterans' Affairs

Education

City University Construction Fund
City University of New York
Higher Education Services Corporation
State Education Department
State University Construction Fund
State University of New York

Public Safety

Corrections and Community Supervision
Criminal Justice Services
Homeland Security and Emergency Services
Military and Naval Affairs (National Guard)
State Police

Transportation & Utilities

511ny (Get Connected to Go)
Bridge Authority
Buffalo and Fort Erie Public Bridge Authority (Peace Bridge)
Capital District Transportation Authority
Central New York Transportation Authority
Department of Motor Vehicles
Department of Transportation
Energy and Research Development Authority
Governor's Traffic Safety Committee
Long Island Power Authority (LIPA)
MTA (LIRR, Subways, Metro-North)
New York Power Authority (NYPA)
Niagara Frontier Transportation Authority
Port Authority of NY and NJ
Port of Ogdensburg
Port of Oswego
Public Service Commission/Department of Public Service
Rochester-Genesee Transportation Authority
Thruway Authority

Local & Regional Authorities

Adirondack Park Agency
Battery Park City Authority
Buffalo Fiscal Stability Authority
Erie County Fiscal Stability Authority
Nassau County Interim Authority
New York City Financial Control Board
Roosevelt Island Operating Corporation

Business

Agriculture and Markets
Department of Financial Services
Department of Labor
Taxation and Finance
Minority and Women-Owned Business Enterprises
Dormitory Authority
Empire State Development
Gaming Commission
State Insurance Fund
State Liquor Authority
Tax Appeals
Workers Compensation Board
Higher Education Services Corporation
Board of Elections
Department of Civil Service
Department of State

Administration

Division of the Budget
Inspector General
Joint Commission on Public Ethics
Medicaid Inspector General
Court Administration
Office of General Services
Office of Information Technology
Police and Fire Retirement System
Public Employment Relations Board
State and Local Employee Retirement System
Teachers' Retirement System

Attachment 8

2.2

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

COLOR CODING FOR GROUPINGS (1 OF 2)

How to find your agency's color
Identify the group color under which your agency, office or program resides, and use that color and its associated tints (illustrated to the right and on the next page) in combination with the core NY State colors to create communications.

Approved colors for agency/program use
Agencies may use their coded color combined with any color from the core NY State palette. Example: if an agency is grouped under Education, its associated color; (pale green and it's tints) can be combined with the NY State core colors using good judgment for contrast and legibility.

Achieve a consistent look and feel
By following these color guidelines, all communications coming from NY State and its agencies and initiatives will have a consistent look and feel across the board. Further, the use of group colors helps clearly identify agencies and their programs within the same grouping. It will serve to distinguish one agency's communications from another agency in a different grouping.

All color breakdowns in the Brand Guidelines are based on the Official Pantone Matching System 2015. They are optimized for the majority of computer monitors, operating systems and browsers. Adhering to the Pantone matching system will allow for color to be reproduced and displayed in the most unified and consistent manner possible.
When working in your software application, always create the color by entering the values for the Pantone colors supplied here for either CMYK, RGB or Hex.

NYS CORE COLOR PALETTE



GROUPINGS	PRIMARY COLOR	SECONDARY COLORS	
Statewide Elected Officials	**PANTONE** 3005 C **CMYK** 100/31/0/0 **RGB** 0/119/200 **HEX** #0077C8	**PANTONE** 2925 C **CMYK** 85/21/0/0 **RGB** 0/156/222 **HEX** #009CDE	**PANTONE** 2905 C **CMYK** 45/1/0/1 **RGB** 141/200/232 **HEX** #8DC8E8
Recreation & Environment	**PANTONE** 350 C **CMYK** 80/21/79/64 **RGB** 44/82/52 **HEX** #2C5234	**PANTONE** 625 C **CMYK** 64/16/45/30 **RGB** 80/127/112 **HEX** #507F70	**PANTONE** 5575 C **CMYK** 37/9/28/13 **RGB** 146/172/160 **HEX** #92ACA0
Health & Human Services	**PANTONE** 7680 C **CMYK** 87/99/0/8 **RGB** 82/49/120 **HEX** #523178	**PANTONE** 7677 C **CMYK** 68/78/0/0 **RGB** 111/80/145 **HEX** #6F5091	**PANTONE** 7674 C **CMYK** 50/41/4/0 **RGB** 135/140/180 **HEX** #878CB4
Education	**PANTONE** 7759 C **CMYK** 6/3/100/20 **RGB** 196/178/0 **HEX** #C4B200	**PANTONE** 7745 C **CMYK** 16/0/91/28 **RGB** 171/173/35 **HEX** #ABAD23	**PANTONE** 5855 C **CMYK** 12/5/44/15 **RGB** 192/187/135 **HEX** #C0BB87
Public Safety	**PANTONE** 5415 C **CMYK** 56/24/11/34 **RGB** 91/127/149 **HEX** #5B7F95	**PANTONE** 5425 C **CMYK** 45/16/9/24 **RGB** 122/153/172 **HEX** #7A99AC	**PANTONE** 5445 C **CMYK** 21/5/4/8 **RGB** 183/201/211 **HEX** B7C9D3

Attachment 8

2.2

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

COLOR CODING FOR GROUPINGS (2 OF 2)

(Continued from previous page)

When using the colors of the groupings with the core color palette of NYS, use good judgment to ensure contrast and legibility in communications.

NYS CORE COLOR PALETTE



GROUPINGS	PRIMARY COLOR	SECONDARY COLORS	
Transportation & Utilities	**PANTONE** 307 C **CMYK** 100/22/2/18 **RGB** 0/107/166 **HEX** #006BA6	**PANTONE** 7704 C **CMYK** 93/4/8/24 **RGB** 0/133/173 **HEX** #0085AD	**PANTONE** 550 C **CMYK** 42/7/8/8 **RGB** 141/185/202 **HEX** #8DB9CA
Local & Regional Authorities	**PANTONE** 4625 C **CMYK** 30/72/74/80 **RGB** 79/44/29 **HEX** #4F2C1D	**PANTONE** 463 C **CMYK** 14/54/95/62 **RGB** 116/79/40 **HEX** #744F28	**PANTONE** 7530 C **CMYK** 10/18/25/32 **RGB** 163/147/130 **HEX** #A39382
Business	**PANTONE** 7474 C **CMYK** 96/9/32/29 **RGB** 0/118/129 **HEX** #007681	**PANTONE** 5493 C **CMYK** 47/4/16/16 **RGB** 127/169/174 **HEX** #7FA9AE	**PANTONE** 5523 C **CMYK** 22/1/9/2 **RGB** 182/207/208 **HEX** #B6CFD0
Administration	**PANTONE** 166 C **CMYK** 0/76/100/0 **RGB** 227/82/5 **HEX** #E35205	**PANTONE** 7578 C **CMYK** 0/67/100/0 **RGB** 220/107/47 **HEX** #DC6B2F	**PANTONE** 7576 C **CMYK** 6/50/76/0 **RGB** 219/134/78 **HEX** #DB864E

Attachment 8

NY State Architecture: Introducing Endorsement Systems and Sample Lock Ups

NY State architecture: the most complex rules in these guidelines

Complying with the guidelines for building endorsement systems forms the backbone of the New York State brand guidelines.
Rules for how the state, agencies, authorities, divisions, all work together in visual display are—by their very nature—complex.
For this reason, we have created this page here to augment guidelines for maximum clarity.

Endorsement systems

The purpose of having the state brand mark and its entities (agencies, authorities, offices and programs) combined together
in an organized visual display is to reinforce a hierarchy of relationships (or "architecture"): how the state advocates for—or "endorses"—the entities.
Additionally, endorsement systems help illustrate which agency/office owns the program or initiative, and which other agencies may be supporting it.
Endorsement systems help achieve one of the most important objectives for the guidelines: to better accrue the value of all state initiatives to the New York State brand.

Building endorsement systems

On the following pages, the approved endorsement systems are introduced for various situations that arise when producing communications for
the State and its various entities:
1) Rules on how to size and link the state and its entities (these are called "lock ups")
2) Sample schematics of the finished lock ups
3) Examples of how these lock ups might look in real world communications

Use this section ONLY to understand the endorsement systems

There is a separate section that will guide how communications are to be designed and laid out. It is called New York State brand elements,
and it can be found on pages 73-89.

Attachment 8

2.3

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

NEW YORK STATE BRAND ARCHITECTURE

Brand architecture*

As stated previously in these guidelines, an architecture sets forth rules governing hierarchies and relationships for the state and its agencies, offices and initiatives. In the illustration on the right, the New York State brand mark is pre-eminent (Level 1 in the hierarchy), and serves to endorse agencies and programs (Level 3).

Level 2 groupings are for organizational purposes only

The nine groupings (discussed on page 27) are for organizational purposes, and will not develop or issue communications. When they are listed (for example, in a menu on a website) they will appear in Proxima Nova Bold, without their coded color.

Please see the following pages for guidelines on the endorsement lock ups.

*There are six exceptions to the rules stated here. Please see pages 44 for which agency and programs will retain their logos.

IDENTITY ARCHITECTURE

NO AGENCIES, PROGRAMS, OR INITIATIVES (WITH THE EXCEPTION OF THOSE LISTED ON PAGE 44) WILL HAVE THEIR OWN BRAND MARK OR LOGO. AGENCY NAMES WILL BE DISPLAYED IN TYPOGRAPHY LOCKED UP WITH THE NY STATE BRAND MARK IN D SARI BOLD.

NY STATE BRAND MARK (LEVEL 1)



AGENCIES AND AUTHORITIES GROUPINGS (LEVEL 2)

- Administration
- Business
- Education
- Health & Human Services
- Local & Regional Authorities
- Public Safety
- Recreation & Environment
- Statewide Elected Officials
- Transportation & Utilities

BRAND MARK AND AGENCY LOCK UP (LEVEL 3)



Attachment 8

2.4

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

HOW TO BUILD NEW YORK STATE BRAND MARK/AGENCY LOCK UPS

Lock ups

The illustration to the right shows how the New York State brand mark lock up is displayed: in a horizontal format, with the brand mark on the left, the agency on the right, and separated by the "anchor line." As shown, the agency is rendered in title case (initial capitals, followed by lower case type) in the D Sari bold type font.

The anchor line

As seen here, the vertical line used in lock ups that anchors one entity with another (e.g. NY State with one of its agencies). The anchor line is the same thickness as the line that forms the outline of NY State in the brand mark, and the same height of the NY State brand mark.

Relative relationships

As shown top right, the distance between the anchor line and both the NYS brand mark and the agency name is the width of the "N" in the brand mark. Clear space around the lock up should be the height of the "N" as well.

The height of the agency name is calculated by the N value, which is the height of the capital letter in the NY State brand mark. Therefore, the height of the agency name is N distance from the top and bottom of the anchor line.

Don'ts

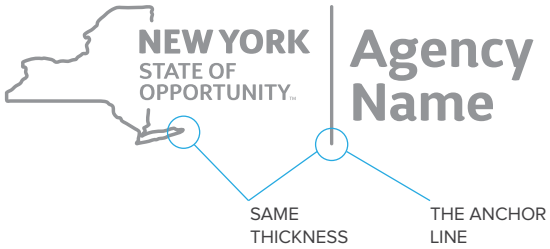
Bottom right: see two examples of how NOT to render the brand mark/agency lock up. These are by no means the only "don'ts."

BRAND MARK/AGENCY CLEAR SPACE AND RELATIVE RELATIONSHIPS

N = HEIGHT OF THE "N" IN NEW YORK STATE



THE ANCHOR LINE



BRAND MARK/AGENCY RELATIVE RELATIONSHIPS





N = THE HEIGHT OF THE LETTER "N" IN THE STATE NAME NEW YORK

DON'TS



DO NOT CHANGE THE SIZE PROPORTION



DO NOT USE TYPE ALL CAPS

Attachment 8

2.5

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

ARCHITECTURE AND SAMPLE ENTITY LOCK UPS

Entity lock ups will be in type*

The various entities of NY State (agencies, offices, authorities, divisions and programs) appear in D. Sari Bold, and are endorsed by the NYS brand mark rendered in the same color as the grouping—in this example, blue.

Lock ups

The illustration to the right shows how the New York State brand mark/entity lock up is displayed using the example of the grouping, Transportation & Utilities. The lock up is in a horizontal format with the brand mark on the left, the entity on the right, and separated by the "anchor line."

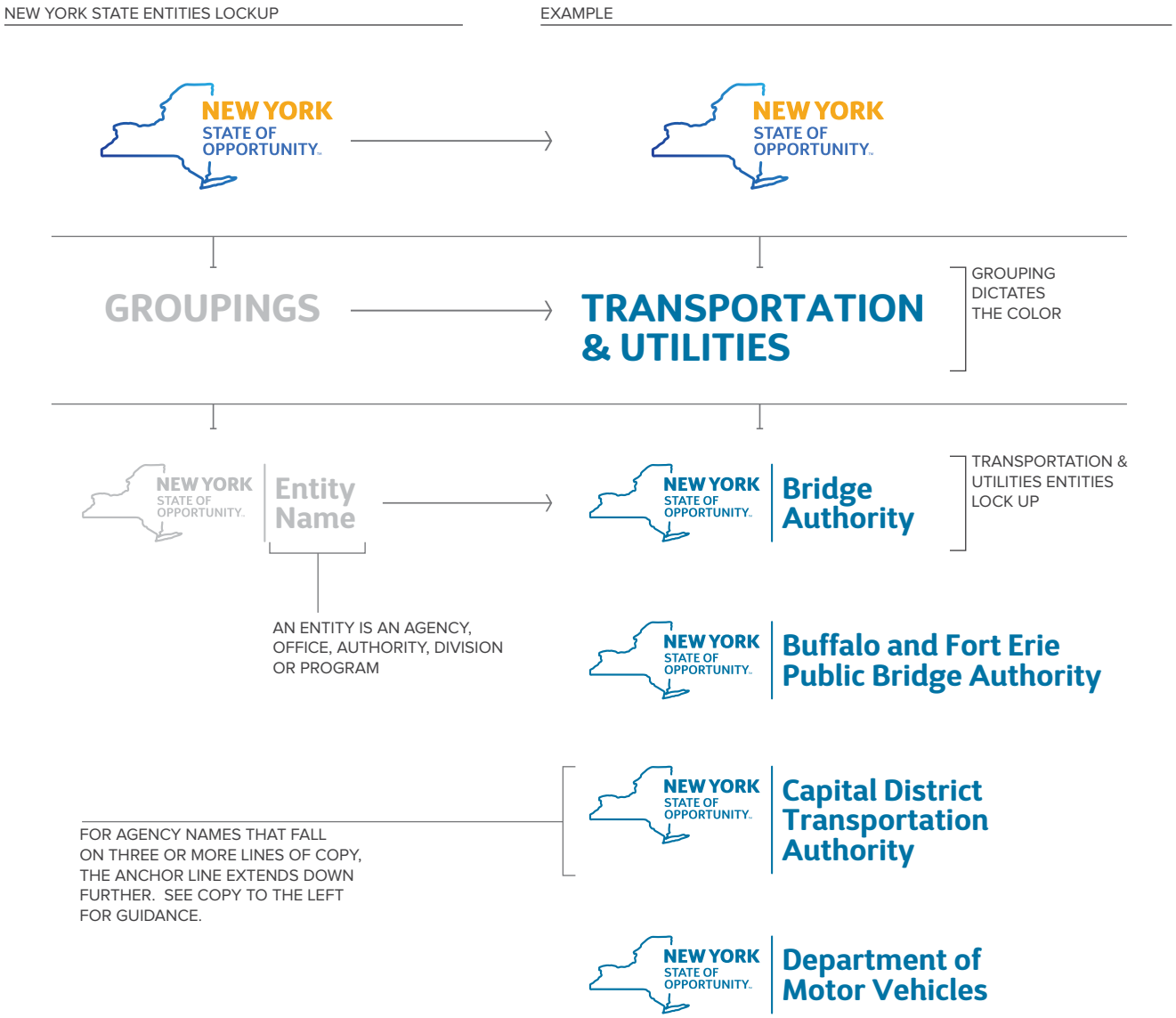
The anchor line

As seen here, the vertical line used in lock ups that anchors one entity with another (e.g. NY State with one of its agencies). The anchor line is the same thickness as the line that forms the outline of NY State in the brand mark, and the same height of the NY State brand mark. The height of the agency name is calculated by the N value, which is the height of the capital letter in the NY State brand mark. Therefore, the height of the agency name is N distance from the top and bottom of the anchor line. Note: for agency names that fall on three or more lines of copy, the anchor line extends down further, still guided by the "N" value.

Relative relationships

As shown top right, the distance between the anchor line and both the NY State brand mark and the endorsed entity is the width of the "N" in the state name in the brand mark. Clear space around the lock up should be the the height of the "N" as well.

*There are SIX exceptions to the rules stated here. Please see page 44 for which agency and programs will retain their logos.



Attachment 8

2.6

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

NEW YORK STATE BRAND MARK/AGENCY LOCK UP AND COLOR VARIATIONS

Here are two examples: Transportation & Utilities, and Public Safety in their own coded colors blue and gray respectively.

Display options

The brand mark/agency lock up should appear in its coded color on a white background. This is the primary treatment and should be used as much as possible. In the event the brand mark/agency lock up cannot be rendered on a white background, there are two secondary options:
1) knocked out in white or in the coated color and only situated on a unobstructed background on the photo;
2) placed inside the progress holding shape in either the coded color or white, depending on what best achieves legibility and contrast.

NY STATE GROUPING LOCK UPS

TRANSPORTATION & UTILITIES

PUBLIC SAFETY

AGENCY LOCK UP COLOR OPTIONS

PRIMARY TREATMENT

NEW YORK STATE OF OPPORTUNITY. Bridge Authority

PRIMARY TREATMENT

NEW YORK STATE OF OPPORTUNITY. Emergency Management

SECONDARY TREATMENT

NEW YORK STATE OF OPPORTUNITY. Bridge Authority

NEW YORK STATE OF OPPORTUNITY. Bridge Authority

SECONDARY TREATMENT

NEW YORK STATE OF OPPORTUNITY. Emergency Management

NEW YORK STATE OF OPPORTUNITY. Emergency Management

Attachment 8

2.7

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

SINGLE AGENCY ENDORSEMENT

Viewing the lock up

This is what the finished lock up would look like. Its size and placement on the page in actual communications can vary based on different layouts. A sample execution can be seen on the following page. View the sample to the right only for how the lock up is rendered.

IMPLEMENTATION OF A SINGLE AGENCY ENDORSEMENT APPLICATION



Attachment 8

2.8

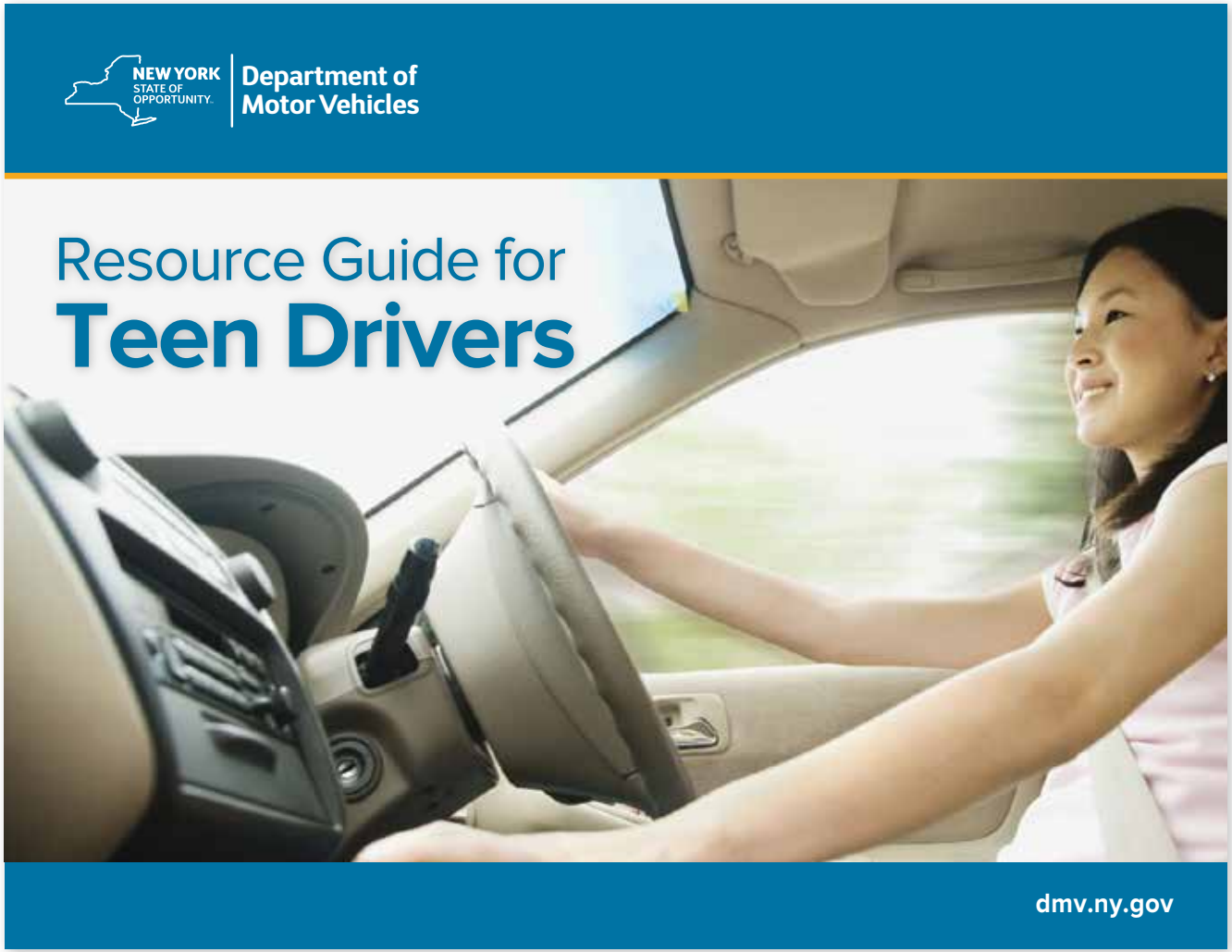
NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

EXAMPLE OF A SINGLE AGENCY ENDORSEMENT

Viewing the lock up
To the right is a mock up of a brochure cover that illustrates how the single agency endorsement application would look in a real world example. Its size and placement on the page in actual communications can vary based on different layouts. View the sample to the right only for how the lock up is rendered.*

The architecture is clean, clear and consistent
As seen here, the NY State brand mark is locked up with the agency issuing the brochure. The endorsement application creates a clear and consistent way for the state and its agencies to develop communications so that the content is unimpeded, yet strongly endorsed. Further, the color of all entities represented are rendered in the appropriate coded color, in this case, the blue for Transportation & Utilities.

*See section 4 (pages 73-89) for design layout guidelines.



2.9

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

ENDORSEMENT OF AN ENTITY OWNED BY AN AGENCY, AUTHORITY OR OFFICE

Viewing the lock up

This is what the finished endorsement system would look like. Size and placement on the page in actual communications can vary based on different layouts. Sample executions can be seen on the following page. View the sample to the right only for how the endorsement system is rendered.*

Single surface

When there is only one page or surface in the communication, the program, division or initiative is locked up with the NY State brand mark, and the agency is rendered in type at the bottom of the surface.

Multiple surfaces

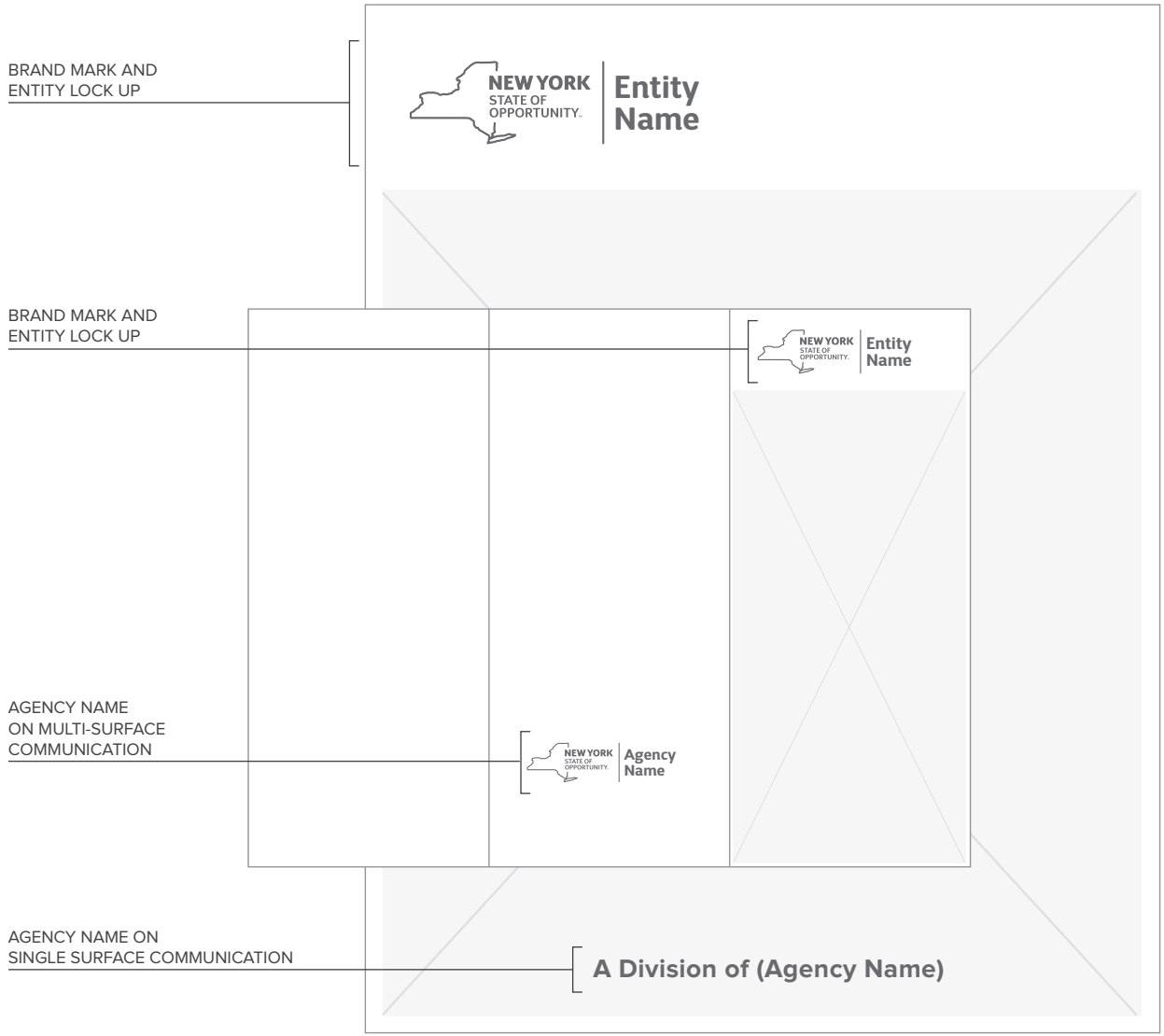
When there is more than one page or surface in the communication, the program, division or initiative is locked up with the NY State brand mark on the cover, and the agency is locked up with the NY State brand mark on a different surface.

These guidelines help reduce the clutter of lock ups on a single surface, yet ensure that the program or division is properly endorsed by both the state and the agency.

*See section 4 (pages 73-89) for design layout guidelines.

SINGLE ENTITY AND ENDORSING AGENCY

(AN ENTITY IS A DIVISION, PROGRAM OR INITIATIVE)



Attachment 8

2.10

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

EXAMPLE OF AN ENDORSED ENTITY OWNED BY AN AGENCY, AUTHORITY OR OFFICE (1 0F 2)

Viewing the lock up
This is what the finished endorsement system could look like. Size and placement on the page in actual communications can vary based on different layouts. View the sample to the right only for how the endorsement system is rendered.*

The endorsement shows that the program is the central subject and purpose of the communication
As seen here, the NY State brand mark is locked up with the division, with the agency represented in type at the bottom of the page (single surface communication). Further, the color of all entities represented are rendered in the appropriate co-ded color for the grouping, in this case, the teal for Business.

The architecture is clean, clear and consistent
These guidelines help reduce the clutter of lock ups on a single surface, yet ensure that the program or division is properly endorsed by both the state and the agency.

*See section 4 (pages 73-89) for design layout guidelines.

WHERE THERE IS ONE PAGE (SURFACE), THE STATE/DIVISION LOCK UP IS SEPARATED FROM THE AGENCY OWNING THE DIVISION; THE AGENCY APPEARS IN TYPE AT THE BOTTOM OF THE PAGE.



Attachment 8

2.10

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

EXAMPLE OF AN ENDORSED ENTITY OWNED BY AN AGENCY, AUTHORITY OR OFFICE (2 0F 2)

Viewing the lock up

This is what the finished endorsement system could look like. Size and placement on the page in actual communications can vary based on different layouts. View the sample to the right only for how the endorsement system is rendered.*

The endorsement shows that the program is the central subject and purpose of the communication

As seen here, the NY State brand mark is locked up with the program. The agency is locked up with the NY State brand mark on a different page in multiple surface communications. Further, the color of all entities represented are rendered in the appropriate coded color, in this case, the teal for Business.

The architecture is clean, clear and consistent

These guidelines help reduce the clutter of lock ups on a single surface, yet ensure that the program or division is properly endorsed by both the state and the agency.

*See section 4 (pages 73-89) for design layout guidelines.

WHERE THERE IS MORE THAN ONE PAGE (SURFACE), THE STATE/AGENCY LOCK UP IS ON A DIFFERENT PAGE THAN THE STATE/ENTITY LOCK UP AS SHOWN HERE.



2.11

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

BUILDING MULTIPLE AGENCY LOCK UPS

When more than one agency is issuing communications
There are times when communications are developed by one agency—the agency that leads or owns the program or initiative—and supported by other agencies. When one or more supporting agencies is/are present, follow the guidelines written for agency/program lock ups with one exception: the leading/owning agency appears larger than the supporting agencies. Follow the formulas to the right.

Horizontal and vertical options
Depending on the available space in layout, there are two options available: horizontal and vertical. As you can see, the length of the anchor line in the horizontal lock up is guided by the size of the leading agency name.

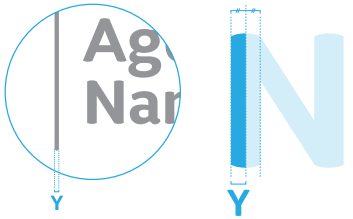
Color and type
When more than one agency supports communications, use the core color palette for NY State, **and not any one of the coded colors from the organizational groupings.** Agency names continue to be rendered in D Sari Bold.

X VALUE



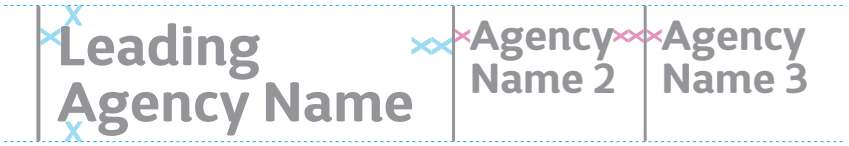
X = HALF THE HEIGHT OF THE CAPITAL LETTER

ANCHOR LINE THICKNESS



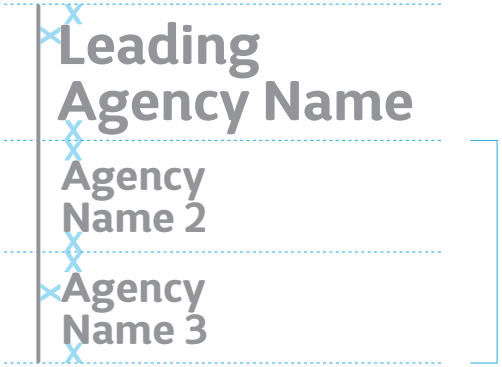
Y = HALF THE WIDTH OF THE CAPITAL LETTER THICKNESS

HORIZONTAL MULTIPLE AGENCIES LOCK UP



75% OF THE LEADING AGENCY WITH WHICH IT IS LOCKING UP

VERTICAL MULTIPLE AGENCIES LOCK UP



75% OF THE LEADING AGENCY WITH WHICH IT IS LOCKING UP

Attachment 8

2.12

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

SCHEMATIC OF AN ENDORSED ENTITY AND MULTIPLE AGENCY LOCK UP

Viewing the lock ups

Here are illustrations of how the endorsement application would look for a program or initiative that is owned by one agency, and supported by other agencies. Size and placement on the page in actual communications can vary based on different layouts. Sample executions can be seen on the following page. View the sample to the right only for how the endorsement system is rendered.*

Single and multiple surfaces

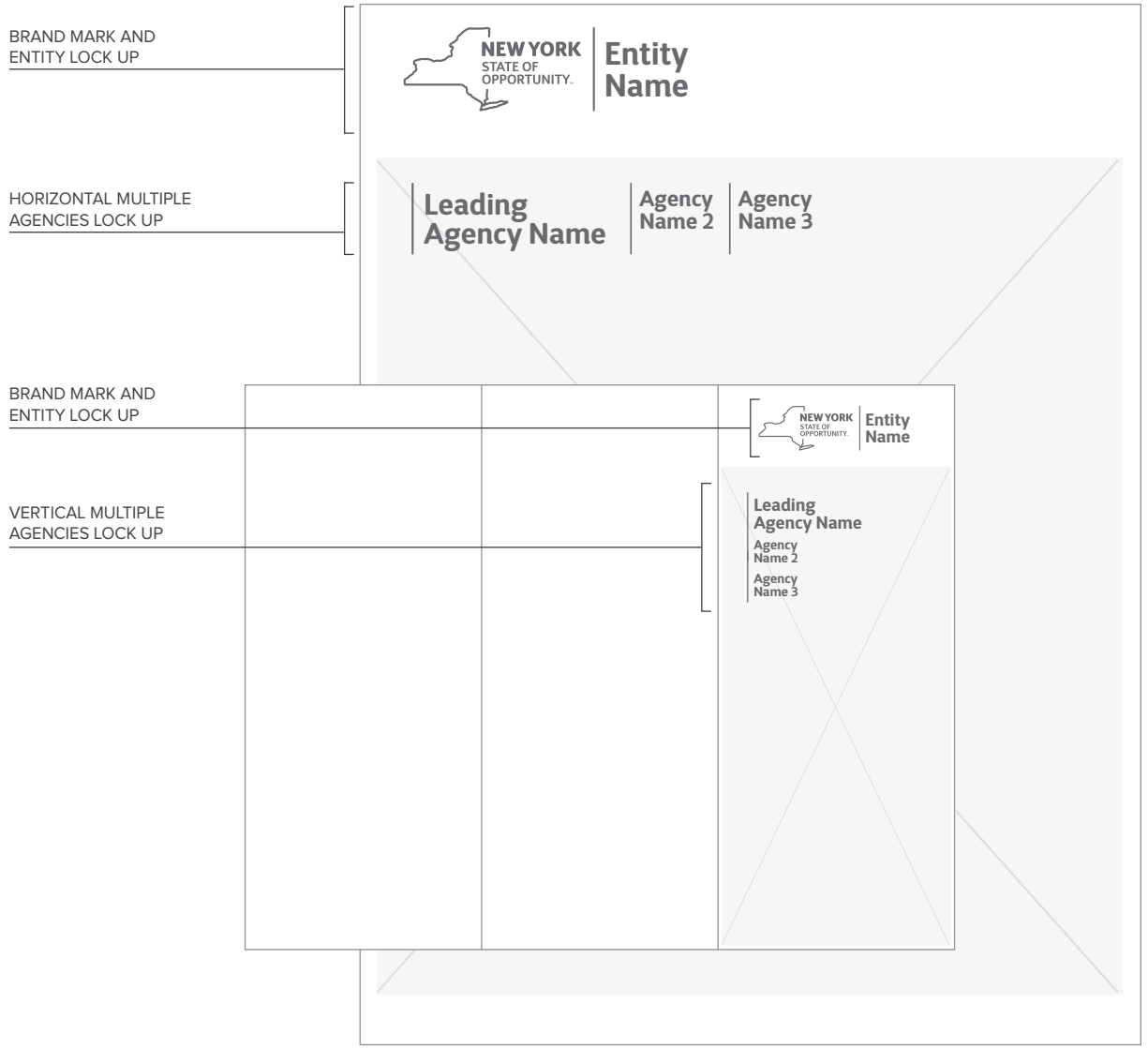
The program or initiative is locked up with the NY State brand mark, the supporting agency/agencies are locked up together, and the leading agency owning the program or initiative is listed first and appears larger (see previous page for formulas).

These guidelines help reduce the clutter of various agencies and entities, yet ensure that the program or division is properly endorsed by the state and supporting multiple agencies.

*See section 4 (pages 73-89) for design layout guidelines.

ENTITY AND MULTIPLE AGENCIES

(THE LEADING AGENCY IS THE AGENCY THAT OWNS THE PROGRAM OR INITIATIVE BEING FEATURED.)



Attachment 8

2.13

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

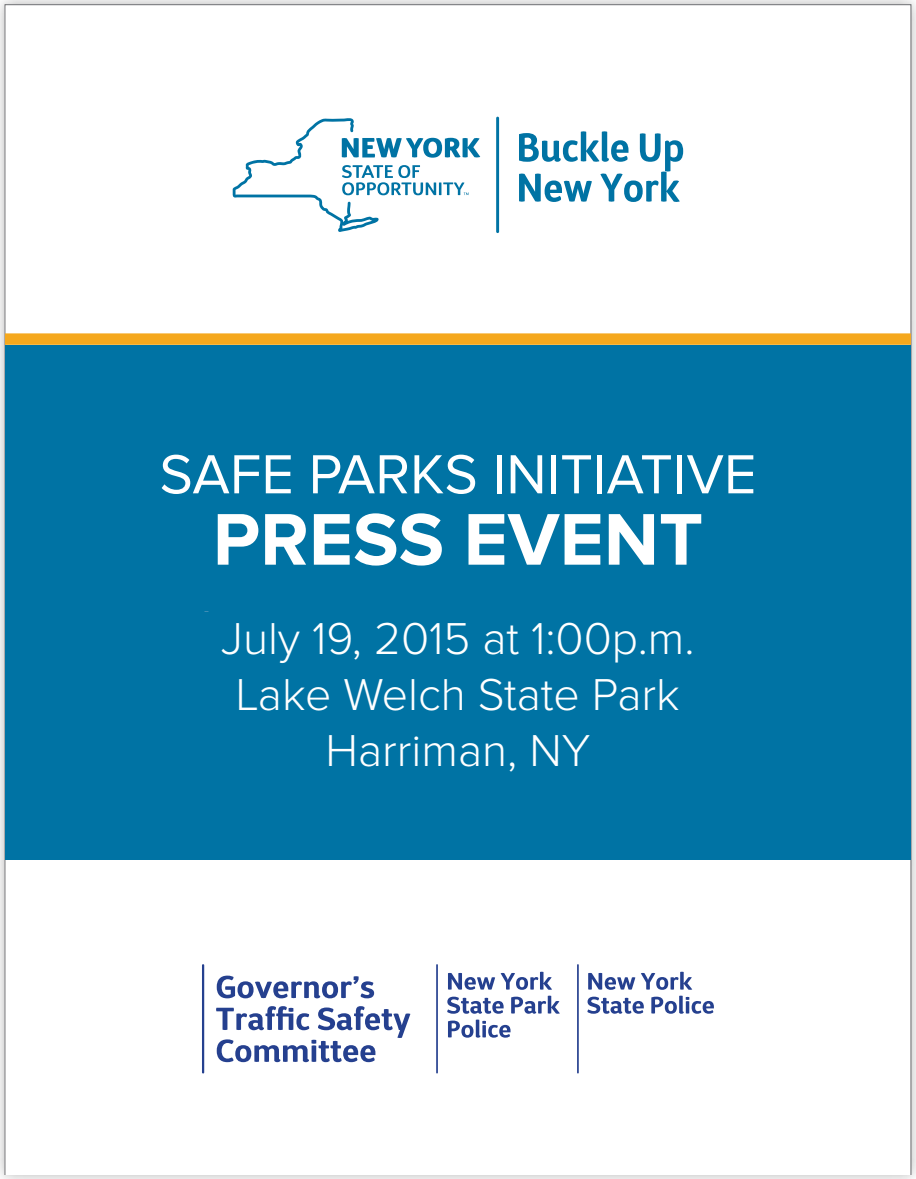
EXAMPLE OF AN ENDORSED ENTITY AND MULTIPLE AGENCY LOCK UP

Viewing the lock up
This is what the finished endorsement system would look like for a program or initiative that is owned by one agency, and supported by other agencies in a real world example. Size and placement on the page in actual communications can vary based on different layouts. View the sample to the right only for how the endorsement system is rendered.*

The endorsement shows that the program is the central subject and purpose of the communication
As seen here, the program or initiative is locked up with the NY State brand mark, the supporting agencies are locked up together, and the leading agency owning the program or initiative is listed first and appears larger (see previous pages for formulas).

The architecture is clean, clear and consistent
These guidelines help reduce the clutter of lock ups, yet ensure that the program or division is properly endorsed by the agency owning it and the state, with participation from supporting agencies.

*See section 4 (pages 73-89) for design layout guidelines.



Attachment 8

2.14

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

COLOR SELECTION FOR MULTIPLE AGENCY LOCK UPS

When agencies are from the same grouping
When multiple agencies are featured in communications and those agencies are from the same grouping, use the coded color of the grouping. The example shown here (top and bottom left) is from the grouping, Recreation & Environment, in dark green.

When agencies are from different groupings
When multiple agencies are featured in communications and those agencies are from different groupings, the color of all entities represented are rendered in colors selected from the core NY State color palette, and not from any colors of the supporting or issuing agencies. The example shown here (bottom right) shows agencies from Business, Transportation & Utilities, and Public Safety, in the NY State dark blue.

HORIZONTAL MULTIPLE AGENCY (FROM THE SAME GROUPING) LOCK UP

Hudson River Park Trust | Hudson River Valley Greenway | Office of Parks, Recreation and Historic Preservation

VERTICAL MULTIPLE AGENCY (FROM THE SAME GROUPING) LOCK UP

Hudson River Park Trust

Hudson River Valley Greenway

Office of Parks, Recreation and Historic Preservation

EXAMPLE OF MULTIPLE AGENCY (FROM DIFFERENT GROUPINGS) LOCK UP

Empire State Development

Department of Motor Vehicles

Division of Homeland Security and Emergency Services

2.15

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

LEGACY LOGOS: AGENCY AND PROGRAM LOGOS THAT WILL REMAIN INTACT AND ENDURE

There are two categories of logo exceptions:
1) The five legacy logos illustrated on the right (top and middle) will endure but will strictly follow the NY State brand guidelines;
2) The Port Authority of NY and NJ, SUNY and State Education Departments (bottom) are exempt from NY State brand guidelines.

Rationale for keeping these legacy logos
The decision to keep these legacy logos is based on the capital investment in these logos and the significant licensing revenue gained from them. In the case of 511 Get Connected, it is a federal program.

All other agencies, authorities, offices and programs will be rendered in D Sari Bold, locked up with the NY State brand mark.

These guidelines firmly establish that there will be absolutely no new logos created or deployed beyond the New York State brand mark and the legacy logos specifically listed here as exceptions.

LOGO EXCEPTIONS INCORPORATING THE NY STATE GUIDELINES











LOGO EXCEPTIONS EXEMPTED FROM THE NY STATE GUIDELINES





Attachment 8

2.16

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

SCHEMATIC OF A LEGACY LOGO ENDORSEMENT

Viewing the lock up: Legacy logos will never be locked up with the NY State brand mark. On the right is what the finished endorsement system would look like. Size and placement on the page in actual communications can vary based on different layouts. Sample executions can be seen on the following pages. View the sample to the right only for how the endorsement system is rendered.*

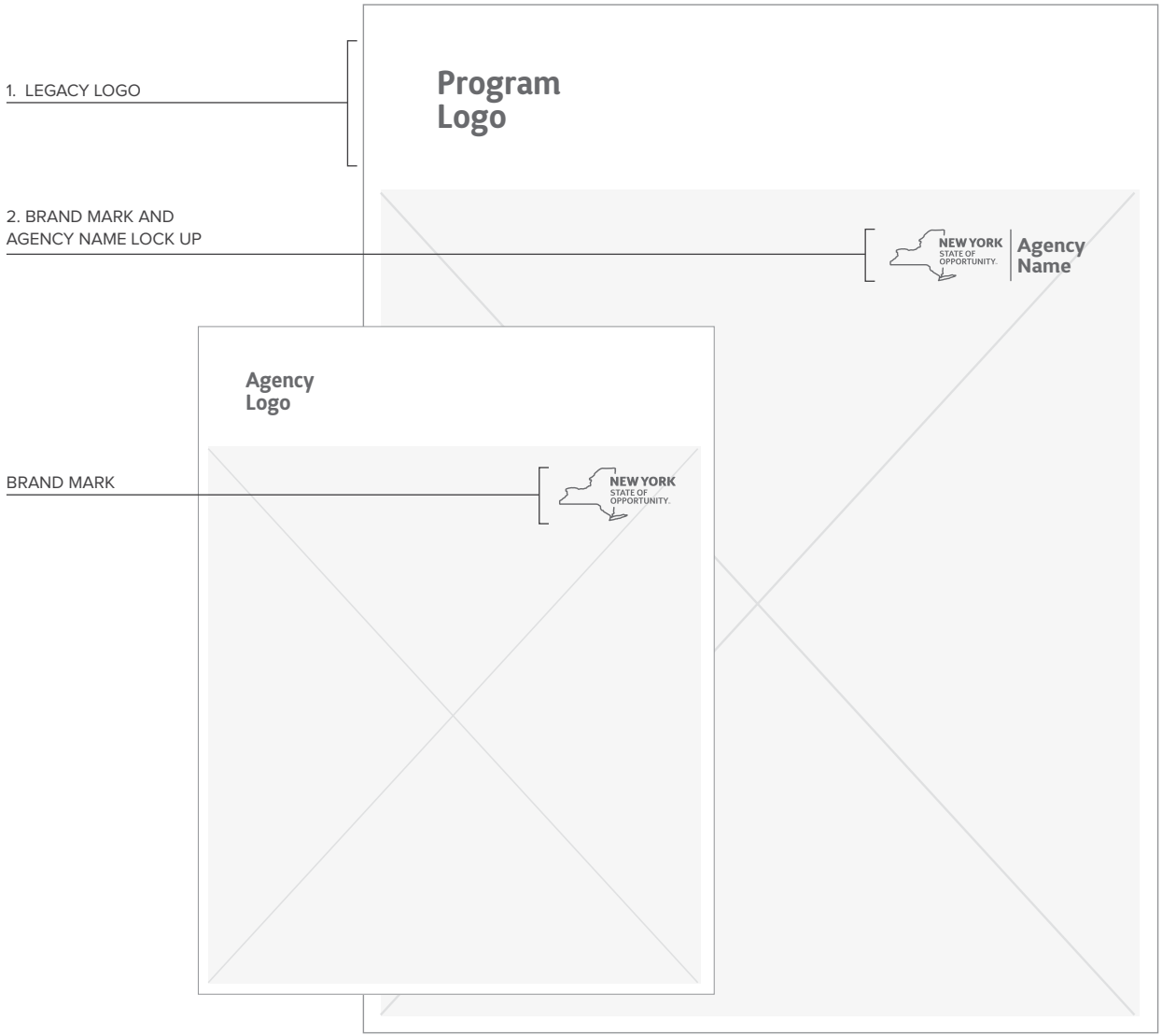
Legacy program logos: When communications are developed for a program with a legacy logo, the legacy logo will be featured on its own, and will be endorsed by a lock up of the NY State brand mark and the agency that owns the program.

Legacy agency logos: When an agency with a legacy logo develops and owns communications, the legacy logo will be featured on its own, and will be endorsed by the NY State brand mark.

Alternative way to highlight state or state/agency endorsement: In addition to size and placement, another way to insure the prominence of the endorsing state or state/agency lock up is to place it in the progress holding shape.
Please see page 52 for an illustration of this alternative, and page 75 for rules governing the progress holding shape.

*See section 4 (pages 73-89) for design layout guidelines.

LEGACY LOGO ENDORSEMENT



Attachment 8

2.17

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

EXAMPLE OF LEGACY PROGRAM LOGO ENDORSEMENT

Viewing the endorsement system
This is what the finished endorsement system would look like. Size and placement on the page in actual communications can vary based on different layouts. View the sample to the right only for how the endorsement system is rendered.*

The endorsement shows that the program is the central subject and purpose of the communication
As seen here, the legacy program logo is separated from the endorsing lock up: the NY State brand mark locked up with the agency that owns the program.

The architecture is clean, clear and consistent
These guidelines help reduce the clutter of lock ups, yet ensure that the legacy program is properly endorsed by both the agency owning it and the state.

*See section 4 (pages 73-89) for design layout guidelines.



Attachment 8

2.18

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

EXAMPLE OF A LEGACY AGENCY LOGO ENDORSEMENT

Viewing the endorsement system
This is what the finished endorsement system would look like. Size and placement on the page in actual communications can vary based on different layouts. View the sample to the right only for how the endorsement system is rendered.*

The endorsement shows that the agency is the central subject and purpose of the communication
As seen here, the legacy agency logo is separated from the NY State brand mark.

The architecture is clean, clear and consistent
These guidelines help reduce the clutter of competing logos, yet ensure that the legacy agency is properly endorsed by the state.

*See section 4 (pages 73-89) for design layout guidelines.



Attachment 8

2.19

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

LEGACY LOGO ENDORSEMENT OF A SUB-PROGRAM OR INITIATIVE LOCK UP

There are occasions when an agency or program with a legacy logo issues communications about programs or sub-programs respectively.

Legacy logo lock ups with programs and sub-programs
The illustration to the right shows how legacy logos lock up with their programs/sub-programs.
The lock up is in a horizontal format with the legacy logo on the left, the program/sub-program on the right, and separated by the “anchor line.”

The anchor line
As seen here, the vertical line used in lock ups that anchors one entity with another. The anchor line is 50% of the thickness of the capital letters in the sub-program, and the same height as the legacy logo.

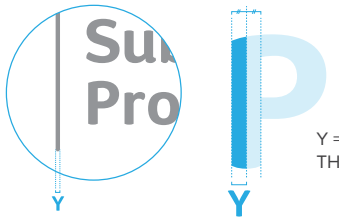
Relative relationships
Since legacy logos come in different footprints (i.e. surface areas in display), the sub-programs should appear in a foot-print that is approximately 75% of the legacy logo with which it is locking up.

LEGACY LOGO ENDORSEMENT



75% OF THE LEGACY LOGO FOOTPRINT WITH WHICH IT IS LOCKING UP

ANCHOR LINE THICKNESS



Y = HALF THE WIDTH OF THE CAPITAL LETTER THICKNESS

2.20

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

SCHEMATIC OF A LEGACY LOGO ENDORSING A SUB-PROGRAM

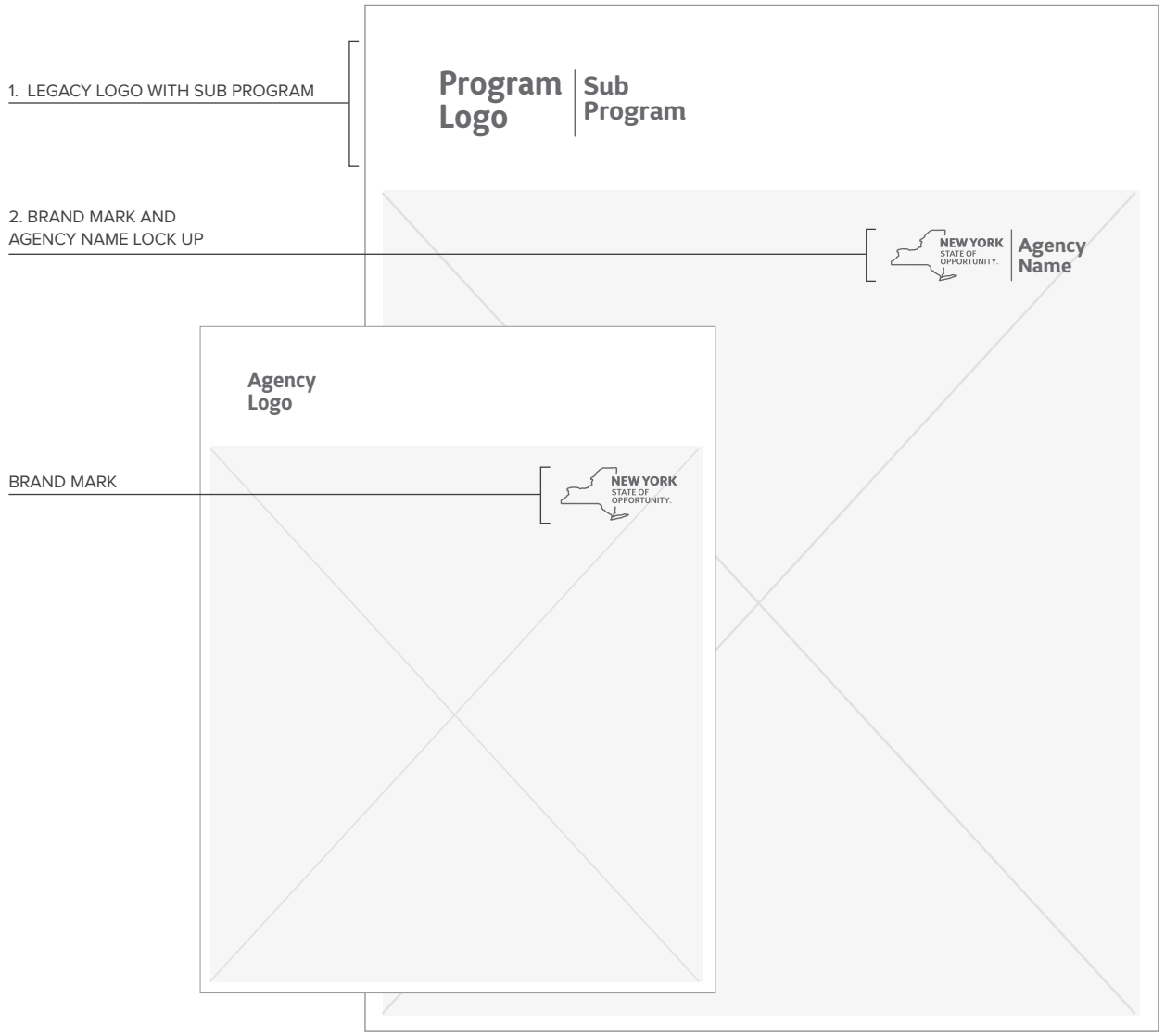
Viewing the lock ups
Here are illustrations of how the endorsement application would look for a legacy logo with a sub-program. Size and placement on the page in actual communications can vary based on different layouts. A sample execution can be seen on the following page. View the sample to the right only for how the endorsement system is rendered.*

Legacy logo featured with a sub program
When communications are developed for a program with a legacy logo, the legacy logo will be featured on its own, and will be endorsed by a lock up of the NY State brand mark and the agency that owns the program.

Legacy agency logos
When an agency with a legacy logo develops and issues communications for a sub-program, the legacy logo will be locked up with that sub-program, and will be endorsed by the NY State brand mark.

*See section 4 (pages 73-89) for design layout guidelines.

LEGACY LOGO ENDORSEMENT



2.21

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

EXAMPLE OF A LEGACY LOGO ENDORSING A SUB-PROGRAM

Viewing the endorsement system
This is what the finished endorsement system would look like in a real world example. Size and placement on the page in actual communications can vary based on different layouts. View the sample to the right only for how the endorsement system is rendered.*

Linking legacy logos with programs
As seen here, the legacy program logo is locked up with the sub-program it owns. It is separated from the endorsing lock up of the NY State brand mark and the agency that owns the program.

The architecture is clean, clear and consistent
These guidelines help reduce the clutter of lock ups, yet ensure that the legacy program is owning the sub-program, and is endorsed by both the agency owning it and the state.

*See section 4 (pages 73-89) for design layout guidelines.



Attachment 8

2.22

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

SCHEMATIC OF A MULTIPLE LEGACY LOGOS ENDORSEMENT

Viewing the endorsement system

Here are illustrations of how the endorsement application would look for two legacy logos. Size and placement on the page in actual communications can vary based on different layouts. A sample execution can be seen on the following page. View the sample to the right only for how the endorsement system is rendered.*

Placement

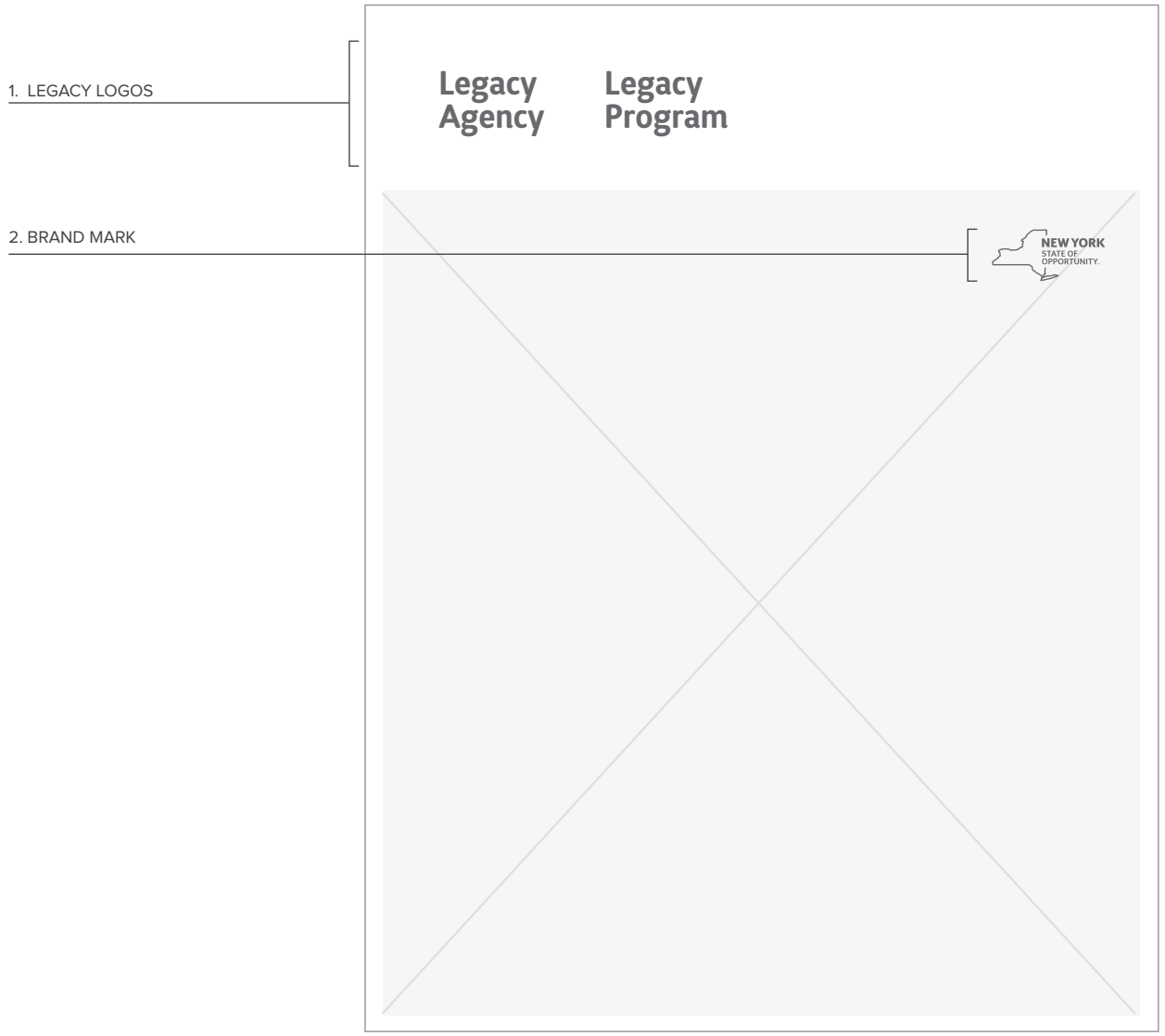
While placement may vary, the standard rule is that the legacy logos should not appear next to the NY State brand mark. They may appear together, and in different sizes from each other, as long as there is separation on the page to avoid confusion about which entity/entities own(s) the communication.

Display options

The brand mark/agency lock up should appear in its coded color on a white background. This is the primary treatment and should be used as much as possible. In the event the brand mark/agency lock up cannot be rendered on a white background, there are two secondary options:
1) knocked out in white or in the coded color and only situated on a unobstructed background on the photo;
2) placed inside the progress holding shape in either the coded color or white, depending on what best achieves legibility and contrast (as seen on next page).

*See section 4 (pages 73-89) for design layout guidelines.

LEGACY LOGO ENDORSEMENT



Attachment 8

2.23

NY STATE AGENCIES AND AUTHORITIES GROUPINGS AND ARCHITECTURE

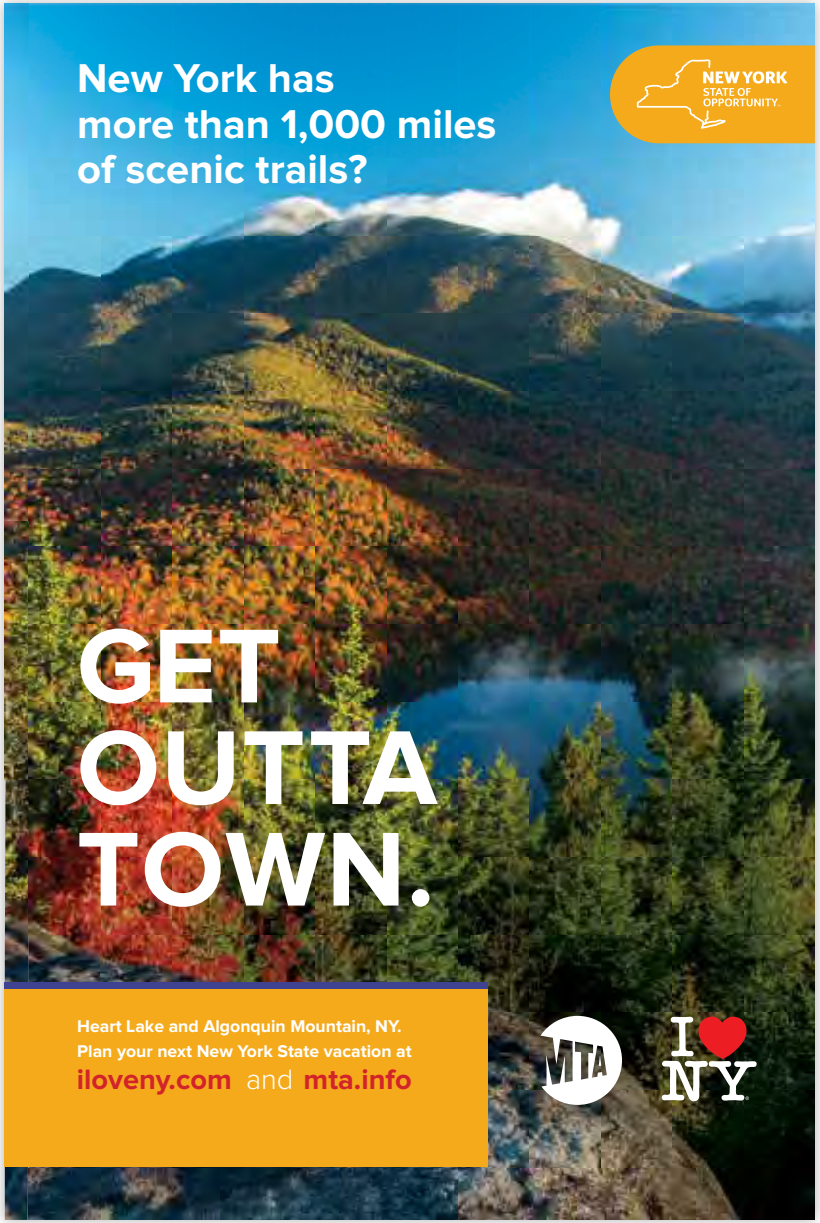
EXAMPLE OF MULTIPLE LEGACY LOGOS ENDORSEMENT

Viewing the endorsement system
This is what the finished endorsement system would look like in a real world example. Size and placement on the page in actual communications can vary based on different layouts. View the sample to the right only for how the endorsement system is rendered.*

Co-promoting legacy logos
As seen here, the two legacy logos owning the communication are together in the same size, and set apart from the NY State brand mark.

The architecture is clean, clear and consistent
These guidelines help reduce the clutter of multiple logos, yet ensure that the legacy brands are owning the communication, with a strong endorsement from the state.

*See section 4 (pages 73-89) for design layout guidelines.



Attachment 8

2.24

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

THIRD PARTY LOGO ENDORSEMENT

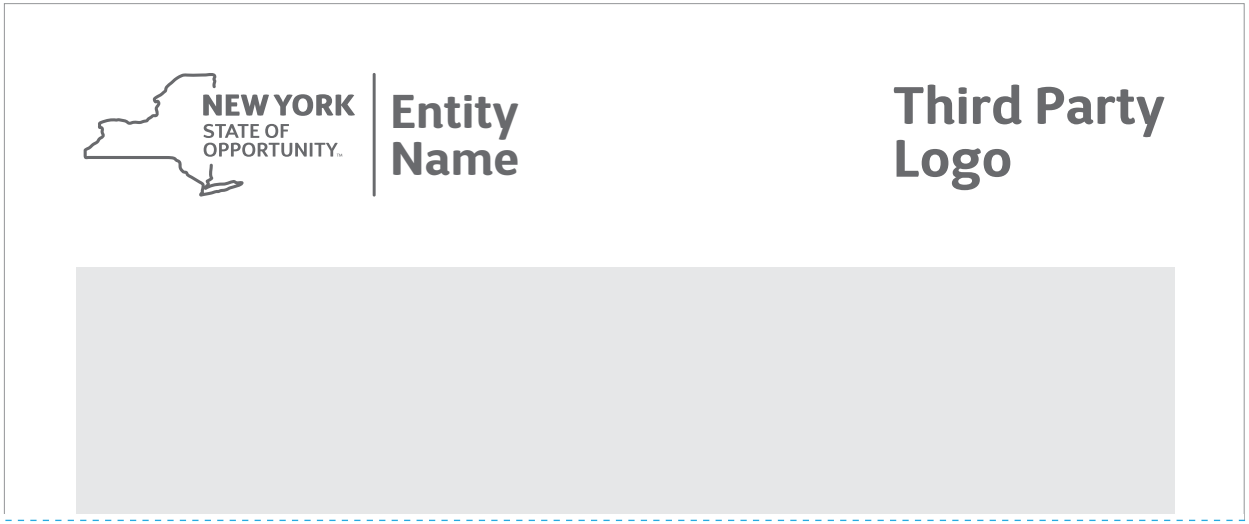
Third Party logos

When a third party logo must appear in a NY State communication, it should never be locked up with the NY State entity lock up or any legacy logo

Placement and size

There are no fixed rules governing the relative placement and size of the various marks except those that apply to clear space and placement of the brand marks over cluttered backgrounds.

THIRD PARTY LOGO EXCEPTION



Attachment 8

2.25

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

EXAMPLE OF THIRD PARTY LOGO ENDORSEMENT

The endorsement example here shows that the New NY Works initiative, locked up with the NY State brand mark, is an equal partner with the featured third parties in the communication. The integrity of all marks are maintained. Size and placement on the page in actual communications can vary based on different layouts.

CO-BRANDING WITH THIRD PARTY LOGOS



Attachment 8

2.26

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

STATIONERY

Letterhead

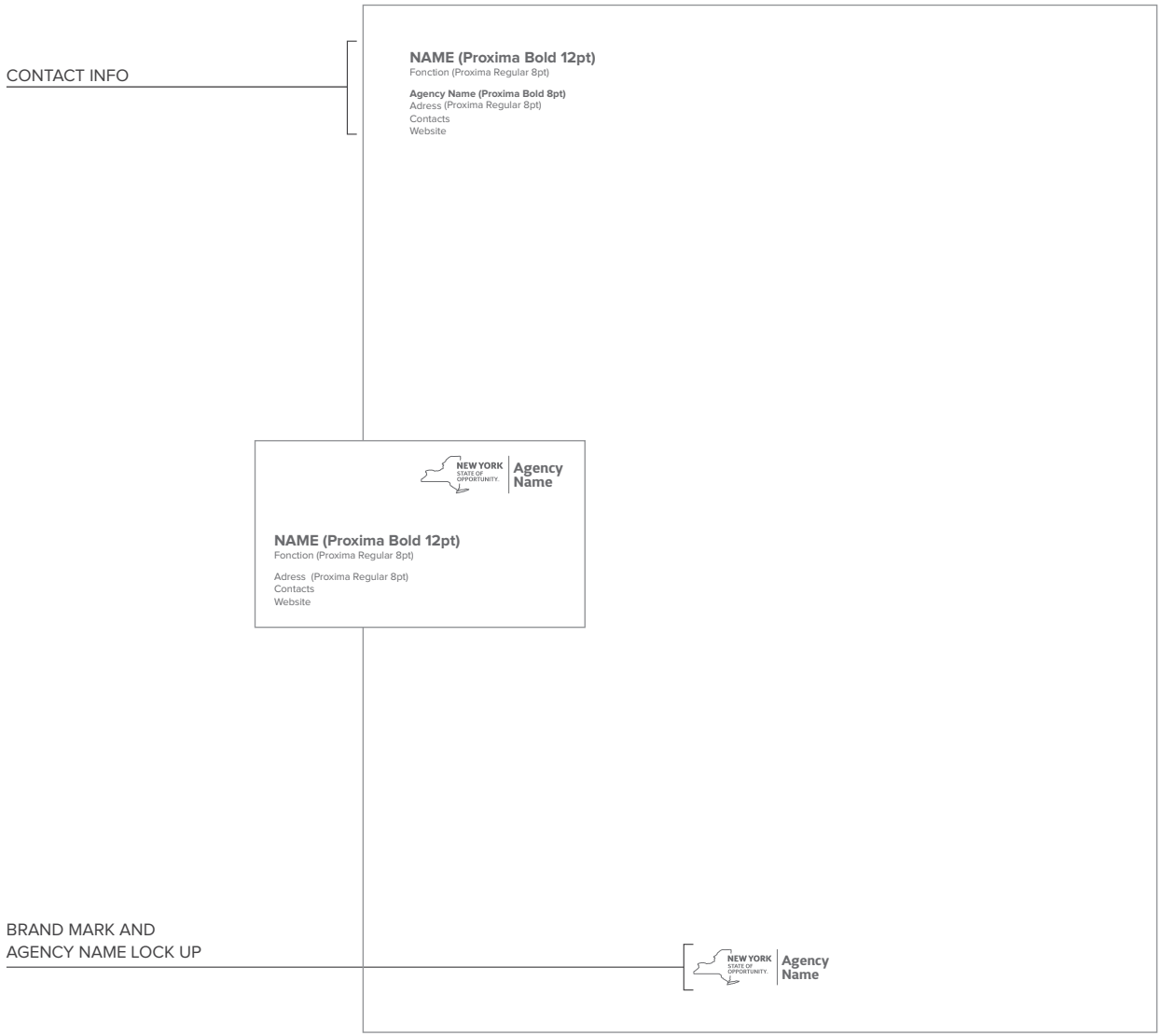
As seen to the right, the name and contact information for the employee are on the top left of the page, and on the bottom of the page in the center is the lock up of the NY State brand mark and the agency for which the employee works.

Business cards

As seen to the right, the name and contact information for the employee are on the bottom left of the card, and the NY State brand mark/agency lock up appears on the top right.

Follow the formulas on page 32 for how to build the state brand mark/agency lock up.

LETTERHEAD AND BUSINESS CARDS



Attachment 8

2.26.2

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

STATIONERY WITH LEGACY LOGOS

Letterhead

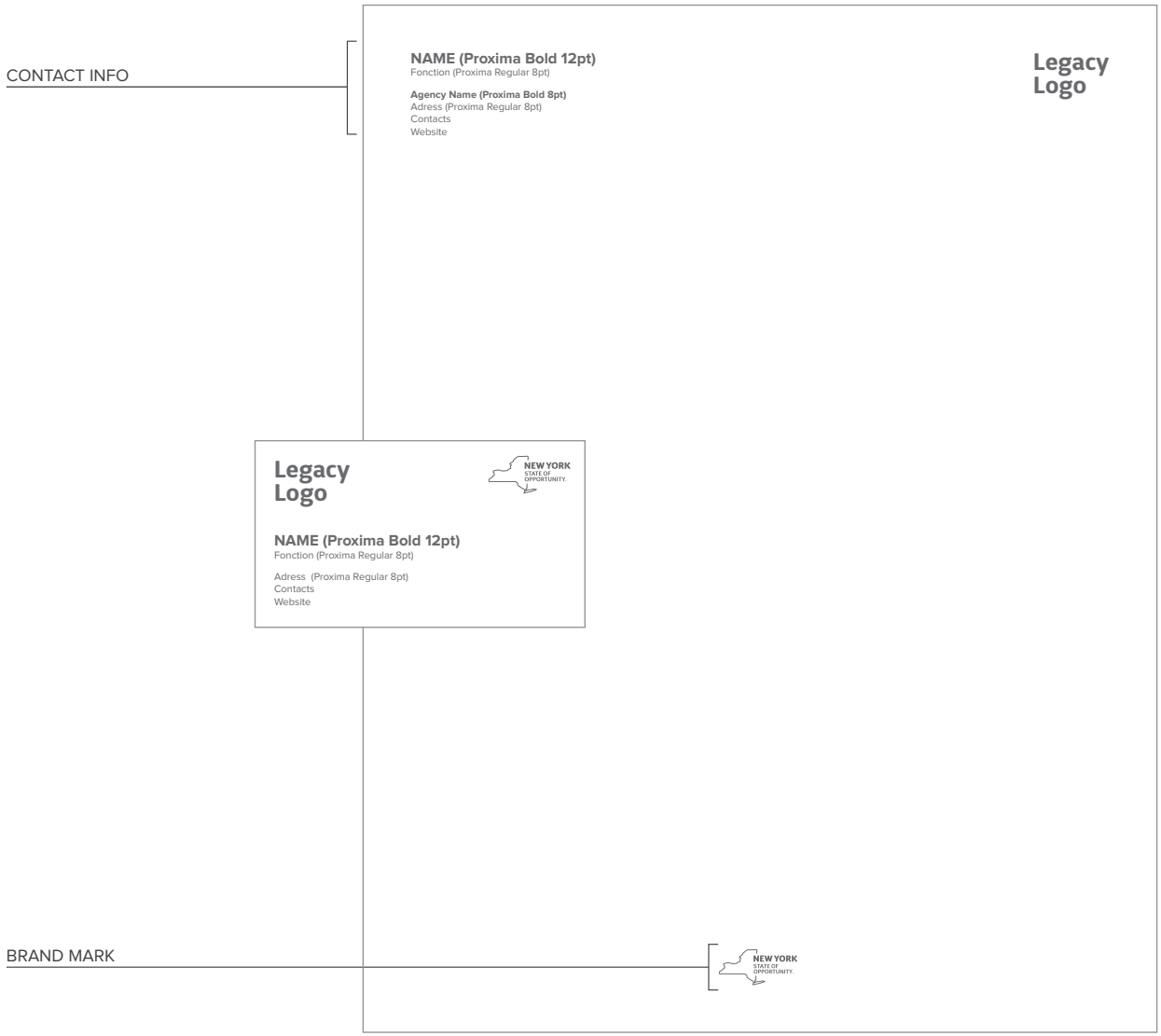
As seen to the right, the name and contact information for the employee are on the top left of the page. The legacy logo is positioned on the upper right and the NY State brand mark is centered on its own at the bottom of the page.

Business cards

As seen to the right, the name and contact information for the employee are on the bottom left of the card, and the NY State brand mark appears on the top right. The legacy logo is featured prominently upper left.

Follow the formulas on page 32 for how to build the state brand mark/agency lock up.

LETTERHEAD AND BUSINESS CARDS FOR LEGACY LOGOS



Attachment 8

2.26.3

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

STATIONERY FOR LEGACY LOGOS WHEN ENDORSED BY AN AGENCY

Letterhead

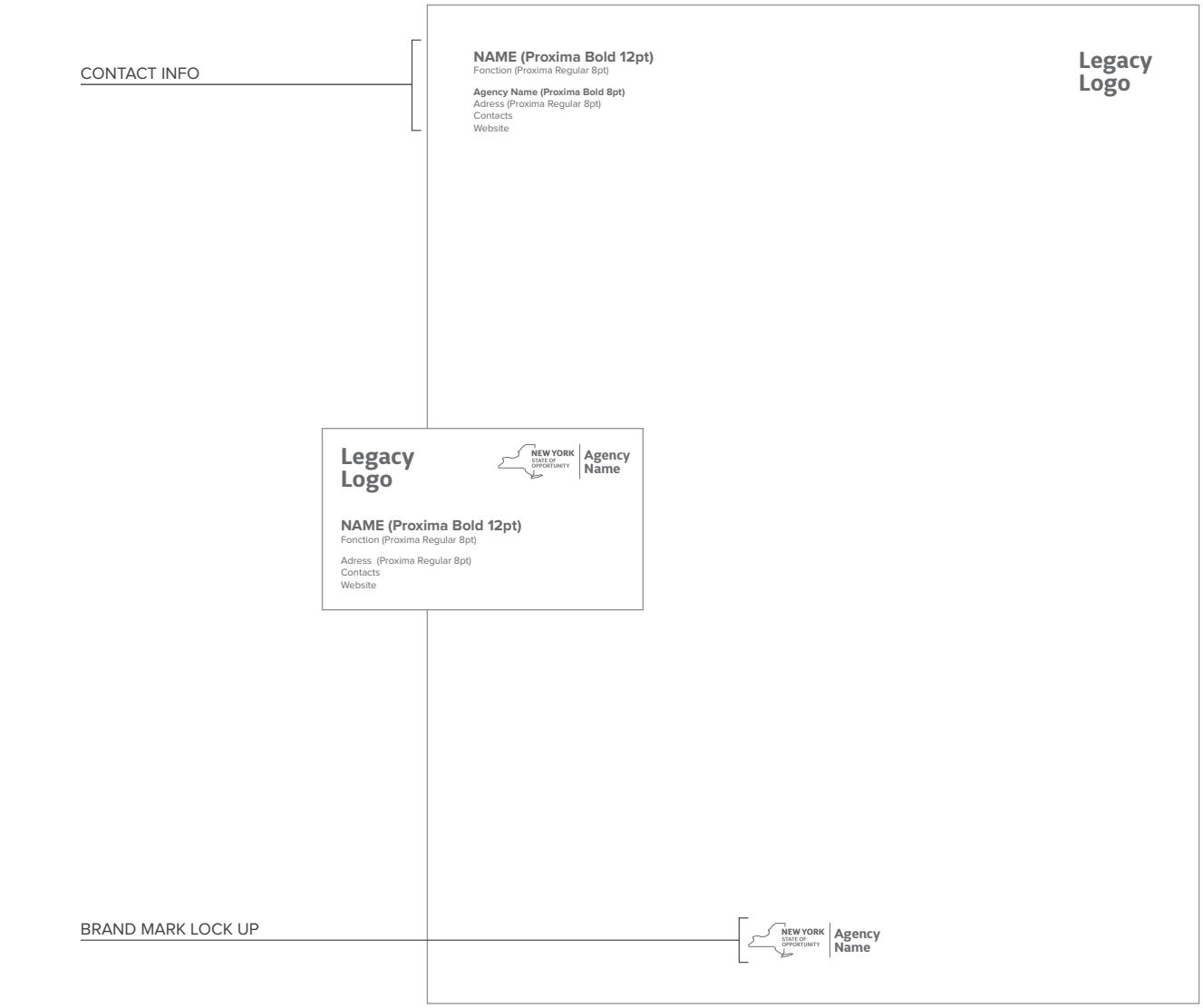
As seen to the right, the name and contact information for the employee are on the top left of the page. The legacy logo is positioned on the upper right. The NY State brand mark is locked up with the endorsing agency and centered at the bottom of the page.

Business cards

As seen to the right, the name and contact information for the employee are on the bottom left of the card, and the NY State brand mark appears on the top right locked up with the endorsing agency. The legacy logo is featured prominently upper left.

Follow the formulas on page 32 for how to build the state brand mark/agency lock up.

LETTERHEAD AND BUSINESS CARDS FOR LEGACY LOGOS ENDORSED BY AN AGENCY



Attachment 8

2.27

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

EXAMPLE OF STATIONERY

Viewing the endorsement system

This is what the finished endorsement system would look like in a real world example on stationery and business cards. Unlike other examples seen in these guidelines, the size and placement on the page in actual communications are fixed and do not vary.



Attachment 8

2.28

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

EXAMPLE OF BUSINESS CARDS

Color options

Shown to the right are two different color options:

- When full-color process is available for printing use the associated grouping color (refer to pages 28-29 for formulas).
- When only one-color process is available for printing use the dark blue from the NY State core color palette (refer to pages 17 for formulas).

FULL-COLOR BUSINESS CARD EXAMPLE

NEW YORK STATE OF OPPORTUNITY. Department of Motor Vehicles

J. DAVID SAMPSON
Executive Deputy Commissioner

6 Empire State Plaza, Albany, NY 12228
(518) 474-0846 I (518) 474-0712 I david.sampson@dmv.ny.gov
www.dmv.ny.gov

NEW YORK STATE OF OPPORTUNITY. Empire State Development

RICHARD E. NEWMAN
Executive Vice President, State Marketing Strategy

633 Third Avenue, New York, NY 10017
(212) 803-3610 I (646) 670-7697 I rnewman@esd.ny.gov
www.esd.ny.gov

ONE-COLOR BUSINESS CARD EXAMPLE

NEW YORK STATE OF OPPORTUNITY. Department of Motor Vehicles

J. DAVID SAMPSON
Executive Deputy Commissioner

6 Empire State Plaza, Albany, NY 12228
(518) 474-0846 I (518) 474-0712 I david.sampson@dmv.ny.gov
www.dmv.ny.gov

NEW YORK STATE OF OPPORTUNITY. Empire State Development

RICHARD E. NEWMAN
Executive Vice President, State Marketing Strategy

633 Third Avenue, New York, NY 10017
(212) 803-3610 I (646) 670-7697 I rnewman@esd.ny.gov
www.esd.ny.gov

Attachment 8

2.29

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

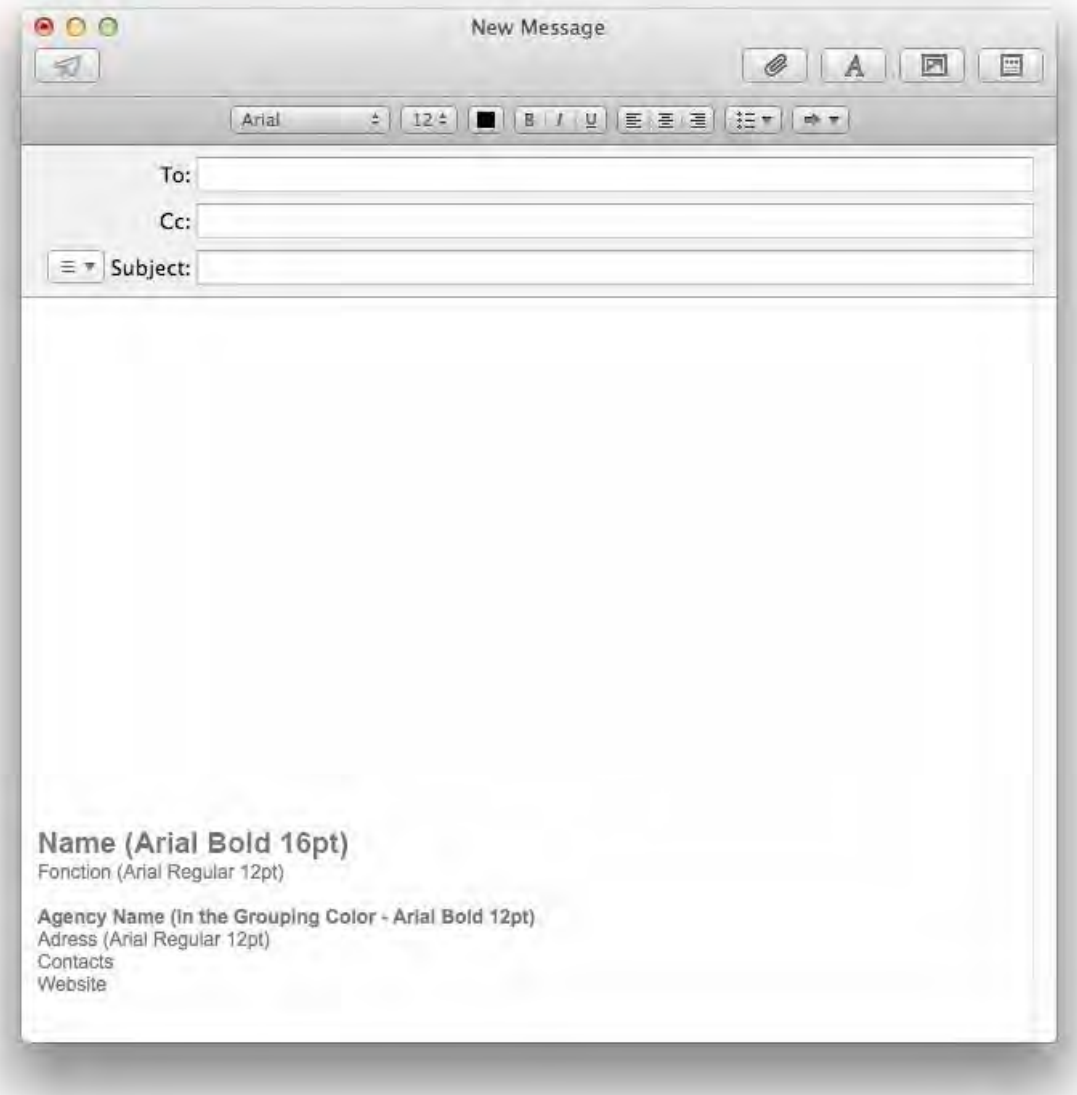
EMAIL SIGNATURE

Placement

Email signatures are to be placed flush left following the contents of the email.

Typography and color

Since the recipient of the email will most likely not have Proxima Nova, the email information will be rendered in Arial. See size and weight guidelines to the right. Use the coded color for the grouping under which the agency is organized for the name of the agency in the signature.



Attachment 8

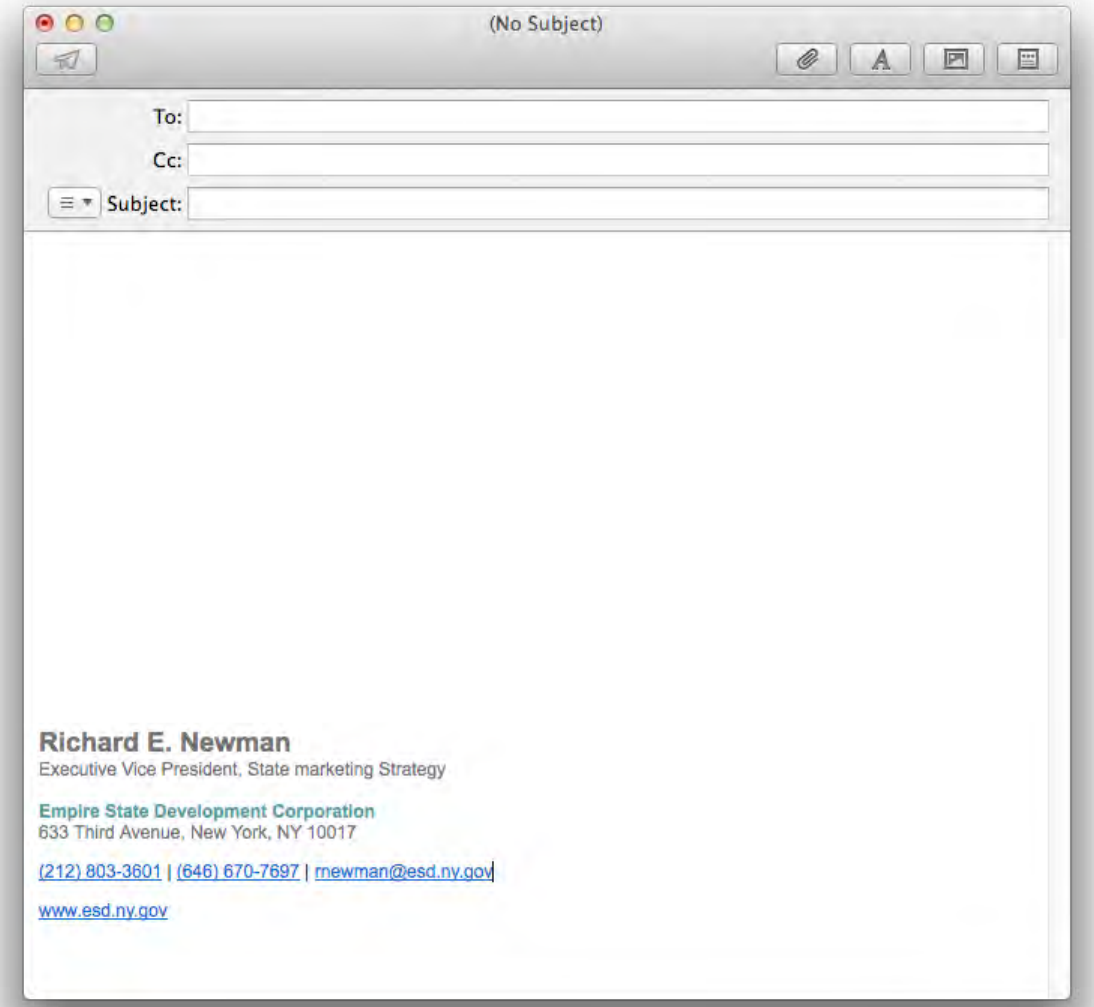
2.30

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

EXAMPLE OF AN EMAIL SIGNATURE

Viewing the email signature

This is what the finished email signature would look like in a real world example. Unlike other examples seen in these guidelines, the size, font, color selection and placement on the page in actual communications are fixed and do not vary.



Attachment 8

2.31

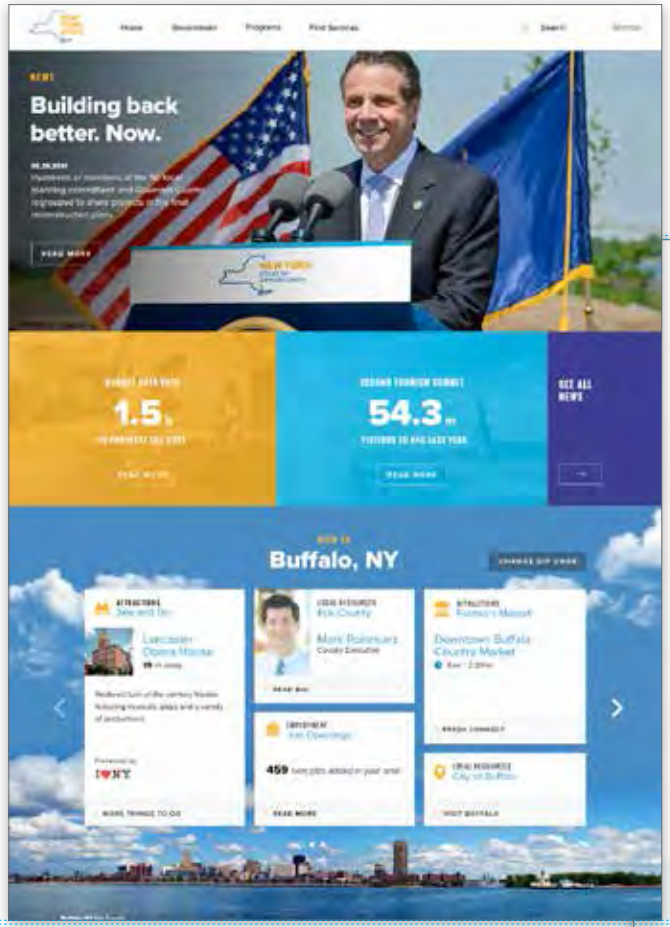
NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

WEB

NY State Web Site (ny.gov)

The NY State web site, ny.gov, as well other agency/program website pages have developed their look and feel based on the identity standards represented in these guidelines. Please consult further web-specific guidelines for implementation online, such as navigation, appearance of menu bars, etc.

Please see page 91 for link to full web guidelines.





NOTE:
USE OF THE NY STATE IDENTIFIER (NOT THE BRAND MARK) IN ONLINE CONTEXTS WHERE SPACE IS LIMITED.

Attachment 8

2.32

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

EXAMPLE OF THE NY STATE IDENTIFIER AND BRAND MARK AGENCY LOCK UP

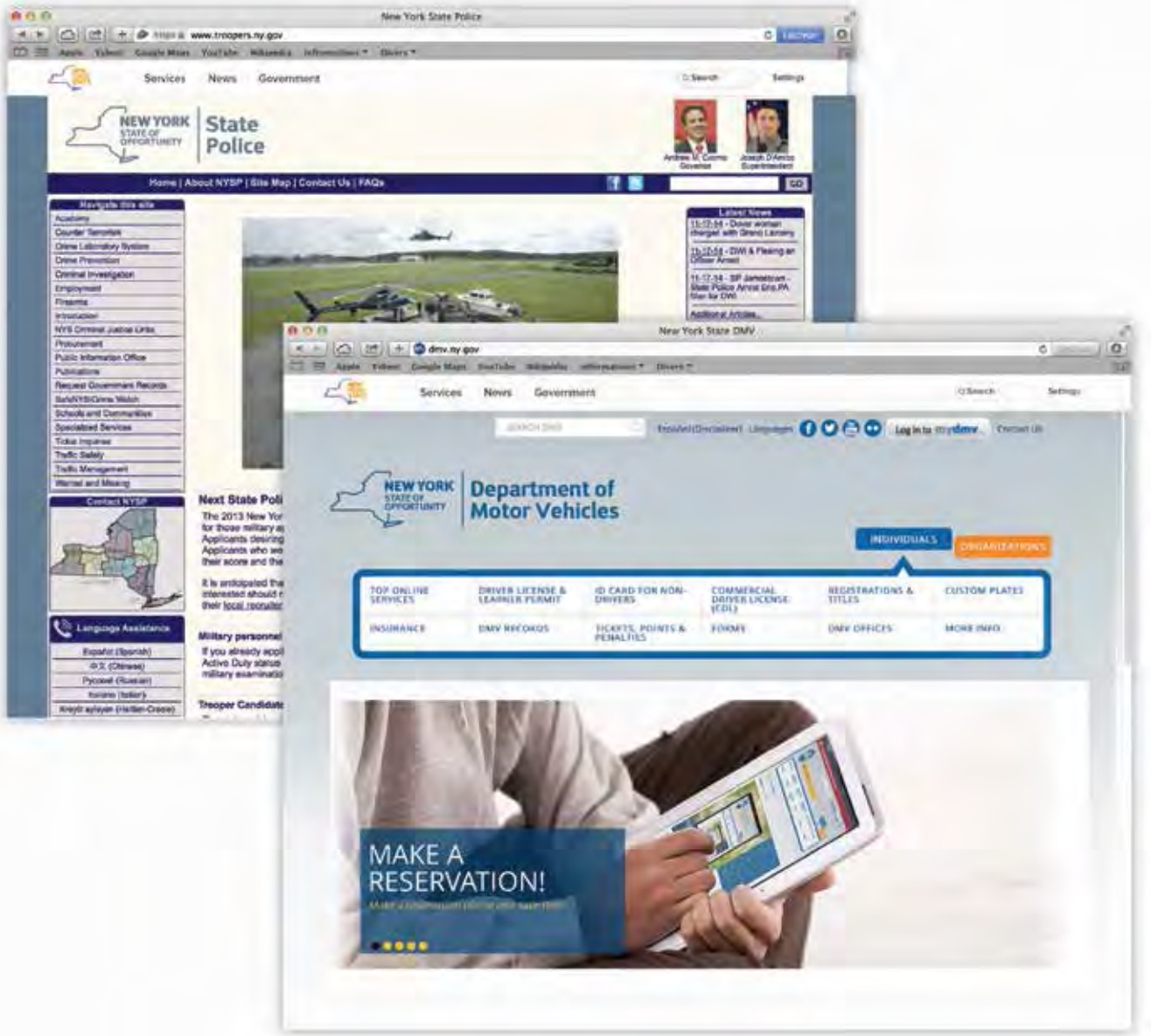
Agency websites

Please see page 91 for link to full web guidelines.

The thin navigation bar at the top of the page features the NY State identifier because the space is reduced to the degree that it would compromise the minimum size of the NY State brand mark.

NY State/Agency lock ups

As seen in the two examples here, the NY State brand mark is locked up with the agency in a manner consistent with usage elsewhere in these guidelines: in D Sari Bold, and in the coded color of the grouping under which the agency is organized.



Attachment 8

2.33

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

BRANDING IN SOCIAL MEDIA

Social media pages often have a fixed space and layout. Please use the following guidelines for display ONLY for such instances where online layouts are not in your control.

The “Avatar” box

For the square holding shapes (Avatar boxes) used in social media (Twitter shown to the right), please place the NY State Identifier inside the box as scaled here. The box should be the agency’s grouping color (in this case, teal for Business); and the NY State identifier should be knocked out in white.

Agency/Entity name

Do not use additional text or acronyms within the box as it will crowd the identifier and diminish legibility, particularly on mobile devices.

Viewers/Followers will see the source of the Tweet/Post immediately under or to the right of the Avatar Box, (in this case, Empire State Development).





Attachment 8

2.34

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

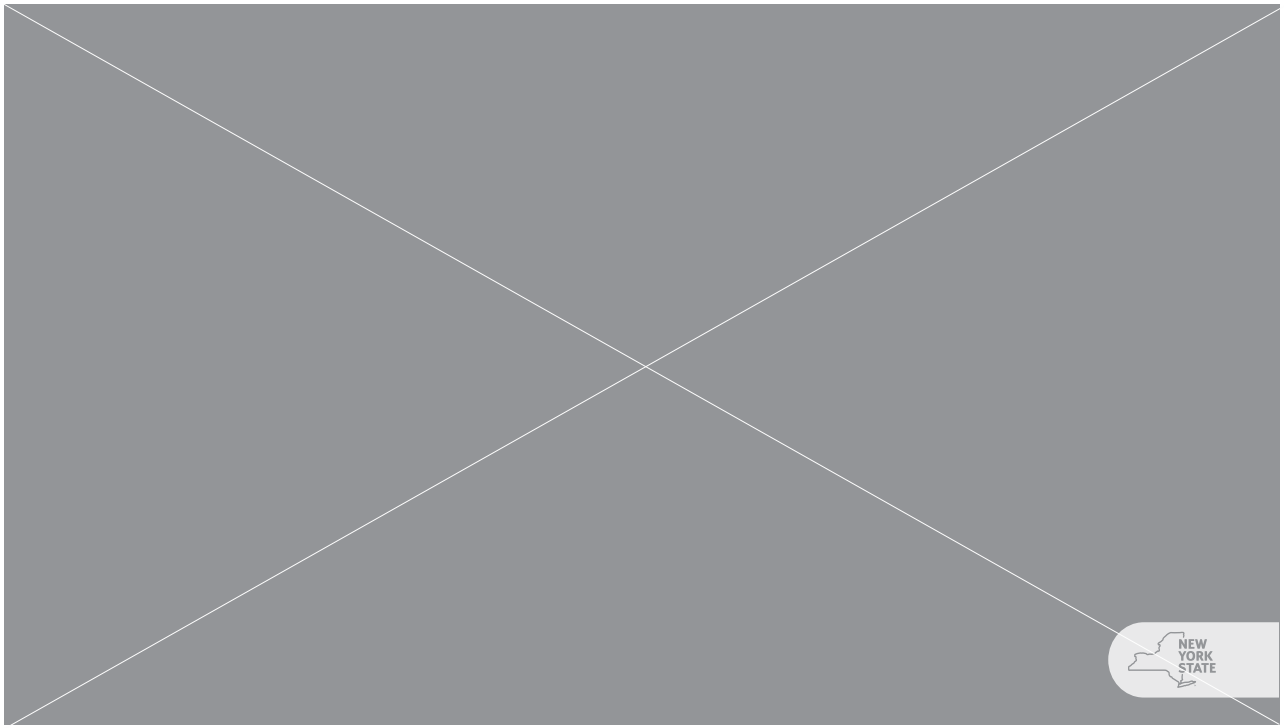
BRANDING IN VIDEO COMMUNICATIONS

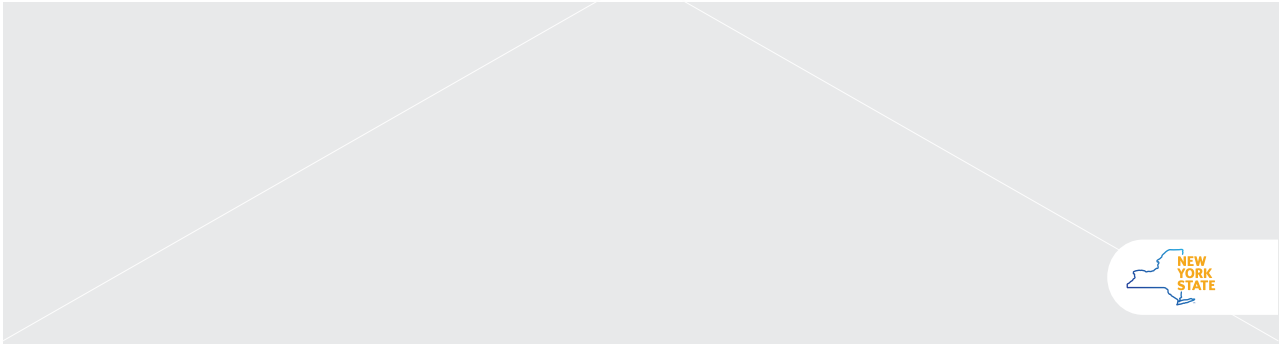
In video communications, the rules outlined throughout the guidelines should be adhered to as best as possible.

Animations should be kept to a minimum to maintain the strength and authority of the brand (ie. no spinning brand mark or introduction of rainbow colors outside of the prescribed palette.)

The preferred bug location is in the lower right corner as shown here, respecting minimum clear space, etc.

IDENTIFIER ON VIDEO





Attachment 8

3. The Great Seal of the State of New York, the Coat of Arms and Governor's Endorsement

3.1
NEW YORK STATE SEALS

THE GREAT SEAL OF THE STATE OF NEW YORK, AND THE COAT OF ARMS

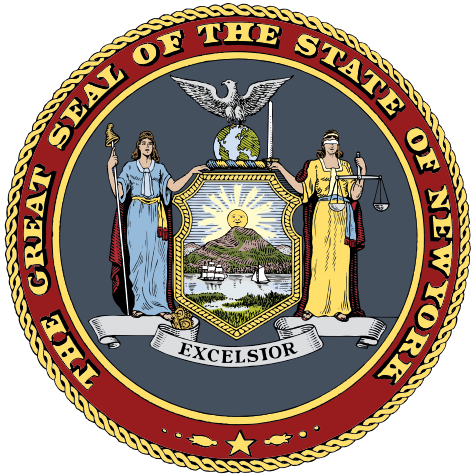
Over the years, the Great Seal of the State of New York and the Coat of Arms have been used improperly through out the state. The consequence has been that neither symbol maintains any consistent recognition or authority with state audiences.

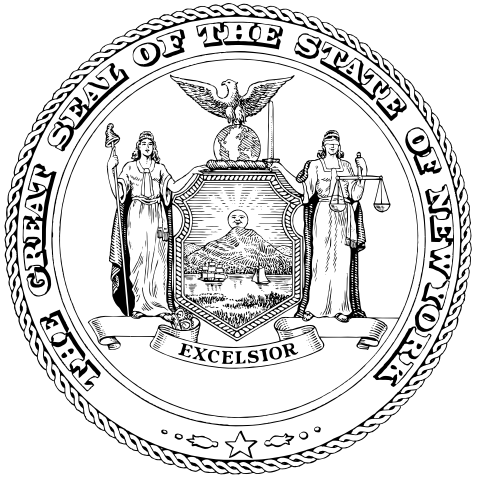
How to comply with the rules governing The Great Seal
The Great Seal of the State of New York can only be used by the Governor's Office or with approval from the Secretary of State (see following instructions). The Secretary of State is the custodian of the Great Seal of the State of New York. The seal is used to authenticate official records of the State. The Secretary of State may authorize the use of the seal for certain educational or commemorative purposes pursuant to State Law section 74. Requests to reproduce the Great Seal of the State of New York for educational or commemorative purposes, should clearly describe the proposed use. Requests to reproduce the seal in educational publications should specify the title and a description of the publication in which the seal will be used, its publication date, and the number of copies to be published. Requests must be submitted in writing to the New York State Department of State, Office of Counsel, One Commerce Plaza, 99 Washington Avenue, Albany, NY 12231.

The Coat of Arms
The Coat of Arms to the right is approved for use only in legal documents, such as licenses, deeds, titles and certificates. All other communications must use the brand mark or identifier.

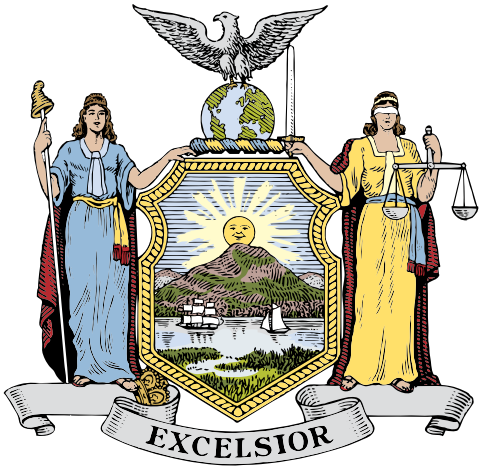
Full and one color treatments
The full color Coat of Arms illustrated to the right is the only approved color version. In cases where only one or two colors are available for production, render the Coat of Arms in the coded color of the grouping under which the issuing agent is grouped.

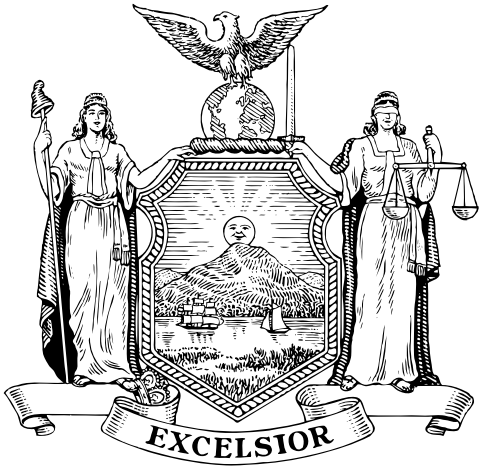
THE GREAT SEAL OF THE STATE OF NEW YORK





THE STATE OF NEW YORK COAT OF ARMS





3.2
NEW YORK STATE SEALS

THE NEW YORK COAT OF ARMS AND AGENCY LOCK UPS

Whenever the Coat of Arms is used on an official communication piece, it is imperative that the words New York State are prominently positioned. Proper credit must be accrued to the state, as neither the brand mark nor the identifier is present.

Coat of Arms/Agency lock ups
The type size (lower case) of the agency name is 1/8th the height of the Coat of Arms. The type size equals the "X" value illustrated to the right.
The agency name is rendered in D Sari Bold.

Anchor line
As seen here, the horizontal or vertical line used in lock ups that anchors one entity with another (e.g. Coat of Arms with an agency). The anchor line thickness equals Y—half the thickness of the initial capital letter of the agency name. The width (vertical lock up) or height (horizontal lock up) of the anchor line should be the respective width/height of the Coat of Arms.

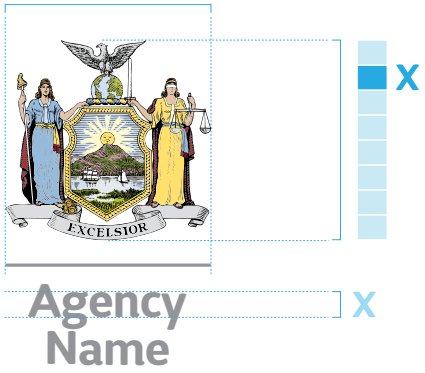
Relative Relationship between the Coat of Arms and Agency Name
The distance between the Coat of Arms and the anchor line, as well as the agency name and the anchor line, equals X—the height of the lower case letters in the agency name.

Color
The agency name is rendered in its coded color.

Clear space
Clear space around the Coat of Arms/agency lock up equals X.

Two lock up options
There are two lock up options, one vertical and one horizontal, to accommodate different layout options

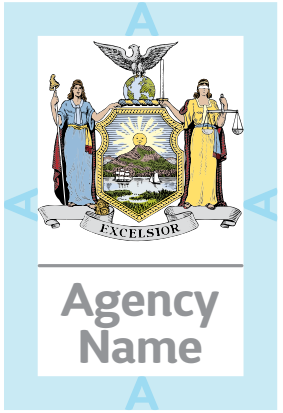
TYPE SIZE AND ANCHOR LINE WIDTH



ANCHOR LINE THICKNESS



LOCK UP CLEAR SPACE

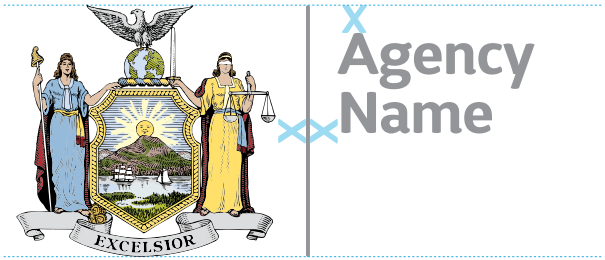


A = HEIGHT OF THE CAPITAL LETTER OF THE AGENCY NAME

VERTICAL LOCK UP



HORIZONTAL LOCK UP



3.3

NEW YORK STATE SEALS

THE NEW YORK COAT OF ARMS AND MULTIPLE AGENCY LOCK UPS

Coat of Arms/multiple agency lock ups
There are occasions when multiple agencies need to be endorsed by the Coat of Arms. The size of the agency name is 1/8th the height of the Coat of Arms, the "X" value. The height of the lower case letters in the agency name also equals X.

Anchor Line
As seen here, the horizontal or vertical line used in lock ups that anchors one entity with another (e.g. Coat of Arms with multiple agencies). The anchor line thickness equals Y—half the thickness of the initial capital letter of the agency name. The width (vertical lock up) or height (horizontal lock up) of the anchor line should be the respective width/height of the Coat of Arms.

Relative Relationship between the Coat of Arms and agency name
The distance between the Coat of Arms and the anchor line, as well as the agency names and the anchor line, equals X—the height of the lower case letters in the agency name. The distance between agency names is 2 X.

Color
The agency names are rendered using the core colors of the NY State color palette.

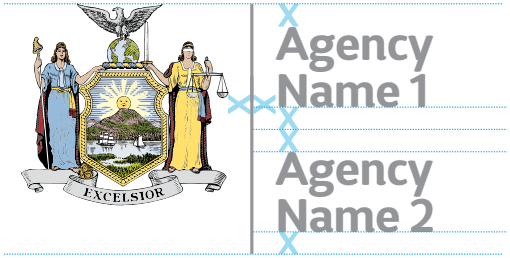
Clear Space
Clear space around the Coat of Arms/multiple-agency lock up equals X.

Two lock up options:
There are two lock up options, one vertical and one horizontal, to accommodate different layout options

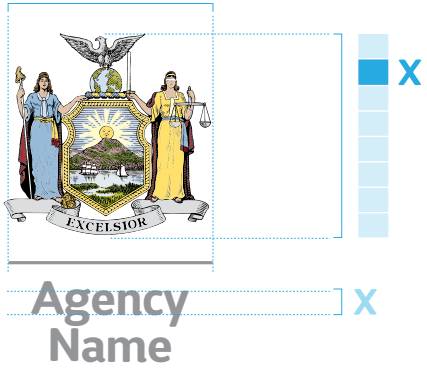
HORIZONTAL LOCK UP 1



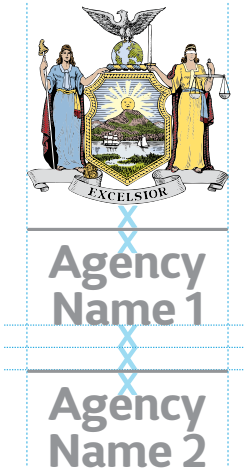
HORIZONTAL LOCK UP 2



TYPE SIZE AND ANCHOR WIDTH



VERTICAL LOCK UP



Attachment 8

3.4

NEW YORK STATE SEALS

EXAMPLE OF THE NEW YORK COAT OF ARMS AND AGENCY LOCK UP

The mock up of a vehicle title to the right illustrates how the Coat of Arms/agency lock up would look in a real world example of its appropriate use (ie deed, license, title or other legal document).

View the sample to the right only for how the endorsement system is rendered.*
The agency is rendered in D Sari Bold.



Attachment 8

3.5

NEW YORK STATE SEALS

GOVERNOR'S ENDORSEMENT

On occasion, the Governor will develop and deploy broad initiatives to benefit the state's primary and longterm interests. These will generally involve multiple supporting agencies and programs.

There are two authorized endorsement lockups
The first lockup with the Governor's seal is used when representing both the State and Governor (as in a podium graphic or press release telegraphing that this is a Governor's Initiative for NYS.)

The second lockup is used to crisply identify the specific initiative and to reinforce the special nature of the multi-agency/ program initiatives.

1. Representing the State and Governor: As illustrated to the right (top), the NY State brand mark is locked up with the Governor's seal using the same rules as any other entity: locked up with the NY State brand mark. This lock up may be displayed in either full- or one-color alternatives.

2. Representing the initiative: When the Governor launches initiatives, the initiative will be locked up with the Governor's seal as displayed to the right (bottom). This endorsement system can accommodate either the overall initiative (bottom left), or the initiative with accompanying supporting agencies. Refer to page 68 for relative relationship.

GOVERNOR'S FULL COLOR ENDORSEMENT LOCK UP



GOVERNOR'S ONE COLOR ENDORSEMENT LOCK UP





GOVERNOR'S SEAL AND INITIATIVE/PROGRAM FULL COLOR LOCK UP



GOVERNOR'S SEAL AND MULTIPLE INITIATIVE/PROGRAM COLOR LOCK UP



Attachment 8

3.6

NEW YORK STATE SEALS

GOVERNOR'S ENDORSEMENT EXAMPLES

AS SEEN HERE, NOTE THE USE OF BOTH THE STATE ENDORSEMENT LOCKUP AND THE GOVERNOR'S ENDORSEMENT LOCK UP.
SIZE AND PLACEMENT OF THE LOCK UPS CAN VARY DEPENDING UPON THE SIZE OF THE DISPLAY AREA AND THE DEMANDS OF THE COMMUNICATION.









Attachment 8

4. New York State Brand Graphic Elements

What brand graphic elements are

Graphic elements such as prescribed photographic style, proprietary shapes and patterns, and the ability to combine these elements, enhance the ability of the primary elements (brand mark, identifier, color palette, typography) to deliver a distinctible look and feel for communications on behalf of all NY State entities.

Graphic elements help creativity as well as consistency

Even if you were to obscure the NY State brand mark or identifier, you should be able to see and feel the New York State experience manifested in it's communications. Additionally, these elements will add consistent visual appeal to layouts.

The guidelines for these elements are generally fixed, but allow for some flexibility

This section offers rules on the elements and how to combine them. Some rules are mandatory, while others offer choices about kind, size and placement of elements.

How this section is organized

The graphic elements are discussed and then followed by examples that illustrate the proper use of the elements in real world examples.

Attachment 8

4.1

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

THE DIVERSITY HOLDING SHAPE

What the diversity holding shape is

The holding shape is a graphic device that permits great diversity in creating layouts, while simultaneously insuring a consistent look and feel across different materials developed by different state agencies, offices and programs.

It consists of a large quadrilateral shape, with a thinner quadrilateral accent bar. The diversity holding shape can be positioned anywhere on the layout as long as it anchors to one or two edges of the layout, either top, bottom, left or right.

How it is used

As illustrated to the right, it can work in horizontal or vertical formats, and scale up, down or across depending on the variety of material being produced. Use it to highlight and organize visual or verbal information, such as photographs or headlines respectively.

Color and image selection

Colors can be selected from the core color palette, the appropriate coded color of one of the eight groupings, or simply filled in with images. The accent strip should appear in a contrasting color, also selected from approved palettes (shown to the right in light blue with gold accent).

See pages 80-89 for examples of the graphic elements in real world communications.

THE DIVERSITY HOLDING SHAPE

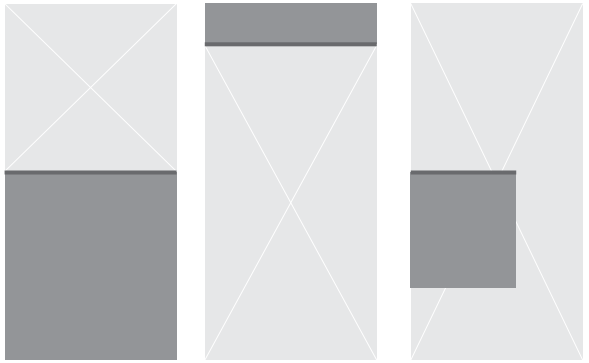
FIGURE 1

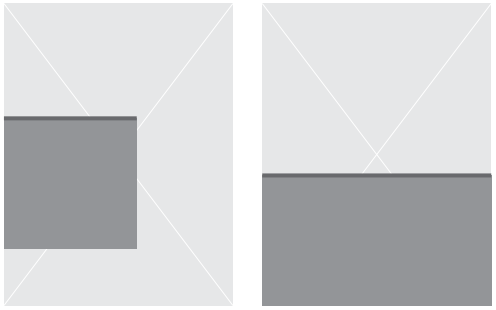


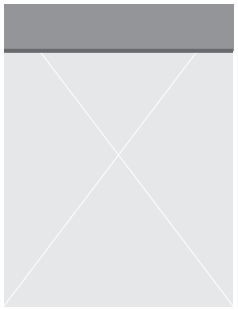
FIGURE 2



SAMPLES







4.2

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

THE PROGRESS HOLDING SHAPE

What the progress holding shape is

This holding shape is a graphic device that permits great visual enhancement in creating layouts, while simultaneously insuring a consistent look and feel across different materials developed by different state agencies, offices and programs.

The progress holding shape gets its inspiration from the anchor line device used in lock ups. Use it to highlight and organize verbal information, such as text or headlines. It can also be used to hold images. The progress holding shape can be positioned anywhere on the layout as long as it anchors to either the left or right edge of the layout.

How it is used

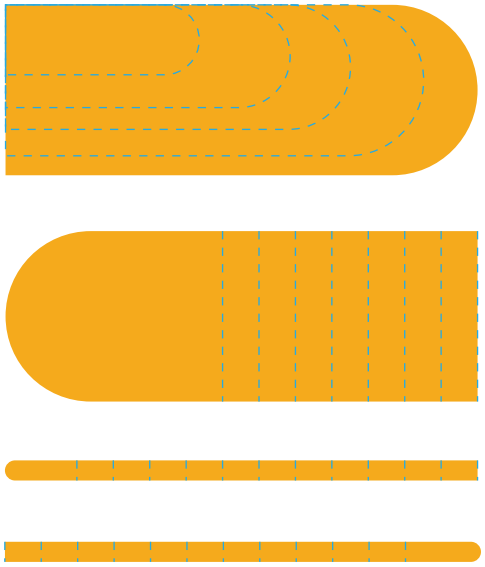
It is used to help show movement and/or progress in layouts. As illustrated to the right, it can be used only in a horizontal format, and scaled larger and smaller without altering the radius of the one rounded edge.

Color and image selection

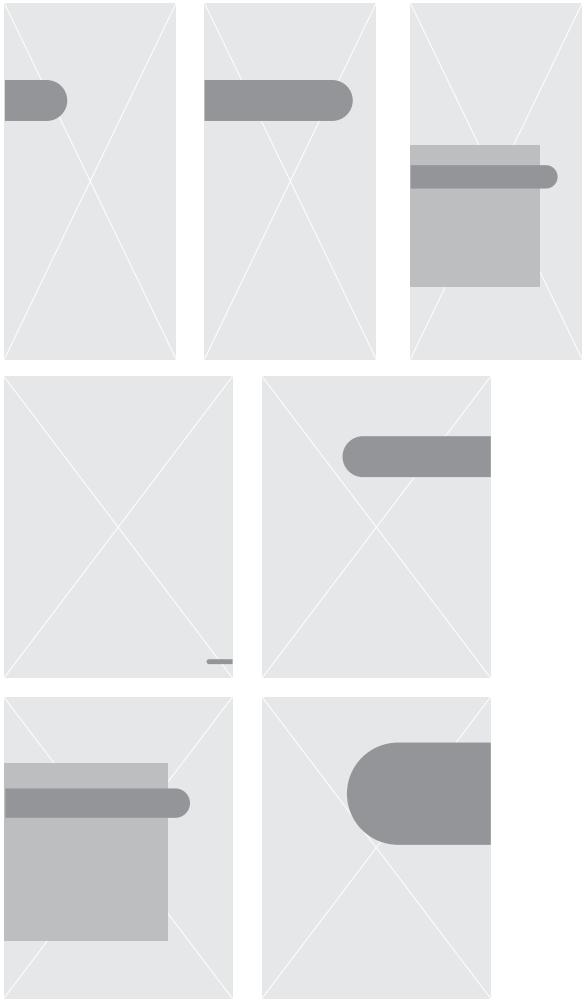
Colors can be selected from the core color palette, the appropriate coded color of one of the eight groupings, or simply filled in with images.

See pages 80-89 for examples of the graphic elements in real world communications.

THE PROGRESS HOLDING SHAPE



SAMPLES



THE PROGRESS HOLDING SHAPE IS BASED OFF THE ANCHOR LINE DEVICE



Attachment 8

4.3

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

PHOTOGRAPHY STYLE

Use the NY State Brand Character as your guide to selecting photography

Authentic: images should be candid shots. Avoid staged poses whenever possible.
Inspiring: when lighting subjects or capturing landscapes, try and choose a light source that creates an uplifting and optimistic point of view.
Dynamic: try and infuse action in shots, showing progress in motion.
Compassionate: preserve the dignity of the subject matter.

Photographic tints

The use of photographic tints, or duotone photography, is not encouraged but is permitted as long as the colors of the tint used are from the gold or light blue in the core color palette of NY State (see pages 17-18). Use good judgment to insure proper contrast so that the images are not muddied or obscured by the tints.

Match images to reinforce content effectively

Often it can be difficult to find the right image from a pre-selected image bank. Strive to select images that match the content as exactly as possible. Example: if the content is about a summer event, try and find images that coincide with that season (e.g. no one should be wearing a winter coat).













Attachment 8

4.4

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

PHOTOGRAPHY USAGE

Holding shapes and the use of imagery

It is important that photography be represented in consistent ways so that communications from all entities of NY State have a branded look and feel. Please consult the guideline illustrations to the right.

Single image

When using a single image on a page (surface), it should appear either as a full bleed (the image has no defined edges and appears to extend beyond the borders of the page), or contained in either the diversity or progress holding shape. See examples to the right. The full bleed is preferable, but not required. Use your good judgement and knowledge of relevant production concerns.

Multiple images

When using multiple images, they should be fitted into either the diversity or progress holding shape. Additionally, they may be "tiled"—that is, arranged in quadrilateral shapes that touch each other without any borders. Finally, they can also be tiled into a full-bleed execution (the images have no defined edges at the edges of the page). See guidelines to the right.

Use good design judgment

When combining photos, take care to select which images go next to others. Try and match production quality, lighting, camera angles and so on so that—taken together—the collective images exist on the page harmoniously.

See pages 85-89 for examples of the graphic elements in real world communications.

SINGLE IMAGE USAGE

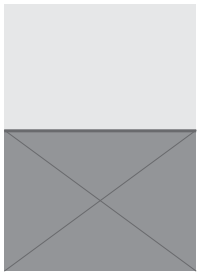


IMAGE IN THE DIVERSITY HOLDING SHAPE*

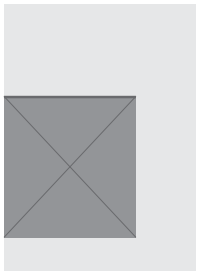
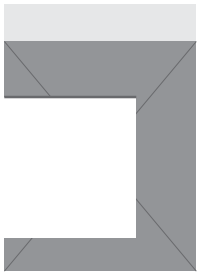
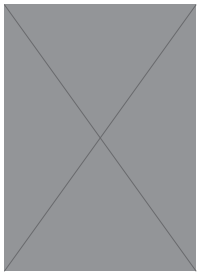


IMAGE IN THE DIVERSITY HOLDING SHAPE*



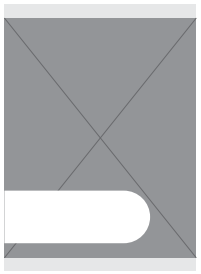
HOLDING SHAPE OVER IMAGE*



FULL BLEED IMAGE

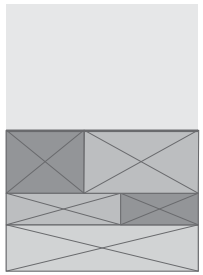


IMAGE IN PROGRESS HOLDING SHAPE*

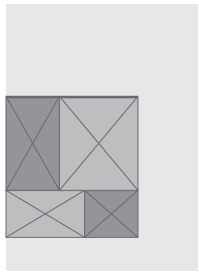


PROGRESS HOLDING SHAPE OVER IMAGE*

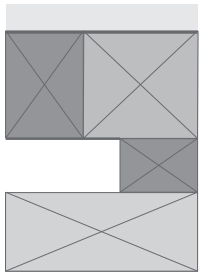
MULTIPLE IMAGES USAGE



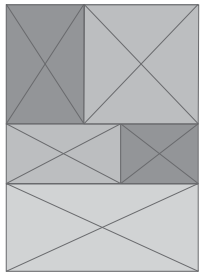
MULTIPLE MAGE IN THE DIVERSITY HOLDING SHAPE*



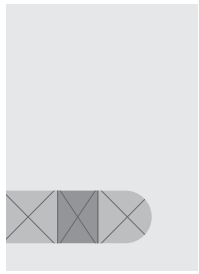
MULTIPLE MAGE IN THE DIVERSITY HOLDING SHAPE*



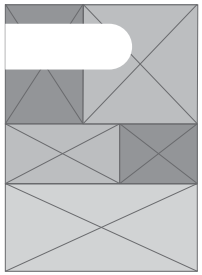
DIVERSITY HOLDING SHAPE OVER IMAGES*



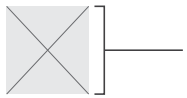
FULL BLEED MULTIPLE IMAGES



MULTIPLE IMAGES IN PROGRESS HOLDING SHAPE*



PROGRESS HOLDING SHAPE MULTIPLE IMAGES



REPRESENTS AN IMAGE

* HOLDING SHAPES CAN BE SCALED IN ANY PROPORTIONS

Attachment 8

4.5

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

CHARTS AND GRAPHS

Consistent presentation of information

It is important that charts and graphs be represented in consistent ways so that communications from all entities of NY State have a branded look and feel. Please consult the guideline illustrations to the right.

Chart and graph style

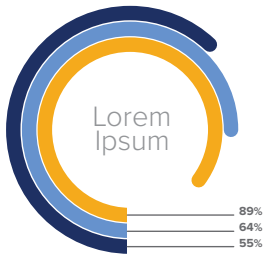
These chart styles are inspired by the progress holding shape (see page 75) and intended to convey information with great fluidity of motion.

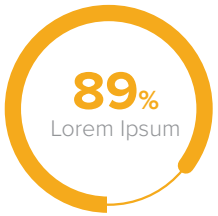
Color selection

Colors can be selected from the core color palette, or the appropriate coded color of one of the nine groupings (shown to the right in the core color palette for NY State).

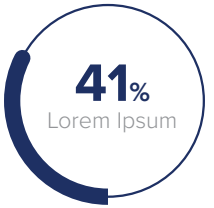
Use good design judgment and design principles in sizing them and juxtaposing them with other visual and verbal information in the layout.

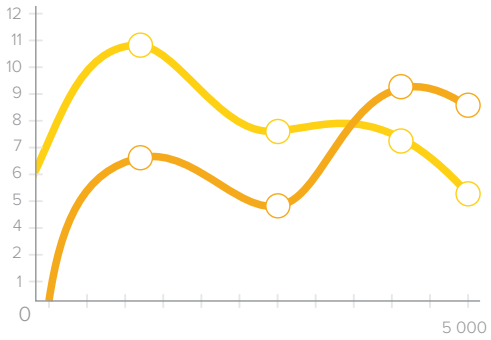
CHARTS AND GRAPHS





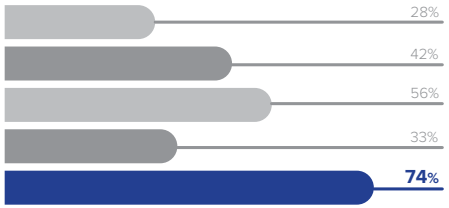


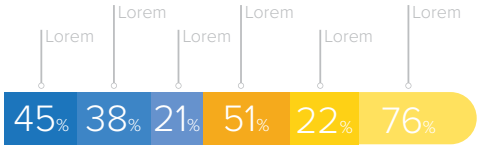




	IPSUM	LOREM	IPSUM	LOREM	IPSUM	LOREM	IPSUM	LOREM
lorem								
lorem								
lorem								
lorem								







4.6

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

ICONOGRAPHY

Iconography is a system of pictorial images relating to or illustrating a variety of subjects. They are designed to be intuitive and telegraphic: they function to rapidly convey the location or intention of information. They are most frequently seen on “buttons” for smart phones and signs. Some samples are illustrated here.

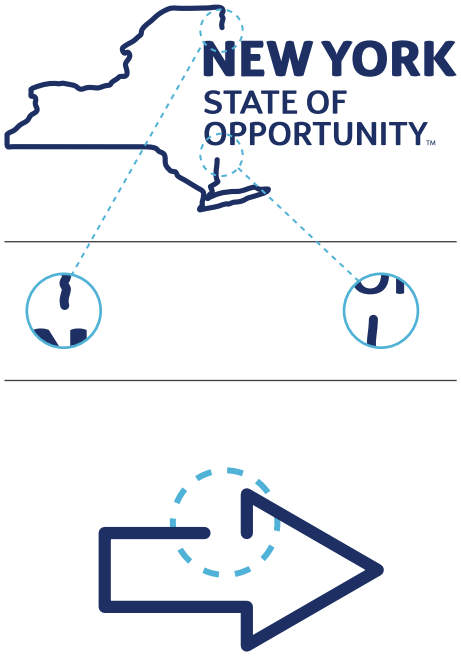
Style Guidelines

The suggested iconography style is based off the NYS outline from the NY State brand mark. Design iconography in a way that mimics the line weight, the rounded line terminals and the “gap” opening as illustrated.

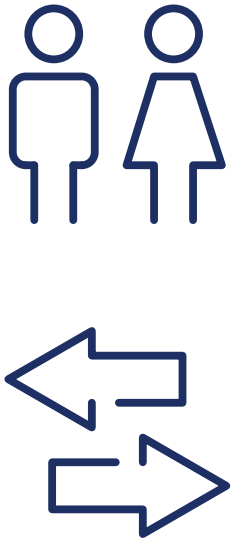
Note

These are only sample iconography. There is no official bank of these images. Rather, they are intended to provide guidance when creating them, as well as to ensure consistency in communications across the entities of NY State.

ICON GUIDELINE



ICON EXAMPLES



Attachment 8

4.7

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

BRANDING APPLICATION IN REAL WORLD SITUATIONS

Proper use of color

For giveaways, as a general rule, try to use colors from the NY State core color palette (see pages 17-18). If there is a need for using the coded color of a grouping, please adhere to the color formulas shown on pages 28-29.

Proper use of the identifier

As seen to the right on flash drive examples, when space is too small for NY State brand mark's minimum size requirements, use the NY State identifier instead of the brand mark (see page 13 for guidelines).



Attachment 8

4.8

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

BRANDING APPLICATION IN REAL WORLD SITUATIONS DONT'S

To the right are several examples of how you should NOT represent either the NYS brand mark or a NY State/Agency lock up. This is by no means a complete list. These examples represent the ''don'ts'' most commonly used when guidelines are violated.

A. Do not use either the NY State brand mark or identifier on items that pull apart or separate in a way where such separation divides the mark or identifier into pieces.
B. Do not position the NY State brand mark or lock ups on shapes that compromise legibility.
C. Do not represent the NY State brand mark or lock up at a size that compromises legibility.
D. Do not crop the brand mark or lock up.
E. Do not place the brand mark or lock ups on colors that compromise legibility and contrast.



4.9

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

EXAMPLE OF POWERPOINT SLIDES (1 of 2)

The same guideline rules apply to presentation templates
Use the appropriate endorsement systems, typography (Arial, a replacement font) and color in these guidelines to create PowerPoint templates.

You can use any color from the core palette combined with the associated grouping color. Be consistent with the use of the color throughout the presentation. The brand mark lock up should appear in the bottom right corner of all of the «content» slides.

All presentations MUST be built in 16:9 proportion.

Graphic element usage
As seen to the right, the diversity holding shape forms the basis of all slides. Here, the holding shape is the core color dark blue with an accent line in the color of the grouping (teal).

Alternative option
See the next page for an alternative layout option.

AGENCY PPT PAGE LAYOUT EXAMPLE



COVER



TITLE AND CONTENT



SECTION HEADER



TWO CONTENT

4.9

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

EXAMPLE OF POWERPOINT SLIDES (2 of 2)

To the right are more examples of content slide lay outs, along with examples of a presentation by an agency program (note agency presence in the holding shape.)

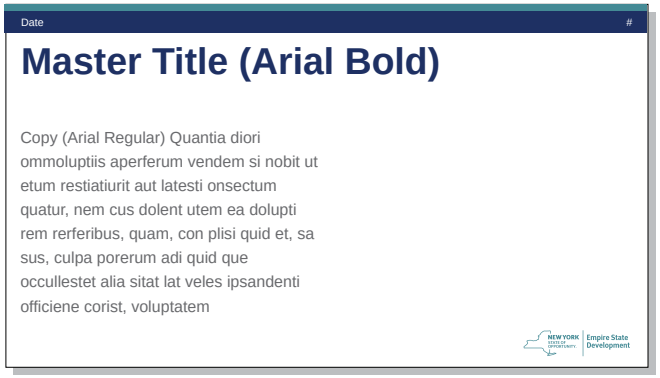
It is important to be bold and yet simple with the use of colors. Furthermore, be sure to keep the pages as uncluttered and readable as possible. Do not crowd slides with charts or photos with text.

Program/Initiative Presentation

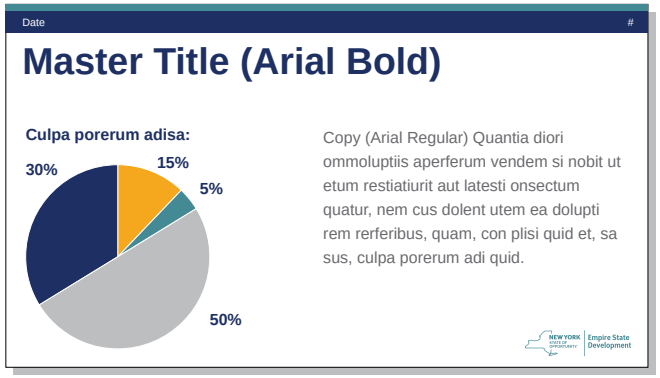
When a program or initiative is making the presentation, the endorsing agency is listed in type in the holding shape at the bottom of the cover page and repeated throughout the document in the footer.

The two bottom slides illustrate an alternative application of color, utilizing the associated color of the grouping.

AGENCY PPT PAGE LAYOUT EXAMPLE



TWO CONTENT



COMPARISON

PROGRAM PPT PAGE LAYOUT EXAMPLE



COVER



TITLE AND CONTENT

Attachment 8

4.10

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

EXAMPLES OF ALTERNATIVE POWERPOINT SLIDES

Special circumstances

When circumstances make the use of a white background impractical, use the alternative layout option illustrated to the right.

Graphic element usage

As seen to the right, the diversity holding shape forms the basis of all slides. Here, the holding shape is the core color dark blue with an accent line in the color of the grouping (teal).

PPT PAGE LAYOUT NEGATIVE EXAMPLE



COVER



TITLE AND CONTENT



SECTION HEADER



TWO CONTENT

Attachment 8

4.11

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

EXAMPLE OF TRADE SHOW DISPLAYS

The same guideline rules apply to tradeshow displays
Use the appropriate endorsement systems, typography (Proxima Nova and Oswald) and color in these guidelines to create booth elements templates.

Graphic element usage
As seen to the right, both holding shapes may be used. Use the coded color of the agency grouping in conjunction with color(s) from the NY State core palette. Note the same rules for photography used in printed examples (see pages 76-77 for photography guidelines).

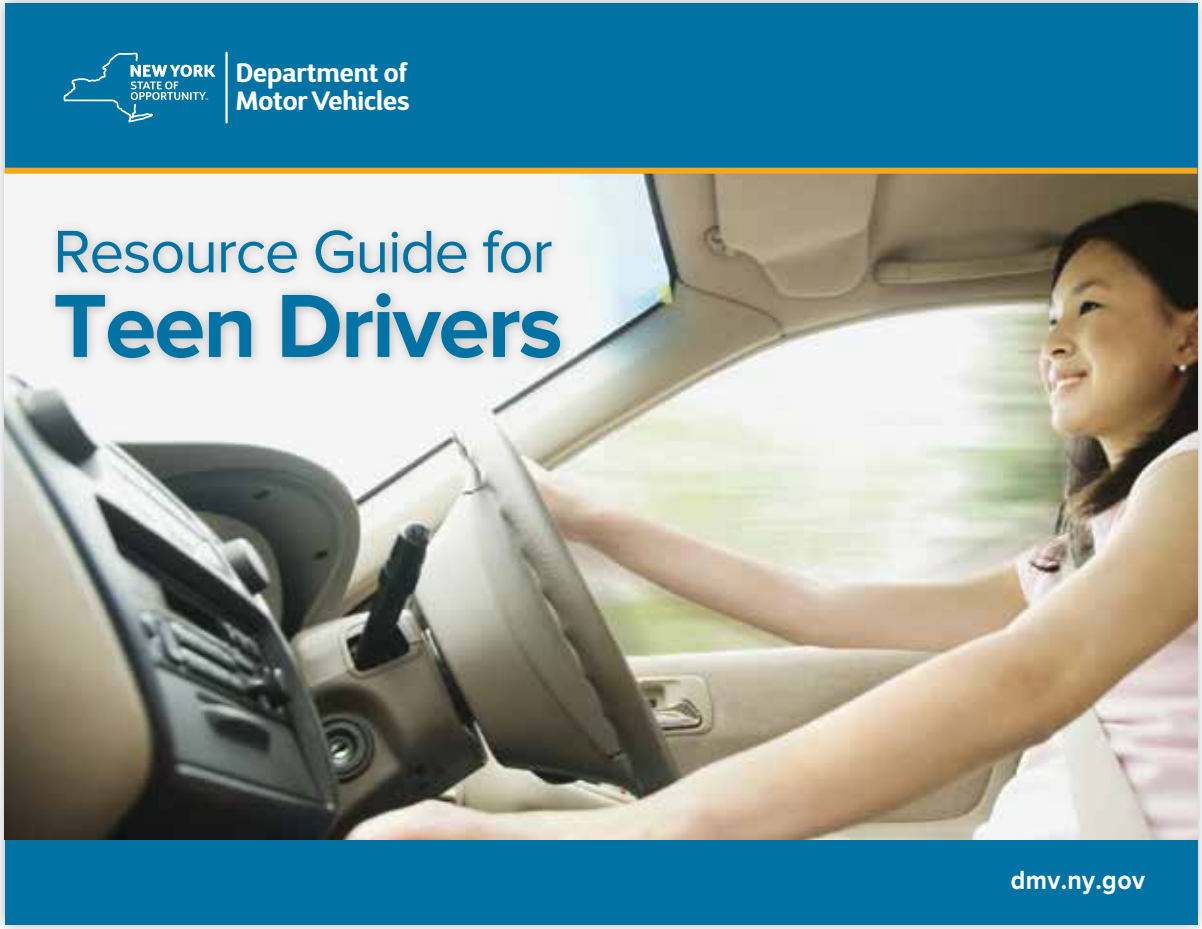


Attachment 8

4.12

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

DESIGN LAYOUTS IN REAL WORLD SITUATIONS



SINGLE IMAGE CONTAINED IN DIVERSITY HOLDING SHAPE (ABOVE), OR FULL BLEED (RIGHT). SEE PAGE 76-77 FOR FURTHER GUIDANCE ON PHOTOGRAPHY.



NOTE PROPER LEGIBILITY AND CONTRAST OF ENDORSEMENT MARKS: IN BLUE AGAINST A WHITE BACKGROUND.

Attachment 8

4.12

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

DESIGN LAYOUTS IN REAL WORLD SITUATIONS





NOTE PROPER COLOR USAGE: GROUPING COLOR (TEAL FOR BUSINESS) PAIRED WITH NY STATE CORE COLOR (GOLD) IN ALL EXECUTIONS.

Attachment 8

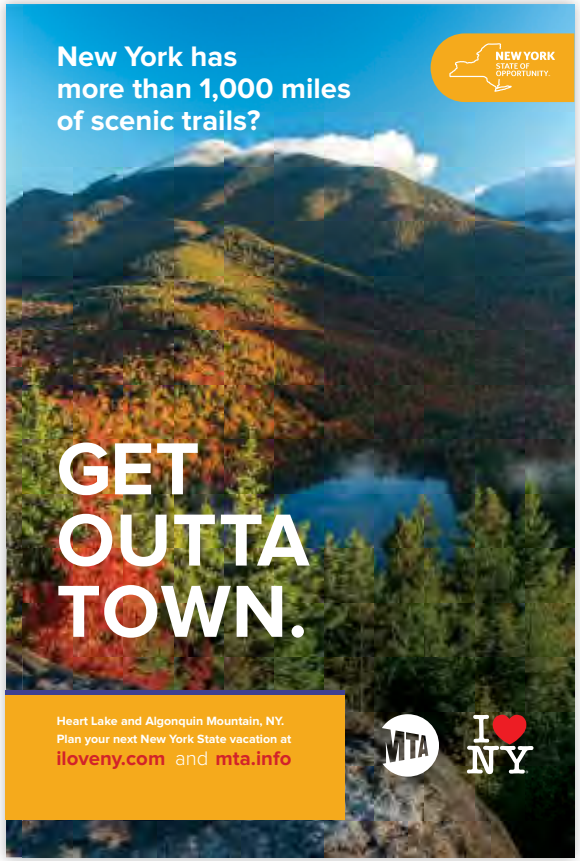
4.12

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

DESIGN LAYOUTS IN REAL WORLD SITUATIONS



NOTE PROPER SPACING BETWEEN LOGOS, FROM THE STATE ENDORSEMENT AND STATE/ AGENCY ENDORSEMENT.





NOTE USE OF BOTH THE PROGRESS HOLDING SHAPE AND DIVERSITY HOLDING SHAPE

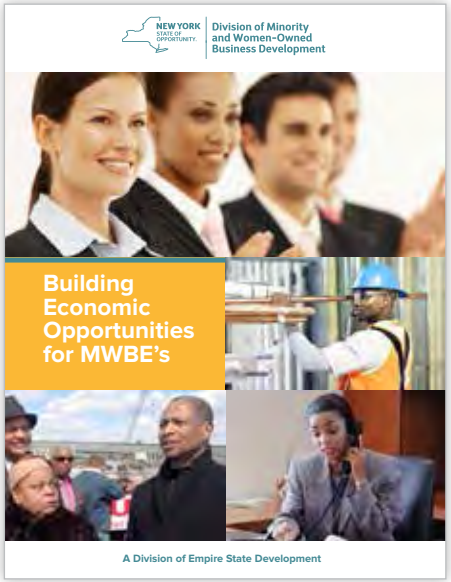
4.13

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

IDENTITY GUIDELINES ENSURE A FAMILIAR LOOK AND FEEL ACROSS NEW YORK STATE COMMUNICATIONS



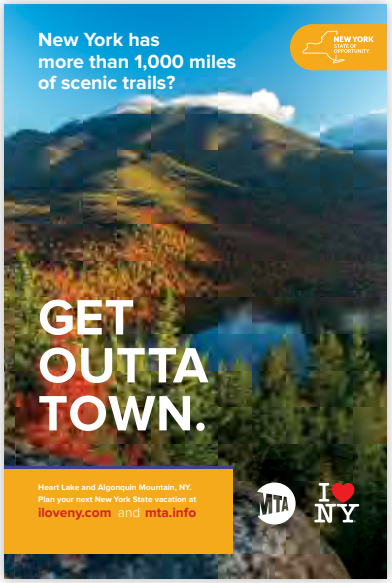












Implementation Schedule

- **All new programs, new program collateral and websites will follow new branding immediately.**
- **Business cards** by December, 2014 **for all senior leadership, new hires & promotions.**
- **All digital templates** must be redesigned **before end of year 2014** (PPT, Press Release, Forums, etc.).
- **All existing collateral** must be redesigned to be compliant with new branding **when next reprinting is required.**
- **All .gov sites** will be redesigned to comply based upon rollout plan of site updates.

Attachment 8

5. Guidelines Commitment

Honor the commitment

These guidelines are not casual recommendations, but rather a comprehensive set of rules to be followed by every person issuing communications on behalf of the state and its entities. Full compliance is expected.

Share with vendors and personnel charged with developing and producing communications

If you are hiring outside vendors to field initiatives or create materials, please make sure they have a copy of these guidelines and are capable and willing to follow them.

For more information please contact the following

- **General Questions:** TBD
- **Font licenses for desktop and app:** TBD
- **Web Design Guidelines:** TBD
- **Branding and graphic elements and image bank:** TBD