

# BRAND STYLE GUIDELINES



UPDATED  
6/27/2017

# INTRODUCTION+ STYLE GUIDE

The style and usage guide was created to serve as a resource to members of the New York State Association of College Admission Counseling (NYSACAC) community. It outlines the guidelines followed by the Media and Marketing Committee in preparing text for internal and external audiences, including copy for printed publications, the Web, and eCommunications. In general, the Association follows the AP Style Guide, and many of the most common entries in that guide are included in the Association guide. Other entries are specific to NYSACAC.

If you have any suggestions for additional entries to the NYSACAC Style Guide, please contact:

Media and Marketing Committee  
[marketing@nysacac.org](mailto:marketing@nysacac.org)

Vice President for Communications  
[vp.communications@nysacac.org](mailto:vp.communications@nysacac.org)

# VISION+ MISSION STATEMENT

## **NYSACAC Vision Statement**

NYSACAC is at the forefront of creating leadership and professional development opportunities in college admission counseling. Our association provides members with resources and tools to assist in working with students and families.

## **NYSACAC Mission Statement**

The NYSACAC mission outlines our commitment to the students and professionals of New York. NYSACAC is committed to:

- Service the students and families in the transition to post-secondary education.
- Develop, strengthen and support the professionalism of those who provide the information and counseling.
- Promote access and equity in post-secondary education.
- Provide leadership through participation in the development of NACAC policies and practices.
- Promote high professional standards that foster ethical and social responsibilities.

# LOGO

The NYSACAC logo is the root of the associations identity. Using the logo in a consistent manner is essential for visual coherence and maintaining the strength of the NYSACAC brand. Given its official character, the logo may not be appropriate for all applications. Careful consideration should be given to the logo's suitability for each intended use.

This is the official NYSACAC logo. All other versions of the primary logo should be discontinued.

**Marketing@nysacac.org** can supply artwork when requested.

Only approved NYSACAC publications/websites are permitted to use the logo. Please contact marketing@nysacac.org to request permission and to obtain the correct file version. If a NYSACAC committee plans to utilize the primary logo in a flyer or advertisement, it must be approved by Marketing Committee/VP of Communications before distribution.

- The logo is property of NYSACAC
- The logo is used for only official NYSACAC communications
- The logo may not be modified

## PRIMARY

The complete logotype with brand mark should be used in most instances to ensure easy recognition of the brand.



# LOGO

While it is preferable that the primary configuration be used in most instances, it is sometimes necessary to use the mark without the name or in the alternate arrangement to fit narrow spaces.

## SECONDARY

The brand mark may be used when the name is spelled out elsewhere (such as a heading).

It should replace the primary logo when used as a size too small to read the type easily.

(see more about logo scaling on the next page)

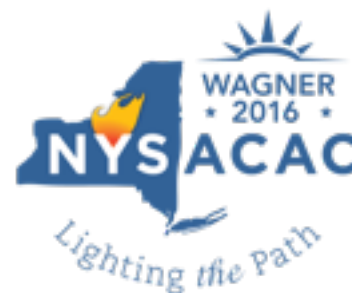


## PRIMARY+SECONDARY KNOCKOUT LOGO

In instances where you have a darker background and need a lighter logo. When , the alternate variation of the logo may be used.



# PROGRAM/ CONFERENCE EXAMPLE LOGOS

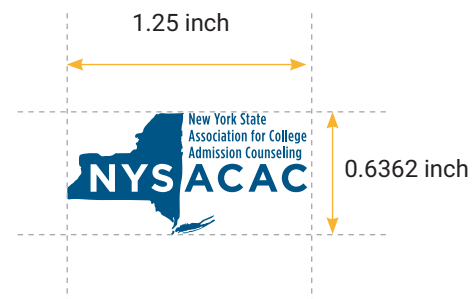


# LOGO+ SCALING

The logo for NYSACAC has various configurations to ensure legibility in various contexts and sizes. It may be reduced as long as its components remain recognizable.

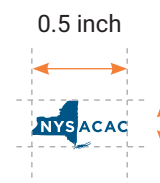
## PRIMARY

The logo may be reduced as small as 1.25 inch wide beyond which the type would become difficult to read.



## SECONDARY

The secondary logo may be reduced as small as 0.5 inch wide.



# COLOR

Our primary color is blue. All Pantone, CMYK, RGB, and HEX colors are listed below. Unofficial accent colors for secondary logos include: gold, orange, sky blue.

## BLUE



## PANTONE®

Pantone® is a brand of solid printing inks.

7692

## CMYK

"4-color process" colors are built from combinations of the 4 basic printing inks: cyan, magenta, yellow, black

C 100  
M 45  
Y —  
K 45

## RGB

screen-based colors indicated as values of red, green, blue light in a range of 0–255

R —  
G 74  
B 124

## HEX

screen-based colors indicated in hexadecimal notation

#005587



# TYPEFACES

## PRINT+WEB

Roboto in a variety of weights  
Arial will be used as a back-up font  
when roboto is unavailable

### Roboto thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678990-+?!&

### Roboto light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678990-+?!&

### Roboto regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678990-+?!&

### Roboto medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678990-+?!&

### Roboto bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678990-+?!&

### Roboto black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678990-+?!&

## EMAIL

Arial for non graphic text in emails

### Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678990-+?!&

### Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678990-+?!&

# SAMPLES

## WEBSITE + EMAIL

nysacac.org



Dear Colleague,

Last week, Senators Lindsay Graham (R-SC) and Richard Durbin (D-IL) introduced the DREAM Act of 2017, which would continue the DACA program and protect those with DACA status from deportation. (Here's an [article](#) with some background). NACAC created an [action alert](#) so you can urge your Members of Congress to support this important legislation.

NACAC also created an [action alert](#) urging Members of Congress to oppose cuts to the Department of Education's budget.

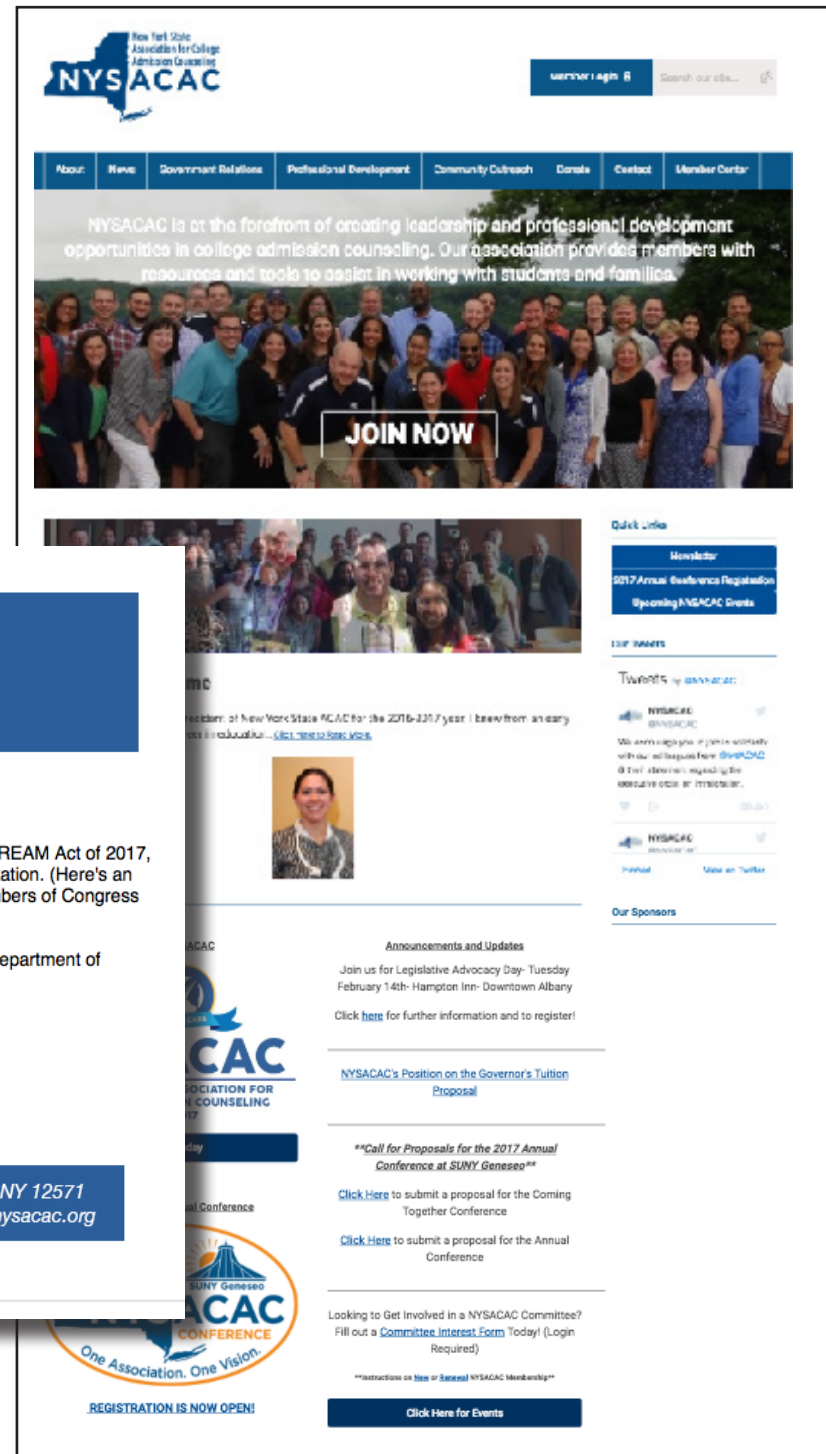
Please participate in both and make your voice heard today!

Best,

The Government Relations Committee



NYSACAC | PO Box 28, Red Hook, NY 12571  
nysacac@nysacac.org | www.nysacac.org



# EMAIL

## OFFICIAL HEADER AND FOOTER

This is the official header and footer for outgoing organization e-mails.

Dimensions are Header (650 x 120) and Footer (650 x 57).

All e-mail communication requests intended for the membership audience should be submitted via the communications request form at [nysacac.org](http://nysacac.org) at least two weeks prior to the desired delivery date. E-mail content should be included in this request. Content will be proofread by the Media and Marketing Committee before it is sent to the desired audience.



# EMAIL

## CONFERENCE HEADER AND FOOTER

This is the official conference header and footer for outgoing organization e-mails.

Dimensions are Header (650 x 300) and Footer (650 x 75).

These will vary per year per host institution but we recommend sizing above.

Samples included below.



New York State Association for College Admission Counseling  
PO Box 28, Red Hook, NY 12571

Email Sponsored by SPARK451

# NOTES

## ABBREVIATIONS

- Abbreviate the following **titles** when used before a full name outside direct quotations: Dr., Gov., Lt. Gov., Mr., Ms., Mrs., Rep., the Rev., Sen. Spell out all except Dr., Mr., Ms. and Mrs. when they are used before a name in direct quotations.
- Abbreviate **suffix** “junior” or “senior” after an individual’s name. No comma is necessary.
- Abbreviate “company,” “corporation,” “incorporated” and “limited” when used after the name of a corporate entity. No comma is needed.
- Abbreviate “avenue,” “boulevard” and “street” in numbered addresses. All similar words, including “alley,” “drive,” “road,” “terrace,” etc., should be spelled out.
- Use the following **state abbreviations** in conjunction with a name of a city, town, village or military base: Ala. (AL), Ariz. (AZ), Ark. (AR), Calif. (CA), Colo., Conn. (CT), Del. (DE), Fla. (FL), Ga. (GA), Ill. (IL), Ind. (IN), Kan. (KS), Ky. (KY), La. (LA), Md. (MD), Mass. (MA), Mich. (MI), Minn. (MN), Miss. (MS), Mo. (MO), Mont. (MT), Neb. (NE), Nev. (NV), N.H. (NH), N.J. (NJ), N.M. (NM), N.Y. (NY), N.C. (NC), N.D. (ND), Okla. (OK), Ore. (OR), Pa. (PA), R.I. (RI), S.C. (SC), S.D. (SD), Tenn. (TN), Vt. (VT), Va. (VA), Wash. (WA) W.Va. (WV), Wis. (WI) and Wyo. (WY). (Note: Spell out the names of the 50 U.S. states when they stand alone in textual material; the names of the eight states that are never abbreviated are: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. Do not use the two-letter postal abbreviations except in tables.

# NOTES

## MISC. NOTES

- **Ampersand (&)** - Use the ampersand when it is part of a company's formal name or composition title: House & Garden, Procter & Gamble, etc. The ampersand should not otherwise be used in place of and.
- **Time** - a.m., p.m. Lowercase, with periods. Avoid the redundant 10 a.m. this morning.



**NEW YORK STATE ASSOCIATION OF COLLEGE ADMISSION COUNSELING**

P.O. Box 28, Red Hook, NY 12571

phone (845) 389-1300

fax (866) 370-1008

facebook @NYSACAC

twitter @NYSACAC

email [nysacac@nysacac.org](mailto:nysacac@nysacac.org)