SUNY Oswego’s graphic identity offers a unique and unified vision of who we are. It encompasses several schools, programs, units and athletics. It is important that any communication developed for an outside audience reflect its affiliation with SUNY Oswego. Identification with the College is primary.

Secondarily, the graphic identity program for athletics brings unity and consistency to 23 teams. It is part of the effort to bring more visibility to intercollegiate athletics with the campus community as a whole. It gives a visual identity that is specific to sports – bold and full of movement – but still in keeping with the college’s overall graphic identity. This set of marks says “Lakers” through ship icons (battle-tested flag and strong, heavy wheel). With these marks, our teams will build greater recognition for Oswego State as we compete around the state and nation. We unite all the sports in one common look just as the primary College logotype unites the units that make up the academic institution in one common graphic identity.

For more information on the college graphic identity, please visit www.oswego.edu/publications/pdf/graphicidguide.pdf. For information on the athletics identity, please contact the sports information director:

**Lyle Fulton, Sports Information Director**
SUNY Oswego
210 Laker Hall
Oswego New York 13126-3599
Oswego State Athletics

Oswego State Colors

**PMS:**

- PMS 357
- PMS 124

These are the correct PMS colors for Oswego State.

**CMYK:**

- 80c, 0m, 100y, 56k
- 0c, 28m, 100y, 6k

These are the correct CMYK color recipes for Oswego State.

In addition to the hunter green and golden yellow above, the full color version of the athletic marks may include two colors used for shading. The black is PMS 553, or 59c, 0m, 53y, 80k. The dark gold is PMS 132, or 0c, 28m, 100y, 30k.

Oswego State Type

These fonts are available on an individual basis through the Sports Information Office and are not included in this artwork CD.

All Oswego State Athletics headlines and subheads should be displayed in **Helvetica Neue Black Condensed Oblique**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
1234567890!?.
```

or **Helvetica Neue Light Condensed**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
1234567890!?.
```

All Oswego State Athletics body copy should be displayed in **Helvetica Neue Light Condensed**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
1234567890!?.
```
**Primary Mark**

The Oswego State Athletics Primary Mark mark is the most important and recognizable mark in the brand family and should be respected and utilized properly. The Primary Mark and Word Mark are the only marks to be utilized on materials distributed off campus.

- **3-color** Oswego State Athletics Primary Mark on white with minimum clear zone and size requirements.
- **1-color** Oswego State Athletics Primary Mark on white with minimum clear zone and size requirements.

**Secondary Mark**

To provide for added flexibility in brand building on uniforms and around campus, a secondary mark has been included in the family of Oswego marks. This Secondary Mark can be used on campus as a stand-alone mark or in conjunction with Sport Specific Marks.

- **4-color** Oswego State Athletics Secondary Mark on white with minimum clear zone and size requirements.
- **4-color** Oswego State Athletics Secondary Mark on black with minimum clear zone and size requirements.
- **1-color** Oswego State Athletics Secondary Mark on white with minimum clear zone and size requirements.
- **1-color** Oswego State Athletics Secondary Mark on black with minimum clear zone and size requirements.

*Note: 1-color mark for black also exists.*
Word Mark

Word marks add another leg to the job of brand building. This mark may be used on or off campus, stand-alone, or in conjunction with the secondary marks or the sport specific marks. Word marks offer the greatest flexibility and usability because they literally spell out the Oswego State brand.

Tertiary Mark

The Oswego State Athletics Tertiary Mark can be used in special instances such as helmets, shoulder patches, shorts or any situation where size (legibility) is an issue. The Tertiary Mark is not to be used as a stand-alone mark, but as an addition to the Oswego State Athletics Primary, Secondary or Word Marks.
**Sport Specific Marks**

Designed for coaches to use for their individual teams’ branding, the Oswego State Athletics Sport Specific Marks provide for the expansion of the brand into niche areas. These marks can be used on campus, stand-alone or in conjunction with other marks.

- This is the 4-color Oswego State Soccer Sport Specific Mark on white with minimum clear zone and size requirements. 
  
  Note: The width of Sport Specific Marks is measured from the farthest left and right edges of the wheel’s handles (estimated when hidden).

- This is the 4-color Oswego State Soccer Sport Specific Mark on black with minimum clear zone and size requirements. 
  
  Note: The width of Sport Specific Marks is measured from the farthest left and right edges of the wheel’s handles (estimated when hidden).

- This is the 1-color Oswego State Soccer Sport Specific Mark on white with minimum clear zone and size requirements. 
  
  Note: The width of Sport Specific Marks is measured from the farthest left and right edges of the wheel’s handles (estimated when hidden).
Sport Specific Word Marks

Just as with the Sport Specific Marks, Oswego State Sport Specific Word Marks are designed for coaches to use for their individual teams’ branding. The Oswego State College Sport Specific Word Marks provide for the expansion of the brand into niche areas. These marks can be used on campus, stand-alone or in conjunction with other marks.

**This is the 3-color Oswego State Hockey Sport Specific Word Mark on white with minimum clear zone and size requirements.**

*Note: All Sport Specific Word Marks are not to be displayed below 33% of their original file size (each is a different proportion).*

**This is the 3-color Oswego State Hockey Sport Specific Word Mark on black with minimum clear zone and size requirements.**

*Note: All Sport Specific Word Marks are not to be displayed below 33% of their original file size (each is a different proportion).*

**This is the 1-color Oswego State Hockey Sport Specific Word Mark on white with minimum clear zone and size requirements.**

*Note: All Sport Specific Word Marks are not to be displayed below 33% of their original file size (each is a different proportion).*
What not to do with Marks

Never change the proportions of an Oswego State Athletics Mark to fit into a space that is too small.

Never alter or change the typeface within an Oswego State Athletics Mark to match another mark, or for any other reason.

Never simplify or modify an Oswego State Athletics Mark to fit a specific need. Always consult the SID (pg. 2) to make any modifications to any marks.

Never alter an Oswego State Athletics Mark by adding a foreign graphic or type.

Never or modify an Oswego State Athletics Mark to fit a specific need. Always consult the SID (pg. 2) to make any modifications to any marks.

Never link or fuse any other mark to an Oswego State Athletics Mark.

Never overlap Oswego State Athletics Marks or fail to give them their proper minimum clear zone.

Never alter the color of an Oswego State Athletics Mark.

Never display any Oswego State Athletics Marks at a size smaller than its minimum display size.