



UALBANY ATHLETICS

2023 BRAND GUIDELINES

ATHLETICS BRAND GUIDELINES



The UAlbany Athletics Brand carries a great responsibility to consistently present a high-quality image representing the University at Albany to local, regional and national audiences.

Brand standards ensure all athletics advertising and promotional materials share a symbolic commonality representing our entire University. These standards apply to displays, uniforms, team apparel, equipment, facilities – every representation of our Brand.

These brand standards are comprised of tightly consistent dimensions, style, symbols, design, character and colors. This consistency is imperative to ensure the UAlbany Athletics Brand is strong and consistent in the marketplace. Using any other logos or marks not represented in this guide is strictly prohibited.

The UAlbany Athletics Brand logotypes, word marks, spirit marks and Great Dane Athletic Club marks are the only marks approved for use to represent the university and the athletics program by the athletics community. No other logos or marks may be used without prior written approval through the licensing office. The licensing office staff, working with designated athletics administrative staff, will review any special requests from athletics areas/sports related to the use of marks/graphics or other representation. All athletics units are required to adhere to these branding and identity standards.

Additional information related to brand identifier uses with facilities, events, apparel, uniforms, equipment, awards/gifts, digital and social media, electronic email signatures, stationery, videography, writing style, and other applications are contained in the Athletics Branding - Trademark Licensing Guidelines.

This brand guideline works alongside the University at Albany brand standards which can be found at <https://www.albany.edu/communications-marketing/brand-identity>

IDENTITY COLORS

The UAlbany Athletics Brand will remain consistent to the University at Albany Brand and Visual Identity in regards to the color palette. Purple and Gold are considered the official colors of UAlbany. Additionally, White, Gray and Black may be utilized in conjunction with the athletics brand. UAlbany's identity is strengthened greatly by using this official color palette with absolute consistency. Please refer to the color formulas below for all printed and Web-related applications.



UAlbany Purple

PMS 269 C
#46166B
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107



UAlbany Gold

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17



Black

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0



White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255



Grey

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

Note: During special situations, the use of an expanded color palette is acceptable for the athletics brand. Examples would be the occasional use of a unique alternate uniform, similar to those that support special initiatives (i.e. Breast Cancer Awareness, Hometown Heroes, etc.) While this is acceptable for special situations, consistent use of colors outside of the primary color palette is not intended. Retail branding will also have flexibility to utilize unique "seasonal" colors and when used correctly, will complement our primary color palette.

OFFICIAL ATHLETICS FONTS

Primary Font

Furore is the primary athletics font and should be used consistently in accordance with the UAlbany Athletics Brand Guidelines.

Furore

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary Font

United Sans is the secondary athletics font and should be used to support the primary font whenever possible in all athletics publications, stationary, marketing materials and correspondence.

United Sans - Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

United Sans - Semi Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

United Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

United Italic - Semi Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

United Sans - Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRIMARY MARK

The Damien Head Mark on this page is the primary mark representing the UAlbany Athletics brand and should lead in visible key locations for all uses including, but not limited to, web/internet pages, social media, athletics publications, marketing and promotional items, stationery, official team uniforms and athletics department issued apparel, facility graphics and all externally distributed/seen avenues of the athletics department.



1 - Damien Head Mark

IDENTITY COLORS

UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #461668 C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

*Pantone Uncoated shares the same PMS numbers as Pantone Coated.

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This brand guide provides a framework that promotes consistency and outlines the standards for use of UAlbany logos. We recommend all parties utilizing any element of our brand identity to meet the specifications outlined within this manual to help establish brand consistency.

WORDMARKS

The wordmarks on this page are stand-alone logos that serve as additional primary identifiers to accompany the Damien Head Mark and should not be combined with any other font or logotype. The wordmarks were created from the Furore alphabet font and should follow the colorway patterns in this document. These marks are not to be used on any athletics related uniforms, gear or merchandise, or by any outside entities, without prior approval by athletics and/or licensing representatives.

GREAT DANES

3 - Great Danes Wordmark (Wide)

UALBANY

2 - UAlbany Wordmark

GREAT
DANES

4 - Great Danes Wordmark (Stacked)

IDENTITY COLORS



UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #461668 C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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SECONDARY MARK

The secondary mark is a stand-alone logo and should not be combined with any other font or logotype. The “Letter Mark” was created from the Furore alphabet font and should follow the colorway patterns in this document. It works closely in support of the primary mark to represent UAlbany Athletics. This type-based mark gives the overall identity flexibility while staying consistent with the main look and feel. This mark is not to be used on any athletics related uniforms, gear or merchandise, or by any outside entities, without prior approval by athletics and/or licensing representatives.



5 - Letter Mark

TERTIARY MARK

The tertiary mark is a stand-alone logo and should not be combined with any other font or logotype. The “Empire State Capital Mark” was created to highlight the university’s unique location in the Capital City of New York and should follow the colorway patterns in this document. It works closely in support of the primary and secondary marks to represent UAlbany Athletics. This mark is not to be used on any athletics related uniforms, gear or merchandise, or by any outside entities, without prior approval by athletics and/or licensing representatives.



6 - Empire State Capital Mark

IDENTITY COLORS

UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #461668 C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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UAlbany Great Danes

DAMIEN HEAD & WORDMARK LOCKUPS

The Damien Head and wordmark lockups on this page are stand-alone logos that serve as secondary identifiers to accompany the primary identifiers and should not be combined with any other font or logotype. These marks serve as the only approved “lockups” and should follow the colorway patterns in this document. They are not to be used on any athletics related uniforms, gear or merchandise, or by any outside entities, without prior approval by athletics and/or licensing representatives.



7 - Damien Head + UAlbany Wordmark



9 - UAlbany Great Danes Wordmark



8 - Damien Head + UAlbany Great Danes Wordmark



10 - Damien Head + Great Danes Wordmark

IDENTITY COLORS



UAlbany Purple

PMS 269 C
#46166B
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107

UAlbany Gold

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

Grey

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

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TEAM DESIGNATION LOCKUPS



11 - Damien Head + UAlbany Wordmark + Sport



13 - UAlbany Wordmark + Sport



14 - Great Danes Wordmark + Sport (Wide)



12 - Damien Head Mark + Sport



15 - Great Danes Wordmark + Sport (Stacked)

IDENTITY COLORS



UAlbany Purple

UAlbany Gold

Grey

White

Black

PMS 269 C
#461668
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

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SPIRIT MARKS

The spirit marks on this page are designed to carry the proud spirit of the UAlbany Athletics mascot, Damien The Great Dane. The Mascot Mark is a direct representation of the physical Damien The Great Dane costume and neither the mark, nor the costume should be utilized or altered without prior consent of UAlbany Athletics. The spirit marks are not to be used on any athletics related uniforms, gear or merchandise, or by any outside entities, without prior approval by athletics and/or licensing representatives.



16 - Damien Mascot Mark



17 - Damien Paw Mark

IDENTITY COLORS

UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #461668 C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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GREAT DANE ATHLETIC CLUB MARKS

The Great Dane Athletic Club (GDAC) is the official fundraising arm of the UAlbany Athletic Department. The GDAC marks on this page are not to be used for any non-GDAC related purposes and are not to be used by outside entities without prior approval by athletics and/or licensing representatives.



18 - Damien Head + Shield + GDAC Wordmark (Wide)



20 - Damien Head + Shield Mark



19 - Damien Head + Shield + GDAC Wordmark (Stacked)



21 - GDAC Wordmark

IDENTITY COLORS



UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #461668 C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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UA U KNOW WORDMARK

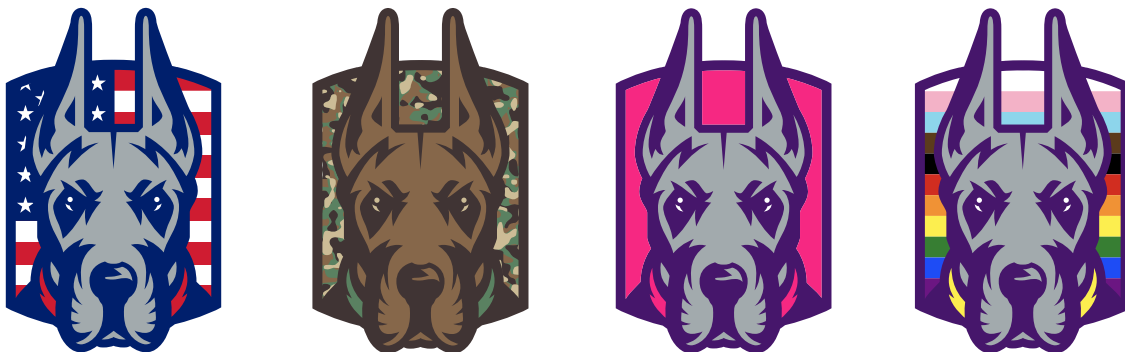
The UA U KNOW wordmark is a stand-alone logo and should not be combined with any other font or logotype. It was created to highlight all Great Dane fans favorite traditional chant and should follow the colorway patterns in this document. This mark is not to be used on any athletics related uniforms, gear or merchandise, or by any outside entities, without prior approval by athletics and/or licensing representatives.

UA U KNOW™

22 - UA U KNOW WORDMARK

DAMIEN HEAD + SHIELD MARK (CAUSE LOGOS)

UAlbany Athletics has designated the Damien Head + Shield mark as the identifier within the athletics brand to implement various "Cause" related logos. The athletics department reserves the right to create and implement these individual logos. Cause logos are not to be created or used by any outside entities, without prior approval by athletics and/or licensing representatives.



IDENTITY COLORS

UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #461868 C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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LEGACY MARK

The University at Albany “Split-A” mark has traditionally represented UAlbany Athletics dating back to the 1999-2000 season when UAlbany became an official NCAA Division 1 member. It represents the history and tradition of the athletics department, and therefore, ties the past and the future together. The Display Split-A mark (shown below) was retired from use by the athletics department in July of 2020 with the release of the updated athletics brand guidelines. It will remain as a part of the athletics brand until it has been completely removed from all forward facing areas in and around athletics facilities. The Display Split-A mark and the more recently updated Primary Split-A mark (shown below) should no longer be used to represent UAlbany Athletics and should not be produced on any athletics related materials.



IDENTITY COLORS

UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #461868 C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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1 - DAMIEN HEAD MARK



2 - UALBANY WORDMARK



IDENTITY COLORS



UAlbany Purple

UAlbany Gold

Grey

White

Black

PMS 269 C
#461668
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

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3 - GREAT DANES WORDMARK (WIDE)



4 - GREAT DANES WORDMARK (STACKED)



IDENTITY COLORS



UAlbany Purple

UAlbany Gold

Grey

White

Black

PMS 269 C
#461868
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

*Pantone Uncoated shares the same PMS numbers as Pantone Coated.

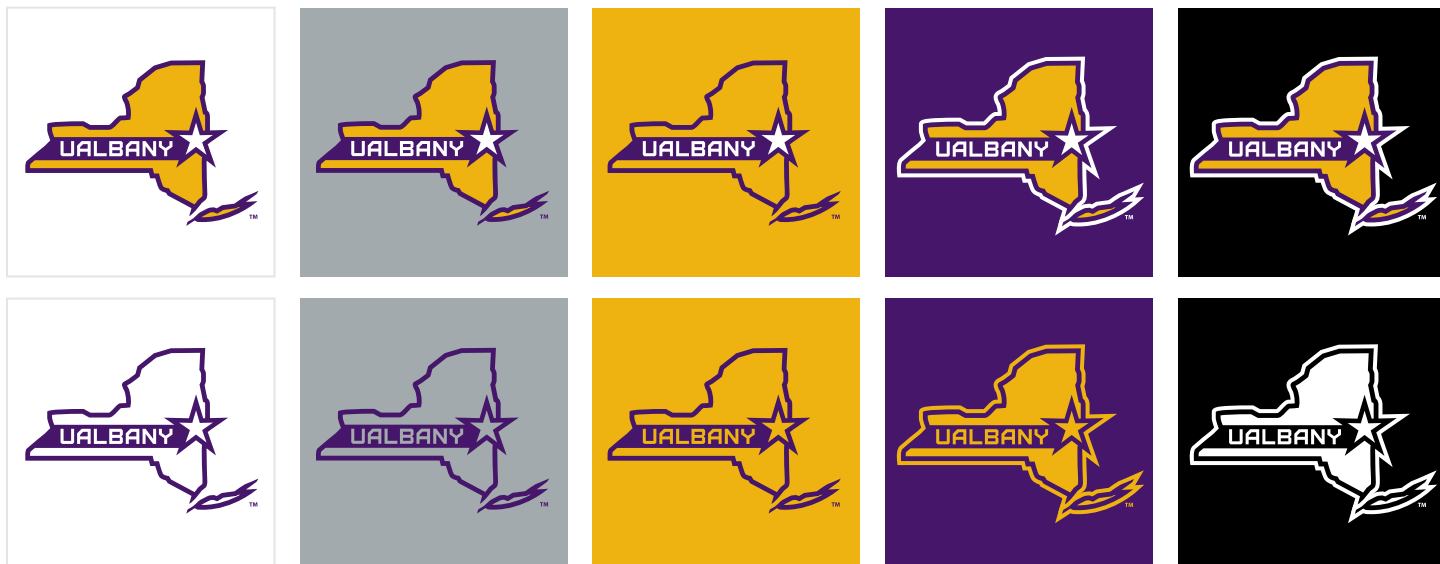
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5 - LETTER MARK



6 - EMPIRE STATE CAPITAL MARK



IDENTITY COLORS



UAlbany Purple

PMS 269 C
#461668
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107

UAlbany Gold

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

Grey

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

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7 - DAMIEN HEAD + UALBANY WORDMARK



8 - DAMIEN HEAD + UALBANY GREAT DANES WORDMARK



IDENTITY COLORS



UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #461668 C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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9 - UALBANY GREAT DANES WORDMARK



10 - DAMIEN HEAD + GREAT DANES WORDMARK



IDENTITY COLORS



UAlbany Purple

UAlbany Gold

Grey

White

Black

PMS 269 C
#461668
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

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11 - DAMIEN HEAD + UALBANY WORDMARK + SPORT



12 - DAMIEN HEAD MARK + SPORT



IDENTITY COLORS



UAlbany Purple

UAlbany Gold

Grey

White

Black

PMS 269 C
#461668
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

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13 - UALBANY WORDMARK + SPORT



14 - GREAT DANES WORDMARK + SPORT (WIDE)



IDENTITY COLORS

UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #461868 C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

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15 - GREAT DANES WORDMARK + SPORT (STACKED)



16 - DAMIEN MASCOT MARK



IDENTITY COLORS



UAlbany Purple

PMS 269 C
#461668
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107

UAlbany Gold

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

Grey

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

*Pantone Uncoated shares the same PMS numbers as Pantone Coated.

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.

This brand guide provides a framework that promotes consistency and outlines the standards for use of UAlbany logos. We recommend all parties utilizing any element of our brand identity to meet the specifications outlined within this manual to help establish brand consistency.

17 - DAMIEN PAW MARK



18 - DAMIEN HEAD + SHIELD + GDAC WORDMARK (WIDE)



IDENTITY COLORS



UAlbany Purple

PMS 269 C
#461668
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107

UAlbany Gold

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

Grey

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

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19 - DAMIEN HEAD + SHIELD + GDAC WORDMARK (STACKED)



20 - DAMIEN HEAD MARK + SHIELD



IDENTITY COLORS



UAlbany Purple

PMS 269 C
#461668
C: 78 M: 100 Y: 0 K: 33
R: 70 G: 22 B: 107

UAlbany Gold

PMS 124 C
#EEB211
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 178 B: 17

Grey

PMS 429
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Black

Black
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

*Pantone Uncoated shares the same PMS numbers as Pantone Coated.

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21 - GDAC WORDMARK



22 - UA U KNOW LOCKUP



IDENTITY COLORS

UAlbany Purple	UAlbany Gold	Grey	White	Black
PMS 269 C #461668 C: 78 M: 100 Y: 0 K: 33 R: 70 G: 22 B: 107	PMS 124 C #EEB211 C: 0 M: 28 Y: 100 K: 6 R: 238 G: 178 B: 17	PMS 429 #A2AAAD C: 21 M: 11 Y: 9 K: 23 R: 162 G: 170 B: 173	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0

*Pantone Uncoated shares the same PMS numbers as Pantone Coated.

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OFFICIAL/REGISTERED TERMS

The official University name is University at Albany, State University of New York. Accepted abbreviated names for the University are University at Albany and UAlbany.

The University mascot is the Great Dane.

Unacceptable University names include the following and should never be used to refer to the University at Albany:

- UA (in written form)
- SUNY Albany
- SUNYA
- Albany
- Albany State
- University of Albany
- any other iteration

Unacceptable mascot names include the following and should never be used to refer to the Great Danes:

- Danes
- Lady Danes
- Dane
- any other iteration

Registered and Trademark words/phrases specific to Athletics include:

UAlbany

University at Albany

Great Danes

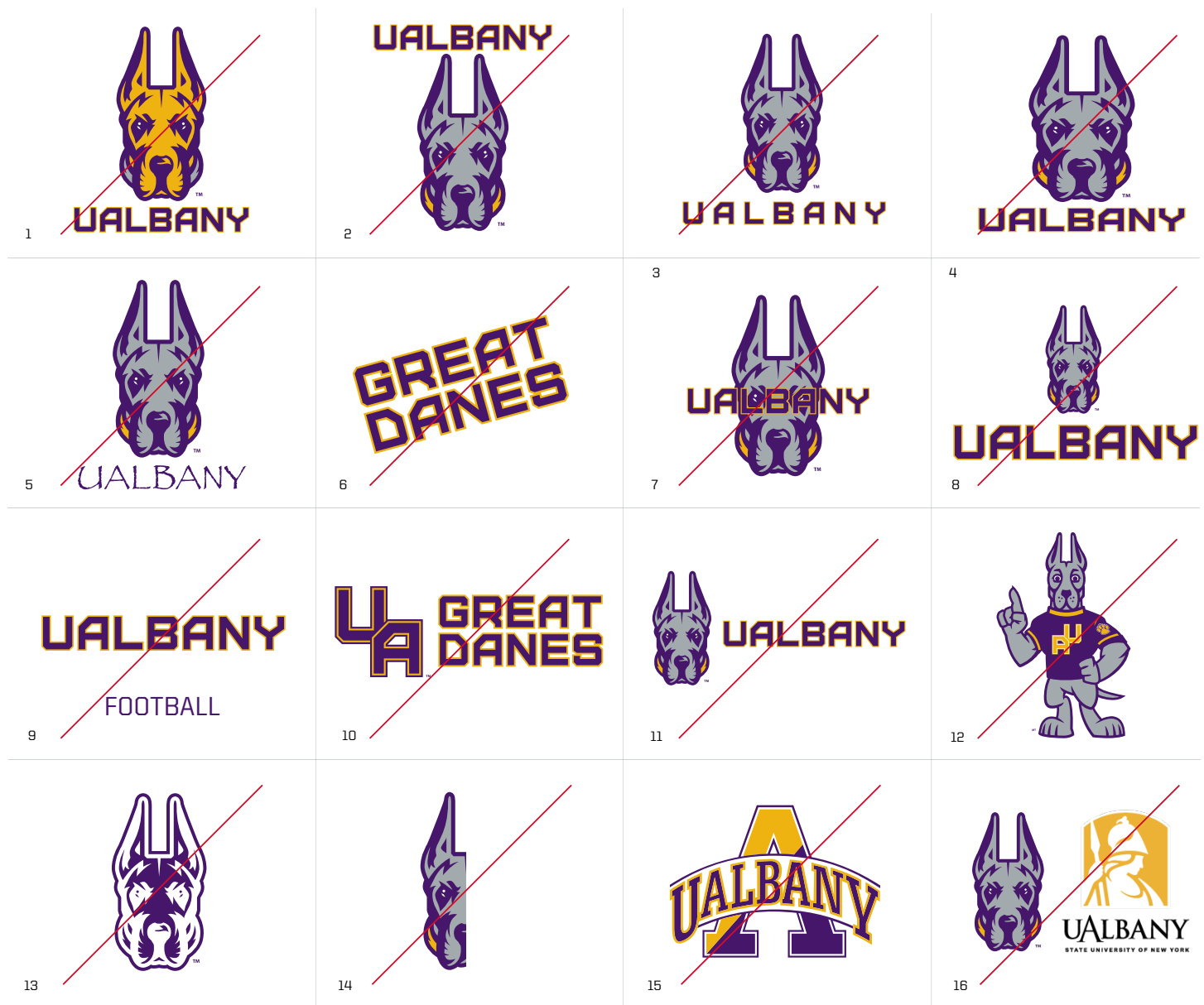
Great Dane

Dane Train

UA U KNOW

Greatness Lives Here

NON-APPROVED IDENTITY USES



- DO NOT** manipulate the colors.
- DO NOT** rearrange the elements.
- DO NOT** change the type spacing.
- DO NOT** distort the logo proportions.
- DO NOT** change the logotype font.
- DO NOT** change the orientation of the logo.
- DO NOT** overprint on the logo.
- DO NOT** change the scaling.
- DO NOT** change the specified logotype for any logo or team designation mark.
- DO NOT** combine undesignated logo elements.
- DO NOT** change the arrangement of any logotype.
- DO NOT** flip or reflect logo elements.
- DO NOT** invert logo colors.
- DO NOT** cut or crop any logo or associated elements.
- DO NOT** use previous identity elements or legacy marks alone or in combination with the athletics brand elements.
- DO NOT** use other university logos or elements alone or in combination with the athletics brand elements.

REFERENCE - STATISTICS ABBREVIATIONS

"UAlbany" is the preferred reference followed by "Great Danes" for use by announcers, on scoreboard displays, statistic abbreviations, etc. If "UAlbany" doesn't fit, "UALB" will be allowed as an abbreviation. "Albany", "UA" and other references are not acceptable.

For television in-game and studio graphics, the primary Damien Head + UAlbany mark is preferred followed by the Primary Damien Head mark and the UAlbany word mark. "Albany", "UA" and other abbreviations are not acceptable.

For newscast (television) and newspaper graphic displays the primary Damien Head + UAlbany mark is preferred followed by the Primary Damien Head mark and the UAlbany word mark.

All teams (men and women) should be referred to as Great Danes. Women's teams should not be referred to as "Lady Danes."

PUBLICATIONS & PROMOTION REVIEW AND APPROVAL

Internal guidelines are established to create a unified appearance and to maintain consistency in all publications, whether print or electronic, published and distributed by UAlbany. All athletic-related publications, stationary etc, including all promotional and marketing athletic publications (printed and electronic), whether paid for with state or non-state funds, must adhere to the graphic standards described in the Athletics Branding - Trademark Licensing Guidelines.

UNIVERSITY REGISTERED TRADEMARKS

University at Albany owns the exclusive intellectual property rights to its name, logos, slogans, colors, mascot, trademarks, service marks, and other indicia related to the university, its programs and services, and its athletic teams (collectively, the "marks").

University marks may not be used for any purpose without the advance written permission of UAlbany.



UAlbany Athletics

2023 BRAND GUIDELINES

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