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# STONY BROOK UNIVERSITY LICENSING PROGRAM

The Stony Brook campus community participates in a licensing program that sets the guidelines for use of our logos and word marks on a variety of merchandise. The program is managed by the Licensing Resource Group (LRG), an outside agency.

Stony Brook embarked on this program to ensure consistency, to protect the institution from unsavory business practices, and to raise funds for scholarships. Approved vendors have access to our style guide for their product designs.

The overall purpose of the Stony Brook University Trademark Licensing Program is to protect the integrity of the institution's trademarks and to ensure such trademarks are used in an appropriate manner. Stony Brook's Trademark Licensing Program is administered by the University's Office of Communications and overseen by the Director of Marketing and Licensing. Stony Brook is a member of the Fair Labor Association (FLA). All Stony Brook University Trademark Licensing Program vendors are required to be FLA members and must adhere to the FLA Code of Conduct.

Prospective vendors are encouraged to visit LRG's Web site for an application at www.lrgusa.com. The royalty rate is 8 percent, and is payable through LRG on all items including giveaways. Exemptions to the royalty are signage, awards, and uniforms. However, use of licensed vendors is still strongly encouraged.

A complete list of current approved vendors can be found at www.stonybrook/sb/logos/vendors

## APPROVED STONY BROOK FONTS

#### PRIMARY FONT FAMILIES:

Century Expanded Italic
Century Expanded Bold BT
Century Expanded Italic Bold BT

Trade Gothic Light
Trade Gothic Light Oblique
Trade Gothic
Trade Gothic Oblique
Trade Gothic Condensed Eighteen
Trade Gothic Condensed Eighteen Oblique
Trade Gothic Bold Condensed Twenty
Trade Gothic Bold Condensed Twenty Oblique
Trade Gothic Bold
Trade Gothic Bold Oblique
Trade Gothic Bold Two
Trade Gothic Bold Two
Trade Gothic Bold Two Oblique

#### SECONDARY FONT FAMILIES:

Century Schoolbook BT Roman
Century Schoolbook BT Italic
Century Schoolbook BT Bold
Century Schoolbook BT Bold Italic

Century Old Style
Century Old Style Italic
Century Old Style Bold

### **Franklin Gothic Condensed**

Franklin Gothic Extra Condensed

#### Franklin Gothic No. 2

ITC Franklin Gothic Book

ITC Franklin Gothic Book Italic

ITC Franklin Gothic Book Condensed

ITC Franklin Gothic Book Condensed Italic

ITC Franklin Gothic Book Compressed

ITC Franklin Gothic Book Compressed Italic

ITC Franklin Gothic Book Extra Compressed

ITC Franklin Gothic Medium

ITC Franklin Gothic Medium Italic

ITC Franklin Gothic Medium Condensed

ITC Franklin Gothic Medium Condesed Italic

**ITC Franklin Gothic Demi** 

ITC Franklin Gothic Demi Italic

**ITC Franklin Gothic Demi Condensed** 

ITC Franklin Gothic Demi Condensed Italic

**ITC Franklin Gothic Demi Compressed** 

ITC Franklin Gothic Demi Compressed Italic

ITC Franklin Gothic Demi Extra Compressed

ITC Franklin Gothic Heavy Italic

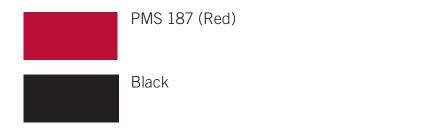
#### ITC MACHINE (ATHLETICS FONT)

Mistral (for use when script type is needed)

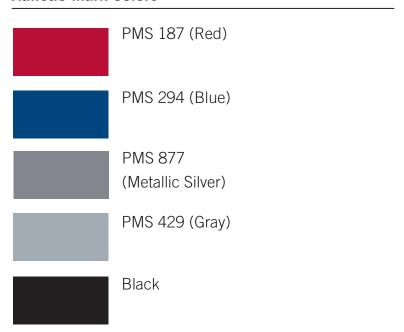
## **University Color**



## **Logo Colors**



## **Athletic Mark Colors**





S2.1.1



S2.1.2



S2.1.3





S2.1.5

File Name:

SBU horz\_2clr\_pms\_S2\_1\_1.eps

SBU horz\_bk\_S2\_1\_2.eps

SBU horz\_gr\_S2\_1\_3.eps

SBU horz\_1clr\_pms\_S2\_1\_4.eps

SBU horz\_white\_S2\_1\_5.eps



S2\_1A\_1



S2\_1A\_2



S2\_1A\_3



S2\_1A\_4



S2\_1A\_5

File Names: SBU vert1\_2clr\_pms\_S2\_1A\_1.eps SBU vert1\_bk\_S2\_1A\_2.eps SBU vert1\_1clr\_pms\_S2\_1A\_4.eps

SBU vert1\_gr\_S2\_1A\_3.eps SBU vert1\_white\_S2\_1A\_5.eps



S2.1B.1



S2.1B.2



S2.1B.3



S2.1B.4



S2.1B.5

File Name:

SBU stack\_2clr\_pms\_S2\_1B\_1.eps SBU stack\_bk\_S2\_1B\_2.eps SBU stack\_gr\_S2\_1B\_3.eps SBU stack\_1clr\_pms\_S2\_1B\_4.eps SBU stack\_white\_S2\_1B\_5.eps



S3.8.1



S3.8.2



S3.8.3



S3.8.4



S3.8.5

File Name:

SBM horz\_2clr\_pms1\_S3\_8\_1.eps SBM horz\_bk1\_S3\_8\_2.eps SBM horz\_gr1\_S3\_8\_3.eps SBM horz\_1clr\_pms1\_S3\_8\_4.eps SBM horz\_white1\_S3\_8\_5.eps



S3\_8A\_1



S3\_8A\_2



S3\_8A\_3



S3\_8A\_4



S3\_8A\_5

File Names: SBM vert1\_2clr\_pms1\_S3\_8A\_1.eps SBM vert1\_bk1\_S3\_8A\_2.eps SBM vert1\_1clr\_pms1\_S3\_8A\_4.eps

SBM vert1\_gr1\_S3\_8A\_3.eps SBM vert1\_white1\_S3\_8A\_5.eps



S3.8B.1



S3.8B.2



S3.8B.3



S3.8B.4



S3.8B.5

File Name:

SBM stack\_2clr\_pms1\_S3\_8B\_1.eps SBM stack\_bk1\_S3\_8B\_2.eps SBM stack\_gr1\_S3\_8B\_3.eps SBM stack\_1clr\_pms1\_S3\_8B\_4.eps SBM stack\_white1\_S3\_8B\_5.eps



S2.4.1



S2.4.2



S2.4.3



S2.4.4



S2.4.5

File Name:

SBU Alumni vert1\_2clr\_pms\_S2\_4\_1.eps SBU Alumni vert1\_gr\_S2\_4\_3.eps SBU Alumni vert1\_white\_S2\_4\_5.eps SBU Alumni vert1\_bk\_S2\_4\_2.eps SBU Alumni vert1\_1clr\_pms\_S2\_4\_4.eps



S2.4A.1



S2.4A.2



S2.4A.3



02.471.4



S2.4A.5

#### File Name:

SBU Alumni stack\_2clr\_pms\_S2\_4A\_1.eps SBU Alumni stack\_bk\_S2\_4A\_2.eps SBU Alumni stack\_gr\_S2\_4A\_3.eps SBU Alumni stack\_1clr\_pms\_S2\_4A\_4.eps SBU Alumni stack\_white S2\_4A\_5.eps



S2.5.1



S2.5.2



S2.5.3



S2.5.4



S2.5.5

#### File Name:

SBU CoBusiness\_2clr\_cmyk\_S2\_5\_1.eps SBU CoBusiness\_bk\_S2\_5\_2.eps SBU CoBusiness\_gr\_S2\_5\_3.eps SBU CoBusiness\_1clr\_pms\_S2\_5\_4.eps SBU CoBusiness white S2\_5\_5.eps



S1.32.1



S1.32.2



S1.32.3



S1.32.4



S1.32.5

#### File Name:

SBM SoMedicine\_vert1\_2clr\_pms1\_S1\_32\_1.eps SBM SoMedicine\_vert1\_gr1\_S1\_32\_3.eps SBM SoMedicine\_vert1\_white1\_S1\_32\_5.eps SBM SoMedicine\_vert1\_bk1\_S1\_32\_2.eps SBM SoMedicine\_vert1\_1clr\_pms1\_S1\_32\_4.eps



S1.32A.1



S1.32A.2



S1.32A.3



S1.32A.4



S1.32A.5

#### File Name:

SBM SoMedicine\_2clr\_pms1\_S1\_32A\_1.eps SBM SoMedicine\_bk1\_S1\_32A\_2.eps SBM SoMedicine\_gr1\_S1\_32A\_3.eps SBM SoMedicine\_1clr\_pms1\_S1\_32A\_4.eps SBM SoMedicine\_white1\_S1\_32A\_5.eps



S1.31.1



S1.31.2



S1.31.3



S1.31.4



S1.31.5

File Name:

SBM SoNursing\_vert1\_2clr\_pms1\_S1\_31\_1.eps SBM SoNursing\_vert1\_gr1\_S1\_31\_3 SBM SoNursing\_vert1\_white1\_S1\_31\_5.eps SBM SoNursing\_vert1\_bk1\_S1\_31\_2 SBM SoNursing\_vert1\_1clr\_pms1\_S1\_31\_4.eps



S1.31A.1



S1.31A.2



S1.31A.3



S1.31A.4



S1.31A.5

#### File Name:

SBM SoNursing\_2clr\_pms1\_S1\_31A\_1.eps SBM SoNursing\_bk1\_S1\_31A\_2.eps SBM SoNursing\_gr1\_\_S1\_31A\_3.eps SBM SoNursing\_1clr\_pms1\_S1\_31A\_4.eps SBM SoNursing\_white1\_S1\_31A\_5.eps



Stony Brook
School of Dental Medicine

\$1.34.1





\$1.34.3



S1.34.5

#### File Name:

SBM SoDental Medicine\_vert1\_2clr\_pms1\_S1\_34\_1.eps SBM SoDental Medicine\_vert1\_gr1\_S1\_34\_3.eps SBM SoDental Medicine\_vert1\_white1\_S1\_34\_5.eps SBM SoDental Medicine\_vert1\_bk1\_S1\_34\_2.eps
SBM SoDental Medicine\_vert1\_1clr\_pms1\_S1\_34\_4.eps



S1.34A.1



S1.34A.2



S1.34A.3



S1.34A.4



S1.34A.5

#### File Name:

SBM SoDental Medicine\_2clr\_pms1\_S1\_34A\_1.eps SBM SoDental Medicine\_bk1\_S1\_34A\_2.eps SBM SoDental Medicine\_gr1\_S1\_34A\_3.eps SBM SoDental Medicine\_1clr\_pms1\_S1\_34A\_4.eps SBM SoDental Medicine\_white1\_S1\_34A\_5.eps



S1.30.1



S1.30.2



S1.30.3



S1.30.4



S1.30.5

#### File Name:

SBM SoSocial Welfare\_vert1\_2clr\_pms1\_S1\_30\_1.eps SBM SoSocial Welfare\_vert1\_gr1\_S1\_30\_3.eps SBM SoSocial Welfare\_vert1\_white1\_S1\_30\_5.eps SBM SoSocial Welfare\_vert1\_bk1\_S1\_30-2.eps SBM SoSocial Welfare\_vert1\_1clr\_pms1\_S1\_30\_4



S1.30A.1



S1.30A.2



S1.30A.3



S1.30A.4



S1.30A.5

#### File Name:

SBM SoSocial Welfare\_2clr\_pms1\_S1\_30A\_1.eps SBM SoSocial Welfare\_bk1\_S1\_30A\_2.eps SBM SoSocial Welfare\_gr1\_S1\_30A\_3.eps SBM SoSocial Welfare\_1clr\_pms1\_S1\_30A\_4.eps SBM SoSocial Welfare white1 S1 30A 5.eps



## Stony Brook School of Health Technology and Management

S1.33.1



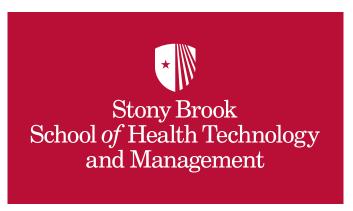
S1.33.2



S1.33.3



S1.33.4



S1.33.5

File Name:

SBM SoHTM\_vert1\_2clr\_pms1\_S1\_33\_1.eps SBM SoHTM\_vert1\_gr1\_3.eps SBM SoHTM\_vert1\_white1\_S1\_33\_5.eps SBM SoHTM\_vert1\_bk1\_S1\_33\_2.eps SBM SoHTM\_vert1\_1clr\_pms1\_S1\_33\_4.eps



S1.33A.1



S1.33A.2



S1.33A.3



S1.33A.4



S1.33A.5

#### File Name:

SBM SoHTM\_2clr\_pms1\_S1\_33A\_1.eps SBM SoHTM\_bk1\_S1\_33A\_2.eps SBM SoHTM\_gr1\_\_S1\_33A\_3.eps SBM SoHTM\_1clr\_pms1\_S1\_33A\_4.eps SBM SoHTM\_white1\_S1\_33A\_5.eps



S2.29.1



S2.29.2



S2.29.3



S2.29.4



S2.29.5

#### File Name:

sb\_childrens\_stack\_3c\_spot\_S2\_29\_1.eps sb\_childrens\_stack\_187C\_S2\_29\_3.eps sb\_childrens\_stack\_wht\_S2\_29\_5.eps sb\_childrens\_stack\_1c\_blkTint\_S2\_29\_2.eps sb\_childrens\_stack\_blk\_S2\_29\_4.eps



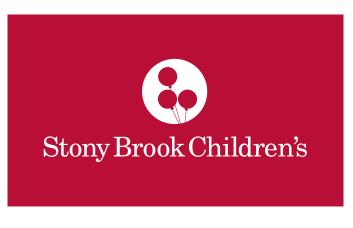
\$2.29A.1 \$2.29A.2





\$2.29A.3 \$2.29A.4





S2.29A.5

#### File Name:

sb\_childrens\_horizstack\_3c\_spot\_S2\_29A\_1.eps sb\_childrens\_horizstack\_187C\_S2\_29A\_3.eps sb\_childrens\_horizstack\_wht\_S2\_29A\_5.eps  $sb\_childrens\_horizstack\_1c\_blkTint\_S2\_29A\_2.eps\\ sb\_childrens\_horizstack\_blk\_S2\_29A\_4.eps$ 



S2.29B.1



S2.29B.2



Stony Brook Children's

S2.29B.4



S2.29B.5

File Name:

sb\_childrens\_horiz\_3c\_spot\_S2\_29B\_1.eps sb\_childrens\_horiz\_1c\_blkTint\_S2\_29B\_2.eps sb\_childrens\_horiz\_187C\_S2\_29B\_3.eps sb\_childrens\_horiz\_blk\_S2\_29B\_4.eps sb\_childrens\_horiz\_wht\_S2\_29B\_5.eps



S1.9.1



\$1.9.2



S1.9.5

File Name: SBSH\_logo\_OUT\_S1\_9\_1.eps SBSH\_logo\_OUTwht\_S1\_9\_5.eps

SBSH\_logo\_OUTbw\_S1\_9\_2.eps

Circular Mark Revised 4/25/12









\$2.3.4 \$2.3.5

File Name: SBU circle\_2clr\_pms1\_S2\_3\_1.eps SBU circle\_1clr\_pms1\_S2\_3\_4.eps

SBU circle\_bk1\_S2\_3\_2.eps SBU circle\_white1\_rev\_S2\_3\_5.eps



Department Name

S1.35.1

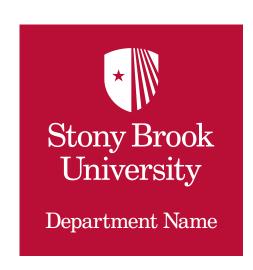


Department Name

S1.35.2



Department Name



\$1.35.4

File Name:

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SBU LIVE dept vert1\_bk1\_S1\_35\_2.eps sSBU LIVE dept vert1\_white1\_S1\_35\_5.eps



## Department Name

S1.36.1

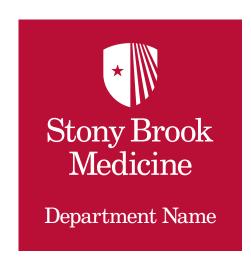


## Department Name

S1.36.2



## Department Name



\$1.36.4

#### File Name:

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\$1.37.1





\$1.37.4

File Name:

SBU org-club\_LIVE\_2cl\_pms\_S1\_37\_1.eps SBU org-club\_LIVE\_1cl\_pms\_S1\_37\_4.eps

SBU org-club\_LIVE\_1cl\_bk\_S1\_37\_2.eps SBU org-club\_LIVE\_White\_S1\_37\_5.eps



\$1.38.1

File Name:

 $SBU\_SHIELDwBORDER\_wht\_S1\_38\_1.eps$ 

**Primary** 11/18/09







\$1.11.1 \$1.11.2 \$1.11.3







\$1.11.4 \$1.11.5 \$1.11.6

File Names: AthSB\_Prim187\_294\_S1\_11\_1.eps AthSB\_Prim294White\_S1\_11\_4.eps

AthSB\_Prim187\_S1\_11\_2.eps AthSB\_PrimWhite294\_S1\_11\_5.eps AthSB\_PrimBLK\_S1\_11\_3.eps
AthSB\_PrimWhite187\_S1\_11\_6.eps







\$1.11A.1 \$1.11A.2 \$1.11A.3







\$1.11A.4 \$1.11A.5 \$1.11A.6

File Names: AthSB\_Prim187\_294\_S1\_11A\_1.eps AthSB\_Prim294White\_S1\_11A\_4.eps

AthSB\_Prim187\_S1\_11A\_2.eps AthSB\_PrimWhite294\_S1\_11A\_5.eps AthSB\_PrimBLK\_S1\_11A\_3.eps
AthSB\_PrimWhite187\_S1\_11A\_6.eps







\$1.11B.1 \$1.11B.2 \$1.11B.3







\$1.11B.4 \$1.11B.5 \$1.11B.6

File Names: AthSB\_Prim187\_294\_S1\_11B\_1.eps AthSB\_Prim294White\_S1\_11B\_4.eps

AthSB\_Prim187\_S1\_11B\_2.eps AthSB\_PrimWhite294\_S1\_11B\_5.eps  $\label{lem:athSB_PrimBLK_S1_11B_3.eps} AthSB\_PrimWhite187\_S1\_11B\_6.eps$ 

**Primary** 11/18/09





\$1.12.1



S1.12.3





\$1.12.4

 $\label{lem:sigma:athwolfie_Prim_4CSpot_S1_12_1.eps} AthWolfie\_Prim\_4CSpot_S1_12\_1.eps & AthWolfie\_Prim\_4CSpotOnRed\_S1_12\_3.eps \\ AthWolfie\_Prim\_WhtOnRed\_S1_12\_4.eps & AthWolfie\_Prim\_WhtOnBlk\_S1_12\_5.eps \\ AthWolfie\_Prim\_WhtOnBlk\_S1_12\_5.eps & AthWolfie\_Prim\_WhtOnBlk\_S1_22\_5.eps \\ AthWolfie\_Prim\_$ 



S1.12A.1

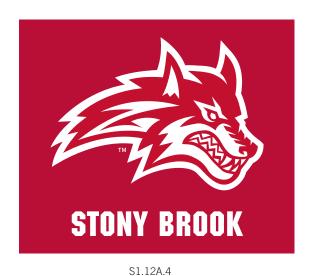


### **STONY BROOK**

S1.12A.2



S1.12A.3





S1.12A.5

#### File Names:

 **Secondary** 11/18/09







\$1.13.1 \$1.13.2 \$1.13.3





\$1.13.4

File Names:
AthSBwolf\_4Cspot\_S1\_13\_1.eps
AthSBwolf\_4CspotOnRed\_S1\_13\_4.eps

AthSBwolf\_187\_S1\_13\_2.eps AthSBwolf\_White187\_S1\_13\_5.eps AthSBwolf\_BLK\_S1\_13\_3.eps







\$1.13A.1 \$1.13A.2 \$1.13A.3





\$1.13A.4 \$1.13A.5

File Names:
AthSBwolf\_4Cspot\_S1\_13A\_1.eps
AthSBwolf\_4CspotOnRed\_S1\_13A\_4.eps

AthSBwolf\_187\_S1\_13A\_2.eps AthSBwolf\_White187\_S1\_13A\_5.eps

AthSBwolf\_BLK\_S1\_13A\_3.eps







S1.13B.3





\$1.13B.4 \$1.13B.5

File Names:
AthSBwolf\_4Cspot\_S1\_13B\_1.eps
AthSBwolf\_4CspotOnRed\_S1\_13B\_4.eps

AthSBwolf\_187\_S1\_13B\_2.eps AthSBwolf\_White187\_S1\_13B\_5.eps AthSBwolf\_BLK\_S1\_13B\_3.eps

**Secondary** 11/18/09



S1.14.1



S1.14.4

File Names:
AthStonySBWolfBrook\_4Cspot\_S1\_14\_1.eps
AthStonySBWolfBrook\_4CspotOnRed\_S1\_14\_4.eps



S1.16.1









\$1.16.4

File Names:
AthStonySBBrook\_4Cspot\_S1\_16\_1.eps
AthStonySBBrook\_187\_S1\_16\_2.eps
AthStonySBBrook\_4CspotOnRed\_S1\_16\_4.eps

AthSBwolf\_BLK\_S1\_16\_3.eps
AthSBwolf\_White187\_S1\_16\_5.eps



S1.16A.1



S1.16A.4





S1.17.4 S1.17.1



S1.17A.1



S1.17A.4

File Names:

AthSB\_Athletics\_4Cspot\_S1\_17\_1.eps

AthSB\_Athletics\_4CspotOnRed\_S1\_17\_4.eps AthSB\_Seawolves\_4Cspot\_S1\_17A\_1.eps AthSB\_Seawolves\_4CspotOnRed\_S1\_17A\_4.eps



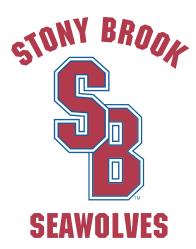


\$1.18.1





\$1.18A.1 \$1.18A.4



S1.19.1



S1.19.4



S1.20.1



\$1.20.4

File Names:
AthArchSB\_Seawolves\_4Cspot\_S1\_19\_1.eps
AthArchSBwolf\_Seawolves\_4Cspot\_S1\_20\_1.eps

AthArchSB\_Seawolves\_4CspotOnRed\_S1\_19\_4.eps AthArchSBwolf\_Seawolves\_4CspotOnRed\_S1\_20\_4.eps



S1.21.1



S1.21.4

File Names: AthArchSBwolf\_MarchBand\_4Cspot\_S1\_21\_1.eps

AthArchSBwolf\_Seawolves\_4CspotOnRed\_S1\_21\_4.eps



S1.22.5

File Names:

AthSBwolf\_AthleticsBand\_WhtOnRed\_S1\_22\_5.eps

S3.23.0























S3.23A.0



S3.23B.0



File Names: AthSB\_SportsMark\_WhtOnRed\_S3\_23B\_0.eps

S3.23C.0























S2.24.0













S2.24A.0



S2.24B.0











S2.24C.0

For use on white uniforms:

## STONY BROOK

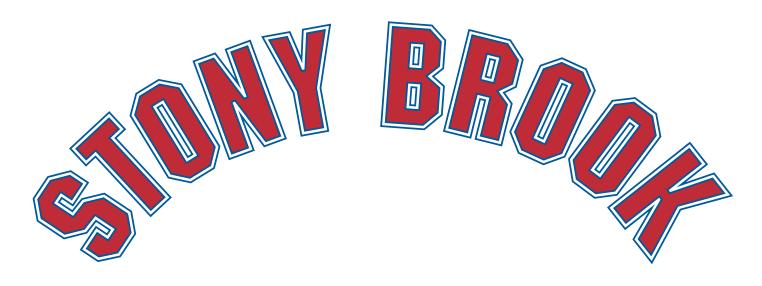
For use on red uniforms:

# STONY BROOK

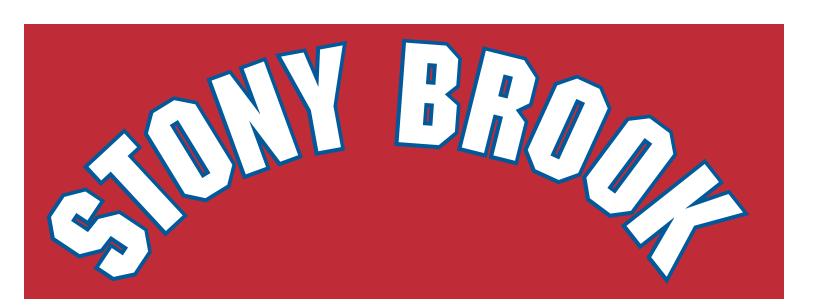
S1.25.0

File Name: SB1line\_UNIFORM\*\_S1\_25\_0.eps

For use on white uniforms:



For use on red uniforms:



S1.26.0

File Name: SBarch\_UNIFORM\*\_S1\_26\_0.eps

For use on white uniforms:

## ABCDEFGHIJKLMNOP ORSTUVWXYZ 1234567890

For use on red uniforms:

### ABCDEFGHIJKLMNOP ORSTUVWXYZ 1234567890

S1.28.0