The artwork and logos contained in this guide are for use on Stony Brook University apparel and merchandise. The artwork is not to be altered in any way. Art may be resized, but all proportions must remain as is.

This book is for the exclusive use of licensed Stony Brook University vendors. To become a licensed vendor, visit www.lrgusa.com for an application.

For questions about Stony Brook University’s licensing program, contact:

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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
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 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 Condensed 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
ITC Franklin Gothic Heavy Italic

ITC MACHINE (ATHLETICS FONT)

Mistral (for use when script type is needed)
**University Color**

PMS 187 (Red)

**Logo Colors**

PMS 187 (Red)

Black

**Athletic Mark Colors**

PMS 187 (Red)

PMS 294 (Blue)

PMS 877 (Metallic Silver)

PMS 429 (Gray)

Black
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
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
File Name:
SBU LIVE dept vert1_2clr_pms1_S1_35_1.eps
SBU LIVE dept vert1_1clr_pms1_S1_35_4.eps
SBU LIVE dept vert1_bk1_S1_35_2.eps
SBU LIVE dept vert1_white1_S1_35_5.eps
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THE ORGANIZATION NAME HERE

S1.37.1

S1.37.2

S1.37.4

S1.37.5

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
File Names:
AthSB_Prim187_294_S1_11_1.eps    AthSB_Prim187_S1_11_2.eps    AthSB_PrimBLK_S1_11_3.eps
AthSB_Prim294White_S1_11_4.eps    AthSB_PrimWhite294_S1_11_5.eps    AthSB_PrimWhite187_S1_11_6.eps
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
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
AthSB_PrimBLK_S1_11B_3.eps
AthSB_PrimWhite187_S1_11B_6.eps
File Names:
AthWolfie_Prim_4CSpot_S1_12_1.eps  AthWolfie_Prim_BLK_S1_12_2.eps
AthWolfie_Prim_4CSpotOnRed_S1_12_3.eps
AthWolfie_Prim_WhtOnRed_S1_12_4.eps  AthWolfie_Prim_WhtOnBlk_S1_12_5.eps
File Names:
AthWolfie_Prim_4CSpot_S1_12A_1.eps  AthWolfie_Prim_BLK_S1_12A_2.eps
AthWolfie_Prim_4CSpotOnRed_S1_12A_3.eps
AthWolfie_Prim_WhtOnRed_S1_12A_4.eps  AthWolfie_Prim_WhtOnBlk_S1_12A_5.eps
File Names:
- AthSBwolf_4Cspot_S1_13_1.eps
- AthSBwolf_187_S1_13_2.eps
- AthSBwolf_BLK_S1_13_3.eps
- AthSBwolf_4CspotOnRed_S1_13_4.eps
- AthSBwolf_White187_S1_13_5.eps
File Names:
AthSBwolf_4Cspot_S1_13A_1.eps  AthSBwolf_187_S1_13A_2.eps  AthSBwolf_BLK_S1_13A_3.eps
AthSBwolf_4CspotOnRed_S1_13A_4.eps  AthSBwolf_White187_S1_13A_5.eps
File Names:
AthSBwolf_4Cspot_S1_13B_1.eps  AthSBwolf_187_S1_13B_2.eps  AthSBwolf_BLK_S1_13B_3.eps
AthSBwolf_4CspotOnRed_S1_13B_4.eps  AthSBwolf_White187_S1_13B_5.eps
File Names:
AthStonySBWolfBrook_4Cspot_S1_14_1.eps
AthStonySBWolfBrook_4CspotOnRed_S1_14_4.eps
File Names:
AthStonySBBrook_4Cspot_S1_16A_1.eps
AthStonySBBrook_4CspotOnRed_S1_16A_4.eps
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
File Names:
AthSBwolf_Athletics_4Cspot_S1_18_1.eps
AthSBwolf_Athletics_4CspotOnRed_S1_18_4.eps
AthSBwolf_Seawolves_4Cspot_S1_18A_1.eps
AthSBwolf_Seawolves_4CspotOnRed_S1_18A_4.eps
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
Additional Athletic Marks

File Names:
AthArchSBwolf_MarchBand_4Cspot_S1_21_1.eps  AthArchSBwolf_Seawolves_4CspotOnRed_S1_21_4.eps
Additional Athletic Marks

File Names:
AthSBwolf_AthleticsBand_WhtOnRed_S1_22_5.eps
File Names:
AthSB_SportsMark_4CspotOnRed_S3_23A_0.eps
File Names:
AthSB_AthleticMarksMisc_4Cspot_S2_24_0.eps
For use on white uniforms:

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For use on red uniforms:

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S1.25.0
For use on white uniforms:

For use on red uniforms:

File Name: SBarch_UNIFORM*_S1_26_0.eps
For use on white uniforms:

\[
\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
\text{1234567890}
\]

For use on red uniforms:

\[
\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
\text{1234567890}
\]