Naming Convention

S1.8A.3

Version Number

Logo Number

Logo Variation

Color Variation

List of Logos

1. Stony Brook University
4. Alumni Association
5. College of Business
8. Stony Brook Medicine
11. Interlocking SB
12. Wolfie
17. Interlocking SB with Stony Brook Type F/L Stacked
21. Wolfie with Stony Brook– Marching Band
22. Wolfie with Stony Brook – Athletic Bands
23. Wolfie with Stony Brook– Sports Teams
24. Wolfie with Stony Brook– Misc. Live Type
29. Stony Brook Children’s
30. School of Social Welfare
31. School of Nursing
32. School of Medicine
33. School of Health Technology and Management
34. School of Dental Medicine
35. Stony Brook University – Departmental Treatment
36. Stony Brook Medicine – Departmental Treatment
37. Stony Brook Organization/Club
42. Cancer Center
43. Heart Institute
44. Neurosciences Institute
45. Trauma Center
46. Stony Brook Medicine – Tagline
47. Stony Brook Children’s – Tagline
48. Stony Brook Children’s – FOR PRINT for smaller use (Thicker String)
49. Stony Brook Children’s – FOR EMBROIDERY (Thicker String)
50. School of Pharmacy and Pharmaceutical Sciences
51. Program in Public Health
52. Cancer Center – Tagline
53. Heart Institute – Tagline
54. Neurosciences Institute – Tagline
55. Trauma Center – Tagline
59. Lourie Center for Pediatric MS
60. Healthy Weight and Wellness Center
61. Duchenne Muscular Dystrophy Comprehensive Care Center
62. Celiac Disease and Gluten Sensitivity Center
63. Stony Brook Southampton Hospital
65. Long Island State Veterans Home
66. FAR BEYOND lockup
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For questions about Stony Brook University’s licensing program and about this guide, contact:

Susanne Walsh
Sr. Director of Operations
Office of Communications and Marketing
Stony Brook University
631/632.6459
Susanne.Walsh@stonybrook.edu

For questions regarding artwork, contact:

Karen Leibowitz
Art Director
Office of Communications and Marketing
Stony Brook University
631/632.6336
Karen.Leibowitz@stonybrook.edu
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 Learfield Licensing, 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.

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A complete list of current approved vendors can be found at stonybrook.edu/brand/design-visual-identity/merchandising-licensing
APPROVED STONY BROOK FONTS

PRIMARY FONT FAMILIES

**Effra**
(The entire font family may be used: Effra Light, Effra Light Italic, Effra Regular, Effra Regular Italic, Effra Medium, Effra Medium Italic, Effra Bold, Effra Bold Italic, Effra Heavy, Effra Heavy Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Museo Slab**
(The entire font family may be used: Museo Slab 100, Museo Slab 100 Italic, Museo Slab 300, Museo Slab 300 Italic, Museo Slab 500, Museo Slab 500 Italic, Museo Slab 700, Museo Slab 700 Italic, Museo Slab 900, Museo Slab 900 Italic, Museo Slab 1000, Museo Slab 1000 Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

SECONDARY FONT FAMILIES

**Century Expanded**
(The entire font family may be used: CenturyExpd BT Roman, CenturyExpd BT Italic, CenturyExpd BT Bold, CenturyExpd BT Bold Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Trade Gothic**
(The entire font family may be used: Trade Gothic LT Std Light, Trade Gothic LT Std Light Obl, Trade Gothic LT Std, Trade Gothic LT Std Obl, Trade Gothic LT Std Bold, Trade Gothic LT Std Bold Obl, Trade Gothic LT Std Bold 2, Trade Gothic LT Std Bold 2 Obl, Trade Gothic LT Std Cn, Trade Gothic LT Std Cn Obl, Trade Gothic LT Std Bold Cn, Trade Gothic LT Std Bold Cn Obl)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ATHLETICS FONTS

**Trade Gothic**
(The entire font family may be used: Trade Gothic LT Std Light, Trade Gothic LT Std Light Obl, Trade Gothic LT Std, Trade Gothic LT Std Obl, Trade Gothic LT Std Bold, Trade Gothic LT Std Bold Obl, Trade Gothic LT Std Bold 2, Trade Gothic LT Std Bold 2 Obl, Trade Gothic LT Std Cn, Trade Gothic LT Std Cn Obl, Trade Gothic LT Std Bold Cn, Trade Gothic LT Std Bold Cn Obl)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Machine**
(For Athletics MARKS only: ITC Machine Std)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Stony Brook University and Stony Brook Medicine Primary Colors

- PMS 187 (Red)
- Black

Stony Brook University Secondary Colors

- PMS 185 (Bright Red)
- PMS 188 (Dark Red)
- PMS 425 (Dark Grey)
- PMS 423 (Medium Grey)
- PMS 420 (Light Grey)

Stony Brook Metallic

- PMS 8003 (Champagne)
  We are no longer using silver or gold.

Stony Brook Children's Primary Colors

- PMS 187 (Red)
- PMS 294 (Blue)
- PMS 341 (Green)

Stony Brook Athletics Colors

- PMS 187 (Red)
- PMS 289 (Navy Blue)
- PMS 429 (Grey)
- Black
File Names:
- SBU vert1 bk_S2 1A 2.eps
- SBU vert1 1clr_pms S2 1A 4.eps
- SBU vert1 white S2 1A 5.eps
- SBU vert1 RedInverted S2 1A 6.eps
File Name:
SBU stack_2clr_pms_S2_1B_1.eps
SBU stack_bk_S2_1B_2.eps
SBU stack_1clr_pms_S2_1B_4.eps
SBU stack_white_S2_1B_5.eps
SBU stack_RedInverted_S2_1B_6.eps
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_white1_S3_8A_5.eps
- SBM vert1_1clr_pms1_S3_8A_6.e
- SBM vert1_RedInverted_S3_8A_6.eps
File Name:
SBM stack_2clr_pms1_S3_8B_1.eps
SBM stack_bk1_S3_8B_2.eps
SBM stack_1clr_pms1_S3_8B_4.eps
SBM stack_white1_S3_8B_5.eps
SBM stack_RedInverted_S3_8B_6.eps
Stony Brook Medicine
The best ideas in medicine.

File Name:
SBM horz_tagline_2clr_pms1_S1_46_1.eps
SBM horz_tagline_bk1_S1_46_2.eps
SBM horz_tagline_1clr_pms1_S1_46_4.eps
SBM horz_tagline_white1_S1_8_46.eps
SBM horz_tagline_RedInverted_S1_46_6.eps
Stony Brook Trauma Center
The best ideas in medicine.

S1.55A.1

S1.55A.2

S1.55A.4

S1.55A.5

S1.55A.6

File Names:

SBM Trauma Center vert1_tagline_2clr_pms1_S1_55A_1.eps
SBM Trauma Center vert1_tagline_bk1_S1_55A_2.eps
SBM Trauma Center vert1_tagline_white1_S1_55A_5.eps

SBM Trauma Center vert1_tagline_1clr_pms1_S1_55A_4.eps
SBM Trauma Center vert1_tagline_RedInverted_S1_55A_6.eps
Stony Brook Children's

Revised 6/7/17

File Name:

sb_childrens_horizstack_3c_spot_S2_29A_1.eps  sb_childrens_horizstack_187C_S2_29A_3.eps
sb_childrens_horizstack_blk_S2_29A_4.eps  sb_childrens_horizstack_wht_S2_29A_5.eps
sb_childrens_horizstack_RedInverted_S2_29A_6.eps
File Name:
- sb_childrens_stack_tagline_3c_spot_S1_47_1.eps
- sb_childrens_stack_tagline_187C_S1_47_3.eps
- sb_childrens_stack_tagline_blk_S1_47_4.eps
- sb_childrens_stack_tagline_wht_S1_47_5.eps
- sb_childrens_stack_tagline_RedInverted_S1_47_6.eps
USE FOR PRINT ONLY-Thicker String for smaller use
For use when circle that contains the balloons is less than .25” width or when the lines are filling in.

Stony Brook Children’s
S2.48.4

Stony Brook Children’s
S2.48A.4

Stony Brook Children’s
S2.48B.4

File Name:
sb_childrens_stack_blk_ClearThickerStrings_S2_48_4.eps
sb_childrens_horizstack_blk_ClearThickerStrings_S2_48A_4.eps
sb_childrens_horizstack_wht_ClearThickerStrings_S2_48A_5.eps
sb_childrens_horiz_blk_ClearThickerStrings_S2_48B_4.eps

Revised 11/30/17
USE FOR EMBROIDERY ONLY—Thicker String for smaller use
For use when circle that contains the balloons is less than .25” width or when the lines are filling in.

Stony Brook Children’s

S1.49.4

S1.49A.4

S1.49B.4

S2.49A.4

S2.49B.4

File Name:

sb_childrens_stack_blk_ThickerStrings_Embroidery_S1_49_4.eps
sb_childrens_stack_blk_ClearThickerStrings_Embroidery_S2_49_4.eps
sb_childrens_horizstack_blk_ThickerString_Embroidery_S1_49A_4.eps
sb_childrens_horizstack_blk_ClearThickerString_Embroidery_S2_49A_4.eps
sb_childrens_horiz_blk_ThickerStrings_Embroidery_S1_49B_4.eps
sb_childrens_horiz_blk_ClearThickerStrings_Embroidery_S2_49B_4.eps

Revised 11/30/17
Department Name

S2.36.1

S2.36.2

File Name:

SBM LIVE dept vert1_2clr_pms1_S2_36_1.eps
SBM LIVE dept vert1_1clr_pms1_S2_36_4.eps
SBM LIVE dept vert1_bk1_S2_36_2.eps
SBM LIVE dept vert1_white1_S2_36_5.eps
SBM LIVE dept vert_RedInverted_S2_36_7.eps
File Names:
AthSB_Prim187_289_S2_11_1.eps
AthSB_Prim289White_S2_11_4.eps
AthSB_Prim187_S2_11_2.eps
AthSB_PrimWhite289_S2_11_5.eps
AthSB_PrimBLK_S2_11_3.eps
AthSB_PrimWhite187_S2_11_6.eps
File Names:
AthSB_Prim187_S2_11A_1.eps  AthSB_Prim187_S2_11A_2.eps  AthSB_PrimBLK_S2_11A_3.eps
AthSB_Prim289White_S2_11A_4.eps  AthSB_PrimWhite289_S2_11A_5.eps  AthSB_PrimWhite187_S2_11A_6.eps
File Names:

- AthWolfie_Prim_4CSpot_S2_12_1.eps
- AthWolfie_Prim_BLK_S2_12_2.eps
- AthWolfie_Prim_4CSpotOnRed_S2_12_3.eps
- AthWolfie_Prim_WhtOnRed_S2_12_4.eps
- AthWolfie_Prim_WhtOnBlk_S2_12_5.eps

Revised 11/14/17
Additional Wolfie Marks

File Names:
- AthWolfie_Prim_4CSpot_S2_12A_1.eps
- AthWolfie_Prim_BLK_S2_12A_2.eps
- AthWolfie_Prim_4CSpotOnRed_S2_12A_3.eps
- AthWolfie_Prim_WhtOnRed_S2_12A_4.eps
- AthWolfie_Prim_WhtOnBlk_S2_12A_5.eps

Revised 11/14/17
File Names:
AthSB_Athletics_2C_pms_S2_17_1.eps
AthSB_Athletics_white289_OnRed_S2_17_4.eps
AthSB_Seawolves_2C_pms_S2_17A_1.eps
AthSB_Seawolves_white289_OnRed_S2_17A_4.eps
File Names:
AthSB_MarchingBand_4CSpot_S3_21_1.eps
AthSB_MarchingBand_white289OnRed_S3_21_4.eps
Additional Athletic Marks

File Names:
AthSB_AthleticBands_4CSpot_S3_22B_1.eps
AthSB_AthleticBands_white289OnRed_S3_22B_4.eps
File Names:
AthSB_SportsMark_4Cspot_S4_23_0.eps
File Names:
AthSB_AthleticMarksMisc_4Cspot_S3_24_0.eps
File Names:
AthSB_AthleticMarksMisc_4CspotOnRed_S3_24A_0.eps