

# SUNY Korea Brand Guidelines



Stony Brook  
University



State University  
of New York

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**External Relations**

(Updated as of June 2024)

**The SUNY Korea Brand Guidelines is the key document for representing the institution. It promotes unity and a common purpose, ensuring a consistent and cohesive brand image.**

**\*\*Please note that these guidelines do not include the regulations and principles for the Stony Brook and FIT logos. When using the Stony Brook or FIT logo, refer to their respective logo guidelines.**



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# Table of Contents

01-01	BRANDMARK: Grid Standard
01-02	BRANDMARK: Typography
01-03	BRANDMARK: Color System
01-04	BRANDMARK: Background Color
01-05	BRANDMARK: Restrictions
01-06	BRANDMARK: 'KEY'
02-01	Logo Combination: Horizontal Layout I
02-02	Logo Combination: Horizontal Layout II
02-03	Logo Combination: Vertical Layout
02-04	Logo Combination: SBU
02-05	Logo Combination: FIT

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# SUNY Korea BRANDMARK



## 01-01

### BRANDMARK: Grid Standard

The logo mark is a key element of SUNY Korea's brand and is used in all media representing SUNY Korea. This logo plays an important role in conveying the institution's image. When using the SUNY Korea logo, apply the basic grid standard as shown. Compliance with these regulations and principles is essential to ensure that no image damage occurs, such as distortion, transformation, or misuse.

#### Basic Grid Standard

##### English Version



##### Korean Version



01-02

## BRANDMARK : Typography

The typography of SUNY Korea is DIN. The DIN font, known for its clean and modern appearance, is used to convey a professional image for educational institutions. The consistent use of the DIN font helps strengthen SUNY Korea's brandmark.

### FONT

**DIN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## 01-03

### BRANDMARK : Color System

SUNY Korea's primary color is a unique shade of blue that plays an important role in forming SUNY Korea's image. In particular, there can be pronounced color expression differences in brightness and saturation depending on the media environment, so obtain the best standard color by using the Pantone color code, CMYK 4 primary colors, or RGB standards.

#### Primary Color

##### **SUNY Korea Blue**



Spot: Pantone 287  
Process: C100 / M68 / Y0 / K12  
RGB Web: R0 / G83 / B155

#### Sub Color

##### **SUNY Korea Deep Blue**



Spot: Pantone 3005 U  
Process: C100 / M34 / Y0 / K0  
RGB Web: R0 / G129 / B198

##### **SUNY Korea Light Blue**



Spot: Pantone 306 U  
Process: C80 / M0 / Y0 / K0  
RGB Web: R0 / G188 / B228

##### **SUNY Korea Red**



Spot: Pantone 187 C  
Process: C5 / M100 / Y71 / K22  
RGB Web: R171 / G26 / B45

##### **SUNY Korea Gray**



Spot: Pantone Cool Gray 8 U  
Process: C0 / M0 / Y0 / K40  
RGB Web: R161 / G161 / B164

##### **SUNY Korea Gold**



Spot: Pantone 871 U  
Process: C20 / M25 / Y60 / K25  
RGB Web: R163 / G145 / B97

##### **SUNY Korea Silver**



Spot: Pantone 877 U  
Process: C0 / M0 / Y0 / K40  
RGB Web: R167 / G169 / B172

BRANDMARK :  
Background Color

Ideally, the logo mark should be expressed on a white background.  
However, a range of background colors can be used with the logo mark, as shown.

Priority



A white background is recommended

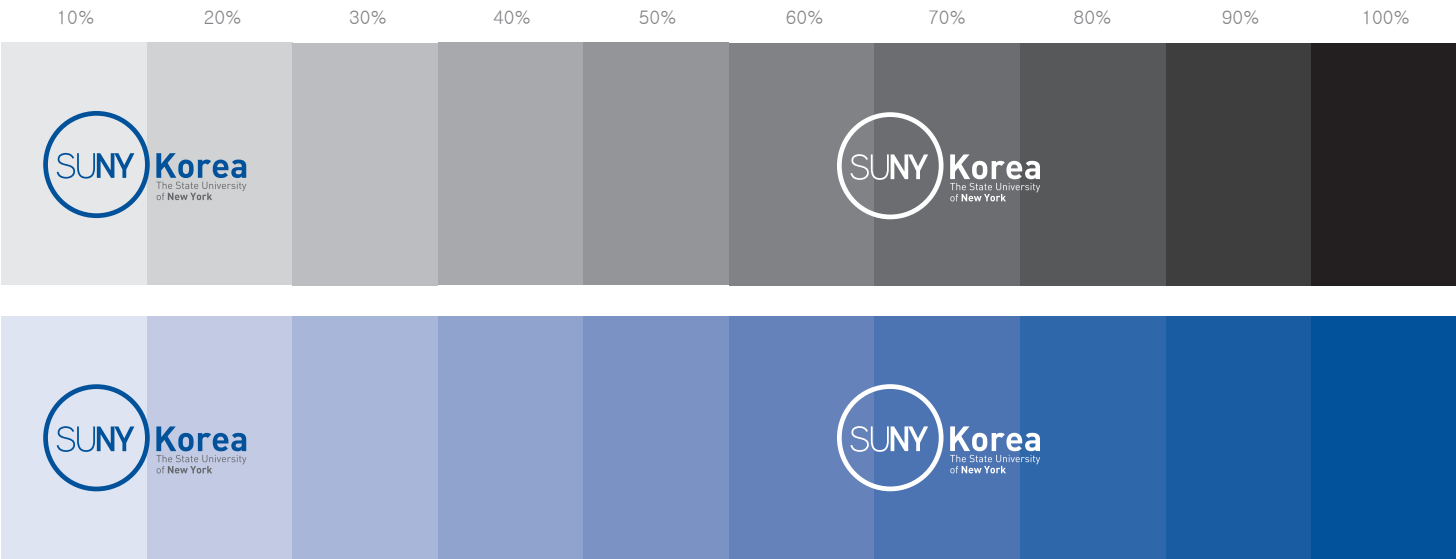


Apply white logo on an achromatic background with a brightness of 60% or more



Apply a blue logo on an achromatic color with less than 20% brightness or a bright silver color.

Use of Color by Brightness



01-05

## BRANDMARK : Restrictions

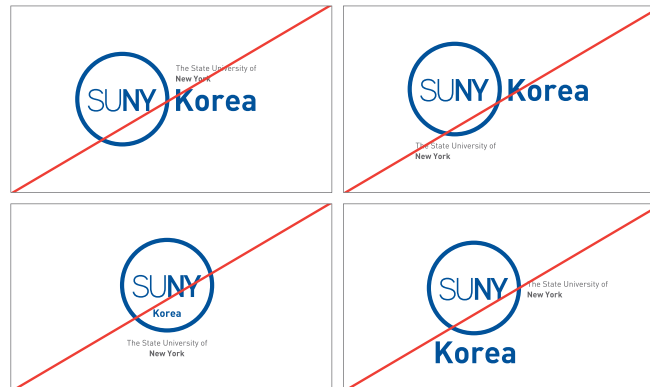
If the color and shape of the logo mark are arbitrarily changed or transformed, the unique image is damaged, so the exclusive color and shape must always be used. The examples shown are against the regulations, and their use is prohibited.

### Color



Random combinations of colors cannot be used.

### Combination



A signature cannot be created by arbitrarily combining symbols and logotypes.

### Form



You cannot arbitrarily change the shape of the brand mark and logotype, or change the space between characters.

### Graphic



It cannot be used on a background color with similar brightness or saturation, or on a complex graphic background.

01-06

**BRANDMARK :  
'KEY'**

The SUNY Korea outlined shape represents the 'KEY', symbolizing the key to the world by opening doors of new possibilities.



# SUNY Korea SBU and FIT Logo Combination



Stony Brook  
University



State University  
of New York

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## 02-01

### Logo Combination : Horizontal Layout I

When the SUNY Korea English or Korean brand logo is used with the Stony Brook and FIT logo, the basic horizontal layout should be maintained as shown.

*When using Stony Brook's and FIT's logo separately, refer to their respective logo guidelines.*

#### English Version



Stony Brook  
University



State University  
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#### Korean Version



Stony Brook  
University



State University  
of New York

#### Minimum Size Rule



Stony Brook  
University



State University  
of New York

10mm

## 02-02

### Logo Combination : Horizontal Layout II

When the SUNY Korea English or Korean brand logo is used with the Stony Brook and FIT logo, the basic horizontal layout should be maintained as shown.

*When using Stony Brook's and FIT's logo separately, refer to their respective logo guidelines.*

#### English Version



#### Korean Version



## 02-03

### Logo Combination : Vertical Layout

When the SUNY Korea English or Korean brand logo is used with the Stony Brook and FIT logo, the basic vertical layout should be maintained as shown.

*When using Stony Brook's and FIT's logo separately, refer to their respective logo guidelines.*

#### English Version



#### Korean Version



# SUNY Korea SBU Logo Combination



02-04

## Logo Combination : SBU

When the SUNY Korea brand logo is used with the Stony Brook logo, the layout should be maintained as shown.

*When using the Stony Brook logo separately, refer to Stony Brook's logo guidelines.*

### English Version



### Korean Version



# SUNY Korea FIT Logo Combination



02-05

## Logo Combination : FIT

When the SUNY Korea brand logo is used with the FIT logo, the layout should be maintained as shown.

*When using the FIT logo separately, refer to FIT's logo guidelines.*

### English Version



### Korean Version

