

The Sage Colleges

Visual Identity Guide | 2012

LOGOS | The Sage Colleges

These logos are to be used when referring to The Sage Colleges. It is considered formal but not as formal as The Sage Colleges Seal. (referenced to on page 7)

The Sage Colleges includes: Russell Sage College, Sage College of Albany, Sage Graduate Schools

colors: Black and may be used in reverse (as shown below).

The Sage Colleges

The Sage Colleges

Russell Sage College
Sage College of Albany
Sage Graduate Schools

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Russell Sage College
Sage College of Albany
Sage Graduate Schools

LOGOS | Russell Sage College

These logos are to be used when referring to Russell Sage College. It is considered formal but not as formal as Russell Sage College Seal. (referenced to on page 7)

Russell Sage College is an all female undergraduate college.

colors: Black, Green: PMS 342 Spot , Yellow: 129U Spot

Tagline: Women of Influence

Russell Sage College
WOMEN OF INFLUENCE

Russell Sage College
WOMEN OF INFLUENCE

Russell Sage College
WOMEN OF INFLUENCE

Russell Sage College
WOMEN OF INFLUENCE

Russell Sage College
WOMEN OF INFLUENCE

LOGOS | Sage College of Albany

These logos are to be used when referring to Sage College of Albany. It is considered formal but not as formal as the Sage College of Albany seal. (referenced to on page 7)

Sage College of Albany is a co-education undergraduate college

colors: Black + Orange: PMS 179 Spot

Tagline: Design Your Future

Sage College of Albany
DESIGN YOUR FUTURE

Sage College of Albany
DESIGN YOUR FUTURE

Sage College of Albany
DESIGN YOUR FUTURE

Sage College of Albany
DESIGN YOUR FUTURE

Sage College of Albany
DESIGN YOUR FUTURE

LOGOS | Sage Graduate Schools

These logos are to be used when referring to Sage Graduate Schools. It is considered formal but not as formal as Sage Graduate Schools seal. (referenced to on page 7)

Sage Graduate Schools is a co-education graduate school that is made of of the Schools of Health Sciences, Education and Management

colors: Black +Blue: PMS 648 Spot (Reference chart for color match on page 14)

Tagline: The Professional Connection

Sage Graduate Schools
THE PROFESSIONAL CONNECTION

Sage Graduate Schools
THE PROFESSIONAL CONNECTION

EDUCATION
HEALTH SCIENCES
MANAGEMENT

Sage Graduate Schools
THE PROFESSIONAL CONNECTION

EDUCATION
HEALTH SCIENCES
MANAGEMENT

Sage Graduate Schools
THE PROFESSIONAL CONNECTION

EDUCATION
HEALTH SCIENCES
MANAGEMENT

Sage Graduate Schools
THE PROFESSIONAL CONNECTION

EDUCATION
HEALTH SCIENCES
MANAGEMENT

LOGOS | School of Continuing & Professional Studies

These logos are to be used when referring to School of Continuing & Professional Studies.

School of Continuing & Professional Studies is a co-education undergraduate school for degree completion

colors: K + Yellow: PMS 1235 Spot

Tagline: Bachelor's Degree Completion for Adults

Sage

AFTER WORK

Bachelor's Degree Completion for Adults

REVISIONS TO COME to reflect
School of Continuing & Professional Studies

AFTER WORK

Sage

AFTER WORK

Sage

AFTER WORK

LOGOS | Seals

The seal is used when referring to The Sage Colleges, Russell Sage College, Sage College of Albany or Sage Graduate Schools in the colleges most formal manner. For example: with academic affairs such as graduation materials, formal event invitations, podium signage for formal events such as graduation

colors: Black



LOGOS | Sage

These logos are to be used when referring to Sage. It is considered less formal than The Sage Colleges logo which was referenced on page 1.

Sage includes: Russell Sage College, Sage College of Albany, Sage Graduate Schools

Reference chart for color match on page 14.



The 3 color squares used in this logo refer to:
Green: Russell Sage College
Orange: Sage College of Albany
Blue: Sage Graduate Schools

Gold bar: Overarching Sage color
Reference chart for color match on page 14.



LOGOS | Sage.edu

These logos are to be used when driving your audience to the Sage homepage - Sage.edu and when referring to Russell Sage College, Sage College of Albany, Sage Graduate Schools and Sage After Work.

Reference chart for color match on page 14.

Sage.edu

Sage.edu

Graphic Elements | The Sage Colleges

The Sage swoosh is a graphic element that is used to enhance the brand of The Sage Colleges. It gives the feeling on momentum, moving forward and that all of the colleges work together to strengthen our institution.

Colors: Each color used in the swoosh represents a school (green - Russell Sage College, orange - Sage College of Albany, Blue- Sage Graduate Schools and Yellow is the overarching color that references the entire college. (reference color palette on page 14 for PMS colors).

It is designed to bleed off of a page on the right and left.



Serif

Sabon

Sabon Italics

Sabon Bold

Linotype Didot

Linotype Didot Italics

Linotype Didot Bold

Sans Serif

Meta Book Roman

Meta Book Roman Italics

Meta Bold Medium

Meta Bold Roman

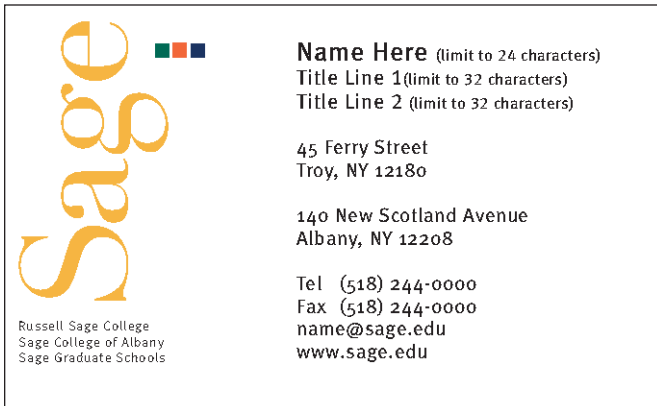
Meta Bold Italics

BUSINESS CARDS | The Sage Colleges

You may select from two styles of business cards.

Cards may be ordered from our online print store -<http://www.velocityprint.com/thesagecolleges/>

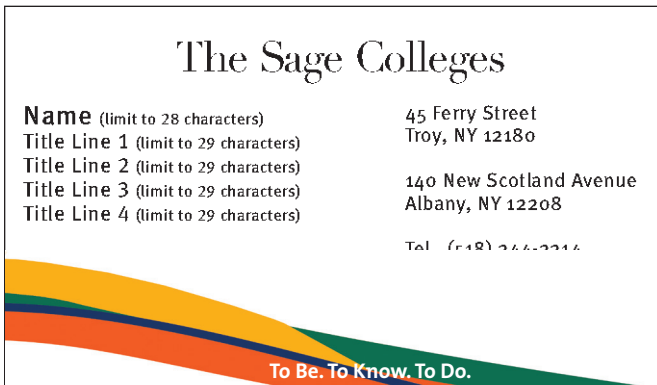
Front of card version 1



Back of card version 1



Front of card version 2



Back of card version 2



Letterhead | The Sage Colleges

Letterhead may be ordered from our online print store - <http://www.velocityprint.com/thesagecolleges/>

Below are examples of the letterhead. Note: the information in black is variable data

Paper Stock: Via Pure White, 80lb text



Envelopes | The Sage Colleges

No. 10 business envelopes as well as 10" x 13" catalog envelopes may be ordered from our online print store - <http://www.velocityprint.com/thesagecolleges/>

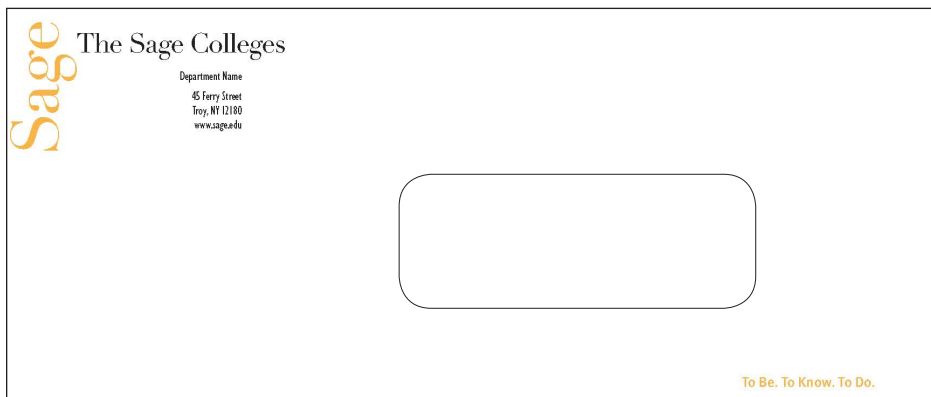
NOTE: Similar to the Letterhead there is a version for each school and your Department name, address and url will be variable

Paper Stock: Via Pure White

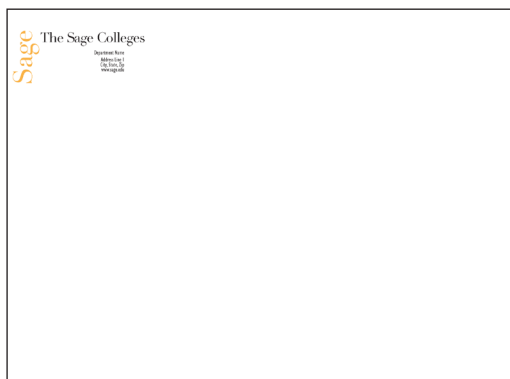
sample of No. 10 Business Envelope



sample of No. 10 Business Window Envelope




sample of 10" x 13" catalog envelope




Color Palette | The Sage Colleges


Rusell Sage College:

Green: Solid PMS 342 U 
Solid C: PMS 343 C
Process U: PMS 273-1U
Process C: PMS 273-1 C


Sage College of Albany:

Orange: Solid U: PMS 158 U 
Solid C: PMS 158 C
Process U: PMS 32-1U
Process C: PMS 36-1 C

Sage Graduate School:

Blue: Solid U: PMS 648 U 
Solid C: PMS 648 C
Process U: PMS 212-1U
Process C: PMS 213-1 C


Sage After Work:

Gold: Solid U: PMS 1235 U 
Solid C: PMS 1235 C

Brown: Solid U: PMS 7504 U 
Solid C: PMS 7504 C

note: there is not a good process match for these two colors

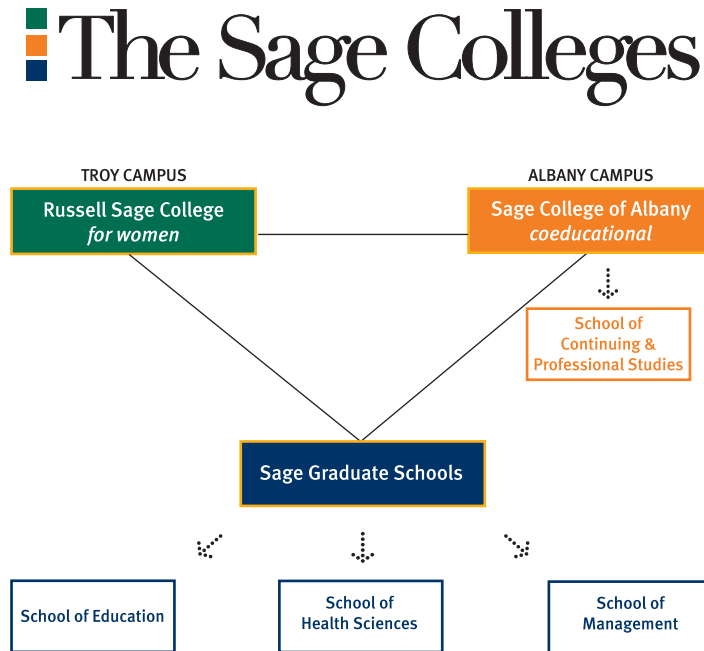
Overarching:

Gold: CMYK breakdown: 0,35,100,0 
Spot: PMS 143 C
Spot: PMS 129 U
Process U: PMS 5-1U
Process C: PMS 18-3C

REVISIONS TO COME to reflect
School of Continuing & Professional Studies

Diagrams | The Sage Colleges

Version 1: This simplified style is useful as a stand alone - For example used in a Powerpoint to explain the different elements that make up The Sage Colleges



Version 2: This simplified style is useful when used in a text document.

The Sage Colleges



Russell Sage College
for women



Sage College of Albany
coeducational

- School of Continuing & Professional Studies



Sage Graduate Schools

- School of Education
- School of Health Sciences
- School of Management