

The Sage Colleges

Institutional Graphic Identity Guide | 2017

DRIVERS OF REVISION:

- Unify the existing brand elements such as colors & graphic identifiers that represent the college.
- Create consistency by streamlining the designs and colors used to represent all areas of The Sage Colleges.
- Make The Sage Colleges the connecting point for all parts of the college through proper usage of the visual identity guide.
- Create a series of graphic elements that work together as a family and satisfy the usage needs so that it is both useful but requires the consistency needed to make it stronger.

FIND OUT MORE INFORMATION

[sage.edu/resources](https://www.sage.edu/resources)

Office of Communications & Public Relations
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518.244.2246

note: All wordmarks may be used in black or in reverse.

BRAND AREAS

The Sage Colleges

Russell Sage College

Sage College of Albany

Sage Graduate Schools

Esteves School of Education

School of Health Sciences

School of Management

Sage Professional & Continuing Education

Russell Sage Online

Additional Brand Areas

Athletics

Opalka Gallery

Theatre Institute at Sage

PRIMARY BRAND COLOR PALETTE

THE SAGE COLLEGES, RUSSELL SAGE COLLEGE, SAGE COLLEGE OF ALBANY, SAGE GRADUATE SCHOOLS, ESTEVES SCHOOL OF EDUCATION, SCHOOL OF HEALTH SCIENCES, SCHOOL OF MANAGEMENT, SCHOOL OF PROFESSIONAL & CONTINUING EDUCATION, RUSSELL SAGE ONLINE



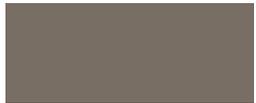
PRIMARY BRAND COLOR

The primary color for The Sage College's brand is green. When possible, green should be the predominant color in all college communications.

Solid Pantone 342 C

Process Formula: 100, 0, 71, 43

Web color hex value: #006747



PRIMARY COMPLEMENTARY BRAND COLOR

In addition to the primary color, a warm gray is used as a complementing color in The Sage Colleges' brand. It can be used in 100% or as tints of this color.

Solid Pantone 404 C

Process Formula: 0, 8, 22, 56

Web color hex value: #827566



PRIMARY COMPLEMENTARY BRAND COLOR

Both black and white may be used as a substitute if the primary color is not available.

note: to see true colors please refer to the Pantone formula guide.

The Sage Colleges

The Sage Colleges

PRIMARY | SECONDARY BRAND COLOR PALETTE

THE SAGE COLLEGES, RUSSELL SAGE COLLEGE, SAGE COLLEGE OF ALBANY, SAGE GRADUATE SCHOOLS, ESTEVES SCHOOL OF EDUCATION, SCHOOL OF HEALTH SCIENCES, SCHOOL OF MANAGEMENT, SCHOOL OF PROFESSIONAL & CONTINUING EDUCATION, RUSSELL SAGE ONLINE

note: all wordmarks may also may be used in reverse



PRIMARY BRAND COLOR

Solid Pantone 342 C
Process Formula: 100, 0, 71, 43
Web color hex value: #006747



PRIMARY COMPLEMENTARY COLOR

Solid Pantone 404 C
Process Formula: 0, 8, 22, 56
Web color hex value: #827566



COMPLEMENTARY COLOR

Solid Pantone 380 C
Process Formula: 25, 0, 88, 0
Web color hex value: c9db48



RUSSELL SAGE COLLEGE SECONDARY COMPLEMENTARY BRAND COLOR

Solid Pantone 124 C
Process Formula: 0, 28, 100, 6
Web color hex value: #eaaa00



SAGE COLLEGE OF ALBANY SECONDARY COMPLEMENTARY BRAND COLOR

Solid Pantone 159 C
Process Formula: 0, 66, 100, 7
Web color hex value: #cb6015



SAGE GRADUATE SCHOOLS | SCHOOLS SECONDARY COMPLEMENTARY BRAND COLOR

Solid Pantone 541 C
Process Formula: 100, 57, 0, 38
Web color hex value: #003c71:

THE SAGE COLLEGES WORDMARK

colors: Dominant: PMS 342 (green)
Secondary Complementary: PMS 404 (grey)
reference color chart for details



The Sage Colleges
The Sage Colleges

The Sage Colleges wordmark is used to identify The Sage Colleges. The Sage Colleges wordmark should be used on all publications that are affiliated with the college. It may be used alone when referring to only The Sage Colleges.

THE SAGE COLLEGES WORDMARK CONFIGURATIONS

These versions may also be used in all green or with The Sage Colleges green and second line grey as shown in the example below or reverse.

The
Sage
Colleges

The
Sage
Colleges

The Sage Colleges

ALBANY | TROY | ONLINE

The Sage Colleges

ALBANY | TROY | ONLINE

The Sage Colleges

ALBANY | TROY | ONLINE

When showing location outside of the region.

The Sage Colleges

ALBANY & TROY, NY & ONLINE

The Sage Colleges

SAGE COLLEGE OF ALBANY | RUSSELL SAGE COLLEGE

EXAMPLE OF DEPARTMENTAL

The Sage Colleges

COLLEGE SERVICES

RUSSELL SAGE COLLEGE WORDMARK

Russell Sage College
WOMEN OF INFLUENCE

Russell Sage College is a female undergraduate college founded in 1916 that is part of The Sage Colleges.

colors: Dominant: PMS 342 (green)
Secondary Complementary: PMS 124 (gold) + PMS 404 (grey)
reference color chart for details

Tagline: Women of Influence



The Russell Sage College wordmark is used to identify Russell Sage College. The Russell Sage College wordmark should be used on all publications that are affiliated specifically with Russell Sage College. It may not be used alone. When referring to a publication that is specific to Russell Sage College it must include The Sage Colleges wordmark. It may appear with or without the tagline *Women of Influence*.

RUSSELL SAGE COLLEGE WORDMARK CONFIGURATIONS

Russell
Sage
College

Russell
Sage
College

Russell Sage College
OF THE SAGE COLLEGES

Russell Sage College
WOMEN OF INFLUENCE

The Sage Colleges

When a publication is specific to Russell Sage College the Russell Sage College wordmark is used as the dominant identifier and The Sage Colleges as the secondary wordmark. The proportion of this configuration should not be altered. As shown to the left. The position and spacing may be altered.

SAGE COLLEGE OF ALBANY WORDMARK

Sage College of Albany
DESIGN YOUR FUTURE

Sage College of Albany is a co-education undergraduate college.

colors: Dominant: PMS 342 (green)
Secondary Complementary: PMS 179 (orange), PMS 404 (grey)
reference color chart for details



The Sage College of Albany wordmark is used to identify Sage College of Albany. The Sage College of Albany wordmark should be used on all publications that are affiliated specifically with Sage College of Albany. It may not be used alone. When referring to a publication that is specific to Sage College of Albany it must include The Sage Colleges wordmark. It may appear with or without the tagline *Design Your Future*.

SAGE COLLEGE OF ALBANY WORDMARK OPTIONS

Sage
College of
Albany

Sage
College of
Albany

Sage College of Albany
OF THE SAGE COLLEGES

SAGE COLLEGE OF ALBANY WORDMARK CONFIGURATIONS

Sage College of Albany
DESIGN YOUR FUTURE

When a publication is specific to Sage College of Albany the Sage College of Albany wordmark is used as the dominant identifier and The Sage Colleges as the secondary wordmark. The proportion of this configuration should not be altered. As shown to the left. The position and spacing may be altered.

The Sage Colleges

SAGE GRADUATE SCHOOLS WORDMARK

Sage Graduate Schools is a co-education graduate college of The Sage Colleges.

colors: Dominant: PMS 342 (green)
Secondary Complementary: PMS 541 (blue), PMS 404 (grey)
reference color chart for details



Sage Graduate Schools
THE PROFESSIONAL CONNECTION

Sage Graduate Schools
THE PROFESSIONAL CONNECTION

Sage Graduate Schools
THE PROFESSIONAL CONNECTION

The Sage Graduate Schools wordmark is used to identify Sage Graduate Schools. The Sage Graduate Schools wordmark should be used on all publications that are affiliated specifically with Sage Graduate Schools. It may not be used alone. When referring to a publication that is specific to Sage Graduate Schools it must include The Sage Colleges wordmark. It may appear with or without the tagline *The Professional Connection*.

SAGE GRADUATE SCHOOLS WORDMARK OPTION

Sage Graduate Schools
ESTEVES SCHOOL OF EDUCATION
SCHOOL OF HEALTH SCIENCES
SCHOOL OF MANAGEMENT

Sage
Graduate
Schools
ESTEVES SCHOOL OF EDUCATION
SCHOOL OF HEALTH SCIENCES
SCHOOL OF MANAGEMENT

Sage
Graduate
Schools
ESTEVES SCHOOL OF EDUCATION
SCHOOL OF HEALTH SCIENCES
SCHOOL OF MANAGEMENT

SAGE GRADUATE SCHOOLS WORDMARK CONFIGURATIONS

Sage Graduate Schools
THE PROFESSIONAL CONNECTION

When a publication is specific to Sage Graduate Schools the Sage Graduate Schools wordmark is used as the dominant identifier and The Sage Colleges as the secondary wordmark. The proportion of this configuration should not be altered. As shown to the left. The position and spacing may be altered.

The Sage Colleges

ESTEVES SCHOOL OF EDUCATION WORDMARK

Esteves School of Education is a part of The Sage Colleges

colors: Dominant: PMS 342 (green)
Secondary Complementary: PMS 541 (blue), PMS 404 (grey)
reference color chart for details



Esteves School of Education
of The Sage Colleges

Esteves School of Education
of The Sage Colleges

The Esteves School of Education at The Sage Colleges wordmark is used to identify Esteves School of Education. The Esteves School of Education wordmark should be used on all publications that are affiliated specifically with Esteves School of Education. It may not be used alone. The wordmark must always include at The Sage Colleges. It may not appear as just School of Education - it must be referred to as Esteves School of Education.

ESTEVES SCHOOL OF EDUCATION WORDMARK OPTIONS

The Sage Colleges
ESTEVES SCHOOL OF EDUCATION

Sage | ESTEVES SCHOOL
OF EDUCATION

Sage | ESTEVES SCHOOL
OF EDUCATION

The Sage Colleges

When a publication is specific to Esteves School of Education and uses the wordmark to the left as the dominant identifier then The Sage Colleges must be used as the secondary wordmark. The proportion of this configuration should not be altered. As shown to the left. The position and spacing may be altered.

SCHOOL OF HEALTH SCIENCES WORDMARK

School of Health Sciences is a part of The Sage Colleges

colors: Dominant: PMS 342 (green)
Secondary Complementary: PMS 541 (blue), PMS 404 (grey)
reference color chart for details



School of Health Sciences
of The Sage Colleges

The School of Health Sciences at The Sage Colleges wordmark is used to identify School of Health Sciences. The School of Health Sciences wordmark should be used on all publications that are affiliated specifically with School of Health Sciences. The wordmark must always include at The Sage Colleges.

School of Health Sciences
of The Sage Colleges

SCHOOL OF HEALTH SCIENCES WORDMARK OPTIONS

The Sage Colleges
SCHOOL OF HEALTH SCIENCES

Sage | SCHOOL OF
HEALTH SCIENCES

Sage | SCHOOL OF
HEALTH SCIENCES

When a publication is specific to School of Health Sciences and uses the wordmark to the left as the dominant identifier then The Sage Colleges must be used as the secondary wordmark. The proportion of this configuration should not be altered. As shown to the left. The position and spacing may be altered.

The Sage Colleges

SCHOOL OF MANAGEMENT WORDMARK

School of Management is a part of The Sage Colleges

colors: Dominant: PMS 342 (green)
Secondary Complementary: PMS 541 (blue), PMS 404 (grey)
reference color chart for details



School of Management
of The Sage Colleges

The School of Management at The Sage Colleges wordmark is used to identify School of Management. The School of Management wordmark should be used on all publications that are affiliated specifically with School of Management. The wordmark must always include at The Sage Colleges.

School of Management
of The Sage Colleges

SCHOOL OF MANAGEMENT WORDMARK CONFIGURATIONS

The Sage Colleges
SCHOOL OF MANAGEMENT

Sage | SCHOOL OF
MANAGEMENT

Sage | SCHOOL OF
MANAGEMENT

When a publication is specific to School of Management and uses the wordmark to the left as the dominant identifier then The Sage Colleges must be used as the secondary wordmark. The proportion of this configuration should not be altered. As shown to the left. The position and spacing may be altered.

The Sage Colleges

SAGE PROFESSIONAL & CONTINUING
EDUCATION WORDMARK



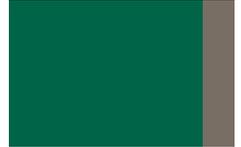
SAGE PROFESSIONAL
& CONTINUING EDUCATION



SAGE PROFESSIONAL
& CONTINUING EDUCATION

Sage Professional & Continuing Education is a bachelor's completion degree that is offered through Sage College of Albany at The Sage Colleges

colors: Dominant: PMS 342 (green)
Secondary Complementary: PMS 404 (grey)
reference color chart for details



Sage Professional & Continuing Education wordmark is used to identify Sage Professional & Continuing Education. The School of Professional & Continuing Education wordmark should be used on all publications that are affiliated specifically with Sage Professional & Continuing Education. The wordmark must always include at The Sage Colleges.

RUSSELL SAGE ONLINE WORDMARK

Russell
Sage ONLINE

Russell
Sage ONLINE

The Sage Colleges offers online programs through Russell Sage Online

colors: Dominant: PMS 342 (green)
Secondary/Complementary: PMS 404 (grey)
reference color chart for details



Russell Sage Online at The Sage Colleges wordmark is used to identify the entirely online program. The Russell Sage Online wordmark should be used on all publications that are affiliated specifically with Russell Sage Online.

RUSSELL SAGE ONLINE WORDMARK CONFIGURATIONS

Russell
Sage ONLINE

The Sage Colleges

When a publication or website is specific to Russell Sage Online, the Russell Sage Online wordmark is used as the dominant identifier and The Sage Colleges as the secondary wordmark. The proportion of this configuration should not be altered. As shown to the left. The position and spacing may be altered.

WEB GRAPHICS/SYMBOLS



SEALS



colors: All seals may be used in black, white or in silver foil

The Sage Colleges Seal: PMS 342 (green)
Russell Sage College Seal: PMS 342 (green)
Sage College of Albany Seal: PMS 342 (green)
Sage Graduate Schools Seal: PMS 342 (green)



reference color chart for details

The seals are used when referring to The Sage Colleges, Russell Sage College, Sage College of Albany or Sage Graduate Schools in the most formal manner.

For example: graduation materials, formal event invitations, podium signage for formal events such as graduation, and communications from the president.