



RUSSELL SAGE COLLEGE

Graphic Identity Guide | 2023



TABLE OF CONTENTS

Introduction..... 3

Primary Mark 4

Color Palette 5

Logo Variations 6

Clear Space and Minimum Size7

Misuse 8

School Lockups 9

Departments and Offices Lockups10

Russell Sage College Seal11

Typography.....12

INTRODUCTION

Russell Sage is a small, affordable private college in upstate New York launching graduates into fulfilling careers and equipping them to transform communities.

Undergraduate students receive guidance along a curated and shared path, positioning them for the workforce with at least two significant resume-building experiences, including internships, clinicals, and active and service learning opportunities through the RSC Core. Academic and career success blooms with a strong personal foundation, and students enjoy holistic support from the time they receive their welcome boxes to the day they complete capstone experiences.

Graduate programs meet areas of high workforce demand, such as healthcare and education, and are tailored to practical application, with delivery methods that empower today's busy students.

A Russell Sage graduate will forever “Be. Know. Do.”— enhancing their lives and the lives of those around them.

Purpose

To provide an educational experience with a system of support that removes barriers and is grounded in experiential and active learning, enabling students to become accomplished professionals who serve the communities around them.

Positioning

Transformational experiences that prepare graduates to transform their career fields and communities.

Tagline

Be. Know. Do.

PRIMARY MARK

The Russell Sage College logo and wordmark are used to identify Russell Sage College. The logo and wordmark should appear on all publications that are affiliated with Russell Sage College.

The following are examples of the positive and reversed applications of the primary Russell Sage College logo.

All logo versions are available with and without the tagline. The version with the tagline is the preferred logo, when possible.

Although the full-color logo is preferred, one-color applications of the mark can be used in solid sage green, reversed white or black (not shown). The reversed versions of the logo should be used on a background of the primary sage green, when possible.

The position and spacing of the symbol in relation to the wordmark may not be altered.



COLOR PALETTE

The primary (dominant) Russell Sage College brand color is gator green. It should be the predominant color used in promotional and internal communications.

The secondary (subordinate) brand color is hudson blue.

The tertiary (accent) brand colors are warm gray, bright green, and dark green.

<div>GATOR GREEN Pantone: 7739 C CMYK: 80, 14, 100, 2 RGB: 48, 155, 66 Hex: #309b42</div>	<div>HUDSON BLUE Pantone: 2384 C CMYK: 99, 48, 1, 14 RGB: 0, 97, 160 Hex: #0061A0</div>	<div>WARM GRAY Pantone: 404 C CMYK: 20, 25, 30, 59 RGB: 119, 110, 100 Hex: #696059</div>
		<div>BRIGHT GREEN Pantone: 380 C CMYK: 25, 0, 88, 0 RGB: 219, 228, 66 Hex: #C9DB48</div>
		<div>DARK GREEN Pantone: 342 C CMYK: 100, 0, 71, 43 RGB: 0, 103, 71 Hex: #006747</div>

LOGO VARIATIONS

Vertical Mark



Alternate Vertical Mark



Horizontal Mark



CLEAR SPACE AND MINIMUM SIZE

The logo should not be used smaller than 1/4" in height, if possible. When reduced to below this size, the type becomes unreadable. Any use below 1/2" in height should not include the tagline.

A minimum area of clear space should always surround the Russell Sage College logo, separating the mark from other elements such as headlines and text or the outside edge of the printed piece. This protected area preserves legibility and visual impact.

The diagram to the right shows how to calculate the minimum clearance around the Russell Sage College logo.

As a unit of measurement, "X" equals the cap height of the institution name. The clear space should always be equal to or greater than the cap height (X) of the institution name.



LOGO MISUSE

Maintaining visual consistency is vital to preserving the integrity and recognition of the Russell Sage College brand. The logo should always be seen clearly and with impact. It should be positioned away from any competing graphic and/or text and stand out from the background. Examples shown here illustrate several unacceptable uses of the Russell Sage College logo.



Do not reproduce the logo in an unapproved color.



Do not alter the placement of the logo elements.



Do not distort or rotate the logo.



Do not use the logo on a background that is distracting and interferes with legibility.



Do not use the logo on an unapproved color background.



Do not add a shadow to the logo.



Do not add your own text to the logo.



Do not isolate the graphic mark and add new text.

An alternative configuration can be used in instances where the institution's wordmark is used in combination with the name of a specific school.



For general usage on communications, departments or offices should use the primary Russell Sage College logo. However, an alternative configuration can be used in instances where the department or office identity needs to appear combined directly with the Russell Sage logo.

These logo treatments cannot be used on websites, stationery or business cards.



COLLEGE SEAL

The seal is used when referring to Russell Sage College in the most formal manner.

For example: presentations, graduation materials, formal event invitations, signage and communications from the president.

The seal is primarily used in dark green (PMS 342). The seal may be used in black, white or silver foil.

For access to the Russell Sage College seal, contact the Office of Marketing and Communications at communications@sage.edu



The Russell Sage College primary logo uses both Trajan Pro 3 and Trajan Sans Pro.



Trajan Pro 3: <https://fonts.adobe.com/fonts/trajan>

Trajan Sans Pro: <https://fonts.adobe.com/fonts/trajan-sans>

Meta Pro: <https://fonts.adobe.com/fonts/ff-meta>

Latest News

← Arvo

Covered By Your Grace



"Small classes allowed me to build relationships with professors who were mentors outside of class. The school has everything to help you succeed."

Sofia D'Agostino '19

Public Health

← Open Sans Condensed

Open Sans



At Russell Sage College, our close-knit community prepares you for professional success in an affordable, supportive environment where you'll be empowered to thrive. Broad, flexible academic programs offer caring faculty mentors, a focus on your well-being and countless opportunities for hands-on learning across our two campuses in Albany and Troy.

Arvo: <https://fonts.google.com/specimen/Arvo>

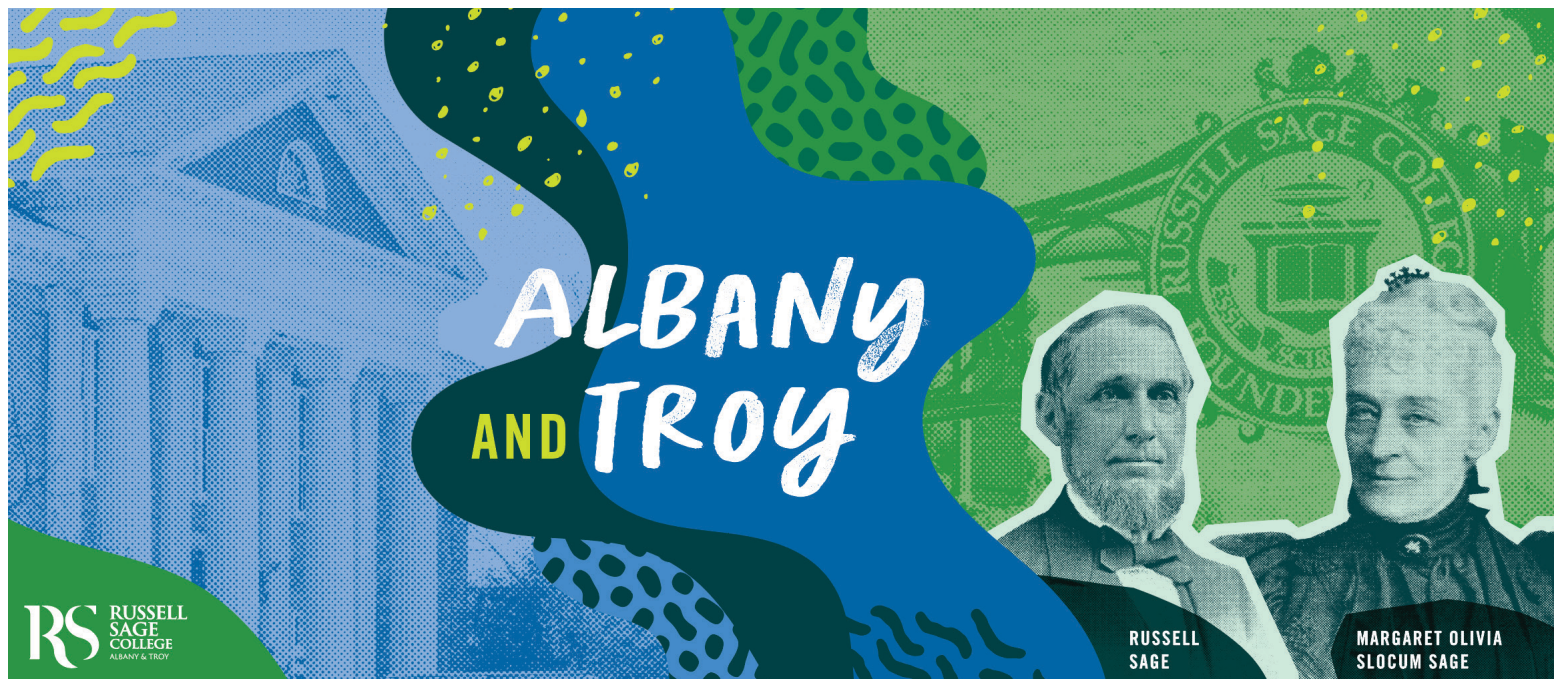
Covered By Your Grace: <https://www.kimberlygeswein.com/downloads/kg-covered-by-your-grace/>

Open Sans: <https://fonts.google.com/specimen/Open+Sans>

- Kindness Matters:
<https://creativemarket.com/Nickylaatz/5396489-Kindness-Matters-Font-SVG-Regular>
- Trade Gothic Pro Bold Condensed:
<https://www.myfonts.com/products/bold-condensed-no-20-63882-trade-gothic-368962>

KINDNESS MATTERS

TRADE GOTHIC PRO BOLD CONDENSED



- Trajan Pro 3:
<https://fonts.adobe.com/fonts/trajan>
- Adobe Caslon Pro:
<https://fonts.adobe.com/fonts/adobe-caslon>
- Proxima Nova:
<https://fonts.adobe.com/fonts/proxima-nova>

TRAJAN PRO 3
Adobe Caslon Pro
Proxima Nova



For design projects, please use:

- Open Sans for body copy, headlines and/or subheads, if possible:
<https://fonts.google.com/specimen/Open+Sans>
- Arvo for headlines, subheads and/or callouts, if possible: <https://fonts.google.com/specimen/Arvo>

Sample:

Headline Here

Subhead Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extrabold

Open Sans Extrabold Italic

Open Sans Condensed Light

Open Sans Condensed Light Italic

Open Sans Condensed Bold

Arvo Regular

Arvo Italic

Arvo Bold

Arvo Bold Italic

Other options are:

- Proxima Nova for body copy, headlines and/or subheads, if possible:
<https://fonts.adobe.com/fonts/proxima-nova>
- Rockwell Nova for headlines, subheads and/or callouts, if possible: <https://fonts.adobe.com/fonts/rockwell-nova>

Sample:

Headline Here

Subhead Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Proxima Nova Thin

Proxima Nova Thin Italic

Proxima Nova Light

Proxima Nova Light Italic

Proxima Nova Regular

Proxima Nova Italic

Proxima Nova Medium

Proxima Nova Medium Italic

Proxima Nova Semibold

Proxima Nova Semibold Italic

Proxima Nova Bold

Proxima Nova Bold Italic

Proxima Nova Extrabold

Proxima Nova Extrabold Italic

Proxima Nova Black

Proxima Nova Black Italic

Proxima Nova Condensed Light

Proxima Nova Condensed Regular

Proxima Nova Condensed Medium

Proxima Nova Condensed Semibold

Proxima Nova Condensed Bold

Proxima Nova Condensed Extrabold

Proxima Nova Condensed Black

Rockwell Nova Light

Rockwell Nova Light Italic

Rockwell Nova Regular

Rockwell Nova Italic

Rockwell Nova Bold

Rockwell Nova Bold Italic