THANK YOU FOR REVIEWING THIS IMPORTANT DOCUMENT.
Used properly, the guidelines found here will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

WHY IS THIS NECESSARY?
Exclusive logos, approved typefaces, the visuals we choose and the words we use — every part of the branding is an important part of each brand as a whole. That’s why it’s extremely important that we use each very carefully. Following the guidelines and rules in this style guide will help us speak with a single, influential and confident voice to generate bold, engaging communications, build strong bonds with our audience and community, and protect our brands for years to come.

NEED APPROVED FONTS, LOGOS, GRAPHIC ELEMENTS, OR ADDITIONAL INFO?
Contact: Sara Park | Marketing & Communications Manager | Griffiss Institute
Phone: 315-356-2410 | Email: spark@griffissinstitute.org
In This Guide

INTRODUCTION
4  Our Story

GRIFFISS INSTITUTE BRAND

BRAND LOGO
6  Primary + Secondary Logos
7  Clear Space
   Minimum Size
   Color Variations
8  Correct Logo Usage
9  Incorrect Logo Usage

BRAND COLOR USAGE
10 Primary Color Palette
11 Secondary Color Palette

BRAND TYPEFACE
12 Primary Typefaces
   Special Use Typeface

BRAND IMAGERY
13 Photography

INNOVARE BRAND

BRAND LOGO
15 Primary Logo
   Clear Space
16 Minimum Size
   Color Variations
17 Correct Logo Usage
18 Incorrect Logo Usage

BRAND COLOR USAGE
19 Color Palette

BRAND TYPEFACE
20 Primary Typeface
   Secondary Typeface

BRAND IMAGERY
21 Photography

USAGE
22 Applications + Usage
Our Story

The Griffiss Institute cultivates talent and technology that tackles the world’s biggest challenges. We leverage our storied past to connect communities: defense, industry, academia, and the Central New York region we call home. With origins as a facilitator of advanced research for the United States Air Force, the Griffiss Institute has expanded into an incubator of ideas. Our clients include not only the military, but government, startups, small businesses, universities, and more.

This evolution has transformed us from being not just a facilitator but also a facility. The Griffiss Institute’s home at Innovare Advancement Center is a world-class research and collaboration destination with resources that rival top-tier laboratories. The growing Innovare family of spaces enables discoveries about high-speed lasers, unmanned aerial vehicles, and quantum – interconnected physically and to a vast network of knowledge and expertise.

Technology transfer is our core business – forging connections and pathways that enable real-life solutions to make their way from the lab bench to the kitchen counter. Our next frontier is growing the pool of talented STEM students and professionals that will discover that next big idea.

Together with our partners, we are designing the future of research and technology in ways that ensure America remains globally competitive.
Griffiss Institute Brand Guidelines
Primary Logo

Since classical antiquity, griffins were known for guarding treasures and priceless possessions – kind of like top-secret scientific discoveries! With the body, tail, and back legs of a lion, and the head and wings of an eagle, it positions the Griffiss Institute as a force to be reckoned with while giving a strong nod to its Air Force foundations. The line style of the griffin icon, along with the fonts and colors, are intended to correlate directly with the Innovare Brand.

Secondary Logos

The secondary logos are similar to the primary, but has different background colors.
Clear Space

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo. No other graphic elements, typography, rules, or images should appear inside this clear space.

Minimum Size

Minimum size refers to the smallest dimensions allowed for the Griffiss Institute logo. The minimum sizes for each configuration of the logo are listed below. In special circumstances, it may be necessary to use a smaller logo. Contact us for advice or assistance.

Color Variations

FULL COLOR
The logo should be presented in full color whenever possible.

ONE COLOR
When only one color is available, use white or black.
Correct Logo Usage

The logo can be placed on a background with one of the colors from the primary or secondary color palette, as well as white, black, or gray. Here are examples of the logo applied in these instances.

The logo can also be placed on images, but there must be enough contrast between the image and logo for acceptable readability. In most instances, the logotype should be used in white when placed on imagery, except when the background is bright enough for the type to be rendered in color.
Incorrect Logo Usage

Clarity is a key factor in the recognition of the Griffiss Institute brand. Visibility, color, and proportion of the Griffiss Institute logo should never be compromised. The logo is a graphic file and should never be reset. The spacing and size of the letterforms have been specifically arranged. It must always be used in its entirety. Legibility of the logo should always be maintained.

Here are some examples of what not to do:
1. Do not change the colors of the logo.
2. Do not place elements in the logo clear space.
3. Do not condense, expand, or distort the logo unproportionally.
4. Do not add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.
5. Do not adjust the placement of the logo icon.
6. Do not place the logo on top of an image with poor contrast and readability.
7. Do not resize any individual elements of the logo.
8. Do not rotate the logo.
9. Do not crop the logo.
10. Do not remove the background from the Griffin icon mark.
The work of the Griffiss Institute can be viewed in two parallels: talent and technology. While these are often overlapping and interchangeable, we have created two color palettes that generally associate with one or the other.

**PRIMARY COLORS**
Our primary color palette was developed to be used with talent-related content. It reflects the more professional, partnership-driven side of our work that drives human collaboration.

- **Innovare Teal**
  - C:100 M:23 Y:28 K:14
  - R:0 G:122 B:156
  - HEX 007A9C

- **Flight Blue**
  - C:65 M:0 Y:17 K:0
  - R:119 G:200 B:222
  - HEX 77C8DE

- **Cloud White**
  - C:0 M:0 Y:0 K:0
  - R:255 G:255 B:255
  - HEX FFFFFF

- **Black**
  - C:0 M:0 Y:0 K:100
  - R:0 G:0 B:0
  - HEX 000000
Color Palette

SECONDARY COLORS
Our secondary palette was developed to be used with technology-related content. It is intended to reflect the innovation and cutting-edge capabilities we provide to our clients. It allows for the Griffiss Institute to create a more exciting and eye-catching environment.

*Research Red + Mission Maroon are not to be used for text*
Typography

Consistent use of typography helps to make the brand identity strong and cohesive across all applications.

PRIMARY TYPEFACES

The typeface Futura PT Medium was selected to complement the voice and tone of the Griffiss Institute brand and is used for all body and supporting copy.

Futura PT Bold is the supporting font, to be used for headlines and displays.

SPECIAL USE TYPEFACE

LTC Globe Gothic should be used sparingly and is reserved for large succinct treatments only.
Photography helps carry the Griffiss Institute brand and voice. As well as capturing wider views of people working, learning, networking, and enjoying the Griffiss Institute, we also want to showcase brief moments, which when combined, help to tell a bigger story about the Griffiss Institute experience and how we motivate people into action!

Provided are examples that help portray the Griffiss Institute image. In general, photography should convey a feeling of authenticity to viewers.
The Innovare Advancement Center logo has a feel that is simple and elegant, yet, unique: strong, upward facing, full of fluid thought. A geometric shape open to the viewer’s interest. It’s an abstract, gentle, reference to the Griffiss Air Force Base history, a plane heading upward, full of optimism. The culture at the center of Innovare, located in the heart of New York, a heart surrounded by movement, advancement, and artistry, juxtaposed and complementing a scientific core.

The Innovare Advancement Center logo has a global feel, slightly softer than usual branding look, with a crispness that intrigues all ages.

To keep the Innovare logo free from distracting text, imagery, and other graphic elements, follow these guidelines to allow sufficient clear space on all sides of the logo. No other graphic elements, typography, rules, or images should appear inside this clear space.
Color Variations

Although it is ideal to always print the Innovare logo as cool blue, (the primary color), it has been created in two other formats to accommodate limited printing and design specifications; white-only and black-only. The alternative versions of the Innovare Advancement Center logo should be used sparingly to ensure logo legibility.

Minimum Size

Minimum size refers to the smallest dimensions allowed for the Innovare Advancement Center logo. The minimum size of the logo is shown here. In special circumstances, it may be necessary to use a smaller logo. Contact us for advice or assistance.
Correct Logo Usage

The logo can be placed on a background with one of the colors from the primary, secondary or tertiary color palette, as well as white. Here are examples of the logo applied in these instances.

The logo can also be placed on images, but there must be enough contrast between the image and logo for acceptable readability. In most instances, the logotype should be used in white when placed on imagery, except when the background is bright enough for the type to be rendered in color.
Incorrect Logo Usage

Clarity is a key factor in the recognition of the Innovare brand. Visibility, color, scales, and proportion of the Innovare logo should never be compromised. The logo is a graphic file and should never be reset. The spacing and size of the letterforms have been specifically arranged. It must always be used in its entirety. Legibility of the logo should always be maintained.

Here are some examples of what not to do:

1. Do not change the colors of the logo.
2. Do not place elements in the logo clear space.
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4. Do not add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.
5. Do not adjust the placement of the logo icon.
6. Do not place the logo on top of an image with poor contrast and readability.
7. Do not resize any individual elements of the logo.
8. Do not rotate the logo.
9. Do not crop the logo.
10. Do not remove the logo’s transparency or edit the graphic file in any way.
The Innovare brand palette utilizes one primary color (cool blue), one secondary color (cool gray), one tertiary color (yellow), and black. The palette colors should only be created using the value specifications below. The tertiary color (yellow) is available for highlights in print and digital use, including websites, banner ads, and email.

**Primary Color**
- **Value Specifications:** C:100 M:17 Y:29 K:5
- **Value Specifications (RGB):** R:0 G:138 B:8
- **Value Specifications (HEX):** 008AAB

**Secondary Color**
- **Value Specifications:** C:66 M:57 Y:51 K:29
- **Value Specifications (RGB):** R:184 G:86 B:90
- **Value Specifications (HEX):** 54565A

**Tertiary Color**
- **Value Specifications:** C:0 M:32 Y:95 K:0
- **Value Specifications (RGB):** R:255 G:183 B:27
- **Value Specifications (HEX):** FFB71B

**Black**
- **Value Specifications:** C:0 M:0 Y:0 K:100
- **Value Specifications (RGB):** R:0 G:0 B:0
- **Value Specifications (HEX):** 000000
Consistent use of typography helps to make the brand identity strong and cohesive across all applications.

**PRIMARY TYPEFACE**
The primary brand typeface for Innovare is Gotham. It is a contemporary, sans serif typeface that reads easily and lends itself to the overall look, tone, and feel of the Innovare brand. The Gotham font family, shown below, offers a variety of font weights available for use in all marketing materials.

- **Gotham Book**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Gotham Medium**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Gotham Bold**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

**SECONDARY TYPEFACE**
When working in applications with restrictive font sets, Arial Regular and Arial Bold should be used.

- **Arial Regular**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Arial Bold**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890
Photography

Photography helps carry the Innovare Advancement Center brand and voice. Our photography needs to tell a story about how people use our space and facilities and flourish with our partnerships.

Provided are examples that help portray the Innovare image. In general, photography should convey a feeling of authenticity to viewers.
Uses + Applications

Often, a business card, a letterhead, slide deck, a great piece of apparel or even a coffee mug may be the first piece of branded communication someone may come in contact with. We have developed an impressive set of branded tools to use when interacting with friends, colleagues, partners and others, both while at or away, from the Griffiss Institute and Innovare Advancement Center.

*If you have any questions about, or need for, branded collateral, please contact the Griffiss Institute Marketing Department.