



# Griffiss Institute + Innovare Advancement Center Brand Style Guide

#### 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 confidant 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?

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# 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 Upstate 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 communications, uncrewed aerial systems, and quantum networking and sensors. 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 every day life uses. 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.

You Belong Here.





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.

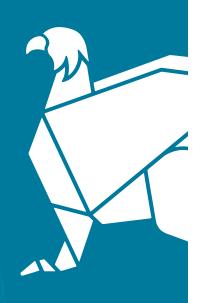


# Secondary Logos

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.





For Print: 1.5" minimum
For Web: 108 pixel minimum

## 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.
- 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.
- Do not adjust the placement of the logo icon.
- Do not place the logo on top of an image with poor contrast and readability.
- 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







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# Color Palette

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

## Galactic Navy

C:72 M:50 Y:43 K:75 R:13 G:40 B:8 HEX 0D2839

## Al Apple

C:22 M:0 Y:100 K:0 R:223 G:255 B:0 HEX DFFF00

### **Research Red**

C:1 M:85 Y:55 K:0 R:201 G:68 B:87 HEX C94457

## Mission Maroon

C:28 M:93 Y:86 K:46 R:96 G:19 B:30 HEX 60131 E



# Typography

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

#### **PRIMARY TYPEFACES**

Futura PT Medium is the web font to used in body and supporting online.

Arial Regular is to be used as body and supporting copy, in all print and digital applications.

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

Futura PT Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Futura PT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

### **SPECIAL USE TYPEFACE**

LTC Globe Gothic should be used sparingly and is reserved for large succinct treatments only.

LTC Globe Gothic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890



# Photography

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.



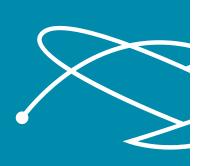












Innovare Advancement Center
Brand Guidelines







# Primary Logo

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.





For Print: 1.5" minimum
For Web: 108 pixel minimum

## 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.





# 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.



















# 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:

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- Do not place elements in the logo clear space.
- 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.
- 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.
- 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.



## **Primary Color**

C:100 M:17 Y:29 K:5 R:0 G:138 B:8 HEX 008AAB

## Secondary Color

C:66 M:57 Y:51 K:29 R:h84 G:86 B:90 HEX 54565A

## **Tertiary Color**

C:0 M:32 Y:95 K:0 R:255 G:183 B:27 HEX FFB71B

### Black

C:0 M:0 Y:0 K:100 R:0 G:0 B:0 HEX 000000

# Color Palette

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.



Gotham Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

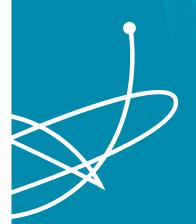
Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

# Typography

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.



### **SECONDARY TYPEFACE**

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













# 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.

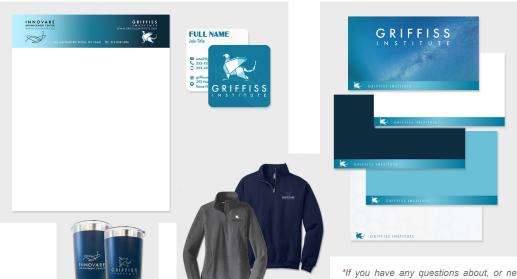
Provided are examples that help portray the Innovare image. In general, photography should convey a feeling of authenticity to viewers.





# 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 reach out to our marketing department:

Travis Applebee Marketing & Communications Manager tapplebee@griffissinstitute.org