

New Paltz Design Lab

Brand Guidelines

Designed by Sara Veith (GD BFA 24')

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The background features several large, overlapping geometric shapes in vibrant colors: red, orange, pink, purple, and black. These shapes are positioned in the corners and along the edges of the frame, creating a modern, abstract aesthetic. The central text is set against a plain white background.

Brand Values

Brand Identity

New Paltz Design Lab is a 3-credit elective course in the Graphic Design program at SUNY New Paltz.

Students work in partnership with campus and community clients to design brand identities, design promotional materials, digital and printed publications, and informational graphics. Projects deliverables include logos, posters, social media content, exhibition graphics, publications, and websites. The course will be run as a professional design studio; class meetings will focus on project management, client communication, deadlines and printing budgets, in-progress peer critique, file preparation and production, case study development, and project assessment.

Our mission is to help our campus and local community by having design students work with them on various projects. At the same time, this will give design students the real-world experience of working with clients and professionals before they graduate.



Logo

Primary Logo

New Paltz

DESIGN
LAB

Logo Variations

New Paltz



NPDL Color Dark

New Paltz



NPDL Color Light

New Paltz



NPDL Black

New Paltz

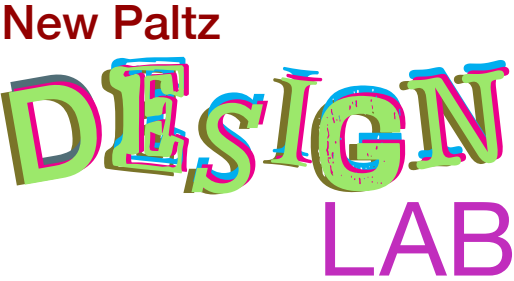


NPDL White

Logo Usage



DO use logos over contrasting backgrounds and images.



DO NOT stretch, rotate, or change the colors of the logo.

The background features several abstract geometric shapes: a red triangle in the top-left corner, a dark red circle in the top-left, an orange circle in the top-right, an orange vertical bar on the left side, a red circle in the bottom-left, a yellow triangle in the bottom-right, and a dark red and black rectangle in the bottom-right.

Typography

Font Families

Headings

Bricolage Grotesque Semibold

Bricolage Grotesque is a sans-serif font created by Mathieu Triay that has a sophisticated yet friendly feel. It affirms New Paltz Design Lab as a unique, but professional group of students.

Body Text

DM Sans Regular

DM Sans is a sans-serif font created by the Colophon Foundry that has unique curves that give it more personality than other standard sans-serif fonts. It highlights the friendly personality of New Paltz Design Lab.

Type Colors

Design Rules!
Design Rules!
Design Rules!

On white/light backgrounds,
use black or colored text.

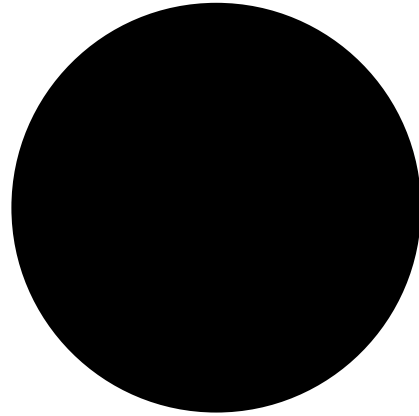
Lorem ipsum
dolor sit amet,
consectetuer
adipiscing elit,

On black/dark backgrounds,
use white text.



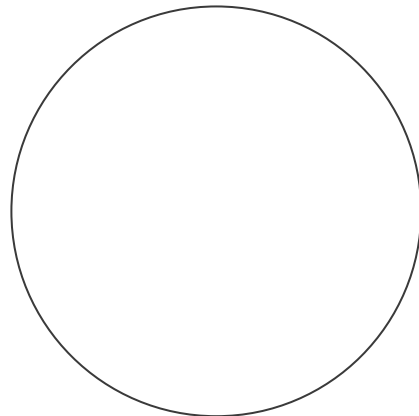
Colors

Color Palette



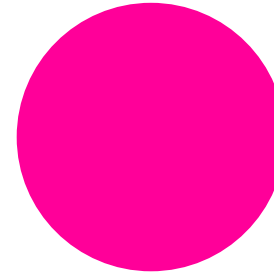
Black

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



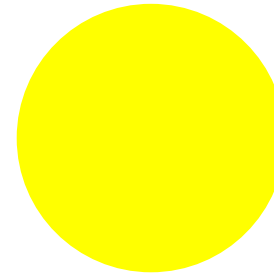
White

#FFFFFF
R:255 G:255 B:255
C:0 M:0 Y:0 K:0



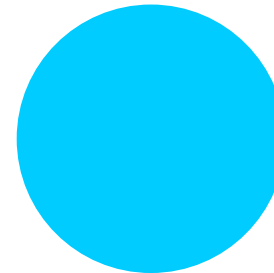
Magenta

#FF0099
R:255 G:0 B:153
C:0 M:96 Y:0 K:0



Yellow

#FFFF00
R:255 G:255 B:0
C:6 M:0 Y:97 K:0



Cyan

#00CCFF
R:0 G:204 B:255
C:63 M:0 Y:0 K:0



Imagery

Overview



All imagery should show the Graphic Design Department, including New Paltz Design Lab, its facilities, its students, and its work.