



SUNY Buffalo State University

Current Revision Date: 02/14/23

Verbiage

SUNY Buffalo State University™
Buffalo State University™
Buffalo State Bengals™
Buffalo State™

Established: 1871

Location: Buffalo, NY

Nickname: Bengals

Mascot Name: Benji the Bengal

Conference: NCAA Div. III

Buffalo Orange

Buffalo Yellow

Buffalo Gray

Buffalo Black

Secondary Purple

PANTONE 159 C
CMYK: 0, 66, 100, 7

MADEIRA Rayon: 1021 | RA: 2289

PANTONE 7408 C
CMYK: 0, 30, 99, 0

MADEIRA Rayon: 1125 | RA: 2408

PANTONE Cool Gray 9 C
CMYK: 29, 23, 16, 51

MADEIRA Rayon: 1415 | RA: 2731

PANTONE Process Black C
CMYK: 0, 0, 0, 100

MADEIRA Rayon: 1000 | RA: 2296

PANTONE 668 C
CMYK: 19, 37, 0, 53

MADEIRA Rayon: 1233 | RA: 2287

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

University Marks

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21



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Seal



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Note: The university seal is reserved for official documents. Examples include diplomas, awards, commencement programs, or special items for the President's Office. An exception to the rule is marketing material aimed at international audiences, the purpose of which may require the use of the official university seal. Requests to use the university seal must be sent to the Buffalo State Trademark Licensing Office.

Alumni Association Signature Marks



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Athletic Marks



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School Signature Marks



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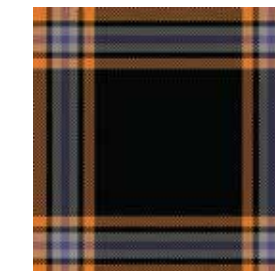


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Note: The official Intercollegiate Athletics Logos, Bengal mascot, and any associated marks are generally used for team or sports items. For institutional or academic-related products, use one of the institutional marks.

School Tartan

Note: The Tartan images on this art sheet are visual examples only. A 4x4 inch 300dpi PNG tile is available for print use under the Other Information tab in Logos on Demand.



The Tartan is symmetrical and the warp and weft are identical.
Thread Count Details: 60, 3B, 4CG, 4P, 4CG, 3B, 50, 70B, 50, 3B, 4CG, 4P, 4CG, 3B, 60
Color Code Details: O=Orange (PMS 159), CG=Cool Gray (PMS Cool Gray 9), B=Black, P=Purple (PMS 668)

ADDITIONAL PERTINENT INFORMATION

- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- The logo and logotype should not be reduced so that the words "State University of New York" become illegible. If there is a need to reduce the logo to a very small size this line of text may be eliminated. Logos and seals may be reversed from a solid field of color, provided the reproduction is of high quality (to preserve legibility).
- ITC Garamond Condensed is the official university typeface. It can be used in its bold or book weight for display headlines, and in its light weight for running text. The official secondary typeface is ITC Stone Sans.