

CORE PRIMARY COLOR PALETTE

Color selection is driven by the brand strategy

The NYS primary color palette is intended to be inspiring, dynamic and authentic. The consistent use of the core colors helps define and reinforce our distinctive brand character, and should be used on all communications and promotional materials.

Color formulas to reproduce color accurately

We have enlisted the standards of the Pantone Matching System (PMS), which is a universally recognized color matching system based on lithography printing inks. The color palette includes 1) specific spot color references for both coated and uncoated paper stocks, and 2) process match breakdowns (CMYK) for printing applications with limited budgets. (Please note that these numbers may differ due to the way inks appear on different stocks.) Also included are RGB equivalents for use in word processing and presentation software, as well as hexadecimal equivalents for emitted light and web applications.

All color breakdowns in the Brand Guidelines are based on the Official Pantone Matching System 2015. They are optimized for the majority of computer monitors, operating systems and browsers. Adhering to the Pantone matching system will allow for color to be reproduced and displayed in the most unified and consistent manner possible. When working in your software application, always create the color by entering the values for the Pantone colors supplied here for either CMYK, RGB or Hex.

NYS PRIMARY CORE COLORS



CORE SECONDARY COLOR PALETTE

Rationale for secondary colors

The secondary color palette is designed to support and complement the primary color palette. They are percentages, or tints, of the primary colors. Taken together the primary and secondary colors enable flexibility and variety in design.

Color formulas to reproduce color accurately

We have enlisted the standards of the Pantone Matching System (PMS), which is a universally recognized color matching system based on lithography printing inks. The color palette includes 1) specific spot color references for both coated and uncoated paper stocks, and 2) process match breakdowns (CMYK) for printing applications with limited budgets. (Please note that these colors may differ due to the way inks appear on different stocks.) Also included are RGB equivalents for use in word processing and presentation software, as well as hexadecimal equivalents for emitted light and web applications.

NYS SECONDARY CORE COLORS

| | | | | | |
|--|---|--|--|---|---|
|  <p>PANTONE 109 C CMYK 0/9/100/0 RGB 255/209/0 HEX #FFD100</p> |  <p>PANTONE 127 C CMYK 0/4/62/0 RGB 243/221/109 HEX #F3DD6D</p> |  <p>PANTONE 2925 C CMYK 85/21/0/0 RGB 0/156/222 HEX #009CDE</p> |  <p>PANTONE 7682 C CMYK 63/37/2/0 RGB 103/135/183 HEX #6787B7</p> |  <p>PANTONE 7687 C CMYK 100/78/0/18 RGB 29/66/138 HEX #1D428A</p> |  <p>PANTONE 2728 C CMYK 90/68/0/0 RGB 0/71/187 HEX #0047BB</p> |
|  <p>PANTONE BLACK 6 C CMYK 100/79/44/93 RGB 16/24/32 HEX #101820</p> |  <p>PANTONE COOL GRAY 10 C CMYK 40/30/20/66 RGB 99/102/106 HEX #63666A</p> |  <p>PANTONE COOL GRAY 8 C CMYK 23/16/13/46 RGB 136/139/141 HEX #888B8D</p> |  <p>PANTONE COOL GRAY 4 C CMYK 12/8/9/23 RGB 187/188/188 HEX #BBBCBC</p> |  <p>PANTONE COOL GRAY 2 C CMYK 5/3/5/11 RGB 208/208/206 HEX #D0D0CE</p> |  <p>PANTONE 7541 C CMYK 7/1/3/2 RGB 217/225/226 HEX #D9E1E2</p> |

2.2

NY STATE AGENCIES AND AUTHORITIES: GROUPINGS AND ARCHITECTURE

COLOR CODING FOR GROUPINGS (1 OF 2)

How to find your agency's color

Identify the group color under which your agency, office or program resides, and use that color and its associated tints (illustrated to the right and on the next page) in combination with the core NY State colors to create communications.

Approved colors for agency/program use

Agencies may use their coded color combined with any color from the core NY State palette. Example: if an agency is grouped under Education, its associated color; (pale green and it's tints) can be combined with the NY State core colors using good judgment for contrast and legibility.

Achieve a consistent look and feel

By following these color guidelines, all communications coming from NY State and its agencies and initiatives will have a consistent look and feel across the board. Further, the use of group colors helps clearly identify agencies and their programs within the same grouping. It will serve to distinguish one agency's communications from another agency in a different grouping.

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NYS CORE COLOR PALETTE



GROUPINGS

PRIMARY COLOR

SECONDARY COLORS

Statewide Elected Officials

PANTONE
3005 C
CMYK 100/31/0/0
RGB 0/119/200
HEX #0077B6

PANTONE
2925 C
CMYK 85/21/0/0
RGB 0/156/222
HEX #009CDE

PANTONE
2905 C
CMYK 45/1/0/1
RGB 141/200/232
HEX #8DC8E8

Recreation & Environment

PANTONE
350 C
CMYK 80/21/79/64
RGB 44/82/52
HEX #2C5234

PANTONE
625 C
CMYK 45/45/30
RGB 80/127/112
HEX #507F70

PANTONE
5575 C
CMYK 37/9/28/13
RGB 146/172/160
HEX #92B0A9

Health & Human Services

PANTONE
7680 C
CMYK 87/99/0/8
RGB 82/49/120
HEX #523178

PANTONE
7677 C
CMYK 68/78/0/0
RGB 111/80/145
HEX #6F5091

PANTONE
7674 C
CMYK 50/41/4/0
RGB 135/140/180
HEX #878CB4

Education

PANTONE
7759 C
CMYK 6/3/100/20
RGB 196/178/0
HEX #C4B200

PANTONE
7745 C
CMYK 16/0/91/28
RGB 171/173/35
HEX #ABAD23

PANTONE
5855 C
CMYK 12/5/44/15
RGB 192/187/135
HEX #C0BB87

Public Safety

PANTONE
5415 C
CMYK 56/24/11/34
RGB 91/127/149
HEX #5B7F95

PANTONE
5425 C
CMYK 56/45/9/24
RGB 122/153/172
HEX #7A99AC

PANTONE
5445 C
CMYK 21/5/4/8
RGB 183/201/211
HEX #B5C0C9

CHARTS AND GRAPHS

Consistent presentation of information

It is important that charts and graphs be represented in consistent ways so that communications from all entities of NY State have a branded look and feel. Please consult the guideline illustrations to the right.

Chart and graph style

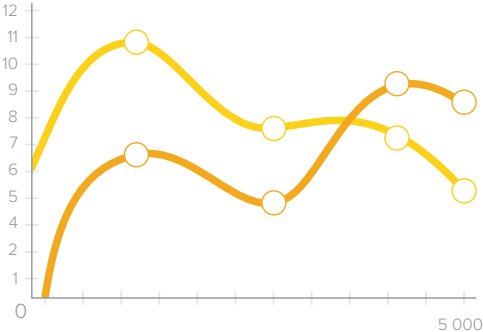
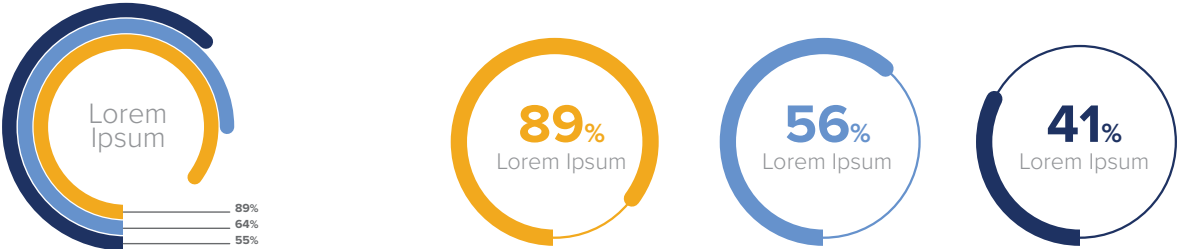
These chart styles are inspired by the progress holding shape (see page 75) and intended to convey information with great fluidity of motion.

Color selection

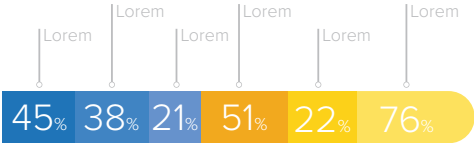
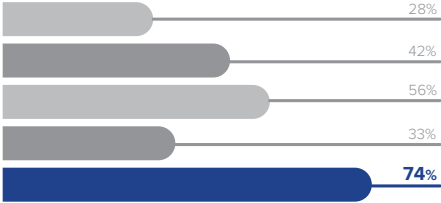
Colors can be selected from the core color palette, or the appropriate coded color of one of the nine groupings (shown to the right in the core color palette for NY State).

Use good design judgment and design principles in sizing them and juxtaposing them with other visual and verbal information in the layout.

CHARTS AND GRAPHS



| | IPSUM | LOREM | IPSUM | LOREM | IPSUM | LOREM | IPSUM | LOREM |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|
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4.6

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

ICONOGRAPHY

Iconography is a system of pictorial images relating to or illustrating a variety of subjects. They are designed to be intuitive and telegraphic: they function to rapidly convey the location or intention of information. They are most frequently seen on “buttons” for smart phones and signs. Some samples are illustrated here.

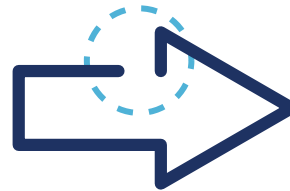
Style Guidelines

The suggested iconography style is based off the NYS outline from the NY State brand mark. Design iconography in a way that mimics the line weight, the rounded line terminals and the “gap” opening as illustrated.

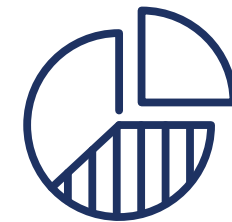
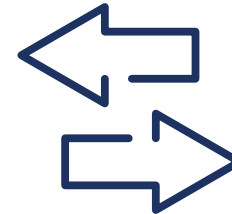
Note

These are only sample iconography. There is no official bank of these images. Rather, they are intended to provide guidance when creating them, as well as to ensure consistency in communications across the entities of NY State.

ICON GUIDELINE



ICON EXAMPLES



4.9

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

EXAMPLE OF POWERPOINT SLIDES (1 of 2)

The same guideline rules apply to presentation templates

Use the appropriate endorsement systems, typography (Arial, a replacement font) and color in these guidelines to create PowerPoint templates.

You can use any color from the core palette combined with the associated grouping color. Be consistent with the use of the color throughout the presentation. The brand mark lock up should appear in the bottom right corner of all of the «content» slides.

All presentations MUST be built in 16:9 proportion.

Graphic element usage

As seen to the right, the diversity holding shape forms the basis of all slides. Here, the holding shape is the core color dark blue with an accent line in the color of the grouping (teal).

Alternative option

See the next page for an alternative layout option.

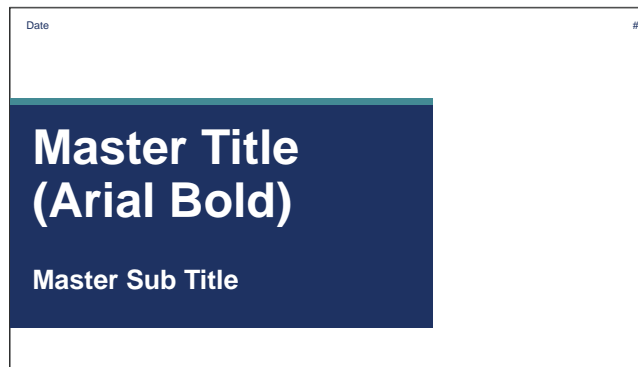
AGENCY PPT PAGE LAYOUT EXAMPLE



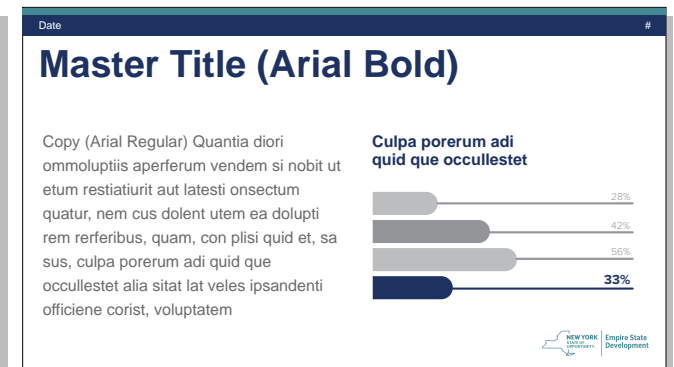
COVER



TITLE AND CONTENT



SECTION HEADER



TWO CONTENT

4.9

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

EXAMPLE OF POWERPOINT SLIDES (2 of 2)

To the right are more examples of content slide lay outs, along with examples of a presentation by an agency program (note agency presence in the holding shape.)

It is important to be bold and yet simple with the use of colors. Furthermore, be sure to keep the pages as uncluttered and readable as possible. Do not crowd slides with charts or photos with text.

Program/Initiative Presentation

When a program or initiative is making the presentation, the endorsing agency is listed in type in the holding shape at the bottom of the cover page and repeated throughout the document in the footer.

The two bottom slides illustrate an alternative application of color, utilizing the associated color of the grouping.


AGENCY PPT PAGE LAYOUT EXAMPLE

Date

#

Master Title (Arial Bold)

Copy (Arial Regular) Quantia diori ommoluptiis aperferum vendem si nobit ut etum restiatiurit aut latesti onsectum quatur, nem cus dolent utem ea dolupti rem rerferibus, quam, con plisi quid et, sa sus, culpa porerum adi quid que occullestet alia sitat lat veles ipsandenti officiene corist, voluptatem



NEW YORK

STATE OF OPPORTUNITY

Empire State

Development

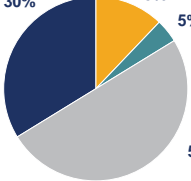
TWO CONTENT

Date

#


Master Title (Arial Bold)

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30% 15% 5% 50%

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NEW YORK

STATE OF OPPORTUNITY

Empire State

Development

COMPARISON

PROGRAM PPT PAGE LAYOUT EXAMPLE



NEW YORK

STATE OF OPPORTUNITY

Division of Minority and Women-Owned Business Development

Master Title (Arial Bold)

Master Sub Title

A Division of Empire State Development

Date

COVER

Date

#

Master Title (Arial Bold)

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NEW YORK

STATE OF OPPORTUNITY

Division of Minority and Women-Owned Business Development

TITLE AND CONTENT

4.10

NEW YORK STATE SECONDARY IDENTITY ELEMENTS

EXAMPLES OF ALTERNATIVE POWERPOINT SLIDES

Special circumstances

When circumstances make the use of a white background impractical, use the alternative layout option illustrated to the right.

Graphic element usage

As seen to the right, the diversity holding shape forms the basis of all slides. Here, the holding shape is the core color dark blue with an accent line in the color of the grouping (teal).

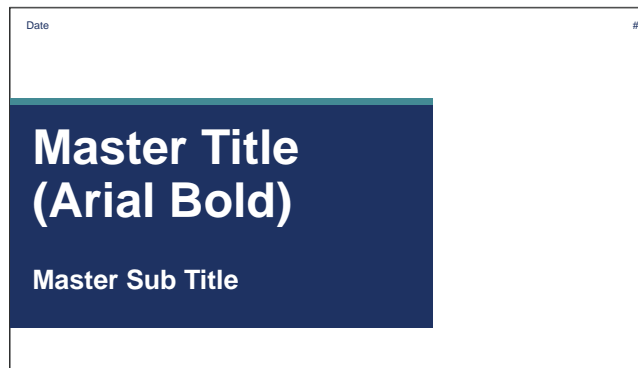
PPT PAGE LAYOUT NEGATIVE EXAMPLE



COVER



TITLE AND CONTENT



SECTION HEADER



TWO CONTENT