



BRAND BOOK



(WE ARE)

SENECA

Welcome to Seneca Village State University:
where purpose meets possibility, and tradition bridges innovation.

At **SVSU**, we are more than an institution: we are a bold vision turned to reality, a vibrant campus rooted in community, and a dynamic learning environment built to empower tomorrow's changemakers. Anchored in our commitment to academic excellence, social responsibility and creative leadership, SVSU invites students, faculty, and partners to shape a future defined by integrity, equity and impact.

This brand reflects **everything** we are:
our values, our promise, and our collective
story. It serves as the compass for how we
represent ourselves to the world. 

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For questions regarding logo usage, typography, color standards, or any aspect of the **Seneca Village State University** brand identity, please contact:

Office of Public Relations & Strategic Communications
Seneca Village State University

175 Legacy Circle
New York, NY 10025
communications@svsu.edu
www.svsu.edu/brand



LOGOS

INSTITUTIONAL LOGO



SENECA VILLAGE
STATE UNIVERSITY

The **Seneca Village State University** logo is the cornerstone of our visual identity. It represents not only our academic excellence but also our deep-rooted legacy as a symbol of empowerment, resilience, and community.

To ensure consistency and clarity across all communications, the logo must always be displayed with respect and precision.



STACKED LOGO

Logos should be used in **all official** communications, marketing materials, and digital assets.

It should **never** be altered, redrawn, or re-created in any form. Only approved digital files provided by the Office of Public Relations & Strategic Communications should be used.



SENECA VILLAGE STATE UNIVERSITY
OFFICE OF GLOBAL PARTNERSHIPS



SENECA VILLAGE STATE UNIVERSITY
OFFICE OF GLOBAL PARTNERSHIPS

1825

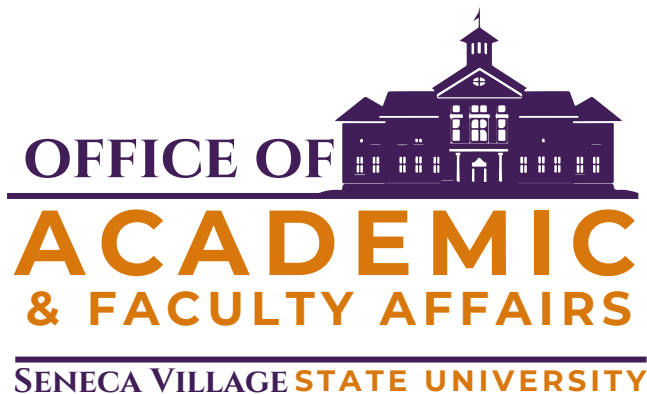
LOGOS

To protect brand integrity, do not:

- Distort, stretch, or rotate the logo.
- Place the logo on visually busy backgrounds.
- Add effects such as drop shadows, outlines, or glow.
- Alter the logo colors or typefaces.
- Replace or separate the graphics/symbol from the wordmark without permission.

LOGOS

STACKED LOGO



INSTITUTIONAL SEAL

The **Seneca Village State University** Seal is a formal emblem reserved for official and ceremonial purposes. It represents the University's authority, heritage, and enduring commitment to scholarship and public service. Because of its historical and symbolic significance, use of the seal is strictly limited and carefully governed.



The seal should appear only on official documents and materials that carry institutional weight, such as diplomas, certificates, transcripts, Board of Trustees communications, presidential letters, and select commemorative items. It should never be used for marketing, promotional, or informal purposes, including apparel, event flyers, or digital graphics.

To maintain its integrity, the seal must **not** be redrawn, modified, or paired with other design elements.
All applications of the institutional seal must be approved in advance by the Office of the President or OPRSC.

LOGOS

The **Seneca Village State University** Lion serves as the proud emblem of **SVSU Athletics**: symbolizing strength, courage, and unity across all sports and spirit programs.

Distinct from the University's academic mark, the Lion logo embodies the energy and determination that define our student-athletes and the broader Seneca Village community.



SECONDARY LOGOS

The Lion logo may be used on uniforms, fan apparel, signage, and approved athletic marketing materials. It should always appear bold, confident, and unaltered; never redrawn, distorted, or combined with other marks.

When used alongside the University wordmark or seal, the Lion must maintain clear visual separation to preserve brand hierarchy.



All usage of the Lion logo must be approved by the Office of Public Relations & Strategic Communications and coordinated with the Department of Athletics to ensure consistency across all platforms and merchandise.

SECONDARY LOGOS

Before there was a university, there was a village. And in that village stood a small wooden schoolhouse, its walls echoing with the sound of chalk on slate and the quiet determination of children learning to read, write, and dream.

That schoolhouse was more than a building. It was a declaration; that knowledge could not be denied, that a free mind was the truest measure of freedom.



The people of Seneca Village built it themselves, brick by brick and prayer by prayer, determined that education would outlive injustice.

Generations later, Seneca Village State University stands as the schoolhouse's living descendant. Its classrooms are larger now, its tools more advanced — but its mission remains the same: to nurture minds that will change the world.

The **1825** wordmark commemorates the founding year of the original **Seneca Village** community. It is a heritage emblem that symbolizes endurance, legacy, and the University's deep roots in the pursuit of education and equity.

This mark may be used selectively in anniversary campaigns, ceremonial materials, and branded merchandise where historical storytelling is emphasized.

LOGOS

LOGOS

SECONDARY LOGOS

The logo consists of the letters 'SVSU' in a bold, sans-serif typeface. The 'SV' is colored orange and the 'SU' is colored purple.

The **SVSU** Wordmark was designed with adaptability in mind; strong enough to represent the University's academic excellence, yet dynamic enough to power the energy of athletics, student life, and community engagement.

Its clean, modern letterforms reflect both legacy and motion, allowing it to translate seamlessly across digital, print, and environmental applications.

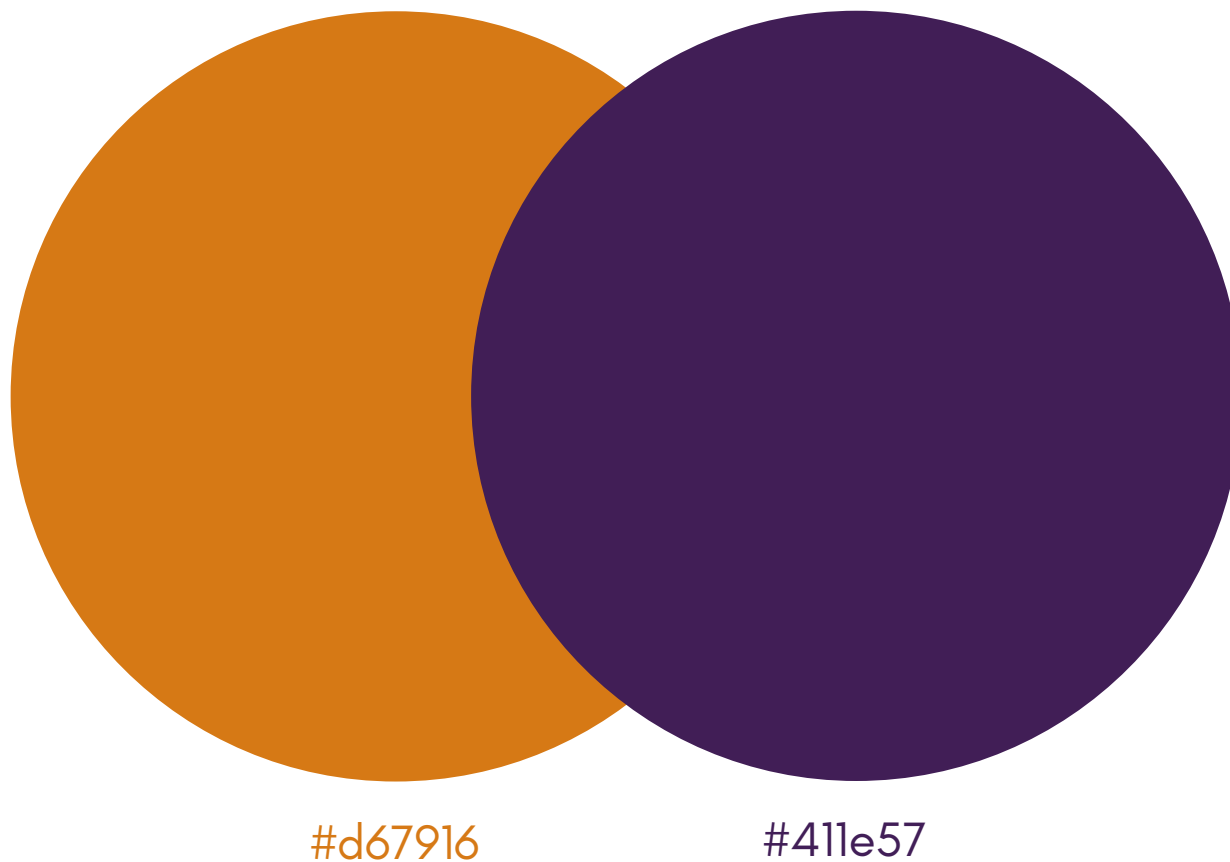


COLORS

PRIMARY COLORS

Warm and vibrant, **Heritage Orange** symbolizes perseverance, optimism, and the enduring spirit of progress. It reflects the brilliance of knowledge and the light of opportunity that education provides. Use Heritage Orange as a primary accent color for highlights, calls to action, and dynamic design elements. It brings energy and approachability to both digital and print materials.

Deep and composed, **Regal Plum** represents wisdom, leadership, and the cultural legacy that grounds the University's mission. It serves as the foundation of the SVSU color system and is ideal for backgrounds, typography, and formal applications. Regal Plum pairs elegantly with Heritage Orange to create contrast and sophistication across all platforms.



When used together, these colors establish a visual rhythm that honors the past while projecting strength toward the future.

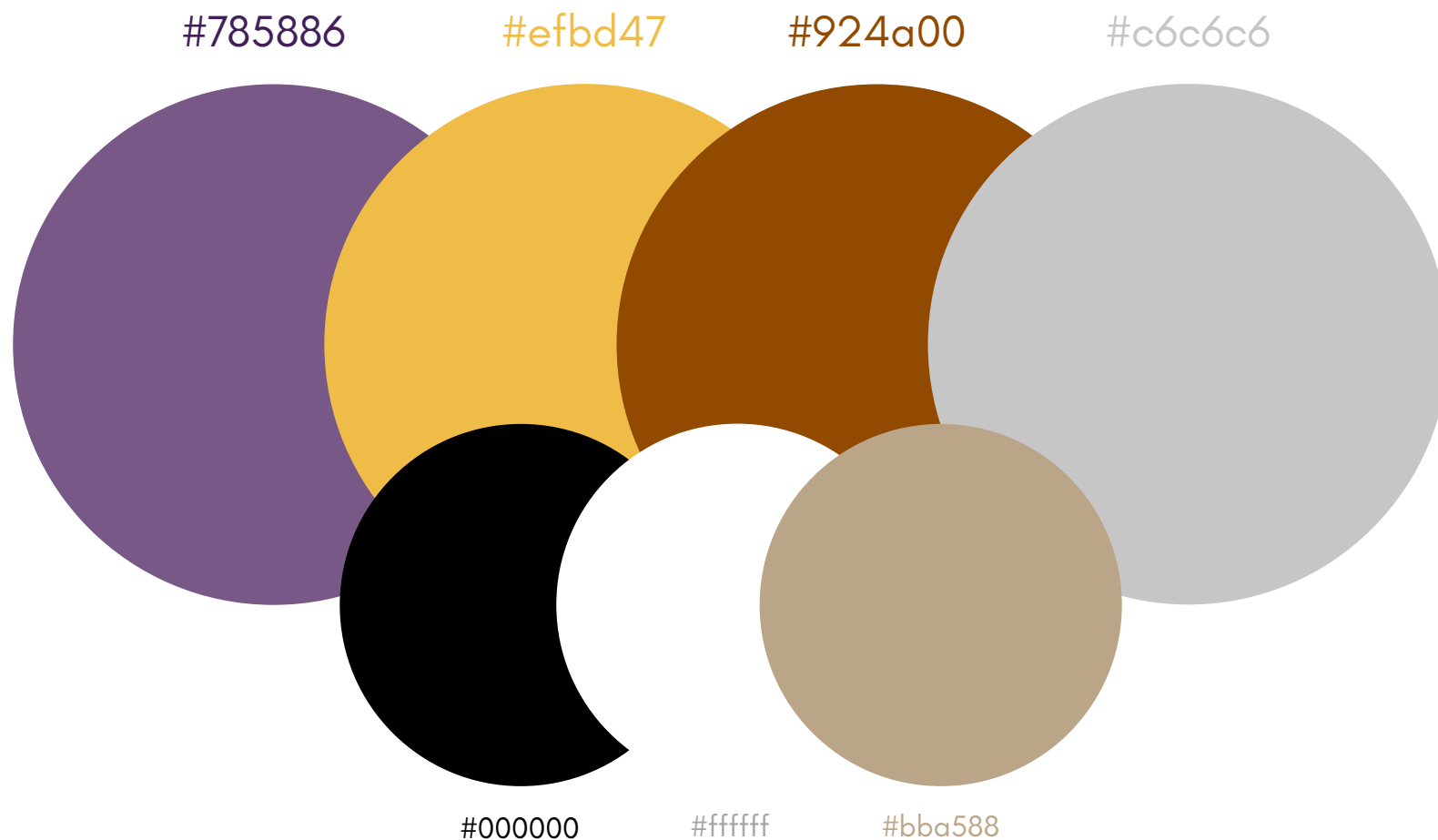
For consistent reproduction, all uses of SVSU's official colors should follow the specifications and accessibility guidelines provided by the Office of Public Relations & Strategic Communications.

SECONDARY COLORS

COLORS

While **Heritage Orange** and **Regal Plum** anchor the **Seneca Village State University** identity, the secondary palette provides depth, flexibility, and balance across print, digital, and environmental applications. These supporting tones extend the brand's expressiveness while preserving a cohesive visual voice that reflects both heritage and modernity.

Violet Granite introduces a sophisticated mid-tone purple that harmonizes with **Regal Plum** and adds refinement to academic and ceremonial layouts. **Golden Horizon** provides a lighter complement to **Heritage Orange**, symbolizing achievement, optimism, and the radiant glow of opportunity. **Copper Root** grounds the palette with a deep, earthy accent that conveys stability and tradition—ideal for formal backdrops, typography, and textured design elements.



Together, these hues create a versatile system that allows designers to adjust tone and mood while maintaining alignment with the University's visual identity.

All secondary color usage should complement, not overpower the primary palette and follow the standards outlined by the Office of Public Relations & Strategic Communications.



Cinzel serves as the University’s primary serif typeface, embodying academic tradition, prestige, and timeless authority. Inspired by classical Roman inscriptional lettering, Cinzel is ideal for formal headings, diplomas, and ceremonial materials.

Glacial Indifference and **Montserrat** form the modern sans-serif family within the SVSU brand. Both fonts deliver readability and versatility across digital, print, and environmental applications.

Glacial Indifference offers a clean, minimalist tone for body text and layouts, while **Montserrat** provides bold geometry and balance—perfect for headlines, subheads, and contemporary design compositions.

CINZEL
CINZEL

GLACIAL Indifference
Glacial INDIFFERENCE

MONTSERRAT
MONTSERRAT

Mistrully

RACING SPORT

(Athletics)

Mistrully, a signature script accent font, introduces personality and warmth to select campaigns or commemorative projects. Its flowing style may be used sparingly to highlight quotes, event titles, or special occasions, adding a humanistic touch to the University’s visual storytelling.

For athletics and spirit materials, **Racing Sport** is the exclusive athletic typeface. Its dynamic letterforms capture motion, determination, and team pride—reinforcing the energy of SVSU Athletics while remaining aligned with the University’s overall visual identity.

All typographic usage should maintain readability, contrast, and alignment with brand hierarchy standards established by the Office of Public Relations & Strategic Communications.

BRAND ARCHITECTURE

SENECA

ACADEMIC & FACULTY AFFAIRS

OFFICE OF
SPONSORED PROGRAMS
SENECA VILLAGE STATE UNIVERSITY

OFFICE OF
ACADEMIC & FACULTY AFFAIRS
SENECA VILLAGE STATE UNIVERSITY

OFFICE OF GLOBAL PARTNERSHIPS


SENECA VILLAGE STATE UNIVERSITY
OFFICE OF GLOBAL PARTNERSHIPS
1825

Academic & Faculty Affairs

OFFICE OF 
ACADEMIC
& FACULTY AFFAIRS
SENECA VILLAGE STATE UNIVERSITY


ACADEMIC
& FACULTY AFFAIRS
SV
SU
1825

SENECA VILLAGE
STATE UNIVERSITY
OFFICE OF 
ACADEMIC
& FACULTY AFFAIRS



MONOGRAM

The **SV** Monogram is a bold, contemporary emblem that captures the spirit of unity, strength, and legacy at **Seneca Village State University**. Derived from the initials **S** and **V**, the mark serves as a visual shorthand for the institution: instantly recognizable, versatile, and deeply symbolic.

The interlocking letterforms represent the bond between Seneca Village's historic foundation and the modern state university that carries its mission forward. Designed for adaptability, the SV Monogram functions effectively across a wide range of applications from academic insignia and merchandise to digital avatars, campus signage, and athletic uniforms.



The mark may appear independently or in approved lockups with the University wordmark or Athletic Lion. **It should always be rendered in official brand colors—Heritage Orange, Regal Plum, or approved single-color variations—and never altered, distorted, or combined with unapproved graphics.**





seneca.edu

Dedicated to

Dennis Nicholson

my supervisor from my days as a Media Specialist in
Morgan State University's Student Center.

**SENECA VILLAGE
STATE UNIVERSITY
175 LEGACY CIRCLE
NEW YORK, NY 10025**



