

New York State Brand Guide



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Introduction

The New York State Brand Guide is an essential roadmap for all state agencies and entities to use when creating written and visual content.

New York State last introduced brand guidelines in 2014. At the time, updates included a unified brand system, effective messaging, and new color patterns and designs for agencies, all of which served to modernize the New York State brand for that era.

Graphic styles evolve, agencies grow, and public-facing information is distributed on an ever-expanding list of platforms. Accessibility is paramount especially in an increasingly digital world.

Since taking office in 2021, Governor Kathy Hochul has pledged to increase the public's trust in government and to lift up and support New Yorkers in realizing the New York Dream. A consistent, modern brand and clear messaging help New Yorkers to know and trust that they are interacting with the New York State government.

Included in this 2024 New York State Brand Guide are a set of updated visual assets accompanied by rules on how to properly use and combine these assets to represent the work that we do. This guide is intended to provide a unifying and consistent representation in materials that represent New York State and its entities. These should not curb creativity and are designed with the intention of flexibility for agencies, programs, and initiatives.

Guide Impact Summary

The New York State brand logo will be mandatory for agency and program communications. No agency, program, or initiative will use or create its own logo with the following exceptions:

- 511NY
- Corcraft
- Empire State Development
- I LOVE NY
- MTA
- NY Lottery
- NY State Education Department
- NY State of Health
- NYS Commission on Ethics and Lobbying in Government
- Olympic Regional Development Authority
- Public Employment Relations Board
- START-UP NY
- SONYMA
- SUNY
- TasteNY
- The Great New York State Fair
- The Port Authority of NY & NJ

The Executive Chamber has a distinctive We Are NY brand for exclusive use to communicate Governor's office initiatives.

The Governor's Seal is used for official programs and initiatives as directed by the Governor's office.

The Great Seal of the State of New York may only be used by the Executive Chamber or with permission from the Department of State.

The Coat of Arms may only be used for legal documents (e.g. registrations, licenses).

There are seven agency groupings, each with an associated color palette.

Accessibility

Ensuring accessibility to New York State services is crucial. These guidelines serve as a framework for enhancing the clarity and use of our materials, both visually and tactually. When we adhere to accessibility standards, we broaden the reach of our communications, promote inclusivity, and foster a more cohesive community.

Best practices

Effective communications and design should use high-contrast colors, legible text size, adequate negative space, and simple visual elements to convey a message. These practices apply to both graphic and web design.

Color contrast

Proper use of color is crucial for users with visual impairment. While primarily used for the web, [WCAG 2.2 AA](#)¹ standards in any design can ensure accessibility for all users. These standards define “normal” text (16pt Regular font) with a contrast ratio of 4.5:1 or higher and “large” text (18pt Regular font or 14pt Bold font) with a ratio of 3:1 or higher.

Some free online contrast tools include [WebAIM.org](#) and [AccessibleWeb.com](#).

COLOR CONTRAST

✗ Low-Contrast Text 1.5:1 CONTRAST RATIO	✓ High-Contrast Text 9.4:1 CONTRAST RATIO
✗ Low-Contrast Text 2.2:1 CONTRAST RATIO	✓ High-Contrast Text 9.4:1 CONTRAST RATIO
✗ Low-Contrast Text 2.05:1 CONTRAST RATIO	✓ High-Contrast Text 4.58:1 CONTRAST RATIO
✗ Low-Contrast Text 3.62:1 CONTRAST RATIO	✓ High-Contrast Text 5.78:1 CONTRAST RATIO
✗ Low-Contrast Text 1.5:1 CONTRAST RATIO	✓ High-Contrast Text 13.9:1 CONTRAST RATIO

Accessibility

Font formatting

Text color, formatting, size, and leading (line spacing) are all vital for readability of agency communications.

Be mindful of your audience when selecting font sizes. For example, a printed brochure for people who might have visual impairments or translated documents in multiple languages should avoid using font sizes smaller than 12pt, especially for fine print.

Bold (or Extrabold) fonts can be used to emphasize titles or important text within a paragraph.

Leading should allow for adequate space between two or more lines in a paragraph. Too little line spacing will reduce readability between words and too much spacing will result in difficulty tracking from one line to the next. There is no set rule for line spacing, so if in doubt, err on the side of more leading.

FONT SIZE



30pt Extrabold Font Size & 33pt Leading Title Lorem Ipsum



20pt Bold font size & 23pt leading subtitle lorem ipsum dolor sit amet sed do eiusmod



14pt Regular font size & 16pt leading lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



12pt Regular font size & 15pt leading lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.



10pt Regular font size & 13pt leading lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



8pt Regular font size & 10pt leading lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

LEADING (LINE SPACING)



12pt Regular font size & 15pt leading lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.



12pt Regular font size & 12pt leading lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

New York State Brand

New York State Brand Mark

The New York State brand mark is the primary brand for the State of New York. It should be used for all agency communications.

The brand mark features the outline of New York State in a solid dark blue color, intersecting with the name of the state in a lighter blue color.



New York State Brand Mark

Clear space

Always surround the brand mark with a minimum amount of clear space. This space isolates the brand mark from competing elements such as text, background patterns, or photography.

The clear space for the brand mark is equal to the “N” height, where “N” is the first letter of the state name. The size will vary based on how and where the brand mark is reproduced.

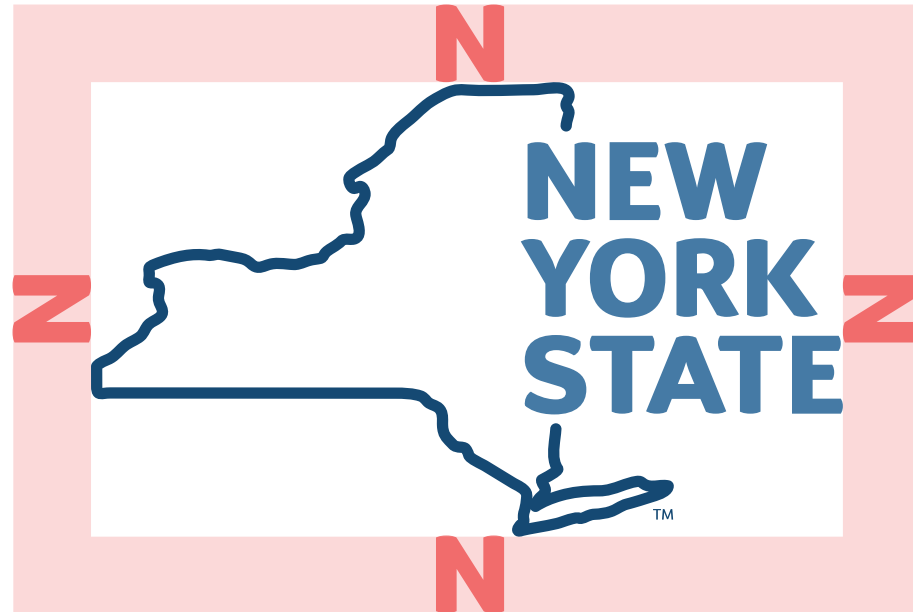
Minimum size

The brand mark can appear in a variety of sizes. However, if the brand mark is too small, it may become illegible. The brand mark should not appear smaller than 0.50” in height.

Color

For proper legibility and visual accessibility of the brand mark, only use the pre-approved core and agency grouping colors.

CLEAR SPACE



MINIMUM SIZE



New York State Brand Mark: Don'ts

These examples depict the “don'ts” when the brand is violated. This does not represent a complete list of examples.

See page 21 for additional brand mark color palette options.

BRAND MARK DON'TS



DO NOT change the brand mark's color



DO NOT change the brand mark's proportions



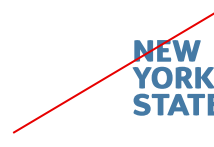
DO NOT add drop shadows or other effects to the brand mark



DO NOT outline the brand mark



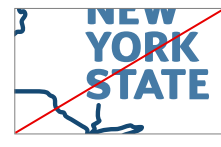
DO NOT rotate the brand mark



DO NOT remove the state outline from the brand mark



DO NOT place brand mark on a complicated background



DO NOT crop the brand mark



DO NOT place the default brand mark on a dark background



DO NOT use the brand mark in a holding shape

We Are NY

The We Are NY logo is an exclusive brand for the Executive Chamber. This logo and associated templates are only to be used for Governor's initiatives as directed by the Executive Chamber.



Governor's Seal

The Governor's Seal can only be used for programs or initiatives as directed by the Executive Chamber.

Color

The full-color Governor's Seal is the only approved color version. When only one or two colors are available for production, the seal can be rendered in the core primary blue color, black, or white.

See page 53 for lock-up examples.

THE GOVERNOR'S SEAL (FULL-COLOR)



THE GOVERNOR'S SEAL (ONE COLOR)



The Great Seal of the State of New York

The Great Seal of the State of New York is used to authenticate official records of the state and can only be used by the Executive Chamber or with approval from the Secretary of State. The Secretary of State is the custodian of the Great Seal of the State of New York and may authorize use cases for educational or commemorative purposes pursuant to State Law section 74.

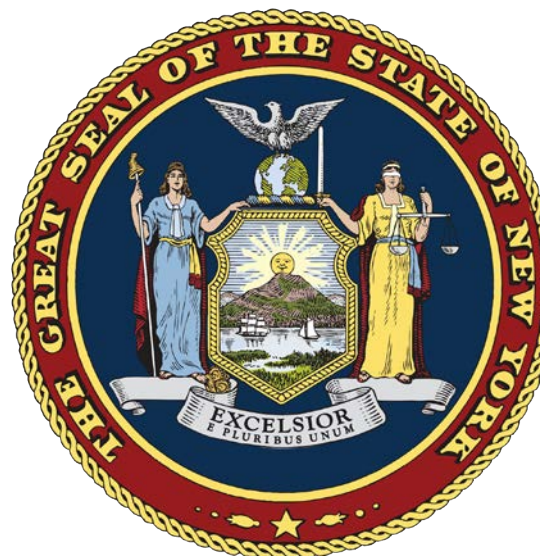
Any request to reproduce the Great Seal of the State of New York should clearly describe the proposed use. Requests for use in an educational publication must specify the title and description of the publication, its publication date, and the number of copies to be published.

Written requests must be submitted to:
New York Department of State
Office of Counsel
One Commerce Plaza
Albany, NY 12231

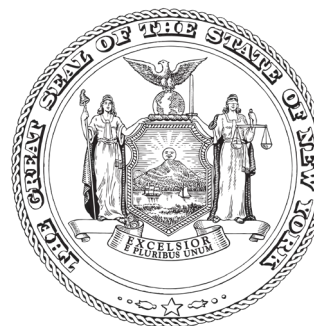
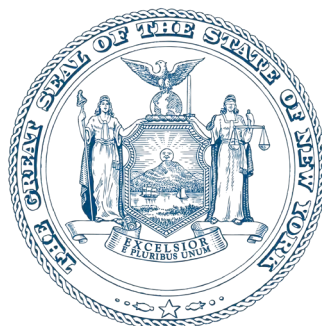
Color

The full-color Great Seal of the State of New York is the only approved color version. The Great Seal of the State of New York can be rendered in the core primary blue color, black, or white for applications with print limitations.

THE GREAT SEAL OF THE STATE OF NEW YORK (FULL-COLOR)



THE GREAT SEAL OF THE STATE OF NEW YORK (ONE COLOR)



New York State Coat of Arms

The Coat of Arms is approved for use only in legal documents such as licenses, deeds, titles, and certificates. All other communications must use the New York State brand.

Color

The full-color Coat of Arms is the only approved color version. The Coat of Arms can be rendered in the core primary blue color, black, or white for applications with print limitations.

COAT OF ARMS (FULL-COLOR)



COAT OF ARMS (ONE COLOR)



Core Color Palettes

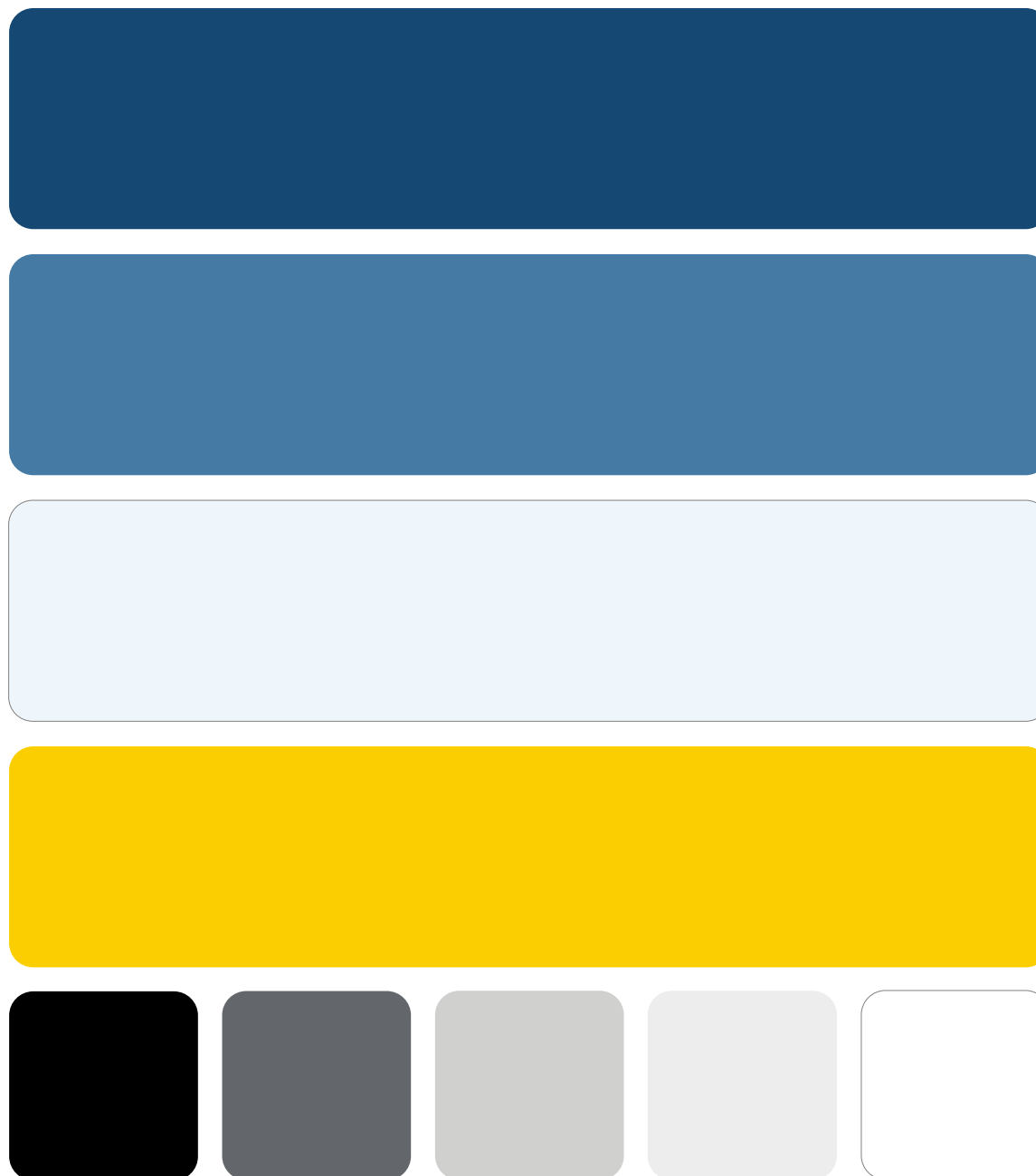
Core New York State Color Palette

The New York State color palette uses the core blue colors at right. A gold accent color can be used to highlight and isolate various content.

Usage

Beyond the fixed use of the brand mark, color selections may be used for text, backgrounds, borders, accents to graphic images, or photography for print and digital communications. These may include social media graphics, brochures, signage, clothing, stationery, digital presentations, videos, websites, and web applications.

Agencies must *first* use their respective grouping colors (pages 27-34) for all communications. The New York State core color palette can be used as a complimentary color palette but should not solely be used for agency communications. However, when multiple agencies from different groupings collaborate, only the New York State core color palette should be used.



New York State Primary Core Color Palette

Use of the core colors will help to reinforce New York's distinctive brand and should be used where more than one agency or entity collaborates on communications and materials.

Accuracy of color formulas

Depending on the documents and software application used, you can choose the color values for either Hexadecimal, RGB, CMYK, or Pantone.

For web-based applications, word processing, or presentation software, use the hexadecimal codes or RGB equivalents.

Some colors may not represent a 1:1 match from Hexadecimal/RGB/CMYK to Pantone. Consult with your print vendor to determine the best color option for your materials or output. Most assets are printed digitally and only require CMYK colors.

PRIMARY CORE BLUE

HEX #154973
RGB 21 / 73 / 115
CMYK 98 / 74 / 31 / 16

PANTONE Plus 108-15 C
PMS Coated 302 C
PMS Uncoated 541 U

SECONDARY CORE BLUE

HEX #457AA5
RGB 69 / 122 / 165
CMYK 77 / 47 / 18 / 1

PANTONE Plus 111-13 C
PMS Coated 646 C
PMS Uncoated 7462 U

TERTIARY CORE BLUE

HEX #EFF6FB
RGB 239 / 246 / 251
CMYK 5 / 1 / 0 / 0

PANTONE Plus 115-1 C
PMS Coated 7541 C
PMS Uncoated 7541 U

CORE ACCENT

HEX #FACE00
RGB 250 / 206 / 0
CMYK 2 / 17 / 100 / 0

PANTONE Plus 7-8 C
PMS Coated 109 C
PMS Uncoated 109 U

New York State Secondary Core Color Palette

The secondary color palette can be used to complement and support the primary core palette.

Accuracy of color formulas

Depending on the documents and software application used, you can choose the color values for either Hexadecimal, RGB, CMYK, or Pantone.

For web-based applications, word processing, or presentation software, use the hexadecimal codes or RGB equivalents.

Some colors may not represent a 1:1 match from Hexadecimal/RGB/CMYK to Pantone. Consult with your print vendor to determine the best color option for your materials or output. Most assets are printed digitally and only require CMYK colors.

Pantone conversions for white are not included, as these typically appear as white paper stock. If a white ink is required, consult your print vendor.

BLACK

HEX #000000
RGB 0 / 0 / 0
CMYK 75 / 68 / 67 / 90

PANTONE Plus Process Black C
PMS Coated Black C
PMS Uncoated Black U

DARK GRAY

HEX #62666A
RGB 98 / 102 / 106
CMYK 62 / 52 / 48 / 19

PANTONE Plus 179-11 C
PMS Coated Cool Gray 10 C
PMS Uncoated 432 U

MID GRAY

HEX #D0D0CE
RGB 208 / 208 / 206
CMYK 18 / 13 / 15 / 0

PANTONE Plus 172-1 C
PMS Coated 420 C
PMS Uncoated 427 U

LIGHT GRAY

HEX #EDEDED
RGB 237 / 237 / 237
CMYK 6 / 4 / 4 / 0

PANTONE Plus 179-2 C
PMS Coated Cool Gray 1 C
PMS Uncoated Cool Gray 1 U

WHITE

HEX #FFFFFF
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0

Web-Specific New York State Color Palette

For New York State agency websites and applications, additional hexadecimal colors are required for important informational alerts.

There are three colors based on the severity of the alerts. These colors should be used as background colors only, not as foreground text color.

A default color for blue text links is also included.

DARK RED ALERT

HEX #B32E31

LIGHT RED ALERT

HEX #FEC3C3

YELLOW ALERT

HEX #FFE396

LINKS

HEX #004DD1

New York State Brand Mark: Color Variations & Backgrounds

These one-color variations are examples that use colors from the primary core and secondary palettes. They provide contrast and legibility for the New York State brand mark.

Usage on white backgrounds

The default two-color New York State brand mark should be used in contrast against a white background. If only one color is possible for printing, use the Pantone P Process Black brand mark.

Legibility

The New York State brand mark, and any communications, should be visually legible and accessible to all New Yorkers. Use these color combinations for high visual contrast.

Any color representations beyond these approved color palettes, and those listed on pages 41-43, are a violation of the brand.

PRIMARY BRAND MARK



ONE COLOR (FOR PRINT USE ONLY)



ONE COLOR BRAND MARK ON VARIOUS CORE AND SECONDARY BACKGROUNDS



Agency Groupings & Colors

Agency & Authority Groupings

There are over 70 agencies and authorities within New York State. These entities have been arranged into seven individual groupings.

These groupings create a more unified visual identity for New Yorkers, visitors, and businesses. Frequent use of grouping colors will help to reinforce agency and authority communications and visual materials.

NEW YORK STATE

Administration

Business

Health & Human Services

Local & Regional Authorities

Public Safety

Recreation & Environment

Transportation & Utilities

Agency & Authority Groupings

ADMINISTRATION

Commission on Judicial Conduct
 Division of the Budget
 Grants Management
 Office of Court Administration
 Office of General Services
 Office of Information Technology Services
 Geographic Information Systems
 Office of the Inspector General
 Office of the Medicaid Inspector General

ACRONYM

CJC
 DOB
 GRANTS
 OCA
 OGS
 ITS
 GIS
 OIG
 OMIG

BUSINESS

Board of Elections
 Department of Agriculture and Markets
 Farmer's Market Nutrition Programs
 Department of Civil Services
 Department of Financial Service
 Department of Labor
 Department of State
 Division of Consumer Protection
 Office for New Americans
 South Shore Estuary Council
 Department of Taxation and Finance
 Dormitory Authority
 Empire State Development
 Financial Control Board
 Gaming Commission
 Higher Education Services Corporation
 Liquidation Bureau
 Liquor Authority

BOE
 AGMARKETS
 FMNP
 CS
 DFS
 DOL
 DOS
 DCP
 ONA
 SSEC
 DTF
 DASNY
 ESD
 FCB
 GAMING
 HESC
 NYLB
 SLA

Office of Cannabis Management
 Office of Employee Relations
 Public Campaign Finance Board
 Tax Appeals
 Workers' Compensation Board

OCM
 OER
 PCFB
 DTA
 WCB

HEALTH & HUMAN SERVICES

Council on Children and Families
 Council on Developmental Disabilities
 Department of Health
 Homes and Community Renewal
 Justice Center for the Protection of People with
 Special Needs
 Office for People with Developmental Disabilities
 Office for the Aging
 Office for the Prevention of Domestic Violence
 Office of Addiction Services and Supports
 Office of Children and Family Services
 Office of Mental Health
 Office of Temporary and Disability Assistance

CCF
 CDD
 DOH
 HCR
 —
 OPWDD
 AGING
 OPDV
 OASAS
 OCFS
 OMH
 OTDA

LOCAL & REGIONAL AUTHORITIES

Authorities Budget Office
 Battery Park City Authority

ABO
 BPCA

PUBLIC SAFETY

Commission of Correction
 Department of Corrections and Community
 Supervision
 Department of Veterans' Services

SCOC
 DCCS
 DVS

Agency & Authority Groupings

PUBLIC SAFETY

Division of Criminal Justice Services	DCJS
Division of Homeland Security and Emergency Services	DHSES
Office of Emergency Management	OEM
Office of Fire Prevention and Control	OFPC
Office of Interoperable and Emergency Communications	OIEC
Division of Human Rights	DHR
Division of Military and Naval Affairs	DMNA
Division of State Police	DSP
Office of Counter Terrorism	OCT
Office of Victim Services	OVS

RECREATION & ENVIRONMENT

Adirondack Park Agency	APA
Council on the Arts	ARTS
Department of Environmental Conservation	DEC
Environmental Facilities Corporation	EFC
Hudson River Valley Greenway	HRVG
Lake George Park Commission	LGPC
Office of Parks, Recreation and Historic Preservation	PARKS
Roosevelt Island Operating Corporation	RIOC

TRANSPORTATION & UTILITIES

Bridge Authority	NYSBA
Canal Corporation	CANALS
Department of Motor Vehicles	DMV
Department of Public Service	DPS

Department of Transportation	DOT
Governor's Traffic Safety Committee	GTSC
New York Power Authority	NYPA
New York State Energy Research and Development Authority	NYSERDA
Thruway Authority	THRUWAY

Agency Color Palettes ▶ Legacy Colors

Legacy colors should not be used in any future designs.

New York State's original brand guide included these seven grouping colors. Due to modern web and practical applications, these colors have been updated to conform to visual accessibility and legibility criteria.

Some agencies may have a backlog of printed, embroidered, or other physical materials that depict the legacy colors. These materials can continue to be used until exhausted. When ordering new physical materials, use the revised agency color palettes listed on pages 27-34.

**ADMINISTRATION
LEGACY COLOR**

**BUSINESS
LEGACY COLOR**

**HEALTH & HUMAN
SERVICES
LEGACY COLOR**

**LOCAL & REGIONAL
AUTHORITIES
LEGACY COLOR**

**PUBLIC SAFETY
LEGACY COLOR**

**RECREATION &
ENVIRONMENT
LEGACY COLOR**

**TRANSPORTATION
& UTILITIES
LEGACY COLOR**

Agency Color Palettes ▶ Revised Colors

Agency approved colors

These colors distinguish one agency's communications from another. Agencies must use their respective grouping colors when creating digital or print materials. These colors have created for optimal legibility and accessibility on agency websites and applications, when used appropriately. The New York State core gold accent color has also been paired with all groupings.

The primary and secondary core New York State palettes (pages 18-19) can be used in combination with agency digital or print materials. Only the secondary color palette can be used with agency websites.

Digital asset creation & output

Some colors may not represent a 1:1 match from Hexadecimal/RGB/CMYK to Pantone. Consult with your print vendor to determine the best color option for your materials or output. Most assets are printed digitally and only require CMYK colors.

For social media graphics, web-based applications, and/or word processing and presentation software, use the hexadecimal codes or RGB equivalents.

ADMINISTRATION		
BUSINESS		
HEALTH & HUMAN SERVICES		
LOCAL & REGIONAL AUTHORITIES		
PUBLIC SAFETY		
RECREATION & ENVIRONMENT		
TRANSPORTATION & UTILITIES		

Agency Color Palettes ► Administration

ADMINISTRATION GROUPING

Commission on Judicial Conduct
Division of the Budget
Grants Management
Office of Court Administration
Office of General Services
Office of Information Technology Services
Geographic Information Systems
Office of the Inspector General
Office of the Medicaid Inspector General

ADMINISTRATION PRIMARY COLOR

HEX #A2350A

RGB 162 / 53 / 10

CMYK 24 / 89 / 100 / 20

PANTONE Plus 38-16 C

PMS Coated 1675 C

PMS Uncoated 1525 U

ADMINISTRATION SECONDARY COLOR

HEX #D07954

RGB 208 / 121 / 84

CMYK 15 / 61 / 72 / 2

PANTONE Plus 38-5 C

PMS Coated 486 C

PMS Uncoated 159 U

ADMINISTRATION TERTIARY COLOR

HEX #F3D3C1

RGB 243 / 211 / 193

CMYK 3 / 18 / 21 / 0

PANTONE Plus 45-9 C

PMS Coated 489 C

PMS Uncoated 4685 U

CORE ACCENT

HEX #FACE00

RGB 250 / 206 / 0

CMYK 2 / 17 / 100 / 0

PANTONE Plus 7-8 C

PMS Coated 109 C

PMS Uncoated 109 U

Disclaimer

Some colors may not represent a 1:1 match from Hexadecimal/RGB/CMYK to Pantone. Consult with your print vendor to determine the best color option for your materials or output. Most assets are printed digitally and only require CMYK colors.

Agency Color Palettes ► Business

BUSINESS GROUPING

Board of Elections
Department of Agriculture and Markets
Farmer's Market Nutrition Programs
Department of Civil Service
Department of Financial Services
Department of Labor
Department of State
Division of Consumer Protection
Office for New Americans
South Shore Estuary Council
Department of Taxation and Finance
Dormitory Authority
Empire State Development
Financial Control Board
Gaming Commission
Higher Education Services Corporation
Liquidation Bureau
Liquor Authority
Office of Cannabis Management
Office of Employee Relations
Public Campaign Finance Board
Tax Appeals
Workers' Compensation Board

Disclaimer

Some colors may not represent a 1:1 match from Hexadecimal/RGB/CMYK to Pantone. Consult with your print vendor to determine the best color option for your materials or output. Most assets are printed digitally and only require CMYK colors.

BUSINESS PRIMARY COLOR

HEX #0B5D66
RGB 11 / 93 / 102
CMYK 91 / 48 / 50 / 24

PANTONE Plus 123-16 C
PMS Coated 323 C
PMS Uncoated 3165 U

BUSINESS SECONDARY COLOR

HEX #65999E
RGB 101 / 153 / 158
CMYK 63 / 27 / 36 / 1

PANTONE Plus 123-11 C
PMS Coated 5483 C
PMS Uncoated 5493 U

BUSINESS TERTIARY COLOR

HEX #E5EDED
RGB 229 / 237 / 237
CMYK 9 / 3 / 5 / 0

PANTONE Plus 126-9 C
PMS Coated 7541 C
PMS Uncoated 7541 U

CORE ACCENT

HEX #FACE00
RGB 250 / 206 / 0
CMYK 2 / 17 / 100 / 0

PANTONE Plus 7-8 C
PMS Coated 109 C
PMS Uncoated 109 U

Agency Color Palettes ▶ Health & Human Services

HEALTH & HUMAN SERVICES GROUPING

Council on Children and Families
Council on Developmental Disabilities
Department of Health
Homes and Community Renewal
Justice Center for the Protection of People with
Special Needs
Office for People with Developmental
Disabilities
Office for the Aging
Office for the Prevention of Domestic Violence
Office of Addiction Services and Supports
Office of Children and Family Services
Office of Mental Health
Office of Temporary and Disability Assistance

HEALTH & HUMAN SERVICES PRIMARY COLOR

HEX #43285D
RGB 67 / 40 / 93
CMYK 84 / 96 / 33 / 25

PANTONE Plus 95-15 C
PMS Coated 669 C
PMS Uncoated 2755 U

HEALTH & HUMAN SERVICES SECONDARY COLOR

HEX #8B7FA0
RGB 139 / 127 / 160
CMYK 50 / 50 / 20 / 1

PANTONE Plus 98-10 C
PMS Coated 5285 C
PMS Uncoated 667 U

HEALTH & HUMAN SERVICES TERTIARY COLOR

HEX #D3D5E3
RGB 211 / 213 / 227
CMYK 16 / 12 / 4 / 0

PANTONE Plus 100-9 C
PMS Coated 5315 C
PMS Uncoated 538 U

CORE ACCENT

HEX #FACE00
RGB 250 / 206 / 0
CMYK 2 / 17 / 100 / 0

PANTONE Plus 7-8 C
PMS Coated 109 C
PMS Uncoated 109 U

Disclaimer

Some colors may not represent a 1:1 match from Hexadecimal/RGB/CMYK to Pantone. Consult with your print vendor to determine the best color option for your materials or output. Most assets are printed digitally and only require CMYK colors.

Agency Color Palettes ▶ Local & Regional Authorities

LOCAL & REGIONAL AUTHORITIES GROUPING

Authorities Budget Office
Battery Park City Authority

LOCAL & REGIONAL AUTHORITIES PRIMARY COLOR

HEX #402217
RGB 64 / 34 / 23
CMYK 49 / 74 / 77 / 68

PANTONE Plus 43-16 C
PMS Coated 476 C
PMS Uncoated 4695 U

LOCAL & REGIONAL AUTHORITIES SECONDARY COLOR

HEX #8F7D75
RGB 143 / 125 / 117
CMYK 44 / 47 / 49 / 9

PANTONE Plus 44-7 C
PMS Coated 409 C
PMS Uncoated 7504 U

LOCAL & REGIONAL AUTHORITIES TERTIARY COLOR

HEX #DDD7D3
RGB 221 / 215 / 211
CMYK 12 / 12 / 13 / 0

PANTONE Plus 169-2 C
PMS Coated Warm Gray 2 C
PMS Uncoated Cool Gray 2 U

CORE ACCENT

HEX #FACE00
RGB 250 / 206 / 0
CMYK 2 / 17 / 100 / 0

PANTONE Plus 7-8 C
PMS Coated 109 C
PMS Uncoated 109 U

Disclaimer

Some colors may not represent a 1:1 match from Hexadecimal/RGB/CMYK to Pantone. Consult with your print vendor to determine the best color option for your materials or output. Most assets are printed digitally and only require CMYK colors.

Agency Color Palettes ▶ Public Safety

PUBLIC SAFETY GROUPING

Commission of Correction
Department of Corrections and Community
Supervision
Department of Veterans' Services
Division of Criminal Justice Services
Division of Homeland Security and Emergency
Services
Office of Emergency Management
Office of Fire Prevention and Control
Office of Interoperable and Emergency
Communications
Division of Human Rights
Division of Military and Naval Affairs
Division of State Police
Office of Counter Terrorism
Office of Victim Services

PUBLIC SAFETY PRIMARY COLOR

HEX #435D6E
RGB 67 / 93 / 110
CMYK 78 / 56 / 42 / 19

PANTONE Plus 174-12 C
PMS Coated 7545 C
PMS Uncoated 547 U

PUBLIC SAFETY SECONDARY COLOR

HEX #8697A3
RGB 134 / 151 / 163
CMYK 51 / 34 / 29 / 1

PANTONE Plus 174-4 C
PMS Coated 7544 C
PMS Uncoated 5425 U

PUBLIC SAFETY TERTIARY COLOR

HEX #E5EBED
RGB 229 / 235 / 237
CMYK 9 / 4 / 4 / 0

PANTONE Plus 126-9 C
PMS Coated 7541 C
PMS Uncoated 7541 U

CORE ACCENT

HEX #FACE00
RGB 250 / 206 / 0
CMYK 2 / 17 / 100 / 0

PANTONE Plus 7-8 C
PMS Coated 109 C
PMS Uncoated 109 U

Disclaimer

Some colors may not represent a 1:1 match from Hexadecimal/RGB/CMYK to Pantone. Consult with your print vendor to determine the best color option for your materials or output. Most assets are printed digitally and only require CMYK colors.

Agency Color Palettes ► Recreation & Environment

RECREATION & ENVIRONMENT GROUPING

Adirondack Park Agency
Council on the Arts
Department of Environmental Conservation
Environmental Facilities Corporation
Hudson River Valley Greenway
Lake George Park Commission
Office of Parks, Recreation and Historic Preservation
Roosevelt Island Operating Corporation

RECREATION & ENVIRONMENT PRIMARY COLOR

HEX #233F2B
RGB 35 / 63 / 43
CMYK 79 / 49 / 80 / 56

PANTONE Plus 177-16 C
PMS Coated 553 C
PMS Uncoated 350 U

RECREATION & ENVIRONMENT SECONDARY COLOR

HEX #7E9084
RGB 126 / 144 / 132
CMYK 53 / 33 / 48 / 5

PANTONE Plus 177-6 C
PMS Coated 5625 C
PMS Uncoated 5555 U

RECREATION & ENVIRONMENT TERTIARY COLOR

HEX #D9E1DD
RGB 217 / 225 / 221
CMYK 14 / 6 / 11 / 0

PANTONE Plus 179-2 C
PMS Coated 7541 C
PMS Uncoated Cool Gray 1 U

CORE ACCENT

HEX #FACE00
RGB 250 / 206 / 0
CMYK 2 / 17 / 100 / 0

PANTONE Plus 7-8 C
PMS Coated 109 C
PMS Uncoated 109 U

Disclaimer

Some colors may not represent a 1:1 match from Hexadecimal/RGB/CMYK to Pantone. Consult with your print vendor to determine the best color option for your materials or output. Most assets are printed digitally and only require CMYK colors.

Agency Color Palettes ▶ Transportation & Utilities

TRANSPORTATION & UTILITIES GROUPING

Bridge Authority
Canal Corporation
Department of Motor Vehicles
Department of Public Service
Department of Transportation
Governor's Traffic Safety Committee
New York Power Authority
New York State Energy Research and
Development Authority
Thruway Authority

TRANSPORTATION & UTILITIES PRIMARY COLOR

HEX #0B5583
RGB 11 / 85 / 131
CMYK 96 / 68 / 26 / 9

PANTONE Plus 108-7 C
PMS Coated 647 C
PMS Uncoated 301 U

TRANSPORTATION & UTILITIES SECONDARY COLOR

HEX #6E9AB5
RGB 110 / 154 / 181
CMYK 60 / 30 / 19 / 0

PANTONE Plus 114-11 C
PMS Coated 645 C
PMS Uncoated 549 U

TRANSPORTATION & UTILITIES TERTIARY COLOR

HEX #D5E5EB
RGB 213 / 229 / 235
CMYK 15 / 4 / 5 / 0

PANTONE Plus 122-1 C
PMS Coated 656 C
PMS Uncoated 656 U

CORE ACCENT

HEX #FACE00
RGB 250 / 206 / 0
CMYK 2 / 17 / 100 / 0

PANTONE Plus 7-8 C
PMS Coated 109 C
PMS Uncoated 109 U

Disclaimer

Some colors may not represent a 1:1 match from Hexadecimal/RGB/CMYK to Pantone. Consult with your print vendor to determine the best color option for your materials or output. Most assets are printed digitally and only require CMYK colors.

Agency Lock-Ups

Agency Lock-Up Architecture

This brand mark structure designates hierarchies and relationships for the state, its agencies, offices, and authorities. The New York State brand mark is the first level of the hierarchy and provides authentication to its agencies (Level 3).

Level 2 groupings

The seven groupings (discussed on pages 23-25) are for organizational purposes only. A grouping of agencies does not issue communications; communications are only issued at the agency level. Agency names are displayed in the font, D Sari Bold, to the right of the New York State brand mark. This structure is called the lock-up.

Review the pages 36-51 for guidelines on agency lock-ups.

No agencies, programs, or initiatives, with the exception of those listed on pages 55-57, will have their own logo or brand mark.

NEW YORK STATE BRAND MARK (LEVEL 1)



AGENCIES AND AUTHORITIES GROUPINGS (LEVEL 2)

Administration

Business

Health & Human Services

Local & Regional Authorities

Public Safety

Recreation & Environment

Transportation & Utilities

BRAND MARK AND AGENCY LOCK-UP (LEVEL 3)



Agency Lock-Up Layout

The default lock-up is displayed in a horizontal format, with the New York State brand mark on the left, the agency name on the right, and an “anchor line” to separate the two. The agency name appears in title case (initial capitals, followed by lower case type) in the D Sari Bold type font.

Relative relationships

The distance between the anchor line and both the New York State brand mark and the agency name is the width of the “N” in the brand mark. Clear space around the lock-up should be the height of the “N” as well.

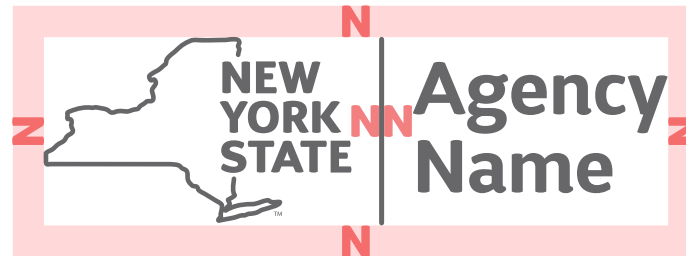
Anchor line

A vertical line is used to anchor the brand mark with one of its agencies. The anchor line is the same thickness as the line that forms the outline of New York State in the brand mark. The default height of the line matches the brand mark but may require adjustment for longer agency names (see page 38).

Sizing and placement

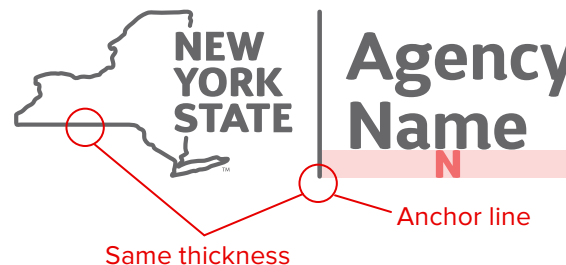
The agency name aligns with the top of the “New” in the New York State brand mark. An agency name is depicted in D Sari Bold, 120pt with 120pt leading (line height). The bottom of the anchor line is equal to the “N” height. By default, the anchor line matches the height of the brand mark.

CLEAR SPACE

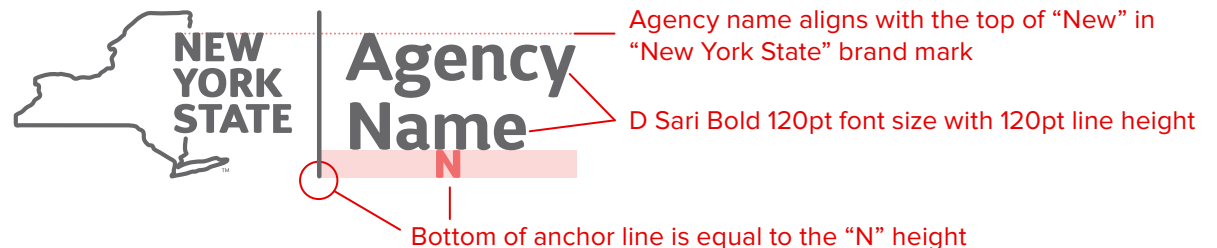


N = Height of the letter “N” in “New York State” brand mark

ANCHOR LINE



SIZE AND PLACEMENT OF AGENCY NAME



Agency Lock-Up Layout

Single-line lock-up

When an agency has a short or abbreviated name, a single line is used. The agency name remains aligned to the top, with the “New” in New York State. The height of the anchor line matches the height of the brand mark. The font and size should remain the same with D Sari Bold at 120pt.

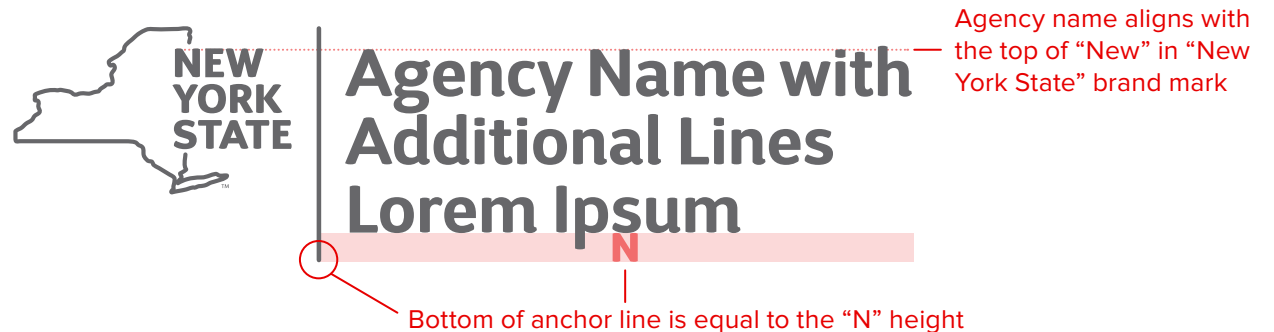
AGENCY NAME WITH SINGLE-LINE



Additional lines

Longer agency names may appear on more than two lines in a lock-up. Most formatting remains the same, such as the same top alignment, font size, and leading. The anchor line is extended further down, using the “N” height.

AGENCY NAME WITH ADDITIONAL LINES



Agency Lock-Up Layout: Don'ts

Along with the list of New York State brand mark don'ts listed on page 11, these are several examples of what *not* to do with agency lock-ups. This is not a comprehensive list of examples.

DON'TS



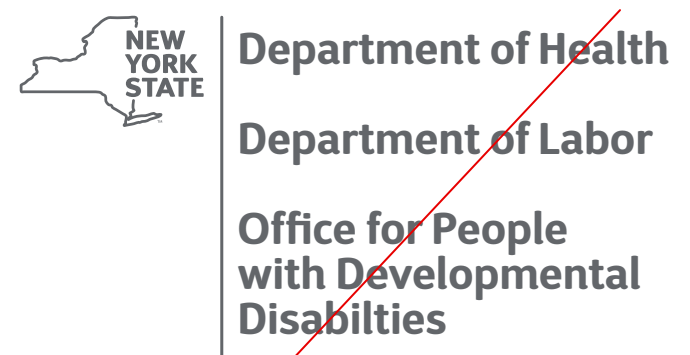
DO NOT change the size portion



DO NOT lock up multiple agencies horizontally



DO NOT use all caps



DO NOT lock up multiple agencies vertically



DO NOT center-align the agency name



DO NOT bottom-align the agency name



DO NOT add other brands or logos

Agency Lock-Up Examples

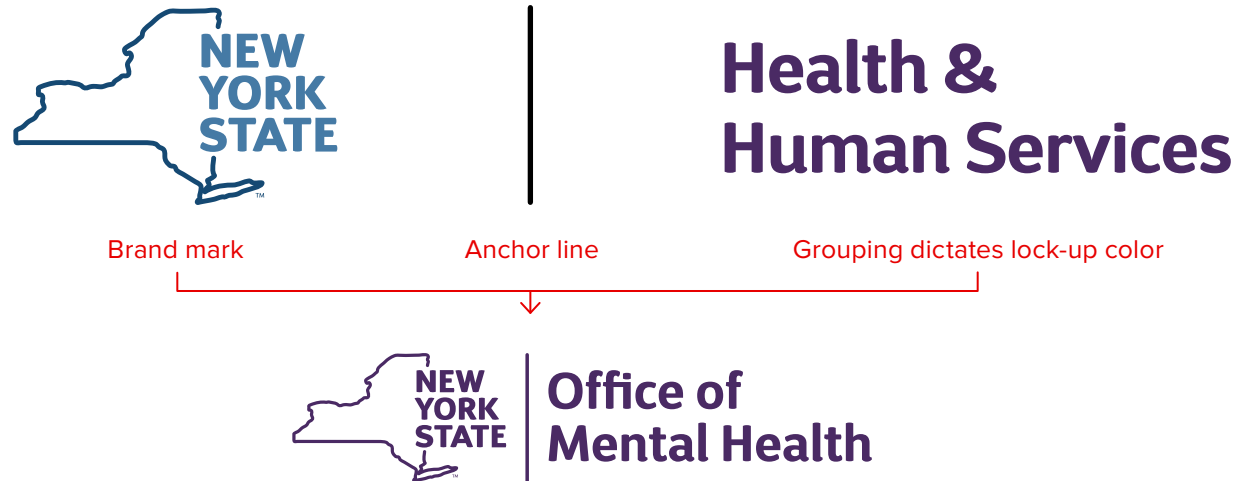
Entities (state agencies, offices, authorities, and divisions) appear in D Sari Bold and are endorsed by the brand mark. The entity grouping determines the lock-up color.

Structure and color

The horizontal lock-up appears with the brand mark on the left, anchor line, and the entity on the right. In the example shown to the right, the full agency lock-up is displayed using the Health & Human Services grouping color.

Refer to pages 36-38 for correct lock-up architecture and formatting.

LOCK-UP STRUCTURE & COLOR



ADDITIONAL AGENCY LOCK-UP EXAMPLES WITH GROUPING COLORS



Agency Lock-Up Color Options ▶ Grouping Colors

Grouping colors

Agency/entity lock-ups should appear in their respective grouping color when presented on a white background. This is the default and primary treatment which should be used whenever possible. When the agency lock-up appears on alternate color backgrounds please adhere to the following options:

A) A white lock-up should be used on primary or secondary grouping color backgrounds.

B) A black lock-up should be used on the tertiary grouping color or universal accent backgrounds.

See next page for additional color options.

NEW YORK STATE GROUPINGS

Administration

AGENCY LOCK-UP COLOR OPTIONS



**Office of Information
Technology Services**



**Homes and
Community Renewal**



**Office of Information
Technology Services**



**Homes and
Community Renewal**



**Office of Information
Technology Services**



**Homes and
Community Renewal**



**Office of Information
Technology Services**



**Homes and
Community Renewal**



**Office of Information
Technology Services**



**Homes and
Community Renewal**

Health & Human Services

Agency Lock-Up Color Options ▶ NYS Core Primary Colors

New York State core primary colors

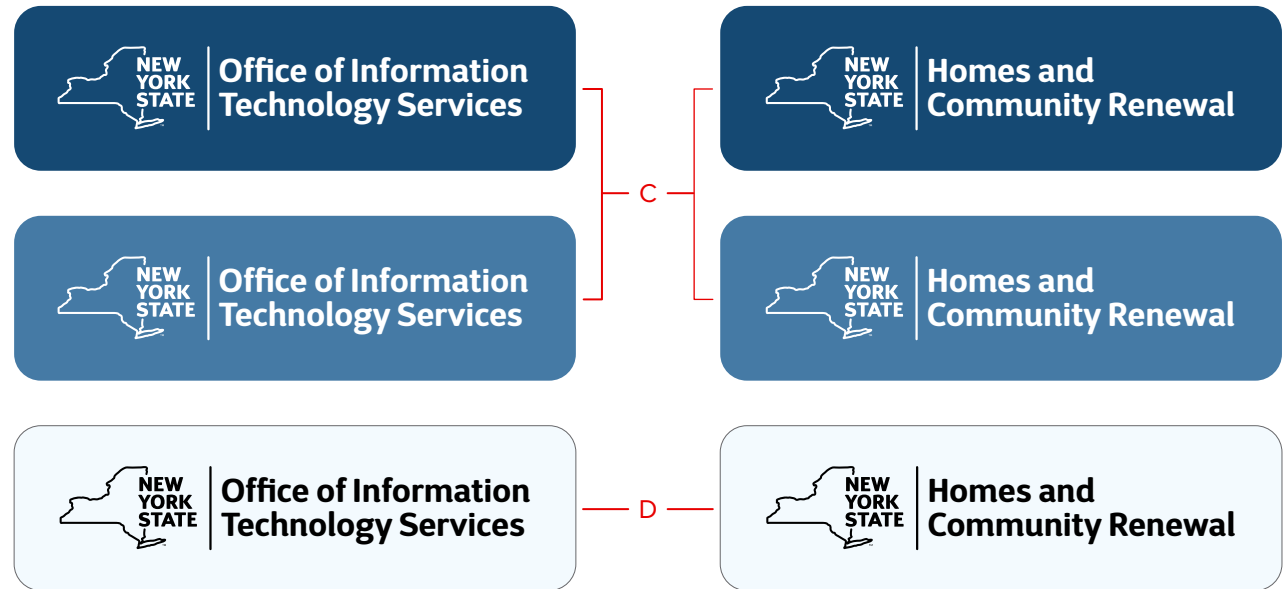
In addition to the agency grouping colors and accent, the primary core New York State palette can also be used. When the agency lock-up appears on these optional color backgrounds, please adhere to the following options:

C) A white lock-up can be used on the New York State core primary blue color and core secondary blue color backgrounds.

D) A black lock-up can be used on the New York State core tertiary color background.

See next page for additional color options.

ADDITIONAL AGENCY LOCK-UP COLOR OPTIONS



Agency Lock-Up Color Options ▶ NYS Core Secondary Colors

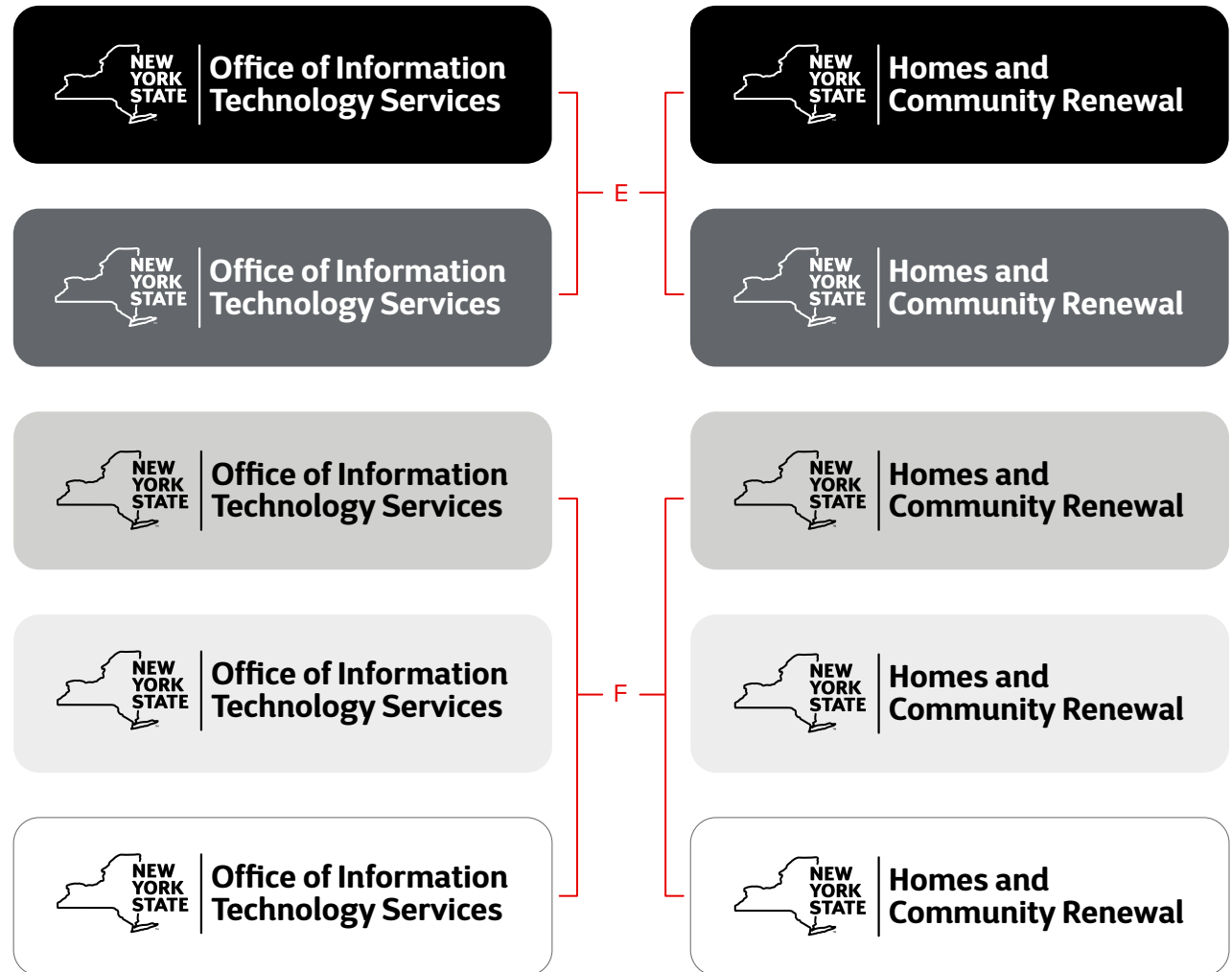
New York State core secondary colors

In addition to the agency grouping colors, accent, and primary core blues, the New York State secondary core palette can also be used. When the agency lock-up appears on these optional color backgrounds, please adhere to the following options:

E) A white lock-up can be used on the New York State core secondary black and dark gray color backgrounds.

F) A black lock-up can be used on the New York State core secondary mid-gray, light gray, and white color backgrounds.

ADDITIONAL AGENCY LOCK-UP COLOR OPTIONS



Vertical & Circular Agency Lock-Up Layout

Vertical or circular lock-ups

In some instances, the default horizontal lock-up may not be appropriate for items such as buttons, stickers, and more. A vertical or circular agency lock-up can be used in these rare cases.

Sizing and placement

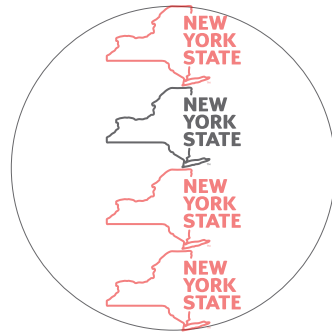
Since the size of the circle may vary depending on its application, use these rules to determine the size of the New York State brand mark and agency name size.

The size of the lock-up brand mark is equivalent to four top-to-bottom stacked New York State brand marks.

The space between the brand mark and the agency name is equal to the height of the “N” in “New York State.”

The agency name in D Sari Bold has no specific font size. Since agency name lengths vary greatly, discretion should be used to fit the name within the space. Give adequate visual padding surrounding the brand mark and agency name.

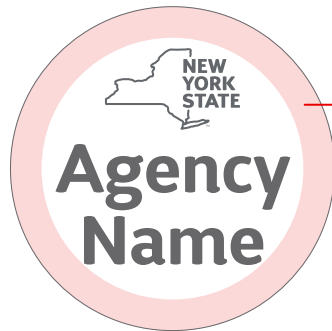
SIZING AND PLACEMENT OF BRAND MARK AND AGENCY NAME



Size of brand mark is equivalent to one of four stacked top to bottom within an circle of any size



Space between brand mark and agency name is equal to the “N” height



Adequate padding surrounds the brand mark and agency name

Size of agency name will vary based on the length

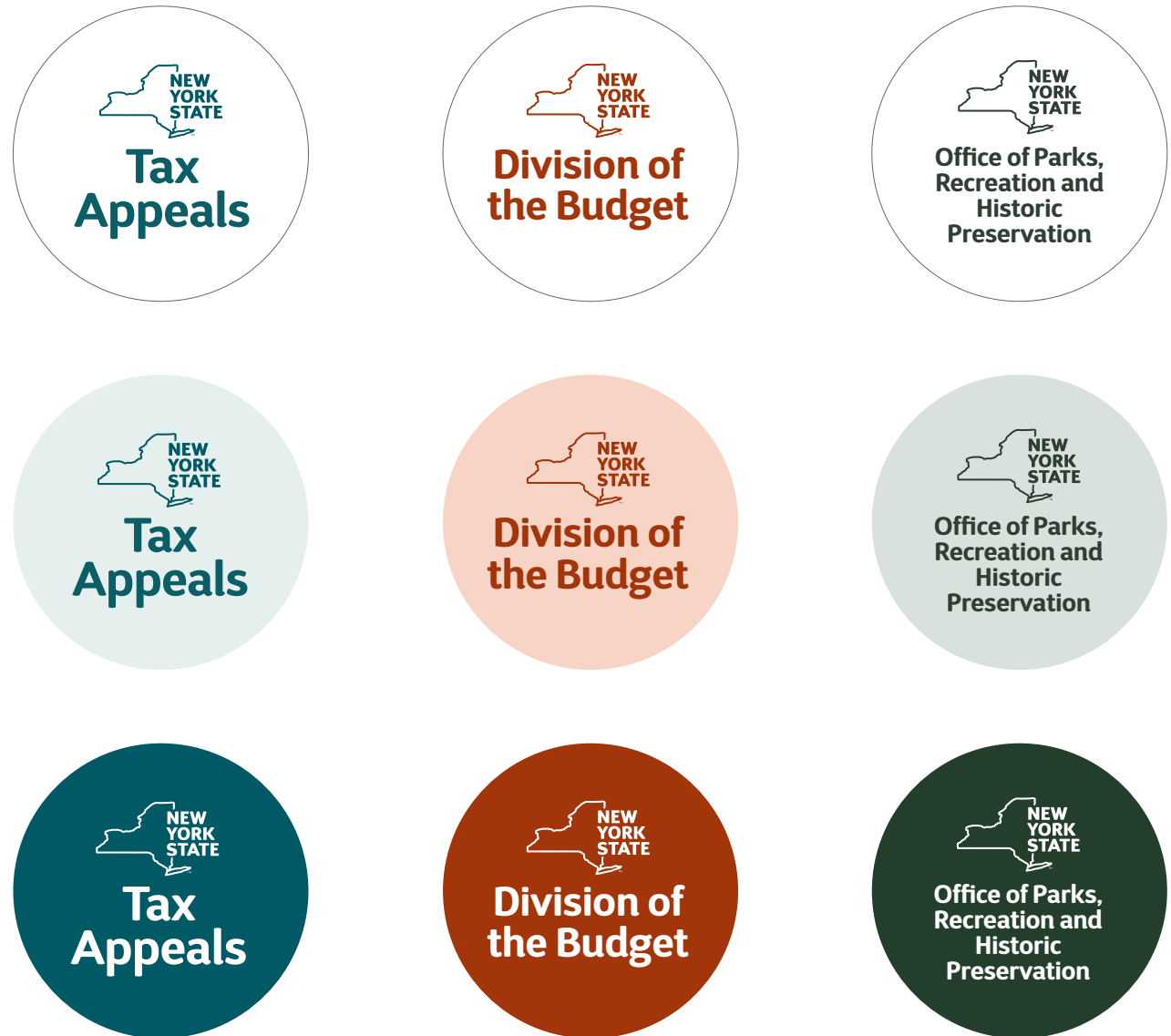
Vertical & Circular Agency Lock-Up Examples

Since agency name lengths vary greatly, discretion should be used to fit the name within the space. Give adequate visual padding surrounding the brand mark and agency name.

Be mindful that these lock-ups should not be scaled down to a size where the New York State brand mark becomes illegible.

Note: These should not be used for social media, as the New York State brand mark will not be legible in smaller applications. Refer to pages 111-112 for social media profile photos.

BRAND MARK / AGENCY EXAMPLES



Agency Subdivision Lock-Up Layout

Subdivision lock-ups

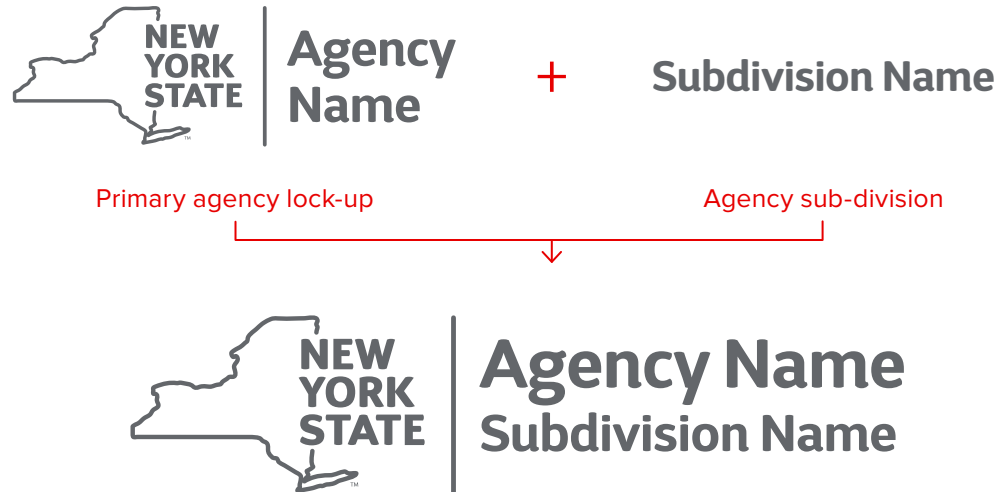
Some agencies may have subdivisions, programs, or initiatives. In these instances, an alternate lock-up should be used to combine the agency and subdivision name.

The lock-up consists of the New York State brand mark, anchor line, primary agency name, and subdivision name. The agency owning the subdivision is listed first and appears larger.

Relative relationships

Much like the default agency lock-up shown on page 37, the “N” height should determine the appropriate clear space surrounding the anchor line and outermost area of the lock-up.

AGENCY SUBDIVISION LOCK-UP FORMATTING



BRAND MARK / AGENCY CLEAR SPACE



N = Height of the letter
“N” in “New York State”
brand mark

Agency Subdivision Lock-Up Layout

Sizing and placement

The agency name aligns with the top of the “New” in the New York State brand mark. An agency name is depicted in D Sari Bold, 120pt with 120pt leading (line height). The subdivision name is depicted in D Sari Bold, 90pt with 90pt leading. By default, the anchor line matches the height of the brand mark.

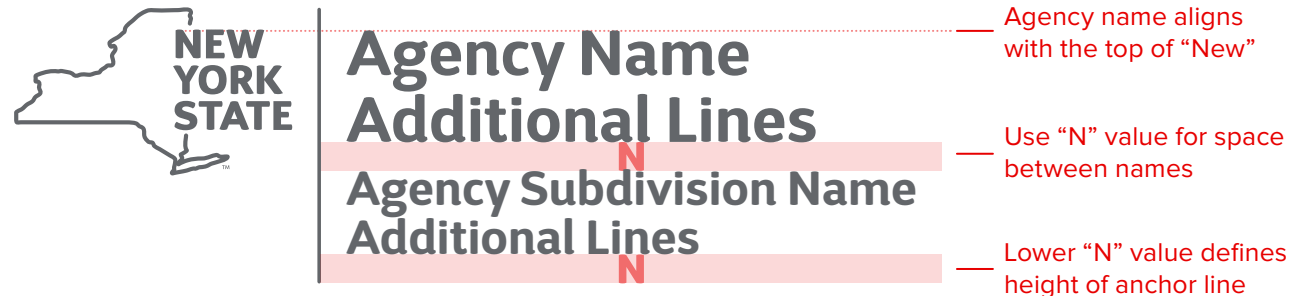
Additional lines

Longer agency or subdivision names may appear on more than two lines in a lock-up. Most formatting remains the same, such as top alignment, font size, and leading. The anchor line is extended further down, using the “N” height.

SIZE AND PLACEMENT OF AGENCY NAME



AGENCY OR SUBDIVISION NAME WITH ADDITIONAL LINES



Agency Subdivision Lock-Up Examples

Structure and color

An entity's (state agencies, offices, authorities, and divisions) grouping determines the lock-up color.

AGENCY SUBDIVISION LOCK-UP EXAMPLES WITH GROUPING COLORS



Office of General Services
Business Services Center



**Office of Information
Technology Services**
Geospatial Services



Department of State
Office for New Americans



**Homes and
Community Renewal**
**Office of Resilient Homes
and Communities**

Multiple Agency Brand Mark Layout

Communications from multiple agencies

When more than one agency produces communications, a special brand mark should be used.

Horizontal and vertical options

By default, the horizontal formatting should be used whenever possible. However, if width is an issue, use the vertical multiple agency formatting.

Proper formatting

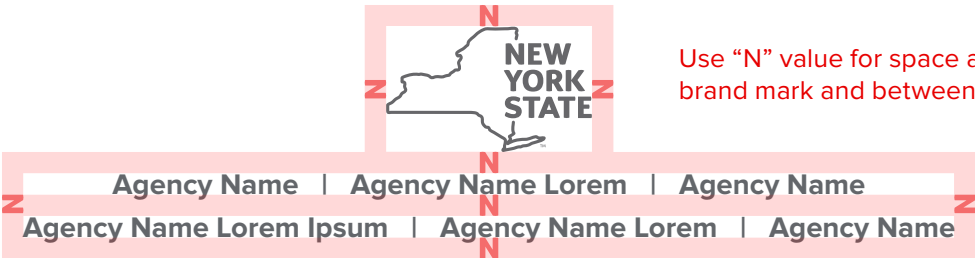
Use the “N” value for correct spacing surrounding the New York State brand mark and between the agency name lines.

Font

Proxima Nova Bold should be used for each agency name and dividing line (“|”), whenever possible. If Proxima Nova is not available, please use Arial Bold.

There is no definitive font size for agency names, but as a rule, the font size should not exceed the size of the “New” in the New York State brand mark.

HORIZONTAL MULTIPLE AGENCY FORMATTING



Use “N” value for space around the brand mark and between name lines



VERTICAL MULTIPLE AGENCY FORMATTING



Use “N” value for space around the brand mark and between name lines

Multiple Agency Brand Mark Examples

Colors

If multiple agencies from the *same grouping* issue communications, a single core grouping color should be used. In the example to the right, each agency falls under the Health & Human Services grouping.

If multiple agencies span more than one grouping, the core color palettes for New York State must be used and *not* the grouping colors. Ideally, the default brand mark should be used with agency names depicted in the primary core blue color. When only a single color is possible, use one of the New York State core colors.

HORIZONTAL MULTIPLE AGENCY (SINGLE GROUPING)



Department of Health | Office of Children and Family Services
Office of Temporary Disability Assistance | Office of Mental Health | Office for the Aging

HORIZONTAL MULTIPLE AGENCY (MULTIPLE GROUPINGS)



Department of Health | Office of Information Technology Services



Department of Health | Office of Information Technology Services

Multiple Agency Brand Mark Examples

Horizontal and vertical options

By default, the horizontal formatting should be used whenever possible. However, if width is an issue, use the vertical multiple agency formatting.

In these vertical examples, there is no need for the dividing line (“|”) between each agency name.

VERTICAL MULTIPLE AGENCY (SINGLE GROUPING)



Department of Health
Office of Children and
Family Services
Office of Temporary
Disability Assistance
Office of Mental Health
Office for the Aging

VERTICAL MULTIPLE AGENCY (MULTIPLE GROUPINGS)



Department of Health
Office of Information
Technology Services



Department of Health
Office of Information
Technology Services

Governor's Seal Lock-Up

Governor's Seal Lock-Up

The Governor's Seal lock-up is reserved for programs or initiatives as directed by the Executive Chamber.

Layout

The lock-up is displayed in a horizontal format, with the Governor's Seal on the left, the program or initiative name on the right, and an anchor line to separate the two.

Relative relationships

The distance between the anchor line and both the Governor's Seal and the program or initiative name is the width of a capital "N." Clear space around the lock-up should be the height of the capital "N."

Anchor line

The height of the line matches the height of the Governor's Seal.

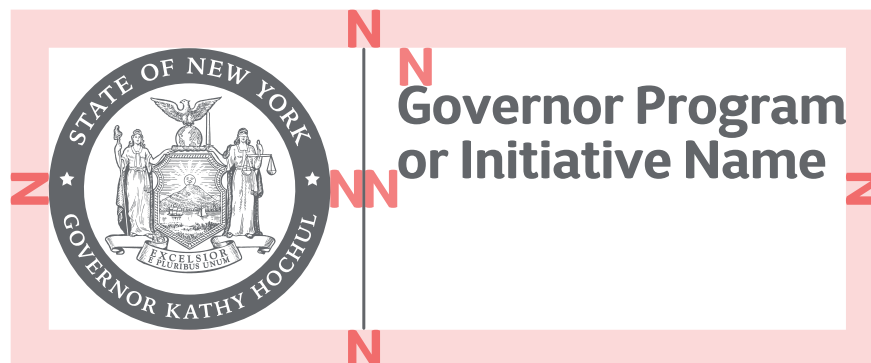
Sizing and placement

The program or initiative name is depicted in D Sari Bold, 120pt with 120pt leading (line height). The program or initiative name is placed one "N" height below the upper clear space.

Color

The default lock-up color is in primary core blue, but can also appear in black or white when necessary.

LAYOUT AND CLEAR SPACE OF LOCK-UP



GOVERNOR'S SEAL LOCK-UP EXAMPLE



Legacy Logos

Legacy Logos

There will be no new logos created beyond the New York State brand mark. These legacy logos (pages 55-57) are the only exceptions.

Legacy logos will remain in use due to original capital investments and licensing revenue gained by using them.

All other state agencies, authorities, offices, and programs must be rendered in D Sari Bold and locked up within the New York State brand mark.

Legacy logos can also incorporate any elements within the brand guide.

See next page for additional logos.

LEGACY LOGOS



Legacy Logos

There will be no new logos created beyond the New York State brand mark. These legacy logos (pages 55-57) are the only exceptions.

LEGACY LOGOS



Legacy Logos

The State University of New York and the Port Authority of New York & New Jersey are exempt from using the New York State Brand Guide.

There will be no new logos created beyond the New York State brand mark. These legacy logos (pages 55-57) are the only exceptions.

LEGACY LOGOS EXEMPT FROM NEW YORK STATE BRAND GUIDE



Fonts

Primary Fonts ▶ Proxima Nova

New York State branding relies on a solid set of core fonts. A distinctive and universal font set creates a consistent visual for New York State communications and promotional materials.

Proxima Nova

As the primary font of New York State, Proxima Nova is legible and versatile for both body copy and large, discernible titles. Proxima Nova has several weights and styles, all of which contribute to a broad spectrum of design abilities for all New York State agency graphics.

A license is required to use Proxima Nova for desktop applications. If your agency uses Adobe, Proxima Nova is included in Adobe Fonts and can be used for desktop graphic applications without prior approval. To submit a font request, please use the online [contact form](#). Contact your agency's IT department for font installation and approval. A separate license is required for agency websites.

Note

If Proxima Nova is not available, use Arial in its place.

PROXIMA NOVA

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,,:!@#\$%&*()-+=

Proxima Nova Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,,:!@#\$%&*()-+=

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,,:!@#\$%&*()-+=

Proxima Nova Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,,:!@#\$%&*()-+=

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,,:!@#\$%&*()-+=

Proxima Nova Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,,:!@#\$%&*()-+=

Proxima Nova Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,,:!@#\$%&*()-+=

Proxima Nova Extrabold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,,:!@#\$%&*()-+=

Primary Fonts ▶ Oswald & D Sari

Along with Proxima Nova, both Oswald and D Sari play a valuable role with the New York State brand.

Oswald

This narrow font can be used for infographics, statistics, accent text, or anything that needs to visually stand out beyond the use of Proxima Nova.

Oswald is a free open-source font and can be [downloaded directly from Google Fonts](#).

D Sari

D Sari is only used for the New York State brand mark, agency names represented in lock-ups, or agency names located in website navigation or footers. This font should not be used for any other design purpose.

A license is required to use D Sari for desktop applications. To submit a font request, please use the [online contact form](#). Contact your agency's IT department for font installation and approval. A separate license is required for agency websites.

OSWALD

Oswald Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,:;!@#\$%&*()-+=

Oswald Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,:;!@#\$%&*()-+=

D SARI

D Sari Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,:;!@#\$%&*()-+=

Primary Fonts ► Arial

When Proxima Nova is unavailable for use due to the restrictions of an application or program, Arial can be used in its place.

Arial

This universal font is available on all operating systems and can be used in word processing, spreadsheets, reports, presentations, email platforms, and other crucial programs. Arial can be used for both internal and external agency documents and correspondence.

ARIAL

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:~!@#\$%&*()-+=

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:~!@#\$%&*()-+=

Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:~!@#\$%&*()-+=

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:~!@#\$%&*()-+=

Optional Fonts ▶ Noto

Noto is a universal multi-language font that can be used for translated documents when Arial or Proxima Nova are not supported.

Noto

This comprehensive font, designed by Google, has support for over 1,000 languages.

Noto is ideal for agencies that use document translation services or create important publications for multiple languages written and read across New York State.

Noto is a free open-source Google Font available in both serif and sans serif formats with multiple weights and styles. Some languages may need to be downloaded separately.

[Download Noto Sans](#)

[Download Noto Serif](#)

Contact your agency's IT department for font installation and approval.

NOTO SANS (ENGLISH)

Noto Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:~!@#%&*()-+=

Noto Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:~!@#%&*()-+=

NOTO SERIF (ENGLISH)

Noto Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:~!@#%&*()-+=

Noto Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:~!@#%&*()-+=

Noto Serif Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:~!@#%&*()-+=

Noto Serif Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:~!@#%&*()-+=

Noto Serif Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:~!@#%&*()-+=

Noto Serif Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:~!@#%&*()-+=

Optional Fonts ► Noto

Noto for Various Languages

Noto Sans and Noto Serif can be used for text with Latin, Cyrillic, and Greek scripts and has support for over 1,000 languages.

Noto is not a required font for all translated documents. Agencies may use Arial or Proxima Nova if desired.

NOTO SANS (VARIOUS LANGUAGES)

Noto Serif Regular (**Simplified Chinese**)
简体中文语言支持

Noto Serif Regular (**Russian**)
Поддержка русского языка

Noto Serif Regular (**Korean**)
한국어 지원

Noto Serif Regular (**Hebrew**)
תמיכה בשפה העברית

Noto Serif Regular (**Japanese**)
日本語サポート

Noto Naskh Regular (**Arabic**)
دعم اللغة العربية

NOTO SERIF (VARIOUS LANGUAGES)

Noto Serif Regular (**Simplified Chinese**)
简体中文语言支持

Noto Serif Regular (**Russian**)
Поддержка русского языка

Noto Serif Regular (**Korean**)
한국어 지원

Noto Serif Regular (**Hebrew**)
תמיכה בשפה העברית

Noto Serif Regular (**Japanese**)
日本語サポート

Noto Naskh Regular (**Arabic**)
دعم اللغة العربية

Font Examples ▶ Proxima Nova & Oswald

With consistent use, fonts can communicate important written information succinctly and legibly.

Hierarchy

With the use of various type sizes and weights, information can be displayed at multiple levels of importance, from large titles to smaller body copy.

Formatting

Titles can be displayed in Proxima Nova Extrabold using title case. Subtitles can be set in Proxima Nova Bold using sentence case. Body copy can be set in Proxima Nova Regular. To improve paragraph legibility, give adequate leading (line height) for any text copy.

Data or statistical information that needs stand out should be displayed using Oswald Bold.

Note

These layouts and formatting may not apply to all graphics or documents produced by an agency. This is meant as a starting point for issuing communications.

PROXIMA NOVA TYPE LAYOUT

Proxima Nova Extrabold Title Text Lorem Ipsum Dolor Amet Consectetur Adipiscing Elit

**Proxima Nova Bold subtitle text lorem ipsum dolor
sit amet, consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua.**

Proxima Nova Regular body copy text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

OSWALD TYPE LAYOUT

OSWALD BOLD STATISTIC

100%

Font Examples ► Arial

When the preferred font Proxima Nova is not available, please use Arial in its place.

Formatting

Titles can be displayed in Arial Bold using title case. Subtitles can be set in Arial Bold using sentence case and a smaller type size. Body copy can be set in Arial Regular. To improve paragraph legibility, give adequate leading (line height) for any text copy.

ARIAL TYPE FORMATTING

Proxima Nova Extrabold Title Text Lorem Ipsum Dolor Amet Consectetur Adipiscing Elit

**Proxima Nova Bold subtitle text lorem ipsum dolor
sit amet, consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua.**

Proxima Nova Regular body copy text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Font Examples ▶ Noto Sans

Formatting

Titles can be displayed in Noto Sans Bold or Black. Subtitles can be set in Noto Sans Bold using sentence case. Body copy can be set in Noto Sans Regular. To improve paragraph legibility, use 12pt or larger font size and adequate leading (line height) for any text copy.

Note

Some languages have characters that may not allow formatting such as title or sentence case. By default, you should rely on each language's type size and weight to convey visual hierarchy.

Languages such as Hebrew and Arabic have scripts that are read right-to-left. **When creating any translated documents, always have a native speaker proofread prior to distributing to the public.**

NOTO SANS TYPE LAYOUT (ENGLISH)

Noto Sans Extrabold Title Text

Noto Sans Bold subtitle text lorem

Noto Sans Regular body copy
text lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore
et dolore magna aliqua. Simincim
eations ectatur repta doluptas
molorios ullibus ex explatemquis
quae. To omnis accupti unt quo essit
doloribus, tem aut ad quam eust.

NOTO SANS TYPE LAYOUT (KOREAN)

우리는 유구한 역사와 전통을 자랑하는 우리 대한민국 국민입니다

모든 사회적 악덕과 불의를 파괴하기 위해

개인의 주도와 공공의 화합에 이바지하는
자유롭고 민주적인 기본질서를 더욱
강화하여 정치, 경제, 사회, 문화생활
등 모든 분야에서 모든 사람에게
평등한 기회를 제공하고 개인의 능력이
최대한 발휘될 수 있도록 하며, 개인은
자유와 권리에 수반되는 의무와 책임을
수행합니다.

Font Examples ▶ Noto Serif

Formatting

Titles can be displayed in Noto Serif Bold or Black. Subtitles can be set in Noto Serif Bold using sentence case. Body copy can be set in Noto Serif Regular. To improve paragraph legibility, give adequate leading (line height) for any text copy.

Note

Some languages have characters that may not allow formatting such as title or sentence case. By default, you should rely on each language's type size and weight to convey visual hierarchy.

Languages such as Hebrew and Arabic have scripts that are read right-to-left. **When creating any translated documents always, have a native speaker proofread prior to distributing to the public.**

NOTO SERIF TYPE LAYOUT (ENGLISH)

Noto Serif Extrabold Title Text

Noto Serif Bold subtitle text lorem

Noto Serif Regular body copy
text lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut
labore et dolore magna aliqua.
Simincim eaton ectatur repta
doluptas molorios ullibus ex
explatemquis quae. To omnis
accupti unt quo essit doloribus, tem
aut ad quam eiust.

NOTO SERIF TYPE LAYOUT (KOREAN)

우리는 유구한 역사와 전통을 자랑하는 우리 대한민국 국민입니다

모든 사회적 악덕과 불의를 파괴하기 위해

개인의 주도와 공공의 화합에 이바지하는
자유롭고 민주적인 기본질서를 더욱
강화하여 정치, 경제, 사회, 문화생활
등 모든 분야에서 모든 사람에게
평등한 기회를 제공하고 개인의 능력이
최대한 발휘될 수 있도록 하며, 개인은
자유와 권리에 수반되는 의무와 책임을
수행합니다.

Stationery

Letterhead

Letterhead should contain the agency lock-up, the Governor's first and last name, the first and last name of the commissioner or director of the agency, and the title of the commissioner or director.

The agency lock-up should appear in the appropriate grouping color and be no taller than 0.75". On the right side of the page will be the Governor's name and title above any agency commissioner / director(s) names and titles. These names should appear stacked.

The agency contact information should appear centered in the bottom footer. This can be the agency address, website, email, and/or phone number(s). Please use the vertical line "I" to separate each item. All contact information is optional.

Formatting

- 1) Proxima Nova Bold / 10pt / #62666A
- 2) Proxima Nova Regular / 10pt / #62666A
- 3) Proxima Nova Regular / 12pt / #000000
- 4) Proxima Nova Regular / 10pt / #62666A

Font alternatives

When the preferred font Proxima Nova is not available, please use Arial in its place.

LETTERHEAD LAYOUT

AGENCY
LOCK-UP



Agency
Name

1

GOVERNOR NAME
Governor

2

COMMISSIONER / DIRECTOR NAME
Title

GOVERNOR &
COMMISSIONER
/ DIRECTOR
NAMES

Lorem Ipsum, 3

Etur, aliquo totat faciaectem. Nam natias dolupta epudaeped ea prest quam facitium vit eatur, sapedit, sum iunt. Rovitiis porit autatis et voluptae. Rionsequi dollam et id quatur aut dit labo. Ut enisitium fugitaquae quatum rae cuptios dolorepro tem qui nobit qui quatatia cupiciae maximaio. Ost, totatur seque quaes ex ea perum fugia qui aspicae mil iur accus et odit pa comminolutpa intius moluptium quasimos evenihi cipient aciae. Occulluptur aut vellit, nis aute pratus disit, sectotatit.

Udanis et excerptae nestis dipient ibustotat latus. Lumquibus velit quosam acero to bla voluptatur adit minullore volo es a dolorer ehenemperum, occum alia nonem etum essitia dolesen istrupatiis moluptatusda ditium que eos et eliquia enihilia ium rae ius aut ut doluptas mil id ma sequis doles nat. Debitiistium re pla cullessequi rem utem il ipsamus repersp erciis elesciis sitatin repudae simus cum rehenis doluptaquam.

Serchillaut aut ad et impedis debita doluptas experibus que demquos non nit omnis ati non pedi dolores tiatatur sin corae re sam fuga. Am nobis quaeptatem fugiati ssimin rerro et eria debis ut lat et est aut qui ullit, odisciu ntotatest assim illitius accum dolo officit id quiaecus etumet ut autem.

John Doe

AGENCY
CONTACT
INFO

Agency address | Website | Email | Phone 4

Letterhead ► Single Agency

Single agency letterhead

By default, a letterhead will contain a single agency lock-up which appears in the appropriate grouping color.

SINGLE AGENCY LETTERHEAD EXAMPLE

	Department of Transportation	GOVERNOR NAME Governor COMMISSIONER / DIRECTOR NAME Commissioner
Lorem Ipsum, Etur, aliquo totat faciaectem. Nam natias dolupta epudaeped ea prest quam facitium vit eatur, sapedit, sum iunt. Rovitiis porit autatis et voluptae. Rionsequi dollam et id quatur aut dit labo. Ut enisitium fugitaquae quatum rae cuptios dolorepro tem qui nobit qui quatatia cupiciae maximaio. Ost, totatur seque quaes ex ea perum fugia qui aspicae mil iur accus et odit pa connimolupta intius moluptium quasimos evenihi cipient aciae. Occulluptur aut vellit, nis aute pratus disit, sectotatiat. Udanis et exceruptae nestis dipient ibustotat latus. Lumquibus velit quosam acero to bla voluptatur adit minullore volo es a dolorer ehenemperum, occum alia nonem etum essitia dolesen istruptatiis moluptatusda ditium que eos et eliquia enihilia ium rae ius aut ut doluptas mil id ma sequis doles nat. Debitiistium re pla cullessequi rem utem il ipsamus repersp erciis elesciis sitatin repudae simus cum rehenis doluptaquam. Serchillaut aut ad et impedis debita doluptas experibus que demquos non nit omnis ati non pedi dolores tiatatur sin corae re sam fuga. Am nobis quaeptatem fugiati ssimin rerro et eria debis ut lat et est aut qui ullit, odisciu ntotatest assim illitius accum dolo officit id quiaecus etumet ut autem.  John Doe		
50 Wolf Road, Albany, New York 12232 dot.ny.gov agency@dot.ny.gov (518) 555-2345		

Letterhead ▶ Single Agency

Multiple names

By default, a letterhead will contain only one commissioner/director name placeholder. It is possible to add up to three additional names below the Governor's name.

Do not add additional names (more than three). The body copy of the letter will not have adequate space.

MULTIPLE NAMES EXAMPLE



Agency
Name

GOVERNOR NAME
Governor

COMMISSIONER / DIRECTOR NAME 1
Title

COMMISSIONER / DIRECTOR NAME 2
Title

COMMISSIONER / DIRECTOR NAME 3
Title

Lorem Ipsum,

Etur, aliquo totat faciaectem. Nam natias dolupta epudaeped ea prest quam facitium vit eatur, sapedit, sum iunt. Rovitiis porit autatis et voluptae. Rionsequi dollam et id quatur aut dit labo. Ut enisitium fugitaquae quatum rae cuptios dolorepro tem qui nobit qui quatatia cupiciae maximaio. Ost, totatur seque quaes ex ea perum fugia qui aspicae mil iur accus et odit pa commimolupta intius moluptium quasimos evenihi cipient aciae. Occulluptur aut vellit, nis aute pratus disit, sectotatiat.

Udanis et excerptae nestis dipient ibustotat latus. Lumquibus velit quosam acero to bla voluptatur adit minullore volo es a dolorer ehenemperum, occum alia nonem etum essitia dolesen istruptatiis moluptatusda ditium que eos et eliquia enihilia ium rae ius aut ut doluptas mil id ma sequis doles nat. Debitiistium re pla cullessequi rem utem il ipsamus repersp erciis elesciis sitatin repudae simus cum rehenis doluptaquam.

Serchillaut aut ad et impedis debita doluptas experibus que demquos non nit omnis ati non pedi dolores tiatatur sin corae re sam fuga. Am nobis quaeptatem fugiati ssimin rerro et eria debis ut lat et est aut qui ullit, odisciu ntotatest assim illitius accum dolo officit id quiaecus etumet ut autem.


John Doe

Agency address | Website | Email | Phone

Letterhead ► Multiple-Agency

Multiple-agency letterhead

If more than one agency issues a joint communication, only the New York State brand mark should be used in the upper left corner of the letterhead.

The footer can include up to three lines of multiple agencies' contact information. This information is optional.

Since this example hosts multiple agencies, there is no agency commissioner or director name specified.

MULTIPLE-AGENCY LETTERHEAD EXAMPLE



GOVERNOR NAME
Governor

Lorem Ipsum,

Etur, aliquo totat faciaectem. Nam natias dolupta epudaeped ea prest quam facitium vit eatur, sapedit, sum iunt. Rovitiis porit autatis et voluptae. Rionsequi dollam et id quatur aut dit labo. Ut enisitium fugitaquae quatum rae cuptios dolorepro tem qui nobit qui quatatia cupiciae maximaio. Ost, totatur seque quaes ex ea perum fugia qui aspicae mil iur accus et odit pa commimolupta intius moluptium quasimos evenihi cipient aciae. Occulluptur aut vellit, nis aute pratus disit, sectotatit.

Udanis et exceruptae nestis dipient ibustotat latus. Lumquibus velit quosam acero to bla voluptatur adit minullore volo es a dolorer ehenemperum, occum alia nonem etum essitia dolesen istruptatiis moluptatusda ditium que eos et eliquia enihilia ium rae ius aut ut doluptas mil id ma sequis doles nat. Debitiistium re pla cullessequi rem utem il ipsamus repersp erciis elesciis sitatin repudae simus cum rehenis doluptaquam.

Serchillaut aut ad et impedis debita doluptas experibus que demquos non nit omnis ati non pedi dolores tiatatur sin corae re sam fuga. Am nobis quaeptatem fugiati ssimin rerro et eria debis ut lat et est aut qui ullit, odisciu ntotatest assim illitius accum dolo officit id quiaecus etumet ut autem.


John Doe

50 Wolf Road, Albany, New York 12232 | dot.ny.gov | agency@dot.ny.gov | (518) 555-2345
health.ny.gov | agency@health.ny.gov | (518) 555-5678
State Street, Albany, New York 12224 | ogs.ny.gov | (518) 555-9876

Business Cards ▶ One-Sided Layout

Business cards

Official business cards should contain an employee's contact information and their respective agency lock-up.

Agency lock-up

The agency lock-up appears at the top right corner of the card, in the appropriate grouping color.

Contact details

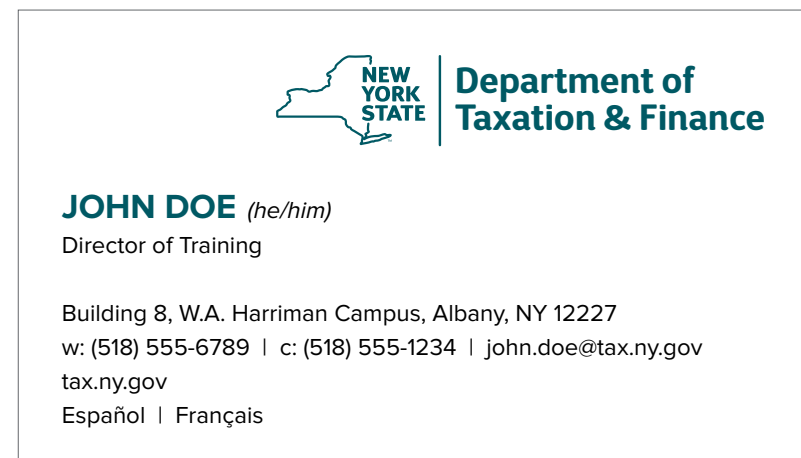
Employee contact information appears on the bottom left corner of the card. This template provides guidance for incorporating, at an employee's discretion: employee's full name, preferred pronouns², title/function, agency mailing address, phone number(s), email, agency website, and languages spoken. Information such as the phone number and email are separated by a vertical "I" line.

Formatting

- 1) Proxima Nova Bold / 11pt / Agency primary color
- 2) Proxima Nova Regular Italic / 8pt / Black
- 3) Proxima Nova Regular / 8pt / Black

The placement and size of the business card content should remain fixed. Only the amount of contact information will vary.

BUSINESS CARD LAYOUT



Business Cards ▶ One-Sided Examples

Color options

When possible for printing, use the two-color business card with the appropriate primary grouping color (see pages 27-34 for colors). The grouping color is used for the agency lock-up and employee name. The remaining contact information should be printed using black ink.

If only one color is possible for printing, use only black ink.

TWO-COLOR BUSINESS CARDS



JOAN DOE *(she/her)*
Transportation Construction Inspector 3

200 Southern Boulevard, Albany, NY 12201-0189
w: (518) 555-3456 | c: (518) 555-4567 | joan.doe@thruway.ny.gov
thruway.ny.gov
한국어



JESSIE DOE *(they/them)*
Director of Compliance

40 North Pearl Street, Albany, NY 12243
w: (518) 555-8765 | c: (518) 555-6543 | jessie.doe@otda.ny.gov
otda.ny.gov

ONE-COLOR (BLACK) BUSINESS CARDS



JOAN DOE *(she/her)*
Transportation Construction Inspector 3

200 Southern Boulevard, Albany, NY 12201-0189
w: (518) 555-3456 | c: (518) 555-4567 | joan.doe@thruway.ny.gov
thruway.ny.gov
한국어



JESSIE DOE *(they/them)*
Director of Compliance

40 North Pearl Street, Albany, NY 12243
w: (518) 555-8765 | c: (518) 555-6543 | jessie.doe@otda.ny.gov
otda.ny.gov

Business Cards ▶ Two-Sided Layout

Two-sided cards

A two-sided business card can be used to include more contact information and/or an agency QR code.

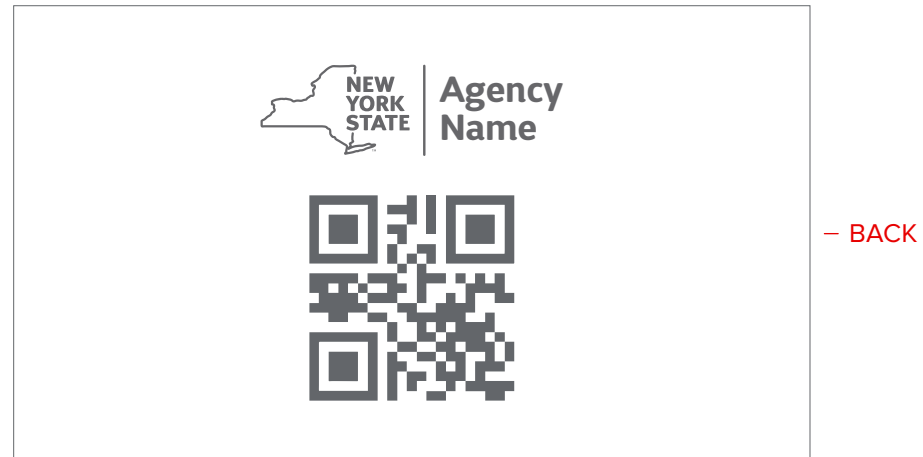
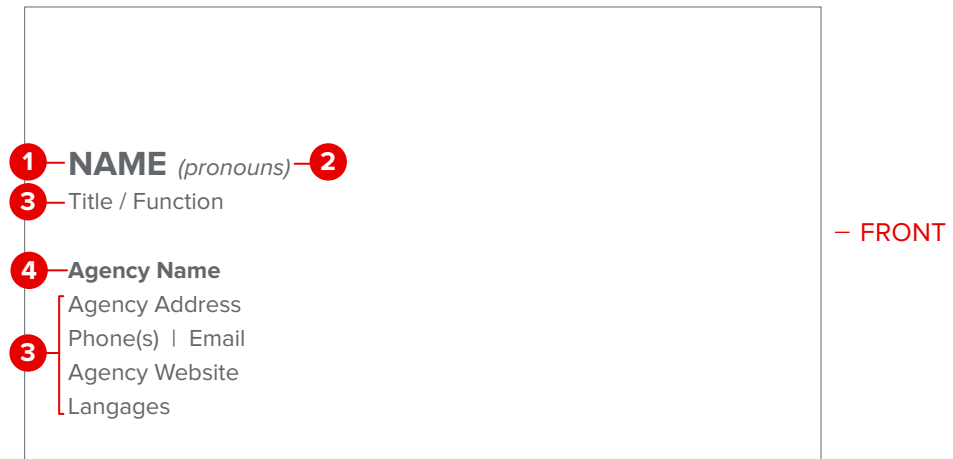
On the front of the card, employee contact information appears on the bottom left corner. This template provides guidance for incorporating, at an employee's discretion: employee's full name, preferred pronouns², title/function, agency mailing address, phone number(s), email, agency website, and languages spoken. Information such as the phone number and email are separated by a vertical "I" line.

On the back of the card, the agency lock-up should appear centered. A QR code that links to the agency website can also be included. By default, both the agency lock-up and QR code should appear in the agency's primary grouping color.

Formatting

- 1) Proxima Nova Bold / 11pt / Agency primary color
- 2) Proxima Nova Regular Italic / 8pt / Black
- 3) Proxima Nova Regular / 8pt / Black
- 4) Proxima Nova Bold / 8pt / Agency primary color

TWO-SIDED BUSINESS CARD LAYOUT



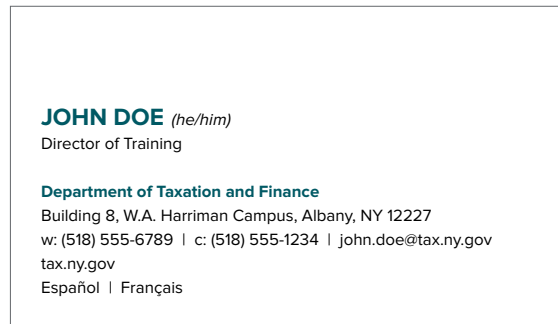
Business Cards ▶ Two-Sided Examples

Color options

When possible for printing, use the two-color business card with the appropriate primary grouping color (see pages 27-34 for colors). The grouping color is used for the agency lock-up and employee name. The remaining contact information should be printed using black ink.

If only one color is possible for printing, use only black ink.

TWO-SIDED BUSINESS CARD EXAMPLE (TWO-COLOR)

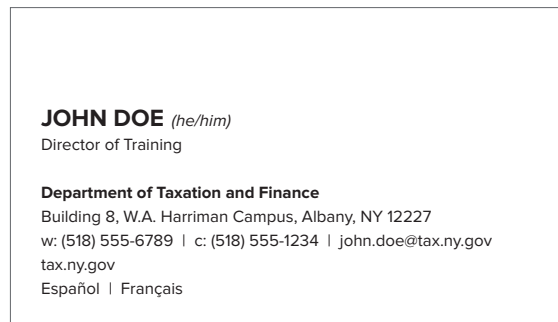


FRONT



BACK

TWO-SIDED BUSINESS CARD EXAMPLE (ONE-COLOR)



FRONT



BACK

Business Cards ► Braille Layout

Braille

A braille business card can assist users with low vision or other visual impairments.

Formatting

The front of the card retains the same formatting as a basic one-sided business card. The back of the card uses raised braille dots to indicate the card holders name, email, and phone number. In this example to the right, the braille reads:

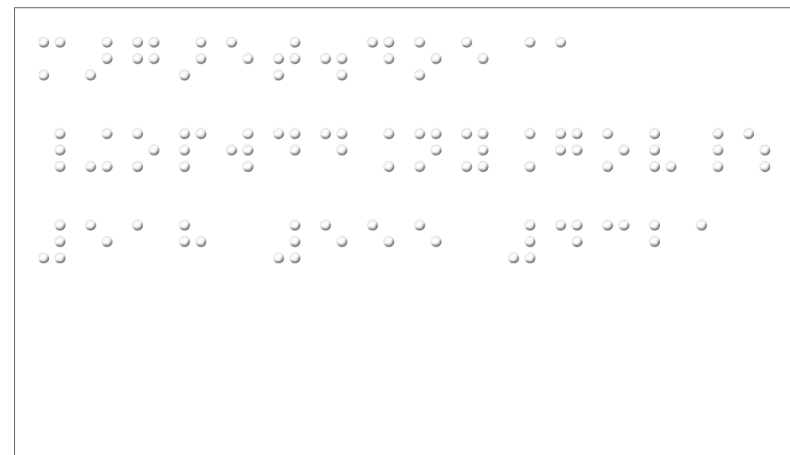
margaret.doe@
opwdd.ny.gov
518 555 4321

As a general rule, a braille business card can typically display four lines of braille with 14 cells on each line. The back of the card can use either Grade 1 or Grade 2 braille text. Grade 1 braille text is a common letter-to-letter substitution. However, Grade 2 braille can be used for longer names or email addresses.

BRaille BUSINESS CARD LAYOUT



– FRONT



– BACK

Email

Email Signatures

Official email signatures should contain an employee's contact information. This information may include the employee's full name, preferred pronouns², title/function, agency name, mailing address, phone number(s), email, agency website, a maximum of three agency social media links, and languages spoken. Information such as phone numbers, email, social media links, and multiple languages are separated by a vertical "I" line.

Except for the employee's name, *all fields are optional*.

Formatting

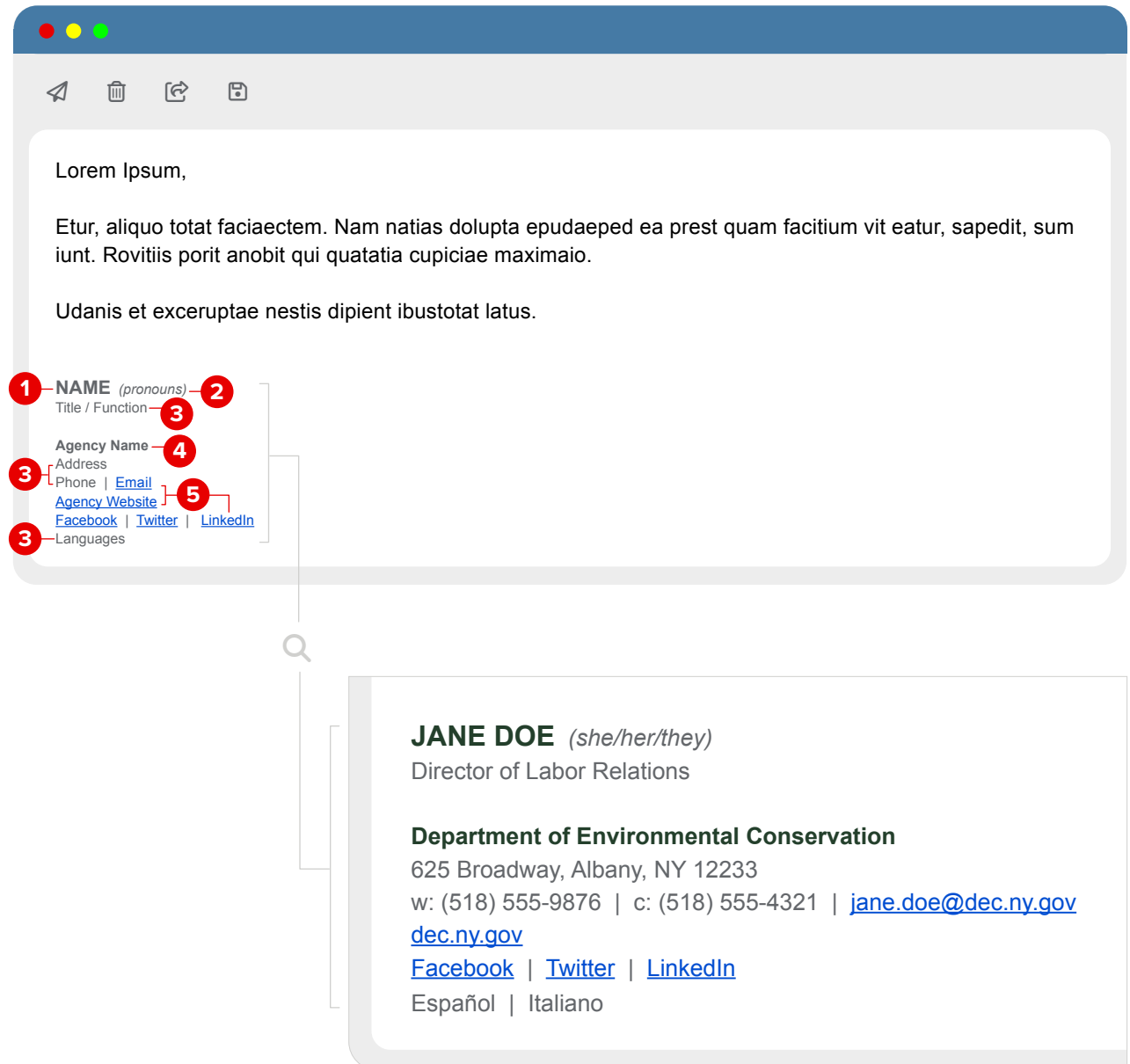
- 1) Arial Bold / 12pt / Agency primary color*
- 2) Arial Italic / 10pt / #62666A
- 3) Arial Regular / 10pt / #000000
- 4) Arial Bold / 10pt / Agency primary color*
- 5) Arial Regular / 10pt / #004DD1

Additional elements

Do not further customize email signatures using extraneous text, taglines, quotes, images, icons, or graphics. Images and alternate logos are not accessible to people with visual impairments.

**Pre-formatted email signatures can be downloaded directly from SharePoint.*

EMAIL LAYOUT



Photography

Photography

Best practices and standards

Whether using your own agency photographs or using stock photography websites, there are several categories and criteria that should serve as best practices for New York State communications.

Candid:

Photos should never be staged or posed. Candid images will appear more authentic and truthful. Do not use images where the subject looks directly at the camera.

Clear subject(s):

Use images that have a distinct focal point, whether it be a person or object.

Close-ups:

Highlight or direct the viewer's attention to specific and important details within the photograph.

Framing:

Depending on the use or placement, you may want an image with more emphasis on the left, right, or center.

See pages 107-109 and 113-115 for examples of photography in practical applications.

PHOTOGRAPHY EXAMPLES



Photography: Don'ts

These examples depict the “don'ts” when using photographs. This does not represent a complete list of examples.

PHOTOGRAPHY DON'TS



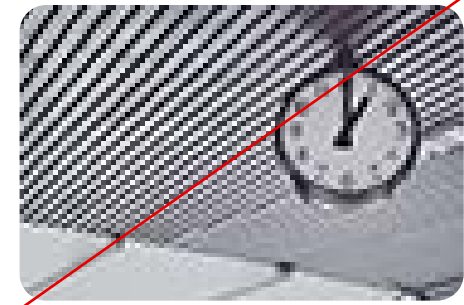
DO NOT use overly posed images



DO NOT stretch images



DO NOT use sensitive subject matter



DO NOT use low resolution images



DO NOT have the subject looking directly at the camera or viewer



DO NOT use images with heavy contrast (lights and darks)

Iconography

Iconography

Icons can illustrate a variety of subjects when photography isn't an option or preference within a design or communication.

A repository of icons can be found on the [New York State Brand Guide SharePoint site](#).

Styling

The icon style references the state outline stroke from the New York State brand mark. Icons should be designed to reflect the same line or stroke weight with rounded line edges and terminals. These designs rely on the simplicity of only a stroke or outline and do not use any fill color. Icons can contain more than one color for a more dynamic visual. See page 87 for multi-color infographic examples.

Note

Microsoft has an icon library that can be used for digital presentations or word processing. These icons use a similar style and can be formatted to comply with agency colors.

ICONOGRAPHY STYLE



ICONOGRAPHY EXAMPLES



Iconography

Color

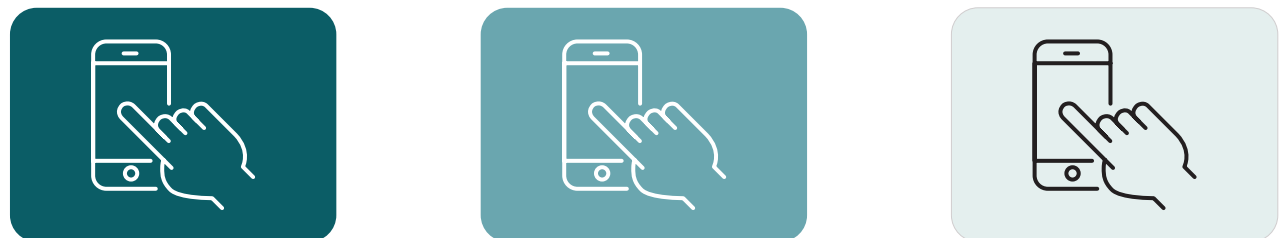
Icons can be depicted in any single color from the New York State core primary and secondary color palettes, as well as an agency's own grouping colors.

As always, be mindful of color contrast and legibility when placing icons on various color backgrounds.

CORE NEW YORK COLOR PALETTES ICONOGRAPHY EXAMPLES



BUSINESS GROUPING COLOR PALETTE ICONOGRAPHY EXAMPLES



Infographics

Infographics

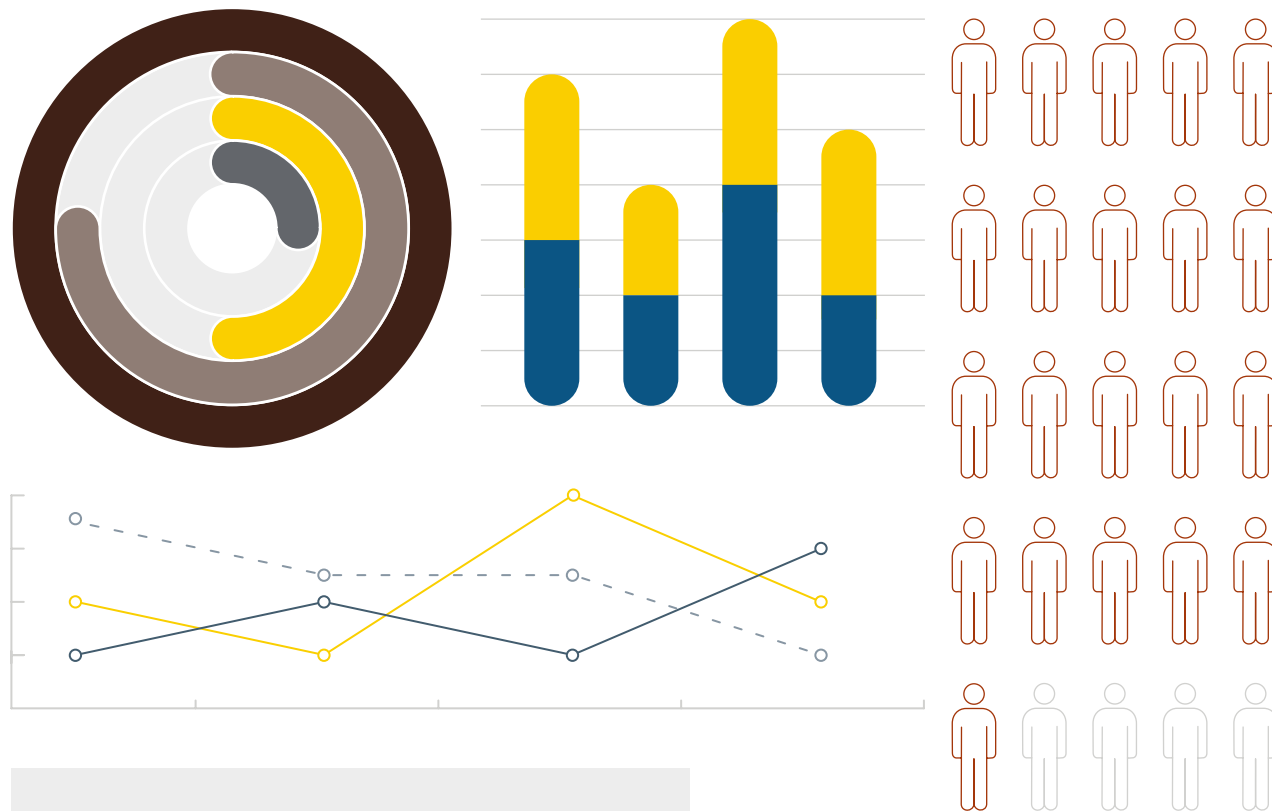
Infographics are a visual display that make complex data or information succinct and easier to read. They can include charts, graphs, icons, lock-ups, and shortened text.

Due to the unknown complexity of an agency's data points or information, there are no set rules for displaying charts, diagrams, or infographics. The examples shown are only for visual reference.

Styling

Agencies have some creative freedom designing and creating infographics. Still, agencies should use their grouping color palette, and then expand to the New York State core primary and secondary palettes as needed.

INFOGRAPHIC EXAMPLES



REDUCING THE LOCAL PROPERTY TAX BURDEN

The Governor has worked to reduce local taxes by **investing in shared services**, helping distressed local governments, and **capping property tax growth**.



NEW YORK PARKS

Multi-year plan to **revitalize and modernize** our parks.



Digital Presentations

Digital Presentations ► Agency Layout I (No Image)

Presentation templates

When creating presentations for internal or external use you should adhere to the pre-designed PowerPoint templates available on SharePoint. These templates use a combination of agency lock-ups, fonts, iconography, photography, and grouping colors. Each agency can choose from four presentation layouts.

Layout I (No Image)

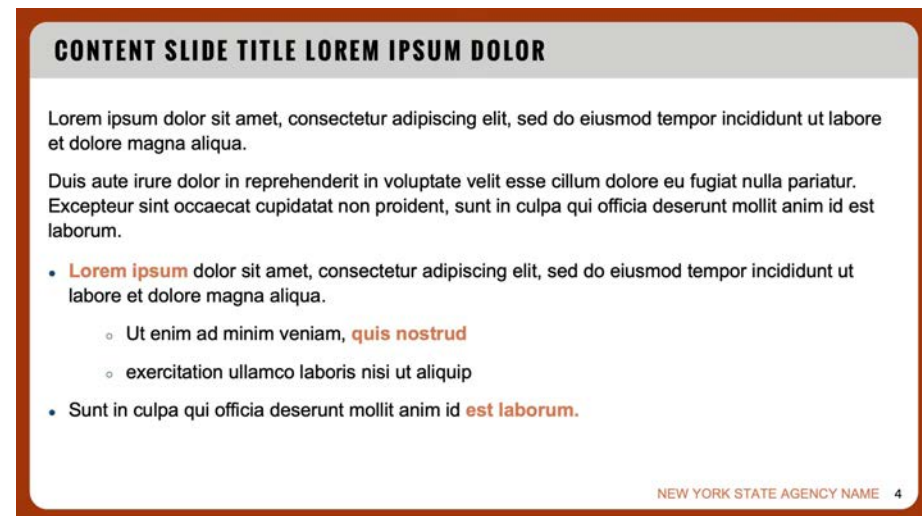
This first template example uses the Administration primary grouping color with no additional images or iconography, for a reduced file size. The primary agency color is also used for slide borders and within data sets.

All presentations must adhere to 16:9 proportions.

AGENCY PRESENTATION LAYOUT I (NO IMAGE)



COVER SLIDE



CONTENT SLIDE (TEXT & BULLETS)

Digital Presentations ▶ Agency Layout I (No Image)

AGENCY PRESENTATION LAYOUT I (NO IMAGE)

SECTION SLIDE TITLE
LOREM IPSUM DOLOR SIT

SECTION / CHAPTER SLIDE

INFOGRAPHIC SLIDE TITLE LOREM IPSUM DOLOR

\$500
MILLION

Lorem ipsum dolor sit amet aliquet purus sed dolor fermentum
amet aliquet purus amet aliquet purus amet aliquet purus sed

\$500
MILLION

Lorem ipsum dolor sit amet aliquet purus sed dolor fermentum
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\$500
MILLION

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amet aliquet purus amet aliquet purus amet aliquet purus sed

NEW YORK STATE AGENCY NAME 5

INFOGRAPHIC SLIDE

“QUOTE SLIDE TEXT LOREM IPSUM
DOLOR SIT AMET CONSECTETUR SED
DO EIUSMOD TEMPOR LABORE ET
DOLORE MAGNA”

LOREM IPSUM

QUOTE SLIDE

DATA SLIDE TITLE LOREM IPSUM DOLOR

Column 1	Column 2	Column 3	Column 4
Row 1	Data Point 1	Data Point 2	Data Point 3
Row 2	Data Point 4	Data Point 5	Data Point 6
Row 3	Data Point 7	Data Point 8	Data Point 9
Row 4	Data Point 10	Data Point 11	Data Point 12

45

26

15

10

4

NEW YORK STATE AGENCY NAME 6

DATA SLIDE

90

Digital Presentations ▶ Agency Layout II (Primary Background)

Layout II (Primary Background)

This second template example uses the Administration primary grouping color with a transparent image for the cover, section, and quote slides. The primary color is also used for slide borders and icons, and within data sets.

Graphic elements

Background images for the cover, section, and quote slides may be swapped out when needed. Iconography may be used on the section, content, infographic, and statistic slides. For charts, graphs, and tables, please use agency grouping colors, as well as any New York State core primary or secondary color palettes.

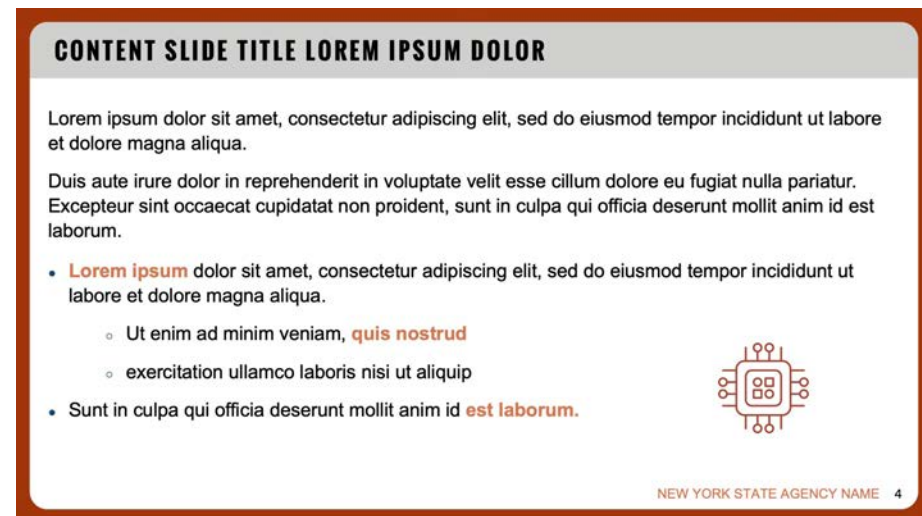
Images and icons can be swapped out as needed. For more information, [visit the “How To” guide](#) on SharePoint.

As always, be mindful of legibility of text with background images or colors.

AGENCY PRESENTATION LAYOUT II (PRIMARY BACKGROUND)



COVER SLIDE



CONTENT SLIDE (TEXT & BULLETS)

Digital Presentations ▶ Agency Layout II (Primary Background)

AGENCY PRESENTATION LAYOUT II (PRIMARY BACKGROUND)



SECTION SLIDE TITLE

LOREM IPSUM DOLOR SIT

SECTION / CHAPTER SLIDE

INFOGRAPHIC SLIDE TITLE LOREM IPSUM DOLOR



\$500
MILLION

Lorem ipsum dolor sit amet aliquet purus sed dolor fermentum
amet aliquet purus amet aliquet purus amet aliquet purus sed



\$500
MILLION

Lorem ipsum dolor sit amet aliquet purus sed dolor fermentum
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\$500
MILLION

Lorem ipsum dolor sit amet aliquet purus sed dolor fermentum
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NEW YORK STATE AGENCY NAME 5

INFOGRAPHIC SLIDE

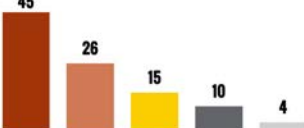
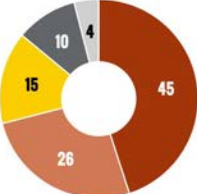
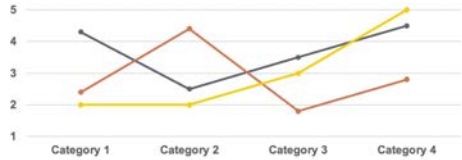
“QUOTE SLIDE TEXT LOREM IPSUM DOLOR SIT AMET CONSECTETUR SED DO EIUSMOD TEMPOR LABORE ET DOLORE MAGNA”

LOREM IPSUM

QUOTE SLIDE

DATA SLIDE TITLE LOREM IPSUM DOLOR

Column 1	Column 2	Column 3	Column 4
Row 1	Data Point 1	Data Point 2	Data Point 3
Row 2	Data Point 4	Data Point 5	Data Point 6
Row 3	Data Point 7	Data Point 8	Data Point 9
Row 4	Data Point 10	Data Point 11	Data Point 12



NEW YORK STATE AGENCY NAME 6

DATA SLIDE

Digital Presentations ▶ Agency Layout III (White Background)

Layout III (White Background)

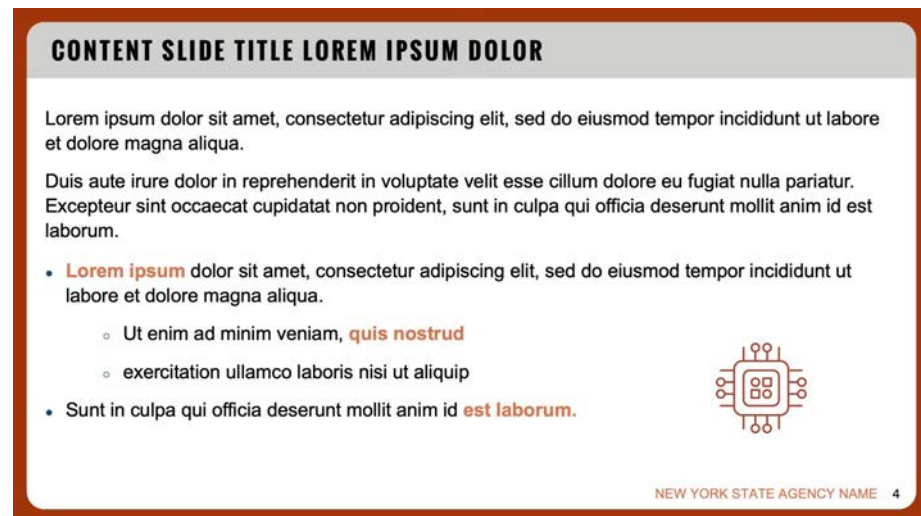
The third presentation layout example uses the grouping primary core color for a border, and a white background with transparent image for the cover, section, and quote slides.

The remainder of the content, infographic, and data slides retain the same formatting as Layout II.

AGENCY PRESENTATION LAYOUT III (WHITE BACKGROUND)



COVER SLIDE



CONTENT SLIDE (TEXT & BULLETS)

Digital Presentations ▶ Agency Layout III (White Background)

AGENCY PRESENTATION LAYOUT III (WHITE BACKGROUND)



SECTION SLIDE TITLE LOREM IPSUM DOLOR SIT

SECTION / CHAPTER SLIDE

INFOGRAPHIC SLIDE TITLE LOREM IPSUM DOLOR

**\$500 MILLION**

Lorem ipsum dolor sit amet aliquet purus sed dolor fermentum amet aliquet purus amet aliquet purus amet aliquet purus sed

**\$500 MILLION**

Lorem ipsum dolor sit amet aliquet purus sed dolor fermentum amet aliquet purus amet aliquet purus amet aliquet purus sed

**\$500 MILLION**

Lorem ipsum dolor sit amet aliquet purus sed dolor fermentum amet aliquet purus amet aliquet purus amet aliquet purus sed

NEW YORK STATE AGENCY NAME 5

INFOGRAPHIC SLIDE

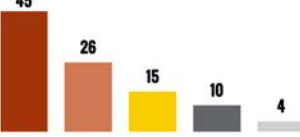
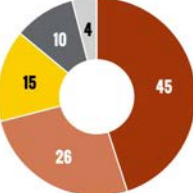
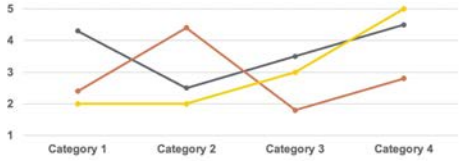
“QUOTE SLIDE TEXT LOREM IPSUM DOLOR SIT AMET CONSECTETUR SED DO EIUSMOD TEMPOR LABORE ET DOLORE MAGNA”

LOREM IPSUM

QUOTE SLIDE

DATA SLIDE TITLE LOREM IPSUM DOLOR

Column 1	Column 2	Column 3	Column 4
Row 1	Data Point 1	Data Point 2	Data Point 3
Row 2	Data Point 4	Data Point 5	Data Point 6
Row 3	Data Point 7	Data Point 8	Data Point 9
Row 4	Data Point 10	Data Point 11	Data Point 12



NEW YORK STATE AGENCY NAME 6

DATA SLIDE

Digital Presentations ► Agency Layout IV (Side Image)

Layout IV (Side Image)

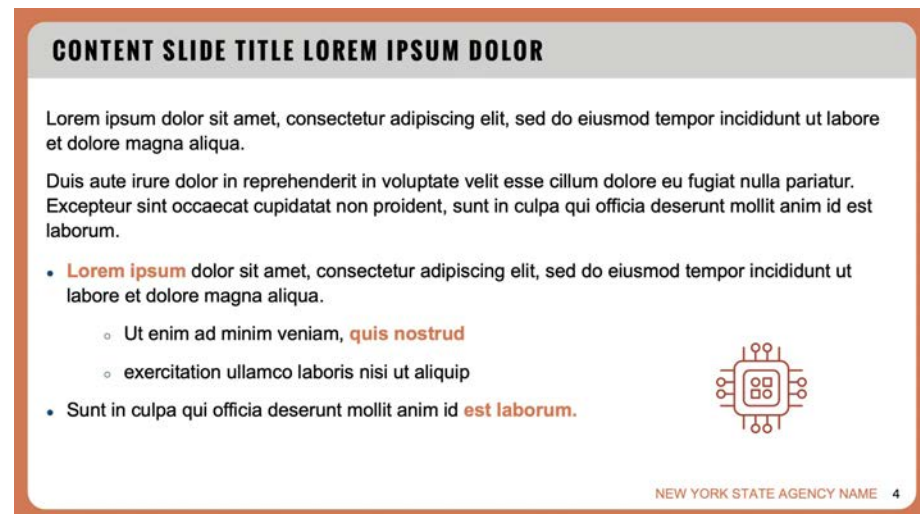
The fourth presentation layout example uses the grouping secondary core color for a border and subtitle background. A slight white/gray gradient is used for the background. This example features a more prominent image on the right side within a holding shape. Any image can be used for the cover, section, and quote slides.

The remainder of the content, infographic, and data slides retain similar formatting as previous layouts, with the exception of a grouping secondary core slide border color.

AGENCY PRESENTATION LAYOUT IV (SIDE IMAGE)



COVER SLIDE



CONTENT SLIDE (TEXT & BULLETS)

Digital Presentations ▶ Agency Layout IV (Side Image)

AGENCY PRESENTATION LAYOUT IV (SIDE IMAGE)



SECTION SLIDE TITLE LOREM IPSUM DOLOR SIT



SECTION / CHAPTER SLIDE

INFOGRAPHIC SLIDE TITLE LOREM IPSUM DOLOR

**\$500
MILLION**

Lorem ipsum dolor sit amet aliquet purus sed dolor fermentum
amet aliquet purus amet aliquet purus amet aliquet purus sed

**\$500
MILLION**

Lorem ipsum dolor sit amet aliquet purus sed dolor fermentum
amet aliquet purus amet aliquet purus amet aliquet purus sed

**\$500
MILLION**

Lorem ipsum dolor sit amet aliquet purus sed dolor fermentum
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NEW YORK STATE AGENCY NAME 5

INFOGRAPHIC SLIDE

“QUOTE SLIDE TEXT LOREM IPSUM DOLOR SIT AMET CONSECTETUR SED DO EIUSMOD TEMPOR LABORE ET DOLORE MAGNA”

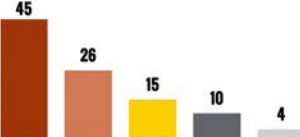
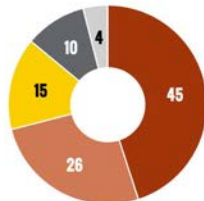
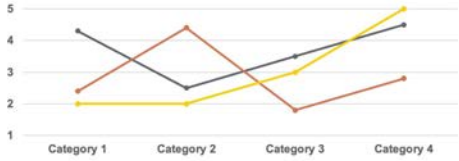
LOREM IPSUM



QUOTE SLIDE

DATA SLIDE TITLE LOREM IPSUM DOLOR

Column 1	Column 2	Column 3	Column 4
Row 1	Data Point 1	Data Point 2	Data Point 3
Row 2	Data Point 4	Data Point 5	Data Point 6
Row 3	Data Point 7	Data Point 8	Data Point 9
Row 4	Data Point 10	Data Point 11	Data Point 12



NEW YORK STATE AGENCY NAME 6

DATA SLIDE

Digital Presentations ▶ Multi-Agency Layout I (No Image)

Multi-agency presentations

When more than one New York State agency issues a joint presentation, use one of the following four presentation layouts. These examples use the New York State primary and secondary core color palettes for a more universal digital presentation.

Layout I (No Image)

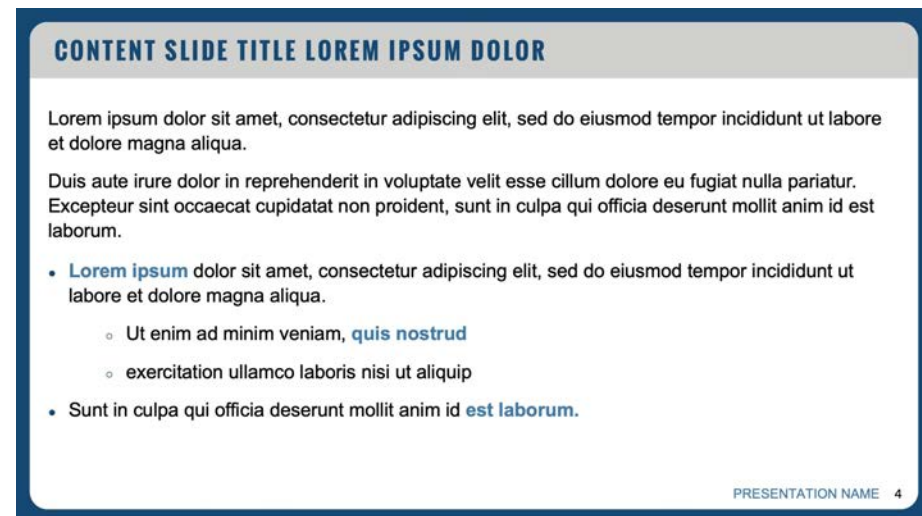
This first template example uses the New York State primary core blue color with no additional images or iconography, for a reduced file size. The primary blue color is also used for slide borders and within data sets.

All presentations must adhere to 16:9 proportions.

MULTI-AGENCY PRESENTATION LAYOUT I (NO IMAGE)



COVER SLIDE



CONTENT SLIDE (TEXT & BULLETS)

Digital Presentations ▶ Multi-Agency Layout I (No Image)

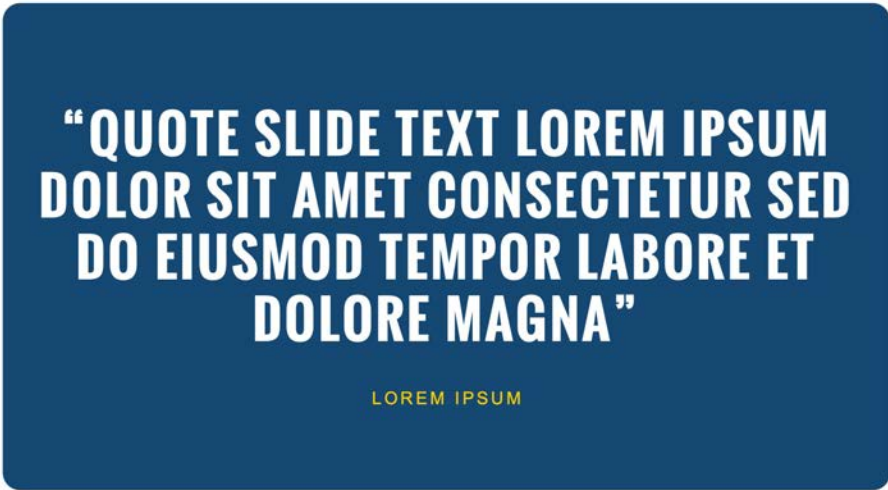
MULTI-AGENCY PRESENTATION LAYOUT I (NO IMAGE)



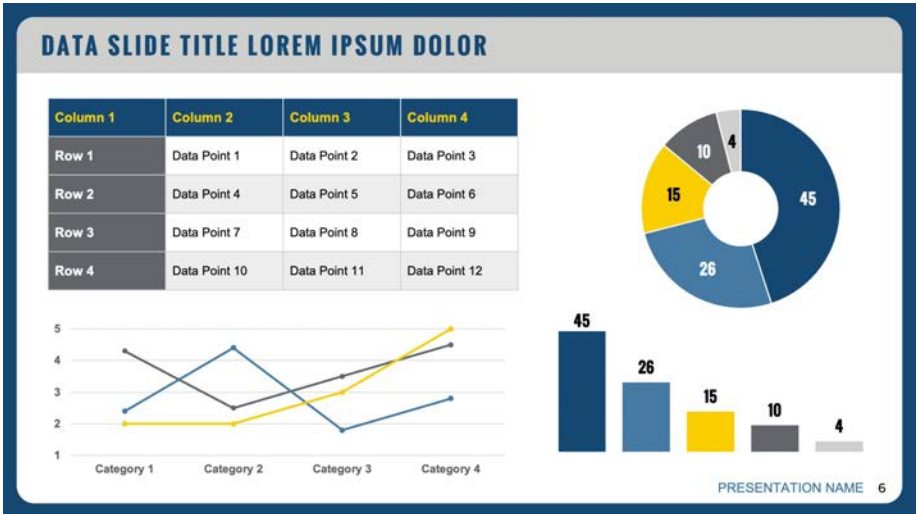
SECTION / CHAPTER SLIDE



INFOGRAPHIC SLIDE



QUOTE SLIDE



DATA SLIDE

Digital Presentations ▶ Multi-Agency Layout II (Primary Overlay)

Layout II (Primary Overlay)

This second template example uses the New York State primary core blue color with transparent image for the cover, section, and quote slides. The primary blue color is also used for slide borders, icons, and within data sets.

Graphic elements

Background images for the cover, section, and quote slides may be swapped out when needed. Iconography may be used on the section, content, infographic, and statistic slides. For charts, graphs, and tables, please use New York State core primary and secondary color palettes.

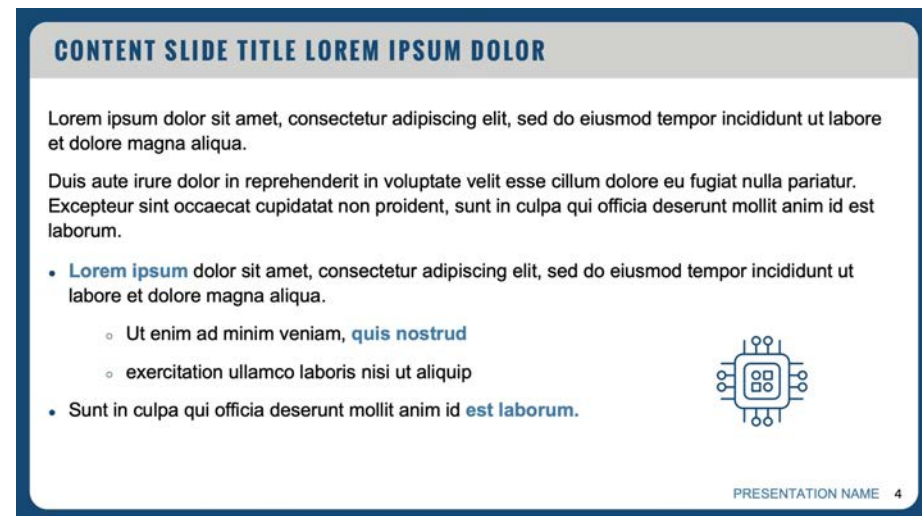
Images and icons can be swapped out as needed. For more information, [visit the “How To” guide](#) on SharePoint.

As always, be mindful of legibility of text with background images or colors.

MULTI-AGENCY PRESENTATION LAYOUT II (PRIMARY OVERLAY)



COVER SLIDE



CONTENT SLIDE (TEXT & BULLETS)

Digital Presentations ▶ Multi-Agency Layout II (Primary Overlay)

MULTI-AGENCY PRESENTATION LAYOUT II (PRIMARY OVERLAY)



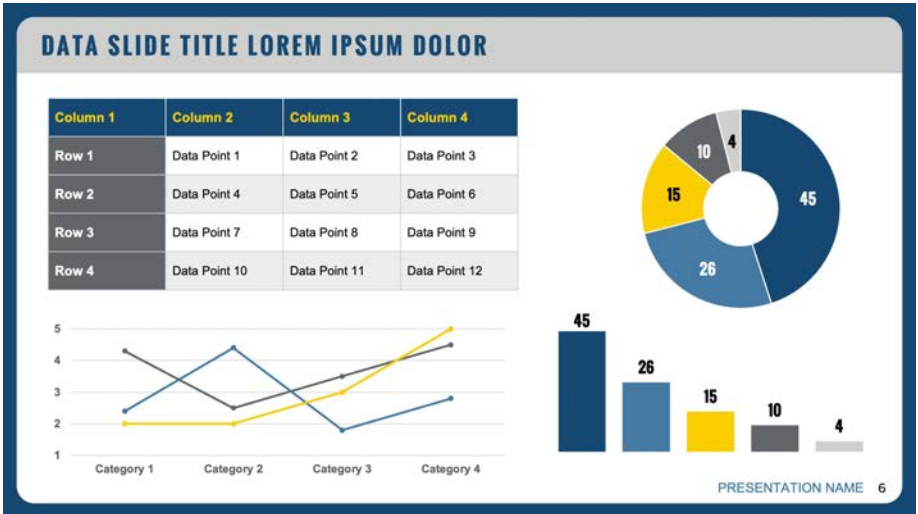
SECTION / CHAPTER SLIDE



INFOGRAPHIC SLIDE



QUOTE SLIDE



DATA SLIDE

Digital Presentations ▶ Multi-Agency Layout III (White Overlay)

Layout III (White Overlay)

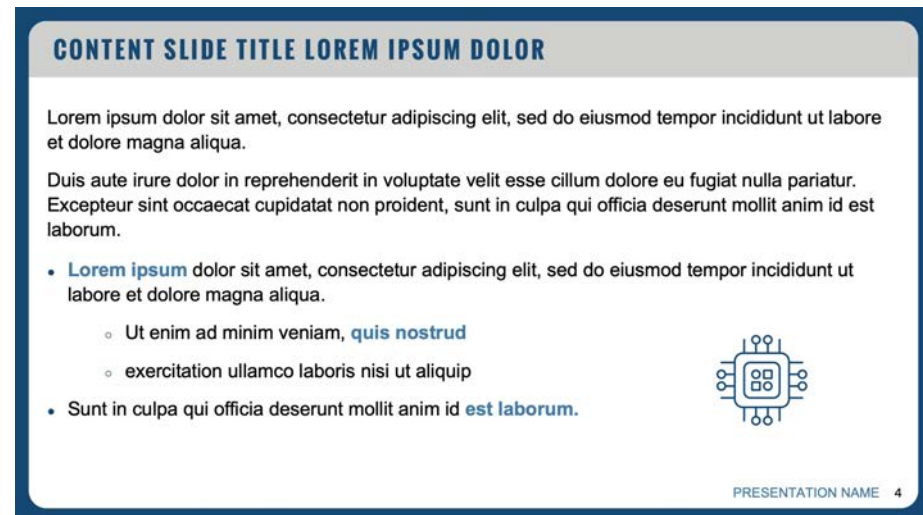
The third presentation layout example uses the New York State primary blue core color for a border, and a white background with transparent image for the cover, section, and quote slides.

The remainder of the content, infographic, and data slides retain the same formatting as Layout II.

MULTI-AGENCY PRESENTATION LAYOUT III (WHITE OVERLAY)



COVER SLIDE



CONTENT SLIDE (TEXT & BULLETS)

Digital Presentations ▶ Multi-Agency Layout III (White Overlay)

MULTI-AGENCY PRESENTATION LAYOUT III (WHITE OVERLAY)



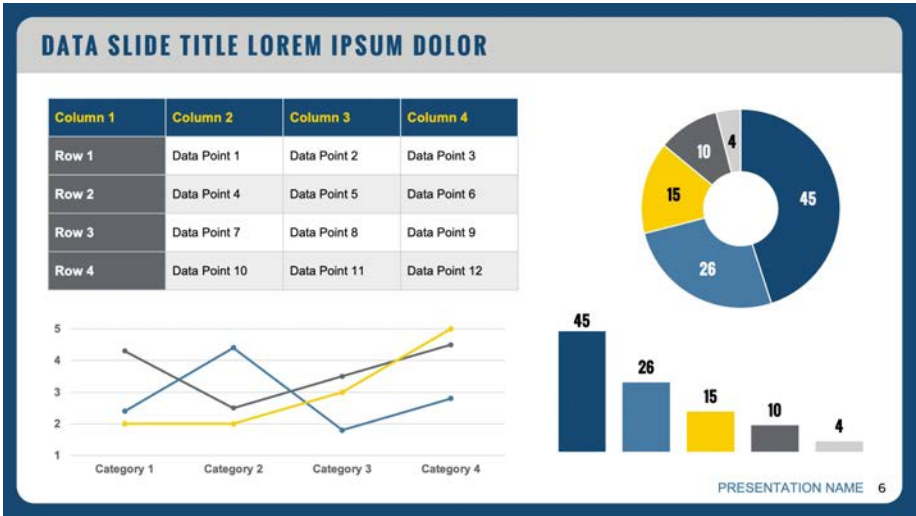
SECTION / CHAPTER SLIDE



INFOGRAPHIC SLIDE



QUOTE SLIDE



DATA SLIDE

Digital Presentations ▶ Multi-Agency Layout IV (Side Image)

Layout IV (Side Image)

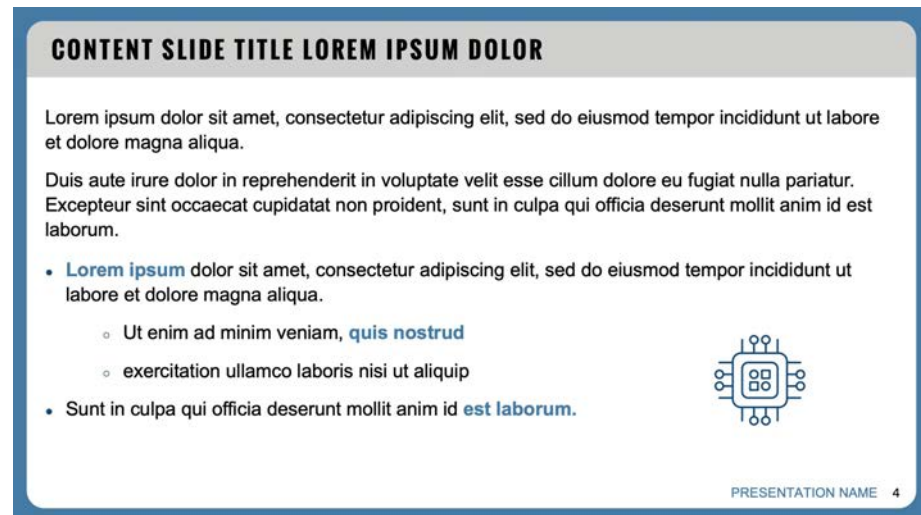
The fourth presentation layout example uses the New York State secondary core blue color for a border and subtitle background. A slight white/gray gradient is used for the background. This example features a more prominent image on the right side within a holding shape. Any image can be used for the cover, section, and quote slides.

The remainder of the content, infographic, and data slides retain similar formatting as previous layouts, with the exception of a New York State secondary core blue slide border color.

MULTI-AGENCY PRESENTATION LAYOUT IV (SIDE IMAGE)



COVER SLIDE



CONTENT SLIDE (TEXT & BULLETS)

Digital Presentations ▶ Multi-Agency Layout IV (Side Image)

MULTI-AGENCY PRESENTATION LAYOUT IV (SIDE IMAGE)



SECTION SLIDE TITLE LOREM IPSUM DOLOR SIT



SECTION / CHAPTER SLIDE

INFOGRAPHIC SLIDE TITLE LOREM IPSUM DOLOR

**\$500
MILLION**

Lorem ipsum dolor sit amet aliquet purus sed dolor fermentum
amet aliquet purus amet aliquet purus amet aliquet purus sed

**\$500
MILLION**

Lorem ipsum dolor sit amet aliquet purus sed dolor fermentum
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**\$500
MILLION**

Lorem ipsum dolor sit amet aliquet purus sed dolor fermentum
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PRESENTATION NAME 5

INFOGRAPHIC SLIDE

“QUOTE SLIDE TEXT LOREM IPSUM DOLOR SIT AMET CONSECTETUR SED DO EIUSSMOD TEMPOR LABORE ET DOLORE MAGNA”

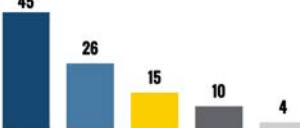
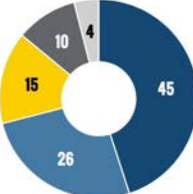
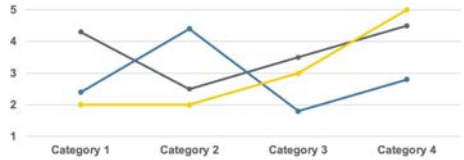
LOREM IPSUM



QUOTE SLIDE

DATA SLIDE TITLE LOREM IPSUM DOLOR

Column 1	Column 2	Column 3	Column 4
Row 1	Data Point 1	Data Point 2	Data Point 3
Row 2	Data Point 4	Data Point 5	Data Point 6
Row 3	Data Point 7	Data Point 8	Data Point 9
Row 4	Data Point 10	Data Point 11	Data Point 12



PRESENTATION NAME 6

DATA SLIDE

Design Examples

Design Examples

Agencies have some creative freedom designing print and digital materials, and digital documents. Still, the designs should adhere to basic brand standards like the New York State and grouping color palettes, brand mark and lock-up use, appropriate fonts, iconography, and photography.

Some examples shown on the following pages may depict older/legacy agency grouping colors. When creating materials, adhere to the newest grouping colors.

PRINT AND DIGITAL EXAMPLES



Design Examples

PRINT AND DIGITAL EXAMPLES

New York State Capitol Great Western Staircase New Portrait Carving

We're adding a portrait carving of Supreme Court Justice Ruth Bader Ginsburg – the first new portrait added since the staircase's completion in 1898.

Work schedule:
Monday – Friday, 7 a.m. – 7 p.m.
June – July 2023

How it impacts you:

- The Great Western Staircase will be temporarily closed to the public while this work is being completed. Please follow the signs directing you to the nearest open flight of the staircase.
- The work areas will be clearly marked. Please do not enter any work areas.
- You may hear more noise than usual while masons work in the area.

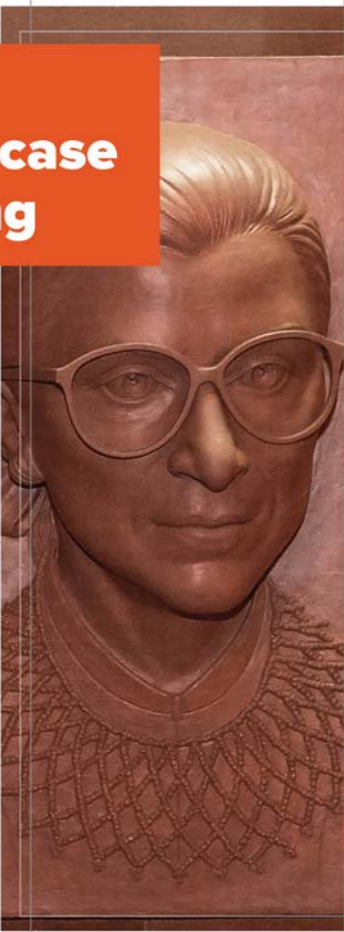


Learn more
Ucz się więcej Aprende más Scopri di più 学到更多 معرفة المزيد Узнать больше ادرنن پلس

Thank you for your patience during this important project!
Find more information at ogs.ny.gov



**Office of
General Services**







Paid Family Leave

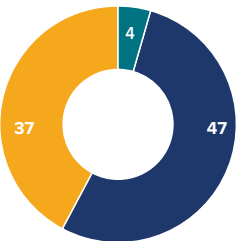
NYS Paid Family Leave Arbitration 2024 Q1 Report

Review of denials and other claim-related New York State Paid Family Leave (PFL) disputes are handled by NAM (National Arbitration and Mediation). This snapshot summarizes data and decision notes for the first quarter of 2024 (January 1, 2024 through March 31, 2024).

KEY DATA POINTS

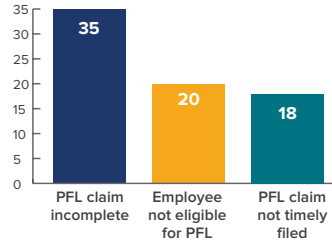
- 88 requests for arbitration
- 27 cases closed; 44 cases pending; 17 cases withdrawn
- 53.4% of requests related to bonding leave
- 39.8% of disputes on PFL claim incomplete

NUMBER OF DISPUTES BY TYPE OF PFL CLAIM



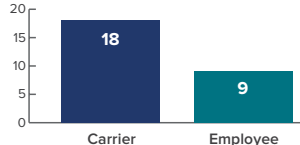
Type of PFL Claim	Number of Disputes
Bonding	47
Family Care	37
COVID-19 Quarantine Leave (Self)	4

TOP THREE REASONS FOR DISPUTE



Reason for Dispute	Number of Disputes
PFL claim incomplete	35
Employee not eligible for PFL	20
PFL claim not timely filed	18

DECISIONS IN FAVOR OF



Party	Number of Decisions in Favor
Carrier	18
Employee	9

DECISION NOTES

- An individual who is not working and applies for and receives unemployment benefits is not considered in employment and is not eligible for PFL.
- Employees must file for arbitration within 26 weeks of written notice of rejection of their PFL claim.
- An employee may be considered in loco parentis to a child when the employee has taken care of that child for the entirety of the child's life and there are no parents or grandparents to care for the child, even in the absence of formal legal guardianship.

[PAIDFAMILYLEAVE.NY.GOV](https://paidfamilyleave.ny.gov)

NYS Workers' Compensation Board

PFL-NAM-report-2024Q1-v1

Design Examples

PRINT AND DIGITAL EXAMPLES

NEW YORK STATE

Office of General Services

NEW YORK STATE FLEET

Electric Vehicle

Purchasing Options

2023



New York State must convert 100% of its light duty (<10,000lbs), non-emergency fleet to zero emission vehicles (ZEV) by 2035. A ZEV is defined as either a battery electric vehicle (BEV), plug-in hybrid vehicle (PHEV), or a hydrogen-fuel cell vehicle.

This resource is meant for fleet managers looking to procure new vehicles for their affected entities. Using the OGS business case definitions for some different vehicle types, we have compiled a list of BEV and PHEV vehicles that fleet managers may wish to procure. For a list of more electric vehicle options and details about them, please visit the Fuel Economy website by scanning the QR code.



Types of Charging Plugs

North American Charging Standard (NACS, or "Tesla plug")	Emerging standard for all vehicles beginning in model year 2025	
Combined Charging System (CCS)	Existing plug for all non-Tesla stations and nearly all New York State vehicles across state charging system	
CHAdeMO	Typical plug used by Japanese manufacturers being phased out starting in 2022	

Most non-Tesla charging stations have both CCS and CHAdeMO connectors on the same charger. Drivers of newer New York State vehicles will notice improved charging as manufacturers move toward a NACS charging standard.

Safety

EVs are less likely to roll over than gasoline-powered vehicles due to battery position. EVs also feature safety systems that turn off battery packs if the vehicle is in a crash or has a short circuit.

Weather

Like gasoline-powered vehicles, extreme weather and seasonal temperatures affect EV performance and battery capacity. Using the heat and air conditioner in an EV will use more energy and deplete the battery faster.

INTRODUCTION TO

Electric Vehicles





Help

Scan the QR code for ZEV charging station locations at OGS-managed sites. If you have any questions about a vehicle or require on-road support, please contact your fleet manager.

NEW YORK STATE

Office of General Services

Design Examples

PRINT AND DIGITAL EXAMPLES

NEW YORK STATE CAPITOL

VIRTUAL

VISIT

VISIT FROM HOME

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Free Online Tours of the Capitol, Plaza, Executive Mansion and more!





Health care benefits

Workers' Compensation Board

Health care to treat your work-related injury or illness is a workers' compensation benefit that is provided at no cost to you for your lifetime, unless you reach a settlement stating otherwise.

OVERVIEW

Health care for your work-related injury or illness is covered whether or not you lose time from work or are receiving a benefit for lost wages. Medical bills are paid directly to your health care providers by your employer's workers' compensation insurer.

If you're injured or made ill at work, notify your employer, in writing, within 30 days. You should also file an *Employee Claim (Form C-3)* with the NYS Workers' Compensation Board (Board). Forms are found on the Board's website, wcb.ny.gov.

Health care providers must be authorized by the Board to treat injured workers. You can search for an authorized health care provider on the Board's website, wcb.ny.gov. If you have issues with your care or need help finding an authorized health care provider, call the Board's Medical Director's Office at **(800) 781-2362**. You can receive care from your own doctor if they are authorized by the Board.

Health care providers will bill the insurer directly. Don't pay any medical bills unless the Board does not accept your claim or you don't pursue it. Your doctor(s) may ask you to sign a notice of responsibility, known as a *Form A-9*, stating that you'll pay the medical bills if the Board does not allow your claim, or if you drop your claim before it's accepted.

Preauthorization for treatment is sometimes required, and will be obtained by your provider(s).

ASSURANCE OF HIGH-QUALITY CARE

Treatment for certain conditions and injuries to particular body parts are covered under the Workers' Compensation Board's *New York Medical Treatment Guidelines (MTGs)*. The *MTGs* were created to ensure that you get the best medical care for your injury, so you can get well, get back to work, and get on with your life. They were developed with the expertise of doctors around the country who specialize in helping people who've been injured on the job. The *MTGs* can also reduce red tape because most of the recommended treatments are pre-approved. That means less time waiting for treatment — so you can start feeling better sooner.

Your health care provider(s) will know which injuries and illnesses are addressed by the *MTGs*. They will ensure that your treatment is consistent with the best practices contained in them.

Search for a Board-authorized health care provider at wcb.ny.gov/health-care-provider-search. For additional help finding an authorized health care provider, please contact the Medical Director's Office at **(800) 781-2362**.

Types of services covered			
Medical and Osteopathic	Psychological (by referral)	Hospital Care	Nursing Services
Dental	Chiropractic Treatment	Laboratory Tests	Surgical Appliances
Podiatric	Surgery	Prescribed Drugs	Prosthetic Devices

Social Media

Social Media Profile Photo Layout

Profile photos

Social media profile photos should use only pre-approved agency graphics. Each profile photo contains the agency name and New York State outline in white against the proper grouping color.

Sizing and placement

The size of the state outline is equivalent to five top-to-bottom stacked New York State outlines, depending on the size of the circle.

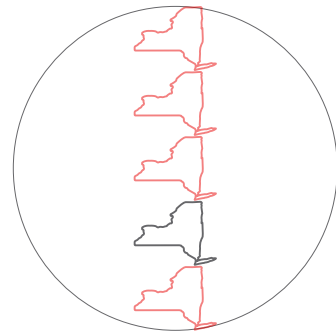
There is no definitive rule for spacing between the agency name and state outline. Use discretion to create adequate negative space between the two.

The agency name in D Sari Bold has no specific font size. Since agency name lengths vary greatly, discretion should be used to fit the name within the space. Give adequate visual padding surrounding the agency name and state outline.

Legacy logo exception

Legacy logos (pages 55-57) may continue to be used by their respective owners.

SIZING AND PLACEMENT OF AGENCY NAME AND NYS OUTLINE



Size of New York State outline is equivalent to one of five stacked top to bottom within a circle of any size



Use discretion and give adequate negative space between agency name and New York State outline



Size of agency name will vary based on the length of the name

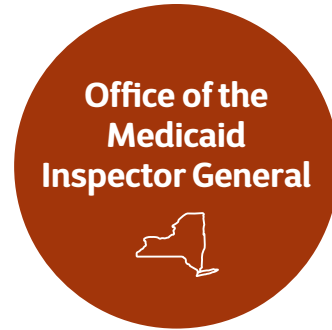
Adequate padding surrounds the brand mark and agency name

Social Media Profile Photo Examples

Here are some profile photo examples for various New York State agencies using their individual primary grouping colors.

When an agency grouping profile photo format is not possible, use the default New York State brand mark in its place.

AGENCY PROFILE PHOTO EXAMPLES



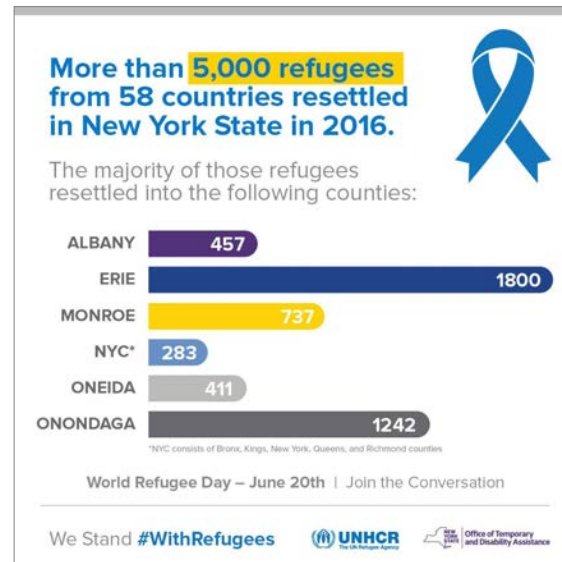
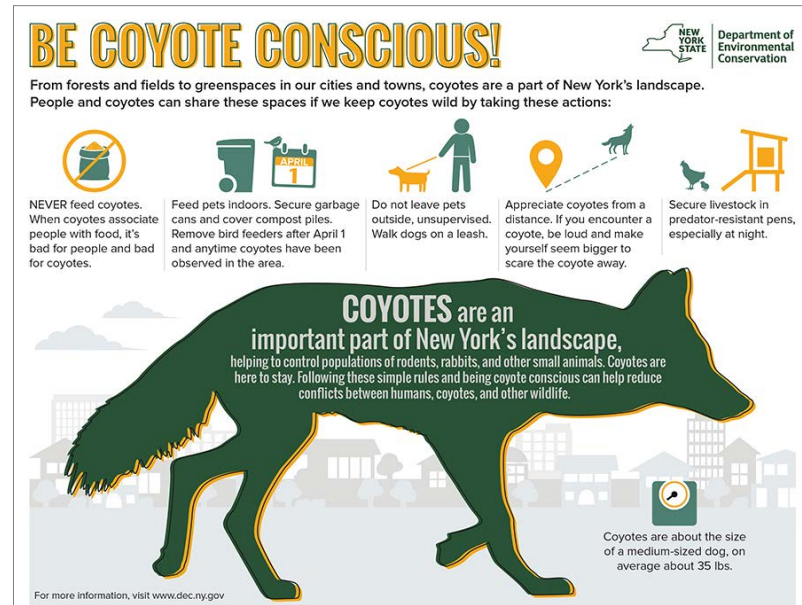
Use the New York State brand mark when the default profile photo formatting is not possible

Social Media Graphics

Like the design examples on pages 107-109, agencies have some creative freedom designing and creating graphics for social media. Still, agencies should use approved New York State and groups color palettes, brand marks, lock-ups, fonts, iconography, and photography.

Some examples shown may depict older/legacy agency grouping color palettes. When creating materials, adhere to the newest grouping colors depicted earlier in the guide.

GRAPHIC EXAMPLES



Social Media Graphics

GRAPHIC EXAMPLES



**STRUGGLING TO
KEEP THE HEAT ON?**

Today is **#NationalEnergyAssistanceDay.**

Did you know that New York Households of four earning less than **\$5,250 per month** may receive **up to \$650** in home heating assistance?

Find out if you are eligible: otda.ny.gov/programs/heap

NEW YORK STATE Office of Temporary and Disability Assistance



**THE FEDERAL
CHILD TAX CREDIT**

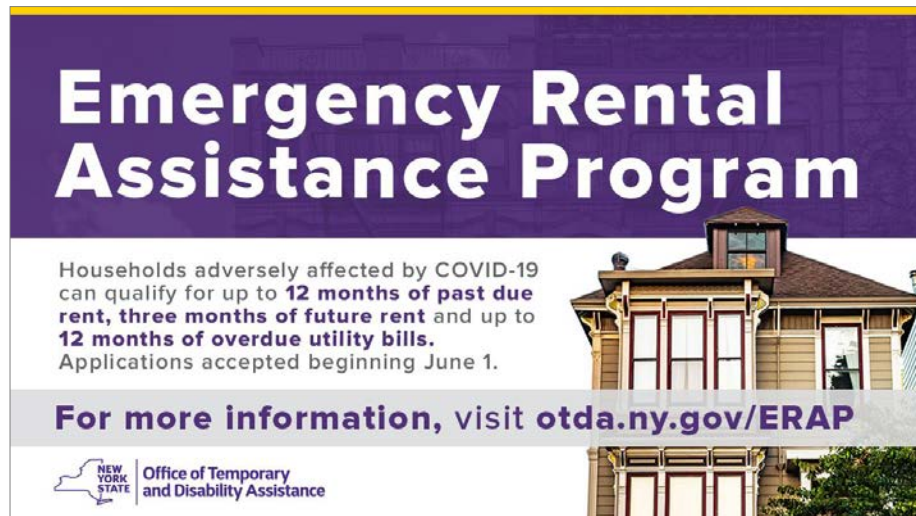
\$300 Monthly tax credit for each child ages 0-5
\$250 Monthly tax credit for each child ages 6-17

Automatic monthly payments are available for nearly all working families.

Be sure to sign up before **Nov. 15th**

For more information, visit ChildTaxCredit.gov

NEW YORK STATE Office of Temporary and Disability Assistance



**Emergency Rental
Assistance Program**

Households adversely affected by COVID-19 can qualify for up to **12 months of past due rent, three months of future rent** and up to **12 months of overdue utility bills.** Applications accepted beginning June 1.

For more information, visit otda.ny.gov/ERAP

NEW YORK STATE Office of Temporary and Disability Assistance



U GOOD? HOW R U? U OK?

HERE 4 U NEED 2 TALK? U MATTER

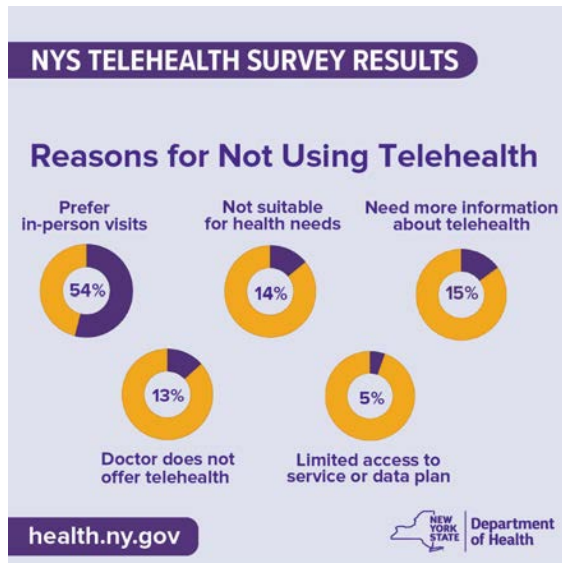
IT'S OKAY KEEP GOING I CARE

NEW YORK STATE Office of Mental Health

988 SUICIDE & CRISIS LIFELINE

Social Media Graphics

GRAPHIC EXAMPLES



! BIVALENT BOOSTER FACT

According to CDC, people who received the bivalent booster were more than **18X less likely to die** from COVID-19 compared to unvaccinated people.

vaccines.gov

NEW YORK STATE Department of Health

PREPARE NOW FOR A POWER OUTAGE

- ✓ Have a flashlight for every household member.
- ✓ Gather batteries, portable chargers, power banks & generators.
- ✓ Make a power outage plan for medical devices & medication.
- ✓ Stock up on nonperishable food and water.
- ✓ Keep phones & electronics charged and gas tanks full.
- ✓ Sign up for NY-Alert.

NEW YORK STATE Homeland Security and Emergency Services

\$1.8 MILLION

AWARDED IN STATE MATCHING FUNDS TO OSWEGO COUNTY.

NEW YORK STATE Department of State

NEW YORK STATE Division of Human Rights

INTERNATIONAL TRANSGENDER DAY OF VISIBILITY

NEW YORK STATE Division of Human Rights

DHR TOLL-FREE SEXUAL HARASSMENT HOTLINE

Hotline Hours: Monday - Friday, 9 AM - 5 PM

1-800-HARASS-3 (1-800-427-2773)

Glossary

Glossary of Terms

Anchor line: A vertical line used in lock-ups to anchor the New York State brand mark to an agency or program/initiative. (See pages 37 and 40 for examples.)

Architecture: A visual hierarchy to help guide the communications of New York State and its entities. Level 1 is the New York State primary governing entity. Level 2 refers to the agency grouping. Level 3 is a combination of the New York State brand mark and agency or authority. (See page 36 for examples.)

Brand mark: The primary brand and visual representation for the State of New York, which is used for all agency communications. (See pages 9-11 for examples.)

Color palette: Sets of approved colors that are used when representing the New York State brand or the seven agency groupings. (See page 27 for examples.)

Entity: An all-encompassing phrase for state agencies, offices, authorities, programs, and initiatives.

Grouping: A category of New York State government services. All agencies, programs, or initiatives are grouped with the intent of visual consistency and for easier recognition by New Yorkers, businesses, and visitors. (See pages 23-25 for examples.)

Iconography: A simple visual graphic or symbol used to quickly convey information or content. Some examples include using a graduation cap to signify education; a grocery bag to signify food programs; or a radiator to signify heating assistance. (See page 84-85 for examples.)

Lock-up: A combination of brand mark or seal and an agency name or program. These can be single agency lock-ups, where only one entity is represented; sub-program lock-ups, where an entity and its related sub-program are depicted in a fixed relationship to each other; and multiple agency lock-ups, where two or more entities are depicted in a fixed relationship to each other. (See pages 40, 45, 48, and 50-51 for examples.)

Visual assets: Elements of a brand, such as fonts, color, brand mark, photography, iconography, illustrations, charts, etc.

Footnotes

Footnotes

1. As of October 5, 2023, the Web Content Accessibility Guidelines (WCAG) standard is version 2.2. Please note that these standards may be revised at any time. Refer to [W3.org](https://www.w3.org) for any updates.
2. Further information on personal pronouns can be found via the [Office of Employee Relations](#).