



Connecting to the Power of SUNY: A New *SUNYConnect* Logo

Cover Story You may have noticed that OLIS is using a new *SUNYConnect* logo on its [web site](#). The new look is also making appearances in other forums. We thought you might be interested in how it evolved.

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Chancellor Nancy Zimpher set out to create a distinctive new look for the SUNY "brand". The first new SUNY logo was developed for the Power of SUNY [Strategic Plan](#). The stated purpose for the re-design was "Inspiring clear vision that helps guide future development while challenging people to see, do and be more" (internal SUNY document).

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The next step was to develop a simplified and easily reproducible version of the Power of SUNY logo that would "interpret the Strategic Plan and bring SUNY's core messages to life for both internal and external audiences."

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Now the challenge offered to the SUNY community is combining SUNY's new icon with individual campus identities.

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While Chancellor Zimpher and her team were working on the SUNY-wide brand, OLIS was working on a fresh look for *SUNYConnect*. The charge was to create a new logo that "echoed" the new SUNY-wide branding and maintained the familiar design elements of the existing *SUNYConnect* logo. Here are some of the prototypes:





And, here is the design selected:



But prior to implementing the new design, the SUNY Re-branding campaign was underway and we were urged to create a new logo using the new, and very specific, [SUNY branding guidelines](#). We developed a few designs, submitted them to the Chancellor's designers and these are the new and officially approved SUNYConnect logos:



The [SUNYergy logo](#) is next!



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[C4D Project](#)

[SBII Update](#)

[SUNYLA Conference 2011](#)

Features

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[Focus on SUNY and SUNY Libraries](#)

Features

[SUNYConnect Updates](#)

[Notable Announcements](#)

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