



ALFRED STATE COLLEGE
STATE UNIVERSITY OF NEW YORK



BRAND & STYLE GUIDE

LOGOS, COLORS, TYPOGRAPHY AND MESSAGING

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Thanks to multiple years of research by the Strategic Planning and Branding Committees, the college adopted its logo and wordmark to represent Alfred State College in 2018. Thousands of prospective students, parents, current students, faculty, alumni, business partners, and staff were interviewed, surveyed, or participated in focus groups.

This research shows that the college brand is distinctive from other choices due to an emphasis on hands-on experience, skill building, and career-oriented education. The brand archetype for Alfred State is defined as "The Hero" where students come to learn mastery of skills, overcome obstacles, meet challenges, to take action, become stronger, and achieve success.

The logo design is intended to be bold, positive, forward-moving, and aligned with a desire to succeed, accomplish goals, and as the college tagline reminds us: Hit the ground running®...

A number of variations are available for different width x height proportions, light or dark backgrounds, and full-color or one-color printing. These logos provide proper proportions including the correct amount of spacing around them.

First Impressions Are Important

As Alfred State continues on its path of becoming a nationally recognized college of choice for students as well as for employers seeking work-ready graduates, it is important that the entire college communicate with a clear, consistent public identity.

Every time someone from the college communicates with the public, it contributes to our reputation. Public appearances, publications, stationery, newsletters, T-shirts, displays, business cards, advertisements, media interviews, websites, fliers, signs, and other forms of communication represent not only the individual, program, or department but also the entire college.

The most basic yet comprehensive component of a strong institutional image is a unified visual presentation. Collectively, all elements of Alfred State must present to the world a consistent image that reflects our quality, professionalism, and mission.

A centralized but collaborative approach allows the college to develop and maintain an image that best advances Alfred State locally and nationally.

Because the quality, character, and consistency of Alfred State presentations are so critical, the Marketing Communications Office has been charged with the responsibility of coordinating all print and electronic media and with reviewing the textual content in all media directed to external audiences.

We need to ensure that all communications produced for off-campus audiences are of a quality consistent with their purpose and with Alfred State's desired image. With this in mind, your understanding of and compliance with these policies are both expected and appreciated.

Thank you for your cooperation in implementing our graphic standards.

Russ Nunley
Chief Marketing Officer
Marketing Communications

Molly Andrus
Brand Ambassador & Assoc. Dir.
Marketing Services

College Primary Logos, Marks & Seal

PRIMARY LOGOS

An approved logo should appear on all Alfred State College correspondence, publications, and signage. The logos were designed to be used in both two color (PMS 541 navy blue and PMS 116 gold) or one color (all PMS 541, black or white to utilize negative space where the gold swoosh was).

Several approved logos of the College brand have been developed to accommodate various sizes and applications.

Note:

- The logo should not be placed close to distracting design elements.
- A clear space should be held around all sides of the logo equal to *at least* 1/4 of the height of the "A" in the logo.
- The logo should be used as provided and should not be altered or recreated.
- The logo should not be used as a letter in a word or phrase (see p.15).

The College "A" is accompanied by "Alfred State College." The word "College" can be replaced with an event, department, office, etc. for a secondary logo (see p.8). The College "A" should not be used as a stand-alone element without the approval of Marketing Communications.

Please contact the Office of Marketing Communications at PRpublications@alfredstate.edu for a full logo set, if help is needed determining which logo would be best for a project, or there are any questions regarding its use.

FULL

Both two-color and one-color full logos are horizontal and include "State University of New York."



Horizontal two-color



Horizontal one-color

SIMPLIFIED

Simplified logos DO NOT include "State University of New York." Both horizontal and vertical orientations are available in two- or one-color. Additionally, a two-color vertical version with a white circle background provides an alternative option.



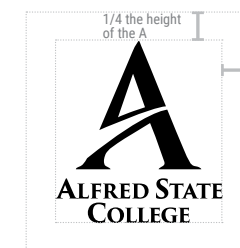
Horizontal two-color



Horizontal one-color



Vertical two-color



Vertical one-color



Vertical two-color with white circle

WORDMARKS

The wordmark "Alfred State College" should appear on all Alfred State College correspondence, publications, and signage. Variations of the word mark have been developed to fit different size applications and have been incorporated into different lock-ups for use where appropriate. The words Alfred State should always be followed by College or another identifier, ie: Pioneers, Culinary Arts, Car Club.



College Logos, Marks & Seals *continued*

SEAL

The official seal of Alfred State is not for general campus use. It is reserved as a formal insignia for documents of institutional and legal importance such as diplomas, certificates, formal official documents, commencement programs, flags, or transcripts.



College Spirit Marks & Mascot

ICONS

The school spirit icons features an ox head and body, with its proud stature and fierce looks of confidence and accomplishment. Ox head and body icons by themselves are only used with Alfred State's name nearby or on another part of the uniform. Otherwise the ox is shown in a lockup with the "Alfred State Pioneers" wordmark.

This icon should be treated in the same manner as the college's primary logo and should not be altered, superimposed over other images, or otherwise manipulated.



The Ox Icon: On Dark Backgrounds



The Ox Icon: On Light Backgrounds

WORDMARKS

The Alfred State school spirit wordmarks may stand alone and convey the brand identity without a mascot image. Pioneers by itself is only used with Alfred State's name nearby or on another part of the uniform. Always include the school name.

The icons and lockups are designed for light- or dark-colored backgrounds.

Single-color logo assets for all of the icon versions are also available. These are to be used when PMS or full-color production does not allow.



Icons for dark colored backgrounds have the gold holding edge. These work best on the blue background, black, or gray.

Icons for light colored backgrounds do not have the gold holding edge. These logos work best on a gold or white background.

LOGOS

The Alfred State spirit brand icons are complimented with wordmarks to create dynamic logo lockups.

To help make the assets as large as possible while keeping the icons away from other elements, we have defined a "Safe Zone" as follows:

It is defined in assets with the wordmark by 1/2 of the "P" in "Pioneers" or by 1/2 the distance from the top of nose to bottom of its lip in the icon alone.

No other elements should be placed inside of the "Safe Zone."



PRIMARY
Works well large or small

OXHEAD LOCKUP



SECONDARY
Works well large or small

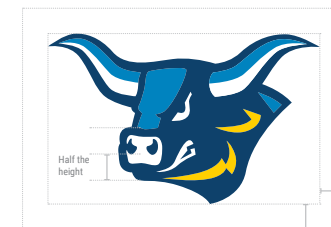


PRIMARY



SECONDARY

Both work best in larger representations where facial details can be seen such as a banners, posters, or wall graphics.



Half the height



1/2 h

Half the height of the "P" in Pioneers

MASCOT

Alfred State College has used the "Pioneers" nickname for many decades. The selection of an animal mascot is a complement to the nickname. The ox is a loyal companion, working colleague, and friend of the Pioneers. Like all elements of Alfred State's branding, selection of the mascot and its name "Big Blue" came only after extensive research and polling of stakeholder opinions. Big Blue may adorn hats and costumes but the ox icon may not.



College Secondary Marks

SECONDARY LOGOS

Using the logo consistently and frequently forms a recognizable and memorable visual identity. The secondary logo is an altered version of the primary logo. This design may eliminate some text, add identifying text, or rearrange the elements to improve readability.

The use of secondary logos and icons representing schools, divisions, or departments within Alfred State may be created.

All secondary logos used in communication with external audiences must be approved by the Office of Marketing Communications.

All elements of the primary "A" logos are kept separate from the spirit marks and ASC Pioneers font. They should not be combined.

When creating a secondary logo:

- For non-stationary applications, Roboto Condensed font should be used with the primary "A" logo for the event title, department, etc. subheader. (For stationary applications, please contact the Office of Marketing Communications.)
- ASC Pioneers Italic should be used for the event title, department, etc. subheader with spirit marks.

For more details and information regarding college fonts and their use, see p.9.

Horizontal two-color secondary logos for department or office designations on stationary use Trajan Pro, no caps. These logos are created under the purview of the Office of Marketing Communications.



- NOTE THESE LOCK-UPS:**
- Include only "Office of" or "Department".
 - DEANS ONLY - Use "Office of the Dean, School of".
 - DO NOT extend text past the last "E" on College.
 - DO NOT use any capital key strokes.
 - DO NOT use building names.
 - DO NOT use website or email addresses.



Single-color square or horizontal secondary logo, use Roboto Condensed Regular or Bold for office/department designation, may drop College from name if including other identifying word(s).



Two-color secondary logo flag format, use Roboto Condensed Regular or Bold for office/department designation. Designation can be either proper case or all caps.



Icon secondary logos for dark or light backgrounds, use the ASC Pioneers font for office/department designation.



Clubs are encouraged to use the icons as well; however all club logos must be submitted for Marketing Communications approval through Student Activities.



College Colors & Fonts

COLOR PALETTE

All color and color palettes are the same for the overall Alfred State brand identity to create consistency throughout the campus.

PRIMARY

Navy Blue
 PMS: 541C
 Hex: #003C71
 RGB: 00, 60, 113
 CMYK: 100, 58, 9, 43

Gold
 PMS: 116C
 Hex: #FFCD00
 RGB: 255, 205, 0
 CMYK: 0, 12, 93, 0

SECONDARY

Light Blue
 PMS: Process Blue
 Hex: #0085CA
 RGB: 00, 133, 202
 CMYK: 100, 13, 1, 2

Navy + Light Blue Gradient
 Can be used in varying percentages of the two colors

FONTS

Alfred State's official font is a Google font, Roboto Condensed family, used for letterhead and all other media. This can be downloaded for free at <https://fonts.google.com/specimen/Roboto+Condensed>

A College spirit font, ASC Pioneers Italic, is also available. This font is to be used as a single word, numbers, and short bold brand statements such as: headlines, sub-heads, pull quotes, banners, posters, and info graphics. USE the CAP only on the first letter of a word or statement. DO NOT set words ALL CAPS in this font. All of the capital letters have the flag on them and should only be used in the first letter of a statement.

The ASC Pioneers font used for jersey numbers helps unify all of the teams and sports. DO NOT set words ALL CAPS in this font. All of the capital letters have the flag on them and should only be used in the first letter of a statement or line (see examples left).

USE the CAP only on the first letter of a word or statement. See below for examples.

For access to the college fonts please contact the Office of Marketing Communications at PRpublications@alfredstate.edu.

EXAMPLES: **FOOTBALL WINS BIG!**
ALFRED STATE
CROSS COUNTRY

ROBOTO CONDENSED | REGULAR
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_+={}|~\;:<,>./

ROBOTO CONDENSED | ITALIC
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_+={}|~\;:<,>./

ROBOTO CONDENSED | BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+={}|~\;:<,>./

ROBOTO CONDENSED | BOLD ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+={}|~\;:<,>./

ASC PIONEERS | ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+={}|~\;:<,>./

ASC Pioneers special characters:

🚩 "option" or "alt" key and "1" 🚩 "option" or "alt" key and "2"

Personalized Print & Digital Applications

EMAIL SIGNATURE

Every time someone from the college communicates with the public, it contributes to our reputation. To ensure a consistent brand our email signatures should adhere to this template.

You may choose to include the logo lock-up or the spirit mark (not both) below your contact information.

Name
Office of ___ or ___ Department
Title

Alfred State College
State University of New York College of Technology
Building name
10 Upper College Drive
Alfred, New York 14802 (Wellsville/Northland address as appropriate)

P: 607-587-0000
F: 607-587-0000
AlfredState.edu (hyperlink to our home page)



WRITING STYLE GUIDE

Usage and style particular to Alfred State College publications and the website are outlined in this section.

The college follows the The Associated Press (AP) Stylebook, (with a few exceptions).

College Name

In any publication, the first reference should be "Alfred State College." All following references can use "Alfred State" or "the college." The official name is "State University of New York at Alfred" and may also be stated as "SUNY Alfred State College" to reflect our statewide entity.

Abbreviations

In general, do not use periods between letters in abbreviations. *This is our official College Writing Style, not AP Style.*

Examples: PhD not P.h.D. US not U.S.

Freshman, freshmen

This term should no longer be used and should be replaced with first-year students.

Internet/URLs

In print publications, the "http://" and "www" prefixes do not need to be used. The URL for our main page is AlfredState.edu. Use boldface to emphasize a URL in a written publication.

URLs should never be spelled out on a website. Instead, they should be hyperlinked to appropriate descriptor words.

Punctuation

Always use the Oxford (serial) comma before the conjunction in a series of three or more items. Although AP style omits the final comma, Alfred State College follows the Oxford comma in all written materials for consistency and readability.

Time

To match common usage, use uppercase for AM and PM, no periods are needed. Never use :00 for on the hour. Use noon or midnight instead of 12 noon or 12 AM.

Examples: 6 PM or 6:30 PM.

When writing out a period of time, separate the en dash (–) between times with a space. *This is our official College Writing Style, not AP Style.*

Underlines

In printed communication, do not use underlines to emphasize a word or phrase. To emphasize, use italics or boldface.

On the web, never use underlines as they are reserved for hyperlinks.

COLLEGE STATIONERY

The official stationery is printed in two colors utilizing the established logo colors.

Branded digital templates

MS Word Letterhead, MS Word Forms, as well as a PowerPoint template are available upon request from the Office of Marketing Communications at PRpublications@alfredstate.edu.

Department/Office of designations

When a designation is needed, Offices use "Office of" _____ or academic departments should use _____ "Department".

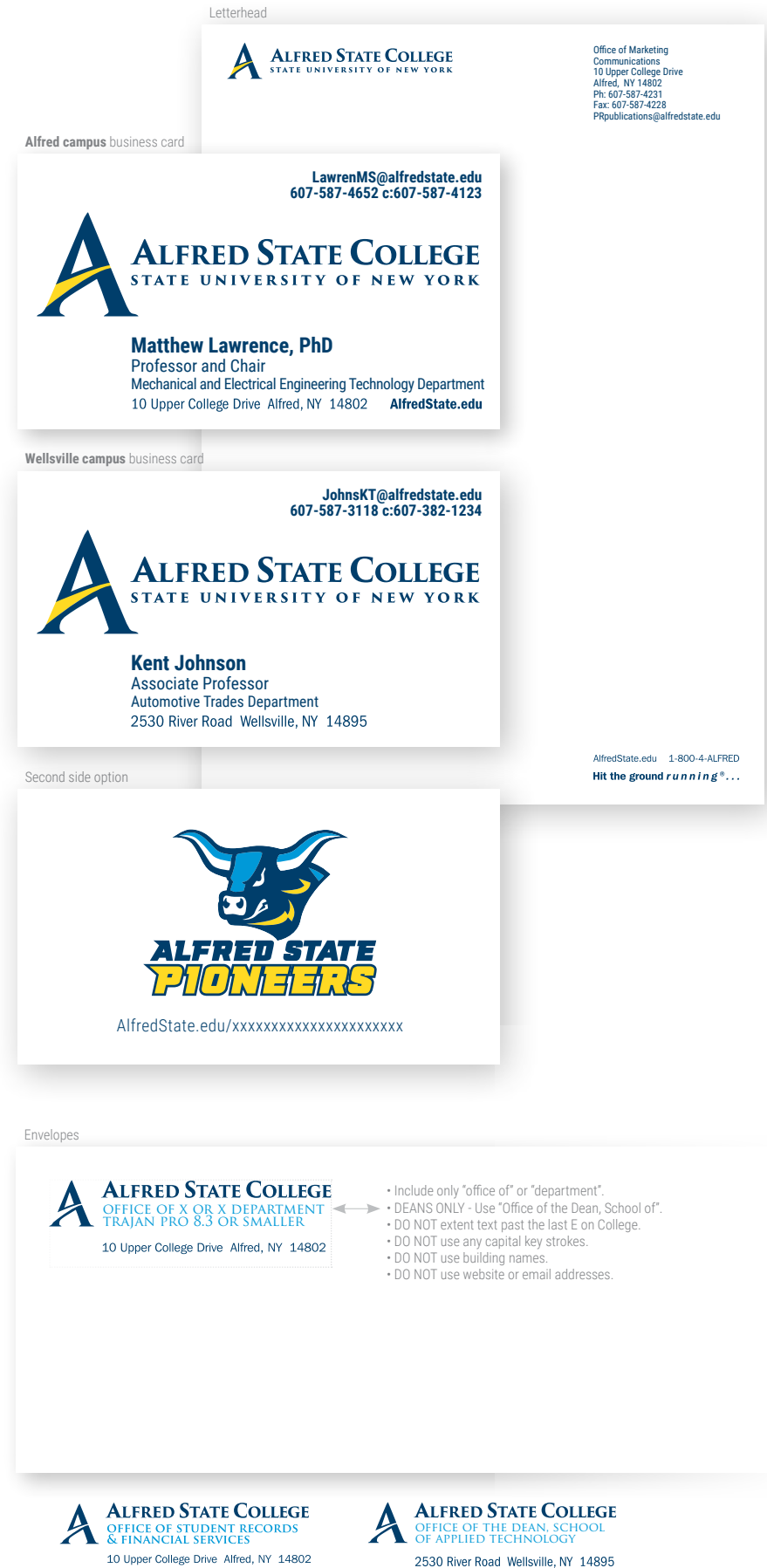
Business cards

One of the most widely distributed pieces of college material that represents the college identity is the business card. For this reason it is most important to preserve the integrity of the layout when reproducing it. Additional address options are available on the Marketing Services Storefront for the Northland and Wellsville campuses, as well as a second side option with the ox icon for athletics or anyone wanting to include a secondary web link, or those affiliated with the Police Academy. University Police and ACES have their own branded cards, also available for ordering within the Marketing Services Storefront. Other logos, websites, or social media links should never appear on the front of the Alfred State business card.

Envelopes

Generic and custom envelopes are available on the Marketing Services Storefront.

To order letterhead, envelopes, business cards, note cards, or name tags, please use the Marketing Services Storefront found at <https://www.MyOrderDesk/AlfredState>.



Application Guidelines

PHOTO/VIDEO/MULTIMEDIA

All promotional video or multimedia productions must be reviewed and approved by the Marketing Communications office and should include the Alfred State logo and tagline to present a consistent message and image.

The office of Marketing Communications supervises a student media relations team to gather and push out content from a student point of view to market the College to prospective students, and the community. This includes photography, videography, and posting on official college social platforms and monitoring other accounts. We aim to staff multiple students to work together in the different medias and their work may appear on the web site, in printed magazines, our hyper-wall, and YouTube.

To request a photo/videographer - please use the Marketing Services Storefront found at <https://www.MyOrderDesk/AlfredState>.



AD COMPONENTS

Logos and School Name – ASC has trademarked symbols and text that cannot be altered including the A logo and the phrase “Alfred State.”

Mascot – The artwork of Big Blue’s head and his whole body is trademarked and not to be altered. The costumed character may wear different outfits and be modified with MarCom approval.

Headlines – These statements vary depending on the audience, content of related text, and media used.

Brand Descriptor – In only three words ASC exclaims that “Pioneers are Pros.” Professional is both a noun to describe someone with polished skills, and an adjective to distinguish someone who has exceptional ability. In text we use the descriptor, and we change it to “professional” in a sentence... but the primary usage is pro or pros.

Tagline – ASC has long repeated the phrase “Hit the ground running®. . .” to sum up the service that we provide graduates who are highly prepared for launching careers and HTGR is directly related to being a pro.



USING EXTERNAL VENDORS

Keep in mind, when working with external vendors (graphic designers, advertising agencies, print vendors, Web developers, clothing manufacturers, etc.) and student employees, the graphic standards and guidelines set forth in this manual remain in effect. It is the responsibility of the person or department hiring the external vendor or student employee to ensure that these policies are followed. Copies of this document should be provided to all vendors and employees involved in the creation of communication products for the institute.



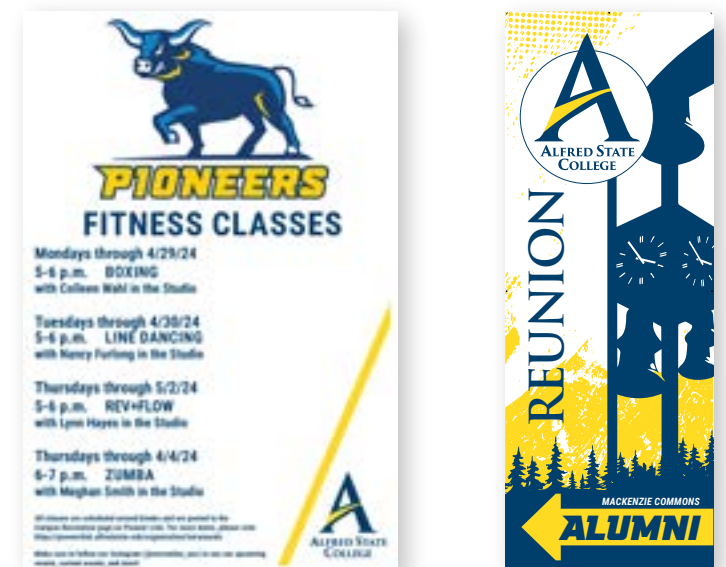
COPYRIGHTS/TRADEMARKS

Keep in mind, when working with external All colleges and corporations maintain standards about how their names and logos are to be depicted. The Alfred State logo, Alfred State seal, and tagline “Hit the ground running®. . .” are copyrighted symbols of the college. These symbols and tagline may be used by Alfred State students, faculty, and staff in the production of college-related communications if Alfred State identity standards are followed. All other use is strictly prohibited.



SIGNAGE

All graphic displays, directional signs, vinyl lettering, billboards, vehicle graphics, etc. must be coordinated with the Office of Marketing Communications and the Campus Signage Committee.



Application Guidelines *continued*

SOCIAL MEDIA

Social media outlets add a personal, friendly touch to Alfred State's image. They are often excellent ways to promote the college and its mission, build relationships, and broaden audience awareness. However, social media can also be misused and can damage the college's reputation. Please take the time to familiarize yourself with the [social media policies and standards](#).

Alfred State currently allows official use of Facebook, LinkedIn, Google+, Twitter, YouTube, Pinterest, Instagram, Snapchat, and Weibo only. Official users of Alfred State social media pages must obtain permission to use others' photos, content, or information or must indicate the source when posting. Facebook sharing, re-tweeting in Twitter, and similar social sharing options are the best way to use others' content easily.

All Alfred State social media/networking sites must conform to Alfred State's identity standards to ensure consistency in graphic design and message. These pages are considered official Alfred State web pages and must comply with New York State's specific standards and best practice guidelines. These pages are representations of the college and therefore should be managed in a professional manner. The Marketing Communications Office reserves the right to edit content on any social media/networking site operating under the auspices of the college that we have access to (e.g. the official Facebook page for the Culinary Arts department, civic engagement group).

Social media advertising such as Facebook or Google ads must be coordinated and purchased through the Marketing Communications Office.

ADA COMPLIANCE

Accessibility is a core component of clear and inclusive communication. All institutional materials must meet **ADA and WCAG 2.1 AA standards** for print, online, and video formats. Text and graphic elements must maintain sufficient contrast against their backgrounds, as inadequate contrast can make content difficult to read for users with visual impairments, including low vision or color blindness.



Accessibility testing tools should be used to verify compliant contrast ratios before publication. Recommended tools include:

- WebAIM color contrast checker webaim.org/resources/contrastchecker
- Audioeye Color ContrastChecker audioeye.com/color-contrast-checker

AI USE & BRAND INTEGRITY

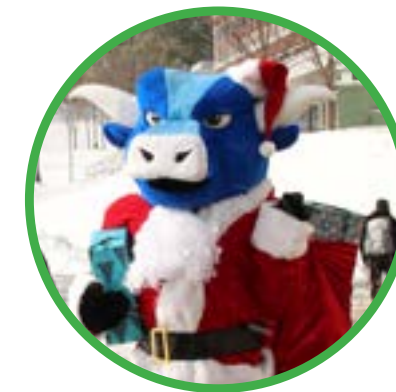
Artificial intelligence tools may not be used to alter, reinterpret, or generate derivative versions of Alfred State College logos, wordmarks, or the Pioneer mascot (Big Blue).

This policy aligns with the SUNY STRIVE Artificial Intelligence Strategic Plan (2024), which promotes responsible development and use of AI technologies across the system.

All AI-generated visuals must adhere to the official ASC Brand and Style Guide. AI imagery may support creative concepts (e.g., poster backgrounds, event themes), but institutional properties must remain unmodified to protect copyright, consistency, and brand integrity.

SAFEGUARDING OUR BRAND

Please take good care of our brand. Right is a sampling of things you **SHOULD NOT DO** to any of the Alfred State logos, wordmarks, or icons.



The costumed mascot **MAY** adorn elements



DO NOT use the logo as a letter in a word or phrase



DO NOT use an "A" standing alone. The College's official logo is a custom "A".



DO NOT add elements to icons or logos



DO NOT change colors of or add filter effects to icons or logos



DO NOT stretch or distort icons or logos



DO NOT use an AI derivative of the ox mascot

Brand Message | *Recruitment*

At Alfred State, **Pioneers are PROS!** Thanks to hands-on learning in every major. Our brand message is that choosing Alfred State is the first step toward a new career. You will:

- **Learn by doing** in 200+ labs, internships, and real-world experience.
- **Choose unmatched value and ROI** through our affordability, scholarships, and career outcomes.
- **Launch your career** with a 99% employment and continuing education rate.
- **Find your community** within our vibrant, close-knit campus in the scenic Southern Tier of New York.

ASC's Heritage Tagline: *Hit the ground running@...*

Related Headlines: *Your Career Starts Here; Practice Makes Professional*

VALUE PROPOSITION



Alfred State delivers a hands-on, career-ready education with proven results that's affordable and top-ranked.

Students gain real-world experience in 200+ labs, internships, and project-based learning environments while enjoying a supportive campus community. With a 99% employment and continuing education rate, strong affordability, and a culture of belonging, Alfred State empowers students to pioneer their future and achieve success in college, career, and life.

The primary brand message, **Pioneers are PROS!**, highlights applied learning, career focus, and exceptional employment outcomes.

Four sub-brands reinforce this message in a scaffolded structure that proves our value:

Free Tuition Plus underscores affordability and high levels of scholarship support.

A-Team for Support demonstrates how 30 offices collaborate to surround students with wraparound services that strengthen success and retention.

BeYOUtiful celebrates a caring community where belonging and inclusion are central to the Alfred State experience.

#1 in So Many Ways underscores national and state rankings that validate Alfred State's workforce readiness, academic excellence, and affordability, countering the assumption that "low cost" in any way means low quality.



FREE TUITION PLUS



By promoting the **Free Tuition Plus** sub-brand, Alfred State showcases unmatched affordability and strong levels of scholarship support. For many students, New York's Excelsior Scholarship, TAP, and other state and federal aid programs make tuition free, a great word to use in advertising.

Alfred State goes even further by adding institutional scholarships and financial support that reduce out-of-pocket costs and make a career-ready education accessible.

A-TEAM FOR SUPPORT



Your **A-Team for Support** sub-brand represents the 30 offices across Alfred State that work together to provide every student with the help they need to thrive. From academic advising, tutoring, and accessibility services to counseling, wellness, and career development, the A-Team ensures no Pioneer faces challenges alone.

This wraparound model emphasizes proactive care, easy access to resources, and a culture of encouragement that strengthens recruitment, retention, and long-term success. By uniting expertise across campus, the A-Team proves that Alfred State's supportive community is more than a promise; it's available to every Pioneer.

BE SMARTER.
BE STRONGER. BE YOU.



Our **BeYOUtiful** sub-brand celebrates the Alfred State community where every student belongs. Here, you're empowered to be smarter through hands-on learning, be stronger through support and resilience, and be yourself in a campus culture that values individuality, inclusion, and authenticity.

BeYOUtiful is more than a slogan; it's a promise that every Pioneer will find the encouragement, respect, and opportunities needed to grow into their best self because there's beauty in every Pioneer. It is also a nod to the scenic beauty of our location.

#1 IN SO MANY WAYS



By cheering for our **#1 in So Many Ways** sub-brand, Alfred State can prove workforce readiness, academic excellence, and student success.

While our affordability sets us apart, rankings by third parties prove that "low cost" in no way indicates low quality. National and state honors consistently place Alfred State at the top for career preparation, applied learning, and value. Drawing attention to numerous rankings, honors, and awards proves that Pioneers get both excellence and results.

Brand Message | **Recruitment** *continued*

TARGET AUDIENCES

PROSPECTIVE STUDENTS

Traditional High School Graduates – Students comparing college options and looking for career-ready education, affordability, and a supportive campus.

Parents, High School Counselors, & Influencers – Key voices guiding the college decision process. They look for trust, transparency, affordability, and outcomes that show Alfred State is a smart, safe, and supportive choice.

Out-of-State Students – Drawn by Alfred State’s affordability, applied programs, and value compared to options at home.

International Students – Seeking a U.S. degree with hands-on learning, community support, and strong career outcomes.

Transfer Students – Looking for seamless credit acceptance and a clear path to complete their degree.

Non-Traditional Students – Adults balancing work, family, or a career change who need flexible, supportive options.

Online Learners – Students needing accessible, accredited online programs for degree completion or career advancement.

CURRENT STUDENTS

Reinforce pride, belonging, and connection to the Pioneer community while encouraging persistence, retention, and engagement.

ALUMNI & DONORS

Inspire ongoing connection, advocacy, and investment in Alfred State’s mission and students.

FACULTY & STAFF

Foster internal brand champions who see themselves as partners in recruitment, retention, and community building.

COMMUNITY & EMPLOYERS

Position Alfred State as a trusted partner in workforce development, regional growth, and civic engagement.

HERITAGE TAGLINE

Hit the ground *running*®...

Hit the ground *running*®...

For decades, Alfred State proudly used **Hit the Ground Running®...** to capture how graduates step into the workforce prepared from day one. The phrase remains a cherished motto for alumni, faculty, and staff, symbolizing Alfred State’s culture of applied learning and career readiness.

Today, our forward-facing brand message is **Pioneers are PROS!** for a more active and relatable expression for prospective students and families. Both phrases work together: one honors our tradition, the other carries our message into the future.

Brand Message | **Advancement**



Because the World Needs More Pioneer PROS!

Alfred State’s comprehensive campaign, **Unleashing Potential**, is the largest in school history. The campaign demonstrates how philanthropy transforms the lives of students today while strengthening the college for generations to come.

The tagline, **Because the World Needs More Pioneer PROS**, captures the outcome of every gift: preparing graduates who are skilled, resilient, and ready to contribute in their careers and communities.

Four campaign priorities make the case clear:

- **Amplify Affordability for All** – Expanding scholarships and financial aid so every student can access Alfred State’s hands-on education.
- **Energize Our Caring Community** – Investing in spaces and programs that foster belonging, wellness, and a strong Pioneer culture.
- **Ignite Career Readiness** – Enhancing labs, internships, and applied learning to ensure graduates enter the workforce with confidence.
- **Power the Pioneer Fund** – Providing flexible resources to meet immediate needs and seize opportunities that benefit students and the college.

Brand Message | **Leadership**

Alfred State’s leadership brand builds on the strength of our heritage while pointing boldly to the future. The president’s inauguration theme continues to guide our vision:

- **Pioneer Pride** celebrates the traditions, values, and achievements that define Alfred State’s history.
- **Pioneer Purpose** reflects our commitment to hands-on learning and career skill-building.
- **Pioneer Promise** assures that every graduate is prepared for success in life and career.

This direction is embedded in the Strategic Plan, as easy to remember as **A-S-C**:

- **Attract New Pioneers** through distinctive recruitment and outreach.
- **Strengthen Academic & Student Success** with applied learning and faculty excellence.
- **Cultivate a Caring Community** by fostering belonging, inclusion, and partnerships that amplify impact.

Together, these pillars ensure that every leadership communication reinforces Alfred State’s primary brand message: **Pioneers are PROS!**



The Alfred State Advantage

At Alfred State College, hands-on experience leads to career success. Your new skills will attract employers who are ready to hire. Earn your Alfred State degree and hit the ground running...because Pioneers are PROS!



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