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This is your guide to the Syracuse University brand. Consistency in execution is critical to reinforcing our identity. The following pages will provide you with the guidelines and tools to properly implement the Syracuse University brand identity system on a University, sub-brand (including Colleges and Schools) and campaign level.

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</tbody>
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Files noted in this guide can be accessed at styleguide.syr.edu. Additional documents detailing sample applications, editorial style, and web standards can also be found in this location.
1.0 THE BRAND
Every touchpoint and interaction with Syracuse University should reflect the key words that describe our personality.

Bold
Clear
Connected
Proud
1.0 THE BRAND  

TELLING THE SYRACUSE STORY

We are defined not only by our history, but the direction we choose to follow. These brand guidelines were developed to support this effort and ensure the Syracuse University story—past, present, and future—is conveyed in ways that are compelling, forward-focused, and rooted in our collective DNA.

From its founding in 1870, Syracuse University has provided an environment in which students, faculty, and staff from diverse backgrounds come together to create, grow, and break boundaries.

By offering a world-class mix of academic offerings, alumni activities, and immersion programs the University has become a point of intersection and opportunity.

The current transformative initiative, Fast Forward Syracuse, seeks to further elevate SU’s reputation and ensure a strong, sustainable future by providing strategic direction and a framework to foster academic and operational excellence.
2.0 THE WORDMARK
2.0 THE WORDMARK

Our primary logo is the wordmark. It is the central element from which all other visual elements are drawn.

The wordmark must be present on all University, sub-brand and campaign materials.

The wordmark should not be used in narrative content.
2.0 THE WORDMARK

WORDMARK USAGE

Our wordmark can only be used in Syracuse Orange on white or on a neutral that provides contrast, or in white knocked out of Syracuse Orange.

The wordmark may be placed on photography in certain instances, but the image must not conflict with the wordmark’s legibility.

100% black and grayscale (45% black) versions of the wordmark can only be used when there are limited colors in production, such as in newspaper ads. There is no other approved color usage of the wordmark. See page 20 for select file types and page 34 for color breakdowns.
2.0 THE WORDMARK

WORDMARK VARIANTS

There are three acceptable variations of the wordmark, each suited for specific applications.

**PRIMARY**
The horizontal wordmark is the primary logo and should be used whenever possible.

**SECONDARY**
The stacked wordmark is used for vertical applications and lockups.

**SPECIAL CASE**
The SU version of the wordmark is **only** used in extreme space-saving cases, such as social media icons, video graphics or responsive websites.

Syracuse University  Syracuse University  SU
When the wordmark appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the wordmark. Designers should use discretion and follow clear-space guidelines.

All variations of the wordmark’s clear space are determined by the height of the letter S. All official wordmark files have this clear space built into them.

The wordmark’s clear space is determined by the height of the letter S.
2.0 THE WORDMARK

WORDMARK SIZING

It is imperative that the wordmark remains legible on all applications. Never scale the logo smaller than the sizes specified below.

Because of the vast diversity in screen densities and the growth of responsive design, pixel widths must be scalable. Keep readability in mind when sizing for various screen resolutions.

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>Smallest Size</th>
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<tbody>
<tr>
<td>SYRACUSE UNIVERSITY</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>SECONDARY</th>
<th>Smallest Size</th>
<th>0.45”w/11mm</th>
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</thead>
<tbody>
<tr>
<td>SYRACUSE UNIVERSITY</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPECIAL CASE*</th>
<th>Smallest Size</th>
<th>Size according to screen resolution and readability.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SU</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*For online use only.
2.0 THE WORDMARK

WORDMARK DON'TS

Always use the approved digital artwork. Never alter the wordmark in any way.

DON'T STRETCH OR CONDENSE THE WORDMARK

DON'T ALTER WORDMARK PROPORTIONS

DON'T RETYPESET WORDMARK

DON'T RECOLOR IN UNAPPROVED COLORS

DON'T CROP

DON'T LOCK UP WITH THE SEAL
2.0 THE WORDMARK

The wordmark is never used as part of a sentence or in copy. Follow the guidelines below to create a lockup between the wordmark and a headline or phrase. University Headers are designated for high-level University communications or event support, encompassing both web and print materials.

The type treatments are treated as artwork and follow the same clear-space rules as the wordmark. Additional marks or colors are not permitted. Template artwork to version for University Headers can be accessed at styleguide.syr.edu.

The lockup’s clear space is determined by the height of the letter S.

SYRACUSE UNIVERSITY NEWS

Syracuse Dark Gray

SYRACUSE UNIVERSITY | NEWS

Franklin Gothic Extra Condensed
100% Syracuse Dark Gray

SYRACUSE UNIVERSITY CHANCELLOR

SYRACUSE UNIVERSITY | CHANCELLOR

When setting up header artwork size the wordmark to 3.75"w/95mm. Set dividing rule stroke weight to 0.75pt and height to 0.3275"/8mm. Header title should be set to Franklin Gothic Extra Condensed 32pt.

In web applications, it is recommended that these lockups be used as an image. In an instance where live text is needed, ITC Franklin Gothic Demi Compressed must be used in place of Franklin Gothic Extra Condensed.
2.0 THE WORDMARK

Type treatments for offices or divisions of the University have the University look and feel. These type treatments should be created using the specifications outlined below.

CO-BRANDING LOCKUPS

The type treatments are treated as artwork and follow the same clear-space rules as the wordmark. Additional marks or colors are not permitted.

Only non-academic divisions may use the Block S and Syracuse Athletics Navy in lockups. Guidelines are provided on page 31 in the Block S section.

UNIVERSITY OFFICE/DIVISION

Type treatments are treated as artwork and follow the same clear-space rules as the wordmark. Additional marks or colors are not permitted.

The look-up's clear space is determined by the height of the letter S.

15 CHARACTERS OR FEWER

1. Set font to Franklin Gothic Extra Condensed, 30pt and 100% Syracuse Dark Gray.

BOOKSTORE

2. This office has fewer than 15 characters, so the wordmark is the full width of the office name.

Note: When placing the wordmark within a logo, the clear space is reduced to half the height of the S.

In web applications, it is recommended that these lockups be used as an image. In an instance where live text is needed, ITC Franklin Gothic Demi Compressed must be used in place of Franklin Gothic Extra Condensed.

Franklin Gothic Extra Condensed, 100%
Syracuse Dark Gray

A non-academic division name can be set in Syracuse Dark Gray or Syracuse Athletics Navy.
2.0 THE WORDMARK

Type treatments for offices or divisions of the University have the University look and feel. These type treatments should be created using the specifications outlined below.

CO-BRANDING LOCKUPS

The type treatments are treated as artwork and follow the same clear-space rules as the wordmark. Additional marks or colors are not permitted.

Only non-academic divisions may use the Block S and Syracuse Athletics Navy in lockups. Guidelines are provided on page 31 in the Block S section.

UNIVERSITY OFFICE/DIVISION

The lockup’s clear space is determined by the height of the letter S.

MORE THAN 15 CHARACTERS

1. Set font to ITC Franklin Gothic Book Compressed 30pt, leading 27pt, all caps and 100% Syracuse Dark Gray.

2. Determine 75% of the width of the office name for wordmark size.

= 75% WIDTH OF OFFICE NAME

ITC Franklin Gothic Book Compressed, 100% Syracuse Dark Gray

A non-academic division name can be set in Syracuse Dark Gray or Syracuse Athletics Navy.

OFFICE OF FINANCIAL AID & SCHOLARSHIP PROGRAMS

Note: When placing the wordmark within a logo, the clear space is reduced to half the height of the S.
2.0 THE WORDMARK

The wordmark must be present within all sub-brand and campaign logos. The hierarchy prioritizes the sub-brand/campaign, followed by the University. The wordmark can appear at the top or bottom of the logo depending on the artwork. Given the variation in sub-brand and campaigns, the exact placement, proportions and clear space will require designer discretion. The wordmark should always appear in Syracuse Orange.

A sub-brand or campaign that has the word “Syracuse” in the name does not need to incorporate the wordmark into the logo. See page 17 for placement guidelines of the wordmark in those cases. If your logo is vertical or square, please reference the wordmark placement on page 16.

Horizontal Logo

If your logo is horizontal, the wordmark is sized to about 75% of the width of the logo.

Note: When placing the wordmark within a logo, the clear space is reduced to half the height of the S.
2.0 THE WORDMARK

The wordmark must be present within all sub-brand and campaign logos. The hierarchy prioritizes the sub-brand/campaign, followed by the University. The wordmark can appear at the top or bottom of the logo depending on the artwork. Given the variation in sub-brand and campaigns, the exact placement, proportions and clear space will require designer discretion. The wordmark should always appear in Syracuse Orange.

A sub-brand or campaign that has the word “Syracuse” in the name does not need to incorporate the wordmark into the logo. See page 17 for placement guidelines of the wordmark in those cases. If your logo is horizontal, please reference the wordmark placement on page 15.

Note: When placing the wordmark within a logo, the clear space is reduced to half the height of the S.
2.0 THE WORDMARK

This is an example of how the wordmark should be placed on a poster when it cannot be part of the sub-brand logo because the logo uses the word “Syracuse.”

The wordmark should align with the sub-brand logo. Use judgment based on the logo size and proportions.

Wordmark
The wordmark must be at least 1/4 of the width of the poster.

Alignment
The wordmark should be aligned with the sub-brand logo.

1/4 OF THE POSTER WIDTH = WIDTH OF WORDMARK
2.0 THE WORDMARK

When Syracuse University partners with another organization, follow the guidelines below to create a lockup between the wordmark and the organization’s logo.

The wordmark should always appear on the right side of the lockup.

Note: The clear space is doubled because this lockup contains two logos. Co-branded logos should be relative in size and alignment.
2.0 THE WORDMARK

Wordmark Registered Trademark

When used on products/apparel or by external parties, the wordmark should carry the “®” registered trademark designation. Follow the guidelines below on how to apply the registered trademark to the wordmark.

Always keep in mind the production and size when applying the “®” to the wordmark. Always use designer discretion when determining proportions. These guidelines apply to both the primary and secondary wordmarks.

To find out if your piece needs the “®” registered trademark, please contact the Office of Marketing and Communications by visiting: styleguide.syr.edu/contact

Adding the “®” Registered Trademark

The “®” must be at least 30% of the height of the Y in University and the font of the “®” set to Franklin Gothic Extra Condensed.

The “®” must align with the bottom and right edges of the Y in University.

Syracuse University

Franklin Gothic Extra Condensed
2.0 THE WORDMARK

WORDMARK LIBRARY

We have provided EPS and PNG files for all the wordmark variants in Syracuse Orange and White. Refer to this chart to locate a specific logo file. If another approved color profile is necessary, please recolor the provided files with the official color breakdowns. See page 7 for approved color profiles.

The wordmark must always appear in Syracuse Orange on white or on a neutral that provides contrast, or in white knocked out of Syracuse Orange. The wordmark may be placed on photography in certain instances, but the image must not conflict with the wordmark’s legibility.

The wordmark is only used in approved colors and formats. Always use these files when creating communications.

These files can be accessed at styleguide.syr.edu.

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<thead>
<tr>
<th>WORDMARK VARIANTS</th>
<th>PRIMARY</th>
<th>SECONDARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SYRACUSE ORANGE</td>
<td></td>
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<tr>
<td>Syr_Wordmark_CMYK_VARIANT.eps</td>
<td>SYRACUSE UNIVERSITY</td>
<td>SYRACUSE UNIVERSITY</td>
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<tr>
<td>Syr_Wordmark_PMS_VARIANT.eps</td>
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<td>Syr_Wordmark_RGB_VARIANT.eps</td>
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<tr>
<td>Syr_Wordmark_RGB_VARIANT.png</td>
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<tr>
<td>WHITE</td>
<td></td>
<td></td>
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<tr>
<td>Syr_Wordmark_White_VARIANT.eps</td>
<td>SYRACUSE UNIVERSITY</td>
<td>SYRACUSE UNIVERSITY</td>
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<tr>
<td>Syr_Wordmark_RGB_White_VARIANT.eps</td>
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<tr>
<td>Syr_Wordmark_RGB_White_VARIANT.png</td>
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<tr>
<td>SPECIAL CASE*</td>
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<tr>
<td>SYRACUSE ORANGE</td>
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<tr>
<td>Syr_Wordmark_RGB_SpecialCase.eps</td>
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<tr>
<td>WHITE</td>
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</tr>
<tr>
<td>Syr_Wordmark_RGB_White_SpecialCase.eps</td>
<td>SU</td>
<td></td>
</tr>
<tr>
<td>Syr_Wordmark_RGB_White_SpecialCase.png</td>
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</tr>
</tbody>
</table>

*For online use only. Should never be used in print, or in black or grayscale.*
3.0 THE SEAL
3.0 THE SEAL

The University’s first seal was adopted in 1871, and it remains a strong part of the tradition and heritage of the University. The Latin motto in the seal translates to “Knowledge crowns those who seek her.”

The seal is never used as the primary logo. It can be used as a secondary mark on Office Documents such as financial aid forms, diplomas and stationery.

To find out if your piece is approved to use the seal, please contact the Office of Marketing and Communications by visiting: styleguide.syr.edu/contact
3.0 THE SEAL

SEAL USAGE

Due to the detailed, hand-drawn nature of the seal, reproduction must be carefully monitored. By limiting its usage to University-level documents, the seal maintains its prestige and connection with the University’s heritage.

The University seal can only be used in the Syracuse Grays, their equivalent grayscale values or white. Only use black when production is limited. The seal can only be placed on approved Syracuse colors, never on imagery. See page 34 for approved color breakdowns. The guidelines for the seal apply to both print and digital environments.
3.0 THE SEAL

SEAL CLEAR SPACE

The seal requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space.

The clear space is determined by the height of the Latin motto in the center of the seal.
### 3.0 THE SEAL

**SEAL SIZING**

It is imperative that the seal remains legible on all applications. *Never* size the seal smaller than the size specified below.

The seal is not approved for general use on signage due to reproduction concerns.

Because of the vast diversity in screen densities and the growth of responsive design, pixel widths must be scalable. Keep readability in mind when sizing for various screen resolutions.

If there is a need to use the seal for signage or in a format larger than the maximum size, please contact the Office of Marketing and Communications by visiting: styleguide.syr.edu/contact

<table>
<thead>
<tr>
<th>SMALLEST SIZE</th>
<th>LARGEST SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1”w/25mm</td>
<td>18”w/457mm</td>
</tr>
</tbody>
</table>

*Sample crop of seal at largest approved size.*
The seal should only be used on approved University documents. Always use the approved digital artwork and never alter the seal in any way.

**DON'T STRETCH OR CONDENSE THE SEAL**

**DON'T ALTER OR RECREATE THE SEAL**

**DON'T USE LEGACY ARTWORK OF THE SEAL**

**DON'T RECOLOR IN UNAPPROVED COLORS**

**DON'T CROP OR ROTATE**

**DON'T USE THE SEAL AS AN ELEMENT WITHIN A LOGO**
3.0 THE SEAL

When used on products/apparel or by external parties, the seal should carry the “®” registered trademark designation. Follow the guidelines below on how to apply the registered trademark to the seal.

Always keep in mind the production and size when applying the “®” to the seal. Always use designer discretion when determining proportions.

To find out if your piece needs the “®” registered trademark, please contact the Office of Marketing and Communications by visiting: styleguide.syr.edu/contact

ADDING THE “®” REGISTERED TRADEMARK

The “®” must be equal to the height of the S in the Latin motto in the center of the seal and the font of the “®” set to Franklin Gothic Extra Condensed.

The “®” must align with the bottom and right edges of the wreath.

Franklin Gothic Extra Condensed

EQUAL TO S HEIGHT IN LATIN MOTTO

ALIGN “®” WITH THE BOTTOM AND RIGHT EDGES OF THE WREATH
### 3.0 THE SEAL

**SEAL LIBRARY**

We have provided EPS and PNG files for the seal in Syracuse Dark Gray and White. Refer to this chart to locate a specific logo file. If another approved color profile is necessary, please recolor the provided files with the official color breakdowns. See page 23 for approved color profiles. **The seal color should never be Syracuse Orange.**

**SEAL VARIANTS**

**SYRACUSE DARK GRAY**
- Syr_Seal_CMYK_DarkGray.eps
- Syr_Seal_PMS_DarkGray.eps
- Syr_Seal_RGB_DarkGray.eps
- Syr_Seal_RGB_DarkGray.png

**WHITE**
- Syr_Seal_White.eps
- Syr_Seal_RGB_White.eps
- Syr_Seal_RGB_White.png

*These files can be accessed at styleguide.syr.edu.*
4.0 THE BLOCK S

The Block S, primarily used for Athletics, can be used to extend and enrich the brand to familiar audiences in certain special scenarios. These may include signage, University awareness campaigns, or non-academic divisions.

These designs are considered special exceptions and should be approved by Central Marketing. See Sample Applications document for examples.

For more information on the use of the Block S, please contact the Office of Marketing and Communications by visiting: styleguide.syr.edu/contact
4.0 THE BLOCK S

CO-BRANDING LOCKUPS

Type treatments for non-academic divisions of the University may use the Block S. These type treatments should be created using the specifications outlined below.

The type treatments are treated as artwork and follow the same clear-space rules as the wordmark. Additional marks or colors are not permitted.

NON-ACADEMIC DIVISIONS

Non-academic divisions may also use the wordmark on its own in lockups. Guidelines are provided on pages 13 and 14 in the Wordmark section.

To see if you qualify to use the Block S in a non-academic lockup, contact the Office of Marketing & Communications by visiting: styleguide.syr.edu/contact

The lockup’s clear space is determined by the height of the letter S.

1. Set type lockup based on the specification found on pages 13 or 14, depending on the length of the text.
2. Add the Block S to the left of your lockup using the height of the letter S in the wordmark for spacing.
3. Align the top and bottom of the lockup at the interior edge of the Syracuse Athletics Navy stroke.

A non-academic division name can be set in Syracuse Dark Gray or Syracuse Athletics Navy.

15 Characters or fewer

More than 15 characters
5.0 BRAND ELEMENTS
Orange was adopted as the University color in 1890. The color was selected after a vote by students, faculty, alumni and trustees, who noted it was a strong, bright color not claimed by any other school; it was Syracuse University’s for the taking. It was chosen to represent the golden apples of Hesperia, as well as the story of the sunrise and hope for a golden future. Syracuse University was the first school to adopt only one official color.
5.0 BRAND ELEMENTS

COLOR

Our primary color is Syracuse Orange and it must be the dominant color on all pieces. There are approved grays to be used as neutrals throughout the brand.

If you are using specialty printing processes, please make every effort to match the approved colors with your printer regarding engraving or letterpress inks, foils or varnishes.

Syracuse Athletics Navy should not be used on any University communications, but if a campaign or sub-brand piece requires navy, it is acceptable as a secondary color. See page 40 for Syracuse Athletics Navy breakdowns. If you are unsure about what breakdown to use for your specific medium, visit styleguide.syr.edu for additional guidance.

COLOR PALETTE

<table>
<thead>
<tr>
<th>SYRACUSE ORANGE</th>
<th>Screen</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
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<td>212/69/0</td>
<td>#D44500</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>SYRACUSE EXTRA DARK GRAY</th>
<th>Screen</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print PANTONE</td>
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<th>RGB</th>
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<table>
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<tr>
<th>SYRACUSE DARK GRAY</th>
<th>Screen</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
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<th>SYRACUSE LIGHT GRAY</th>
<th>Screen</th>
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<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
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<td>Print PANTONE</td>
<td>428C</td>
<td>5/2/0/8 K</td>
<td>232/234/235</td>
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</tr>
</tbody>
</table>

*The PMS for Syracuse Extra Dark Gray is provided for color reference. 90% black should be used whenever possible.
5.0 BRAND ELEMENTS

COLOR DON’TS

It is understood that additional colors may be needed for campaigns, sub-brands or Schools and Colleges only. Please keep the following rules in mind when working on University pieces, as well as pieces connected to the University through our many sub-brands.

DON’T ALTER BREAKDOWN OF COLORS

DON’T OVERLAY SIMILAR COLOR TONES

DON’T TINT SYRACUSE ORANGE

DON’T PAIR ORANGE WITH INCOMPATIBLE COLORS

DON’T USE SYRACUSE ORANGE MINIMALLY

DON’T USE A LEGACY COLOR
5.0 BRAND ELEMENTS

TYPOGRAPHY

ITC Franklin Gothic is our only official typeface. It should be used on all University communications. We use an additional cut of Franklin Gothic for University Headers and University Office/Division Co-Branding Lockups that use fewer than 15 characters. See pages 12 and 13 for usage.

A serif typeface is not required for University communications. Any secondary or accent typefaces chosen for specific campaigns or College communications must pair well with ITC Franklin Gothic.

If ITC Franklin Gothic is not available for special applications, such as Microsoft Word or PowerPoint, Arial is an acceptable replacement. Verdana should be used for email body text to aid screen readability.

These fonts can be accessed by visiting styleguide.syr.edu.

PRIMARY TYPEFACE

ITC FRANKLIN GOTHIC

ABCDEFGHJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxyz
1234567890!#$%&?+

UNIVERSITY HEADERS & CO-BRANDING LOCKUPS (ARTWORK)

FRANKLIN GOTHIC EXTRA CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!#$%&?+

Note: Franklin Gothic Extra Condensed is a separate cut of Franklin Gothic from Linotype.

In web applications, it is recommended that these lockups be used as artwork. In an instance where live text is needed, ITC Franklin Gothic Demi Compressed must be used in place of Franklin Gothic Extra Condensed.
5.0 BRAND ELEMENTS

TYPOGRAPHY USAGE

Our brand uses ITC Franklin Gothic in a unique way. Follow these typography usage and typesetting guidelines when creating a piece.

INCORRECT

Short Headlines
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5.0 BRAND ELEMENTS  PHOTOGRAPHY

Our photography style creates a window into our vibrant, dynamic world. It should focus on student life, the campus and the University experience throughout the seasons. Vintage photography from the archives may also be used when appropriate to create a sense of history and nostalgia for the University.

Always use high-resolution imagery and choose images with a similar look and feel to the samples below. Photography should be from recent years and reflect current campus life. University photography can be found on collage.syr.edu (login required).

For more information, please contact the Office of Marketing and Communications by visiting: styleguide.syr.edu/contact
5.0 BRAND ELEMENTS  PHOTOGRAPHY DON'TS

Every effort should be made to use approved University photography on materials. If this is not possible, match the University style. Images should be bold, clean and proud.

Stock photography can be used in special situations if necessary, but it must not feature people.

DON'T USE LOW RESOLUTION/POOR QUALITY IMAGERY

DON'T DISTORT THE IMAGE

DON'T USE AWKWARD CROPS OR ANGLES

DON'T USE OVERLY POSED/UNNATURAL IMAGERY

DON'T USE DUOTONE IMAGERY

DON'T USE STOCK IMAGERY
5.0 BRAND ELEMENTS  

ATHLETICS BRANDING

The marks of Syracuse University Athletics are controlled under a licensing program. Any use of these marks will require written approval. Photos of Otto can be used in recruitment and student-life communications only.

The Athletics color palette uses Syracuse Orange from the University branding. Syracuse Athletics Navy should only be used for Athletics or University sub-brands and campaigns if necessary in addition to Syracuse Orange.

For more information on the use of the Athletics branding, please contact the Office of Marketing and Communications by visiting: styleguide.syr.edu/contact
6.0 ACCESSIBILITY
6.0 ACCESSIBILITY

The University values diversity and is committed to inclusion and accessibility. We seek to provide access for all people, including those with disabilities.

A formal EIT accessibility policy is currently in development to foster a culture change towards accessibility as the norm, not the exception.

For resources and guidance when creating documents and online communications, visit:
its.syr.edu/accessible-tech/index.html
styleguide.syr.edu

For more information, please visit:
syr.edu/accessiblesu
7.0 CONTACT
7.0 CONTACT

These guidelines demonstrate the Syracuse University presence across a variety of materials.

If you have any questions regarding usage, please reach out to the Office of Marketing and Communications by visiting: styleguide.syr.edu/contact

Files noted in this guide can be accessed at styleguide.syr.edu.

Additional documents detailing sample applications, editorial style, and web standards can also be found in this location.