



Syracuse

Current Revision Date: 02/09/17

Established: 1870

Location: Syracuse, NY

Mascot: Orange

Mascot Name: Otto

Conference: ACC

Verbiage

Syracuse®
Syracuse University®
Syracuse U.®
SU®
Syracuse Basketball®
Syracuse Football®

Syracuse Lacrosse®
Orange®
Carrier Dome®
'Cuse®
Go Orange®
New York's College Team™

Club 44™
Orange Club™
Orangenation™
Cuse.com™
CuseTV™
Orange Out™

Other Information

Secondary Typeface is Facet Extra Bold Regular

Orange

PANTONE 1665 C
MADEIRA: 1078
PolyNeon: 1678

Blue

PANTONE 289 C
MADEIRA: 1242
PolyNeon: 1742

White

White
MADEIRA: White
RA: White

Black

PANTONE Process Black C
MADEIRA: Black
RA: Black

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

You may not alter, skew, or distort any logos. You may not overlay any graphics on top of any school logos. You may not place any logos against overly distracting backgrounds or textures.

Primary Marks

Secondary Marks



Word Marks

SYRACUSE®

SYRACUSE®

SYRACUSE®

SYRACUSE®

ORANGE®

ORANGE®

ORANGE®

ORANGE®

'CUSE®

'CUSE®

'CUSE®

'CUSE®

SU®

SU®

SU®

SU®

Secondary Marks



Athletics Marks

All University sports are available upon request. Please contact the University licensing department.





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Aggressive Otto

Restricted Use. Must apply for the "Aggressive Otto" special license.



35

Otto



36

Special Use Marks

These are the preferred marks for use on fashion colors.



37



38

Helmet Marks



39



40



41

Vintage Helmet Mark

Use of this mark requires permission from Syracuse Licensing.



42

Institutional Marks



43



44



45



46



47



48

School Seal



49



50



51

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis)
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits certain numbers on products for resale (special approval required)
- Mascot caricatures permitted (special approval required)

- Cross licensing with other marks may be permitted with an additional agreement
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- Use of the "Aggressive Otto" mark will be approved on a case-by-case basis. Licensees will be required to sign an addendum to their current license agreement with CLC for Syracuse University to use this logo. All merchandise featuring this mark will garner a 14% royalty rate.