Our visual identity, brand architecture, and voice promote the history and breadth of Syracuse University as expressed by its schools, colleges, students, faculty, alumni, and staff.

These guidelines bring together all the various ingredients necessary to communicate our brand. They establish a guiding visual and written tone, leaving room for flexibility, expression, and spontaneity.
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QUESTIONS?
Our voice: Verbal and written
The overarching language of Syracuse University is designed to drive a compelling, unifying and consistent brand across the institution, while leaving room for individual colleges and schools to maintain their own voice and tailored messaging.

These verbal guidelines should be viewed as a way of extending and communicating the “Who We Are” overview of Syracuse University, one that has been shown to drive positive views and deepen interest in the institution for parents and students.
WHO WE ARE
Syracuse University is a private research university of extraordinary academics, distinctive offerings and an undeniable spirit. With a gorgeous campus in the heart of New York State, a global footprint and nearly 150 years of history, our university is made for those who want a quintessential college experience. Proudly selective, we take a chance on people who dream big. And then we get them ready for the world at a place that feels like home.

The value of a Syracuse University education begins with our approach. Students can customize their own academic experience by blending the foundational power of the liberal arts with the intense focus of our professional programs.

The Syracuse University classroom spans the globe, with a study-abroad culture so strong that nearly half of our students take part in a learning experience overseas. Our graduates are entrepreneurial, ambitious and extremely well prepared to step right into work.

Deeply focused on our students, Syracuse University is a premier institution of research and higher learning. Our investment in research means that undergraduates and graduates collaborate with some of the finest scholars and most nurturing faculty in the world. It is in that search for innovation that Syracuse University students often find an inspiration that changes their lives.

The scope of our university is a testament to its strengths: A pioneering history dating to 1870; a choice of more than 200 majors and 100 minors; nearly 15,000 undergraduates and 5,000 graduate students; more than a quarter million alumni in 162 countries; a student population from all 50 U.S. states and 123 countries.
We are a university of national stature and international opportunity.

Syracuse University is a place of diverse people who strengthen our values. Our proud commitment to veterans and their families is unrivaled in higher education. Our students really want to be here, and you can feel it everywhere. We admire their ambition and support their education through grants, scholarships and financial aid. Whether students are learning online or on campus, they feel part of one community.

Our renowned arts programs stir the imagination of what is possible. As New York’s college team, Syracuse is proud of its acclaimed athletics programs that unite our campus year-round. The impassioned spirit of every activity at Syracuse University creates a feeling of Orange pride that never leaves you. We are a university with a culture of high expectations for everyone—and with a tenacious work ethic to match.

This is what college should feel like—four seasons of beauty, an iconic college campus, an easy drive to major cities and our own mid-city comfort that makes people want to stay.

Syracuse University is about enriching your life. It is where you come to cheer, to grow, to become the person you want to be.
WHO WE ARE
Syracuse University is a private research university of extraordinary
devotions, distinctive offerings and an undeniable spirit. With a gorgeous
campus in the heart of New York State, a global footprint and nearly
150 years of history, our university is made for those who want a
quintessential college experience. Proudly selective, we take a chance
on people who dream big. And then we get them ready for the world
at a place that feels like home.
VERBAL GUIDELINES

TONE WORDS

These five words should inform the tone (both written and visual) and examples you select when creating content to promote the University.

They are a distillation of more than 7000 responses to the University’s branding survey, and help us communicate in a consistent manner that differentiates us from competitors and resonates with University stakeholders and external publics alike.

Impressive
Confident
Motivated
Approachable
Socially-aware
Impressive

**INTENT BEHIND WORD CHOICE**
- Breadth and depth of academics and experiences
- Intelligent
- Well-Rounded

**SUPPORTING LINES FROM “WHO WE ARE” STATEMENT:**
- “150 years of history”
- “nearly half of our students take part in a learning experience overseas”
- “choice of more than 200 majors and 100 minors”

Confident

**INTENT BEHIND WORD CHOICE**
- Bold
- Assured

**SUPPORTING LINES FROM “WHO WE ARE” STATEMENT:**
- “proudly selective, we take a chance on people who dream big”
- “we get them ready for the world”
- “we are a university of national stature and international opportunity”
Motivated

INTENT BEHIND WORD CHOICE
Driven

SUPPORTING LINES FROM “WHO WE ARE” STATEMENT:
“students can customize their own academic experience by blending the foundational power of the liberal arts with the intense focus of our professional programs”
“we are a university with a culture of high exceptions for everyone—and with a tenacious work ethic to match”
“Syracuse is about enriching your life. It is where you come to cheer, to grow, to become the person you want to be.”

Approachable

INTENT BEHIND WORD CHOICE
Inclusive
Friendly
Conversational
Not Elite

SUPPORTING LINES FROM “WHO WE ARE” STATEMENT:
“feel part of one community”
Socially-aware

INTENT BEHIND WORD CHOICE
Thoughtful
Culturally-Minded

SUPPORTING LINES FROM “WHO WE ARE” STATEMENT:
“we admire their ambition and support their education”
“proud commitment to veterans and their families”
“classroom spans the globe”
“more than a quarter million alumni in 162 countries; a student population from all 50 U.S. states and 123 countries“you want to be.”
Typography, color, and seal
<table>
<thead>
<tr>
<th>COLOR</th>
<th>A very simple palette of our iconic Syracuse orange, supported by four gray tones, ranging from extra dark gray to light gray.</th>
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| SYRACUSE ORANGE | PMS 1665 C  
CMYK 0 / 79 / 100 / 0  
RGB 212 / 69 / 0  
HEX #D44500 |
| SYRACUSE EXTRA DARK GRAY | PMS Black 7 C  
CMYK 0 / 0 / 0 / 90  
RGB 62 / 61 / 60  
HEX #3E3D3C |
| SYRACUSE DARK GRAY | PMS 431 C  
CMYK 8 / 2 / 0 / 56  
RGB 111 / 119 / 125  
HEX #6F777D |
| SYRACUSE MEDIUM GRAY | PMS Cool Gray 7 C  
CMYK 8 / 2 / 0 / 30  
RGB 173 / 179 / 184  
HEX #ADB3B8 |
| SYRACUSE LIGHT GRAY | PMS 428 C  
CMYK 5 / 2 / 0 / 8  
RGB 232 / 234 / 235  
HEX #E8EAEB |
The official typeface of Syracuse University is called Sherman. It was originally designed for the publisher Frederic F. Sherman by typographer Frederic W. Goudy in 1910. After the death of Sherman and new ownership by his niece, Elizabeth Sherman Engelhardt, original proofs and remaining metal type were donated to the Syracuse University for use exclusively by its faculty and students.

The donation was a result of Ms. Engelhardt’s recognition of the relationship between Goudy and Syracuse. This included the first medal for distinguished service (specifically for an achievement in typographic design), which was presented to Goudy in 1936, as well as an honorary degree, and the foundation of a new typographic laboratory at the University.

The Sherman typeface has been brought back to life and digitally redrawn by Chester Jenkins in 2016. Chester is an American type designer and founder of the type foundry, Village, in New York City.
Welcome

TYPEFACE

There are two primary categories included in the Sherman family: Sherman Serif and Sherman Sans.

Both categories include Book and Bold styles, as well as italics.

No other typeface should be used in proximity or in combination with these fonts when communicating the core brand.

In special circumstances when a new typeface needs to be introduced, clearance from the Office of Marketing and Communications is required.

Welcome

Sherman Sans Book
Sherman Serif is the official typeface of Syracuse University—conceived in 1910 by Frederic W. Goudy, rethought in 2016 by Chester Jenkins.
Sherman Serif Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@?&¾$

Sherman Serif Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@?&¾$

Sherman Serif Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@?&¾$

Sherman Serif Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@?&¾$
Sherman Sans is the supporting typeface of Syracuse University. Like the serif, it can be used as a display or text font, however, using it as a text font in support of Sherman Serif is preferred.

No other sans serif typeface should be used in combination with or in place of Sherman Sans.

Sherman Sans has been developed based on the drawings of its serif-counterpart. It comes in two weights and was also designed by Chester Jenkins.
SUPPORTING TYPEFACE

All styles of Sherman Sans:
Sherman Sans Book
Sherman Sans Book Italic
Sherman Sans Bold
Sherman Sans Bold Italic

Sherman Sans Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@?&¾$

Sherman Sans Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@?&¾$

Sherman Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@?&¾$

Sherman Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@?&¾$
TYPOGRAPHY

Our typographic language can be accomplished by simply using smart choices when it comes to hierarchy and applying emphasis.

Think of Sherman Serif Book primarily as a display font, used large and for communicating the core message. It should be set with tight leading.

Sherman Sans supports the typographic language by primarily communicating longer bodies of information. It should be set with normal to medium leading.

This is a framework to begin applying our typefaces, but the guidelines should not restrict possible variations and expressive use of the typography.

Sherman should be used for high-level messaging.

Emphasis can be accomplished with Sherman Sans Bold, used sparingly and only when necessary.

Syracuse University is a private research university of extraordinary academics, distinctive offerings and an undeniable spirit. With a gorgeous campus in the heart of New York State, a global footprint and nearly 150 years of history, our university is made for those who want a quintessential college experience. Proudly selective, we take a chance on people who dream big. And then we get them ready for the world at a place that feels like home.
Our players stretch the limits

by Aron Fay
WORDMARK

Our wordmark is typeset in Sherman Serif Book. When used as a logo (and not embedded within text) the official vector artwork should be used.

The wordmark has been set with particular letterspacing, and should not be recreated by simply typing it out.

However, our name may be typed out when used in a paragraph of text.

Syracuse
WORDMARK VARIATIONS

**Full, one-line**
This configuration is the preferred way of displaying our name.

**Full, two-line**
This configuration should only be used when horizontal space is limited and the one-line variation is not legible. This should be used in a limited capacity.

*Do not recreate this configuration under any circumstances—it has been altered and positioned in particular manner.

**Short**
Reducing our wordmark down to “Syracuse” only will be a special use-case during the roll-out of our new identity. However, over time, this variation has the potential to become a standardized way of communicating the University’s name.

For questions regarding University wordmark usage or approvals, please contact the Office of Marketing and Communications by visiting: brand.syracuse.edu

Brand assets (artwork) noted in these guidelines can be accessed at: brand.syracuse.edu
To ensure maximum legibility, a clear space should be observed around any variation of the wordmark. This space is determined by the wordmark’s cap-height, indicated by ‘x.’
WORDMARKS WITH REGISTERED SYMBOL

Applications such as products/apparel or when used by external third parties, use of the ® symbol may be required.

The size of the symbol is equal to the height of the tittles (dots over the lowercase “i”) in “University.” They are aligned accordingly depending on the wordmark variation.

Always use the provided artwork—do not create your own.

For questions regarding University wordmark usage or approvals, please contact the Office of Marketing and Communications by visiting: brand.syracuse.edu

Brand assets (artwork) noted in these guidelines can be accessed at: brand.syracuse.edu
WORDMARK COLOR

The following combinations are approved uses for applying color to our wordmark.

Using orange in any situation is the preferred way to display our identity.

Greyscale usage should only be applied when reproduction methods are limited, such as one color printing, newspapers, and pieces with a softer tone of voice.

Please note: Color combinations shown here will differ than those acceptable for web and online usage. Please review color usage at brand.syracuse.edu to ensure color combinations used online meet accessibility standards.
WORDMARK COLOR DON'TS

The following color combinations are forbidden, not only because they are off-brand, but because they may not be fully accessible.

- Any gray tone on orange
- Orange on dark gray
- Orange on medium gray
- Any other color on white
- A tint of orange on any background
- Light gray on white
- Strokes
WORDMARK IN USE

Light pole banner showing an expressive use of the short wordmark, accompanied by the full, one-line version of the wordmark.

Expressive treatments like this should be approved by the Office of Marketing and Communications.
WORDMARK IN USE

Promotional sunglasses displaying the short wordmark.
UNIVERSITY SEAL

Our seal has been redrawn to conform with modern reproduction methods—screen, engraving, offset printing, embossing, letterpress, and the like.

Sherman Serif and Sherman Sans are the only typefaces represented in the seal.

Like our wordmark, the University seal has been drawn with particular relationships between type and line thicknesses—in order to maintain consistency, the seal should never be altered or recreated.
UNIVERSITY SEAL
USAGE

Usage of the University seal is reserved for applications appropriate to the formal endorsement it carries.

Examples include official stationery, Chancellor communications, diplomas and certificates, and matters pertaining to financial aid and/or University policy.

Brand assets (artwork) noted in these guidelines can be accessed at: brand.syracuse.edu
UNIVERSITY SEAL VARIATIONS

There are two minor variations of the seal’s artwork—with a registered trademark symbol (left) and without (right).

Applications such as products or when used by external third parties, use of the symbol may be required.

To confirm if an application requires the registered trademark symbol, please contact the Office of Trademark Licensing.

Always use the provided artwork for either seal variation—do not create your own.

Brand assets (artwork) noted in these guidelines can be accessed at: brand.syracuse.edu
Our seal should only be displayed in the approved color combinations shown here. It should not appear in our medium or light gray colors.

The seal may also be used in print situations as an engraved or embossed element.

When appropriate, the seal may also be set in various materials such as silver, gold, or other material substrates.

Brand assets (artwork) noted in these guidelines can be accessed at: brand.syracuse.edu
To ensure maximum legibility, a clear space should be observed around the seal. This space is determined by the height of the four lines of Latin text from the center of the seal.
UNIVERSITY SEAL
IN USE

Shown here on an etched metal plaque.
Brand architecture: University
BRAND ARCHITECTURE

UNIVERSITY PRIMARY CONFIGURATION

The visual structure for our brand architecture will be determined by the proportions of our wordmark.

In the University primary configuration, a second line of text can be inserted with a cap-height equal to the x-height of our wordmark, indicated by ‘x’.

University lock-up configurations are provided by the Office of Marketing and Communications.

To submit a lock-up art request for your office or division go to: brand.syracuse.edu/downloads/university-lockups/
BRAND ARCHITECTURE

UNIVERSITY PRIMARY CONFIGURATION

Any department, in any capacity, associated with the University can adopt this configuration.

This should be considered the boilerplate way of displaying any University-associated activity.

The second line of text should always be written in title case.

University lock-up configurations are provided by the Office of Marketing and Communications.

To submit a lock-up art request for your office or division go to: brand.syracuse.edu/downloads/university-lockups/
Examples of a variety of University activities adopting the primary configuration.

Syracuse University
Chancellor’s Office

Syracuse University
Office of the Vice Chancellor and Provost

Syracuse University
Marketing and Communications

Syracuse University
Advancement and External Affairs

Syracuse University
Air Force ROTC

Syracuse University
Business, Finance, & Administrative Services
For University activities that require more emphasis in certain environments, a secondary configuration can be applied. This can be accomplished by a second line of text, with the cap-height equaling the cap-height of the wordmark, indicated by ‘z’.

University lock-up configurations are provided by the Office of Marketing and Communications. To submit a lock-up art request for your office or division go to: brand.syracuse.edu/downloads/university-lockups/
BRAND ARCHITECTURE

UNIVERSITY SECONDARY CONFIGURATION

The second line of text is set in Sherman Sans Book in dark gray. Title case should always be used in this situation.

It is recommended that departments, groups, etc. that use this configuration should be limited to 1-2 words.

For example, you would NOT insert “Business, Finance, & Administrative Services.”

University lock-up configurations are provided by the Office of Marketing and Communications.

To submit a lock-up art request for your office or division go to: brand.syracuse.edu/downloads/university-lockups/
Examples of a variety of University activities adopting the secondary configuration.

- Syracuse University Auxiliary Services
- Syracuse University Admissions
- Syracuse University Beijing
- Syracuse University Alumni Engagement
- Syracuse University Army ROTC
In cases where a third line of information is required, the tertiary configuration can be applied. This simply follows the secondary configuration’s structure, with an additional line of text set in Sherman San Book as the same cap-height.

University lock-up configurations are provided by the Office of Marketing and Communications.

To submit a lock-up art request for your office or division go to: brand.syracuse.edu/downloads/university-lockups/
Activities such as sub-departments, fellowships, centers, and the like would be applied to this configuration.

The second and third lines of text is set in Sherman Sans Book in dark gray. Title case should always be used in this situation.
The visual structure for our brand architecture will be determined by the proportions of our wordmark.

University lock-up configurations are provided by the Office of Marketing and Communications.

To submit a lock-up art request for your office or division go to: brand.syracuse.edu/downloads/university-lockups/
Non-academic units associated with the University may be permitted to adopt this configuration if staff members have a “public-facing” role, such as cashiers and wait staff in Food Services, and attendants in Parking Services.

The configuration includes the widely-recognized Block S brand element, which provides additional differentiation for applications including uniforms, and vehicles.

Please contact the Office of Marketing and Communications if you need further clarification.

University lock-up configurations are provided by the Office of Marketing and Communications.

To submit a lock-up art request for your office or division go to: brand.syracuse.edu/downloads/university-lockups/
Examples of a variety of University units where adopting the Block S configuration is appropriate.

Syracuse University
Campus Facilities Services

Syracuse University
Food Services

Syracuse University
Bookstore
Primary

Syracuse University
Office of the Bursar

Secondary

Syracuse University
Career Services

Tertiary

Syracuse University
School of Education
Reading and Language Arts

Block S

Non-academic units associated with the University may be permitted to adopt this configuration if staff members have a "public-facing" role, such as cashiers and wait staff in Food Services, and attendants in Parking Services.
BUSINESS CARD INFORMATION STRUCTURE

Enlarged to show detail.

Business cards may include one of the following social media handles: Facebook, Twitter, LinkedIn.

Accounts must be professionally related—no personal accounts may be listed.

Abbreviations should always be used for street addresses:

Rm. [Room]
Ste. [Suite]
Ave. [Avenue]
St. [Street]
Pl. [Place]
Rd. [Road]
N., S., E., W. [North, South, East, West]

Syracuse University
Department Name

Full Name
Title
Office or Program

T 111.222.3333  M 444.555.6666  F 777.888.9999
flast@syr.edu  @handle

123 Name Ave., Syracuse, NY 00000
web.syracuse.edu

STATIONERY ORDERING INFO:

University stationery is ordered via the online ordering system.
The online ordering system is accessed by logging into eProcurement (e-Pro) via MySlice and selecting DupliOnline as the merchant.
BRAND ARCHITECTURE

UNIVERSITY PRIMARY CONFIGURATION BUSINESS CARD

Shown at 100% scale.

Size:
3.5 × 2" 

Ink:
1/2 PMS 1665 U
PMS 431 U

These typesetting guidelines apply to all University business cards, as outlined on the next two pages.

Design templates have been established and are ready for card holder’s information. Please see ordering information below.

STATIONERY ORDERING INFO:

University stationery is ordered via the online ordering system. The online ordering system is accessed by logging into eProcurement (e-Pro) via MySlice and selecting DupliOnline as the merchant.
BRAND ARCHITECTURE

UNIVERSITY SECONDARY CONFIGURATION BUSINESS CARD

Shown at 100% scale.

Size:
3.5 × 2”

Ink:
1/2
PMS 1665 U
PMS 431 U

See typesetting guidelines from primary configuration business card.

Design templates have been established and are ready for card holder’s information. Please see ordering information below.

STATIONERY ORDERING INFO:

University stationery is ordered via the online ordering system.

The online ordering system is accessed by logging into eProcurement (e-Pro) via MySlice and selecting DupliOnline as the merchant.
BRAND ARCHITECTURE

UNIVERSITY TERTIARY CONFIGURATION BUSINESS CARD

Shown at 100% scale.

Size:
3.5 × 2"

Ink:
1/2
PMS 1665 U
PMS 431 U

See typesetting guidelines from primary configuration business card.

Design templates have been established and are ready for card holder’s information. Please see ordering information below.

STATIONERY ORDERING INFO:

University stationery is ordered via the online ordering system.

The online ordering system is accessed by logging into eProcurement (e-Pro) via MySlice and selecting DupliOnline as the merchant.

Syracuse University
School of Education
Reading and Language Arts

Mary Smith
Associate Professor
TT 315.443.5108     MM 315.741.0604
FF 315.443.1154     msmith@syr.edu

119 Euclid Ave., Syracuse, NY 13244
University stationery is ordered via the online ordering system. The online ordering system is accessed by logging into eProcurement (e-Pro) via MySlice and selecting DupliOnline as the merchant.
BRAND ARCHITECTURE

UNIVERSITY
#10 ENVELOPE

Shown at 100% scale.

Carrying over the same principles from the business cards, and enlarging the wordmark.

Size:
9.5 × 4.125"

Ink:
2/0
PMS 1665 U
PMS 431 U

Design templates have been established and are ready for return address information. Please see ordering information below.

Stationery Ordering Info:

University stationery is ordered via the online ordering system.
The online ordering system is accessed by logging into eProcurement (e-Pro) via MySlice and selecting DupliOnline as the merchant.
BRAND ARCHITECTURE

UNIVERSITY LETTERHEAD

Header and footer shown at 100% scale.

Carrying over the same principles from the business cards, and enlarging the wordmark.

Size: 
8.5 × 11”

Ink:
2/0
PMS 1665 U
PMS 431 U

Design templates have been established and are ready for contact information. Please see ordering information below.

Electronic (Microsoft Word) letterhead templates can also be provided. Please see ordering information below.

STATIONERY ORDERING INFO:

University stationery is ordered via the online ordering system.

The online ordering system is accessed by logging into eProcurement (e-Pro) via MySlice and selecting DupliOnline as the merchant.
BRAND ARCHITECTURE

UNIVERSITY LETTERHEAD

With sample letter.

When and where possible, Sherman Sans Book should be used for body text font.

Recommended type style is:

- Sherman Sans Book
- 12pt font size
- 15pt leading (or 1.15 line spacing in MS Word)
- Extra Dark Grey (when possible) or Black

---

John Smith
900 S. Crouse Ave.
Crouse Hinds Hall, Ste. 100
Syracuse, NY 13244

Dear Mr. Smith,

Syracuse University is a private research university of extraordinary academics, distinctive offerings, and an undeniable spirit. With a gorgeous campus in the heart of New York State, a global footprint, and nearly 150 years of history, our university is made for those who want a quintessential college experience.

This is what college should feel like—four seasons of beauty, an iconic college campus, an easy drive to major cities, and our own mid-city comfort that makes people want to stay.

Syracuse University is about enriching your life. It is where you come to cheer, to grow, to become the person you want to be.

Sincerely,

James Person

Office of Admissions
900 S. Crouse Ave., Crouse Hinds Hall, Ste. 100
Syracuse, NY 13244

Syracuse 315.443.3611     315.443.4226  syracuse.edu

STATIONERY ORDERING INFO:

University stationery is ordered via the online ordering system.

The online ordering system is accessed by logging into eProcurement (e-Pro) via MySlice and selecting DuplicOnline as the merchant.
For questions regarding brand usage or approvals, please contact the Office of Marketing and Communications by visiting: brand.syracuse.edu

Questions?

brand.syracuse.edu