

SIGNATURE SYSTEM USAGE GUIDE



13 schools and colleges **200+** customizable majors **100+** minors **200+** advanced degree programs **100+** study abroad programs in **60** countries **21,322** students enrolled **14,479** undergraduate students **6,843** graduate and law school students **3,800+** bachelor's degrees awarded **26** average class size **2,800+** graduate and professional degrees awarded **930** tenured and tenure-track faculty **881** non-tenure-track faculty **90%** full-time faculty members with Ph.D. or professional degrees **15-to-1** student-to-faculty ratio **30+** research centers and institutes **3,554** full-time staff **281** part-time staff **76%** of students receive grants and scholarships **258,483** alumni from **50** states and **171** countries and territories **1** mascot **300+** student organizations **1,105** Renée Crown University Honors Program undergraduate students **1,166** Honors Program alumni **100+** years committed to veteran and military-connected students **4,844,492** library holdings **150+** years committed to higher education

ONE
UNIVERSITY

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OUR GOAL: ONE UNIVERSITY

Overview

Our signature system is part of a broader effort to share a One University story that is clear, cohesive and compelling. To that end, the system is geared at sharing the relationships between all of the entities that exist within Syracuse University. Through a consistent verbal and visual approach, audiences are able to understand the breadth and depth of our offerings and find a clear path to engagement and action.

Syracuse University has adopted a “branded house” approach. This means that, wherever possible, we drive associations to the principal brand (i.e., Syracuse University.) This approach reinforces our One University vision, clarifying how schools, colleges, programs and offerings advance knowledge beyond disciplines, ensuring Syracuse University receives recognition for its investments and impact.

Why do we need a signature system?

A signature system is the foundation for creating consistency in the way we organize, name and visually present our entities so audiences understand our breadth and depth of impact and know how and where to engage with us.

Without rules or tools on how to verbally and visually connect our entities, the University is not presenting a clear, compelling or cohesive story around its value and impact. Additionally, it can be overwhelming and difficult for people to understand how to get information, or navigate the University to connect with resources or opportunities.

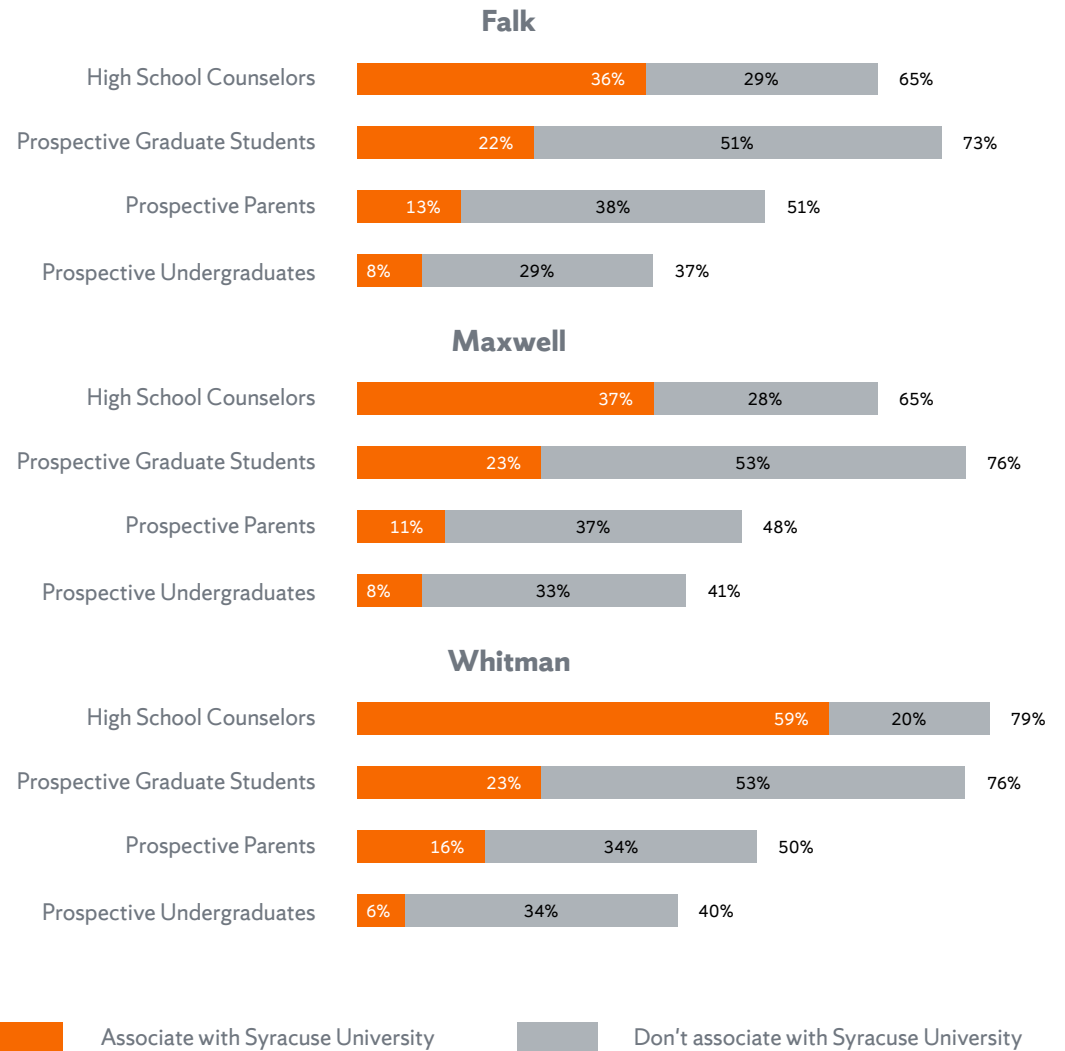
In summer 2018, Syracuse University embarked on an initiative to clarify what we stand for, how we're different from other institutions, and why audiences should engage with us.

To better understand our audiences and crystallize our positioning, we conducted extensive research among current and prospective students, parents, high school counselors, faculty, staff, partners, key stakeholders and leadership across schools and programs.

Among our key findings:

- A lack of visual and verbal connection and cohesion across offerings creates audience confusion and organizational risk.
- Entities that are not connected with Syracuse University may be seen as related to the university.
- There is an opportunity to build on the strength of Universitywide assets, such as the Block S and color orange and affinity.

External audiences do not associate named schools with Syracuse University:



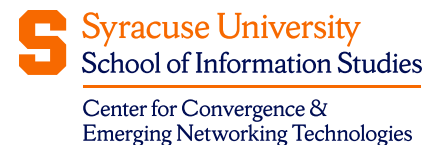
Before

The lack of verbal and visual cohesion across our offerings made it more challenging to understand and navigate Syracuse University and engage with us.



After

Our new signature system reflects our One University strategy, employing consistent building blocks (i.e., our logo, typography, etc.) to connect offerings to Syracuse University and with each other.





THE PRINCIPAL BRAND

Overview

The Syracuse University logo is a powerful symbol of the individual and collective impact of our students, faculty, staff, alumni, partners and broader community. When applied consistently, it elevates and enhances our brand recognition, relevance and reach. Our visual identity includes our logo, color palette and typography, as well as our photography, iconography, illustration and data visualization styles. These foundational elements work together to express and amplify our impact story.

Primary Logo

Our logo consists of two key elements: our logo symbol, which we call the **Block S**, and our full name set as a **wordmark**. The following are four acceptable variations of the primary logo elements. For more information on our primary logo, please refer to our brand guidelines at syracuse.edu/brand.



Horizontal, one-line (preferred)



Horizontal, two-line



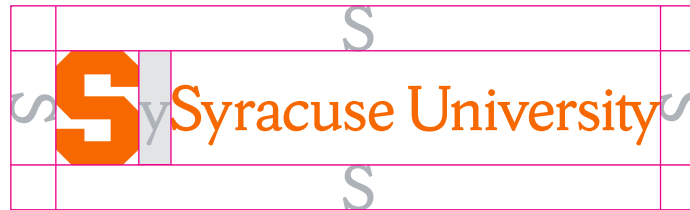
Stacked, one-line



Stacked, two-line

Clear Space

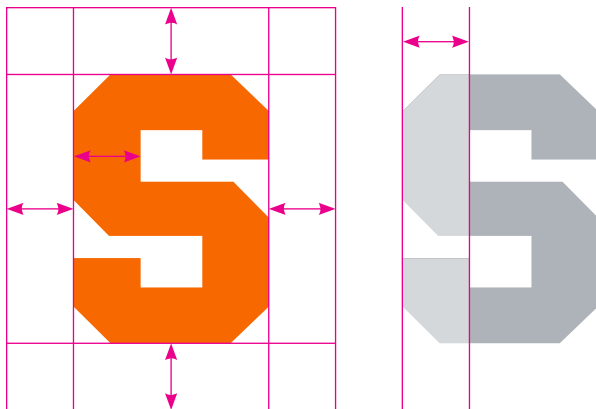
To protect its integrity and impact, keep the logo clear of competing text, images and graphics by maintaining a minimum amount of clear space equal to the width of the letter S on all sides, or the width of the Block S as seen in these examples.



Primary logo:
horizontal, one-line



Primary logo:
horizontal, two-line



Block S:
without wordmark



Primary logo:
stacked, one-line



Primary logo:
stacked, two-line

Misuse

Our logo is the most recognizable representation of our brand. As such, it should not be altered under any circumstances. Here is a partial list of things to avoid:



1. Don't crop the logo.



2. Don't recolor the logo.



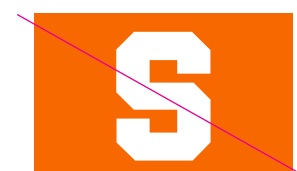
3. Don't alter the logo.



4. Don't scale or manipulate the logo proportions.



5. Don't add a drop shadow to the logo.



6. Don't apply the knockout version of the Block S without our wordmark.



LOCKUPS

Overview

In addition to our principal brand, our signature system includes a number of approved unit lockups that drive association to Syracuse University's principal brand. This system is rooted in research and aimed at helping the University project a more cohesive visual identity while clearly communicating the relationship of our offerings. These lockups must be approved and created by Marketing.

School/College Lockups

School and college names are locked up with our primary logo. The school/college name is rendered in our official brand font, Sherman Serif.

To protect the integrity of our school/college lockups, always use the provided artwork and do not attempt to alter or recreate it under any circumstances.

If there are any questions regarding the lockup artwork, contact the Division of Marketing at brand@syr.edu.

Principal brand (primary logo):



School/college lockup examples:



School/College Lockups

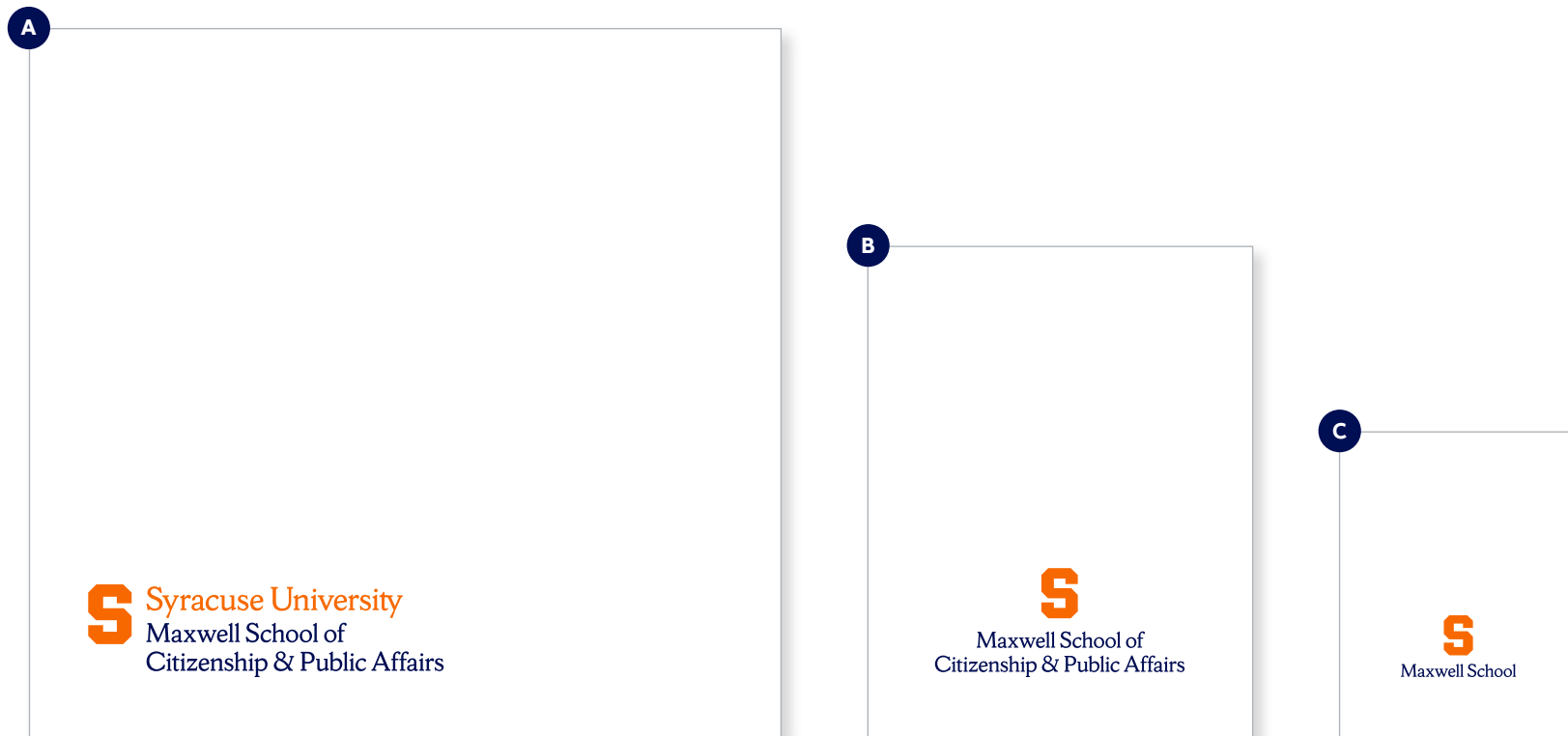
Configurations and Usage

A Full Configuration

B Small space variation

C Ultra compact variation

The full configuration (A) is the preferred variation of the provided lockups. In small spaces where the full configuration would be impossible to read, the small space variation (B) or ultra compact variation (C) can be used. Small space variations should never be used in cases where the full configuration would be readable.



+ More (Visual Real Estate)

- Less (Visual Real Estate)

School/College Lockups

Using Multiple School/College Names in a Single Piece

To ensure our communications are clear and comprehensible, and to avoid the visual clutter of too many instances of the block S, do not use multiple school/college lockups together on one piece of collateral or in one experience. Instead, lead with the primary University logo followed by school/college names rendered in text.

Flyer with multiple school/college lockups:



Flyer with multiple school/college names treated in text:



School/College Lockups

General Guidelines for Multiple School/College Names

- **Placement:** When treating multiple schools, colleges or departments in text, be sure to maintain proper clear space around the primary logo to avoid creating a new lockup.
- **Font:** Ideally, school/college names are treated in Sherman Serif, while centers/institutes, programs, departments, etc. are treated in Sherman Sans.
- **List order:** List schools/colleges alphabetically.
- **School/college names within content:** Although an ampersand (&) may be used as space-saving visual element in school and college lockups, the word "and" should be spelled out in headlines, subheadings and body copy of print and web-based publications in accordance with AP and Syracuse University editorial style guidelines. Editorial style guidelines can be accessed at syracuse.edu/brand.
- **Text treatment:** Follow guidelines in "Use of Text Treatments" on pages 17-25.



Instagram Ad:

Example of an ad for a School of Education and College of Arts and Sciences dual program. In this case, the space is too small. Instead of using two school/college lockups, use the primary logo and allow the landing page to explain the joint program.



Pen:

Follow guidelines on pages 17-25.

About the Maxwell School | College of Arts and Sciences

At Syracuse University, the College of Arts and Sciences and the Maxwell School of Citizenship and Public Affairs partner to offer undergraduate social sciences and interdisciplinary programs in policy studies, international relations, citizenship and civic engagement, as well as environment, sustainability and policy. Many courses are taught by the same faculty who teach in Maxwell's No. 1 ranked graduate Public Affairs program.

As a major in the social sciences, you will gain critical thinking, research, communication, civic and cross-cultural skills that will enable you to understand and act in a complex and interconnected world.

Majors

Anthropology	History
Citizenship and civic engagement	International relations
Economics	Policy studies
Environment, sustainability and policy	Political science
Geography	Sociology

Potential Career Options

Civil service/government/politics	Journalism
Corporate finance	Law
Criminology/security	Marketing
Diplomacy	Public interest advocacy
Education	Policy analysis
Intelligence services	Urban planning

Personalized Pathways

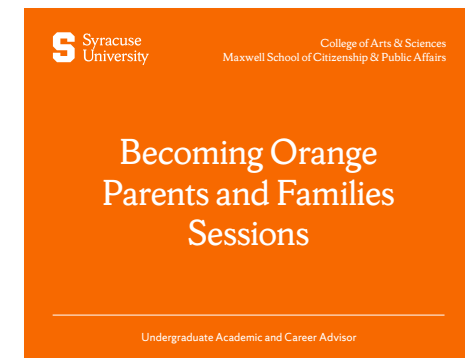
Pursue a dual major or a minor within the Maxwell School and College of Arts and Sciences, or combine your program with a major or minor offered through another Syracuse University college or school. Here are just a few examples among many combinations that will help you pursue your interests and goals:

- > Majors: International relations + Broadcast and digital journalism
Career: International affairs correspondent
- > Majors: Political science + Communication and rhetorical studies
Career: Campaign manager
- > Major/Minor: Citizenship and civic engagement + Management studies
Career: Nonprofit organization director

maxwell.syr.edu

School/college names within content:

When school/college name is used in a headline, a subheading, or in body copy, follow our editorial style guide and use the word "and" rather than an ampersand (&).



Digital signage:

Example of two school/college names treated in text.

Center/Institute Lockups

Center or institute lockups have their names rendered in Sherman Serif at a smaller size than the school/college names to communicate the proper hierarchy.

To protect the integrity of the center/institute lockups, use only the lockups that have been provided. These lockups should be used when there is space and need to use them, but there may be times when it makes sense to omit the lockup and treat the center or institute name in text, separate from the parent lockup (see example on next page).

If there are any questions regarding the lockup artwork, contact the Division of Marketing at brand@syr.edu.

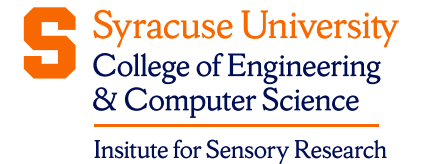
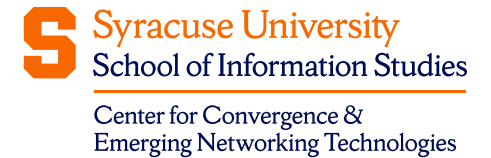
Principal brand (primary logo):



Interdisciplinary centers/institutes lockup examples:



Centers/Institutes within schools/colleges lockup examples:



Center/Institute Lockups

Examples

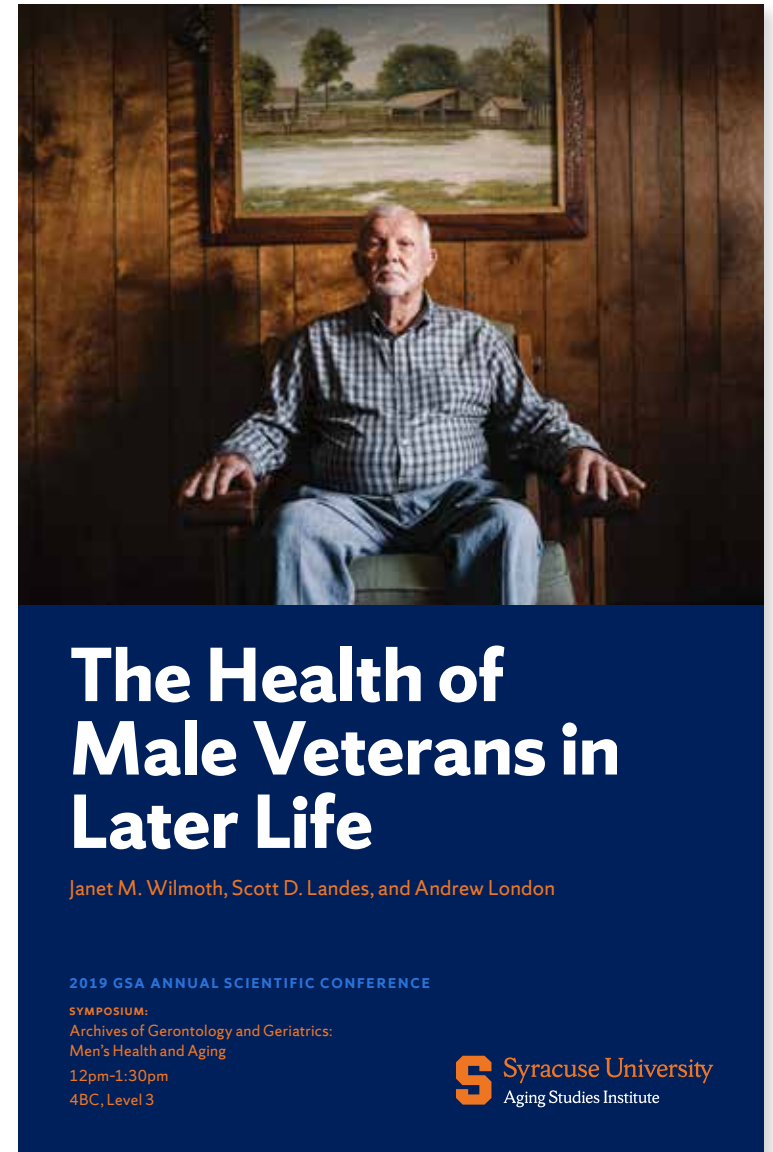


Webinar Video:

Institute lockup within title page of a webinar presentation uploaded to YouTube.

Bookmark:

In small spaces, treat center/institute names in text.



Event poster:

Institute lockup artwork within a poster design.

Center/Institute Lockups

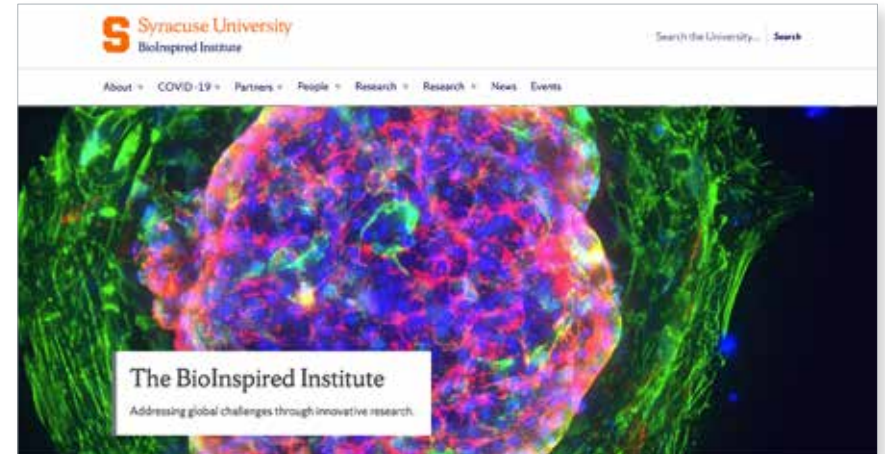
Examples



Tote bag with lockup:
Lockup artwork of a center within a school.



Tote bag with text:
A variation of the tote bag on the left treated in text.



Website:
This is an example of a lockup in a website header. A text treatment is viable in spaces like the text box on top of the header image.



Article:
Center/institute names mentioned within titles or body paragraphs can be styled using any Sherman family font.



Pen:
In very small spaces, treat the University name and the center/institute name in Sherman text only.

Guidelines for Use of Partner Logos

Wherever possible, lead with Syracuse University's primary logo/lockup followed by a vertical rule and the partner logo(s). To reflect an equitable partnership, the primary logo/lockup and partner logo(s) should be equal in size.

The following examples assume an equal partnership. If a situation arises where one partner has contributed more and needs to be shown more prominently, please reach out to the Division of Marketing at brand@sy.edu for a design solution.

Strategic partnership with primary logo:



Strategic partnership with school/college lockup:



Clear space:



Clear space:





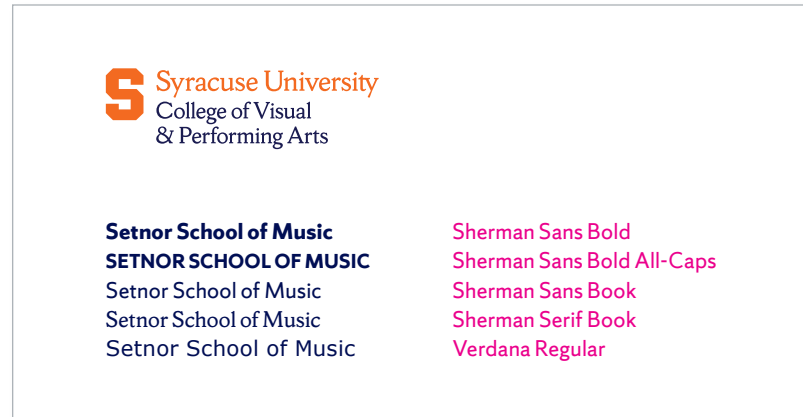
USE OF TEXT TREATMENTS

Overview

The following pages provide additional information for treating names in text, including examples and general guidelines. As seen in previous examples, small spaces and single pieces where multiple lockups would be used are examples of situations where text treatments would be a good alternative.

General Guidelines

— Indicates clear space



Placement:

Maintain sufficient space between logos and text treatments to ensure they do not appear as a lockup, but there may be times where you have to have the text further away than the guidelines suggest. In most cases, following the clear space guidelines on page 6 will ensure that your text does not appear as a lockup. Do not indent the text; align the text treatment with the Block S to prevent any association with the lockup.

Font:

Text treatments should always appear in our brand font, Sherman. For schools/colleges, Sherman Serif is preferred. For departments or programs within schools/colleges, Sherman Sans is preferred. In digital applications where the brand font is not available, use the approved system fonts, Verdana or Georgia, as an alternative. For more details, read through our full brand guidelines at syracuse.edu/brand.

General Guidelines



Size:

The size of the text treatment will vary depending on the design and size of the communications piece. There are no restrictions on how large or small your text treatment should be, but it should be balanced within the design to avoid overwhelming or overshadowing the University's principal brand.



Color:

Although the color of the text treatment depends on the application, it should always align with our color palette. The Syracuse University primary blue is recommended for light backgrounds, and white or orange is recommended for dark backgrounds. Learn more about our color and color accessibility guidelines at syracuse.edu/brand.

Examples

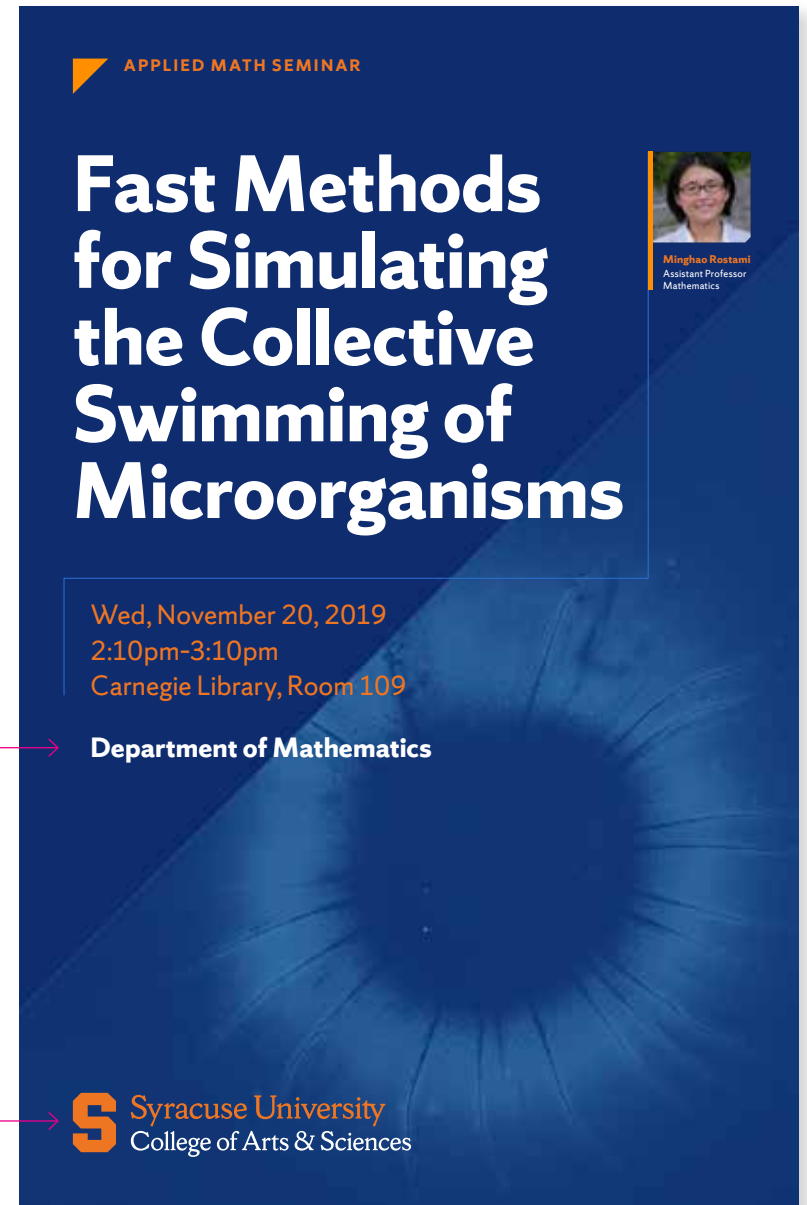
Programs and departments within a school or college must be treated in type with sufficient space between the corresponding school/college lockup and the type to ensure it does not appear as a part the lockup.

Sherman Sans is the preferred typeface for department/program names.



Event poster:

In the example below, the school/college lockup artwork is used in conjunction with the department name treated in text.



Department name
(treated in text)



New school/
college lockup
(artwork)



Examples



Water bottle with department name:
Primary logo artwork is used along with the department name treated in text.



Pamphlet cover with school department name:
School/college lockup artwork is used along with the program name treated in text.

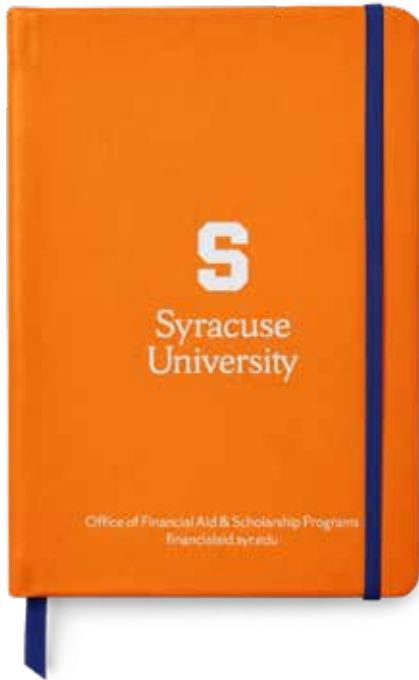


Email header with college event name:
School/college lockup artwork is used along with the event name treated in text within the email header image.



Tablecloth with college program name:
School/college lockup artwork is used along with the program name treated in text.

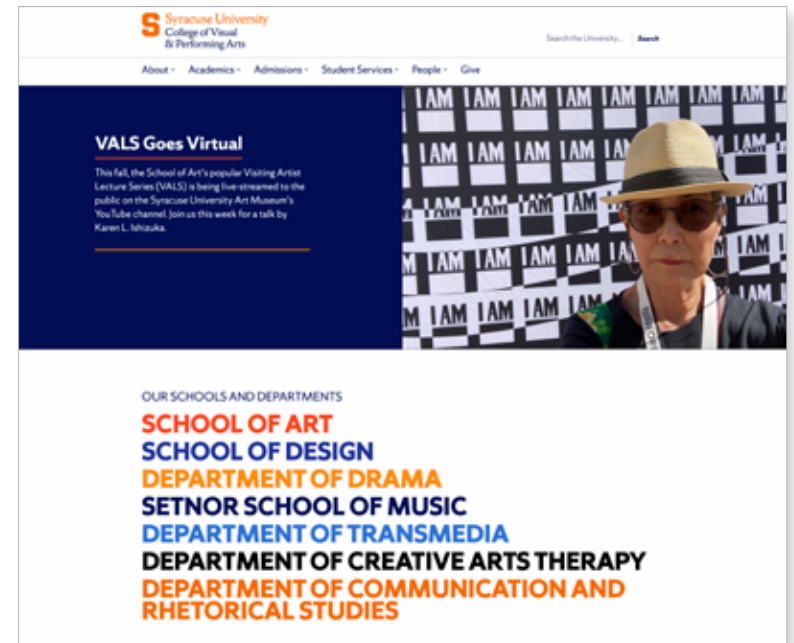
Examples



Notebook with service name:
If an office is not tied to a unit with a lockup, the primary logo will appropriately represent its relationship to the University.



Tote bag with event name:
Principal brand artwork is used along with the event name treated in text.



College webpage with school names:
College artwork is used within the website header. The name of the schools and departments within the college are listed in text further down.

Examples



T-shirt (front) with college lockup:
Lockup artwork for College of Arts and Sciences is used in the front of the shirt.



T-shirt (back) with program name:
The back of the shirt features the program name and contact information treated in text.



Sunglasses with school program name:
The sides of the sunglasses feature the school lockup along with the program name treated in Sherman Sans bold all-caps text.

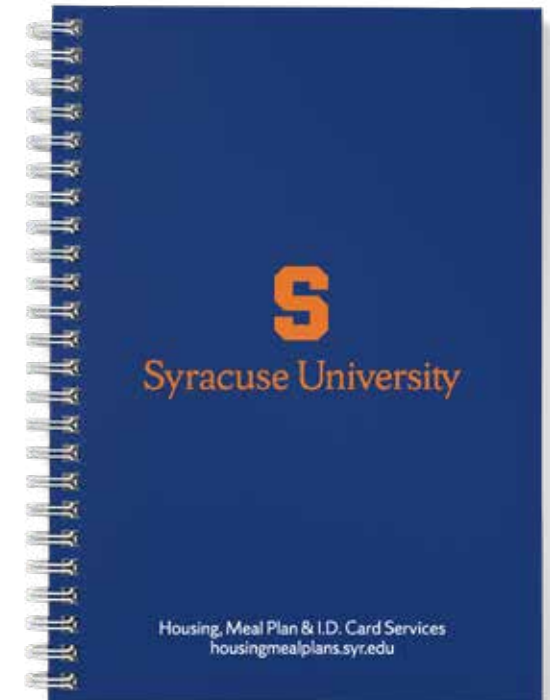
Examples



Mug with primary logo and office name:
An office or service without a college/school affiliation can treat their name in text and include the primary logo in the space.



Stamp card with service name:
The front of the card shows the service name in Sherman Sans all-caps and the primary logo. The back of the card includes the primary logo, the service name in Sherman Sans and contact information.



Spiral notebook with service name:
The notebook cover features the primary logo with the name and contact information of the University service group at the bottom.

Misuse



1. Do not create a lockup when treating names in text. Maintain separation between the logo and text.

2. For small spaces, if the provided lockup artwork does not work or is illegible, use a principal brand element to represent the University and then place your name in Sherman.



3. Do not stylize the text treatment to create a logo, lockup or unique wordmark.



4. When treating names in text, always use our official brand font, Sherman, and the approved University colors. Learn more about our typography, color and color accessibility guidelines at syracuse.edu/brand.



Beyond Today

While a framework for sharing a cohesive, consistent and compelling brand story is provided here, our brand expression will continue to evolve to respond to changing contexts.

Find updates and additional resources at syracuse.edu/brand. An event formatting usage guide may be found in the brand toolkit in Answers. An awards style guide, amplified style guide, and social media creative guidelines are forthcoming.