

Branding & Style Guidelines

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The Syracuse University Brand

The brands of Syracuse University and the School of Education are meant to not only use a single visual identity to cohesively communicate about the University, but also connect to the experiences and emotions of faculty, staff, students, alumni, families, community members, and more.

Voice

Part of this brand is the voice: the language and tone used to talk about Syracuse. The voice guidelines are summarized by six “tonal words” that represent Syracuse University: **impressive, confident, motivated, driven, approachable, and socially aware**; to create consistency in how we talk about the University and the School. More detail on the Syracuse University voice can be found at brand.syracuse.edu/voice.

Visual Identity

Another element is the visual identity: The logos, colors, and fonts used in University and School materials. This can include but is not limited to: **brochures, pamphlets, booklets, posters, fliers, memos, letters, forms, business cards, email, and electronic communications**. These materials are created and used by academic and administrative departments, and should retain some consistency about the Syracuse University and School brands. The majority of these materials should live under the School of Education brand, but there are select cases where the larger Syracuse University branding should be used. For more information on the Syracuse visual brand visit brand.syracuse.edu/identity.

Documents and Templates

The School of Education’s Office of Marketing, Communications, and Events (MCE) provides materials and templates to cover a variety of department needs. These can be found on the SOE Public Drive at **G:\SOE\SOE PUBLIC\BRANDING_COMMUNICATIONS**. If you do not have access to this folder, contact the SOE Technology Support Group at soehelp@syr.edu.

Letterhead and PowerPoint Templates have additional instructions/guidelines within the file itself. If you have any questions, need guidance on a piece or a template, or would like a template for a piece you are working on, please contact MCE.

The following items have been standardized for the School of Education and can be ordered by department administrative staff from Dupli, SU’s official print partner, through eProcurement. More information and instructions are available at <http://www.duplionline.com/su>. They can also help with printing of other materials (posters, handouts, labels, etc.) once your department has worked with MCE on branding and design.

- Business Cards
- Printed Letterhead and envelopes
- Labels, copies, and other materials.

School of Education Visual Brand

The School of Education logo is the central element from which all other visual elements are drawn. This logo must be present on all School of Education documents. The School of Education has two configurations of its name in combination with the Syracuse University logo (also called the wordmark). **This is the main identity of the School of Education. If in doubt, use this version.**

School of Education
Syracuse University

There is an alternate configuration with an emphasis on Syracuse University that plays a *secondary role* in specialized cases such as back covers and web page footers. It is also used in School of Education business cards.

Syracuse University
School of Education

Logo Usage and Variations

The following color combinations are approved uses for the School of Education logo.

Each variation is available in EPS and PNG file formats on the SOE Public G Drive. Contact MCE for additional help and guidance.

Orange & Dark Grey Logo on White (preferred logo)



School of Education
Syracuse University

filename:
soe_sub_screen OR
soe_sub_print

White Logo on Syracuse Orange



School of Education
Syracuse University

filename:
soe_sub_white

Orange & White Logo on Syracuse Extra Dark Gray



School of Education
Syracuse University

filename:
soe_sub_ondark_screen OR
soe_sub_ondark_print

Sizing & Spacing

The logo must be shown horizontally. To ensure maximum legibility, a margin should be given equal to the height of the capital S in the larger word of the logo.

Preferable placement of the logo is the top or bottom left corner or the document, aligned with the document margins. It can also be horizontally centered at the top or bottom margin for larger-scale posters and fliers.



Minimum Size

The Syracuse wordmark must remain legible. Minimum use size is 2.5in wide (print) or 180px wide (web).

Maximum Size

For use up to and including 11” by 17” sized pieces, the logo should be no more than 60% of the width of the document. For usage at larger sizes, please contact MCE.

Colors

Syracuse University's primary color is Syracuse Orange and it should be dominant color on all pieces, supported by other colors. The approved Syracuse University palette is below, as well as School of Education Blue.

Color values are given in 4 different formats: PMS, CMYK, and RGB. The print and screen color values are slightly different for enhanced accessibility in each format.

- PMS and CMYK values are for **print** materials. PMS colors may be requested by high quality print shops or for single-color imprinted promotional products.
- RGB and Hex values are for electronic media and projects that will be displayed on a **screen**. These colors can be used in Microsoft Office, web, and other digital publishing.

Syracuse Orange

PMS: 1665 C
CMYK: 0/79/100/0
RGB: 212/69/0

Syracuse Extra Dark Grey

PMS: 90% Black (Black 7C)
CMYK: 0/0/0/90
RGB: 62/61/60

Syracuse Dark Grey

PMS: 431 C
CMYK: 8/2/0/56
RGB: 111/119/125

Syracuse Medium Grey

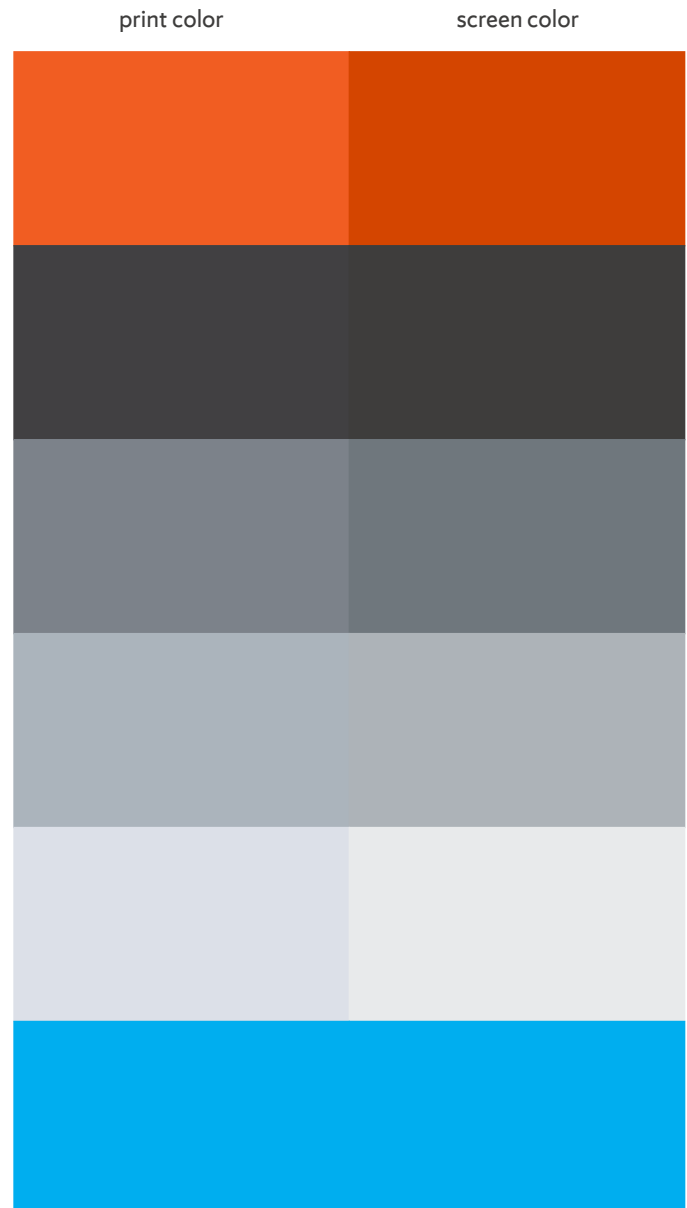
PMS: Cool Grey 7C
CMYK: 8/2/0/30
RGB: 173/179/184

Syracuse Light Grey

PMS: 428 C
CMYK: 5/2/0/8
RGB: 173/179/182

School of Education Blue

PMS: 312 C
CMYK: 86/4/14/0
RGB: 0/174/210



Departmental Logos

Departments and select other programs can use a “tertiary” configuration of the School of Education logo that includes their department name. Copies of these logos for School of Education academic and administrative departments are available on the SOE Public G Drive; contact MCE for other tertiary logo usage.

Syracuse University
School of Education
Exercise Science

Syracuse University
School of Education
Office of the Dean

filename:
soe_DEPT_screen OR
soe_DEPT_print

Cases where these tertiary logos could be used include:

- Syllabi
- Internal memos, notes, and procedural documents
- Internal and small-distribution fliers

Departmental materials where the **main School of Education logo** should still be used include:

- Business cards, letterhead, and envelopes
- Posters and fliers that will be distributed outside of Syracuse University
- Documents that cover or apply to multiple departments (do not use multiple departmental logos on a single document)

If you are unsure of which logo to use, default to using the SOE logo or contact MCE for guidance. These logos are subject to the same sizing, spacing, and color variation/usage guidelines as the School of Education logo.

Centers & Institutes

Certain centers, institutes, and other programs housed under the School of Education do call for primary logos for the program itself. They are *not* available for SOE departments, academic programs/majors, or individuals. Logos for most qualifying programs are also available on the SOE Public G Drive. These logos are held to the same color, sizing, and usage standards as the School of Education logo.

Syracuse University

Institute on Communication and Inclusion

filename:
DEPT_screen OR DEPT_print

Syracuse University

Science and Technology Entry Program

Logo Don'ts

These apply to both the Syracuse University and School of Education visual identities/logos (including the seal).

Don't crop or remove part of the logo

School of Education

Don't use transparency or tints of colors on any background



Don't "recreate" the logo (re-typeset or put pieces together yourself)

School of Education
SYRACUSE UNIVERSITY

Don't change the colors of the logo from the given variations

School of Education
Syracuse University

Don't use odd color variations or combinations.

(e.g. white on light gray, orange on blue, or any combination with insufficient contrast)



Don't stretch, condense, or distort the logo

Syracuse University
School of Education
Instructional Design, Development and Evaluation

Don't add elements to the logo itself



School of Education
Syracuse University

Syracuse Branding Don'ts

The Syracuse University seal (left) **should not** to be used as a primary logo for Syracuse University. Its usage is limited to secondary usage on official University-level documents such as diplomas and important forms.

The Syracuse University wordmark (right) on its own should be avoided on School of Education materials; the School of Education logo should always be used to represent the School of Education. If you think you have an external or University-level case where the wordmark should be use, contact MCE for confirmation and files.



Syracuse University

The Syracuse Block S, 'CUSE, and navy blue are for athletic and non-academic unit use, and should not be used on **any** School of Education materials. Otto the Orange (including photos of Otto) should be limited to non-academic, student life contexts.



The below images are **previous** branding materials for Syracuse University and the School of Education, **should not be used on any materials, and should be replaced on current materials.**



SYRACUSE UNIVERSITY



Fonts

The official Syracuse University typeface is Sherman, created by typographer Frederic Goudy in 1910 and gifted to the University. These fonts have been installed on all Syracuse University campus computers. To use the fonts on computers not on the active directory system, visit brand.syracuse.edu/downloads. Trebuchet MS is a default computer font and does not need to be downloaded.

Trebuchet MS

When creating materials that may be sent or accessed electronically by people outside of main University computers, Trebuchet MS should be used. This is the font in the School of Education document templates. When in doubt, **default to using Trebuchet MS** for maximum accessibility, usability, and legibility.

Trebuchet MS is also the standard for Syracuse email messages and signatures. More information on email formatting and an email signature template can be found at brand.syracuse.edu/web-email/email-standards.

Sherman Serif

Sherman Serif is the primary font, especially for titles and headings. It includes bold and italic versions, although they should be used sparingly for emphasis.

Sherman Sans

Sherman Sans is a supporting font, especially for body copy/text in combination with Sherman Serif. It includes bold and italic versions, although they should be used sparingly for emphasis.

More Information & Contacts

If you have any questions, including:

- Logo, artwork, photo, font, or color use
- Document and style guide creation
- More specialized brand files
- Template use or needs
- Getting your materials printed
- Assistance in the creation or accessibility of print or electronic materials

Please contact the Syracuse University School of Education Office of Marketing, Communications, and Events.

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