

# CASE

CIRCLE OF EXCELLENCE AWARDS

**Award Areas and Categories:**

Design, Marketing: Branding-Institution

 Syracuse University



# **I. Brand Guidelines**

## **Samples**

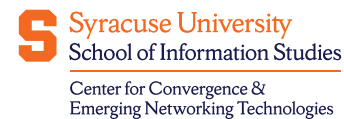
## Before

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.



# Brand Guidelines

**Brand Platform**

Be a game changer with Syracuse University, where we connect exploration and action to go beyond what's possible.

**Primary Logo**

Syracuse University

**Block S Standard**

**Amplified**

**Heritage Logo**

**Typography**

**Sherman Sans Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&'\*~

**Sherman Sans Book**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&'\*~

**Sherman Serif Book**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&'\*~

**Color Palette**

**Supergraphics Layer**

**Illustration Styles**

**Photography**

**Data Visualization**

**Syracuse University Brand Guidelines**



## Brand Platform



### Positioning

Crystallizes what we stand for, how we're different and why audiences should engage with us.

**Be a game changer with Syracuse University,  
where we connect exploration and action  
to go beyond what's possible.**

**Defines** who we attract and advance—and makes it personal  
**Addresses** the need for resourceful, responsive leaders  
**Honors** the impact of individuals and the community  
**Bridges** our academic and athletic drive

**Speaks** to the power of our community and participatory culture  
**Captures** how we bring together diverse individuals, interests and ideas  
**Balances** limitless discovery with real world applicability  
**Reflects** students' desire to explore and grow beyond the classroom

**Highlights** how we push beyond what we know  
**Conveys** how we challenge the status quo  
**Reframes** how we realize the potential of every student in relevant terms

## Primary Logo

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 logo consists of two key elements: our logo symbol, which we call the **Block S**, and our full name set as a **wordmark**.



Symbol

Syracuse University

Wordmark

### Symbol

As our boldest and most recognizable asset, the Block S is the focal point of our logo. When appearing in the context of our logo—either as a lockup or relationship—always use the standard Block S (i.e., solid with no outline).

For more information on how to apply approved variations of our Block S, see page 17. For guidance on how to use the Block S as a supergraphic, see page 26.

### Wordmark

Our official wordmark is typeset in Sherman Serif Book. The letters of our wordmark have been set with specific spacing and weighting, which cannot be recreated by simply typing it out. Therefore, when the wordmark appears as part of the logo—either as a lockup or relationship—always use the official artwork.

Our name also appears within headlines, messages or supporting copy. In those instances, the wordmark should not be embedded within text. Instead, type out our name and follow the typography recommendations on page 21.

## Block S

### Standard

Our standard Block S is solid and does not contain an outline. This version should be applied in most contexts, ideally in Syracuse University Orange. The standard Block S is the only version approved for use in our logo lockups. For approved variations when used as a supergraphic, see page 26.



### Amplified

In environments where high contrast is required (e.g., basketball court, broadcast television) or where our school spirit and pride are heightened (e.g., athletics, athletic apparel), the amplified Block S may be used. While the amplified Block S can be applied in the context of athletics, it should not appear in a lockup for Syracuse University overall or its schools and colleges.



Amplified Variations



## Heritage Logo

**While our primary logo should be applied in most contexts, the heritage logo can be a powerful way to elevate our prowess and prestige.**

Our heritage logo combines our laurel, University motto and founding date in the form of a seal. While our primary logo should be applied in most contexts, the heritage logo can be a powerful way to elevate our prowess and prestige. Environments could include academic ceremonies (e.g., convocation), achievements (e.g., diplomas, certificates) and awards.

Like our primary logo, our seal has been optimized to conform with modern production methods, with special attention paid to the thickness and relationships of type and lines. Therefore, only use the approved artwork. The heritage logo should never be altered or recreated.

The minimum size for the heritage logo is a width equal to or greater than 1.0" for print and 100px for digital applications.



Minimum Size



Print 1.0"  
Digital 100px



Color Variations

# Typography

## Brand Fonts

Sherman is our official brand font. There are two primary categories in the Sherman family: Sherman Serif and Sherman Sans. Both include book and bold styles, as well as italics.

As a bolder, fresher and more welcoming font, Sherman Sans should be used prominently in our communications, with Sherman Serif playing a supportive and selective role. Sherman Serif can also be used in contexts where we want to emphasize our academic strength and gravitas.

Sherman is available in a variety of weights, offering flexibility for a wide range of applications and contexts. The italic style should be used sparingly for callouts, testimonials and emphasis within body copy.

When representing our brand, no other typeface should be used in proximity to or in combination with these fonts, unless approved.

Visit [syracuse.edu/brand](https://syracuse.edu/brand) to download the Sherman font family.

# Sherman Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

# Sherman Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

# Sherman Serif Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

# Color Palette

## Our color palette helps express Syracuse University’s distinct personality and pride.

Therefore, it’s important to use only these colors to create a consistent and powerful visual identity for the University as a whole.

Orange and blue are our primary University colors, with Syracuse University Orange playing the most dominant role in our identity and community. For added flexibility and vibrancy, our secondary palette offers complementary shades of orange and blue, which can add dimension or be used as accents. All of our primary colors are suitable for headlines, subheadlines and other large, display-sized copy.

Our primary blue and dark gray are both acceptable for body copy. For web accessibility compliance, the default color for hyperlinks should be dark orange. For normal web text sizes (see page 24) or other screen-based applications—dark orange, primary blue or dark gray should be used.

All color values have been updated to optimize how they appear in—and ensure consistency across—various environments.

### Primary Colors

<b>Syracuse University Orange</b> C:0 M:62 Y:95 K:0 R:247 G:105 B:0 #F76900 PMS 158C	<b>White</b> C:0 M:0 Y:0 K:0 R:255 G:255 B:255 #FFFFFF	<b>Primary Blue</b> C:100 M:85 Y:5 K:36 R:0 G:14 B:84 #000E54 PMS 281C
--	---	--

### Secondary Colors

<b>Medium Orange</b> C:0 M:84 Y:98 K:0 R:255 G:67 B:27 #FF431B PMS 2028C	<b>Light Orange</b> C:0 M:32 Y:100 K:0 R:255 G:142 B:0 #FF8E00 PMS 130C	<b>Medium Blue</b> C:90 M:68 Y:0 K:0 R:32 G:50 B:153 #203299 PMS 2728C	<b>Light Blue</b> C:60 M:9 Y:0 K:0 R:43 G:114 B:215 #2B72D7 PMS 2915C
<b>Black</b> C:0 M:0 Y:0 K:100 R:0 G:0 B:0 #000000	<b>Medium Gray</b> C:30 M:22 Y:17 K:57 R:112 G:119 B:128 #707780 PMS Cool Gray 9 C	<b>Light Gray</b> C:8 M:2 Y:0 K:30 R:173 G:179 B:184 #ADB3B8 PMS Cool Gray 7 C	

### Special Use Colors

<b>Dark Gray</b> C:0 M:0 Y:0 K:90 R:64 G:64 B:64 #404040	<b>Dark Orange</b> C:10 M:88 Y:100 K:2 R:215 G:65 B:0 #D74100 PMS 1665C
---	---

## Supergraphics

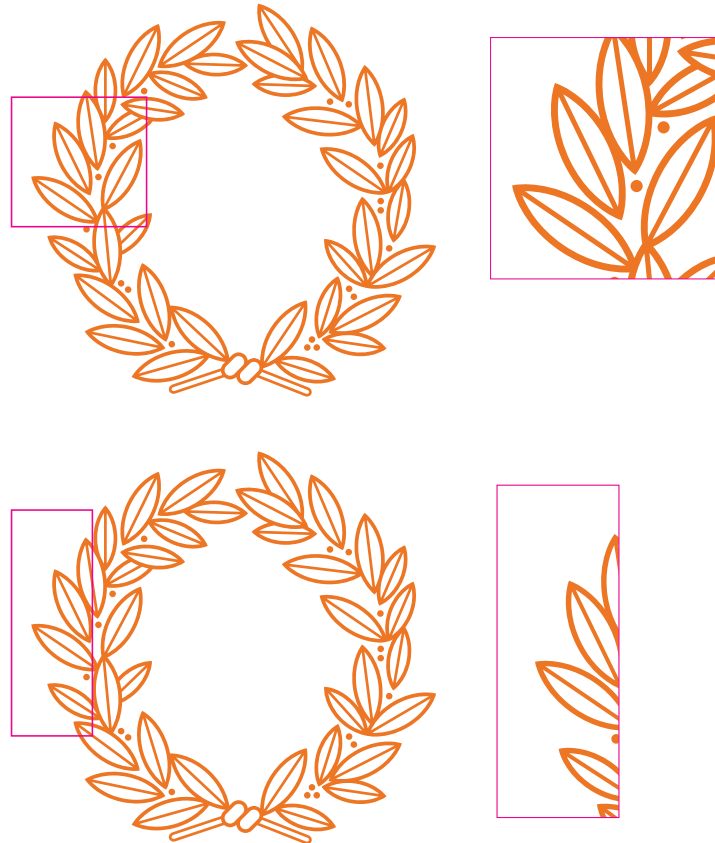
### Laurel

When communications need to convey our prowess and prestige, and could benefit from a textural element, the laurel from our seal may be used as a supergraphic.

For these purposes, the laurel from our seal has been redrawn to conform with modern reproduction methods (e.g., screen, engraving, offset printing, embossing, letterpress). To maintain consistency, always used the approved artwork and do not attempt to alter or recreate the laurel.

### Cropping

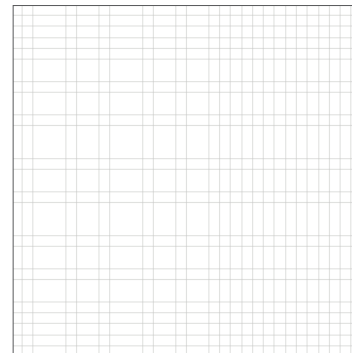
To keep the laurel recognizable, the supergraphic should show at least two full leaves when cropped in either horizontal or vertical positions.



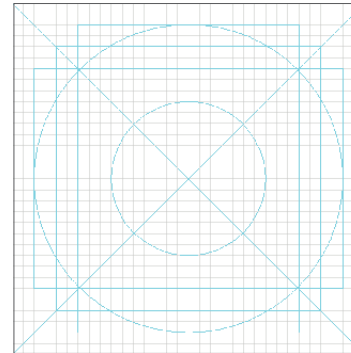
# Iconography Styles

## Design

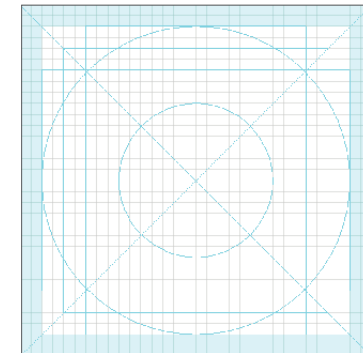
Icons use a structural grid of 32x32 pixels (px). Outlined icons use a stroke weight equal to 1px. Corners (90° angles), where appropriate, are altered to incorporate 45° angles. Filled icons use a fill color from our color palette.



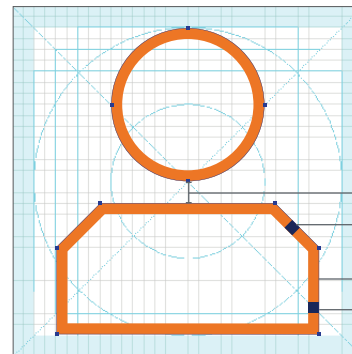
32x32px grid



Custom keyline grid

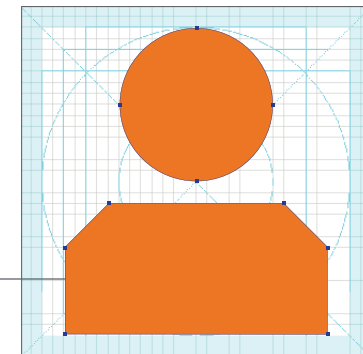


2px padding



Outlined

- 2px gap
- 45° diagonal line
- Inside stroke
- 1px stroke



Filled

Inside stroke



## Iconography Styles

While imagery is primarily used to paint a picture or tell a story, icons can enhance navigation and comprehension by quickly drawing attention to important messages or actions audiences should take. Icons help people find their way, both on campus and online. At busy events like commencement or game days, icons can direct people to their seats or to the concession stands. On our website, icons can show users where to comment or find out more information.

Inspired by the angles of our Block S, our iconography style is distinct, while the subjects are intuitive and universal. Icons can be especially useful in communities where multiple languages are spoken and written. As such, they should be rendered simply and applied with intention; not as decoration or without a clear role.

For greater utility and versatility, we have two iconography treatments: outlined and filled. When applying icons, use consistent treatments within the same layout (i.e., do not mix outlined and filled icons). Syracuse University Orange should be the default color for iconography, although our primary blue or white are acceptable alternatives when using a colored background.

Icons are developed and created by the Division of Marketing and Communications. Please contact [brand@syr.edu](mailto:brand@syr.edu) to discuss your icon needs.

### Outlined Icons



### Filled Icons

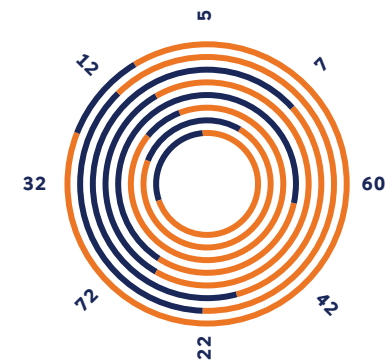
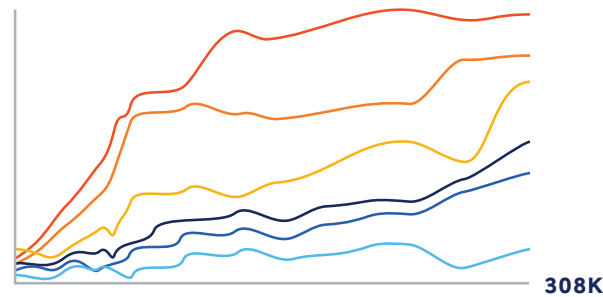
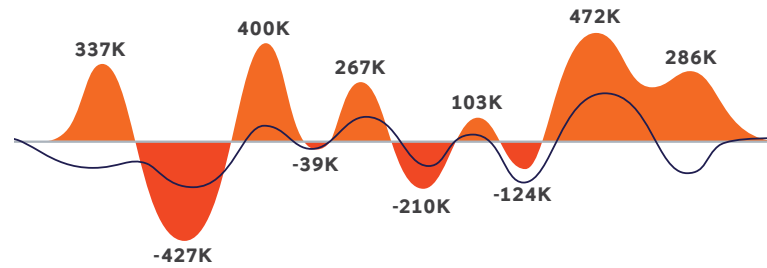
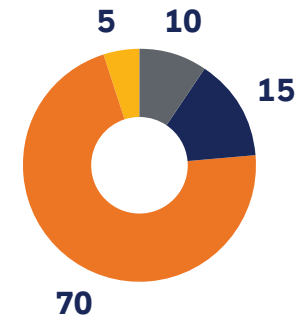


## Data Visualization

**Syracuse University creates and connects a powerful community of game changers that move ideas, individuals and society forward.**

Establishing a cohesive style to visualize data helps us clarify and amplify our distinct story of impact.

The following examples demonstrate how to apply our primary and secondary colors to highlight numbers and data in clean, clear and compelling ways.



## Illustration Styles

### Full Color

Our full color treatment is bold and dynamic. While any colors in our primary or secondary palettes can be utilized, always be mindful of our color balance to ensure appropriate use of orange.

Campus imagery can range from architectural (e.g., buildings) to abstract (e.g., aerial views).

Illustrations of people can vary in perspective and number to serve a variety of purposes. Portraits should capture the confidence of the subject and the boldness and boundlessness of our culture. For example, portraits can accompany testimonials of breakout leaders making breakthrough discoveries. Groups should feel energetic and connected, demonstrating our spirit and how we bring together diverse individuals, interests and ideas beyond disciplines.












# Photography

## Our Pillars

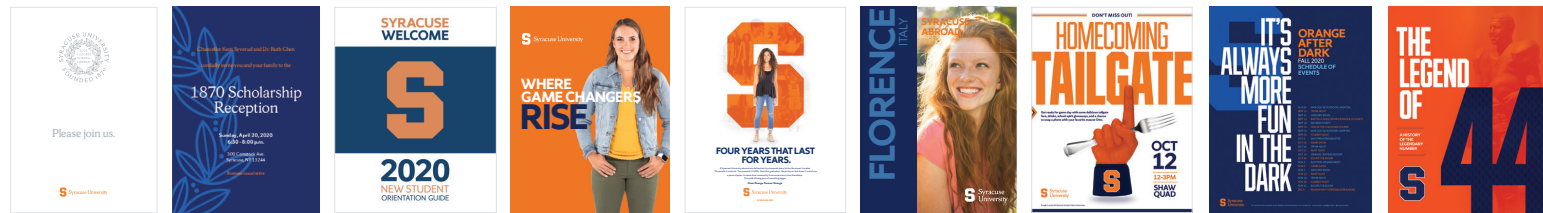
Our brand strategy informs our approach to photography (see page 7 for more information our strategy, including our pillars and personality). Our photography should reflect our voice by portraying diverse individuals or groups in ways that feel bold, boundless, welcoming and transformational.

\*Unless unavoidable, stock photography should not be used in our materials.

	Purposeful Education	Participatory Approach	Proud Community	Powerful Network
Individual				
Group				
Abstract				

# Brand Visual Expression Spectrum

Our visual identity toolkit can be flexed to meet a variety of objectives, audiences and settings. Just as you'd change your tone between a formal presentation and conversation with your best friend, always be mindful of who we're targeting and what we want them to think, feel and/or do.



Simplified

Amplified

## Social Media

For our flagship social media accounts (e.g., SyracuseU), where space is limited, use our standard Block S to represent Syracuse University.

Always ensure that our full name is included nearby (e.g., “Syracuse University” in text in the profile copy or a wordmark in the cover image).



# Inspiration Guide





# Inspiration

## Merchandise





# Inspiration

Environmental



# Inspiration

## Environmental

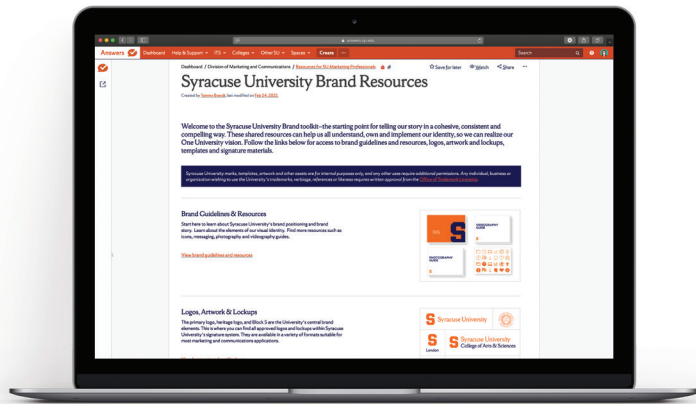


# **II. Brand Portal**

**GUIDES, TOOLS AND RESOURCES**

# Our Brand Portal

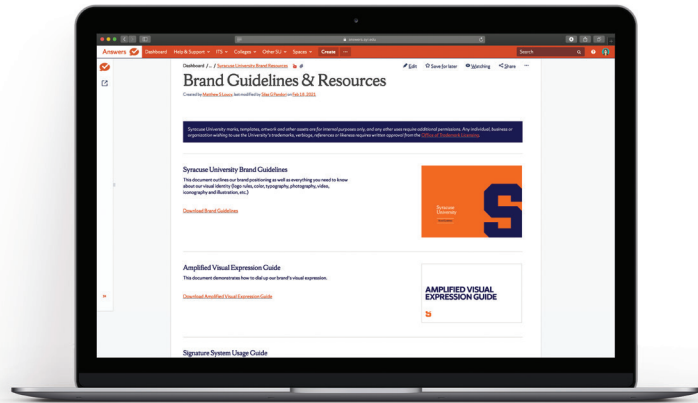
## Syracuse University Brand Resources



A large screenshot of the Syracuse University Brand Resources portal. The interface is clean and professional, with a dark blue header bar containing navigation links like 'Dashboard', 'Help &amp; Support', 'ITS', 'Colleges', 'Other SU', 'Spaces', and 'Create'. The main content area is white with a dark blue sidebar on the left. The title 'Syracuse University Brand Resources' is prominently displayed at the top. Below the title, there is a welcome message and a disclaimer. The main content is organized into several sections, each with a title, a brief description, and a 'View' link. The sections include: 'Brand Guidelines &amp; Resources', 'Logos, Artwork &amp; Lockups', 'Tools &amp; Templates', 'Print-on-Demand Store', and 'Frequently Asked Questions'. Each section is accompanied by a small thumbnail image representing its content. At the bottom of the page, there is a footer with contact information and a copyright notice.

# Our Brand Portal

## Brand Guidelines & Resources



Dashboard / / Syracuse University Brand Resources

### Brand Guidelines & Resources

Created by [Matthew S. Lewis](#) last modified by [Sara C. Nether](#) on Oct 18, 2023

Syracuse University marks, logos, symbols, product and other assets are for internal purposes only, and any other use requires explicit permission. Any published document or representation relating to use of the University's marks, logos, symbols, and other assets must be approved from the [Office of Communications](#).

- Syracuse University Brand Guidelines**

This document outlines our brand guidelines as well as everything you need to know about our visual identity (logo, color, voice, typography, photography, video, iconography and illustrations, etc.)

[Download Brand Guidelines](#)
- Amplified Visual Expression Guide**

This document demonstrates how to distill our brand's visual expression.

[Download Amplified Visual Expression Guide](#)
- Signature System Usage Guide**

This document outlines our logos and signature system, and how to incorporate them into your design.

[Download Signature System Usage Guide](#)
- Syracuse University Typeface**

Syracuse University uses a proprietary typeface, Sherman, for all its marketing materials. Sherman Sans and Sherman Serif are the fonts you should use in most cases. Be sure to read our Brand Guidelines, the Amplified Visual Expression Guide and the other guidelines on this page for more on how to use typography for Syracuse University.

Compliance with the copyright notice comes with Sherman Serif and Sherman Sans installed, however, if you need to use the fonts on a computer that is not part of the network or need to use the Black Condensed, you can download and install them using the following links. They may be shared with vendors or freelancers doing work for Syracuse University, but should be used only on Syracuse University materials. Sherman Sans, Sherman Serif and Syracuse Black Condensed are owned by Syracuse University and have not been licensed or distributed without approval.

[Download Sherman Sans and Serif Fonts](#)  
[Download Syracuse Black Condensed Fonts](#)
- Web Fonts**

There are special versions of Sherman Sans and Serif that are to be used on all Syracuse University websites. The following link will take you to a page that contains code that will allow you to incorporate the Sherman fonts on any website that is hosted on [Canvas LMS](#). It also has more information on specific rules for web typography.

[Learn about web fonts](#)
- Brand Story brochure**

The brand story brochure demonstrates how to bring the Syracuse University brand to life in print. You can download a PDF of the brochure, or you may email [Linda@ltd.com](#) to request print copies.

[Download Brand Story brochure](#)
- By-The-Numbers One-Sheets**

These one-sheet, available in two themes, provide a digest of University facts and figures at a glance.

[By-The-Numbers One-Sheet Theme 1](#)  
[By-The-Numbers One-Sheet Theme 2](#)
- Icon Library**

These icons are provided for use in marketing materials, signage and any design that requires an icon. The icons are provided in EPS format via the links below.

[Download Icons \(Digital Outline\)](#)  
[Download Icons \(Digital PDF\)](#)  
[Download Icons \(Print Outline\)](#)  
[Download Icons \(Print PDF\)](#)
- Campus Building Illustrations**

A selection of Syracuse University campus building illustrations is provided for use in marketing materials or any design requiring campus building illustration. When using the digital illustration files, please make sure they are accessible by persons. The illustrations are provided in EPS format via the links below.

[Download Campus Building Illustrations](#)

Dashboard / / Syracuse University Brand Resources

- Photography Guide**

This guideline provides a set of principles and considerations to keep in mind when shooting or selecting photography for Syracuse University use.

[Download Photography Guide](#)
- Videoography Guide**

This guideline provides insight into best practices when shooting or selecting video for Syracuse University use.

[Download Videoography Guide](#)
- Foundational Messaging Reference Guide**

Foundational messaging is ready to use content. This reference guide provides foundational elements, flexible tools and inspiration for teams to apply and adapt across channels.

[Foundational Messaging Reference Guide](#)
- Digital Design System**

The link below is provided for front-end web developers to be able to quickly design and construct experiences, available from within the design with the Syracuse University brand.

[Digital Design System](#)
- Cobalt WordPress Theme**

Cobalt is an accessible and responsive WordPress theme that brings our brand to life. Cobalt is the recommended theme for all WordPress sites for Syracuse University use.

[Download Cobalt](#)
- Color Palette**

Our color palette helps express Syracuse University's distinct personality and goals.

[View Color Palette](#)
- Environmental Branding Paint Colors**

To ensure a consistent and powerful visual identity for the University on a vehicle, please match the University colors with the suggested Benjamin Moore paint colors.

[View Environmental Branding Paint Colors](#)
- Brand Research One-sheet**

In 2023, Syracuse University and our partners conducted a creative research among our target audiences, to inform our evolved messaging, visual identity and signature system. This one-sheet provides a brief summary of our research.

[Download Brand Research One-sheet](#)
- Event Formatting Usage Guide**

This guide provides a unified visual format for Syracuse University events.

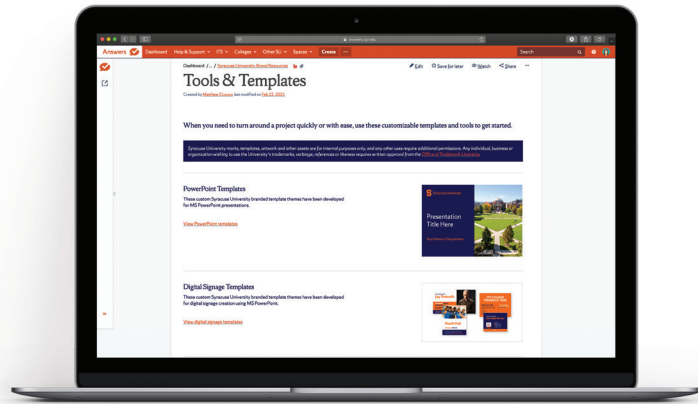
[Download Event Formatting Usage Guide](#)

Go to the top

For complete details go to your Syracuse University MyED and password.  
Can't find it? Contact your local administrator: [Help Desk](#)  
Information Technology Services | Syracuse, NY 13244-1110 | 485.2077 | [Feedback](#) | [Accessibility](#) | [Privacy](#)  
© Syracuse University. All rights reserved. Please do not use the University's name or logo without the University's express written permission.  
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# Our Brand Portal

## Tools & Templates



Dashboard / / Syracuse University Brand Resources

### Tools & Templates

Created by Melissa Lopez, last modified on Feb 22, 2023.

When you need to turn around a project quickly or with ease, use these customizable templates and tools to get started.

Syracuse University tools, templates, artwork and other resources to help you get started quickly, using only office software or a different permission. Any individual, business or organization wanting to use the University's trademarks, logos, publications or other resources must be approved from the [Office of Brand Standards](#).

**PowerPoint Templates**  
These custom Syracuse University branded template themes have been developed for MS PowerPoint presentations.  
[View PowerPoint templates](#)

**Digital Signage Templates**  
These custom Syracuse University branded template themes have been developed for digital signage creation using MS PowerPoint.  
[View digital signage templates](#)

**Name Tag Templates**  
A name tag template is available for both Adobe Illustrator and MS Word.  
[View name tag templates](#)

**Poster Templates**  
Poster templates are packaged as Adobe InDesign files and also as PowerPoint files.  
[View poster templates](#)

**Flyer Templates**  
Flyer templates are packaged as Adobe InDesign files and also as PowerPoint files.  
[View flyer templates](#)

**Event Invitation Templates**  
Event invitation templates are packaged as Adobe InDesign files and will require a designer to complete. If you do not have a designer or print and mail help, please contact your marketing strategy partner.  
[View event invitation templates](#)

**Sponsorship Ad Templates**  
Sponsorship ad templates are packaged as Adobe InDesign files and will require a designer to complete. If you do not have a designer or print and mail help, please contact your marketing strategy partner.  
[View sponsorship ad templates](#)

**MS Word Document & Memo Templates**  
MS Word documents and memo templates are available with Syracuse University branding as well as school and college branding.  
[View Word document and memo templates](#)

**Stationery**  
All required materials are available for download, and artwork necessary, including letterhead, envelopes, and business cards, may be customized and ordered via the Shop Standard.  
[View stationery](#)

**Email Standards**  
A set of communication standards for email, including font and color, and signature artwork, color and font is available for general use.  
[Link to Email Standards](#)

**Poster Templates**  
The Division of Marketing and Communications has created three master brand poster template designs that range in size from standard to a full-page design, offering a variety of uses. You would like to print a large set of posters, download design files at the link below, and refer to our list of [printful print services](#).  
To request a small quantity (25 or fewer) of posters, email [brand@atlassian.com](mailto:brand@atlassian.com).  
[View poster folders](#)

**Note Cards**  
The Division of Marketing and Communications has created three master brand note card designs in two sizes. To request files to print or digital use of these cards, download design files at the link below, and refer to our list of [printful print services](#).  
To request a small quantity (25 or fewer) of note cards, email [brand@atlassian.com](mailto:brand@atlassian.com).  
[View note cards](#)

**Banners**  
The Division of Marketing and Communications has created six master brand pull-up banner designs and four master brand sign and message banner designs, and are available for general use via a checkout system.  
To request banners, email [brand@atlassian.com](mailto:brand@atlassian.com).

**Podium Signs**  
The Division of Marketing and Communications has created two master brand podium sign designs for sizes 18 x 24 inches, 12 x 17 inches, and 10 x 14 inches. These signs are available for general use via a checkout system.  
To request podium signs, email [brand@atlassian.com](mailto:brand@atlassian.com).

**Table Linens**  
Master brand table linens have been designed for 6-foot and 8-foot tables; are available for general use via a checkout system.  
To request table linens, email [brand@atlassian.com](mailto:brand@atlassian.com).

**Video Assets**  
A collection of brand-aligned video assets is available for general use including B-roll and a video graphics toolkit.  
[Link to video assets](#)

**Photo Assets**  
A collection of brand-aligned photo assets is available for general use.  
[Link to photo assets](#)

**Desktop Backgrounds**  
A collection of brand-aligned desktop backgrounds is available for general use.  
[View desktop backgrounds](#)

**Printing Cards**  
A collection of printing card template is available for general use.  
[Link to printing cards](#)

**Table Tent Templates**  
These custom Syracuse University branded template themes have been developed for table signage creation using MS PowerPoint.  
[Download table tent templates - Photoshop](#)  
[Download table tent templates - PowerPoint](#)

For complete marketing with your Syracuse University Brand and content, visit [Brand Standards](#) for more information and resources.

Information Technology Services | Syracuse University | 13244-1000 | 315.440.2272 | [Accessibility](#) | [Privacy Policy](#) | [Sustainability](#) | [Feedback](#)

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# Additional Brand Usage Guides

## 1 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 set 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 "brand 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?

Engagement is a reflection of a strong connection between an organization and its audience. In order to create a strong connection, an organization must be able to communicate its values and mission in a clear and consistent way.

External audiences do not associate named schools with Syracuse University.

School/College	Signature System
High School/College	None
Professional School/College	None
Research Institute	None
High School/College	None
Professional School/College	None
Research Institute	None
High School/College	None
Professional School/College	None
Research Institute	None

## Before After

**Before**

Before an organization adopted the One University signature system, each school, college, and research institute used its own logo and branding.

**After**

Our signature system reflects 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.

## School/College Lockups

School and college lockups are created with our primary logo. The school/college name is positioned to the left of the primary logo.

## School/College Lockups Configurations and Usage

The table of pages in this guide provides the general guidelines for the use of the signature system. The table of pages in this guide provides the general guidelines for the use of the signature system.

## School/College Lockups Using Multiple School/College Names in a Single Piece

The signature system is designed to be used in a variety of ways. This guide provides the general guidelines for the use of the signature system.

## School/College Lockups General Guidelines for Multiple School/College Names

When using the signature system on a piece of communication, the signature system should be used in a consistent way.

# SIGNATURE SYSTEM USAGE GUIDE

## School/College Lockups

Syracuse University  
College of Law  
Syracuse University  
Maxwell School of Citizenship & Public Affairs  
Syracuse University  
School of Architecture  
Syracuse University  
School of Information Studies

## Center/Institute Lockups Examples

Examples of center/institute lockups.

## Center/Institute Lockups Examples

Examples of center/institute lockups.

## 4 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.

## for Simulating the Collective Swimming of Microorganisms

Department of Mathematics

## DEADLY FUTURE

Department of Arts & Sciences

## Examples

Examples of text treatments.

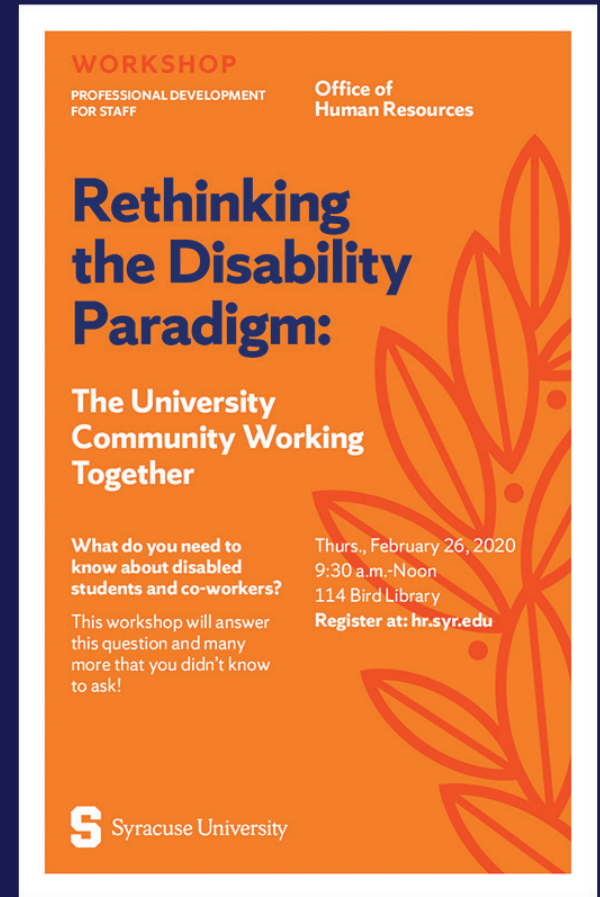
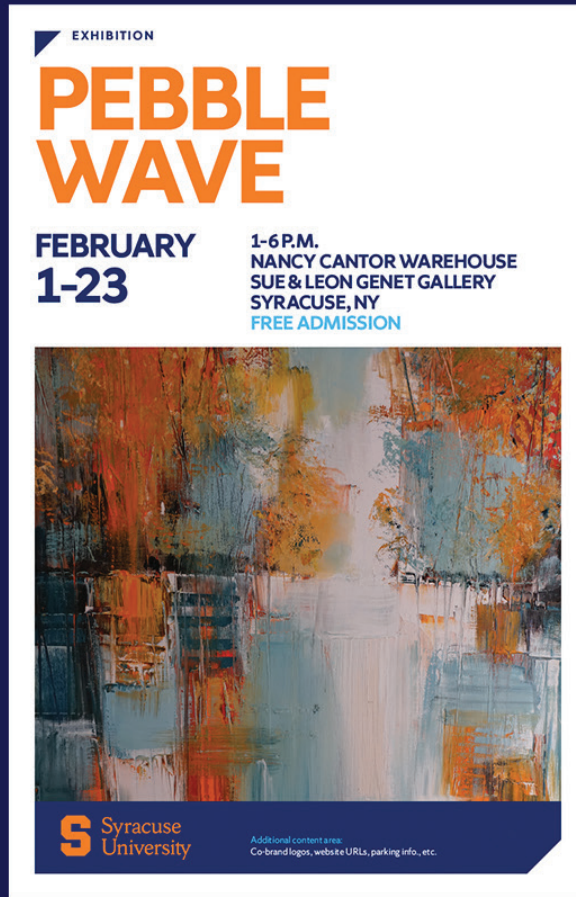
# Additional Brand Usage Guides







# Brand Templates



# Brand Swag



# Icons & Illustrations





<b>13</b>	schools and colleges
<b>200+</b>	customizable majors
<b>100+</b>	minors
<b>200+</b>	advanced degree programs
<b>100+</b>	study abroad programs in 60 countries
<b>21,322</b>	students enrolled
<b>14,479</b>	undergraduate students
<b>6,843</b>	graduate and law school students
<b>3,682</b>	bachelor's degrees awarded
<b>258,483</b>	alumni from 50 states and 171 countries and territories
<b>25</b>	average class size
<b>15-to-1</b>	student-to-faculty ratio

# ONE UNIVERSITY

<b>2,931</b>	graduate and professional degrees awarded
<b>930</b>	tenured and tenure-track faculty
<b>808</b>	non-tenure-track faculty
<b>91%</b>	full-time faculty members with Ph.D. or professional degrees
<b>3,483</b>	full-time staff
<b>352</b>	part-time staff
<b>30+</b>	research centers and institutes
<b>80%</b>	of students receive grants and scholarships
<b>1,105</b>	Renée Crown University Honors Program undergraduate students
<b>300+</b>	student organizations
<b>100+</b>	years committed to veteran and military-connected students
<b>150+</b>	years committed to higher education



**Thank You.**

