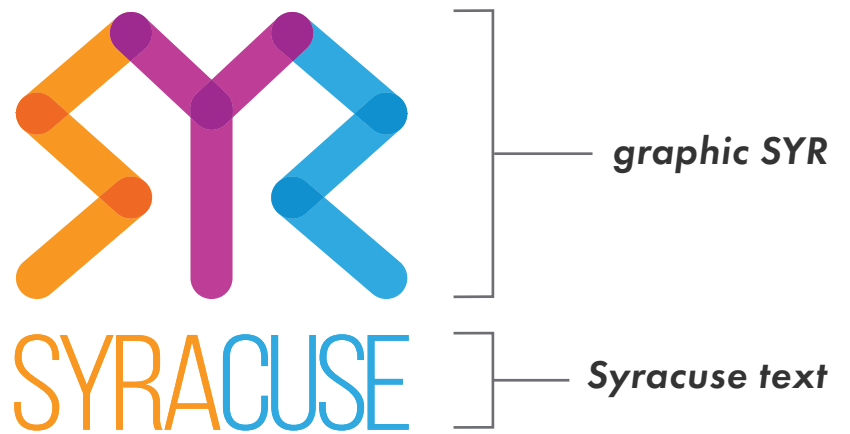




VISIT SYRACUSE

Brand style guide

Logo



The Visit Syracuse logo should be used in conjunction with the **SYRACUSE** text. Only use the standalone logo without Syracuse text when deemed appropriate.



Logo

The logo has four primary color combinations. They are provided as .EPS files, .JPEG files and .PNG files.

.EPS files are infinitely scalable vectors and are ideal for all print applications. .JPEG files should only be used for digital applications where perfect quality is not of top concern. For darker backgrounds or where transparency is required, use .PNG files.

In addition to the four primary color combinations, some applications may warrant a greyscale or white version of the logo. The greyscale version may be used on a white or black background. The white version is more desirable for a black, dark or bright-colored background, as well as photographic and graphic backgrounds.

In all cases, take care in using the logo so as not to place onto a background that is too similar to any of the logo components.



Logo

The logo should always have sufficient clear space around it, so that it may always be easily readable. If the surroundings are too busy, the logo will not stand on its own and will lose its impact.



Additionally, here are some other logo absolutely-do-nots:

Do NOT reposition or
resize logo text



Do NOT recolor the logo



Do NOT stretch the logo
— always maintain
aspect ratio

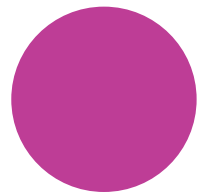


Colors

The logo contains four primary colors, of which only three should typically be used in combination together. In some larger compositions, in which the logo is a component, it is acceptable to introduce the fourth color to the composition if it doesn't overpower the logo.

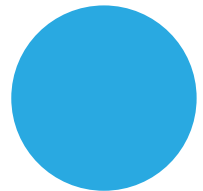
PURPLE

RGB: 190, 60, 150
CMYK: 24, 90, 0, 0
HEX: # BE3C96



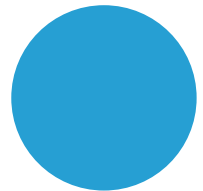
BLUE

RGB: 39, 170, 226
CMYK: 70, 16, 0, 0
HEX: # 27AAE2



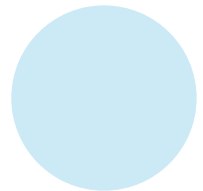
DARKER BLUE

RGB: 35, 159, 211
CMYK: 73, 22, 3, 0
HEX: # 239FD3



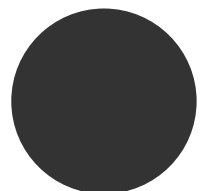
LIGHTER BLUE

RGB: 204, 234, 245
CMYK: 18, 0, 2, 0
HEX: # CCEAF5



ALMOST BLACK

RGB: 51, 51, 51
CMYK: 69, 63, 62, 58
HEX: # 333333



GRADIENT
COLOR BLOCKING



Typeface

The Visit Syracuse design system consists of three main fonts below.

BEBAS NEUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Futura PT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Proxima Nova Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()



Typeface

Defined below, the three main fonts in the Visit Syracuse design system incorporate specific styles depending upon application.

Bebas Neue Bold
Font Size 52pt, Tracking 60px, Line Height 45px
Use For : H1 headings, headers, top-tier text

LOREM IPSUM

Futura PT Demi Oblique
Font Size 30pt, Tracking 20px, Line Height 33px
Use For : H2 headings, subheds

Lorem ipsum

Futura PT Demi
Font Size 28pt, Tracking 20px, Line Height 30px
Use For : H3 headings, subheds

LOREM IPSUM

Bebas Neue
Font Size 28pt, Tracking 80px, Line Height 30px
Use For : H4 headings, subheds

LOREM IPSUM

Futura PT Demi Oblique
Font Size 22pt, Tracking 0px, Line Height 27px
Use For : H5 headings, subheds

Lorem ipsum

Futura PT Demi
Font Size 18pt, Tracking 20px, Line Height 24px
Use For : H6 headings, subheds

LOREM IPSUM

Proxima Nova Medium
Font Size 16pt, Tracking 20px, Line Height 29px
Use For : Body text, all generic text below top tier, emails, general text

Lorem ipsum



OUR ULTIMATE SUMMER GUIDE

*An Insiders Guide for things
to do in the area*

FOUND IN SYRACUSE

EXPLORING THE GREAT OUTDOORS

*The Best Brunch Spots In and Around
Syracuse*

SUMMER PACKAGES & DEALS

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor