

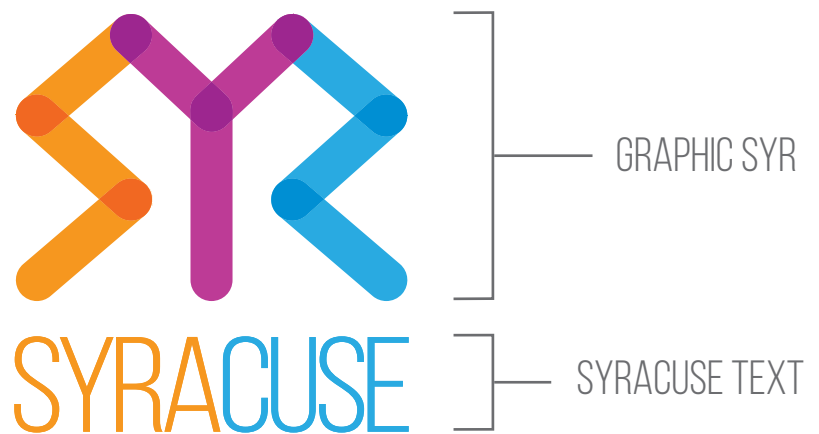
SYRACUSE

VISIT SYRACUSE
STYLE GUIDE

LOGO

THE LOGO IS POTENTIALLY THE MOST POWERFUL AND IMPACTFUL COMPONENT OF A BRAND. IT CAN RISE TO BECOME THE MOST VISUALLY-IDENTIFIABLE ELEMENT SYNONYMOUS WITH THE REGION. AS SUCH, IT IS IMPORTANT THAT THE DESIGN STANDARDS AND STYLE GUIDE BE ADHERED TO SO AS TO MOST ACCURATELY AND IMPACTFULLY REPRESENT EVERYTHING THE REGION HAS TO OFFER.

THE LOGO PRIMARILY EXISTS WITH TWO COMPONENTS:



AS THE LOGO BECOMES MORE WIDELY IDENTIFIABLE, THE LOGO CAN ALSO STAND WITHOUT THE BRAND TAGLINE AND EVEN WITHOUT THE SYRACUSE TEXT:



LOGO

THE LOGO HAS FOUR PRIMARY COLOR COMBINATIONS. THEY ARE PROVIDED AS .EPS FILES AND .JPEG FILES.

.EPS FILES ARE INFINITELY SCALABLE VECTORS AND ARE IDEAL FOR PRINT APPLICATIONS. JPEGS SHOULD ONLY BE USED FOR DIGITAL APPLICATIONS WHERE PERFECT QUALITY ISN'T THE TOP CONCERN.

IN ADDITION TO THE FOUR PRIMARY COLOR COMBINATIONS, SOME APPLICATIONS MAY WARRANT A GREYSCALE VERSION OF THE LOGO. THE GREYSCALE VERSION MAY BE USED ON A WHITE OR BLACK BACKGROUND. IN ALL CASES, TAKE CARE IN USING IT SO AS TO NOT PUT IT 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-NOT-DOS:

DO NOT REPOSITION OR RESIZE LOGO TEXT.



DO NOT RECOLOR THE LOGO.



DO NOT STRETCH THE LOGO.



COLOR

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 SO LONG AS IT DOESN'T OVERPOWER THE LOGO.

THE FOUR COLORS ARE **ORANGE**, **PURPLE**, **BLUE**, AND **GREEN**.
DARK GRAY IS USED AS AN ACCENT.

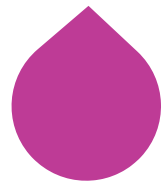
ORANGE

R: 248 G: 153 B: 35
C: 0 M: 47 Y: 97 K: 0



PURPLE

R: 189 G: 59 B: 149
C: 25 M: 91 Y: 0 K: 0



BLUE

R: 39 G: 170 B: 225
C: 70 M: 15 Y: 0 K: 0



GREEN

R: 150 G: 192 B: 61
C: 47 M: 5 Y: 100 K: 0



DARK GRAY

R: 109 G: 110 B: 111
C: 2 M: 1 Y: 0 K: 56



FONT

BEBAS NEUE IS AN ALL-CAPS FONT; THERE IS NO OPTION FOR LOWER CASE CHARACTERS. UTILIZE THIS FONT PRIMARILY FOR TITLES AND MORE CONCISE WRITINGS THAT ARE IN MORE VISIBLE APPLICATIONS.

THERE ARE FIVE FONT STYLES THAT CAN BE UTILIZED:

THIN LIGHT BOOK **REGULAR** **BOLD**

IN MOST APPLICATIONS, BOOK IS THE APPROPRIATE FONT STYLE TO USE.

IN LARGER APPLICATIONS, THIN OR LIGHT STYLES CAN BE APPLIED FOR A SLIMMER, SLEEKER LOOK.

FOR EMPHASIS, APPLY THE **REGULAR** OR **BOLD** STYLE DEPENDING ON HOW MUCH THE TEXT NEEDS TO POP.

FOR GENERAL DAY-TO-DAY WRITING, SUCH AS EMAILS AND THE BODY OF A LETTER, RATHER THAN BEBAS NEUE, UTILIZE A COMMON SANS-SERIF FONT SUCH AS **helvetica**.

DESIGN BY **JASON EVANS**
RETHINKSYRACUSE@GMAIL.COM