

USE Identity

By highlighting the word "Use" within Syracuse, this mark distinguishes itself from the any prior or existing way of writing the word Syracuse.

The flexible system can be rationalized to both promote and identify destinations, events, or themes around the corridor and city at large.

Logo artwork is fixed and can be provided by the distributor of this document, and are also available as an extendable template.

Connections

For people

SYRACUSE

Rethinking the city

Identity Overview

These three logo uses are intended to describe connections with the city and the state and can be used in scenarios when this relationship should be emphasized or described.

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1. Primary logo

SYRACUSE

2. Relationship with City

CITY OF
SYRACUSE

3. Relationship with State

SYRACUSE NY

Identity Overview

These approaches to locking up appropriate, short messaging (2-3 words) can be used alone or in coordination with the Syracuse logo or individual institutions.

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4. USE logo

USE

5. USE messaging

USE THE BUS

USE ART

USE YOUR FEET

USE YOUR EYES

USE FRESH AIR

USE INSPIRATION

6. USE prefix

REUSE

EFFUSE

SMART USE

MUSE

Identity Overview

Destinations or even more general themes can be written in the typeface in order to coordinate with the rest of the campaign.

These do not necessarily replace existing logos or signs, but are meant as a means of elevating the presence and message.

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7. Institutional / destination labels

FORMAN PARK

DELAVAN ART GALLERY

COMMUNITY FOLK ART CENTER

8. Actions

SHOP

BREATHE

EAT

Identity Violations

While there is great flexibility in this language system, only approved applications can be used. Do not violate the protocols of the guidelines per these examples.

Use only approved artwork and protocols unless you have explicit permission.

Use approved messages only

~~SYRACUSEFUL~~

~~SYRACUNIVERSITY~~

~~VISIT SYRACUSE. IT IS FUN!~~

Do not modify the appearance and principles of the mark

~~SYRA-
CUSE~~

~~SYRACUSE~~

~~CLEVELAND~~

~~SYRACUSE~~

~~SYRACUSE~~

Color

These two distinctive and contrasting red values are intended to pay respect to historical values existing on the corridor. Moreover, they are designed to energize and extend precedents that have already been set in the area.

Controls here are show for spot, process, screen and paint values.

Use primary red on most applications. Use secondary red when in need of a secondary color, and only if the background is white.

While it is often possible to match to a PMS color, it is not always possible to spec materials or match these specific values.

Proportional Usage



Color Values



Primary
Dark Red
PMS: 187C
CMYK: 21/100/82/11
RGB: 179/27/52



Secondary
Light Red
PMS: 1795
CMYK: 0/94/100/0
RGB: 238/52/36
BM: 2010-10

Delavan Art Gallery case study

Institutional Upgrades: North View Rendering



Delavan Art Gallery case study

Institutional Upgrades: West View Rendering

