

# SYRACUSE CONNECTIVE CORRIDOR

## FAÇADE IMPROVEMENT PROGRAM

**Red accents popped up throughout the Corridor as building owners integrated brand elements through**

**facade improvements. Why red? Renowned designers -- Olin, Pentagram and Tillett -- worked with the Syracuse University School of Architecture to develop a color and brand identity to "brighten up" Syracuse through four seasons. You'll see it on awnings, bistro seating, and in many other exterior façade elements. A key goal of the program was also restoration, preservation and lighting of historic buildings.**

**Scroll through these pages to see just some examples of completed projects.**

























