Brand Identity (http://styleguide.syr.edu/)

Brand Elements   ▼

Colors (http://styleguide.syr.edu/brand-identity/colors/)

Orange was adopted as the University color in 1890.

The color was selected after a vote by students, faculty, alumni and trustees, who noted it was a strong, bright color not claimed by any other school; it was Syracuse University's for the taking. It was chosen to represent the golden apples of Hesperia, as well as the story of the sunrise and hope for a golden future. Syracuse University was the first school to adopt only one official color.

Color Palette

Our primary color is the Syracuse Orange and it **must** be the dominant color on all pieces. There are approved grays to be used as neutrals throughout the brand.

If you are using specialty printing processes, please make every effort to match the approved colors with your printer regarding engraving or letterpress inks, foils or varnishes.

Syracuse Athletics Navy should **not** be used on any University communications, but if a campaign or sub-brand piece requires navy, it is acceptable as a secondary color. The page on Athletics Branding (/brand-identity/athletics/) describes the approved color values for Navy.

Syracuse Orange

Print	Screen
PMS 1665C	HEX #D44500
CMYK 0/79/100/0	RGB 212/69/0

Extra Dark Gray

Print	Screen	Grayscale
PMS Black 7C[*]	HEX #3E3D3C	K 90
CMYK 0/0/0/90	RGB 62/61/60	

Dark Gray

Print	Screen	Grayscale
PMS 431C	HEX #6F777D	K 75
CMYK 8/2/0/56	RGB 111/119/125	

Medium Gray

Print	Screen	Grayscale
PMS Cool Gray 7C	HEX #ADB3B8	K 45
CMYK 8/2/0/30	RGB 173/179/184	

Light Gray

Print	Screen	Grayscale
PMS 428C	HEX #E8EAEB	K 10
CMYK 5/2/0/8	RGB 232/234/235	

The PMS for Syracuse Extra Dark Gray is provided for color reference. 90% black should be used whenever possible.

Color Usage

We've provided a ZIP archive containing .ase files that can easily import these swatches into Illustrator or Photoshop:

📄 Download ASE Color Palette [ZIP, 3kB] (/wp-content/uploads/2015/02/Syr_Color_Palette.zip)

- PMS or CMYK color values **must** be used in projects destined for print (e.g. magazines, posters, or stationery).

- HEX or RGB color values **must** be used in projects that will be displayed on a screen (e.g. websites or PowerPoint presentations).

- Grayscale color values should **only** be used under special circumstances when print production is limited (e.g. newspaper ads).

Screen Palette Accessibility

Color values chosen for the screen palette were optimized to ensure compliance with accessibility standards (/web-and-email/). The following usage is strongly suggested to maintain adequate contrast in your designs:

- **Syracuse Orange** — pair with white only.

- **Extra Dark Gray** — pair with white or light grays (#A7A7A7 or lighter).

- **Dark Gray** — pair with white or black only.

- **Medium Gray** — pair with dark grays (#454545 or darker).

- **Light Gray** — pair with medium or dark grays (#696969 or darker).

To test your designs' accessibility, we suggest proofing color pairs (text color versus background color) using a contrast calculator ☒ (http://www.dasplankton.de/ContrastA/). A contrast ratio of 4.5:1 (Level AA of WCAG 2.0 ☒ (http://www.w3.org/TR/WCAG20/)) is required for text.

Adobe Photoshop's color blindness filters ☒ (http://www.adobe.com/accessibility/products/photoshop.html#colorblind) can also be helpful when evaluating your page designs prior to development.

See Web & Email (/web-and-email/) for additional accessibility resources.
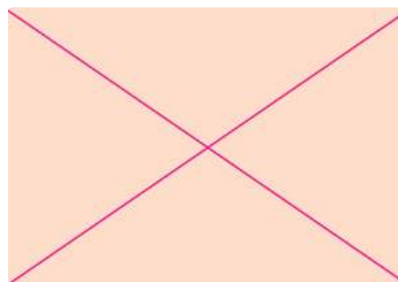

Color Don'ts

It is understood that additional colors may be needed for campaigns, sub-brands or Schools and Colleges only. Please keep the following rules in mind when working on University pieces, as well as pieces connected to the University through our many sub-brands.
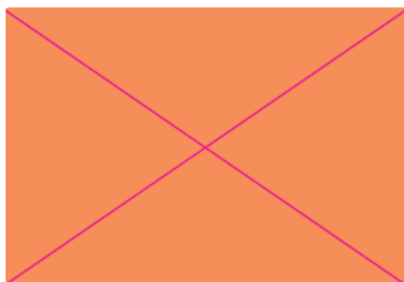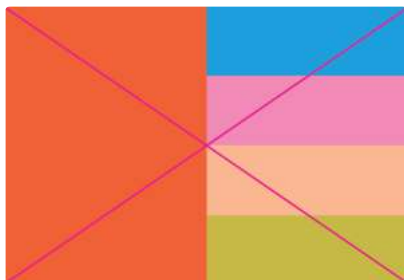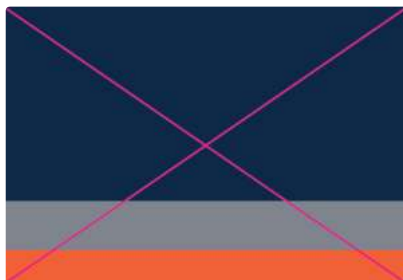

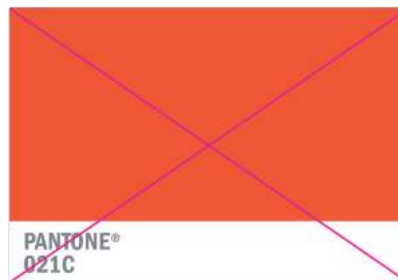Don't alter breakdown of colors

Don't overlay similar color tones

Don't tint Syracuse orange

Don't pair orange with incompatible colors

Don't use Syracuse Orange minimally

Don't use a legacy color

Office of Marketing and Communications