Info

Who We Are

The City of Syracuse is a city in and the county seat of Onondaga County, New York. It is the fifth most populous city in New York State, home to Syracuse University, SUNY Upstate Medical Hospital, and Le Moyne College, and annually hosts the Great New York State Fair.

Vision

Syracuse will be a growing city that embraces diversity and creates opportunity for all.

Mission

As a model of innovation and citizen engagement, the City of Syracuse will consistently deliver high-quality customer experiences through proactive and efficient service.
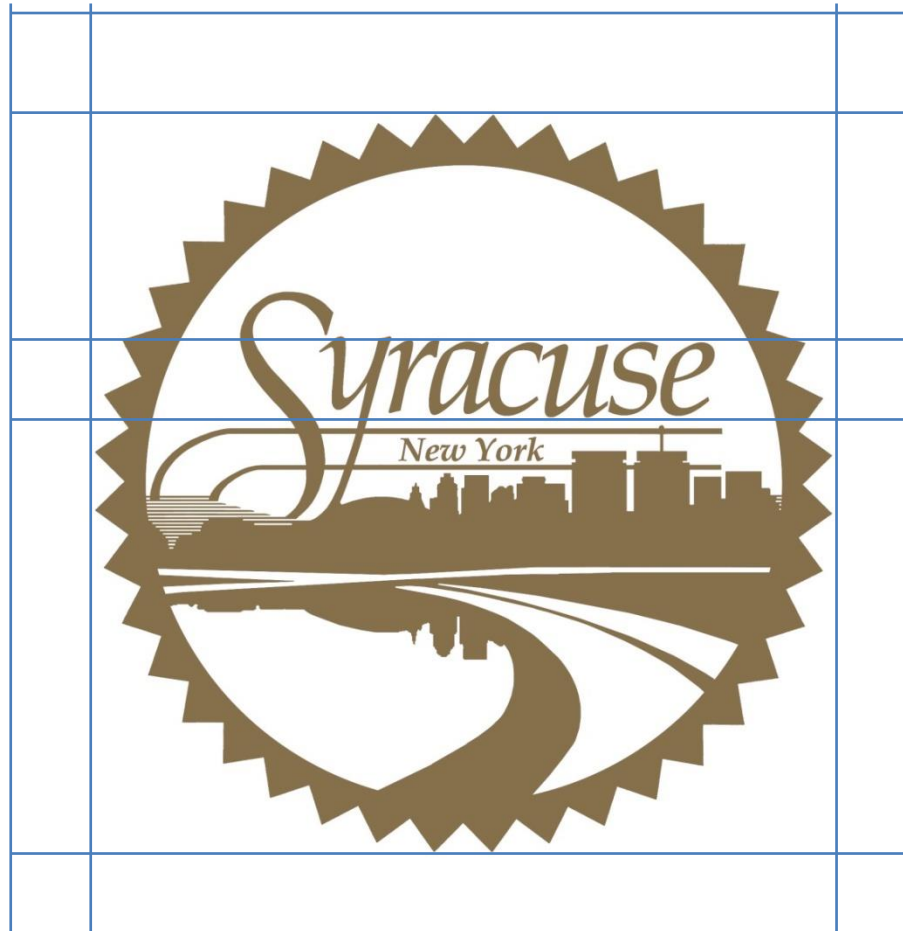
Official Logo

Official Logo

The Syracuse City Logo highlights the Downtown skyline. The skyline signifies our current revitalization. The lake reminds us to reflect on our past, but encapsulates our transition to the future. The road is representative of pathways of diverse opportunities throughout the city.

The City of Syracuse Skyline

Road leading into the City

Onondaga Lake
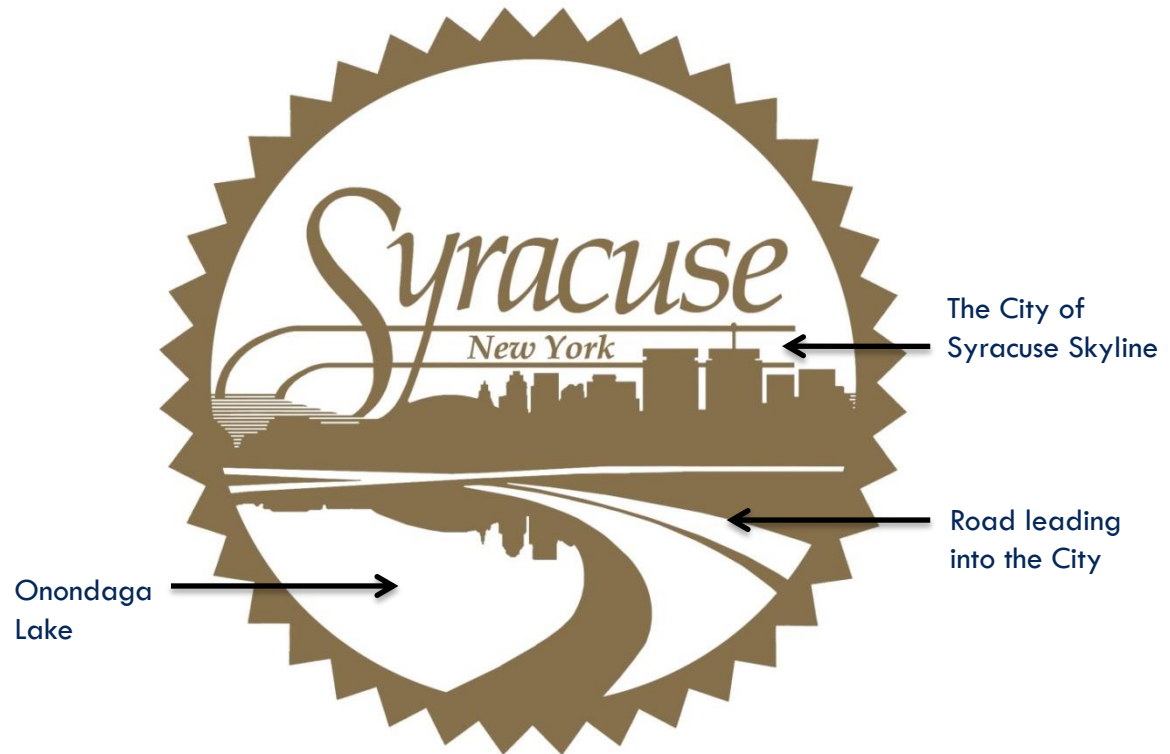
Official Logo

Area of Encroachment

Proper Placement: The City logo should always be placed in an area void of other elements.
The area of non-encroachment should always be placed in an area void of other elements.

Official Logo Color Variations

Mayor's Office

Gold

Public Use

Black

City Departments

Royal Blue

Typography

Typography / Lettering

Headings are preferred as Times New Roman, Bold, size 36+

Sub-headings are TW Cen MT, size 14-24

Body text is Calibri 11/12

SUBSTITUTION FONT

The following substitution fonts are allowable (and preferred) when available:
Times New Roman should be substituted for **Libre Baskerville,** a formal but wide serif-based font. Reserve Times New Roman or Libre Baskerville for only the most formal communications such as proclamations and official letters.

Tw Cen MT should be the primary font used in combination with Calibri as body text. Tw Cen MT can be substituted for **Futura** (preferred) when available. Futura and Tw Cen MT are both modern, sans-serif body fonts.

Headings

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXZY
abcdefghijklmnopqrstuvwxyz1234567890
@?&3/4$

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXZY
abcdefghijklmnopqrstuvwxyz1234567890@?&3/4$

Body and Sub-Headings

Tw Cen MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890@?&³/₄$

Tw Cen MT Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
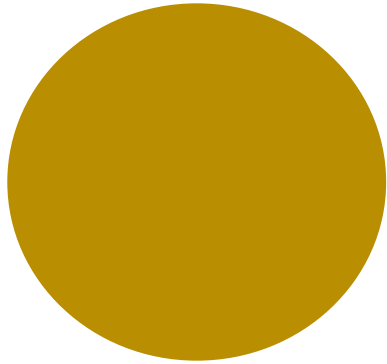
abcdefghijklmnopqrstuvwxyz1234567890@?&³/₄$

Tw Cen MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890@?&³/₄$
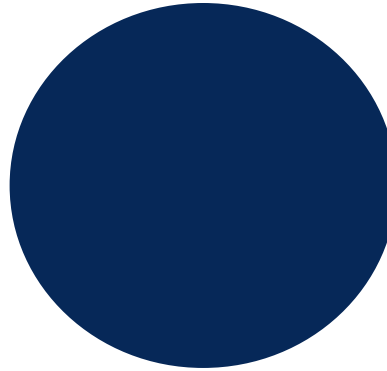
Brand Colors

Brand Colors

HEX: #B98E00

RGB: 185-142-0

CMYK: 0-23-100-27

PANTONE 125

DARK GOLDENROD

HEX: #062858

RGB: 6-40-88

CMYK: 215-93-35

PANTONE 648C

PRUSSIAN BLUE

HEX: #EDEDED

RGB: 237-237-237

CMYK: 0-0-0-7

PANTONE Cool Gray 1

ISABELLINE

Color plays a very important role in the City's organizational identity. The colors shown above are the official City colors. They are readily available to any printer or other vendor taken provided the Pantone® Matching System (PMS) names. Providing a copy these colors when producing printed materials ensures color accuracy.
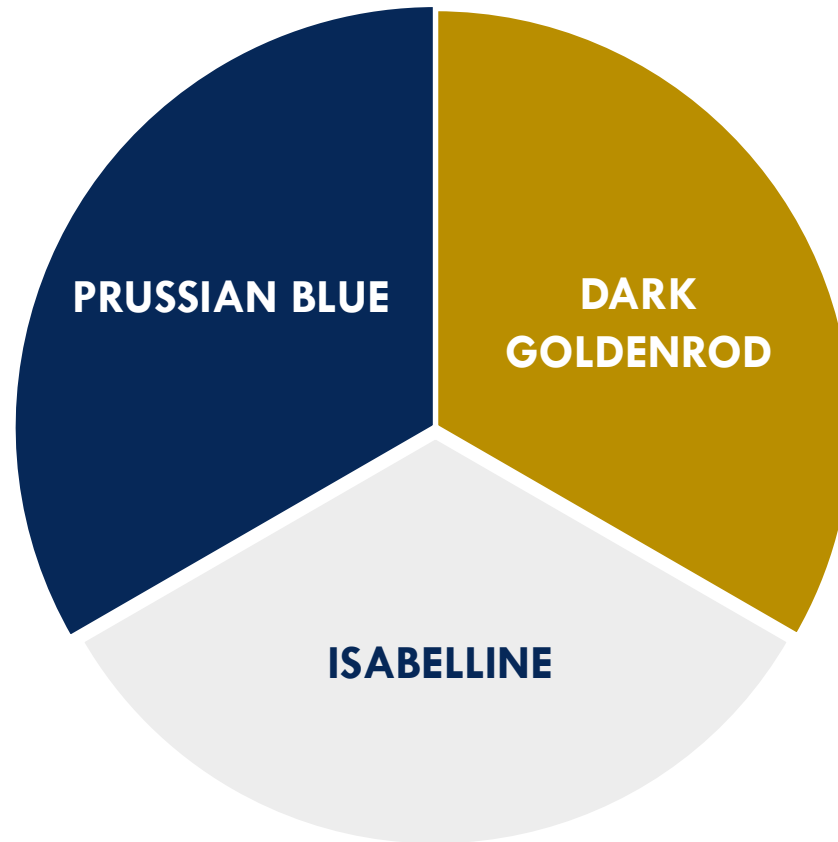
It is difficult to exactly duplicate these colors as a process-built color. However, if this must be done, Pantone® recommends that the formulas above be followed.
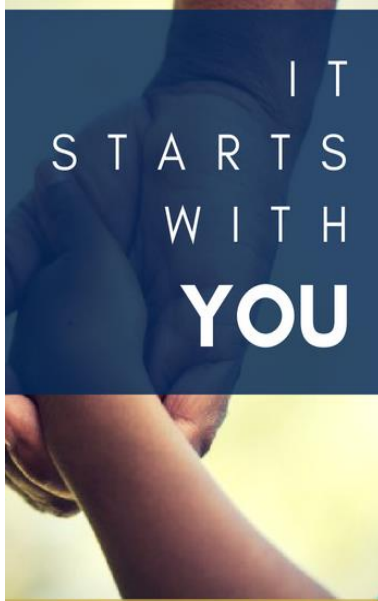
Brand Colors: Accents
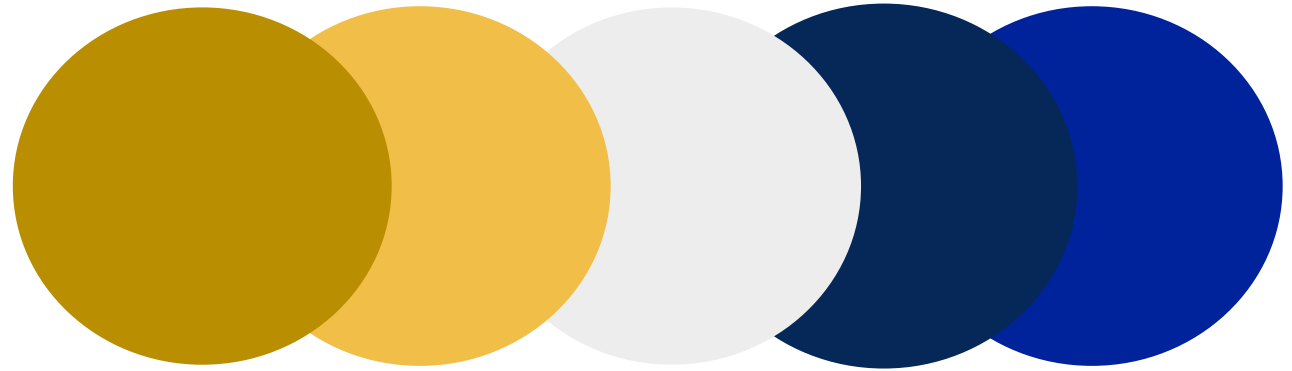
Color	Dark Goldenrod	Maximum Yellow	Isabelline	Prussian Blue	Royal Blue
HEX	B98E00	F1BE48	EDEDED	062858	00239C
RGB	185-142-0	241-190-72	237-237-237	6-40-88	0-35-156
CMYK	0-23-100-27	0-24-78-0	0-0-0-7	215-93-35	98-82-0-0
PMS	125C	142 C	Cool Gray 1C	648 C	Dark Blue C

Brand Colors in Application

Download the Brand colors .ASE

Brand Colors in Use

City Departments

CITY SEAL

SYRACUSE FIRE
DEPARTMENT

CITYLINE

Syracuse Police
Department

Parks and
Recreation

Part Two | Brand Elements

Available October 2018

Elements

Elements not identified in **Part One** of the Brand Guidelines will be released in early 2019.

- Email Signature
- Letterhead
- Business Cards
- Department + Logo Lock-ups
- Department Brochures
- Flyer Templates (Canva.com)

Element | Email Signature

Formal Email Signature

Harvey Baldwin

Social Media and Events Manager

203 City Hall, Office of the Mayor

233 East Washington Street

Syracuse, NY 13202

hbaldwin@syrgov.net

www.syrgov.net

Email Reply

Harvey Baldwin

Social Media and Events Manager

City of Syracuse – Office of the Mayor

hbaldwin@syrgov.net

Letterhead

- Style
- Sample

Date

Commissioner
Title

Commissioner
Title

Commissioner
Title

Name
Organization
Address Line 1
Address Line 2
City, State Initials, Zip

Salutation,

What you should know about the City Brand Kit 2019 Letterhead Template:

Document Style
- This document is an official city document. It should not be changed or revised beyond department-specific content.
- The blue City of Syracuse logo is for department-level use on city documents. It should always appear next to a corresponding city department name.
- The style of this document and brand kit uses Official City of Syracuse colors, fonts, and styles: majority non-serif fonts for modern simplicity, bold headings for clarity, and limits color use to specific shades of blue, gold, and off-white.

Document Body
- The body of this document uses Calibri font, 11 pt, black text in the body
- The headers and subheads of this document use **TW CEN MT** font
- Page 2 and all subsequent pages of this document feature a simple header: **Topic** of the document on the left; automatic **Date** and **Page #** on the right.

Header
- Letterhead is left aligned to allow for naming more officers in your department
- Your department name should be in TW CEN MT, BOLD, ALL CAPS in 24-28* pt font depending on if you have a long department name or short
- Do not change the subtitle of "CITY OF SYRACUSE, MAYOR BEN WALSH"

Sidebar
- The first Commissioner Title should be in line with your address header or pre-text
- Each Commissioner title should be in Sentence Case (first letter of a name is capitalized, all else lowercase)
- Commissioner names should be in TW Cen MT Bold, 10 pt font
- Commissioner titles should be in TW Cen MT Standard, 10pt font
- Lower sidebar: DEPT name, address, city, ST, Zip, Office #, Fax, syrgov.net

(The last visible line should be syrgov.net)
Department
Department Address 1
Department Address 2
Syracuse, N.Y. 13202

Office 315 #######
Fax   315 448 ####

www.syrgov.net

GROWTH. DIVERSITY. OPPORTUNITY FOR ALL.

Footer

- Footer should read the words "GROWTH. DIVERSITY. OPPORTUNITY FOR ALL." in Royal Blue (defined as Hex: 00239C / RGB:0-35-156 / CMYK: 100-77-0-38 / Pantone 287)
- Footer text should be in TW CEN MT, Standard, ALL CAPS in 14 pt font
- Footer should be **right** aligned to page and the last thing a constituent reads.
- If your department has a specific logo, it will appear after the footer tagline.

If you have any questions about this template or its uses, please email Ruthnie Angrand at rangand@syrgov.net.

(signature)
Type Name

In this template, heading and sub-heading colors and sizes are pre-set and are represented below with sample text.

THIS IS A TITLE.
THIS IS A SUBTITLE.

This is a heading.

This is body text that follows a heading. It has one line of single-spacing preceding the paragraph. A lorem ipsum enim nec dui nunc mattis enim ut tellus. Nisl suscipit adipiscing bibendum est ultricies integer quis auctor elit. Faucibus purus in massa tempor nec feugiat nisl pretium.

THIS IS A SUBHEADING.

This is body text that follows a subheading. There is no space preceding the paragraph. Lorem ipsum enim nec dui nunc mattis enim ut tellus. Nisl suscipit adipiscing bibendum est ultricies integer quis auctor elit. Faucibus purus in massa tempor nec feugiat nisl pretium.

"This is a quote."

This is the text that follows a quote. It has one line of space before the paragraph designation. Lorem ipsum enim nec dui nunc mattis enim ut tellus. Nisl suscipit adipiscing bibendum est ultricies integer quis auctor elit. Faucibus purus in massa tempor nec feugiat.

"This is a headline quote often called an intense quote."

This is the text that follows a headline quote; it has one 1.15 line of space preceding the paragraph. Nisl pretium. Parturient montes nascetur ridiculus mus mauris vitae. Consequat mauris nunc congue nisi vitae suscipit tellus mauris. Vitae et leo duis ut diam quam nulla porttitor. Egestas tellus rutrum tellus pellentesque eu tincidunt tortor. Elit ullamcorper dignissim cras tincidunt. Turpis cursus in hac habitasse platea dictumst quisque sagittis. Diam quam nulla porttitor massa id neque aliquam vestibulum morbi. In pellentesque massa placerat duis ultricies lacus sed. Sit amet facilisis magna etiam tempor orci eu lobortis. Quam nulla porttitor massa id neque aliquam. Nisl tincidunt eget nullam non nisi est sit amet facilisis.

OFFICE OF ACCOUNTABILITY, PERFORMANCE & INNOVATION

CITY OF SYRACUSE, MAYOR BEN WALSH

Adria Finch
Chief Innovation Officer

Sam Edelstein
Chief Data Officer

Alicia Madden
Chief Accountability
Officer

Jane Doe
1234 Millionaire Lane
2nd Floor, Apt. 60
Syracuse, NY 13202

Dear Jane Doe,

I'd like to welcome you to City Hall. We are excited that you have accepted our job offer and agreed upon your start date. I trust that this letter finds you mutually excited about your new employment with City Hall.

What You Should Know About Your Role

As mentioned during the interviews, while your new position reports to me, I'd like to welcome you to the City Hall on behalf of all of the staff. Each of us will play a role to ensure your successful integration into the department.

We're expecting you for new employee orientation on January 1, 2026 at 9 a.m. You will meet with me to discuss your successful integration into our company and with Human Resources staff to learn about employment related issues. You'll also meet with several coworkers so you can get a feel for the overall work of the department. Our dress code is casual.

Your Future Teammates

Your new team anticipates taking you out to lunch to get to know you and to make sure that you meet everyone with whom you will be working. Your meeting agenda, for the rest of your first day, will involve planning your orientation with me and setting some initial work goals so that you feel immediately productive in your new role. I anticipate that your second day will involve more coworker meetings to understand the department. You'll also have the opportunity to continue with your new employee orientation plan and your initial work for the department.

If you have questions prior to your start date, please call me at any time, or send me an email, if that is more convenient. We look forward to having you come on board.

Regards,
(signature)
Your Name

Office of Accountability,
Performance & Innovation
233 E. Washington St
City Hall, Room 219
Syracuse, N.Y. 13202

www.syrgov.net

GROWTH. DIVERSITY. OPPORTUNITY FOR ALL.

This is a sample second page.

Questions?

For questions regarding brand usage or approvals, please contact the Marketing Director, Ruthnie Angrand rangrand@syrgov.net