

SPORTS CLUB GUIDE

S



SHOW YOUR SYRACUSE UNIVERSITY PRIDE!

Use your Sports Club identifier on your gear. Jerseys, hats, uniforms. Go for it! Just use it consistently so that people know who you are and can recognize you and your Orange pride.

Visual Identity: At-a-Glance

This page is a representative overview of the foundational components of our University visual identity. Our complete brand guidelines can be found at syracuse.edu/brand.

Logo



Typography



Block S



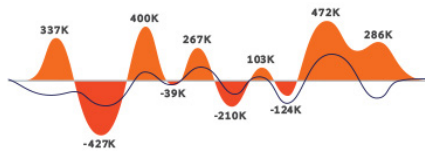
Heritage Logo



Icons



Data Visualization



Illustrations



Colors



Photography & Video



Sport Club Identifiers (Lockups)

Sport Club names are locked up with Block S. The club names are rendered in our official brand font, Sherman Sans. To protect the integrity of our University Sport Clubs, use the lockup artwork and do not attempt to alter or recreate it.

Horizontal configuration



Vertical (stacked) configuration



Horizontal examples

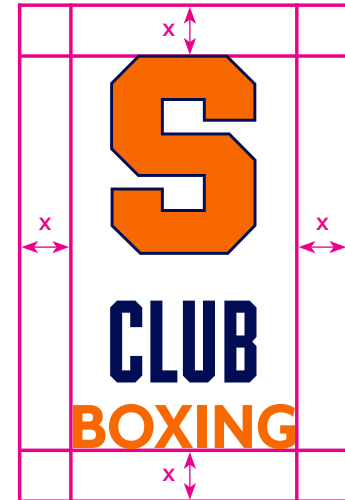
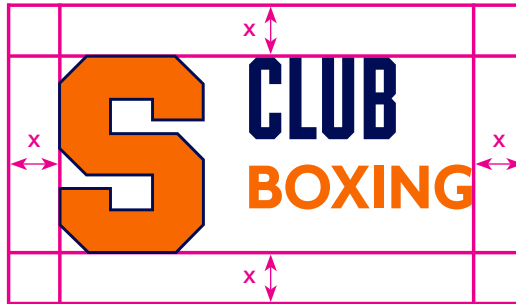


Stacked examples



Identifier Clear Space

To protect its integrity and impact, keep the identifier clear of competing text, images and graphics by maintaining a minimum amount of clear space from other content. The clear space should equal to the width (x) shown in these examples.



Identifier Color Variations

White background



Primary Blue background



Syracuse University Orange background



Misuse

You've got it! Use it well! You want to show your spirit. Sport Clubs are associated through the connections of the Block S. Protect it, Promote it. Use it consistently. Don't use things connected to Syracuse University that undermine or confuse.

✗ Do not add any imagery near the Block S and/or alter the size and placement of the fonts.



✗ Do not modify the Block S artwork or manipulate its appearance.



✗ Do not fill the Block S with alternate colors, imagery or textures.



✗ Do not use alternate fonts and place them in close proximity to the Block S creating the appearance of a new logo.



Otto

Otto is a beloved part of the Orange Family. To maintain Otto's name and reputation, Otto is a registered entity of the University. Sport Club teams are being provided guided use of Otto, which are outlined on the following pages.

✓ Example of limited use requiring approval.



Otto Misuse

If you would like to portray Otto on a t-shirt or in another way tied to your Sport Club team, please provide artwork and usage plan for approval.

Please note restrictions on use of Otto.



Do not create the appearance of a new club logo or lockup that includes Otto.



Inspiration

These examples show how our visual expression could come to life in a variety of Sport Club cases. These are for demonstration purposes only.



MEN'S CLUB HOCKEY TRYOUTS

2021-2022 TRYOUT DATES
TENNITY ICE PAVILION

WED. 9.8.2021 // 5:30PM-7:00PM

THURS. 9.9.2021 // 5:30PM-7:00PM

FRI. 9.10.2021 // 5:30PM-7:00PM



REGISTER AT:
suhockey.com

S CLUB
MEN'S
HOCKEY