



Visit **SYRACUSE**

Identity System

Logos

This document contains the rules for our visual identity system.

File Names

- logo.svg
- logo-white.svg
- logo-dark.svg
- logo-nav.svg
- logo-dark-nav.svg
- logo-overlapping-header.svg



Spacing

The S icon of the Syracuse logo is the reference for all spacing.

Maintain at least 1× the icon's height as clear space on all sides of the logo (top, bottom, left, right).

No other graphic elements, text, or imagery should encroach into this clear space.



Things To Avoid

Our logo is the cornerstone of our brand's identity, and altering its colors, proportions, or elements can weaken recognition and brand equity. Consistently using the approved logo helps ensure a professional, cohesive, and trustworthy appearance.



Don't stretch or condense



Don't rotate or flip



Don't change the font



Don't arch or warp



Don't change the spacing



Don't change the colors

Colors

WCAG 2.0 level AA requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text. Level AAA requires a contrast ratio of 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.



Orange

HEX #FF9933
RGB 255 / 153 / 51
CMYK 0 / 48 / 88 / 0



Light Orange

HEX #FFE5CB
RGB 255 / 229 / 203
CMYK 0 / 11 / 19 / 0



Pink

HEX #CC3399
RGB 204 / 51 / 153
CMYK 17 / 92 / 0 / 0



Light Pink

HEX #FDD3F0
RGB 253 / 211 / 240
CMYK 1 / 20 / 0 / 0



Green

HEX #99CC33
RGB 153 / 204 / 51
CMYK 45 / 0 / 100 / 0



Light Green

HEX #D6E8B1
RGB 214 / 232 / 177
CMYK 17 / 0 / 38 / 0

Colors

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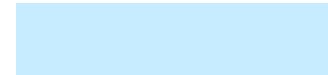
Blue

HEX	#3499CC
RGB	52 / 153 / 204
CMYK	73 / 26 / 5 / 0



Black

HEX	#333333
RGB	51 / 51 / 51
CMYK	69 / 63 / 62 / 58



Light Blue

HEX	#C7ECFF
RGB	199 / 236 / 255
CMYK	20 / 0 / 0 / 0

Gradients

WCAG 2.0 level AA requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text. Level AAA requires a contrast ratio of 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.



Orange

HEX #FFAA08 - #FF9933



Green

HEX #99CC33 - #7BB40C



Pink

HEX #F73EB8 - #CC3399



Blue

HEX #3499CC - #1779AA

Design Elements

Typography

Typographic hierarchy system based on user interface guidelines. Maintaining our brand aesthetic increases text legibility and helps emphasize key pieces of information.

Dunkel Sans

fonts.adobe.com/fonts/dunkel-sans-standard

Bali Script

fonts.adobe.com/fonts/bali-script

Puffin Display Soft

fonts.adobe.com/fonts/puffin-display-soft

Proxima Nova

fonts.adobe.com/fonts/proxima-nova

Aa

DUNKEL SANS

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%*()-+

Aa

PUFFIN DISPLAY SOFT

Extrabold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%*()-+

Aa

BALI SCRIPT

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%*()-+

Aa

PROXIMA NOVA

Medium & Extrabold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%*()-+

Typography

Typographic hierarchy system based on user interface guidelines. Maintaining our brand aesthetic increases text legibility and helps emphasize key pieces of information.

HOME > BREADCRUMB > NAVIGATION

Puffin Display Soft Semibold & Extrabold (All Caps | Letter Spacing 80 & 30)

Experience

Major Hero Preheading: Bali Script Regular (Upper Lower | Letter Spacing 10)

Major Hero Headline

Dunkel Sans Medium (Upper Lower | Letter Spacing -10)

Ancillary Headline

Bali Script Regular (Upper Lower | Letter Spacing 0)

H1 Headline

Dunkel Sans Medium (Upper Lower | Letter Spacing -25)

SECTION HEADING

Puffin Display Soft Extrabold (All Caps | Letter Spacing 35)

PARTNER OR EVENT TITLE

Puffin Display Soft Extrabold (All Caps | Letter Spacing 0)

Body copy sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolore...

Proxima Nova Medium & Extrabold (Upper Lower | Letter Spacing 0)

CALL TO ACTION BUTTONS

Proxima Nova Extrabold (All Caps | Letter Spacing 100)

Oct 3

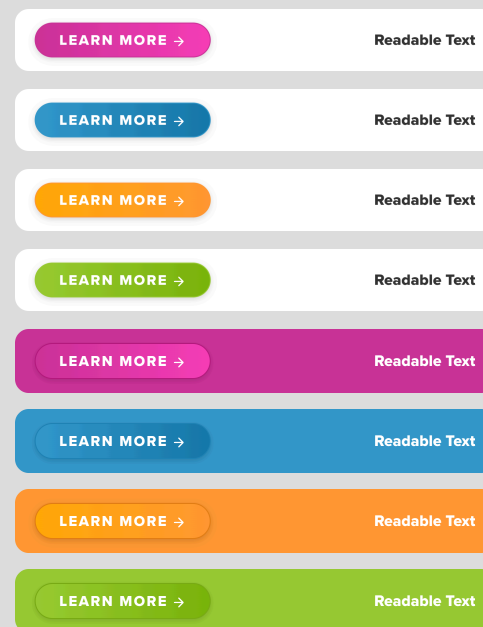
Event Card Date: Puffin Display Soft Extrabold (All Caps | Letter Spacing 100) & Bali Script Regular

Author Card

Dunkel Sans Medium (Upper Lower | Letter Spacing -10)

Themes

Color themes can be used to tell stories across seasons. Accent colors may be customized while the usage of black and white creates consistency across the site.



Rollover

To increase site performance accent colors should be used to highlight areas of engagement for the user.



Button Guidance

From the Brand Style Guide microsite (</style-guide/buttons-ui/>).

One primary button per block. Use Alt or Outline for secondary actions next to it.

Write labels as actions in two or three words: "Plan your trip", not "Click here".

Text links are for low-emphasis "See all" style links under cards and listings.

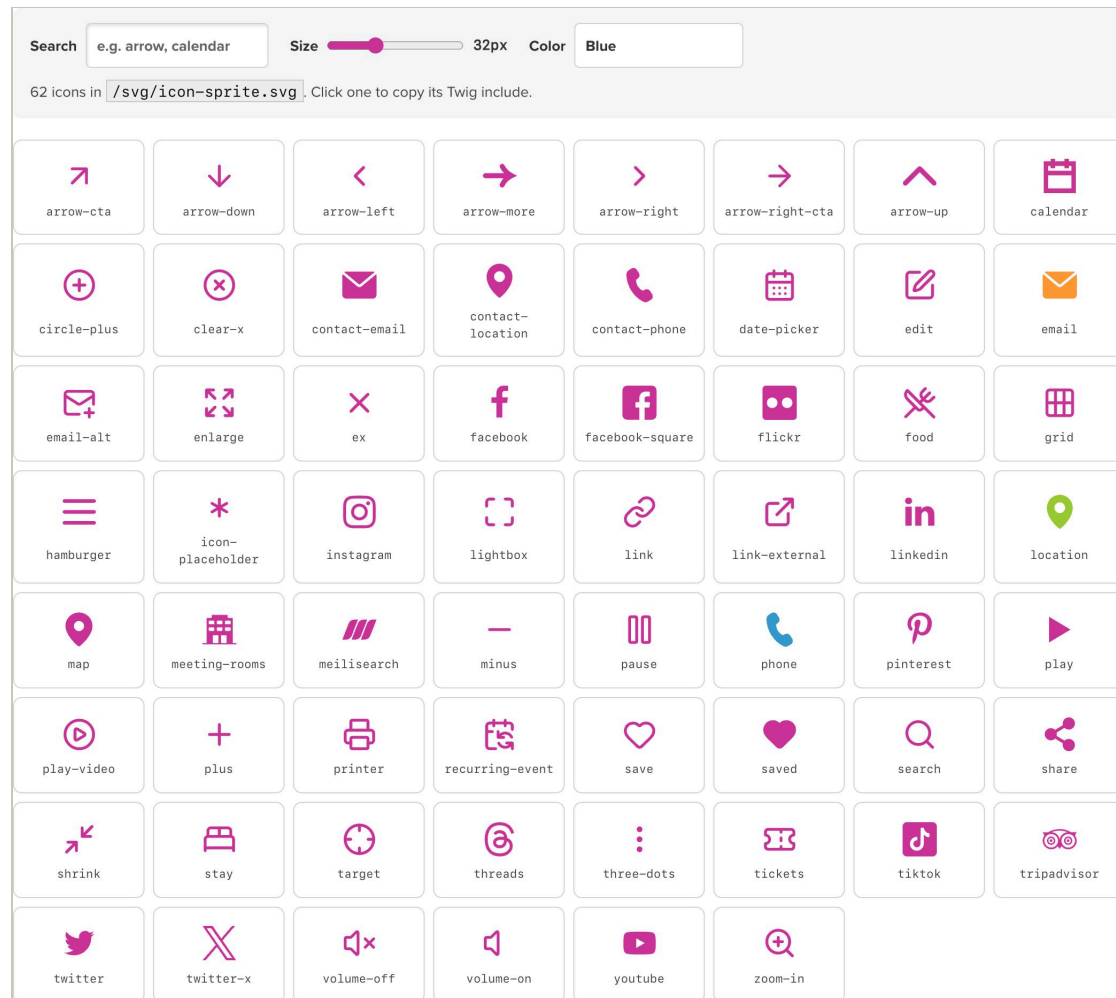
Buttons get their colors from the block's subtheme. Choose the block background rather than styling a button directly.

SHOW ON
White / Pink
White / Blue
White / Orange
White / Green
Pink
Blue
Orange
Green

These are the site's real `.btn` classes. Hover them and tab to them to check every state. Click a class name to copy it.

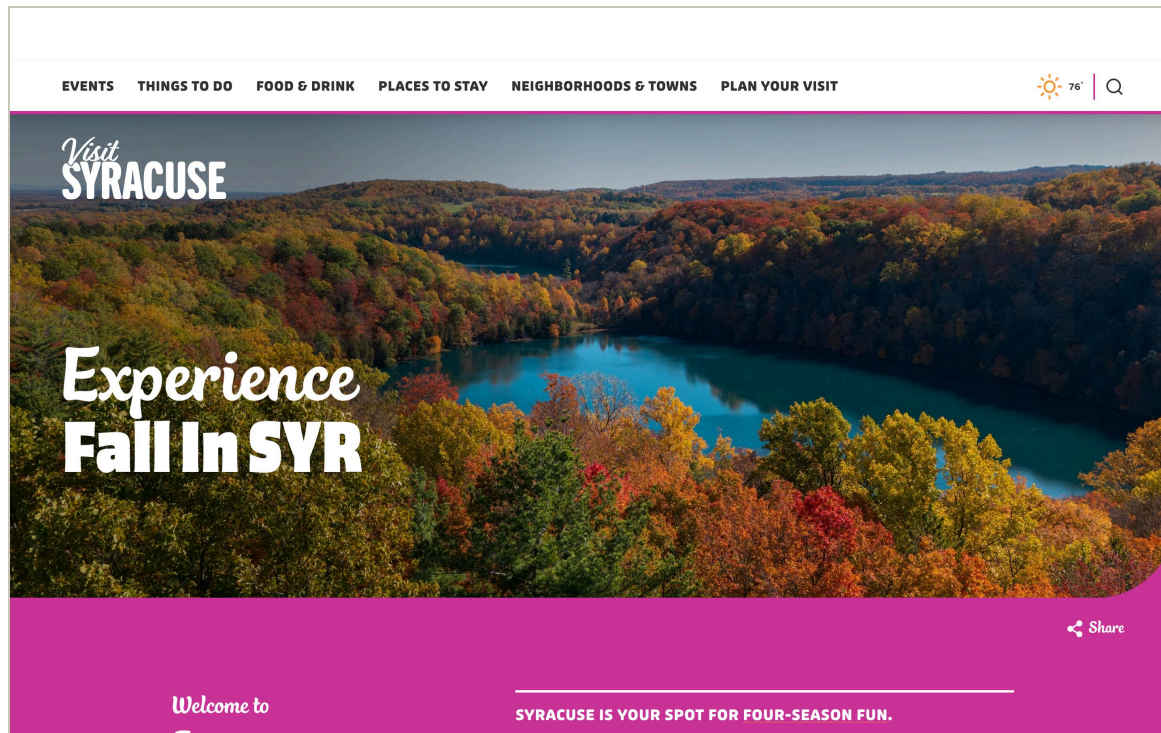
Primary <code>btn</code>	PLAN YOUR TRIP
Alt <code>btn btn--alt</code>	VIEW EVENTS
Subtle <code>btn btn--subtle</code>	LEARN MORE
Outline · dark backgrounds only <code>btn btn--outline</code>	
Solid <code>btn btn--solid</code>	BOOK NOW
Reversed <code>btn btn--reversed</code>	EXPLORE
Tag <code>btn btn--tag</code>	EXPLORE
With icon <code>btn</code>	DIRECTIONS >
Sizes	XS SMALL MID DEFAULT LARGE
Text links	LINK LINK SMALL LINK LARGE LINK ALT LINK SIMPLE

Buttons



Icons

Design Tools



Hero

Things To Do In Syracuse

EXPERIENCE ALL OF THE ACTIVITIES, ATTRACTIONS, AND EVENTS THAT SYRACUSE, NY HAS TO OFFER.

Step out into the scenic [outdoors](#), embrace the urban vibrancy of [Downtown Syracuse](#) or explore one of our many unique [neighborhoods](#).

Find your next big adventure whether it's kayaking in the [summer](#), hiking through [autumn](#), or chasing frozen waterfalls. Let your inner foodie lead the way to restaurants offering everything from the best brunches to farm-to-table eats. Sip your way through [craft breweries](#), [wineries](#), and [cideries](#). Immerse yourself in the rich [history](#) of the region or enjoy the expansive [arts & culture](#) scene. No matter the season, stay inspired on things to do in Syracuse.

Things To Do In Syracuse

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Intro

Blog

STAY INFORMED ABOUT SYRACUSE LATEST HAPPENINGS, INCLUDING NIGHTLIFE, SPORTS EVENTS, SHOPPING, AND FOOD.

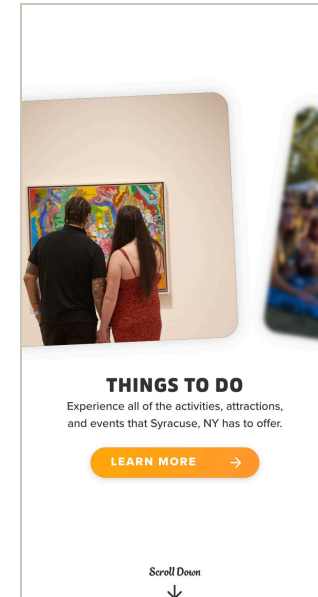
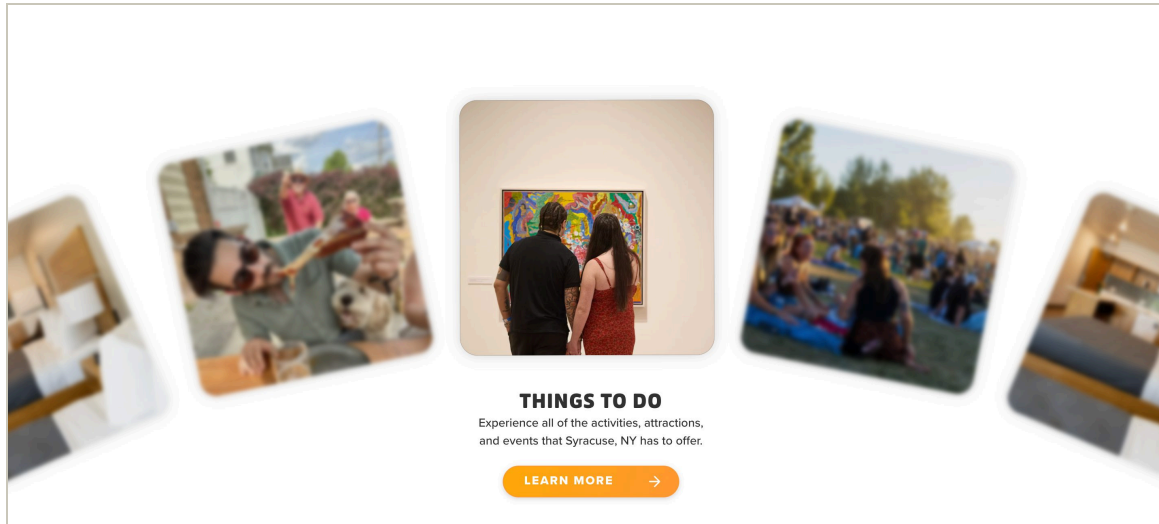


Blog

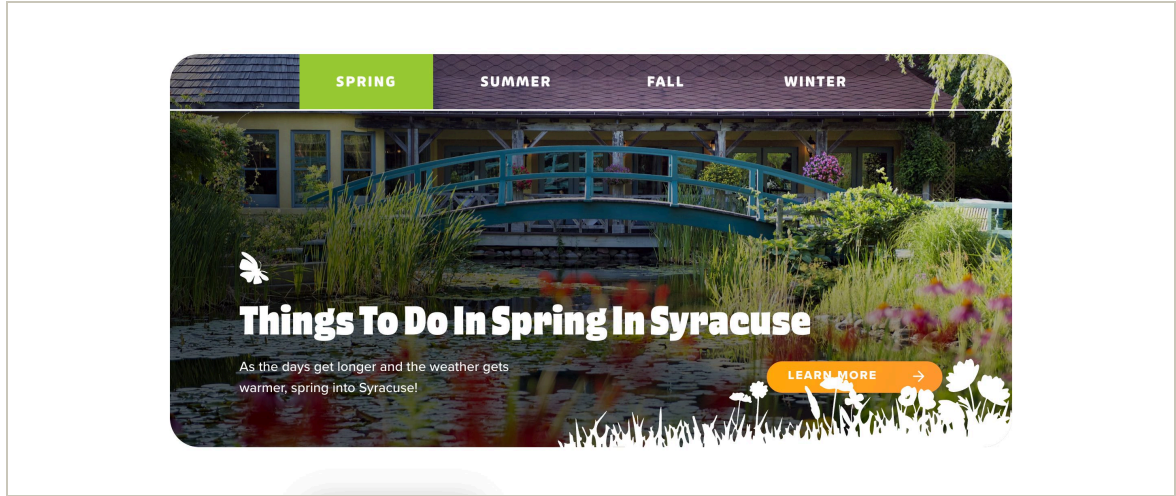
STAY INFORMED ABOUT SYRACUSE LATEST HAPPENINGS, INCLUDING NIGHTLIFE, SPORTS EVENTS, SHOPPING, AND FOOD.



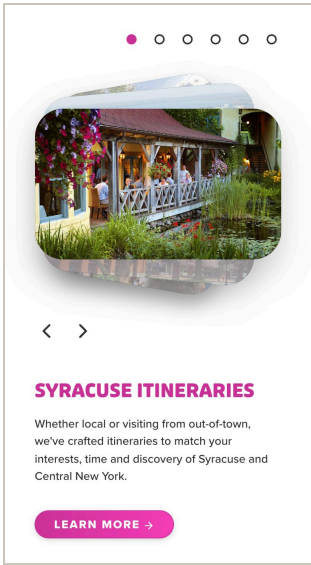
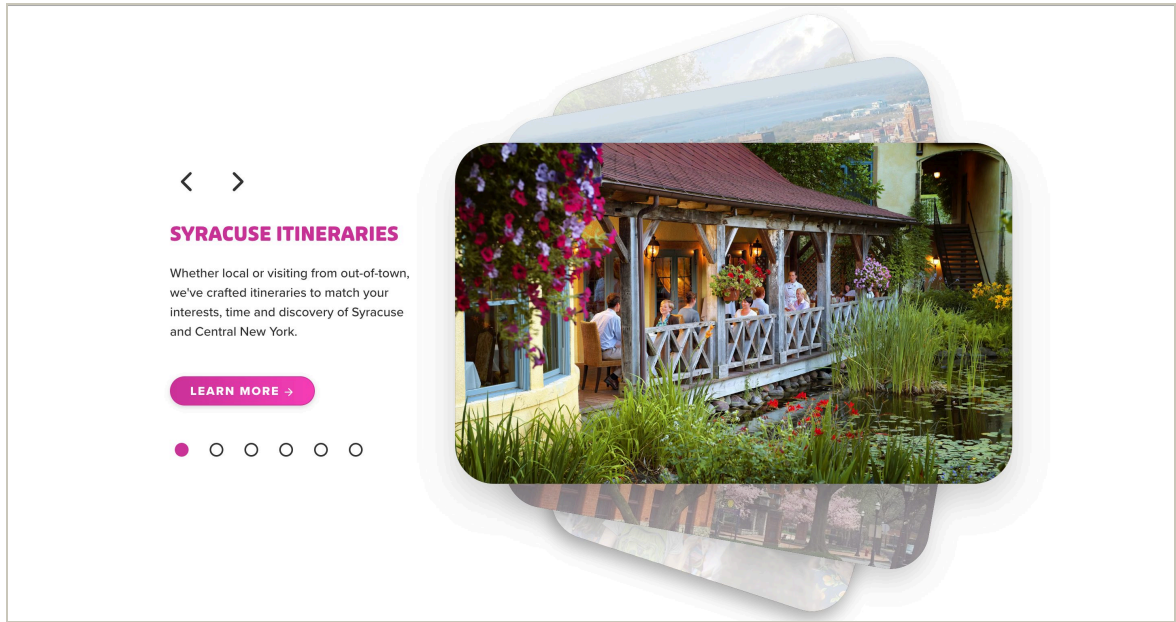
Intro w/ Image



Card Scroller



Seasonal Scroller



Scroller

EXPLORE MORE IN DOWNTOWN + SYRACUSE



EXPLORE MORE IN
DOWNTOWN +
SYRACUSE



Spotlight



OUTDOOR DINING IN SYRACUSE, NY

Nothing says summer in Syracuse like dining outdoors.

[READ MORE →](#)





TRAIL RUNNING IN SYRACUSE

Nestled in the heart of Central New York, Syracuse offers a rich tapestry of landscapes perfect for trail running enthusiasts.

[READ MORE →](#)

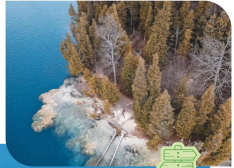




OUTDOOR DINING IN SYRACUSE, NY

Nothing says summer in Syracuse like dining outdoors.

[READ MORE →](#)



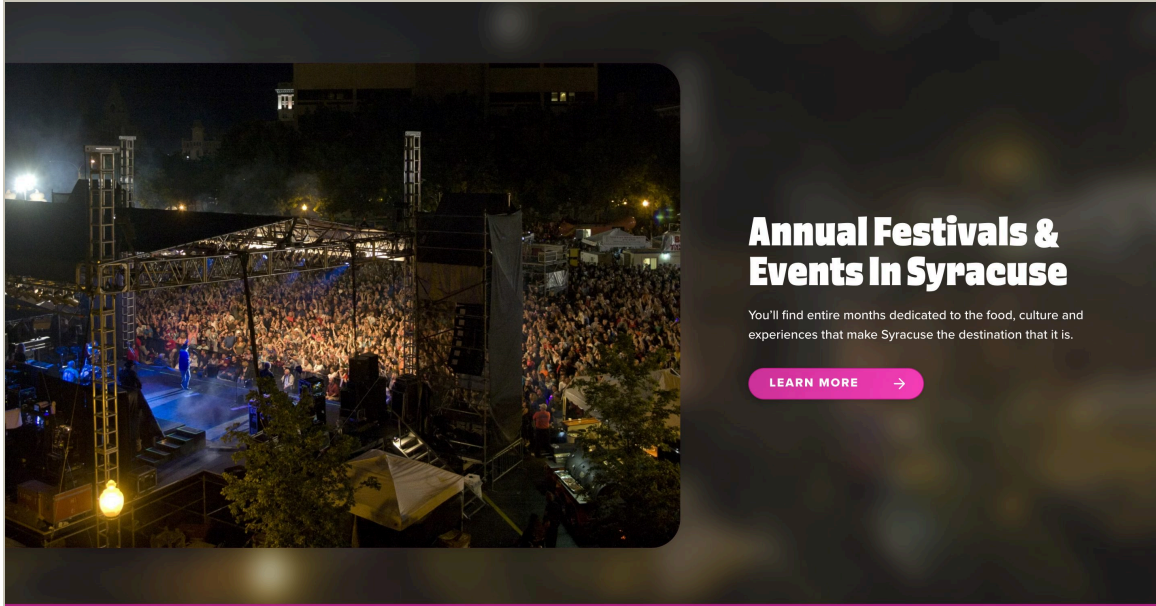
TRAIL RUNNING IN SYRACUSE

Nestled in the heart of Central New York, Syracuse offers a rich tapestry of landscapes perfect for trail running enthusiasts.

[READ MORE →](#)



Banner



Annual Festivals & Events In Syracuse

You'll find entire months dedicated to the food, culture and experiences that make Syracuse the destination that it is.

[LEARN MORE](#) →

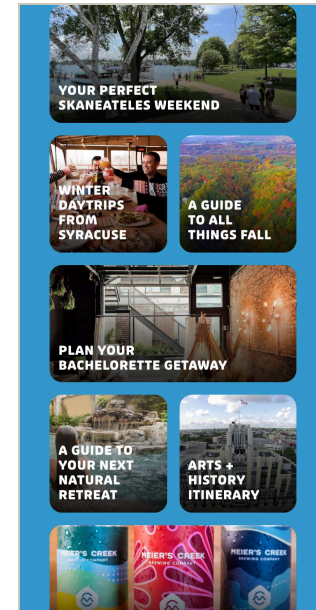
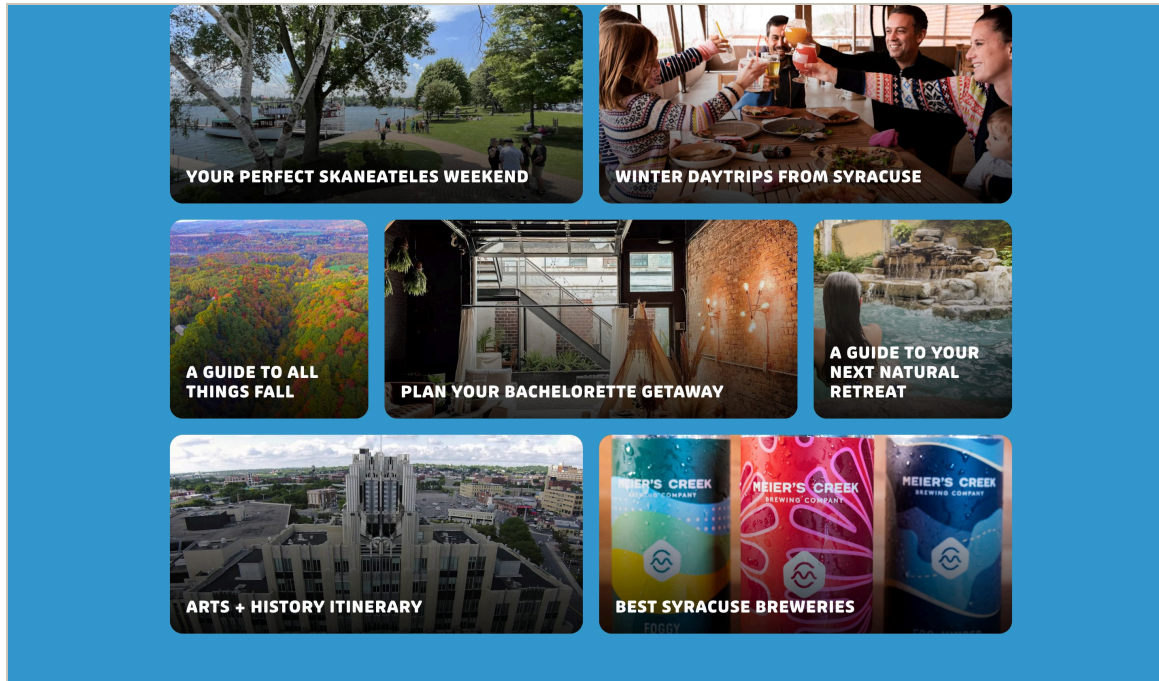


Annual Festivals & Events In Syracuse

You'll find entire months dedicated to the food, culture and experiences that make Syracuse the destination that it is.

[LEARN MORE](#) →

Alternating Banner



Tabbed Mashup



**RESTAURANTS
IN SYRACUSE**



**BREAKFAST
& BRUNCH IN
SYRACUSE, NY**



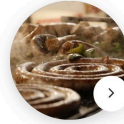
**COFFEE, CAFES
+ BAKERIES**



**BREWRIES,
WINERIES,
DISTILLERIES
& MORE IN
SYRACUSE, NY**



BARS + PUBS



**SYRACUSE
FOOD TRUCKS**



**RESTAURANTS
IN SYRACUSE**



**BREAKFAST
& BRUNCH IN
SYRACUSE, NY**



**COFFEE, CAFES
+ BAKERIES**



**BREWRIES,
WINERIES,
DISTILLERIES
& MORE IN
SYRACUSE, NY**



BARS + PUBS

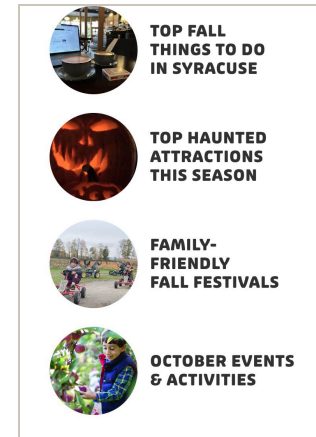


**SYRACUSE
FOOD TRUCKS**



**FAMOUS
SYRACUSE
RESTAURANTS**

Icon Mashup

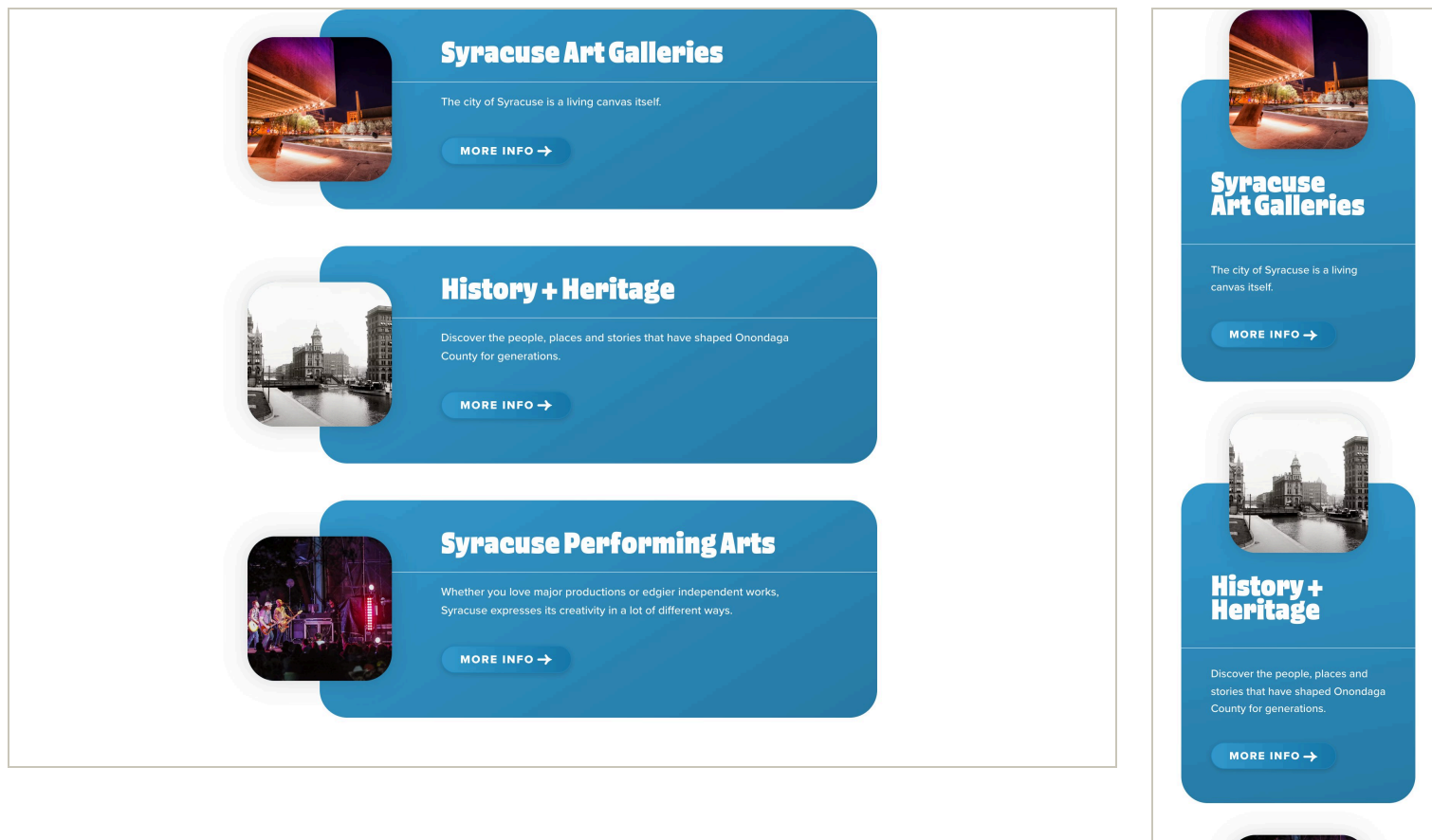


Mini Icon Cards

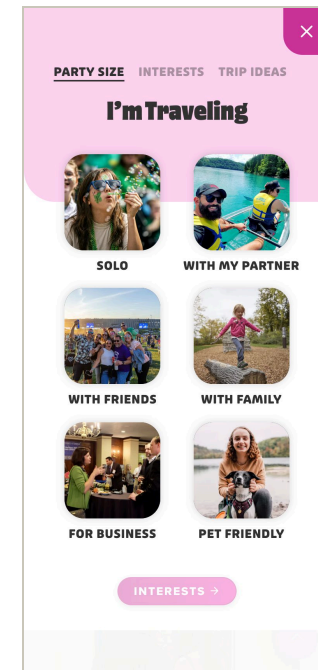
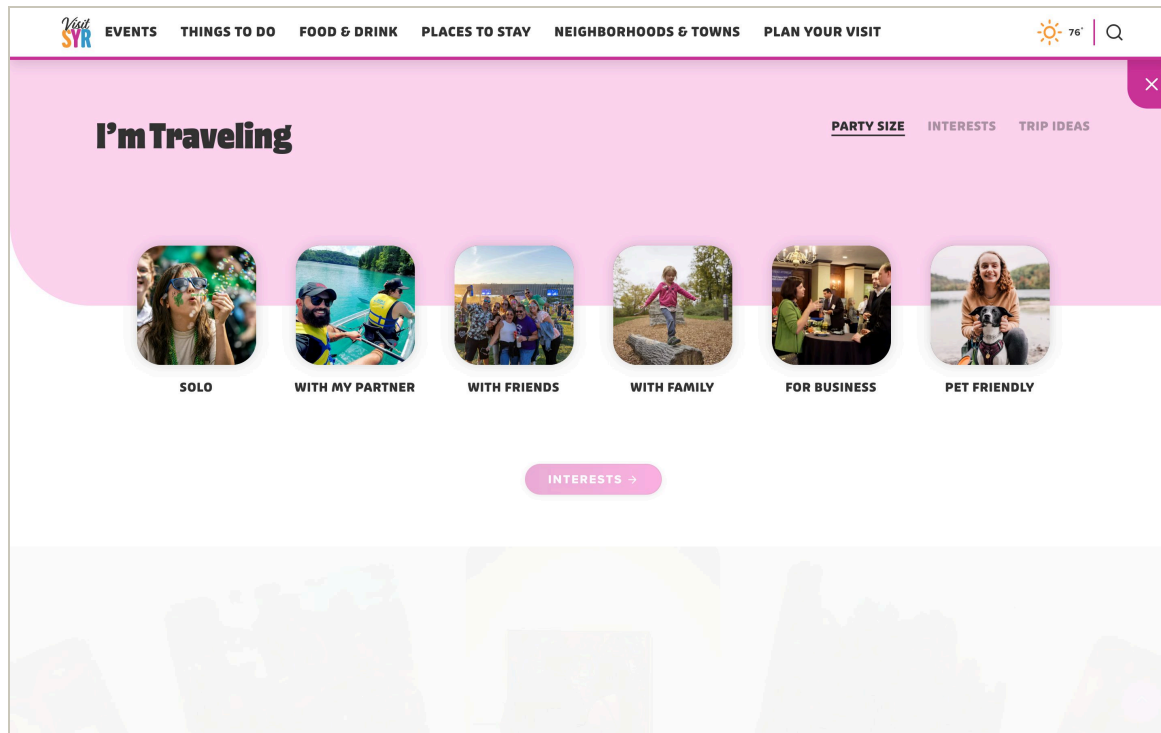
**BEST SYRACUSE
BREWERIES**

Are you looking for a refreshing drink, a cold can, or a growler to go?

MORE INFO →



Split Cards



Personas

All Attractions

SEARCH BY CATEGORY

ALL CATEGORIES

SEARCH BY KEYWORD

VIEW

PER PAGE

24

1911 ESTABLISHED

2708 Lords Hill Rd
LaFayette, NY 13084
(315) 677-5425

LEARN MORE →

1ST NATIONAL GIFTS

2 E. Genesee St.
Skaneateles, NY 13152
(855) 810-9076

LEARN MORE →

THE 443 SOCIAL CLUB & LOUNGE

443 Burnet Avenue
Syracuse, NY 13203
(315) 876-0568

LEARN MORE →

5 WITS

1 Destiny Drive, Suite L313
Syracuse, NY 13290
(315) 988-4001

LEARN MORE →

A TOUCH ABOVE MASSAGE THERAPY SPA AND SALON

2605 Brewerton Road
Mattydale, NY 13211
(315) 455-9355

ABBOTT FARMS

3275 Cold Springs Road
Baldwinsville, NY 13027
(315) 638-7783

ADAGIO SALON

238 W Willow St.
Syracuse, NY 13202
(315) 422-2144

AERO MARINA

9080 Beach Rd.
Brewerton, NY 13029
(315) 699-7736

All Attractions

FILTER RESULTS →

1911 ESTABLISHED

2708 Lords Hill Rd
LaFayette, NY 13084
(315) 677-5425

LEARN MORE →

1ST NATIONAL GIFTS

2 E. Genesee St.
Skaneateles, NY 13152
(855) 810-9076

LEARN MORE →

Listing

tempest™

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All Events

SEARCH BY KEYWORD

SEARCH BY DATE

VIEW

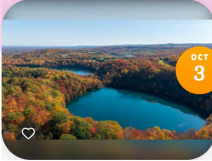
PER PAGE

Events Happening

TODAY

THIS WEEK

THIS WEEKEND



OCT 3

GREEN LAKES AUTUMN HIKE SERIES

Green Lakes State Park

7900 Green Lakes Rd

Fayetteville, New York 13066

(315) 555-0200

LEARN MORE →



OCT 11

APPLE HARVEST WEEKEND

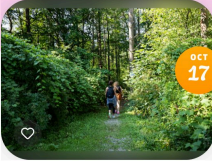
Beak & Skiff Apple Orchards

2708 Lords Hill Rd

LaFayette, New York 13084

(315) 555-0200

LEARN MORE →



OCT 17

HIGHLAND FOREST FOLIAGE TRAIL DAY

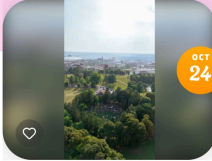
Highland Forest

1254 Highland Park Rd

Fabius, New York 13063

(315) 555-0200

LEARN MORE →



OCT 24

SHAKESPEARE IN REPERTORY

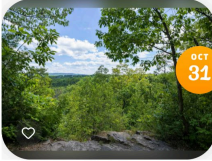
Redhouse Arts Center

400 S Salina St

Syracuse, New York 13202

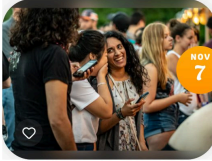
(315) 555-0200

LEARN MORE →



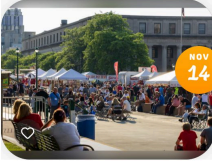
OCT 31

CLARK RESERVATION LANTERN HIKE



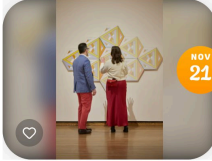
NOV 7

MIDDLE EASTERN CULTURAL FESTIVAL



NOV 14

POLISH FESTIVAL

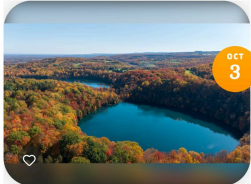


NOV 21

EVERSON FALL EXHIBITION OPENING

All Events

FILTER RESULTS →



OCT 3

GREEN LAKES AUTUMN HIKE SERIES

Green Lakes State Park

7900 Green Lakes Rd

Fayetteville, New York 13066

(315) 555-0200

LEARN MORE →



OCT 11

APPLE HARVEST WEEKEND

Beak & Skiff Apple Orchards

2708 Lords Hill Rd

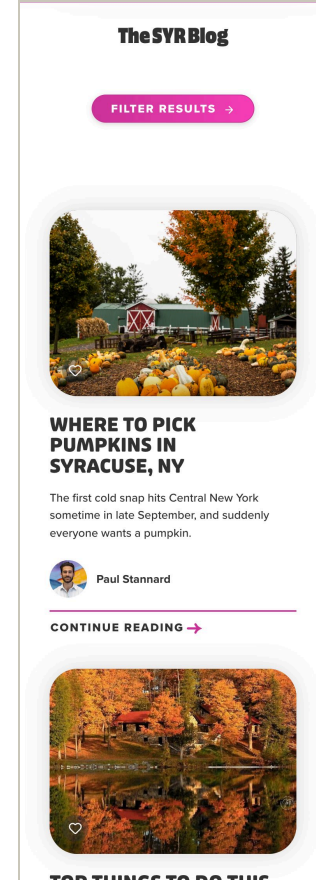
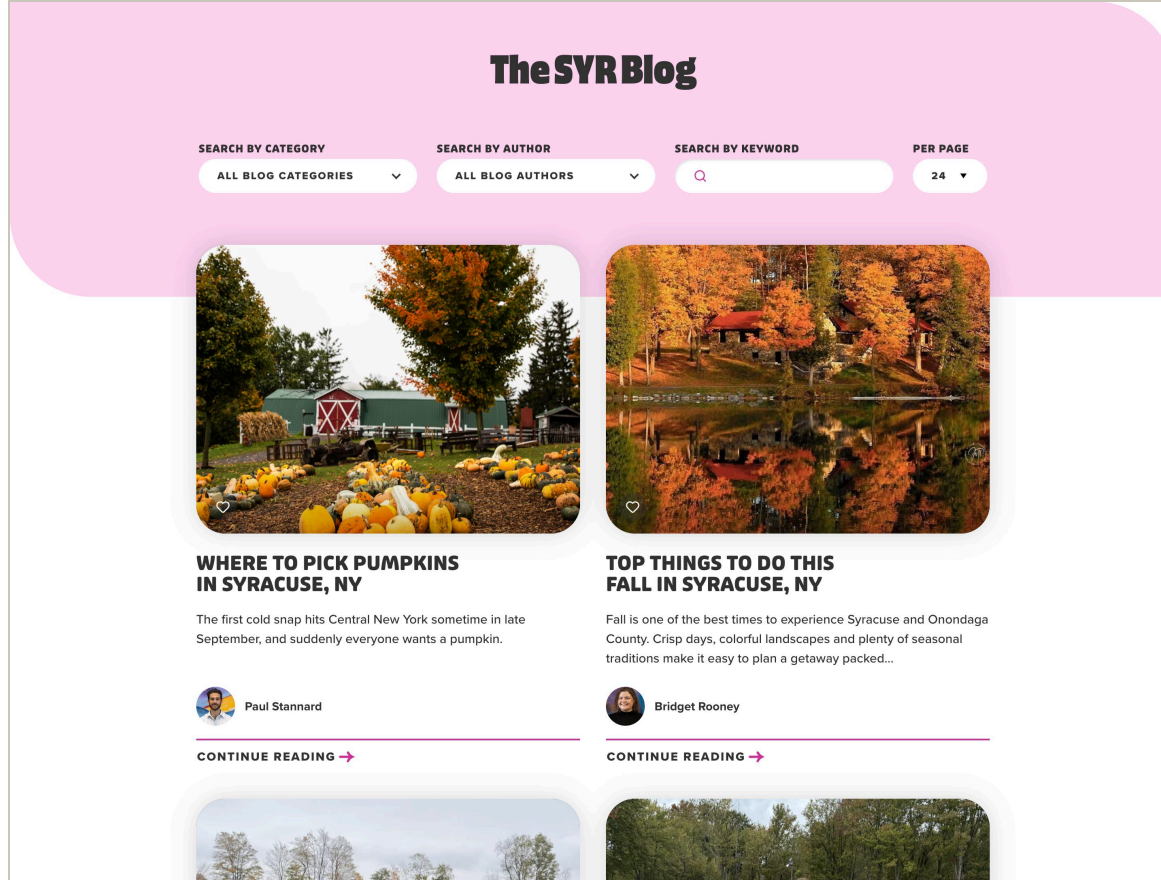
LaFayette, New York 13084

(315) 555-0200

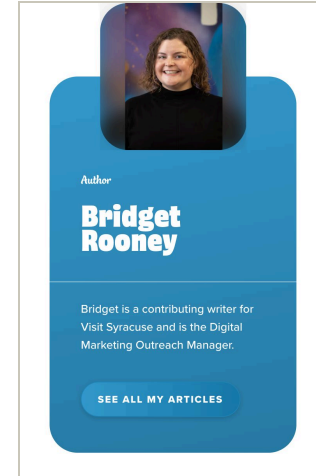
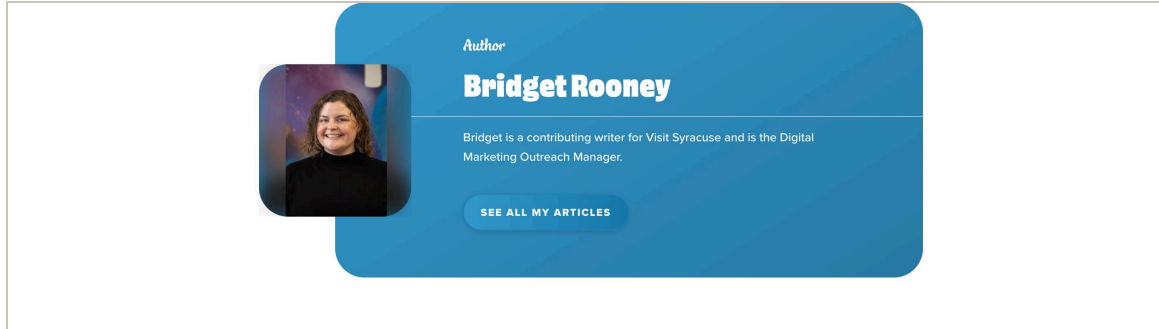
Event Listing

 tempest™

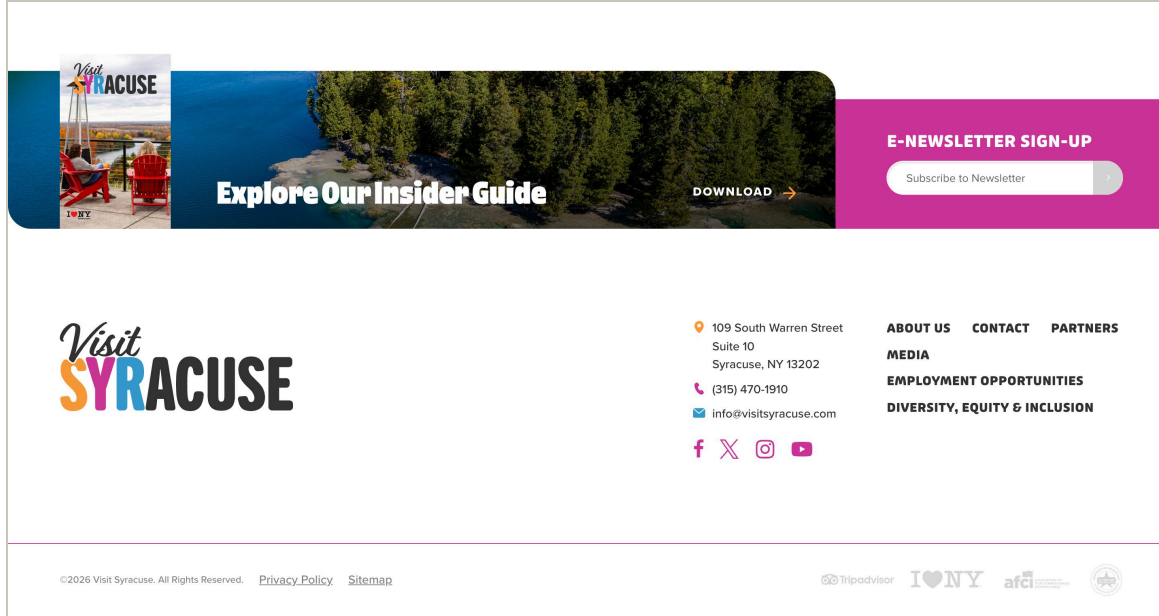
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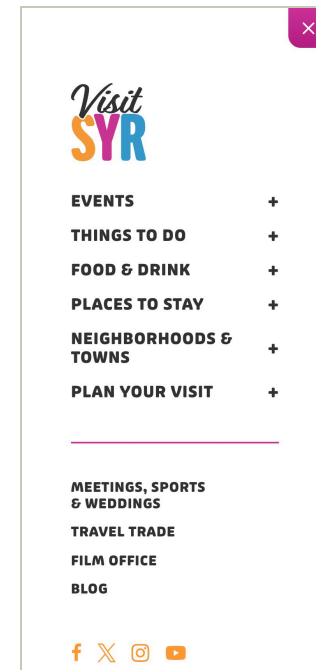
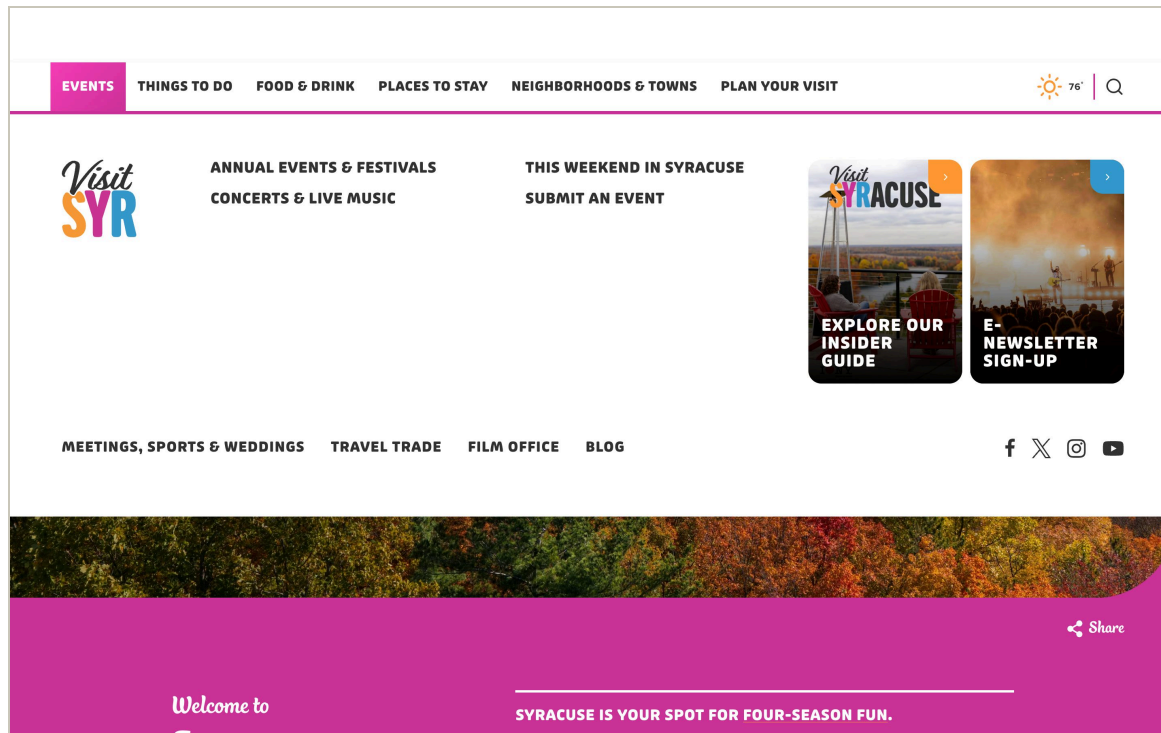
Blog



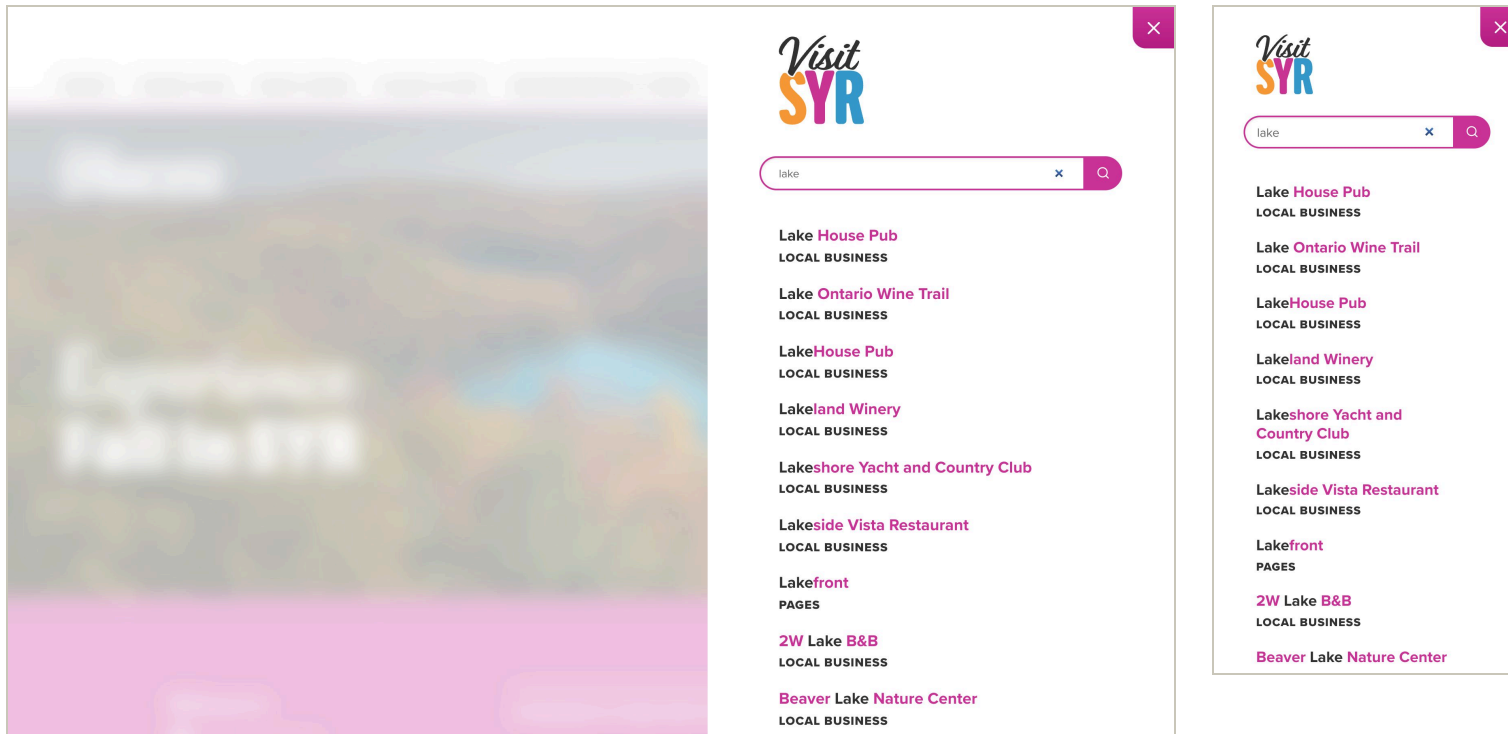
Author Card



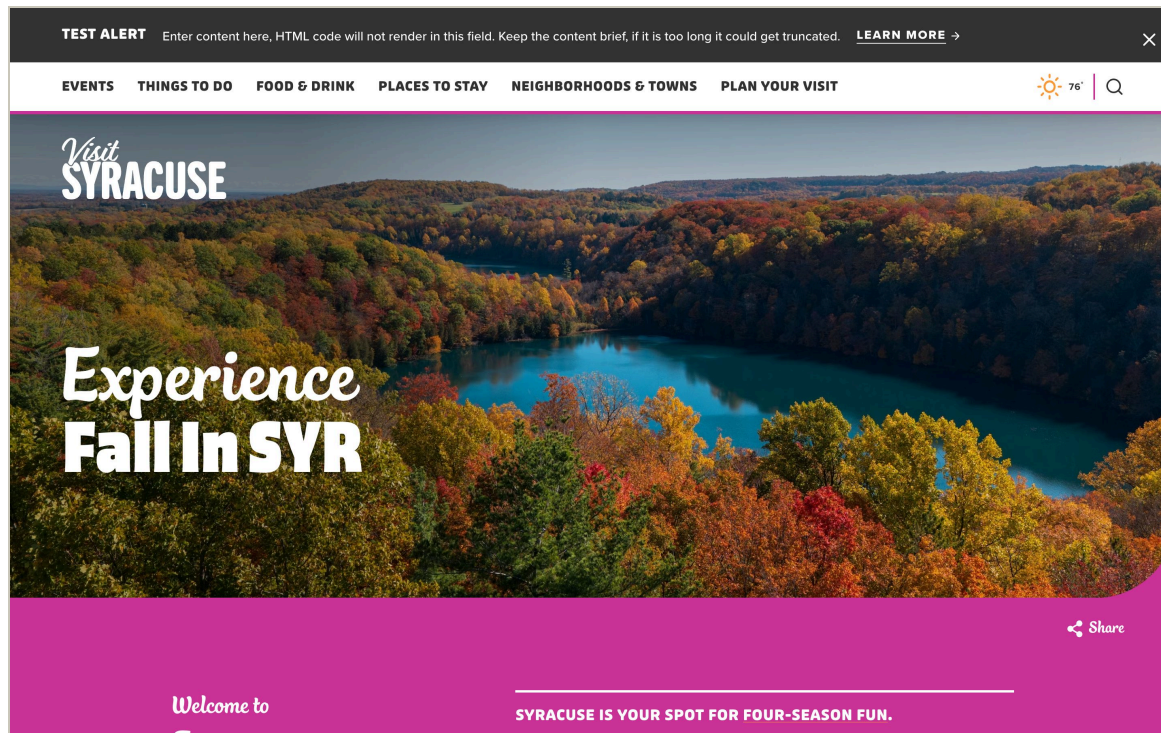
Footer



Main Navigation



Search



Alert