

STYLE AND USAGE GUIDELINES



© THE ONCENTER

CONVENTION CENTER • ARENA • THEATERS

Meet. Play. Celebrate. Syracuse

OFFICIAL LOGO FOR THE ONCENTER

The Oncenter logo must always be presented as above, with the icon placed at left and with equidistant spacing between the icon and the word "THE." Additionally, space must be equal between the words "THE" and "ONCENTER." Official logo files should be provided for any graphic representation; the logo should not be altered or recreated in type.

The icon may not be used separately from the word mark. As an alternative, the word mark may be used independently of the icon when it is not feasible to use the entire logo.

Logo with incorporation of divisions:



When referring to The Oncenter as an entity, the facilities must be included.

LOGO RULES OF PLACEMENT

See Page 4 for examples of incorrect usage as outlined below.

1. Should never be used in a non-approved color
2. Should not be contained in a color box. The logo can be placed on a solid color, in which case acceptable colors are white, Pantone 7541C, or black.
3. Should never be recreated or typeset; use official logo files only.
4. Should never be positioned too closely to another logo; a minimum distance of 50 pixels or .33" clearance on all sides.
5. Should never be an element of another logo
6. Should never be embedded in text
7. Should never be positioned at an angle
8. Should never be distorted or pixelated
9. Should never be lightened or reduced in opacity

CLEAR SPACE



For legibility and consistency, it is essential to maintain adequate space around the Logo. The minimum distance, or clear space, from the Logo is defined above by the width of the letter "E" in the Wordmark and is labeled "X." All other design elements must remain a minimum of X from the top and bottom and 2X from the left and right of the Logo.

EXAMPLES OF CORRECT USAGE

 **THE ONCENTER**

 **THE ONCENTER**

 **THE ONCENTER**

 **THE ONCENTER**

 **THE ONCENTER**

CONVENTION CENTER • ARENA • THEATERS

Facility logos and their correct usage/placement are outlined on Page 7. Facility logos will follow the same Logo Rules of Placement and Incorporation outlined on the previous page of this section.

EXAMPLES OF INCORRECT USAGE

THE ONCENTER

Do not recolor the logo in a non-approved color palette.

THE ONCENTER

Do not use the logo on harsh high-contrast colors.

THE ONCENTER

Do not alter the position of the icon element.

THE ONCENTER

Do not use the logo on low contrast colors.

THE ONCENTER

Do not tilt or rotate the logo.

THE ONCENTER

Do not enclose the logo in any shape.

THE ONCENTER

Do not stretch or condense the logo.

THE ONCENTER

Do not distort or pixelate the logo.

THE ONCENTER

Meet. Play. Celebrate. Syracuse

Do not recreate or typeset the logo or tagline. Use official logo files only.



Do not use the icon as a stand-alone graphic element.



The logo should never be incorporated into another logo.

THE ONCENTER

THE ONCENTER

Do not use a reduced opacity on the logo, either in color, grey, or black.

The official font family for The Oncenter is Avenir.

Avenir 35 Light / Avenir 35 Light Oblique

Avenir 45 Book / Avenir 45 Book Oblique

Avenir 55 Roman / Avenir 55 Roman Oblique

Avenir 65 Medium / Avenir 65 Medium Oblique

Avenir 85 Heavy / Avenir 85 Heavy Oblique

Avenir 95 Black / Avenir 95 Black Oblique

The font for The Oncenter tagline is Desyrel.

Desyrel

For business documents and general correspondence, the preferred typeface is **Avenir 65 Medium** and ***Avenir 65 Medium Oblique*** where italics are necessary.

All weights of the Avenir font family are acceptable for promotional materials, displays, signs, and other media.

The tagline font should only be used for the tagline and for no other representation.

Web Fonts

The preferred web font for The Oncenter is Trebuchet MS. This is a standard font on Windows and MacOS and is installed on all standard systems. If Trebuchet MS is not installed on system, the font will default to Helvetica or the user's default sans-serif system font.

Trebuchet MS Regular

Trebuchet MS Bold

Trebuchet MS Italic

Trebuchet MS Bold Italic

Facility Naming and Usage

OVERALL FACILITIES REFERENCE

The Oncenter (Capital T, Capital O; all other letters must be lowercase)

or

THE ONCENTER (all capital letters).

INDIVIDUAL FACILITIES

EXTERNAL

(Outside the building): Facility should be presented exactly 2 points *bigger* than “The Oncenter”

THE ONCENTER
Nicholas J. Pirro Convention Center

THE ONCENTER
War Memorial Arena

THE ONCENTER
John H. Mulroy Civic Center Theaters

INTERNAL

(Inside the building): Facility should be presented exactly 2 points *bigger* than “The Oncenter”

Nicholas J. Pirro Convention Center
THE ONCENTER

War Memorial Arena
THE ONCENTER

John H. Mulroy Civic Center Theaters
THE ONCENTER

GENERAL

The Oncenter Convention Center

The Oncenter War Memorial Arena

The Oncenter Civic Center Theaters

INCORPORATION OF FACILITY ICONS

When the facilities are displayed, they must incorporate each facility's unique icon. Exception: facility icons must not be used when the official The Oncenter logo with its unique icon is present.

 Nicholas J. Pirro Convention Center

 War Memorial Arena

 John H. Mulroy Civic Center Theaters

PRESENTATION OF THE ONCENTER WITH INCORPORATION OF FACILITY ICONS

When "The Oncenter" is used with the facility name and icon, the text must align as follows. Additionally, a rule must be in place to divide the two entities:

THE ONCENTER

 Nicholas J. Pirro Convention Center

THE ONCENTER

 War Memorial Arena

THE ONCENTER

 John H. Mulroy Civic Center Theaters

TAGLINE

The official tagline for The Oncenter is “Meet. Play. Celebrate. Syracuse” – note that there is no period at the end of the tagline. The format is Meet (period) Play (period) Celebrate (period) Syracuse. Each word must begin with a capital letter, and the remainder of the word is not capitalized.

Graphical representation:

Meet. Play. Celebrate. Syracuse

GENERAL USAGE RULES:

The tagline:

1. Must never be larger than the logo
2. Must either be in the official colors of The Oncenter as represented above or else a solid color from the following choices:
 - Dark Blue (Pantone 7470C or varying color codes) on a white background
 - Gray (Pantone 7541C or varying color codes) on a dark or black background
 - Solid Black on a white background
 - Solid White on a dark or black background

OFFICIAL COLORS FOR THE ONCENTER

PRIMARY



PMS: Pantone 7470C
CMYK (Press): C=92, M=53, Y=26, K=5
RGB (In House, Screen): R=0, G=105, B=144
HEX (Web): # 006A91



PMS: Pantone 1525C
CMYK (Press): C=10, M=62, Y=100, K=1
RGB (In House, Screen): R=222, G=121, B=28
HEX (Web): # DC7926



PMS: Pantone 7541C
CMYK (Press): C=7, M=3, Y=3, K=0
RGB (In House, Screen): R=234, G=239, B=241
HEX (Web): # EAEEF0

SECONDARY



Color Association:
Nicholas J. Pirro Convention Center
PMS: Pantone 644C
CMYK (Press): C=46, M=20, Y=3, K=0
RGB (In House, Screen): R=135, G=178, B=216
HEX (Web): # 87B1D8



Color Association:
War Memorial Arena
PMS: Pantone 5773C
CMYK (Press): C=41, M=27, Y=64, K=2
RGB (In House, Screen): R=158, G=163, B=116
HEX (Web): # 9DA273



Color Association:
John H. Mulroy Civic Center Theaters
PMS: Pantone 7406C
CMYK (Press): C=1, M=17, Y=100, K=0
RGB (In House, Screen): R=255, G=207, B=1
HEX (Web): # FECF05