



CitrusTV

Brand
Guidelines

Introduction

CitrusTV is the entirely student-run television studio at Syracuse University that has been around since 1970. With more than 350 active student members, it is one of the largest student organizations at SU.

CitrusTV was founded as Synapse, a CATV and video art program which was funded by University Union. In 1977, Synapse split and the television studio production group was reorganized as “UUTV.” UUTV split off from University Union in 2004, and today it is recognized as its own student organization, CitrusTV.

The target audience is students at Syracuse University and at the State University of New York, College of Environmental Science and Forestry (SUNY-ESF). The studio produces a variety shows per week across three different departments - news, sports, and entertainment.

Table of Contents

1 Brand Identity

1.1	Primary Logo	5
	Lockups	6
	Clear Space	7
	Color Variations	8
	Logo Misuse	9
1.2	Spiral	10
1.3	Special Lockups	
	Sub-Brands	11
	Web	12
1.4	Typography	
	Primary Brand Font	13
	Special Use Font	14
	System Font	15
1.5	Color Palette	16
	Color Accessibility	17
1.6	Supergraphics	18

2 Imagery

2.1	Social Media	21
2.2	Email Standards	22
2.3	Business Cards	23

1. BRAND IDENTITY

Overview

CitrusTV's content is distributed to the Central New York community on a variety of platforms, including Orange Television Network, our website, our YouTube channel, and through multiple web and social media platforms. All of our content must follow the formatting and brand guidelines that you will find in this document.

CitrusTV's identity is radiant and bold to express our focus on providing trustworthy news, captivating sports, and comedic entertainment programming.

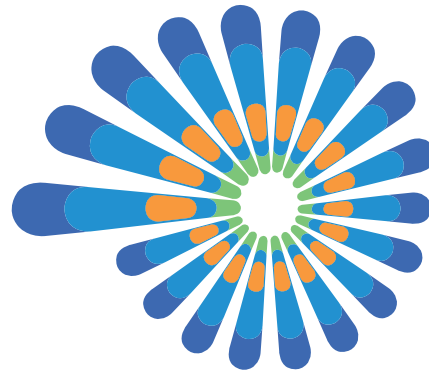
Our toolkit includes our logo, color palette, typography and graphic elements, creating a unique visual concept that can fit a wide array of needs. By adapting elements that can be utilized across studio departments and brands, these guidelines help us maintain consistency and tell CitrusTV's story.



Primary Logo

The CitrusTV logo is an important symbol for the studio and represents the unified work of its members towards a common goal of telling great stories and producing great television.

When applied consistently, it elevates and enhances our brand recognition, relevance and reach. Our logo consists of two key elements: our logo symbol, which we call the Spiral, and our full name set as a wordmark.



Symbol

CitrusTV

Wordmark

Symbol

As our boldest and most recognizable asset, the Spiral is the focal point of our logo. It encompasses our four primary colors and usually appears with the workmark in the logo lockup.

Wordmark

Our official wordmark was created using Franklin Gothic Heavy. When the wordmark appears without the symbol always use the official artwork instead of typing it out using the official font.

Primary Logo

Lockups



Horizontal

Where space permits this version is preferred.



Stacked

When size or space constraints do not allow for the horizontal configuration, this version can be used.

Primary Logo

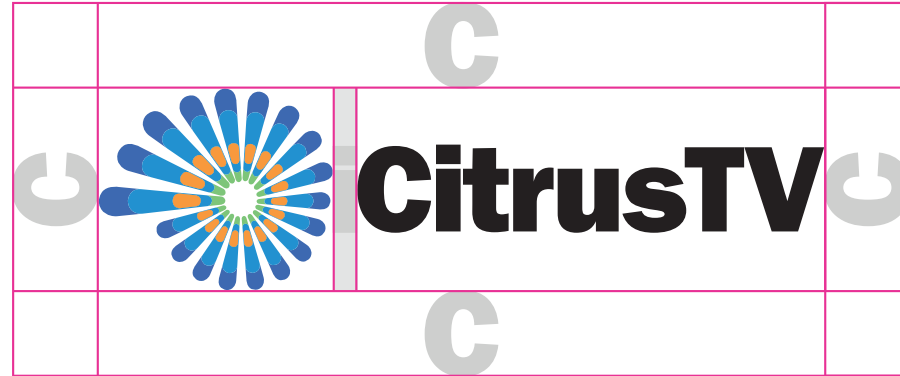
Clear Space

To protect its integrity and impact, always consider the placement and prominence of our logo within layouts.

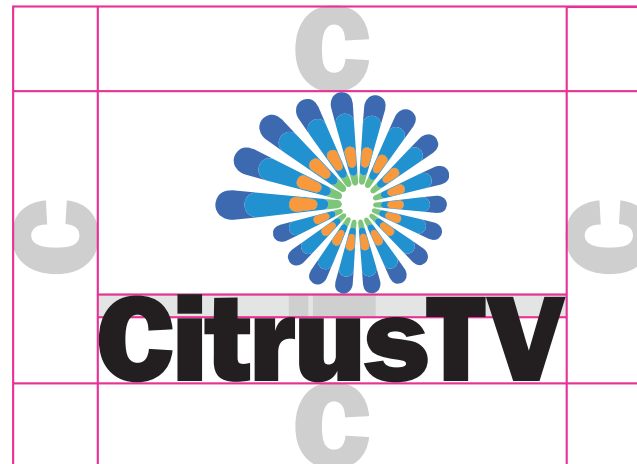
Keep the logo clear of competing text, images and graphics by maintaining the minimum amount of clear space, equal to the height of the “C” on all sides.

The space between the symbol and wordmark is equal to width of the letter “i” from the left side of the wordmark on the horizontal lockup and from the “u” in the stacked lockup.

Horizontal



Stacked



Primary Logo

Color Variations

Full Color (preferred)

To show off our four primary studio colors, the full color variation is preferred. Use this version whenever possible.



Knockout (white)

To avoid brand confusion the knockout version must always include the Spiral and wordmark.

This version should only be applied on dark backgrounds or images where the preferred version lacks contrast.

Primary Logo

Logo Misuse

The CitrusTV logo is the most recognizable representation of our organization. As such, it should not be altered under any circumstances.

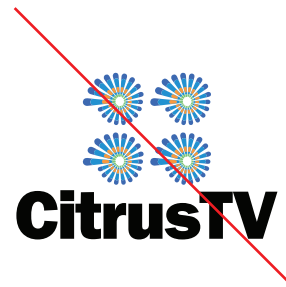
Here is a partial list of things to avoid:



1. Don't crop the logo.



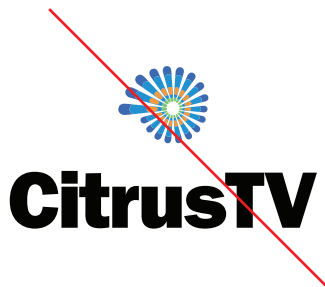
2. Don't recolor the logo.



3. Don't alter the logo.



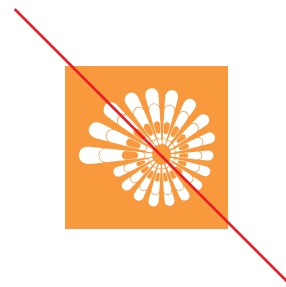
4. Don't rotate the logo.



5. Don't scale or manipulate the logo proportions.



6. Don't add a drop shadow to the logo



7. Don't apply the knockout version of the Spiral without the wordmark unless used in a supergraphic.

Spiral

Our standard Spiral contains the four primary colors and does not contain an outline. This version should be applied in most contexts. The full color Spiral is the only version approved for use in our logo lockups.

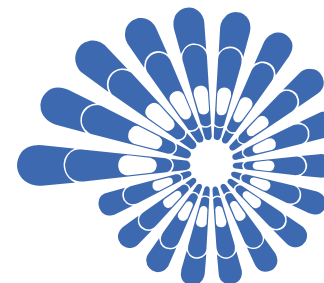


The alternate spirals use the knockout Spiral design and appear in the four primary colors as well as white. The knockout spiral should not appear without the wordmark unless used as a supergraphic. For approved usage with color variations and backgrounds when used as a supergraphic, see page 19.

Orange



Medium Blue



Light Blue



Green



Special Lockups

Sub-Brands

While our primary logo should be applied in most places, the department and sub-brand specific logos can be used to help differentiate content and our voice on specific platforms.

These lockups combine the horizontal and stacked versions with the department or sub-brand name. It always appears below CitrusTV in all uppercase set in Bodoni SH Medium. The special identifying text's kerning or width should not be adjusted to fit within the bounds of "CitrusTV" – only size, but not to be reduced smaller than the width of the "u" or extend below the bottom bounds of the Spiral. These logos are all available in knockout versions, which should only be used as watermarks - the full color logo should appear whenever possible.

News Department



Sports Department



Entertainment Department



Alumni (sub-brand example)



Special Lockups

Web Promotion

When it is important to include CitrusTV's website for promotion, it can appear with the primary logo or with sub-brand lockups.

These lockups combine the primary logo with the department or sub-brand name and the website URL. It must always appear below CitrusTV or the sub-brand in all lowercase Franklin Gothic Book. The space between the URL and the lowest text element should be equal to the height of the dot on the "i". This web specific lockup should not appear in close proximity to another CitrusTV website URL or on the actual website itself.

These logos are all available in knockout versions, which should only be used as watermarks - the full color logo should appear whenever possible.

Primary Horizontal



Primary Stacked



Sub-Brand Stacked



Typography

Primary Brand Font

Franklin Gothic is our official brand font. There are four weights. All of them include italics styles as well.

When representing our brand, no other typeface should be used in proximity to or in combination with these fonts, unless approved.

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Typography

Special Use Font

Bodoni SH Medium is the official special font of CitrusTV. It's primary purpose is for use in sub-brand lockups. "CitrusTV" should never appear in this font nor should it be altered in any way including faux bold.

Bodoni SH Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*0

Typography

System Font

When sending native documents to external stakeholders or audiences who do not have the Franklin Gothic font family installed, our preferred system fonts should be used. When Franklin Gothic Demi is unavailable Helvetica Bold should be used in its place.

Examples of applications include: Microsoft PowerPoint, Word and Excel, Google documents and email.

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Color Palette

The CitrusTV color palette helps make our brand more identifiable.

Therefore, it's important to use only these colors to create a consistent and powerful visual identity for the studio as a whole. Orange, Medium Blue, Light Blue, and Green are all our primary colors.

Our Medium Blue, Black and Medium Gray are all acceptable for body copy. For department specific headers, Light Blue represents News, Green represents Sports, and Orange represents Entertainment. All other headers should use Medium Blue or Orange.

Primary Colors

Orange C:0 M:47 Y:85 K:0 R:247 G:153 B:61 #F7993D PMS:158C	Medium Blue C:81 M:61 Y:1 K:0 R:65 G:105 B:177 #4169B1 PMS:660C
Light Blue C:78 M:30 Y:0 K:0 R:0 G:146 B:210 #0092D2 PMS:299C	Green C:53 M:0 Y:70 K:0 R:127 G:197 B:121 #7FC579 PMS:2255C

Secondary Colors

Black C:0 M:0 Y:0 K:100 R:0 G:0 B:0 #000000	White C:0 M:0 Y:0 K:0 R:255 G:255 B:255 #FFFFFF	Medium Gray C:11 M:5 Y:0 K:51 R:111 G:119 B:125 #6F777D
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Color Palette

Color Accessibility

Primary Colors



Text:#4169B1 Background:#F7993D



Text:#F7993D Background:#4169B1



Text:#F7993D Background:#0092D2



Text:#4169B1 Background:#7FC579

Secondary Colors



Text:#FFFFFF Background:#F7993D



Text:#FFFFFF Background:#F7993D



Text:#FFFFFF Background:#0092D2



Text:#FFFFFF Background:#7FC579



Text:#F7993D Background:#FFFFFF



Text:#F7993D Background:#FFFFFF



Text:#0092D2 Background:#FFFFFF



Text:#7FC579 Background:#FFFFFF



Text:#6F777D Background:#FFFFFF



Text:#000000 Background:#FFFFFF

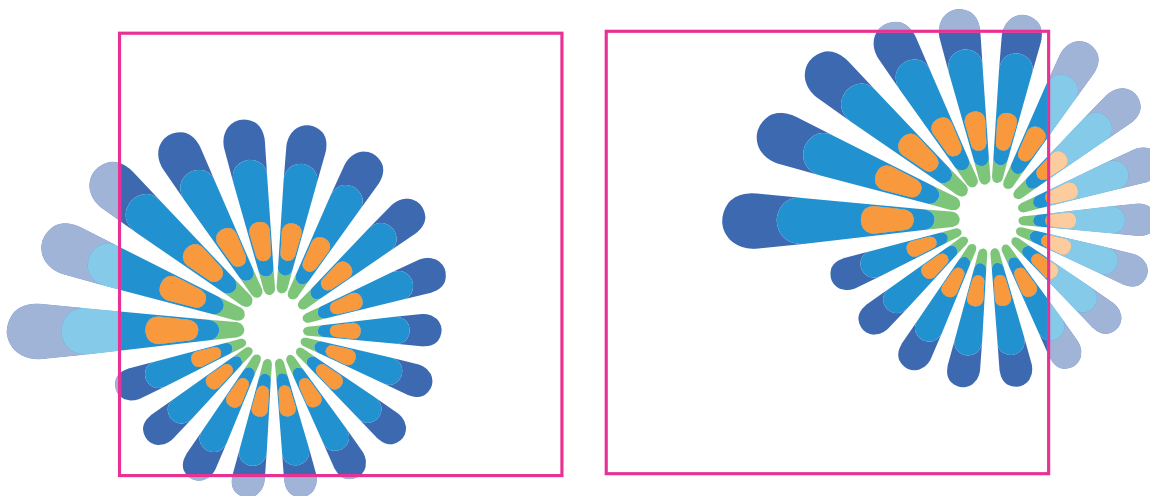
Supergraphics

Spiral

Our Spiral can be used as a heroic graphic element (i.e., supergraphic). When applied as a supergraphic, the Spiral may be cropped against the edge of the page. This element is most effective in promotional materials or digital media where animation may appear.

Cropping

Cropping the supergraphic is permissible. However, to ensure that the Spiral is clearly recognizable, limit cropping to two sides and no more than 50% in either direction.



Supergraphics

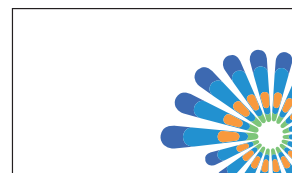
Spiral

Color Options

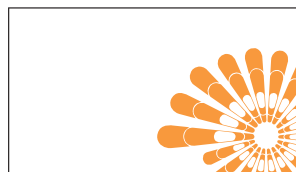
Depending on the background and surrounding elements, the Spiral supergraphic can appear in all primary colors, full color and white (knockout). The knockout version can be solid or a shade of transparency.

Backgrounds

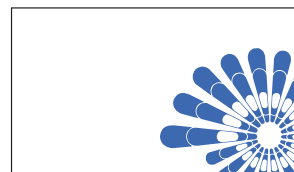
The Spiral supergraphic can appear on white and primary color backgrounds. When applied on an Orange, Medium Blue, or Light Blue background, the Spiral can appear in the other primary colors besides green. When applied on a Green background the spiral can appear in the other primary colors besides Orange. When applied on a White background the Spiral can appear in all primary colors and full color. The Green spiral should not appear on any color background other than White.



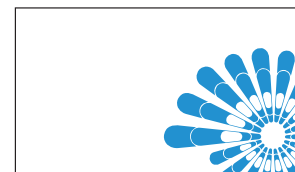
Full Color on White



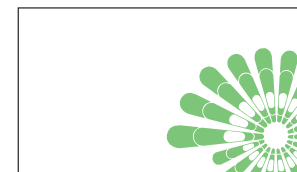
Orange on White



Medium Blue on White



Light Blue on White



Green on White



White on Orange



Orange on Medium Blue



Orange on Light Blue



White on Green



Medium Blue on Orange



White on Medium Blue



Medium Blue on Light Blue



Medium Blue on Green



Light Blue on Orange




Light Blue on Medium Blue



White on Light Blue



Light Blue on Green

A person wearing a headset is seen from the side, working in a control room. In the background, there are several computer monitors displaying various images, including a person's face. The room is dimly lit, with the primary light source being the screens.

2. VISUAL IMAGERY

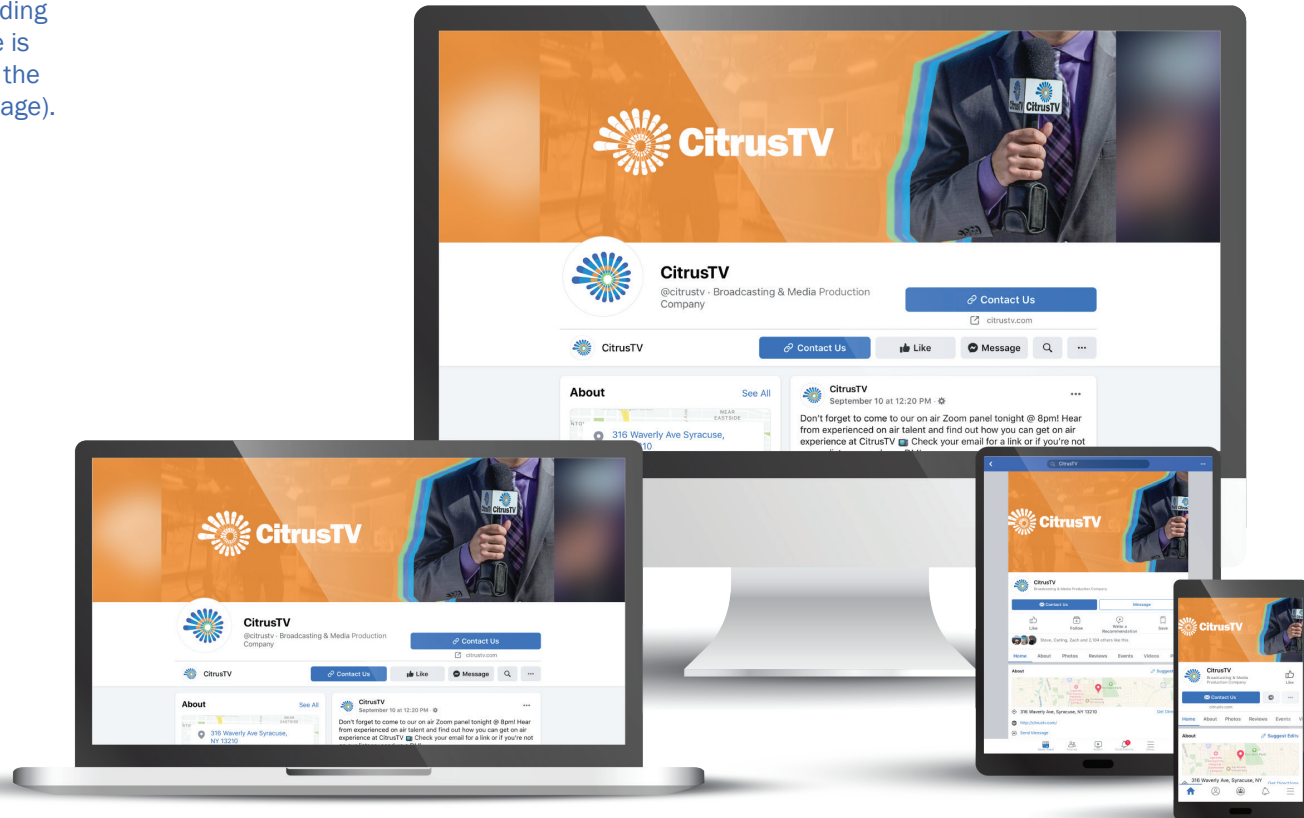
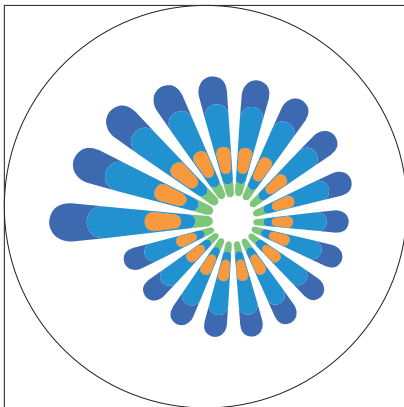
Overview

The following pages explain how to apply our brand essence to social media, email communications and business elements to create a cohesive style and present information in clear and compelling ways.

Space on these platforms is limited, the style and composition of our image must remain consistent with our brand identity.

Social Media

For our social media accounts (e.g., CitrusTV, CitrusTVNews), where space is limited, use our standard spiral to represent CitrusTV unless in a promotional period with temporary branding updates. Always ensure that our full name is included nearby (e.g., “CitrusTV” in text in the profile copy or a wordmark in the cover image).



Email Standards

To standardize email protocol, the availability of contact information, and adherence to accessibility guidelines, email clients should be configured according to the following criteria.

Body Text

Email body text should be set in Helvetica, 11pt, RGB 0/0/0 (#000000). Email clients that describe text sizes in pixels (e.g. Apple Mail) should be set in 15px.

Email Signatures

Visit the email signature creator page [here](#) where your custom email will automatically be formatted for you. Follow instructions on the creator page to transfer signature to Gmail account. The formatting and linking should not be altered from the generator. To use this email signature with Apple Mail send yourself an email from your Gmail account with only the signature and copy and paste into Apple's signature settings.

The content/purpose of the personal twitter link must be professionally related to appear in a CitrusTV signature.



Business Cards

To extend brand consistency to external facing tangibles all business cards should follow the following guidelines.

The front of the card features the knockout Spiral in black at 5% opacity on a white background. The name should appear in light blue set in all lowercase Franklin Gothic Medium. The position title should appear in green set in all lowercase Franklin Gothic book. The right side of the card includes the studio's phone number, a mobile number, studio email address and the URL as well as the full mailing address all in medium blue.

The back of the card features the studio wordmark in a custom darker version of the primary orange on an orange background. The wordmark extends to the edge on both sides.

Front



Back



For questions related to these guidelines, please contact brand@citrustv.com.

