

SU Typeface & Email Standards

Sherman Typeface

- The official typeface of Syracuse University is called **Sherman**.
- Sherman typeface comes in two general forms: **serif** (with feet on the letters) and **sans-serif** (with plain ends to the letters). Both forms should be already installed on your Syracuse University-owned computers, but you can [download](#) and [install the font](#) [yourself](#), or email the [SOE IT](#) or [marketing and communications](#) teams for help.
- For short documents, fliers, etc. the preferred font for "headings" is Sherman Sans Bold and for "body text" (main text) is Sherman Sans Book. For longer documents, Sherman Serif can be used for the body (i.e., where a default font would be Times New Roman).
- *If shared with vendors or freelancers doing work for Syracuse University, Sherman must be used only on Syracuse University materials. Sherman and Syracuse Block Condensed are owned by Syracuse University and must not be altered or redistributed without approval. [Log Out](#)*

Syracuse Block Condensed Typeface

- [Syracuse Block Condensed](#) is the typeface from where the "Block S" is derived, used in University lockups/logos.
- The complete set of Syracuse Block Condensed fonts are "special use" for "[amplified visual expression](#)," such as in block headlines, advertisements, and similar.
- Syracuse University guidelines state: "*Amplified visual expressions should be used for high energy, high-spirit communications, such as those for athletics or student-facing events. Whether to amplify your visual expression, and to what extent, is discretionary, but your decision should take into consideration target audience, desired tone and desired message.*"

Substitute Typefaces

- When creating materials to be accessed by colleagues and audiences without the Sherman typeface on their computers, the **Verdana** typeface should be used.
- However, unless a document is being collaboratively worked on, the best practice is always to convert a Microsoft Word, PowerPoint, or Excel document to a PDF in order to share publicly. In this case, Sherman can be used in the original document.
- Verdana is also the standard for Syracuse [email messages and signatures](#) (see below).
- The substitute for Sherman Serif fonts is **Georgia**.

Email Standards

- Verdana typeface is "web safe," which means it comes standard on 99.8% of computers. Using Verdana for email ensures that they are legible and retain formatting.
- Syracuse University has specific guidelines for setting up your email client to use the correct typeface and email signatures.
- These [email standards](#) cover the following:
 - Body text
 - Email signatures
 - Other guidelines (including accessibility)
- Most email programs allow for multiple signatures, including one used for original messages, and another used for replies and forwards. It is recommended you use a condensed version (often just your name) for replies and forwards.