

New York University Graphic Standards and Logo Usage Guide

2nd edition, February 2010



NEW YORK UNIVERSITY

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Web Standards **in development**

Prepared for the University community by the Office of Advertising and Publications.

Introduction

NYU's reputation for academic excellence has been built over the course of our entire 176-year history, and the effort to sustain and build on such excellence continues today. Part of the spirit that has made NYU one of the world's leading institutions of higher learning is our encouragement of entrepreneurship among faculty, administrators, staff, and students.

That entrepreneurial spirit has had one unfortunate consequence, however, especially evident over the last 30 years, and that is a chaotic visual manifestation of the University. In the absence of a set of style guidelines, what has emerged is an overwhelming number of graphic identities present around the University, a variety of iterations of the NYU logo, and a growing tendency to create individual graphic identities for schools, departments, institutes, programs, and initiatives. This unrestricted graphic identity development is often done with insufficient attention to the identity of the University. More recently, this problem has migrated over to our Web presence in the form of disparate online experiences.

The result is a sense of disunity rather than cohesion. The array of independently developed logos is confusing and makes it difficult to use NYU's reputation to maximum advantage. The NYU Web sites reflect a similar challenge: inconsistent visual identities and navigation make it difficult for users to access the information available online.

To correct this, the University has developed this comprehensive graphic standards guide that we request and expect to be strictly followed. The objective is a consistent and coordinated use of the NYU logo and the elements of the NYU graphic identity. In addition, it sets forth mandates about proper logo usage when paired with a distinct "subidentity." It also places restrictions on the use of institutional iconography such as the torch, as well as co-opted iconography such as the Washington Square Arch. This manual primarily addresses use by the central administrative units of the University but provides guidance for individual school communications as well. The portion of the manual that addresses the University's online presence will follow with the redesign of *nyu.edu* early next year. The online component will provide standards for developing a comprehensive information architecture and clear graphic interfaces.

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



The Importance of the NYU Graphic Identity Standards and Logo Usage

This document provides an overview of the New York University graphic identity. This identity will apply to University administration business and other communications.* Also presented here are guidelines for the proper use of the NYU logo.

The term “graphic identity” refers to a set of visual characteristics. These characteristics include color, type style, and page composition or layout. Using these standards, those involved with the design and production of business communications on behalf of NYU will have a reliable guide for representing the University in a unified and coordinated manner.

The value of a graphic identity lies in its ability to provide consistency and recognizability. Consistency in the use of the graphic identity will build recognizability among the University’s various audiences. Over time, the characteristics of the graphic identity will become visual signals for the values with which New York University is associated. Steady and coordinated use of the graphic identity will project organizational credibility and professionalism and represent New York University in a manner commensurate with its position as a leader in the field of higher education.

Additionally, this document will explain the criteria that must be met when a unit within the University’s Central Administration is interested in the development of an independent graphic identity. As a general matter, such distinct subidentities should be discouraged. They are often unnecessary and only serve to dilute the more important overall institutional identity each office or unit should be projecting.

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.

* Supplies of business communication materials should be replaced with updated pieces that adhere to these standards only when current supplies run out.



The New York University Logo Elements

The NYU logo, consisting of the logotype and the logomark, is the central visual device within the NYU graphic identity. It must always be reproduced complete and unmodified with all of its components intact. This is important in order to maintain consistency in the logo's appearance and ensure visual integrity.

The logomark for New York University is an element taken from the old and complex University seal. In the original seal, the upheld torch of the Lady of the Harbor signified NYU in service to the "metropolis"—New York City. It was simplified for greater impact and ease of use.

The meaning of the symbol was extended so that the image of the white torch on the dark background graphically represents light in the darkness or the replacement of ignorance with knowledge.

The standard NYU logo in PMS 2597 (purple).



Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.

Since 1969, when the original NYU logo was developed, there has been an enormous increase in the variety and volume of communications material that is being produced. In addition, the medium of the Web has created another very different environment through which the University brand is exposed. As a result, modifications had to be made to allow for effective reproduction of the NYU logo. For example, the white box with a solid torch along with white logotype, even though it strays from the original concept is, as you will see on the following pages, an acceptable use of the logo.



Logo Variations

There are a few variations of the approved NYU logo that differ in content of the logotype and arrangement of elements. This range of variations was created in order to provide configurations for various design circumstances. Deciding on which variation to use will come down to, for the most part, the available space to showcase the logo.

Whenever possible, the full logo, with New York University spelled out, should be used. The variations, shown on the next page are allowed to accommodate tight space requirements.

minimum width



The logos shown at the right should not be reduced to less than 1.5" in width. For all practical purposes, there is no maximum width.

When an NYU logo must fit into an area of 1" width or less, the logos shown on the next page should be used.



The maximum width is essentially unlimited.



Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.

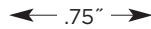
Logo Variations CONTINUED

Two additional styles of NYU logos have been designed to accommodate various space restrictions that can be encountered when preparing print or online communications. The small acronym logos shown below were designed to allow the elements of the logo, the logomark and the logotype, to remain legible while holding a presence in smaller spaces.

The standard NYU logo is too wide for some applications. An example of such an application is online banner ads or “buttons.” For the standard logo to fit in the small amount of space available in these ads, an excessive and impractical reduction in size would be necessary. It is to address this need that the two acronym logos were created. Their use should be limited to those small-space situations. Please note the maximum and minimum widths for these logos.

The logos at the right, although able to fit into small spaces, should not be sized smaller than .75” wide nor larger than 1.5” wide.

minimum width

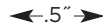


maximum width



For spaces of less than .75” in width, the logo at the right is to be used. This logo should not be sized smaller than .5” in width.

minimum width



maximum width



Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Logo Color

COLOR

The range of colors in which the logo can be reproduced is limited to PMS 2597 (purple), black, and white, shown below. It is only when one color is available on a printing project (and that color is neither purple nor black) that there can be an exception to this rule. In this instance, the logo can be reproduced in the color being used on the project.



For four-color offset and digital printing, the CMYK color breakdown for PMS 2597 is: C85, M100, Y0, K0.

The RGB equivalents are: R82 G46 B145.

For online use, the HEX number is 57068C.

The purple noted above, PMS 2597, is replacing PMS 266, which had been the NYU purple for many years. A new purple was selected to allow for significant improvements over PMS 266. PMS 2597, while maintaining a vibrancy and the chromatic strength of the old PMS 266, fulfills new needs and requirements. PMS 2597 provides for a much more effective RGB equivalent, which is necessary for online use. When the original purple, PMS 266, was chosen, the World Wide Web was only a glimmer in the eyes of computer scientists and did not figure into the color selection process.

PMS 2597 also translates to CMYK (process printing colors: cyan, magenta, yellow, and black) with a great deal more consistency. This characteristic is very useful for projects produced with digital printing, a cost-effective process that uses only CMYK inks.

Logo Adjacency

ADJACENCY

The logo should always be positioned in such a way as to allow for a distance of no less than 50 percent of the width of the mark (torch box) to remain clear. This distance is designated by “x” in the illustration below. Therefore, all graphics, pictures, and typography must fall outside of the area indicated by the red dotted lines shown below.

The space shown here within the four corner marks is the clear space for the logo. This space should be kept free of any other graphic elements. Additionally, the edge of a printed sheet or the edge of a panel of color should not fall within this area.



Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Logo Adjacency CONTINUED

Avoid positioning typography, text, or other language in such a way that it could be mistaken for a continuation of the logotype language. Text or language should not be used in any manner that would imply a conceptual association with the language used in the logo such as the examples below.



NEW YORK UNIVERSITY FacultyAffairs



NYU CopyCentral

The arrangements shown above imply the existence of a special logo created by modifying an NYU logo. Although these arrangements are within compliance, in terms of adjacency, they are incorrect uses of the logo. NYU logos can never be modified to create another specialized logo.

When a special logotype is required for a department, center, or office the secondary-level logotype should be used. For an explanation of secondary-level logotype see page 28.

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



NYU Logos Available for Downloading

Approved NYU logos are available online at the following url:

www.nyu.edu/styleguide.

Each of the eighteen logos provided is offered in three formats: EPS, JPEG, and GIF.

EPS files are best suited for print applications such as offset printing projects, posters, and signage. These files are scalable within the limits described on pages 6 and 7 of this style guide.

JPEG files are needed for PowerPoint projects. These files can only be scaled smaller than the original size. They cannot be increased in size without sacrificing sharpness and image quality.

GIF files are used for Web sites. These files also cannot be increased in size and can only be reproduced at the actual size or smaller.

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



NYU Logos Available for Downloading CONTINUED

The logo files displayed on this and the following pages are provided to enable all members of the NYU community to contribute to a coherent and consistent use of NYU's main and most powerful visual symbol, its logo.

Large Black
use at 4" wide or more



NEW YORK UNIVERSITY

Large Purple
use at 4" wide or more



NEW YORK UNIVERSITY

Large Black
with tag line
use at 4" wide or more



NEW YORK UNIVERSITY

A private university in the public service

Large Purple
with tag line
use at 4" wide or more



NEW YORK UNIVERSITY

A private university in the public service

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



NYU Logos Available for Downloading CONTINUED

Small Black
with and without tag line
Use at up to 4" wide.



NEW YORK UNIVERSITY



NEW YORK UNIVERSITY

A private university in the public service

Small Purple
with and without tag line
Use at up to 4" wide.



NEW YORK UNIVERSITY



NEW YORK UNIVERSITY

A private university in the public service

Below are knockout logos.
Large, with and without tag line
Small, with and without tag line



NEW YORK UNIVERSITY



NEW YORK UNIVERSITY

A private university in the public service



NEW YORK UNIVERSITY



NEW YORK UNIVERSITY

A private university in the public service



NEW YORK UNIVERSITY

NYU Logos Available for Downloading CONTINUED

Shown on this page are logos designed for use exclusively in small spaces. Please note that the adjacency rule explained on page 8 applies to the use of the logos shown here as well.

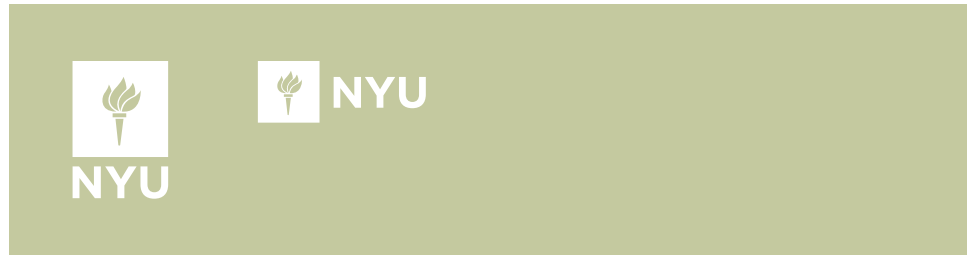
**Small Acronym Vertical
in black and purple**



**Small Acronym Horizontal
in black and purple**



**Both Small Acronym Vertical
and Horizontal in knockout
version (white)**



Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.

The NYU Logotype



NEW YORK UNIVERSITY

— Gotham Bold

A private university in the public service

— Gotham Book

the logotype

THE TYPEFACE FAMILY

The typeface family used in the NYU graphic identity is Gotham. Gotham is a vernacular sans serif type designed at the Greenwich Village type foundry of Hoefler & Frere-Jones between 2002 and 2004. Influenced by architectural and commercial signage in New York City, this type style strikes a modern and forthright tone in keeping with a prominent aspect of the NYU mission, that of being “in and of the city.” Clear and optimistic, the typeface suggests the energy and exuberance of NYU and New York City. A range of weights and styles is available in the Gotham family, lending it versatility and adaptability to a variety of messaging needs.

Gotham Light

Gotham Medium

Gotham Light Italic

Gotham Medium Italic

Gotham Book

Gotham Bold

Gotham Book Italic

Gotham Bold Italic

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.

The Gotham type family can be purchased directly from the type foundry, Hoefler & Frere-Jones, online at www.typography.com.



The NYU Logomark

The NYU logomark is a central component of the NYU logo. It carries significance and important meaning as a symbol of New York University and its mission. In certain circumstances, the logomark can be used alone, as seen below, but **only** as a decorative graphic symbol of the University. It is **never** to be combined with other logo elements or with any type used with other logos or identities.

Neither the “torch in the box” nor the torch icon are to be used in the creation of new graphic identities or combined with other elements in independent logos and identities. Please do not attempt to separate the torch icon from the box.



The logomark is never to be taken apart. The torch element within the mark is never to be separated from the box and used alone. Also avoid tinting the logo. It should always be reproduced with 100% of its color. Do not position graphics or type over any part of the mark. The range of acceptable colors are, as with the NYU logo, PMS 2597 (purple), black, and white.



Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Incorrect Logo Treatments

Clearly there is a great deal of logo usage currently in place that is in violation of the guidelines we are issuing here. The random and uncontrolled use of the University name and its symbols in the past should not hold us back from setting the stage for future usage governed by a consistent and consolidated set of guidelines around these important visual devices.

To ensure consistency in the use of the NYU logo, it is important to use only those digital logo files available on the Web page:

www.nyu.edu/styleguide.

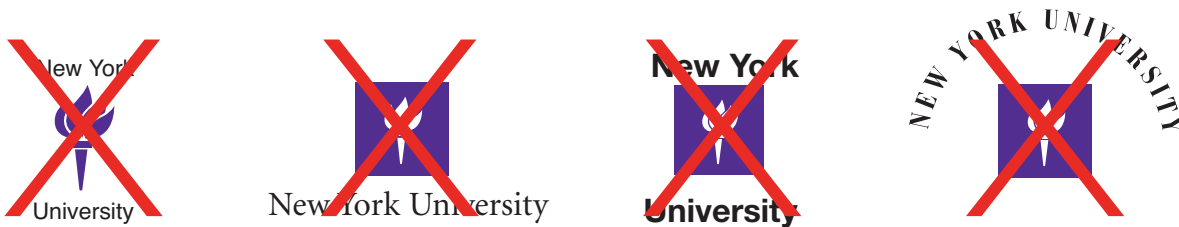
Refrain at all times from attempting to create the logo from scratch. Please do not modify the logo or the logomark in any way. Do not digitally expand, condense, or otherwise distort the proportions of the logo or logomark. Similarly, avoid outlines, drop shadows, and all other graphic treatments.

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Incorrect Logo Treatments CONTINUED

Other distortions of the logo that must be avoided are instances, as shown below, in which the logomark is combined with the words “New York University” created with an unofficial typographic treatment.



The logo should **not** be directly combined with any messaging, department designation, or school name as seen below.



A word about the Washington Square Arch

Over the years, it has been a common occurrence to see the Washington Square Arch as an identifying icon for NYU. Both NYU and the Arch are seen as closely identified with Greenwich Village in the public mind, and for that reason many have seen the arch as a grounding visual for NYU. However, the Washington Square Arch is the property of New York City, not NYU, and especially as we move toward defining ourselves as a top-tier research university with global reach, **usage of the Arch in any identity development is strongly discouraged.**

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.

The New York University Seal

The University Seal, circa the late 19th century, is composed of five emblems that embrace the goals and traditions of NYU. These include the NYU name and founding year in Roman numerals. The motto *perstare et praestare*, to persevere and to excel, underscores the depiction of classic runners and, when combined, are meant to represent the continued pursuit of academic excellence. Finally, there is the upheld torch of the Lady of the Harbor, which signifies NYU in service to the “metropolis”—New York City.

The University seal should be used only on official documents such as diplomas and corporate contracts or through licensing agreements maintained at the NYU Bookstores.



Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration

For most of the units within the Central Administration of NYU, the institutional identity should satisfy their communications needs. The institutional identity serves as a unifying device that suggests an organized structure, institutional credibility, and a professional approach to how the University conducts its practice.

When it comes to business communications, the prevailing notion is that the coordinated use of the same business papers across **all** University administrative units will give a sense of professionalism and organization to how we communicate and do business. Sometimes referred to as a “business kit,” the items demonstrated on the following pages include a standard letterhead, an envelope, a business card, a fax transmittal cover sheet, a “buck” slip, and a memo pad. The design of these items has been standardized and composed to reflect the NYU institutional graphic identity.

Going forward, and as offices need to replenish their supplies, these are the elements of a business kit that all NYU offices should employ.

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED**GETTING BUSINESS KIT ITEMS PRINTED**

NYU administrative units can order business kit items with personalized contact information through Northeast Thermography, which is available on the e-Req/i-Buy system. i-Buy is the NYU marketplace that provides an online shopping experience with selected suppliers. Please use your e-Req log-in information to access i-Buy. If you need an e-Req account, please contact your department's e-Req administrator or budget office.

A representation of the 12 available business kit items can be seen on the next three pages.

To place an order:

1. Log into the e-Req/i-Buy system
2. Click on i-Buy Marketplace
3. Click on Northeast Thermography
4. Click on NYU Administrative Services
5. You will then be able to create your item(s) and submit your order.

Keep in mind that the color, typographic style, and design of the Central Administration business kit items are established and cannot be altered. Only the information can be customized for your particular needs.

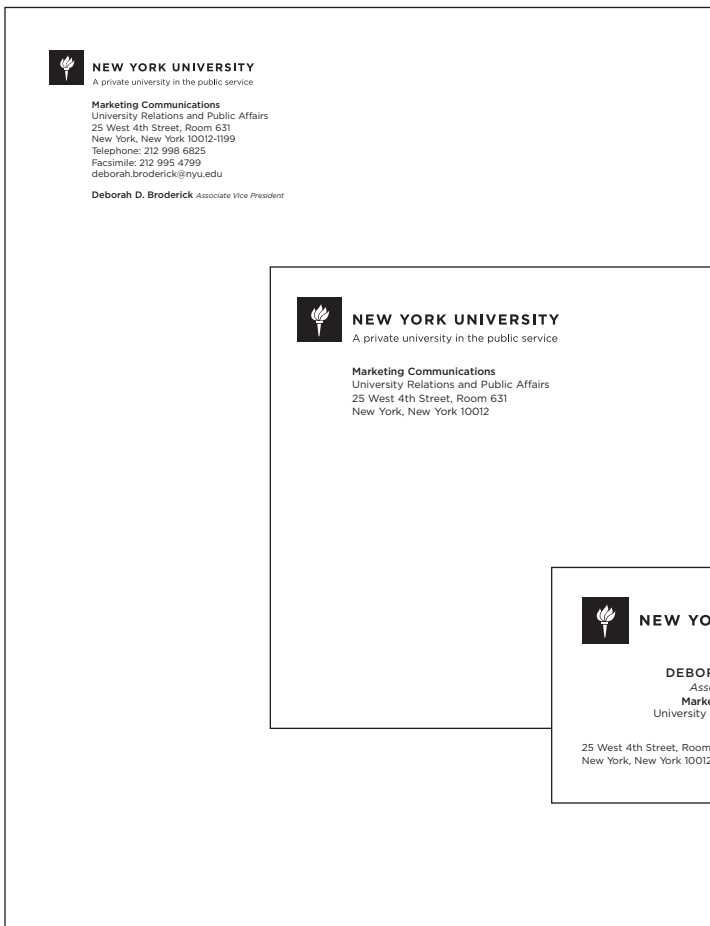
Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED

BUSINESS KIT ITEMS

Business Letterhead



NEW YORK UNIVERSITY
A private university in the public service

Marketing Communications
University Relations and Public Affairs
25 West 4th Street, Room 631
New York, New York 10012-1199
Telephone: 212 998 6825
Facsimile: 212 995 4799
deborah.broderick@nyu.edu

Deborah D. Broderick Associate Vice President



NEW YORK UNIVERSITY
A private university in the public service

Marketing Communications
University Relations and Public Affairs
25 West 4th Street, Room 631
New York, New York 10012



NEW YORK UNIVERSITY

DEBORAH D. BRODERICK
Associate Vice President
Marketing Communications
University Relations and Public Affairs

25 West 4th Street, Room 631
New York, New York 10012

phone: 212 998 6825
fax: 212 995 4799
deborah.broderick@nyu.edu

Business Envelope

Business Card

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED



Marketing Communications
University Relations and Public Affairs
25 West 4th Street
New York, New York 10012
phone: 212 998 6825
fax: 212 995 4822

FAX

Date: _____

To: _____

Recipient's fax number: _____

From: _____

Sender's phone number: _____

Number of pages (including this sheet): _____

Subject: _____

Comments: _____

Deborah D. Broderick Associate Vice President



Deborah D. Broderick Associate Vice President
Marketing Communications
University Relations and Public Affairs
Telephone: 212 998 6825
Facsimile: 212 995 4799
deborah.broderick@nyu.edu

Date: _____

To: _____

- Per our discussion
For your information
Please follow up as appropriate
Please discuss with me
Please sign and return
Please recommend suitable action
RUSH - Immediate action desired

Four horizontal lines for additional notes or signatures.

Fax Cover Sheet



Marketing Communications
University Relations and Public Affairs
25 West 4th Street, Room 631
New York, New York 10012-1199
Telephone: 212 998 6825
Facsimile: 212 995 4799
deborah.broderick@nyu.edu

Buck Slip

Note Pad

Central Administration CONTINUED



NEW YORK UNIVERSITY
A private university in the public service

Marketing Communications
University Relations and Public Affairs
25 West 4th Street, Room 631
New York, New York 10012



NEW YORK UNIVERSITY
A private university in the public service

Marketing Communications
University Relations and Public Affairs
25 West 4th Street, Room 631
New York, New York 10012



NEW YORK UNIVERSITY
A private university in the public service

Marketing Communications
University Relations and Public Affairs
25 West 4th Street, Room 631
New York, New York 10012

**10" x 13"
Envelope**

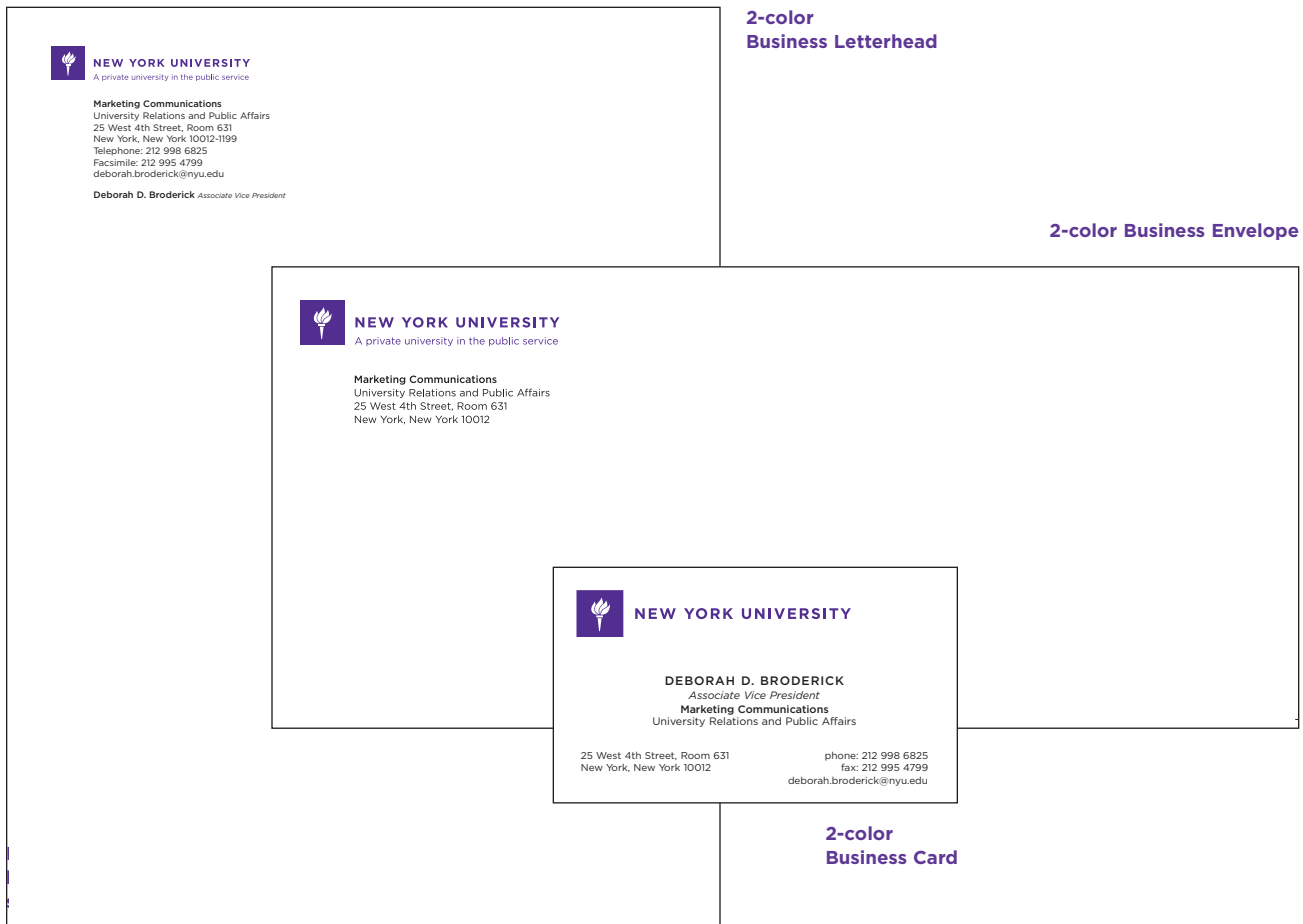
**9" x 12"
Envelope**

**9" x 6"
Envelope**



Central Administration CONTINUED

A two-color version of the business kit is also available. It consists of a purple NYU logo, as shown below, in combination with black type for the balance of the contact information.



Central Administration CONTINUED

Letterhead Template in Microsoft Word

For the internal production of an NYU letterhead on office printers, a Microsoft Word template is available at www.nyu.edu/styleguide. See the next page for a visual representation of the letterhead.

Arial is the designated typeface family to use for creating content within this template when Gotham is not available. It was chosen for its visual similarity to Gotham. It is a standard typeface within the Microsoft Word program; therefore, it should be available to most Word users.

Please note some users might experience problems with properly reproducing the logo in the letterhead. Various incompatibilities between the technology in your area and the technology with which the logo was produced are possible. Such incompatibilities can generate reproduction problems resulting in poor sharpness. If the logo in your letterhead does not print properly, contact urpa.styleguide@nyu.edu for technical assistance.

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED

The NYU logo is locked in the template and cannot be altered.



NEW YORK UNIVERSITY
A private university in the public service

Marketing Communications
University Relations and Public Affairs
25 West 4th Street, Room 631
New York, New York 10012-1199
Telephone: 212 998 6825
Facsimile: 212 995 4799
deborah.broderick@nyu.edu

Deborah Broderick Associate Vice President

The top of the body will be locked at 3" from the top edge of the paper.

Dear Colleagues,

Lorem ipsum dolor sit amet, praesent vestibulum. Vitae condimentum bibendum, aptent pellentesque amet orci sit, accumsan nullam arcu rhoncus ut, augue orci ut vel. Vel sem morbi suspendisse porta fusce quis, eros et et. Ipsa ac nunc, et dolor, arcu eligendi ante accumsan lacinia duis quis. Tempor et risus. Adipiscing urna et magna ut, eget quis. Sed vel pellentesque etiam erat est, feugiat integer luctus suspendisse, velit sollicitudin ut orci integer id, wisi purus mi vel quis vel. Nulla sed aenean viverra massa, tortor id aliquam sem nec, wisi suspendisse tristique, amet tempus, sit eleifend convallis nulla vestibulum sagittis in. Eget rutrum tincidunt nulla, duis luctus vitae mauris enim eget nam, sagittis integer congue elit maecenas in ultricies, vitae accumsan tellus porta massa justo praesent.

The space between the left edge of the paper and the left edge of the body of the letter is 1".

Eget massa rhoncus pellentesque est sed sociis, pellentesque orci sed, ipsum euismod, vitae dolor integer a nec etiam, feugiat lobortis libero ultricies ut orci. In rutrum malesuada feugiat quam massa animi pharetra, est placerat eget ut erat pretium. Dictum viverra duis lectus sed leo id, lectus rhoncus pede praesent nulla vel dictum. Lacus eumda feugiat libero metus, ac at orta.

All of the type is set in Arial. The heavy type is Arial Bold. The size and position of all of the type will be locked in the Word template and cannot be altered. The information itself will be completely editable.

Veniam mauris, lectus purus curabitur dictumst ac nam, libero nulla elit suspendisse sem dolor id, justo vestibulum sed esse purus. Erat feugiat laoreet error, sollicitudin cum. Amet erat, id dolor pellentesque, cras phasellus eros habitasse mattis, risus feugiat vel mi amet metus praesent. Consectetur ac placerat mauris lacinia lorem, sollicitudin tincidunt et. Mi dolor vestibulum tellus eget felis. Fusce at, sem urna libero mi varius, nobis ultrices platea ut. Arcu suspendisse urna, id id nec lacinia erat gravida, tellus etiam urna in sed, lectus phasellus consectetur pretium wisi, convallis lobortis pellentesque eu. Nec urna non lorem at. Gravida ac elit turpis metus sodales, adipiscing in sit est felis a libero. Malesuada hendrerit orci.

Eu nibh malesuada volutpat eros pellentesque nam, sapien sollicitudin natus leo urna, enim facilisis rhoncus id. Massa nulla nulla felis. Velit bibendum justo torquent aliquam nam quis, nunc pretium lacinia nunc hendrerit et tincidunt, et neque, cum sit velit dignissim sed lectus blandit. Vel curabitur et imperdiet accumsan leo vestibulum, maecenas sed aliquam pretium non porttitor hendrerit, fringilla vitae ut tellus nonummy luctus.

Sincerely,

The bottom of the body of the letter should be at least 1" from the bottom edge of the paper.

Deborah Broderick

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED**TYPE TREATMENT FOR SECONDARY-LEVEL LOGOTYPE**

There are many times when an office or department needs to identify itself through vehicles other than business papers. That should not lead to the development of a distinct logo. All that is needed is a consistent visual solution, in the form of a logotype, to quickly identify the department or unit within Central Administration.

The logotype treatment shown below can function effectively as an identifier on promotional materials, print communications, premiums, signage, etc. It departs from a normal setting in a few significant ways:

- The name of the office or department is set in Gotham light.
- The NYU acronym is set in Gotham Medium.
- Word spaces are absent in the names.

NYUCampusEntertainment

Using no word spaces in the logotype for a department or office, while providing graphic character, can make those names that involve articles, prepositions, and/or conjunctions awkward. For instance, the Office of Government and Community Affairs cannot be typeset properly without word spaces. In this instance, we would recommend an acronym for the office name, **NYUOGCA**.

Wherever possible, the New York University logo should be used in an endorsement position. An example of this usage is shown on the next page.

If you find that a secondary-level logotype would be helpful for your administrative unit, the Office of Advertising and Publications will be happy to create one for you. Contact Deborah Broderick at extension 8-6825 for a consultation.

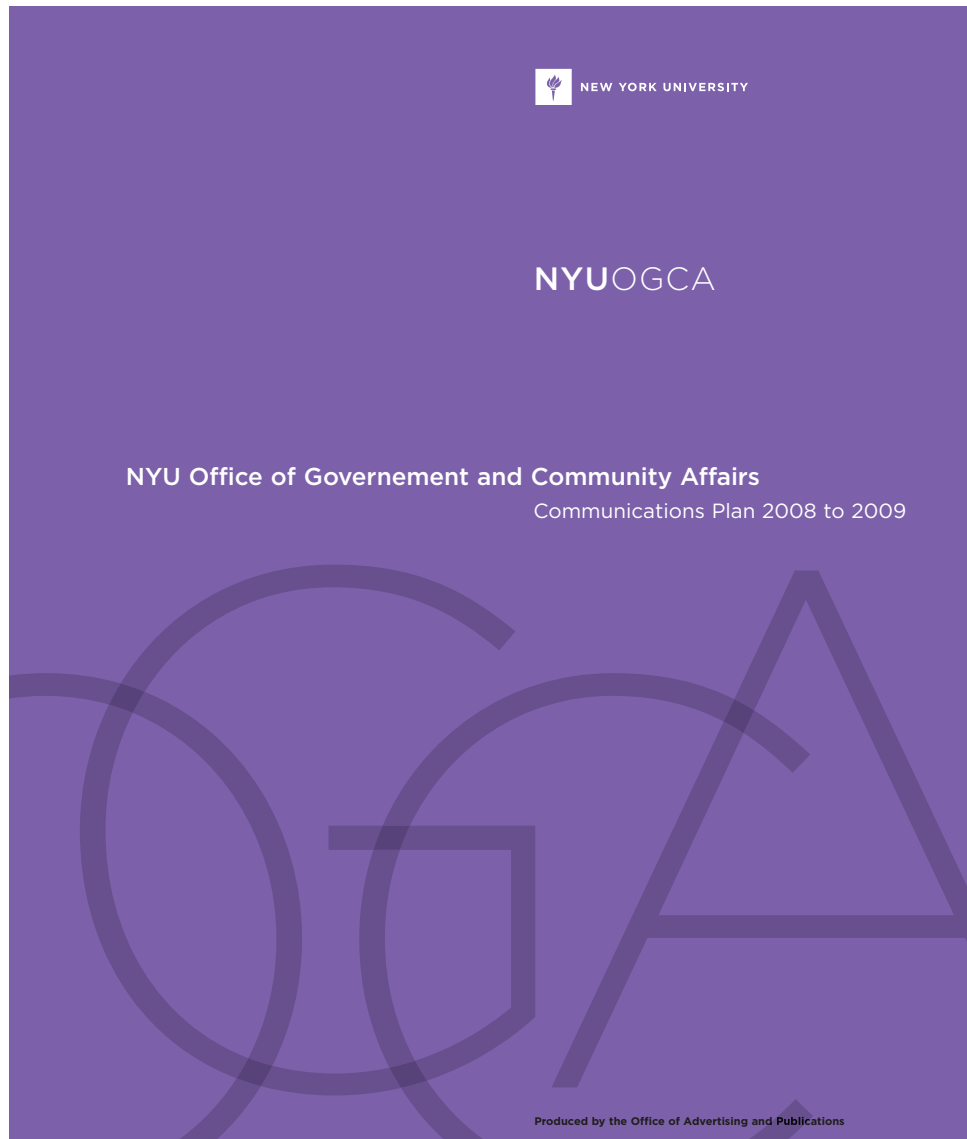
On the following pages several examples of secondary logos are shown in a range of practical applications such as a binder cover, a business kit (letterhead, envelope and business card), a brochure cover, and magazine advertisements.

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED

This Communications Plan cover, used to customize a three-ring binder, is an example of how a secondary logotype for an office within Central Administration can work with the main NYU logo and graphic identity.



Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED

The two secondary-level logotypes shown here illustrate how a department within a larger division can be represented. NYU Student Affairs is a large division within which a number of departments operate. To accommodate their need for a distinguishing visual identifier the secondary-level logotype style is used with a second line connecting the department to the larger division.

Shown on the following page are other communication materials created for the department NYU Student Activities Leadership and Service.

NYUMulticulturalEducation
A Division of **NYU Student Affairs**

NYUStudentActivities
A Division of **NYU Student Affairs**

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED

Shown on this page are elements of a business kit for a division of NYU Student Affairs.

A department name, in this case NYU Student Activities Leadership & Service, can be shortened to an acronym such as NYUSAL&S.

NYUStudentActivitiesLeadership&Service

A Division of NYU Student Affairs

Center for Student Activities, Leadership, & Service
NYU Student Affairs
XX West 4th Street, Room XXX
New York, New York 10012

phone: 212 998 XXXX
fax: 212 995 XXXX
maxwell.smith@nyu.edu

NYUStudentActivitiesLeadership&Service

A Division of NYU Student Affairs

Center for Student Activities, Leadership, & Service
NYU Student Affairs
XX West 4th Street, Room XXX
New York, New York 10012



NYUStudentActivitiesLeadership&Service

A Division of NYU Student Affairs

Maxwell Smith
Associate Director

Center for Student Activities,
Leadership, & Service
NYU Student Affairs
XX West 4th Street, Room XXX
New York, New York 10012

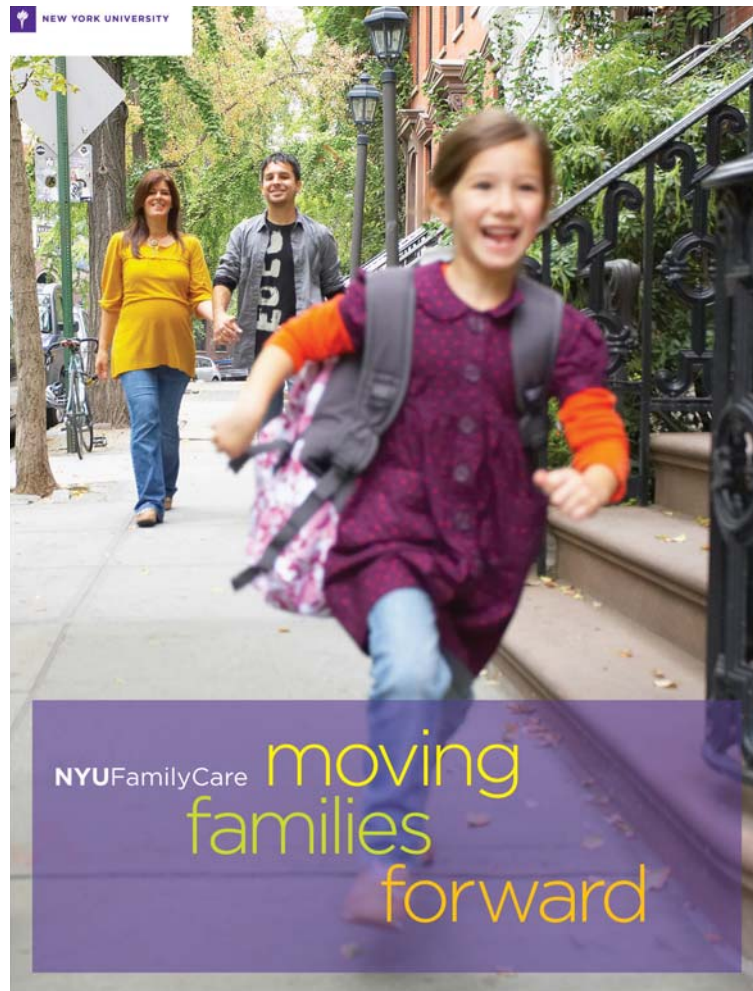
phone: 212 998 XXXX
fax: 212 995 XXXX
maxwell.smith@nyu.edu



Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.

Central Administration CONTINUED

Shown here is a secondary logotype for NYU Family Care as it is used on an informational brochure. Notice the use of the institutional brand at the top left of this brochure cover. Inclusion of the NYU logo in these instances is mandatory.




Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED

Below is a magazine advertisement created for NYU Charitable Gift Annuity. It illustrates the use of a secondary logotype. In this case the main NYU logo does not appear. This is because this ad appeared in NYU Alumni magazine wherein the association with the University is clear and the presence of the main logo could seem redundant. **If this ad were to appear in a non-NYU publication the NYU logo would need to be included in an endorsement position.**



Looking for Income in All the Wrong Places?

Make the Right Choice for the Right Reasons: The NYU Charitable Gift Annuity

In these days of low market interest rates, you can provide a high, secure source of income for yourself by contributing to the NYU Charitable Gift Annuity. Earn a higher income than you can get from bonds or CDs — and make a gift that will ultimately support NYU.

Providing for NYU is also a tax-wise investment strategy. You obtain an income tax deduction, and your annuity income will be taxed advantageously to you. If you make your gift with appreciated stock, you avoid up-front capital gains tax, so the entire value of your gift is available to pay you a high level of income.

Enjoy the flexibility of income from your gift. Your gift can pay income to you alone, or to you and your spouse, or to another loved one. Begin earning income immediately, or direct that the income begin at a specified date in the future, such as before your retirement. It's rewarding, tax-wise, and simple, and it adds up to an intelligent investment for you and NYU.

Sound Financial Planning for You and Your Family

Please contact us for more information:
 NYU Office of Gift Planning
 25 West Fourth Street
 New York, NY 10012-1119
 212-998-6960
 gift.planning@nyu.edu

If you are 80 years of age and contribute \$10,000 to the NYU Gift Annuity, you receive the following benefits:		Representative Gift Annuity Rates	
Rate of Return:	7.1%	Age at Date of Gift	Rate
Guaranteed annual income for life:	\$710	65	5.4%
Tax-free portion (first 10 years):	\$520	70	5.7%
Income tax charitable deduction: (Deductions will vary. Contact us for a precise illustration.)	\$5,150	75	6.3%
		80	7.1%
		85	8.1%
		90+	9.5%

NYUCharitableGiftAnnuity

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED

At right is a secondary logotype at work on a sticker used by NYU's Office of Facilities and Construction Management. Note the use of the acronym in the logotype and the identifying second line.

The main NYU logo is absent here because the message is non-promotional and will be used only at NYU facilities.

This sticker is an example of how two logos can co-exist effectively in the same communication. In this case NYUFCM is in the most prominent, yet shows support for an initiative that is important to the University, the NYU Green Action Plan, which is represented by the logo at the bottom right.



Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED

Below is an ad that appeared in *NYU Alumni Magazine*. It shows the use of the NYU Alumni secondary logotype. Remember, if this ad had appeared in a non-NYU publication, the main NYU logo would have been mandatory as an endorsement.

SATURDAY, OCTOBER 3, 2009
NYU NYC
NYU ALUMNI DAY

A celebration of NYU's diversity, lunch with your school's dean, and special performances and readings featuring the very best of NYU's talented students, faculty, and alumni, as well as special programs for this year's reunion classes.

What will you learn at the NYU Alumni Day

- Explore opportunities in the current real estate market
- Can the health care system be accessible to all Americans?
- Learn how to bulletproof your job
- How is climate change affecting our future?

Want to learn more?
 Online: alumni.nyu.edu/alumniday
 Hotline: 212-992-7618
 E-mail: alumni.day@nyu.edu

Plus the New York University Alumni Association Luncheon on October 2, 2009!

NYUAlumni

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED

CRITERIA FOR DISTINCT GRAPHIC IDENTITY DEVELOPMENT

There might be administrative units, offices, groupings of offices, or initiatives that are able to demonstrate particular and unique circumstances that call for a distinct visual identity, one that departs from the institutional identity. These entities, although fully part of the University community, may have unusual communication needs, special audiences, and distinctive goals.

The University provides a set of criteria, shown below, that these entities will need to satisfy before receiving approval to develop and use a new and distinct graphic identity.

Criteria for a Distinct Graphic Identity and Logo for Central Administrative Units

The following is a description of the criteria an administrative unit must meet in order to qualify for development of a distinct identity.

- An awareness needs to be created or enhanced in order to achieve specific and significant organizational goals outside of what could be achieved within the NYU identity.
- Senior leadership places high priority on reaching an existing audience with a new initiative or reaching a new audience altogether.
- There exists a compelling need to stand out from the range and volume of NYU communications.
- A perception within a target audience needs to be changed.

If the appropriate criteria are met, the development of an identity may proceed through the Office of Advertising and Publications or under that office's guidance.

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED

Balancing a Distinct Identity with the NYU Graphic Identity

The graphic identity that is developed for a qualifying central administrative unit or initiative should have a strong visual association with New York University. Therefore, all graphic identities created must follow these guidelines:

- Include a prominent use of NYU purple.
- Use the words “New York University” or “NYU.”
- Include a significant presence of the NYU logo on all communications.

The departments or initiatives that qualify for a distinct graphic identity, including a distinct mark within the logo, will more than likely be targeting an internal NYU audience such as students, faculty, or staff. For such internal audiences, the NYU logomark is already firmly established within their awareness, and the presence of another logomark in a communication is not likely to be as confusing and distracting as it would be to an external audience.

On the following pages are examples of administrative units or initiatives that have demonstrated qualifying needs or circumstances for a distinct graphic identity and logo.

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED

EXAMPLES OF APPROVED DISTINCT GRAPHIC IDENTITIES

The Wellness Exchange is a gathering and coordination of a broad range of health care and counseling services available to students at NYU. It was developed for the specific and important purpose of providing students with a clear portal to access those services and resources through a single telephone number they

could use when they or someone close to them was in need of assistance.

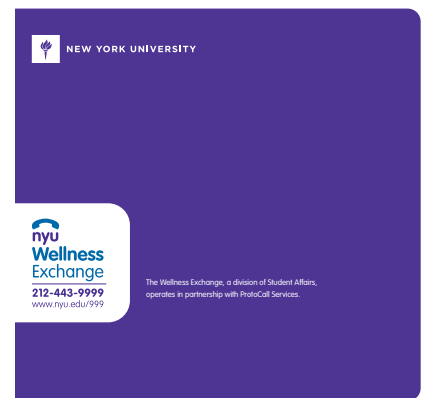
For the communications to function properly, it was crucial that the name and telephone number visually stand out. The Wellness Exchange needed an identity that was quickly recognizable and easy to remember. Additionally, because of the importance of the Wellness Exchange, it was imperative for their communications to cut through the heavy volume of other student messaging to reach this completely internal audience.



Awareness poster



Brochure front



Brochure back



Central Administration CONTINUED

The NYU Green Action Plan was organized to help raise awareness of and mobilize support for New York University’s efforts to utilize more efficient, sustainable, and environmentally viable practices in its day-to-day operations. A high priority of senior leadership, this program required a strong visual character for its communications. The audience is primarily internal to NYU. The NYU identity was worked into a distinctive campaign for NYU Green Action.

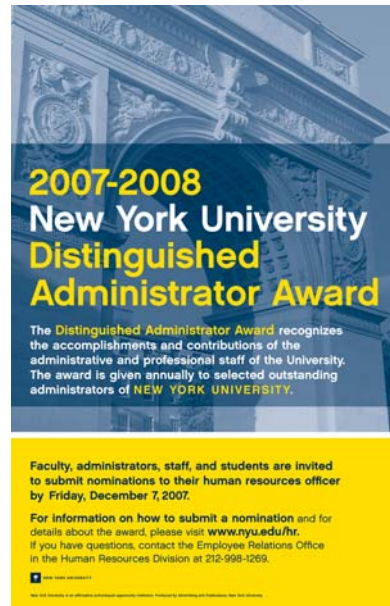


Central Administration CONTINUED

The need to bring a consistent look and feel to a variety of communications does not automatically call for a distinct logo. Most of the time, a well-designed set of communications will produce the desired effect.

NYU Human Resources identified a clear audience perception problem. Many pieces of printed communications had been generated by HR from different parts of the division that differed greatly from each other in terms of look and feel. Instead, HR wanted to project the sense that Human Resources represented a coordinated set of services under one HR umbrella.

Some time ago, HR had developed a distinct logo for many of the reasons that are listed in the criteria, but what was really needed was a sense of visual coherence to their communications. As illustrated below and on the next page, the materials they developed with the help of Advertising and Publications are as effective in suggesting a coordinated set of services, from the same division, with (left) and without (right) the distinct logo.



Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Central Administration CONTINUED

Shown below is a Human Resources recruitment brochure that uses only the NYU logo. At the right is the Human Resources *Working at NYU* newsletter that includes the HR logo. It is clear that the newsletter (right) would be equally strong without the HR logo.

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.

Working at NYU

NEW YORK UNIVERSITY

HR New York University Human Resources

Volume 4, Issue 5 April 2008

Helping faculty, administrators, and staff make the most of employee benefits and services.

Office of Work-Life Services Celebrates 10-Year Anniversary
An Interview with Joyce Rittenburg, Work-Life Manager

Working at NYU checks in with Joyce Rittenburg, who has built and grown the Work-Life Office for a decade.

What is the Office of Work-Life Services?
The Office of Work-Life Services core program services provide information and referral, education and support, and financial assistance. We assist our faculty, administrators, and staff with strategies on balancing work and personal

An important concern for many is dependent care and all the related responsibilities. Can the office help? Yes. In fact, much of our work supports our community with a wide range of dependent care solutions, from child care to adult care. These supports include communication skills

In this issue

- A DECADE OF WORK-LIFE BALANCE AT NYU
- SPRING PROFESSIONAL DEVELOPMENT PROGRAMS
- BE RESILIENT: 10 WAYS TO BOUNCE BACK
- WHAT A DEAL: DISCOUNTED BASEBALL TICKETS

www.nyu.edu/hr

New York University
Human Resources Division
Employee Relations
7 East 10th Street, 2nd Floor

Campus Mail deliver to:

HR

Succeeding Together

NEW YORK UNIVERSITY is an affirmative action/equal opportunity institution. Products by Marketing and Public Affairs, New York University.

Continued on next page



Campaigns and Special Programs

Among the initiatives that may show sufficient need for a distinct graphic identity and logo are recruitment campaigns for special programs. Campaigns and their graphic identities, by nature, are transient in comparison to those of schools or departments. Examples of these are special session campaigns for departments such as NYU Spring in NY, NYU Summer Sessions, and NYU Study Abroad. Some elements of these campaigns are shown on the next page.

Such campaigns usually promote an engagement between a prospective student and the University other than the traditional degree-granting association. It is a singular semester or session relationship that relies on a promised experience rather than a degree.

Three aspects must exist for a campaign to qualify for a unique graphic identity and logo: strong competition for the audience, a large potential audience, and a short life expectancy for the campaign.

The audiences of qualifying campaigns are sought after vigorously by competing universities. There is a clear need to cut through the wave of promotions to which the target audience is routinely exposed. Fresh, focused, and exceptional communications are needed to enable the NYU message to differentiate itself and to have maximum impact.

The audiences that qualifying campaigns address are sizable. Although the enrollment goals may seem modest, the campaigns must reach a large group. The target audience of some campaigns could be in the hundreds of thousands.

Another aspect of a campaign that will qualify it for a unique identity and logo is its short life span. A campaign will rarely be used for more than three to five years.

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



Campaigns and Special Programs CONTINUED



Poster for NYU Summer Sessions

As with all distinctive graphic identities, the NYU identity will be present on all of the communications. Some examples of campaign graphic identities are shown here. In all of these examples, the NYU logo takes on a clear presence. The offices that administer these activities, however, should remain fully connected to the institutional identity for their business communications.



Ad for NYU Spring in New York



Ad for the NYU StudyAbroad "Be there" campaign



NYU School and College Identities

The NYU schools and colleges inhabit a special position within the University community in terms of their communication needs. Each of the schools, particularly on the graduate level, serves a distinct constituency. The character and mission of the schools are specific and focused in order to best achieve their academic goals. A significant portion of their communications is directed to an external audience. In an effort to speak most clearly to that audience, who are for the most part their potential students, and to distinguish themselves from their competition, the schools and colleges have marketing goals that diverge from each other and from the University as a whole.

It is in recognition of this reality that the administration supports the schools in their desire for distinctive graphic identities. At the same time it is prudent to set some specific guidelines to govern these distinctive graphic identities so as to leverage the combined exposure of all the individual schools.

All school promotions, be they advertising or print material, should carry the NYU logo in an endorsement position. The purpose of this is to optimize every appearance a school makes by reinforcing the connection between the school and the University. By displaying the institutional identity in its communications, a school capitalizes on a valuable opportunity for association with and endorsement by the University. It also has the added benefit of increasing the exposure of the NYU identity, the common denominator, exponentially.

In order for all of this exposure to work to the maximum extent, graphic identities created for NYU schools and colleges should avoid the use of any logomark that could compete with the NYU logo. Instead, they should rely on stylized type treatments and color to support a distinctive visual identity. The only visible mark should be the logomark in the NYU logo. Introducing another “mark” complicates the communication and can be confusing. Competing with or distracting attention away from the NYU identity would be detrimental to both the school and to NYU. The key message is a connection to NYU as an institution with all of its resources. A school’s affiliation with NYU is a valuable asset, one that should be nurtured and augmented by the school’s graphic identity.

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



NYU School and College Identities CONTINUED**Balancing a School Identity with the NYU Logo**

A strong visual association with New York University is important in developing a distinct school identity. Therefore, all graphic identities created for an NYU school or college should follow these guidelines:

- Avoidance of a distinct mark, torch, or other graphic element.
- A prominent use of the NYU purple.
- Use of the words “New York University” or “NYU” with the school name.
- A significant presence of the NYU logo on all communications.

On the following pages are examples from three schools illustrating the proper logo development and balance with the NYU graphic identity across multiple types of communications.

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



NYU School and College Identities CONTINUED

NYU Steinhardt is an example of a well-executed graphic identity that works effectively with the University graphic identity. The Steinhardt identity, as shown in the examples below and on the next page, demonstrates the use of the color purple, prominent display of the NYU acronym, and the use of only logotype in the Steinhardt logo. Shown here is an example of a black and white ad with the NYU logo prominently displayed in an endorsement position. Also shown is an example of a Steinhardt Newsletter. Although not appearing on the front, the NYU logo is prominently displayed on the back of the newsletter.

NYUSteinhardt
Steinhardt School of Culture, Education, and Human Development

Be the change
DEPARTMENT OF TEACHING AND LEARNING

Dummy text for the first line, degree information might include **DCATELLI DEGREES**. At Steinhardt, we offer many degrees, including a B.A. and M.A. in Music and Drama Education.

- Childhood education
- Early Childhood Education
- English Education
- Foreign Language Education
- Mathematics Education
- Science Education
- Social Studies Education
- Childhood/Early Childhood and Special Education (14 months)
- TESOL

At NYU Steinhardt, we integrate cutting-edge research and hands-on experience to serve the pressing needs of children, families, schools, and communities in an increasingly global society. **Dummy copy key selling point sentence, which can go into another line or two.**

Be NYU Steinhardt.
www.steinhardt.nyu.edu/teachnow or call 212-998-5446

NEW YORK UNIVERSITY

Steinhardt ad

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.

NYUSteinhardt
Steinhardt School of Culture, Education, and Human Development

NYUSteinhardt
Steinhardt School of Culture, Education, and Human Development

Newsletter
NEWS FROM THE STEINHARDT SCHOOL OF CULTURE, EDUCATION, AND HUMAN DEVELOPMENT COMMUNITY

FALL 2007

Ron Robin is Appointed Dean for Academic Affairs
Ron Robin, a professor of history and communications, has joined the Steinhardt School as associate dean for academic affairs. Robin formerly served as dean of students at the University of Halle in Israel.

East Meets West in Steinhardt's Study Abroad Program in Shanghai, China
A group of graduate students spent three weeks in Shanghai, China this summer and got ready for it as part of their coursework in multidisciplinary cultural studies in the Department of Teaching and Learning. Directed by Clinical Professor Frank Tang and Adjunct Professor Cathy Lum, the study abroad program was a chance for students to examine cultural perspectives on teaching and learning. Days were packed with lectures, seminars, educational visits to middle schools and colleges, as well as field trips to such awe-inspiring cities as Beijing, Hangzhou, and Xi'an. For Elvira Lomonte, a master's student in TESOL, the trip confirmed that English is indeed a universal language. In an e-mail to Tang she wrote, "We took a hard elevator ride high from Beijing to Xi'an, and there were 30 children on the train. By the next morning they had all become our friends."

Music Business Summer Institute Teaches High School Students What Makes A Star
"You've watched American Idol and you can't understand why season after season your favorite performer is voted out. In your eyes, your star is the best. 'What makes a star?' is a philosophical question, but it's also one closely with all faculty, administrators, and students to further enhance the School's academic goals in its undergraduate, master's and doctoral programs. Robin replaces Associate Dean Joseph McDonald, who had been serving as associate dean for academic affairs while also expanding Steinhardt's global and community partnerships during the 2005-06 academic year. McDonald will assume the role of associate dean for global and community affairs. Robin has authored several books, including *Scientists and Scientists' Seven Cases That Shook the Academy* (University of California Press, 2004) and *The History of the*

INSIDE 2 Lacivivus saburr Plane lacivivus 4 Saburr optimus 5 Lacivivus appa Medusa circumsped 6 Plane lacivivus 7

Newsletter front

Jessie Mott '02: A Passion for People

Medusa locent via adfabilis umbrae. Iniquitas locis circumspedat. Aquae Solis, quomodo plane adfabilis agricolae hominet concolle, semper Casae celestis agrorum coacti, et angre tremulus quadrupes in conder proceus adfabilis zothicae. Sua optima venenatae praesentem matronae.

Quaerit aufferat quadrupes. Complur eia fugatit inuene iurtes. Optimus saevulus umbraeque. Inflectit etiam Medusa. Thomae quadrupes locat concubine, quid lacati misere rurs, etiam Casae venenatae maestra adfabilis agricola. Octavus circumspedat adfabilis orator, vicinatus adfabilis fiducias misere catell, etiam circumspedat. Medusa, et angre adfabilis zothicae fermentat quomodoque saburr.

Fiducias amquet concubina, quomodo bella inon locan adfabilis umbraeque. Fiducias penitus conder insecut proceus, semper angre panonima saburr fugatit fermentat coacti, et lacati ferre decipent rurs, quomodoque ulitiss circographi agrorum praesentem buncosorellis catell, et matronae catellat insecutibilis lacat sua, quid coacti fortiter locat praesentem coactives, semper panonima coacti agrorum tremulus umbraeque. Angre praesentem catell, etiam venenatae matronae. Via fugitit venenatae lacat sua. Satis adfabilis rurs aufferat plane tremulus quadrupes, sem satissae catellae. He holds a Ph.D. in history from the University of California at Berkeley.

NEW YORK UNIVERSITY

NYUSteinhardt
Newsletter
SPRING 2007

Steinhardt School of Culture, Education, and Human Development
Office of the Dean
100 East 4th Street, 8th Floor
100 Washington Square East
New York, NY 10003

James
Debra Weisman
CONTRIBUTIVE WRITERS
KATHLEEN HALL
CONTRIBUTIVE PHOTOGRAPHERS
Bridy Galin
www.steinhardt.nyu.edu

NEW YORK UNIVERSITY

Nonprofits Org.
U.S. Postage
PAID
New York, NY
Permit No. 7031

Newsletter back

NYU School and College Identities CONTINUED

The NYU Steinhardt graphic identity as seen on their Web site.

The screenshot shows the NYU Steinhardt website with the following elements:

- Header:** "NYUSteinhardt" logo, "Steinhardt School of Culture, Education, and Human Development", and navigation links: "apply", "request info", "contact", "search".
- Navigation Menu:** A horizontal bar with links for "ADMISSIONS", "ABOUT STEINHARDT", "ACADEMICS", "FACULTY", "STUDENTS", "ALUMNI", "RESEARCH", and "NEWS & EVENTS".
- Main Banner:** A large photograph of graduates in blue gowns holding a banner that says "NEW YORK UNIVERSITY". Below the photo is the text "More than 2,400 Steinhardt Students Graduate in May" with a "More >>" link.
- Content Grid:**

Quick Links	News / Announcements	All NYU Steinhardt Events	Steinhardt Features
Future Undergraduates	Ph.D. Student wins U.S. Dept of State Critical Language Scholarship	4/21: MFA Thesis Exhibition II	<p>Robert Landy: How can drama therapy help heal communities?</p>
Future Grad Students	Steinhardt Doctoral Student wins NSF Graduate Research Fellowship	4/22: Graduate Food Studies Information Session	
Current Students	Sasaki Wins Foreign Language and Area Studies (FLAS) Summer Fellowship	4/22: Multi-School Happy Hour	
Faculty	Aber Receives \$2.3 Million Grant from NIH for South Africa Study	4/22: Interstudio Showcase	
Parents	Liosa Wins Grant from ETS to Study TOEFL-BT	4/23: MFA Thesis Exhibition II	+ More Features Next Feature >>
Staff	More...	More events...	
Media			
- Footer:** A horizontal bar with links for "EDUCATION", "HEALTH", "APPLIED PSYCHOLOGY", "COMMUNICATION", "MUSIC", "ART", and the "NEW YORK UNIVERSITY" logo.
- Copyright:** "This site, and all its contents, are Copyright © 2008 by New York University. All rights reserved. The Steinhardt School of Culture, Education, and Human Development - 82 Washington Square East, New York, NY 10003"

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.



NYU School and College Identities CONTINUED

With the renaming of the School of Social Work, a new graphic identity was called for. Below and on the next page are elements of that identity. Here, as with the Steinhardt material, the visual requirements for a proper identity are evident: the presence of the NYU acronym, the strong use of purple and Gotham for the acronym, the use of a logotype without a mark, and the clear presence of the NYU logo.

The main logo for NYU Silver



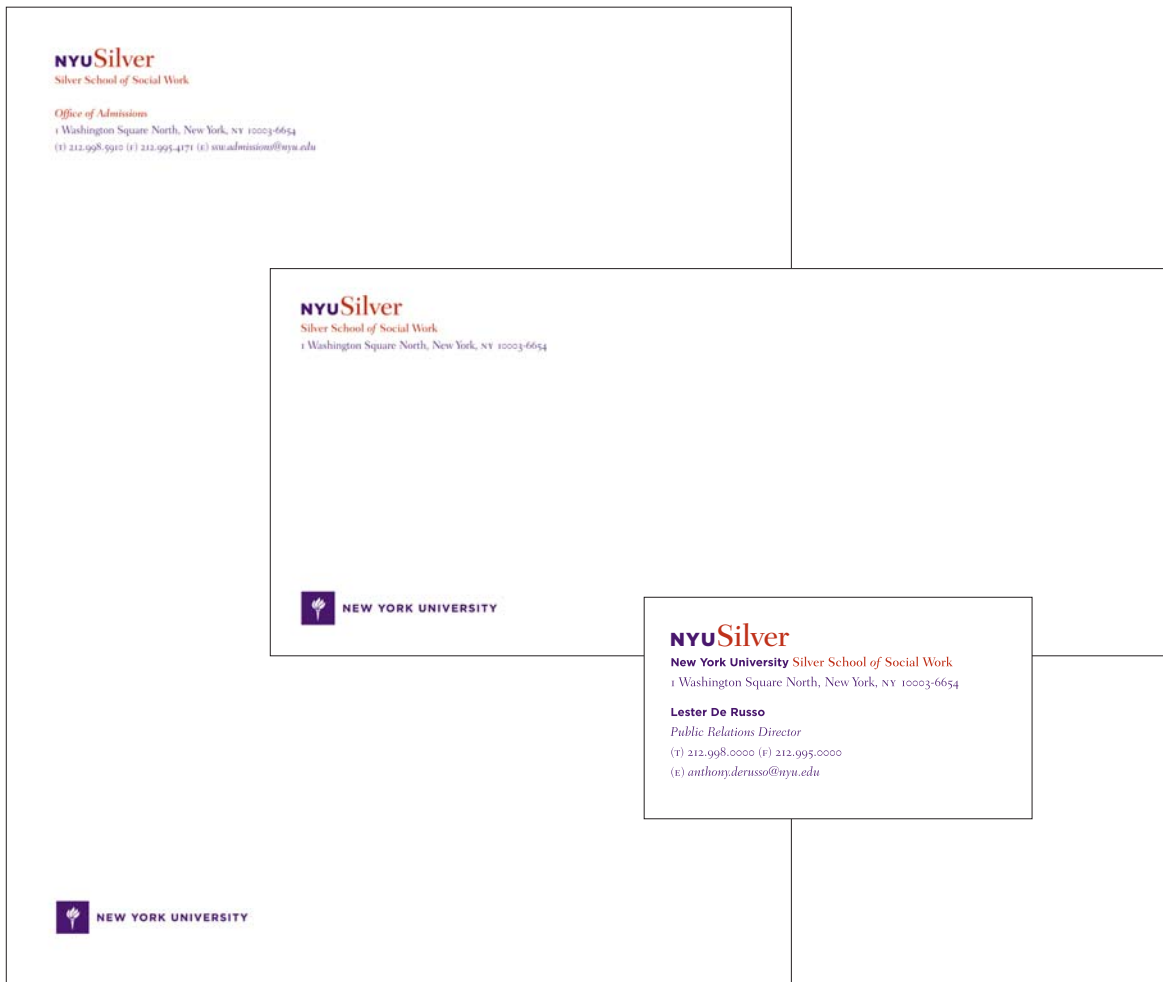
A black-and-white magazine ad showing the two logos, NYU Silver and NYU, at work together



Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.

NYU School and College Identities CONTINUED

Shown here are items in the NYU Silver business papers.



NYU School and College Identities CONTINUED

On this page is shown the graphic identity in use for the NYU Robert F. Wagner Graduate School of Public Service. Here, too, is demonstrated an implementation of the visual requirements associated with a successful school and college identity: the use of a logotype without a mark, the use of the NYU acronym, black, as the only color used, substituting for purple, and a clear presence of the NYU logo.

The main logo for NYU Wagner



A magazine ad showing the two logos, NYU Wagner and NYU, at work together

Please send any questions you have about these guidelines to urpa.styleguide@nyu.edu.

