NYU IDENTITY

LOGO BASICS
Then
THE UNIVERSITY LOGOS

SHORT LOGO: This version is used as the primary NYU logo and for central administration business communications. It is easily recognized at a variety of sizes for both print and digital communications.

LONG LOGO: This version is used for outside audiences where the full name adds additional information. It is also used when the communications would benefit from a more formal approach.

STACKED LOGO: This version is used in a few instances in which the final size is too small or too large, such as in small digital applications and large outdoor flag applications.
**PRIMARY COLOR**

The primary color is NYU Violet (PMS 2597).

NYU Violet
PMS: 2597
CMYK: C85, M100, Y0, K0
RGB: R87, G6, B140
HEX: #57068c

**PRIMARY USE**

Ideally, the logo should be reproduced in Violet (PMS 2597). It can also be reproduced in black or reversed out to white from a dark background.

![NYU Logo in Violet](image)

![NYU Logo in Black](image)

**MINIMUM SIZES**

To maintain full legibility, never reproduce the logo at heights smaller than 0.25 inches tall for print and 30 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page.

Print

![NYU Logo Print](image)

Digital (web, mobile, tablet, video)

![NYU Logo Digital](image)

**CLEAR SPACE**

Allow the logo room to breathe and maintain an appropriate amount of clear space around the logo. “X” represents one-half the size of the torch in the box and is used as a measuring tool to help maintain clearance.

![NYU Logo Clear Space](image)
**Usage**

**DO USE THE ENTIRE LOGO**

The NYU logo includes the logomark combined with the logotype. Through consistent use, we can create a distinctive visual identity that is easily recognized and that can be protected from impostors or unauthorized uses.

<table>
<thead>
<tr>
<th>Logomark</th>
<th>Logotype</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Logomark" /></td>
<td><img src="image2" alt="Logotype" /></td>
</tr>
</tbody>
</table>

**DO NOT CHANGE THE LOGO**

The logo should not be altered in any way.

- Do not remove the torch from the box.
- Do not remove parts of the logo.
- Do not distort the shape of the logo.
- Do not crop the torch in a different way.
- Do not add additional type to the logo.
- Do not create other logos using the torch.
- Do not color the torch in other colors.

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NYU Identity: Logo Basics
**DO USE THE LOGO THIS WAY**

**DO NOT USE THE LOGO THIS WAY**

- Do not make the torch transparent.
- Do not use the black logo on an NYU violet background.
- Do not use the NYU violet logo on a black background.
- Do not use the logo over busy backgrounds.
- Do not use the color logo over backgrounds where there is not enough contrast to have the logo stand out.
Short Logo: This version uses the shorthand name most commonly referred to by students, faculty, and staff when referencing the school. The short logo creates a strong graphical mark, is more flexible, and is easily recognized at a distance or in small sizes.

Long Logo: The second version, or formal logo, includes the full name of the school and is best used in instances when additional descriptive information will add value to the communications.

Stacked Logo: Where space is limited, the logo can be stacked to accommodate the full name.
SCHOOL LOGO EXAMPLES

NYU ARTS & SCIENCE

NYU NURSING

NYU COLLEGE OF ARTS & SCIENCE

NYU POLYTECHNIC SCHOOL OF ENGINEERING

NYU COURANT

NYU SPS

NYU DENTISTRY

NYU SILVER

NYU GALLATIN

NYU STEINHARDT

NYU GRADUATE SCHOOL OF ARTS & SCIENCE

NYU STERN

NYU INSTITUTE OF FINE ARTS

NYU TISCH

NYU ISAW

NYU WAGNER

NYU LAW
Study Away

NYU | ACCRA
NYU | BERLIN
NYU | BUENOS AIRES
NYU | FLORENCE
NYU | LONDON
NYU | MADRID
NYU | PARIS
NYU | PRAGUE
NYU | SYDNEY
NYU | TEL AVIV
NYU | WASHINGTON DC
LOGO & LOGO WITH OFFICE LOCKUP

Using the full logo is the best way to communicate your official connection to the university. In certain instances, where it is important for your audience to know the office behind the communications, we have created an office lockup.

BUSINESS COMMUNICATIONS

For business communications, like letterhead, envelopes, and business cards, it is unnecessary to use the office lockup. The use of the department's name in bold in the address line is sufficient.

Dear Mr. Pleasant,


Sincerely,

Full Name, Title

Contact Details if needed
Keep in mind

**DO USE THE LOGO IN THIS WAY**

Use top/bottom, left/right positioning to communicate hierarchy or organizational structure.

**DO NOT USE THE LOGO THIS WAY**

The size and placement of the logo should be organized in a professional manner.

*Do not make the logo the most dominant image on the page.*

*Do not use the logo as a word in a sentence.*
# DO NOT CREATE UNNECESSARY LOGOS

Separate logos for your unit, project, department, institute, or center are unnecessary and add to the complexity and clutter of NYU’s visual landscape. Below are the reasons why NYU does not allow additional or new logos.

<table>
<thead>
<tr>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. The NYU logo reflects our strong reputation.</strong></td>
</tr>
<tr>
<td>By using the NYU logo, you are tapping into a globally recognized brand identity and a reputation that has been built over NYU’s nearly 200-year history. Separate or unique logos often confuse the audience and your message.</td>
</tr>
<tr>
<td><strong>2. A coordinated visual identity builds and reinforces the larger NYU brand.</strong></td>
</tr>
<tr>
<td>Seemingly unrelated logos do not serve the interests of the individual unit or NYU as a whole. The name recognition of units within NYU is strengthened through the collective power of a single brand.</td>
</tr>
<tr>
<td><strong>3. The professional design of the NYU logo has endured the test of time.</strong></td>
</tr>
<tr>
<td>The NYU logo was designed by Tom Geismar from Chermayeff &amp; Geismar, the renowned branding firm behind some of the world’s leading logos, like NBC, Mobil, PBS, and the Smithsonian. Logos that are not designed by professionals can damage an initiative and undermine the University’s reputation.</td>
</tr>
<tr>
<td><strong>4. Using the NYU logo makes communications clear.</strong></td>
</tr>
<tr>
<td>The most effective communications are simple. Unfamiliar or multiple logos add to the complexity of communications and place an extra burden on the audience to decipher your messages.</td>
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<tr>
<td><strong>5. NYU has sufficient resources to effectively promote its brand to the benefit of all units within the University.</strong></td>
</tr>
<tr>
<td>Promoting a brand and logo takes considerable financial resources and time. Most initiatives do not have the resources or expertise to effectively brand themselves through widespread advertising and marketing.</td>
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</tbody>
</table>
DO NOT USE MORE THAN ONE VERSION OF THE LOGO

It's not necessary to use more than one university logo.
DO NOT USE MULTIPLE SCHOOL LOGOS

One NYU logo clearly communicates that this is an NYU initiative.

Original with old logos

Incorrect use of multiple school logos

Correct use of one NYU logo, which uses typography to identify various participants
Leadership is about how we shape futures that we truly desire. —Peter Senge

NYU LEADERSHIP INITIATIVE

To save energy, building systems are reduced during recess.

What can you expect?
Redundant elevators will be shut down.
Lighting will be reduced in low traffic areas.
Unused spaces will not be air conditioned.

To report any concerns, please call FCM Client Support Center at 212-998-1001 or email contactcsc@nyu.edu.

We apologize for any inconvenience.

Go Online Daily at nyu.edu/unplugged to see how your hall is doing.

Win Free Concert Tickets! The winning residence hall receives FREE concert tickets! Artist will be announced February 14th.


WHATEVER YOU DO
Do it IN THE DARK

The View from Washington Square
GOT QUESTIONS?
urpa.styleguide@nyu.edu
www.nyu.edu/styleguide