Visual identity is more than a logo.

NYU is a large and diverse community where individual expression is celebrated, as it should be. Rather than create new logo marks, we encourage units to use photography, copywriting, and design to express uniqueness—endorsed and unified by the NYU logo. 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. Unique logos should not be used because they often confuse the audience and your message.

Whenever possible, offices should use graphic designers who can help craft messages that resonate with audiences. Professional graphic designers can also save time and money by completing projects more efficiently.
Visual identity is more than a logo.
YOUR AUDIENCE

The NYU community has rigorous schedules and live in one of the busiest cities in the world. Each day there are thousands of messages competing for their attention. Simple messages delivered at the right time will have the best chance for success.

**Strategy**

**Clear**
Prioritize your information from most important to least and be brief.

**Coordinated**
Be respectful of your audience’s time and deliver just the right amount of information at the right time.

**Consistent**
Use similar designs and writing styles so your audience learns to recognize your communications.

**Creative**
Hire a professional designer who is trained to connect and communicate quickly and effectively.
The creative brief is a strategic document that helps define the goals of a communications project and should be given to the designer at the start of any new project. It is also a helpful resource to refer to as the project team evaluates designs.

**Creative Brief (Strategy)**

**What?**
What is the goal of the project?
Describe the background, challenges, risk in action, and desired outcomes.

**Who?**
Who is the target audience for this project?
Is it an internal audience (e.g., students, faculty, staff, college- or department-specific, etc.)?
Is it an external audience (e.g., prospective students, parents, alumni, donors, general public, media, etc.)?

**How?**
How does this project fit with the goals of the University?
Does it promote student success, academic excellence, faculty success, partnerships, global vision, etc.?

**Why?**
Why should the audience care?
What is the single most compelling idea that will motivate the audience to take action?

**How will you measure success?**

nyu.edu/styleguide
Download a creative brief template here.
THE NYU LOGO

The logo should be used in its entirety with no alterations or additional elements added to it.

SHORT LOGO

NYU

LONG LOGO

NEW YORK UNIVERSITY

STACKED LOGO

NYU
nyu.edu/styleguide
Download the PDF or view an e-book.

purch.nyu.edu
You can order printed guides through the i-Buy marketplace. Just select NYU Reprographics in the printing tab.
READY-MADE COLOR PALETTES

Offices are free to develop their own color palettes or select one from the following examples, which are available to download at nyu.edu/styeguide. The NYU Violet is the primary color and in most cases appear as the dominant color.

Green

Orange

Red

NYU Identity: Design Guide
PHOTOGRAPHY BASICS AND AVAILABLE GALLERIES

How does our essence translate into photography?

SMART
Use photography that shows students and faculty actively engaged in academics and the pursuit of knowledge.
Keywords: Research, Collaboration, Immersion

URBAN
Located in the heart of one of the world’s most culturally rich cities, NYU is the source of photography that is vibrant and diverse.
Keywords: Diverse, Bold, Sense of place

GLOBAL
NYU has students and locations across the globe—our photography should represent a world view.
Keywords: Expansive, Tolerant, Culturally Rich

AMBITIOUS
Photography should allow the viewer to observe personal moments and individual achievements.
Keywords: Details, Simple, Storytelling

COMMITTED
Use photography that shows our student, faculty, and employee commitment to social causes in our neighborhood and the world.
Keywords: Volunteer, Social Good, Community
Use scale and combine wide-angle shots with close-up visual details to create interest and tell a more complete story.
CROP PHOTOS

For greater impact, crop your photos to highlight the subject you want your audience to focus on.

COLOR CORRECT PHOTOS

Use Photoshop’s auto settings to perform basic color corrections. Under the Image/Adjustments menu select Levels and click on Auto.

AVOID GROUP PHOTOS THAT DO NOT FOCUS ON A SINGLE SUBJECT

When taking a photograph of a group, select an individual for your audience to focus on.
You can find a link to the above galleries on our website. Please provide photo credits on the photographs when used.

**nyu.edu/photobureau**

The NYU Photo Bureau offers photographic services to the NYU community, including portrait sessions, organizing photo shoots for events, copyright/licensing, stock photo purchases, and photo archiving.
**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—it 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.

**MERCURY TEXT**

The product of nine years’ research and development working with hundreds of publications around the world, Mercury Text is a family of high-performance text faces designed to thrive under the most adverse conditions. Originally designed for newspapers that have so many different kinds of complex information, it possesses an expressive palette of typefaces to choose from. But because newspapers are produced with such expediency, they also demand manageable type families whose styles behave in predictable ways.

**GOTHAM LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**GOTHAM BOOK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**GOTHAM MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**GOTHAM BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**MERCURY TEXT ROMAN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**MERCURY TEXT ROMAN ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**MERCURY TEXT SEMIBOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**MERCURY TEXT SEMIBOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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*typography.com*

The Gotham and Mercury Text font families can be purchased directly from the type foundry, Hoefler & Co. At this time, the University does not have an institutional license.

The Gotham 1 bundle that includes eight styles is available for use on one computer for the price of $199.

The Mercury Text bundle, which includes nine styles, is available for use on one computer for the price of $199.
USING TYPE

Leading

12 pt. type 28 pt. leading
Leading should not be too loose because it creates too much of a pause between lines.

12 pt. type 9 pt. leading
When leading is too tight, it leaves too little pause between lines.

12 pt. type 16 pt. leading
When leading is set correctly, it makes the sentences easier to follow.

Tracking

+80 tracking
Tracking that is too loose leaves too much space between letters.

-100 tracking
Tracking that is too tight leaves too little space between letters.

-10 tracking
Tracking that is set just right looks better and reads easier.

Justified Copy

Justified copy is difficult to do well. It can create lines of copy with large and inconsistent spaces between words, which makes it harder to read and aesthetically unpleasing.

For comfortable reading, we recommend flush left body copy, which will create consistent word spacing that looks better and reduces reader eye fatigue.

Line Length

Lines of copy should not be too long. It makes it difficult to follow from one line to the next without losing your place when reading. Copy should be easy to follow from the end of one line to the beginning of the next.

For comfortable reading, we recommend line lengths that allow for approximately seven to nine words per line. This is especially true for longer-format body copy, where keeping one’s place while reading is important.
Layouts

LAYOUTS AND COMPOSITION

Layout and page composition can add additional value to your communications because they help to reinforce the visual identity and aid in communicating clearly and effectively.

SCALE
Large elements next to smaller elements create dynamic layouts.

WHITE SPACE
The space not used is just as important to the reader as the space that is used.

SINGLE VISUAL
Give the viewer a single element as a focal point.

GRID
An underlying grid helps organize the information and aids readability.
The large type matched with a vibrant photo creates a dynamic layout.

The left-hand page shows how a mix of wide-angle shots combined with details can create more interest. The right-hand page uses white space nicely and is well organized by utilizing an underlying three-column grid.
WRITING STYLE AND TONE

We met with staff members from 15 divisions—including admissions, student affairs, alumni, HR, NYU Abu Dhabi, NYU Shanghai, and several schools—to understand the communications challenges faced by those in the field. We then developed a set of helpful guidelines to address those challenges.

nyu.edu/styleguide

Download the PDF or view an e-book.

urpa.styleguide@nyu.edu

This is not a comprehensive guide. If you have editorial questions, please contact the NYU editorial team by email.

chicagomanualofstyle.org, merriam-webster.com

In general, NYU follows the Chicago Manual of Style Online and Merriam-Webster Online.
LETTERHEAD

MS Word templates are available in the Downloads section at nyu.edu/styleguide.

The black version of the logo is recommended for office printing since the NYU Violet prints inconsistently on office laser printers.

purch.nyu.edu
To order printed (offset lithography) business communications, access the i-Buy system online.

Available items include
- Business Cards
- #10 Envelopes
- Monarch Letterhead
- Notepads
- Labels
- 13 x 10, 12 x 9, 9 x 6 Envelopes

i-Buy Marketplace: purch.nyu.edu
Super-User Tip: Color on office printers is inconsistent and will never match the NYU Violet (PMS 2597) branding color. Purchase your letterhead through the online i-Buy Marketplace and then imprint your letter by feeding it through your laser printer.
Templates for one-column and two-column reports are available as MS Word and Adobe InDesign downloads at nyu.edu/styleguide.

Templates for multi-event and single-event flyers are available as MS Word and Adobe InDesign downloads at nyu.edu/styleguide.

For more information please visit: nyu.edu/styleguide

NYU Identity: Design Guide
NEWSLETTERS

Newsletter templates are available as Adobe InDesign downloads at nyu.edu/styleguide.
PRESENTATIONS

Apple Keynote and MS PowerPoint templates are available in the Downloads section at nyu.edu/styleguide.

Traditional

Contemporary

What progress has been made since the previous milestone?
• Which tasks have been completed?
• What issues have been resolved?
• What new issues have arisen?

Is the project currently ahead of schedule, on track, or delayed?
• If delayed, what is the mitigation plan?

Bullet Points
• What is the project about?
• Define the scope
• Define the goals

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**Section Title Goes Here**

**Presentation Title Goes Here**

**Section Header**

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- Define the goals

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**Academic**

**Urban**

**Got Game**

**Presentation Title Goes Here**

**Section Title Goes Here**

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GOT QUESTIONS?
urpa.styleguide@nyu.edu
nyu.edu/styleguide