Welcome to the Exterior Signage Standards for New York University.

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THE IMPORTANCE OF SIGNAGE GUIDELINES

Signage guidelines are important for a number of reasons.

1. A coordinated wayfinding system helps people navigate their surroundings, especially when visiting NYU for the first time. Consistent use of guidelines will help students navigate our campuses and ultimately find their destinations more easily.

2. At NYU there is an added burden of campuses being embedded in busy urban landscapes. Signage provides a sense of confirmation that people are in the right location and differentiates NYU within the neighborhood, on the street, and within multi-use buildings.

3. Wayfinding signage elements are an extension of the visual identity of New York University. They are an important aspect that reinforces the branding that is expressed throughout all our communications platforms.

Use of the logo standards is strictly enforced on all wayfinding signage. Use of the logo, typography, and color must be followed through the development of signage systems. Any questions regarding the logo standards or these guidelines, please contact urpa.styleguide@nyu.edu.

LANDMARKED BUILDINGS AND HISTORIC DISTRICTS

NYU’s location in New York City is integral to what makes us unique. Our presence in Greenwich Village is a huge benefit, but it also presents some challenges as it relates to signage. Many of our buildings are landmarked buildings that reside in historic districts. In many cases, that means we must follow the guidelines set forth by those commissions that govern those designations. Before any planning work begins for external signage and wayfinding, it is important to ascertain whether or not the building concerned falls within any of these restricted categories.

WHO ARE THESE GUIDELINES FOR?

These guidelines are to be used by professional designers, architects, and fabricators to design and produce accurate signage programs for the University. Final signage packages must include location plans, a message schedule, and elevations of all signage installation with final dimensions and architectural coordination.

Additional fabrication detail and architectural coordination may also be required depending on the project. Artwork and final layout of all materials are to be produced by contracted designers, architects, or fabricators. Drawings shown are for reference only and not to be used as final artwork.

WHAT THIS MANUAL PROVIDES

This manual provides approved graphic elements, materials, and fabrication guidelines for all standard exterior signage, including flags, banners, entrance signs, and campus maps. It has been prepared and distributed to ensure the success of branded exterior signage and the NYU identity.

Do not, under any circumstances, create custom signs or signs that deviate from the sign types defined in this kit.

STEPS FOR ORDERING SIGNS

Signage packages created for new construction or a renovation of an existing building must be created by a graphic designer, architect or architectural firm, or fabricator and coordinated through the Office of University Relations and Public Affairs, the Office of Construction Management, and the Office of Strategic Assessment, Planning, and Design. Replacement signage requested by an NYU faculty member for a college, academic building, or space should be coordinated through the facilities manager for that building from the Office of Facilities Management.
Overview

KIT OF PARTS

Wayfinding tools have been created as a kit of parts to address how people engage with the built environment. Zones have been created for consistency of mounting locations, and the signage has been created at a scale for high visibility. There are four sign types in the exterior signage system: campus flags, banners, entrance signs, and campus maps.

Sign numbers have been provided for each sign type for use with location plans and message schedules. Material, size and identity specifications are provided in the Sign Type section. Recommendations for mounting techniques and locations are offered, but will need to be verified in the field and coordinated with architectural teams and the Office of Construction Management or the Office of Strategic Assessment, Planning, and Design.

ZONE 3
Large campus flags can be seen from afar to provide awareness of NYU buildings in the district.

ZONE 2
Individual buildings may have a banner, to identify the specific function of the building.

ZONE 1
Campus maps and entrance identification signage on or near the doors provide the visitor with immediate information regarding their surroundings.
KIT OF PARTS: ZONE 1

- **EN-1**: Cast Bronze Entrance Sign Plaque
- **EN-2**: Stainless Steel Entrance Sign Plaque
- **EN-3**: Vinyl Entrance Sign

- **CM-1**: Small Wall-Mounted Campus Map Frame
- **CM-2**: Large Wall-Mounted Campus Map Frame
- **CM-3**: Freestanding Campus Frame
We have defined graphic design elements and practices that are universal to the NYU signage system. These conventions and best practices will be used for typography, logos, and message hierarchy.

**TYPOGRAPHY**

**GOTHAM LIGHT**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

**GOTHAM MEDIUM**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

**GOTHAM BOLD**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

**MERCURY TEXT ROMAN (WITH SMALL CAPS)**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

*Gotham*

Gotham is a sans serif typeface and the primary typeface of New York University.

*Mercury Text*

Mercury Text is the secondary typeface of New York University.

Any expression of NYU's visual identity, including exterior signage, should comply with the University's graphic standards.
COLOR

NYU Violet
The primary color is NYU Violet. Please follow the color processes that best suits the final artwork production.

White
White is used as a background on primary campus flags (FL-1), logo color on secondary campus flags (FL-2), message color on banners (BN), and vinyl entrance signs (EN-3).

45 Percent Gray
A 45 percent gray is used for donor recognition on banners (BN).

MESSAGE HIERARCHY

Entrance signs can include multiple lines of information, including university identification, street address, building name, school/tenant information, donor recognition, and historic landmark information. When a sign displays multiple messages, they should appear in the order specified below.

University Identification
Street Address
Building Identification
School/Tenant Identification
Building Donor Identification
Historic Landmark Information

For more information on message hierarchy, refer to page 18.

LOGO

The NYU logo, consisting of the logomark (torch in the box) and the logotype (New York University) should never be recreated. The logo and its guidelines are available online at nyu.edu/styleguide.

Any expression of NYU’s visual identity, including exterior signage, should comply with the University’s graphic standards.
CAMPUS FLAG OVERVIEW

Campus flags serve as campus identification and pageantry. They are to be placed on buildings that NYU either owns or where NYU is the primary tenant. There is a limit of two flags per block. The primary campus flag (purple on white) should be used whenever possible. The secondary campus flag (white on purple) should only be used when more than one flag appears on a city block.
CAMPUS FLAG SIZE OPTIONS

All new flag poles should accommodate a 6'-0" wide flag. When the existing pole or mounting condition does not allow for the 6'-0" wide flag, a 5'-0" wide flag may be used.

Many existing campus flags have an angled top and are mounted to angled flagpoles. Upon replacement, if the existing angled pole must remain, a legacy campus flag with a 20° angled top may be used. All new flag poles should be installed horizontally.

NYU Identity: Signage Guidelines
Sign Types

Banner Overview

Banners serve as identification for schools, institutes, student services, public venues, and retail stores and function as venue beacons.

The standard banner size is 2’-0” wide by 8’-0” tall, though banners can be scaled up or down to accommodate unique site conditions or relate to a specific architectural feature on a building’s exterior. However, the width-to-height ratio of 1-to-4 should always be maintained.
BANNER MESSAGE OPTIONS

There are three types of banner layouts. The layout of the banner is determined by the amount of copy on the banner. Refer to the chart below to determine the appropriate layout. If a venue is not listed below, refer to the number of characters in the message to determine the proper layout.

There are three types of banner layouts.

- **Single-Line Banner**
  - Use when messages are 18 characters or less.

- **Double-Line Banner**
  - Use when messages are 19 characters or more in width.

- **Banner with Donor Name**
  - Use when message includes donor name.

**Sample List of Venue Names**
- NYU Polytechnic School of Engineering
- NYU Graduate School of Arts & Science
- NYU College of Arts & Science
- NYU Institute of Fine Arts
- NYU Welcome Center
- NYU Arts & Science
- NYU Student Health
- NYU Steinhardt
- NYU Dentistry
- NYU Wagner
- NYU Courant
- NYU Nursing
- NYU Gallatin
- NYU ISAW
- NYU Silver
- NYU Stern
- NYU Tisch
- NYU SPS
- NYU Law
Sign Types

SINGLE- AND DOUBLE-LINE BANNER MESSAGE LAYOUTS

Overall Considerations for Double- and Single-Line Banners
The maximum live area is 7'-0" x 9 5/8". All artwork is centered and scaled proportionately until it reaches either the max live height dimension or max live width dimension. Artwork should never extend beyond the max live area and must maintain proper margin space. Messages are to be horizontally and vertically centered on the banner.

Single-Line Banner
When the banner’s message is 18 characters or less, text layout consists of the NYU acronym set in all capital letters in Gotham Medium, followed by the location name set in uppercase and lowercase in Gotham Light. All spaces between words should be eliminated.

Double-Line Banner
When the banner’s message is 19 characters or more, text layout consists of the NYU acronym set in all capital letters in Gotham Medium, followed by the location name set in two lines in all capital letters in Gotham Book. The location name is separated from the NYU acronym by a 2" space.
BANNER WITH DONOR NAME LAYOUT

Considerations for Banners with Donor Identification
When donor identification is added to a banner, use the single-line banner layout style with maximum live dimensions for the NYU acronym with location. The donor name, colored with a 45 percent tint of black, is set in uppercase and lowercase in Gotham Medium and at a cap height of 2 5/8", spaced to the left of the NYU acronym with a 2" gap. The entire message is centered horizontally and vertically on the banner.
Sign Types

ENTRANCE SIGN OVERVIEW

Entrance signs are meant to mark the main entry to a building at eye-level and should display all critical information about a building in expected locations. Entrance signs can be produced as either metal plaques or as white vinyl on glass.

There are three types of entrance signs:
- EN-1  Cast Bronze Entrance Sign Plaque
- EN-2  Stainless Steel Entrance Sign Plaque
- EN-3  White Vinyl Entrance Sign

Entrance signs should be positioned close to the main entrance at eye-level: 5’-0” height above grade level to centerline of sign.
ENTRANCE SIGN MATERIAL SPECIFICATION

**Metal Plaques**

Entrance signs can be produced in either cast bronze with raised contrasting messages or horizontal brushed stainless steel with etched and black paint in-filled messages.

Metal plaques are recommended on masonry buildings, particularly when the entrance doors are recessed from the sidewalk. They should always be mounted on the building’s surface against an opaque material, such as stone, brick, or metal.

Selecting the appropriate plaque material is dependent on the style, detailing, and materials of the architecture. Particular consideration should be paid to the building’s trim.

See Implementation section on page 26 for more information on selecting metal plaque finishes.

**Vinyl Application**

Vinyl applications are recommended on storefronts or any buildings with large expanses of glass. They can be used as primary entrance identification on buildings with large areas of glass near the entrance. They can also be used as supplementary entrance verification applied to doors or transoms, used in combination with metal plaques.

When being applied, they should always be placed at eye-level and close to the main entrance whenever possible. They should be applied to the second surface of glass walls, windows, doors, or transoms. Logos and messages must be opaque white vinyl.

Historic landmark information is not listed on vinyl entrance signs.
Sign Types

ENTRANCE SIGN MESSAGE HIERARCHY

The minimum requirement for any entrance sign is the full NYU logo and building’s street address. However, in many cases, entrance signs could also include the building name, school/venue name, and any special building information, such as historic landmark status or donor recognition. Information within the entrance signs should be listed in the order of hierarchy as shown.

- **University Identification**
  Uses the University Long Logo to identify that the entrance leads to an NYU location. Required on all buildings.

- **Street Address**
  Serves as an important wayfinding tool both within and outside of NYU. Required on all buildings.

- **Building Identification**
  Identifies the name of the building. This should be used if the building name is widely known and used as a means of wayfinding.

- **School/Tenant Identification**
  Identifies the school, institute, office, or public venue that is located at that specific entrance.

- **Building Donor Identification**
  Identifies individual or organization that has provided the support for the construction of the building (when applicable).

- **Historic Landmark Information**
  Provides information about buildings with national historic landmark status.

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**NEW YORK UNIVERSITY**

**14 West 12th Street**

**Furman Hall**

**School of Professional Studies**

**Jacob D. Fuchsberg Clinical Law Center**

**WINFIELD SCOTT HOUSE**

**HAS BEEN DESIGNATED A NATIONAL HISTORIC LANDMARK**

**THIS SITE POSSESSSES NATIONAL SIGNIFICANCE IN COMMEMORATING THE HISTORY OF THE UNITED STATES OF AMERICA**

1974

**NATIONAL PARKS SERVICE UNITED STATES DEPARTMENT OF THE INTERIOR**
VINYL ENTRANCE SIGN LAYOUT

There are two types of layout alignments—flush-left which is used on doors and windows, or centered, which is used on transoms. Text should never be set flush-right or free form. The overall composition and style of architecture should also be considered.

Text sizes will vary depending on the height of installation and the size of the window or glass panel.

Maintain the original lockup and spacing when using the University Long Logo.

Flush-Left Layout
For use on doors and windows

Center-Aligned Layout
For use on transoms
Sign Types

METAL PLAQUE ENTRANCE SIGN LAYOUT

Entrance signs are comprised of multiple panels, with each panel containing specific content and arranged according to approved hierarchy.

The logo lettering is placed in its own 13 3/8" x 2 1/2" panel.

Panels are 1/2" thick.

The top row of panels contain the University Long Logo.

The logo torch is placed in its own 2 1/2" x 2 1/2" square panel.

Each panel contains one message.

Panels are separated from each other by a 1/8" reveal.

Panels start at 2 1/2" high but can be made taller to accommodate longer messages by increasing the height in increments of 2 1/2". This panel holding the historic landmark information is 16" x 10".

Metal entrance sign plaques can deviate from the standard size when necessary due to specific site conditions.

SIDE VIEW

FRONT VIEW

NEW YORK UNIVERSITY

14 West 12th Street

Furman Hall

School of Professional Studies

Jacob D. Fuchsberg Clinical Law Center

WINFIELD SCOTT HOUSE HAS BEEN DESIGNATED A NATIONAL HISTORIC LANDMARK

THIS SITE POSSESS NATIONAL SIGNIFICANCE IN COMMEMORATING THE HISTORY OF THE UNITED STATES OF AMERICA

1974 NATIONAL PARKS SERVICE
UNITED STATES DEPARTMENT OF THE INTERIOR
METAL PLAQUE ENTRANCE SIGN LAYOUT (CONTINUED)

Maintain the original lockup and spacing when placing the university logo onto the panels. When necessary, due to specific site conditions, plaques can deviate from the standard size as long as all proportions remain the same.

Logo Panels

Panels with one- and two-line Messages

Mercury Text should be used on any historic landmark panels.

Historic Landmark Panel Messages
CAMPUS MAP FRAMES OVERVIEW

Campus map frames come in three types; small wall-mounted frames, large wall-mounted frames, and freestanding frames. Building facade mounting location conditions may influence frame width, and the map content determines the height. Freestanding frames are to be used when wall mounting is not possible, such as on translucent and historic landmarked buildings.

Guidelines are for campus map frame construction only.
To get the Campus Map document contact William D Haas, Sr. Director Of Campus Planning william.haas@nyu.edu
NYU Identity: Signage Guidelines

**CAMPUS MAP FRAME FABRICATION SPECIFICATIONS**

- **Bar and letters cut from continuous plate**
- **Clear anodized aluminum display case**
- **Graffiti and shatter proof 1/4" thick tempered glass door with lock**

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**NEW YORK UNIVERSITY**

**CM-1 SMALL WALL-MOUNTED CAMPUS MAP FRAME**
Sign Types

CAMPUS MAP FRAME FABRICATION SPECIFICATIONS (CONTINUED)

3'-0"
2 1/4"
1/2"
3/8"

3'-5"
2 1/4"
1 1/2"
3/4"
1 3/4"

2'-7 1/2"
1/2"
3/8"

CM-2
LARGE WALL-MOUNTED CAMPUS MAP FRAME

3/8" thick clear anodized aluminum letters mounted on top of display case

Graffiti and shatter proof 1/4" thick tempered glass door with lock

Bar and letters cut from continuous plate

Clear anodized aluminum display case

3'-7 1/4" (Height may be adjusted to fit various size maps.)
CAMPUS MAP FRAME FABRICATION SPECIFICATIONS (CONTINUED)

Two back-to-back map display cases

Front-facing dimensional letters

Clear anodized aluminum display case

Clear anodized aluminum fabricated structure and posts

Graffiti and shatter proof 1/4" thick tempered glass door with lock

Bar and letters cut from continuous plate

3/8" thick clear anodized aluminum letters mounted on top of display case

2 1/2" x 2 1/2" x 2'-11 1/2" fabricated aluminum bar placed between front and back dimensional letters

Clear anodized aluminum fabricated structure and posts

FREESTANDING CAMPUS MAP FRAME
NYU has several different building types. We’ve broken them down into the two most basic characteristics: solid vs translucent facades. We have provided you with the basic sign type combination for use with each building type. Specific location details must be coordinated with the architect and the Office of Construction Management.

**SOLID/NON-TRANSLUCENT FACADE**
Additional Signs Outside the Sign Types
Signage that may be required on a building that is outside of these sign types needs to be reviewed and approved by University Relations and Public Affairs and coordinated with the Office of Construction Management.