
AUGUST 23, 2013

CENTRAL ADMINISTRATION VISUAL IDENTITY



THE LOGO



By combining the torch in the box logomark with the NYU logotype we can create a distinctive visual identity that can be protected from impostors or unauthorized uses.

SHORT LOGO

Contemporary and versatile, the short logo is central to our university-wide visual identity. It is used as the primary NYU logo and in the majority of central administration communications. It is easily recognized at a variety of sizes for both print and digital communications.

LONG LOGO

The long logo is used for outside audiences where full name adds additional information. It is also used when the communications would benefit from a more formal approach.

STACKED LOGO

The stacked logo works well in small spaces and in large applications, like the flags you see on our buildings.

SHORT LOGO



Preferred size that the logo should appear on printed material

.375"



Minimum size the logo should appear

.25"



LONG LOGO



STACKED LOGO



PRIMARY USE

NYU Violet (PMS 2597) is a key branding element, and whenever possible, the logo should appear in purple. It can also appear as black when color is not available or as white when used over a dark background.



COLOR



CLEAR SPACE

For legibility and prominence, ensure that clear space is maintained around the logo. Photos, text, and graphic elements must follow the guidelines illustrated here and stay outside the clear space.



MINIMUM SIZE

To maintain full legibility, never reproduce the short logo at widths smaller than .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



Digital (web, mobile, video, presentation)



DO NOT



Do not color the school logo with other colors.



Do not rearrange the elements or redraw the school logo.



Do not color the torch in another color.



Do not stretch or distort the logo.



Do not lock up additional type inside the clear space.

LOGO PLACEMENT

Do not place elements in close proximity to the logo. Use top/bottom, left/right positioning to communicate hierarchy or organizational structure.

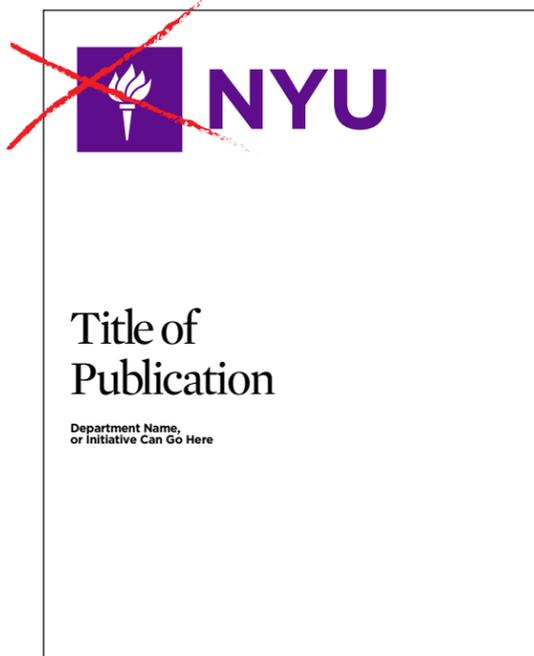


Use the logo in color with plenty of clear space surrounding it. The logo aligns nicely when anchored into a corner, rather than centered.



In some cases, when the background is too busy, the logo can be reversed out of a bar, usually colored NYU Violet (PMS 2597).

DO NOT



The logo should never be the most dominant element on the page.

DO NOT



Do not use the logo over a busy background image.



Do not use the logo on dark backgrounds where there isn't enough contrast to stand out.



Do not allow the background to show through the torch.



Do not use the color logo over dark backgrounds.



Do not use the white logo over light colored backgrounds.

DO



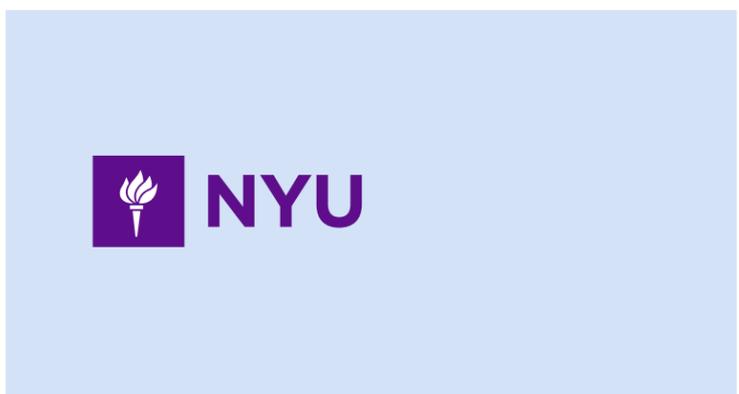
Do use logo over backgrounds that allow the logo to read clearly.



Do use the white logo over dark backgrounds.



Do keep the torch white in the full-color logo version.



Do use the color logo over light backgrounds



Do use the white logo over dark colored backgrounds where there is strong contrast.