MARCH 5, 2014

LIBERAL STUDIES
VISUAL IDENTITY

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PRIMARY LOGO

NYU

ARTS & SCIENCE
LIBERAL STUDIES

Preferred size that the logo should appear on printed material: 0.375"

Minimum size the logo should appear: 0.25"

STACKED LOGO

NYU

ARTS & SCIENCE
LIBERAL STUDIES
**GUIDELINES**

**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.

**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.

**PRINT:**

**MINIMUM SIZE**

To maintain full legibility, never reproduce the 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.

**COLOR**

- **NYU Violet**
  - PMS: 2597
  - CMYK: C85, M100, Y0, K0
  - RGB: R87, G6, B140
  - HEX: 57068c
- **Black**
- **White**

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

**DEPARTMENT OF FINANCE**

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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. Rather than centered, the logo aligns nicely when anchored into a corner.

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 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.