
AUGUST 27, 2013

ARTS & SCIENCE VISUAL IDENTITY



LOGO PLACEMENT

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

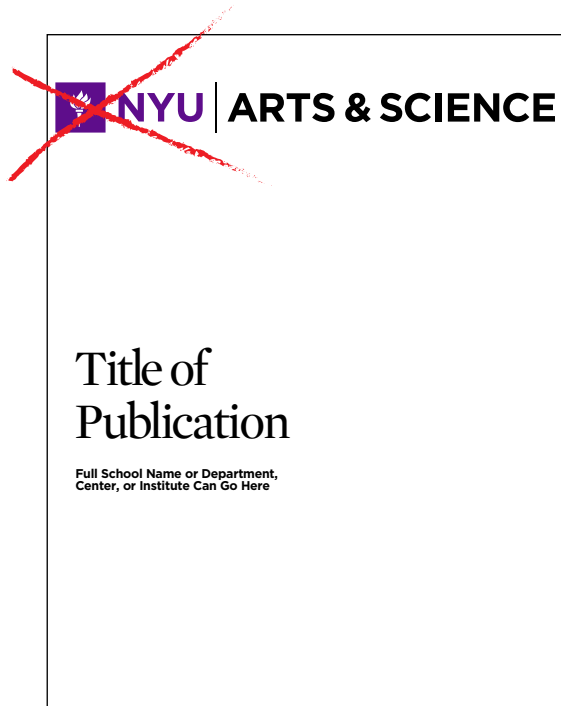


Use the logo in color with plenty of clear space surrounding it. Rather than centered, the logo aligns nicely when anchored into a corner.



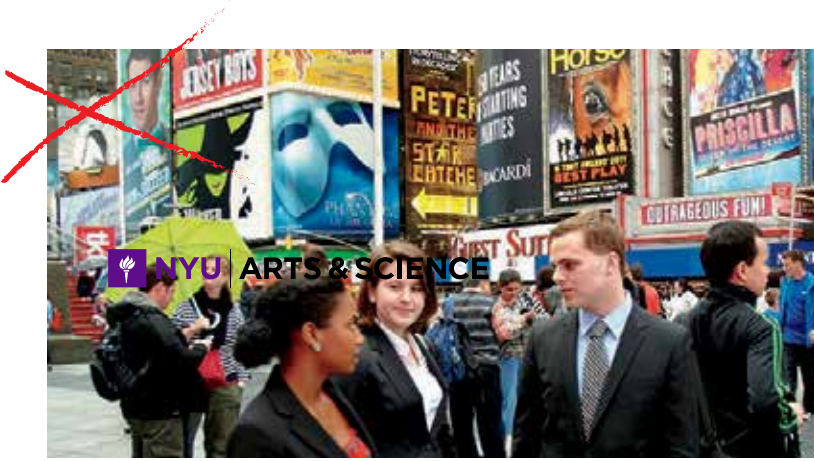
In some cases when the background is too busy the logo can be reversed out of a bar, usually colored NYU Violet (PMS 2597).

DO NOT



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

DO NOT



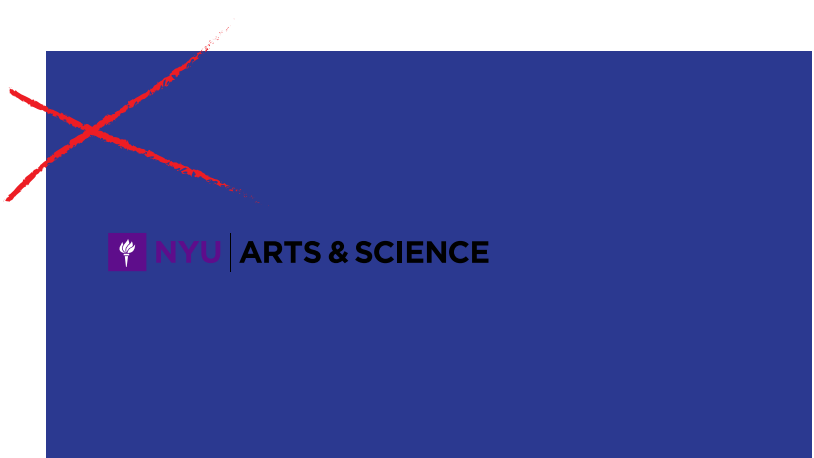
Do not use the logo over a busy background image.



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



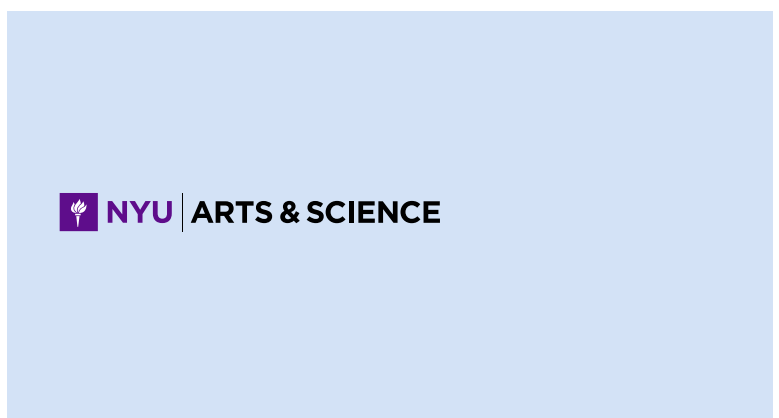
Do use logo over backgrounds that allow the logo to read clearly.



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.