
MARCH 5, 2014

LIBERAL STUDIES VISUAL IDENTITY



NYU

ARTS & SCIENCE
LIBERAL STUDIES

PRIMARY LOGO



Preferred size that
the logo should
appear on printed
material

.375"



Minimum size the logo
should appear

.25"

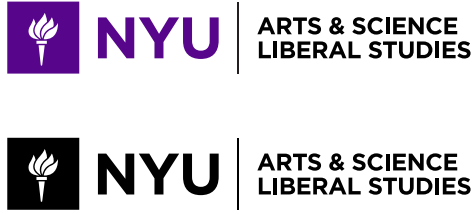


STACKED LOGO

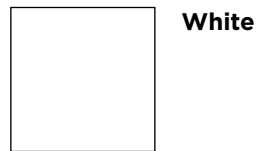
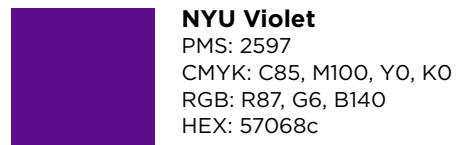


PRIMARY USE

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.

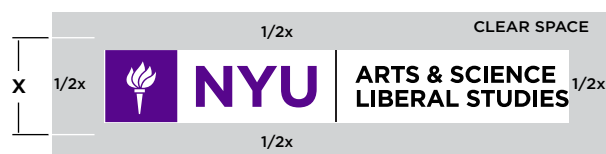


COLOR



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 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.

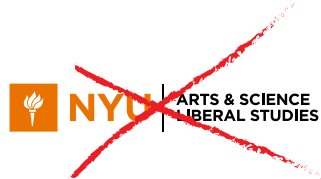
Print:



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.



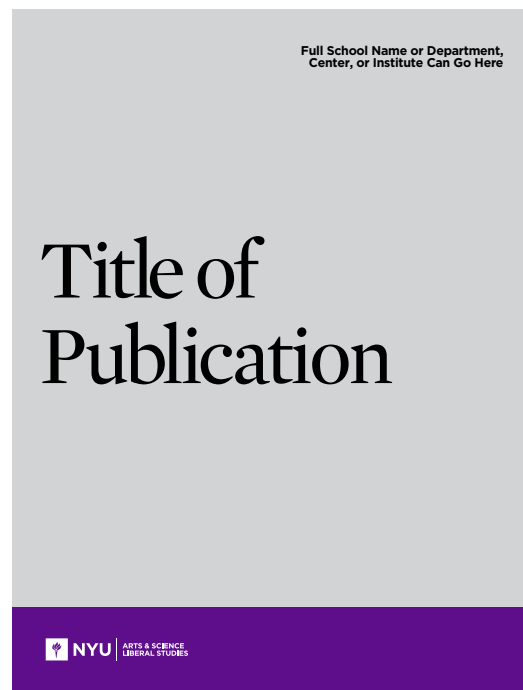
Do not lock up additional type inside the clear space.

LOGO PLACEMENT

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

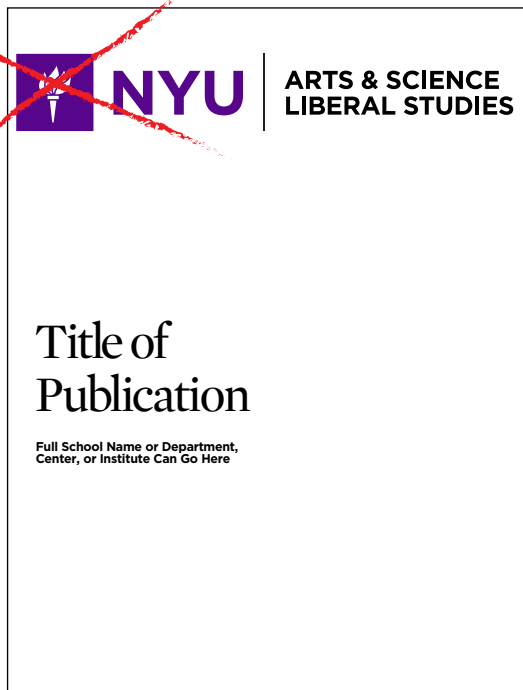


Use the logo in color with plenty of clear space surrounding it. Rather than centered, the logo aligns nicely when anchored into a corner.



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



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



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



Do use white logo over dark backgrounds.



Do not allow the background to show through the torch.



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



Do not use the color logo over dark backgrounds.



Do use the color logo over light backgrounds



Do not use the white logo over light colored backgrounds.



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