TANDON SCHOOL OF ENGINEERING
COMPLETE IDENTITY GUIDE
THE SCHOOL LOGOS

LONG LOGO
This version is the primary School of Engineering logo to be used until further notice. It is also best used for outside audiences where the full name adds additional information. It is used when the communications would benefit from a more formal approach.

SHORT LOGO
This version is for show now and not to be used as the primary NYU logo until officially approved by Marketing & Communications and Administration. It is easily recognized at a variety of sizes for both print and digital communications.

STACKED LOGO
This version is used in a few instances in which the final size is too small or too large, such as in small digital applications and large outdoor flag applications.
PRIMARY USE

Ideally, the logo should be reproduced in Violet (PMS 2597). It can also be reproduced in black or reversed out to white from a dark background.

MINIMUM SIZES

To maintain full legibility, never reproduce the logo at heights smaller than 0.25 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.

CLEAR SPACE

Allow the logo room to breathe and maintain an appropriate amount of clear space around the logo. “X” represents one-half the size of the torch in the box and is used as a measuring tool to help maintain clearance.
DO USE THE ENTIRE LOGO

The School of Engineering logo includes the logomark combined with the logotype (see example below). Through consistent use, we can create a distinctive visual identity that is easily recognized and that can be protected from impostors or unauthorized uses.

DO NOT CHANGE THE LOGO

The logo should not be altered in any way. Do not create a different torch.

Do not distort the shape of the logo.

Do not crop the torch in a different way.

Do not create other logos using the torch.
**Do Not Change the Logo**

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.
GUIDELINES

Usage

**DO USE THE LOGO THIS WAY**

**DO NOT USE THE LOGO THIS WAY**

Do not make the torch transparent.

Do not use the black logo on a NYU violet background.

Do not use the NYU violet logo on a black background.

Do not use the logo over busy backgrounds.

Do not use the color logo over backgrounds where there is not enough contrast to have the logo stand out.
PLACEMENT

DO USE THE LOGO IN THIS WAY

Use top/bottom, left/right positioning to communicate hierarchy or organizational structure.

DO NOT USE THE LOGO THIS WAY

The size and placement of the logo should be organized in a professional manner.

Do not make the logo the most dominant image on the page.

Do not use the logo as a word in a sentence.

DEPARTMENT NAME
OR INITIATIVE CAN GO HERE

Title of Publication

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is proud to announce
DO NOT CREATE UNNECESSARY LOGOS

Separate logos for your unit, project, department, institute, or center are unnecessary and add to the complexity and clutter of NYU’s visual landscape. Below are the reasons why NYU does not allow additional or new logos.

1. **The NYU logo reflects our strong reputation.**
   By using the NYU logo, you are tapping into a globally recognized brand identity and a reputation that has been built over NYU’s nearly 200-year history. Separate or unique logos often confuse the audience and your message.

2. **A coordinated visual identity builds and reinforces the larger NYU brand.**
   Seemingly unrelated logos do not serve the interests of the individual unit or NYU as a whole. The name recognition of units within NYU is strengthened through the collective power of a single brand.

3. **The professional design of the NYU logo has endured the test of time.**
   The NYU logo was designed by Tom Geismar from Chermayeff & Geismar, the renowned branding firm behind some of the world’s leading logos, like NBC, Mobil, PBS, and the Smithsonian. Logos that are not designed by professionals can damage an initiative and undermine the University’s reputation.

4. **Using the NYU logo makes communications clear.**
   The most effective communications are simple. Unfamiliar or multiple logos add to the complexity of communications and place an extra burden on the audience to decipher your messages.

5. **NYU has sufficient resources to effectively promote its brand to the benefit of all units within the University.**
   Promoting a brand and logo takes considerable financial resources and time. Most initiatives do not have the resources or expertise to effectively brand themselves through widespread advertising and marketing.
Colors

PRIMARY COLOR

The primary color is NYU Violet (PMS 2597). In most cases, the NYU Violet appears as the most dominant color.

NYU Violet

PMS: 2597  
CMYK: C85, M100, Y0, K0  
RGB: R87, G6, B140  
HEX: 57068c

SECONDARY COLOR

The secondary color is Tandon Green (PMS 377). In most cases, the Tandon Green serves as an accent color.

Tandon Green

CMYK: C57, M0, Y100, K0  
RGB: R123, G193, B67  
HEX: 7bc143

EXAMPLES

The NYU Violet is the most noticeable color accented by the Tandon Green.

EVENT POSTER

Wherever, Whenever

CALLING ALL NON-CS MAJORS

Design apps • Build software • Create games  
Describe cybersecurity • Write the web • Launch a digital company  
Manage big data • Augmented reality • Change lives

From film and fashion to healthcare and finance, every industry relies on computer scientists. Get on the path to becoming a computer scientist by taking the Bridge to Tandon CS Program. In 14 weeks, gain the skills and experience necessary to apply for a MA in CS at NYU Tandon.

LEARN MORE AND APPLY BY NOVEMBER 15TH. BEGIN JANUARY 24TH.  
ENGINEERING.NYU.EDU/GRAD/CS-BRIDGE

BROCHURE COVER

Interdisciplinary Studies in Security and Privacy
Dear Mr. Pleasant,


Sincerely,

Full Name, Title
Contact Details if needed

Department of Civil Engineering
Dear Mr. Pleasant,


Sincerely,

[Signature]

Full Name, Title
Contact Details if needed
Stationery

BUSINESS CARD

Minimum Title/Department Field

Maximum Title/Department Field
DO NOT USE MULTIPLE LOGOS

CENTERS AND INSTITUTES

Centers and Institutes must use the official NYU Tandon business card template. Do not place the NYU Tandon Logo and your branded identity on the front of the card.
**Typography**

**PRIMARY FONTS**

Gotham and Mercury Text fonts are part of the NYU identity and are used in business communications. It is not necessary to always use these two fonts in your communications. Other fonts can be used to match the style and tone of the design.

**GOTHAM**

Gotham is a vernacular sans serif type designed at the Greenwich Village type foundry of Hoefler & Frere-Jones between 2002 and 2004. Influenced by architectural and commercial signage in New York City, this type style strikes a modern and forthright tone in keeping with a prominent aspect of the NYU mission—it suggests the energy and exuberance of NYU and New York City. A range of weights and styles is available in the Gotham family, lending it versatility and adaptability to a variety of messaging needs.

**GOTHAM LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**GOTHAM BOOK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**GOTHAM MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**GOTHAM BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**MERCURY TEXT**

The product of nine years’ research and development working with hundreds of publications around the world, Mercury Text is a family of high-performance text faces designed to thrive under the most adverse conditions. Originally designed for newspapers that have so many different kinds of complex information, it possesses an expressive palette of typefaces to choose from. But because newspapers are produced with such expediency, they also demand manageable type families whose styles behave in predictable ways.

**MERCURY TEXT ROMAN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**MERCURY TEXT ROMAN ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**MERCURY TEXT BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**MERCURY TEXT BOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
### USING TYPE

#### Leading

<table>
<thead>
<tr>
<th>Font Size</th>
<th>Leading</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 pt.</td>
<td>28 pt.</td>
</tr>
</tbody>
</table>

Leading should not be too loose because it creates too much of a pause between lines.

#### Tracking

<table>
<thead>
<tr>
<th>Tracking</th>
</tr>
</thead>
<tbody>
<tr>
<td>+80</td>
</tr>
</tbody>
</table>

Tracking that is too loose leaves too much space between letters.

#### Justified Copy

Justified copy is difficult to do well. It can create lines of copy with large and inconsistent spaces between words, which makes it harder to read and aesthetically unpleasing.

For comfortable reading, we recommend flush left body copy, which will create consistent word spacing that looks better and reduces reader eye fatigue.

### Line Length

Lines of copy should not be too long. It makes it difficult to follow from one line to the next without losing your place when reading. Copy should be easy to follow from the end of one line to the beginning of the next.

For comfortable reading, we recommend line lengths that allow for approximately seven to nine words per line. This is especially true for longer-format body copy, where keeping one's place while reading is important.
Departments

Curricula at NYU Tandon is organized in 10 departments:
- Applied Physics
- Chemical and Biomolecular Engineering
- Civil and Urban Engineering
- Computer Science and Engineering
- Electrical and Computer Engineering
- Finance and Risk Engineering
- Mathematics
- Mechanical and Aerospace Engineering
- Technology Management and Innovation
- Technology, Culture and Society

IDENTITY

A mark of a Department is a typesetting of their name in Gotham Book and Gotham Bold as shown in the example below. The typesetting of a Department’s name must stand alone and can not be accompanied by any icon or ornaments.

Font - Gotham: Book 21pt

Department of

Computer Science
and Engineering

Font - Gotham: Bold 48pt

EXAMPLE OF SIGNAGE

Internal signage within an NYU Tandon location does not require the NYU Tandon logo.
Administrative Units

Administrative Units can typeset their name in Gotham Bold or Light.

Office of Student Activities & Resource Center

Academic Advisement Center

Bern Dibner Library of Science and Technology

EXAMPLE OF EMAIL HEADERS

Names of Administrative Units are set in Gotham Book for email headers.

![Academic Advisement Center](image)

![Bern Dibner Library of Science and Technology](image)
Faculty Labs & Groups

Faculty-lead labs and groups can typeset their name in Gotham Bold.

Composite Materials and Mechanics Laboratory

MicroParticle PhotoPhysics Laboratory for BioPhotonics

Game Innovation Lab

Mijović Research Group
Centers and institutes are entities as recognized by the Office of Innovation and Entrepreneurship. As of October 2017, NYU Tandon has seven recognized Centers and Institutes:

- AI.Now
- Center for Advanced Technology in Telecommunications (CATT)
- Connected Cities for Smart Mobility toward Accessible and Resilient Transportation (C2SMART)
- The Governance Lab (The GovLab)
- NYU Center for Cybersecurity (CCS)
- NYU WIRELESS
- Visualization and Data Analytics (ViDA) Lab

Identity for Centers and Institutes must employ use of the Gotham Font family. Colors must be approved colors in the University style guide.

### EXAMPLE

C2SMART uses Gotham Rounded Light and employs colors from the Central NYU Brand Guide.

### GENERAL GUIDELINES

1. **IDENTITY**
   Centers and institutes are allowed to create their own identity but must employ use of the Gotham font family. Colors must be approved colors according to the University style guide.

2. **PRINT COLLATERAL**
   Placement of their identity must be accompanied by the official, unaltered NYU Tandon logo on any externally marketed document. All external marketing must come through the NYU Tandon Marketing and Communications Office for approval.

3. **STATIONARY**
   Centers and institutes must use the official NYU Tandon letterhead. The identity of a Center or Institute is allowed to appear in the footer of the letterhead but never at the top alongside the official NYU Tandon logo.

4. **BUSINESS CARDS**
   Centers and institutes must use the official NYU Tandon business card template. The identity for a Center or Institute can appear on the back of the business card but never on the front alongside the official NYU Tandon logo.

5. **SIGNAGE**
   Internal signage of the identity of a Center or Institute need not accompany the official NYU Tandon Logo as long as the physical space of the Center or Institute exists in an NYU Tandon location and branded as such elsewhere. Otherwise, the identity should accompany the official NYU Tandon logo.

6. **WEB**
   Centers and Institutes are allowed to place their identity at the top of their website with the official NYU Tandon Logo present either at the top-right or bottom-left of said website. The background color of the header of the website must be NYU violet.

7. **URL**
   URLs Centers and Institutes must appear as subdomains of NYU Tandon’s website (engineering.nyu.edu). Examples:
   - c2smart.engineering.nyu.edu
   - wireless.engineering.nyu.edu
As a rule of thumb, Outlying Entities are non-academic centers who require special branding due to more set conditions or other criteria. Therefore, these entities are allowed their own brand identity. All other branding elements must be approved by the NYU Tandon Marketing and Communications Office.
Placement of the identity must be accompanied by the official, unaltered NYU Tandon Logo on any externally marketed document. All external marketing must come through the NYU Tandon Marketing and Communications Office for approval.
Wherever, Whenever


The Center for Interdisciplinary Studies in Security and Privacy

NYU
GAME
INNOVATION
LAB

Department of  
Computer Science and Engineering

Proud to announce the new NYU visual identity
For Departments, Centers, and Institutes: internal signage within an NYU Tandon location does not require the NYU Tandon logo alongside their identity.

Example of a table banner outside an NYU Tandon location. The NYU Tandon Logo is necessary.

Example of a table banner within an NYU Tandon location (Note that the NYU Tandon Logo is not necessary)
OFFICIAL SCHOOL OF ENGINEERING SOCIAL MEDIA PROFILE IMAGES

For School-wide marketing, messaging, and communications. Presence on the official school of engineering profile pages.
DEPARTMENT SOCIAL MEDIA PROFILE OPTION 1

Font - Gotham: Extra Light 58pt
- Font point size will vary depending on length of acronym. Font-weight should always be Extra Light.

DEPARTMENT SOCIAL MEDIA PROFILE OPTION 2

Font - Gotham: Light 11pt
- Font point size will vary depending on length of name. Font-weight should always be Light.

If the name of your department is too long it may become illegible when your profile image is rendered small (i.e. Twitter). DO NOT USE this option in this case.

Please write out the full name of your department in your social media profile title and/or description regardless of which of the two options above are employed.
SIGNATURES

Keep email signatures simple. Don’t get overly complex when formatting your email signatures and keep the number of lines to a minimum.

GUIDELINES

Images and Logos: Do not use images (logos or social media icons) within the email signature. Images can come across as attachments and appear chaotic. Many email clients and mobile devices block the appearance of images.

Snail Mail Addresses: Addresses are rarely needed, so repeating it in every signature is unnecessary and only adds to the complexity of the signature. In most cases, when an address is needed you simply write it in the body of the email.

Quotes: Refraining from the use of quotes or epigraphs is best practice for professional communications. It is important to avoid the potential confusion of external audiences assuming a particular statement represents the University’s official slogan, ideology, or brand promise.

Rich Text Formatting: Use plain text so that the signature is compatible with all email clients and devices. Avoid colors, special fonts, bold, italics, and html.

vCards: While vCards can be a convenient way to share contact information for some (using a VCF compatible e-mail client), they add bytes and appear as attachments. It might be valuable to use a vCard for an initial correspondence, but sending it every time is redundant.

Email Addresses: Including your email address is redundant and unnecessary, since you have used the email to send the message.

Social Media: To be discoverable socially, use your account handle as plain text and make sure that the name used in your email signature is searchable on the networks you use.

Administration Signature Examples

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John Salmons
Assistant Vice President and Dean of Admissions
Office of Undergraduate Admissions
NYU Tandon School of Engineering
P: 212-998-4584
M: 650-380-2563
ingeering. nyu.edu/admissions

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Sheila Turner
Social Media and Mobile Product Administrator
Digital Communications Group
NYU Tandon School of Engineering
P: 212-992-9970
@nyuniversity
@nyudigicomm
EMAIL MARKETING TEMPLATES

EMAIL NEWSLETTER: School wide

EMAIL NEWSLETTER: Department and Center Specific

IN THE NEWS

LEAD IN HEADLINING GOES HERE
Text that will be placed into the document. This is text that
will be placed into the document. This is text that
can be put together to recreate the text that will be placed
into the document. This is text that can be put together to recreate
the text that will be placed into the document.

Read More >>

FEATURED IN FAST COMPANY

THIS APP COULD MEAN YOU’LL NEVER GET CAUGHT
BLINKING IN A PHOTO AGAIN
Text that will be placed into the document. This is text that
will be placed into the document. This is text that
can be put together to recreate the text that will be placed
into the document. This is text that can be put together to recreate
the text that will be placed into the document.

Read More >>

Your Profile & E-mail Preferences | Unsubscribe
You were added to the system on January 31, 2011. For more information click here.
DEPARTMENTS & ADMINISTRATIVE UNITS

We do not allow administrative units to run their own hosting servers without a Tandon System Admin. Our AWS servers are full service and also come with the support of our System Admin Consultant.

• Department specific graphics (NOT LOGOS) are allowed and encouraged to provide distinctions if necessary between your services and others. Such graphics can be used in your landing page images below page header and navigation. They should not compete with the official school logo in the website header.

• Domain redirects are allowed, however, full domain name masking that gets rid of the ‘.nyu.edu’ portion of the url are only allowed on a case by case basis and are rare.

• Administrative units must adhere to on-brand aesthetics and messaging with guidance and support from the Marketing and Communications team. This includes colors, layout, typography, and content.

• Administrative Units aren’t allowed their own Brand Identity.

As the size of our planet becomes smaller due to the increased interconnectivity of people through devices, shared information and enhanced communication, computer scientists and engineers are shaping the world. No longer are we just seeking theory, in fact, we are focusing on building systems by collaborating across fields and creating a better world.

Engineering is Computer Science.

Learn more about our newest faculty additions:

- Brendan O’Hara-Garito
- Guoqi Geng
- Duncan McClay
- Paul Rentzos
- Kai Su
CENTERS & INSTITUTES

Centers and institutes are allowed to place their identity at the top of their website with the official NYU Tandon Logo present either at the top-right or bottom-left of said website. The background color of the header of the website must be NYU violet.
DO NOT USE MORE THAN ONE VERSION OF THE LOGO

It's not necessary to use more than one university logo.
DO NOT USE MULTIPLE SCHOOL LOGOS

One NYU logo clearly communicates that this is an NYU initiative.

Original with old logos

Incorrect use of multiple school logos

Correct use of one NYU logo, which uses typography to identify various participants
Leadership is about how we shape futures that we truly desire. —Peter Senge

NYU LEADERSHIP INITIATIVE

To save energy, building systems are reduced during recess.

What can you expect?
Redundant elevators will be shut down
Lighting will be reduced in low traffic areas
Unused spaces will not be air conditioned

To report any concerns, please call FCM Client Support Center at 212-998-5200 or email customerservice@nyu.edu.

We apologize for any inconvenience.

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The Wall
Examples of good uses of the logo

Whatever you do
Do it in the Dark

Win Free Concert Tickets!
The winning residence hall receives FREE concert tickets!
Artist will be announced February 14th.

Go Online Daily
Unplug February 1-28
Join NYU's residence hall challenge to reduce energy use.

The View from Washington Square
DISCOVER THE POWER OF PUBLIC SERVICE

Explore NYU Wagner’s summer courses. Change the world.

- The Politics of Public Policy: City, Nation, Global
- How to Change the World: Advocacy Movements in the United States
- What are the core values, beliefs, and tensions central to democratic policymaking?
- How have modern-day social movements successfully changed policy and society?

Register today via Albert!

wagner.nyu.edu/undergrad

A TALK BY
KATHY IANDOLI
ENTERTAINMENT JOURNALIST & CULTURAL CRITIC

DISCUSSING
LURLYN HILL

FRIDAY NOVEMBER 1ST
4:00-5:30PM
721 BROADWAY DEAN’S CONFERENCE ROOM

Clive Davis Institute of Recorded Music

NYU Tisch

TWO STRONG TRADITIONS. ONE EVEN STRONGER FUTURE.
GOT QUESTIONS?
sheldon.smith@nyu.edu
engineering.nyu.edu/services/communications/identity