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.
GUIDELINES

PRIMARY COLOR

The primary color is NYU Violet (PMS 2597).

NYU Violet

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

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.

Print

0.25”

Digital (web, mobile, tablet, video)

30 pixels

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.

Print

1/2 X

Digital (web, mobile, tablet, video)

1/2 X
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.
Usage

GUIDELINES

**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 an 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.*
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.
Dear Mr. Pleasant,


Sincerely,

[Signature]

Full Name, Title
Contact Details if needed

ANDREW BATES
Industry Associate Professor
Department of Civil Engineering
Tandon School of Engineering
6 MetroTech Center
Brooklyn, NY 11201
P: 718 260 3864
M: 718 260 0000
F: 718 260 0000
abates@nyu.edu
engineering.nyu.edu

TASHA JONES
Industry Associate Professor
Department of Civil Engineering
Program Assistant, Game Innovation Lab
Tandon School of Engineering
6 MetroTech Center
Brooklyn, NY 11201
P: 718 260 3864
M: 718 260 0000
F: 718 260 0000
tjones@nyu.edu
Stationary

BUSINESS CARD

Minimum Title/Department Field

- NYU TANDON SCHOOL OF ENGINEERING
- NAME FIELD
  - Title/Department Field One
  - Title/Department Field Two
- School Name
  - Address Field
  - City, State, Zip
- P: 000 000 0000 M: 000 000 0000 F: 000 000 0000
- email field
- website URL

Maximum Title/Department Field

- NYU TANDON SCHOOL OF ENGINEERING
- NAME FIELD
  - Title/Department Field One
  - Title/Department Field Two
  - Title/Department Field Three
  - Title/Department Field Four
- School Name
  - Address Field
  - City, State, Zip
- P: 000 000 0000 M: 000 000 0000 F: 000 000 0000
- email field
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.

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.

gotham.com

The Gotham and Mercury Text font families can be purchased directly from the type foundry, Hoefler & Co. At this time, the University does not have an institutional license.

The Gotham 1 bundle that includes eight styles is available for use on one computer for the price of $199.

The Mercury Text bundle, which includes nine styles, is available for use on one computer for the price of $199.
### USING TYPE

#### Leading
- **12 pt. type, 28 pt. leading**
  - Leading should not be too loose because it creates too much of a pause between lines.

- **12 pt. type, 9 pt. leading**
  - When leading is too tight, it leaves too little pause between lines.

- **12 pt. type, 16 pt. leading**
  - When leading is set correctly, it makes the sentences easier to follow.

#### Tracking
- **+80 tracking**
  - Tracking that is too loose leaves too much space between letters.

- **-100 tracking**
  - Tracking that is too tight leaves too little space between letters.

- **-10 tracking**
  - Tracking that is set just right looks better and reads easier.

#### Justified Copy
- **12 pt. type, 28 pt. leading**
  - 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.

- **12 pt. type, 9 pt. leading**
  - 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
- **12 pt. type, 28 pt. leading**
  - 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.

- **12 pt. type, 9 pt. leading**
  - 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

IDENTITY

Font - Gotham: Book 21pt

Department of

Computer Science
and Engineering

Font - Gotham: Bold 48pt

Gotham Book and Gotham Bold are preferable to represent departments.

SIGNAGE

Department of

Computer Science
and Engineering

NYU TANDON SCHOOL OF ENGINEERING
Please use combinations of Gotham Light, Gotham Medium, and Gotham Ultra to build identity for Labs & Centers.
Proud to announce the new NYU visual identity
Social Media

OFFICIAL SCHOOL OF ENGINEERING SOCIAL MEDIA PROFILE IMAGES

For School-wide marketing, messaging, and communications. Presence on the official school of engineering profile pages.

NYU

TANDON

NYU

TANDON SCHOOL OF ENGINEERING
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.
LAB / CENTER MAGAZINE OR JOURNAL PRINT AD EXAMPLE

GAME
INNOVATION
LAB

DEPARTMENTAL PRINT MESSAGING EXAMPLE

Wherever, Whenever


The Center for Interdisciplinary Studies in Security and Privacy

NYU Tandon School of Engineering
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
engineering. 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

IN THE NEWS

LEAD IN HEADLING GOES HERE

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. This is text that can be put together to recreate the text that will be placed into the document.

Read More >>

EMAIL NEWSLETTER: Department and Center Specific

FEATURED IN FAST COMPANY

THIS APP COULD MEAN YOU'LL NEVER GET CAUGHT BLINKING IN A PHOTO AGAIN

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. 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 >>
DEPARTMENTS

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.
LABS & CENTERS

csaw 2015: opportunities for high school students

CRISSP, a part of NYU, combines security technology strengths with experts in psychology, law, public policy, and business from New York University. The goal of this center is to build new approaches to security and privacy that recognize that technology alone cannot provide the information security and privacy needed in today’s interconnected world.

CRISSP is affiliated with CRISSP Abu Dhabi.

news

- CSAW 2015: Opportunities for High School Students
  2016-09-22 18:49
- The Growing Need for More Women Cybersleuths
  2015-06-01 08:30
- A Cyber Security State of Mind
  2015-05-27 18:30
- A Truly Private Life: Bruce Schneier on Privacy
  2015-08-18 17:48
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

To save energy, building systems are reduced during recess.

Recess Notice
Energy Savings Plan

To report any concerns, please call FCM Client Support Center at 212-998-5203 or email contactcsc@nyu.edu.
We apologize for any inconvenience.

The Wall
Examples of good uses of the logo

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 at nyu.edu/unplugged to see how your hall is doing.
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 Institute of Public Policy: City, Nation, Globe
- What are the core values, choices, and tensions central to democracy in the 21st century?
- UPADM-GP 102

How to Change the World: Advocacy Movements in the United States
- How have modern-day social movements successfully changed policy and society?
- UPADM-GP 309

Register today via Albert!

Welcome to Sydney

Handbook

A Talk by Kathy Iandoli
Entertainment Journalist & Cultural Critic

Discussing Lauryn 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