THIS IS HOW WE LOOK:

LOGO USAGE:

PRIMARY LOGO:
SHORT
• Used as primary logo for all school communications.

OTHER LOGO OPTIONS:
LONG
• Primary for outside audiences where additional information or context is needed
• Formal communications.
STACKED
• Used sparingly when the design requires a square logo.

BLACK & WHITE; REVERSED
• Use when design calls for monochrome logo.

SIZE: No 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—avoiding making it the most dominant element on a page.

WHERE CAN I FIND THE LOGOS?
wagner.nyu.edu/contact/logos

INCORRECT LOGO USAGE:

NO DISTORTING.
NO ROTATING.
NO ALTERATIONS.
NO EFFECTS.
NO BUSY BACKGROUNDS.
NO COLORS.
COLORS:

PRIMARY COLOR
The NYU Violet is the primary color and should be dominant. This can be achieved by using Violet prominently—but not frequently—and surrounding it with white space. Tints of Violet are recommended for differentiating adjacent areas with color.

ACCENT COLORS
Three (3) accent colors are used to create a sense of optimism and vibrancy. Blue and yellow are the preferred colors in this set. Any of these colors can be used in large areas, but never adjacent to each other. Green is used sparingly.

SUPPORTING NEUTRALS
These neutral colors anchor and balance the rest of the palette.

TYPOGRAPHY:

GOTHAM
Gotham is the primary typeface and should be used in all communications. To communicate a clear hierarchy, "ULTRA" or "BOLD" is used to establish document titles and subtitles, and "Book" is used for body text.

*Verdana is the fallback font when Gotham is not supported.

Archer
Archer is the secondary typeface used for editorial body copy in designed collateral and digital assets.