VISUAL IDENTITY
STYLE GUIDE
ABOUT THE GUIDELINES

The visual presentation used in our communication is more than simply design; it is a reflection of what the University represents. Consistency in the use of the visual identity builds recognizability among the University’s various audiences. We want to make sure that the visual presentation speaks the same language as what’s being said in text, audio, or video. If our visual presentation doesn’t match the conversation, it will lead to inconsistencies in our communication. The NYUAD brand identity should always be positive and reflect the University’s uniqueness, differentiation, and value.

The purpose of this manual is to provide guidelines that help you support a consistent and cohesive visual identity within NYUAD’s decentralized environment. The consistent use and thoughtful application of these guidelines on every form of official communication reinforces awareness of NYUAD, increases the University’s visibility, and reinforces our identity as a global university whose units work together for a common mission.

The standards include the use of colors, fonts, and design elements that make up NYUAD’s visual identity. The standards represent the identity of the University and should not be diluted through substitution or revision, or altered in any way.
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Primary logo

Central to our university-wide identity, this will be used as our primary NYU Abu Dhabi logo and will be used in the majority of central administration communications. The logo should be used in connection with any departments, centers, programs, and other units of NYU Abu Dhabi. Because the logo is bilingual, legibility is an important factor and controls the minimum size of the entire logo. To allow for different format requirements, there is an option to use the logo vertically, when horizontal usage is not possible.

NOTE By combining the torch in the box logomark with the NYU logotype and Arabic script, we can create a distinctive visual identity that can be protected from impostors or unauthorized uses.

NEVER REMOVE THE TORCH FROM THE BOX.

ALTERNATIVE LOGO

To be used as a last resort when the primary logo does not work for spatial reasons. It can only be applied on a case-by-case basis after consulting with the University’s design services:

nyuad.design@nyu.edu
Vertical usage of logo

For spatial reasons, the primary logo can be rotated to run vertically, but it must be rotated counterclockwise on a 90-degree angle. The same preferred and minimum sizes as the horizontal logo still apply (see page 9). Only rotate so that the logomark sits at the bottom.

DO

DO NOT rotate in the other direction.
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. The same rules apply when the logo is used vertically.
Standard use
NYU Violet (PMS 2597) is a key branding element and whenever possible the logo should appear in purple. It can also appear in black when color is not available, or in white when used over a dark background.
Minimum recommended size

To maintain full legibility, the recommended height of the logo should be no smaller than .5 inches in print and 60 pixels for digital. As a measurement device, we use the size of the logomark to determine the minimum size. But the entire logo (logomark, logotype, Arabic) must be sized together proportionally to make a grouped height of .5 inches in print and a grouped digital height of 60 pixels.

There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page.

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Minimum size, print

| The minimum height the logomark should appear on printed materials is | .25” |
| NYU | ABU DHABI |
| .5” |

The minimum height of the entire logo in print should be .5 inches

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Minimum size, digital (not to scale)

| The minimum height the logomark should appear in digital materials is | 30 pixels |
| NYU | ABU DHABI |
| 60 pixels |

The minimum height of the entire logo digitally should be 60 pixels
Logo misuse
Following are examples of how the logo should never be used or altered.

**DO NOT** use colors other than NYU Violet, black, or white or use different colors within the logo.

**DO NOT** rearrange the elements, remove the vertical line, have the torch stand alone, distort, remove the Arabic text, or redraw the logo.

**DO NOT** stretch or distort the logo.

**DO NOT** place the logo directly on the Arabesque (see page 24 for direction on how to use the logo and Arabesque together).
**Logo in print**

Try not to place elements in close proximity to the logo. As a suggestion, it is recommended to use top/bottom, left/right positioning to communicate hierarchy or organizational structure.

It is suggested to 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 cases when the background is too busy, the white logo can be used on a colored bar, usually colored NYU Violet (PMS 2597).

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### SUGGESTED EXAMPLES

<table>
<thead>
<tr>
<th>Title of Publication</th>
<th>Title of Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Example 1" /></td>
<td><img src="image2.png" alt="Example 2" /></td>
</tr>
<tr>
<td><img src="image3.png" alt="Example 3" /></td>
<td><img src="image4.png" alt="Example 4" /></td>
</tr>
<tr>
<td><img src="image5.png" alt="Example 5" /></td>
<td><img src="image6.png" alt="Example 6" /></td>
</tr>
</tbody>
</table>

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**DO NOT** make the logo the most dominant element on the page.

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![NYU Abou Dhabi logo](logo.png)
**Logo placement**

**DO** use the logo over backgrounds that allow the logo to be read clearly.

**DO NOT** use the logo over a busy background image.

**DO** use the white logo over dark backgrounds.

**DO NOT** use the purple or black logo on dark backgrounds where there isn’t enough contrast for it to stand out.

**DO** keep the torch white in the purple or black logo versions.

**DO NOT** allow the background to show through the torch on the black or purple versions of the logo.
Primary colors

NYU’s signature purple plays a key role in the NYUAD identity. The NYU violet and black are the two primary colors in the NYUAD palette. These two colors should appear in all publications.

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

BLACK
PMS: K100
CMYK:
RGB: R0, G0, B0
HEX: 000000

WHITE
PMS:
CMYK: C0, M0, Y0, K0
RGB: R255, G255, B255
HEX: ffffff
### Secondary colors

In addition to the primary color palette, the NYUAD identity system has six secondary print colors and seven secondary digital colors that can be used for a wide range of collateral to complement the basic identity.

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OASIS</strong></td>
<td>PMS: 320</td>
<td>CMYK: C100, M0, Y19, K23</td>
<td>RGB: R0, G141, B169</td>
<td>008ba9</td>
</tr>
<tr>
<td><strong>DESERT SUN</strong></td>
<td>PMS: 7413</td>
<td>CMYK: C0, M53, Y100, K4</td>
<td>RGB: R239, G139, B33</td>
<td>ef8b21</td>
</tr>
<tr>
<td><strong>SUNSHINE</strong></td>
<td>PMS: 7406</td>
<td>CMYK: C0, M18, Y100, K0</td>
<td>RGB: R244, G205, B48</td>
<td>f4cd30</td>
</tr>
<tr>
<td><strong>TURQUOISE SEA</strong></td>
<td>PMS: 5503</td>
<td>CMYK: C29, M0, Y10, K14</td>
<td>RGB: R127, G190, B198</td>
<td>7fbec6</td>
</tr>
<tr>
<td><strong>SEA PORT</strong></td>
<td>PMS: 292</td>
<td>CMYK: C70, M28, Y0, K0</td>
<td>RGB: R65, G152, B211</td>
<td>4198d3</td>
</tr>
<tr>
<td><strong>SUNSET</strong></td>
<td>PMS: 1935</td>
<td>CMYK: C0, M83, Y80, K10</td>
<td>RGB: R111, G154, B72</td>
<td>6f9a48</td>
</tr>
<tr>
<td><strong>AMETHYST</strong></td>
<td>(FOR DIGITAL ONLY)</td>
<td>CMYK: C0, M83, Y100, K0</td>
<td>RGB: R137, G102, B160</td>
<td>8966a0</td>
</tr>
</tbody>
</table>
GOT QUESTIONS?

Contact nyuad.design@nyu.edu