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.
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.

The same size of the torch in the logomark
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.

Minimum size, print

The minimum height the logomark should appear on printed materials is .25 inches.

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

Minimum size, digital (not to scale)

The minimum height the logomark should appear in digital materials is 30 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).

SUGGESTED EXAMPLES

Title of Publication

Title of Publication

Title of Publication

Title of Publication

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

Using the full logo is the best way to communicate your official connection to the University. In certain instances — when it is important for your audience to know the office behind the communications — we have created a department lockup that has several options.

In the case of business communications, like letterhead and envelopes, it is unnecessary to use the department lockup. The use of the department’s name in the address line is sufficient (see stationery on page 33).

To request a lockup to be made for your department, please contact nyuad.design@nyu.edu.

There is also the option to keep your department name separate from the logo (see page 15 or title page example for print documents on page 11).
Department lockup

1. Department name must be in Gotham Bold, right aligned and uppercase. The text box must line up with the right edge of the logo and the left side with the pipe in the logotype. This will force natural breaks in the department name.

2. Logo and department name must be all one color.

3. The minimum recommended height of the logo in print should be .5 inches or 60 pixels digitally. The department name must be resized proportionally with the entire logo when increasing or decreasing size.
Department lockup examples of use

At right are two examples each of using the department lockup or using the department name separately from the logo.
Related branding

Any Institute research group, faculty group, or Student Interest Group recognized by, affiliated with, or funded by the University is free to create their own branding. However, the University logo and design elements (e.g., Arabesque pattern or four torches) MAY NOT be used — in part or whole — in the creation of the branding.

In cases where the NYUAD connection is not obvious to audiences, the NYUAD logo (follow the logo usage guidelines outlined on pages 6-12) or a sentence identifying the relationship with NYUAD and its mission should be included.

Alternatively, if these groups would like to create a close brand affiliation with NYUAD, they should use the primary and secondary colors and the University’s brand typefaces to create a visual connect with the University.

If you have any questions about alternative branding, please contact nyuad.design@nyu.edu.

EXAMPLES

Groups that have created a close brand affiliation with NYUAD:

- CTED
- The Sheikh Mohamed Bin Zayed Scholars Program
- The Center for Prototype Climate Modeling
- VeggieMight
- Music Society
Social media and the logo

Many of the avatars associated with social media accounts are not of an appropriate size to contain NYUAD’s primary logo. Instead, an alternative NYUAD logo has been created for use as the graphical representation. This alternative logo is reserved for official University communications and should not be used by other groups.

**NOTE** The torch should not be removed from the logo and used alone as an identifier in social media.

Please contact nyuad.design@nyu.edu to request the alternative logo once your social media account has been approved.
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: C0, M0, Y0, K100
- RGB: R0, G0, B0
- HEX: 000000

**White**
- PMS: C0, M0, Y0, K0
- CMYK: C0, M0, Y0, K0
- RGB: R255, G255, B255
- HEX: ffffff
Accent Palette
A range of accent colors work in conjunction with the primary palette and can be used for a wide range of collateral to complement the basic identity.

**OASIS**
PMS: 320
CMYK: C100, M0, Y19, K23
RGB: R0, G141, B169
HEX: 008ba9

**DESERT SUN**
PMS: 7413
CMYK: C0, M53, Y100, K4
RGB: R239, G139, B33
HEX: ef8b21

**TURQUOISE SEA**
PMS: 5503
CMYK: C29, M0, Y10, K14
RGB: R127, G190, B198
HEX: 7fbec6

**SUNSET**
PMS: 1935
CMYK: C0, M83, Y80, K10
RGB: R218, G75, B57
HEX: da4b39
TYPOGRAPHY
English fonts in print: Gotham and Mercury

Gotham and Mercury are the two typefaces that comprise the official NYUAD brand. Gotham is used in the NYU New York brand identity and the addition of Mercury allows flexibility for a more formal headline and copy alternative. These fonts should be used in all official external publications.

Both typefaces can be purchased online, in single weights, from the Hoefler & Co. type foundry at www.typography.com.

NOTE Internal documents, posters, flyers, etc. can use other fonts; see suggested system fonts on page 25 for ideas.

WHEN TO USE GOTHAM

Gotham should be used throughout NYUAD branding primarily for headlines and body copy online, in publications, and on banners, signs, and posters, etc. But when Gotham is used at a small font size, it should be in limited quantities. For example, it works well as body copy for sidebars and short blurbs on flyers, brochures, and various print products. If you have long-form text, Mercury Text should be used.

Mercury on the next page ➔
English fonts in print: Gotham and Mercury

Gotham and Mercury are the two typefaces that comprise the official NYUAD brand. Gotham is used in the NYU New York brand identity and the addition of Mercury allows flexibility for a more formal headline and copy alternative. These fonts should be used in all official external publications.

Both typefaces can be purchased online, in single weights, from the Hoefler & Co. type foundry at www.typography.com.

NOTE Internal documents, posters, flyers, etc. can use other fonts; see suggested system fonts on page 25 for ideas.

WHEN TO USE MERCURY TEXT

Mercury Text is used only for body copy. It should be used when there is a long section of text, as a serif font provides better legibility in large blocks of text.

WHEN TO USE MERCURY DISPLAY

Mercury Display is used only for headlines and other large display type. It is never used for body copy. It is used sparingly when something more sophisticated and refined than Gotham is desired. For instance, it is often used for NYUAD Institute materials announcing academic lectures.
Arabic fonts in print: Nassim Arabic and TheSansArabic

Nassim Arabic and TheSansArabic are the two typefaces that comprise the official NYUAD brand for Arabic text in print. These fonts should be used in all official external publications.

Both typefaces can be purchased online, in single weights:
• Nassim Arabic from Rosetta Type Foundry at: www.rosettatype.com/Nassim
• TheSansArabic from Lucas Fonts at: www.lucasfonts.com/fonts/thesansarabic/thesansarabic/

WHEN TO USE NASSIM ARABIC
Nassim Arabic is a sturdy and modern yet calligraphically inspired typeface that is particularly suited for general editorial and magazine design. It should be used for all Arabic body copy at a preferred size of 12pt. It can also be used for headlines when pairing Arabic with the use of Mercury Display.

WHEN TO USE THE SANS ARABIC
TheSansArabic has a contemporary, high impact, yet humanistic look and feel that complements the Gotham typeface. It should only be used in headlines and large display type to pair with the use of Gotham in Latin script.
English digital fonts

Georgia, Times, Arial, and Verdana are the preferred typefaces for the University’s public website and digital assets. These fonts are easily accessible and available on most systems.

These fonts can also be used for documents in Word, Excel, and Powerpoint but should not be used to design external marketing materials.

WHEN TO USE GEORGIA OR TIMES

Georgia or Times should be used for headlines or for small amounts of content. For example, they work well for pull-out quotes on the public website.

WHEN TO USE ARIAL OR VERDANA

Arial or Verdana are primarily used for body content.

**GEORGIA REGULAR**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()?

**TIMES REGULAR**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()?

**ARIAL**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()?

**VERDANA**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()?
Arabic digital fonts

Droid Arabic Naskh is optimized for reading Arabic script on screen. The letterforms are based on the calligraphic grammatical rules of the Naskh writing style while drawn with a contemporary feel.

The Droid Arabic Naskh typeface (regular and bold) can be downloaded for free from Google Fonts: www.google.com/fonts/earlyaccess

DROID ARABIC NASKH REGULAR

DROID ARABIC NASKH BOLD
DESIGN ELEMENTS
Arabesque overview

The NYUAD Torch Arabesque was specifically designed for NYU Abu Dhabi as a device to bring NYU’s iconic torch together with textures inspired by Islamic patterning. The pattern is constructed from the NYU torch, unmodified and tiled together.

Various colors from the primary and secondary palettes have been applied to the Arabesque. Each variation reveals a new perspective. The Arabesque variations can (and should) be used randomly in collateral, the only limitation being the number of colors produced on a project.

The Arabesque should be used in moderation: on a cover, as a duplex, or as a heading. Using the NYUAD logo alone is a good way to keep the Arabesque impactful.

**NOTE FOR ALL ARABESQUE ART FILES CONTAINING BLACK BACKGROUND** There must be separate boxes for the black background and the pattern placed on top. This makes pattern tiling possible (see page 29).

**DO NOT CHANGE THE COLORS.**

**DO NOT TAMPER WITH THE PATTERN.**
Arabesque tiling
The Arabesque files were created modularly. Please exercise caution and pay attention to detail when tiling sections of the Arabesque together.

When used as a background, the Arabesque should be full bleed. It can live alone as a texture or as a background holding the NYUAD logo (see page 30 for placement).

**NOTE** Always use the same Arabesque pattern when tiling; never switch colors in the same contained background.

LINE UP EDGE OF PICTURE BOX (LEFT) WITH CORRESPONDING TORCH COLUMN (RIGHT)
Arabesque & the logo

Because of legibility issues, the logo can only be used in very specific ways on an Arabesque background. It must also be contained in a color box with the appropriate clear space mentioned on page 7.

In general, placing the logo on the Arabesque should be avoided if possible, and the pattern should be used as a design element on its own.

If the logo needs to be on the Arabesque, the colored box must match either the height or the width of the pattern — the Arabesque should not extend out past the box in more than one direction. The colored box can be purple, black, or white and must be placed to intersect the groups of four torches.

Please see the only acceptable examples at right. If the Arabesque simply fades out into a solid color, the logo can then be placed on the remaining background.

**DO NOT** spread the Arabesque beyond both the height and the width of the colored box containing the logo. It may only extend in one direction.
Four standalone torches

The four torches on their own — separate from the Arabesque — are a design element that can be used sparingly on various collateral, but should not be used as a replacement for the NYUAD logo. For example, the four torches are a common design element on merchandise such as bags or T-shirts. They are also used in our Marhaba branding.

1. They should be placed to form a cross. They should not be rotated in any way from the original file.

2. On any official external publications every torch must be the same color; any of the NYUAD primary or secondary colors are options. For internal usage, different colors can be applied to the torches.

3. There must be sufficient clear space surrounding the torches: a border measuring one-fourth the size of the box the torches form.

4. The torches are an element on their own. They should not be paired with any type, as NYUAD’s logo or name may be present elsewhere on the collateral.
COLLATERAL
Stationery

The body of the letter should have a 2-inch margin at the top of the page and a 1-inch margin at the left, right, and bottom of the page.

The body of the letter should be aligned with the “N” in “NYU.”

FOR THE HEADER

Bolded line optional for “NYU Abu Dhabi,” department name, or personal name, as needed.

FOR THE BODY OF THE LETTER

For the text of the letter we recommend using the Mercury Text font. If Mercury Text is unavailable, use Times New Roman or Georgia (serif) or Arial or Verdana (sans serif).

Serif | Sans Serif
---|---
Georgia | Arial
Times | Verdana

Serif size/leading | Sans size/leading
11 pt / 14 pt | 10 pt / 14 pt
Business cards

Business cards are 3.5 inches wide by 2 inches tall. The logo is placed 0.15 inches from the top left side. The text of the business card should be aligned with the "N" in "NYU" and start a torch-length below the logo.

FOR THE TEXT

The font used is Gotham Book 7pt/8.4pt, -10 tracking, and 0.0625 inches between hard returns. Gotham Bold is used for the name and labels for phone/fax numbers. To save space, the address should appear on one line and the website included on the same line as the email address.

Arabic translation will be included on the back of each card.

NOTE: The maximum number of lines possible is seven. Please see acceptable examples at right.
Examples of logo use in collateral

Examples of the logo used in various pieces of collateral and on sponsored material.
GOT QUESTIONS?

Contact nyuad.design@nyu.edu

Visit our Brand Pack section on the Intranet:
https://intranet.nyuad.nyu.edu/brand-guidelines/

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NYU | ABU DHABI