INTRODUCTION

VISUAL IDENTITY AND STYLE GUIDE FOR THE NYU SILVER SCHOOL OF SOCIAL WORK

The value of a visual identity lies in its ability to provide consistency and recognizability for an organization. Consistency in the use of the graphic identity will help build familiarity among the School’s audiences. With steady application, the characteristics of the graphic identity will become visual signals for the values with which the NYU Silver School of Social Work is associated. The identity’s consistent and coordinated use will project organizational credibility and professionalism and represent the School in a manner consistent with its position as a leader in the field of social work education.

We are committed to building a strong graphic identity through adherence to these standards detailed in this manual. Only through a unified effort by faculty, administrators, and staff will this be possible.

The graphic identity aims to do the following:

• Consolidate the appearance of NYU Silver School of Social Work’s communications by creating a more consistent and common look for use in our publications and other communication materials.

• Better communicate the School’s mission and vision.

• Better communicate the breadth and depth of who we are as a school.

• Reinforce the reputation for professionalism and excellence that NYU Silver School of Social Work enjoys in the field of higher education.
THE NYU SILVER LOGO

In 2013, New York University unveiled new logos for all its schools, which align closely to NYU’s logo. By including NYU’s logo in the School’s, we are tapping into a reputation that has been built over NYU’s 182-year history. NYU Silver—along with the entire university—will project a clear and unified visual identity, resulting in more effective communications.

There are two forms of the logo. Both include the institutional mark (torch in the box) with the NYU type aligned with the school name, separated by a thin rule.

The first version, or short logo, is the School’s primary logo and the one that will most likely be used most often. This version uses the short-hand name most commonly referred to by students, faculty, and staff when referencing the School. The short logo creates a strong graphical mark, is more flexible, and is easily recognized at a distance or in small sizes.

The second version, or formal logo, includes the full name of the School and is best used in instances when additional descriptive information will add value to the communications.
USE OF THE LOGO

Academic and Administrative Units
The logo is to be used by all academic and administrative units at the school.

Merchandise
The logo should not be used on merchandise that is for sale unless the university properly licenses the item.

To initiate the licensing agreement process, contact:
Office of Communications
1 Washington Square North
New York, NY 10003
212.998.5956
Attention: Elizabeth Jenkins

THE OFFICIAL SHIELD
The official shield for NYU Silver is one of a series used throughout the University for each of its schools. The use of the shield is limited to communications from the Dean’s Office or academic and ceremonial functions, and should only be reproduced in the NYU violet (PMS 2597).

Questions about use of the shield?
Contact Kate Hogan at kate.hogan@nyu.edu.
**PRIMARY USE**

NYU violet (PMS 2597) is a key branding element and whenever possible the logo should appear in purple and black. It can also appear as black only when color is not available, or as white when used over a dark background.

**COLOR**

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

Black

White

**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.

**MINIMUM SIZE**

To maintain full legibility, never reproduce the logo at widths smaller than .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:

.25"

Digital (web, mobile, video, presentation):

30 pixels
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.
**LOGO PLACEMENT**

Do not place elements in close proximity to the logo. Use top/bottom, left/right positioning to communicate hierarchy or organizational structure.

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 some cases when the background is too busy the logo can be reversed out of a bar, usually colored NYU Violet (PMS 2597).

**DO NOT**

The logo should never be the most dominant element on the page.
VISUAL IDENTITY FOR SCHOOL OFFICES

Individual offices may need to apply their office name to the School logo on communications pieces. Similar to individual schools unifying under the NYU logo, it is important the offices unify under the NYU Silver logo to strengthen the School’s reputation.

Below you will find an application of office names to the School logo. For legibility and prominence, ensure the appropriate amount of clear space is maintained around the School logo. Under no circumstances can the name of an office, research center, or any other element of the School be positioned under the logo mark in such a way that it appears to be a part of the logo. An example of an unacceptable logo is shown below.
CENTER AND INSTITUTE TYPE TREATMENTS
Research centers and institutes affiliated with NYU Silver use the typefaces associated with the NYU Silver’s visual identity: Gotham and Fairfield.

To gain access to the center and institutes’ type treatments, please contact Kate Hogan at kate.hogan@nyu.edu.

MCSILVER INSTITUTE FOR POVERTY POLICY AND RESEARCH

McSilver Institute for Poverty Policy and Research
NYU SILVER SCHOOL OF SOCIAL WORK

CENTER FOR LATINO ADOLESCENT AND FAMILY HEALTH

CENTER FOR
Latino Adolescent and Family Health
NYU SILVER SCHOOL OF SOCIAL WORK

CENTER ON VIOLENCE AND RECOVERY
NYU SILVER TYPEFACE

Gotham and Fairfield are the two type families used for NYU Silver’s visual identity. This selection of types evokes the historical (Fairfield) and the contemporary (Gotham), a combination simultaneously reflecting the inspiring heritage and bright future of NYU Silver. Fairfield is an American text face family designed in 1939 by Rudolf Ruzicka. Gotham is a vernacular sans serif type designed by the Greenwich Village type foundry of Hoefler and Frere-Jones between 2002 and 2004. Influenced by building and commercial signage in New York, it strikes a hardy, contemporary, and forthright tone in keeping with a prominent aspect of the NYU Silver character, that of being “in and of the city.” Gotham is also the University’s official font family.

Each of the type families includes a range of styles that will enable the you and a graphic designer to effectively address any design situation. We recommend the following uses:

• For standard text settings use Gotham Book with Gotham Bold subheads for contrast.
• Fairfield can also be used for text settings particularly when a scholarly or traditional tone is needed.
• Experiment with combinations of Gotham and Fairfield that maintain contrast between text and subhead.

Below are showings of typefaces available in the Fairfield and Gotham families.

FAIRFIELD LIGHT
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FAIRFIELD LIGHT ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FAIRFIELD MEDIUM
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FAIRFIELD MEDIUM ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FAIRFIELD BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FAIRFIELD BOLD ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GOTHAM BOOK
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GOTHAM BOOK ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GOTHAM MEDIUM
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GOTHAM MEDIUM ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GOTHAM BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GOTHAM BOLD ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
COLOR PALETTE

The color palette is a fundamental aspect of NYU Silver’s graphic identity. Adhering to these colors exclusively is a crucial part of the effort to create a visual character that can be quickly and automatically associated with the School. Use only the colors and tints shown on this page.

Below, the colors are identified with their Pantone Matching System (PMS), CMYK (cyan, magenta, yellow, black), RGB (red, green, blue) and HEX (hexadecimal) numbers.

The CMYK breakdown is a formula used by designers and printers to represent a PMS color in the four-color process. The RGB breakdown is useful for online, Microsoft Word, and Powerpoint projects. Hexadecimal codes are used to define colors in web and on-screen design.

RED

PMS: 1805
CMYK: C0, M91, Y100, K23
RGB: R191, G49, B26
HEX: BF311A

BLUE

PMS: 549
CMYK: C52, M6, Y0, K25
RGB: R86, G155, B190
HEX: 569BBE

VIOLET

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

YELLOW

Process Yellow
CMYK: C0, M0, Y100, K0
RGB: R255, G242, B0
HEX: FF100

LIGHT YELLOW

30% Process Yellow
CMYK: C0, M0, Y30, K0
RGB: R255, G250, B194
HEX: FFAC1

GRAY

60% Process Black
CMYK: C0, M0, Y0, K60
RGB: R128, G130, B133
HEX: 231F20
GLOBAL GLOSSARY

CAMPUS

“Campus” refers to any one of NYU’s three four-year degree-granting locations, which include
NEW YORK  ABU DHABI  SHANGHAI

CENTER

“Center” ("global academic center") refers to any one of our 11 non-degree-granting locations, including

ACCRA  BERLIN  BUENOS AIRES  FLORENCE
LONDON  MADRID  PARIS  PRAGUE
SYDNEY  TEL AVIV  WASHINGTON, DC

Global academic centers are made up of full-service buildings owned by nyu. centers have classrooms and faculty and staff offices, and some centers have residences.

LOCATION

“Location” can be used to refer to both a campus and a center.

NYU’S GLOBAL NETWORK

“NYU’s global network” (lowercased) and other descriptive phrases are used to describe the structure of the University, which includes our 14 global locations.

STUDY ABROAD

“Study abroad” is used for audiences external to NYU. Using “study abroad” helps SEO.

STUDY AWAY

“Study away” is used for internal NYU audiences. The term is used to include such situations as when an NYU student in New York goes away to study in Washington, DC.

Do not use the following words when describing NYU:

GNU  HUB
NODES  PORTALS
SPOKE

GLOBAL NETWORK UNIVERSITY

“Global Network University” (capitalized) is used to refer to only the strategy, paradigm, or vision of NYU’s educational experience. The term is used rarely. The acronym “GNU” is never used.
### TEMPLATES FOR USE WITH THE NYU SILVER IDENTITY

<table>
<thead>
<tr>
<th>Template Type</th>
<th>Size</th>
<th>Colors</th>
<th>Paper Quality</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Letterhead</td>
<td>8.5 x 11</td>
<td>2 color: PMS 2597 and Black</td>
<td>Strathmore Premium 100 PC White</td>
<td>Option 1: 24# Writing, Option 2: 80# Text</td>
</tr>
<tr>
<td>B. #10 Commercial Envelope</td>
<td>9.5 x 4.125</td>
<td>2 color: PMS 2597 and Black</td>
<td>Strathmore Premium 100 PC White</td>
<td>Option 1: 24# Writing, Option 2: 80# Text</td>
</tr>
<tr>
<td>C. #10 Window Envelope</td>
<td>9.5 x 4.125</td>
<td>2 color: PMS 2597 and Black</td>
<td>Strathmore Premium 100 PC White</td>
<td>24# Writing</td>
</tr>
<tr>
<td>D. Business Cards</td>
<td>3.5 x 2</td>
<td>2 color: PMS 2597 and Black</td>
<td>Strathmore Premium 100 PC White</td>
<td>Option 1: 100# Cover, Option 2: 130# Cover</td>
</tr>
<tr>
<td>E. Notepad</td>
<td>5 x 8</td>
<td>2 color: PMS 2597 and Black</td>
<td>Strathmore Premium 100 PC White</td>
<td>80# Text</td>
</tr>
<tr>
<td>F. Compliments Slip</td>
<td>4 x 6, folds to 4 x 5</td>
<td>2 color: PMS 2597 and Black</td>
<td>Strathmore Premium 100 PC White</td>
<td>100# Cover</td>
</tr>
<tr>
<td>G. Buckslip</td>
<td>4 x 6.5</td>
<td>2 color: PMS 2597 and Black</td>
<td>Strathmore Premium 100 PC White</td>
<td>80# Text</td>
</tr>
<tr>
<td>H. Stickers</td>
<td>5.5 x 4</td>
<td>2 color: PMS 2597 and Black</td>
<td>Strathmore Premium 100 PC White</td>
<td></td>
</tr>
<tr>
<td>I. Monarch Letterhead</td>
<td>7.25 x 10.5</td>
<td>2 color: PMS 2597 and Black</td>
<td>Strathmore Premium 100 PC White</td>
<td>Option 1: 24# Writing, Option 2: 80# Text</td>
</tr>
<tr>
<td>J. Monarch Envelope</td>
<td>7.5 x 3.875</td>
<td>2 color: PMS 2597 and Black</td>
<td>Strathmore Premium 100 PC White</td>
<td>Option 1: 24# Writing, Option 2: 80# Text</td>
</tr>
<tr>
<td>K. 13 x 10 Envelope (horiz default)</td>
<td>7.5 x 3.875</td>
<td>2 color: PMS 2597 and Black</td>
<td>Strathmore Premium 100 PC White</td>
<td>Horizontal and Vertical Opening, Paper: white and craft</td>
</tr>
<tr>
<td>L. 12 x 9 Envelope (horiz default)</td>
<td>7.5 x 3.875</td>
<td>2 color: PMS 2597 and Black</td>
<td>Strathmore Premium 100 PC White</td>
<td>Horizontal and Vertical Opening, Paper: white and craft</td>
</tr>
<tr>
<td>M. 9 x 6 Envelope (horiz default)</td>
<td>7.5 x 3.875</td>
<td>2 color: PMS 2597 and Black</td>
<td>Strathmore Premium 100 PC White</td>
<td>Horizontal and Vertical Opening, Paper: white and craft</td>
</tr>
</tbody>
</table>

### WORD TEMPLATES

Word templates are available for download at http://socialwork.nyu.edu/faculty-and-staff/logos-and-templates.html
Dear Mr. Pleasant,


Sincerely,

Full Name, Title
Contact Details if needed

PEGGY MORTON
Clinical Associate Professor of Social Work/Interim Assistant Dean, Field Learning & Community Partnerships Coordinator
Undergraduate Field and Service Learning
Ehrenkranz Center
1 Washington Square North
New York, NY 10003
P: 212 998 5996
M: 917 000 0000
F: 212 998 0000
peggy.morton@nyu.edu
socialwork.nyu.edu

NAME FIELD
Title/Department Field One
Title/Department Field Two
School Name
City, State, Zip
P: 000 000 000
M: 000 000 0000
F: 000 000 0000
email Field
website URL

Minimum Title/Department Field

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: 000 000 000
M: 000 000 0000
F: 000 000 0000
demail Field

Maximum Title/Department Field
#10 COMMERCIAL ENVELOPE AND #10 WINDOW ENVELOPE

[Diagram of #10 Commercial Envelope]

[Diagram of #10 Window Envelope]