NYU Stern Tagline Usage Standards

February 2012

AN EDUCATION IN **POSSIBLE**

In February 2012 NYU Stern launched *An Education in Possible* as its official tagline for use in internal and external communications, where applicable, for all programs including student related offices within Stern. Its usage is to instill the values and intent of the brand, as defined below.

NYU Stern Vision
Develop people and ideas that transform the challenges of the 21st century into opportunities to create value for business and society.

Rooted in our vision
At Stern we believe that business can be, and needs to be, one of the strongest forces for value creation and an improved world. To develop people and ideas that can improve the world in the 21st century, Stern needs to not only impart knowledge but change mindsets. We want our students to redefine value creation in the broadest sense possible: for themselves, their organization and for broader society, opening up new possibilities for what business can achieve. The Stern experience is an opportunity for students to equip themselves for a world that is yet to be imagined and define how they want to make an impact. The journey at Stern is not just about learning – it's about new possibilities.

Aligned with our brand character
An Education in Possible is forward looking, optimistic, linked to the spirit of NYC and Stern's own heritage as a place where people come to improve their lives. It implies overcoming a roadblock, or solving a problem with energy and creativity.

Supportive of NYU
John Sexton frequently describes NYU's "attitudinal endowment" as one of the qualities that sets us apart from other elite schools. We have a vision for the future and have dared to make decisions that break from the past, becoming the first globally networked university that will make possible a free flow of ideas, faculty and students around the world.

Empowering to students
Students need to be a partner in their education, not just a consumer of knowledge but a creator of possibilities.

Stern is where An Education in Possible begins.

NEW YORK UNIVERSITY
NYU
STERN
LEONARD N. STERN
SCHOOL OF BUSINESS

Tagline Usage Standards
Guidelines for Usage

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An Education in **Possible**

AN EDUCATION IN **POSSIBLE**

An Education in Possible

This standards toolkit provides guidance on proper tagline usage in an effort to promote consistency and build the brand.

> The tagline may be used on communication materials.

> The spirit of the tagline usage is to build awareness of our brand position but not to diminish its value through over usage. It should not be used repeatedly in one place and should not be used as a campaign theme.

> If used, the tagline needs to appear with, but is positioned independently of, the logo. The tagline should be no larger than the logo to respect the brand hierarchy, and should be considered as a conclusion vs. a primary message, except when used as the brand positioning for select programs (see below). For example, in the case of DART's Dean's Report, they could use the logo and tagline in conjunction with their campaign theme, "Imagine the Possibilities."

> For programs, specifically Full-time MBA and Undergraduate, that embody An Education in Possible as their program positioning, they can use the tagline with the logo as their primary messaging in lieu of a campaign theme, while still respecting the logo/tagline hierarchy. The content that follows should pay off the tagline.

Where the logo has specific usage restrictions, the tagline is intended to be more expressive and gestural in its application, although should follow these recommendations:

> The tagline is never to be locked up with the logo, but should complement it within the composition of the item.

> The tagline is to be constructed out of the brand type family: Sabon or Gotham, dependent on layout and item character.

> Emphasis is to be given to the word "possible" through typographic (such as boldface) or color shift.

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Tagline Usage Standards
Tagline Treatments

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Each version of the tagline will visually relate to one another. Each typographic element will have identical kerning and leading to retain cohesiveness.

To ensure that the eye is drawn to the tagline, it is important that it be spaced on the page appropriately, along with all other graphic elements. A minimum amount of clear space should be maintained to ensure optimum legibility and emphasis. This area of isolation, identified by "x," is based on the cap-height of the letters in the tagline. The black line identifies the area of isolation. The magenta dotted line shows how each isolation area lines up to one another.

There are five color combinations for use of the tagline with its respective background color (see below). We encourage the use of one of these five treatments. For necessary deviations in background color, the tagline word color must match one of the approved uses and the background color must not diminish the contrast with the tagline color (i.e., the tagline must pop). Keep the isolation area free of other imagery, graphic elements, typography and page trim. These guidelines apply to all usage in conjunction with any other elements.

Treatment 1
White Background

Gotham:
Upper Case (UC),
Sentence Case (SC)
Weights:
Light, Book, Bold, Medium
Colors:
Print:
PMS 2597 U (Purple)
PMS Cool Gray 11 U (Gray)
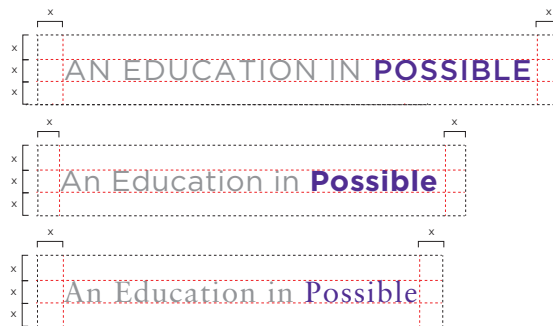Digital:
HEX: 57068C (Purple)
HEX: BABCBE (Gray)
Sabon:
Sentence Case (SC)
Weights:
Book, Bold

AN EDUCATION IN **POSSIBLE**

An Education in **Possible**

An Education in Possible

Gotham Files: Tag_PMS_White_Gray_2597_Gotham_UC.eps / .jpg
                 Tag_RGB_HexFFFFFF_HexBABCBE_Hex57068C_Gotham_UC.eps / .jpg
                 Tag_PMS_White_Gray_2597_Gotham_SC.eps / .jpg
                 Tag_RGB_HexFFFFFF_HexBABCBE_Hex57068C_Gotham_SC.eps / .jpg

Sabon Files: Tag_PMS_White_Gray_2597_Sabon_SC.eps / .jpg
                 Tag_RGB_HexFFFFFF_HexBABCBE_Hex57068C_Sabon_SC.eps / .jpg

Gotham:
Upper Case (UC),
Sentence Case (SC)
Weights:
Light, Book, Bold, Medium
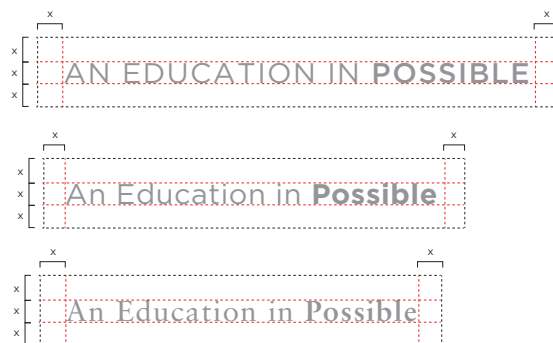**Colors:**
Print:
PMS Cool Gray 11 U (Gray)
Digital:
HEX: BABCBE (Gray)
Sabon:
Sentence Case (SC)
Weights:
Book, Bold

AN EDUCATION IN POSSIBLE

An Education in **Possible**

An Education in Possible

Gotham Files: Tag_PMS_White_Gray_Gotham_UC.eps / .jpg
                 Tag_RGB_HexFFFFFF_HexBABCBE_Gotham_UC.eps / .jpg
                 Tag_PMS_White_Gray_Gotham_SC.eps / .jpg
                 Tag_RGB_HexFFFFFF_HexBABCBE_Gotham_SC.eps / .jpg

Sabon Files: Tag_PMS_White_Gray_Sabon_SC.eps / .jpg
                 Tag_RGB_HexFFFFFF_HexBABCBE_Sabon_SC.eps / .jpg

NOTE: Sabon Taglines are only to be used on white backgrounds

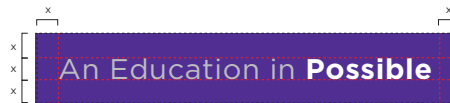**Treatment 2**

Purple Background

Gotham:

Upper Case (UC),

Sentence Case (SC)

Weights:

Light, Book, Bold
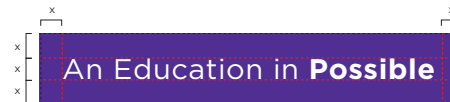
Colors:

PMS 2597 U (Purple)

PMS Cool Gray 6 U (Gray)

White

HEX: 57068C (Purple)

HEX: FFFFFF (White)

HEX: C9CACC (Gray)

Gotham:

Upper Case (UC),

Sentence Case (SC)

Weights:

Light, Book, Medium, Bold

Colors:

PMSWhite

White

HEX: FFFFFF (White)
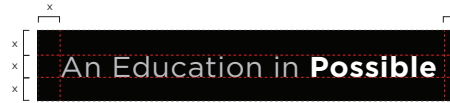
Treatment 3

Black Background

Gotham:

Upper Case (UC),

Sentence Case (SC)

Weights:

Light, Book, Medium, Bold

Colors:

PMS Cool Gray 6 U (Gray)

White

HEX: FFFFFF (White)

HEX: C9CACC (Gray)

AN EDUCATION IN POSSIBLE

An Education in **Possible**

Files:

Tag_PMS_2597_Gray_White_Gotham_UC.eps / .jpg

Tag_RGB_Hex57068C_HexCBCACC_HexFFFFFF_Gotham_UC.eps / .jpg

Tag_PMS_2597_Gray_White_Gotham_SC.eps / .jpg

Tag_RGB_Hex57068C_HexCBCACC_HexFFFFFF_Gotham_SC.eps / .jpg

AN EDUCATION IN **POSSIBLE**

An Education in **Possible**

Files:

Tag_PMS_2579_White_Gotham_UC.eps / .jpg

Tag_RGB_Hex57068C_HexFFFFFF_Gotham_SC.eps / .jpg

Tag_PMS_2579_White_Gotham_SC.eps / .jpg

Tag_RGB_Hex57068C_HexFFFFFF_Gotham_SC.eps / .jpg

AN EDUCATION IN **POSSIBLE**

An Education in **Possible**

Files:

Tag_PMS_BlackU_Gray_White_Gotham_UC.eps / .jpg

Tag_RGB_Hex000000_HexCBCACC_HexFFFFFF_Gotham_UC.eps / .jpg

Tag_PMS_BlackU_Gray_White_Gotham_SC.eps / .jpg

Tag_RGB_Hex000000_HexCBCACC_HexFFFFFF_Gotham_SC.eps / .jpg

AN EDUCATION IN **POSSIBLE**

An Education in **Possible**
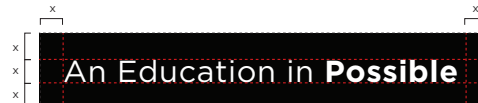
Files:

Tag_PMS_BlackU_White_Gotham_UC.eps / .jpg

Tag_RGB_Hex000000_HexFFFFFF_Gotham_UC.eps / .jpg

Tag_PMS_BlackU_Gray_Gotham_SC.eps / .jpg

Tag_RGB_Hex000000_HexFFFFFF_Gotham_SC.eps / .jpg

Tagline restrictions

The tagline is never to be slanted or angled. The sentence must read horizontal. The spacing around the tagline also has to adhere to the space requirements listed on pages 5 and 6 to keep a consistent feel through out the branding. The approved colors for the tagline treatments are featured on pages 5 and 6 .

Tagline is never to be knocked out of an image.

Tagline is never to be on a pattern.

Tagline is never to be on a background color that can diminish the color of the tagline. The tagline word color must conform to one of the approved uses on pages 5 and 6.

Tagline is never to be broken into two (or more) lines.

The primary color for NYU Stern is PMS 2597 U. Other colors used in the tagline treatment include PMS Cool Gray 11 U and PMS White. PMS Cool Gray 6 is used for knocked out typography.

Print Palette
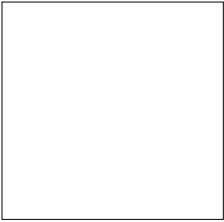
PMS 2597 U
CMYK: 85-100-0-0
RGB: 82-46-145

PMS Cool Gray 11 U
CMYK: 0-2-0-68
RGB: 113-112-115

PMS Cool Gray 6 U
CMYK: 10-7-8-0
RGB: 226-227-226

PMS White
CMYK: 0-0-0-0
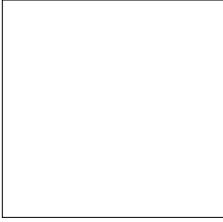RGB: 255-255-255

Digital Palette

HEX: 57068C

HEX: BABCBE

HEX: C9CACC

HEX: FFFFFF

Color shirt:

White

Colors print:

PMS 2597 U

PMS Cool Gray 11 U

White

Logo Placement:

Front, centered

Tagline Placement:

On back, centered

Color shirt:

Purple

Colors print:

White

Logo Placement:

Front, centered

Tagline Placement:

On back, centered

Color shirt:

Black

Colors print:

PMS Cool Gray 6 U

White

Logo Placement:

Front, centered

Tagline Placement:

On back, centered

Coffee Mug Color:
White
Colors print:
PMS 2597 U
PMS Cool Gray 11 U
Logo Placement:
Front, centered
Tagline Placement:
On back, centered
top to bottom, edge
to edge

Pens:
White
Purple
Colors print:
PMS 2597 U
PMS Cool Gray 11 U
White
Logo Placement:
centered
Tagline Placement:
Centered
Pt. Size minimum:
6 pts

Folders:
Purple
Colors print:
White
Logo Placement:
Cover, centered
Tagline Placement:
on right pocket,
aligned with
business card

Flash Drives:

Colors print:

PMS 2597 U

PMG Cool Gray 11 U

Logo Placement:

Front, centered

Tagline Placement:

Back, Centered

Pt. Size minimum:

6 pts

Video Screen:

Colors print:

HEX: FFFFFF (White)

HEX: C9CACC (Gray)

HEX: 57068C (Purple)

Logo Placement:

Front, centered

Tagline Placement:

Back, Centered

NOTE:

Assumes the logo

precedes the tagline in

rotation

To ensure consistency and continuity, follow the detailed specifications provided here when ordering business cards from NYU Repographics.

Size
2" high x 3.5" wide

Printing
Offset lithography

Colors
PMS 2597 U
PMS Cool Gray 11 U

Typesetting

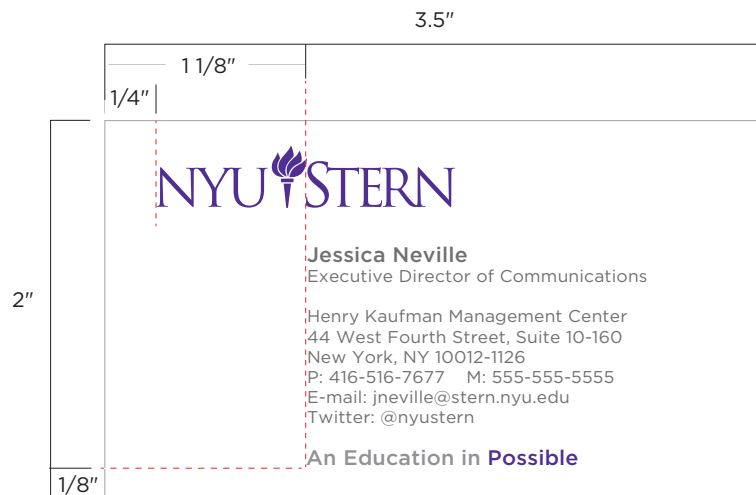**Name**
Gotham Medium
Point size: 8pt
Leading: 7.7pt

Title & Information
Gotham Book
Point size: 6.5pt
Leading: 7.7pt

3.5"

1 1/8"

1/4"

2"

1/8"

NYU STERN

Jessica Neville
Executive Director of Communications

Henry Kaufman Management Center
44 West Fourth Street, Suite 10-160
New York, NY 10012-1126
P: 416-516-7677   M: 555-555-5555
E-mail: jneville@stern.nyu.edu
Twitter: @nyustern

An Education in Possible

1/8"

NEW YORK UNIVERSITY

1/8"
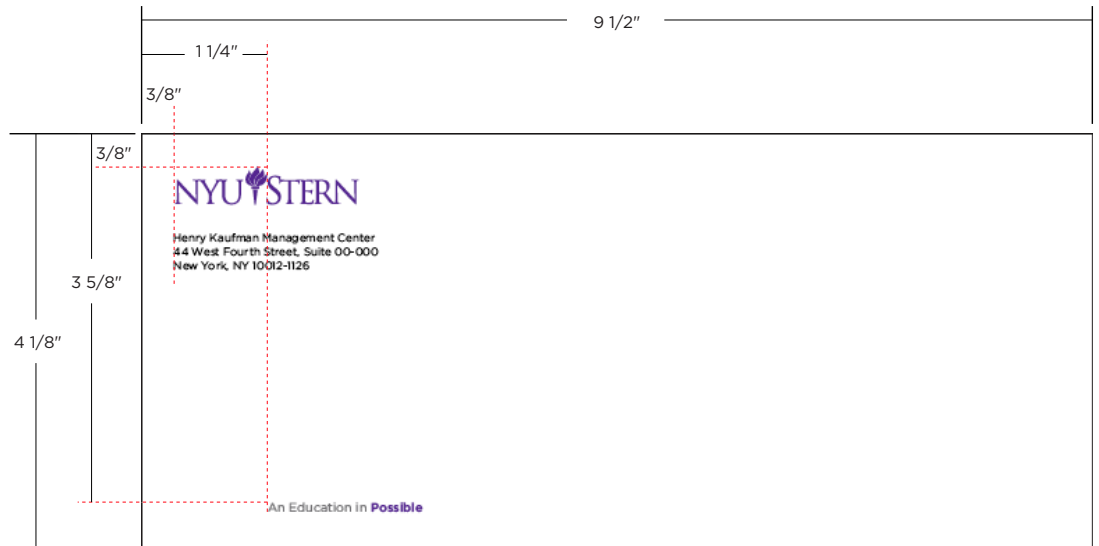
To ensure consistency and continuity, follow the detailed specifications provided here when ordering new letterhead from NYU Repographics.

Size
11" high x 8.5" wide

Printing
Offset lithography

Colors
PMS 2597 U
PMS Cool Gray 11 U
Black

Typesetting

Content Typeface:
Gotham Book
Size: 8.5 pt
Leading: 9.7 pt
Left aligned
1 7/8" from the left
side of the page

Logo Placement
3/4" from top and
left side of upper
left corner

Tag line placement
3/4" from the bottom
of the page, 1 3/4"
from the right side
of page

"An Education in"
Gotham Book
PMS Cool Gray 11 U

"Possible"
Gotham Bold
PMS 2597 U

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8 1/2"
1 7/8"
5/8"
1 1/8"
1/2"
2 1/2"
10 1/4"
11"

NYU STERN

Dear Tricia Solsaa,

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercita-tionem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Thank you,

Joanne Hvala

An Education in **Possible**

Size
9.5" x 4.125"

Logo Placement
3/8" from top and
left side of upper
left corner

Tag line placement
3/8" from the bottom
of the envelope, 1 1/4"
from the left side
of envelope

Address:
Gotham Book
Size: 8.5 pt
Leading: 9.7 pt
Left aligned
3/8" from the left
side of the envelope
"An Education in"
Gotham Book
size: 9 pt
PMS Cool Gray 11 U
"Possible"
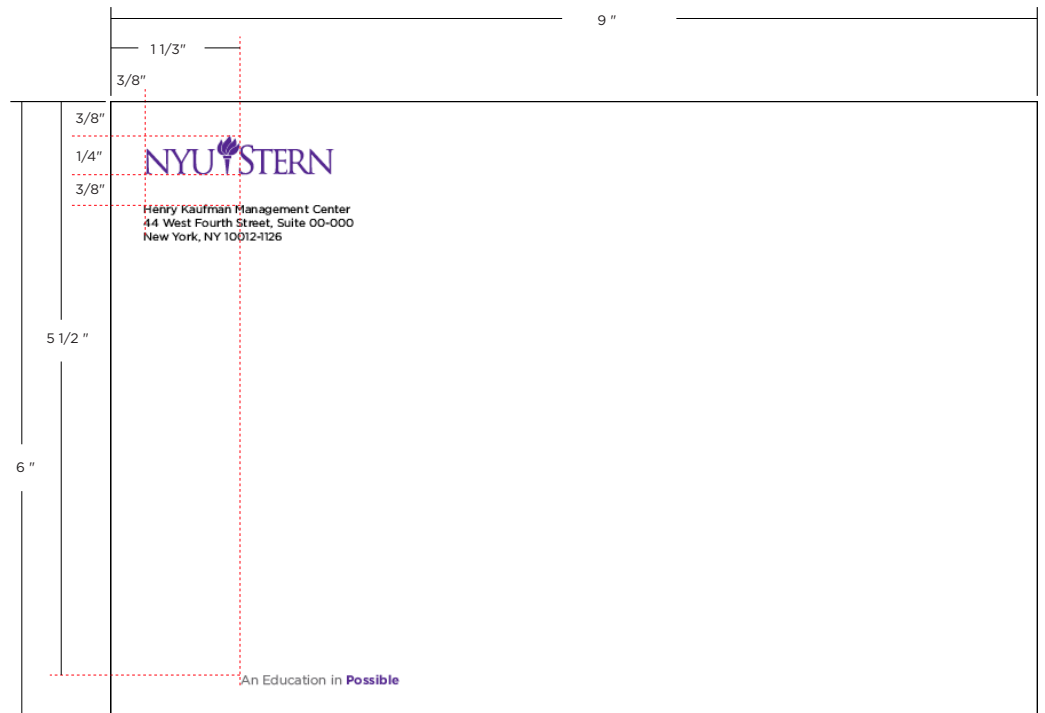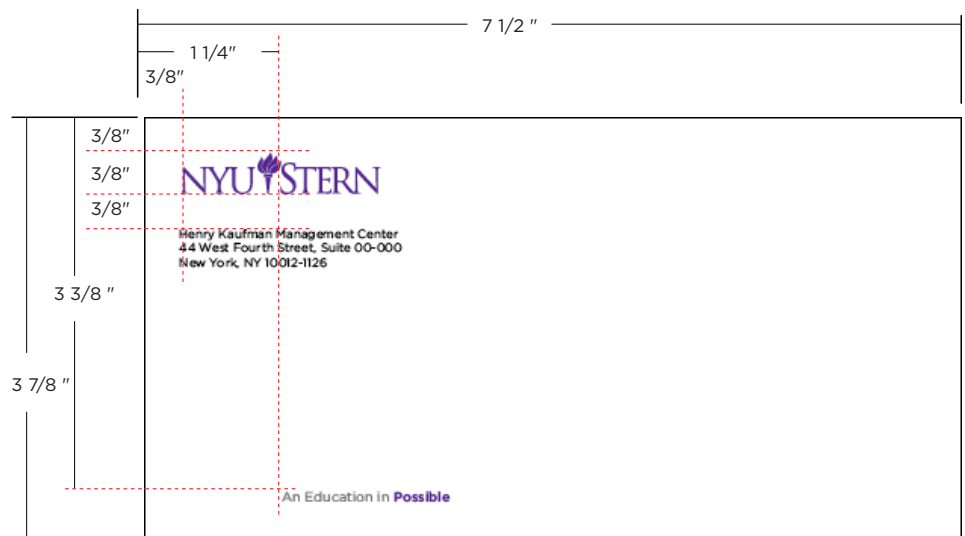Gotham Bold
size: 9 pt
PMS 2597 U

Size
6" x 9"

Logo Placement
3/8" from top and
left side of upper
left corner

Address:
Gotham Book
Size: 8.5 pt
Leading: 9.7 pt
Left aligned
3/8" from the left
side of the envelope

Tag line placement
3/8" from the bottom
of the envelope, 1 1/3"
from the left side
of envelope
"An Education in"
Gotham Book
size: 9 pt
PMS Cool Gray 11 U
"Possible"
Gotham Bold
size: 9 pt
PMS 2597 U

To ensure consistency and continuity, follow the detailed specifications provided here when ordering new letterhead from NYU Repographics.

Envelope #10

Envelope (6" x 9")

To ensure consistency and continuity, follow the detailed specifications provided here when ordering new letterhead from NYU Repographics.

Size
7.5" x 3.875"

Logo Placement
3/8" from top and
left side of upper
left corner

Address:
Gotham Book
Size: 8.5 pt
Leading: 9.7 pt
Left aligned
3/8" from the left
side of the page

Tag line placement
3/8" from the bottom
of the envelope, 1 1/4"
from the left side
of envelope
"An Education in"
Gotham Book
size: 9 pt
PMS Cool Gray 11 U
"Possible"
Gotham Bold
size: 9 pt
PMS 2597 U

Monarch (7.5" x 3.875")

Henry Kaufman Management Center
44 West Fourth Street, Suite 00-000
New York, NY 10012-1126

An Education in **Possible**

NEW YORK UNIVERSITY
NYU
STERN
LEONARD N. STERN
SCHOOL OF BUSINESS

Colors:
HEX: BABCBE (Gray)
HEX: 57068C (Purple)

Signature:
Arial
Point size: 12pt

Name of sender:
Weight: Bold

Tagline:
Point size: 14pt

"An Education in"
Weight: Roman
HEX: BABCBE (Gray)

"Possible"
Weight: Bold
HEX: 57068C (Purple)

Alignment:
Flush left

Subject:	Project Status

Thank you for the update. We look forward to seeing the next rounds of proofs.

Best regards,

Jessica Neville
Executive Director of Communications

NYU Stern
44 West Fourth Street, Suite 10-160
New York, NY 10012-1126
Phone: 416-516-7677
Mobile: 555-555-555
E-mail: jneville@stern.nyu.edu

An Education in **Possible**

To ensure a standard visual appearance, and maintain a consistent approach for all individuals regardless of mail software/applications, we suggest using live text for signatures. Live text will read the same on every server as well as show up and not become an attachment.

Signature:
Arial
Point size: 12pt

Name of sender:
Weight: Bold

Tagline:
Point size: 14pt

"An Education in"
Weight: Roman
HEX: BABCBE (Gray)

"Possible"
Weight: Medium
HEX: 57068C (Purple)

Alignment:
Flush left

Cc:	
Subject:	Project Status

Thank you for the update. We look forward to seeing the next rounds of proofs.

Best regards,

Jessica Neville
Executive Director of Communications

NYU Stern
44 West Fourth Street, Suite 10-160
New York, NY 10012-1126
Phone: 416-516-7677
Mobile: 555-555-555
E-mail: jneville@stern.nyu.edu
Follow us on Twitter: @nyustern

An Education in **Possible**

1. Sign into your Stern Gmail account and go to the main Mail page.
2. Click the lower of the two gear icons at the upper right of the screen to open the **Mail Settings drop-down menu.**
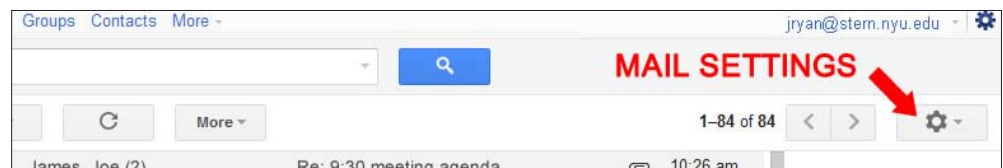
Click **Settings** in the drop-down menu:
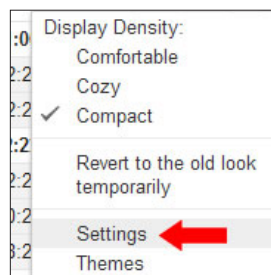
3. On the **General** tab, look for the **Signature** section. Click in the box below the toolbar.

4. Type your signature text in the box. Add the tagline ("An Education in Possible")
at the bottom of the signature.
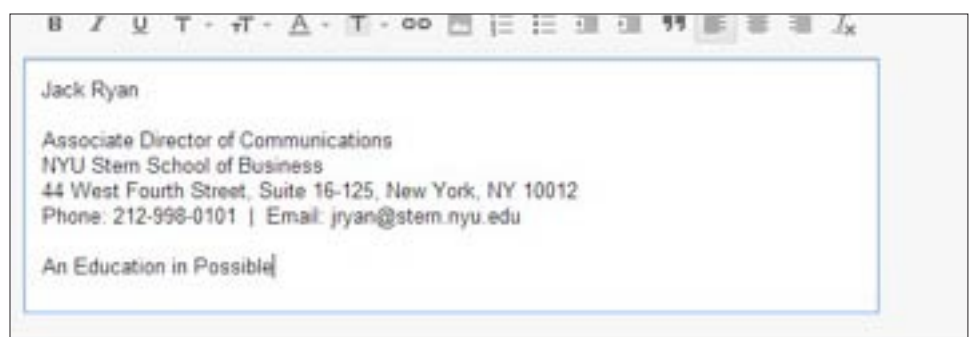
5. Now you will style the signature text. First, highlight all the text in the signature box.
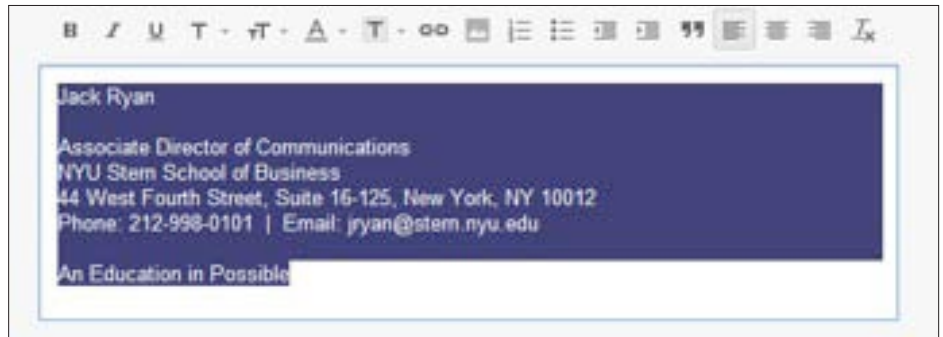
6. Next, click the Text Color drop-down in the toolbar.

7. Choose the fourth square from the left on the top row (the grey color labeled RGB 153,153,153).
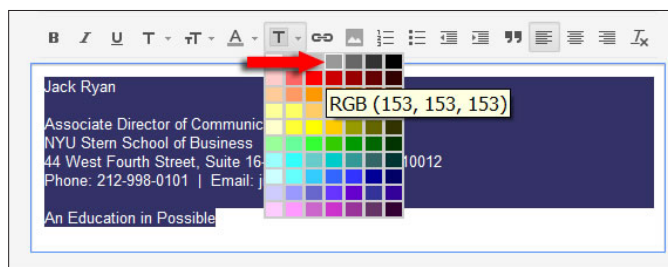
The entire text of your signature will now be grey.

8. Next, you will style the size of the tagline. Highlight the tagline alone.
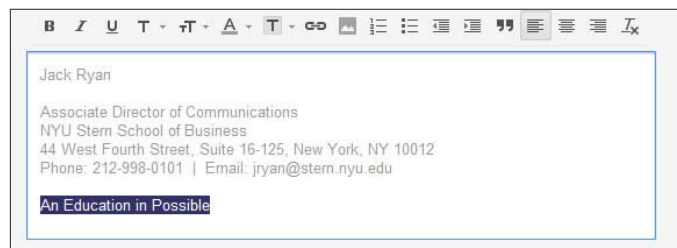
9. Click the **Font Size** button in the toolbar and select **Large.** The tagline will now appear larger than the rest of the signature.
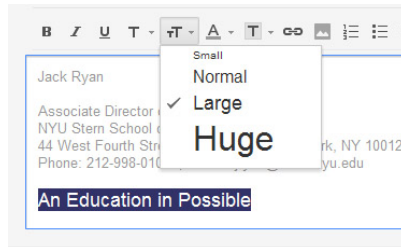
10. Now you will add emphasis to the word "Possible" by changing the font color. First, highlight the word "Possible" alone.
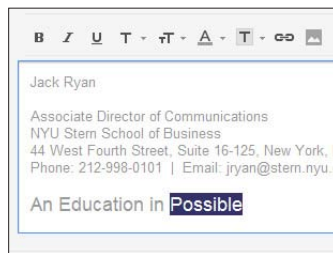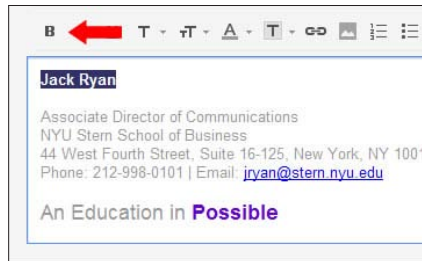

11. Click the **Text color** button.
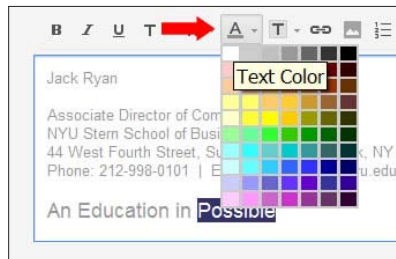
12. Select the purple square marked **RGB 102,0,204** (in the second-to-last row). The word "Possible" will now be purple.
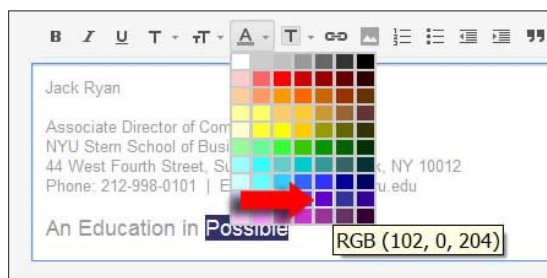
13. With the word "Possible" still highlighted, click the **B** button to apply boldfacing to that word alone.
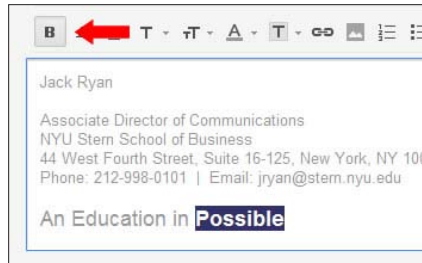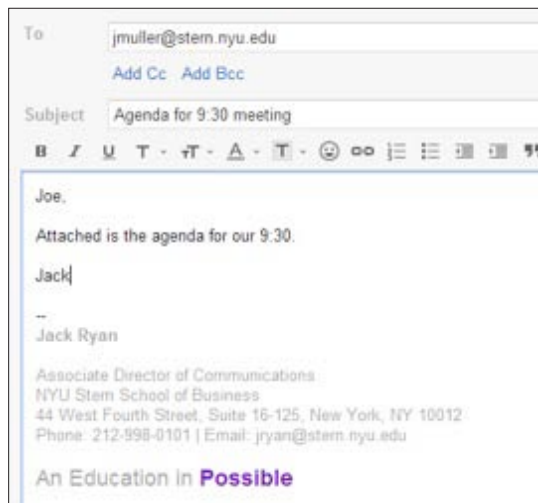

14. Finally, you will add boldface to your name. Highlight your name, and click the **B** button to apply boldfacing.
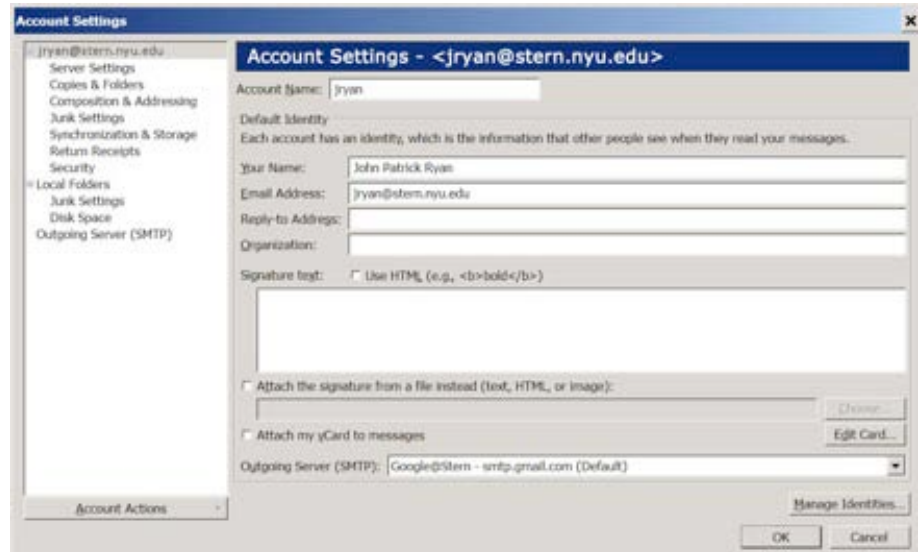

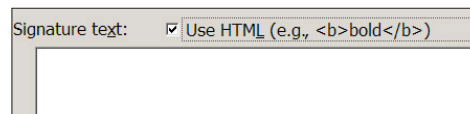15. Scroll down to the bottom of the page and click **Save Changes.**

16. The finished email signature will now be appended to all outgoing messages that you send via the Gmail web interface:

1. In Thunderbird, go to **Tools > Account Settings.**

2. Next to **Signature text,** click the **Use HTML** checkbox.

3. You will now paste in the text of your signature along with HTML markup that will style the text according to the usage standards.

Copy and paste the following into the signature box, substituting your contact information where appropriate:

```
<p style="color: #babcbe; font-family: Arial, sans-serif; font-size: 12pt;">
<span style="font-weight: bold;">Jack Ryan</span><br><br>
Associate Director of Communications<br>
NYU Stern School of Business<br>
44 West Fourth Street, Suite 16-125, New York, NY 10012<br>
Phone: 212-998-0101 | Email: jryan@stern.nyu.edu<br>
Follow us on Twitter <a href="http://www.twitter.com/nyustern"
style="color: #babcbe">@NYUStern</a></p>
<p style="color: #babcbe; font-family: Arial, sans-serif; font-size: 14pt;">
An Education in <span style="color: #57068c; font-weight: bold;">Possible</span></p>
```

4. Click OK when finished editing. The email signature will now be appended at the bottom of each message that you send in Thunderbird:
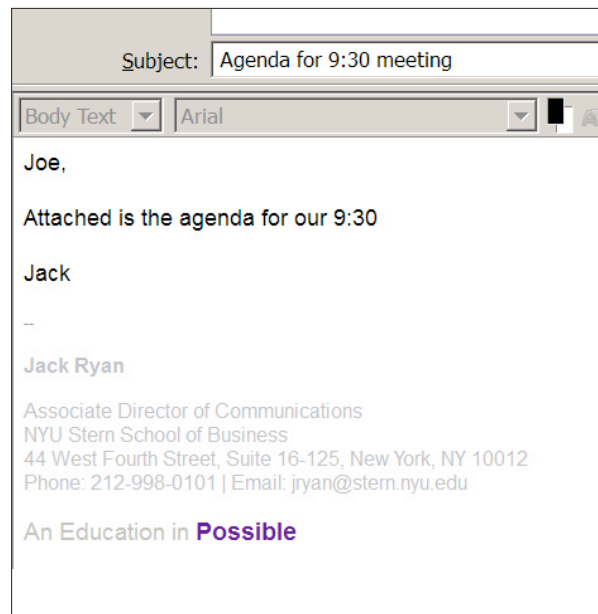
Single Image Cover

Tagline Usage:
on cover and back
page only

Tagline alignment:
Align with Stern

Digital Color:
HEX: 57068C (Purple)
HEX: BABCBE (Gray)
HEX: FFFFFF (White)

Multiple Image Layout

Tagline Usage:
on cover and back
page only

Tagline alignment:
Align with Stern

Digital Color:
HEX: 57068C (Purple)
HEX: BABCBE (Gray)
HEX: FFFFFF (White)

At the beginning of a screen series or video, the logo precedes the tagline. When ending a screen series or video, the tagline precedes the logo.

NYU Stern tagline

Alignment:
Centered top to
bottom, left to right

Digital Color:
HEX: 57068C (Purple)
HEX: BABCBE (Gray)
HEX: FFFFFF (White)

AN EDUCATION IN **POSSIBLE**

NYU Stern Logo

Alignment:
Centered top to
bottom, left to right

Digital Color:
HEX: 57068C (Purple)
HEX: FFFFFF(White)

NYU STERN

NYU Stern tagline

Alignment:

Centered top to
bottom, left to right

HEX: FFFFFF(White)
HEX: 57068C (Purple)

AN EDUCATION IN **POSSIBLE**

NYU Stern Logo

Alignment:

Centered top to
bottom, left to right

HEX: FFFFFF(White)
HEX: 57068C (Purple)

Footers

Color:
HEX: FFFFFF (White)
HEX: 57068C (Purple)
HEX: BABCBE (Gray)

Banner Size:
640 px X 100 px

An Education in **Possible**

File: EFooter_HexFFFFFF_Standard_Gotham_SC.jpg

AN EDUCATION IN **POSSIBLE**

File: EFooter_HexFFFFFF_Standard_Gotham_UC.jpg

An Education in Possible

File: EFooter_HexFFFFFF_Standard_Sabon_SC.jpg

Area of Isolation/Trapping Line: The area surrounding the logo, mandated so that it can best be displayed without being encumbered by other material, typographic or illustrative.

Attribute(s): The tangible and intangible brand characteristics, measured in terms of strengths and weaknesses, facts and opinions.

Brand: The brand is the entire experience that audiences have with an organization. It's what an institution stands for, a promise you make, and the personality you convey. Many components make up the brand including the logo, the name or slogan, typography, graphic design, photography and color scheme.

Brand Architecture: The organization and structure of a brand portfolio which details the relationship between a parent institution, it's colleges and schools and/or sibling institutions.

Collateral: Promotional materials used to present information about an institution and its capabilities, products or services.

Graphic Design: Also known as visual design, graphic design refers to layout of information using elements such as color, imagery and typography. Unlike fine art which focuses on self expression, graphic design addresses third party visual communications.

Lock-up: The formalized position/relationship of the brand's logo and subsidiary information such as schools, college and donor/supporter.

Logo: Any unique mark or symbol or design serving as an identifier, sometimes in combination with a word (officially representing a brand).

Mark: A visual identifier beyond a verbal description, in the case of NYU, the torch is the mark.

Institutional Brand: A strong, parent brand that can stand alone to represent the core institution or be used to support allied products/services by sharing its brand identity.

Positive/Negative: Refers to positive black or dark color letters on white (or lighter color). Negative, or dropped out letters, are lighter letters against a darker background

Slogan: Written in phrase or sentence structure, slogans are a component of brand awareness. Unlike taglines, slogans change with each brand awareness campaign.

Tagline: A short descriptor coupled with the brand name. The function of a tagline is to define market space/brand position. Unlike slogans, taglines are only changed when the brand repositions itself by changing its strategic focus.

Typography: Type style(s) specified for any/all brand communications. Typographic standards may use existing fonts, or they may specify a modified or custom-designed font to enhance the brand message.