Visual Identity
Style Guide

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## NYU Stern Brand

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Dear Colleagues,

A strong and consistent visual brand identity is critical for any brand, but particularly important for New York University and Stern as we continue to reach new audiences, through new media, in countries near and far.

The guidelines that follow will help to establish more harmony and consistency across Stern’s centers, departments and programs and across the schools at NYU. In short, these guidelines will help drive stronger brand recognition. Furthermore, a unified, consistent identity, including the Stern logo and the tagline, provides a strong brand framework around our vision to develop people and ideas that transform the problems of the 21st century into opportunities to create value for business and society.

It is with this shared vision in mind that Stern, in collaboration with NYU, takes a step forward with a new Stern logo.

Beth Murray
Chief Marketing Officer
All versions of the logo include the institutional mark (torch in the box) and:
• Align the NYU type with the school name, separated by a thin vertical rule
• Should be reproduced in purple and black whenever possible (NYU Violet is PMS 2597 for print, #57068C for digital)
• Within the logo, Stern and the rule should never be purple
• Can appear as black-only when color is not available, or as white when used over a dark background

PRIMARY VERSION:
The primary version of the logo
• Uses the school’s common shorthand name, “NYU Stern”
• Is a strong graphical mark
• Is flexible
• Is easily recognized at a distance or in small sizes

SECONDARY VERSIONS:
Secondary versions of the logo
• Contain the expanded school name
• Provide options for vertical stacked layouts

The logo is provided as one piece of art and may not be modified in any way. Do not use another font in place of Gotham in the logo.
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 of 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.

TORCH GRAPHIC:
The torch may only be used as a graphical element accompanied by NYU as in the NYU logo.

The torch is not to be used as a stand alone design element or to be modified in any way (color, proportions, etc.).
The examples shown here demonstrate the way the logos should be used for consistency and legibility.

**Do**

- Do use white logo over dark backgrounds.
- Do use logo over backgrounds that allow the logo to read clearly.
- Do use the color logo over light backgrounds.
- Do use the white logo over dark colored backgrounds where there is strong contrast.
- Do keep the torch white in the full color logo version.

**Do Not**

- Do not use the logo over a busy background image.
- Do not use the logo over dark backgrounds where there isn’t enough contrast.
- Do not use the color logo over dark backgrounds.
- Do not use the white logo over light colored backgrounds.
- Do not allow the background to show through the torch.
NYU Stern is the business school that embraces change as our ally and prepares our students to do the same, and the master tagline: CHANGE. DARE IT. DREAM IT. DRIVE IT. reflects this.

The use of the master tagline as an endorsement is meant to instill the value and intent of the NYU Stern brand.

The master tagline can be used in internal and external communications, where applicable, by all programs and centers within NYU Stern.

**USAGE:** The master tagline is never to be locked-up with the NYU Stern logo, but should complement it by appearing in close proximity, depending on the item.

**STYLE:** The master tagline is to appear horizontally whenever possible. When horizontal space is limited, the master tagline may be used in the stacked format.

**FONT:** The master tagline is to be constructed in all caps Gotham Black and Gotham Black Italic.

**COLOR:** The master tagline can be set in all black, all white, or black and purple, depending on the background.
In keeping with the theme of change, stakeholders also have the option of using the custom tagline. The custom tagline encourages stakeholders to be creative and choose one verb from the list of 30, that best represents their role, their department, center, program, and/or initiative.

Stakeholders can choose to use the master tagline or the custom tagline, but only one tagline style can be used at a time.

**FONT:** the custom tagline is to be constructed in all caps Gotham Black and Gotham Black Italic.

**COLOR:** The custom tagline can be set in all black, all white, or black and purple, depending on the background.

**VERBS:** Individual verbs can be used interchangeably in the custom tagline only. Only the 30 verbs shown here may be used. Stakeholders may choose one verb for a custom tagline.

### CUSTOM TAGLINE VERB OPTIONS

1. ANALYZE  
2. BE  
3. CELEBRATE  
4. CHAMPION  
5. CREATE  
6. DARE  
7. DEFINE  
8. DO  
9. DREAM  
10. DRIVE  
11. EMBRACE  
12. ENVISION  
13. FUND  
14. HARNESS  
15. IGNITE  
16. INSPIRE  
17. INVENT  
18. KNOW  
19. LAUNCH  
20. LEAD  
21. LEVERAGE  
22. LIVE  
23. MAKE  
24. MANAGE  
25. MASTER  
26. ORCHESTRATE  
27. OWN  
28. SEIZE  
29. SPARK  
30. WELCOME

### CUSTOM TAGLINE COLOR OPTIONS

- **CHANGE. IGNITE IT.**
- **CHANGE. LEAD IT.**
- **CHANGE. OWN IT.**
- **CHANGE. CREATE IT.**
All forms of the tagline should adhere to a determined clear space and a minimum size.

**CLEAR SPACE:**
For legibility and prominence, ensure that clear space is maintained around all forms of the tagline. The clear space is defined by the size of the capital 'H' in Change.

Photos, text and graphic elements must follow the guidelines illustrated here and remain outside the clear space.

**MINIMUM SIZE:**
All forms of the tagline should adhere to a minimum size, determined by the cap height illustrated here.

When implementing the master tagline stacked version, the space between taglines must equal half the cap height.

For legibility and prominence, ensure sure that clear space is maintained around the master tagline stacked version.
The examples shown here demonstrate the way the master tagline should be used for consistency and legibility.

The tagline is never to appear slanted or angled. The sentence must read horizontally.

The spacing around the tagline must adhere to the clear space and minimum size requirements.

The master tagline and custom tagline should not be used alone without the NYU Stern logo appearing somewhere on the piece, but should never appear locked-up with the logo.

Do use the white tagline on a dark background. Do not use the black or black and purple tagline on a dark background.

Do use the white tagline on a background image that allows the tagline to read clearly. Do not use the tagline over a busy or light background image.

Do use the tagline as an endorsement to the NYU Stern logo. Do not use the tagline locked-up with the NYU Stern logo.

Do use the tagline in a straight line. Do not use the tagline on an angle.

Do keep the tagline as a single line. Do not break the tagline into two lines.
The color palette is designed to create a consistent and recognizable visual brand for the institution.

These colors are used on the Stern website and may be used in print materials.

Use PMS or CMYK color definitions for print, and RGB or HEX color definitions for digital.

### Primary Color Palette

- **PMS 2597 C**
  - CMYK: 85-100-0-0
  - RGB: 82-46-145
  - HEX: #572C86

- **Rich Black**
  - CMYK: 40-40-40-100
  - RGB: 
  - HEX: 

- **PMS Cool Gray 11 U**
  - CMYK: 0-2-0-68
  - RGB: 113-112-115
  - HEX: #717073

- **White**
  - CMYK: 0-0-0-0
  - RGB: 255-255-255
  - HEX: #FFFFFF

- **PMS Cool Gray 6 U**
  - CMYK: 37-30-29-0
  - RGB: 166-166-168
  - HEX: #A3A5A8

- **PMS Cool Gray 7**
  - CMYK: 43-35-35-1
  - RGB: 153-153-153
  - HEX: #999999

- **PMS Cool Gray 1 U**
  - CMYK: 10-7-8-0
  - RGB: 227-227-227
  - HEX: #E3E3E3

- **PMS 2567 U**
  - CMYK: 24-30-0-0
  - RGB: 190-161-204
  - HEX: #C09ED9

### Secondary Color Palette

- **PMS 2567 U**
  - CMYK: 24-30-0-0
  - RGB: 190-161-204
  - HEX: #C09ED9

- **PMS Cool Gray 1 U**
  - CMYK: 10-7-8-0
  - RGB: 227-227-227
  - HEX: #E3E3E3

- **PMS 426**
  - CMYK: 73-6-65-80
  - RGB: 21-21-21
  - HEX: #353535

- **PMS Cool Gray 7**
  - CMYK: 43-35-35-1
  - RGB: 153-153-153
  - HEX: #999999

### Tertiary Color Palette for Digital

- **RGB: 126-224-252**
  - HEX: #7ee0fc

- **RGB: 254-232-0**
  - HEX: #fee800

- **RGB: 62-14-132**
  - HEX: #7e0e84
Do not use another font in place of Gotham Black and Gotham Black Italic in the tagline.

For MS Word documents and MS Powerpoint presentations, Arial Black and Arial Black Italic may be used (except for in the Stern logo).

You may purchase an individual or group license of the Gotham font from typography.com.

TAGLINE TYPEFACE:

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{}:;,.’

Gotham Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{}:;,.’

WEB/MICROSOFT TEMPLATE TYPEFACE:

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{}:;,.’

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{}:;,.’

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{}:;,.’

TAGLINE TYPEFACE MICROSOFT AND EMAIL SIGNATURE:

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{}:;,.’

Arial Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{}:;,.’

TEXT TYPEFACE:

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{}:;,.’
Photos are a visual expression of the brand. Authentic images are best (vs. stock images) as well as those that depict an urban, energetic environment.

Stern has a limited number of images archived for print and digital use.

Please contact Stern Public Affairs for access to the photos.
Academic and non-academic departments are encouraged to use the Stern logo with the department name, when needed, in text.
ACADEMIC AND NON-ACADEMIC USAGE APPROACH
The social media avatar on this page is to be used only for Stern-level social media accounts (e.g. @NYUSTern Twitter account).

Other areas may use the social media avatars as shown on pages 31 and 40.

Contact the Stern Public Affairs Office for more information.

Square Avatar
- Facebook
- LinkedIn

Circle Avatar
- Instagram
- Twitter
- Pinterest
To ensure a standard visual appearance and maintain a consistent approach for all individuals regardless of Email client, we suggest using live text for signatures.

Live text will read the same on every server and will not become an attachment, providing you have the correct fonts loaded in your system.

**EMAIL SIGNATURE:**
- **Point Size:** 11 pt.
- **Name:** Arial Bold
- **Title:** Arial Regular Italic
- **Information:** Arial Regular

**MASTER OR CUSTOM TAGLINE:**
- **Point Size:** 10 pt.
- **CHANGE:** Arial Black (Black)
- **VERBS:** Arial Black Italic (NYU Purple)

The tagline should left-align with all other information in the Email signature.

Faculty, staff, and administrators may either use the master tagline or the custom tagline.

The custom tagline, which uses one of 30 individual verbs, can be used interchangeably with the master tagline. But only one tagline style may be used at a time. The custom tagline encourages stakeholders to be creative and choose a verb from the list of 30, that best represents themselves, their department, center, program, and/or initiative. The full list of verbs can be found on page 9.

**Rika Nazem**
*Senior Executive Director of Communications*
NYU Stern School of Business
Phone: 212-998-0678
Twitter: @NYUStern

**CHANGE. DARE IT. DREAM IT. DRIVE IT.**

In Gmail
- Go to Mail Settings > Settings > General > Signature and enter signature text as above, substituting your own contact information.
- From the text color menu, select RGB 102,0,204 (violet color, for “Possible”) and RGB 153,153,153 (gray color, for all other text).

In Thunderbird
- Go to Tools > Account Settings. Next to Signature Text, click the Use HTML checkbox.
- Copy and paste the following text, substituting your own contact information:

  ```html
  <p style="color: #babcbe; font-family: Arial, sans-serif; font-size: 12pt;">
  Jane Ryan<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>
  ```

Rika Nazem
Senior Executive Director of Communications
NYU Stern School of Business
Phone: 212-998-0678
Twitter: @NYUStern

**CHANGE. DARE IT. DREAM IT. DRIVE IT.**
Mobile application icons may be created using this format. Please contact the Stern Public Affairs Office for more information.
BRANDED MERCHANDISE

T-Shirts
The Stern T-shirt will be printed with custom CHANGE artwork and will have several different designs and tagline combinations.

Coffee Mug
Water Bottle

Tote Bag
Pen
Folder
NYU Stern stationery, such as business cards, letterhead, and envelopes may be ordered through NYU’s i-Buy system.

SPACING
The NYU Stern logo will appear at .75-inch from the top and left of the page.

The body of the letter should have a 2-inch margin from the top of the page and a 1-inch margin from the right-hand side of the page, and should be left-aligned with the “N” in NYU.

LETTER FONT
For the text of the letter, we recommend using Times New Roman, 11 point.

The master tagline will appear on all items left-aligned with the “N” in NYU.
A Stern-branded MS Word letterhead template is available for download on the Stern brand guidelines website.

**SPACING:**
The NYU Stern logo will appear at .75-inch from the top and left of the page.

The body of the letter should have a 2-inch margin from the top of the page and a 1-inch margin from the right-hand side of the page, and should be left-aligned with the “N” in NYU.

**LETTER FONT:**
For the customized header, use Arial formatted as per template.

For the text of the letter, we recommend using Times New Roman, 11 point.

The master tagline will appear on all items aligned with the “N” in NYU.

---

Dear Mr. Daniels,

Branding is a management concept that has gained increasing popularity in higher education institutions over the last decade. In the face of increased national and international competition, universities and colleges in all parts of the world have begun to search for a unique definition of what they are in order to differentiate themselves and attract students and faculty. A new vocabulary such as branding, corporate communications, identity, and reputation has emerged in academia, making higher education organizations more aware of the link between what they “stand for” in terms of values and characteristics, and how they are perceived.

The branding of higher education institutions occurs within a context that is characterized by an increasing transfer of “good” business practices from the private sector. Practices such as performance management, managerialism, entrepreneurialism, and new models of finance and governance are only some of the reform waves that contribute to the transformation of higher education institutions. As a result, the higher education sector now functions like an industry and the modern university now seems more like a “stakeholder university” than a “republic of scholars”.

To be clear, more than a look, logo, or letterhead, a brand is a promise that we make – and strive to keep – to our most important audiences. It is a promise that is valued to the degree that:

- Students will pay for it with tuition dollars
- Donors will support it with donated dollars
- Faculty and staff will commit their careers to it

It is this idea of promises – made and kept – that is the heart and soul of branding.

Sincerely,

Rika Nazem
Senior Executive Director of Communications
Email templates for individuals include the NYU Stern logo and the sender’s name in the subhead, left aligned, as shown.

Email templates for areas/departments include the NYU Stern logo with the department name on the same line and right aligned, as shown.

For Centers that would like to use the logo with the Center name, please see page 39.

Contact the Stern Public Affairs Office if your department or area would like an email template created.
This is one example of a PowerPoint template. The tagline should be aligned with the outer edge of the torch icon.

You may access this template on the Stern branding website.
This is an example of an event agenda.

The body copy should align with the “N” in the NYU Stern logo.

For co-branded events, the Stern logo should appear on the left and the other organization(s) on the right as depicted.

This template is available for download on the Stern branding website.
In instances where an area has an existing campaign or call to action, it is good practice to include the NYU Stern logo and the master tagline.

EXECUTIVE MBA CLASS OF 2015

JACK BOYLE, C.P.A., Senior Director, Financial Planning & Analysis, Endo Health Solutions, Inc. chose the NYU Stern Executive MBA program for its top-ranked finance specialization and rigorous general management curriculum. As a former college football player, he knew that Stern’s team-based learning culture would help him develop a solid network. A class of experienced peers, from a diverse set of industries and countries, further confirmed that NYU Stern was the best choice for him. Contact us today to learn how you can join business leaders like Jack.

CHANGE. DARE IT. DREAM IT. DRIVE IT.
Degree Programs
To closely align Stern degree programs with the NYU Stern brand, degree programs may use this logo association.

For information on global programs, see page xx.
The examples shown here demonstrate the way the degree program logos should be used for consistency and legibility.

**Do**

- Do use white logo over dark backgrounds.
- Do use logo over backgrounds that allow the logo to read clearly.
- Do use the color logo over light backgrounds.
- Do use the white logo over dark colored backgrounds where there is strong contrast.
- Do keep the torch white in the full color logo version.

**Do Not**

- Do not use the logo on dark backgrounds where there isn’t enough contrast.
- Do not use the logo over a busy background image.
- Do not use the color logo over dark backgrounds.
- Do not use the white logo over light colored backgrounds.
- Do not allow the background to show through the torch.
Degree programs may use the logo art with the close association of the Stern logo and the degree name, as shown at right.

As an alternative, degree programs may use the Stern logo with the program name in text, respecting the clear space around the logo.
This is a recommended approach for degree program social media avatars.

For more information, please contact the Stern Public Affairs Office.
Social Media

Website Banner
T-Shirt Design

Recommendations:

Front

Back

Front

Back
Coffee Mug

Water Bottle

Tote Bag
A unique joint venture of the NYU Stern School of Business and the NYU School of Law.

The Pollack Center is dedicated to enhancing an interdisciplinary legal and business education for the academic community, as well as for experienced legal and business practitioners.

For programs and events with more than one NYU school, writing the schools in text is desirable.
For Stern’s global programs, areas may use the logo associations as shown at right.
Research Centers
To closely align Stern Center name with the NYU Stern brand, Centers have this art available.

Fubon Center for Technology, Business and Innovation

Center for Business and Human Rights

Salomon Center for the Study of Financial Institutions
The examples shown here demonstrate the way the logos should be used for consistency and legibility.

**Do**

- Do use white logo over dark backgrounds.
- Do use logo over backgrounds that allow the logo to read clearly.
- Do use the color logo over light backgrounds.
- Do use the white logo over dark colored backgrounds where there is strong contrast.
- Do keep the torch white in the full color logo version.

**Do Not**

- Do not use the logo on dark backgrounds where there isn’t enough contrast.
- Do not use the logo over a busy background image.
- Do not use the color logo over dark backgrounds.
- Do not use the white logo over light colored backgrounds.
- Do not allow the background to show through the torch.
This is the recommended approach for Center social media avatars. The Stern logo and purple color are important brand attributes and the Center name is featured.
Email templates for Centers may use the Center logo association, right, or use the NYU Stern logo with Center name on the same line and right aligned, bottom right, as shown.

Contact the Stern Public Affairs Office if your department or area would like an email template created.
In instances where an area has an existing campaign or call to action, it is good practice to include the Stern logo.
Student Clubs
Club logos are expressions of each club’s personality and focus. Clubs are permitted to use their clubs’ logos.

Student clubs that are recognized by the school are encouraged to use the Stern art (right) in an endorsement position.
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.

Avatar: A graphical image that represents a person or institution, as on the Internet.

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.

Campaign: A systematic course of aggressive activities for some specific purpose: a sales campaign.

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.

The terms noted here are included to help dialog around the brand.
**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.

**Template**: A file that determines or serves as a pattern.

**Text**: The actual wording of anything written or printed.

**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.