



NYU

NEW YORK UNIVERSITY

WELCOME TO

A CAMPUS — WITHOUT WALLS.

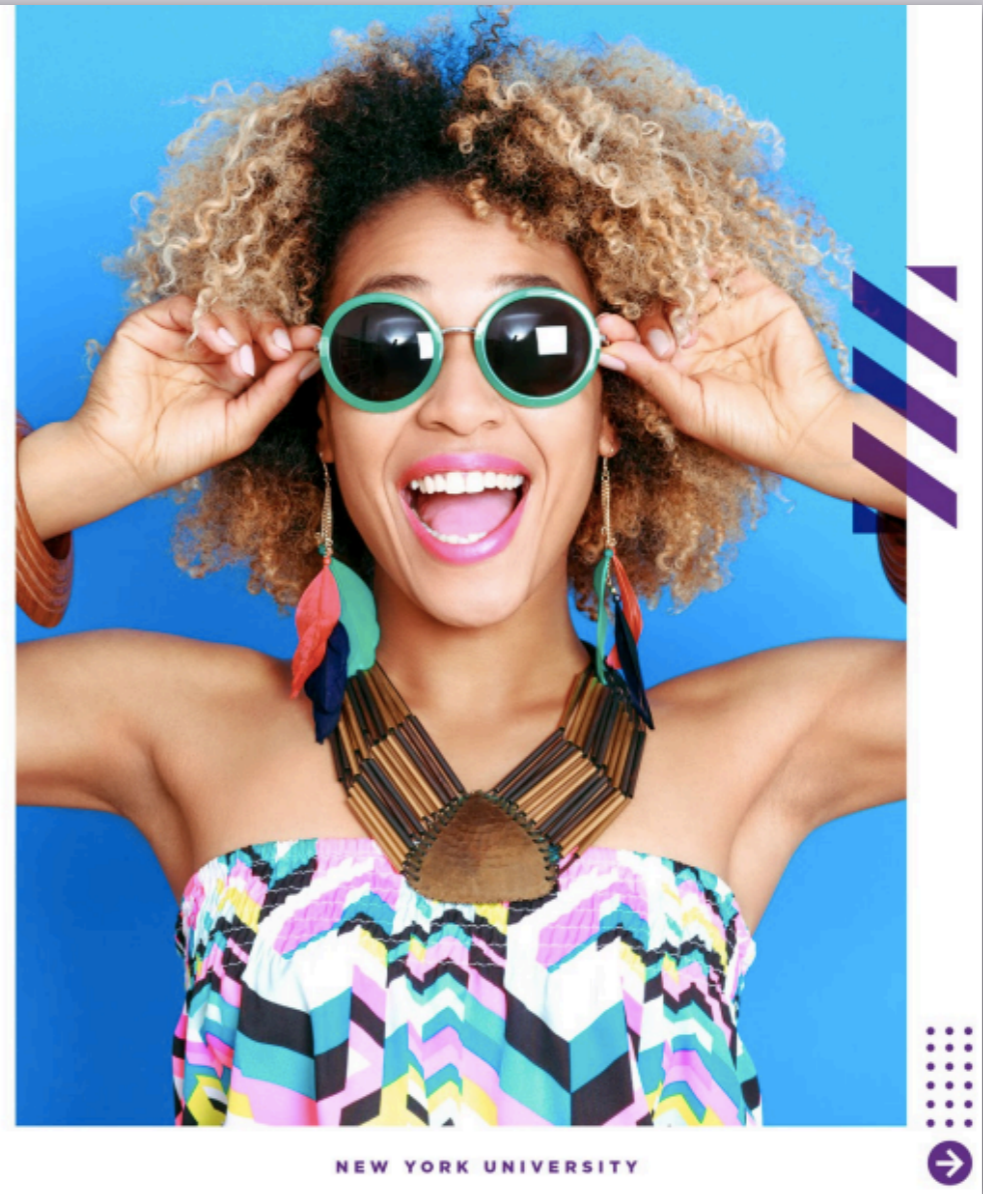


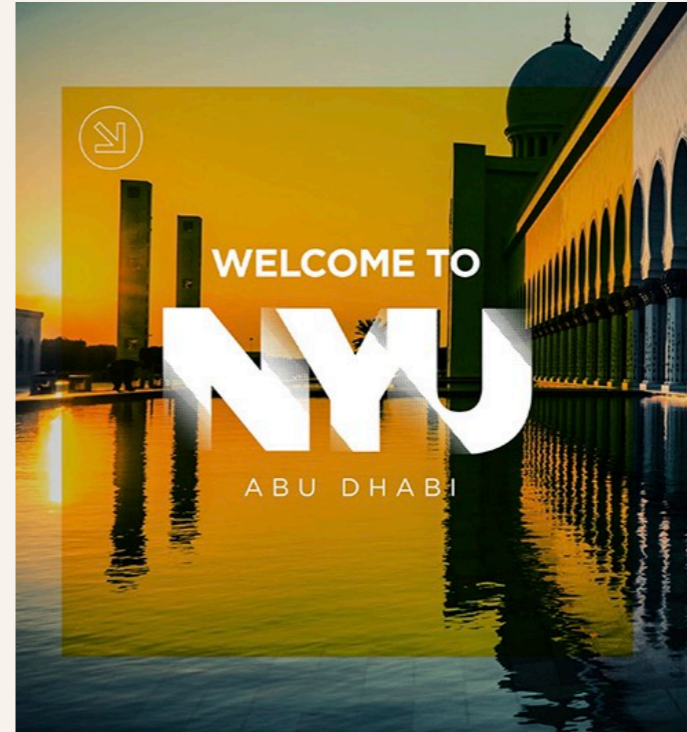
**The Earth is constantly revolving. And evolving.
The only way to keep up is to keep going.**

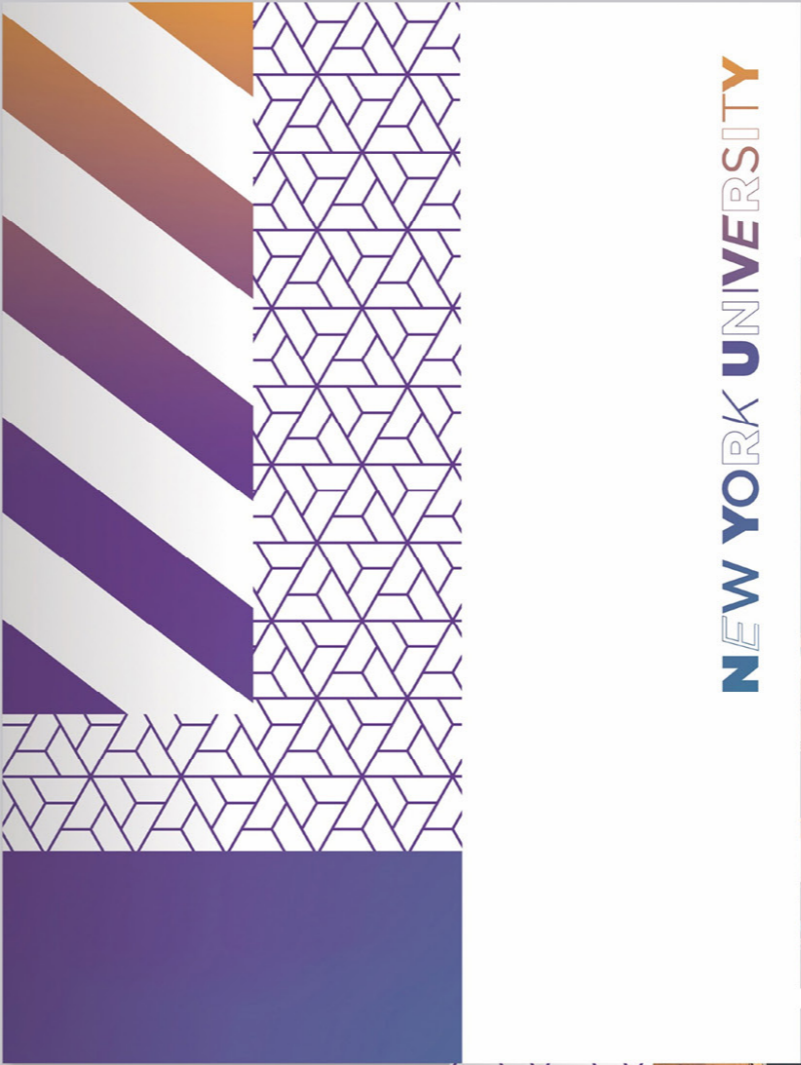
And while it's never been easier to reach the far side of the world, we don't do things because they're easy. At NYU, we do the things that need to be done. The things that nobody else can. We collect and connect students from around the world, weaving them into a network of more than 470,000 Nobel laureates, Rhodes scholars,

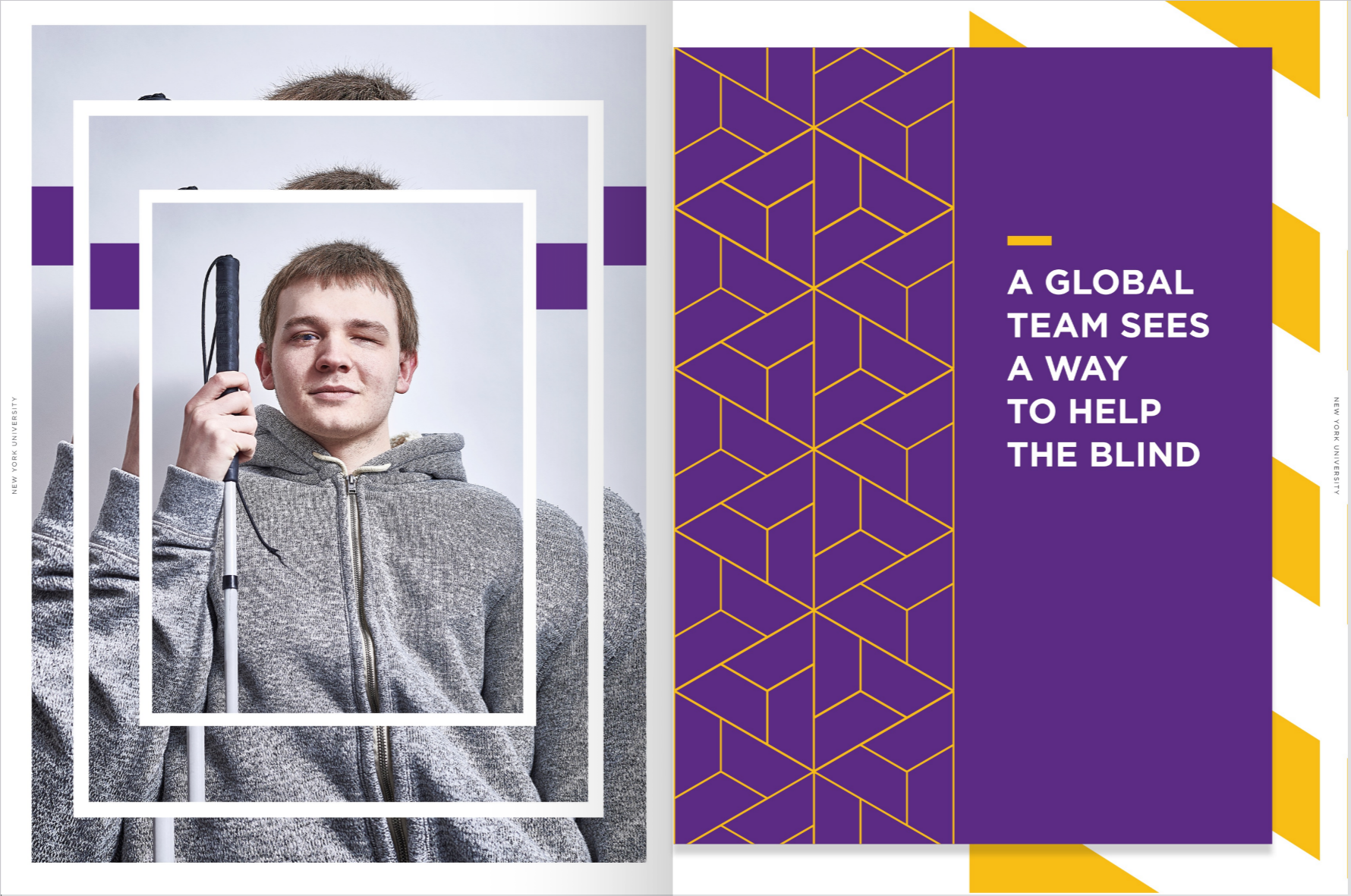
Pulitzer Prize winners, artists, politicians, entrepreneurs, and scientists who are comfortable anywhere and effective everywhere. Whether you explore the entire NYU system or make one campus your focus, the people you will meet comprise the most diverse student body on the planet. From all over the US and all over the world, NYU is making connections, making discoveries, and making a difference. As the University without walls, we provide students with a world of opportunity.

NEW YORK UNIVERSITY

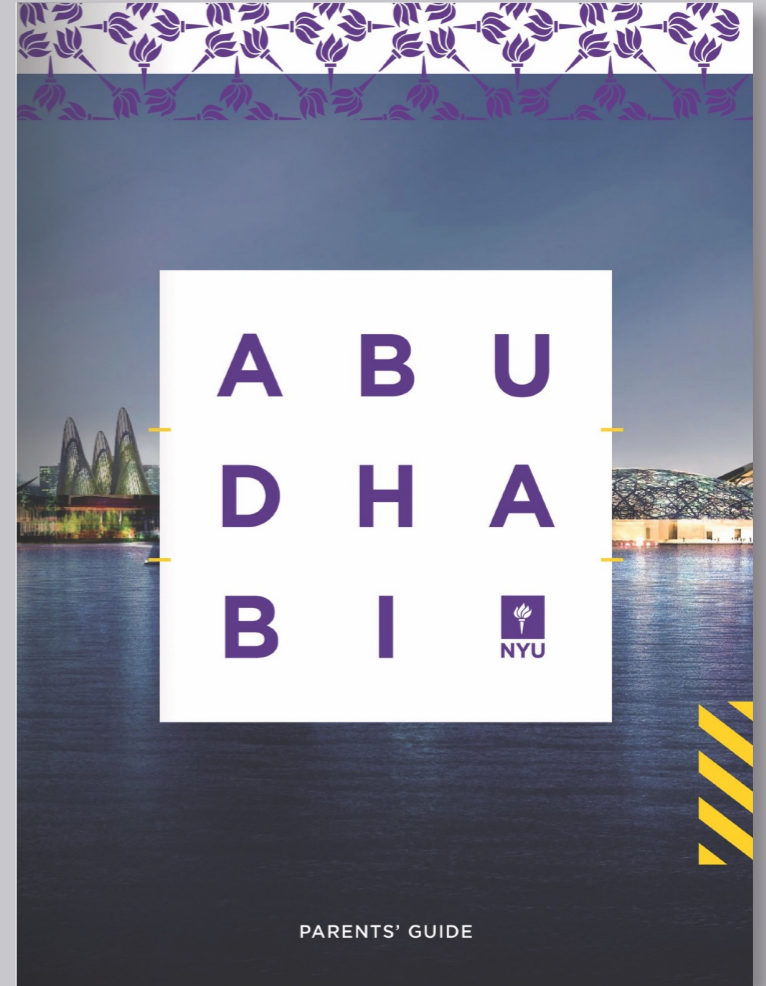








—
**A GLOBAL
TEAM SEES
A WAY
TO HELP
THE BLIND**





EAST
MEETS
WEST

EDUCATES CONNECTS BEFRIENDS MENTORS EMPLOYS SHAPES

NEW YORK UNIVERSITY

NEW YORK UNIVERSITY

NEW YORK UNIVERSITY

The global economy doesn't stop at boundaries. And neither does innovation. This emerging worldview is driving the need for a new mindset. A new type of student. Understanding this dynamic new landscape, New York University has established a new standard for higher education—one with footholds in the two largest economies on the planet.



Search

NEW YORK UNIVERSITY

Menu

ANY TIME OF DAY, ANYWHERE ON

EARTH

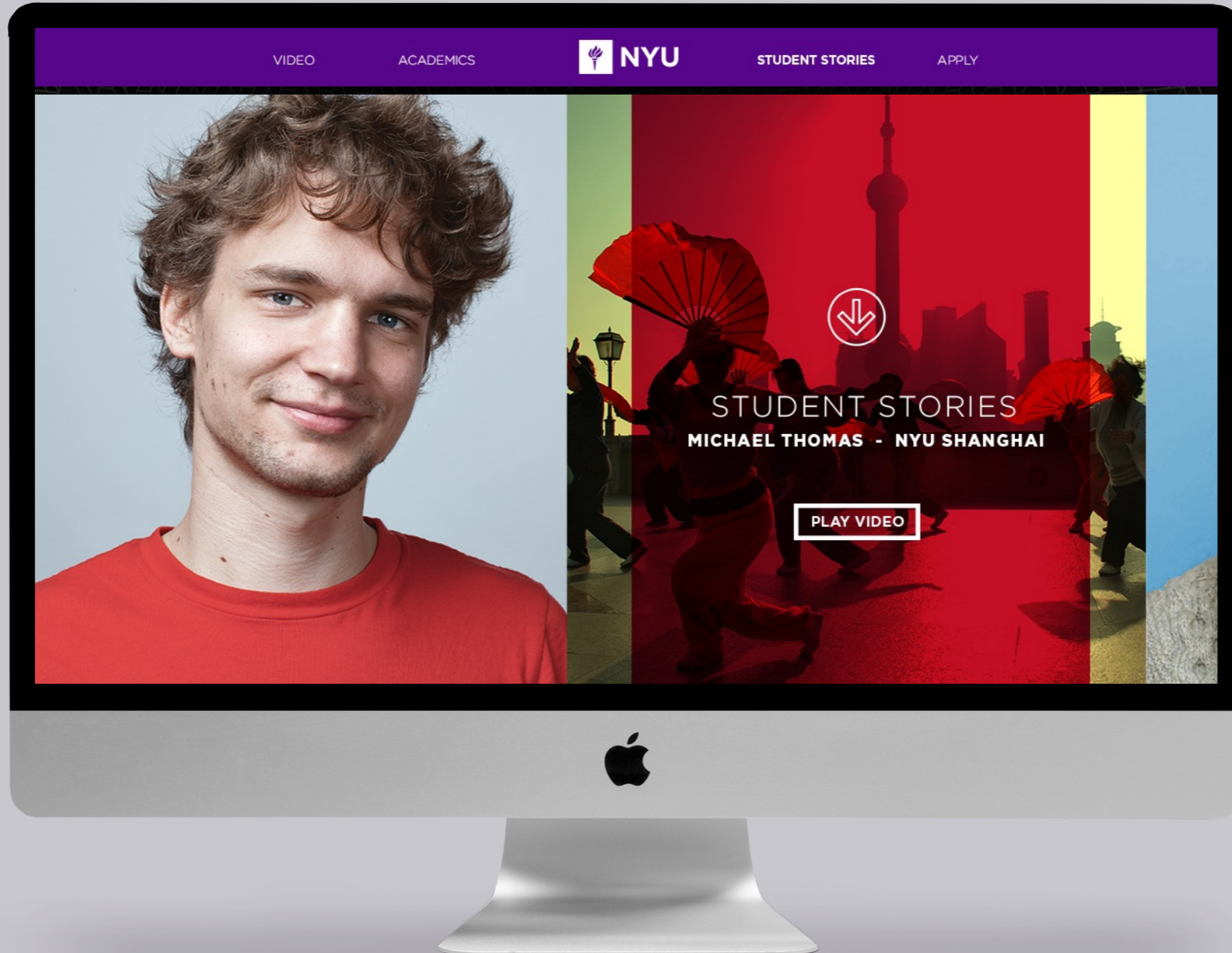
10:45:04 - PHILADELPHIA, PA



The City of Dreams. The Capital of the World. Whatever you call it, it's the home of our flagship campus in the middle of the world's cultural melting pot.

NEW









COMFORTABLE
ANYWHERE

RIDLEY

LEE

EFFECTIVE
EVERYWHERE

GALLATIN SCHOOL OF INDIVIDUALIZED
STUDY '87
SCREENWRITER, FILM DIRECTOR, AND
NOVELIST

"THERE'S NO SUBSTITUTE FOR IMAGINATION,
BUT CREATIVITY IS ONLY ENHANCED WHEN
FORGED WITH LIFE EXPERIENCE."

TISCH SCHOOL OF THE ARTS '82
FILM DIRECTOR, PRODUCER,
WRITER, AND ACTOR

"I THINK IT IS VERY
IMPORTANT THAT
FILMS MAKE PEOPLE
LOOK AT WHAT
THEY'VE FORGOTTEN."



"YOU CAN'T SUCCUMB TO THE HYPE. THERE IS
ABOUT HOW THERE'S NEW YORK, AND THEN
OF THE PLANET. IT'S THE MOST INTERNATIONAL
PLACE. SOME PEOPLE BELIEVE THE WORLD

N

COLLEGE OF ARTS & SCIENCE/
WASHINGTON SQUARE COLLEGE '64
STEINHARDT SCHOOL OF CULTURE,
EDUCATION, AND HUMAN DEVELOPMENT '68
FILM DIRECTOR, PRODUCER, SCREENWRITER,
AND FILM HISTORIAN

"PEOPLE HAVE TO START TALKING TO
KNOW MORE ABOUT OTHER CULTURES
AND TO UNDERSTAND EACH OTHER."

INGS CAN HAPPEN
KS COME TOGETHER
K UP. WE CAN RENEW
COMMUNITY ONE DREAM

SESE

OF
TECHNIC
ER AND
CAN MAYOR
CALIFORNIA



TYEH

JES





THIS WALL ISN'T REAL.

All around the Earth, real life goes on 24 hours a day, always busy, never stopping. We're not a school to hide behind walls and hold ourselves separate from the world. We're part of that constant movement. That global conversation. We're the school that embraces that there are no walls. Not ones that matter. Here, culture is as important as classroom. People, ideas, and understanding flow freely, unfettered, wherever they need to go. On campus, off campus—it's all the same. Our global campus has no walls so you can be educated to live your life in a global world. Starting today.



NEW YORK UNIVERSITY BRAND OVERVIEW 06

BRAND POSITIONING

To create the New York University Admissions brand, we conducted a deep review of everything NYU stands for, which we call the discovery phase. Using the research we compiled, the interviews we conducted, and everything we learned about what it means to be a member of the NYU community, we arrived at the Brand Positioning Statement. This phrase is not a tagline, but rather encapsulates the essence of NYU. The Unique Selling Proposition is influenced and formed by the support pillars, and serves as an internal reference guide to marketing communications. The four pillars, as outlined below, may be used to guide digital content strategy for Undergraduate Admissions.

UNIQUE SELLING PROPOSITION

▲

HOME TO EARTH'S BOLDEST

▼

SUPPORT PILLARS

POWER OF CONNECTIVITY **AN ELEGANT COMPLEXITY** **FLUID BY DESIGN** **WE HAVE TO**

NEW YORK UNIVERSITY TYPOGRAPHY 17

TYPEFACES

GOTHAM
Gotham is a modern sans-serif typeface based on geometric proportions. It strikes a modern and forthright tone and suggests the energy and exuberance of NYU and New York City. It's flexible, complete with a full range of weights and italics, an ideal choice when dealing with body copy and longer documents that may need subtleties in hierarchy.

GOTHAM MEDIUM
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

GOTHAM LIGHT
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

GOTHAM BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

GOTHAM BOOK
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

GOTHAM ULTRA
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

NEW YORK UNIVERSITY TYPOGRAPHY 19

HEADLINE APPLICATION

Here are some examples from the brand concept that help visualize the possibilities of the various headline styles.

NEW YORK UNIVERSITY BRANDING ELEMENTS 23

DESIGN ELEMENTS

Geodesic Element
NYU is larger than any one location; the impact of the university reaches beyond time zones to every inhabited continent on Earth. Students and faculty move fluidly around the NYU system, creating an educational experience that prepares tomorrow's leaders to be comfortable anywhere they go. The geodesic element graphically represents that connection and movement, and can be used in support of headlines and photography that convey that sentiment.

The use of this design element can flex from print to digital and video applications; motion can really bring it to life. The geodesic form can be manipulated to take on any shape. Doing so adds an additional layer of kinetic energy, which supports the brand voice of the nearly limitless and diverse connections being made at NYU.

© NYU_Toolkit.ai

Geodesic Element

Geodesic Element

NEW YORK UNIVERSITY BRANDING ELEMENTS 29

GRAPHIC LIBRARY OVERVIEW

© NYU_BookIt.ai

The graphic library overview features a collection of design assets: a set of navigation icons (back, forward, search, etc.), a purple geometric pattern, the NYU logo in various sizes and colors, a grid of colorful squares, a pattern of white lines on a purple background, a pattern of white lines on a blue background, a pattern of white lines on an orange background, a pattern of white lines on a red background, a pattern of white lines on a green background, and a geometric wireframe logo.

NEW YORK UNIVERSITY PHOTOGRAPHY 32

PHOTOGRAPHY

People
The students and faculty that make up the fabric of NYU are as diverse as the opportunities that surround them. Portrait photography within a studio setting features the subjects as they are, without distraction, and captures their unique personalities. This photo style is equally effective in a layout when paired with an environmental shot to bring the image a sense of place.

It is also important to feature individuals or groups of people within an environment. Doing so places the viewer within the context of the setting and allow NYU to show the breadth of the university, as well as bring to life the pursuits of the students and faculty in an authentic way.

The photography section displays a grid of eight diverse photographs: a woman with a large hat, a man reading a book, a man with a beard, a man in a dark shirt, a man with curly hair, a woman in a white lab coat, a woman with sunglasses, and a woman in a floral dress.

NEW YORK UNIVERSITY PHOTOGRAPHY 33

PHOTOGRAPHY

Environment
The NYU system is expansive. With three degree-granting campuses and 11 study-away sites, there is nowhere that is beyond the reach of NYU. Environmental photography shows the expansiveness of the cities that NYU calls home. The global campuses are in some of the most iconic cities around the world with instantly recognizable skylines.

It is effective to feature street-level perspective to bring out the experiences that students and faculty have within these environments. Since NYU is a campus without walls, photography should support that sentiment by moving beyond the "boundaries" of the schools to out-of-the-way places. This cues the viewer that NYU students and faculty feel comfortable outside of their comfort zones.

The environment photography section features a grid of eight diverse photographs: a city skyline at sunset, a fountain at night, a woman with a red umbrella, a street scene with palm trees, a street scene with a crosswalk, a street scene with colorful lights, a street scene with a building, and a street scene with a person on a bicycle.

NEW YORK UNIVERSITY COLOR 37

COLOR

Primary Palette
The lead color and foundation to all NYU communications is NYU Violet. Shades of the violet can also be used to create a focused, clear, and unified color palette.

Neutrals Palette
A variety of light grays are primarily used for the separation of content and elements as well as copy.

Accents Palette
A range of secondary accent colors work in conjunction with the primary and neutral palettes.

Gradients
Gradient swatches are built using the RGB or CMYK color builds based on the PMS colors. See branding elements section for usage scenarios.

The color palette includes:

- Primary Palette:** PMS 2897 (C85, M90, Y0, K0), PMS 287 (C8, B14), HEX 07086E.
- Neutrals Palette:** COOL GRAY 1 (C10, M8, Y10, K0), WARM GRAY 4 (C30, M28, Y32, K0), PMS 7638 (C45, M32, Y42, K2), PMS 7540 (C68, M58, Y32, K33), PMS 7530 (C38, M58, Y47, K3), HEX 444444, HEX 555555, HEX 666666, HEX 777777, HEX 888888, HEX 999999, HEX AAAAAA, HEX BBBBBB, HEX CCCCCC, HEX DDDDDD, HEX EEEEEE, HEX FFFFFFFF.
- Accents Palette:** ARU DHABI (C18, M68, Y30, K0), SHANGHAI (C50, M50, Y0, K0), NYU / NEW YORK CITY (C85, M90, Y0, K0), PMS 7406 (C24, G205, B48), PMS 377 (C38, M58, Y47, K3), HEX 444444, HEX 555555, HEX 666666, HEX 777777, HEX 888888, HEX 999999, HEX AAAAAA, HEX BBBBBB, HEX CCCCCC, HEX DDDDDD, HEX EEEEEE, HEX FFFFFFFF.
- Gradients:** 3 COLOR GRADIENT (PMS 2897, PMS 321, PMS 102), 3 COLOR GRADIENT (PMS 321, PMS 2897, PMS 102).

For accessibility purposes, please use the existing color palette for NYU.edu. Specific guidance may be found in the NYU Identity Design Guide: <http://nyu.edu/styleguide>