LAW
VISUAL
IDENTITY

NYU | LAW

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.

PRIMARY LOGO

Preferred size that the logo should appear on printed material   .375"

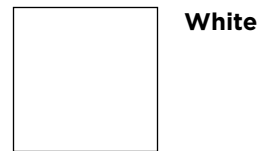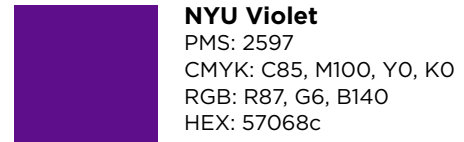**Minimum size the logo should appear**   .25"

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.
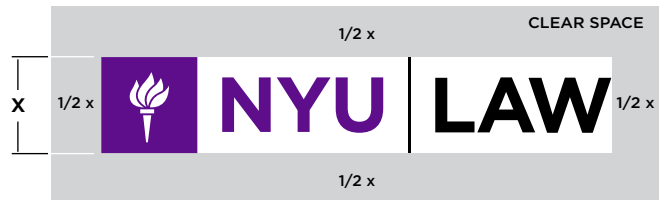
COLOR

	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.

CLEAR SPACE

1/2 x
1/2 x
1/2 x
1/2 x
X

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

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
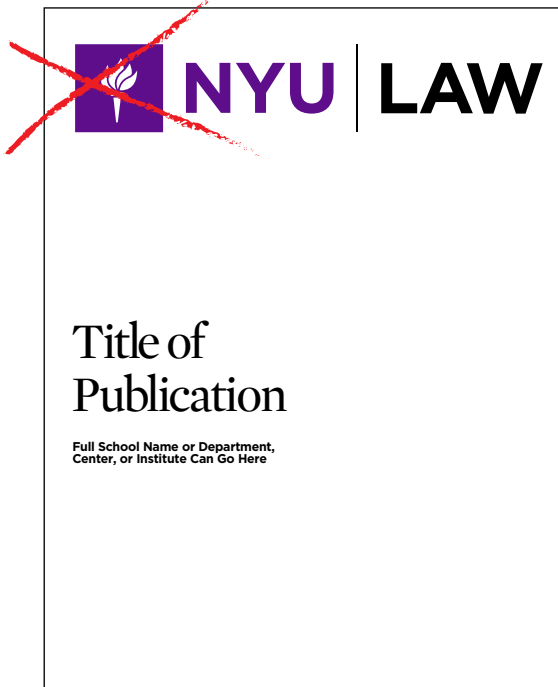top/bottom, left/right positioning to communicate hierarchy
or organizational structure.

Full School Name or Department,
Center, or Institute Can Go Here

Title of Publication

NYU LAW

NYU LAW

Title of Publication

Full School Name or Department,
Center, or Institute Can Go Here

Use the logo in color with plenty of clear space surrounding it. Rather than centered,
the logo aligns nicely when anchored into a corner.

NYU LAW

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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

NYU | LAW

Title of Publication

Full School Name or Department,
Center, or Institute Can Go Here

**The logo should never be the most
dominant element on the page.**

DO NOT

DO

Do not use the logo over a busy background image.

Do use logo over backgrounds that allow the logo to read clearly.

Do not use the logo on dark backgrounds where there isn't enough contrast to stand out.

Do use white logo over dark backgrounds.

Do not allow the background to show through the torch.

Do keep the torch white in the full color logo version.

Do not use the color logo over dark backgrounds.

Do use the color logo over light backgrounds

Do not use the white logo over light colored backgrounds.

Do use the white logo over dark colored backgrounds where there is strong contrast.