

# NYC Technical Logo Guidelines

**November 7, 2012**

For internal distribution only.

## NYC logo

One of the NYC logo's assets is its versatility. Its bold block style is easily identifiable and works in a number of configurations. Different agencies can choose to use it in a solid color or fill it with vibrant imagery. Each letter may be filled with a different image, or one image may be used to fill all three.



## New NYC logo examples

The logo works with every City agency, bringing consistency to the face of NYC government.



## Master logo configurations

The logo can only be used in four configurations.

Horizontal



Vertical



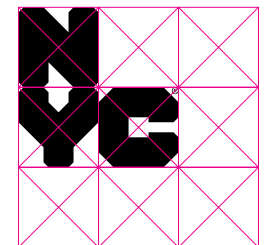
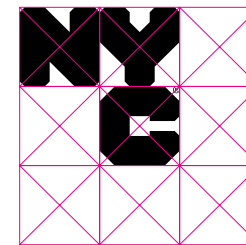
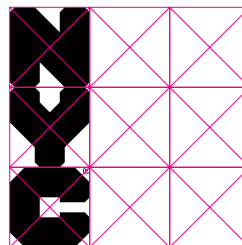
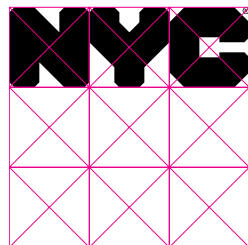
Right-stacked



Left-stacked



Logo configuration options



**Agency  
Logo  
Architecture**

## Logo with Agency Name

The agency name and all other type must be aligned left.



## Logo with Agency and Department Name—stacked

**NYC**<sup>®</sup>

**Agency Name**

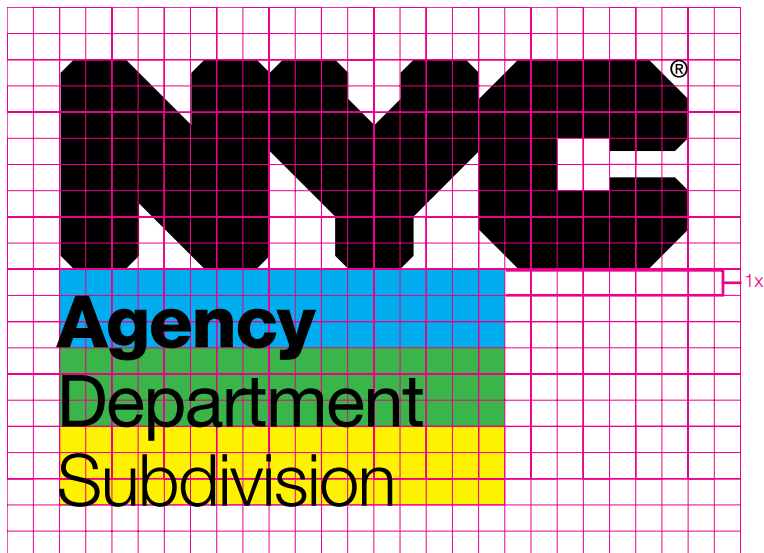
Department Name

Subdivision Name

This grid illustrates how the agency name should be positioned around the NYC logo.

*Please see the following pages for typography guidelines.*

**File name:**  
agency\_dept\_stacked.eps



## Logo with Agency Name—horizontal

Agency Name and all other type must be based aligned.

The logo consists of the letters 'NYC' in a bold, black, sans-serif font. The letters are thick and blocky, with a registered trademark symbol (®) to the upper right of the 'C'.

**Agency Name Line 1**  
**Agency Name Line 2**



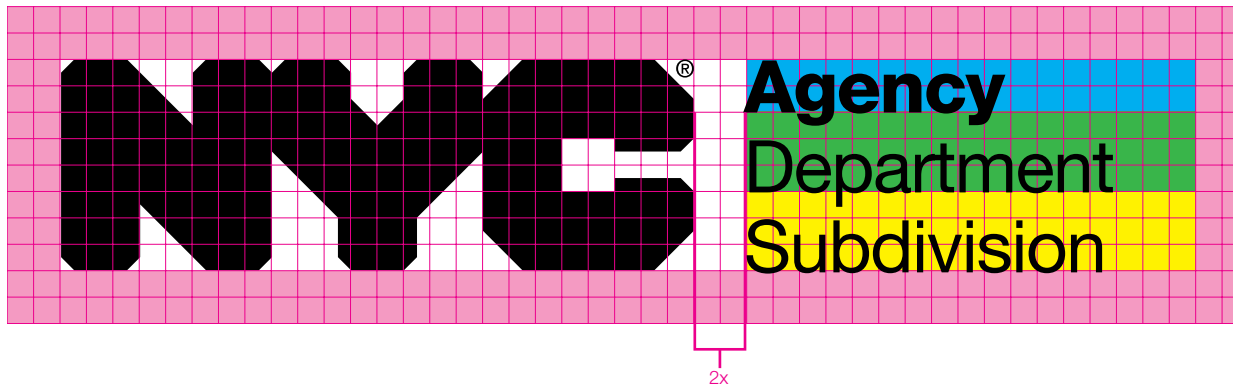
## Logo with Agency and Department Name—horizontal



This grid illustrates how the agency name should be positioned around the NYC logo.

*Please see the following pages for typography guidelines.*

**File name:**  
agency\_dept\_horz.eps



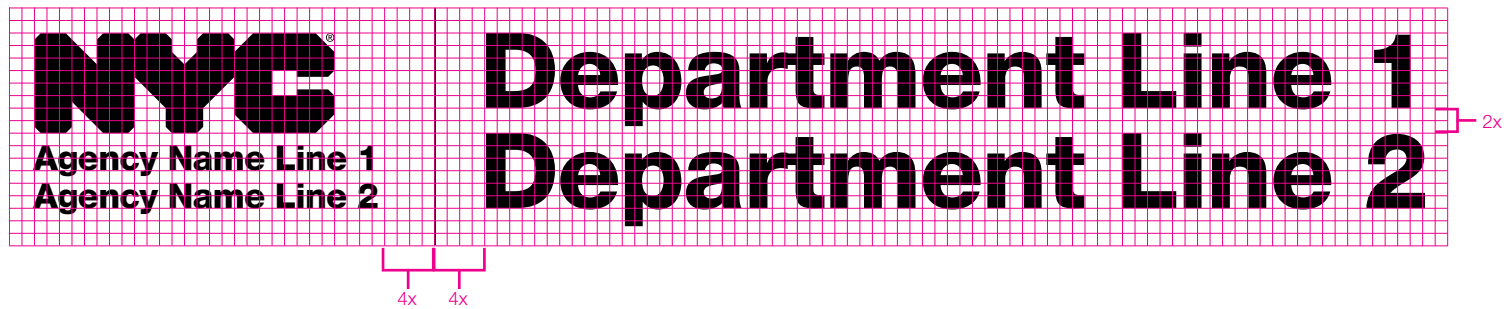
## Logo with Agency highlighting Department Name



This grid illustrates how to highlight the department name with the NYC logo.

Please see the following pages for typography guidelines.

**File name:**  
logo\_dept\_highlight.eps



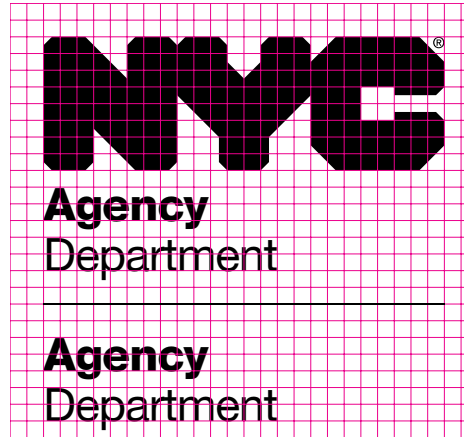
## Partnership within City agencies – vertical

**NYC**<sup>®</sup>

**Agency**  
Department

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**Agency**  
Department



**NYC**<sup>®</sup>

**Agency**  
Department

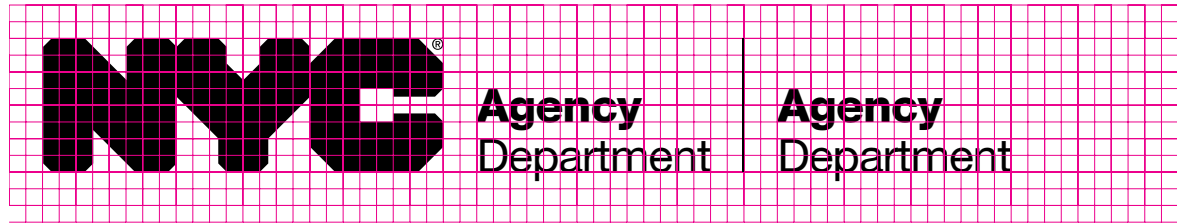
Firstname Lastname  
Title

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**Agency**  
Department

Firstname Lastname  
Title

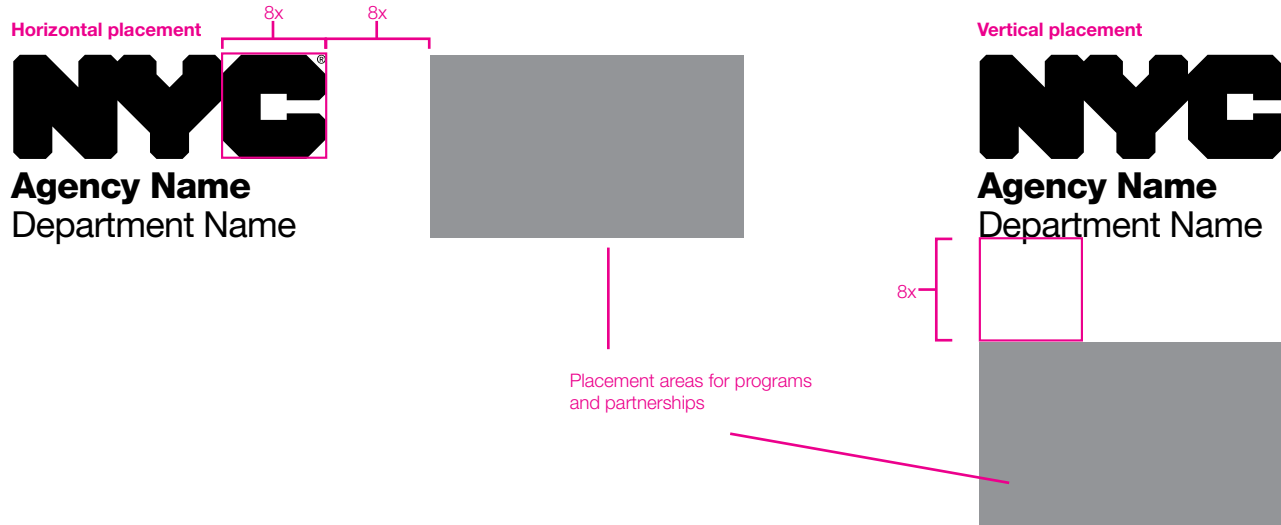
## Partnership within City agencies – horizontal



## Partnership with external organizations

Partnerships between NYC agencies and external organizations must be identified in a manner that is fair and equitable to all parties.

These two grids show the acceptable sizing and placements of secondary identifiers such as programs and partnerships in relation to the NYC logo.

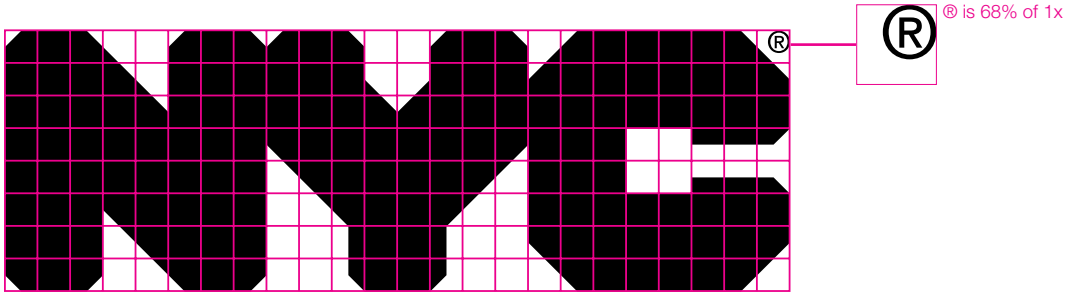


# **Logo Style and Usage**

## Size

The minimum size of the NYC logo when applied to print-based communications is 0.5 in.

The ® should always be seen with the logo and be seen in this configuration.

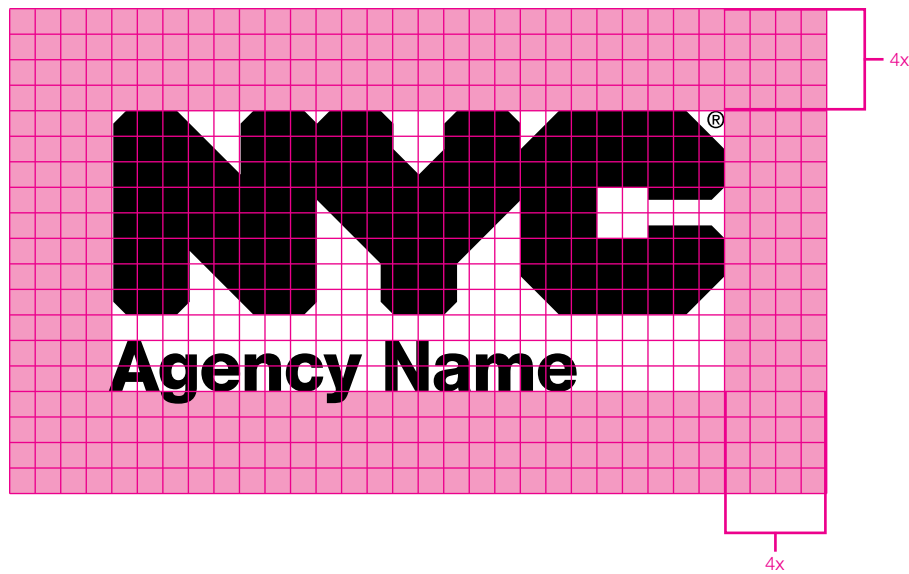


**NYC**

Minimum size: 0.5 in. wide

## Clear space

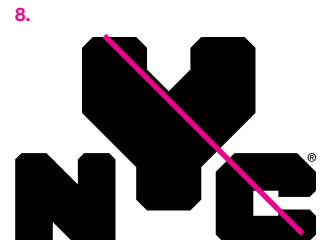
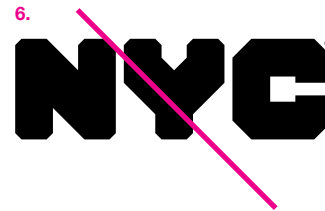
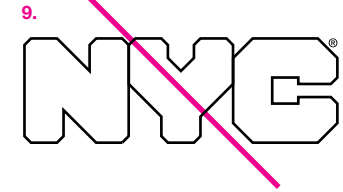
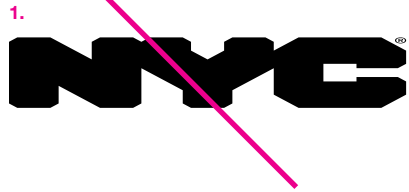
The NYC logo should be surrounded by a visual buffer zone with no graphic or typographic elements intruding into the clear space.





## Incorrect logo usage

1. Do not stretch or condense the logo.
2. Do not add borders to the logo.
3. Do not add any filters or effects to the logo.
4. Do not rotate the characters in the logo.
5. Do not reorient the logo.
6. Do not space out the logo.
7. Do not use colors that are not in the same tonal range.
8. Do not resize any of the logo characters.
9. Do not outline the logo.
10. Do not move the ®.
11. Do not blur the logo.
12. Do not overlap the logo characters.



# Typography

## Helvetica Neue LT Std

**Helvetica Neue LT Std 85 Heavy, tracked at -20, is the typeface used for all organizational logo lockups.**

Certain programs and partnerships may require a different font, but the Helvetica Neue LT Std family type should always be used with the N-Y-C lettering and any name or copy that is locked to it.

**Helvetica Neue LT Std 85 Heavy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Helvetica Neue LT Std 86 Heavy Italic**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Helvetica Neue LT Std 75 Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Helvetica Neue LT Std 76 Bold Italic**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Helvetica Neue LT Std 55 Roman**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Helvetica Neue LT Std 56 Roman Italic**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Helvetica Neue LT Std 45 Light**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Helvetica Neue LT Std 46 Light Italic**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## Arial and Times

For word-processing programs (Word, PowerPoint, Excel), Helvetica Neue is still suggested. However, in cases where Helvetica Neue is not available (such as materials produced in-house or on a PC), Arial may be used. This applies especially to online text. If Arial is not available, Times may be used.

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*  
0123456789

### Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

### Times Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Times Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*  
0123456789

### Times Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Times Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

Do not use Arial or Times with the logo, only Helvetica Neue LT Std.

**NYC**  
Agency

~~**NYC**  
Agency~~

~~**NYC**  
Agency~~

# Color

Agencies should select one base logo for official documents and for most media.

The NYC logo is designed to be used in a range of colors and to fit every programming and branding need. Agencies may change the logo or include an image, but the base logo color should remain consistent.

## Black and white logo on color background

The background of certain creative materials will require the use of an all-white or all-black logo. Similarly, a white or black background could require changing the color of the logo. This should be taken into consideration when selecting the base logo.

