

BRAND GUIDELINES

UPDATED: JUNE 2019

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> BRAND STORY | ABOUT NYU ABU DHABI

NYU ABU DHABI serves as a center for scholarly thought, advanced research, knowledge creation and exchange through its academic, research, and creative activities. NYU Abu Dhabi, which welcomed its inaugural class in 2010, was established in partnership with NYU and the Emirate of Abu Dhabi and founded upon a shared understanding of the essential roles and challenges of higher education in the 21st century. This global university represents a transformative shift in higher education, one in which the intellectual and creative endeavors of academia are shaped and examined through an international and multicultural perspective.

NYU Abu Dhabi is pioneering a new model of higher education for a global world dedicated at once to excellence in teaching and research and to advancing cooperation and progress on humanity's shared challenges. As a University that brings together students and faculty from across the globe, and part of the larger NYU network of degree granting campuses and academic centers across six continents, it is increasingly important to maintain exemplary brand standards, and to present one clear and consistent brand identity.

BRAND GUIDELINES: WHY ARE THEY IMPORTANT?

An impactful brand is one that fosters unified bonds with their audience through consistency. It's instantly recognizable and stands strong. It speaks a common language, despite the fact it speaks to different people from different places. Amid the complexity and diversity that is our unique academic environment, there are very few times we ask our community to be single-minded. This happens to be one of them.

By creating and maintaining a strong, unified brand, we can continue to shape the way people think and feel about NYU Abu Dhabi. These brand guidelines are intended as a reference and resource to help you communicate effectively on-brand when you are telling the NYU Abu Dhabi story.

LOGO

> LOGO | OVERVIEW

This is the primary NYU Abu Dhabi logo. This logo plays an essential role in representing the University. Consistent and appropriate use of this logo can powerfully advance the recognition of our institution. Here are some important rules when using the NYU Abu Dhabi logo:

The NYU Abu Dhabi logo can only be shown in NYU violet, black, or white

- Only use the NYU Abu Dhabi logo in situations that call for the official mark of the University
- The NYU Abu Dhabi logo should only appear once on a homepage or communications piece
- Follow the clear space guidelines as stated in this document
- **DO NOT** alter, or modify the logo in any way
- **DO NOT** remove the torch from the box
- **DO NOT** remove the Arabic text
- **DO NOT** use previous versions of the logo
- **DO NOT** place elements in close proximity to the logo
- **DO NOT** use the logo on backgrounds that do not provide adequate contrast
- **DO NOT** add a colored shape around the logo

For further examples, reference the [LOGO MISUSE](#) page

THE LOGO

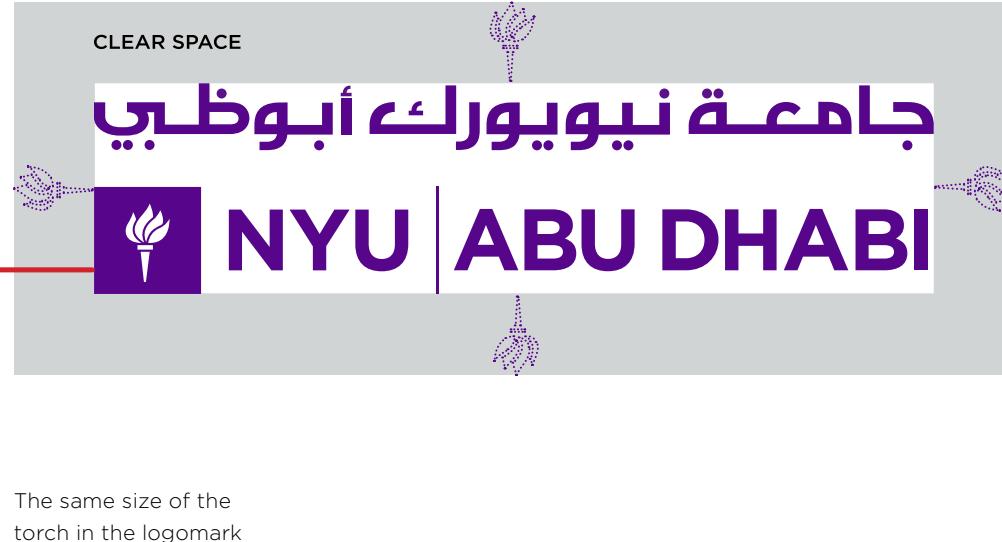


> LOGO | CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE

Maintain an appropriate amount of clear space around the logo. There should be a clear space the height of the single torch around the entire logo.

The same rules apply when the logo is used vertically.



MINIMUM SIZE

To maintain full legibility, always use discretion when sizing the logo. It should never be the most dominant element on the page.

> LOGO | VERTICAL USE

For instances where the primary logo does not fit proportionally, the logo can be used vertically.

Rotate the logo counterclockwise on a 90-degree angle. The torchmark should always be at the bottom.

DO NOT alter, or modify the logo in any way.



> LOGO | MISUSE

The logo should never be used or altered in the following ways.

 **DO NOT** stretch or distort the logo.

جامعة نيويورك أبوظبي
 NYU | ABU DHABI

جامعة نيويورك أبوظبي
 NYU | ABU DHABI

 **DO NOT** use colors other than NYU violet, black, or white.
DO NOT use different colors within the logo.

جامعة نيويورك أبوظبي
 NYU | ABU DHABI

جامعة نيويورك أبوظبي
 NYU | ABU DHABI

جامعة نيويورك أبوظبي
 NYU | ABU DHABI

جامعة نيويورك أبوظبي
 NYU | ABU DHABI

 **DO NOT** rearrange the elements, remove the vertical line or use the torch as a stand alone element.
DO NOT distort or remove the Arabic text, or redraw the logo.

 NYU | ABU DHABI

 NYU | ABU DHABI
جامعة نيويورك أبوظبي

جامعة نيويورك أبوظبي
 NYU | ABU DHABI

جامعة نيويورك أبوظبي
 NYU | ABU DHABI



جامعة نيويورك أبوظبي
NYU | ABU DHABI

> LOGO | PLACEMENT

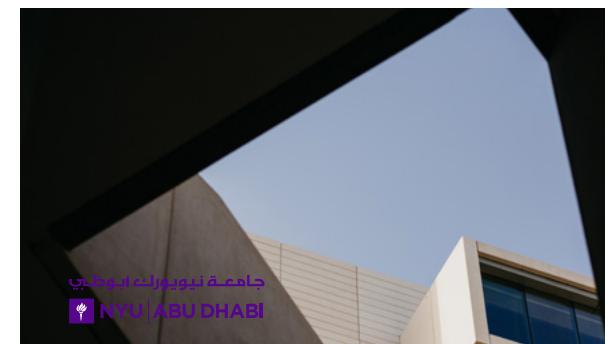
When placing the logo over colored backgrounds, the logo must be legible and shown clearly.

- For dark backgrounds, it is recommended to use the white logo
- When using the violet or black logo, ensure the torch is always white
- **DO NOT** use the logo over a busy background image
- **DO NOT** use the purple or black logo on dark backgrounds where there isn't enough contrast for it to stand out
- **DO NOT** allow the background to show through the torch on the black or violet versions of the logo

 CORRECT



 INCORRECT

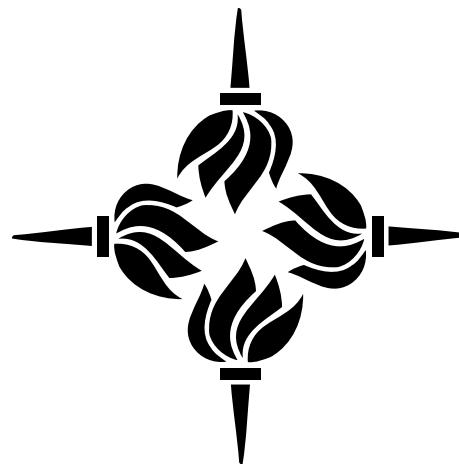
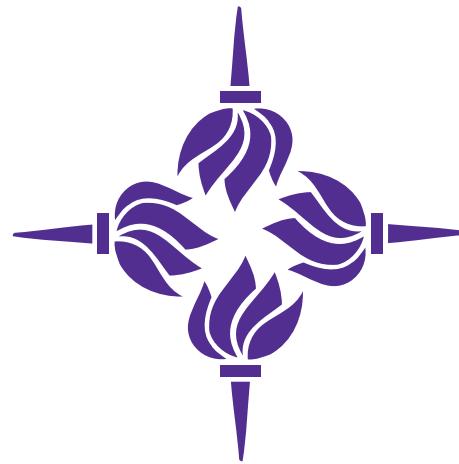


FOUR TORCH EMBLEM

> FOUR TORCH EMBLEM | OVERVIEW

The four torch emblem has been adopted as a symbol of NYU Abu Dhabi. It was taken from the Arabesque pattern and is meant to bring NYU's iconic torch together with textures inspired by Islamic patterns.

- Only show the four torch emblem in an official color from the NYU Abu Dhabi palette.
All torches must be the same color
- The four torch emblem is ideal for use on merchandise and apparel
- **DO NOT** rotate the four torch emblem.
The four torch emblem must form a cross
- **DO NOT** use the four torch emblem on backgrounds that do not provide adequate contrast
- **DO NOT** flip the four torch emblem.
The torch flames must point to the right
- **DO NOT** place elements in close proximity to the four torch emblem. The four torches are an element on their own. Follow the clear space guidelines

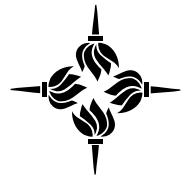


> FOUR TORCH EMBLEM | USAGE

 CORRECT



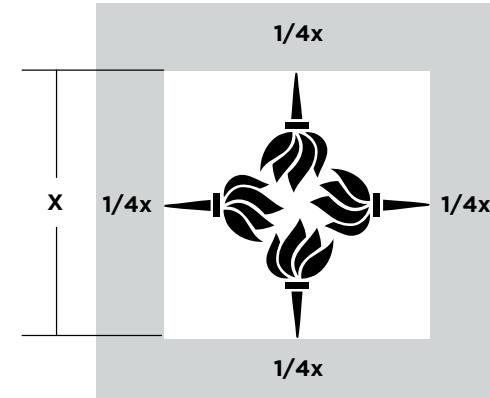
 INCORRECT



 INCORRECT



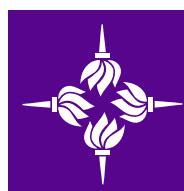
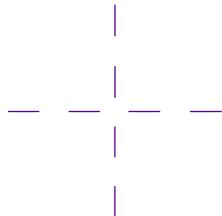
The four torch emblem should be placed to form a cross. Ensure the flames on the torches point to the right. The emblem should not be rotated in any way from the original file.



There must be sufficient clear space surrounding the four torches: a border measuring one-fourth the size of the box the torches form.



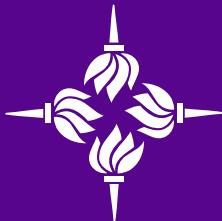
Any of the NYU Abu Dhabi violet, primary, accent or neutral color palettes can be used. The emblem should always be monochromatic.



The emblem can be used in these various formats. These formats allow the emblem to be utilized on items such as infographics or merchandise.

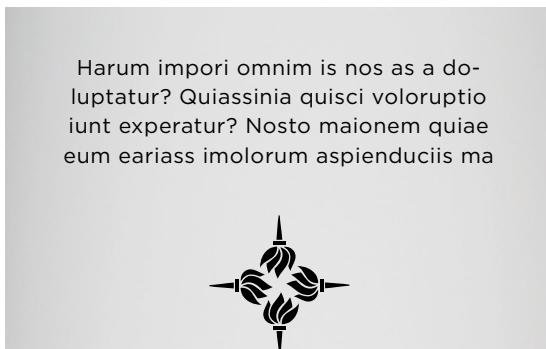
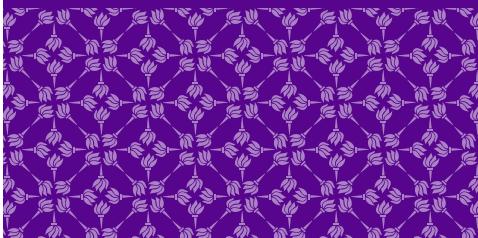
> FOUR TORCH EMBLEM | EXAMPLES

NETWORKING EVENT



TUESDAY - A3, 101

Fugia nobis et eatempor
reped quas dignis
anderum aut is debistia



جامعة نيويورك أبوظبي
NYU | ABU DHABI

COLOR

> COLOR | PRIMARY PALETTE

NYU's signature violet plays a key role in the University's identity. The NYU violet and black make up the two primary colors in the NYU Abu Dhabi palette.

NYU VIOLET

PMS 2597
C85, M100 YO KO
R87, G6, B140
HEX 57068C

BLACK

100% Black
CO, MO YO K100
R0, G0, B0
HEX 000000

> COLOR | VIOLET PALETTE

The violet palette is meant to further drive home the idea of “violet pride.” Using these various shades of violet help provide a strong sense of visual cohesion while creating a sense of harmony.

PRINT

PRIMARY NYU VIOLET

PMS 2597

C85, M100, Y0, K0

C92, M100, Y35, K35

C64, M89, Y0, K0

C53, M66, Y11, K0

C18, M29, Y0, K0

DIGITAL

PRIMARY NYU VIOLET

R87, G5, B140

HEX 57068c

R105, G31, B150

HEX 681f98

R26, G3, B41

HEX 1a022a

R138, G82, B173

HEX 8a51af

R43, G3, B69

HEX 2b0346

R171, G130, B196

HEX ab83c6

R61, G5, B97

HEX 3d0462

R204, G181, B219

HEX cdb5dd

R79, G5, B125

HEX 4e057e

> COLOR | NEUTRAL PALETTE

The neutral palette consists of a variety of warm grays. Combine this palette with our brighter violet and accent colors for a more sophisticated look and feel. In cases where you find colors too harsh or strong, try replacing with one of these neutral options.

LIGHT VIOLET

C7, M10, Y2, K0
R232, G225, B234
HEX e8e1ea

LIGHT GREY

C7, M7, Y7, K9
R226, G225, B221
HEX e2e1dd

GREY

C19, M17, Y17, K23
R191, G190, B187
HEX bfbebb

CHARCOAL GREY

C38, M34, Y34, K45
R127, G127, B124
HEX 7f7f7c

DARK GREY

C56, M51, Y50, K67
R71, G70, B69
HEX 474645

> COLOR | ACCENT PALETTE

The accent palette is meant to work alongside the primary and neutral palettes. These accent colors can be used for a wide variety of collateral but should always be used sparingly and never as the dominant color in a project.

OASIS

PMS 320

C100, M0, Y19, K23

R0, G141, B169

HEX 008ba9

TURQUOISE SEA

PMS 5503

C29, M0, Y10, K14

R127, G190, B198

HEX 7fbec6

DESERT SUN

PMS 413

C0, M53, Y100, K4

R239, G139, B33

HEX ef8b21

SUNSET

PMS 1935

C0, M83, Y80, K10

R218, G75, B57

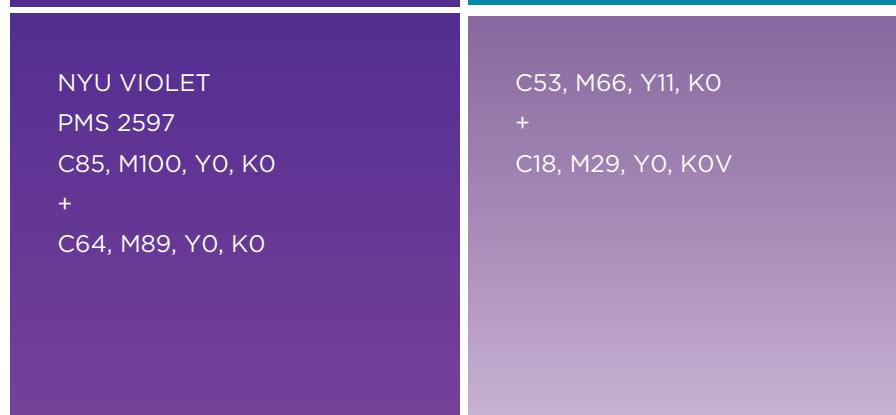
HEX da4b39

> COLOR | GRADIENT PALETTE

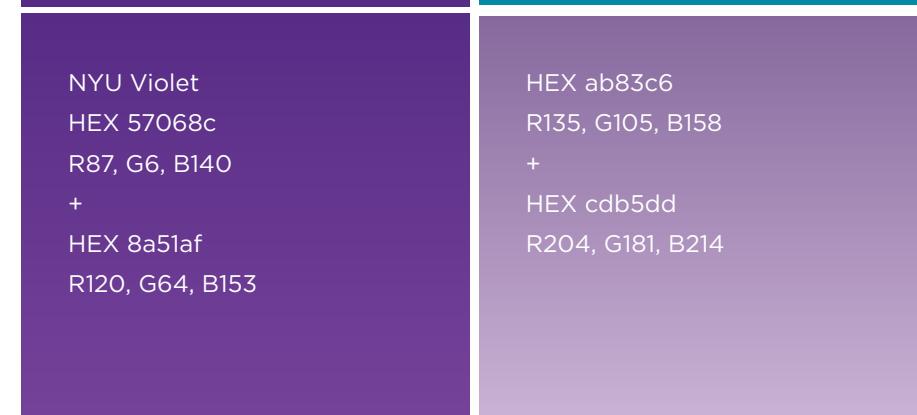
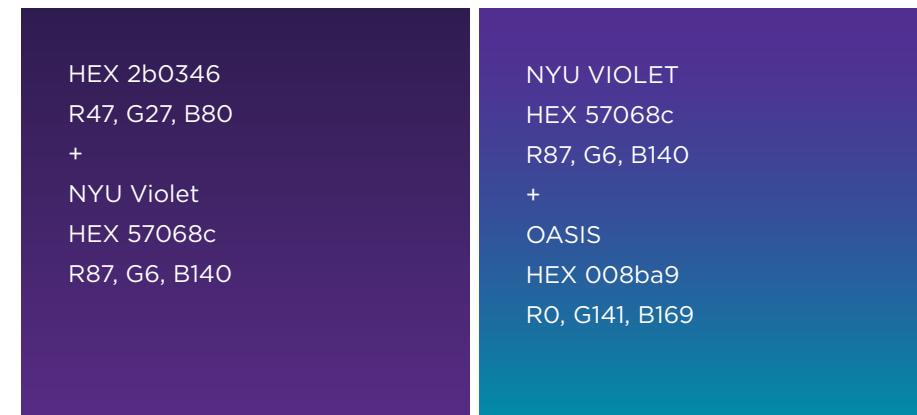
The gradient palette is meant to help add depth and a subtle color variation without overpowering a design. Each gradient swatch is specifically created using RGB or CMYK colors.

DO NOT create your own gradient without prior approval from the design team.

PRINT



DIGITAL



> COLOR | EXAMPLES

NETWORKING EVENT

Facet eatis a velignat eos es dolorectotas sum que laborum qui odis eostinis nem

TUESDAY
A3, 101

جامعة نيويورك أبوظبي
 NYU | ABU DHABI

Ebitatis asitae disquidi delibus
andebitata sit ommolut et autem
quis doluptatur adio estione
expemilias corae nobistem

SUNDAY

WEST FORUM (C2)

جامعة نيويورك أبوظبي

 NYU | ABU DHABI



Nam, iur sus dolutem sandian
isquia perum re inimus moluptas
magnitamende parum sim asped

جامعة نيويورك أبوظبي
 NYU | ABU DHABI

Hariis ditate lam sa sint quatum fugit quo que sim erumquae
prera doluptasped elentib erspedi nimin pro officienti
omnimus. Rionseque molorem. Cest parchic imoluptat abo.
Taspe porerae nos mi, tem estiusdaecti is cullore vel ipidi

جامعة نيويورك أبوظبي
 NYU | ABU DHABI



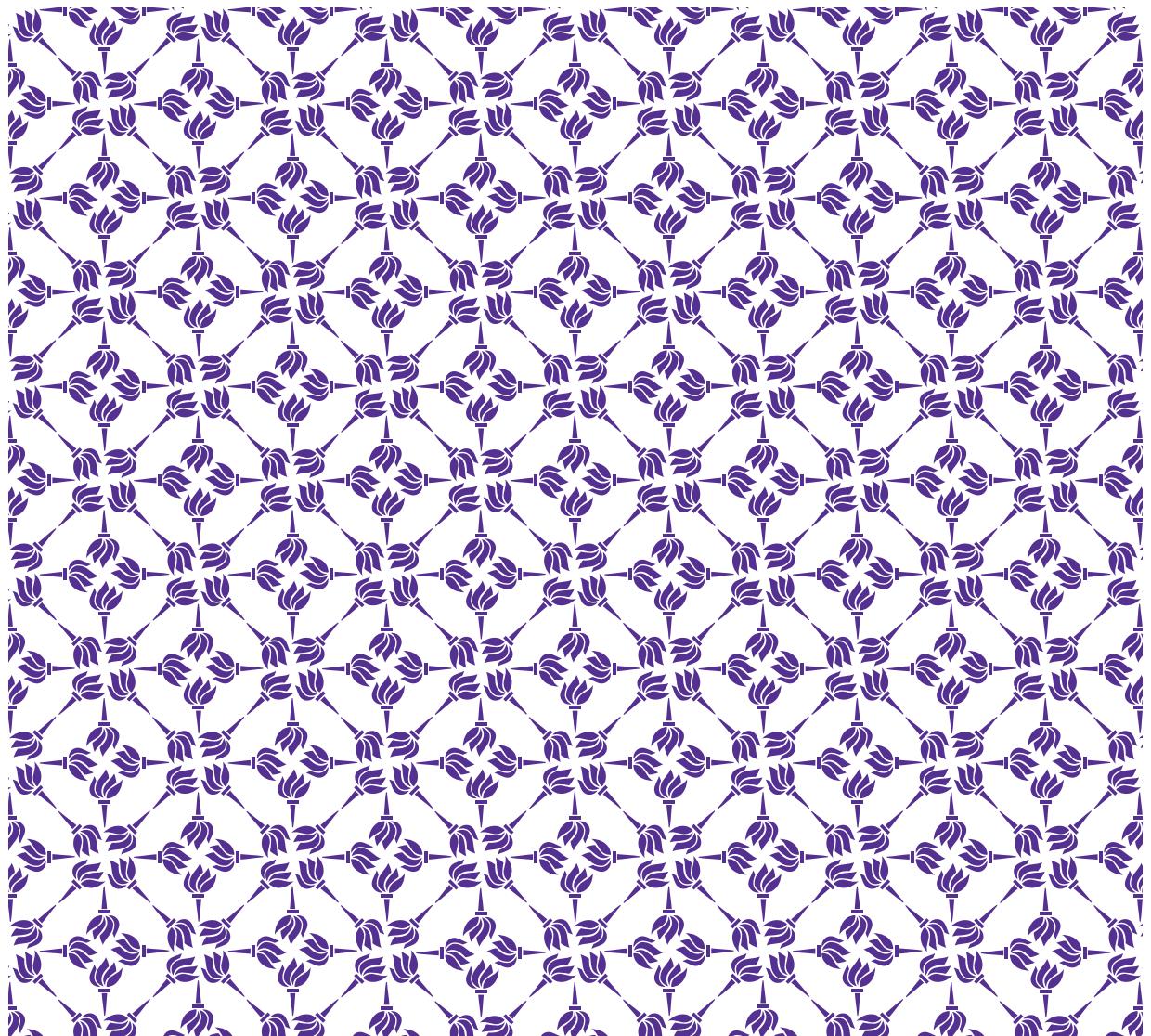
ARABESQUE PATTERN

> ARABESQUE PATTERN | DESIGN ELEMENTS

The NYU Abu Dhabi Arabesque pattern was specifically designed as a device to bring NYU's iconic torch together with textures inspired by Islamic patterns.

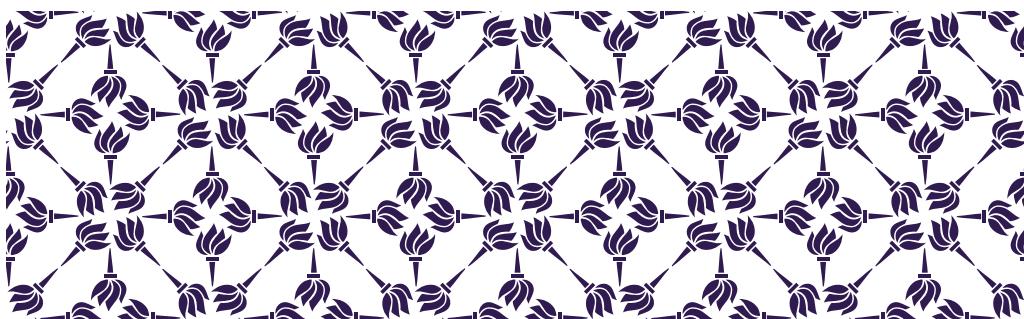
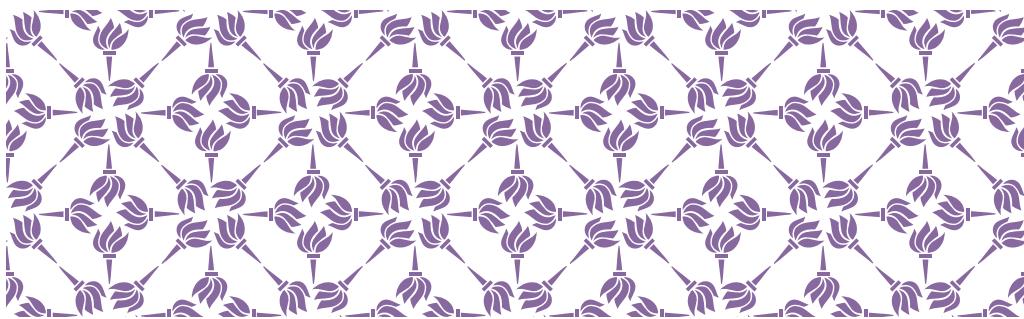
The Arabesque pattern can be used to provide projects with a sense of color, texture, and identity whilst giving a subtle nod to NYU Abu Dhabi and the region. It can be set to medium transparency and overlaid on photos or even used with a gradient to fade out and blend into its surroundings.

- The pattern must always be cropped at its center point or faded out to a zero opacity
- The pattern must always be monochromatic
- The pattern's opacity can be turned down to provide a more subtle texture
- **DO NOT** tamper with the pattern itself in any way



> ARABESQUE PATTERN | DESIGN ELEMENTS

Any of the NYU Abu Dhabi primary, violet, neutral, and accent colors can be used for the Arabesque. However, the pattern should always be monochromatic.



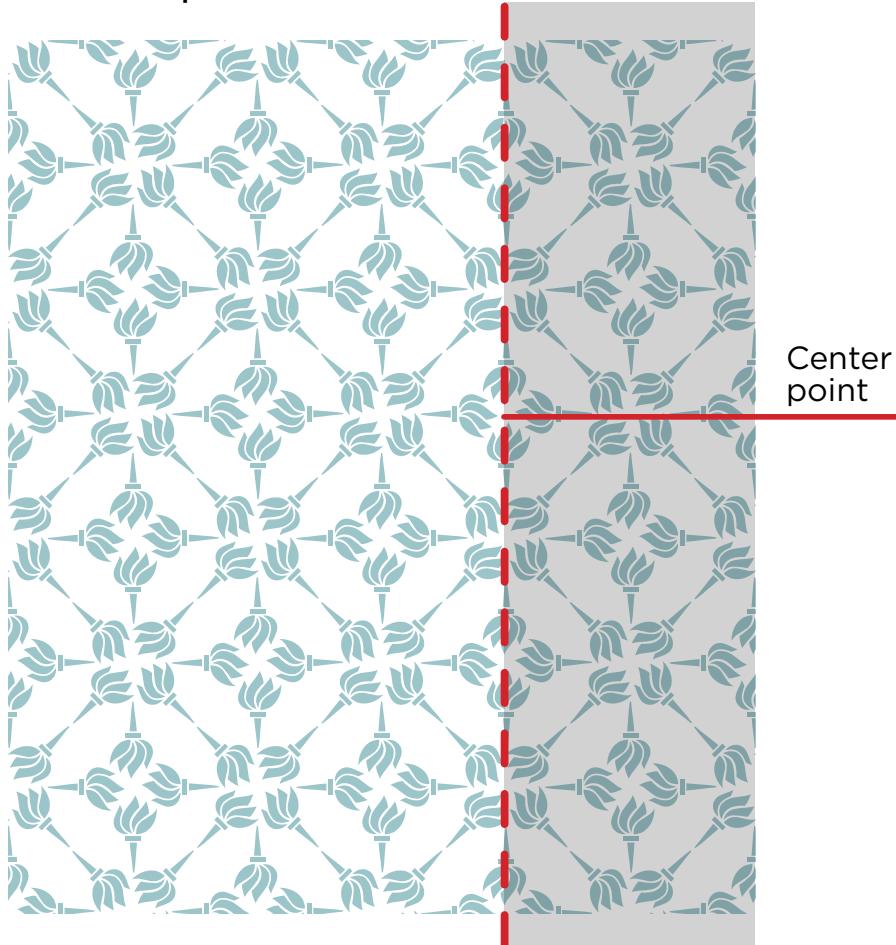
Pre-set color combinations:



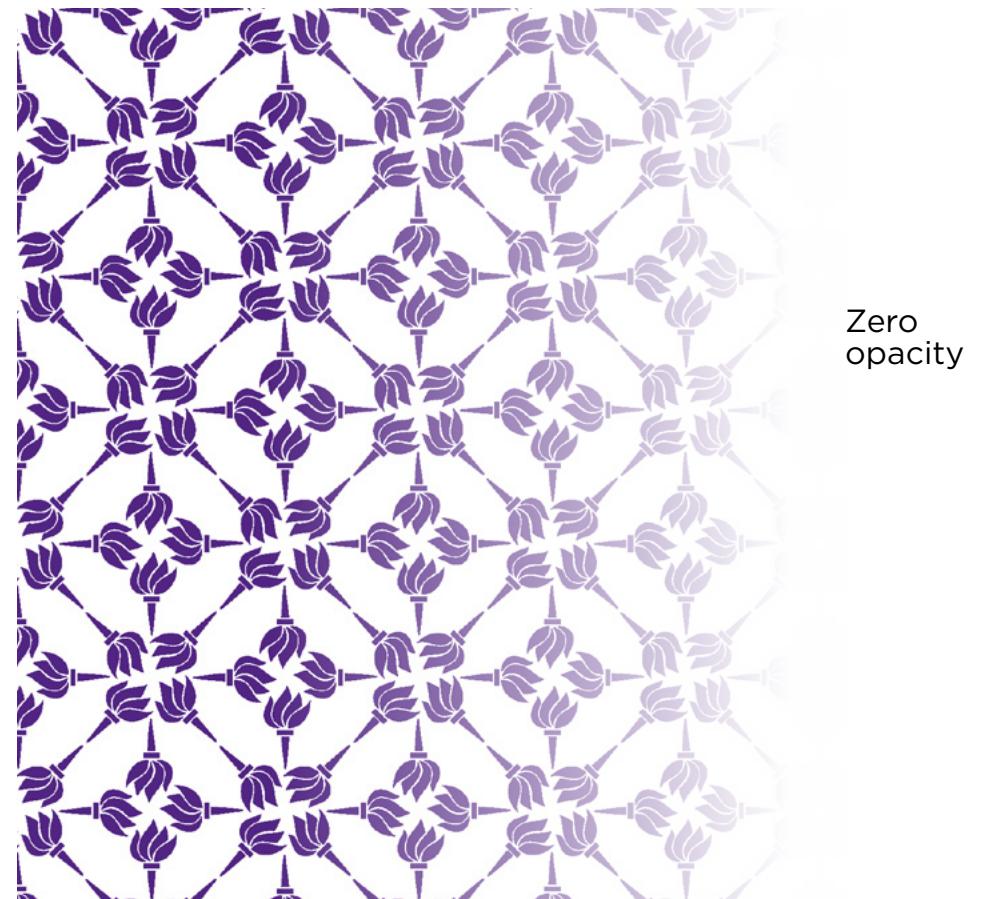
> ARABESQUE PATTERN | CROPPING OPTIONS

The NYU Abu Dhabi arabesque pattern can only be cropped in two ways:

On the center point of the torch:



Faded to zero opacity:



> ARABESQUE PATTERN | EXAMPLES

NETWORKING EVENT

Eperi sum hillaccab ium
sintes et debisto berum
faceri id maximag natio.
Di tori nonsequae

TUESDAY
A3, 101

جامعة نيويورك أبوظبي
NYU | ABU DHABI



Ibus et apellesti dit perestibus nos et vollupta dolles vlecte
modist fugitatus eatinihilia volupta tistia nobis rest, utam
vellores in prehendant laborruptio vel inisqui ra pores eatis es
doluptatem nos quis dent ullabo. Ma quunt latetur, sincipitatur,
sim id quoditem incia veniministem dolor sinisque sequant aut
perum qui dicitia net omniminciae ipiciduntis aut et valor aut



جامعة نيويورك أبوظبي
NYU | ABU DHABI

TYPOGRAPHY

> TYPOGRAPHY | PRIMARY FONTS

ENGLISH

Standard Print Fonts - English

Gotham is the primary font and Mercury text is used for body copy only. It should be used when there is a long section of text.

To Purchase These Typefaces

Both typefaces can be purchased online, in single weights, from the Hoefler & Co. type foundry at www.typography.com. At this time, the University does not have an institutional license.

ENGLISH ONLINE

When working online, Gotham is the primary font. Mercury should never be used online, this is strictly for print.

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?

*Also available in Gotham Extra Light, Light, Medium, Black and Ultra

MERCURY TEXT ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?

MERCURY TEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?

> TYPOGRAPHY | PRIMARY FONTS

ARABIC

Standard Print Fonts - Arabic

When designing for print, TheSansArabic and Nassim Arabic are the two typefaces that comprise the NYU Abu Dhabi brand.

To Purchase These Typefaces

TheSansArabic can be purchased online, in single weights, from LucasFonts at www.lucasfonts.com/fonts/thesansarabic/.

Nassim Arabic can be purchased online, in single weights, from Rosetta Type Foundry at www.rosettatype.com/Nassim.

At this time, the University does not have an institutional license.

THESANSARABIC PLAIN

اب ت ث ج ح د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن و ي
؟ () * & % \$ # @ ! . ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

THESANSARABIC BOLD

اب ت ث ج ح د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن و ي
؟ () * & % \$ # @ ! . ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

ARABIC ONLINE

When working online in Arabic, Droid Arabic Naskh is the primary font. TheSansArabic should never be used online, this is strictly the primary font for print.

> TYPOGRAPHY | ALTERNATIVE FONTS

ENGLISH

For NYU Abu Dhabi administrators, staff, faculty, and students not directly involved with graphic design projects, widely available standard computer fonts have been chosen as substitutions to the primary fonts. **The substitute for Gotham is Arial, and the substitute for Mercury is Georgia or Times.**

The Arial font should be implemented for everyday use, such as writing letters, fax cover sheets, and simple desktop flyers and business forms. Georgia or Times can also be used for text settings particularly when a more formal scholarly or traditional tone is needed.

GEORGIA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ?

TIMES REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ?

ARIAL

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ?

VERDANA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ?

LATO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ?

> TYPOGRAPHY | ALTERNATIVE FONTS

ARABIC

For NYU Abu Dhabi administrators, staff, faculty, and students not directly involved with graphic design projects, Droid Arabic Naskh has been selected as the substitute for TheSansArabic and Nassim Arabic, and can be downloaded for free at

[https://fontlibrary.org/en/font/droid-arabic-naskh.](https://fontlibrary.org/en/font/droid-arabic-naskh)

DROID ARABIC NASKH REGULAR

اب ت ث ج ح خ ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
؟ () * & % \$ # @ ! 0 9 8 7 6 5 4 3 2 1

DROID ARABIC NASKH BOLD

اب ت ث ج ح خ ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
؟ () * & % \$ # @ ! 0 9 8 7 6 5 4 3 2 1

SOCIAL MEDIA

> SOCIAL MEDIA | LOGO AND LOCKUPS

SOCIAL MEDIA LOGO

The social media logo is reserved for official University social media accounts only. If you would like to request to use the NYU Abu Dhabi social media logo please contact nyuad.design@nyu.edu.

Note: The torch should never be removed from the logo and used alone as an identifier in social media.



The official social media logo

SOCIAL MEDIA LOCKUPS

Having an NYU Abu Dhabi social media lockup is the best way to communicate your official connection to the University online.

If your office has its own social media channels, you can request an official NYU Abu Dhabi social media lockup. To do so, please send a request to nyuad.design@nyu.edu.



DEPARTMENT IDENTITY

> DEPARTMENT IDENTITY | CREATING YOUR OWN LOGO

DO I NEED MY OWN LOGO?

As a general rule, NYU Abu Dhabi academic units and administrative departments are not permitted to have a unique logo. Individual logos at this level reduce the impact and effectiveness of the University's brand.

Logos for special events, research groups, or Student Interest

**Groups recognized by, affiliated, or funded by the University
(secondary logos) are permitted.**

A unique logo can be used to mark special occasions such as annual events, campaigns, and anniversaries. The duration of the use of this logo is short-term, and promotes and identifies only this particular event.

The University logo, four torch emblem, and the Arabesque pattern MAY NOT be used — in part or whole — in the creation of the unique logo or graphic identifiers.

In cases where the NYU Abu Dhabi connection is not obvious to audiences, the NYU Abu Dhabi logo or a sentence identifying the relationship with NYU Abu Dhabi and its mission, should be included.

Alternatively, if these groups would like to create a close brand affiliation with NYU Abu Dhabi, they should use the violet, neutral, and accent palette, and/or the brand typefaces to create a visual connect with the University.

Groups seeking to create a unique logo or graphic identifier must request permission from the Office of Public Affairs' design team: **nyuad.design@nyu.edu** and must work with a professional designer, which will ensure that any secondary logo harmonizes with NYU Abu Dhabi visual identity standards.

> DEPARTMENT IDENTITY | WORDMARKS

For internal communications and creative collateral meant for the NYU Abu Dhabi community and campus, using the primary logo is not necessary. The NYU Abu Dhabi department wordmark has been developed as a simple solution for your internal communication needs.

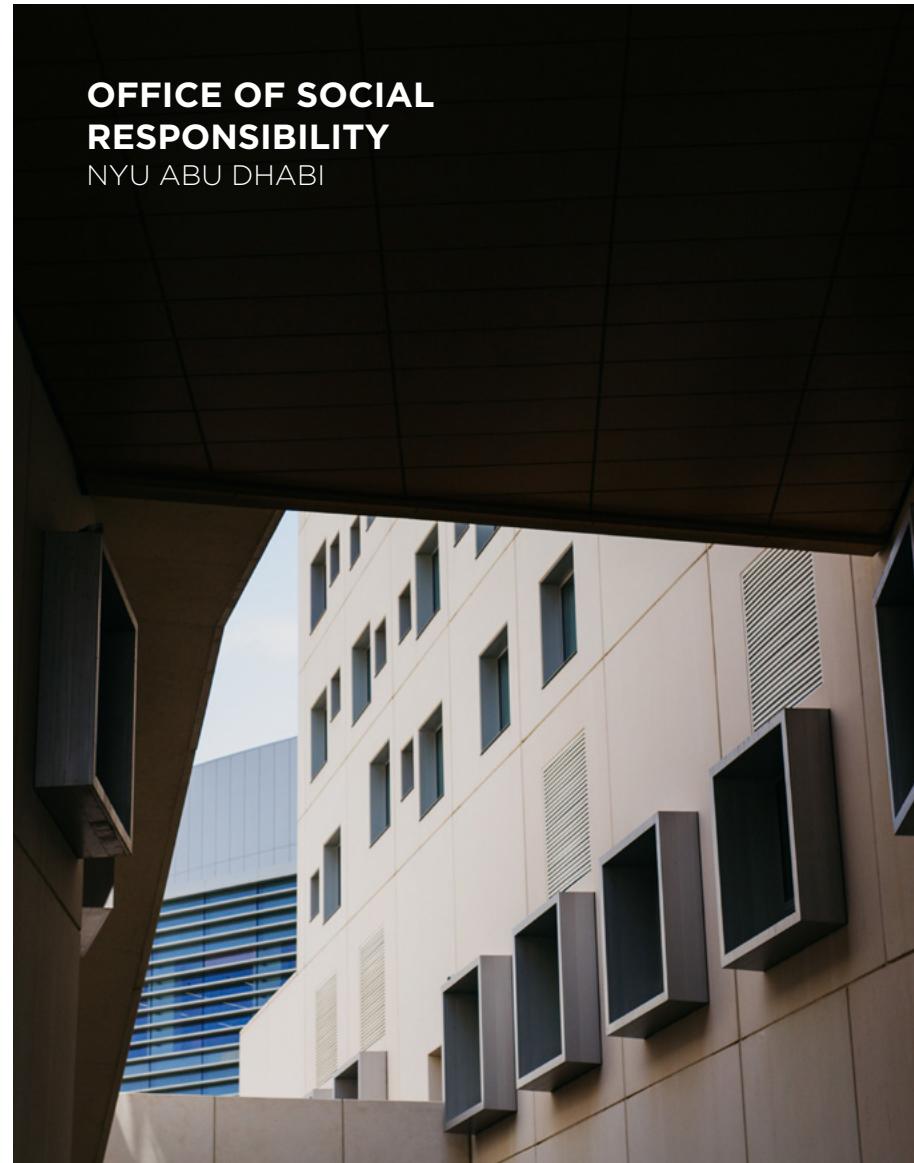
Your wordmark comes in three variations (left aligned, centered, and right aligned)

To request an official department wordmark, please contact nyuad.design@nyu.edu.

Benefits of using your NYU Abu Dhabi wordmark:

- Increased flexibility with creativity and design
- Fewer restrictions
- No color restrictions
- Acceptable to use on swag or apparel items
- **Design team approval optional**

- **DO NOT** use your NYU Abu Dhabi wordmark outside the community or off-campus, unless approved by the NYU Abu Dhabi design team
- Office name cannot exceed more than three lines



› DEPARTMENT IDENTITY | WORDMARKS

Left aligned

ARTS AND HUMANITIES
NYU ABU DHABI

**OFFICE OF SOCIAL
RESPONSIBILITY**
NYU ABU DHABI

**SPIRITUAL LIFE AND
INTERCULTURAL EDUCATION**
NYU ABU DHABI

Centered

ARTS AND HUMANITIES
NYU ABU DHABI

**OFFICE OF SOCIAL
RESPONSIBILITY**
NYU ABU DHABI

**SPIRITUAL LIFE AND
INTERCULTURAL EDUCATION**
NYU ABU DHABI

Right aligned

ARTS AND HUMANITIES
NYU ABU DHABI

**OFFICE OF SOCIAL
RESPONSIBILITY**
NYU ABU DHABI

**SPIRITUAL LIFE AND
INTERCULTURAL EDUCATION**
NYU ABU DHABI

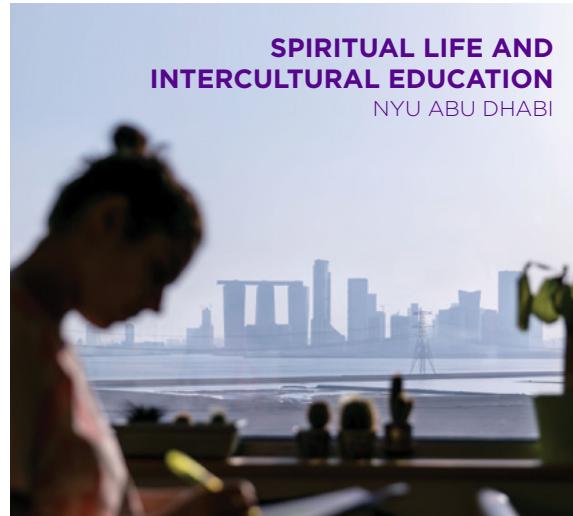
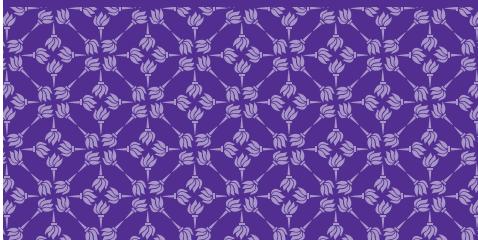
> DEPARTMENT IDENTITY | WORDMARK EXAMPLES

NETWORKING EVENT

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blabo. Nequiat
quosandaest volupta

TUESDAY
A3, 101

PUBLIC AFFAIRS
NYU ABU DHABI



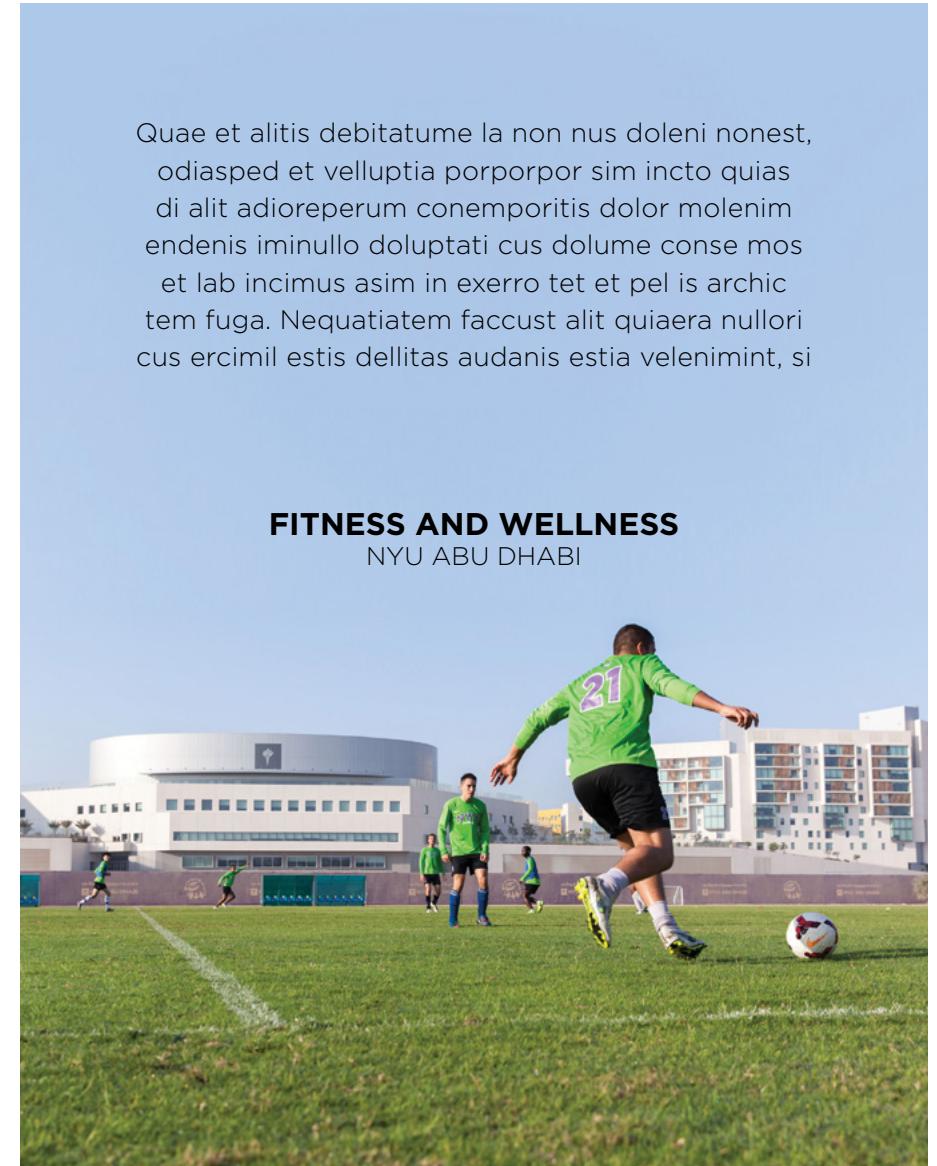
COMMUNITY-BASED
LEARNING
NYU ABU DHABI

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FITNESS AND WELLNESS
NYU ABU DHABI



> DEPARTMENT IDENTITY | LOCKUPS

Using the NYU Abu Dhabi primary logo is the most effective way to demonstrate your official connection to the University when communicating with the general public. However, in certain instances it is important for audiences to identify the office behind the communications. The department lockup was meant for these situations.

As the department wordmark is meant for the identification and promotion of your office within the NYU Abu Dhabi community, and the department lockup is meant for the times when your office will be communicating with external audiences and the general public.

جامعة نيويورك أبوظبي



CAREER
DEVELOPMENT
CENTER



Space between the bottom of the logo and the department name should be half the height of the torch box

> DEPARTMENT IDENTITY | LOCKUPS

To request a lockup for your department, please contact nyuad.design@nyu.edu.

Department name must be in Gotham Bold, right aligned and uppercase. The text box must line up with the right edge of the logo and the left side with the pipe in the logotype. This will force natural breaks in the department name

- Logo and department name must be all one color
- The department name must be resized proportionally with the entire logo when increasing or decreasing size

In the case of business communications, such as letterheads and envelopes, the NYU Abu Dhabi primary logo should be used. The department's name can then be added to the address line.

DO NOT use multiple lockups on a single page. In cases where multiple departments need to be sighted, please use the primary NYU Abu Dhabi logo and include separate text that highlights each department. Email nyuad.design@nyu.edu for examples of this.

✓ CORRECT



✗ INCORRECT



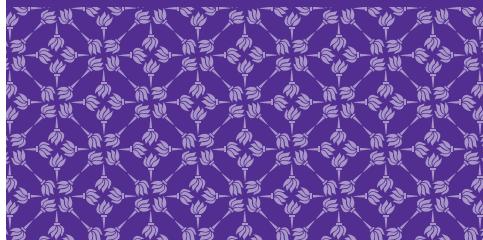
> DEPARTMENT IDENTITY | LOCKUP EXAMPLES

NETWORKING EVENT

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جامعة نيويورك أبوظبي
NYU | ABU DHABI

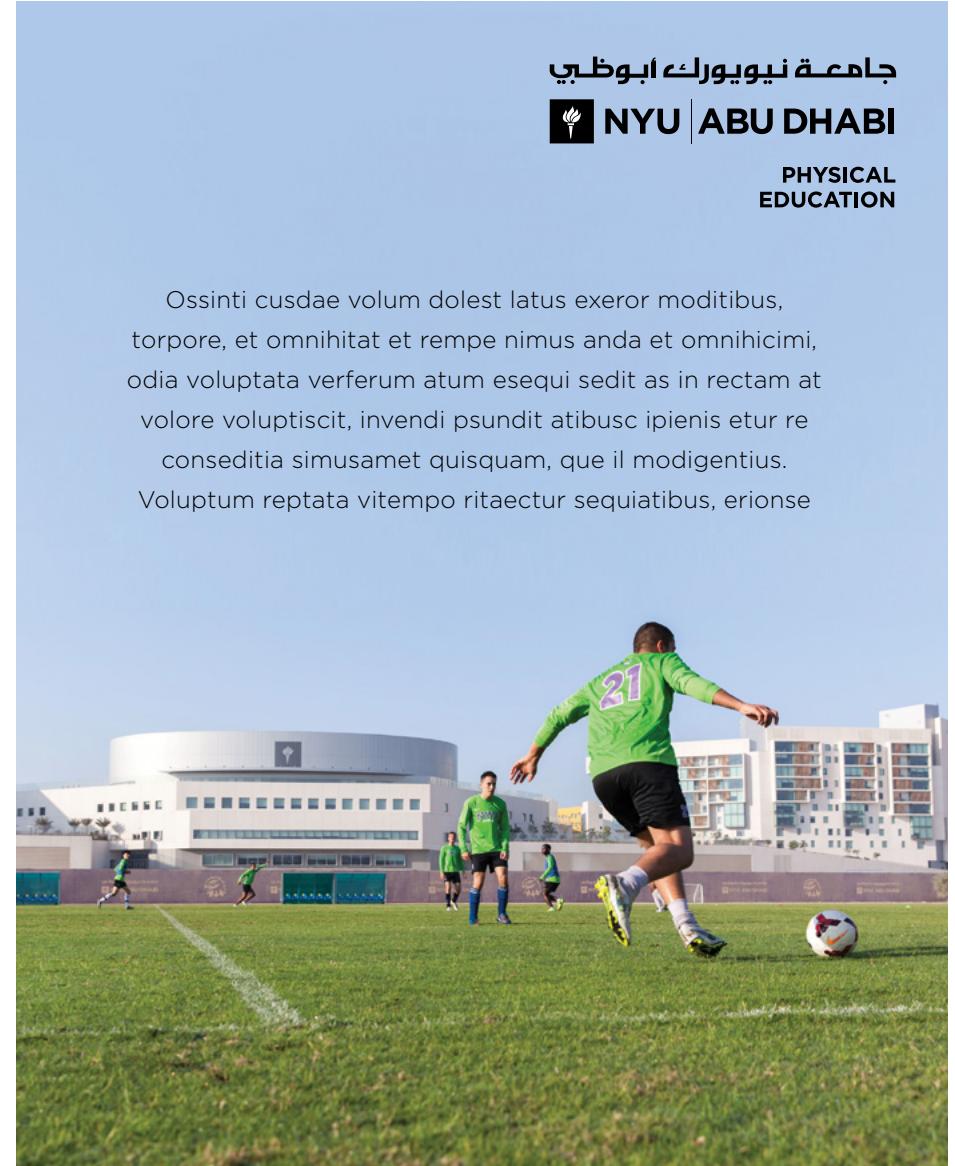
PUBLIC HEALTH
RESEARCH
CENTER



جامعة نيويورك أبوظبي
NYU | ABU DHABI

PHYSICAL
EDUCATION

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MERCHANDISE

> MERCHANDISE | OVERVIEW

Branded merchandise and giveaways are a great way to promote the NYU Abu Dhabi brand and can help leave a lasting impression on your audience. Every year the NYU Abu Dhabi logo is placed on a wide variety of merchandise—apparel, gift items, and sporting goods. Therefore, adhering to the University's brand guidelines is paramount.

HOW TO REQUEST

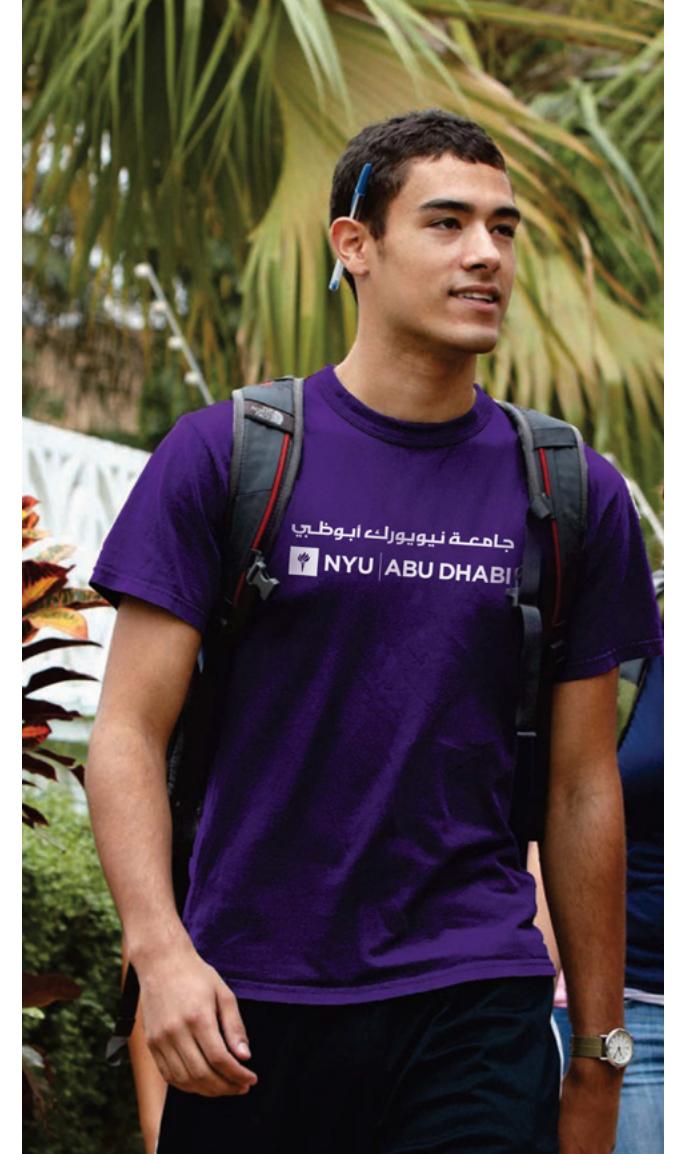
In order to protect the NYU Abu Dhabi brand and reputation, all NYU Abu Dhabi branded merchandise should be obtained from an approved vendor listed on the NYU Abu Dhabi approved vendor list. These suppliers have been vetted and registered by Procurement. Vendor exceptions can be requested at nyuad.design@nyu.edu.

DESIGN REVIEWS

Any use of the NYU Abu Dhabi primary logo, 4 torch emblem, Arabesque pattern, or department lockup must have prior approval from the design team before going to print. If your merchandise is not compliant, the design team can work with you to correct the design. Please send your design mock-ups to nyuad.design@nyu.edu for approval.



> MERCHANDISE | EXAMPLES



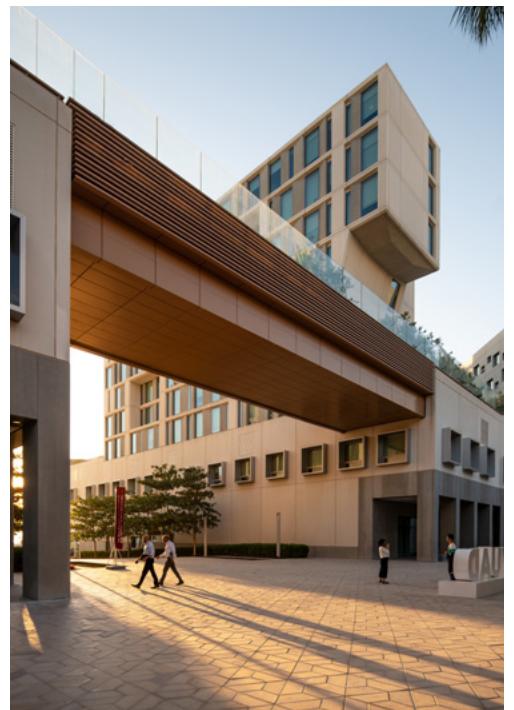
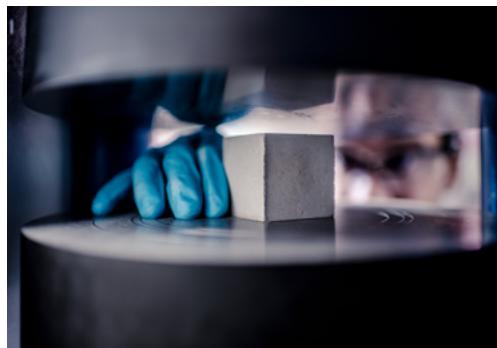
PHOTOGRAPHY

> PHOTOGRAPHY | ART DIRECTION

Imagery should capture the NYU Abu Dhabi community in a way that demonstrates energy, enthusiasm, and excellence. The photography we use across University channels should be impactful, dynamic, and bold.

Our general approach to photography of the NYU Abu Dhabi community is a reportage style, capturing discreet and intimate moments across campus that create a cohesive and inspiring set of images.

Professional or institutional photos and videos should still feel dynamic and bold, but take on a more sophisticated feel. Staged portraiture should feel refined and polished with natural light used as often as possible.



> PHOTOGRAPHY | COLOR OVERLAY

Color overlays are used for graphic impact when drawing in someone's attention or when a level of excitement is needed. This works well when tying together elements on a page or when type is needed over a photograph, adding legibility to the heading.

- The colors used in an overlay should strictly be from the NYU Abu Dhabi color palettes
- The use of color overlays should not significantly reduce the legibility of an image or heading



> PHOTOGRAPHY | OVERLAY EXAMPLES

