

# Tech@NYU Branding Guide

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## Introduction

This primer exists to support any print and electronic communications needs. It provides guidelines, tips, and basic templates to use when preparing any external-facing materials. Tech@NYU leadership should always be consulted before using external materials in practice. (see end of document for inspiration)

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## The Tech@NYU Visual Brand Identity

The brand identity is the visual representation of the brand and is composed of three key elements:

1. Logo
2. Font/typeface
3. Color

To reinforce the Tech@NYU brand, all public-facing materials that are produced must utilize the key elements of the Tech@NYU visual identity.

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## Brand Identity: Logo

There are currently two logos in use for Tech@NYU. One of these official logos must be placed prominently on every initiative. Modifications of the logo would hurt the brand.

**Horizontal logo:**



**Vertical logo:**



Initiative logos must also contain the Tech@NYU logo, and can be created using the Systopie font (see Font/Typeface).

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## Brand Identity: Font/Typeface

Tech@NYU has a primary font, Open Sans (a sans-serif font for descriptions and navigation), and a secondary font, Systopie (another sans-serif font for headers and initiative logos) Used together, they may provide balance and contrast on a page.

These fonts may not be installed on your computer yet. Please ensure they are installed.

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## Brand Identity: Color

The color of Tech@NYU visual communications is an essential ingredient for setting the tone of any communications.

We use a combination of the following primary colors, in hex:



- Black red: #231f20
- Off-Black: #333
- Grey: #777
- Blue: #00BCF2
- White: #FFF (white)

Swaths of white with accents of blue, light grey, and off-black set a cohesive tone for Tech@NYU. As an example, see the original DemoDays poster.

To provide accents, we use the following secondary colors:



- Light yellow: #fefac6
- Red: #cd231a
- Orange: #eb3204

Generally, these warm color provide massive contrast and should be used sparingly.

Note, gradients are used in some initiative logos. This can be extended upon, as to demonstrate the breadth of Tech@NYU.

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## DIY Templates

The following are some common templates using Microsoft Office and the Adobe Creative Suite included in this brand package:

Generic Event, Paper (MS Word, 8.5 x 11 inches)

TODO: Should add more templates

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## Inspiration

This primer is primarily inspired by the Parsons: The New School for Design DIY Identity Primer and Toolkit.