

# **Yale School of Management**

**Graphic standards  
2015/16**

**What differentiates Yale SOM from its peers?** The Yale SOM story can be summed up by three big themes: global focus, integration with Yale University, and the integrated curriculum. These three themes support the School's central mission: educating leaders for business and society. **These three themes are unified by one idea: No boundaries.** No boundaries means access to resources, limitless ideas, and infinite connections. It is also embodied in the design of the new SOM building: transparent, interconnected, with each view enriched by multiple perspectives.

# No boundaries



Neue Haas Unica was designed to be the ultimate sans-serif typeface—a hybrid of Helvetica, Univers and Akzidenz Grotesk. Previously unavailable, Unica was released as a full digital typeface this year. It is, in effect, an attempt to establish a new standard for modern global communication.

**Bold: ABCDEFGHIJKL  
MINOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz  
123456789**

**Regular: ABCDEFGHIJKL  
MINOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz  
123456789**

**Light: ABCDEFGHIJKL  
MINOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz  
123456789**

TYPE AND IMAGES  
THAT CROSS  
BORDERS

When possible, typography  
and images should activate  
the layout edges, crossing  
borders to evoke the way that  
the School blurs boundaries  
in its approach to business  
education.

Yale  
Management  
ment

EXPANDING THE  
COLOR PALETTE

We created an expanded  
palette, based on the Yale  
blue and architectural  
features of the new building.

Together, these colors are  
modern, sophisticated,  
and vibrant.

PANTONE  
PMS  
282 C

CMYK  
C: 100  
M: 87  
Y: 42  
K: 52

PANTONE  
PMS  
295 C

CMYK  
C: 90  
M: 64  
Y: 0  
K: 0

PANTONE  
PMS  
298 C

CMYK  
C: 67  
M: 2  
Y: 0  
K: 0

PANTONE  
PMS  
0

CMYK  
C: 0  
M: 0  
Y: 0  
K: 0

PANTONE  
PMS  
7406 C

CMYK  
C: 5  
M: 21  
Y: 100  
K: 0



## DYNAMIC PHOTOGRAPHY

Photographs of the building can reinforce themes of transparency, openness, and connections.

The verticality of the building also creates a sense of movement and rigor.

Photography should humanize the space, show a sense of scale, and represent more candid, realistic moments.

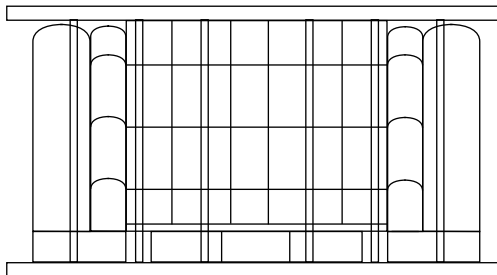
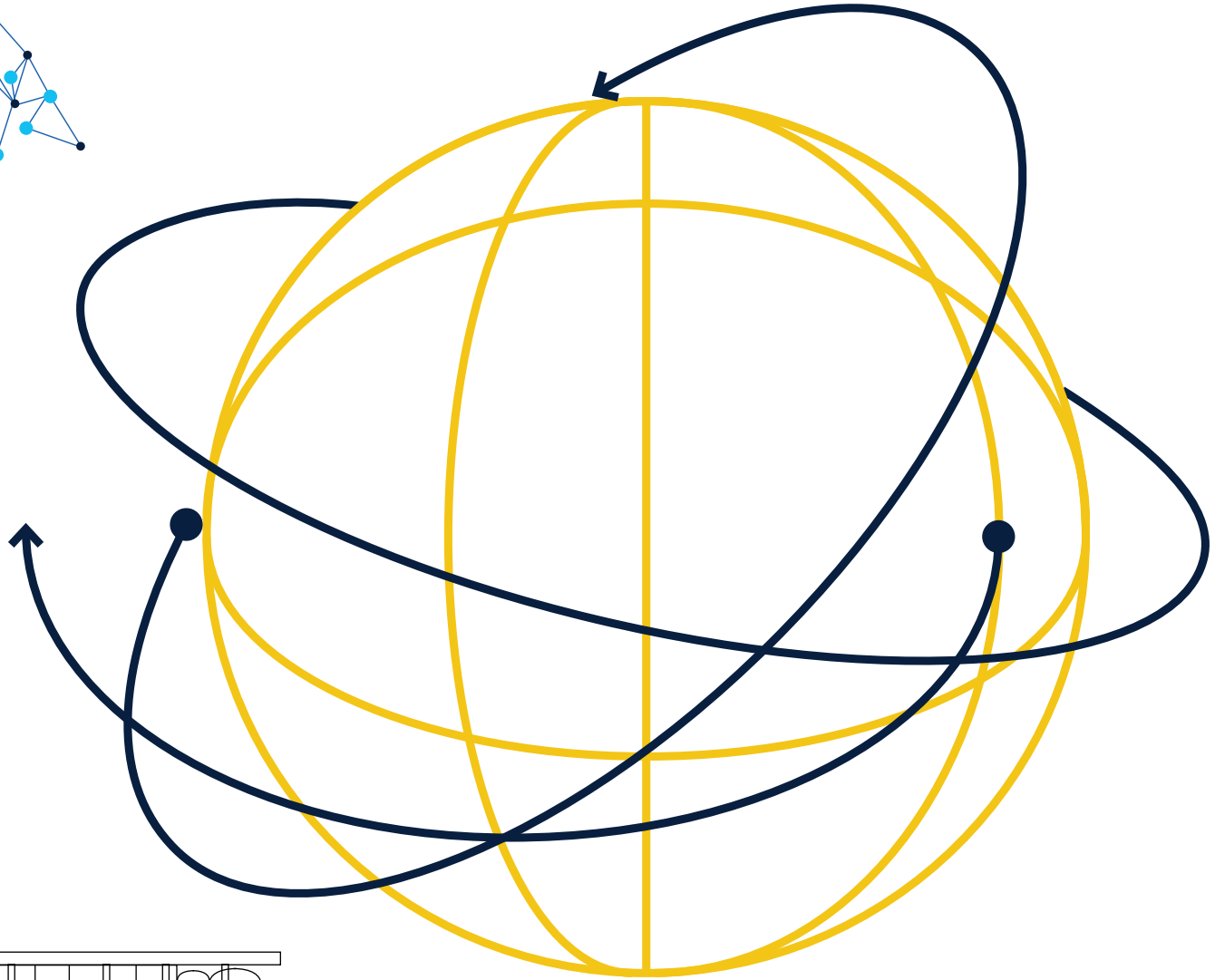
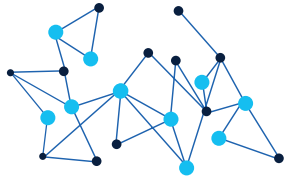


## ILLUSTRATIONS

Illustrations are simple and modern in style.

Architectural illustrations should use a consistent line weight.

Illustrations of abstract principles should not be overly literal. They can rely heavily on simple geometric shapes.





## SIGNATURE

Each of Yale's professional schools has its own signature, which combines the shield of the entity with its name. There are two configurations of the Yale School of Management signature.

These signatures can be included at the end of each of SOM's admissions collateral pieces as a sign-off, or endorsement, of the piece as a whole.

The shield should be treated simply and elegantly. It should be given some breathing room so as to not interfere with other graphics on the page.



Yale SCHOOL OF  
MANAGEMENT



Yale SCHOOL OF MANAGEMENT

BRINGING IT ALL  
TOGETHER

