

University Logo

LONG LOGO

The LONG LOGO is designed to be easily legible at a variety of sizes. It should be used in the majority of the university's internal and external communications, such as the website, business cards and building signage.

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SQUARE LOGO

The SQUARE LOGO is an alternative to the LONG LOGO. Due to its compact size it is ideal in instances in which space is constrained, such as the University's social media avatars.

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SQUARE ALTERNATIVE LOGO

The SQUARE ALTERNATIVE LOGO is an alternative to the SQUARE LOGO, without the constraint of the box. The lighter design provides more flexibility for use on merchandise and the white version is ideal when the background does not provide enough contrast for the violet SQUARE LOGO to be used.

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For any questions about how to use the logo, please contact nyushanghai.uc@nyu.edu