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The New School Identity Guidelines

The New School is a lively urban university, combining design and the performing arts with social policy and the humanities, educating people who can make a difference in the world through independent, disciplined and creative expression.

Activist

The New School has a unique history of social activism, progressive thinking and internationalism. The New School has always strived for positive and meaningful change.

Eclectic

The New School is unconventional and different, with a constant appetite for the new and experimental.

Open

The New School is multifaceted, diverse, and international, and it appreciates the range of ages, origins and cultures.

Street-smart

The New School is not an insulated institution. It is part of New York City and of the larger world. The New School is urban, vibrant and dynamic.

Articulate

The New School fosters personal expression and voice, challenging students to be in active dialogue with the world around them.

Creative

The New School is made up of writers, thinkers and artists creating their own worlds and systems of ideas.

Courageous

The New School, since its founding, has been a place where people aren't afraid to take a stand on what they think is right.

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The New School Identity

The New School identity consists of the university logo and the eight school logos. The unifying component within all the logos is The New School mark.

The New School mark showcases the university's dynamism and unconventional voice by having three different "states." By using all three states of the mark interchangeably, the identity is always in active motion. The New School Red, Orange and Yellow is also to be used interchangeably within all the schools. No one color should be used to identify any one school. Each school needs to use all of the colors with equal balance.

This concept of movement and change should be embraced and reflected in all The New School's branding applications.

The New School mark is a large, bold, orange, distressed-style font that reads "THE NEW SCHOOL".

The New School mark

The University descriptor is the text "A UNIVERSITY" in a bold, orange, sans-serif font.

University descriptor

Construction

The New School university logo is made up of two components: The New School mark and the university descriptor. These two components are always placed in a fixed relationship and should never be altered, modified or reproduced in any way.

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colors (see University logo colors, pages 8–10).

To ensure the consistency necessary to build a recognizable identity, it is critical that The New School logo appear only in the colors approved in these guidelines.

File Identifier

tns_logo

[The New School university logo]

Example:

tns_logo_mid_O_pos.eps

*See pages 47–49 for a complete explanation of the file naming structure.



Clearspace



Bleed

Clearspace/Bleed

To ensure its integrity and visibility, The New School logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clearspace—a space equal in size to the cap height of logo, as shown at left.

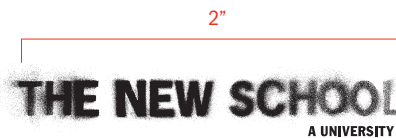
In cases where it is more visually appealing and advantageous to bleed the logo, bleed it only in the greyed areas of the “T” and “L” in The New School mark, as shown at bottom left.



Measurement area



Minimum original logo size (Color)



Minimum original logo size (Black and White)



Minimum small logo size (Color)



Minimum small logo size (Black and White)



Minimum mark size (Color)



Minimum mark size (Black and White)

Minimum size

The university logo has two size versions; an original version and a small version. The original logo version can be sized down to a minimum of 2". The small logo version can be sized down to 1.25".

If a size smaller than 1.25" is necessary, use the mark without the descriptor line. The mark can be sized down to a minimum of 1".

When measuring the logo, locate the clearest parts of the mark from the start of the "T" to the end of the "L" as shown on the measurement area example to the left.

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colors (see University logo colors, pages 8–10).

To ensure the consistency necessary to build a recognizable identity, it is critical that The New School logo appear only in the colors approved in these guidelines.

File Identifier

tns_logo [orig. version]

Example:

tns_logo_left_R_pos.eps

tns_logo...small [small version]

Example:

tns_logo_R_pos_small.eps

tns_mark [mark]

Example:

tns_mark_left_R_pos.eps

*See pages 47–49 for a complete explanation of the file naming structure.

The logo in its left state, featuring the words "THE NEW SCHOOL" in a large, bold, red, sans-serif font. Below it, the words "A UNIVERSITY" are written in a smaller, red, sans-serif font. The letters have a slightly distressed or textured appearance.

THE NEW SCHOOL
A UNIVERSITY

Left state

The logo in its mid state, featuring the words "THE NEW SCHOOL" in a large, bold, red, sans-serif font. Below it, the words "A UNIVERSITY" are written in a smaller, red, sans-serif font. The letters have a slightly distressed or textured appearance.

THE NEW SCHOOL
A UNIVERSITY

Mid state

The logo in its right state, featuring the words "THE NEW SCHOOL" in a large, bold, red, sans-serif font. Below it, the words "A UNIVERSITY" are written in a smaller, red, sans-serif font. The letters have a slightly distressed or textured appearance.

THE NEW SCHOOL
A UNIVERSITY

Right state

States

The New School mark has three states. These states reflect the constant movement and dynamism of The New School. All states can be used interchangeably across all applications and schools.

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colors (see University logo colors, pages 8–10).

File Identifier

left [left state]

mid [mid state]

right [right state]

Example:

tns_logo_ **left** _R_pos.eps

*See pages 47–49 for a complete explanation of the file naming structure.



THE NEW SCHOOL
A UNIVERSITY

The New School Red
Positive



THE NEW SCHOOL
A UNIVERSITY

The New School Orange
Positive



THE NEW SCHOOL
A UNIVERSITY

The New School Yellow
Positive

Color

The coloration of The New School university logo is an essential element in setting a recognizable tone and look for the identity. Consistent use of color enhances the strength of the identity.

The primary colors for The New School university logo are The New School Red, Orange, and Yellow. All three color variations are to be used interchangeably. Using color variation reinforces the activist, creative and eclectic nature of the identity.

The New School Red

Pantone® 1795 C
CMYK 0/94/100/0
RGB 255/19/0

The New School Orange

Pantone® 158 C
CMYK 0/61/97/0
RGB 255/99/9

The New School Yellow

Pantone® 143 C
CMYK 0/35/85/0
RGB 254/166/32

File Identifier

R [red]
O [orange]
Y [yellow]

Example:

tns_logo_right_**R**_pos.eps

*See pages 47–49 for a complete explanation of the file naming structure.

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

Black
Positive

THE NEW SCHOOL
A UNIVERSITY

Silver
Positive

THE NEW SCHOOL
A UNIVERSITY

White
Reversed

THE NEW SCHOOL
A UNIVERSITY

White
Reversed

THE NEW SCHOOL
A UNIVERSITY

Color: alternate

When the primary colors cannot be used, The New School university logo can be black or silver, or reversed to white. The use of silver is reserved for core institution pieces only and not to be used in separate school level materials.

Black

Pantone® Black 4 C*
CMYK 0/22/100/89
RGB 28/22/1

White

CMYK 0/0/0/0
RGB 255/255/255

Silver

Pantone® 8002 C

File Identifier

B [black]

W [white]

S [silver]

Example:

tns_logo_right_**B**_pos.eps

*See pages 47–49 for a complete explanation of the file naming structure.

*100% Process Black may be substituted in restrictive printing instances.

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

The New School Red
Reversed



The New School Orange
Reversed



The New School Yellow
Reversed



The New School Red
Positive



The New School Orange
Positive



The New School Yellow
Positive



Color: on background

The preferred background colors are The New School Red, Orange, and Yellow. The New School university logo should always be white when used on these backgrounds.

Black may also be used as a background color. When black is used, the university logos should be used in their primary colors, as shown at lower left.

White

CMYK 0/0/0/0
RGB 255/255/255

The New School Red

Pantone® 1795 C
CMYK 0/94/100/0
RGB 255/19/0

The New School Orange

Pantone® 158 C
CMYK 0/61/97/0
RGB 255/99/9

The New School Yellow

Pantone® 143 C
CMYK 0/35/85/0
RGB 254/166/32

Black

Pantone® Black 4 C*
CMYK 0/22/100/89
RGB 28/22/1

*100% Process Black may be substituted in restrictive printing instances.

File Identifier

W_rev [white, reversed]
R_pos [red, positive]
O_pos [orange, positive]
Y_pos [yellow, positive]

Example:

tns_logo_right_W_rev.eps

*See pages 47–49 for a complete explanation of the file naming structure.

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White
on dark background



The New School Red
on dark background



The New School Orange
on dark background



The New School Yellow
on dark background



Black
on light background



The New School Red
on light background



The New School Orange
on light background



Color: on photography

On photographic background, The New School university logo can be used in color, black and white versions. The demonstrations at left show which colors look best on dark backgrounds and which work better on light backgrounds. Because every image is different, be sure to choose a color with a strong contrast to the background. Place the logo in an area of the image that is not busy in order to enhance legibility. (See page 10 for “don’ts”.)

White

CMYK 0/0/0/0
RGB 255/255/255

The New School Red

Pantone® 1795 C
CMYK 0/94/100/0
RGB 255/19/0

The New School Orange

Pantone® 158 C
CMYK 0/61/97/0
RGB 255/99/9

The New School Yellow

Pantone® 143 C
CMYK 0/35/85/0
RGB 254/166/32

Black

Pantone® Black 4 C*
CMYK 0/22/100/89
RGB 28/22/1

File Identifier

R_pos [red, positive]
O_pos [orange, positive]
Y_pos [yellow, positive]
B_pos [black, positive]
W_rev [white, reverse]

Example:

tns_logo_right_W_rev.eps

*See pages 47–49 for a complete explanation of the file naming structure.

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*100% Process Black may be substituted in restrictive printing instances.

Don't place the logo over busy, high-contrast imagery



Don't place a color logo over similarly colored backgrounds



Don't place a color logo over similarly colored backgrounds



Don't use a color logo that doesn't stand out from the background



Don't use a color logo that doesn't stand out from the background



Don't use a color logo that doesn't stand out from the background



Don't use different colors for the mark and the descriptor



Color: don'ts

The New School university logo should always be seen clearly and dramatically. When using the logo on imagery, always make sure that it is positioned away from any competing imagery and stands out from the background color.

PARSONS **THE NEW SCHOOL** FOR DESIGN



THE NEW SCHOOL FOR GENERAL STUDIES

THE NEW SCHOOL FOR SOCIAL RESEARCH

MILANO **THE NEW SCHOOL** FOR MANAGEMENT AND URBAN POLICY

PARSONS **THE NEW SCHOOL** FOR DESIGN

EUGENE LANG COLLEGE **THE NEW SCHOOL** FOR LIBERAL ARTS

MANNES COLLEGE **THE NEW SCHOOL** FOR MUSIC

THE NEW SCHOOL FOR DRAMA

THE NEW SCHOOL FOR JAZZ AND CONTEMPORARY MUSIC

Construction

The New School school logos are made up of the school name, The New School mark and the school descriptor. In cases where there is no school name, only The New School mark and school descriptor need be used. These components are always held in a fixed relationship and should never be altered, modified or reproduced in any way.

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colors (see University logo colors, pages 8–10).

To ensure the consistency necessary to build a recognizable identity, it is critical that The New School logo appear only in the colors approved in these guidelines.

File Identifier

drama [drama]
general [general studies]
jazz [jazz]
lang [eugene lang]
mannes [mannes]
milano [milano]
parsons [parsons]
social [social research]

Example:
 tns_**parsons**_right_R_pos.eps

*See pages 47–49 for a complete explanation of the file naming structure.



Clearspace

To ensure its integrity and visibility, The New School logo should always be kept clear of competing text, images and graphics, the only exception being when it bleeds off the page (see page 13). It must be surrounded on all sides by an adequate clearspace—a space equal in size to the cap height of logo, as shown at left.

* The logo at left is truncated to get a larger view of the measured clearspace.



PARSONS THE NEW SCHOOL FOR DESIGN

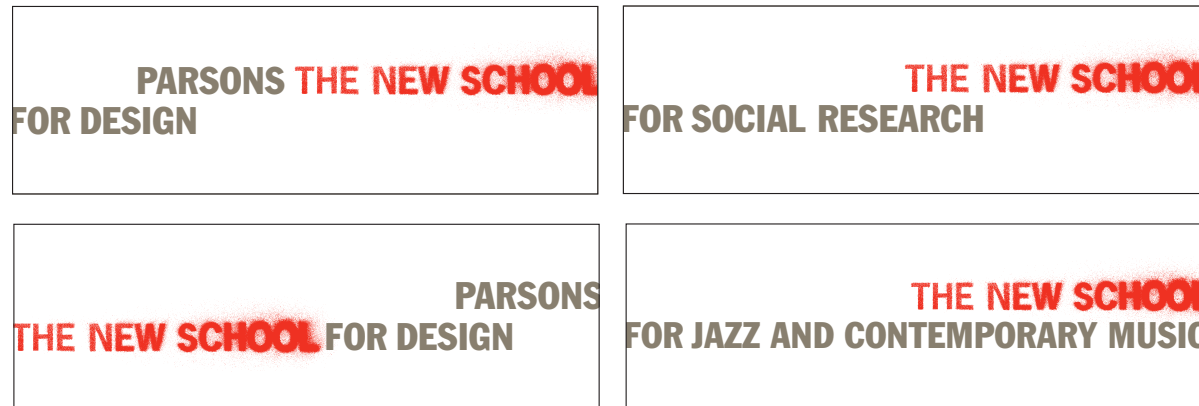
Line break/bleed areas (shown in grey)



PARSONS THE NEW SCHOOL
FOR DESIGN

X
0.5 X
X

Spacing



PARSONS THE NEW SCHOOL
FOR DESIGN

THE NEW SCHOOL
FOR SOCIAL RESEARCH

PARSONS
THE NEW SCHOOL FOR DESIGN

THE NEW SCHOOL
FOR JAZZ AND CONTEMPORARY MUSIC

Examples of vertical overlap

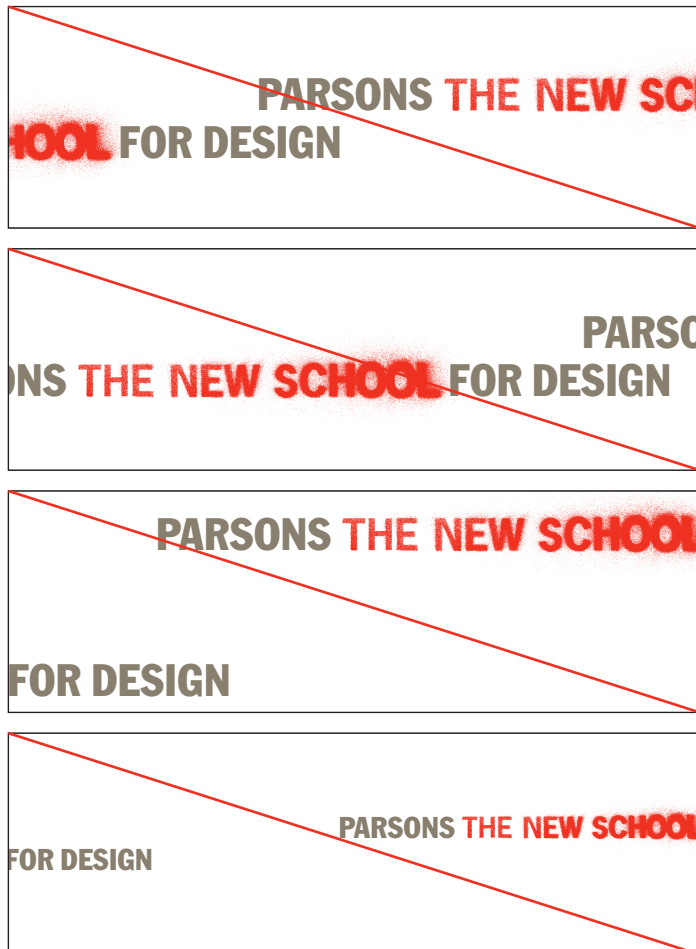
Bleed and line break

In cases where it is more visually appealing and advantageous to bleed the logo, always be sure to bleed it in the specified areas of the “T” and “L” of The New School mark (as shown on the left). Never break a logo in the middle of a word (see page 14).

The correct spacing relationship must be applied as specified at left.

When bleeding a school logo, the two lines must overlap vertically at some point, as shown in examples at lower left.

* The only exception to the specifications is when running school logos together (see page 31).



Bleed: don'ts

When bleeding a school logo, don't:

- Break the logo in the middle of the word
- Separate the top and bottom lines outside the specifications
- Create a gap between the two parts of the logo; they must always overlap vertically

* Refer to page 13 for construction of bleeding school logos.

* The only exception to the specifications is using running school logos (see page 31).

Minimum size

The minimum size for the school logo is a cap height of 0.1 inch. When measuring the minimum size of the school logo, use the cap height of the school name.



SCHOOL FOR DESIGN 0.1"

PARSONS THE NEW SCHOOL FOR DESIGN

Actual size (Color)

PARSONS THE NEW SCHOOL FOR DESIGN

Actual size (Black and White)

PARSONS **THE NEW SCHOOL** FOR DESIGN

Left state

PARSONS **THE NEW SCHOOL** FOR DESIGN

Mid state

PARSONS **THE NEW SCHOOL** FOR DESIGN

Right state

States

The New School mark has three states. These states reflect the constant movement and dynamism of The New School. All states can be used interchangeably across all applications and schools.

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colors (see University logo colors, pages 8–10).

File Identifier

left [left state]

mid [mid state]

right [right state]

Example:

tns_parsons_ **left**_O_pos.eps

*See pages 47–49 for a complete explanation of the file naming structure.

PARSONS THE NEW SCHOOL FOR DESIGN

The New School Red
Positive

PARSONS THE NEW SCHOOL FOR DESIGN

The New School Orange
Positive

PARSONS THE NEW SCHOOL FOR DESIGN

The New School Yellow
Positive

Color

The primary coloration of The New School school logos is the two color positive version on a white background. The school name and its descriptor appear in grey, and The New School mark appears in either The New School Red, Orange, or Yellow (see color specifications below).

No one color variation will be proprietary to any school. Each school must use all three color variations of The New School mark interchangeably.

The New School Red

Pantone® 1795 C
CMYK 0/94/100/0
RGB 255/19/0

The New School Orange

Pantone® 158 C
CMYK 0/61/97/0
RGB 255/99/9

The New School Yellow

Pantone® 143 C
CMYK 0/35/85/0
RGB 254/166/32

Grey

Pantone® 404 C
CMYK 0/8/22/56
RGB 111/103/84

File Identifier

R_pos [red, positive]
O_pos [orange, positive]
Y_pos [yellow, positive]

Example:

tns_parsons_mid_R_pos.eps

*See pages 47–49 for a complete explanation of the file naming structure.

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PARSONS THE NEW SCHOOL FOR DESIGN

100% Black

70% Black

100% Black

PARSONS THE NEW SCHOOL FOR DESIGN

Black

PARSONS THE NEW SCHOOL FOR DESIGN

White
Reversed

Color: black and white

When the primary colors cannot be used, The New School school logos can be either all black or reversed to white.

Black

Pantone® Black 4 C*
CMYK 0/22/100/89
RGB 28/22/1

White

CMYK 0/0/0/0
RGB 255/255/255

*100% Process Black may be substituted in restrictive printing instances.

File Identifier

Btint_pos [70% black mark]
B_pos [black, positive]
W_rev [white, reverse]

Example:

tns_parsons_mid_B_pos.eps

*See pages 47–49 for a complete explanation of the file naming structure.

On The New School Red
with black mark and reversed
school name and descriptor
file name: B_rev

PARSONS THE NEW SCHOOL FOR DESIGN

On The New School Orange
with black mark and reversed
school name and descriptor
file name: B_rev

PARSONS THE NEW SCHOOL FOR DESIGN

On The New School Yellow
with black mark and reversed
school name and descriptor
file name: B_rev

PARSONS THE NEW SCHOOL FOR DESIGN

On Black
with The New School Red
mark and reversed school
name and descriptor
file name: R_rev

PARSONS THE NEW SCHOOL FOR DESIGN

On Black
with The New School Orange
mark and reversed school
name and descriptor
file name: O_rev

PARSONS THE NEW SCHOOL FOR DESIGN

On Black
with The New School Yellow
mark and reversed school
name and descriptor
file name: Y_rev

PARSONS THE NEW SCHOOL FOR DESIGN

On Grey
with reversed mark, school
name and descriptor
file name: W_rev

PARSONS THE NEW SCHOOL FOR DESIGN

On Black
with reversed mark, school
name and descriptor
file name: W_rev

PARSONS THE NEW SCHOOL FOR DESIGN

On Black
with 30% black mark and
reversed school name
and descriptor
file name: Btint_rev

PARSONS THE NEW SCHOOL FOR DESIGN

Color: on backgrounds

When using school logos on primary color backgrounds—The New School Red, Orange, and Yellow—the school names and descriptors appear in white and the mark appears in black.

When using school logos on black, the school names and descriptors appear in white and the mark appears in The New School Red, Orange, Yellow, white or 70% black.

The New School Red

Pantone® 1795 C
CMYK 0/94/100/0
RGB 255/19/0

The New School Orange

Pantone® 158 C
CMYK 0/61/97/0
RGB 255/99/9

The New School Yellow

Pantone® 143 C
CMYK 0/35/85/0
RGB 254/166/32

Grey

Pantone® 404 C
CMYK 0/8/22/56
RGB 111/103/84

Black

Pantone® Black 4 C*
CMYK 0/22/100/89
RGB 28/22/1

File Identifier

B_rev [black, reversed]
R_rev [red, reversed]
O_rev [orange, reversed]
Y_rev [yellow, reversed]
W_rev [white, reversed]
Btint_rev [70% black mark]

Example:

tns_parsons_mid_R_rev.eps

*See pages 46–48 for a complete explanation of the file naming structure.

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*100% Process Black may be substituted in restrictive printing instances.

On Light Background

with The New School Red mark and
grey school name and descriptor
file name: R_pos



PARSONS **THE NEW SCHOOL** FOR DESIGN

On Light Background

with The New School Orange mark and
grey school name and descriptor
file name: O_pos



PARSONS **THE NEW SCHOOL** FOR DESIGN

On Light Background

with The New School Yellow mark and
grey school name and descriptor
file name: Y_pos



PARSONS **THE NEW SCHOOL** FOR DESIGN

On Dark Background

with The New School Red mark and
reversed school name and descriptor
file name: R_rev



PARSONS **THE NEW SCHOOL** FOR DESIGN

On Dark Background

with The New School Orange mark and
reversed school name and descriptor
file name: O_rev



PARSONS **THE NEW SCHOOL** FOR DESIGN

On Dark Background

with The New School Yellow mark and
reversed school name and descriptor
file name: Y_rev



PARSONS **THE NEW SCHOOL** FOR DESIGN

On Light Background

with black mark, school name
and descriptor
file name: B_pos



PARSONS **THE NEW SCHOOL** FOR DESIGN

On Light Background


with 70% black mark and black
school name and descriptor
file name: Btint_pos



PARSONS **THE NEW SCHOOL** FOR DESIGN

On Dark Background

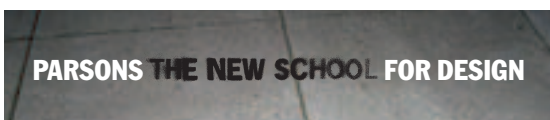
with reversed mark, school name
and descriptor
file name: W_rev



PARSONS **THE NEW SCHOOL** FOR DESIGN

On Dark Background

with black mark and reversed
school name and descriptor
file name: B_rev



PARSONS **THE NEW SCHOOL** FOR DESIGN

Color: on imagery

On imagery, The New School school logo can be used in color, black and white versions. The demonstrations at left show which colors look best on dark backgrounds and which colors look best on light backgrounds. Because every image is different, be sure to choose a color with a strong contrast to the background. Place the logo in an area of the image that is not busy in order to enhance legibility. (See page 21 for don'ts.)

The New School Red

Pantone® 1795 C
CMYK 0/94/100/0
RGB 255/19/0

The New School Orange

Pantone® 158 C
CMYK 0/61/97/0
RGB 255/99/9

The New School Yellow

Pantone® 143 C
CMYK 0/35/85/0
RGB 254/166/32

Black

Pantone® Black 4 C*
CMYK 0/22/100/89
RGB 28/22/1

File Identifier

R_pos [red, positive]
R_rev [red, reverse]
O_pos [orange, positive]
O_rev [orange, reverse]
Y_pos [yellow, positive]
Y_rev [yellow, reverse]
B_pos [black, positive]
B_rev [black, reverse]
Btint_pos [70% black mark]
Btint_rev [30% black mark]
W_rev [white, reverse]

Example:

tns_parsons_mid_R_rev.eps

*See pages 47–49 for a complete explanation of the file naming structure.

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

*100% Process Black may be substituted in restrictive printing instances.

Don't place the logo over busy, colored imagery



Don't use a color logo that doesn't stand out from the background



Don't use a color logo that doesn't stand out from the background



Don't use a color logo that doesn't stand out from the background



Color: don'ts

The New School school logo should always be seen clearly and dramatically. When using the logo on imagery, always make sure that it is positioned away from any competing imagery and stands out from the background color.



Identity as texture

The New School mark can be used as a textural graphic element to add visual interest and richness on communications materials.

When using the mark as a textural device, it must always be supported by a university or school logo (see the following page for an example).

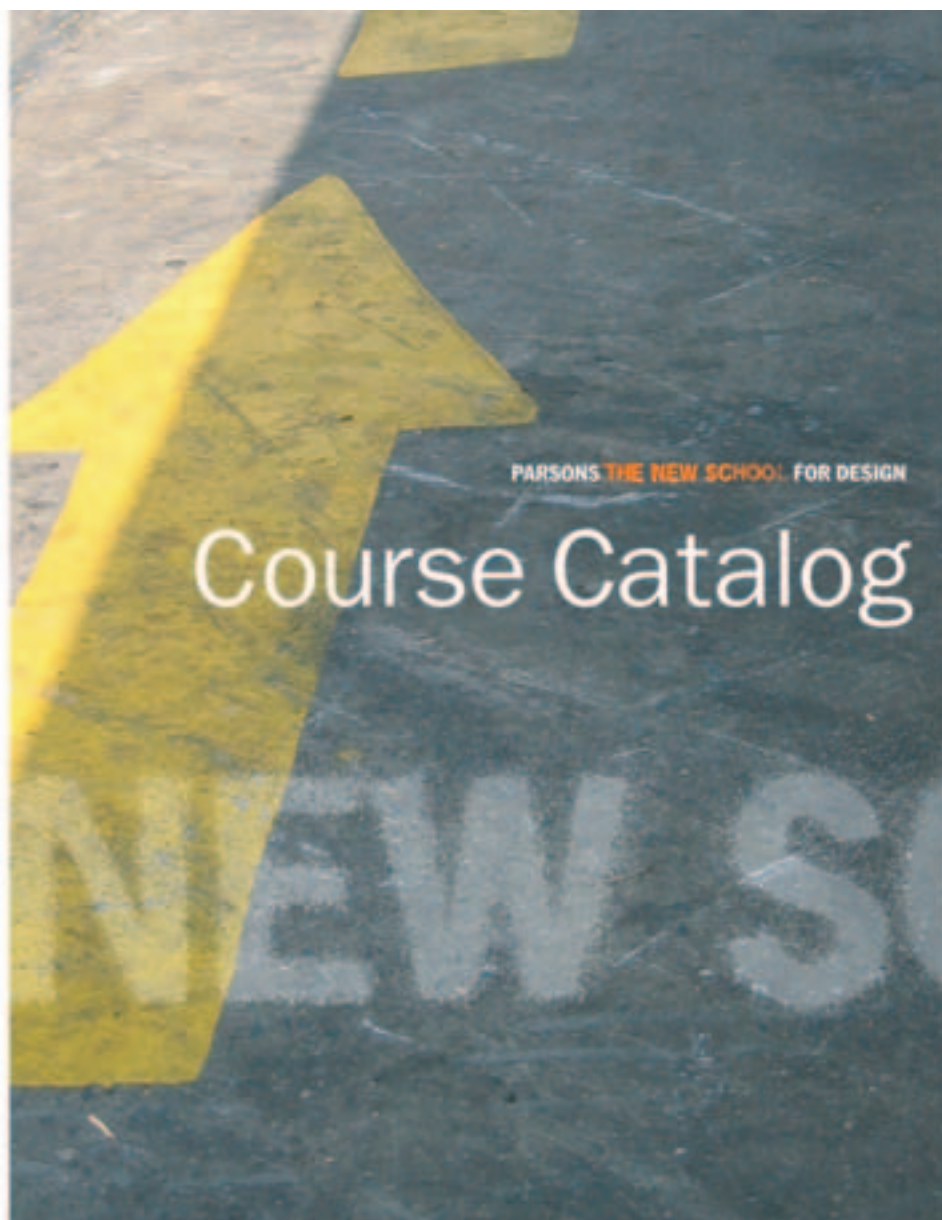
File Identifier

tns_mark [The New School mark]

Example:

tns_mark_left_R_pos.eps

*See pages 47–49 for a complete explanation of the file naming structure.



School logo

Mark as textural device

Identity as texture

When using the mark as a textural device, it must always be supported by a university or school logo. It can be tinted or layered on top of imagery. Refer to The New School color palette for appropriate colors (see page 26).

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colors (see University logo colors, pages 8–10).

To ensure the consistency necessary to build a recognizable identity, it is critical that The New School logo appear only in the colors approved in these guidelines.

File Identifier

tns_logo

[The New School university logo]

Example:

tns_logo_mid_O_pos.eps

*See pages 47–49 for a complete explanation of the file naming structure.

Identity as text

Consistency in referring to The New School and its schools in text is critical in maintaining a strong identity. Use of correct capitalization, style and naming all impact the identity for The New School.

[University name]	The New School
[School names]	The New School for General Studies
	The New School for Social Research
	The New School for Jazz and Contemporary Music
	The New School for Drama
	Milano The New School for Management and Urban Policy
	Parsons The New School for Design
	Eugene Lang College The New School for Liberal Arts
	Mannes College The New School for Music

Naming

When referring to The New School at a university level, in the text of a document, it should always be spelled “The New School.” The descriptor should never be part of the name in text.

For example:

The New School

not

~~The New School a University~~

When referring to a school within the university the first time in the text of a document, the entire name of the school must be spelled out.

For example:

“Milano The New School for Management and Urban Policy”

In subsequent mentions, a condensed form can be used.

For example:

“Parsons”
“Mannes” or “Mannes College”
“Milano”
“Lang” or “Eugene Lang College”

The schools that begin with “The New School” cannot be shortened to “The New School.” That name is only reserved for the university. If the name must be condensed, use “General Studies”, “Social Research”, “Drama”, or “Jazz.”

If the descriptor (“for Music” “for Design” “for Liberal Arts”) is used, the whole name of the school must be used — including “The New School.” It is not acceptable to revert to “Parsons School of Design” for example, or “Mannes College of Music.”

Capitalization

When using the mixed case version of the university name, the “T”, “N”, and “S” should be capitalized.

When using the mixed case version of the school names, the “f” in “for” and “a” in “and” should be lower case, however the “T” in “The New School” should be capitalized. Commas are never used.

Style

If the name is broken into several lines, all text must be the same size, weight and typeface.

For example:

The New School
for General Studies

not

~~**The New School**~~
for General Studies

Visual System

The New School visual system is designed to be dynamic and flexible. This section will explain the use of color, typography, image style and graphic elements.

The flexibility of the system requires careful treatment and attention for all graphic elements. The use of these guidelines will assure that the visual system will reinforce and strengthen our identity.

	R1	O1	Y1	G1
	R2	O2	Y2	G2
	R3	O3	Y3	G3
	R4	O4	Y4	G4
Secondary	R5	O5	Y5	G5
Primary	R	O	Y	G
Secondary	R6	O6	Y6	G6
	R7	O7	Y7	G7
	R8	O8	Y8	G8
	R9	O9	Y9	G9
	R10	O10	Y10	G10
Supportive	B	W	S	

Color palette





The New School color palette consists of a primary, secondary and supportive color palette. The secondary palette consists of the entire range of tints that originate from the primary colors. The lighter tints were created by screening the primary colors, and the darker tints were created by adding black to the primary colors. The tints specified in the secondary palette are samples of this range of tints.

The consistent use of these colors will create recognition and strengthen the identity. The New School university and school logos must always use the primary and supportive color palette.










































Color specifications are on the following page.


The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.


Primary Color Palette

-  **The New School Red**
Pantone® 1795 C
CMYK 0/94/100/0
RGB 255/19/0
-  **The New School Orange**
Pantone® 158 C
CMYK 0/61/97/0
RGB 255/99/9
-  **The New School Yellow**
Pantone® 143 C
CMYK 0/35/85/0
RGB 254/166/32
-  **Grey**
Pantone® 404 C
CMYK 0/8/22/56
RGB 111/103/84

Secondary Color Palette

-  **R1**
CMYK 0/6/10/0
RGB 254/240/223
-  **R2**
CMYK 0/19/20/0
RGB 253/208/185
-  **R3**
CMYK 0/38/40/0
RGB 252/159/124
-  **R4**
CMYK 0/56/60/0
RGB 252/113/73
-  **R5**
CMYK 0/75/80/0
RGB 253/65/32
-  **R6**
CMYK 0/94/100/10
RGB 230/17/0
-  **R7**
CMYK 0/94/100/25
RGB 191/14/0
-  **R8**
CMYK 0/94/100/40
RGB 153/11/0
-  **R9**
CMYK 0/94/100/55
RGB 115/8/1
-  **R10**
CMYK 0/94/100/70
RGB 77/6/0
-  **O1**
CMYK 0/6/10/0
RGB 254/240/228
-  **O2**
CMYK 0/12/19/0
RGB 254/224/194
-  **O3**
CMYK 0/24/39/0
RGB 253/195/137
-  **O4**
CMYK 0/37/58/0
RGB 253/162/87
-  **O5**
CMYK 0/49/78/0
RGB 253/130/42
-  **O6**
CMYK 0/61/97/10
RGB 230/89/8
-  **O7**
CMYK 0/61/97/25
RGB 191/74/7
-  **O8**
CMYK 0/61/97/40
RGB 153/60/5
-  **O9**
CMYK 0/61/97/55
RGB 115/45/3
-  **O10**
CMYK 0/61/97/70
RGB 77/30/2
-  **Y1**
CMYK 0/3.5/8.5/0
RGB 255/246/229
-  **Y2**
CMYK 0/7/17/0
RGB 254/237/204
-  **Y3**
CMYK 0/14/34/0
RGB 254/219/156
-  **Y4**
CMYK 0/21/51/0
RGB 254/201/112
-  **Y5**
CMYK 0/26/68/0
RGB 254/184/71
-  **Y6**
CMYK 0/35/85/10
RGB 229/150/29
-  **Y7**
CMYK 0/35/85/25
RGB 190/124/24
-  **Y8**
CMYK 0/35/85/40
RGB 153/100/19
-  **Y9**
CMYK 0/35/85/55
RGB 114/75/15
-  **Y10**
CMYK 0/35/85/70
RGB 77/50/10
-  **G1**
CMYK 0/1/2/5.5
RGB 241/238/235
-  **G2**
CMYK 0/2/4/11
RGB 227/223/216
-  **G3**
CMYK 0/3/9/22
RGB 199/193/178
-  **G4**
CMYK 0/5/13/37
RGB 161/153/136
-  **G5**
CMYK 0/6/18/45
RGB 140/132/111
-  **G6**
CMYK 0/8/22/60
RGB 102/94/76
-  **G7**
CMYK 0/8/22/67
RGB 83/77/63
-  **G8**
CMYK 0/8/22/74
RGB 65/60/49
-  **G9**
CMYK 0/8/22/81
RGB 48/44/35
-  **G10**
CMYK 0/8/22/88
RGB 30/28/23
- Supportive Color Palette
-  **Black***
Pantone® Black 4 C
CMYK 0/22/100/89
RGB 28/22/1

 **White**
CMYK 0/0/0/0
RGB 255/255/255

 **Silver**
Pantone® 8002 C
- *100% Process Black may be substituted in restrictive printing instances.
- The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

Adobe Garamond Pro

Adobe Garamond Pro Regular

Adobe Garamond Pro Regular Italic

Adobe Garamond Pro Semibold

Adobe Garamond Pro Semibold Italic

Adobe Garamond Pro Bold

Adobe Garamond Pro Bold Italic

ITC Franklin Gothic

ITC Franklin Gothic Book

ITC Franklin Gothic Book Italic

ITC Franklin Gothic Book Condensed

ITC Franklin Gothic Book Condensed Italic

ITC Franklin Gothic Medium

ITC Franklin Gothic Medium Italic

ITC Franklin Gothic Medium Condensed

ITC Franklin Gothic Medium Condensed Italic

ITC Franklin Gothic Demi

ITC Franklin Gothic Demi Italic

ITC Franklin Gothic Demi Condensed

ITC Franklin Gothic Demi Condensed Italic

ITC Franklin Gothic Heavy

ITC Franklin Gothic Heavy Italic

Typography

The New School typography consists of two typefaces: Adobe Garamond Pro (Adobe type foundry) and ITC Franklin Gothic (ITC type foundry). Both typefaces come in a variety of weights and offer flexibility of use. Commitment to these typefaces will create a consistent and strong identity.

These typefaces should be used at all times. Contact the director of communications if there is a specific request not to use the specified typefaces.

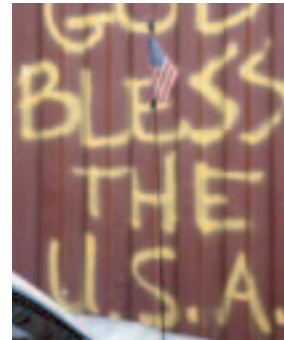
File Identifier
[fonts folder]

Textural

Rich, layered imagery, dynamic cropping, diverse range of media and techniques

**Conceptual**

Dynamic cropping, natural lighting, non-clichéd, not posed or contrived, purposeful subject matter

**Journalistic**

Natural lighting, dynamic cropping, not staged or posed



Image style

Image style plays a critical role in developing a vivid and meaningful identity for The New School.

The New School image style consists of three categories: textural, conceptual and journalistic. All imagery should support The New School brand promise (see page II).

The New School Personality

Activist
Eclectic
Open
Street-smart
Articulate
Creative
Courageous

Image drivers

Provoke dialogue and promote interdisciplinary thinking.
Reflect intellectual sophistication and critical thinking.
Focus on that broader community interaction and involvement.
Leverage the cultural and intellectual richness of New York City.



Running dialogue

The running dialogue is a key element of The New School visual system. It supports the concept of cross-disciplinary dialogue and thought—an important part of the identity.

The running dialogue can be used in two ways: as a graphic treatment or by running school logos together.

Running dialogue treatment

The running dialogue should always use The New School typefaces **Adobe Garamond Pro** and **ITC Franklin Gothic**.

Any size or weight combination may be used (see page 28).

The running dialogue should always use The New School color palette. Tints and overlays are recommended when type is overlapping (see page 26).

THE NEW SCHOOL FOR GENERAL STUDIES
 THE NEW SCHOOL FOR SOCIAL RESEARCH MILANO THE NEW SCHOOL FOR MANAGE
 EMENT AND URBAN POLICY PARSONS THE NEW SCHOOL FOR DESIGN EUGENE LAN
 NG COLLEGE THE NEW SCHOOL FOR LIBERAL ARTS MANNES COLLEGE THE NEW SCH
 HOOOL FOR MUSIC THE NEW SCHOOL FOR DRAMA THE NEW SCHOOL FOR JAZZ AI
 ND CONTEMPORARY MUSIC

Sample

THE NEW SCHOOL FOR GENI
 IGN EUGENE LANG COLLEGE THE NEW
 INTEMPORARY MUSIC

Construction

Running school logos

The running school logos is a treatment that holds all eight of the school logos together. Refer to the specifications at left for spacing. Where the running line bleeds off on one side of a communications piece, it should resume where it ended on the otherside. This is the only instance where the school logos can be cropped at any point. The configuration of the stacking is dependent on the size and dimensions of the piece on which it is being applied.

File Identifier

tns_running_logos

[The New School running logos]

Example:

tns_running_logos_4c_pos.eps

*See pages 47–49 for a complete explanation of the file naming structure.

THE NEW SCHOOL FOR GENERAL STUDIES
 THE NEW SCHOOL FOR SOCIAL RESEARCH MILANO THE NEW SCHOOL FOR MANAGE
 EMENT AND URBAN POLICY PARSONS THE NEW SCHOOL FOR DESIGN EUGENE LAN
 IG COLLEGE THE NEW SCHOOL FOR LIBERAL ARTS MANNES COLLEGE THE NEW SCH
 HOOOL FOR MUSIC THE NEW SCHOOL FOR DRAMA THE NEW SCHOOL FOR JAZZ AI
 ND CONTEMPORARY MUSIC

4-color, positive

THE NEW SCHOOL FOR GENERAL STUDIES
 THE NEW SCHOOL FOR SOCIAL RESEARCH MILANO THE NEW SCHOOL FOR MANAGE
 EMENT AND URBAN POLICY PARSONS THE NEW SCHOOL FOR DESIGN EUGENE LAN
 IG COLLEGE THE NEW SCHOOL FOR LIBERAL ARTS MANNES COLLEGE THE NEW SCH
 HOOOL FOR MUSIC THE NEW SCHOOL FOR DRAMA THE NEW SCHOOL FOR JAZZ AI
 ND CONTEMPORARY MUSIC

The New School Red, positive

THE NEW SCHOOL FOR GENERAL STUDIES
 THE NEW SCHOOL FOR SOCIAL RESEARCH MILANO THE NEW SCHOOL FOR MANAGE
 EMENT AND URBAN POLICY PARSONS THE NEW SCHOOL FOR DESIGN EUGENE LAN
 IG COLLEGE THE NEW SCHOOL FOR LIBERAL ARTS MANNES COLLEGE THE NEW SCH
 HOOOL FOR MUSIC THE NEW SCHOOL FOR DRAMA THE NEW SCHOOL FOR JAZZ AI
 ND CONTEMPORARY MUSIC

The New School Orange, positive

THE NEW SCHOOL FOR GENERAL STUDIES
 THE NEW SCHOOL FOR SOCIAL RESEARCH MILANO THE NEW SCHOOL FOR MANAGE
 EMENT AND URBAN POLICY PARSONS THE NEW SCHOOL FOR DESIGN EUGENE LAN
 IG COLLEGE THE NEW SCHOOL FOR LIBERAL ARTS MANNES COLLEGE THE NEW SCH
 HOOOL FOR MUSIC THE NEW SCHOOL FOR DRAMA THE NEW SCHOOL FOR JAZZ AI
 ND CONTEMPORARY MUSIC

The New School Yellow, positive

THE NEW SCHOOL FOR GENERAL STUDIES
 THE NEW SCHOOL FOR SOCIAL RESEARCH MILANO THE NEW SCHOOL FOR MANAGE
 EMENT AND URBAN POLICY PARSONS THE NEW SCHOOL FOR DESIGN EUGENE LAN
 IG COLLEGE THE NEW SCHOOL FOR LIBERAL ARTS MANNES COLLEGE THE NEW SCH
 HOOOL FOR MUSIC THE NEW SCHOOL FOR DRAMA THE NEW SCHOOL FOR JAZZ AI
 ND CONTEMPORARY MUSIC

Silver, positive

THE NEW SCHOOL FOR GENERAL STUDIES
 THE NEW SCHOOL FOR SOCIAL RESEARCH MILANO THE NEW SCHOOL FOR MANAGE
 EMENT AND URBAN POLICY PARSONS THE NEW SCHOOL FOR DESIGN EUGENE LAN
 IG COLLEGE THE NEW SCHOOL FOR LIBERAL ARTS MANNES COLLEGE THE NEW SCH
 HOOOL FOR MUSIC THE NEW SCHOOL FOR DRAMA THE NEW SCHOOL FOR JAZZ AI
 ND CONTEMPORARY MUSIC

Black, positive

THE NEW SCHOOL FOR GENERAL STUDIES
 THE NEW SCHOOL FOR SOCIAL RESEARCH MILANO THE NEW SCHOOL FOR MANAGE
 EMENT AND URBAN POLICY PARSONS THE NEW SCHOOL FOR DESIGN EUGENE LAN
 IG COLLEGE THE NEW SCHOOL FOR LIBERAL ARTS MANNES COLLEGE THE NEW SCH
 HOOOL FOR MUSIC THE NEW SCHOOL FOR DRAMA THE NEW SCHOOL FOR JAZZ AI
 ND CONTEMPORARY MUSIC

4-color, reverse on black

THE NEW SCHOOL FOR GENERAL STUDIES
 THE NEW SCHOOL FOR SOCIAL RESEARCH MILANO THE NEW SCHOOL FOR MANAGE
 EMENT AND URBAN POLICY PARSONS THE NEW SCHOOL FOR DESIGN EUGENE LAN
 IG COLLEGE THE NEW SCHOOL FOR LIBERAL ARTS MANNES COLLEGE THE NEW SCH
 HOOOL FOR MUSIC THE NEW SCHOOL FOR DRAMA THE NEW SCHOOL FOR JAZZ AI
 ND CONTEMPORARY MUSIC

The New School Red, reverse on The New School Red

THE NEW SCHOOL FOR GENERAL STUDIES
 THE NEW SCHOOL FOR SOCIAL RESEARCH MILANO THE NEW SCHOOL FOR MANAGE
 EMENT AND URBAN POLICY PARSONS THE NEW SCHOOL FOR DESIGN EUGENE LAN
 IG COLLEGE THE NEW SCHOOL FOR LIBERAL ARTS MANNES COLLEGE THE NEW SCH
 HOOOL FOR MUSIC THE NEW SCHOOL FOR DRAMA THE NEW SCHOOL FOR JAZZ AI
 ND CONTEMPORARY MUSIC

The New School Orange, reverse on The New School Orange

THE NEW SCHOOL FOR GENERAL STUDIES
 THE NEW SCHOOL FOR SOCIAL RESEARCH MILANO THE NEW SCHOOL FOR MANAGE
 EMENT AND URBAN POLICY PARSONS THE NEW SCHOOL FOR DESIGN EUGENE LAN
 IG COLLEGE THE NEW SCHOOL FOR LIBERAL ARTS MANNES COLLEGE THE NEW SCH
 HOOOL FOR MUSIC THE NEW SCHOOL FOR DRAMA THE NEW SCHOOL FOR JAZZ AI
 ND CONTEMPORARY MUSIC

The New School Yellow, reverse on The New School Yellow

THE NEW SCHOOL FOR GENERAL STUDIES
 THE NEW SCHOOL FOR SOCIAL RESEARCH MILANO THE NEW SCHOOL FOR MANAGE
 EMENT AND URBAN POLICY PARSONS THE NEW SCHOOL FOR DESIGN EUGENE LAN
 IG COLLEGE THE NEW SCHOOL FOR LIBERAL ARTS MANNES COLLEGE THE NEW SCH
 HOOOL FOR MUSIC THE NEW SCHOOL FOR DRAMA THE NEW SCHOOL FOR JAZZ AI
 ND CONTEMPORARY MUSIC

The New School Silver, reverse on Silver

THE NEW SCHOOL FOR GENERAL STUDIES
 THE NEW SCHOOL FOR SOCIAL RESEARCH MILANO THE NEW SCHOOL FOR MANAGE
 EMENT AND URBAN POLICY PARSONS THE NEW SCHOOL FOR DESIGN EUGENE LAN
 IG COLLEGE THE NEW SCHOOL FOR LIBERAL ARTS MANNES COLLEGE THE NEW SCH
 HOOOL FOR MUSIC THE NEW SCHOOL FOR DRAMA THE NEW SCHOOL FOR JAZZ AI
 ND CONTEMPORARY MUSIC

Tint on Black

Colors: running school logos

Use only the colors specified below when running school logos.

The New School Red

Pantone® 1795 C
 CMYK 0/94/100/0
 RGB 255/19/0

The New School Orange

Pantone® 158 C
 CMYK 0/61/97/0
 RGB 255/99/9

The New School Yellow

Pantone® 143 C
 CMYK 0/35/85/0
 RGB 254/166/32

Silver

Pantone® 8002 C

Black

Pantone® Black 4 C*
 CMYK 0/22/100/89
 RGB 28/22/1

File Identifier

4C_pos [4-color, positive]
4C_rev [4-color, reverse]
B_pos [black, positive]
B_rev [black, reverse]
O_pos [orange, positive]
O_rev [orange, reverse]
R_pos [red, positive]
R_rev [red, reverse]
S_pos [silver, positive]
S_rev [silver, reverse]
Y_pos [yellow, positive]
Y_rev [yellow, reverse]

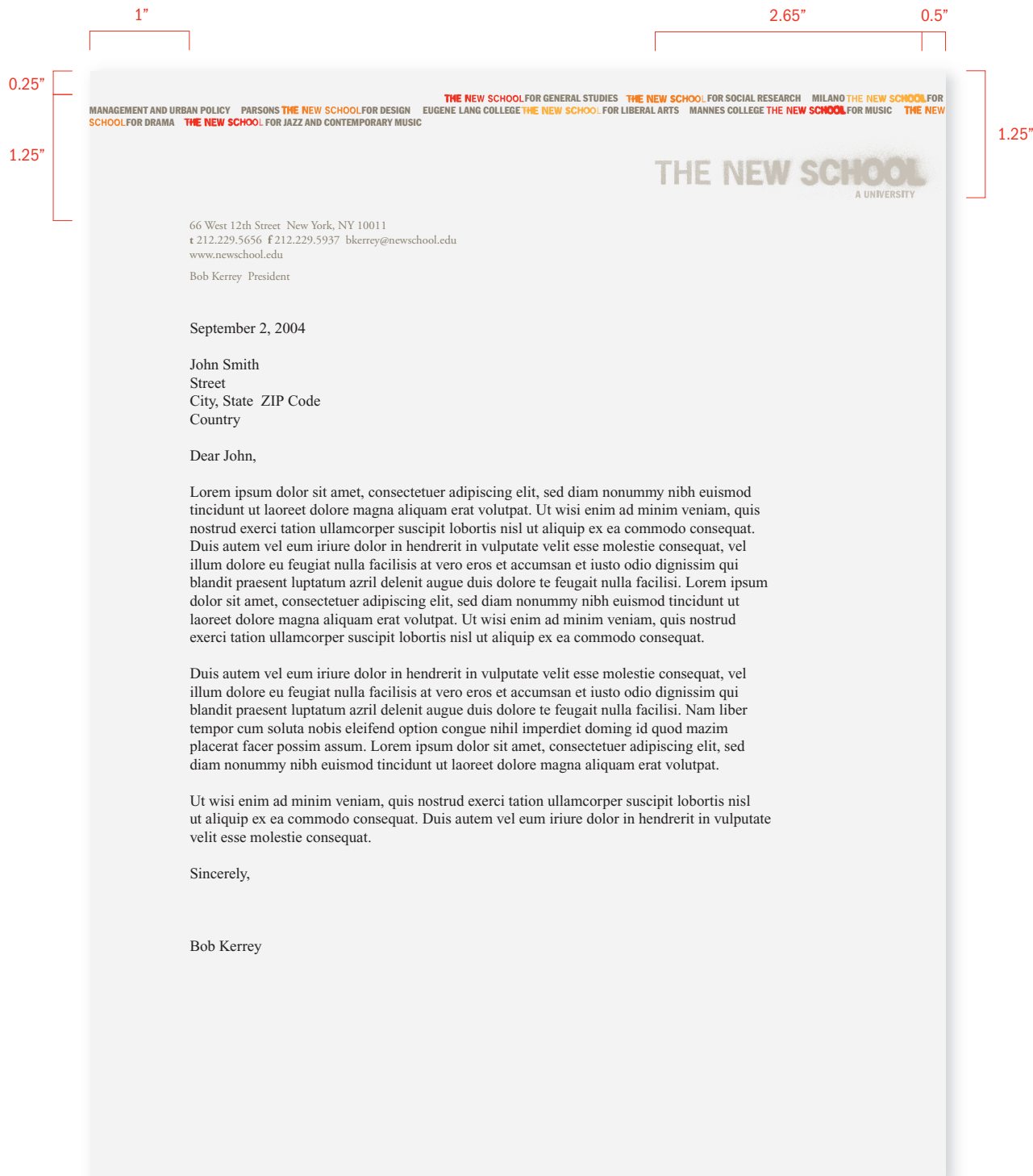
Example:

tns_running_logos_4c_pos.eps

*See pages 47–49 for a complete explanation of the file naming structure.

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

*100% Process Black may be substituted in restrictive printing instances.



University stationery

Letterhead

Format

8.5" x 11"

Shown at 65% of actual size.

Running school logos

See page 31 for specifications.

Colors: Pantone® 1795 C, Pantone® 158 C, Pantone® 143 C, and Pantone® 404 C.

University logo

Color: Pantone® 404 C at 45%.

Return address

Typeface:

Adobe Garamond Pro Regular

Size: 8.5/10.5 pt

Color: Pantone® 404 C

File Identifier

tns_university_letterhead.eps

[The New School university letterhead]

*See pages 47–49 for a complete explanation of the file naming structure.

Template

Body Copy

Times 11/13 pt



University stationery

Business card

Format

3.5" x 2"

Shown at 100% of actual size.

File Identifier

tns_university_businesscard.eps

[The New School university business card]

Front

University logo

Color: Pantone® 158 C

Contact information

Typeface:

Adobe Garamond Pro Regular

Size: 8.5/10.5 pt

Color: Pantone® 404 C

*See pages 47–49 for a complete explanation of the file naming structure.

Back

Running school logos

See pages 31–32 for specifications.

Color: gradation of Pantone®

158 C to Pantone® 143 C to

Pantone® 1795 C



University stationery

Envelope and mailing label

Envelope

Format

Number 10

Shown at 100% of actual size.

University logo

Color: Pantone® 404 C at 45%

Return address

Typeface:

Adobe Garamond Pro Regular

Size: 8.5/10.5 pt

Color: Pantone® 404 C

File Identifier

tns_university_envelope

[The New School university envelope]

tns_university_label

[The New School university mailing label]

*See pages 47–49 for a complete explanation of the file naming structure.

Mailing Label

Format

5" x 4"

Shown at 100% of actual size.

University logo

Color: Pantone® 143 C

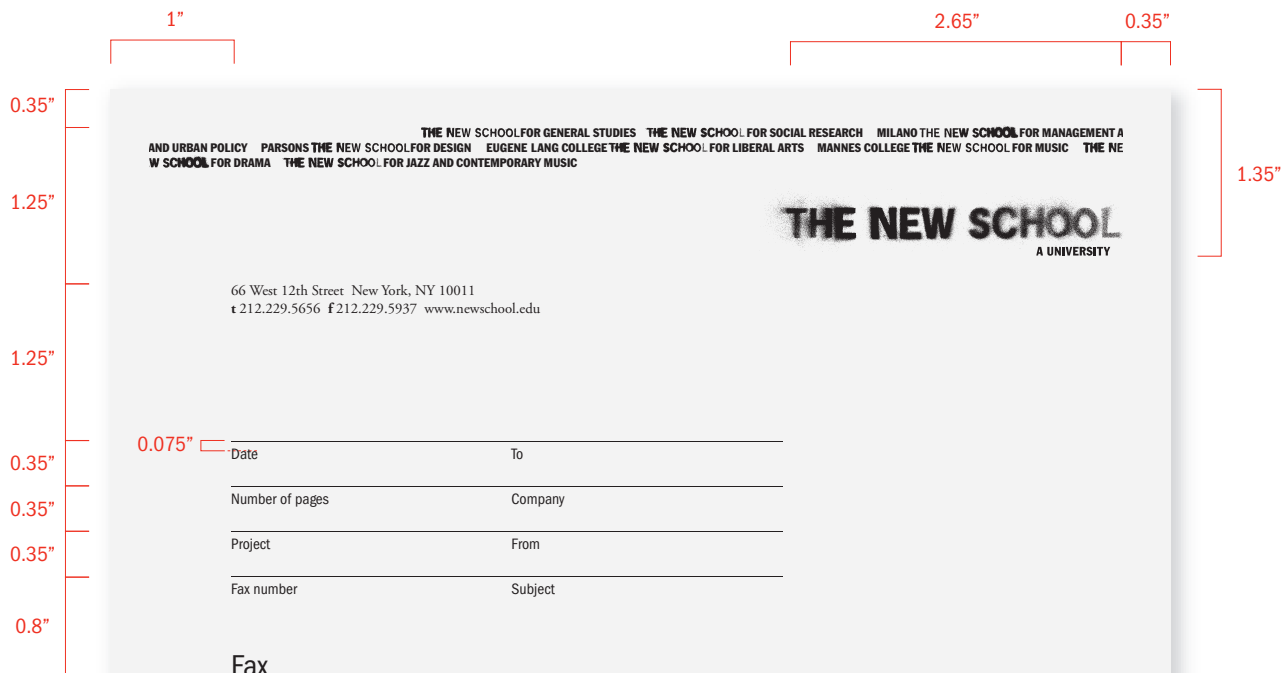
Return address

Typeface:

Adobe Garamond Pro Regular

Size: 8.5/10.5 pt

Color: Pantone® 404 C



University stationery

Fax sheet

Format

8.5" x 11"

Shown at 65% of actual size.

Running school logos

See pages 31-32 for specifications.

Color: Black

University logo

Color: Black

Return address

Typeface:

Adobe Garamond Pro Regular

Size: 8.5/10.5 pt

Color: Black

Form fields

Typeface: ITC Franklin Gothic

Book Condensed

Stroke: 0.375 pt

Size: 9/13 pt

Color: Black

Fax

Typeface: ITC Franklin Gothic

Book Condensed

Size: 18/13 pt

Color: Black

File Identifier

tns_university_fax.eps

[The New School university fax sheet]

*See pages 47-49 for a complete explanation of the file naming structure.

School stationery

Letterhead

Format

8.5" x 11"

Shown at 65% of actual size.

School logo

Colors: Pantone 1795 C
and Pantone® 404 C

Return address

Typeface:

Adobe Garamond Pro Regular

Size: 8.5/10.5 pt

Color: Pantone® 404 C

Running school logos

See pages 31-32 for
specifications.

Color: Pantone® 404 C (mark
at 45%, school and descriptor
names at 30%).

File Identifier

tns_drama_letterhead.eps

tns_general_letterhead.eps

tns_jazz_letterhead.eps

tns_lang_letterhead.eps

tns_mannes_letterhead.eps

tns_milano_letterhead.eps

tns_parsons_letterhead.eps

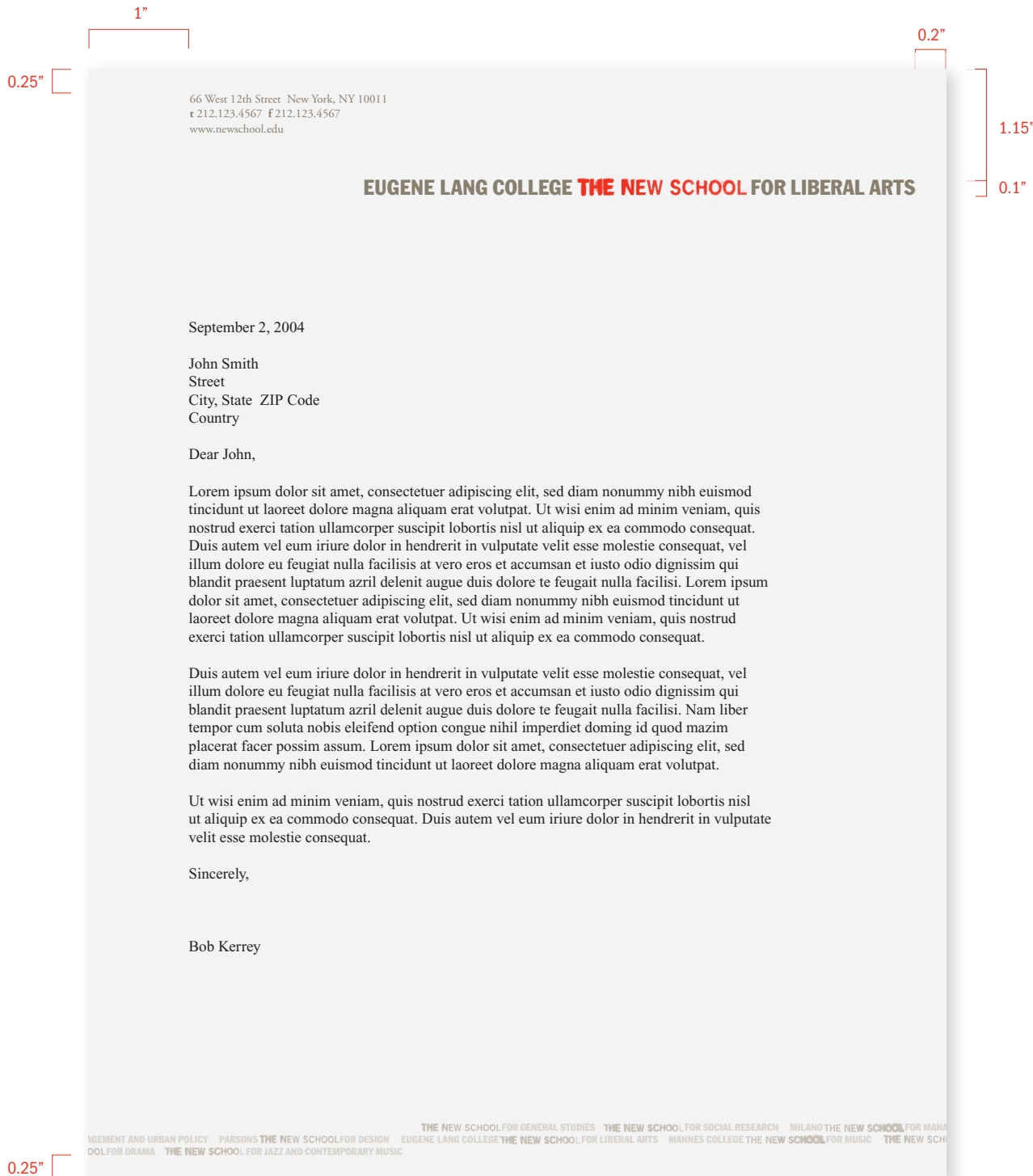
tns_social_letterhead.eps

*See pages 47-49 for a complete
explanation of the file naming
structure.

Template

Body copy

Times 11/13 pt





School stationery

Business card

Format

3.5" x 2"

Shown at 100% of actual size.

Front

School logo

Color: Pantone® 158 C and
Pantone® 404

Contact information

Typeface:

Adobe Garamond Pro Regular

Size: 8.5/10.5 pt

Color: Pantone® 404 C

Back

Running school logos

See pages 31-32 for
specifications.

Color: Pantone® 158 C

File Identifier

tns_drama_businesscard.eps

tns_general_businesscard.eps

tns_jazz_businesscard.eps

tns_lang_businesscard.eps

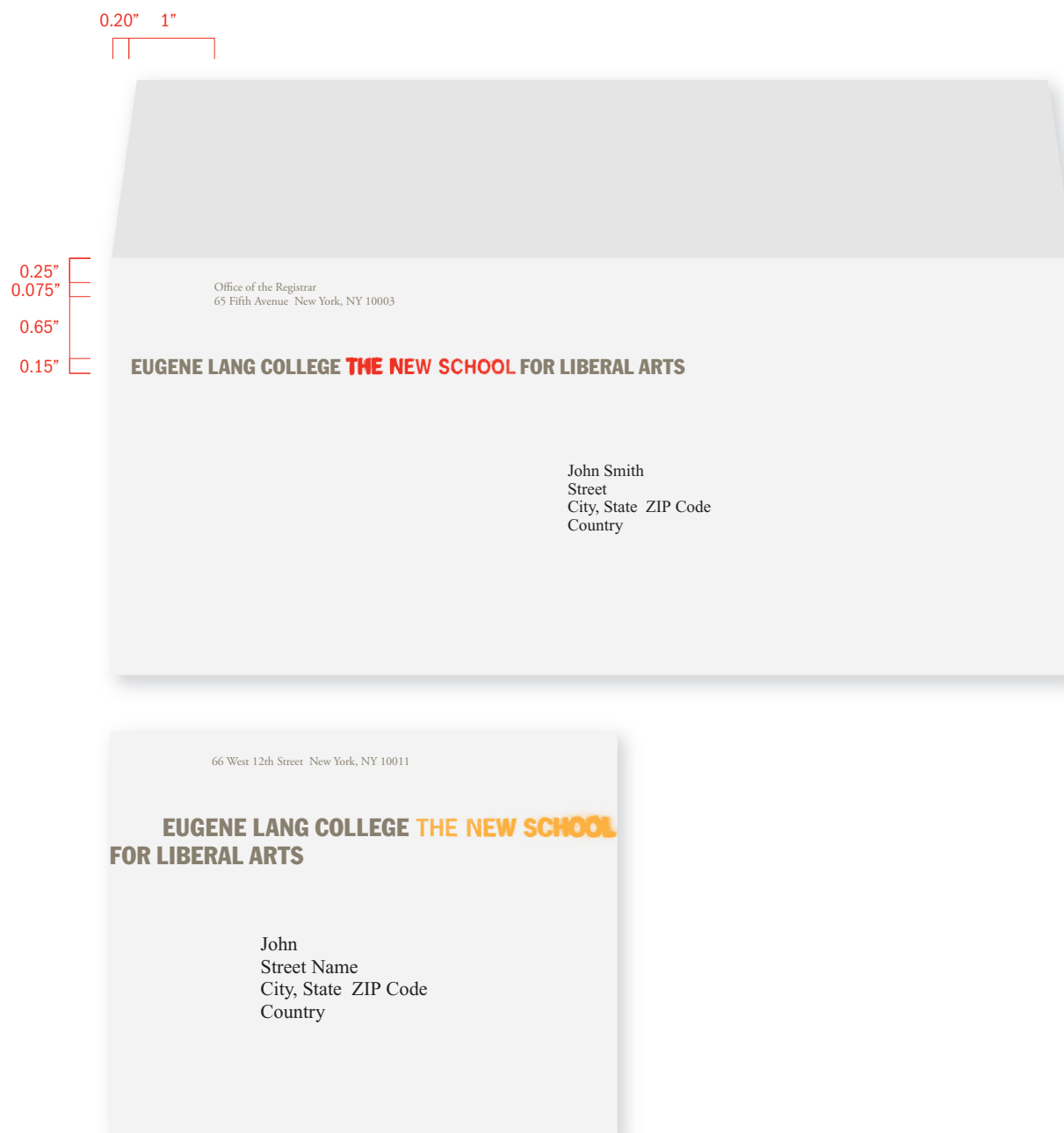
tns_mannes_businesscard.eps

tns_milano_businesscard.eps

tns_parsons_businesscard.eps

tns_social_businesscard.eps

*See pages 47-49 for a complete
explanation of the file naming
structure.



School stationery

Envelope and mailing label

Envelope

Format

Number 10

Shown at 100% of actual size.

School logo

Color: Pantone® 1795 and

Pantone® 404 C

Return address

Typeface:

Adobe Garamond Pro Regular

Size: 8.5/10.5 pt

Color: Pantone® 404 C

File Identifier

tns_drama_envelope.eps

tns_general_envelope.eps

tns_jazz_envelope.eps

tns_lang_envelope.eps

tns_mannes_envelope.eps

tns_milano_envelope.eps

tns_parsons_envelope.eps

tns_social_envelope.eps

tns_drama_label.eps

tns_general_label.eps

tns_jazz_label.eps

tns_lang_label.eps

tns_mannes_label.eps

tns_milano_label.eps

tns_parsons_label.eps

tns_social_label.eps

Mailing Label

Format

5" x 4"

Shown at 100% of actual size.

School logo

Color: Pantone® 143 and

Pantone® 404 C

Return address

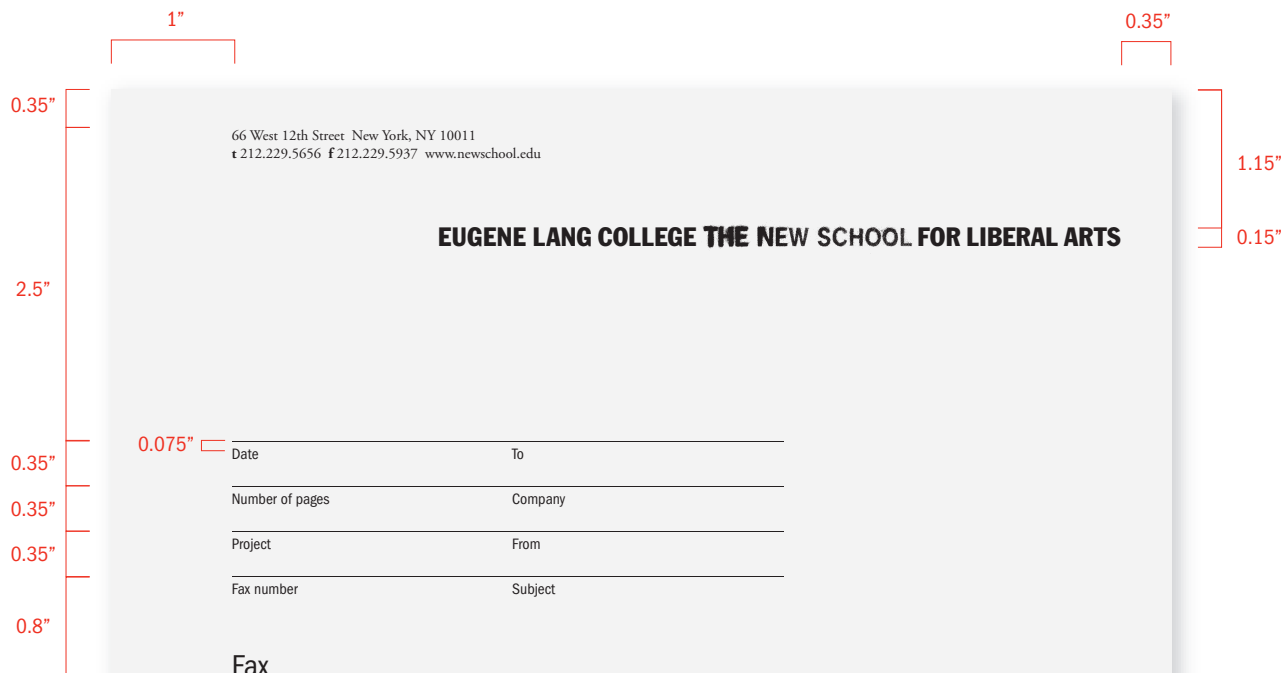
Typeface:

Adobe Garamond Pro Regular

Size: 8.5/10.5 pt

Color: Pantone® 404 C

*See pages 47-49 for a complete explanation of the file naming structure.



School stationery

Fax sheet

Format

8.5" x 11"

Shown at 65% of actual size.

School logos

Color: Black

Return address

Typeface:

Adobe Garamond Pro Regular

Size: 8.5/10.5 pt

Color: Black

Form fields

Typeface: ITC Franklin Gothic

Book Condensed

Stroke: 0.375 pt

Size: 9/13 pt

Color: Black

Fax

Typeface: ITC Franklin Gothic

Book Condensed

Size: 18/13 pt

Color: Black

File Identifier**tns_school_fax.eps**[school fax template,
substitute the school logo as
appropriate.]*See pages 47–49 for a complete
explanation of the file naming
structure.



Fall 2004 Volume 7 | Lang College The New School for Liberal Arts

Women & The Vote

With polls showing more women than men undecided in this year's presidential race, both parties are wooing female voters - especially young women, single women, and those who have never voted.

Na faccum eu feup euis estis dolent.

Quat aut lor si ex ex esequat nummy niamet ipit utat praesed modio con ullam volitionesed enit ad te tat ad delit la feuis erat. Ute modit luptat. Duiptit nos accum vullamet, consequat, quamet iure min endreectum accummy nostio dolore con ea feu feugait. vel upatum estis dui te molore min euguer si. Feugait velis aliquisi.

Cilici te vel doluprat. Landio do conulan eu faccum ipit. Nos num volenim nosted tat. Ecte mincin eugiamet ip eumsandrem iure dant vent er senisis senibh et num vel esequam consenim zrrilis dolorperos nis del dolute dolobor perass equipisim quatio et adigna feugue magna faccum digniat.

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Photography by John Smith

Exchange Program in India

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Inside

Women & The Vote

Cilici te vel doluprat. Landio do conulan eu faccum ipit. Front page

Exchange Program in India

Cilici te vel doluprat. Landio do conulan eu faccum ipit. Front page

Alumni News

Cilici te vel doluprat. Landio do conulan eu faccum ipit. Page 2

Student Voice

Cilici te vel doluprat. Landio do conulan eu faccum ipit. Page 3

¹Quat aut lor si ex ex esequat nummy niamet ipit utat praesed modio con ullam volitionesed enit ad te tat ad delit la feuis erat.

Newsletter

This prototype is an example of how The New School visual system comes together when creating communications materials.

Photography, typography and color all play a part in creating a unified look and feel for The New School.

Newsletter

Format: 11" x 17"

Shown at 55% of actual size.

This prototype is for demonstration only and should not be used as final work.

Diploma

This prototype is an example of how The New School visual system comes together when creating communications materials.

In cases like the diploma where it's important to show a premium look and feel, special printing techniques and metallic silver can be used.

Typography, graphic elements, typography and color all play a part in creating a unified look and feel for The New School.

This prototype is for demonstration only and should not be used as final work.



Flags & blades

Flags and blades are an important and very visible part of The New School identity and signage system.

These prototypes show how the system can work in both university and school signage. The use of the mark as a textural element creates depth and interest in the university banner. The use of bleeding also creates tension and movement in the school banner.

These prototypes are for demonstration only and should not be used as final work.



University Flag



School Blade

Environmental graphics

The environment is a perfect medium for The New School identity. Its basis in “graffiti” allows The New School identity to literally become part of New York City.

Demonstrations at left show how the identity can be applied to key points around the university for greatest impact.

These prototypes are for demonstration only and should not be used as final work.





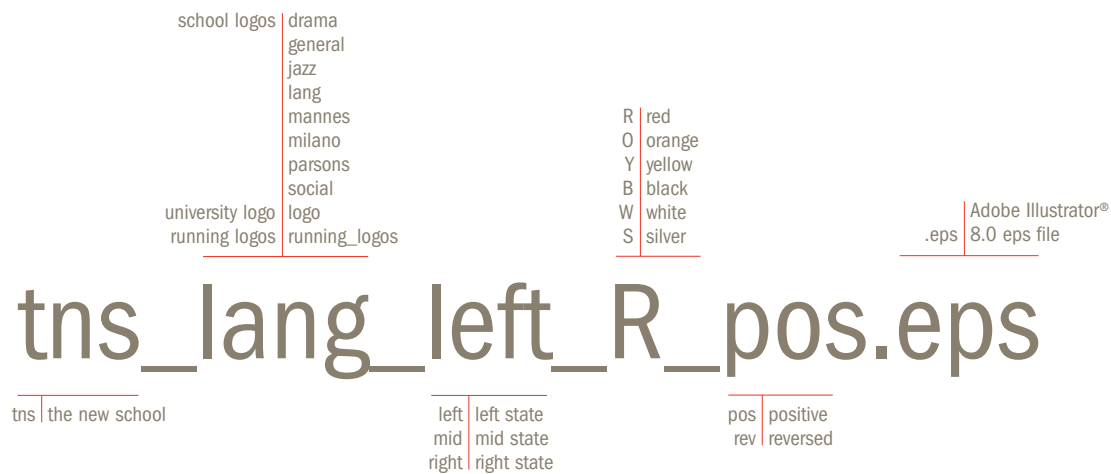
View book

This prototype is an example of how The New School visual system comes together when creating communications materials.

Photography, typography and color all play a part in creating a unified look and feel for The New School.

These examples, in particular, demonstrate the layering of running dialogue texture combined with very strong conceptual imagery.

These prototypes are for demonstration only and should not be used as final work.



File naming structure

Use this naming convention guide to select the appropriate logo for reproduction.

The EPS logos include both The New School mark (as an embedded bitmap TIF file) and accompanying school and descriptor names in vector artwork. EPS files can be imported into or opened through page layout and illustration software such as QuarkXPress, Illustrator or Photoshop. The EPS logos should be used for high-resolution print applications.

University Logos

The New School mark

tns_mark_left_R_pos.eps
 tns_mark_mid_R_pos.eps
 tns_mark_right_R_pos.eps
 tns_mark_left_O_pos.eps
 tns_mark_mid_O_pos.eps
 tns_mark_right_O_pos.eps
 tns_mark_left_Y_pos.eps
 tns_mark_mid_Y_pos.eps
 tns_mark_right_Y_pos.eps
 tns_mark_left_B_pos.eps
 tns_mark_mid_B_pos.eps
 tns_mark_right_B_pos.eps
 tns_mark_left_W_rev.eps
 tns_mark_mid_W_rev.eps
 tns_mark_right_W_rev.eps
 tns_mark_left_S_pos.eps
 tns_mark_mid_S_pos.eps
 tns_mark_right_S_pos.eps

The New School university logo

tns_logo_left_R_pos.eps
 tns_logo_mid_R_pos.eps
 tns_logo_right_R_pos.eps
 tns_logo_R_pos.eps
 tns_logo_left_O_pos.eps
 tns_logo_mid_O_pos.eps
 tns_logo_right_O_pos.eps
 tns_logo_O_pos_small.eps
 tns_logo_left_Y_pos.eps
 tns_logo_mid_Y_pos.eps
 tns_logo_right_Y_pos.eps
 tns_logo_Y_pos_small.eps
 tns_logo_left_B_pos.eps
 tns_logo_mid_B_pos.eps
 tns_logo_right_B_pos.eps
 tns_logo_B_pos_small.eps
 tns_logo_left_W_rev.eps
 tns_logo_mid_W_rev.eps
 tns_logo_right_W_rev.eps
 tns_logo_W_pos_small.eps
 tns_logo_left_S_pos.eps
 tns_logo_mid_S_pos.eps
 tns_logo_right_S_pos.eps
 tns_logo_S_pos_small.eps

School Logos

The New School for General Studies

tns_general_left_R_pos.eps
 tns_general_mid_R_pos.eps
 tns_general_right_R_pos.eps
 tns_general_left_R_rev.eps
 tns_general_mid_R_rev.eps
 tns_general_right_R_rev.eps
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 tns_general_mid_O_pos.eps
 tns_general_right_O_pos.eps
 tns_general_left_O_rev.eps
 tns_general_mid_O_rev.eps
 tns_general_right_O_rev.eps
 tns_general_left_Y_pos.eps
 tns_general_mid_Y_pos.eps
 tns_general_right_Y_pos.eps
 tns_general_left_Y_rev.eps
 tns_general_mid_Y_rev.eps
 tns_general_right_Y_rev.eps
 tns_general_left_B_pos.eps
 tns_general_mid_B_pos.eps
 tns_general_right_B_pos.eps
 tns_general_left_B_rev.eps
 tns_general_mid_B_rev.eps
 tns_general_right_B_rev.eps
 tns_general_left_Btint_pos.eps
 tns_general_mid_Btint_pos.eps
 tns_general_right_Btint_pos.eps
 tns_general_left_Btint_rev.eps
 tns_general_mid_Btint_rev.eps
 tns_general_right_Btint_rev.eps
 tns_general_left_W_rev.eps
 tns_general_mid_W_rev.eps
 tns_general_right_W_rev.eps

The New School for Social Research

tns_social_left_R_pos.eps
 tns_social_mid_R_pos.eps
 tns_social_right_R_pos.eps
 tns_social_left_R_rev.eps
 tns_social_mid_R_rev.eps
 tns_social_right_R_rev.eps
 tns_social_left_O_pos.eps
 tns_social_mid_O_pos.eps
 tns_social_right_O_pos.eps
 tns_social_left_O_rev.eps
 tns_social_mid_O_rev.eps
 tns_social_right_O_rev.eps
 tns_social_left_Y_pos.eps
 tns_social_mid_Y_pos.eps
 tns_social_right_Y_pos.eps
 tns_social_left_Y_rev.eps
 tns_social_mid_Y_rev.eps
 tns_social_right_Y_rev.eps
 tns_social_left_B_pos.eps
 tns_social_mid_B_pos.eps
 tns_social_right_B_pos.eps
 tns_social_left_B_rev.eps
 tns_social_mid_B_rev.eps
 tns_social_right_B_rev.eps

tns_social_left_Btint_pos.eps
 tns_social_mid_Btint_pos.eps
 tns_social_right_Btint_pos.eps
 tns_social_left_Btint_rev.eps
 tns_social_mid_Btint_rev.eps
 tns_social_right_Btint_rev.eps

tns_social_left_W_rev.eps
 tns_social_mid_W_rev.eps
 tns_social_right_W_rev.eps

Milano The New School for Management and Urban Policy

tns_milano_left_R_pos.eps
 tns_milano_mid_R_pos.eps
 tns_milano_right_R_pos.eps
 tns_milano_left_R_rev.eps
 tns_milano_mid_R_rev.eps
 tns_milano_right_R_rev.eps
 tns_milano_left_O_pos.eps
 tns_milano_mid_O_pos.eps
 tns_milano_right_O_pos.eps
 tns_milano_left_O_rev.eps
 tns_milano_mid_O_rev.eps
 tns_milano_right_O_rev.eps
 tns_milano_left_Y_pos.eps
 tns_milano_mid_Y_pos.eps
 tns_milano_right_Y_pos.eps
 tns_milano_left_Y_rev.eps
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 tns_milano_right_Y_rev.eps
 tns_milano_left_B_pos.eps
 tns_milano_mid_B_pos.eps
 tns_milano_right_B_pos.eps
 tns_milano_left_B_rev.eps
 tns_milano_mid_B_rev.eps
 tns_milano_right_B_rev.eps

tns_milano_left_Btint_pos.eps
 tns_milano_mid_Btint_pos.eps
 tns_milano_right_Btint_pos.eps
 tns_milano_left_Btint_rev.eps
 tns_milano_mid_Btint_rev.eps
 tns_milano_right_Btint_rev.eps

tns_milano_left_W_rev.eps
 tns_milano_mid_W_rev.eps
 tns_milano_right_W_rev.eps

Parsons The New School for Design

tns_parsons_left_R_pos.eps
 tns_parsons_mid_R_pos.eps
 tns_parsons_right_R_pos.eps
 tns_parsons_left_R_rev.eps
 tns_parsons_mid_R_rev.eps
 tns_parsons_right_R_rev.eps
 tns_parsons_left_O_pos.eps
 tns_parsons_mid_O_pos.eps
 tns_parsons_right_O_pos.eps
 tns_parsons_left_O_rev.eps
 tns_parsons_mid_O_rev.eps
 tns_parsons_right_O_rev.eps
 tns_parsons_left_Y_pos.eps
 tns_parsons_mid_Y_pos.eps
 tns_parsons_right_Y_pos.eps
 tns_parsons_left_Y_rev.eps
 tns_parsons_mid_Y_rev.eps
 tns_parsons_right_Y_rev.eps
 tns_parsons_left_B_pos.eps
 tns_parsons_mid_B_pos.eps
 tns_parsons_right_B_pos.eps
 tns_parsons_left_B_rev.eps
 tns_parsons_mid_B_rev.eps
 tns_parsons_right_B_rev.eps

tns_parsons_left_Btint_pos.eps
 tns_parsons_mid_Btint_pos.eps
 tns_parsons_right_Btint_pos.eps
 tns_parsons_left_Btint_rev.eps
 tns_parsons_mid_Btint_rev.eps
 tns_parsons_right_Btint_rev.eps

tns_parsons_left_W_rev.eps
 tns_parsons_mid_W_rev.eps
 tns_parsons_right_W_rev.eps

Eugene Lang College
The New School for Liberal Arts

tns_lang_left_R_pos.eps
tns_lang_mid_R_pos.eps
tns_lang_right_R_pos.eps
tns_lang_left_R_rev.eps
tns_lang_mid_R_rev.eps
tns_lang_right_R_rev.eps

tns_lang_left_O_pos.eps
tns_lang_mid_O_pos.eps
tns_lang_right_O_pos.eps
tns_lang_left_O_rev.eps
tns_lang_mid_O_rev.eps
tns_lang_right_O_rev.eps

tns_lang_left_Y_pos.eps
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tns_lang_right_Y_pos.eps
tns_lang_left_Y_rev.eps
tns_lang_mid_Y_rev.eps
tns_lang_right_Y_rev.eps

tns_lang_left_B_pos.eps
tns_lang_mid_B_pos.eps
tns_lang_right_B_pos.eps
tns_lang_left_B_rev.eps
tns_lang_mid_B_rev.eps
tns_lang_right_B_rev.eps

tns_lang_left_Btint_pos.eps
tns_lang_mid_Btint_pos.eps
tns_lang_right_Btint_pos.eps
tns_lang_left_Btint_rev.eps
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tns_lang_right_Btint_rev.eps

tns_lang_left_W_rev.eps
tns_lang_mid_W_rev.eps
tns_lang_right_W_rev.eps

Mannes College
The New School for Music

tns_mannes_left_R_pos.eps
tns_mannes_mid_R_pos.eps
tns_mannes_right_R_pos.eps
tns_mannes_left_R_rev.eps
tns_mannes_mid_R_rev.eps
tns_mannes_right_R_rev.eps

tns_mannes_left_O_pos.eps
tns_mannes_mid_O_pos.eps
tns_mannes_right_O_pos.eps
tns_mannes_left_O_rev.eps
tns_mannes_mid_O_rev.eps
tns_mannes_right_O_rev.eps

tns_mannes_left_Y_pos.eps
tns_mannes_mid_Y_pos.eps
tns_mannes_right_Y_pos.eps
tns_mannes_left_Y_rev.eps
tns_mannes_mid_Y_rev.eps
tns_mannes_right_Y_rev.eps

tns_mannes_left_B_pos.eps
tns_mannes_mid_B_pos.eps
tns_mannes_right_B_pos.eps
tns_mannes_left_B_rev.eps
tns_mannes_mid_B_rev.eps
tns_mannes_right_B_rev.eps

tns_mannes_left_Btint_pos.eps
tns_mannes_mid_Btint_pos.eps
tns_mannes_right_Btint_pos.eps
tns_mannes_left_Btint_rev.eps
tns_mannes_mid_Btint_rev.eps
tns_mannes_right_Btint_rev.eps

tns_mannes_left_W_rev.eps
tns_mannes_mid_W_rev.eps
tns_mannes_right_W_rev.eps

The New School
for Drama

tns_drama_left_R_pos.eps
tns_drama_mid_R_pos.eps
tns_drama_right_R_pos.eps
tns_drama_left_R_rev.eps
tns_drama_mid_R_rev.eps
tns_drama_right_R_rev.eps

tns_drama_left_O_pos.eps
tns_drama_mid_O_pos.eps
tns_drama_right_O_pos.eps
tns_drama_left_O_rev.eps
tns_drama_mid_O_rev.eps
tns_drama_right_O_rev.eps

tns_drama_left_Y_pos.eps
tns_drama_mid_Y_pos.eps
tns_drama_right_Y_pos.eps
tns_drama_left_Y_rev.eps
tns_drama_mid_Y_rev.eps
tns_drama_right_Y_rev.eps

tns_drama_left_B_pos.eps
tns_drama_mid_B_pos.eps
tns_drama_right_B_pos.eps
tns_drama_left_B_rev.eps
tns_drama_mid_B_rev.eps
tns_drama_right_B_rev.eps

tns_drama_left_Btint_pos.eps
tns_drama_mid_Btint_pos.eps
tns_drama_right_Btint_pos.eps
tns_drama_left_Btint_rev.eps
tns_drama_mid_Btint_rev.eps
tns_drama_right_Btint_rev.eps

tns_drama_left_W_rev.eps
tns_drama_mid_W_rev.eps
tns_drama_right_W_rev.eps

The New School for
Jazz and Contemporary Music

tns_jazz_left_R_pos.eps
tns_jazz_mid_R_pos.eps
tns_jazz_right_R_pos.eps
tns_jazz_left_R_rev.eps
tns_jazz_mid_R_rev.eps
tns_jazz_right_R_rev.eps

tns_jazz_left_O_pos.eps
tns_jazz_mid_O_pos.eps
tns_jazz_right_O_pos.eps
tns_jazz_left_O_rev.eps
tns_jazz_mid_O_rev.eps
tns_jazz_right_O_rev.eps

tns_jazz_left_Y_pos.eps
tns_jazz_mid_Y_pos.eps
tns_jazz_right_Y_pos.eps
tns_jazz_left_Y_rev.eps
tns_jazz_mid_Y_rev.eps
tns_jazz_right_Y_rev.eps

tns_jazz_left_B_pos.eps
tns_jazz_mid_B_pos.eps
tns_jazz_right_B_pos.eps
tns_jazz_left_B_rev.eps
tns_jazz_mid_B_rev.eps
tns_jazz_right_B_rev.eps

tns_jazz_left_Btint_pos.eps
tns_jazz_mid_Btint_pos.eps
tns_jazz_right_Btint_pos.eps
tns_jazz_left_Btint_rev.eps
tns_jazz_mid_Btint_rev.eps
tns_jazz_right_Btint_rev.eps

tns_jazz_left_W_rev.eps
tns_jazz_mid_W_rev.eps
tns_jazz_right_W_rev.eps

Running School Logos

tns_running_logos_4c_pos.eps
tns_running_logos_4c_rev.eps
tns_running_logos_B_pos.eps
tns_running_logos_B_rev.eps
tns_running_logos_O_pos.eps
tns_running_logos_O_rev.eps
tns_running_logos_R_pos.eps
tns_running_logos_R_rev.eps
tns_running_logos_S_pos.eps
tns_running_logos_S_rev.eps
tns_running_logos_Y_pos.eps
tns_running_logos_Y_rev.eps

Stationery

University Stationery

tns_university_businesscard.eps
tns_university_envelope.eps
tns_university_label.eps
tns_university_letterhead.eps
tns_university_fax.eps

School Stationery

tns_drama_businesscard.eps
tns_drama_envelope.eps
tns_drama_label.eps
tns_drama_letterhead.eps

tns_general_businesscard.eps
tns_general_envelope.eps
tns_general_label.eps
tns_general_letterhead.eps

tns_jazz_businesscard.eps
tns_jazz_envelope.eps
tns_jazz_label.eps
tns_jazz_letterhead.eps

tns_lang_businesscard.eps
tns_lang_envelope.eps
tns_lang_label.eps
tns_lang_letterhead.eps

tns_mannes_businesscard.eps
tns_mannes_envelope.eps
tns_mannes_label.eps
tns_mannes_letterhead.eps

tns_milano_businesscard.eps
tns_milano_envelope.eps
tns_milano_label.eps
tns_milano_letterhead.eps

tns_parsons_businesscard.eps
tns_parsons_envelope.eps
tns_parsons_label.eps
tns_parsons_letterhead.eps

tns_social_businesscard.eps
tns_social_envelope.eps
tns_social_label.eps
tns_social_letterhead.eps

tns_school_fax.eps