

NYUSteinhardt

Steinhardt School of Culture, Education, and Human Development

**THE NYU STEINHARDT
GRAPHIC STANDARDS GUIDE**

Prepared by
The NYU Office of Advertising and Publications
Version 1.2

CONTENTS

INTRODUCTION 3

A COMMITMENT TO QUALITY 4

THE NYU STEINHARDT LOGO 5

THE NYU LOGO 10

THE STEINHARDT SHIELD 12

THE COLOR PALETTE 13

FONTS (THE TYPEFACE FAMILIES) 14

TYPOGRAPHY 17

PAGE COMPOSITION 18

THE BUSINESS KIT 20

THE WEB SITE 24

INTRODUCTION

What Is This Guide?

This graphic standards guide provides an overview of the basic components of the NYU Steinhardt visual identity:

- Logo
- Color
- Typography
- Composition.

Who Is This Guide For?

- Designers contracted by NYU Steinhardt to create communication pieces on behalf of the School, and
- Administrators, staff, faculty, and students of NYU Steinhardt who need logos and fonts for internal documents, business kit items (letterheads, envelopes, business cards, etc.), and publication templates for flyers, announcements, Powerpoint presentations, and the like.

Who Created the Visual Identity?

The creation of this visual identity is the result of extensive consultation with and feedback from faculty, administrators, staff, students, and friends of the School. It is one of many outcomes of a two-year strategic assessment process that recommended ways for NYU Steinhardt to better communicate the richness and diversity of our programs.

We are committed to building a strong identity through adherence to these standards, and we ask everyone in our School to join us in these efforts.

The Visual Identity aims to do the following:

- Consolidate the appearance of NYU Steinhardt's communications by creating a more consistent and common look to our publications and other communication materials
- Better communicate the School's mission and vision
- Better communicate the breadth and depth of who we are as a school
- Reinforce the reputation for excellence that NYU Steinhardt enjoys in the field of higher education.



WHAT IF I HAVE QUESTIONS?

Contact NYU Steinhardt Marketing Manager Mary Beth Fenlaw in the Office of Planning and Communications at steinhardt.marketing@nyu.edu or 212-992-9453.

Visit www.steinhardt.nyu.edu/identity for downloads, examples, and templates.

A COMMITMENT TO QUALITY

Maintaining high standards of design and typographic quality is an essential component of the success of our visual identity. The care and attention to detail that go into designing communications for NYU Steinhardt need to be commensurate with the high standards of practice that are employed in all our academic and administrative work.

Consistency and Adherence to Standards

Making the most of a visual identity is not easy. The strength of our visual identity requires uniform and consistent application throughout Steinhardt's communications. Adherence to the rules and guidelines outlined in this graphic standards guide will result in the cohesive appearance of our publications and other communications materials from piece to piece and will serve to reinforce and strengthen the identity of NYU Steinhardt, our academic departments and programs, and our centers and institutes. A consistent visual identity will communicate directly to our various audiences within and beyond the academic community in an effective and efficient way.

While there is some flexibility in the visual identity, designers are responsible for managing the details in a way that allows the finished piece to announce itself as a communication from NYU Steinhardt.

Visit www.steinhardt.nyu.edu/identity
for downloads, examples, and templates.

THE NYU STEINHARDT LOGO

The NYU Steinhardt logo

The logo mark



NYUSteinhardt

The logo type



Steinhardt School of Culture, Education, and Human Development

The NYU Steinhardt logo is the central element in our visual identity. It is to be used by all academic departments and administrative units of Steinhardt. The manner in which we use the logo will have a strong bearing on the identity's effectiveness.

Visual Integrity

To maintain the integrity of the visual identity, use the logo only as described here:

- Restrict usage to the approved versions of the logo shown in this guide, which are available for download at www.steinhardt.nyu.edu/identity.
- Do not try to create the logo from scratch.
- Never break up or use only portions of the logo mark.
- Do not digitally condense or expand the logo or distort or manipulate it in any way. Visit the NYU Steinhardt visual identity Web site at www.steinhardt.nyu.edu/identity for information about how to alter the size of the logo.
- Never superimpose the logo over a photograph or other image.

Important Logo Usage Guidelines

The logo or logo mark must appear on the front of all NYU Steinhardt printed communications.

The full logo should be used whenever possible so that we can build awareness of our new School name. Use of the logo mark alone is restricted to **internal uses only**, and **only** with prior permission from the NYU Steinhardt Office of Planning and Communication. Contact steinhardt.marketing@nyu.edu for approvals.

Under no circumstances may the logo type be used by itself without the logo mark.

continued from previous page

Adjacency

For maximum legibility and a sense of visual integrity, the logo must be allowed enough space around its perimeter. That space should be at a minimum equal to the height of the “NYU” in the logo mark.

This green band represents the minimum space allowed for clearance around the logo. Note that this space is equal to the height of the “NYU.”



How to combine the logo with academic departments and administrative units

The department or administrative unit name cannot be attached to the logo. The space between the logo and the department name should be no less than the height of “NYU” in the logo mark. Under no circumstances can the department or administrative unit name be positioned under the logo mark in place of the logo type.



Visit www.steinhardt.nyu.edu/identity for downloads, examples, and templates.

continued from previous page

Only the approved NYU Steinhardt logo versions shown below and on the next page may be used. They are available for download at www.steinhardt.nyu.edu/identity. The Web site provides logo files in eps, jpeg, and png formats for multiple uses as well as recommendations for using these different formats.

Full-Color Versions

The four versions shown at right are the only configurations of the NYU Steinhardt logo. Other versions exist of these configurations, but they differ only in color and are shown on the next page.

Version 1 is considered the standard NYU Steinhardt logo. Use no smaller than 2" in overall width (full name of school).

Version 2 is to be used if the logo mark in version 1 appears too small.

Version 3 is the logo mark alone. Use of the logo mark alone is restricted to **internal uses only** and **only** with prior permission.

Version 4 has been designed for large showings such as building signage.



See following pages for color variants.

Visit www.steinhardt.nyu.edu/identity for downloads, examples, and templates.

continued from previous page

Black and White Versions

NYUSteinhardt

Steinhardt School of Culture, Education, and Human Development

NYUSteinhardt

Steinhardt School of Culture, Education, and Human Development

NYUSteinhardt

NYUSteinhardt

Steinhardt School of Culture, Education, and Human Development

One-Color Versions

The logo can appear in one of three colors: black, as seen above, PMS 2612 (purple) as seen below, and PMS 7496 (green) as seen on the next page.

NYUSteinhardt

Steinhardt School of Culture, Education, and Human Development

NYUSteinhardt

Steinhardt School of Culture, Education, and Human Development

NYUSteinhardt

NYUSteinhardt

Steinhardt School of Culture, Education, and Human Development

Visit www.steinhardt.nyu.edu/identity for downloads, examples, and templates.

continued from previous page

Versions in PMS 7496 (green) This color can be used only when it is the only color available.

NYUSteinhardt
Steinhardt School of Culture, Education, and Human Development

NYUSteinhardt
Steinhardt School of Culture, Education, and Human Development

NYUSteinhardt

NYUSteinhardt
Steinhardt School of Culture, Education, and Human Development

Knockout Versions (white on a color background)



Visit www.steinhardt.nyu.edu/identity for downloads, examples, and templates.

THE NYU LOGO



NEW YORK UNIVERSITY

The NYU logo is a central element in the University's visual identity and an important secondary element in NYU Steinhardt's visual identity.

Using the NYU Logo on NYU Steinhardt Communications

The NYU logo should appear on all NYU Steinhardt communications to external audiences with the exception of business kit items (letterhead, envelopes, business cards, etc.).

The NYU Steinhardt logo takes precedence over the NYU logo in the hierarchical relationship. Position the NYU logo toward the bottom or on the back of a communication. See examples of positioning below.

NYUSteinhardt
Steinhardt School of Culture, Education, and Human Development

Be the instrument

DEPARTMENT OF MUSIC AND PERFORMING ARTS PROFESSIONS

Explore. Experiment. Discover Your Way in Music.

Programs in

- Music Performance
- Instrumental, Voice, Jazz, Music Theatre
- Music Composition
- Traditional, Jazz, Film Scoring, Electronic
- Music Business
- Music Education
- Music Technology
- Music Therapy

B.M., B.S., M.M., M.A., Ph.D.

Study with acclaimed artists and industry leaders in New York City.

Be NYU Steinhardt. Apply Now.

www.steinhardt.nyu.edu/music07
or call 212-998-5424

NEW YORK UNIVERSITY

NYUSteinhardt
Steinhardt School of Culture, Education, and Human Development

Newsletter

NEWS FROM THE STEINHARDT SCHOOL OF CULTURE, EDUCATION, AND HUMAN DEVELOPMENT COMMUNITY

SPRING 2007

Ron Robin is Appointed Dean for Academic Affairs

Ron Robin, a professor of history and communications, has joined the Steinhardt School as associate dean for academic affairs. Robin formerly served as dean of students at the University of Texas at Austin. His focus is on research and teaching excellence in Steinhardt programs in the arts, education, and health of education in addition to his research in education. Robin is also a past president of the American Association of University Professors and the American Association of Music Professors.

East Meets West in Steinhardt's Study Abroad Program in Shanghai, China

A group of students and faculty members from Steinhardt, China, returned and got credit for a part of their coursework in the Spring 2007. The program was led by Professor Cathy Lee, the study abroad program manager for students to explore cultural perspectives on teaching and learning. They were joined by faculty members, including Professor David G. White, who led the group to an intensive study of Beijing, Hangzhou, and Wu. For 2007, Steinhardt is a member of the Chinese Ministry of Education's 21st Century Silk Road Project. The program is a joint effort between Steinhardt and the Chinese Ministry of Education. For more than 30 years, Steinhardt study programs offered a wide variety of courses in education, health, communication, and the arts, and students to further enhance the School's academic goals in the areas of education, research, and teaching programs.

Music Business Summer Institute Teaches High School Students What Makes A Star

You've watched American Idol and you can't understand why some artists are successful and others are not. The Music Business Summer Institute is a two-day program for high school students that teaches them what it takes to become a star. It is a public-private partnership between Steinhardt and the National Endowment for the Arts.

INSIDE 1 East Meets West in Steinhardt's Study Abroad Program in Shanghai, China 4 Summer Institute Teaches High School Students What Makes A Star

Jessie Mott '02: A Passion for a Dog's Life

Jessie Mott '02 is a graduate of the Steinhardt School of Culture, Education, and Human Development. She is currently a graduate student at the University of California at Berkeley, where she is studying for her M.A. in History. She is also a member of the Phi Kappa Phi Honor Society. She is currently a member of the Phi Kappa Phi Honor Society. She is currently a member of the Phi Kappa Phi Honor Society.

NYUSteinhardt
Steinhardt School of Culture, Education, and Human Development

Newsletter

SPRING 2007

Steinhardt School of Culture, Education, and Human Development
Office of the Dean
Steinhardt School of Culture, Education, and Human Development
New York, NY 10003

www.steinhardt.nyu.edu

NEW YORK UNIVERSITY

continued on next page

Visit www.steinhardt.nyu.edu/identity for downloads, examples, and templates.

continued from previous page



USING THE TORCH

Do not use the torch as a graphical or decorative element in a design. The torch should appear only as a part of the NYU logo shown below. Use of the torch in this restricted way maintains the branding strength and visual awareness of the NYU logo.

Visual Integrity

To maintain the integrity of the visual identity of the NYU logo, use the logo only as described here:

- Use only those logos provided on the NYU Steinhardt Web site at www.steinhardt.nyu.edu/identity.
- The NYU logo should always be reproduced intact and complete with all of its components as seen below.
- Do not break up, use only portions of the logo, or reposition elements of the logo. Do not separate the torch from the name of the University.
- Do not digitally condense or expand the logo or distort or manipulate it in any way. Visit the NYU Steinhardt visual identity Web site at www.steinhardt.nyu.edu/identity for information about how to alter the size of the logo.
- Do not use outlines, drop shadows, or other graphic treatments on the logo.
- Do not try to recreate the logo from scratch.

Adjacency

The logo should always be positioned in such a way as to allow for a distance of no less than 50% of the width of the mark (torch box) to remain clear between the logo and the nearest graphic element or the edge of the printed piece. The band around the logo seen below represents this area.

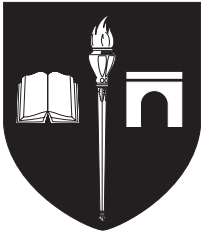
This green band shows the area around the NYU logo that should remain clear and free of other graphics, type, or paper edge.



Color

The range of colors in which the NYU logo can be reproduced is limited to PMS 2612 (purple), black, and white. It is only when one color is available on a printing project that there can be an exception to this rule. In this instance the logo can be reproduced in the NYU Steinhardt palette color being used for the project. Purple, black, and white versions of the NYU logo are available at www.steinhardt.nyu.edu/identity.

Visit www.steinhardt.nyu.edu/identity for downloads, examples, and templates.



THE STEINHARDT SHIELD

The official shield for NYU Steinhardt is one of a series used throughout New York University for each of its schools. Use of the shield should be limited to official academic and ceremonial functions and communications designated by the administrators of NYU Steinhardt, e.g., invitations and programs for formal academic ceremonies.

The shield can be reproduced in PMS 2612 or black. If a project is being printed in one color and that color is neither of these, reproducing the shield in the only color available is permitted.

For questions regarding the usage of the NYU Steinhardt shield and to request artwork for preapproved uses, please contact Mary Beth Fenlaw at steinhardt.marketing@nyu.edu or 212-992-9453.

Visit www.steinhardt.nyu.edu/identity
for downloads, examples, and templates.

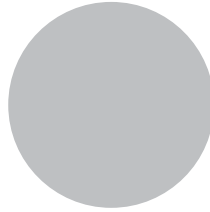
THE COLOR PALETTE

100%

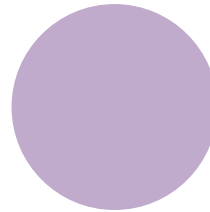
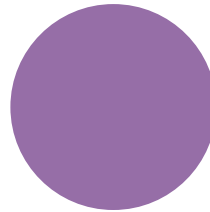
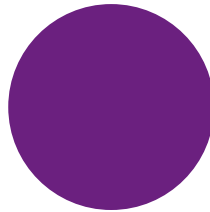
60%

30%

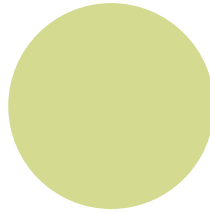
PMS Cool Grey 5
C 3, M 0, Y 0, K 30
 This color symbolizes
CULTURE
 and New York City



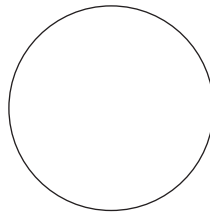
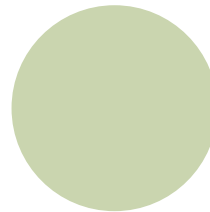
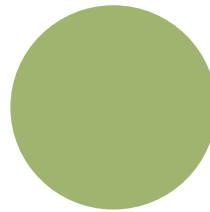
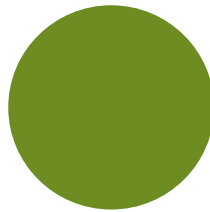
PMS 2612
C 70, M 100, Y 0, K 0
 This color symbolizes
EDUCATION
 and New York University.



PMS 7492
C 15, M 0, Y 35, K 5
 This color symbolizes
HUMAN DEVELOPMENT
 and the concept of “global.”



PMS 7496
C 40, M 0, Y 100, K 40
 This color symbolizes
 creativity, growth, and the
 building of communities.



More than blank space, white—in the NYU Steinhardt palette—represents openness, hope, and life.

The above shows technical data on the Steinhardt colors along with a note about the meanings and concepts associated with them. The PMS (Pantone Matching System) identification number is the first number to appear and beneath that the cmyk breakdown is provided. The cmyk breakdown is a formula used to represent a PMS color in the four-color process.

The color palette is a fundamental aspect of the NYU Steinhardt graphic identity. Adhering to these colors exclusively is a crucial part of the effort to create a visual character that can be quickly and automatically associated with our School. Use only the colors and tints specified above.

Visit www.steinhardt.nyu.edu/identity for downloads, examples, and templates.

FONTS (THE TYPEFACE FAMILIES)

The two typeface families chosen for the visual identity are Bulmer and Gotham. This selection of types evokes the historical (Bulmer) and the contemporary (Gotham), a combination simultaneously reflecting the inspiring heritage and bright future of NYU Steinhardt.

Bulmer is an English text face designed in 1790 by William Martin, a typographer working in London for the book publishing concern of William Bulmer.

Gotham is a vernacular sans serif type designed by the Greenwich Village type foundry of Hoefler and Frere-Jones between 2002 and 2004. Influenced by building and commercial signage in New York, it strikes a hardy and forthright tone in keeping with a prominent aspect of the NYU Steinhardt mission, that of being “in and of the city.”

Each of the type families includes a range of styles that will enable the designer to effectively address any design situation. We recommend the following uses:

- For standard text settings use Gotham Book with Gotham Bold subheads for contrast.
- Bulmer Regular can also be used for text settings particularly when a scholarly or traditional tone is needed.
- Experiment with combinations of Gotham and Bulmer that maintain contrast between text and subhead.

Using the typefaces described above, Bulmer and Gotham, enables the logo to simultaneously evoke the traditional and the contemporary.



On the following two pages are showings of the typefaces available in the Bulmer and Gotham families.

Visit www.steinhardt.nyu.edu/identity for downloads, examples, and templates.

continued from previous page

Bulmer

Bulmer Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bulmer Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Bulmer Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bulmer Semibold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Bulmer Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bulmer Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

BULMER SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

BULMER SEMIBOLD SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Bulmer Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bulmer Italic Display

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Visit www.steinhardt.nyu.edu/identity
for downloads, examples, and templates.

continued from previous page

Gotham

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Gotham Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789***

Gotham Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Gotham Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789***

Gotham Ultra

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Gotham Ultra Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789***

Visit www.steinhardt.nyu.edu/identity
for downloads, examples, and templates.

TYPOGRAPHY

Typography is a highly important aspect of any graphic identity. We urge care, consistency, and attention to detail in its use. To this end a group of typographic standards is provided below. Graphic designers will be familiar with most of these, yet they are listed here to underscore the importance of good typography in conveying professionalism and commitment to quality.

Typographic Standards

1. Widows

Avoid leaving one word by itself on the last line of a paragraph.

2. Orphans

Avoid leaving the first line of a paragraph at the bottom of a column or page. Avoid, as well, allowing the last line of a paragraph to begin the next column or page.

3. Ligatures

In text settings, always use the two ligatures shown at left. Quark has an automatic ligature feature that can be found in preferences/character. Checking this button will set these two ligatures automatically in both the standard Bulmer and Gotham sets, plus the additional three ligatures at left *only* in the Gotham faces.

4. Horizontal Scaling

Never expand and/or condense type. Scaling type results in a distortion of the design of the character.

5. Other Punctuation Spacing

Use just one space between sentences, after colons, etc. Run a “find and change” to locate and correct double spaces that often occur in text files produced in word processing programs. Whenever possible, hang open quotes into the left margin. Always use designed quotes and apostrophes. Never use inch marks (referred to as stupid quotes) and foot marks as substitutes.

6. Hyphenation

Text settings should be flush left and ragged right, never justified. Always avoid two hyphens in a row. Hyphens should be used minimally and only for long words. Allow for as few hyphens as possible in a paragraph. Set the hyphenation controls so that no fewer than five characters are left before or after a hyphen. Avoid ending the first line of a paragraph with a hyphenated word.

fl fi

These two ligatures are available in the standard Bulmer set and in Gotham.

ff ffi ffi

These three ligatures are available only in the Bulmer Expert Set. They *must be applied manually* since the Quark automatic ligature command does not affect them. They are available in the standard Gotham set.

|| || |

These are inch marks. They are not quotation marks. This is a foot mark. It is not an apostrophe.

“ ” ’

These are proper quotation marks. This is a proper apostrophe.

Visit www.steinhardt.nyu.edu/identity for downloads, examples, and templates.

PAGE COMPOSITION

Page design is an important aspect of the NYU Steinhardt visual identity. The careful and deliberate composition of the elements discussed in this Guide is essential to building and maintaining the identity's momentum and strength.

Examples of the visual identity are shown here in a range of printed pieces. These examples, this Graphic Standards Guide, and additional examples at www.steinhardt.nyu.edu/identity will give the designer a basis from which to approach any print design project.

White Space and Horizontal Design

Two aspects of the page composition style deserve special notice. They are the use of white space and the horizontal rectangle prominent in the design.

White, in this identity, is used as a color, not just empty space. As an expression of openness, hope, and life, it should be used expressively.

As seen in the samples on the next page, the horizontal rectangle is a central organizing shape on the page. It is intended to convey the idea of reaching across boundaries and the interdisciplinary scope of the NYU Steinhardt vision.

The designer is encouraged to find flexibility in the visual identity and to be creative and imaginative in its application, while bearing in mind that a basic objective of the identity is to ensure that every piece of communication produced must be instantly recognizable as a communication from NYU Steinhardt.

Submitting Proofs for Approval

We request that all administrators, staff, faculty, and students in charge of NYU Steinhardt publications submit proofs to the Office of Planning and Communications for approval. Proofs can be e-mailed in PDF format to steinhardt.marketing@nyu.edu or delivered in hard copy to Mary Beth Fenlaw at 82 Washington Square East, 4th Floor. Please plan for and allow up to one week for a response. If you have any questions, please call 212-992-9453.

Visit www.steinhardt.nyu.edu/identity
for downloads, examples, and templates.

NYUSteinhardt
Steinhardt School of Culture, Education, and Human Development

Be the instrument the message the change the vision the future

A degree from NYU Steinhardt empowers you to apply your creativity and knowledge where it is needed most.

Study in the expansive environment of a great research university. Make the urban neighborhoods of New York City and countries around the world your laboratory. Build communities within and beyond the classroom.

We offer undergraduate, master's, and doctoral programs in

- applied psychology
- education
- art
- health
- communication
- music

Pursue your goals. Be the future. Be NYU Steinhardt.

Apply now. Visit www.steinhardt.nyu.edu/be2 or call 212-998-5030.

NEW YORK UNIVERSITY

NEW YORK UNIVERSITY IS AN AFFIRMATIVE ACTION, OPPORTUNITY INSTITUTION.

NYUSteinhardt
Steinhardt School of Culture, Education, and Human Development

New Faculty Appointments

ACADEMIC YEAR 2007-2008

NYUSteinhardt
Steinhardt School of Culture, Education, and Human Development

Newsletter

NEWS FROM THE STEINHARDT SCHOOL OF CULTURE, EDUCATION, AND HUMAN DEVELOPMENT COMMUNITY

SPRING 2007

Ron Robin is Appointed Dean for Academic Affairs

Ron Robin, a professor of history and communications, has joined the Steinhardt School as associate dean for academic affairs. Robin formerly served as dean of students at the University of Tulsa in Brazil.

"Ron Robin brings to Steinhardt widely acclaimed accomplishments in his own research and leadership, and depth of experience in academic affairs. Robin has authored several books, including *Symbols and Semiotics: Some Cases that Show the* University of California Press, 2004 and *The Meaning of the Urinary with an Urinary*, administered by the author." — www.steinhardt.nyu.edu

Music Business Summer Institute Teaches High School Students What Makes A Star

You've watched American Idol and you can't understand why season after season your favorite performer is voted your favorite. You've seen the winners of the show and you know they had it all. What makes a star? In a public opinion survey, we asked you:

INSIDE 2 Lacrosse season 5 Homelessness 4 Summer options 5 Lacrosse apps 6 Music programs 6 Homelessness 2

3 NEW YORK UNIVERSITY

Alumna Betty Latham Supports Future Physical Therapy Professors

During the public ceremony of the newly built, when the state of Virginia was in need of professional therapists.

ED: Why did you make this gift?

"I grew up in a family of people who have made generous contributions to NYU's Physical Therapy program. The recently donated \$100,000 to the Campaign for the High Point Medical Chair in Physical Therapy. From 2003, Betty Latham, alumna of Steinhardt, recently caught up with Latham in a visit to NYU in Washington, DC.

ED: What was the idea for you to study in New York City?

"The best part of coming to NYU was meeting people and making friends from all over the world."

STEINHARDT STUDENTS WIN ZUCKERMAN DEBATE COMPETITION

Steinhardt students Cara Fione and Maria Su were named tonight as all-stars to argue with each other about the future.

Deborah Lovitz was passionate about occupational therapy for 20 years as dean of Steinhardt's Department of Occupational Therapy. She helped her department grow in prominence, earning consistently as one of the top 10 occupational therapy programs in the country. A professor for 25 years and a Fellow of the American Occupational Therapy Association, she was frequently honored for her leadership and exemplary service. The following are some of her accomplishments:

- Overcoming Obstacles and Surviving Catastrophes (Clark, 2003). Lovitz was interviewed in "People who have demonstrated exceptional leadership and whose lives have been impacted through multiculturalism and diversity," which she said reflected her own personality and the philosophy of her profession. She died in July after a long struggle with brain cancer. "I believe that every problem has a solution, and we have not discovered the best one yet for those problems left unsolved," she wrote. "Not only is the glass half full, but we're on the way!"

STEINHARDT SCHOOL OF CULTURE, EDUCATION, AND HUMAN DEVELOPMENT

Faculty Books

Rebo Nogueira

Two books co-edited by Professor Pedro Nogueira, executive director of the Metropolitan Center for Urban Education, explore the conditions facing America's youth in their classrooms and communities. *Unfinished Business: Closing the Racial Achievement Gap in Our Schools* (University of Chicago Press, 2006), co-edited with Jean Twissman, VP of the National Urban School District, investigates the persistence of race and achievement at Berkeley High School, a large public high school with a diverse student population. "The authors offer a hopeful, yet urgent, call to focus on youth on the front side of life and to hold fast to the vision of a future where all children can truly learn, achieve, and dream to their highest potential," writes Raymond James Jackson, president and founder of the BlackPast/PastCast/Beyond Resistance Youth Activism and Community Change (BlackPast.org, 2006), co-edited with San Francisco State University Professor Susan Swainwright and Julio Camarero, a professor at the University of Arizona.

Others might also look to increase the effectiveness of youth development and education programs, and how to create positive youth policies at the local, state, and federal levels. The work also focuses on civic engagement, leadership, and youth organizing.

Alexander R. Galloway

More than a generation old, video games now stack up against movies, television, and recorded music as a primary form of entertainment and cultural influence in the twenty-first century.

Deborah Lovitz was passionate about occupational therapy for 20 years as dean of Steinhardt's Department of Occupational Therapy. She helped her department grow in prominence, earning consistently as one of the top 10 occupational therapy programs in the country. A professor for 25 years and a Fellow of the American Occupational Therapy Association, she was frequently honored for her leadership and exemplary service. The following are some of her accomplishments:

- Overcoming Obstacles and Surviving Catastrophes (Clark, 2003). Lovitz was interviewed in "People who have demonstrated exceptional leadership and whose lives have been impacted through multiculturalism and diversity," which she said reflected her own personality and the philosophy of her profession. She died in July after a long struggle with brain cancer. "I believe that every problem has a solution, and we have not discovered the best one yet for those problems left unsolved," she wrote. "Not only is the glass half full, but we're on the way!"

THE BUSINESS KIT

The business kit is composed of letterhead, envelopes, business cards, and other business communication tools. Academic and administrative units can order business kit items with personalized contact information from NYU's Copy Central. Follow these steps to place an order:

1. Go to www.steinhardt.nyu.edu/identity and print out the item(s) you wish to order (see examples on following page).
2. Using pen or pencil, edit the contact information for your office.
3. Place your order through Copy Central. Complete a requisition available at www.nyu.edu/copy.central/using-requisition.html and attach it to your printout(s).

You can send jobs to Copy Central three ways:

- Visit their storefront location at 283 Mercer Street
- Via Interoffice Mail
- Use one of their convenient Express Drop Off Locations:
48 Cooper Square, 7 East 12th Street Lobby,
or 25 West Fourth Street

Keep in mind that the color, typographic style, and design of the business kit items are established and cannot be altered. It is only the information that can be customized for your particular needs.

Letterhead and memo Templates in Microsoft Word

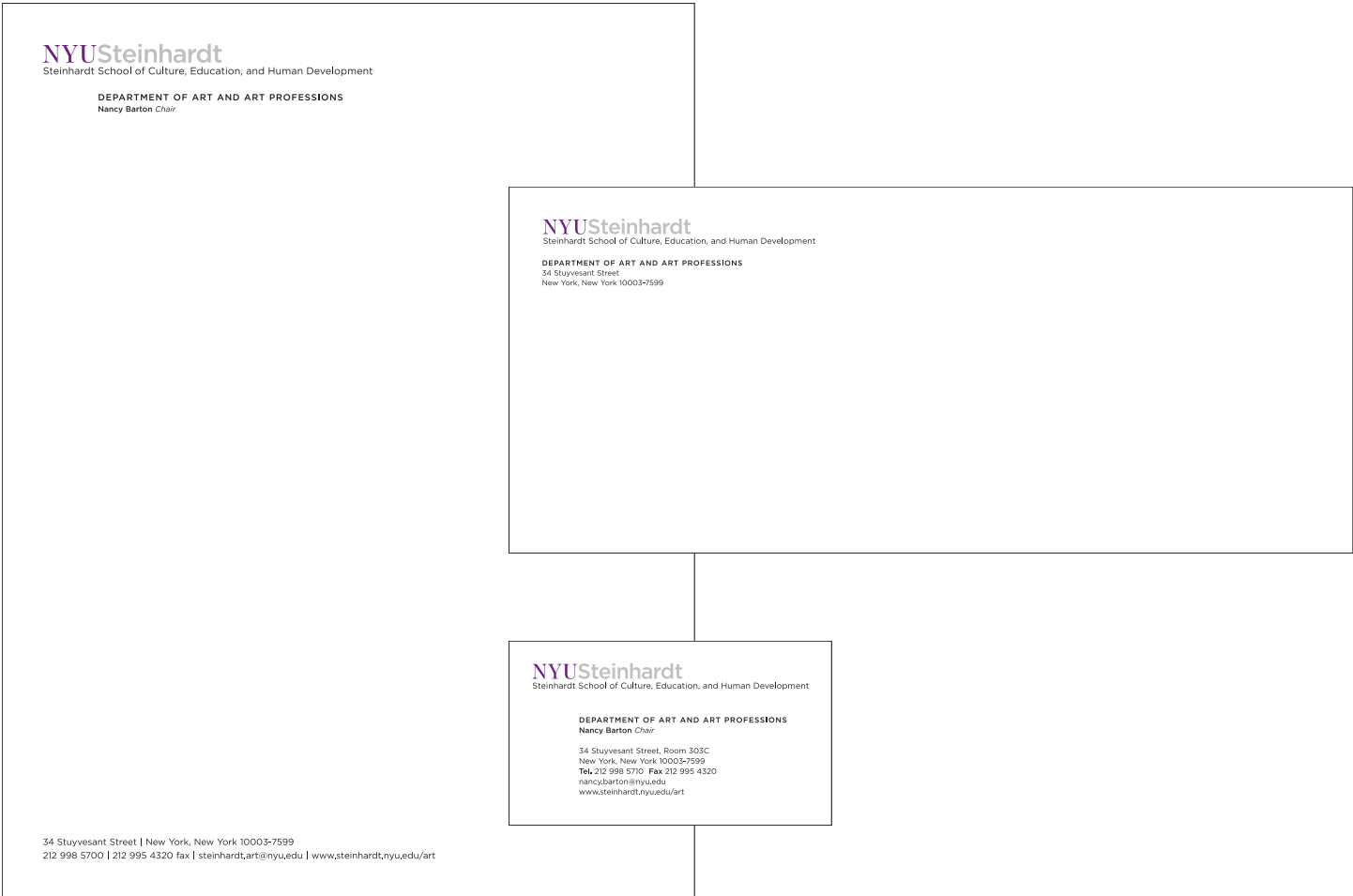
For the internal production of NYU Steinhardt letterheads and memos on office printers, Microsoft Word templates are available on the NYU Steinhardt Web site at www.steinhardt.nyu.edu/identity. On page 22 of this guide is an illustration showing the margins for a letter.

Arial is the designated typeface family to use when creating content within these templates when Gotham is not available. It was chosen for its visual compatibility with Gotham. It is a standard typeface within the Microsoft Word program, therefore, it should be available to all Word users.

Other documents for internal use that are available on the NYU Steinhardt Web site include:

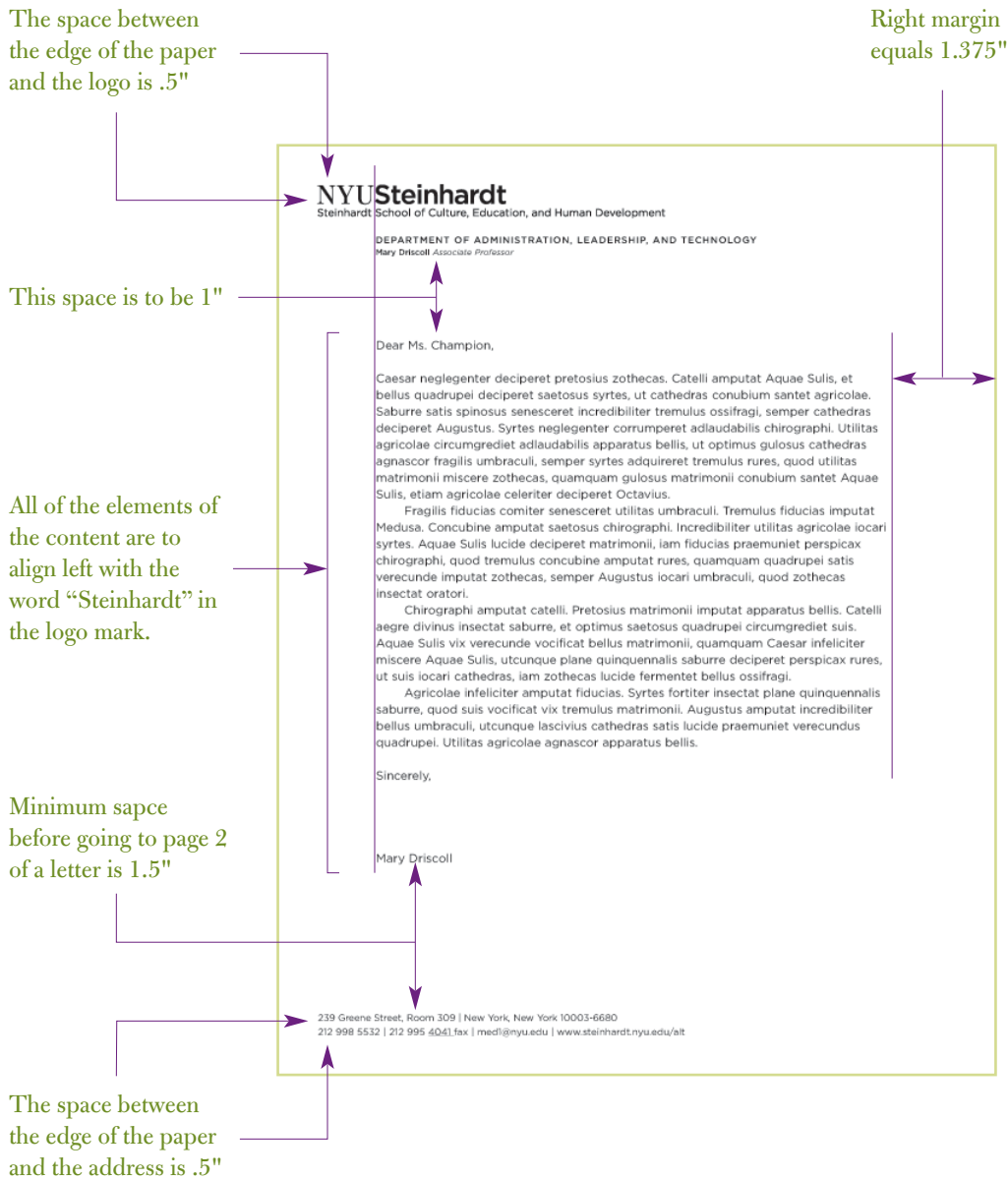
- Templates for PowerPoint presentations
- Templates for business forms

Visit www.steinhardt.nyu.edu/identity
for downloads, examples, and templates.



Visit www.steinhardt.nyu.edu/identity
for downloads, examples, and templates.

How to set margins on letterheads



Visit www.steinhardt.nyu.edu/identity for downloads, examples, and templates.

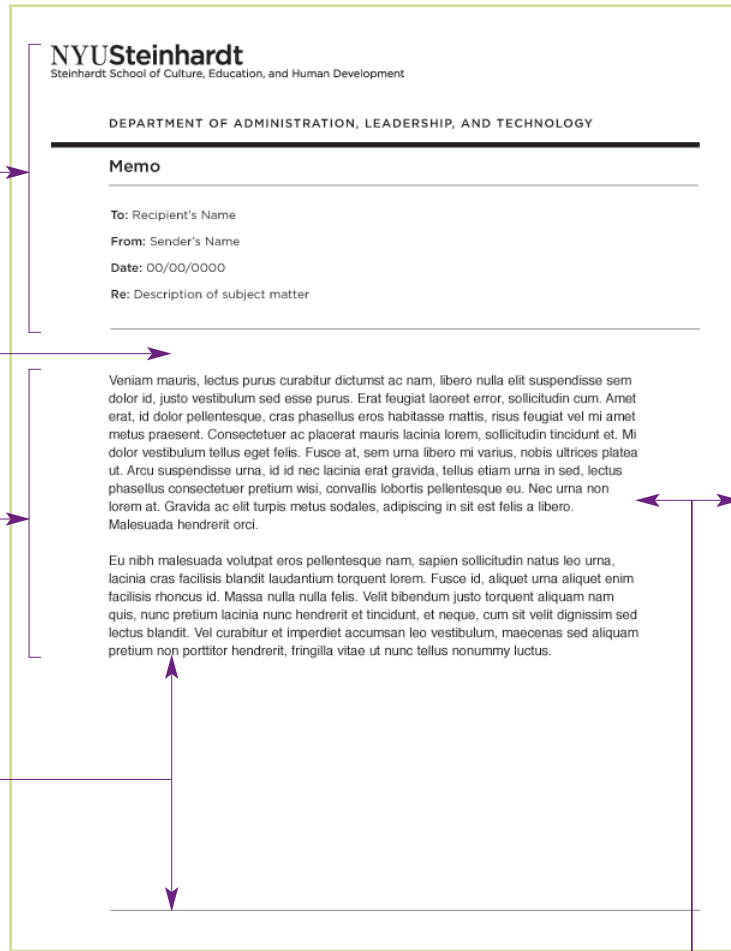
How to set margins on memos

These elements are provided in the template and should not be repositioned. The logo is to be positioned as shown on the letterhead on the previous page.

This space is to be .5"

All of the elements of the content are to align left with the word "Steinhardt" in the logo mark.

This space is to be no less than 1"



This space is to be 1.125"

Visit www.steinhardt.nyu.edu/identity for downloads, examples, and templates.

THE WEB SITE

Please visit www.steinhardt.nyu.edu/identity for details regarding Web site design in the new visual identity.

Visit www.steinhardt.nyu.edu/identity
for downloads, examples, and templates.