



NYU  STERN



URBANIZATION
PROJECT

BRANDING & IDENTITY GUIDELINES

v1.0 SEPTEMBER 2013 REPLACES BRANDING REFERENCE v4.0

PRIMARY LOGO

The primary logo is a lockup consisting of both the NYU Stern and Urbanization Project logos. Use this combined logo in color against white whenever possible. Alternate versions may be used as shown when appropriate.



Full color



Solid grey



White against dark duotone photo



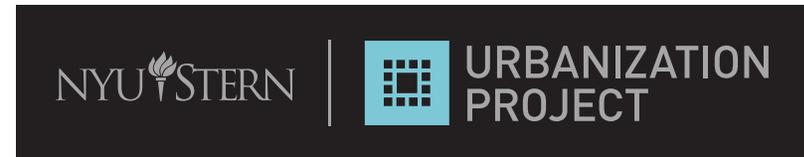
White against solid color



Full color against dark teal



Full color against black



LOGO RULES

Maintain consistency across media by following these guidelines for logo usage.



 Do not replace logo colors



 Do not alter lockup



 Do not substitute typography



 Do not change size relationships or spacing



-  Do not place other objects or text too closely to the logo
-  Use the squares inside the aqua mark to define clear space



 Do not use the logo in black



BRAND PALETTE



Five colors comprise the color palette available for usage. Aqua and medium grey may be used liberally (the colors of our logo), but reserve teal, dark teal, and burnt orange for smaller areas and highlights. Follow the suggested color combinations below to use the color palette properly.

Primary colors

AQUA



RGB 124 199 214
CMYK 48 4 14 0
HEX #7CC7D6

MEDIUM GREY



RGB 166 166 166
CMYK 37 30 30 0
HEX #A6A6A6

Secondary colors

TEAL



RGB 35 117 136
CMYK 74 14 0 47
HEX #237588

DARK TEAL



RGB 23 45 57
CMYK 60 21 0 78
HEX #172D39

BURNT ORANGE



RGB 195 81 39
CMYK 0 58 80 24
HEX #C35127

Suggested color combinations

 Do not use black for any purpose



DATA PALETTE FOR CHARTS & GRAPHS ONLY



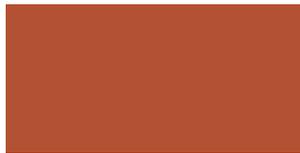
When plotting data on a graph, it may be necessary to use more than the five primary and secondary colors in order to differentiate data points (such as bars). In that case, it is acceptable to select from this palette of data colors.

⊘ Do not use data palette colors for any purpose other than charts & graphs

⊘ Do not use black for any purpose



RGB 94 51 59
CMYK 0 46 37 63
HEX #5E333B



RGB 175 82 52
CMYK 0 53 70 31
HEX #AF5234



RGB 178 105 49
CMYK 0 41 72 30
HEX #B26931



RGB 213 162 75
CMYK 0 24 65 16
HEX #D5A24B



RGB 48 69 79
CMYK 39 13 0 69
HEX #30454F



RGB 52 102 87
CMYK 49 0 15 60
HEX #346657



RGB 35 121 135
CMYK 74 10 0 47
HEX #237987



RGB 67 64 98
CMYK 32 35 0 62
HEX #434062



RGB 66 47 62
CMYK 70 29 6 74
HEX #422F3E



RGB 155 102 135
CMYK 0 34 13 39
HEX #9B6687



RGB 106 117 111
CMYK 9 0 5 54
HEX #6A756F



RGB 187 195 187
CMYK 4 0 4 24
HEX #BBC3BB

PRIMARY TYPOGRAPHY FOR BRANDING, PRINT, VIDEO



In most situations, DIN is preferred. For documents that will be physically printed or sent as PDFs, as well as any video branding such as lower thirds or title cards, use DIN. However, if the need to write a long portion of body text or a letter arises, use Chronicle Text G1.

For titles, headings, shorter portions of text, and general usage

DIN

LIGHT

The quick brown fox jumps over the lazy dog. 0 1 2 3 4 5 6 7 8 9

MEDIUM

The quick brown fox jumps over the lazy dog. 0 1 2 3 4 5 6 7 8 9

BOLD

The quick brown fox jumps over the lazy dog. 0 1 2 3 4 5 6 7 8 9

⊘ Do not use DIN in *italics*

Example

LOREM IPSUM DOLOR SIT AMET ADIPSCING

Convallis major consectetur lorem

Tum est dolentibus es excea nullo int int harchillabo. Et lani dolum sitionsequid qui dolorio. Fugit liquaerum il erferistrum fuga. As ario. Et rercia sam, quatur? Us eum veliqui aut veliciis mod es evel expliam fuga. Nem quis que etur, non rero.

For longer portions of body text and printed letters

Chronicle Text G1

ROMAN

The quick brown fox *jumps* over the lazy dog. 0 1 2 3 4 5 6 7 8 9

SEMIBOLD

The quick brown fox *jumps* over the lazy dog. 0 1 2 3 4 5 6 7 8 9

BOLD

The quick brown fox *jumps* over the lazy dog. 0 1 2 3 4 5 6 7 8 9

⊘ Do not use Chronicle Text G1 for large headings

⊘ Do not use Chronicle Text G1 in ALL CAPS

Example

Convallis major consectetur lorem “Lorem Ipsum Dolor”

Tum est dolentibus es excea nullo int int harchillabo. Et lani dolum sitionsequid qui dolorio. Fugit liquaerum il erferistrum fuga. As ario. Et rercia sam, quatur? Us eum veliqui aut veliciis mod es evel expliam fuga. Nem quis que etur, non rero. Nossint quis andam non plam dolut aut quam sunte velit odipitis doluptae ellutem nim quas dereriberrum lautem doloreh exist, sam, cum et ulpa debis sum sum dolupis idebit andenet et adist, sunture is et ipsandam inctatest, omniminulpa aspe labor acea venitat endam, quasit es audae lat vollendene quo te est milliquis voluptas que ditio te coribus sit ipsame sinullupti que lam, aut omnis velliti odis adipsan dicilibus mostiunt porentitis dollam sandunt. Ferro totatur remperu ptatecto debisiniati dolupta tendenda cupiunto tem harunt iundestius por arcia commo excestias et, sedi dolupti ditae la cus, et eossitatur.

SECONDARY TYPOGRAPHY FOR KEYNOTE PRESENTATIONS



When primary typefaces are not available, such as when sharing Keynote presentations with others, use this standard web-safe font that is part of all modern operating systems.

For titles, headings, shorter portions of text

Helvetica

REGULAR

The quick brown fox jumps over the lazy dog. 0 1 2 3 4 5 6 7 8 9

BOLD

The quick brown fox jumps over the lazy dog. 0 1 2 3 4 5 6 7 8 9

⊘ Do not use Helvetica in ALL CAPS

Example

Lorem Ipsum Dolor Sit Amet Adipiscing

Convallis major consectetur lorem

Tum est dolentibus es excea nullo int int harchillabo.
Et lani dolum sitionsequid qui dolorio. Fugit liquaerum
il erferistrum fuga. As ario. Et rercia sam, quatur? Us
eum veliqui aut veliciis mod es evel expliam fuga.
Nem quis que etur, non rero.

SECONDARY BRANDING ELEMENT



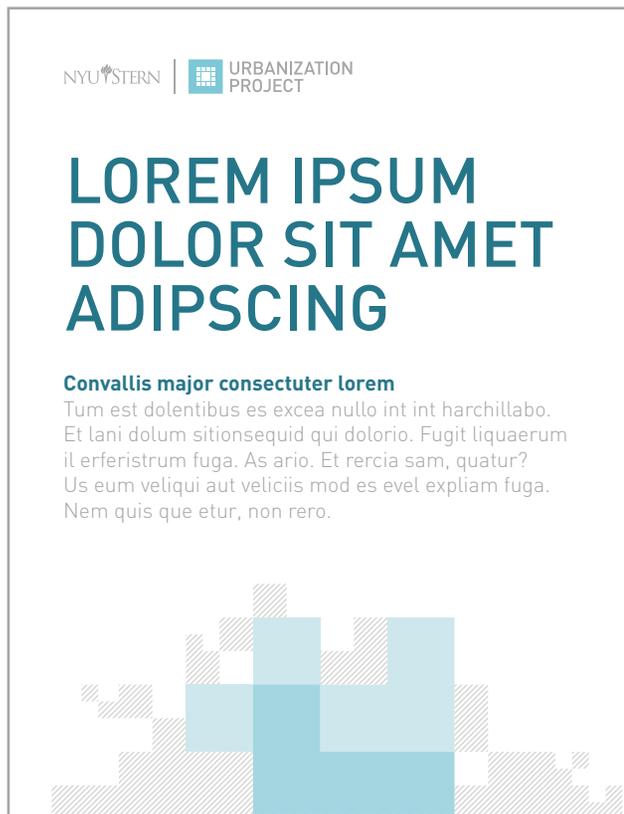
The secondary branding element is used sparingly to add a sense of visual recognition beyond the logo, palette, and typography. There are four variations of the element available for use against either white or aqua. The element must bleed off the page or image area — do not float the element or show it in its entirety. The opacity of the element may be reduced slightly for a more subtle effect.

✓ Element must bleed off page

✓ Element must bleed off page

⊘ Do not float element without a bleed

⊘ Do not use more than one element



PHOTOGRAPHY FULL-COLOR



The concept of urbanization can be clearly expressed through photography. Our photography usage is divided into images that reflect our overall brand (on-brand), and images that may be appropriate for particular topics, such as a blog entry (on-topic).

On-brand photography examples that emphasize urban form and layout



On-brand photography examples that emphasize human interaction within cities



On-topic photography examples that may accompany a blog post or specific reference to a city



PHOTOGRAPHY DUOTONES



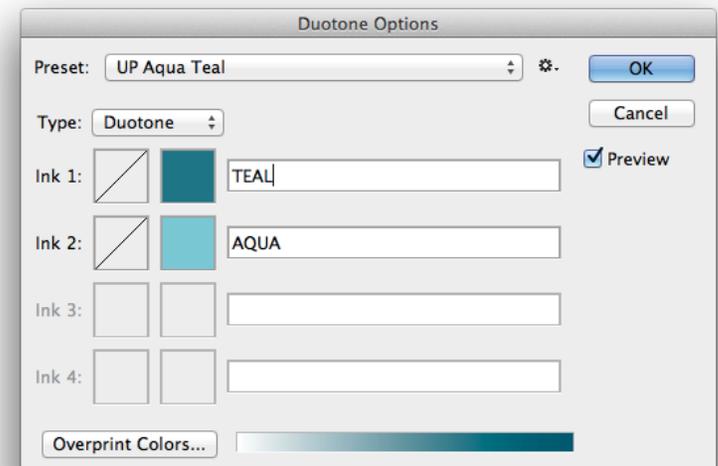
A duotone is an image that consists of two colors (in this case, aqua and teal). Duotone versions of our photography may be used for report covers, posters, or other materials in which a specific full-color image may not be necessary or appropriate. Images that are abstract or pattern-like are more conducive to duotoning. The cover of this document uses a duotone.

Duotone photography examples



How to produce duotone photos

- Open the image in **Adobe Photoshop**.
- Under the **Image** menu, change the **Mode** to **Grayscale**.
- Now that the image is grayscale, select the **Image** menu again and change the **Mode** to **Duotone...**
- In the dialog box that appears, click the **Ink 1** swatch and define the color as Teal (#237588). Repeat the process for **Ink 2** and define it as Aqua (#7CC7D6).
- It may be necessary to adjust the tone curve of each color to achieve correct contrast in your image. Click the diagonal **tone curve icon** to the left of each color swatch, and in the window that appears, drag the curve up or down.
- Optionally, you may save this duotone preset to your system by clicking the **small gear icon** to the left of the OK button.
- Once you click **OK**, your duotone is finished (you may adjust it again if you wish).
- **Save** the duotone as a JPG, PNG, or other format as necessary.



THE BRAND IN USE

Using this guide in conjunction with available poster, report, and Keynote templates, a full range of materials can be produced to maintain a consistent aesthetic and voice across media, both internally and public-facing.

✓ On-brand event poster example (using InDesign template)



ON-BRAND DUOTONE PHOTO BLEEDS OFF PAGE

NYU STERN | URBANIZATION PROJECT

CONVERSATIONS ON URBANIZATION

Paul Romer
URBANIZATION PROJECT DIRECTOR

Enrique Peñalosa
FORMER BOTOGÁ MAYOR

Tuesday, February 12, 2013 / 4:30–6PM

KMC 1-100, Commons Lounge
44 West Fourth Street, New York, NY 10012

RSVP at
urbanizationproject.eventbrite.org

SUFFICIENT CLEAR SPACE SURROUNDS LOGO

DIN TYPEFACE IS USED IN ALL CAPS

BRAND HIGHLIGHT COLOR IS USED

NEGATIVE SPACE ADDS CLARITY AND OPENNESS

ALL TYPE IS LEFT-ALIGNED RATHER THAN CENTERED

MULTIPLE FONT WEIGHTS ARE USED

- ⊘ Do not center-align text for any reason. Text must always be left-aligned
- ⊘ Do not use low-resolution photos that will appear pixelated when printed

✓ On-brand report interior page example (using InDesign template)

Table 1: Preliminary Population Projections for the Four Participating Ethiopian Cities
[to be revised later], 2010-2040

CITY	IN 2010	IN 2020	IN 2020 AS MULTIPLE OF 2010	IN 2030	IN 2030 AS MULTIPLE OF 2010	IN 2040	IN 2040 AS MULTIPLE OF 2010
Mek'ele	254,000	436,000	1.7	745,000	2.9	1,235,000	4.9
Adama	253,000	398,000	1.6	626,000	2.5	954,000	3.8
Hawassa	190,000	358,000	1.9	671,000	3.5	1,222,000	6.4
Bahir Dar	178,000	278,000	1.6	434,000	2.4	656,000	3.7

to farmers now cultivating land within the projected rights-of-way. That compensation will form an integral part of a multi-year infrastructure investment program in the participating cities. In parallel, technical teams in four regional governments are gearing up, supported by the NYU technical team, to expand the urban expansion initiative to other Ethiopian cities. This effort is accompanied by municipal capacity building at the Ethiopian Civil Service University, involving educating future urban planners in the science and practice of urban expansion.

Background and Rationale
According to recent U.N. estimates, the urban population of Ethiopia is now expected to triple between 2010 and 2040, growing at an average rate of 3.5% per year. Ethiopia is now one of the most rapidly urbanizing countries in the world. Among the 80 countries that had more than 10 million people in 2010, it had the 15th highest rate of projected urban population growth between 2010 and 2040.

Preliminary city-level population projections² suggest that some of its larger cities—excluding Addis Ababa, its capital—can now be expected to much more than triple their 2010 population by 2040: Hawassa will grow to more than 6-fold its 2010 population by 2040, Mek'ele to almost 5-fold its 2010 population, and Adama and Bahir Dar to almost 4-fold their 2010 populations (see table 1).

The built-up areas of these cities can be expected to expand at an even faster rate than their population. Planet of Cities (2012) shows that—when urban population growth is accompanied by economic development and by the increasing availability of inexpensive transport—the annual consumption of urban land per person grows as well. A study of a global sample of 120 cities found

that their built-up area grew twice as fast, on average, as their population in the 1990s. Urban area per person³ grew, on average, at 2% per year during this period. It grew at an average annual rate of 1.5% in a smaller representative sample of 30 cities between 1800 and 2000. The population of Paris, France, to take a concrete example, grew 20-fold between 1800 and 2000 while its built-up area grew 200-fold. Urban land per person in Paris (see figure 1) grew at an average annual rate of 1.1% during this period.

We calculated initial estimates of the expected expansion of these cities given five realistic assumptions about the annual growth of urban area per person. These projections are by no means unrealistic. As noted earlier, urban

Figure 1: The population of Paris, France, increased 20-fold between 1800 and 2000, while its area grew 200-fold.

² Now being revised by Professor Mark Montgomery of the Population Council with city-level demographic data from the Ethiopian Central Statistical agency.

³ Very low projection: 2% decrease in urban area per person per year; Low projection: 1% decrease in urban area per person per year; Middle projection: No change in urban area per person per year; High projection: 1% increase in urban area per person per year; Very high projection: 2% increase in urban area per person per year.

THE ETHIOPIA URBAN EXPANSION INITIATIVE - INTERIM REPORT

ALL TABLES AND PHOTOS HAVE CAPTIONS ABOVE

DIN IS USED FOR TABLES AND CAPTIONS

CHRONICLE TEXT IS USED FOR BODY COPY

ALL TYPE IS LEFT-ALIGNED

PARAGRAPHS ARE SEPARATED RATHER THAN INDENTED

ALL OBJECTS ADHERE TO DOCUMENT GRID AND MARGINS

FOOTNOTE STYLES ARE USED CONSISTENTLY

FOOTER CONTAINS TITLE OF ENTIRE REPORT

- ⊘ Do not alter report fonts, type sizes, or paragraph styles
- ⊘ Do not use a single-column layout. Two columns must be used for legibility
- ⊘ Do not release reports that were created in Microsoft Word without the use of this InDesign template

INITIATIVE SUB-BRAND LOGOS



The Urbanization Project has three initiative sub-brands that may need to be cobranded with the overarching research center, such as in a report or poster.

Lead with the initiative logo and document title, and then establish affiliation to the NYU Stern Urbanization Project as well as the Marron Institute by including their logos at the bottom of the layout as shown. Optionally, use “an initiative of” and “part of” language when appropriate.



**CHARTER
CITIES**

**LOREM IPSUM
DOLOR SIT AMET
ADIPSCING**

Convallis major consectetur lorem
Tum est dolentibus es excea nullo int int et lani
dolum sitionsequid qui dolorio

AN INITIATIVE OF

NYU STERN |  URBANIZATION
PROJECT

PART OF

 Marron Institute



**URBAN
EXPANSION**

**LOREM IPSUM
DOLOR SIT AMET
ADIPSCING**

Convallis major consectetur lorem
Tum est dolentibus es excea nullo int int et lani
dolum sitionsequid qui dolorio

AN INITIATIVE OF

NYU STERN |  URBANIZATION
PROJECT

PART OF

 Marron Institute



LABS

**LOREM IPSUM
DOLOR SIT AMET
ADIPSCING**

Convallis major consectetur lorem
Tum est dolentibus es excea nullo int int et lani
dolum sitionsequid qui dolorio

AN INITIATIVE OF

NYU STERN |  URBANIZATION
PROJECT

PART OF

 Marron Institute

BRAND LANGUAGE & MESSAGING



The NYU Stern Urbanization Project brand is not only visual—it must be expressed consistently in writing as well. Use these guidelines when writing reports, press releases, correspondence, proposals, blog entries, etc.

Full research center name

- In first instance, use “The NYU Stern Urbanization Project”
- In subsequent instances, use “the Urbanization Project”

Initiative names

- The initiative names are “Charter Cities” and “Urban Expansion”
- For example, “Urban Expansion is an initiative of the NYU Stern Urbanization Project.” It is not the “Urban Expansion Initiative”
- It is acceptable to reference NYU by writing, “the NYU-based team at the Urban Expansion initiative,” but it is not appropriate to write “the NYU Urban Expansion Initiative”

Taglines

The Urbanization Project: Urbanization as opportunity.

Charter Cities: New cities. New choices. Better rules.

Urban Expansion: Preparing cities for their inevitable expansion.

Short-form statement (50 words)

The NYU Stern Urbanization Project harnesses the growth of cities to speed up global progress. The world’s cities will add more people in the 21st century than during all of human history to date. Never before have cities and the policy choices therein been more important.

Long-form statement (240 words)

The NYU Stern Urbanization Project harnesses the growth of cities to speed up global progress. The world’s urban population will more than double between 2010 and 2110. After 2110, urban growth will largely level off. This presents a window of opportunity in which countries can shape urbanization in ways that improve the quality of life for billions of people. There are two ways to channel this rapid urbanization: existing cities can expand, and new cities can emerge. These two processes, already underway, are at the heart of the Urbanization Project’s two primary initiatives. The Urban Expansion initiative, led by Shlomo Angel, works with cities to make room for their rapid growth. The initiative is based on evidence that mayors and civic officials can make minimal preparations to shape cities that are vibrant, inclusive, and affordable. The Charter Cities initiative, led by Paul Romer, focuses on the potential for startup cities to fast track reform. By building new cities in special zones, countries can leverage the 21st century’s unprecedented scale of urban growth, generating new options for reform-minded leaders and new choices for families in search of better places to live and work. The Labs initiative incubates new ideas at the Urbanization Project. New cities and urban expansion are the ways accommodate billions of new urban residents, but we’re always experimenting with new ideas. Labs explores applied research projects that have the potential trigger new initiatives or generate new insights for urban leaders and residents.

⊘ Do not abbreviate the name to UP or NYU UP

⊘ Do not add unnecessary hyphens, such as NYU Stern-Urbanization Project

⊘ Do not modify statements without approval from the director

⊘ Do not modify taglines for any reason