

# THE NEW SCHOOL



**The New School**  
**Brand Guidelines — Version 1.0**

Updated as of March 30, 2015

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## Purpose of Manual

The principals and guidelines in this manual are designed to create a flexible, yet cohesive, brand identity system for The New School that:

- Reinforces our university brand positioning and graphic identity
- Helps create a consistent experience across all communications
- Creates a differentiated look that stands out from the competitive landscape

These guidelines apply to all of The New School's communications.

No guidelines can anticipate every possible future need. Guidelines like these are always a work in progress.

Please make sure this manual is the most recent updated version.

For any further questions, please reference The New School DIY page: [www.newschool.edu/DIY](http://www.newschool.edu/DIY)

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## Logo Guidelines

The New School is an integral part of every branded piece of communication or item — this should not be removed from the logo for any reason

- The New School can stand alone, without an accompanying school
- The New School can stand with the lock-up of all descriptive offerings together, though not with descriptions on their own unless they are also the name of the school.  
e.g. TNS/Liberal Arts is not OK, while TNS/Social Research is approved
- The New School can stand with schools as outlined in the tier system
- School names will never be seen in a logo format alone, they will always appear alongside The New School, though with different size weights depending on the usage

## Logo Tiers

- TIER 1: Parent Schools / Colleges  
Lang, Parsons, Parsons Paris, Performing Arts, Social Research, Public Engagement, Global Centers
- TIER 2: Sub-schools
  - Art & Design History & Theory / Art, Media, & Technology / Constructed Environments / Design Strategies / Fashion
  - Drama / Jazz / Mannes
  - Milano / Languages / Media Studies / Adult Bachelor's / Creative Writing
- TIER 3: Programs / Areas of study  
135 programs across entire university

### Logo Structure

The New School  
All Subject Areas

The New School  
All Tier 1 School Names

The New School  
Tier 1 or 2

The New School  
Tier 1 or 2  
Tier 2 or 3

## Brand Elements

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## Brand Elements: Color Palette

There are three core colors in The New School visual identity; Pantone Parsons Red, Black, and White. The New School visual identity relies heavily upon these colors, and therefore they should be used primarily for all printed and digital materials. The breakdowns should be used and should never be substituted for another color. The core color palette should never be dominated.

Colors shown on this page are not accurate for color matching. Please refer to the current Pantone Color Formula Guide to ensure that color reproduction is accurate. The colors shown have not been evaluated by Pantone, Inc. for accuracy (Pantone® is a registered trademark of Pantone, Inc.).



### Pantone Parsons Red

Pantone Breakdown  
Rubine Red(51), Yellow 012(49)

CMYK Breakdown  
C(5), M(98), Y(100), K(0)

Screen Breakdown  
R(232), G(46), B(33)

HTML Breakdown  
#E82E21



### Black

CMYK Breakdown  
C(0), M(0), Y(0), K(100)

Screen Breakdown  
R(0), G(0), B(0)

HTML Breakdown  
#000000



### White

CMYK Breakdown  
C(0), M(0), Y(0), K(0)

Screen Breakdown  
R(255), G(255), B(255)

HTML Breakdown  
#FFFFFF

## Brand Elements: Typography Guidelines

Typefaces permissible to use within The New School identity are Neue and Neue Display.

When digital viewability issues arise, Arial should be used as a replacement.

### Text Color

Text can appear in black, tints of black, or white for use on dark backgrounds.

### Tracking

The preferred tracking is zero. The tracking of a particular line can be tightened slightly to avoid hyphens or widows. This should only be resorted to if tighter kerning of word-spacing proves ineffective. Tracking should be kept visibly consistent.

### Leading

Leading should generally be tight yet readable for cases with lots of text.

### Hyphens

Avoid the use of hyphens. Try to avoid breaking words across lines if possible.

### Spacing

Space between paragraphs and sections will vary from piece to piece. Use a full return between sections. If a smaller space between paragraphs is desired, the space can be a few points smaller than the leading.

Sections should be spaced out in such a way that it makes the information very accessible to the reader.



## Brand Elements: Neue Type Family

To further enhance the brand, a proprietary typeface, Neue, has been created for The New School created by Peter Bil'ak in conjunction with Pentagram. The Neue type family includes Regular, Bold, and Black weights. Italic fonts are also included for Regular and Bold.

Display fonts have been created for Neue Black that include Black, Wide, Ultra, and Random.

To use the Neue fonts, load the provided files (Mac or PC) into a type management program.

Arial is an acceptable typeface only if Neue is not available.

### Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Neue Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

### Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

### Neue Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

### Neue Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

## Brand Elements: Neue Type Family

To further enhance the brand, a proprietary typeface, Neue, has been created for The New School created by Peter Bil'ak in conjunction with Pentagram. The Neue type family includes Regular, Bold, and Black weights. Italic fonts are also included for Regular and Bold.

Display fonts have been created for Neue Black that include Black, Wide, Ultra, and Random.

To use the Neue fonts, load the provided files (Mac or PC) into a type management program.

Arial is an acceptable typeface if Neue is not available.

### Neue Display Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

### Neue Display Wide

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

### Neue Display Ultra

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

### Neue Display Random

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

## Brand Elements: Typography Violations

Neue should not be substituted for any other font, or modified in any way. These examples illustrate improper uses of type when designing for The New School.

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vwxyz 1234567890

Do not modify the shape of the characters manually (shown vertically extended).

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vwxyz 1234567890

Do not modify the shape of the characters manually (shown horizontally extended).

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vwxyz 1234567890

Do not use any typefaces other than the provided Neue Type Family (Franklin Gothic shown here).

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vwxyz 1234567890

Do not manually skew the letterforms.

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vwxyz 1234567890

Do not manually add outlines to the letterforms (Neue Regular shown here).

## Brand Elements: Neue Random Usage and Installation

The Neue Random font employs an OpenType algorithm that allows the font to cycle through characters of various widths as you type.

The following instructions describe how to enable this feature if troubleshooting is needed.

This font can be installed on a PC or Mac.

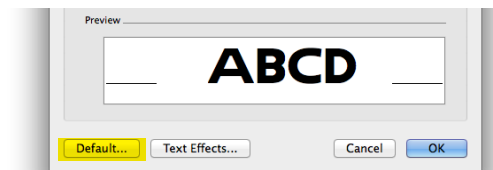
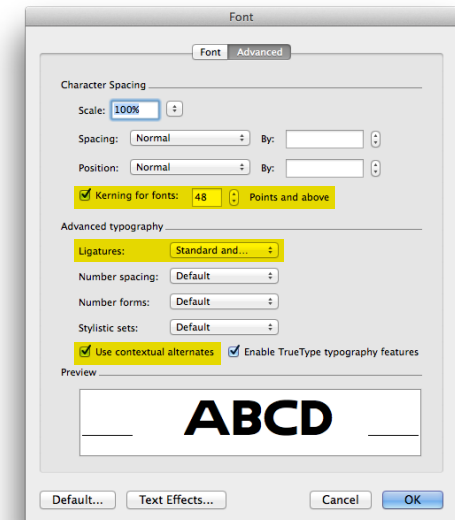
### Microsoft Word (Mac)

OpenType features are NOT on by default.

You must turn on:

- Kerning
- Ligatures
- Contextual Alternates

**ABCD**  
**ABCD**



Tip: Save these settings as 'Default', and you won't have to set them again.

## Brand Elements: Neue Random Usage and Installation

The Neue Random font employs an OpenType algorithm that allows the font to cycle through characters of various widths as you type.

The following instructions describe how to enable this feature if troubleshooting is needed.

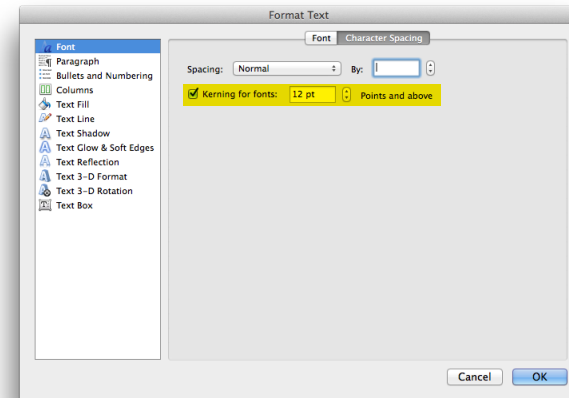
This font can be installed on a PC or Mac.

### Powerpoint (Mac)

Contextual Alternates and Ligatures ARE on by default.

You must turn on:

- Kerning



## Brand Elements: Neue Random Usage and Installation

The Neue Random font employs an OpenType algorithm that allows the font to cycle through characters of various widths as you type.

The following instructions describe how to enable this feature if troubleshooting is needed.

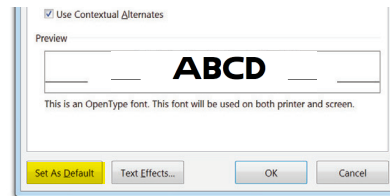
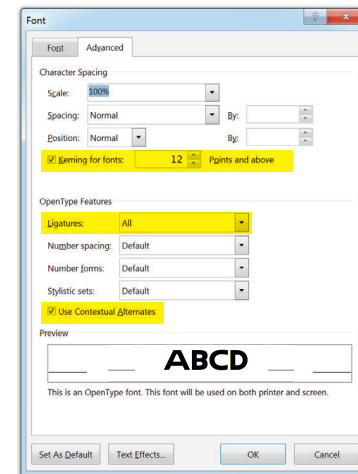
This font can be installed on a PC or Mac.

### Microsoft Word (PC)

OpenType features are NOT on by default.

You must turn on:

- Kerning
- Ligatures
- Contextual Alternates



Tip: Save these settings as 'Default', and you won't have to set them again.

## **Brand Elements: Neue Random Usage and Installation**

The Neue Random font employs an OpenType algorithm that allows the font to cycle through characters of various widths as you type.

The following instructions describe how to enable this feature if troubleshooting is needed.

This font can be installed on a PC or Mac.

### **Powerpoint (PC)**

PowerPoint on PC DOES NOT support OpenType features.

## Brand Logo

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## **Brand Logo: Primary Logo**

This is The New School's primary logo.

The New School logo employs the use of Neue Display in addition to two horizontal bars that span the width of the typography. This conveys The New School's flexible and personalized nature while hinting at its progressive outlook.

The New School logo should always be black or in reverse.

The logo consists of the words "THE", "NEW", and "SCHOOL" stacked vertically in a bold, black, sans-serif font. Below the text are two thick, horizontal black bars that span the width of the text above them.

**THE  
NEW  
SCHOOL**

## Brand Logo: Alternate Logo

The logo exists in two versions each unique to its stacking ability.

**Version 1** stacks the typography on three lines; each word on its own line. This version is most recognizable to The New School brand and should be used as much as possible.

**Version 2** sets the typography on one line. The size relationship does not change, except for the fact that the height is decreased by two lines of typography.

These two versions of the logo were developed to troubleshoot any size or spacing issues. **Version 1** should be used when no constraints exist.

When The New School logo is used alone and not locked up to any College the length of the two bars in The New School logo should not change.

Use the files provided. Do not recreate the logo or alter the logo colors.

Version 1

**THE  
NEW  
SCHOOL**  
====

Version 2

**THE NEW SCHOOL**  
=====

## Brand Logo: Reversed Logo

The New School logotype is shown here in reverse.

This version of the logotype is made up of White and should only be applied on top of saturated images or dark color backgrounds.



## Brand Logo: Clear Space

Clear space is an area surrounding the logo that is free of text or graphics. This clear space applies to all executions including print, web, broadcast media, and promotional items.

The cap height of the letter “T” in the logo can be used to determine the clear space. This is the minimum amount of space around the Logotype that is acceptable.

Use the files provided. Do not recreate the logo or alter the logo colors.



## Brand Logo: Sizing

Two sizes of The New School logo exist.

These two versions vary in spacing to achieve optimal readability and should be used accordingly by following the strict size regulations.

Version 1

Size 1

**THE  
NEW  
SCHOOL**  
=====

Size 2

**THE  
NEW  
SCHOOL**  
=====

Version 2

Size 1

**THE NEW SCHOOL**  
=====

Size 2

**THE NEW SCHOOL**  
=====

## Brand Logo: Sizing

Two sizes of The New School logo exist.

These two versions vary in spacing to achieve optimal readability and should be used accordingly by following the strict size regulations.

The size of the logo is measured by the height of the logo as a whole, not the width. The height of the logo is measured from the top of the cap height to the bottom of the bottom bar.

Below are specifications of The New School logo when used as standalone:

**Size 1** should be used at 1" and above. This version has a minimum of 1" and can be scaled infinitely. The New School logo should be scaled as a whole.

**Size 2** should be used below 1". This version has a maximum of under 1" and a minimum of a .35". The New School logo should be scaled as a whole.

Do not scale the typography without scaling the bars proportionately. When used as a standalone logo the typography should never be separated from the horizontal bars.

1" = 72px ; .35" = 25.2px

\* The sizing rule used for Size 2 is set for the three-stack logo.

Version 1



**Size 1**  
Shown here at 1" in height.



**Size 2**  
Shown here at .35" in height.



Version 2



**Size 1**  
Shown here at .43" in height.



**Size 2**  
Shown here at .15" in height.



## Brand Logo: Alignment

When appearing below text, The New School logo is most comfortable aligned so that the left of the bars align with the left edge of the text.

When appearing above text, The New School logo is most comfortable aligned so that the left of the bars align with the left edge of the text.



**THE  
NEW  
SCHOOL**

The logo consists of the words 'THE', 'NEW', and 'SCHOOL' stacked vertically in a bold, sans-serif font. Below the text are two thick, horizontal black bars. A thin red vertical line is positioned to the left of the text, extending from the top of the first bar to the top of the second bar.

Nempos essinulparum haribeatur apietus, archill  
aborem ad ut quation porepta turest exceptati  
veliate stisimus sa pa volor alibusto que qui sollabo  
remposs inihil ipsam fugit ut aut esciamus,



**THE  
NEW  
SCHOOL**

The logo consists of the words 'THE', 'NEW', and 'SCHOOL' stacked vertically in a bold, sans-serif font. Below the text are two thick, horizontal black bars. A thin red vertical line is positioned to the left of the text, extending from the top of the first bar to the top of the second bar.

Nempos essinulparum haribeatur apietus, archill  
aborem ad ut quation porepta turest exceptati  
veliate stisimus sa pa volor alibusto que qui sollabo  
remposs inihil ipsam fugit ut aut esciamus,

## Brand Logo: Logo Violations

Do not alter The New School logo files in any way. Below are examples of logo violations.

These violations apply to all color versions of the logo.

Use the files provided. Do not recreate the logo or alter the logo colors.



Do not change the color of the Logo.



Do not horizontally stretch the Logo.



Do not add a gradient to the Logo.



Do not vertically stretch the Logo.



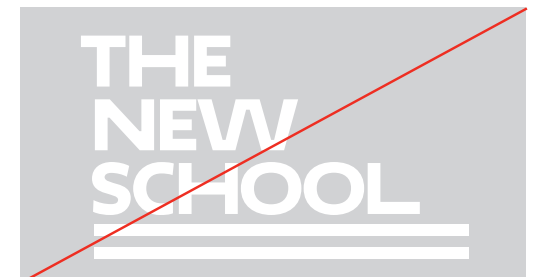
Do not extend the bars past the type.  
Do not alter the Logo.



Do not use the bars only.



Do not use the Black Logo on a similar colored background.



Do not use the reverse Logo on a similar colored background.



## **Brand Logo: Parent School / College Logo Lockups**

The New School identity extends itself to Parent Schools and Colleges. Logo lockups have been developed for their respective schools.

Each School/College is housed by The New School logo which uses its top bar to extend outwards spanning across the entire width of the School/College logotype. The lockup lets the the size relationship of the School/College to become more prominent while maintaining The New School presence.

When using these logo lockups, The New School logo should always be black while the School/College should be in Parsons Red. If a logo in reverse is needed, the entire logo should be in White.

Use the files provided. Do not recreate the logo or alter the logo colors.

**THE  
NEW  
SCHOOL**

---

**PARSONS**

## Brand Logo: Various School /College Logo Lockups

The New School identity is flexible enough to accommodate long or short School/College names.

When using these logo lockups, The New School logo should always be black while the School/College should be in Parsons Red. If a logo in reverse is needed, the entire logo should be in White.

Use the files provided. Do not recreate the logo or alter the logo colors.

**THE  
NEW  
SCHOOL**

---

**PARSONS**

**THE  
NEW  
SCHOOL**

---

**PARSONS  
PARIS**

## Brand Logo: School /College Alternate Logo

The logo stacking methodology can be applied to the School/College logo lockups.

**Version 1** stacks the typography on three lines—each word on its own line. This version is most recognizable to The New School brand and should be used as much as possible.

**Version 2** sets the typography on one line. The size relationship does not change, except for the fact that the height is decreased by two lines of typography.

These two versions of the logo were developed to troubleshoot any size or spacing issues. **Version 1** should be used when no constraints exist.

Use the files provided. Do not recreate the logo or alter the logo colors.

Version 1

**THE  
NEW  
SCHOOL**

---

**PARSONS**

Version 2

**THE NEW SCHOOL**

---

**PARSONS**

## Brand Logo: Reversed Logo

College/School logo lockups are shown here in reverse.

This version of the logo lockup is entirely made up of White and should only be applied on top of saturated images or dark color backgrounds.



## Brand Logo: Clear Space

Clear space is an area surrounding the logo that is free of text or graphics. This clear space applies to all executions including print, web, broadcast media, and promotional items.

The minimum amount of space around the Logotype that is acceptable is .25 inches. This is measure from the top of the "T" to the bottom of the School/College logo.

Use the files provided. Do not recreate the logo or alter the logo colors.



## Brand Logo: Sizing

Two sizes of The New School logo exist.

These two versions vary in spacing to achieve optimal readability and should be used accordingly by following the strict size regulations.

Version 1

Size 1

THE  
NEW  
SCHOOL

PARSONS

Size 2

THE  
NEW  
SCHOOL

PARSONS

Version 2

Size 1

THE NEW SCHOOL

PARSONS

Size 2

THE NEW SCHOOL

PARSONS

## Brand Logo: School/College Lockup Sizing

Two sizes of The New School logo exist.

These two versions vary in spacing to achieve optimal readability and should be used accordingly by following the strict size regulations.

The size of the logo is measured by the height of the logo as a whole, not the width. The height of the logo is measured from the top of the cap height to the bottom of the bottom bar.

Below are specifications of The New School logo when used as standalone:

Size 1 should be used at 1" and above. This version has a minimum of 1" and can be scaled infinitely. The New School logo should be scaled as a whole.

Size 2 should be used below 1". This version has a maximum of under 1" and a minimum of a .35". The New School logo should be scaled as a whole.

Do not scale the typography without scaling the bars proportionately. When used as a standalone logo the typography should never be separated from the horizontal bars.

1" = 72px ; .35" = 25.2px

Version 1

**THE  
NEW  
SCHOOL**

**PARSON**

infinitely

Size 1

Shown here at 2" in height.

**THE  
NEW  
SCHOOL**

**PARSONS**

under 2"

Size 2

Shown here at 1" in height.

## Brand Logo: School/College Lockup Sizing

Two sizes of The New School logo exist.

These two versions vary in spacing to achieve optimal readability and should be used accordingly by following the strict size regulations.

The size of the logo is measured by the height of the logo as a whole, not the width. The height of the logo is measured from the top of the cap height to the bottom of the bottom bar.

Below are specifications of The New School logo when used as standalone:

Size 1 should be used at 1" and above. This version has a minimum of 1" and can be scaled infinitely. The New School logo should be scaled as a whole.

Size 2 should be used below 1". This version has a maximum of under 1" and a minimum of a .35". The New School logo should be scaled as a whole.

Do not scale the typography without scaling the bars proportionately. When used as a standalone logo the typography should never be separated from the horizontal bars.

1" = 72px ; .35" = 25.2px

\* The sizing rule used for Size 2 is set for the three-stack logo.

Version 1

**THE NEW SCHOOL**

**PARSON**

Size 1

Shown here at 1" in height.

infinitely

**THE NEW SCHOOL**

**PARSONS**

Size 2

Shown here at .35" in height.

under 2"



## Brand Logo: Alignment

When appearing below text, The New School logo is most comfortable aligned so that the left of the bars align with the left edge of the text.

When appearing above text, The New School logo is most comfortable aligned so that the left of the bars align with the left edge of the text.



Nempos essinulparum haribearur apietus, archill  
aborem ad ut quation porepta turest exceptati  
veliate stisimus sa pa volor alibusto que qui sollabo  
remposs inihil ipsam fugit ut aut esciamus,



## Brand Logo: Logo Violations

Do not alter School/College logo lockup files in any way. Below are examples of logo violations.

These violations apply to all color versions of the logotype.

Use the files provided. Do not recreate the logo or alter the logo colors.



Do not change the color of the Logotype.



Do not switch the colors of the Lockup.



Do not use the Lockup on a similar colored background.



Do not use the reverse Lockup on a similar colored background.



Do not alter the shapes of the Lockup.



Do not separate the Lockup.



Do not horizontally stretch the Logo.



Do not vertically stretch the Logo.

## Print Identity Application

Letterhead	Section 4:1
Name Badge	Section 4:2
Poster	Section 4:3
Postcard	Section 4:4
Flyer	Section 4:5

# Stationery: Letterhead

## Dimensions

8.5" x 11" (Letter)

## Color

Address text is 55% Black

Body Copy text is 100% Black

## Typography

Address Block:

Neue Regular 6.5/8pt, flush left

Body Copy Text:

Neue Regular 8/12pt, flush left

		 
Address Block	<p>October 28, 2014                  Jeff Close                  Designer                  Pentagram                  jeff.close@pentagram.com                  204 Fifth Avenue                  New York, NY 10010</p>	<p>October 28, 2014                  Jeff Close                  Designer                  Pentagram                  jeff.close@pentagram.com                  204 Fifth Avenue                  New York, NY 10010</p>
Body Copy	<p>Dear Sir/Madam,</p> <p>First established as the Chase School, the institution now known as Parsons School of Design was founded in 1896 by the American impressionist painter William Merritt Chase (1849-1916). Chase led a small group of Progressives who seceded from the Art Students League of New York in search of a more free, more dramatic, and more individual expression of art. The Chase School changed its name in 1898 to the New York School of Art. In 1904, Frank Alvah Parsons (1868-1930) joined the artist Robert Henri (1865-1929) as a teacher at Chase's school; in the same approximate time frame, Parsons studied for two years with the vanguard artist and educator, Arthur Wesley Dow at Columbia University Teachers College, graduating in 1905 with a degree in fine arts. A few years later, he became president of the New York School of Art. Anticipating a new wave of the Industrial Revolution, Parsons predicted that art and design would soon be inexorably linked to the engines of industry. His vision was borne out in a series of firsts for the School, establishing the first program in Fashion Design, Interior Design, Advertising, and Graphic Design in the United States. In 1909, the school was renamed the New York School of Fine and Applied Art to reflect these offerings. Parsons became sole director in 1911, a position which he maintained to his death in 1930.</p> <p>William M. Odom, who established the school's Paris Ateliers in 1921, succeeded Parsons as president. In honor of Parsons, who was important in steering the school's development and in shaping visual-arts education through his theories about linking art and industry throughout the world, the institution became Parsons School of Design in 1936.</p> <p>As the modern curriculum developed, many successful designers remained closely tied to the School, and by the mid-1960s, Parsons had become "the training ground for Seventh Avenue." The school's curriculum was at the time heavily influenced by the teaching methods of the Bauhaus, well-known and celebrated Modernist German institution. In 1970, the School became a division of the New School for Social Research (now The New School). The campus moved from Sutton Place to Greenwich Village in 1972. The merger with a vigorous, fully accredited university was a source of new funding and energy, which expanded the focus of a Parsons education. In 1909, the school was renamed the New York School of Fine and Applied Art.</p> <p>Kind regards,                  Marlene Campbell</p>	<p>Dear Sir/Madam,</p> <p>First established as the Chase School, the institution now known as Parsons School of Design was founded in 1896 by the American impressionist painter William Merritt Chase (1849-1916). Chase led a small group of Progressives who seceded from the Art Students League of New York in search of a more free, more dramatic, and more individual expression of art. The Chase School changed its name in 1898 to the New York School of Art. In 1904, Frank Alvah Parsons (1868-1930) joined the artist Robert Henri (1865-1929) as a teacher at Chase's school; in the same approximate time frame, Parsons studied for two years with the vanguard artist and educator, Arthur Wesley Dow at Columbia University Teachers College, graduating in 1905 with a degree in fine arts. A few years later, he became president of the New York School of Art. Anticipating a new wave of the Industrial Revolution, Parsons predicted that art and design would soon be inexorably linked to the engines of industry. His vision was borne out in a series of firsts for the School, establishing the first program in Fashion Design, Interior Design, Advertising, and Graphic Design in the United States. In 1909, the school was renamed the New York School of Fine and Applied Art to reflect these offerings. Parsons became sole director in 1911, a position which he maintained to his death in 1930.</p> <p>William M. Odom, who established the school's Paris Ateliers in 1921, succeeded Parsons as president. In honor of Parsons, who was important in steering the school's development and in shaping visual-arts education through his theories about linking art and industry throughout the world, the institution became Parsons School of Design in 1936.</p> <p>As the modern curriculum developed, many successful designers remained closely tied to the School, and by the mid-1960s, Parsons had become "the training ground for Seventh Avenue." The school's curriculum was at the time heavily influenced by the teaching methods of the Bauhaus, well-known and celebrated Modernist German institution. In 1970, the School became a division of the New School for Social Research (now The New School). The campus moved from Sutton Place to Greenwich Village in 1972. The merger with a vigorous, fully accredited university was a source of new funding and energy, which expanded the focus of a Parsons education. In 1909, the school was renamed the New York School of Fine and Applied Art.</p> <p>Kind regards,                  Marlene Campbell</p>

# Stationery: Personalized Letterhead

## Dimensions

8.5" x 11" (Letter)

## Color

Address text is 55% Black

Body Copy text is 100% Black

## Typography

Address Block:




Neue Regular 6.5/8pt, flush left

Body Copy Text:

Neue Regular 8/12pt, flush left

Address  
Block

Body Copy

 <p><b>Marlene Campbell</b> Director of the Office of Civic Engagement and Social Justice, Director of Undergraduate Studies, Ethnicity and Race campbellm@newschool.edu T 212.229.5600 x3886 M 917.434.8181 F 212.229.8292</p> <p>October 28, 2014 Jeff Close Designer Pentagram jeff.close@pentagram.com 204 Fifth Avenue New York, NY 10010</p> <p>Dear Sir/Madam,</p> <p>First established as the Chase School, the institution now known as Parsons School of Design was founded in 1896 by the American impressionist painter William Merritt Chase (1849-1916). Chase led a small group of Progressives who seceded from the Art Students League of New York in search of a more free, more dramatic, and more individual expression of art. The Chase School changed its name in 1898 to the New York School of Art. In 1904, Frank Alvah Parsons (1868-1930) joined the artist Robert Henri (1865-1929) as a teacher at Chase's school; in the same approximate time frame, Parsons studied for two years with the vanguard artist and educator, Arthur Wesley Dow at Columbia University Teachers College, graduating in 1905 with a degree in fine arts. A few years later, he became president of the New York School of Art. Anticipating a new wave of the Industrial Revolution, Parsons predicted that art and design would soon be inexorably linked to the engines of industry. His vision was borne out in a series of firsts for the School, establishing the first program in Fashion Design, Interior Design, Advertising, and Graphic Design in the United States. In 1909, the school was renamed the New York School of Fine and Applied Art to reflect these offerings. Parsons became sole director in 1911, a position which he maintained to his death in 1930.</p> <p>William M. Odom, who established the school's Paris Ateliers in 1921, succeeded Parsons as president. In honor of Parsons, who was important in steering the school's development and in shaping visual-arts education through his theories about linking art and industry throughout the world, the institution became Parsons School of Design in 1936.</p> <p>As the modern curriculum developed, many successful designers remained closely tied to the School, and by the mid-1960s, Parsons had become "the training ground for Seventh Avenue." The school's curriculum was at the time heavily influenced by the teaching methods of the Bauhaus, well-known and celebrated Modernist German institution. In 1970, the School became a division of the New School for Social Research (now The New School). The campus moved from Sutton Place to Greenwich Village in 1972. The merger with a vigorous, fully accredited university was a source of new funding and energy, which expanded the focus of a Parsons education. In 1909, the school was renamed the New York School of Fine and Applied Art.</p> <p>Kind regards, Marlene Campbell</p>	  <p><b>Parsons School of Design</b> Office of the Dean 66 Fifth Avenue New York, NY 10011 212.229.8900 newschool.edu</p> <p><b>Marlene Campbell</b> Director of the Office of Civic Engagement and Social Justice, Director of Undergraduate Studies, Ethnicity and Race campbellm@newschool.edu T 212.229.5600 x3886 M 917.434.8181 F 212.229.8292</p> <p>October 28, 2014 Jeff Close Designer Pentagram jeff.close@pentagram.com 204 Fifth Avenue New York, NY 10010</p> <p>Dear Sir/Madam,</p> <p>First established as the Chase School, the institution now known as Parsons School of Design was founded in 1896 by the American impressionist painter William Merritt Chase (1849-1916). Chase led a small group of Progressives who seceded from the Art Students League of New York in search of a more free, more dramatic, and more individual expression of art. 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The merger with a vigorous, fully accredited university was a source of new funding and energy, which expanded the focus of a Parsons education. In 1909, the school was renamed the New York School of Fine and Applied Art.</p> <p>Kind regards, Marlene Campbell</p>
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## Name Badge

### Dimensions

3.5" x 2.25"

### Color

Text is 100% Black

### Typography

#### First Name:

Neue Regular 32/38pt, flush left

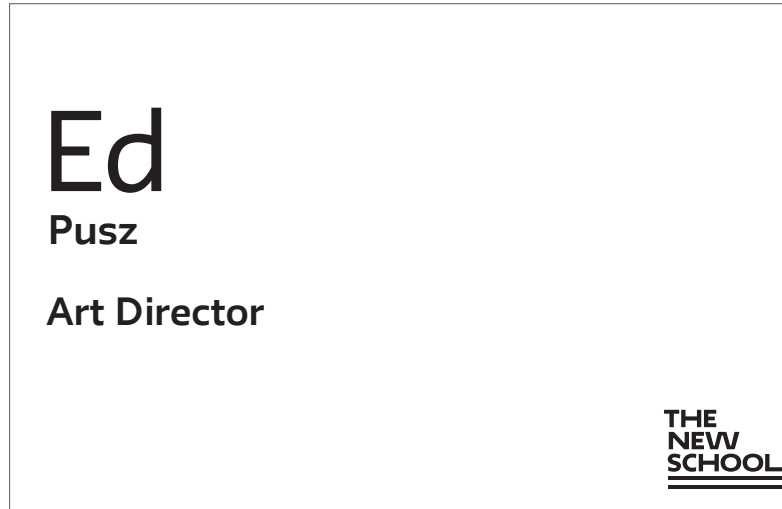
#### Last Name and Title:

Neue Regular 11/17pt, flush left

The logo can be replaced in the bottom right hand corner using .1" padding from the bottom and right side of the name tag.

The suggested Logo Lockup is with The New School on one line.

Avery® 5390 is the suggested Name Badge Template.



## Poster

### Dimensions

11" x 17" (Tabloid)

### Color

Title and Subtitle text is Parsons Red  
Date/Location text is 100% Black  
Event Information text is 55% Black  
Contact Information text is Parsons Red

### Typography

#### Title:

Neue Regular 6.5/8pt, flush left

#### Subtitle:

Neue Regular 6.5/8pt, flush left

#### Date/Location:

Neue Regular 8/12pt, flush left

#### Event Information:

Neue Regular 8/12pt, flush left

#### Contact Information:

Neue Regular 8/12pt, flush left

Sponsored by The Graduate Institute for Design, Ethnography & Social Thought

# GIDEST SEMINAR: REGGIE WILSON

Reggie Wilson presents "Anthropology, Fractal Symmetry and the Dance."

Friday, March 6, 2015

12:00 pm - 1:30 pm

University Center, 411

63 Fifth Avenue, New York, NY



The bi-weekly GIDEST seminar is devoted to discussion of a pre-circulated paper that addresses issues at the intersection of design, ethnography, and social thought. Mr. Wilson will submit a 20 minute dance performance video, supplemented with contextualizing text. The materials can be downloaded from the GIDEST site for seminar participants to watch and read in advance.

[newschool.edu](http://newschool.edu)  
Contact info

**THE  
NEW  
SCHOOL**

## Postcard (Color Background)

### Dimensions

7" x 5"

### Color

#### Front:

White Text on Color Background

#### Back:

Title and Subtitle are Parsons Red

Date/Time is 100% Black

Event Information is 65% Black

### Typography

#### Title:

Neue Regular 6.5/8pt, flush left

#### Subtitle:

Neue Regular 6.5/8pt, flush left

#### Date/Location:

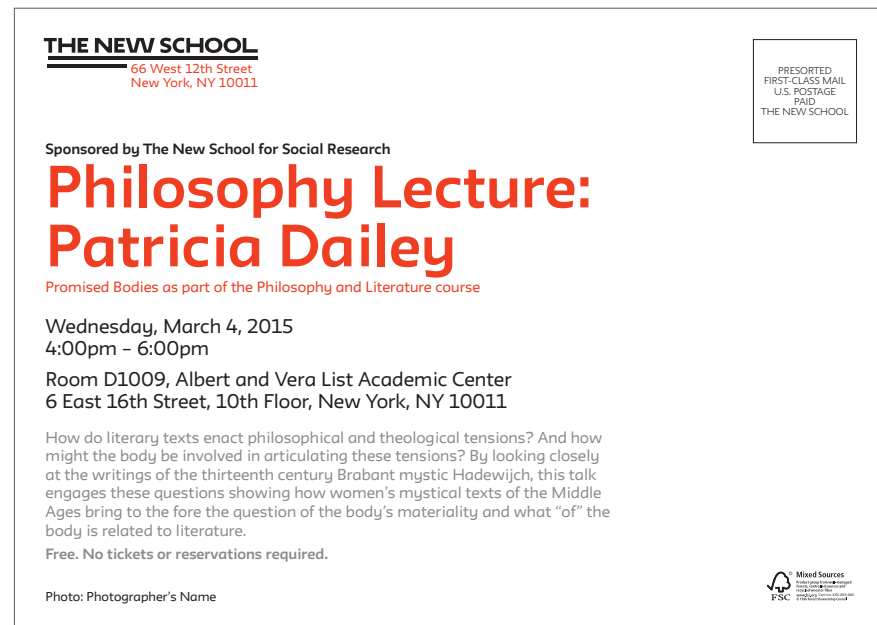
Neue Regular 8/12pt, flush left

#### Event Information:

Neue Regular 8/12pt, flush left

#### Contact Information:

Neue Regular 8/12pt, flush left





## Postcard (Light Color Photo)

### Dimensions

7" x 5"

### Color

Front:

Black Text on Light Color Photo

Back:

Title and Subtitle are Parsons Red

Date/Time is 100% Black

Event Information is 65% Black

### Typography

Title:

Neue Regular 6.5/8pt, flush left

Subtitle:

Neue Regular 6.5/8pt, flush left

Date/Location:

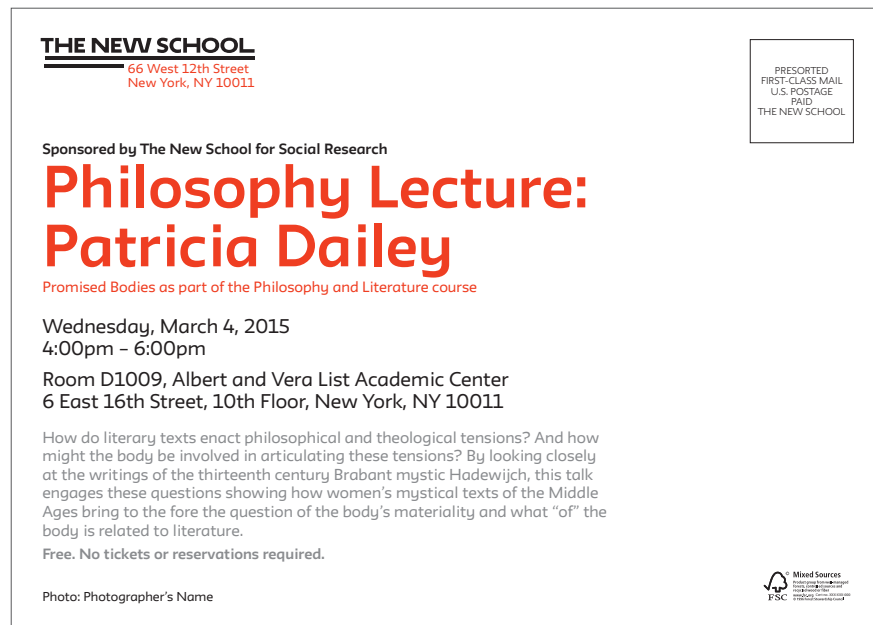
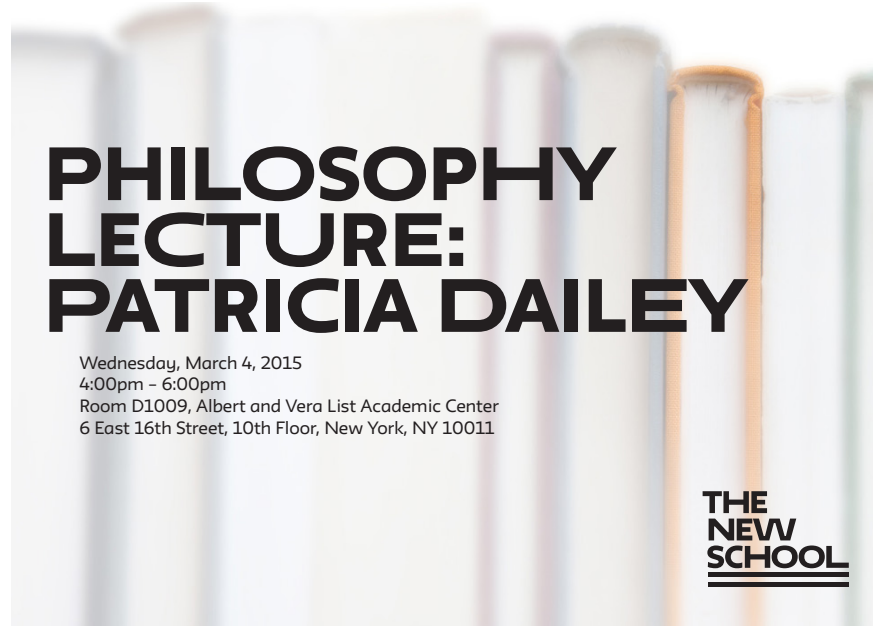
Neue Regular 8/12pt, flush left

Event Information:

Neue Regular 8/12pt, flush left

Contact Information:

Neue Regular 8/12pt, flush left



## Postcard (Dark Color Photo)

### Dimensions

7" x 5"

### Color

#### Front:

White Text on Dark Color Photo

#### Back:

Title and Subtitle are Parsons Red

Date/Time is 100% Black

Event Information is 65% Black

### Typography

#### Title:

Neue Regular 6.5/8pt, flush left

#### Subtitle:

Neue Regular 6.5/8pt, flush left

#### Date/Location:

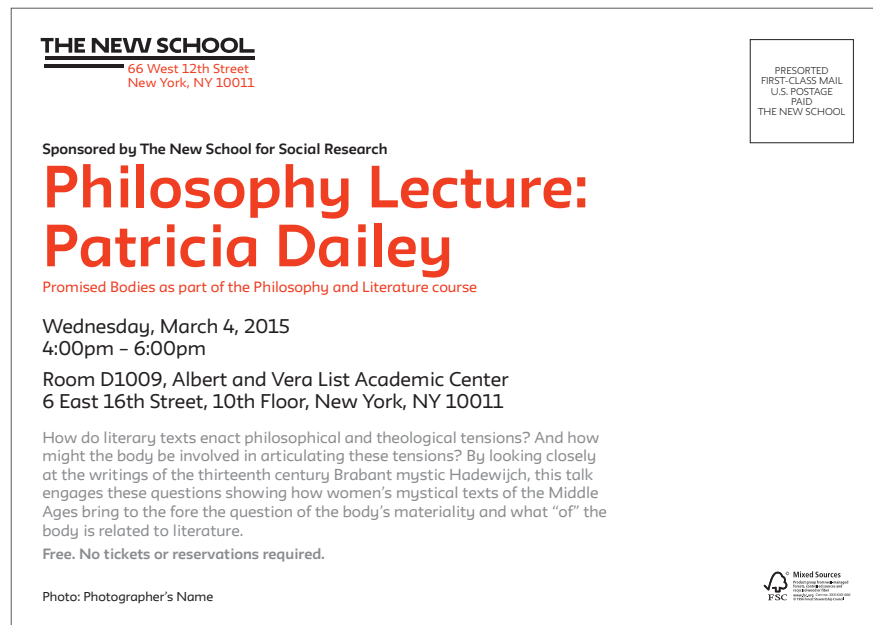
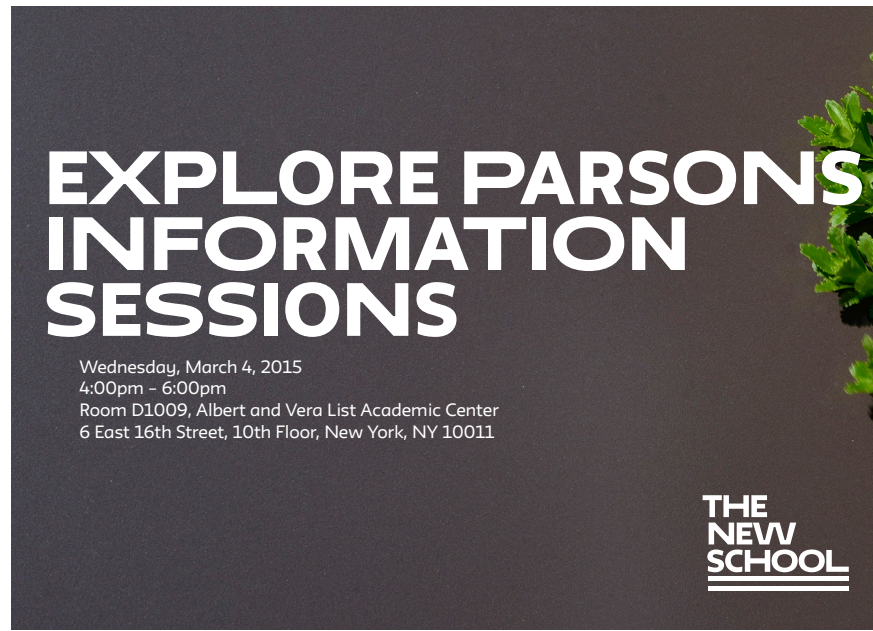
Neue Regular 8/12pt, flush left

#### Event Information:

Neue Regular 8/12pt, flush left

#### Contact Information:

Neue Regular 8/12pt, flush left



**Postcard  
(Smaller Photo)**

**Dimensions**

7" x 5"

**Color**

Front:

Title: Parsons Red over Photo

Date/Time: 100% Black

Back:

Title and Subtitle are Parsons Red

Date/Time is 100% Black

Event Information is 65% Black

**Typography**

Title:

Neue Regular 6.5/8pt, flush left

Subtitle:

Neue Regular 6.5/8pt, flush left

Date/Location:

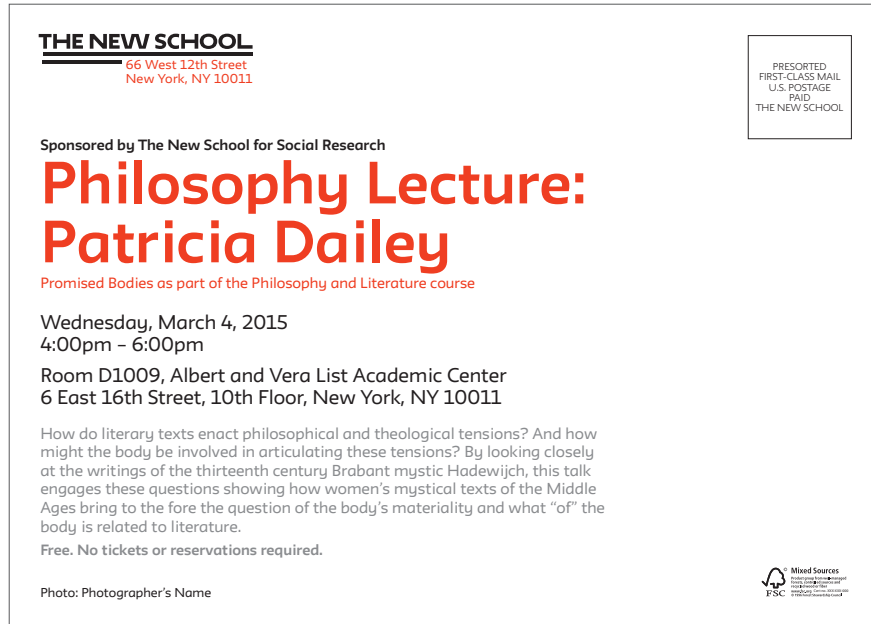
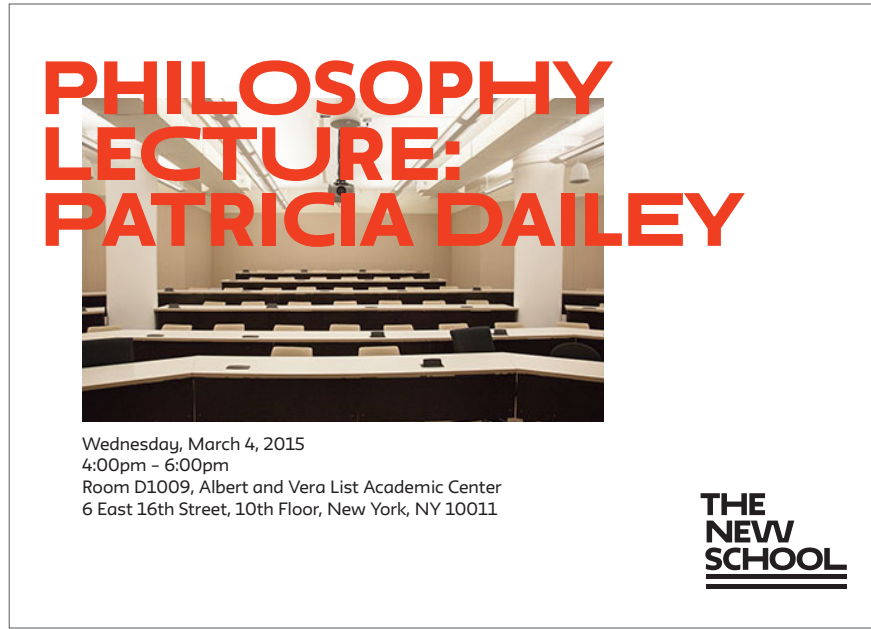
Neue Regular 8/12pt, flush left

Event Information:

Neue Regular 8/12pt, flush left

Contact Information:

Neue Regular 8/12pt, flush left



## Flyer

### Dimensions

8.5" x 11"

### Color

Title and Subtitle text is Parsons Red  
Date/Location text is 100% Black  
Event Information text is 55% Black  
Contact Information text is Parsons Red

### Typography

#### Title:

Neue Regular 6.5/8pt, flush left

#### Subtitle:

Neue Regular 6.5/8pt, flush left

#### Date/Location:

Neue Regular 8/12pt, flush left

#### Event Information:

Neue Regular 8/12pt, flush left

#### Contact Information:

Neue Regular 8/12pt, flush left

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[newschool.edu](http://newschool.edu)  
Contact info

**THE  
NEW  
SCHOOL**

## Digital Identity Application

Powerpoint

Section 5:1

Video Slates

Section 5:2

## PowerPoint: Title and Divider Slides

Shown here are the title and divider slides. Slides should be designed on the grid to maximize white space and remain consistent with the brand image.

A PowerPoint Template has been created for consistency and ease of use.



## PowerPoint: Text Layout and Alternative Slides

Shown here are the text layout and alternative slides. Slides should be designed on the grid to maximize white space and remain consistent with the brand image.

A PowerPoint Template has been created for consistency and ease of use.

## SECTION TITLE

### Section Subtitle

Unt omnihillia prehent quatur, sus re dolorent. Vid untur magniscit latate pratis quae et Aperes voluptat Apis as erspide voluptit ventias nobis aut mintur? Adipsap errovide velis rendiscitat Dis et quid que nus quoditi di re nos aliat ullaudigenis et ipid ut aditiat ectorec tibusda quam ipsum ipsam, nonsedit in nonsequam eari dolo ideseriae mo conet, qui alitis volorestrum Faccum non eostior eperum volo omnim harum de excea Accepta doluptatis modi simusci coreste cones debis id et officip sapiet untet fugit fugia vite maximod

THE NEW SCHOOL

The New School | 02.15.2015 | 5

## SECTION TITLE

### Section Subtitle

Caption



THE NEW SCHOOL

The New School | 02.15.2015 | 8

## Video Slates: Opening Titles

### Dimensions

1920 x 1080 px

### Placement

The New School logo or any School/College lockups should appear in the upper-left corner.

Do not change the color or scale of the logos.

Be mindful of the video's safe area when necessary.

Please read the guidelines within the Video Slates to help streamline the creation and delivery.

The information on the Video Slates provides tips and tricks on formatting text and images when using this template.





## Video Slates: Opening Titles

### Dimensions

1920 x 1080 px

### Color

Both title and subtitle should appear  
in 100% Black

### Typography

Title:

Neue Black 65/61pt, flush left

Subtitle:

Neue Regular 24/28pt, flush left

### Placement

The title and subtitle should appear in the  
upper-left corner.

Be mindful of the video's safe area when  
necessary.

Please read the guidelines within the Video Slates to help  
streamline the creation and delivery.

The information on the Video Slates provides tips and tricks  
on formatting text and images when using this template.

**IMPORTANT WORDS  
THAT GO HERE TO SAY  
SOMETHING**

School of Art and Design History and Theory

## Video Slates: Information over image

### Dimensions

1920 x 1080 px

### Color

A 35% Black overlay should be placed over the image when text is over image

Text should be in White

### Typography

Text:

Neue Regular 48/60pt, flush left

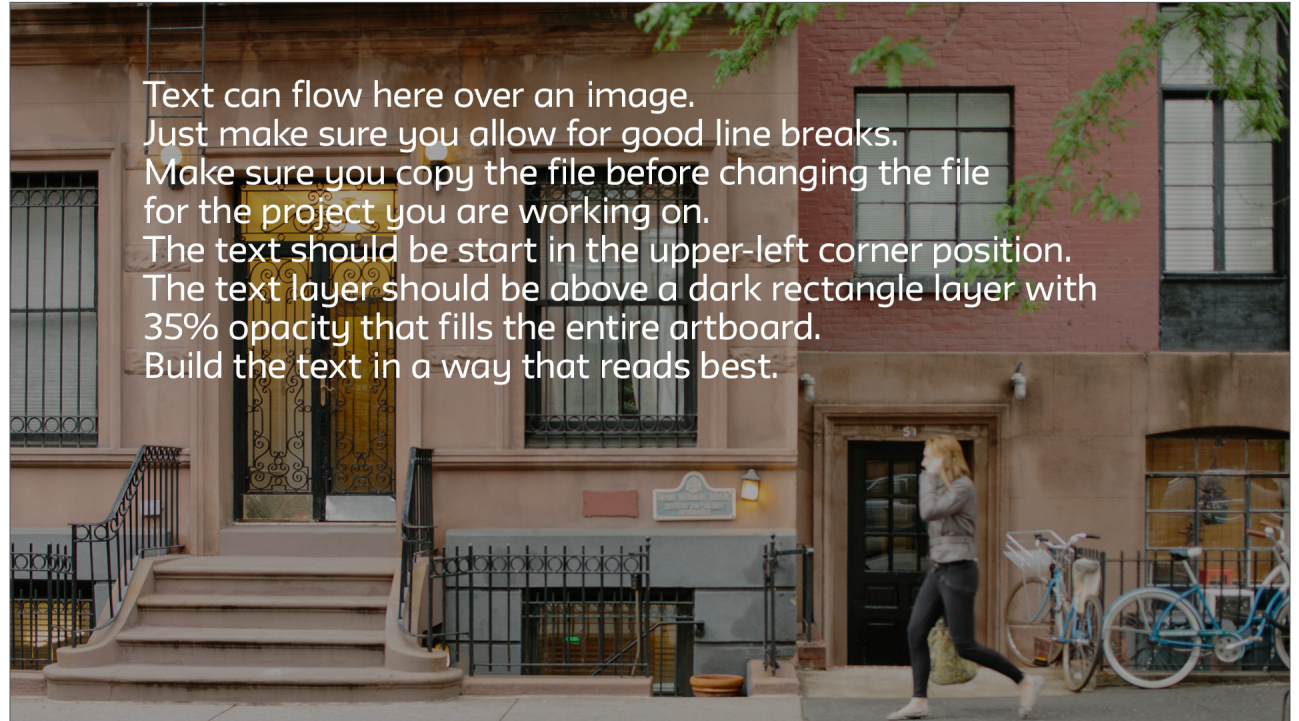
### Placement

The information should appear in the upper-left corner.

Be mindful of the video's safe area when necessary.

Please read the guidelines within the Video Slates to help streamline the creation and delivery.

The information on the Video Slates provides tips and tricks on formatting text and images when using this template.



## Video Slates: Information over White

### Dimensions

1920 x 1080 px

### Color

Text should be in 100% Black

### Typography

Text:

Neue Regular 48/60pt, flush left

### Placement

The information should appear in the upper-left corner.

Be mindful of the video's safe area when necessary.

Please read the guidelines within the Video Slates to help streamline the creation and delivery.

The information on the Video Slates provides tips and tricks on formatting text and images when using this template.

Text can flow here over white background  
Just make sure you allow for good line breaks.  
Make sure you copy the file before changing the file  
for the project you are working on.  
The text should be start in the upper-left corner position.  
Build the text in a way that reads best.  
Text should be 48pt with 60pt leading  
You can also stagger text lines along the timeline if you  
want to reveal another layer of text.

## Video Slates: Lower Third

### Dimensions

1920 x 1080 px

### Color

A 35% Black overlay band should be placed over the image for Lower Thirds.

Text should be in White

### Typography

Name:

Neue Display Random 72/72pt

Secondary Information:

Neue Regular 38/45pt

Text can appear on the left side with a flush left alignment or on the right side with a flush right alignment.

### Placement

The Black band should be positioned on the bottom with the text vertically centered on top of it.

Be mindful of the video's safe area when necessary.

Please read the guidelines within the Video Slates to help streamline the creation and delivery.

The information on the Video Slates provides tips and tricks on formatting text and images when using this template.



## Video Slates: Subtitle

### Dimensions

1920 x 1080 px

### Typography

Text:

Neue Regular 45/51pt, centered

A 65% Black Drop Shadow should be placed on any subtitle text.

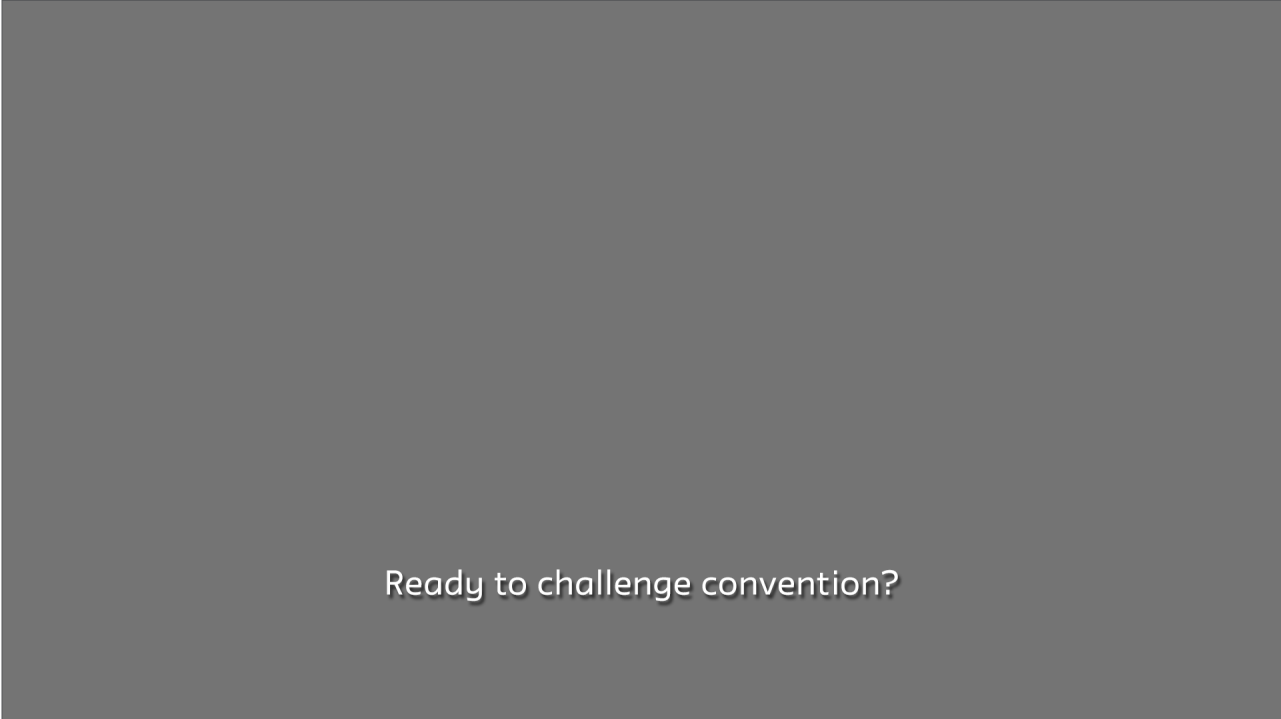
### Placement

Subtitles should be centered on the bottom.

Be mindful of the video's safe area when necessary.

Please read the guidelines within the Video Slates to help streamline the creation and delivery.

The information on the Video Slates provides tips and tricks on formatting text and images when using this template.



Ready to challenge convention?

## Contacts

Contacts

Section 6:1

## **Contacts**

Contact List