

Vision

Yeshiva University

is a unique ecosystem of educational institutions and resources that prepares the next generation of leaders with Jewish values and market-ready skills to achieve great success in their personal and professional lives, endowing them with both the will and wherewithal to transform the Jewish world and the broader society for the better.

The purpose of this manual is to ensure the consistent use and application of the Yeshiva University identity through form and material.

The Yeshiva University identity employs specific visual elements and graphic devices. With consistent application, these help to differentiate our institution and present a unified and immediately-identifiable vision to the public.

The University Shield

The university shield is the primary component of the University's identity. The strong form and proportions, along with the center scroll, make it our most immediately recognizable visual element.

For clarity and consistency, the shield mark may not change in typography, style, color, or configuration other than in the examples identified in this manual. It cannot be altered, and cannot appear as an element in any other logo.



Core Shield
Blue with black

The University Shield

The core mark is two colors: blue and black. Where applications dictate a single color, shields are available in blue, black, or white. Outlined versions of the shield are also available.



Core Shield
Blue with black

One-color solid and outlined



White and outlined white



The Primary Identity

Yeshiva University's primary identity is formed with the combination of two elements: the University shield and the logotype. These two elements together are referred to as a "lockup." The lockup cannot change in typography, style, color, or configuration other than in the examples identified in this manual.

The primary identity is offered in two different relationships to satisfy the demands of varying applications: the horizontal (Primary) Lockup and the Centered Lockup.



Yeshiva University

Primary Lockup
Blue with black



Yeshiva University

Centered Lockup
Blue with black

The Primary Identity

The primary identity colors are blue and black. Like the shield, where applications dictate a single color, lockups are available in solid blue, black, or white.

Primary Lockup:
Single-color versions,
blue, black, white



Yeshiva University



Yeshiva University



Yeshiva University

Centered Lockup:
Single-color versions,
blue, black, white



Yeshiva University



Yeshiva University



Yeshiva University

Typefaces

Yeshiva University's brand typeface is Berthold Akzidenz Grotesque. It is used for the logotype and is the primary typeface to format text in all official material.

The Akzidenz family includes several weights, as well as condensed and extended versions. There are legal license restrictions in the use of this font, please see Appendix I for permitted weights and applications.

The primary typeface should be substituted with Helvetica or Ariel on digital publishing platforms. The logotype, however, may never be substituted in any application.

Berthold Akzidenz Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Yeshiva University

Berthold Akzidenz Grotesque Regular

Light

Ab

Regular

Ab

Medium

Ab

Bold

Ab

Italic

Ab

Extended

Ab

Additional weights and styles permissible, please see Appendix I for a complete list.

Typefaces

Yeshiva University's secondary typeface is Mercury, and may be used in all its forms to compliment the primary typeface in university communications. This font may be substituted with Georgia.

Mercury

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Text G1 Roman

Ab

Text G1 Semibold

Ab

Text G1 Bold

Ab

Text G1 Small Cap

Ab

Display Roman

Ab

Display Bold

Ab

Primary Colors

Primary colors for Yeshiva University are blue, black, and white. They should be used as the primary choice for marketing and communications in print, digital publishing, video and experiential design.

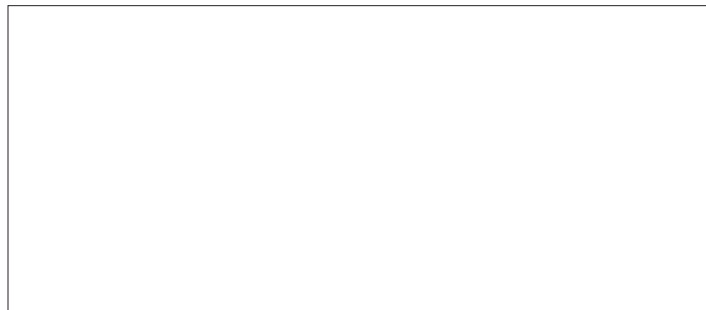
Pantone numbers (uncoated), CMYK, RGB and hexadecimal numbers are provided for color consistency and should be followed for print, electronic and all other usage.



Blue, PMS 294U
C100 M53 Y2 K21
R50 G90 B137
HTML 325A89



Black
C0 M0 Y0 K100
R0 G0 B0
HTML 555150



White
C0 M0 Y0 K0
R255 G255 B255
HTML ffffff

Secondary Colors

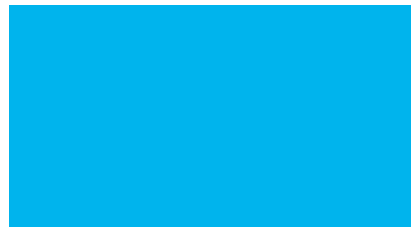
Secondary colors should be used in a supporting role for marketing and communications in print, digital publishing, video and experiential design.



Yeshiva Blue
PMS 294U
C100 M53 Y2 K21
R50 G90 B137
HTML 325A89



Yellow
PMS 7406U
C1 M17 Y93 K3
R241 G184 B40
HTML F1B828



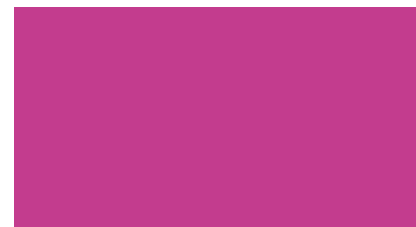
Sky Blue
PMS 2995U
C89 M0 Y1 K0
R13 G157 B219
HTML 0D9DDB



Red
PMS 485U
C0 M73 Y92 K1
R228 G93 B80
HTML E45D50



Green
PMS 361U
C56 M0 Y87 K0
R77 G170 B80
HTML 4DAA50



Purple
PMS 227U
C18 M89 Y4 K3
R175 G72 B121
HTML AF4879



Citron
PMS 381U
C25 M0 Y83 K0
R186 G215 B57
HTML BAD739



Gray
PMS Cool Gray 6
C19 M11 Y11 K28
R164 G166 B168
HTML A4A6A8

School Identities

Graduate Schools

The Yeshiva University identity system includes marks for each of our graduate and undergraduate schools. As in the primary identity, they are formed with the combination of the University shield and the logotype.

The school identity colors follow the model of the University's primary mark: blue and black. Where applications dictate a single color, lockups are also available in solid blue, black, or white.

The school identities are offered in two different relationships to satisfy the demands of varying applications: horizontal lockups and centered lockups.

These lockups cannot change in typography, style, color, or configuration other than in the examples identified in this manual.



Azrieli

Azrieli Graduate School of
Jewish Education and Administration



Azrieli

Azrieli Graduate School
of Jewish Education
and Administration



Ferkauf

Ferkauf Graduate School
of Psychology



Ferkauf

Ferkauf Graduate School
of Psychology



Katz

Katz School
of Science and Health



Katz

Katz School
of Science and Health



Blue



Black



White

School Identities

Graduate Schools



Revel

Bernard Revel Graduate School
of Jewish Studies



Revel

Bernard Revel Graduate School
of Jewish Studies



Sy Syms

Sy Syms School of Business



Sy Syms

Sy Syms School of Business



Wurzweiler

Wurzweiler School
of Social Work



Wurzweiler

Wurzweiler School
of Social Work



Blue



Black



White

School Identities
Undergraduate Schools



Stern College
Stern College for Women



Stern College
Stern College for Women



Sy Syms
Sy Syms School of Business



Sy Syms
Sy Syms School of Business



Yeshiva College



Yeshiva College



Blue



Black



White

School Identities

High Schools

The Yeshiva University high schools each have a unique mark, but the generic “High Schools” lockup can be used for either, or as a single mark when representing both.



High Schools



High Schools



High School

Samuel H. Wang Yeshiva University
High School for Girls



High School

Samuel H. Wang Yeshiva University
High School for Girls



High School

The Marsha Stern Talmudical Academy/
Yeshiva University High School for Boys



High School

The Marsha Stern Talmudical Academy/
Yeshiva University High School for Boys



Blue



Black



White

Additional Marks

Schools and Affiliates

The following marks are also part of the University's branding system:

**Albert Einstein College
of Medicine**

**Benjamin N. Cardozo
School of Law**

**Rabbi Isaac Elchanan
Theological Seminary**

Yeshiva University Museum

Yeshiva University Maccabees



Albert Einstein College of Medicine
OF YESHIVA UNIVERSITY



CARDOZO

Benjamin N. Cardozo School of Law



Additional Marks

Schools and Affiliates

The lockups on this page are for schools and centers that incorporate the words “Yeshiva University” as part of their official name.



Center for Ethics at Yeshiva University



Yeshiva University Canada



Yeshiva University Israel



Yeshiva University Libraries



Yeshiva University Press

Centers, Programs, Departments and Offices

The identity for Centers, Programs, Departments, and Offices is dependent on the primary identity and may not exist without it. It is distinguished by weight, placement and the title-case treatment of the type.

The names of Centers and Programs are set in upper-case medium weight; the names of Departments and Offices are set in upper- and lower-case medium weight.



Yeshiva University
CENTER FOR ISRAEL STUDIES



Yeshiva University
Department of Institutional Advancement



Yeshiva University
**PROGRAM FOR JEWISH
GENETIC HEALTH**



Yeshiva University
Office of Alumni Affairs

Special Use and Co-Branding

Rules have been established for special use of the University brand and instances where our logo is used in tandem with another institution's logo.

The examples here show a mark modified for a special use (in this case, online programs), and the University logo used in partnership with another institution.

When paired with another institution's logo, the Yeshiva University lockup should be placed first, and the two marks must be balanced in size.

For special-use marks, please contact the Office of Marketing & Communications.

Special use



Revel | Online
Bernard Revel Graduate School
of Jewish Studies

Co-branding



Wurzweiler
Wurzweiler School
of Social Work



