Yeshiva University

Core Identity Style Guide

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Introduction

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 various graphic devices and design elements. In conjunction with appropriated rules for their application, these elements and devices form a public image.

Using Manual

This manual is divided into several categories that address design elements and their application.

It begins by outlining the fundamental elements of the identity itself. Once the elements and their rules of application are established, the manual illustrates variations and extensions of the primary identity. The variations and extensions are then supported in the following section showing the appropriate application.

Each element and application is illustrated in three manners: establishment of the element or application, rules for use and demonstrations of violation of use.

Identity and Elements

The Yeshiva University identity is comprised of two fundamental elements: type and color.

These elements are expressed through three core devices: a shield mark, a logotype and a lockup of shield mark combined with the logotype to construct the primary identity.

As Yeshiva University encompasses a wide variety of constituents with varying levels of hierarchy, rules have been established to identify the varying constituents and their relative hierarchy.

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1.1
Typography

Yeshiva University's primary typeface is Berthold Akzidenz Grotesk as shown below. It is used for the logotype and to format text in all official materials. Only the weights shown in this manual may be used.

Yeshiva University's secondary typeface is Times New Roman.

Berthold Akzidenz Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

1.1
Typography (cont'd)

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

1.1a
Typography Use Rules

Yeshiva University's primary typeface is Berthold Akzidenz Grotesk, as shown below. It is used for the logotype and to format text in all designed material. Only the weights shown are licensed for use.

Proper use of the University's primary typeface, Akzidenz-Grotesk

Yeshiva University's primary typeface is Berthold Akzidenz-Grotesk. It is used for the logotype and in official University materials.

Fonts and typefaces are licensed products and, therefore, carry some restrictions. Akzidenz-Grotesk may be used only for YU business purposes from licensed computers on the New York campuses. Akzidenz-Grotesk may be used for the following:

- Print materials for the University and its affiliates
- PDFs with embedded fonts (the PDFs may not be editable)
- Electronic documents for internal business use
- Video and YouTube titles
- Tablet and smartphone mobile apps
- LED displays (on New York campuses only)
- Tchotchkes
- Banners and pennants

There are a few restrictions in the use of the font

Video and YouTube Titles Only the following weights are permitted:

Akzidenz-Grotesk Std Light

Akzidenz-Grotesk Std Regular

Akzidenz-Grotesk Std Bold

Tablet and Smartphone Applications Only the following weights are permitted

Akzidenz-Grotesk Std Light

Akzidenz-Grotesk Std Light Italic

Akzidenz-Grotesk Std Regular

Akzidenz-Grotesk Std Regular Italic

Akzidenz-Grotesk Std Medium

Akzidenz-Grotesk Std Bold

Akzidenz-Grotesk Std Light Condensed

Akzidenz-Grotesk Std Bold Condensed

Please note, Akzidenz-Grotesk **MAY NOT** be used for the following University materials

- Web pages
- Digital publishing (ebooks)
- Software
- Broadcast graphics (Chyron, commercials, etc.)
- TV

Outside vendors who are contracted to produce materials on behalf of the University must obtain their own license for this font.

The above restrictions do no not apply to the use of this font in our logo "lockups" and branding system, which may be used in all mediums.

The Office of Communications and Public Affairs (CPA) is available to answer questions and offer guidance on the proper use of our typeface.

1.1b
Typography
Examples

Yeshiva University

enrolls undergraduates at Yeshiva College, Stern College for Women, and Sy Syms School of Business, and in the S. Daniel Abraham Israel Program in Jerusalem. These schools combine rigorous academics with unparalleled Jewish studies and a nurturing Jewish environment. Honors and leadership programs stress the intellectual development and cultural enrichment of outstanding students, and there are many opportunities for internships and research.

1.1b
Typography Examples

History and Leadership

Yeshiva University traces its origins to Yeshiva Eitz Chaim, established in 1886 on New York's Lower East Side. In 1896, Rabbi Isaac Elchanan Theological Seminary (RIETS) was founded; it was chartered in 1897 by the New York State Board of Regents. In 1915, the two schools merged under the leadership of Dr. Bernard Revel, the first president of the newly combined school who served as president until his death in 1940.

The institution pursued educational development and growth under Dr. Revel's leadership. In 1929, the institution moved to its Main Campus in Manhattan's Washington Heights. Liberal arts programs began with the establishment of Yeshiva College in 1928, and the first graduate curriculum (in Jewish studies) was introduced in 1935.

The Center will help build Jewish communities by:

- Serving as a conduit between candidates and institutions
- Offering career counseling and advice to our students and rabbis/educators in the field
- Guiding and mentoring search committees on how to manage and run searches
- Negotiating all personal matters in Avodat HaKodesh including contracts, retirements and conflict resolution
- Providing consulting services to Jewish communities to help them fulfill their spiritual needs
- Fostering camaraderie among RIETS' rabbinic alumni via communication, programming and continuing education

A Record of Accomplishment

1.1b
Typography
Examples

Program Catalog

The Bernard Revel Graduate School educates anyone wishing to enrich his or her knowledge of Judaism.

Yeshiva University Traces its Origins

Student Affairs and Activities

1.1c
Typography Violations

To ensure brand recognition and the consistent application of all Yeshiva University products and collateral, no typeface other than Berthold Akzidenz Grotesk and Times New Roman, as listed in the previous pages, may be used. The following present typeface violations.

Not Yeshiva University Type

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Manually Modified (stretched vertically)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Manually Modified (stretched horizontally)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

1.2
Identity Color

There are three main colors in the Yeshiva University identity system: Yeshiva Blue (PMS 294), black, and PMS Cool Gray 9. Yeshiva Blue is the dominant color, gray is the secondary, and black is used when either two colors are unavailable.

Yeshiva Blue (PMS 294)
C100 **M**53 **Y**2 **K**21
R50 **G**90 **B**137
HTML325A89

Black
C0 **M**0 **Y**0 **K**100
R0 **G**0 **B**0
HTML555150

PMS Cool Gray 9
C28 **M**16 **Y**12 **K**35
C0 **M**0 **Y**0 **K**80
R133 **G**135 **B**138
HTML85878A

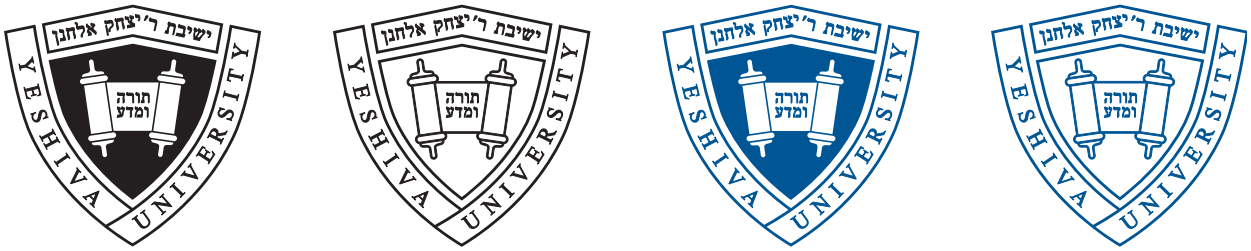
1.3
Shield Mark

Times New Roman and Hebrew are combined in Yeshiva Blue and black as the two fundamental elements of the identity that establish the mark. The strong form and proportions of the shield, in conjunction with the illustrated scroll, create a recognizable and memorable mark.

The core shield or mark is two colors: Yeshiva Blue and black. For instances where application dictates color, one-color shields are available. For instances where applications require a small size, one-color line shield marks available. For instances where the logo must be knocked out of a color, solid white and line white shields are available.

Core Shield
Yeshiva Blue with black

One-color solid and outlined



One-color knock out

Outlined Knock Out

1.3a
Shield Mark Violations

The most effective way to establish identity is through recognition. Recognition can only be achieved through consistency in form and application.

For clarity and consistency, the shield mark may not change type, style, color or configuration other than those examples illustrated on the previous page.

Do not change type color

Do not extend the seal vertically

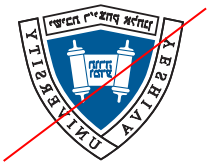
Do not change the typeface

Do not change inside seal shape

Do not extend the seal horizontally

Do not stylize the scroll

Do not separate type from shield



Do not reverse the seal

Do not decrease stroke weights

Do not change type weight

Do not use the seal on angle

Do not increase stroke weights

Do not put frame around the logo

Do not use the seal on unapproved color

Do not change resolution of logo

1.4
Logotype

Yeshiva University uses Berthold Akzidenz Grotesque as its core typeface because of its strength and clarity at various sizes and in varying applications. Akzidenz Grotesque in Yeshiva Blue forms a clear and memorable logotype.

Yeshiva University

Yeshiva University

Yeshiva University

Yeshiva University

Yeshiva University

Yeshiva University

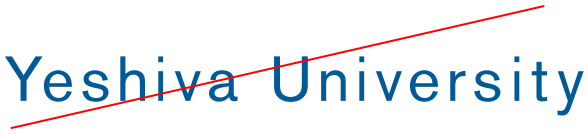
1.4a
Logotype Violations

The most effective way to establish identity is through recognition. Recognition can only be achieved through consistency in form and application.

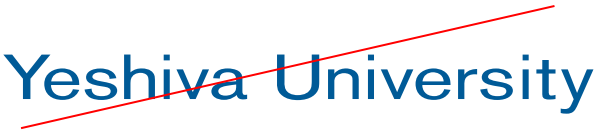
The logotype may not change in color, form, style, weight, spacing or broad application other than those examples shown on the previous page.

Do not use unapproved color

Do not extend the logo vertically



Do not change tracking of type



Do not extend the logo horizontally

Do not change space between seal and type

Do not change space between seal and type

Do not change type weight

Do not use the logo on angle

Do not put frame around the type

Do not use the type on an unapproved color

1.5
Primary Identity

The primary identity recognizes Yeshiva University through the combination of two design elements: the shield mark and the logotype.

It is offered in two different proportional relationships to satisfy the demands of varying applications: the University lockup and the supporting lockup. As indicated below, each lockup has an intended method of application.

University Lockup: To be used with University-level marketing (excluding stationery)

Primary 2 and 4 color

One color black

Yeshiva Blue knock out

Gray knock out

Black knock out

1.5a
Secondary Identity

The primary identity recognizes Yeshiva University through the combination of two design elements: the shield mark and the logotype.

It is offered in two different proportional relationships to satisfy the demands of varying applications: the University lockup and the supporting lockup. As indicated below, each lockup has an intended method of application.

Supporting Lockup: To be used with Secondary Lockups, Tertiary Lockups and Stationery

Primary 2 and 4 color

One color black

Yeshiva Blue knock out

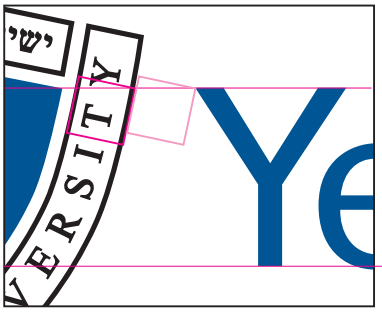
Gray knock out

Black knock out

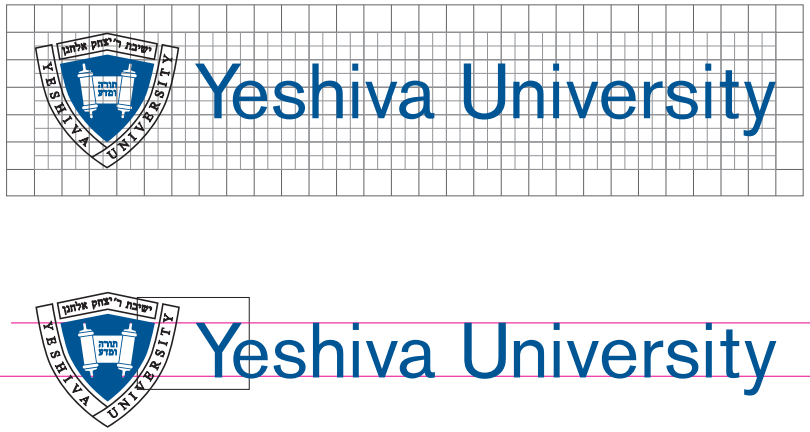
1.5b
Use and Configuration

A proportional and space relationship has been established in two instances between the logo-type and the shield mark as indicated below.

University Lockup: To be used with University-level marketing (excluding stationery)

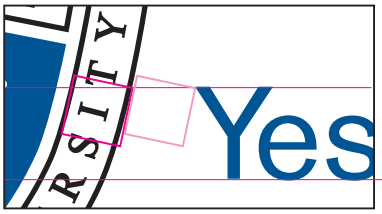


Width of black section is equal to the width of the space between itself and the "Y"

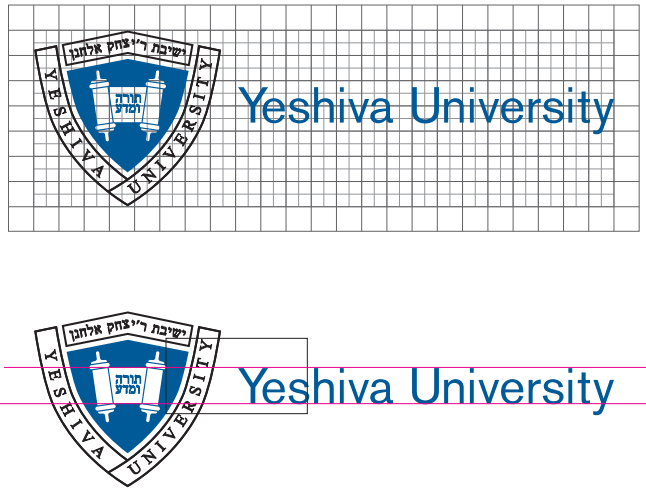


Cap height of University name aligns with top and bottom of scroll

Supporting Lockup: To be used with secondary lockups, tertiary lockups and stationery



Width of black section is equal to the width of the space between itself and the "Y"



Cap height of University name aligns with top and bottom of middle of scroll

1.5c
Use and Configuration Violations

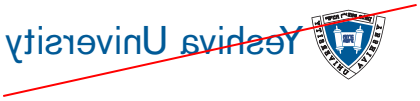
The most effective way to establish identity is through recognition. Recognition can only be achieved through consistency in form and application.

University Lockup: To be used with University-level marketing (excluding stationery)

Do not change color of type

Do not extend the logo horizontally

Do not change space between seal and type



Do not reverse the logo

Do not change type weight

Do not use the logo on angle

Do not use the logo on an unapproved color

Do not place lockup on different colored backgrounds

Supporting Lockup: To be used with Secondary Lockups, Tertiary Lockups and Stationery

Do not change size of shield

Do not change type size

Do not change space between seal and type

Do not reverse the logo

Do not change type weight

Do not use the logo on angle

Do not place lockup on different colored backgrounds

Do not use the logo on an unapproved color

1.5d

Tertiary Identity: Lockup for Centers, Departments and Programs

The Tertiary Identity recognizes Centers, Departments and Programs under the Schools or Institutions of Yeshiva University. The presence of the Tertiary Identity is dependant upon the presence of both the Primary and Secondary Identities, and may not exist with out them.

The Tertiary Identity distinguishes itself from the Secondary Identity by weight, placement and the title-case treatment of the type.

1

1.25

Yeshiva University

STERN COLLEGE FOR WOMEN

S. Daniel Abraham Honors Program

Ratio for space between the University, College and Center is 1:1.25

Cap height of University name aligns with top and bottom of scroll

1

1.25

Yeshiva University

STERN COLLEGE FOR WOMEN

S. Daniel Abraham Honors Program

Ratio for space between the University, College and Center is 1:1.25

Cap height of University name aligns with top and bottom of scroll

1.5e
Lockup Examples Level I

The secondary lockups on this page are for schools/colleges/centers that do not incorporate the words “Yeshiva University” as part of their official name.

When the names of these schools/colleges/centers are used in editorial content or advertising copy along with the University’s name, the possessive applies on first mention, i.e. “Yeshiva University’s Stern College for Women” —subsequent mentions can refer to the school/college/center name directly.

Yeshiva University
YESHIVA COLLEGE

Yeshiva University
SY SYMS SCHOOL OF BUSINESS

Yeshiva University
STERN COLLEGE FOR WOMEN

Yeshiva University
AZRIELI GRADUATE SCHOOL OF JEWISH EDUCATION AND ADMINISTRATION

Yeshiva University
BERNARD REVEL GRADUATE SCHOOL OF JEWISH STUDIES

Yeshiva University
CENTER FOR THE JEWISH FUTURE

Yeshiva University
FERKAUF GRADUATE SCHOOL OF PSYCHOLOGY

Yeshiva University
INSTITUTE FOR PUBLIC HEALTH SCIENCES

Yeshiva University
WURZWEILER SCHOOL OF SOCIAL WORK

Yeshiva University
S. DANIEL ABRAHAM ISRAEL PROGRAM

1.5f
Lockup Examples Level II

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

When the names of these schools/colleges/centers are used in editorial content or advertising copy, they are referred to using their full name in the first mention and can be referenced subsequently as “the school,” etc.—the possessive does not apply in these cases.

Center for Ethics at Yeshiva University

Yeshiva University Canada

Yeshiva University Israel

Yeshiva University Libraries

Yeshiva University Press

Yeshiva University High Schools

1.5g
Lockup Examples Level III

Yeshiva University
YESHIVA COLLEGE
Jay and Jeanie Schottenstein Honors Program

Yeshiva University
YESHIVA COLLEGE
Isaac Breuer College of Hebraic Studies

Yeshiva University
STERN COLLEGE FOR WOMEN
S. Daniel Abraham Honors Program

Yeshiva University
STERN COLLEGE FOR WOMEN
Rebecca Ivry Department of Jewish Studies

1.6
Affiliates and Pre-existing Marks

The following pre-existing marks will remain in use as presented below:
Rabbi Isaac Elchanan Theological Seminary
Albert Einstein College of Medicine
Benjamin N. Cardozo School of Law
YU Museum
Maccabees

The Yeshiva University stationery system is the core application for the Yeshiva University Identity. It is the base application to express the identity through layout, additional graphic devices and material.

Letterhead	2.2a
#10 Envelope	2.2b
Monarch Letterhead	2.2c
Monarch Envelope	2.2d
Business Card	2.2e
Mailing Label	2.2f
Note Card	2.2g
Folding Note Card	2.2h
Note Card Envelope	2.2i
Press Kit	2.2j

Stationery for Schools and Centers	2.3a
Letterhead	2.3b
#10 Envelope	2.3c
Executive Letterhead	2.3d
Executive Envelope	2.3e
Business Card	2.3f
Mailing Label	2.3g
Note Card	2.3h
Folding Note Card	2.3i
Note Card Envelope	2.3j
Press Kit	2.3k

2.1
Nomenclature and Syntax for Executive

Logo Usage:

As a rule, the primary identity always appears on the upper left hand corner of the stationery system. Special cases include those that do not use the primary identity and non-schools.

Name, Title and Address Format:

Names and titles follow a standard format across the stationery system (see figure 2), always appearing in the upper right hand corner of the page: Name, Title, School, Address, Phone, Fax, Email, Web Address

Fonts:
Berthold Akzidenz Grotesk Bold (Name)
Berthold Akzidenz Grotesk Light (everything else)

Size: 7.5 pt with visual leading

Figure 1: Primary identity

Figure 2: Name and title format

John Smith
Vice President

Yeshiva University
Belfer Hall 1200
500 West 185th Street
New York, NY 10033
P: 212.789.6234
F: 212.789.6235
smith22@yu.edu
www.yu.edu

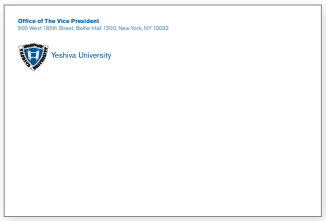
2.2
Stationery Set
V.P Level

Below are the primary stationery pieces that have been designed for Yeshiva University.

Suggested paper stock is uncoated Strathmore Bright White Wove in different weights.

Examples not to scale.

Press Kit

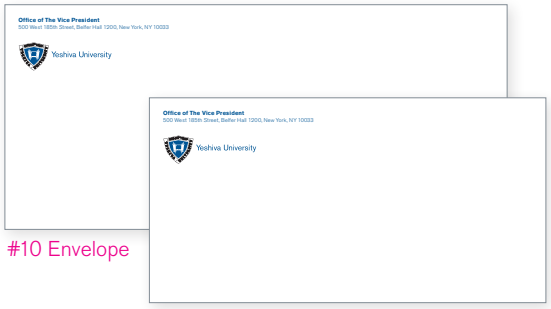


Mailing Label

Letterhead

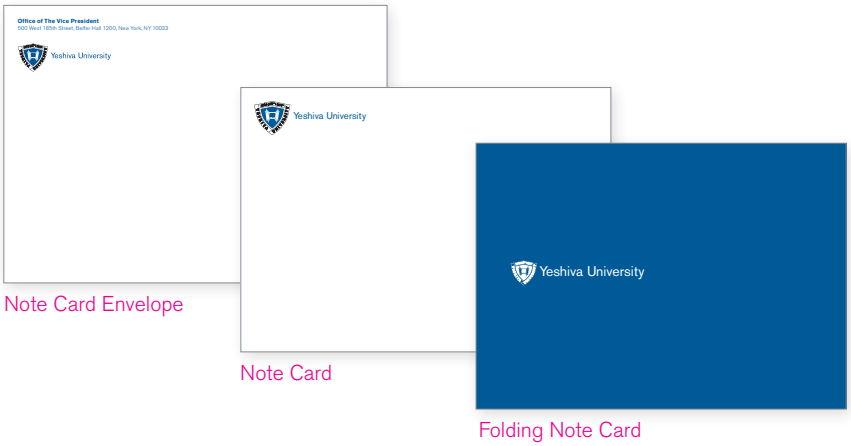
Monarch Letterhead

Business Card



#10 Envelope

Monarch Envelope



Note Card Envelope

Note Card

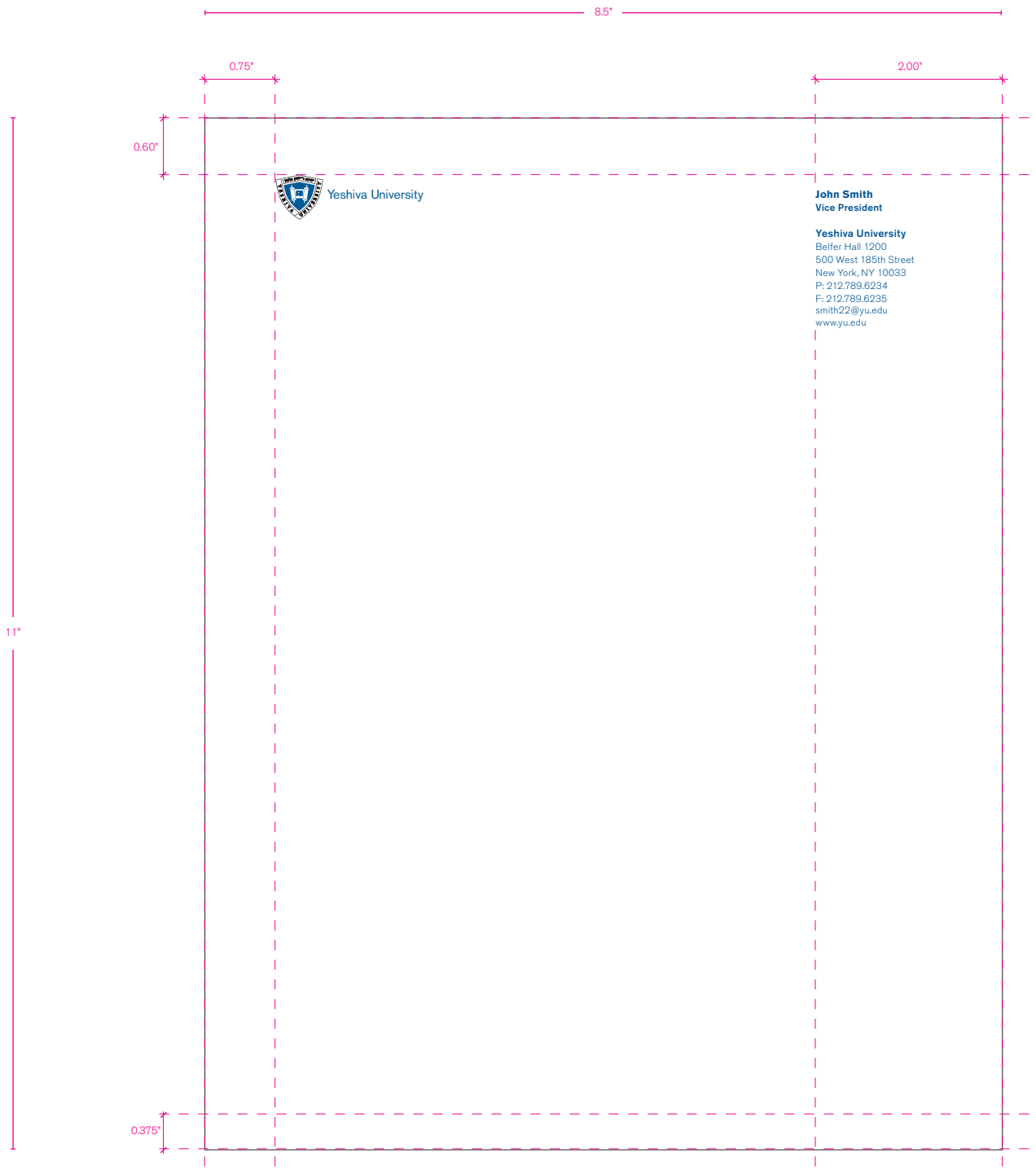
Folding Note Card

2.2a
Letterhead

The Yeshiva University letterhead shown below is designed to be clean and professional.

Color: Yeshiva Blue (Pantone 294), black
Paper Stock: Strathmore Bright White Wove
Size: 8.5" x 11"
File Name: YeshivaUniversity_Letterhead.indd

Template shown at 60% actual size.

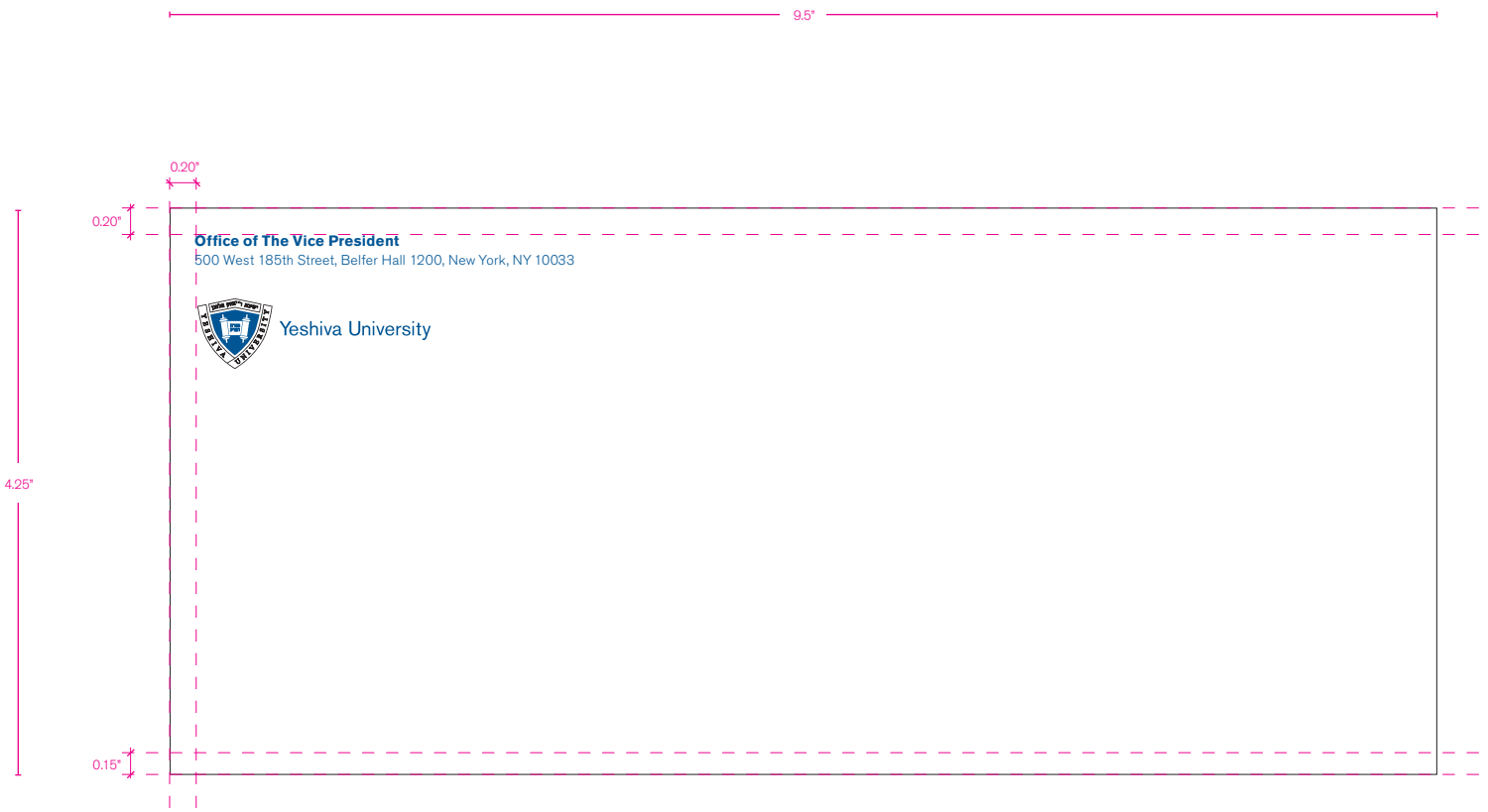


2.2b
#10 Envelope

The Yeshiva University #10 envelope should be printed using the same color and paper as the letterhead.

Color: Yeshiva Blue (Pantone 294), black
Paper Stock: Strathmore Bright White Wove
Size: 4.25” x 9.5”
File Name: YeshivaUniversity_10Envelope.indd

Template shown at 70% actual size.

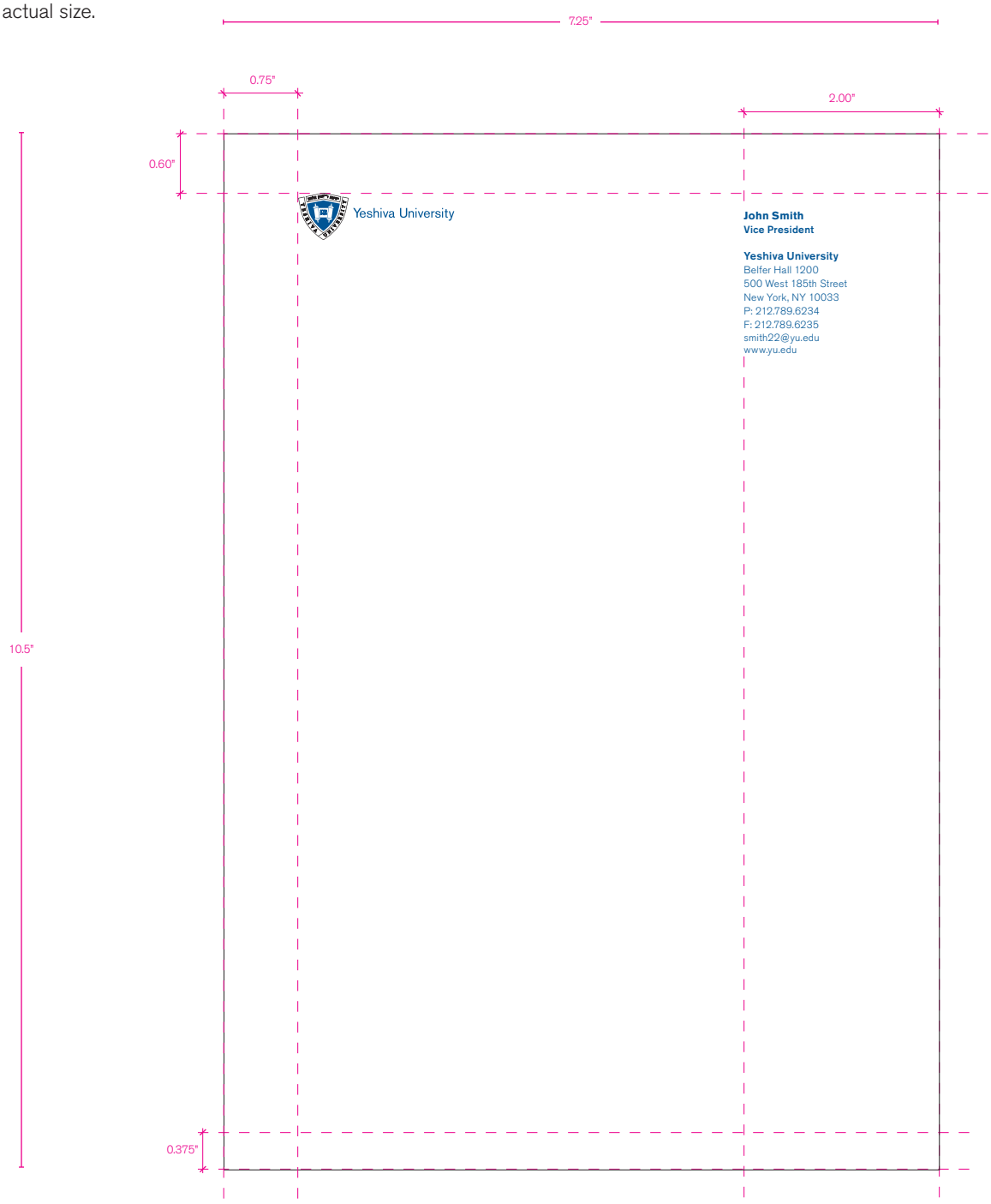


2.2c
Monarch Letterhead

The Yeshiva University letterhead shown below is designed to be clean and professional.

Color: Yeshiva Blue (Pantone 294), black
Paper Stock: Strathmore Bright White Wove
Size: 7.25" x 10.5"
File Name:
YeshivaUniversity_MonaLetterhead.indd

Template shown at 60% actual size.

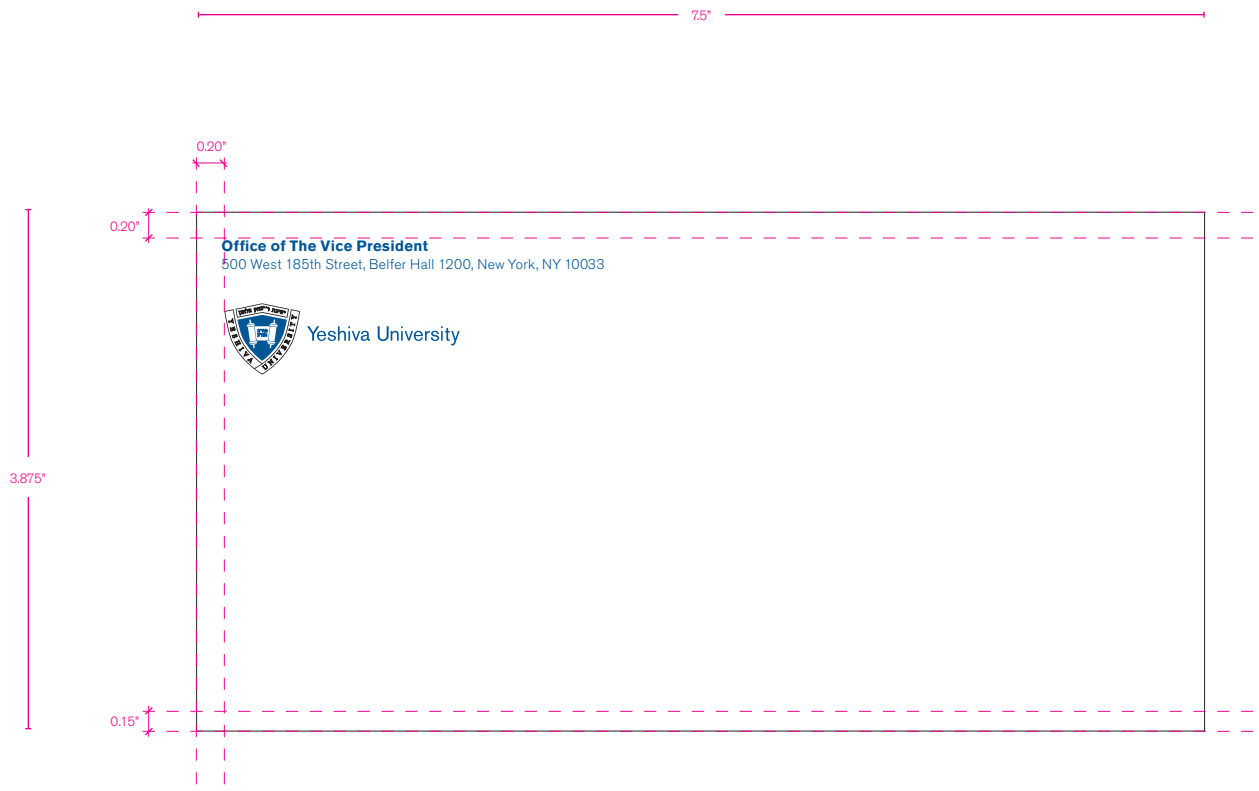


2.2d
Executive Envelope

The Yeshiva University executive envelope should be printed using the same color and paper as the letterhead.

Color: Yeshiva Blue (Pantone 294), black
Paper Stock: Strathmore Bright White Wove
Size: 3.875" x 7.5"
File Name:
YeshivaUniversity_MonaEnvelope.indd

Template shown at 70% actual size.

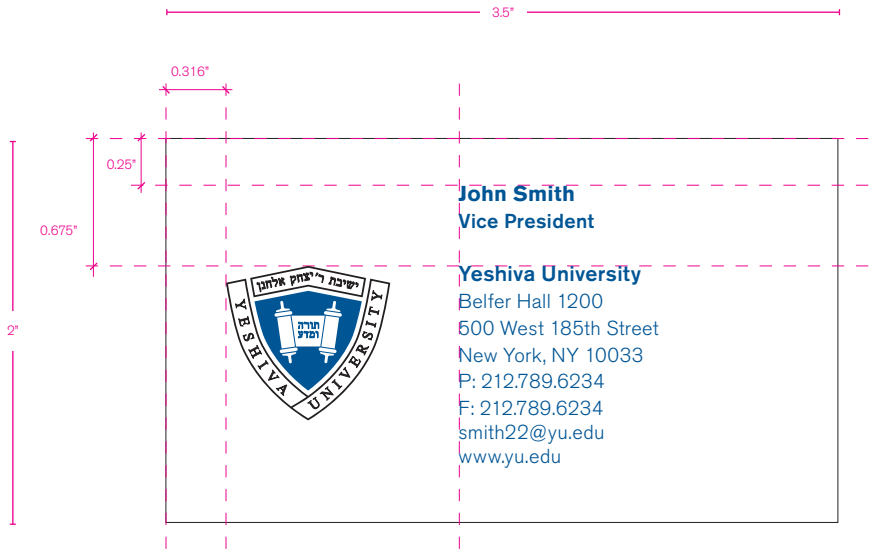


2.2e
Business Card

The Yeshiva University business card should be printed using the same color and paper as the letterhead.

Color: Yeshiva Blue (Pantone 294), black
Paper Stock: Strathmore Bright White Wove
Size: 3.5” x 2”
File Name:
YeshivaUniversity_BusCard.indd

Template show at actual size.

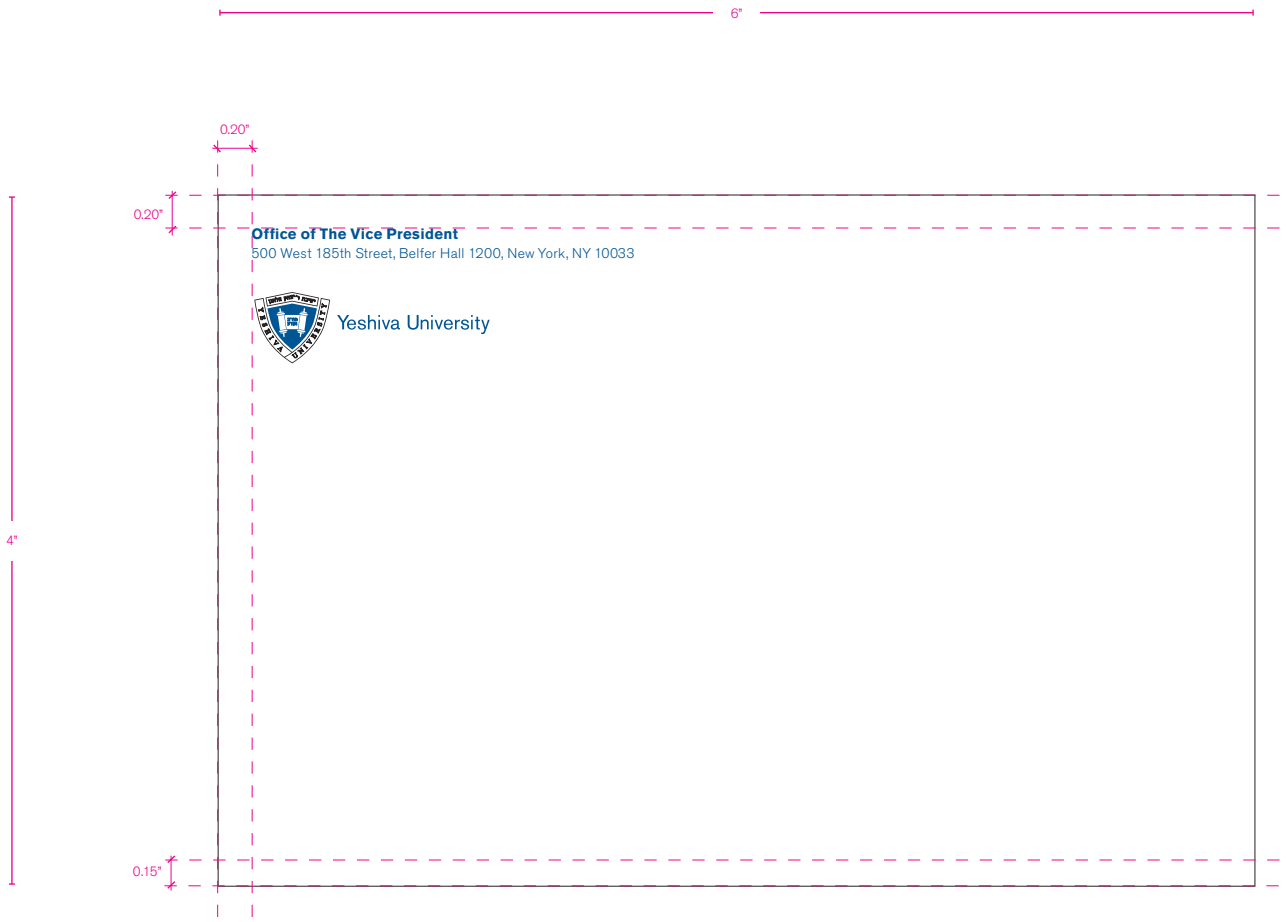


2.2f
Mailing Label

The Yeshiva University mailing label should be printed using the same color and paper as the letterhead.

Color: Yeshiva Blue (Pantone 294), black
Paper Stock: Strathmore Bright White Wove
Size: 6" x 4"
File Name:
YeshivaUniversity_MailingLabel.indd

Template shown at 90% actual size.

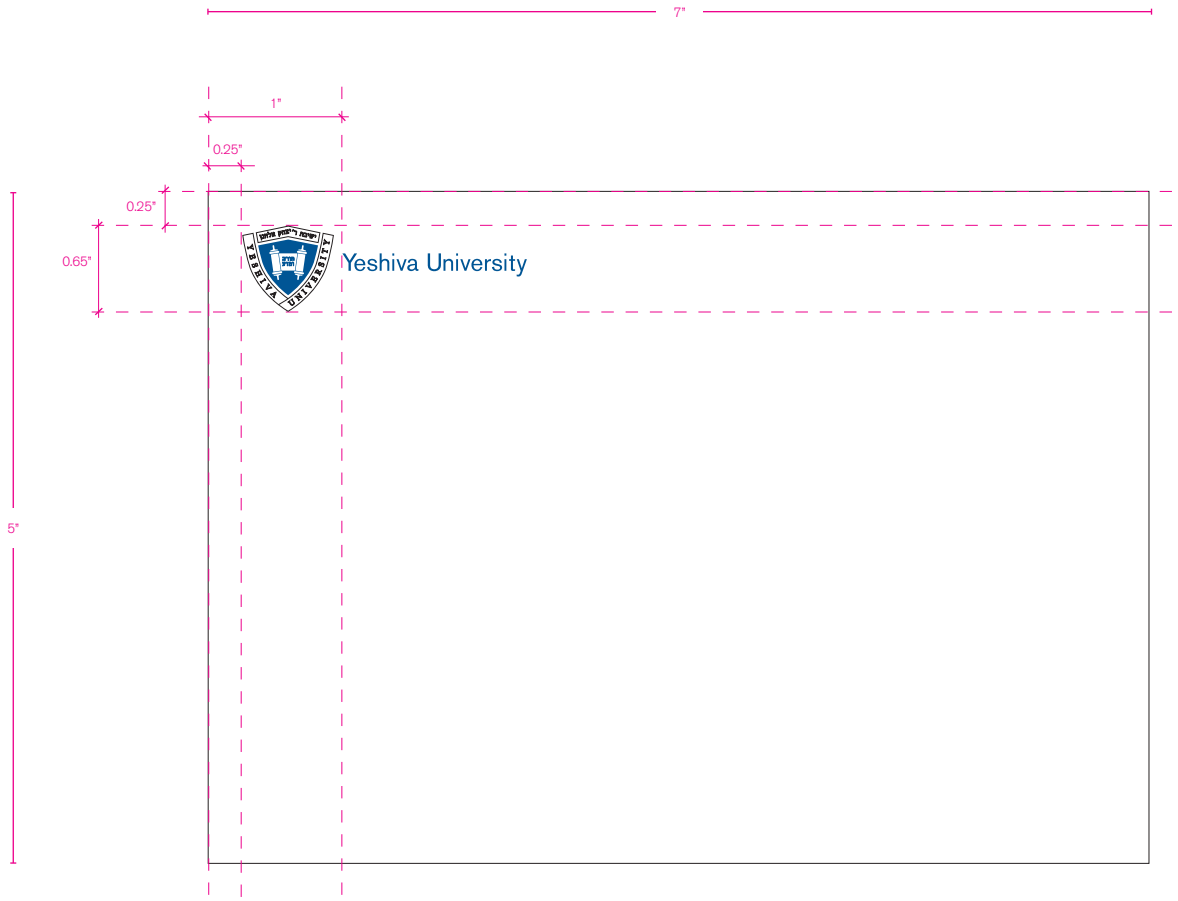


2.2g
Note Card

The Yeshiva University A7 note card should be printed using the same color and paper as the letterhead.

Color: Yeshiva Blue (Pantone 294), black
Paper Stock: Strathmore Bright White Wove
Size: 5" x 7"
File Name:
YeshivaUniversity_Notecard.indd

Template shown at 70% actual size.

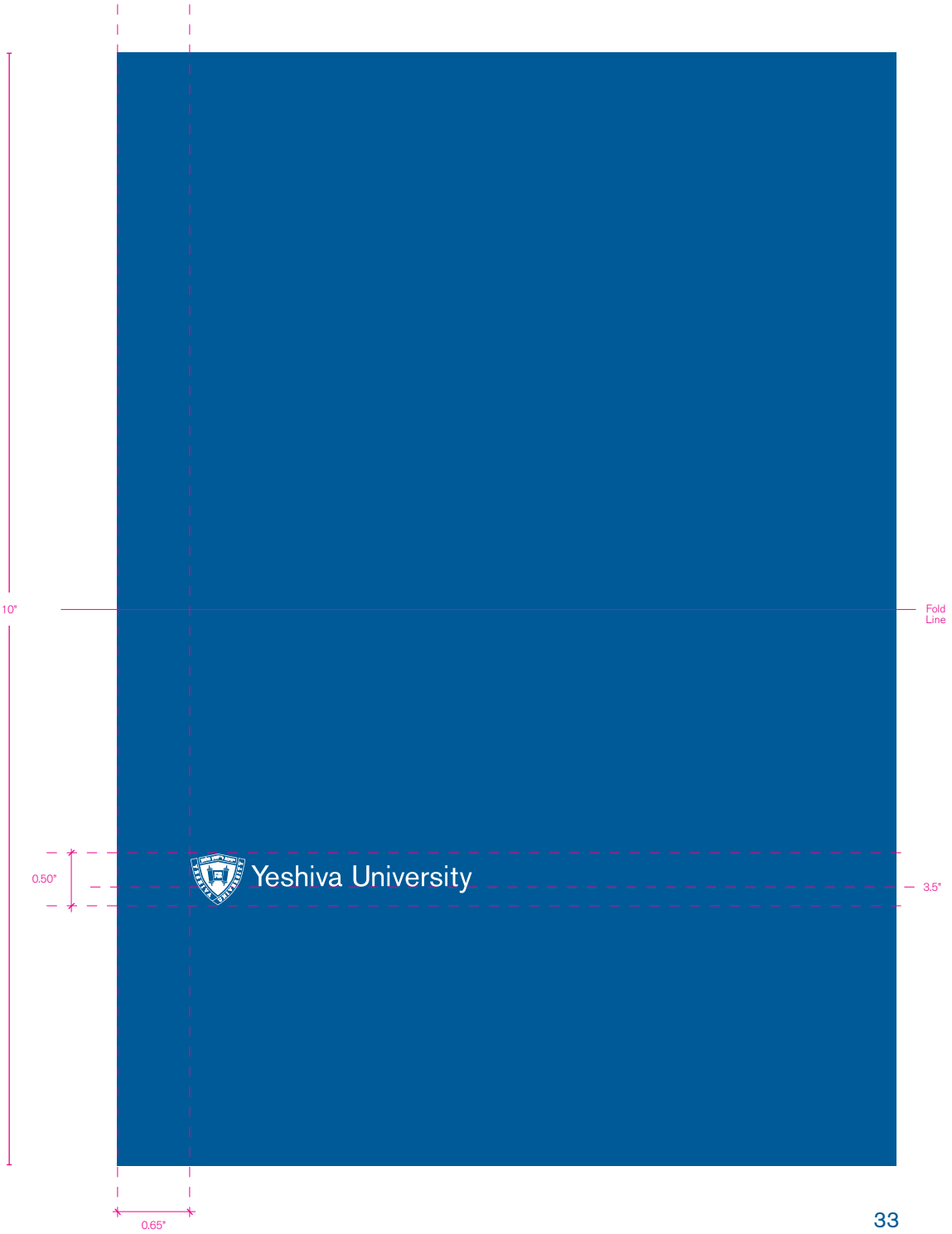


2.2h
Folding Note Card

The Yeshiva University folding note card should be printed using the same color and paper as the letterhead.

Color: Yeshiva Blue (Pantone 294)
Paper Stock: Strathmore Bright White Wove, 80lb. C
Size: 5" x 7"
File Name:
YeshivaUniversity_FoldingNoteCard.indd

Template shown at 70% actual size.

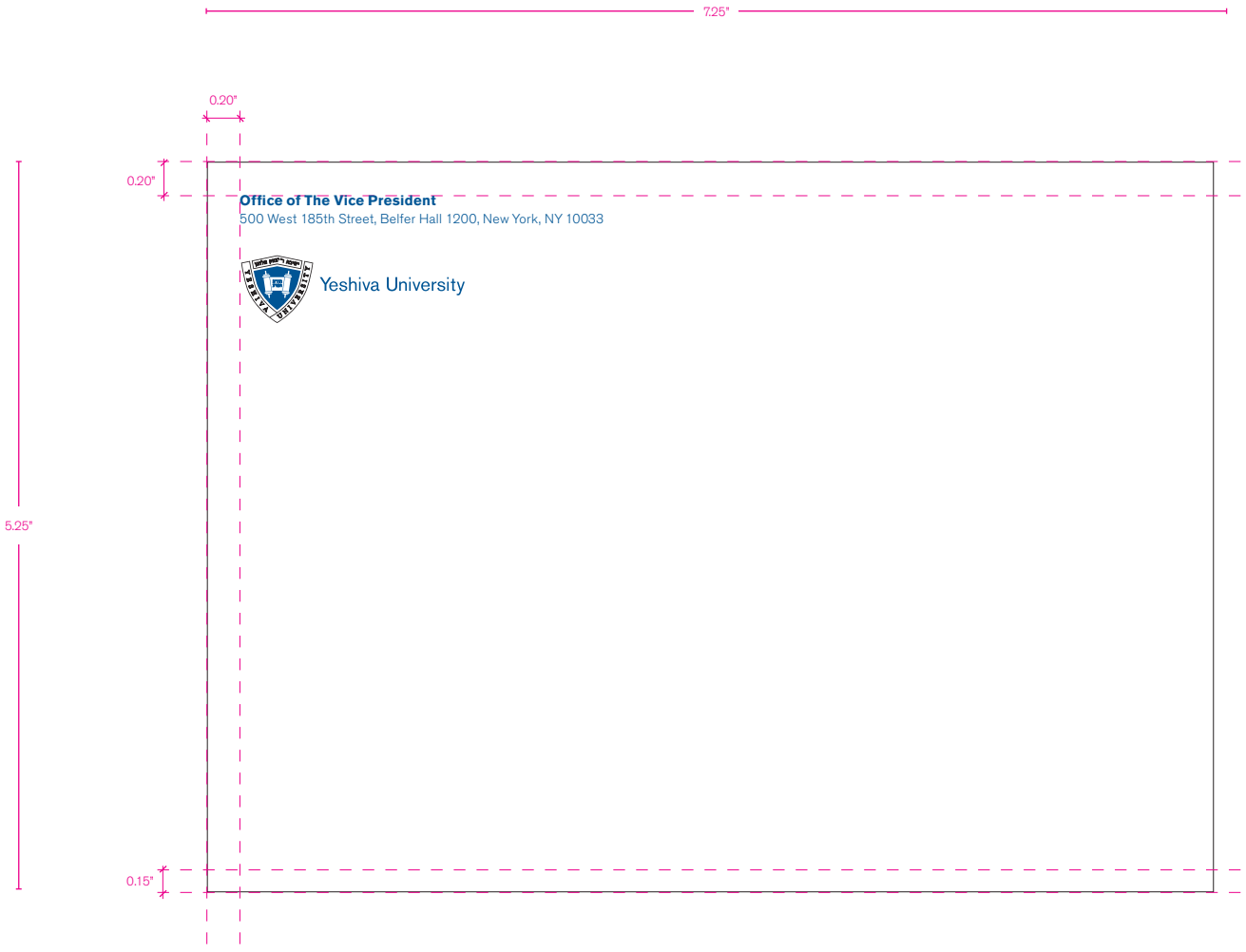


2.2i
Note Card Envelope

The note card envelope should be printed using the same colors and paper as the business card.

Color: Yeshiva Blue (Pantone 294), black
Paper Stock: Strathmore Bright White Wove
Size: 7.25" x 5.25"
File Name:
YeshivaUniversity_NoteCardEnv.indd

Template shown at 80% actual size.

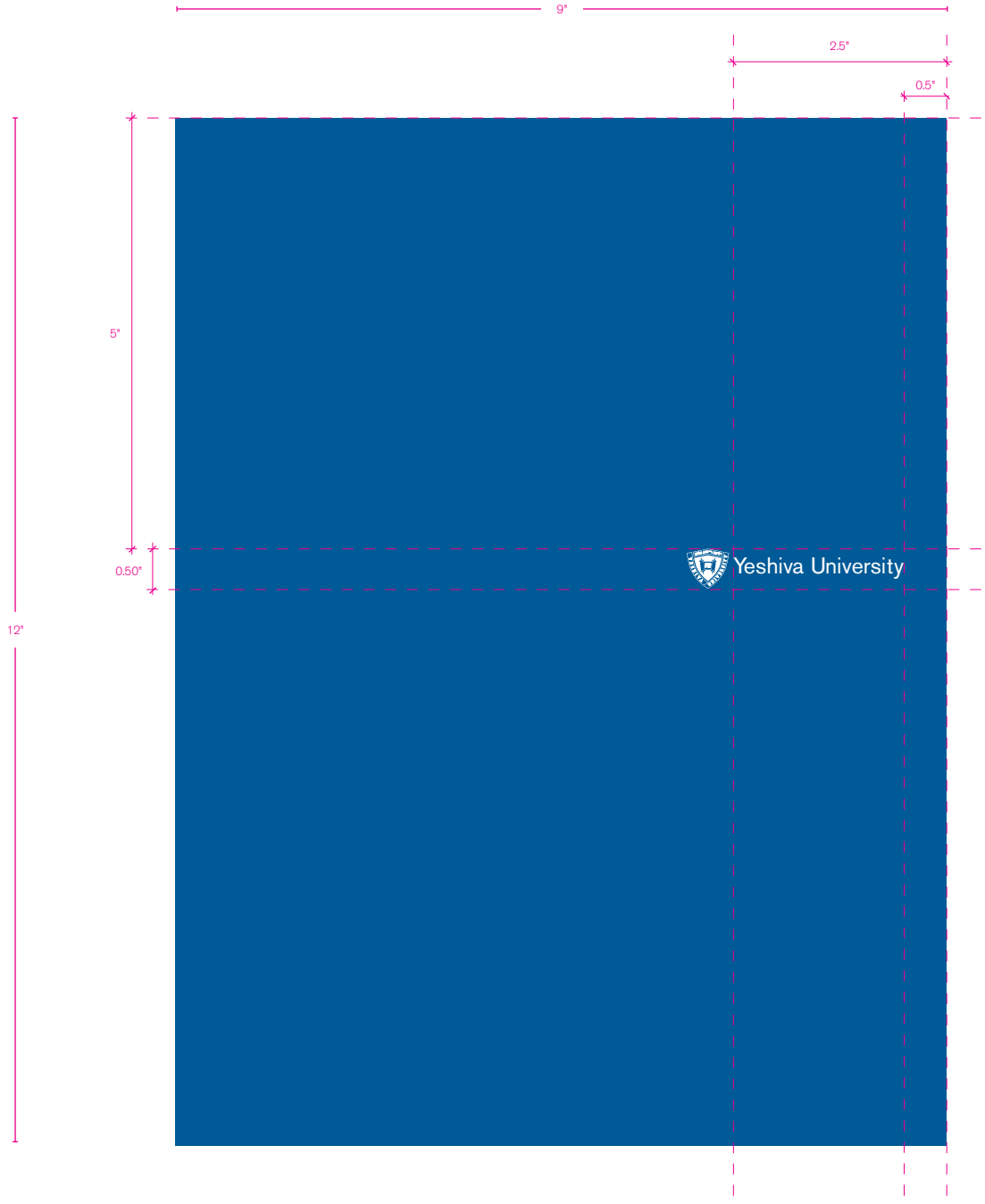


2.2j
Press Kit

The Yeshiva University press kit should be printed using the same colors as the Yeshiva University business card, with the main color on the outside and the secondary color on the inside.
See rendering to the right.

Color: Yeshiva Blue (Pantone 294)
Paper Stock: Finch Opaque 100lb. C
Size: 9" x 12"
File Name:
YeshivaUniversity_PressKit.ai

Template shown at 50% actual size.



2.3
Nomenclature and Syntax for Standard

Logo Usage:

As a rule, the primary identity always appears on the upper left hand corner of the stationery system. Special cases include those that do not use the primary identity and non-schools.

Address Format:

Addresses follow a standard format across the stationery system (see figure 2), always appearing on the bottom left hand corner of the page: School Name, Name, Title, Phone, Fax, Email, Web Address Street, City, NY, 00000-0000

Fonts:
Berthold Akzidenz Grotesk Bold (School name)
Berthold Akzidenz Grotesk Light (everything else)

Size: 7.5 pt with 10 point leading

Figure 1: Primary identity

Yeshiva University
STERN COLLEGE FOR WOMEN

Figure 2: School and address format

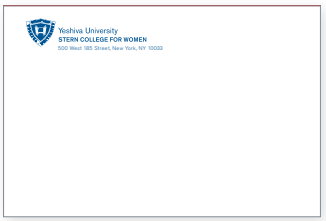
Name of Department Information goes here
Name
Title 1
Title 2
P: 212.789.6234 F: or C: 212.789.6235 e-mail@yu.edu www.yu.edu
Address 1, Address 2, Street, Room#, New York, NY 10016-1002

2.3a
Stationery Set for Schools, Centers and Institutes

Below are the primary stationery pieces that have been designed for Yeshiva University. Suggested paper stock is uncoated Strathmore Bright White Wove in different weights.

Examples not to scale.

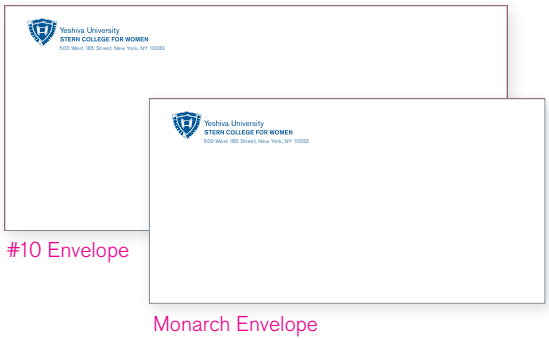
Press Kit



Mailing Label

Letterhead

Business Card



#10 Envelope

Monarch Envelope

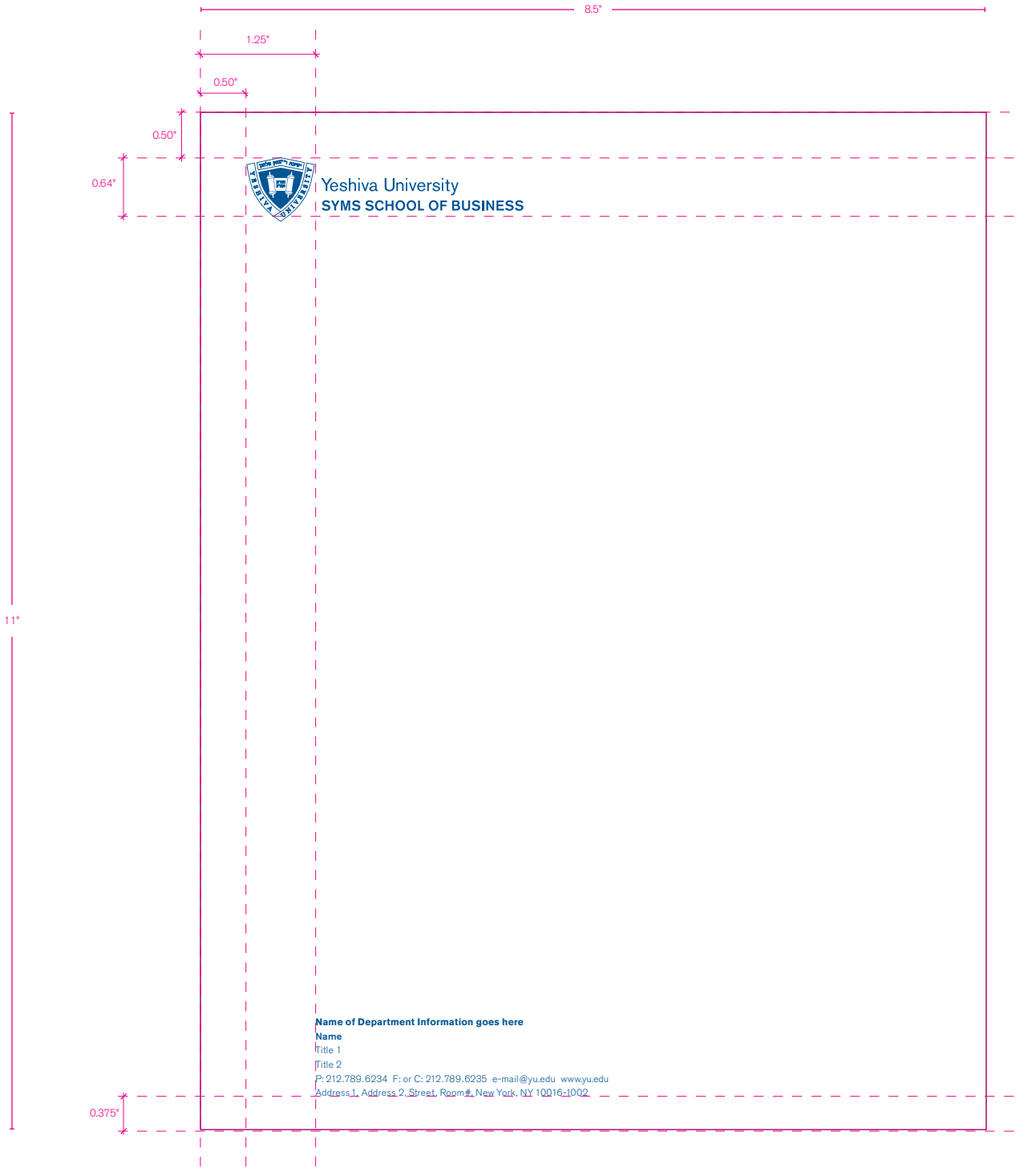
Note Card Envelope

2.3b
Letterhead

The Yeshiva University letterhead shown below is designed to be clean and professional.

Color: Yeshiva Blue (Pantone 294)
Paper Stock: Strathmore Bright White Wove
Size: 8.5" x 11"
File Name: YeshivaUniversity_Letterhead.indd

Template shown at 60% actual size.

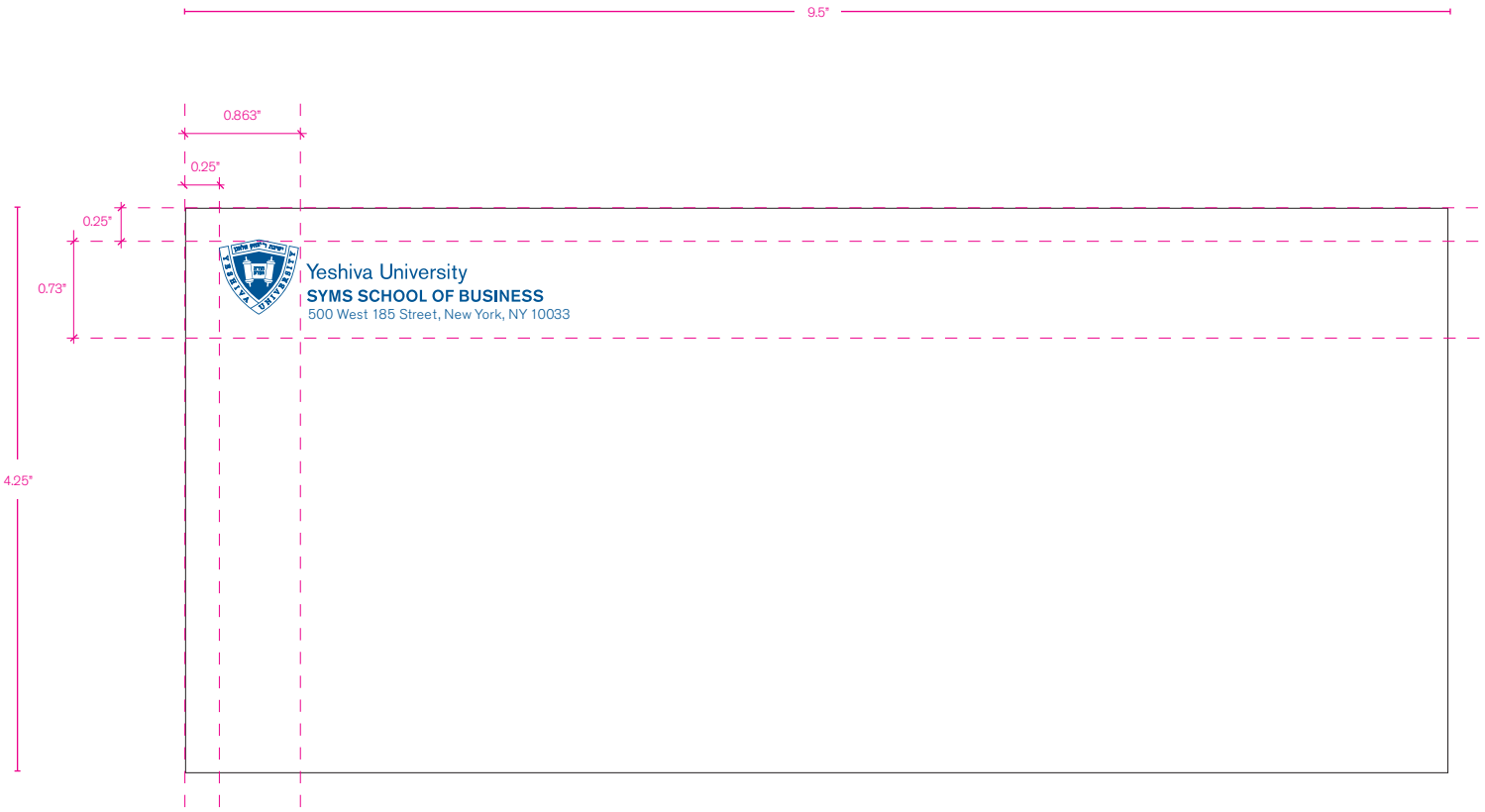


2.3c
#10 Envelope

The Yeshiva University #10 envelope should be printed using the same color and paper as the letterhead.

Color: Yeshiva Blue (Pantone 294)
Paper Stock: Strathmore Bright White Wove
Size: 4.25” x 9.5”
File Name: YeshivaUniversity_10Envelope.indd

Template shown at 70% actual size.

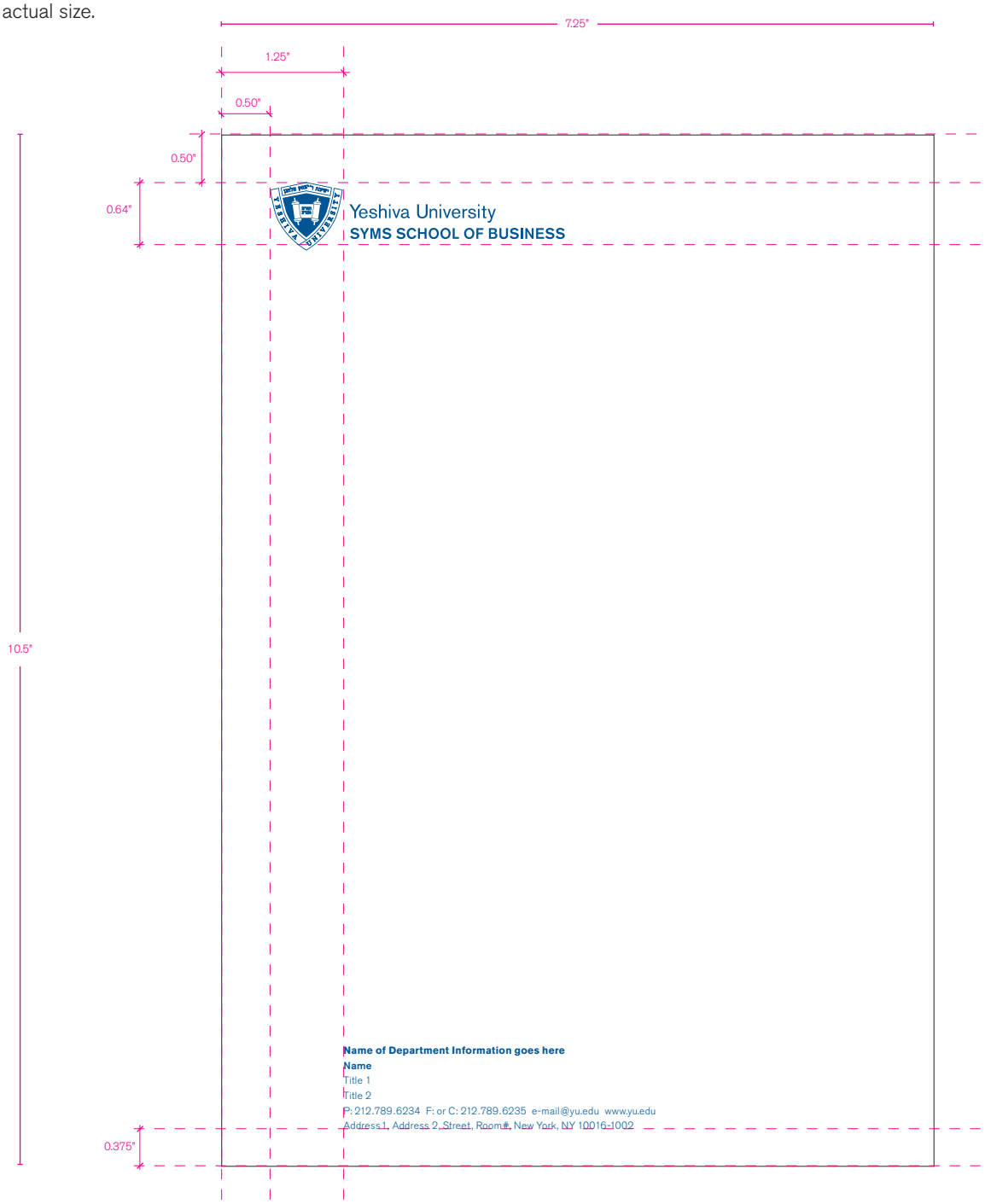


2.3d
Monarch Letterhead

The Yeshiva University letterhead shown below is designed to be clean and professional.

Color: Yeshiva Blue (Pantone 294)
Paper Stock: Strathmore Bright White Wove
Size: 7.25" x 10.5"
File Name:
YeshivaUniversity_MonaLetterhead.indd

Template shown at 60% actual size.

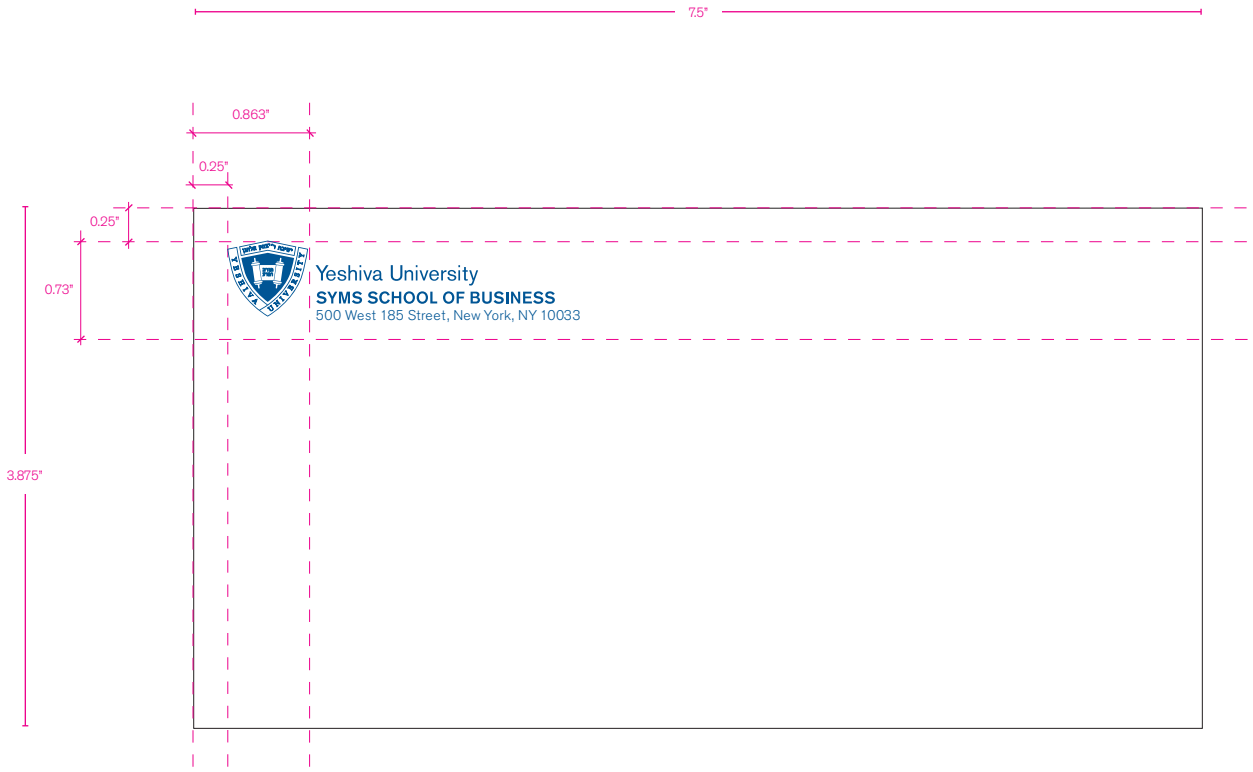


2.3e
Monarch Envelope

The Yeshiva University executive envelope should be printed using the same color and paper as the letterhead.

Color: Yeshiva Blue (Pantone 294)
Paper Stock: Strathmore Bright White Wove
Size: 3.875" x 7.5"
File Name:
YeshivaUniversity_MonaEnvelope.indd

Template shown at 70% actual size.

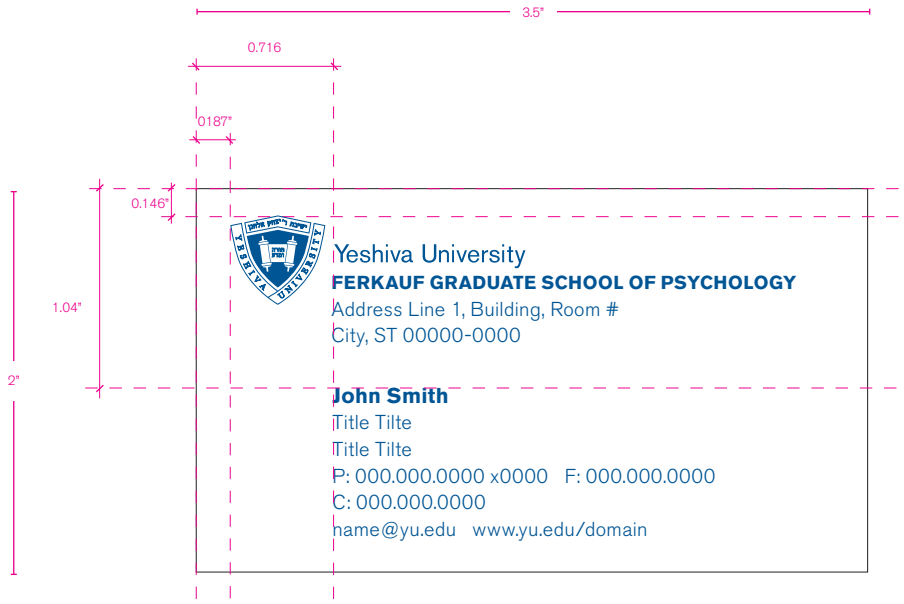


2.3f
Business Card

The Yeshiva University business card should be printed using the same color and paper as the letterhead.

Color: Yeshiva Blue (Pantone 294)
Paper Stock: Strathmore Bright White Wove
Size: 3.5” x 2”
File Name:
YeshivaUniversity_BusCard.indd

Template show at actual size.

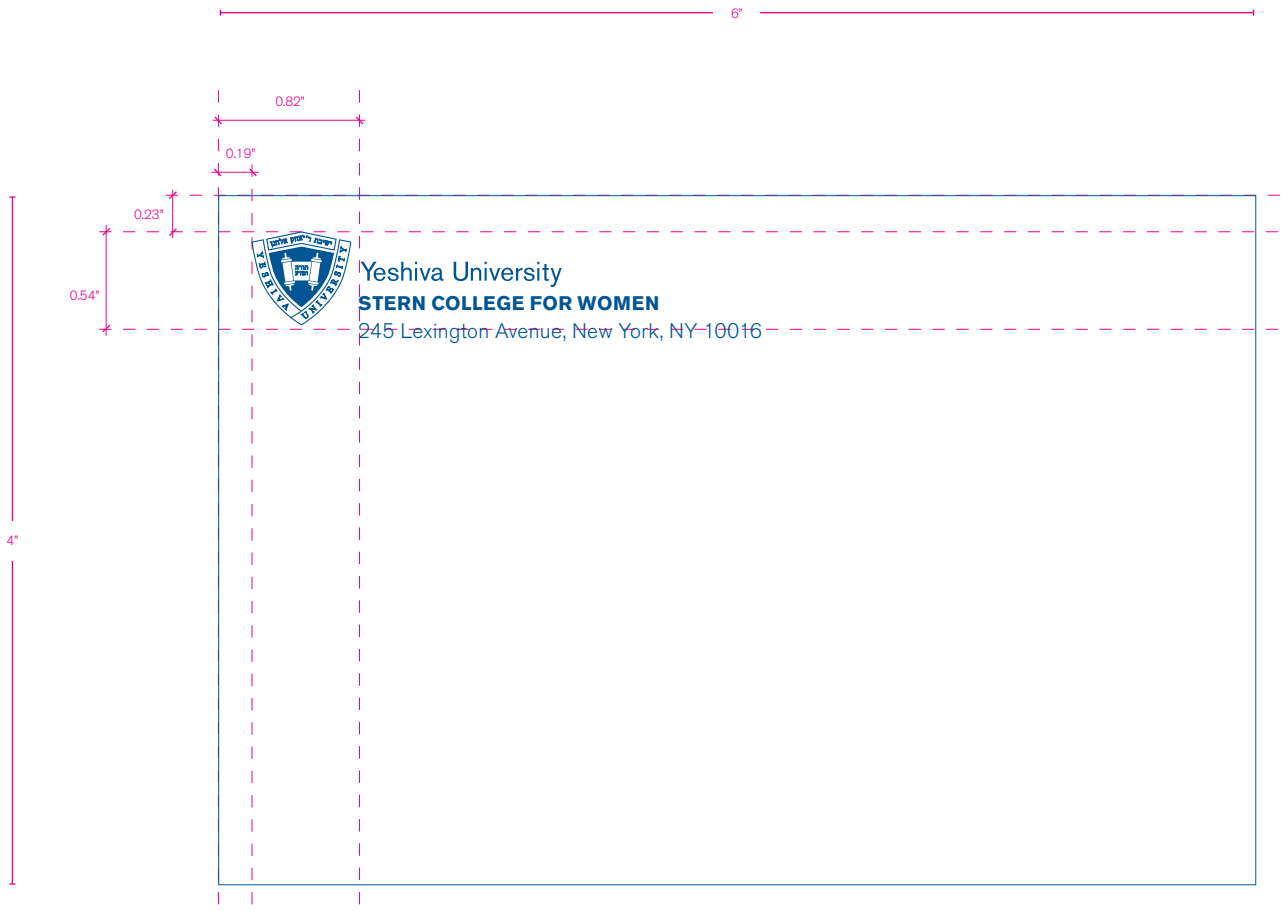


2.3g
Mailing Label

The Yeshiva University mailing label should be printed using the same color and paper as the letterhead.

Color: Yeshiva Blue (Pantone 294)
Paper Stock: Strathmore Bright White Wove
Size: 6" x 4"
File Name:
YeshivaUniversity_MailingLabel.indd

Template shown at 90% actual size.

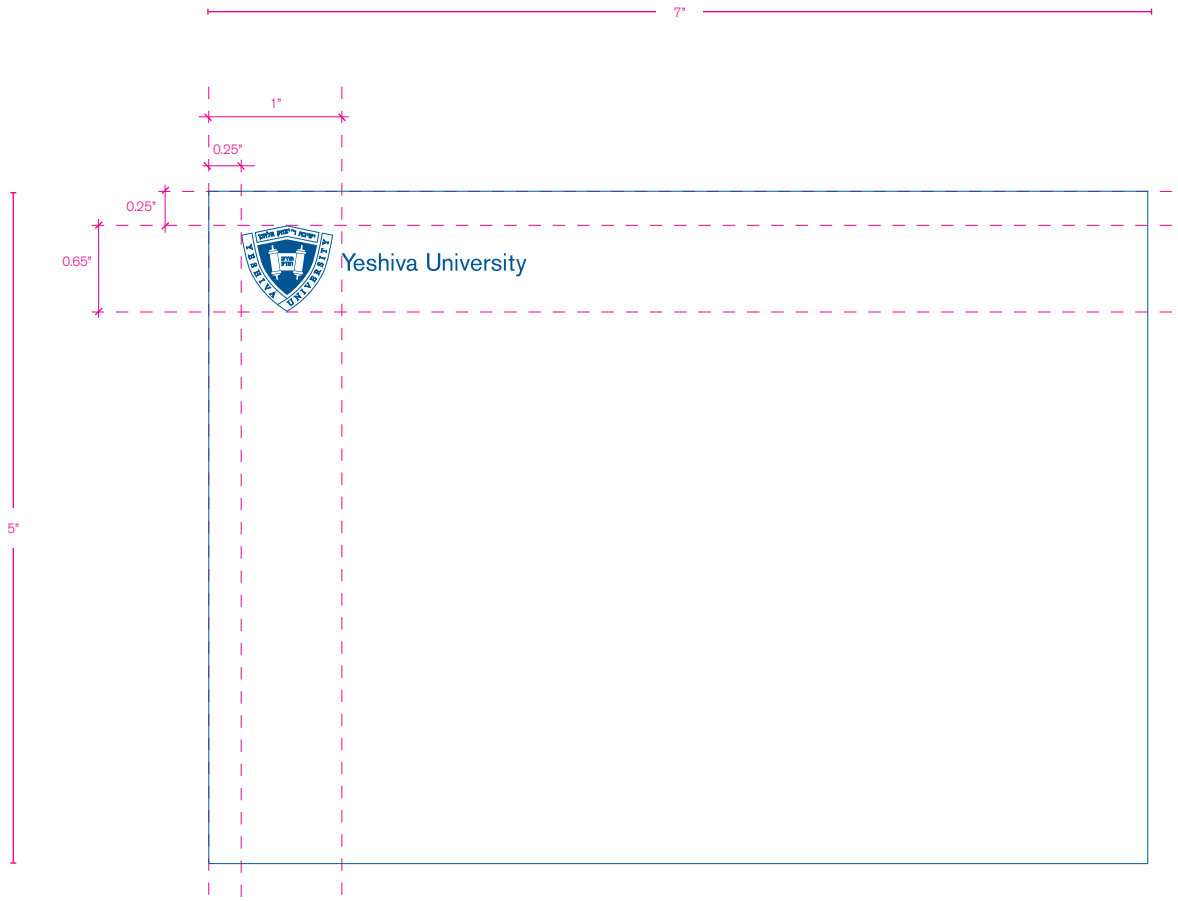


2.3h
Note Card

The Yeshiva University A7 note card should be printed using the same color and paper as the letterhead.

Color: Yeshiva Blue (Pantone 294)
Paper Stock: Strathmore Bright White Wove
Size: 5" x 7"
File Name:
YeshivaUniversity_Notecard.indd

Template shown at 70% actual size.

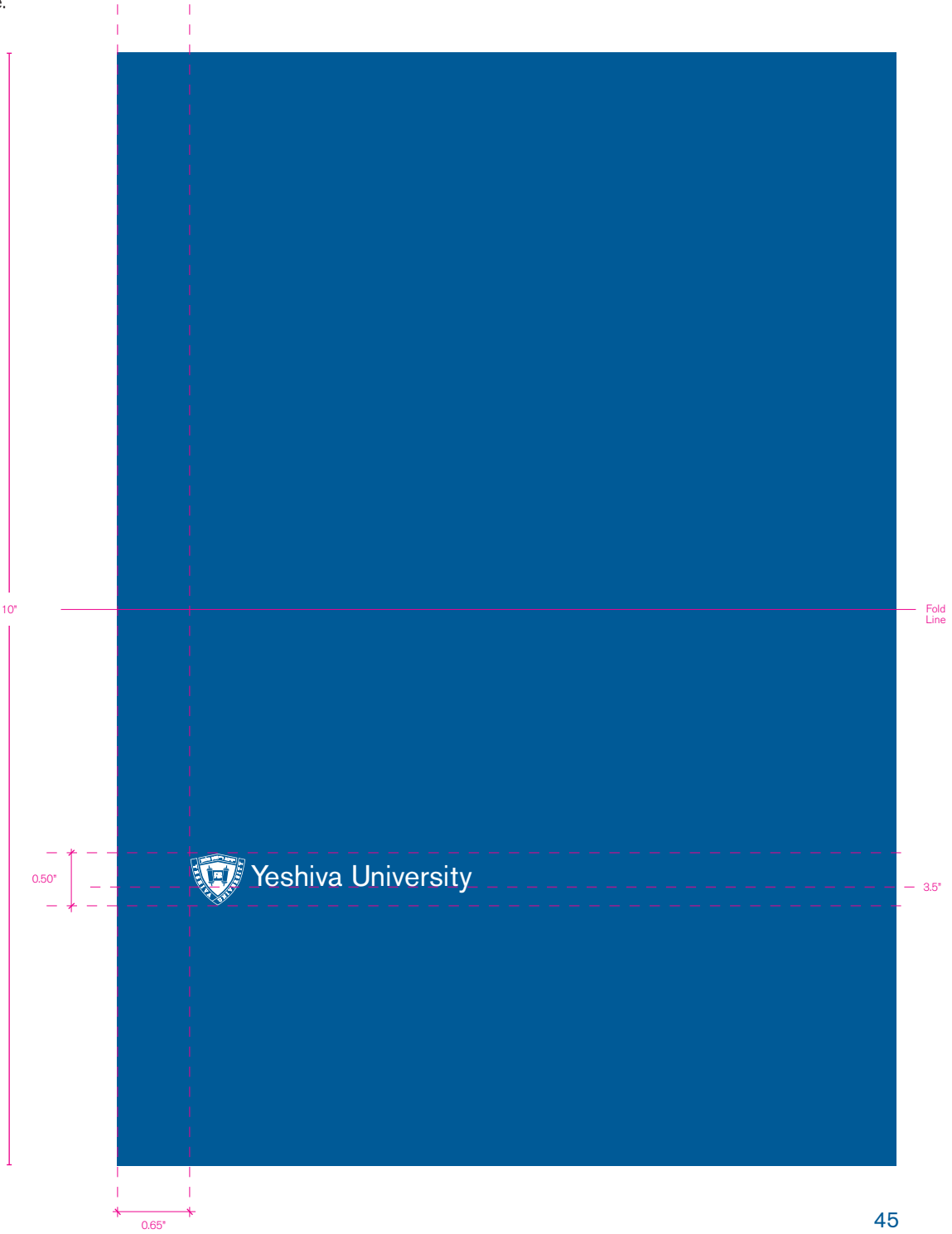


2.3i
Folding Note Card

The Yeshiva University folding note card should be printed using the same color and paper as the letterhead.

Color: Yeshiva Blue (Pantone 294)
Paper Stock: Strathmore Bright White Wove, 80lb. C
Size: 5" x 7"
File Name:
YeshivaUniversity_FoldingNoteCard.indd

Template shown at 70% actual size.

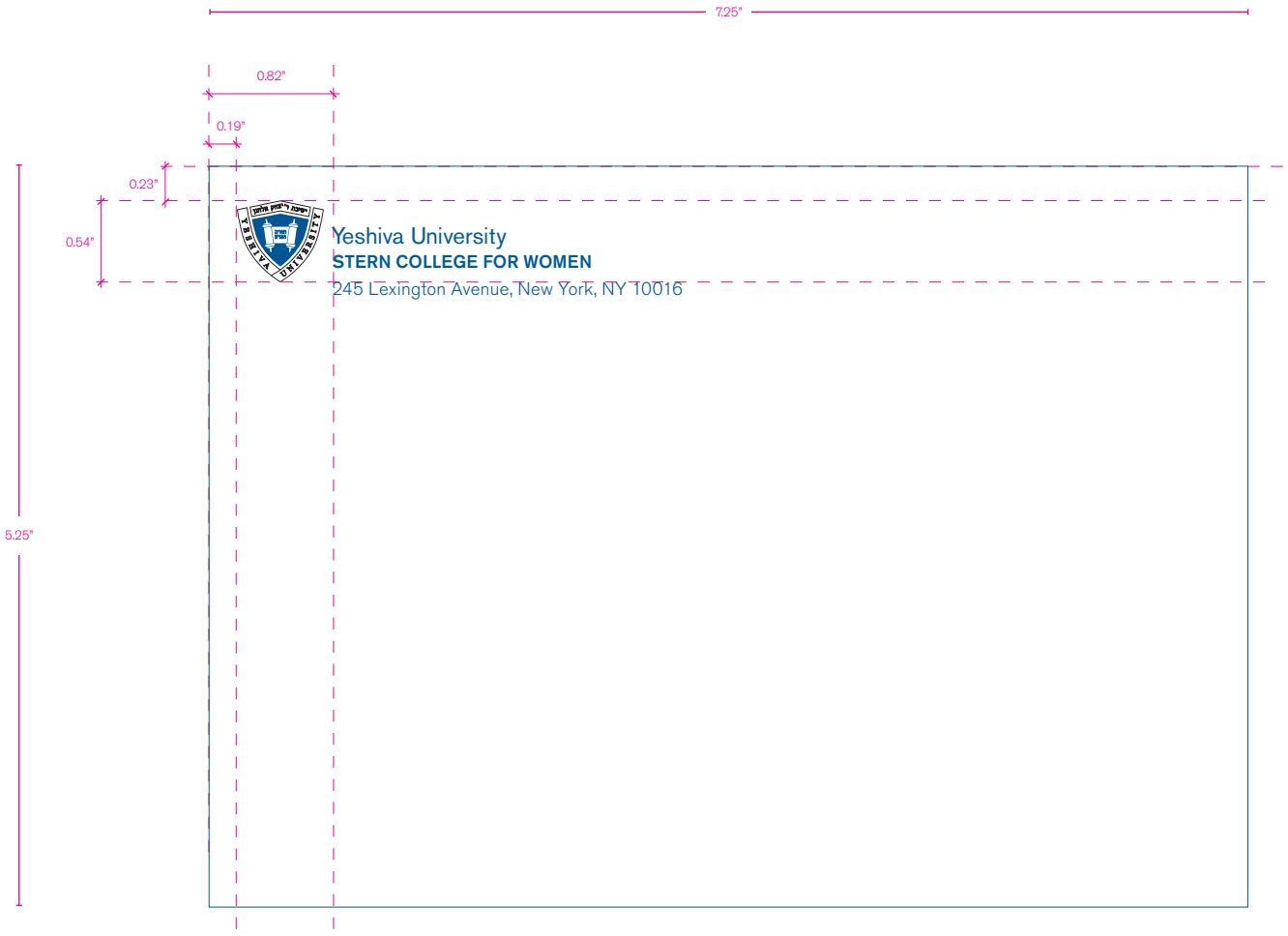


2.3j
Note Card Envelope

The note card envelope should be printed using the same colors and paper as the business card.

Color: Yeshiva Blue (Pantone 294)
Paper Stock: Strathmore Bright White Wove
Size: 7.25" x 5.25"
File Name:
YeshivaUniversity_NoteCardEnv.indd

Template shown at 80% actual size.

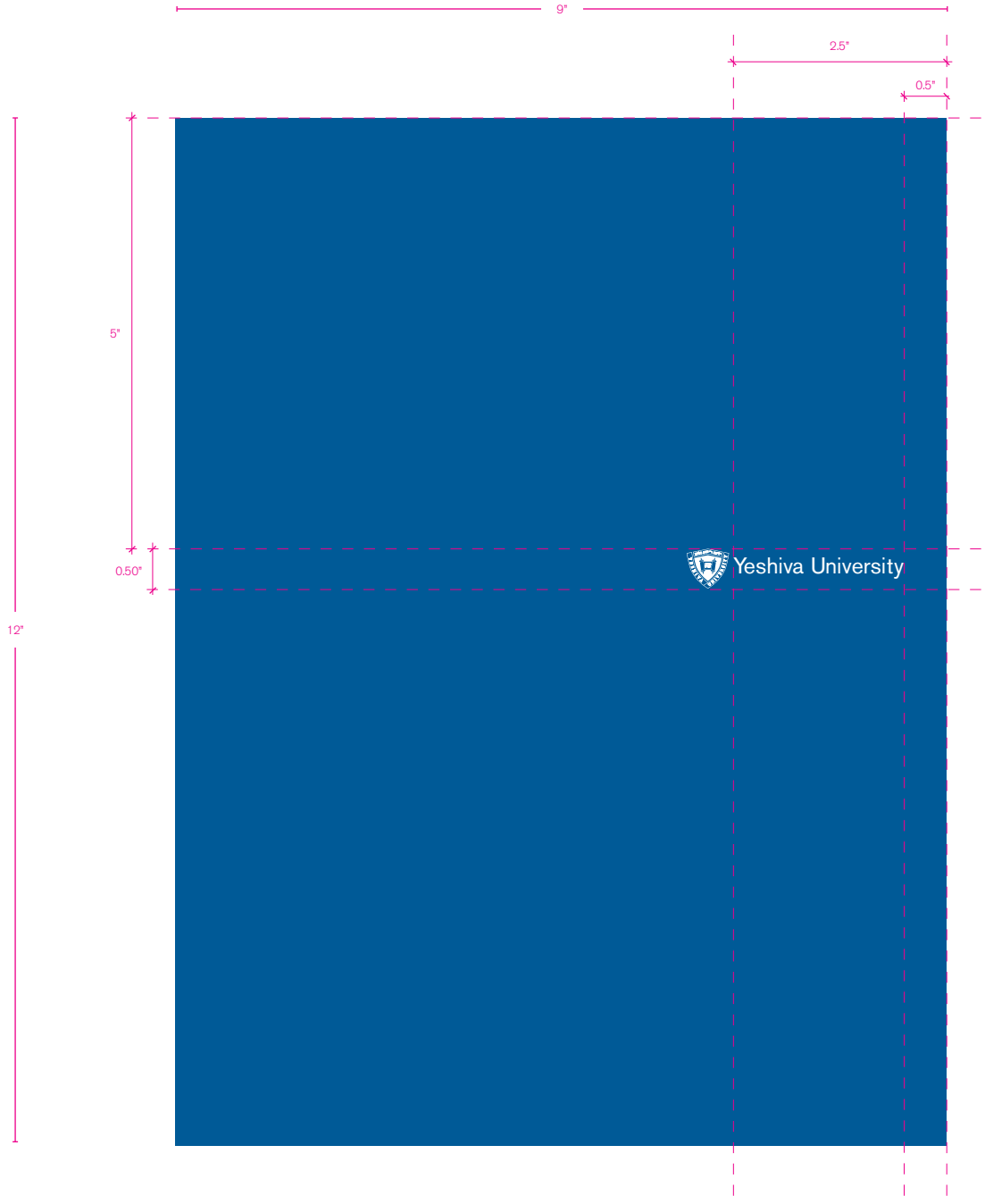


2.3k
Press Kit

The Yeshiva University press kit should be printed using the same colors as the Yeshiva University business card, with the main color on the outside and the secondary color on the inside.
See rendering to the right.

Color: Yeshiva Blue (Pantone 294)
Paper Stock: Finch Opaque 100lb. C
Size: 9" x 12"
File Name:
YeshivaUniversity_PressKit.ai

Template shown at 50% actual size.

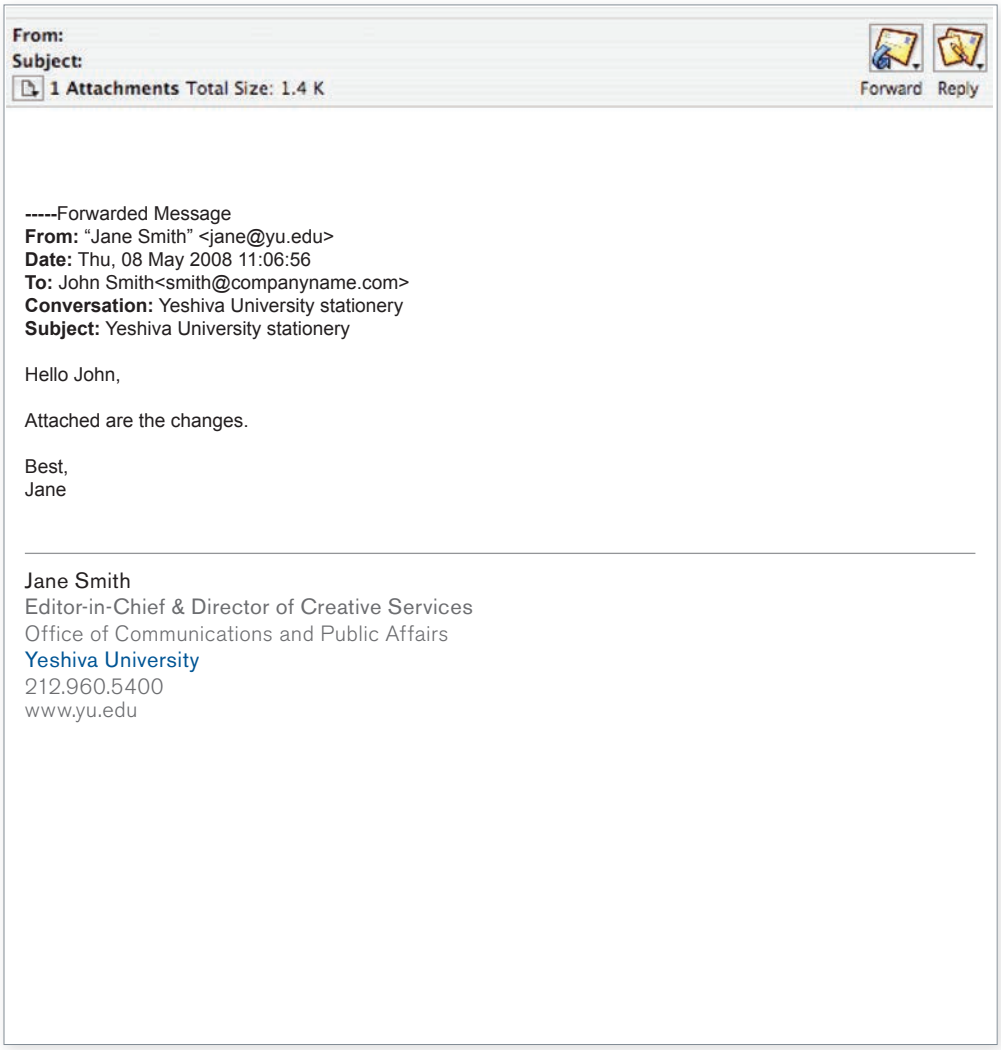


Internal Forms

Yeshiva University Internal Forms reiterate and enforce the Yeshiva University identity in day-to-day correspondence and transmissions.

Internal Forms **3.1**
Email Signature 3.1a

3.1a
E-mail Signature



Marketing Materials

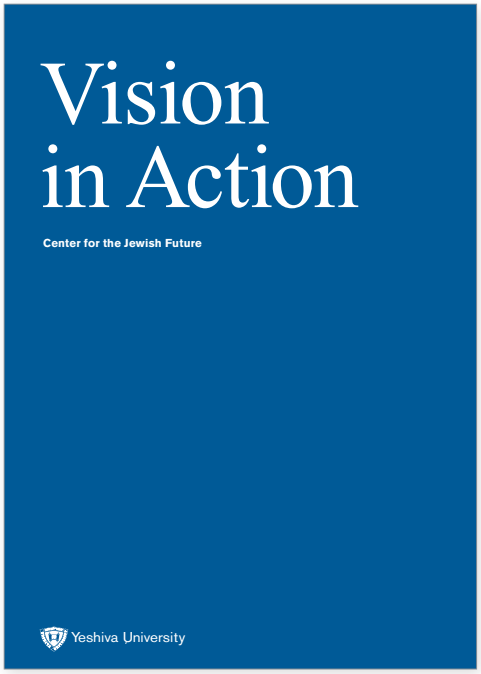
Yeshiva University marketing materials stretch the Yeshiva University identity to it fullest potential through the use of varying graphic devices such as photography, layout and composition, type treatment, scale, illustration and narrative.

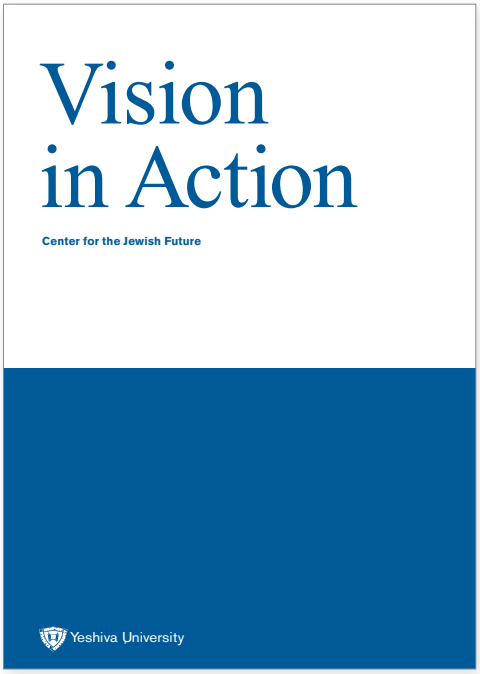
Brochure Cover Examples **4.1**
Brochure Interior Spread Examples 4.1a
Brochure Back Cover Examples 4.1b

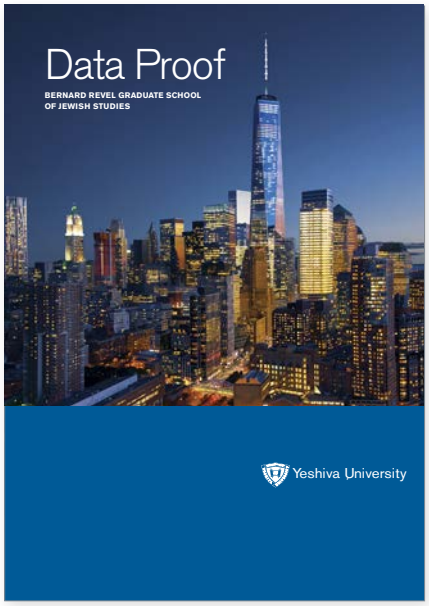
Invite **4.2**

4

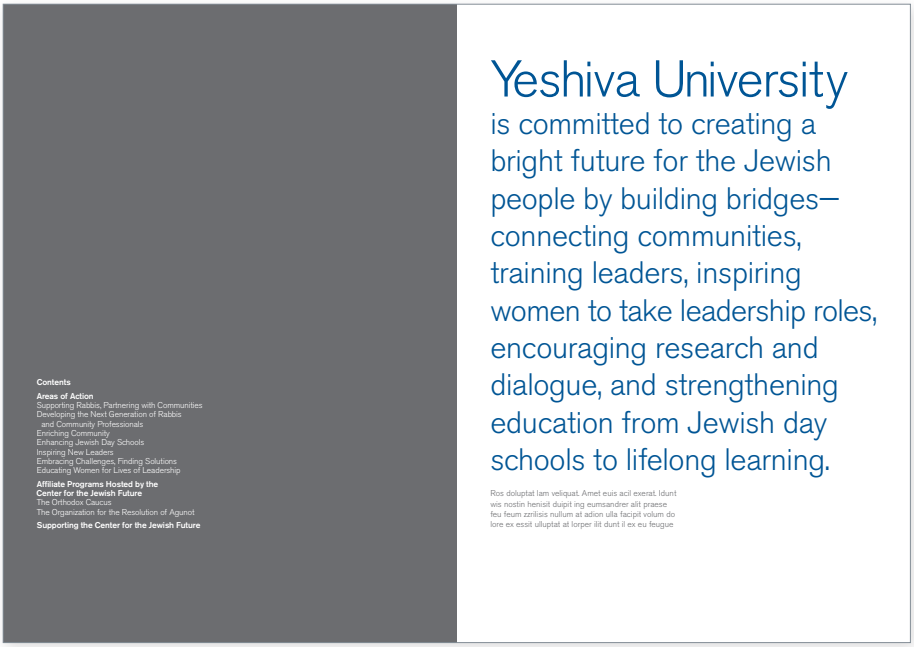
4.2
Brochure Front Cover Examples







4.2a
Brochure
Interior Spread
Examples



Contents

Areas of Action
Supporting Rabbis, Partnering with Communities
Developing the Next Generation of Rabbis and Community Professionals
Enriching Community
Enhancing Jewish Day Schools
Inspiring New Leaders
Embracing Challenges, Finding Solutions
Educating Women for Lives of Leadership

Affiliate Programs Hosted by the Center for the Jewish Future
The Orthodox Caucus
The Organization for the Resolution of Agunot

Supporting the Center for the Jewish Future

Yeshiva University

is committed to creating a bright future for the Jewish people by building bridges—connecting communities, training leaders, inspiring women to take leadership roles, encouraging research and dialogue, and strengthening education from Jewish day schools to lifelong learning.

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Areas Of Action

Embracing Challenges, Finding Solutions

Director: Rabbi Josh Joseph

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For more information on supporting rabbis, please contact Rabbi Dr. Jacob J. Schacter 212.960.5265 or jschacte@yu.edu

Areas of exploration and action include:

- Serving as a conduit between candidates and institutions
- Offering career counseling and advice to our students and rabbis/educators in the field
- Guiding and mentoring search committees on how to manage and run searches
- Negotiating all personal matters in Avodat HaKodesh including contracts, retirements and conflict resolution
- Providing consulting services to Jewish communities to help them fulfill their spiritual needs
- Fostering camaraderie among RIETS' rabbinic alumni via communication, programming and continuing education

4.2a
Brochure
Interior Spread
Examples

In its 120th year, Yeshiva University euissecte delendrerat. Osto dolobor dolor augue te vel ulla facipit volum dolore ex essit ulluptat at lorper ilit dunt il ex eu feugue inis erci tismolorting ercipis dolobor perostin hendit, qui eu feugue molor acin utat. Ilit alissen iscilit nonulpu tatll ullam at aciduisi erilism et iuscip erilism odolore raessequam quisi. Olorem et adipsum ipit, velenisi tate facil iriurer iuscincin volobor si. Iquisl utat am, sit lore feu feuisit autat, velent volobortin vullaore do eu feu facil in ut dolorpero od modit augiating esenibh endre facil irit ipis non henit vel ullum nosto corperi uscipsu scipsus cidunt ver inim autat. Enim velenim dolorpero do od et iriusto dolorper iurem aliquipsum zzrit ad dolorem nosto ea at.

Undergraduate Schools

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List of Schools:
Yeshiva College
Stern College for Women
Syms School of Business
Jewish Studies Program
S. Daniel Abraham Israel Program

The college provides academic majors in 20 arts and sciences disciplines, all leading to the Bachelor of Arts with the undergraduate college of and other leading universities.

Yeshiva College

David Srolovitz, PhD, Dean

Founded in 1928, Yeshiva College is the undergraduate college of arts and sciences for men of Yeshiva University. Its programs embody a unique mission: to combine Jewish learning with the study of Western and worldwide culture. Students at the college pursue a rigorous dual educational program that combines liberal arts and sciences and pre-professional studies with the study of Torah and Jewish heritage.

The college provides academic majors in 20 arts and sciences disciplines, all leading to the Bachelor of Arts degree. In addition, combined and joint degree programs are offered in several other disciplines—including engineering, dentistry, Jewish education, Jewish studies, optometry, podiatry, and socialwork—in conjunction with the university's graduate schools and other leading universities.

Students also participate in four distinct programs of Jewish studies designed to meet the needs and interests of our students: the Isaac Breuer College of Hebraic Studies (IBC); the James Striar School/ Mechinah Program (JSS)/Yeshiva Program/Mazer School of Talmudic Studies (MYP); or Irving I. Stone-Beit Midrash Program (SBMP). Intended to deepen ethical and philosophicalinsight and values, these programs also offer valuable training in research methods and opportunities for independent work. To achieve this end, each student must be enrolled throughout his stay in a full course of study in any one of the four programs.Students may receive transfer credit at the college for their studies in these programs.

Courses in Bible, Hebrew, Jewish history, and Jewish philosophy are offered at Yeshiva College under the auspices of the Robert M. Beren Department of Jewish Studies.

The **Jay and Jeanie Schottenstein Honors Program**, established in 1999, addresses the needs of students who seek intellectually rigorous experiences,individualized mentoring, and advanced work. The program augments educational programs and expands academic opportunities for all Yeshiva College students.

Located at the university's **Wilf Campus,** the college's proximity to several of the university's other schools and affiliates on that campus offers students a stimulating academic atmosphere. All major resources of the institution are easily accessible from this location. Students also have opportunities to enhance their educational experience through intellectual exchanges with peers from both this country and abroad.

As a liberal arts college in a vibrant urban center, Yeshiva College continuesto meet the needs of the individual student in the 21st century through the ongoing development of a broad set of educational programs, student services, and extracurricular activities. Yeshiva College graduates are prepared to contribute to society and to take on the challenges of tomorrow.

Stern College for Women

Karen Bacon, PhD, The Dr. Monique C. Katz Dean

Established in 1954 through a major gift from the late industrialist Max Stern, in memory of his parents, Emanuel and Caroline Stern, Stern College for Women is the undergraduate college of arts and sciences for women of Yeshiva University. The rigorous curricula prepare women for careers, graduate study, and leadership in their communities while embodying the unique concept that the values of Judaism are relevant to the general culture of Western civilization.

The college provides academic majors in 19 arts and sciences disciplines, all leading to the Bachelor of Arts degree. It also awards the Associate in Arts degree in Hebrew language, literature, and culture. In addition, combined and joint degree programs are offered in several other disciplines—including engineering, dentistry, optometry, podiatry, Jewish studies, social work, nursing, physical therapy, and occupational therapy—in conjunction with the university's graduate schools and other leading universities.

As part of the curriculum leading to the bachelor's degree, all students progressively obtain a strong mastery of Jewish texts through the **Rebecca Ivry Department of Jewish Studies,** which offers a broad selection of courses ranging in skill level from elementary to advanced. Designed to deepen ethical and philosophical insight and values, these programs afford valuable supplementary training in research methods and independent work.

The college's location at **Yeshiva University's Israel Henry Beren Campus** in the heart of midtown Manhattan adds immeasurably to students' educational experiences. New York—the cultural, economic, and spiritual capital of the world—offers opportunities like no other place in the world. Students don't have to go far to partake in this sea of humanity and the city's renowned diversity: the college has more than 1,000 students from some two dozen states and a similar number of foreign countries.

Now beginning the second half of its first century, the Stern College for Women has developed a broad set of educational programs, internships, and research opportunities as well as cultural enrichment programs to develop the talents and respond to the interests of the individual student—graduating individuals well prepared both to contribute to society and take on the challenges of tomorrow.

The college provides academic majors in 20 arts and sciences disciplines, all leading to the Bachelor of Arts with the undergraduate college of and other leading universities.

Syms School of Business

Joel Hochman, PhD, Interim Dean

Established in 1987 through a major gift from Syms, a member of Yeshiva University's Board of Trustees, and other business leaders, the Syms School of Business is the university's undergraduate business school for men and women. It offers the unique combination of a complete business curriculum along with an intensive Jewish studies component.

One of the best undergraduate business programs in the Northeast, the school instills in students strong analytic skills, discipline, and ethical values. It offers professional preparation with a broad base in liberal arts studies, and its curriculum leads to the Bachelor of Science degree. The curriculum covers a common body of knowledge—the business core—in addition to majors or concentrations in accounting, finance, information systems, international business, management, and marketing.

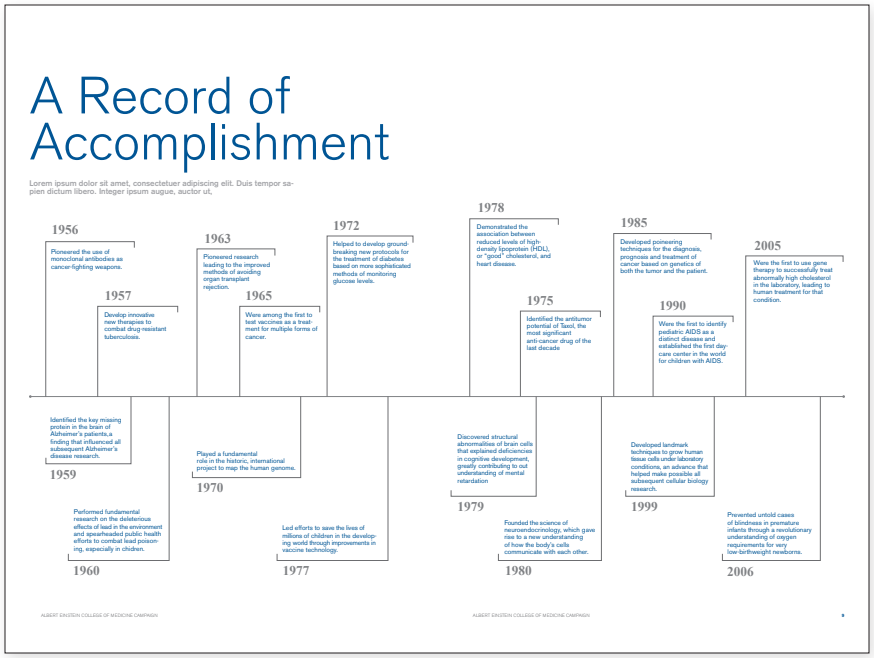
Jewish tradition provides the framework for consideration of ethical issues, an integral part of the student's education. All Sy Syms students simultaneously attend one of the four schools of Jewish studies at the university. Students are taught by a distinguished faculty who hold positions in the research and professional communities and offer students a thorough background in the theoretical and practical aspects of business.

The Rennert Entrepreneurial Institute is one of the nation's few undergraduate programs that fosters students' entrepreneurial skills and knowledge for creating and developing a business. The institute employs an interdisciplinary approach, which uses the curriculum and faculty of the Syms School. Students may take entrepreneurship courses as electives or as an integral part of the management concentration. The institute received its initial funding through a generous grant from Mr. and Mrs. Ira Leon Rennert, for whom it is named.

Men
The Syms School of Business offers business programs for men at the uptown Wilf Campus. Students hail from a wide geographic area, both domestic and international. As a result, students have an opportunity to broaden their knowledge of, and sensitivity to, other cultures—an experience that will help them better understand, and thrive in, an ever-growing global environment.

Women
Women at the Syms School of Business attend its programs at the Beren Campus in midtown Manhattan, where they interact with peers who hail from a wide geographic area, both domestic and international. As a result, students have an opportunity to broaden their knowledge of and sensitivity to other cultures—an experience that will help them better understand, and thrive in, an ever-growing global environment.

4.2a
Brochure Interior Spread Examples



A Record of Accomplishment

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1956
Pioneered the use of monoclonal antibodies as cancer-fighting weapons.

1957
Develop innovative new therapies to combat drug-resistant tuberculosis.

1959
Identified the key missing protein in the brain of Alzheimer's patients,a finding that influenced all subsequent Alzheimer's disease research.

1960
Performed fundamental research on the deleterious effects of lead in the environment and spearheaded public health efforts to combat lead poisoning, especially in chidren.

1963
Pioneered research leading to the improved methods of avoiding organ transplant rejection.

1965
Were among the first to test vaccines as a treatment for multiple forms of cancer.

1970
Played a fundamental role in the historic, international project to map the human genome.

1972
Helped to develop groundbreaking new protocols for the treatment of diabetes based on more sophisticated methods of monitoring glucose levels.

1977
Led efforts to save the lives of millions of children in the developing world through improvements in vaccine technology.

1978
Demonstrated the association between reduced levels of high-density lipoprotein (HDL), or "good" cholesterol, and heart disease.

1979
Discovered structural abnormalities of brain cells that explained deficiencies in cognitive development, greatly contributing to out understanding of mental retardation

1975
Identified the antitumor potential of Taxol, the most significant anti-cancer drug of the last decade

1980
Founded the science of neuroendocrinology, which gave rise to a new understanding of how the body's cells communicate with each other.

1985
Developed pioneering techniques for the diagnosis, prognosis and treatment of cancer based on genetics of both the tumor and the patient.

1990
Were the first to identify pediatric AIDS as a distinct disease and established the first day-care center in the world for children with AIDS.

1999
Developed landmark techniques to grow human tissue cells under laboratory conditions, an advance that helped make possible all subsequent cellular biology research.

2005
Were the first to use gene therapy to successfully treat abnormally high cholesterol in the laboratory, leading to human treatment for that condition.

2006
Prevented untold cases of blindness in premature infants through a revolutionary understanding of oxygen requirements for very low-birthweight newborns.

ALBERT EINSTEIN COLLEGE OF MEDICINE CAMPAIGN

ALBERT EINSTEIN COLLEGE OF MEDICINE CAMPAIGN 8

How We Can Strengthen Research and Teaching at Yeshiva University.

The $200 Million Campaign

Academic Initiatives

$30 MILLION

Enhanced Teaching and Learning Reaecources
The growing centrality of informatics in medicine — analysis of biological data — makes it imperative that the College improve existing teaching and study facilities. From classrooms to auditoriums to student laboratories to the library, data-intesive learning requires state-of-the-art computer connections, projection technology, and high-speed wiring. As part of this overall effort, Einstein plans a major enhancement of the D. Samuel Gottesman Library's information technology and the creation of a state-of-the-art Student Skills and Procedures Training Laboratory.

Faculty Scholors in Medical Education Endowment
With Students increasingly involved with electronic forms of information, it is vitally important to support the teaching of a patient-oriented approach to care through opportunities for close faculty-student contact. Einstein's Faculty Scholars in Medical Education Program breaks down courses into small learning groups led by a faculty memeber. he cost of such an enterprise is substantial, from the rewriting of course material to the retraining of faculty to teach in the new setting. The College seeks to underwrite this new approach and extend it.

Endowed Medical Student Projects
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Endowed Scholarships
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Research Support

$45 MILLION

Enhanced Teaching and Learning Reaecources
Cutting edge research at Einstein is not limited to the new Center. Across the campus, exciting and important work is ongoing in areas from childhood disease to cardiovascular surgery. Einstein seeks to forge a new research partnership for its faculty that includes both public support and enhanced private philanthropy. Spendable funds contribute directly to speeding reults and making a difference in today's world, as well as tomtmorrow's.Facilitys eumsandrem venim veri ex eum inlla consequis et, veliquis nos exer in vel utput adit, sendip elumsan henism num quat wisis. Lore mod tio dolorlin vulla consed delessis dignim digna nibh entquisi blacr il dolor suscidui eraessent prat, quismol oborem nullaat, quismol oborem nulla.

Enhanced Teaching and Learning Reaecources
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Enhanced Teaching and Learning Reaecources
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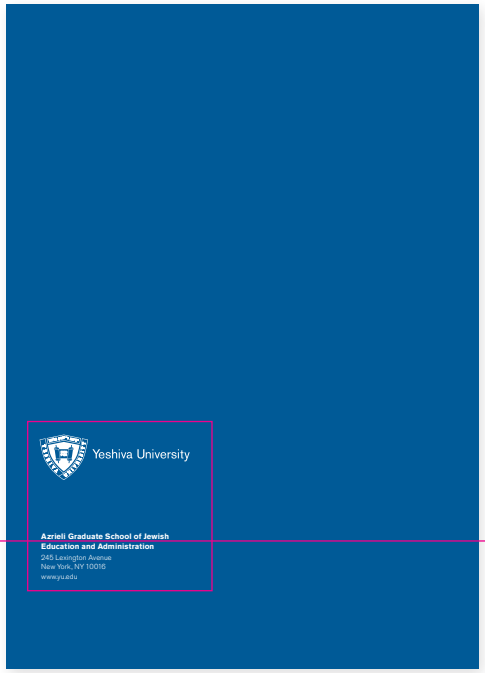
ALBERT EINSTEIN COLLEGE OF MEDICINE CAMPAIGN 11

4.2b
Brochure Back Cover Example

Yeshiva University

Azrieli Graduate School of Jewish Education and Administration
245 Lexington Avenue
New York, NY 10016
www.yu.edu



Yeshiva University

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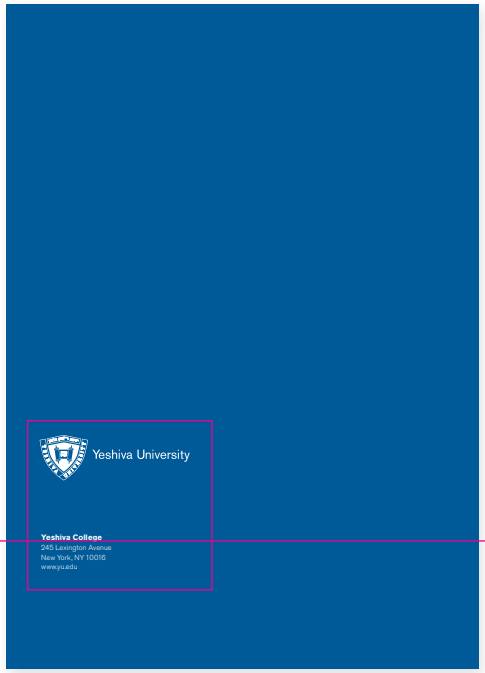

4.3
Invite

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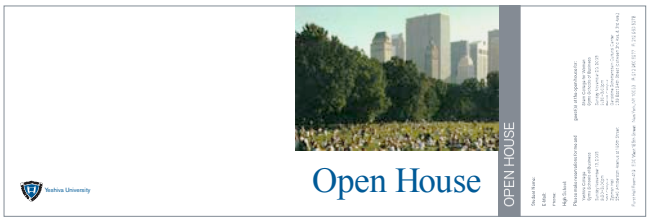
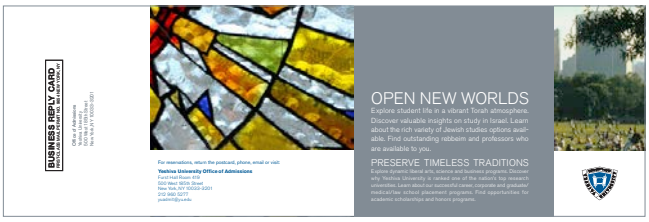
uncoated heavy stock

Template



Front and Back



Inside