The 85th Anniversary seal is to be used *in conjunction* with the NYUSPS logo, and is NEVER to be used as a replacement for the logo.
For 85 years, the NYU School of Professional Studies has been a deeply respected institution of higher education that is grounded in applied learning. From its early years, training returning World War II veterans to fulfill the nation’s urgent need for skilled technical workers, it has evolved into a professional education powerhouse that offers 20 graduate degrees, 14 bachelor’s degrees for traditional and post-traditional students, four associate’s degrees, and a plethora of non-degree courses and credentials.

NYUSPS is a thought leader, and serves as an incubator for new ideas in industries that are constantly changing, including real estate, real estate development, and construction management; hospitality, tourism, travel, and event management; global affairs and global security, conflict, and cybercrime; global sport and sports business; publishing; marketing; public relations; project management; executive coaching and organizational consulting; human resource management and development, and human capital analytics and technology; management and systems; translation; and professional writing. It is focused on building skills that open doors to opportunities in emerging fields and global markets. NYUSPS faculty members are leading experts in their areas of discipline, with a hands-on approach that encourages students to push beyond their limits and to break new ground.

Home to some of the largest and most prestigious industry conferences in the world, including the Schack Institute of Real Estate’s Capital Markets Conference, REIT Symposium, and National Symposium of Women in Real Estate; and the Jonathan M. Tisch Center’s International Hospitality Industry Investment Conference, the School’s invaluable connections to industry leaders is a truly distinguishing factor in the education that it provides. Through career development services and resources provided by the NYU Wasserman Center for Career Development at NYUSPS, guest lecturers, site visits, participation in numerous conferences and events, and Global Field Intensives, students benefit from an NYU education that will set them apart. In addition, they have the opportunity to learn from and network with more than 27,000 NYUSPS alumni who live, work, and contribute to innovation in industry around the world.
The NYUSPS website will be branded for the 85th Anniversary year, with the looping video on the homepage replaced with a silent video of students, faculty members, and alumni across the decades. Clicking the button on the homepage will take you through to anniversary content.
The School’s Facebook, Twitter, and LinkedIn presence will carry 85th Anniversary graphics that will remain up for the year.
School-wide advertising campaigns will carry the 85th Anniversary seal next to the logo in the lower right-hand corner.
Divisional advertising campaigns will carry the 85th Anniversary seal next to the logo in the lower right-hand corner.
Back-end frames on interactive advertising that is general and across disciplines will carry the 85th Anniversary seal.
SIGNAGE FOR NYUSPS LOCATIONS & FOR SCHOOL-WIDE EVENTS

Pop-up banners will be placed strategically in the lobby of 7 East 12th Street; in the downstairs and upstairs lobby areas at Woolworth; and in the reception areas at the Midtown Center.
PODIUM SIGNS

85th Anniversary podium signs will be used for branding at all School-wide events, as well as at division and department events.
EVENT BADGES

General events such as panel discussions, seminars, and mixers can use either a school badge or a divisional badge. Larger events will retain their customized badging and will have the seal added as space permits.
DIVISIONAL/ EVENT BROCHURES

The 85th Anniversary seal will be incorporated into division and event-related materials.
Clothing and giveaways for school-wide events and admissions should bear the logo and the seal. These can be ordered through the Office of Events. Departments can include the seal on their promotional items if space allows.
School Level
Jane Doe
Senior Creative Director
Strategic Marketing and Communications

NYU School of Professional Studies
Celebrating 85 Years of Excellence in Applied Professional Education

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