

GUIDELINES ON YALE-NUS COLLEGE BRAND IDENTITY

Yale-NUS College is becoming an increasingly visible player in the global network of leading colleges and universities. We are known for our unique liberal arts and sciences curriculum which creates a fresh perspective in education by adapting the strengths and diversities of the historic traditions of learning from both Asia and the West.

The visible elements of the College's brand identity (name, wordmark, colours and typeface) will identify and distinguish Yale-NUS College in the public's mind. As a fairly new institution, it is useful for everyone in the College community, from students to faculty and staff, to adopt a consistent brand position for the College to reinforce our identity in the public domain.

The essence of these identity guidelines is responsible use of the College's brand identity. If in doubt, students, faculty and staff members can approach Public Affairs at publicaffairs@yale-nus.edu.sg for advice.

Yale-NUS College Brand Identity

The visible elements of the College's brand identity are the College's name, wordmark, colours and typeface.

Name

1. The full name of the College – Yale-NUS College – should be used for all first mentions. Subsequent mentions of the College can be abbreviated to "Yale-NUS" or "the College".

Rationale

2. To respect the brand name of both our founding institutions (Yale University and National University of Singapore), the abbreviated form of the College's name should be "Yale-NUS". Other permutations such as YNC and YNUS should not be used as the names of our founders should not be shortened any further.

As a relatively young College, we are still working to entrench our identity in the public domain. Shortening our College's name and losing the impact of highlighting both founding institutions in our brand will dilute one of the key advantages of the partnership.

3. The use of Yale-NUS or Yale-NUS College applies to:
- i. All events, programmes and groups initiated by the College.
 - ii. All printed documents and collaterals (e.g. reports, Gebiz documents, letterheads, posters, brochures, apparel or institutional gifts) produced by the College.
 - iii. All online materials (e.g. EDMs, websites and social media posts) produced by the College.

Usage by Student groups

4. Student-initiated organisations and activities should as a first choice use "Yale-NUS" as the abbreviated name for the College. However, if extenuating circumstances exist e.g.:
- i. Existing student organisations which are already using "YNC" as part of their organisation's name.
 - ii. Instances where the organisation's name is perceived as too long, for which Yale-NUS as an abbreviation is still too lengthy, can use the term "YNC" provided that the abbreviation is a key identifying element of the organisation's name and is only a part of its official title, e.g. YNC Hacks and YNC Filmmakers. The term "YNC Hacks"

will be recognised as the proper title of the group and both words must be used together in any collateral and publications produced. These include:

- All printed and online collaterals (e.g. posters, t-shirts, papers, proposals and EDMS) produced by these student organisations should reflect the full name of the organisation, e.g. YNC Hacks. Student organisations must not produce collaterals which only carry the term "YNC".
- The current policy on the publicity of student activities is still valid and applicable. If the Yale-NUS wordmark or the College's name is used on any collateral designed for public dissemination, proper protocols for the brand name, colour, design, and style must be followed. Before producing and distributing the publicity materials or collaterals, students should contact Public Affairs.

5. For more the detailed information on the College's graphic identity guide for print or design purposes please contact Public Affairs at publicaffairs@yale-nus.edu.sg for advice.