

R·I·T

Identity Policies and Procedures

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RIT Identity Systems	University Publications	475-5065
RIT Identity Licensing	Campus Connections	475-2501
Business Cards	The Hub	475-2300
Stationery & Envelopes	The Hub	475-2300
Publications Design	University Publications	475-6296
Web Page Design	University Publications	475-4957
Web Site Administration	ITS Help Desk	475-4357
Postal Regulations	The Hub	475-2300
News & Media Relations	University News Services	475-5064

Publications, advertisements, videos, stationery, and RIT's World Wide Web site are important communications media designed to gain attention and enhance RIT's recruitment, development, and community relations potential. Because the quality, character, and consistency of RIT presentations are so critical, the University Publications Office is charged with the responsibility of coordinating all print and electronic media directed to external audiences. A centralized but collaborative approach allows the Institute to develop and maintain an image that best advances RIT locally and nationally.

As a national leader in print media, design, and computing, RIT must ensure that all communications produced for off-campus audiences are of a quality consistent with their purpose and with RIT's desired image. Communications produced by RIT departments or by external agencies can damage RIT's image if they do not closely follow RIT's identity policies. With this in mind, your understanding of and compliance with the following policies are both expected and appreciated:

Graphic standards oversight

The University Publications Office is charged with editing, designing, and producing all print and electronic publications for external audiences and with reviewing the textual content and images in all other media before final production. Outside agencies or professionals may be employed to design RIT publications or other media only when authorized by the director of University Publications.

Chargeback policy

Institute policy requires that University Publications charge back for design services as part of its budget. The chargeback fee remains consistently and significantly lower than the rates charged by external vendors.

Print purchasing

The RIT Purchasing Office has authorized University Publications to act as the print purchaser for all external RIT publications. University Publications is required to obtain the lowest print cost consistent with the quality and specifications of each publication and looks continually for cost-efficient vendors. Printing jobs estimated to cost more than \$5,000 must be bid with at least three printers to satisfy Purchasing requirements.

RIT logo policy

The RIT logo (lettermark) helps our various publics identify and remember us. It is the only authorized logo representing the Institute, and it cannot be altered or combined with other shapes or logo type without approval by the director of University Publications. The use of secondary logos representing colleges, divisions, or departments within RIT is discouraged, but exceptions can be made for university-wide advancement efforts such as a capital campaign. All secondary logos used in communication with external audiences must be approved by the director of University Publications.

Copyrights and trademarks

All universities and corporations maintain standards about how their names and logos are to be depicted. The RIT logo (lettermark), RIT seals, and RIT tiger emblems are copyrighted symbols of the Institute. These symbols may be used by RIT students, faculty, and staff in the production of Institute-related communications if RIT identity standards are followed. All other use is strictly prohibited without written consent.

Licensing

Licensing agreements for using RIT symbols on products for resale can be negotiated with the director of RIT's Campus Connections bookstore. Licensing agreements must conform with RIT's identity policies.

Division-specific communications

The style and quality of external publications/media will be determined by the University Publications Office in concert with the appropriate vice president (or his/her designee) based on marketing objectives and available funds. All publications or other communications media produced for external audiences must meet the following criteria:

- Admissions-related publications/media must be approved by the vice president for Enrollment Management and Career Services prior to production, regardless of the department producing them.
- Community relations publications/media must be approved by the associate vice president for Government and Community Relations or his/her designee.
- Development-related publications/media must be approved by the vice president for Development and Alumni Relations or his/her designee.
- NTID admissions and development publications must be approved by the vice president for NTID or his/her designee.
- Media correspondence and news releases must be approved by the chief communications officer or his/her designee.

Video and multimedia

All new promotional video or multimedia productions and computer network media must be reviewed and approved by the director of University Publications and must contain a segment on RIT to present a consistent message and image.

Advertising

All RIT advertising displayed in print or other media must conform to RIT's identity standards to ensure consistency in graphic design and message. Student recruitment-related advertising must be reviewed and approved by the vice president for Enrollment Management and Career Services (or his/her designee) prior to placement.

RIT home page

The University Publications Office is responsible for the design and content listings for the RIT home page (www.rit.edu) and the related "second-level menu pages" linked directly to the home page. Second-level menu pages link the home page to more detailed menus of related sites (e.g., Admissions, Academics, Alumni & Friends, Employers & Partners). It is especially important that these pages present a consistent image of RIT and meet the needs of external as well as internal audiences. Major revisions to the design or content of these pages require the approval of the vice president for Enrollment Management and Career Services and the chief information officer.

Web page design

Colleges, divisions, and departments developing Web pages are encouraged to use page design templates available on the University Publications Web site. RIT identity standards remain in effect when users choose their own design for pages that are accessible to the external public. Specific standards for Web pages are provided in this manual. These standards are not meant to govern the design of personal Web pages aimed exclusively at RIT students, faculty, or staff (e.g., academic course-related pages, Internet newsletters, or similar uses).

Using external vendors

Keep in mind, when working with external vendors (graphic designers, advertising agencies, print vendors, Web developers, clothing manufacturers, etc.) and student employees, the graphic standards and guidelines set forth in this manual remain in effect. It is the responsibility of the person or department hiring the external vendor or student employee to ensure that these policies are followed. Copies of this document should be provided to all vendors and employees involved in the creation of communication products for the Institute.

Dating back to RIT's days as the Rochester Athenaeum and Mechanics Institute, the school colors were blue and grey. Following the name change to Rochester Institute of Technology, the athletic teams were known as the Techmen.

Following the undefeated basketball season of 1955–56, the team and coaches suggested a fiercer and more collegiate-sounding name, and the team became the RIT Tigers. In 1957, the RIT Student Government voted to change the school colors to brown, orange and white. This concept was tied loosely to the colors of the tiger and an analysis of what colors were already in use by other universities. (At that time, RIT kept a live tiger as a mascot that was transported to and from the Seneca Park Zoo for campus events.)

In 1968, with the move to the new campus, the colors were refined to burnt umber (Pantone 1675) and orange (Pantone 165) to correspond more closely to the brickwork of the new campus. Although these remain the official school colors, some latitude is allowed in fashionwear to provide appealing clothing.

In 1989, University Publications was asked to create a new graphic standard for all RIT publications, letterhead, business cards, etc., that uses the RIT lettermark at the top right of this page. The configuration of letters and dots in this lettermark can be traced back to the 1950s, when an earlier RIT seal was designed and implemented.

The administration has determined that this mark shall be the Institute's official identity symbol utilized for all printed and electronic materials relating to recruitment, development, and external communications.

University Publications is charged with the responsibility of overseeing the Institute graphic identity system. Changes are made only after careful evaluation and consideration of Institute tradition.

RIT lettermark, the official identity mark.

R · I · T

RIT Orange



Pantone 165

CMYK C=0 M=60 Y=100 K=0

RGB R=255 G=94 B=0

WEB SAFE CC6600

RIT Brown



Pantone 1675

CMYK C=0 M=69 Y= 100 K=30.5

RGB R=177 G=86 B=14

WEB SAFE 996600

The lettermark shown here is the official identity symbol to be used by all areas of the Institute. This lettermark has been developed to present a single, strong, unchanging image. Its effectiveness depends on its consistent application and use.

Design requirements

The lettermark should be printed in a solid color or as reverse type (white reversed out of a background color).

The lettermark should always be printed horizontally, never tilted vertically or at an angle.

It should always have a generous amount of background space on which to appear.

It should never be confused by additional design elements such as ornamentation or secondary logos.


Competing type or words should not overprint any portion of the lettermark

It should always be printed in exact proportions and balance, never distorted or otherwise reshaped.

Extreme care must be taken to use only authorized original photographic master copies or digital master files for reproduction.

Do not attempt to recreate the official RIT lettermark using word processing or other desktop software. You may download the official lettermark at www.rit.edu/upub/downloads.

Official RIT Lettermark



Official RIT Lettermark (Reverse)



Official RIT Lettermark (with solid bar)



Official RIT Lettermark (with shaded bar)



Inappropriate applications of the lettermark

Understanding that graphic design and desktop publishing software programs are in widespread use, we urge you not to be “creative” with the use of the RIT lettermark. Using the lettermark in an inappropriate fashion dilutes the clarity and consistency of the RIT identity system. Please:

Do not tilt the lettermark vertically or use at an angle.

Do not use the lettermark without the dots (bullets) in between the letters.

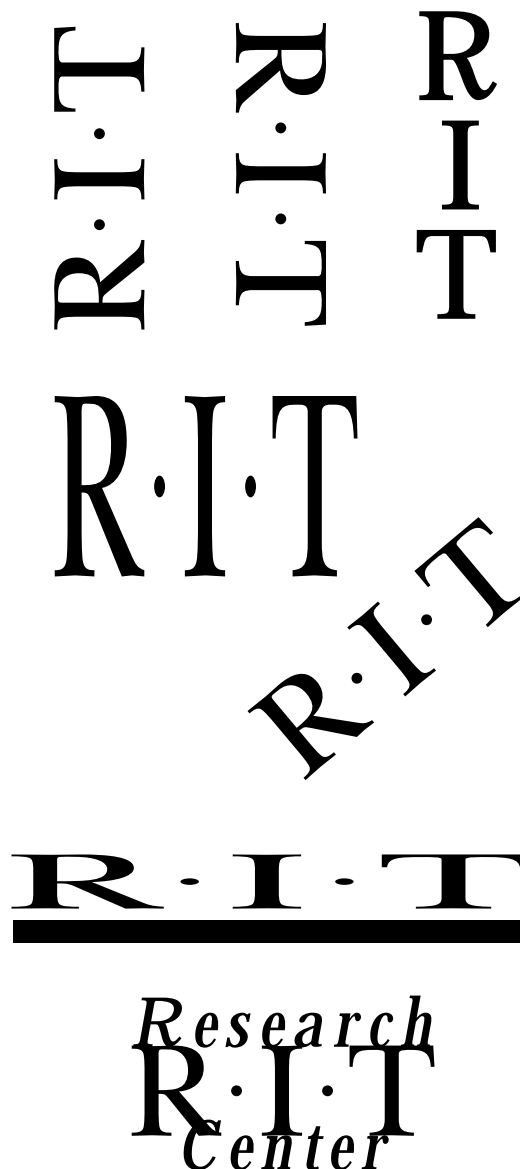
Do not resize (stretch or compress) the lettermark without maintaining its original proportions.

Do not overprint any portion of the lettermark with words or type. The RIT lettermark should always stand alone.

Do not combine the lettermark with additional design elements such as ornamentation or secondary logos. Other logos should appear as secondary and less prominent elements.

Do not use the lettermark as a background pattern.

Do not use old RIT logos (e.g. RIT graphic mark).



RIT graphic mark, no longer in use.



Two RIT tiger emblems are used primarily for athletics, alumni, and student activities and events. Note that the RIT lettermark is to be used in conjunction with the tiger as part of the emblem. Either version of the tiger may be used.

Design requirements

Both tiger emblems use the RIT lettermark reversed out of a rectangle. These rectangles are integral components and cannot be manipulated.

The tiger emblems should always be printed horizontally, never tilted vertically or at an angle.

These emblems should be printed in a solid color or as reverse type (white reversed out of a background color).

Walking Tiger Emblem



Roaring Tiger Emblem



The Institute's official seal is reserved for formal uses, such as diplomas, transcripts, and other official documents. It may be used in special situations to communicate a sense of the Institute's history.

Design requirements

The official institute seal should be printed in a solid color or as reverse type (white reversed out of a background color).

It should always be printed horizontally, never tilted vertically or at an angle.

Official Institute Seal



The contemporary seal is a special treatment of the RIT lettermark and has a wider variety of uses. It is the seal used currently on the RIT flag.

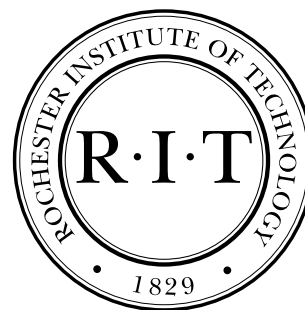
Design requirements

The contemporary seal should always be printed horizontally, never tilted vertically or at an angle.

The seal should be printed in a solid color or as reverse type (white reversed out of a background color).

Since the contemporary seal contains the RIT lettermark, these two symbols should not be placed close together in the design of publications, Web pages, or RIT products (e.g., clothing). For example, it is redundant to print the lettermark immediately above or below the seal.

Contemporary Seal



Supporting Typography and Address Block

The RIT lettermark is set in ITC New Baskerville Bold. This is the recommended typeface for supporting text used in proximity to the RIT lettermark.

The most common example of supporting text is the “address block.” The address block is simply a return address used on envelopes, stationery, memo pads, business cards, and publications.

Required information includes Rochester Institute of Technology (usually in bold type), the college or division name, a Lomb Memorial Drive address, Rochester, NY, and the appropriate ZIP plus 4 code.

Design requirements

The RIT lettermark with solid bar and the RIT lettermark with shaded bar are approved for address block uses.

The address block placement within a publication will align flush left with the last text block and when possible at least 3 picas should separate the two elements.

Supporting typeface

ITC New Baskerville
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Standard address block

R·I·T


Rochester Institute of Technology
College of Science
85 Lomb Memorial Drive
Rochester, NY 14623-5603

Business Cards, Letterhead, and Envelopes

Contact: The Hub, 475-2300, <http://finweb.rit.edu/Hub/>

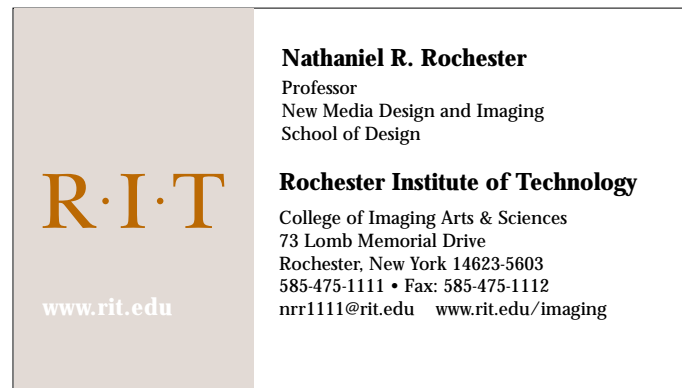
Business cards, letterhead, and envelopes should be ordered from The Hub. There are some limitations on how many lines of type may be included, although there is ample room for two telephone numbers and an e-mail address (see examples below and on the next page). Individuals' home telephone numbers are discouraged, and business phones other than one's number at RIT should not be included.

Design requirements

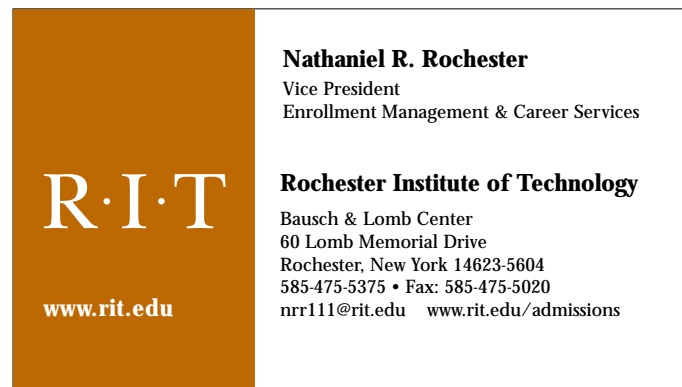
RIT business cards, letterhead, and envelopes can be printed in 3-color with Pantone 1675, Pantone Warm Gray 3, and black or printed in 2-color with Pantone 1675 and black.

RIT stationery, envelopes, and business cards should be printed on white or ivory-colored paper stocks only.

3-color version



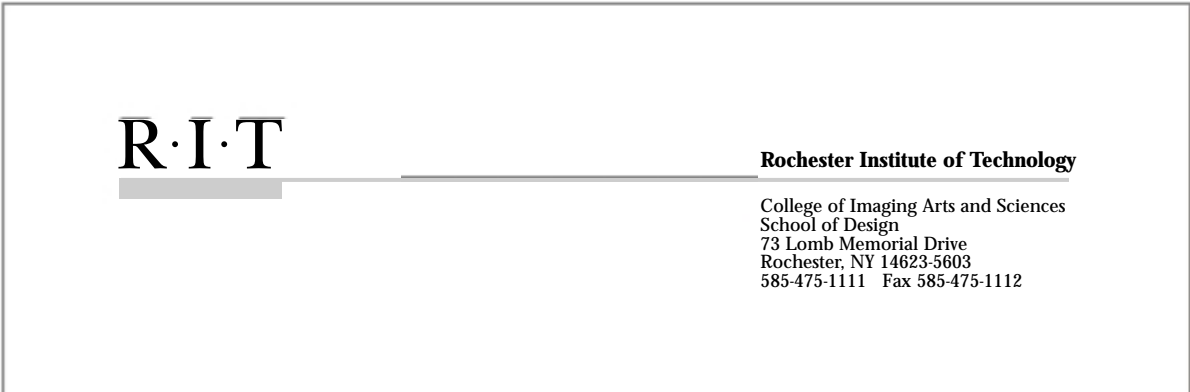
2-color version



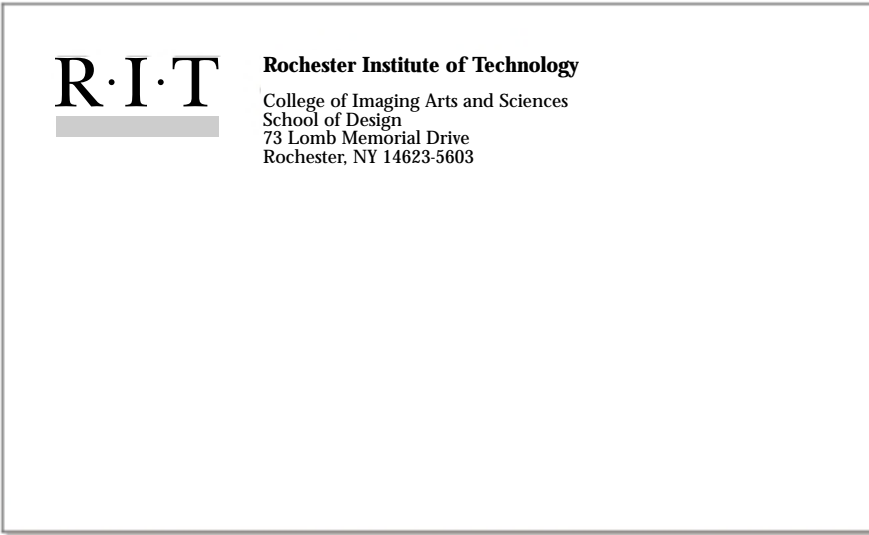
Business Cards, Letterhead, and Envelopes

Contact: The Hub, 475-2300, <http://finweb.rit.edu/Hub/>

Letterhead sample



Envelope sample



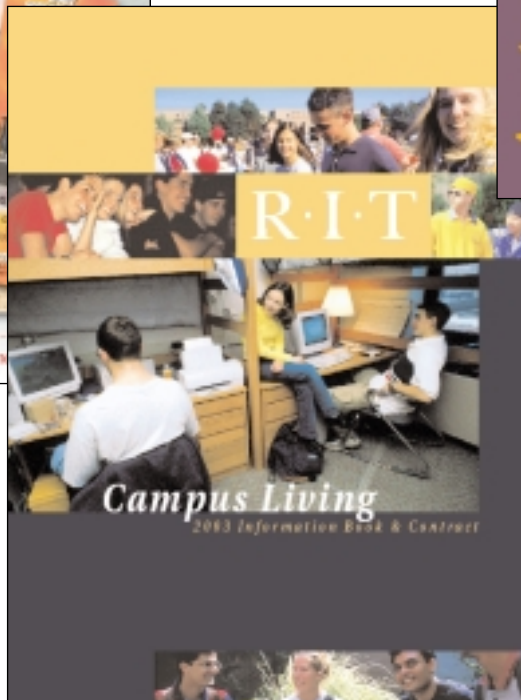
Print Publication Design

Contact: University Publications, 475-5065, www.rit.edu/upub/

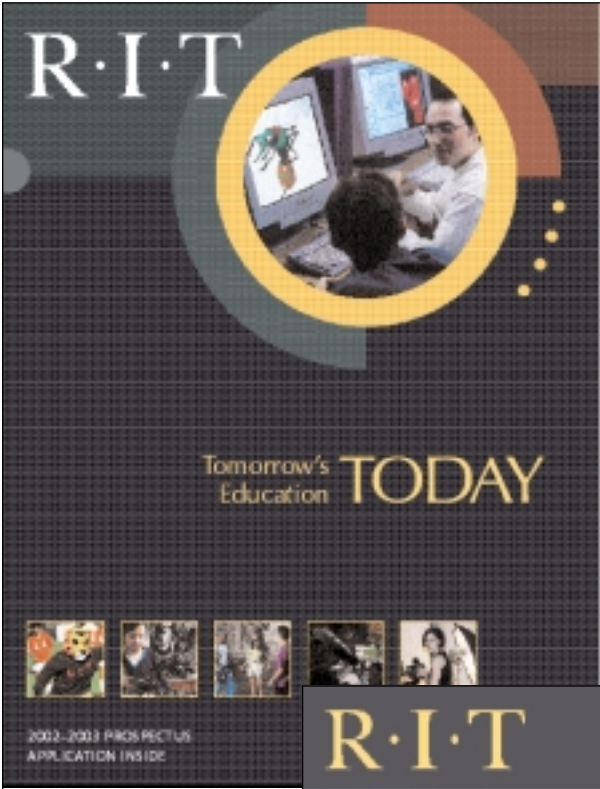
One of the most common applications of the lettermark is on recruitment and alumni publications. The lettermark should always be featured prominently on the front cover. See the following examples for suggested lettermark placement.

Note that when “Rochester Institute of Technology” is used in close juxtaposition to the lettermark—for example, on a book or catalog spine—the typeface for Rochester Institute of Technology should be New Baskerville or Myriad.

Publication samples



Additional publication samples



R·I·T

Graduate Programs

REPUTATION!

With nationally recognized and world-class faculty, state-of-the-art facilities, and a focus on expanding research programs, RIT is consistently ranked in the top 100 of U.S. News & World Report's "Best Graduate Schools" list. RIT's reputation for excellence is reflected in its numerous awards, including being named a "Top 100 Graduate School" by U.S. News & World Report.

VISION!

With a focus on research and innovation, RIT is committed to providing a world-class education for its graduate students. Our faculty and staff are dedicated to providing the highest quality of education and research.

INNOVATION!

RIT's graduate programs are designed to provide students with the skills and knowledge they need to succeed in a rapidly changing world. Our faculty and staff are committed to providing the highest quality of education and research.

OUR STRENGTHS YOUR SUCCESS

www.rit.edu/grad/studies

Page designers are expected to select page colors that complement those used on the RIT home page and other official RIT pages. Pages containing significant amounts of text should use a white or light-colored background and contrasting type. Black or other dark-colored backgrounds with reverse type should not be used.

Typefaces selected must also complement those used on the RIT home page and other official RIT pages. When a page is designed as a graphic, we strongly recommend the use of Optima for headlines. When type is embedded in HTML, Arial, Geneva, Helvetica, or Verdana fonts are acceptable for headlines, subheads, or text.

Important images on a page need to have ALT attributes for readability by text-based browsers (often used by those with visual impairments). Images that are not important should have empty ALT attributes.

The University Publications Office and the RIT webmaster are authorized to monitor and review RIT's official Web pages for accuracy of information and compliance with RIT identity standards. Units or individuals responsible for pages that do not meet RIT standards will be asked to modify their pages. The RIT webmaster is authorized to remove from the RIT network any pages that repeatedly fail to meet RIT standards. Please note that these standards are not meant to govern the design of Web pages aimed exclusively at RIT students, faculty, or staff (e.g., academic course-related pages, internal newsletters, or similar uses).

Additional recommendations

If the RIT lettermark is used in the design of any Web page, it should be a minimum horizontal size (width) of 100 pixels and placed at the top of the page, preferably in the left portion of the page.

It is recommended that all of your Web site's navigation fit within an area of 720x480 pixels.

Web pages should be tested on both Macintosh and PC platforms and in multiple browsers.

Free testing tools can be found at:
<http://www.doctor-html.com/RxHTML/>
<http://www.cast.org/bobby/>

Sample Web page templates

