



RIT

Brand Element Tips

Updated 04/28/2020

Moving block overlay graphic (the prism)

Tip

The prism can be used as a container for headings and content.

Tip

Prisms can direct attention to important content.

Tip

The overlay effect allows prisms to intersect, and images to be visible through them.

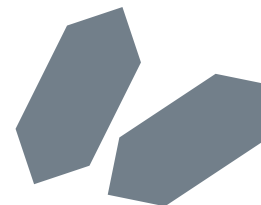
Incorrect usage



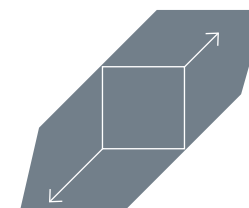
Avoid prisms facing different directions on the same spread.



Do not change the angle of the prisms. They must always be at 45°, or 135° (facing left or right).



Do not alter the tips of the prism. The angles must remain 90°, as if a square is moving within the prism.



Tip

When used with images, space must be between the image and ribbon if the image is not a square, otherwise it will look like an incorrectly shaped prism instead of a ribbon.



Tip

Aligning a ribbon with another ribbon or prism can direct attention.

Moving frame edge (the ribbon)

Tip

Unlike the prism, the ribbon can use a different height and width at the end. It does not have to be a square, although it must still use a 90° angle (a rectangular shape).

Incorrect usage

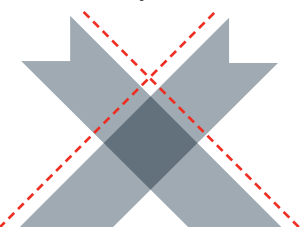


Don't have uneven space between the ribbon and text. Use equal spacing.

NTID is one of the few colleges in the world to offer deaf and hard-of-hearing students a fully accessible performing arts program of theater, dance, and music.

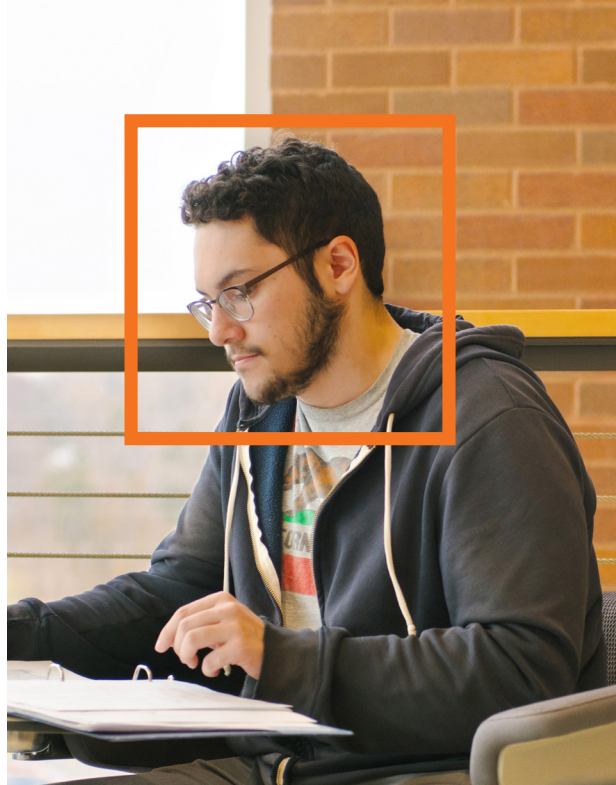


Avoid using ribbons in different directions on the same layout.



Tip

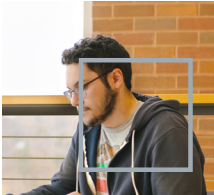
The closed content frame focuses viewer attention to a specific spot within an image. It is always a square.



Incorrect usage



Do not cut off your subject.



Do not crowd the frame with copy. Instead, use space between the text and the frame to give the content some breathing room.

NTID is one of the few colleges in the world to offer deaf and hard-of-hearing students a fully accessible performing arts program of theater, dance, and music.

Tip

The open content frame is a great way to highlight headings or key words.



NTID is one of the few colleges in the world to offer deaf and hard-of-hearing students a fully accessible performing arts program of theater, dance, and music.

Tip

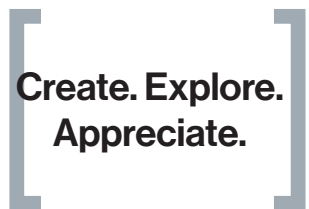
The moving content frame is always a square within a prism.

[Brackets]

Incorrect usage



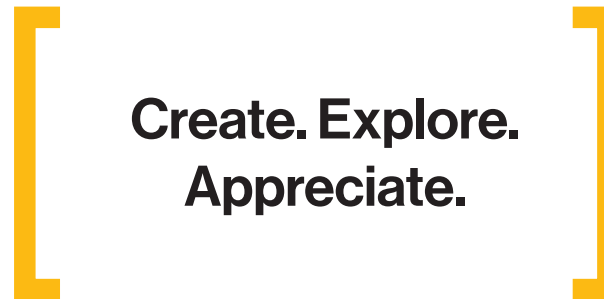
Avoid text overlapping brackets. Leave space between the brackets and the content.



Delescit pelit, ut volorepudam fugit odigend ipsuntu ribusam dolorum non rerchitiunt lia quias voluptaqui dem fugitis et posam sequi

Tip

Brackets can be used to highlight important keywords.



Delescit pelit, ut volorepudam fugit odigend ipsuntu ribusam dolorum non rerchitiunt lia quias voluptaqui dem fugitis et posam sequi

Tip

You can use one bracket. You don't have to use both.



Tip

Brackets can be used horizontally.

Quotes

Tip

If the quotation mark and text is large enough, you might not need an ending quotation mark.

“

The intent of these programs is to give undergraduate students experience with the research process early on in their careers. Curabitur malesda dictum quam nullam vel velit sed.

Jane Doe
Job Title/Department



Tip

You can use quotes as well as other symbols and words as a photo container graphic.

Incorrect usage



When used as an actual quotation mark, place it to clearly indicate the start of the text. Placing it elsewhere can confuse where the quote begins.

The intent of these programs is to give undergraduate students experience with the research process early on in their careers. Curabitur malesda dictum quam nullam vel velit sed.

Miscellaneous

Color block callout

Tip

The color block callout highlights keywords or web addresses. Create a paragraph style to type text with the cut-block style.

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Incorrect usage



Do not cut any corners except the bottom left, change the angle of the cut, move the text around in the block, or use more than one line of text.

Wrong corner.

Wrong angle.

Text wrong spot.

Do not use more than one line of text.

Greater Than

Tip

The Greater Than symbol can be used as a frame, or as bullets to add a little branding to a list.



- > One
- > Two
- > Three
- > Four
- > Five

Incorrect usage



Do not use the less than symbol.



Keep it simple

Tip

It can be tempting to use too many elements in a design. Use them judiciously. Often, a single element is all that is needed. Using too many elements can be busy and difficult to read.

Incorrect usage



Do not use too many elements in your design. Remember that open space is part of the brand.



The intent of these programs is to give undergraduate students experience with the research process early on in their careers. Curabitur malesda dictum quam nullam vel velit se

Create. Explore.

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Use R[↵] instead of R[↶]

When using Neue Haas fonts:

Use the stylistic alternate for the capital R with the straight leg instead of the capital R with the curvy leg.

InDesign:

To individually change characters:

To change a Neue Haas curvy-leg capital R to the straight-leg R, select the capital R with the text tool, leave the mouse over the character, and wait a moment. An opentype box showing the alternate R will appear in the lower right corner of the character. Mouse over the revealed straight-leg R and click. The capital letter will be replaced with the straight-leg R.

To permanently change the default set used in InDesign for all new InDesign documents:

(It is possible to change the default settings in InDesign so that all newly created documents will use the straight-leg R. However,

this will not adjust the Rs in already created documents.) To permanently change the R used in InDesign to the straight-leg R, close all open InDesign documents and have InDesign open. In the menu, select Window—Type and Tables—Character. In the Character dialog box, in the options menu (in the window's upper right corner) select Opentype—Stylistic Sets—Set 1. The straight-leg R will now be used in all newly-created InDesign documents.

In Microsoft Word:

To change a Neue Haas curvy-leg capital R to the straight-leg R, select the R to be changed, and select Format—Font in the menu. Click the Advanced tab. Under Advanced Typography, in the Stylistic sets: option, choose 1. This will change the curvy-leg R to the straight-leg R. If you continue typing, the straight-leg R will continue to be used in this document.