

RIT Croatia: Student Club Branding & Identity Guidelines

As a student leader, you are responsible for how your club represents RIT Croatia. Since the college does not provide design services for clubs, you must use these guidelines to create your own materials while staying "on brand."

1. Creating Your Club Logo

As a student club, you are encouraged to **create your own unique club logo**. To maintain a connection to the university, follow these rules:

- **Official Graphics:** If you use a tiger in your logo, you **must** use the official [University Tiger head](#). For clubs looking to reduce printing costs, logos and marks can be reduced to a single color (such as all black or all white) rather than using the full multi-color versions.
- **Spirit Marks:** You are encouraged to incorporate the official RIT "Paw" or "RIT" text marks into your designs.
- **Restrictions:** Club logos cannot be used to imply university endorsement of outside companies, political views, or religious organizations.

2. Colors and Typography

Consistency in color and font is the easiest way to look professional.

- **The Palette:** All materials (digital and print) should primarily use **RIT Orange, Black, White, and Gray**. Consult the [RIT Brand Portal](#) for additional color highlights
 - **Official RIT Orange:** Hex **#F76902** (Pantone 1505c).
- **Primary Font: Neue Haas Grotesk** suited for headlines, subheads, body copy, and captions. Can be substituted with **Arial**.
- **Secondary Font: Milo Serif** for subheads and body copy. Can be substituted with **Milo Serif**.
- For club sports, use **Freshman Normal** on apparel and jerseys as the primary font.

5. Social Media:

A social media profile for your club on Instagram, TikTok, or LinkedIn can help you build visibility in the college community, recruit members, and engage your membership. Follow official [Social Media Guidelines](#) regarding voice and tone to ensure your club remains inclusive and professional.

Make sure to only publish images that show club members and other community members in professional attire and in the best light.

Tag RIT Croatia and SG Zagreb or SG Dubrovnik so your posts can be shared. Use the hashtags **#rit** and **#ritcroatia** to connect the content with the RIT community. Then, add hashtags specific to the club, such as **#clubname**, along with a few activity-based hashtags.

6. Posters and Flyers on Campus

You can use the [Print Templates](#) provided in the RIT Brand Portal Toolkit to create your own event flyers. You can also use [Canva](#) or [Adobe Express Premium](#) (with your RIT login)

Posters and flyers should be printed in the RIT Croatia library. Ask the librarian for help with color printing or different paper options.

7. Student Government (SG)

The Student Government needs to use the official SG logo provided by RIT in all their communication. Reach out to the SG advisor for the toolkit with various versions of the logo.