



RIT

RIT Club Sports
Style Guide

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Required Elements

The following section outlines the Club Sports brand requirements.
All Club Sports teams must adhere to the following guidelines.



Graphic Elements

If/when using a tiger graphic on uniforms, apparel, graphics, or other visual assets, the official RIT Tiger must be used. Official RIT Tiger graphics can be downloaded from the RIT Brand Portal at rit.edu/brandportal/logos.

Use only the official University Tiger



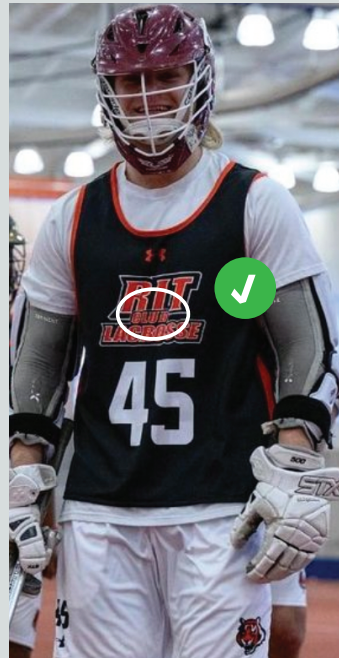
No dots reminiscent of the old brand



Club Sports

Game Day Apparel

On uniforms and game day apparel, Club Sports teams must use the word “club” to differentiate from RIT varsity athletic teams.



Colors

If the Club Sports team chooses to use orange in their club branding, they must use the official RIT orange.

RIT Orange

RIT Orange

Pantone 1505c

CMYK* 0, 68, 100, 0

RGB* 247, 105, 2

HEX* #F76902

* RIT orange is PMS 1505c. The other values for orange shown here, such as RGB and CMYK, have been interpreted for RIT use. Do not use the Pantone-recommended values for 1505c.

Optional Elements

The following section provides optional brand elements that Club Sports teams may choose to use in their branding.

There is no requirement to use these elements; Club Sports teams/admin may apply as little or as much of this section as they see fit for their specific needs.



Primary Mark

The primary Club Sports mark can be applied to apparel, graphics, promotional gear, etc.



The mark can be reduced to one color
Reducing the mark to one color may help to reduce the cost of printing.



Condensed

Primary Mark

The primary Club Sports mark can be condensed to fit in places where the primary mark is not suitable.



The mark can be reduced to one color
Reducing the mark to one color may help to reduce the cost of printing.



RIT Spirit Marks

Club Sports teams are encouraged to use the official RIT Spirit marks. These marks can be downloaded from the RIT Brand Portal at rit.edu/brandportal/logos#spirit-marks.

RIT Paw



RIT Text



Typography

The RIT Club Sports primary font should preferably be used in priority over other typefaces, especially on uniforms.

The Freshman font is available publicly for download by searching for it online.

When working with outside vendors for items, ensure the font name is provided.

RIT Club Sports Primary Font

**FRESHMAN
NORMAL**

Freshman Normal