

Rensselaer Polytechnic Institute  
**Brand Style Guidelines**

Version 2015



**Rensselaer**

**why not change the world?®**

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Express Rensselaer Polytechnic Institute and *The Rensselaer Plan 2024* in ways that are meaningful, compelling, and motivating to all our audiences.

Support the overarching brand and provide flexibility to enable “sub-brands” to smartly complement the Rensselaer brand.

Encourage the dissemination of consistent messaging and consistent visual, digital, and written identity of the Rensselaer brand.

Brand Style Guidelines support the many ways that Rensselaer is The New Polytechnic in advance of the Institute's 200th anniversary in 2024. Rensselaer is transformative through collaborative teaching, learning, and research across disciplines, sectors, and global regions; using advanced technologies to unite these perspectives, in order to take on large, multi-faceted challenges. *The Rensselaer Plan 2024* will enable this vision through pedagogical innovation, globally impactful research, and a transformative student experience.

Brand Style Guidelines provide the framework for the use of consistent messaging to promulgate relevant and meaningful accomplishments, innovations, and expertise as *The Rensselaer Plan 2024* is implemented and The New Polytechnic is realized. These guidelines are intended to support all portfolios and people engaged in all aspects of communication regarding the Institute.

Energize and engage **Rensselaer faculty and staff** at all levels through greater identification of the accomplishments of individuals and interdisciplinary teams in innovative pedagogy, the global impact of research, and transformative student experiences.

Attract and retain high quality **faculty and staff from other universities** and corporations across the United States and beyond with meaningful benefits and compelling testimonies of current faculty and staff.

Enhance the Rensselaer perception among **peer and aspirant institutions and groups** by highlighting the people, programs, platforms, and partnerships that differentiate the Institute.

Enhance the Rensselaer perception among **funding agencies, opinion leaders, state legislators, and influential media** by demonstrating how the Institute has made and continues to make a positive impact on addressing global challenges today and for the future.

Reinforce and reward a sense of community with **alumni/ae** through meaningful relationship-building communications and events both on and off campus. Generate a greater viral effect among alumni/ae and by association, their various audiences, by keeping them informed of the accomplishments of fellow alumni/ae, as well as current students and faculty.

Seed the honor, opportunity and value that comes with being a part of the Rensselaer **undergraduate** community. Continue to foster advocates for the Institute. Highlight the people, programs, platforms, and partnerships that make Rensselaer unique as well as the benefits of **graduate and continuing education**.

Enhance perceptions among high quality **prospective students** across the U.S. and the world with meaningful, authentic, targeted communications and opportunities to “pre-experience” academic and student life at Rensselaer.

### The New Polytechnic...

- Embodies today's technological research university
- Fosters a fresh collaborative endeavor across multiple disciplines, sectors, and global regions
- Capitalizes on new techniques, tools, and technologies applied in new ways, in new platforms
- Amplifies intellectual agility, multicultural sophistication, and global awareness of experts and students
- Harnesses, manages, and preserves data
- Links the capabilities of advanced information technologies, communications, and networking with partners, businesses and governments
- Addresses societal concerns, challenges, opportunities, and ethics
- Drives scientific discovery and strengthens the innovation ecosystem for the cognitive and computational, environmental, health and life, material, physical, and social sciences.

*Innovative Pedagogy* means developing and sustaining an adequate STEM workforce to meet global challenges, and ensuring the next generation are prepared to use new tools and technologies.

*Global Impact of Research* means developing new solutions with the latest tools, technologies and platforms, and partnering with organizations and individuals to strengthen intellectual and physical resources.

*Transformative Student Experience* means providing opportunities for experiential learning, development, and community through CLASS, and fostering collaborations and connections that endure over time.

Words that describe Rensselaer:

Analytical  
 Collaborative  
 Confident  
 Creative  
 Discoverers  
 Diverse (intellectually and culturally)  
 Entrepreneurial  
 Envisioning  
 Idea-minded  
 Impactful  
 Innovative  
 Intellectually agile  
 Respected  
 Risk-takers  
 Strategic  
 Strong  
 Transformative  
 World changers

**Content and Tone**

Differentiate Rensselaer from other universities by citing specific area of excellence and leadership.

Use specific demonstrations of the contributions Rensselaer faculty, staff, students, and alumni/ae are making or made to authenticate the Rensselaer brand.

- Innovative and experiential learning
- Global-class research that is linked to societal needs
- Interdisciplinary programs and platforms
- Local, regional, and global impact
- World-class faculty
- Entrepreneurial leaders who are changing the world

**Creative Goals**

All communications must conform to Rensselaer Brand Style Guidelines

Utilize multiple platforms to deliver a message

Appeal to target audiences

Be real, honest, genuine, and authentic

Ensure that communications are understandable and differentiated from the competition

Engage the audience

Be intellectually and culturally diverse

Be aspirational

The Rensselaer logo is the single most important and most recognizable design element and is an important communication tool for the university.

The logo consists of the wordmark and the seal, and should be treated as one unit. **The proportion and spacing of the logo should not be altered in any way.**

**The logo with tagline is preferred** but not necessary. It should be used on all marketing, advertising and external materials. The logo without the tagline is primarily for internal publications and stationery.

Do NOT use logos imported from Power-Point, Google, or any other unauthorized source. Always download logos from <http://www.rpi.edu/dept/NewsComm/graphics/logos.html>

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**logo with tagline**  
used at sizes larger than 2.25" width



---

**logo without tagline**  
used at sizes larger than 2.375" width





The small logo has been altered to read more cleanly at a smaller size. This logo should be used in any situation where it must be smaller than 2.25" in width. It does not include the tagline. This logo may be used on marketing, advertising, and external materials where a smaller size is necessary.

This version of the logo is also appropriate to be used on websites or video.

Do NOT use logo imported from PowerPoint, Google, or any other unauthorized source. Always download logos from <http://www.rpi.edu/dept/NewsComm/graphics/logos.html>

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**small logo without tagline**  
used at sizes smaller than 2.25" width



maximum width 2.25"



minimum width .75"

This version of the Rensselaer logo and seal was developed for application to promotional and advertising specialty items, and for areas where reproduction requires a simplified version of the logo.

**This logo version should not be used on collateral materials or in advertising.**

Do NOT use logo imported from PowerPoint, Google, or any other unauthorized source. Always download logos from <http://www.rpi.edu/dept/NewsComm/graphics/logos.html>

Specialty and promotional items are used to build the brand. By appearing in everyday uses, these items help create a sense of community with students, faculty, staff, alumni/ae, and external audiences.

In order to promote brand consistency, the use of Rensselaer licensed vendors is recommended.



**2-Color Logos**

The CMYK or RGB full-color logos are preferred. Use CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint projections, digital, or TV use.

**1-Color Logo**

Use the 1-color version for applications that do not support the use of gradients, such as embossing, debossing, or die-cutting. This logo version is also useful when cost is a consideration.

**Reverse Logo**

Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient clear space and contrast for the logo.



The Rensselaer logo should be reproduced exactly as it appears in supplied digital files. Consistent use of the logo is key to maintaining a cohesive and effective graphic identity for the Institute. If the logo appears in a variety of altered or modified forms, it becomes less reliable as a symbol of the Institute. These guidelines apply to all versions of the logo.

---

do not resize the elements independently



---

do not rearrange the elements



---

do not distort the logo to fit space



---

do not tilt the logo



---

do not crop the logo



---

do not add an outline to the logo



---

never use wordmark without seal



---

never tint red in logo

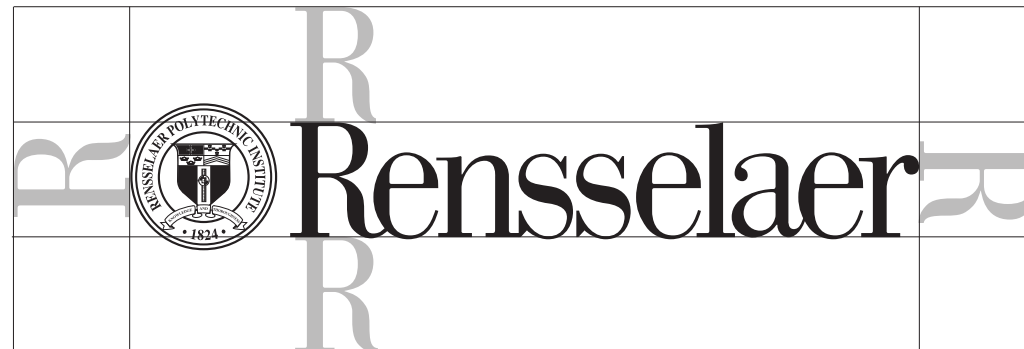


The Rensselaer logos are most effective when surrounded by as much open space as possible. A minimum amount of clear space must surround the logo at all times. The diagram at right shows the appropriate clear space between the logo and other text or creative elements.

Always use approved and provided electronic artwork.

---

spacing around the logo



PRINT

**Vector EPS format** logos are used for any professionally printed piece (digital or offset press applications). The vector EPS files can be scaled larger and smaller without losing quality. This is the preferred format for use in **print, banners, and merchandise.**

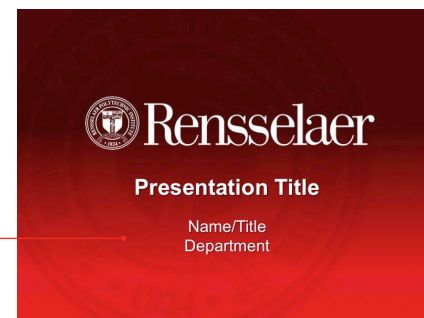
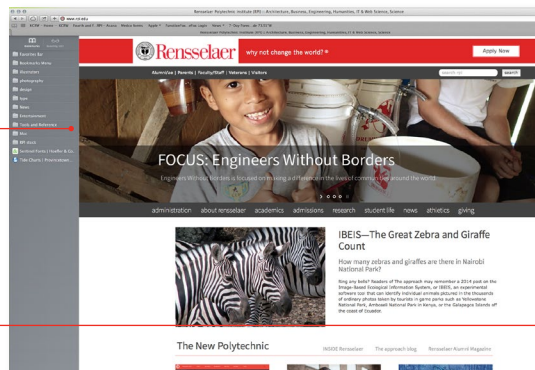
**TIFF format** logos are high-resolution and may be used for **print** purposes. They may be scaled smaller, but **never scaled to larger sizes.**



WEB

**JPG (RGB) format** logo files are provided for all **web and on-screen applications.** These logos are in JPG format and are never to be used for printing or scaled to larger sizes.

**PNG format** logos are used when transparent backgrounds are required for digital uses such as **websites, PowerPoint presentations and KeyNote,** where the background is not white. These logos should not be scaled to larger sizes.

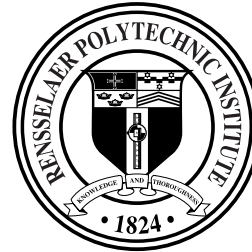


The Rensselaer Seal has very special use, primarily on official university documents, such as contracts, deeds, and academic diplomas. It also may be used for signage.

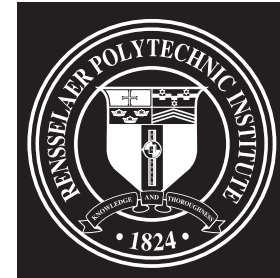
All such uses require the prior approval of the Division of Strategic Communicaitons and External Relations.

---

**large seal**  
used at sizes larger than 1/2"



[ lgpsealm ]



[ lgnsealm ]

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**small seal**  
used at sizes smaller than 1/2"



[ blksealm ]



[ whtsealm ]

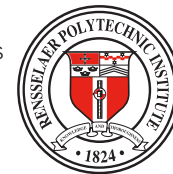
---

**merchandising seal**  
promotional and advertising  
specialty items only



[ seal\_webm ]

**2-color seal**  
The seal can  
appear in two colors  
(Pantone 485 and  
black)



[ lgpsealcolor ]

For brochures approximately 8.5" x 11" or larger, the logo must always be placed in one of these two lower corners with spacing as shown here.

Logo with signature line is preferred in this application.

not shown at actual size



NOTE FOR LOWER LEFT CORNER POSITIONING:

In the case of perfect-bound brochures, the measurement should be applied between hinge score and logo. For all other binding, measurement should be from outer edge to logo.



For smaller brochures, the logo must always be placed in one of these two lower corners with spacing as shown here.

Logo without signature line should be used in this application.

not shown at actual size



1/4"

3/16"



1/4"

1/4"

**Trade Gothic**

Consistent use of typography, as with other graphic elements, helps to maintain a strong brand identity.

Trade Gothic is the selected sans serif typeface. It is recommended that the regular weight be used for body text and the body text remain unkerne'd (no extra character space).

**Weights**

- Light
- Light Oblique
- Medium
- Oblique
- Bold
- Bold Oblique
- Bold No. 2
- Bold No. 2 Oblique
- Condensed No. 18
- Condensed No. 18 Oblique
- Bold Condensed No. 20
- Bold Condensed No. 20 Oblique

Trade Gothic Light

---

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890

Trade Gothic Medium

---

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890

Trade Gothic Bold

---

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890**

*Trade Gothic Light Oblique*

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*ABCDEFGHIJKLMNopQRSTUVWXYZ*  
*ABCDEFGHIJKLMNopQRSTUVWXYZ*  
*1234567890*

*Trade Gothic Oblique*

---

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNopQRSTUVWXYZ*  
*1234567890*

*Trade Gothic Bold Oblique*

---

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNopQRSTUVWXYZ***  
***1234567890***

**Trade Gothic**

Although the use of Trade Gothic is strongly recommended, exceptions may be made where availability is limited or where technical concerns make its use less efficient. In these cases, Helvetica or Arial may be used.

Please contact Strategic Communications and External Relations for assistance with access to the official fonts.

**Weights**

- Light
- Light Oblique
- Roman
- Roman Oblique
- Bold
- Bold Oblique
- Bold No. 2
- Bold No. 2 Oblique
- Condensed No. 18
- Condensed No. 18 Oblique
- Bold Condensed No. 20
- Bold Condensed No. 20 Oblique

**Trade Gothic Bold No. 2**

---

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNopqrstuvwxyz**  
**1234567890**

Trade Gothic Condensed No. 18

---

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz  
1234567890

**Trade Gothic Bold Condensed No. 20**

---

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNopqrstuvwxyz**  
**1234567890**

*Trade Gothic Bold No. 2 Oblique*

---

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNopqrstuvwxyz*  
*1234567890*

*Trade Gothic Condensed No. 18 Oblique*

---

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNopqrstuvwxyz*  
*1234567890*

*Trade Gothic Bold Condensed No. 20 Oblique*

---

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNopqrstuvwxyz*  
*1234567890*

**FF Scala**

FF Scala is the selected serif typeface. It is recommended that only regular weight be used for body text and that the body text remain unkered (no extra character space).

**Weights**

- Regular
- Regular Italic
- Bold
- Bold Italic

FF Scala Regular

---

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890

FF Scala Bold

---

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890

*FF Scala Regular Italic*

---

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNPOQRSTUVWXYZ*  
*1234567890*

*FF Scala Bold Italic*

---

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNPOQRSTUVWXYZ*  
*1234567890*

**Janson Text**

Janson Text is another choice for a serif typeface.

Although the use of FF Scala or Janson Text is strongly recommended, exceptions may be made where availability is limited or where technical concerns make its use less efficient.

Garamond in any form is an acceptable alternative. If the Garamond typeface is unavailable, Times New Roman is an acceptable alternative.

Please contact Strategic Communications and External Relations for assistance with access to the official fonts.

**Weights**

- 55 Roman
- 56 Italic
- 75 Bold
- 76 Bold Italic

Janson Text 55 Roman

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abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXY  
1234567890 1234567890

Janson Text 75 Bold

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**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXY**  
**1234567890 1234567890**

*Janson Text 56 Italic*

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*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXY*  
*1234567890 1234567890*

*Janson Text 76 Bold Italic*

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***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMN**OP**QRSTUVWXY***  
***1234567890 1234567890***

**Swiss 721**

Swiss 721 is the preferred font for headlines for printed material.

**Weights**

Bold

Bold Italic

Swiss 721 Bold

---

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNPOQRSTUVWXYZ**

**1234567890**

Swiss 721 Bold Italic

---

***ABCDEFGHIJKLMNPOQRSTUVWXYZ***

***ABCDEFGHIJKLMNPOQRSTUVWXYZ***

***1234567890***

## Source Sans Pro

The Source Sans Pro family of fonts is used for all headings and menu items on any Rensselaer branded websites. It can also be used in graphic highlight elements or infographics, but should never be used for the main body copy. The Normal 400 weight should be used for all large headings and subheads. The Semi-Bold 600 and Bold 700 weights should only be used at smaller sizes.

Source Sans Pro is an open source Google Font and can be freely used on any website. Their API service makes it easy to add the fonts to any website. All fonts are hosted on Google's servers.

## Weights

- Normal 400
- Normal 400 Italic
- Semi-Bold 600
- Semi-Bold 600 Italic
- Bold 700
- Bold 700 Italic

### Source Sans Pro Normal 400

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abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Source Sans Pro Semi-Bold 600

---

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

### Source Sans Pro Bold 700

---

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

### Source Sans Pro Normal 400 Italic

---

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

### Source Sans Pro Semi-Bold 600 Italic

---

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890***

### Source Sans Pro Bold 700 Italic

---

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890***

## Open Sans

The Open Sans family of fonts is used for all body copy on any Rensselaer branded websites. It should never be used for headings or subheads. The Normal 400 weight should be used for the majority of all body copy. The Bold 700 weight should be used as a highlight where appropriate.

Their API service makes it easy to add the fonts to any website. All fonts are hosted on Google's servers.

## Weights

Normal 400

Normal 400 Italic

Bold 700

Bold 700 Italic

### Open Sans Normal 400

---

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

### Open Sans Bold 700

---

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890**

### Open Sans Normal 400 Italic

---

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*1234567890*

### Open Sans Bold 700 Italic

---




***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMN**OP**QRSTUVWXYZ***  
***1234567890***



The primary colors for the Rensselaer identity system are Pantone 485, Pantone 424, and Black. Equivalent formulas for four-color printing are provided to the right.

These colors represent the core colors and should provide the foundation for the palette used. Their usage should be dominant to accent colors. Pantone 485 and its process equivalent should NEVER be tinted.

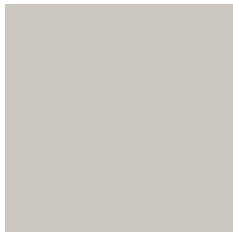
---

	<b>Print</b> Pantone® Matching System	<b>Print</b> Four-Color Process
	Pantone 485	c0 m100 y100 k0
	Pantone 424	c0 m0 y0 k61
	Black	c0 m0 y0 k100

Neutral colors for the Rensselaer identity system are as shown. Some have two options, depending if printing on coated (c) or uncoated (u) paper. Equivalent formulas for four-color printing are provided to the right.

They can be used with the primary colors and tinted back if needed

---

	<b>Print</b> Pantone® Matching System	<b>Print</b> Four-Color Process
	Pantone 5425c; Pantone 5425u	c45 m16 y9 k24 (c) (u)
	Pantone 7502c; Pantone 7501u	c6 m14 y39 k8 (c) c5 m9 y26 k2 (u)
	Pantone 406c; Pantone 406u	c5 m8 y10 k16 (c) (u)

Accent colors for the Rensselaer identity system are as shown. Some have two options, depending if printing on coated (c) or uncoated (u) paper. Equivalent formulas for four-color printing are provided to the right.

Equivalent formulas for four-color printing are provided to the right.

One color should be selected and used SPARINGLY to compliment the more dominant primary and neutral colors.



**Print**  
Pantone® Matching System

**Print**  
Four-Color Process

Pantone 7711c; Pantone 320u

c98 m0 y28 k4 (c); c93 m0 y36 k0 (u)



Pantone 390c; Pantone 390u

c27 m0 y100 k3 (c); c28 m0 y99 k13 (u)







Pantone 158c; Pantone 158u

c0 m62 y95 k0 (c); c0 m50 y84 k0 (u)

These colors represent the core colors used for text on any Rensselaer branded website. They should NEVER be tinted.

**Additional colors** may be used under certain circumstances. Any other colors **must be approved** by the Division of Strategic Communications and External Relations.



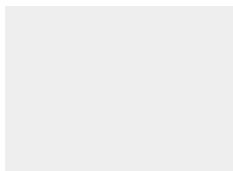

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	Color	Uses
	HEX: #222222 R 34 G 34 B 34	All heading elements Large headings that are links ( <i>should be used with an additional link following copy (e.g., more, read more, », etc.)</i> ) All body copy
	HEX: #7c7c7c R 124 G 124 B 124	Article subheads
	HEX: #406fac R 64 G 111 B 172	Links ( <i>except within menus</i> )
	HEX: #e2231b R 226 G 35 B 27	Links - hover state Graphic highlight/Infographics copy ( <i>use sparingly</i> )

These colors represent the core colors used for page elements on any Rensselaer branded website. Unless specified, they should NEVER be tinted.

**Additional colors** may be used under certain circumstances. Any other colors **must be approved** by the Division of Strategic Communications and External Relations.

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	Color	Uses
	HEX: #424242 R 66 G 66 B 66	Navigation bar background
	HEX: #767676 R 118 G 118 B 118	Mega menu bar background
	HEX: #e0e0e0 R 238 G 238 B 238	Mega menu expanded background
	HEX: #948984 R 148 G 137 B 132	Module/Section header background ( <i>use sparingly</i> ) Can be tinted ( <i>85%-100% only</i> )

BRAND BAR

Logo: White, flush left with page content

Tagline: White, right of logo, Source Sans Pro Bold 700

Background Color: HEX: #e2231b

NAVIGATION BARS

Links: White, Source Sans Pro

Background Color: HEX: #424242

FOOTER

Text/Links: White, Source Sans Pro

Background Color: HEX: #424242

FOOTER BRAND BAR

Logo: White, centered

Background Color: HEX: #e2231b



**MEGA MENU BAR**

**Links:** White, Source Sans Pro  
**Background Color:** HEX: #767676

**LOGO**

**Logo:** White, flush right with page  
**Background Color:** HEX: #e2231b

**FOOTER BRAND BAR**

**Logo:** White, centered  
**Background Color:** HEX: #e2231b

**SUB-BRAND TITLE**

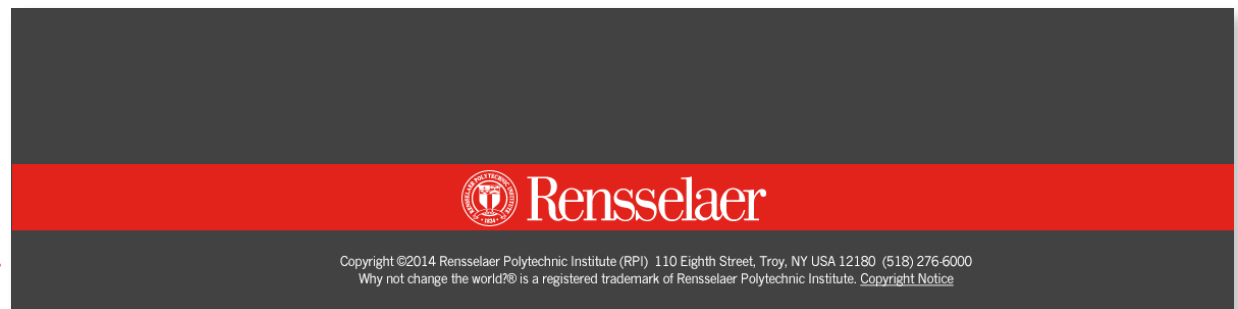
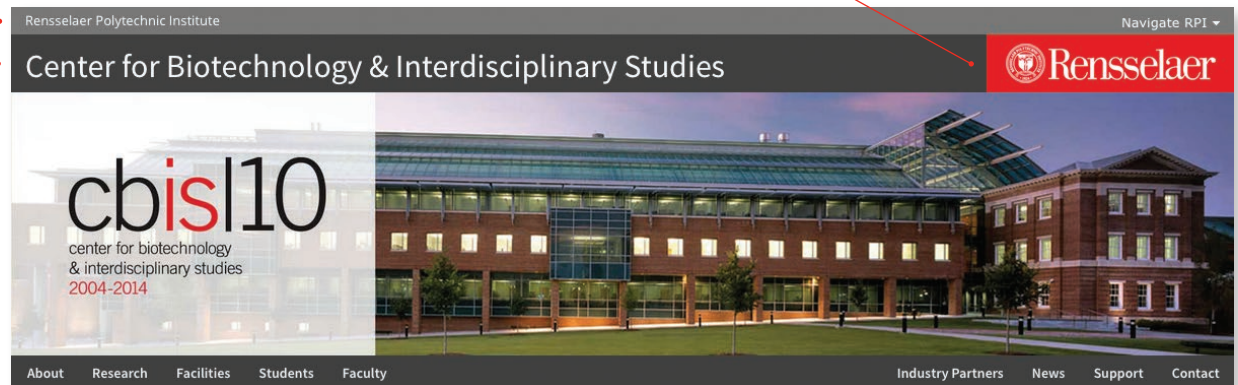
**Title:** White, flush left with page,  
Source Sans Pro Normal 400  
**Background Color:** HEX: #424242

**NAVIGATION BAR**

**Links:** White, Source Sans Pro  
**Background Color:** HEX: #424242

**FOOTER**

**Text/Links:** White, Source Sans Pro  
**Background Color:** HEX: #424242



SIDEBAR ELEMENT

Header Background Color:  
HEX: #948984

Our Center

- ✓ 218,000 sq ft modern facility
- ✓ 31,240 sq ft of open research labs
- ✓ 13,009 sq ft of support labs
- ✓ 27,350 sq ft of core facilities
- ✓ 5,830 sq ft conference and seminar space

GRAPHIC HIGHLIGHT

Header Background Color:  
HEX: #baafaa (85% of #948984)

Type: HEX: #222222 & #e2231b,  
Source Sans Pro

Over Ten Years

<b>40</b> Faculty	<b>200</b> Ph.D.s Granted	<b>1,000</b> Undergrads Trained	<b>2,000</b> Peer-Reviewed Publications	<b>30,000</b> Citations (ISI)	<b>\$130M</b> External Grant Funding
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Business cards are available through the Rensselaer Marketplace (OSCAR).

1 Title, Signature



**Rensselaer** OFFICE OF PROCUREMENT SERVICES

**Jane Henry**  
Strategic Sourcing Manager

Rice Building, 4th Floor  
Rensselaer Polytechnic Institute  
110 8th Street  
Troy, NY 12180-3590

p: (518) 276-6000  
c: (518) 276-6000  
e: henryj@rpi.edu  
[www.rpi.edu/dept/procurement](http://www.rpi.edu/dept/procurement)

2 Titles, No Signature



**Rensselaer**

**Mary Knox, Ph.D, P.E**  
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1 Title, Signature, Department



**Rensselaer** SCHOOL OF ENGINEERING


**Michael Jones, Ph.D.**  
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2 Titles, Signature

Department names have to go with title



**Rensselaer** RENSSELAER INSTITUTE FOR DATA EXPLORATION AND APPLICATIONS

**John Smith, Ph.D**  
Tetherless World Professor of Computer, Web and Cognitive Sciences  
Director, Rensselaer Institute for Data Exploration and Applications

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Letterhead and envelopes are available through the Rensselaer Marketplace (OSCAR).



These are recommended treatments for email signatures. Text-only email signatures should use Arial font. Do not add colored or patterned backgrounds. Please do not insert quotes or other artwork in an official email signature.

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The use of the Rensselaer PowerPoint template is an opportunity to extend the reach of the Rensselaer brand during a verbal lecture or talk. The Rensselaer PowerPoint template should be used by faculty, staff, and students for both internal and external presentations.

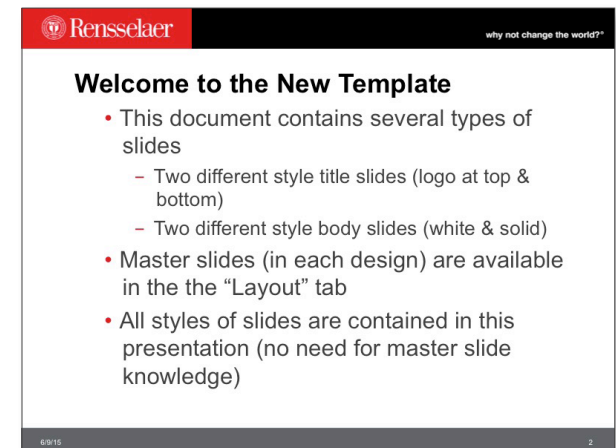
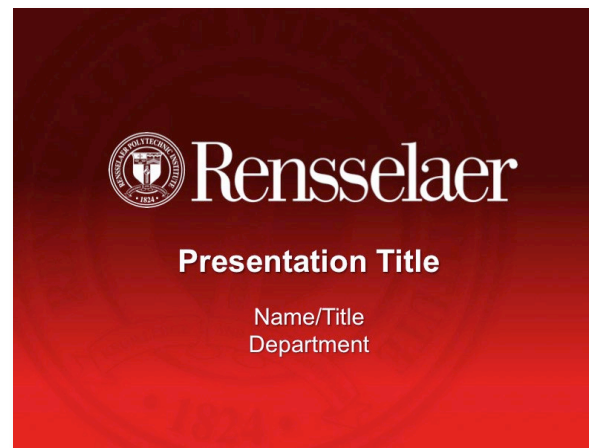
PowerPoint's main objective is to augment and illustrate a verbal lecture or talk. It is presentation tool used to enhance and illustrate your message.

## You should

- Use the template
- Use font "Arial"
- Use good-quality images (web-napping images is not recommended); large photos are preferred (do not cover header or footer of presentation)
- Make punctuation and capitalization consistent
- Make only one point per slide
- Use bullets
- Include key points and concepts
- Use diagrams to illustrate complex concepts

## You should not

- Use PowerPoint as a handout, putting all of your spoken words on slides
- Read your slides or speak to them
- Use whole sentences or paragraphs on your slides (except for quotes)
- Use complicated graphics or charts that might distract the audience
- Use flashy transitions and animations; they distract the audience
- Use poor quality or web-napped images



## Secondary Mark Usage

Some Institute centers or programs have a mission or purpose that necessitates communicating their identity and function distinctly. These centers and programs may be authorized to establish their own graphic mark. These marks must be secondary to the Institute's primary logo and must not violate the graphic identity standards described in these guidelines.

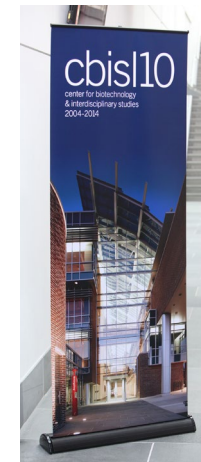
Permission to create and use a secondary mark must be approved by the requesting portfolio Vice President or School Dean and the Vice President of Strategic Communications and External Relations. If the mark is being designed by an outside agency, approval from Strategic Communications and External Relations must be obtained prior to design. Marks created prior to the development of these guidelines will be evaluated on a case-by-case basis.

When using a secondary mark in print or electronically, the Rensselaer logo should also be clearly displayed on all visual communications, and not be combined with any other mark, symbol or graphic to create a new mark.

Secondary marks should be used only for approved purposes and cannot be altered in any way, with the exception of adjusting their size (while maintaining proportions).



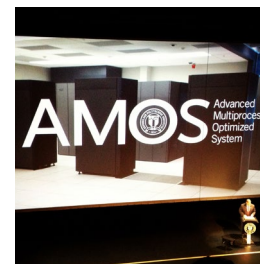
Branded T-shirts



Display Materials



Building Banners



Event Launch



Coverage in *Rensselaer Magazine*

## Partnership and Affiliation Logo Usage

For opportunities of sponsorship, partnerships, affiliations, or other recognition when the Rensselaer primary logo or primary logo lockup is requested to be used in proximity to one or more external organizations' identifiers, the Rensselaer logo should be placed and sized to match the visual weight and emphasis of all the other entities' logos.

The Rensselaer primary logo should not be subordinate to, or dominant over, those of other equivalent logos. Consideration should be given to color, size, and shape in order to determine prominence. The Rensselaer logo may not be combined with any graphics or imagery or product identifiers.

Use of the Rensselaer primary logo or primary logo lockup in these instances may be authorized for use on marketing materials and websites with approval by the requesting portfolio Vice President or School Dean and the Vice President of Strategic Communications and External Relations. Authorization is contingent on an approved agreement that explicitly communicates the scope and nature of the relationship between the parties and the authorized use of the Rensselaer logo by all parties to the partnership, affiliation, or sponsorship.



The Rensselaer name and its associated seals, marks, and symbols symbolize the high caliber of the Institute's faculty, staff, and students and convey the quality and breadth of the Institute's accomplishments. Rensselaer's name and marks are valuable assets of the Institute. Faculty, students, and staff share in the benefits associated with the Institute's name and marks, and therefore also share responsibilities concerning their use. The Institute is required by law to itself protect its name and marks actively from improper or misleading use by individuals or organizations not associated with the Institute.

A consistent, coordinated presentation of the Institute's identity enhances the reputation of Rensselaer and helps identify the many benefits the Institute provides. The more consistently graphic elements are used, the stronger the visual identity, and the stronger the visual identity and use of consistent wording, the greater the awareness and recognition of Rensselaer.

The Rensselaer Polytechnic Institute Licensing and Trademark Program is designed to promote, enhance, elevate, and protect the Institute's identity and brand and ensure the proper and appropriate use of its name, logos, and trademarks. Rensselaer has registered many of the Institute's names, logos, and trademarks with the United States Patent and Trademark Office and the state of New York.

The primary goals of the Rensselaer Licensing and Trademark Program are to:

- Ensure the proper use of trademarks, service marks, logos, and insignias on products associated with Rensselaer and RPI Athletics to maintain standards in keeping with the quality of the Institute.
- Protect the Institute's reputation, good name, and image by permitting only appropriate uses and assuring that only quality products bear the Institute's marks, including its name, initials, or logos through requiring that official licensees be used to imprint or produce any products bearing Rensselaer or RPI Athletics marks unless they are produced on campus by authorized departments.

The Licensing and Trademark Program is administered by the Office of the General Counsel, Division of Strategic Communications and External Relations, and RPI Athletics, in consultation with other Institute offices and the Rensselaer Licensing Advisory Committee. Any items offered for sale to the public bearing the Rensselaer name or marks must be licensed by the Institute or its authorized agent. There are no exceptions. The licensing trademark program works closely with the Rensselaer community and others to identify unauthorized uses of the Institute's trademarks and carefully examines all reports it receives of possible infringement of the Rensselaer name and marks. For information on the licensing trademark program, or to report possible unauthorized use of the Rensselaer name or trademarks, contact the Office of the General Counsel at (518) 276-6211. Registered Marks are available at [www.rpi.edu/scer/licensing-and-trademarks](http://www.rpi.edu/scer/licensing-and-trademarks).

Rensselaer Polytechnic Institute uses the Associated Press stylebook with select exceptions. Those exceptions, along with other commonly asked questions regarding editorial style, are noted below. For more information, contact the Division of Strategic Communications and External Relations.

## **academic degrees**

The preferred form is to avoid an abbreviation and use a phrase instead. (Jane Jones has a bachelor's degree in electrical engineering.)

When spelling out specific degrees such as Bachelor of Arts, Bachelor of Science, Master of Arts, Master of Science, Doctor of Philosophy, or Doctor of Engineering, capitalize as shown in this sentence.

Use periods in abbreviations, except when abbreviating the master's of business administration, which is commonly known as the MBA. Note that there is no space after a period within an abbreviated degree: Ph.D. not Ph. D.

For a complete list of degrees offered at Rensselaer, see the list, "Degrees Offered," in the Rensselaer Catalog ([catalog.rpi.edu](http://catalog.rpi.edu)).

## **academic titles**

Capitalize professor, dean, chairman, president, etc. when they precede a person's name. Otherwise, lowercase.

When a person holds an endowed chair, give the full name of the professorship, capitalizing the whole name, whether or not it precedes the individual professor's name: Amos Eaton Professor of Computer Science. For a complete list of named professorships, see the current Rensselaer Catalog ([catalog.rpi.edu](http://catalog.rpi.edu)).

For individual professors' official titles, see the list, "The Faculty," in the Rensselaer Catalog ([catalog.rpi.edu](http://catalog.rpi.edu)). This list is updated annually.

## **alumnus, alumni, alumna, alumnae**

An alumnus is a male graduate, several are alumni. An alumna is a female graduate, several are alumnae. A mixed group is referred to correctly as alumni; at Rensselaer, to be inclusive we refer to a mixed group as "alumni and alumnae."

## **a.m., p.m.**

Lowercase, with periods.

## **capitalization**

Capitalize "Institute" when it refers to Rensselaer, but lowercase "the university."

Capitalize the full names of the schools within the Institute: School of Architecture; School of Engineering; School of Humanities, Arts, and Social Sciences; Lally School of Management; School of Science.

Capitalize the full names of departments and centers: the Department of Materials Science, the Center for Computational Innovations, etc.

Lowercase informal references: the school, the center, the department, etc.

Capitalize formal titles when used immediately before a name. (Rensselaer President Shirley Ann Jackson spoke at the ceremony.) Lowercase formal titles when used alone or in constructions that set them off from a name by commas. (Shirley Ann Jackson, president of Rensselaer, spoke at the ceremony.) Lowercase and spell out titles when they are not used with a person's name. (The president will speak at the ceremony.)

*continued on p.40*



*continued from p.39*

Remember that some formal titles at Rensselaer must be capitalized whether or not they precede the name. These include chaired professorships and the title of Institute Professor. (Joseph Smith, Amos Eaton Professor of Computer Science, and Jane Jones, Institute Professor of Science, spoke at the ceremony.)

Do not capitalize occupation titles. (He is editor of the newspaper.)

### **commas**

Use serial commas, an exception to Associated Press style. (The flag is red, white, and blue.)

### **composition titles**

Set the names of publications, movies, television shows, and plays in italics. An article or chapter within a book or magazine should be enclosed in quotation marks. (“For the Love of Physics,” an article about Robert Resnick, appeared in *Rensselaer* magazine.)

### **dates**

Use Arabic figures, without st, nth, rd, or th: March 4, not March 4<sup>th</sup>.

### **Grand Marshal, Grand Marshal Week**

The Grand Marshal is the highest elected student officer, the equivalent of a student body president, and presides over the Student Senate. GM Week, held in the spring, is the week of student elections and occasion for many events.

### **junior, senior**

Abbreviate as Jr. and Sr. only with full names of people. Do not precede by a comma: Martin Luther King Jr.

### **New York**

Use New York state when you need to distinguish between the city and the state. Note that “state” is not capitalized unless it is part of the name of an organization. (The New York State Department of Transportation oversees New York state highways.)

### **numerals**

Spell out numbers smaller than 10. Use figures for 10 and above. Exceptions: Always use figures for ages (She is 2 years old.) and percentages (5 percent) and spell out a number, other than a year, that begins a sentence. (Twelve students earned awards.)

### **President of the Union**

The President of the Union is the highest student representative in the budgetary branch of student government. He or she is also chair of the Rensselaer Union’s executive board. The PU is elected each year during GM Week.

### **ROTC**

Reserve Officers’ Training Corps.

### **spelling conventions**

adviser, not advisor  
campuswide, universitywide  
fundraising, fundraiser  
health care  
startup  
underway is now one word in all uses  
website, webcast, and webmaster, but the Web, Web page, and Web feed

### **state names**

In a recent change to the AP stylebook, states are spelled out. (Rensselaer Polytechnic Institute is located in Troy, New York.)