NJIT
New Jersey Institute of Technology

Branding Guidelines

Table of Contents

About these guidelines

NJIT
New Jersey Institute
of Technology

These branding guidelines are an expression of New Jersey Institute of Technology's (NJIT's) identity. They contain a variety of examples to assist you in developing printed and electronic materials that contribute to a unified, coherent public image.

Consistency is the key to effective presentation of NJIT's presence — in signature usage, colors, typography and editorial voice. A well-managed identity ensures that the university invests its resources in communications that work toward strategic goals and help build our reputation to national prominence. NJIT's identity program provides a foundation for communicating and presenting the university's identity clearly, consistently and with distinction.

These guidelines are meant to promote a consistent application of the NJIT brand elements across all media — a look and feel that supports the vision of NJIT as one of the nation's top polytechnic universities.

The NJIT Signature (logo and formal name)

Primary signature elements

The NJIT signature is composed of the NJIT logo and the formal name. In all color versions of the signature, the logo and formal name appear in NJIT Red.

These elements appear in a fixed relationship to one another and must never be altered, modified or repositioned in any way. For reproduction purposes, always use the digital artwork supplied.

The NJIT signature may appear as the NJIT logo only, or it may be accompanied by the formal name.

The NJIT primary signature (logo and formal name)

NJIT Logo

New Jersey Institute of Technology

Formal Name

NJIT logo only

Signature clear space and minimum size

A clear space is defined to insure the NJIT signature will have maximum visibility and impact on every communication. Without the minimum clear space, the signature's impact will be compromised.

Do not allow any distracting graphic elements, such as copy, photography or background patterns to clutter the clear space.

As shown here, the height of the "N" letterform has been chosen as the standard unit of measurement for calculating the signature clear space.

Clear space as defined by "N"

Minimum reproduction size
The NJIT signature has been designed in such a way as to retain its visual impact in a wide range of sizes. However, there are sizes below which the signature ceases to be clearly legible and is thus diminished in impact. The minimum acceptable sizes are illustrated here.

The NJIT logo accompanied by the formal name, "New Jersey Institute of Technology," may be reproduced no smaller than 1.25" in width.

The NJIT logo only may be reproduced no smaller than .5" in width.

Minimum size of logo with formal name

1.25"

Minimum size of logo only

.5"
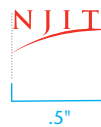
Alternate signature

The "alternate signature" treats the formal name on one line instead of stacked on two lines as shown in the "primary signature." This alternate signature is used most frequently in advertising applications, particularly in the templates shown in the *Print Advertising* section of these guidelines. The primary version of the signature is preferred whenever possible, but the alternate version is perfectly appropriate and suited for select applications.

Alternate signature

Clear space
A clear space is defined to insure the NJIT signature will have maximum visibility and impact on every communication. Without the minimum clear space, the signature's impact will be compromised.

Do not allow any distracting graphic elements, such as copy, photography or background patterns to clutter the clear space.

As shown here, the height of the "N" letterform has been chosen as the standard unit of measurement for calculating the signature clear space.

Clear space as defined by "N"

Minimum reproduction size
The NJIT signature has been designed in such a way as to retain its visual impact in a wide range of sizes. However, there are sizes below which the signature ceases to be clearly legible and is thus diminished in impact. The minimum acceptable size is illustrated here.

The alternate signature (the NJIT logo accompanied by the one-line formal name) may be reproduced no smaller than 1.875" in width.

Minimum size of alternate signature

Wordmark

The words "New Jersey Institute of Technology" can be used when institutional identity is needed and the logo is being used elsewhere. When that occurs, the font is Trajan Pro Bold, all caps, letterspacing set at 7 in QuarkXpress, 42 in Adobe Illustrator and InDesign, or ITC Stone Sans Std semibold or medium in all caps, or in initial caps and lowercase.

(Please note that the wordmark should not be used regularly in place of the NJIT signature, since the university's primary objective is to build recognition of the NJIT brand identity. NJIT must come to be recognized and understood immediately across the region and nation in the same way that MIT, UCLA, ESPN, NAACP and many other institutions are recognized immediately through their letter-mark identities.)

Trajan Pro Bold, all caps, letterspacing set at 7 in Quark (42 in InDesign)

NEW JERSEY INSTITUTE OF TECHNOLOGY

ITC Stone Sans Std semibold or medium, all caps

NEW JERSEY INSTITUTE OF TECHNOLOGY

NEW JERSEY INSTITUTE OF TECHNOLOGY

ITC Stone Sans Std semibold or medium, initial caps and lowercase

New Jersey Institute of Technology

New Jersey Institute of Technology

Signature color variations

The preferred versions of the NJIT signature are shown here. The positive spot-color signature should be used for all stationery systems and other printed communications materials whenever possible.

The NJIT signature may be reproduced in 4-color process when spot color is not available, such as advertising in newspapers or magazines.

When the signature is placed against a black or dark color background, a solid white reverse version should be used. Please choose the correct reverse signature file from the artwork provided.

The electronic file names of these approved color variations are referenced beside the illustrations. Please note that there are different electronic files for the spot-color and process-color versions to be printed on coated vs. uncoated paper. This will ensure proper color continuity on a variety of printed pieces.

A Web-safe RGB signature has also been provided. It is to be used for on-screen applications, such as Web pages, video and broadcast.

For a complete list of signature files, refer to the *Electronic File Directory* on pages 79–80.

Preferred signature:
NJIT Red = Pantone
1795 spot color

coated use:
NJIT_C_SF.eps

uncoated use:
NJIT_U_SF.eps

RGB/Web-safe signature:
NJIT_rgbF.eps

4-color process equivalent:
C = 0%
M = 94%
Y = 100%
K = 0%

coated use:
NJIT_C_PF.eps

uncoated use:
NJIT_U_PF.eps

RGB/Web-safe signature:
NJIT_rgbF.eps

Black and white:
solid black

NJIT_KF.eps

Reverse:
knocked-out
solid white

NJIT_KRF.eps

Signature misuse

The examples illustrated here are only some of the possible incorrect uses of the NJIT signature, none of which are permitted. Because the equity and impact of the signature depends on consistent reproduction, these and other mis-uses of the signature will compromise its effectiveness.

For correct reproduction, always use the digital artwork supplied.

Do not reproduce the signature in unofficial colors.

Do not outline any portions of the signature.
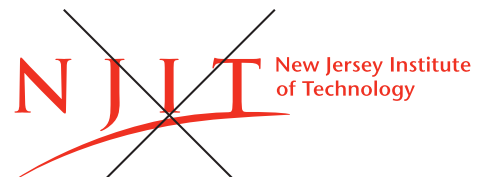
Do not change the positions of the signature elements.

Do not reproduce the signature in multiple colors.

Do not distort or alter the shape of the signature.

Do not eliminate the arc element.

Do not place the signature on a background without sufficient contrast.

Do not add effects such as dropshadows.

Do not recreate any portions of the signature in alternate typefaces.

Logo use in multimedia/video

For animation and multimedia uses, the NJIT logo or signature (logo and formal name) is permitted to slide in from the left, right, top and bottom, and to zoom in. It is not permitted to be distorted horizontally or vertically, or to be separated. It can not be exploded, spiraled or made illegible.

Use of the NJIT logo for animation and/or multimedia must be reviewed and approved by the Office of Strategic Communications. Please call 973.596.3172 for assistance.

Logo use in social media

The Office of Strategic Communications manages NJIT's official social media presence to ensure that the messages and brand expressed via these channels are consistent with university standards.

The NJIT logo may not be used in any social media platform without express permission from the Office of Strategic Communications, and its usage must comply with the information in these guidelines. For assistance or additional information, please contact the Office of Strategic Communications at 973.596.3172.

For a full description of NJIT's social media policy, visit http://www5.njit.edu/stratcomm/services/socialmedia-guidelines.php

Descriptors

The NJIT descriptors — "New Jersey's Science and Technology University" and "New Jersey's Design School" — are optional elements that can be used on flyers, college/department annual reports, ads and brochures, among other items.

The preferred position of the descriptor is at the foot of a page. It should not be used as a graphic element in combination with the logo, or appear in a position near the NJIT logo.

The recommended type treatment is ITC Stone Sans Semibold.

Please call 973.596.3172 for assistance.

New Jersey's Science & Technology University

or

New Jersey's Design School

Typography

The approved font families for NJIT are ITC Stone Sans Std and Minion. Using a moderate mixture of weights and sizes can be effective when designing materials; too many, however, will create a busy appearance.

The Minion typeface, of which this text is composed, is appropriate for lengthy body text and written communications. The ITC Stone Sans Std family is used for all address information (see *Stationery)* and is recommended for most advertising and marketing material. It can also be used with Minion as an accent or support font in headlines and call-outs.

Minion
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Minion Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Minion Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Minion Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Stone Sans Std Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Stone Sans Std Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Stone Sans Std Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Stone Sans Std Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Stone Sans Std Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC ITC Stone Sans Std Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The use of ITC Stone Sans Std Bold and ITC Stone Sans Std Bold Italic should be kept to a minimum so as not to over-power the impact of the NJIT signature.

NOTE
An additional typeface, Trajan Pro Bold (Caps) is utilized only for the NJIT wordmark and college and school names. Do not apply it to other text elements. See *Stationery* and *Print Advertising* for correct examples of application.

Trajan Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

NOTE *There are specific fonts to be used for recruitment materials. Please refer to* Appendix A *for more information.*

The NJIT Seal

The NJIT seal can be used in very limited ways and only in connection with specific, official university documents, items and events, such as communications from the Office of the President and the Board of Trustees, Convocation and Commencement. It cannot be altered in any way.

The seal may not be used for informal, routine or promotional materials—for instance, on mugs or T-shirts.

Any use of the NJIT seal must be reviewed and approved by the Office of Strategic Communications. Please call 973.596.3172 for assistance.

Stationery

Before a word is read, our university's stationery system makes a strong statement about NJIT and the person who sent it — a statement reaching far beyond the words on the page.

In this section you will find guidelines for our basic stationery items. For best results, always use approved electronic files or templates for stationery reproduction.

Different sets of stationery exist for communications issued from various administrative levels or areas of specialization. Be sure to review the options to determine which is most appropriate for your use.

Administrative
Letterhead

5.75"

.5625"

.5625"

1.625"

NJIT
New Jersey Institute
of Technology

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

John P. Jones, Ph.d.
Title Here
Office or Division Here

1.25"

The top of the address aligns with the top of the logo.

Baselines of the address align with the baseline of the formal name.

The baseline of the first line of the name and office sits 1.625" from the top edge.

Dimensions: 8.5" x 11"

Color
Logo and
Formal Name: NJIT Red (Pantone 1795 U)

All other typography: Black

Typography
Address: ITC Stone Sans Std Medium 7/9

Name or
Department: ITC Stone Sans Std Semibold 7/9

Degree: ITC Stone Sans Std Medium 7/9

Title: ITC Stone Sans Std Medium Italic 7/9

Office: ITC Stone Sans Std Medium Italic 7/9

Letterhead Stock
Strathmore Ultimate White Wove 24lb

Note
Mobile numbers are not recommended
on letterhead.

1.125"

*The left edges of
the formal name
align along a
1.125" left margin.*

Example shown at 50%

NJIT

Second sheet consists of the NJIT logo only,
located in the same position as the primary
letterhead sheet.

Administrative

Envelopes

.375"   2"

.375"

NJIT
New Jersey Institute
of Technology

1.25"

Office or Division Here

2 line space

University Heights
Newark, NJ 07102-1982

#10 envelope
Dimensions: 9.5" x 4.125"

9"x12" envelope
Dimensions: 9" x 12"

Color
Logo and
Formal Name: NJIT Red (Pantone 1795 U)

All other typography: Black

Typography
Office Name: ITC Stone Sans Std Semibold 7/9

Address: ITC Stone Sans Std Medium 7/9

Envelope Stock
Strathmore Ultimate White Wove
#10 envelope Laser Flap 24lb

Example shown at 100%

NJIT
New Jersey Institute
of Technology

Office or Division Here

University Heights
Newark, NJ 07102-1982

Address and logo placement remain the same regardless of envelope size.

MAILING LABEL — The mailing label (5.5" x 4.25") uses the same structure,
with the only differences being a .25" margin from the top and left edges
and one color printing PMS 1795.

Administrative

Business card

.1875"   .1875"

.8"

John P. Jones, Ph.D.
Title Here
Office or Division Here

.5625"

The baseline of the last line of the name and office sits .5625" from the top edge.

NJIT
New Jersey Institute
of Technology

1.125"

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

The baseline of the address aligns with the formal name baseline.

1.75"

Examples shown at 100%

Dimensions: 3.5" x 2"

Color
Logo and
Formal Name: NJIT Red (Pantone 1795 U)

All other typography: Black

Typography

Name:	ITC Stone Sans Std Semibold 7/8
Degree:	ITC Stone Sans Std Medium 7/8
Title:	ITC Stone Sans Std Medium Italic 7/8
Office:	ITC Stone Sans Std Medium Italic 7/8
Address:	ITC Stone Sans Std Medium 7/8

Business Card Stock
Strathmore Ultimate White Wove Cover 88lb

Note
If a second voice number is required, placement should be on the same line and to the right of the primary number.

Centered

New Jersey's Science & Technology University

— Centered

Optional card back

Optional Card Backs
The back of the business card may be blank or you may choose one of the two options shown to the left.

Option 1
New Jersey's Science & Technology University

Typography

Name:	ITC Stone Sans Std Semibold 9 pts

Centered

New Jersey's Design School

— Centered

Optional card back

Option 2
New Jersey's Design School

Typography

Name:	ITC Stone Sans Std Semibold 9 pts

Administrative

Business card examples

Shown here are several examples of how titles and related information may be handled.

When space is a concern, title and office/department can share the same line — but a comma must be used to separate the two items. Otherwise no comma is required.

John P. Jones, Ph.D.
President

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

Jane P. Jones, Ph.D.
*Provost and Senior Vice President
for Academic Affairs*

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

Jane P. Jones
*Chief of Staff
Office of the President*

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

John P. Jones
*Associate Director, Employer Relations
Division of Career Development Services*

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

College/School

Letterhead

5.75"

.5625"

.5625"

1.625"

NJIT

New Jersey Institute
of Technology

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

SCHOOL OF MANAGEMENT

John P. Jones, Ph.D.
Title Here

1.25"

The top of the address aligns with the top of the logo.

Baselines of the address align with the baseline of the formal name.

The baseline of the first line of the name or department sits 1.625" from the top edge and aligns with the college name.

Dimensions: 8.5" x 11"

Color

Logo and
Formal Name: NJIT Red (Pantone 1795 U)

College: NJIT Red (Pantone 1795 U)

All other typography: Black

Typography

College: Trajan Pro Bold Caps 9 pt
letterspacing set at 7 in QuarkXpress,
42 in Adobe Illustrator
and InDesign

Address: ITC Stone Sans Std Medium 7/9

Name or
Department: ITC Stone Sans Std Semibold 7/9

Degree: ITC Stone Sans Std Medium 7/9

Title: ITC Stone Sans Std Medium Italic 7/9

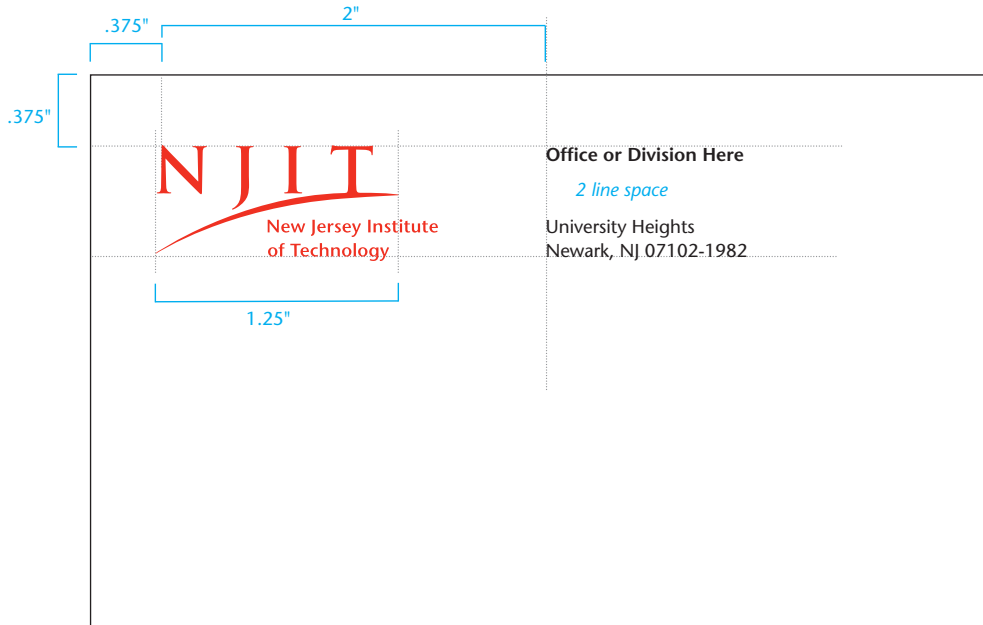**Letterhead Stock**

Strathmore Ultimate White Wove 24lb

Note

Mobile numbers are not recommended
on letterhead.

NJIT

1.125"

The left edges of the formal name and college name align along a 1.125" left margin.

Example shown at 50%

Second sheet consists of the NJIT logo only,
located in the same position as the primary
letterhead sheet.

College/School

Envelopes

.375"   2"

.375"

N J I T

New Jersey Institute
of Technology

.875"

University Heights
Newark, NJ 07102-1982

SCHOOL OF MANAGEMENT

1.25"

Example shown at 100%

#10 envelope
Dimensions: 9.5" x 4.125"

9"x12" envelope
Dimensions: 9" x 12"

Color
Logo and
Formal Name: NJIT Red (Pantone 1795 U)

College: NJIT Red (Pantone 1795 U)

All other typography: Black

Typography
College: Trajan Pro Bold Caps 9 pt
                letterspacing set at 7 QuarkXpress,
                42 in Adobe Illustrator
                and InDesign

Address: ITC Stone Sans Std Medium 7/9

Envelope Stock
Strathmore Ultimate White Wove
#10 envelope Laser Flap 24lb

N J I T
New Jersey Institute
of Technology
SCHOOL OF MANAGEMENT

University Heights
Newark, NJ 07102-1982

Address and logo placement remain the same regardless of envelope size.

MAILING LABEL — The mailing label (5.5" x 4.25") uses the same structure,
with the only differences being a .25" margin from the top and left edges
and one color printing PMS 1795.

College/School
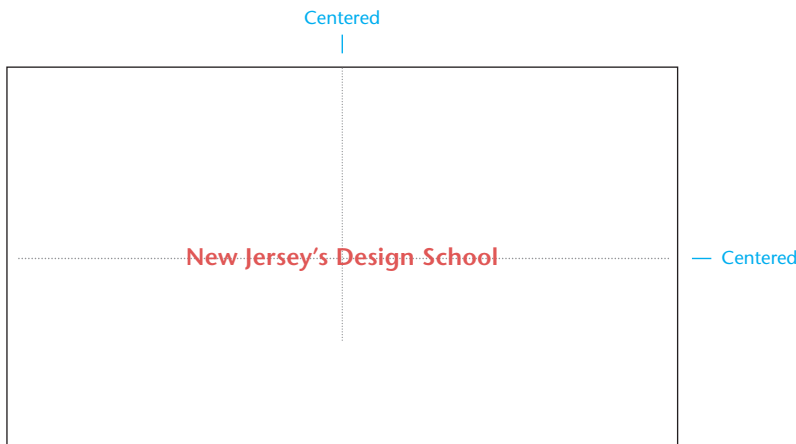
Business card

Front

Dimensions: 3.5" x 2"

.1875" .1875"

.8"

The baseline of the last line of the name sits .5625" from the top edge.

.5625"

John P. Jones, Ph.D.
Title Here

NJIT
New Jersey Institute
of Technology

COLLEGE / SCHOOL NAME

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

The top of the college aligns with the top of the logo.

The baseline of the address aligns with the descriptor baseline.

1.125"

1.75"

Examples shown at 100%

Color
Logo and
Formal Name: NJIT Red (Pantone 1795 U)

College: NJIT Red (Pantone 1795 U)

All other typography: Black

Typography
Name: ITC Stone Sans Std Semibold 7/8

Degree: ITC Stone Sans Std Medium 7/8

Title: ITC Stone Sans Std Medium Italic 7/8

College: Trajan Pro Bold Caps 7.25/10
                  letterspacing set at 4 QuarkXpress,
                  25 in Adobe Illustrator
                  and InDesign

Address: ITC Stone Sans Std Medium 7/8

Business Card Stock
Strathmore Ultimate White Wove Cover 88lb

Note
If a second voice number is required, placement should be on the same line and to the right of the primary number.

Centered

New Jersey's Science & Technology University

— Centered

Optional card back

Optional Card Backs
The back of the business card may be blank or you may choose one of the two options shown to the left.

Option 1
New Jersey's Science & Technology University

Typography
Name: ITC Stone Sans Std Semibold
                  9 pts

Centered

New Jersey's Design School

— Centered

Optional card back

Option 2
New Jersey's Design School

Typography
Name: ITC Stone Sans Std Semibold
                  9 pts

College/School

Business card examples

John P. Jones, Ph.D.
Associate Dean for Graduate Studies

NEWARK COLLEGE OF ENGINEERING

University Heights
Newark, NJ 07102-1982
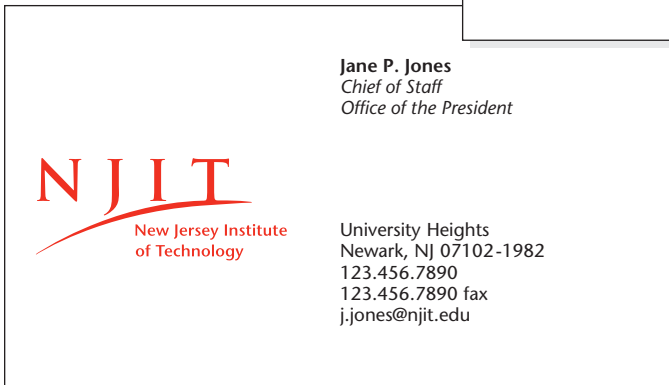123.456.7890
123.456.7890 fax
j.jones@njit.edu

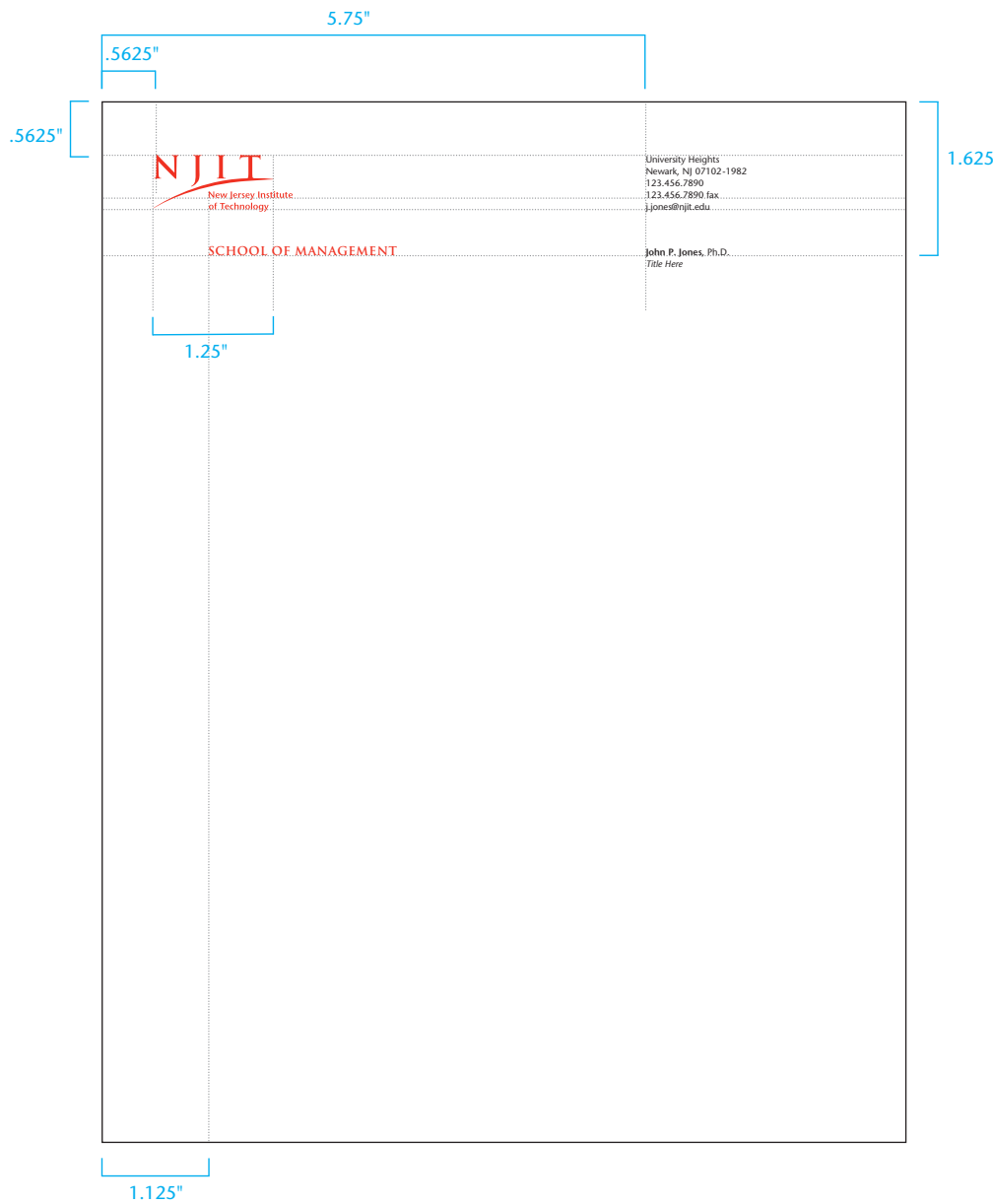NJIT
New Jersey Institute of Technology

Shown here are several examples of how titles and related information may be handled.

When space is a concern, title and office/department can share the same line — but a comma must be used to separate the two items. Otherwise no comma is required.

Jane P. Jones, Ph.D.
Dean and Professor of Architecture

COLLEGE OF ARCHITECTURE & DESIGN

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute of Technology

Jane P. Jones, Ph.D.
Associate Dean

SCHOOL OF MANAGEMENT

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute of Technology

John P. Jones, Ph.D.
Dean and Professor of Information Systems & Mathematical Sciences

COLLEGE OF SCIENCE & LIBERAL ARTS

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute of Technology

John P. Jones, Ph.D.
Dean

ALBERT DORMAN HONORS COLLEGE

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute of Technology

Jane P. Jones, Ph.D.
Chairperson, Department of Mathematical Sciences and Director, Center for Mathematics & Statistics

COLLEGE OF COMPUTING SCIENCES

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute of Technology

College/School

Business card example: two college affiliations or multiple titles

John P. Jones, Ph.D.
Associate Chairman, Physics Department
Associate Professor of Physics
Director of Owens Valley Solar Array
and Associate Director of
Big Bear Solar Observatory

NJIT
New Jersey Institute
of Technology

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

Examples shown at 100%

When an individual holds positions in more than one college or school and does not wish to have two business cards, or when an individual's titles require a great deal of space and cannot be comfortably fitted into a standard college/school business card layout, then this card format should be used.

A business card template for this layout is available in the Stationery folder called "2 NJIT college," file name, "njit_bcard_2coll.qxd."

Note
If a second voice number is required, placement should be on the same line and to the right of the primary number.

Centered

New Jersey's Science & Technology University ·········· — Centered

Optional card back

Centered

New Jersey's Design School ·········· — Centered

Optional card back

Optional Card Backs
The back of the business card may be blank or you may choose one of the two options shown to the left.

Option 1
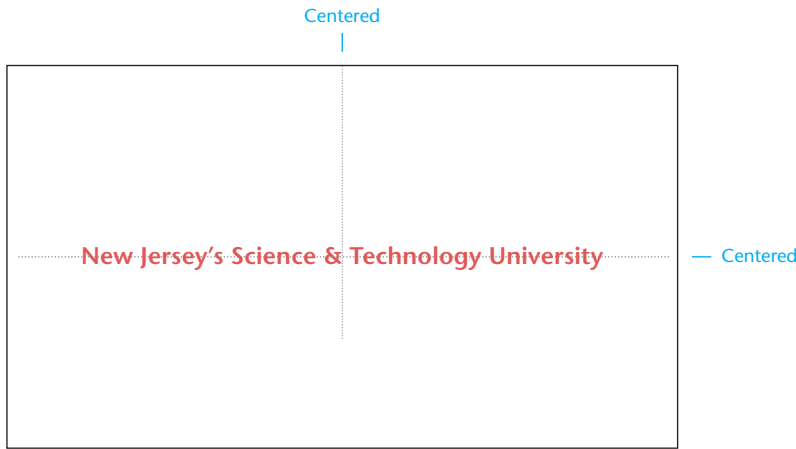New Jersey's Science & Technology University

Typography
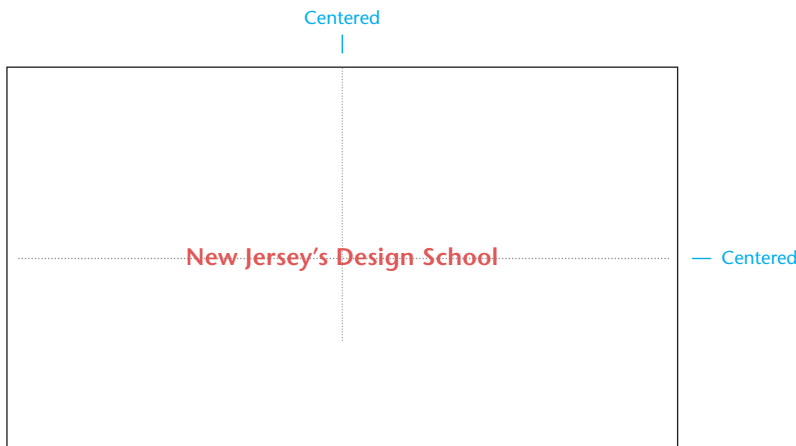Name: ITC Stone Sans Std Semibold
               8.75 pts

Option 2
New Jersey's Design School

Typography
Name: ITC Stone Sans Std Semibold
               8.75 pts

Departmental
Letterhead

5.75"

.5625"

.5625"

1.625"

NJIT

New Jersey Institute
of Technology

COLLEGE OF SCIENCE & LIBERAL ARTS

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

Department Name Here

1.25"

The top of the address aligns with the top of the logo.

Baselines of the address align with the baseline of the formal name.

The baseline of the first line of the name or department sits 1.625" from the top edge and aligns with the college name.

Dimensions: 8.5" x 11"

Color
Logo and
Formal Name: NJIT Red (Pantone 1795 U)

College: NJIT Red (Pantone 1795 U)

All other typography: Black

Typography
College: Trajan Pro Bold Caps 9 pt
               letterspacing set at 7 QuarkXpress,
               42 in Adobe Illustrator
               and InDesign

Address: ITC Stone Sans Std Medium 7/9

Department: ITC Stone Sans Std Semibold 7/9

Letterhead Stock
Strathmore Ultimate White Wove 24lb

Note
Mobile numbers are not recommended
on letterhead.

1.125"

The left edges of the formal name and college name align along a 1.125" left margin.

Example shown at 50%
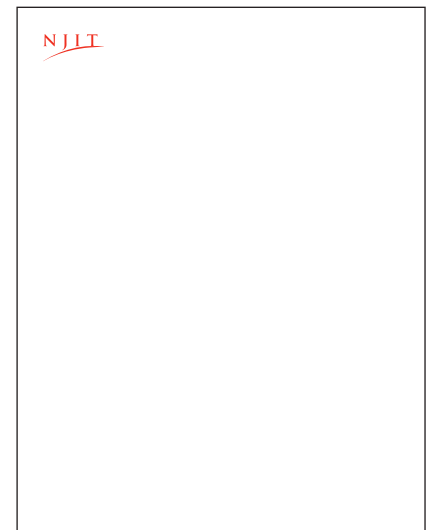
NJIT

Second sheet consists of the NJIT logo only,
located in the same position as the primary
letterhead sheet.

Departmental

Envelopes
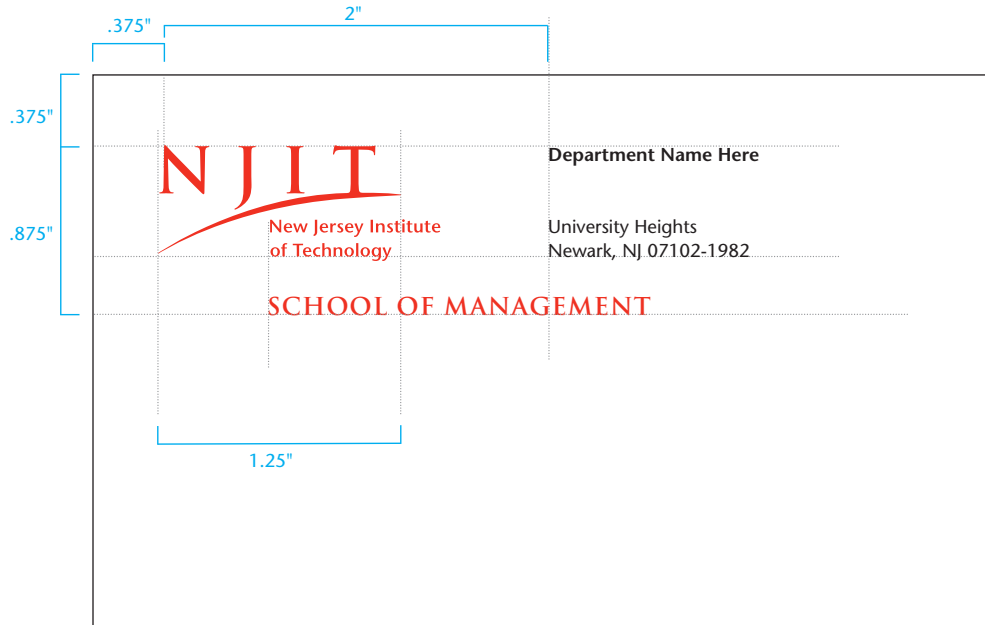
.375"　　　2"

.375"

.875"

N J I T

New Jersey Institute
of Technology

Department Name Here

University Heights
Newark, NJ 07102-1982

SCHOOL OF MANAGEMENT

1.25"

Example shown at 100%

#10 envelope
Dimensions: 9.5" x 4.125"

9"x12" envelope
Dimensions: 9" x 12"

Color
Logo and
Formal Name: NJIT Red (Pantone 1795 U)

College:　　　NJIT Red (Pantone 1795 U)

All other typography: Black

Typography
College:　　　Trajan Pro Bold Caps 9 pt
　　　　　　　letterspacing set at 7 QuarkXpress,
　　　　　　　42 in Adobe Illustrator
　　　　　　　and InDesign

Department:　ITC Stone Sans Std Semibold 7/9

Address:　　　ITC Stone Sans Std Medium 7/9

Envelope Stock
Strathmore Ultimate White Wove
#10 envelope Laser Flap 24lb

N J I T
New Jersey Institute
of Technology

Department Name Here

University Heights
Newark, NJ 07102-1982

SCHOOL OF MANAGEMENT

Address and logo placement remain the same regardless of envelope size.

Departmental
Business card

Front

.1875"   .1875"

.8"
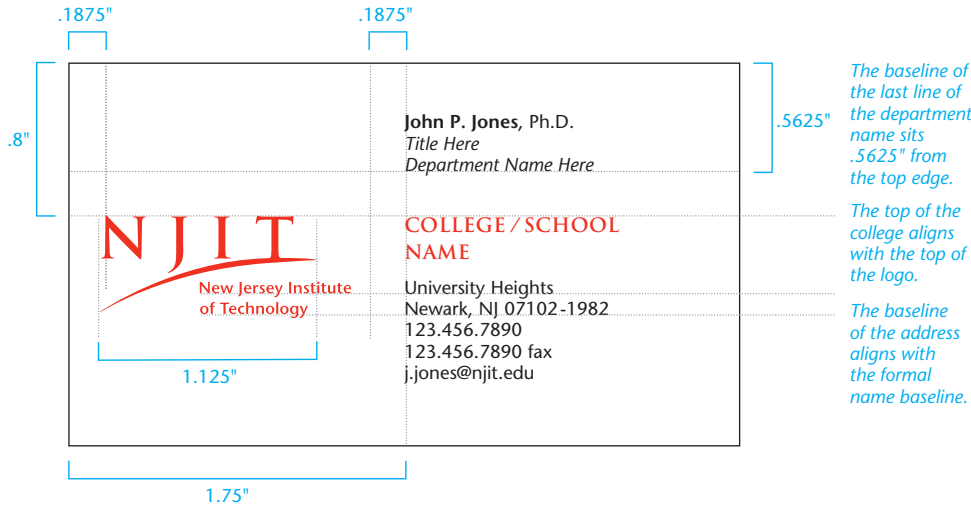
The baseline of
the last line of
the department
name sits
.5625" from
the top edge.

.5625"

John P. Jones, Ph.D.
Title Here
Department Name Here

COLLEGE / SCHOOL
NAME

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

The top of the
college aligns
with the top of
the logo.

The baseline
of the address
aligns with
the formal
name baseline.

NJIT
New Jersey Institute
of Technology

1.125"

1.75"

Examples shown at 100%

Centered

New Jersey's Science & Technology University — Centered

Optional card back

Centered

New Jersey's Design School — Centered

Optional card back

Dimensions: 3.5" x 2"

Color
Logo and
Formal Name: NJIT Red (Pantone 1795 U)

College: NJIT Red (Pantone 1795 U)

All other typography: Black

Typography
Name: ITC Stone Sans Std Semibold 7/8

Degree: ITC Stone Sans Std Medium 7/8

Title: ITC Stone Sans Std Medium Italic 7/8

Department: ITC Stone Sans Std Medium Italic 7/8

College: Trajan Pro Bold Caps 7.25/10
                  letterspacing set at 4 QuarkXpress,
                  25 in Adobe Illustrator
                  and InDesign

Address: ITC Stone Sans Std Medium 7/8

Business Card Stock
Strathmore Ultimate White Wove Cover 88lb

Note
If a second voice number is required, placement
should be on the same line and to the right of the
primary number.

Optional Card Backs
The back of the business card may be blank
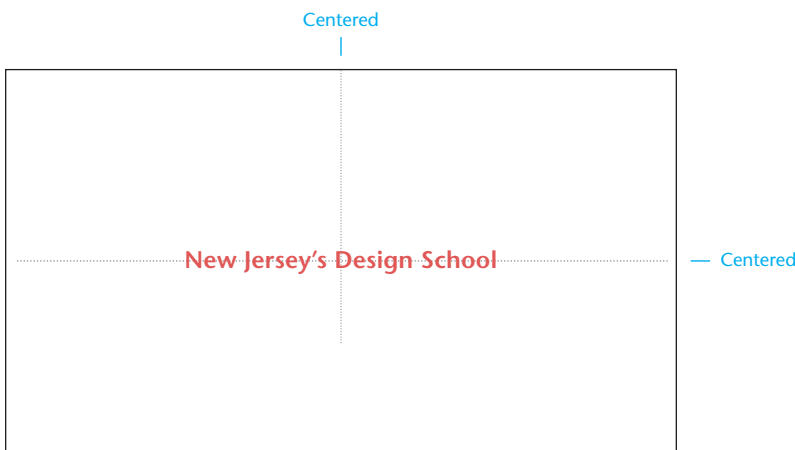or you may choose one of the two options
shown to the left.

Option 1
New Jersey's Science & Technology University

Typography
Name: ITC Stone Sans Std Semibold
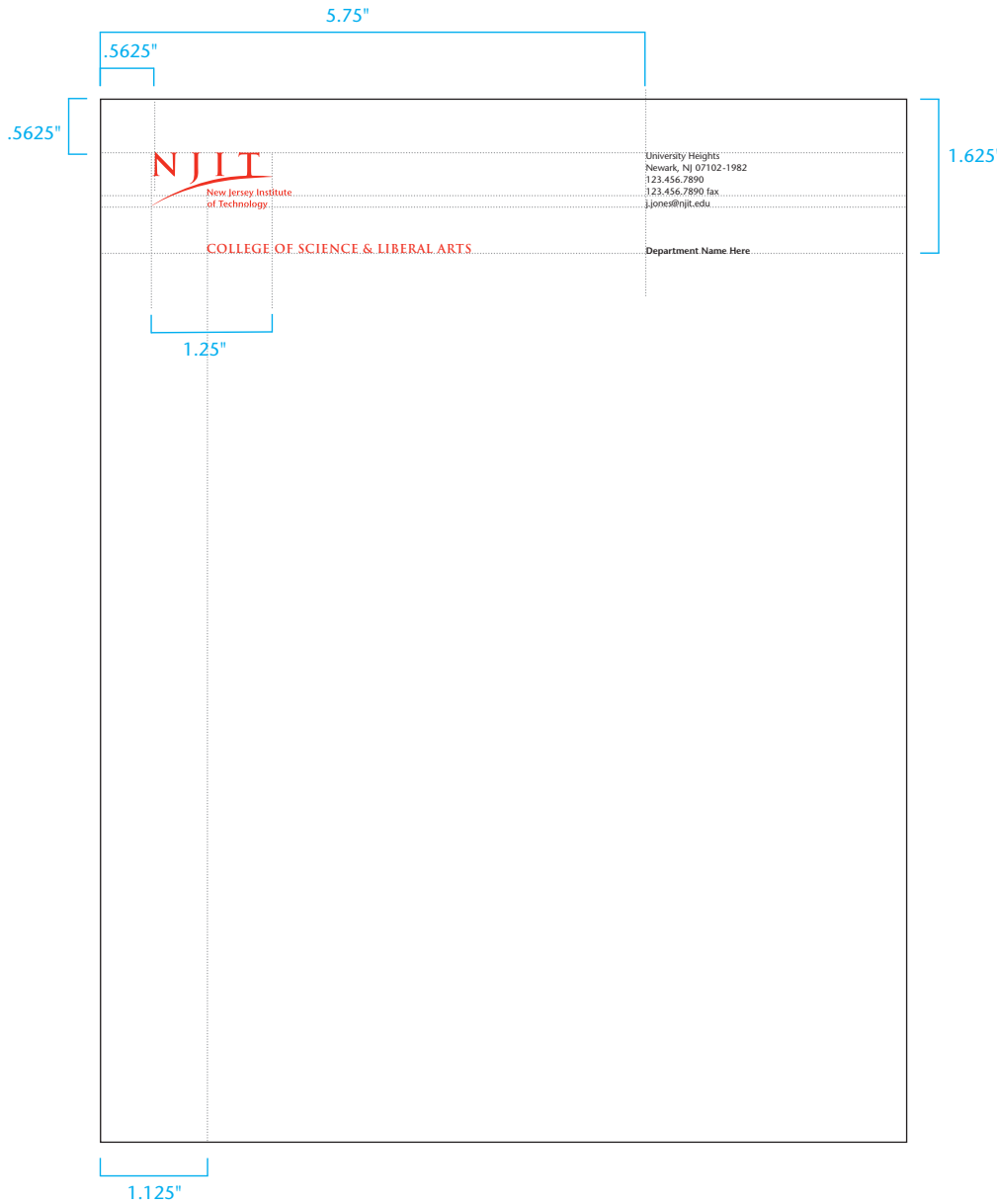   8.75 pts

Option 2
New Jersey's Design School

Typography
Name: ITC Stone Sans Std Semibold
                  8.75 pts
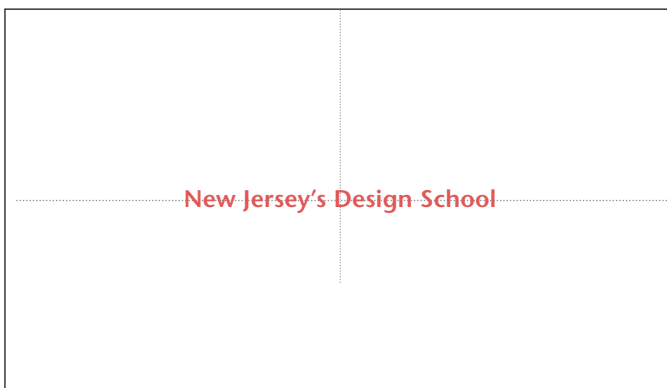
Departmental

Business card examples

John P. Jones
Assistant to the Chair for Laboratories
Otto York Department of
Chemical Engineering

NEWARK COLLEGE
OF ENGINEERING

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute
of Technology

Shown here are several examples of how titles and department information may be handled.

When space is a concern, title and office/department can share the same line — but a comma must be used to separate the two items. Otherwise no comma is required.

Jane P. Jones, Ph.D.
Professor of Architecture
Department Name Here

COLLEGE OF
ARCHITECTURE & DESIGN

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute
of Technology

John P. Jones, Ph.D.
Professor, Department Name Here

SCHOOL OF
MANAGEMENT

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute
of Technology

John P. Jones, Ph.D.
Associate Professor, Department
of Mathematical Sciences

COLLEGE OF SCIENCE
& LIBERAL ARTS

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute
of Technology

Jane P. Jones
Division Coordinator
Department Name Here

ALBERT DORMAN
HONORS COLLEGE

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute
of Technology

Jane P. Jones, Ph.D.
Chairperson, Department of
Mathematical Sciences and Director,
Center for Mathematics & Statistics

COLLEGE OF
COMPUTING SCIENCES

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute
of Technology

Research Center

Letterhead

5.75"

.5625"

.5625"

NJIT

New Jersey Institute
of Technology

123 Street Address
Newark, NJ 12435-6789
123.456.7890
123.456.7890 fax
j.jones@njitide.org

1.625"

Center Name Here

John P. Jones, Ph.D.
Title Here

1.25"

The top of the address aligns with the top of the logo.

Baselines of the address align with the baseline of the formal name.

The baseline of the first line of the name or department sits 1.625" from the top edge and aligns with the center name.

Dimensions: 8.5" x 11"

Color
Logo and
Formal Name: NJIT Red (Pantone 1795 U)

All other typography: Black

Typography
Center: ITC Stone Sans Std Semibold 7/9

Address: ITC Stone Sans Std Medium 7/9

Name: ITC Stone Sans Std Semibold 7/9

Degree: ITC Stone Sans Std Medium 7/9

Title: ITC Stone Sans Std Medium Italic 7/9

Letterhead Stock
Strathmore Ultimate White Wove 24lb

Note
Mobile numbers are not recommended on letterhead.

1.125"

The left edges of the descriptor and college name align along a 1.125" left margin.

Example shown at 50%
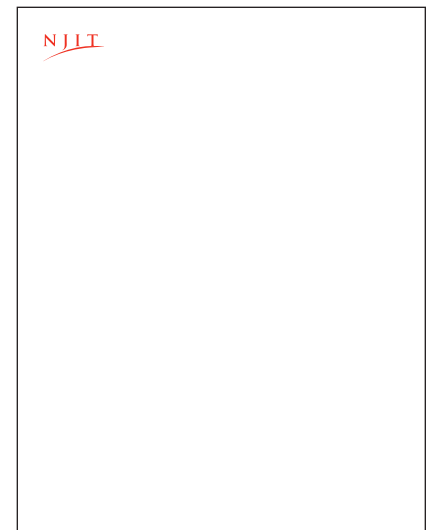
NJIT

Second sheet consists of the NJIT logo only, located in the same position as the primary letterhead sheet.

Research Center

Envelopes
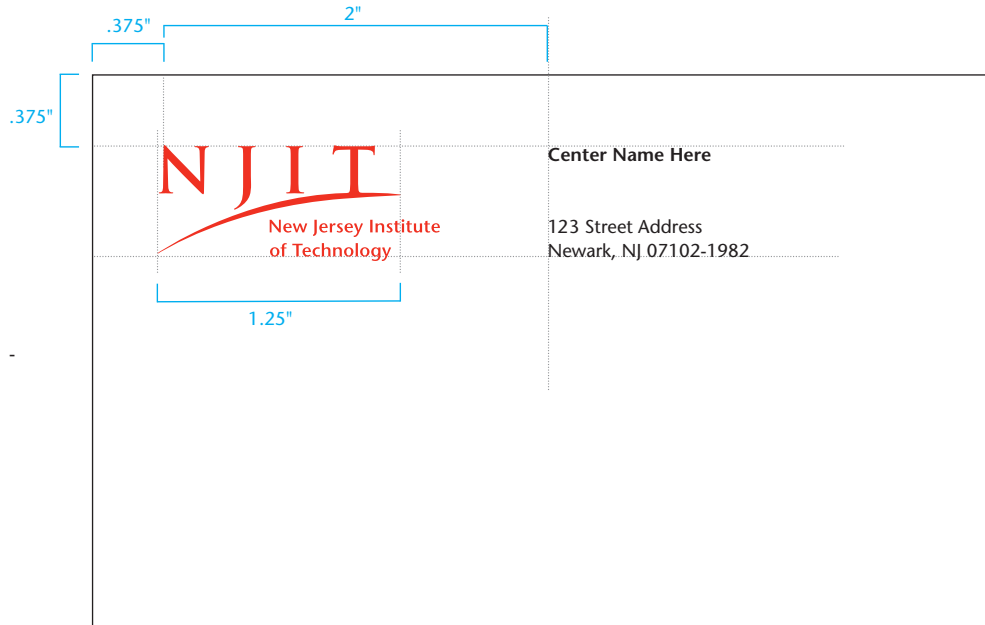
.375"   2"

.375"

NJIT
New Jersey Institute
of Technology

1.25"

-

Center Name Here

123 Street Address
Newark, NJ 07102-1982

#10 envelope
Dimensions: 9.5" x 4.125"

9"x12" envelope
Dimensions: 9" x 12"

Color
Logo and
Formal Name: NJIT Red (Pantone 1795 U)

All other typography: Black

Typography
Center: ITC Stone Sans Std Semibold 7/9

Address: ITC Stone Sans Std Medium 7/9

Envelope Stock
Strathmore Ultimate White Wove
#10 envelope Laser Flap 24lb

Example shown at 100%

NJIT
New Jersey Institute
of Technology

Center Name Here

123 Street Address
Newark, NJ 07102-1982

Address and logo placement remain the same regardless of envelope size.

Research Center
Business card

Front
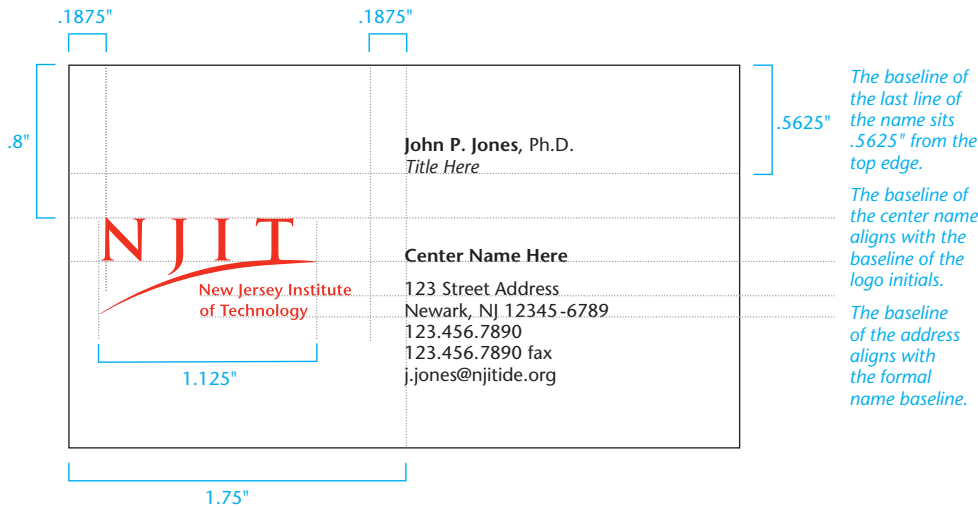
.1875"   .1875"

.8"

The baseline of the last line of the name sits .5625" from the top edge.

.5625"

John P. Jones, Ph.D.
Title Here

N J I T
New Jersey Institute
of Technology

Center Name Here
123 Street Address
Newark, NJ 12345-6789
123.456.7890
123.456.7890 fax
j.jones@njitide.org

The baseline of the center name aligns with the baseline of the logo initials.

The baseline of the address aligns with the formal name baseline.

1.125"

1.75"

Example shown at 100%

Dimensions: 3.5" x 2"

Color
Logo and
Formal Name: NJIT Red (Pantone 1795 U)

All other typography: Black

Typography
Name:	ITC Stone Sans Std Semibold 7/8
Degree:	ITC Stone Sans Std Medium 7/8
Title:	ITC Stone Sans Std Medium Italic 7/8
Center:	ITC Stone Sans Std Semibold 7/8
Address:	ITC Stone Sans Std Medium 7/8

Business Card Stock
Strathmore Ultimate White Wove Cover 88lb

Note
If a second voice number is required, placement should be on the same line and to the right of the primary number.

Centered

New Jersey's Science & Technology University — Centered

Optional card back

Optional Card Backs
The back of the business card may be blank or you may choose one of the two options shown to the left.

Option 1
New Jersey's Science & Technology University

Typography
Name: ITC Stone Sans Std Semibold
             8.75 pts

Centered

New Jersey's Design School — Centered

Optional card back

Option 2
New Jersey's Design School

Typography
Name: ITC Stone Sans Std Semibold
             8.75 pts

Research Center

Business card examples

John P. Jones
Scientific Director

Public Health Research Institute

123 Street Address
City, NJ 12345-6789
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute
of Technology

Shown here are several examples of how titles and specialized academic unit information may be handled.

When space is a concern, title and office/department can share the same line — but a comma must be used to separate the two items. Otherwise no comma is required.

Jane P. Jones
Lab Chemist

Geoenvironmental Engineering Research Laboratory

123 Street Address
City, NJ 12345-6789
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute
of Technology

John P. Jones, Ph.D.
Co-Director

New Jersey Center for Wireless Networking and Internet Security

123 Street Address
City, NJ 12345-6789
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute
of Technology

Jane P. Jones, Ph.D.
Professor
Information Systems Department

Center for Hypermedia Information Systems Research

123 Street Address
City, NJ 12345-6789
123.456.7890
123.456.7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute
of Technology

Desktop template – letterhead
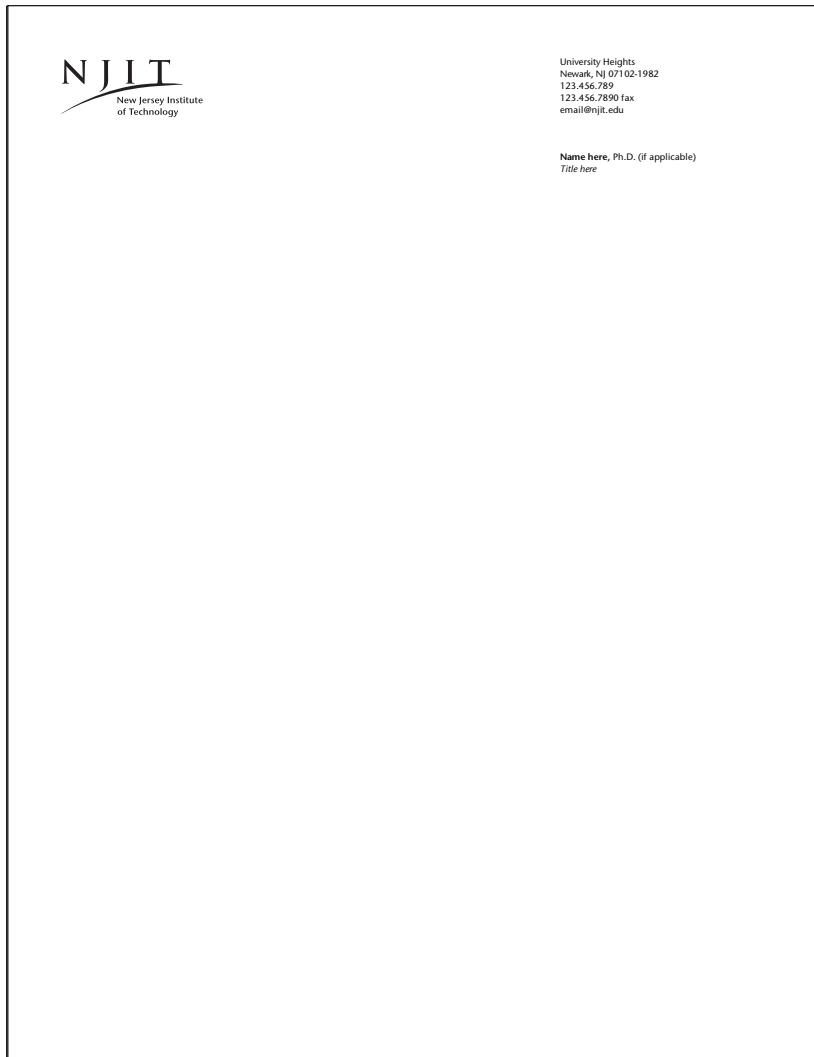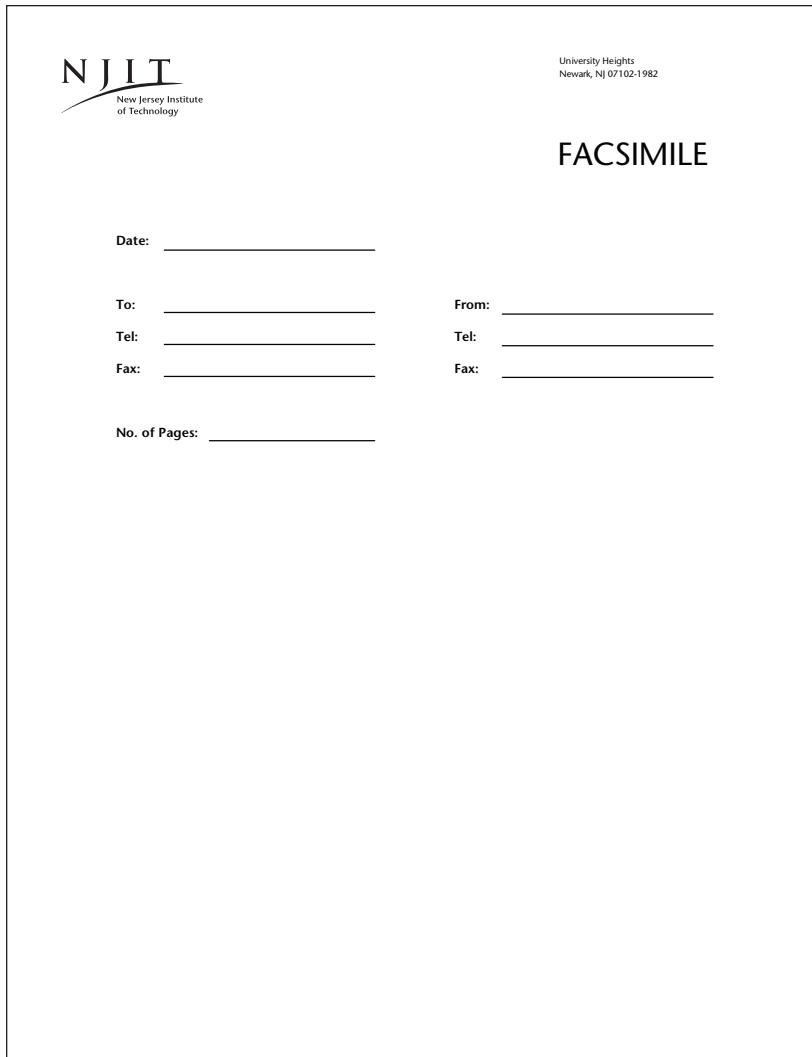
NJIT
New Jersey Institute
of Technology

University Heights
Newark, NJ 07102-1982
123.456.789
123.456.7890 fax
email@njit.edu

Name here, Ph.D. (if applicable)
Title here

Desktop templates created in Microsoft Word enable the electronic writing and distribution of letters.

Templates exist for the Administration letter-head and for the letterhead of each of the six colleges/schools.

The layouts are the same as the printed letter-heads, with the primary difference being that all graphic and type elements are in black. The templates may be personalized simply by typing in your own telephone and fax numbers, your email address, as well as your name and title. (The ITC Stone Sans Std family of fonts will be needed.) These are the only elements that may be changed. The NJIT logo, formal name, address position and font should never change.

The body of the letter should be typed in NJIT's preferred serif font — Minion — unless this font is not available. In that case, Times New Roman may be substituted.

Desktop template – facsimile

N J I T
New Jersey Institute
of Technology

University Heights
Newark, NJ 07102-1982

FACSIMILE

Date: _____

To: _____   From: _____

Tel: _____   Tel: _____

Fax: _____   Fax: _____

No. of Pages: _____

Desktop templates have also been created for fax sheets.

Templates exist for the Administration fax sheet and for that of each of the six colleges/schools.

As with the desktop letters, the NJIT logo, formal name, address position and font should never change.

The body of any text information should be typed in NJIT's preferred serif font—Minion—unless this font is not available. In that case, Times New Roman may be substituted.

Press release

5.75"

.5625"

.5625"

.7"

NEWS RELEASE

1.175"

NJIT
New Jersey Institute
of Technology

University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
www.njit.edu

1.25"

1.125"

*The left edges of
the formal name align
along a 1.125"
left margin.*

Example shown at 50%
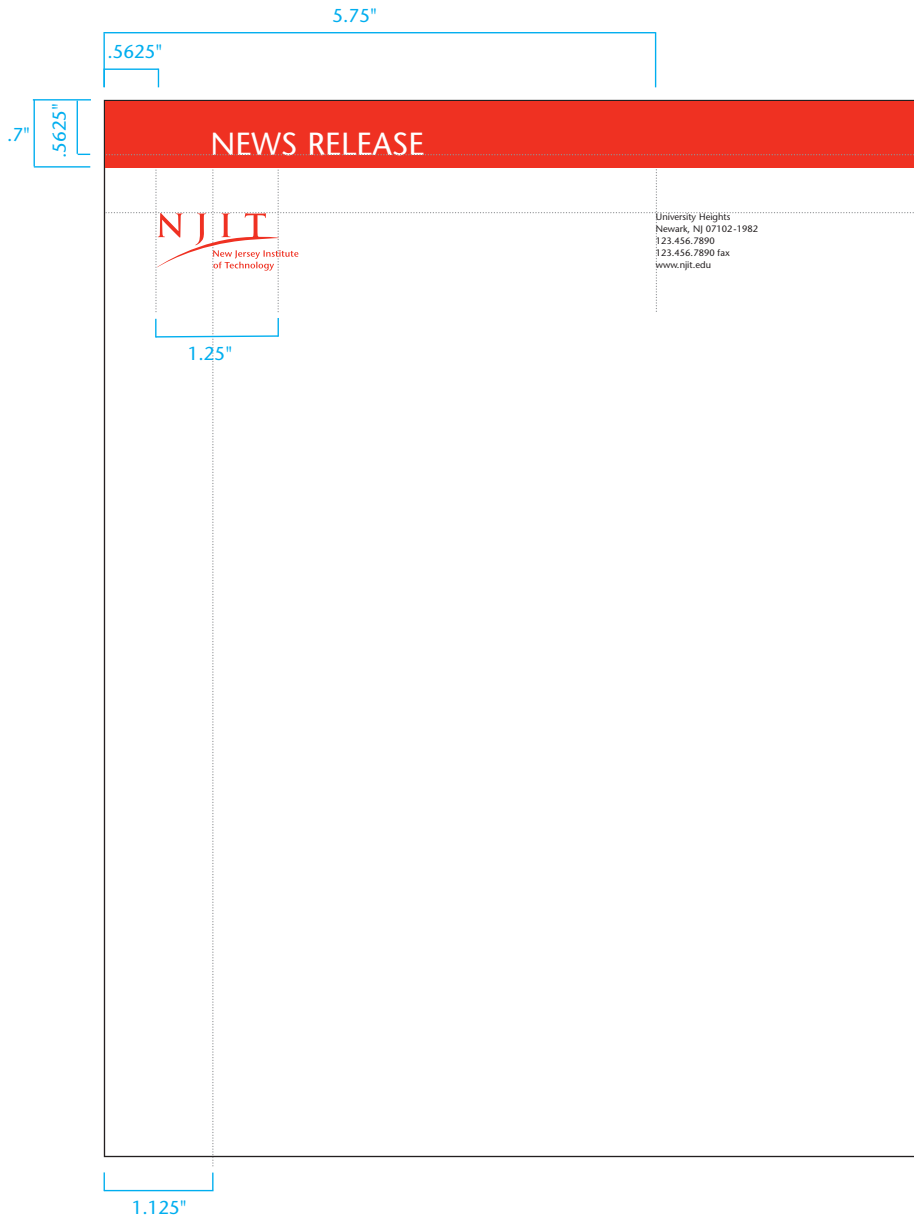
Dimensions: 8.5" x 11"

*The baseline of News Release sits
.5625" from the top edge.*

The red bar is .7" deep.

*The top of the logo sits 1.175"
from the top edge and aligns with
the top of the address.*

Color

Bar, Logo and
Formal Name: NJIT Red (Pantone 1795 U)

News Release: White
All other typography: Black

Typography

News Release: ITC Stone Sans Std Medium
24
Address: ITC Stone Sans Std Medium
7/9

Letterhead Stock
Strathmore Ultimate White Wove 24lb
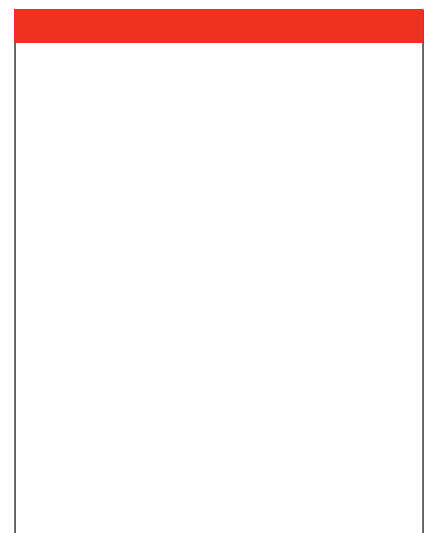
Second sheet consists of the red bar element
only, located in the same position as the primary
sheet.

NOTE *All press and news releases must be reviewed and approved by the Office of Strategic Communications.*

Print System

Universitywide
print communications

To establish a consistent look and feel for NJIT's print com-
munications, the following guidelines provide a basic
framework for cover designs. The accompanying thumbnail
designs also suggest a visual vocabulary. Adherence to the
guidelines will help build and strengthen recognition of
NJIT over time.

Combining the NJIT signature, typography, color and
imagery style creates a strong visual representation of our
university, which can be shared by our administration,
faculty, students and the public.

The following pages demonstrate application of the
graphic elements to cover design options for university
communications:
    • NJIT signature placement
    • typography and color
    • alternate design solutions

This system of elements has been designed to be flexible
enough to accommodate a wide range of solutions or
"looks" while maintaining a strong sense of continuity.

Signature placement
Universitywide print communications

Position

The NJIT signature placement provides easy recognition and highlights its significance within the hierarchy of cover layouts. It should always appear in the upper left-hand corner.

The signature/formal name lock-up should be maintained, and align with equal top and left margins of the layout. Recommended margin widths for standard document sizes are shown here.

Scale

The NJIT signature should be *at least* equal in width to 1/7th of the longest dimension of the page. Refer also to the graphic standards for guidelines on minimum sizes.

Following are proper signature widths for several standard document sizes:

Document size	NJIT signature width
8.5" x 11"	1.75"
6" x 9"	1.3"
5.5" x 8.5"	1.3"
4" x 9"	1.25"

.5"

.5"

NJIT
New Jersey Institute
of Technology

1.75"

8.5" x 11"

.375"

.375"

NJIT
New Jersey Institute
of Technology

1.3"

6" x 9"

.375"

.375"

NJIT
New Jersey Institute
of Technology

1.3"

5.5" x 8.5"

.25"

.25"

NJIT
New Jersey Institute
of Technology
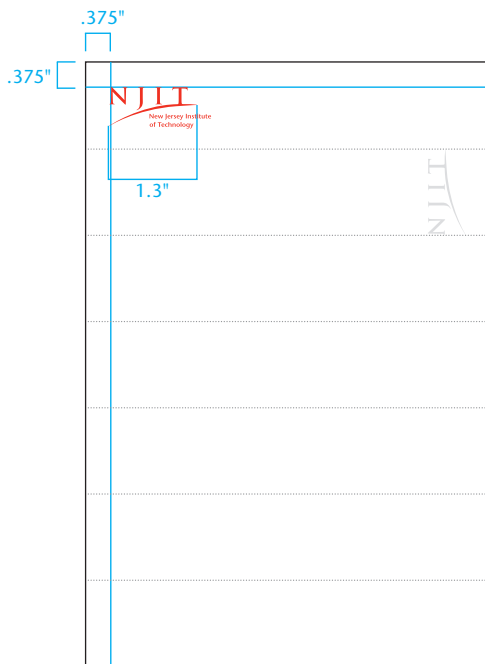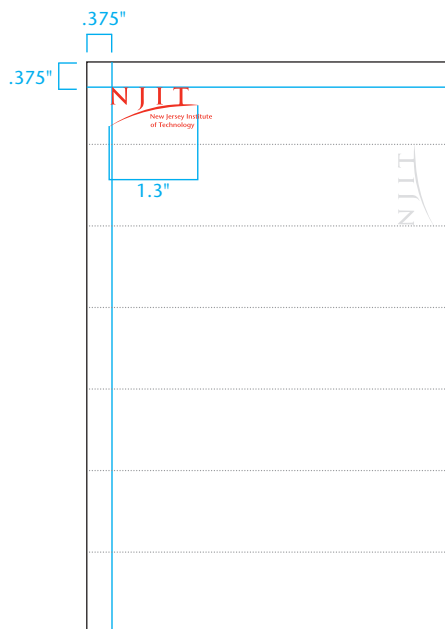
1.25"
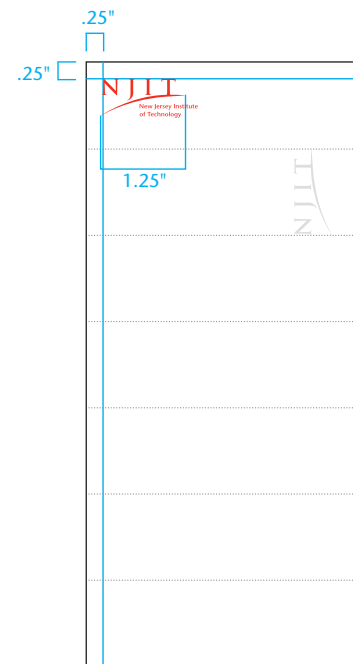
4" x 9"

Typography
Universitywide print communications

Typography

Consistency in the look and feel of all NJIT university communications reinforces the NJIT institutional image. One clear way to achieve this is through uniform use of approved typefaces. The ITC Stone Sans Std family should be used for cover and display typography.

N

2N

2N

NJIT
New Jersey Institute
of Technology

Primary Document
Headline Type

Secondary headline text or
descriptive type

Align primary type elements flush left with the NJIT signature.

Adequate clear space should be maintained between the NJIT signature and any type elements. Twice the signature "N" height is the minimum as shown here.

The cap height (or point size) of the primary type element should be distinguished by making it equal to—or larger than—the signature "N" height, as shown here.

When using secondary or descriptive text, set it no larger than half the height of the primary type element. Also incorporate adequate clear space between the primary and secondary type elements, as shown here.

Color palette
Universitywide print communications

NJIT primary color palette

The official school colors are NJIT Red (Pantone 1795) and White. NJIT Red, as previously noted, is the preferred color for the NJIT signature and formal name and should be the dominant color in any and all communications.

Accent color

An accent blue was added as a secondary color to provide variety and visual interest. This should only be used as an accent to the primary color palette, and general rule of thumb is to use the blue in less than 50 percent of the whole palette for one piece.

Full-color may be introduced with the incorporation of color photographs or illustrations. See following pages.

Official school colors
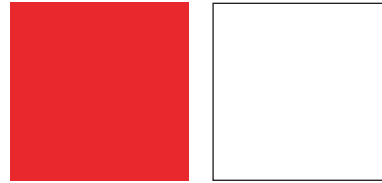
NJIT Red (PMS 1795)   White

Process Equivalent:
94M , 100Y

RGB/Web-safe
R:204, G:0, B:0

Accent color

Accent Blue (PMS 2768)

Process Equivalent:
100C, 90M, 13Y, 71K

RGB/Web-safe
R:7, G:29, B:73

Standard type sizes

Universitywide print communications

Following are general type specifications for several standard document sizes:

Document size	A. Primary headline Point size/ leading	B. Secondary or descriptive Point size/ leading
8.5" x 11"	36/40	18/20
6" x 9"	26/29	13/14.5
5.5" x 8.5"	26/29	13/14.5
4" x 9"	24/27.5	12/14

Type sizes may change depending on copy length, image use and design judgment.

Also shown is the minimum "drop" or distance the title copy should be placed below the signature and tagline. Title copy may be placed lower, but never higher.

N

NJIT
New Jersey Institute
of Technology

2N

A — Primary Document
Headline Type

2N

B — Secondary headline text or
descriptive type

8.5" x 11"

NJIT
New Jersey Institute
of Technology

2N

Primary Document
Headline Type

2N

Secondary headline text or
descriptive type

6" x 9"

NJIT
New Jersey Institute
of Technology

2N

Primary Document
Headline Type

2N

Secondary headline text or
descriptive type

5.5" x 8.5"

NJIT
New Jersey Institute
of Technology

2N

Primary Document
Headline Type

2N

Secondary headline text or
descriptive type

4" x 9"

Design options
Universitywide print communications

NJIT is a university offering a range of programs and conducting work across multiple fronts. In many cases, print communications regarding these activities will carry only the NJIT university brand identity, with no college or school "sub-brand" displayed.

In universitywide print communications of this nature, the brochure's title will convey the subject, focus or theme of the piece. Examples of this type of piece include the President's Annual Report; a report by the provost; a report on university research programs; a brochure from Career Development Services; a report by Continuing Professional Education, etc.

The design of all would be consistent in terms of size and placement of the signature; treatment, style and positioning of typography; and accent colors.

However, many looks are possible within the guidelines. The thumbnail designs on this page are meant to suggest just a few possibilities. While there is consistency, there is also great flexibility.
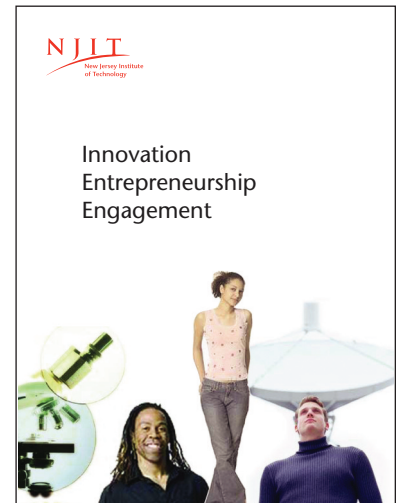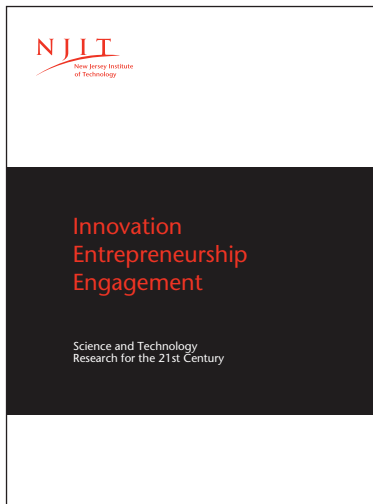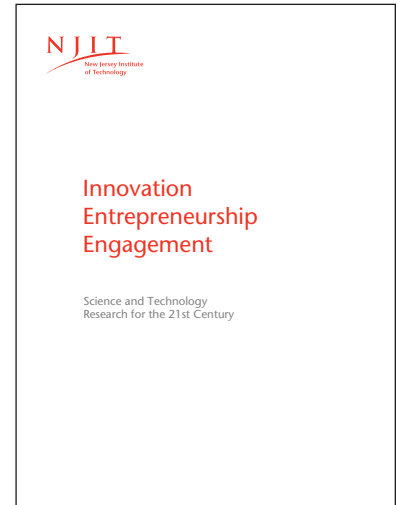
A series of cover design directions illustrating consistency in application of the NJIT signature and color.

College/School-specific print communications

The NJIT print system specifications described in the previous pages also apply to college- and school-specific printed material.

The following pages demonstrate application of the graphic elements to cover design options for college- and school-specific communications, including:
- NJIT signature placement
- college/school name placement
- typography and color
- design examples

NJIT
New Jersey Institute
of Technology

COLLEGE OF ARCHITECTURE & DESIGN

Welcome to the
College of Architecture & Design

NOTE *For college/school recruitment materials, please refer to* Appendix A *for guidelines, options and additional visual elements.*

Signature placement
College/school print communications

Position

The NJIT signature always appears in the upper left-hand corner. The distinguishing feature of NJIT college/school print material is the inclusion of the specific college name in a precise position and type style. The school name has a precise "lock-up" with the university signature. These graphic elements — NJIT core signature and college/school name — appear in a fixed relationship to one another and must not be altered, modified or repositioned.

The lock-up should align with equal top and left margins of the layout. Recommended margin widths for standard document sizes are shown here.

Scale

The NJIT signature should be *at least* equal in width to 1/7th of the longest dimension of the page. Refer also to the graphic standards for guidelines on minimum sizes. Following are proper signature widths for several standard document sizes:

Document size	NJIT signature width
8.5" x 11"	1.75"
6" x 9"	1.3"
5.5" x 8.5"	1.3"
4" x 9"	1.125"

.5"
.5"

NJIT
New Jersey Institute of Technology
NEWARK COLLEGE OF ENGINEERING
1.75"

8.5" x 11"

.375"
.375"

NJIT
New Jersey Institute of Technology
SCHOOL OF MANAGEMENT
1.3"

6" x 9"

.375"
.375"

NJIT
New Jersey Institute of Technology
COLLEGE OF COMPUTING SCIENCES
1.3"

5.5" x 8.5"

.25"
.25"
.25"

NJIT
New Jersey Institute of Technology
COLLEGE OF ARCHITECTURE & DESIGN
1.25"

4" x 9"
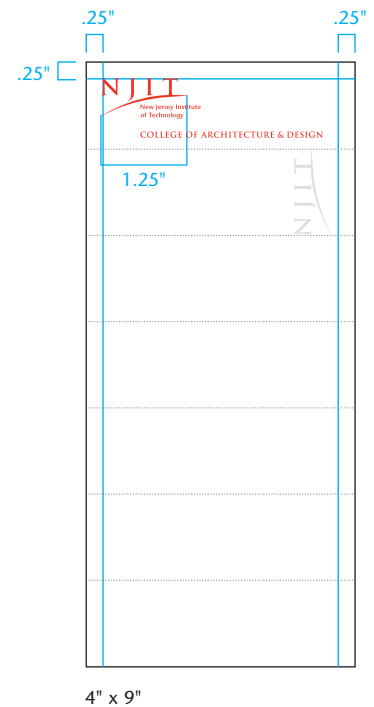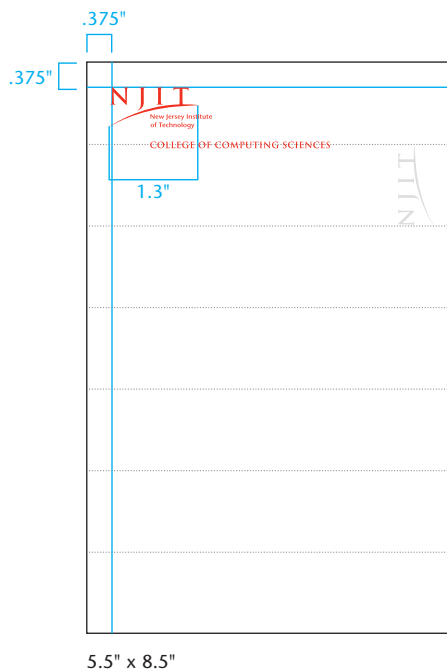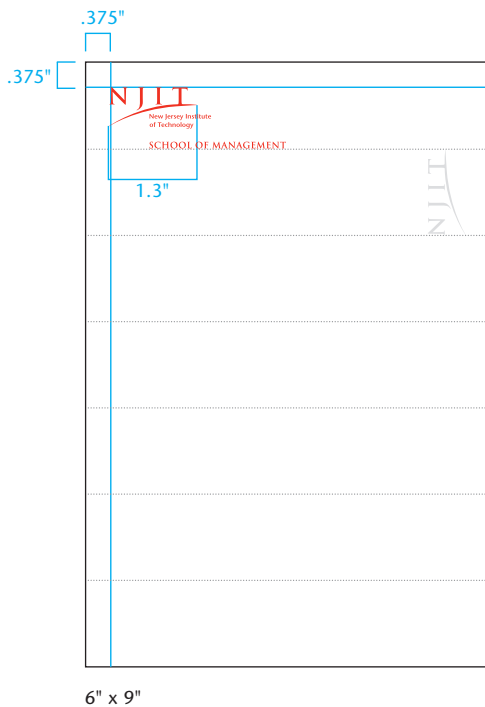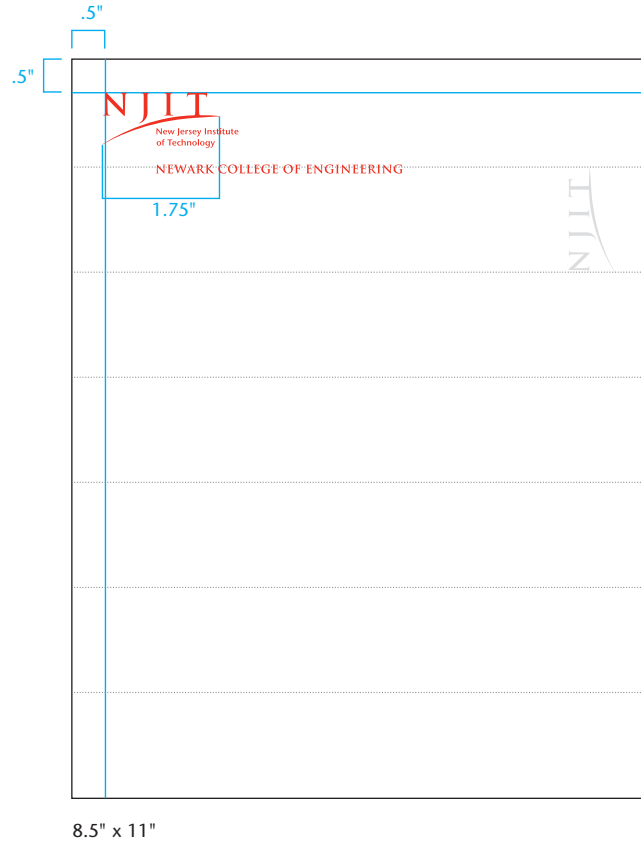
Standard type sizes
College/school print communications

Following are general type specifications for several standard document sizes:

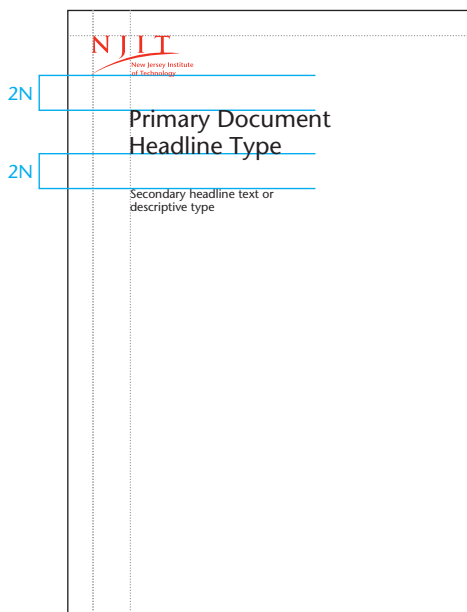| Document size	A. Primary headline Point size/ leading	B. Secondary or descriptive Point size/ leading
8.5" x 11"	36/40	18/20
6" x 9"	26/29	13/14.5
5.5" x 8.5"	26/29	13/14.5
4" x 9"	24/27.5	12/14

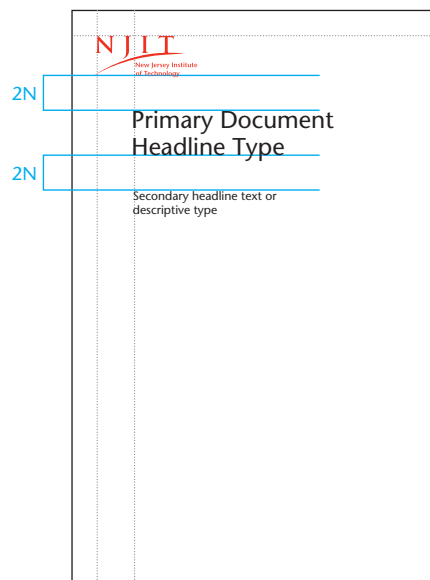Type sizes may change depending on copy length, image use and design judgment.

Also shown is the minimum "drop" or distance the title copy should be placed below the signature and college/school name. Title copy may be placed lower.

N

NJIT
New Jersey Institute
of Technology

NEWARK COLLEGE OF ENGINEERING

2N

A — Primary Document Headline Type

2N

B — Secondary headline text or descriptive type

8.5" x 11"

NJIT
New Jersey Institute
of Technology

NEWARK COLLEGE OF ENGINEERING

2N

Primary Document Headline Type

2N

Secondary headline text or descriptive type

6" x 9"

NJIT
New Jersey Institute
of Technology

NEWARK COLLEGE OF ENGINEERING

2N

Primary Document Headline Type

2N

Secondary headline text or descriptive type

5.5" x 8.5"

NJIT
New Jersey Institute
of Technology

NEWARK COLLEGE OF ENGINEERING

2N

Primary Document Headline Type

2N

Secondary headline text or descriptive type

4" x 9"

Design possibilities
College/school print communications

The samples on this and the following page are intended to show how one design direction could be applied to a "family" of communications for the individual colleges and schools. Additionally, the examples show how a cover concept is adaptable to different size formats.

The look shown here is consistent with the NJIT brand image guidelines in terms of size and placement of the logo/formal name; college name; treatment, style and positioning of typography; and dominant colors.

The system, however, is flexible enough to accommodate a wide range of visual solutions while maintaining a strong sense of continuity and projecting a single "NJIT brand image."

This particular direction, obviously, uses a strong red block at the top and a dominant image below. Each image effectively reinforces the focus of the particular college and also serves as an important "differentiator," so one brochure does not look exactly like another.

NJIT New Jersey Institute of Technology
NEWARK COLLEGE OF ENGINEERING

Welcome to the
Newark College of Engineering

NJIT New Jersey Institute of Technology
SCHOOL OF MANAGEMENT

Welcome to the
School of Management

NJIT New Jersey Institute of Technology
ALBERT DORMAN HONORS COLLEGE

Welcome to the
Albert Dorman Honors College

NJIT New Jersey Institute of Technology
NEWARK COLLEGE OF ENGINEERING

Advanced Writing
Program for
Engineering Majors
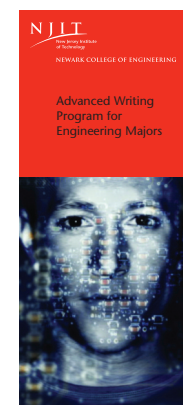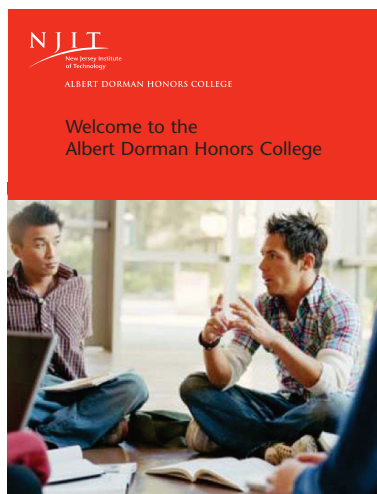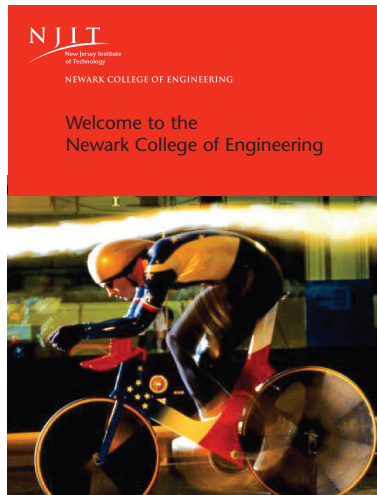
A series of covers illustrating consistency in application of the NJIT signature, college/school name and color.

NOTE *For college/school recruitment materials, please refer to* Appendix A *for guidelines, options and additional visual elements.*

Additional design possibilities

College/school print communications

The samples on this and the preceding page are intended to show how one design direction could be applied to a "family" of communications for the individual colleges and schools. Additionally, the examples show how a cover concept is adaptable to different size formats.

The look shown here is consistent with the NJIT brand image guidelines in terms of size and placement of the logo/formal name; college name; treatment, style and positioning of typography; and dominant colors.

The system, however, is flexible enough to accommodate a wide range of visual solutions while maintaining a strong sense of continuity and projecting a single "NJIT brand image."

This particular direction, obviously, conveys a clean, open, white, minimalistic look. Each image effectively reinforces the focus of the particular college and also serves as an important "differentiator," so one brochure does not look exactly like another.

NJIT
New Jersey Institute
of Technology
COLLEGE OF COMPUTING SCIENCES

Welcome to the
College of Computing Sciences

NJIT
New Jersey Institute
of Technology
COLLEGE OF SCIENCE & LIBERAL ARTS

Welcome to the
College of Science & Liberal Arts

NJIT
New Jersey Institute
of Technology
COLLEGE OF ARCHITECTURE & DESIGN

Welcome to the
College of Architecture & Design
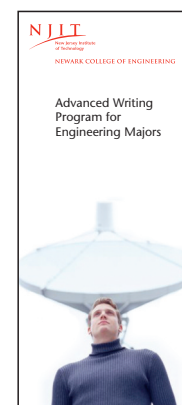
An alternative series of covers illustrating consistency in application of the NJIT signature, college/school name and color.

NJIT
New Jersey Institute
of Technology
NEWARK COLLEGE OF ENGINEERING

Advanced Writing
Program for
Engineering Majors

NOTE *For college/school recruitment materials, please refer to* **Appendix A** *for guidelines, options and additional visual elements.*

Back covers

On back covers and other instances where the address is in close proximity to the primary signature — such as on letterheads, envelopes and business cards — the address block should omit "New Jersey Institute of Technology" in the first line of text above the street address.

The NJIT logo should be consistently applied at a width of 1.25" to all back cover layouts. Adjacent address or contact information should be set in ITC Stone Sans Std Medium, 7/8, positioned flush left.

All information should be placed in the lower left corner with .5" left and bottom margins.

1.25"

N

NJIT
New Jersey Institute
of Technology

N

College/school/office name, if applicable
University Heights
Newark, NJ 07102-1982
123.123.1234
123.123.1234 fax
email@njit.edu
www.njit.edu

Address/contact
info is typically
ITC Stone Sans Std
Medium, 7/8, flush left
with formal name.

.5"

.5"
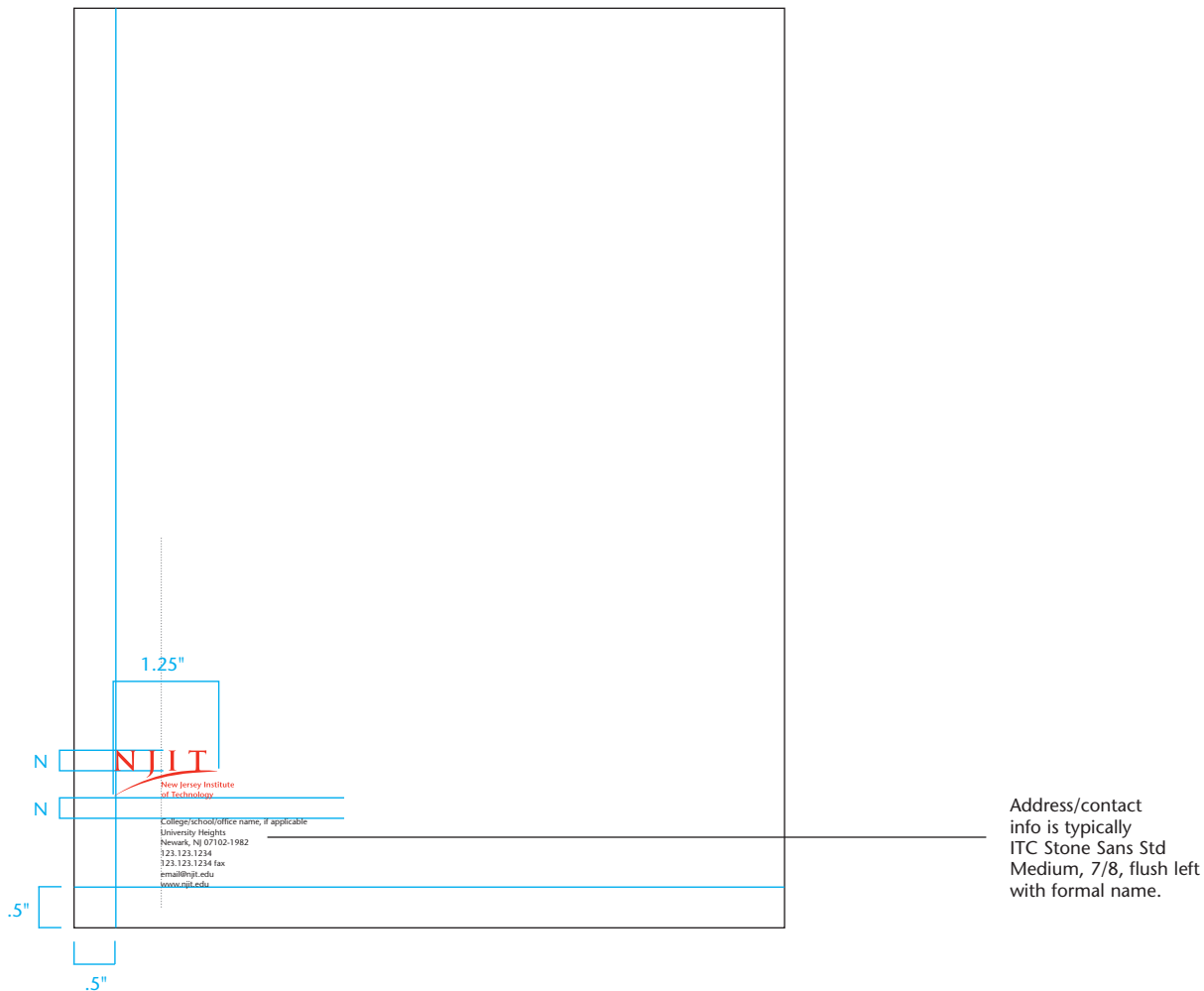
Email

Email

The content and appearance of the information in your email signature should adhere to the following format:

Name
Title
Office, Division, College/School or Research Center
Building, Room xxx
New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982
973.596.xxxx
973.596.xxxx fax
xxxxx@njit.edu

Font
Use your standard email typeface and typesize. Do not use bold or italics for any items. Standard fonts on both Mac and PCs such as Arial and Calibri work in all email clients. (Non-standard fonts may not translate across email clients.)

Color
Use black type only.

Sample Email Signature
Jane P. Jones, Ph.D.
Associate Vice President
Office of Strategic Communications
Fenster Hall, Room 441
New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
j.jones@njit.edu

Do not use the NJIT logo. Graphic elements increase the file size of messages and slow down servers. Some email clients process graphics as attachments or block them by default.

Include a cellphone number only if it it something you wish to share broadly.

Do not add quotes, verses or sayings as part of your signature.

Note: You can create your standard signature per these guidelines in Google Mail under Settings.

Desktop Templates

Brochure template

Downloadable desktop templates for a three-panel brochure are available online. These Word documents can be used to customize information and produce simple print communications while still maintaining a look that is consistent with NJIT's visual identity.

Available as universitywide template or as college- or school-specific template.

How to Create A Brochure

Using this template, you can create a professional brochure. Here's how:

Insert your words in place of these words, using and/or re-arranging the preset paragraph Styles.

Print pages 1 and 2 back-to-back onto sturdy, letter size paper.

Fold the paper like a letter to create a three-fold brochure (positioning the panel with the large picture on the front).

What Else Should I Know?

To change the Style of any paragraph, select the text by positioning your cursor anywhere in the paragraph. With your cursor blinking in the paragraph, select a Style from the drop-down Style list at the top-left of your screen.
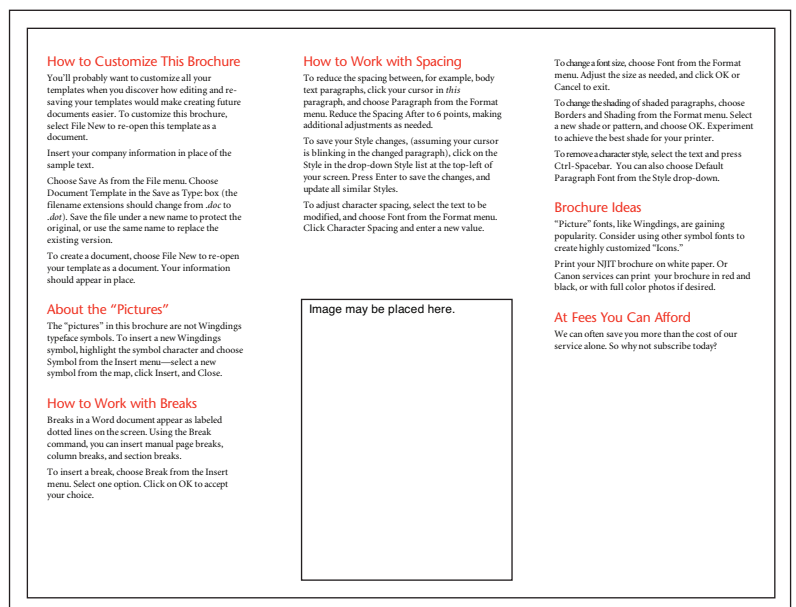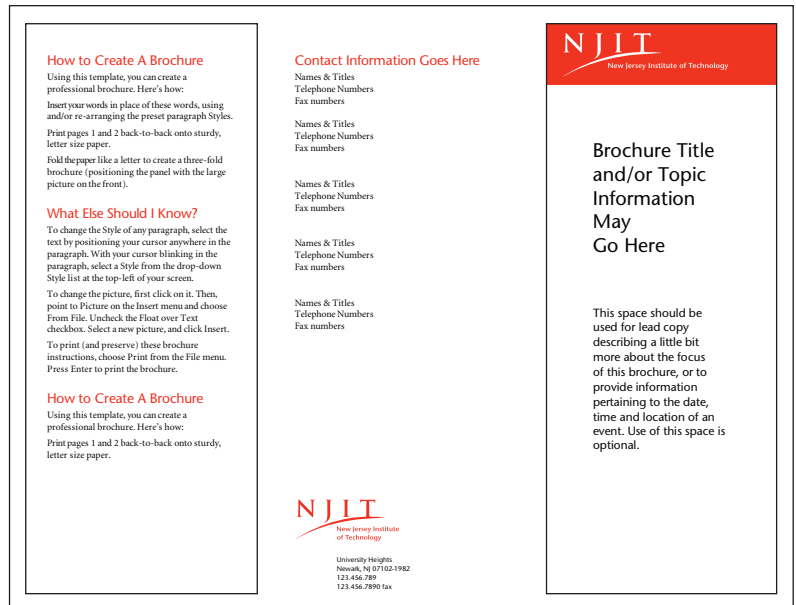
To change the picture, first click on it. Then, point to Picture on the Insert menu and choose From File. Uncheck the Float over Text checkbox. Select a new picture, and click Insert.

To print (and preserve) these brochure instructions, choose Print from the File menu. Press Enter to print the brochure.

How to Create A Brochure

Using this template, you can create a professional brochure. Here's how:

Print pages 1 and 2 back-to-back onto sturdy, letter size paper.

Contact Information Goes Here

Names & Titles
Telephone Numbers
Fax numbers

Names & Titles
Telephone Numbers
Fax numbers

Names & Titles
Telephone Numbers
Fax numbers

Names & Titles
Telephone Numbers
Fax numbers

Names & Titles
Telephone Numbers
Fax numbers

University Heights
Newark, NJ 07102-1982
123.456.789
123.456.7890 fax

Brochure Title and/or Topic Information May Go Here

This space should be used for lead copy describing a little bit more about the focus of this brochure, or to provide information pertaining to the date, time and location of an event. Use of this space is optional.

How to Customize This Brochure

You'll probably want to customize all your templates when you discover how editing and re-saving your templates would make creating future documents easier. To customize this brochure, select File New to re-open this template as a document.

Insert your company information in place of the sample text.

Choose Save As from the File menu. Choose Document Template in the Save as Type box (the filename extensions should change from .doc to .dot). Save the file under a new name to protect the original, or use the same name to replace the existing version.

To create a document, choose File New to re-open your template as a document. Your information should appear in place.

About the "Pictures"

The "pictures" in this brochure are not Wingdings typeface symbols. To insert a new Wingdings symbol, highlight the symbol character and choose Symbol from the Insert menu—select a new symbol from the map, click Insert, and Close.

How to Work with Breaks

Breaks in a Word document appear as labeled dotted lines on the screen. Using the Break command, you can insert manual page breaks, column breaks, and section breaks.

To insert a break, choose Break from the Insert menu. Select one option. Click on OK to accept your choice.

How to Work with Spacing

To reduce the spacing between, for example, body text paragraphs, click your cursor in *this* paragraph, and choose Paragraph from the Format menu. Reduce the Spacing After to 6 points, making additional adjustments as needed.

To save your Style changes, (assuming your cursor is blinking in the changed paragraph), click on the Style in the drop-down Style list at the top-left of your screen. Press Enter to save the changes, and update all similar Styles.

To adjust character spacing, select the text to be modified, and choose Font from the Format menu. Click Character Spacing and enter a new value.

Image may be placed here.

To change a font size, choose Font from the Format menu. Adjust the size as needed, and click OK or Cancel to exit.

To change the shading of shaded paragraphs, choose Borders and Shading from the Format menu. Select a new shade or pattern, and choose OK. Experiment to achieve the best shade for your printer.

To remove a character style, select the text and press Ctrl-Spacebar. You can also choose Default Paragraph Font from the Style drop-down.

Brochure Ideas

"Picture" fonts, like Wingdings, are gaining popularity. Consider using other symbol fonts to create highly customized "Icons."

Print your NJIT brochure on white paper. Or Canon services can print your brochure in red and black, or with full color photos if desired.

At Fees You Can Afford

We can often save you more than the cost of our service alone. So why not subscribe today?

Desktop 3-panel brochure template —
Word document

Report cover template

Downloadable desktop templates for a letter-size report cover are available online. These Word documents can be used to customize information and produce simple print communications while still maintaining a look that is consistent with NJIT's visual identity.
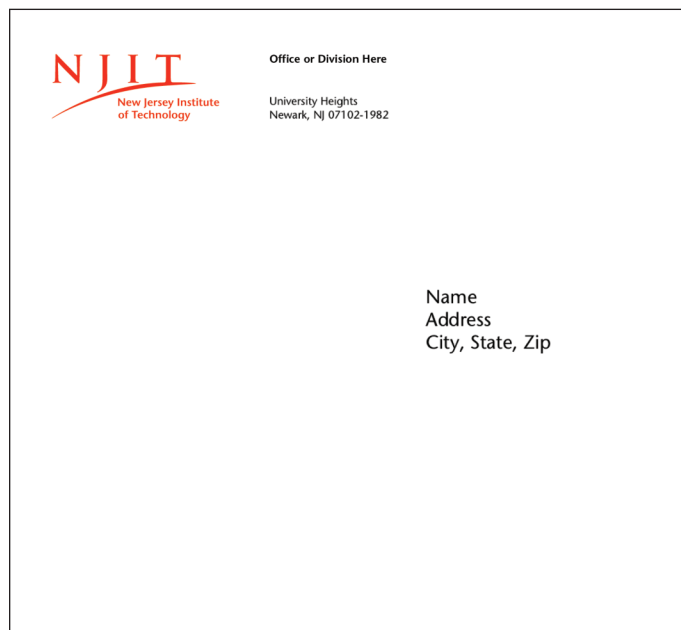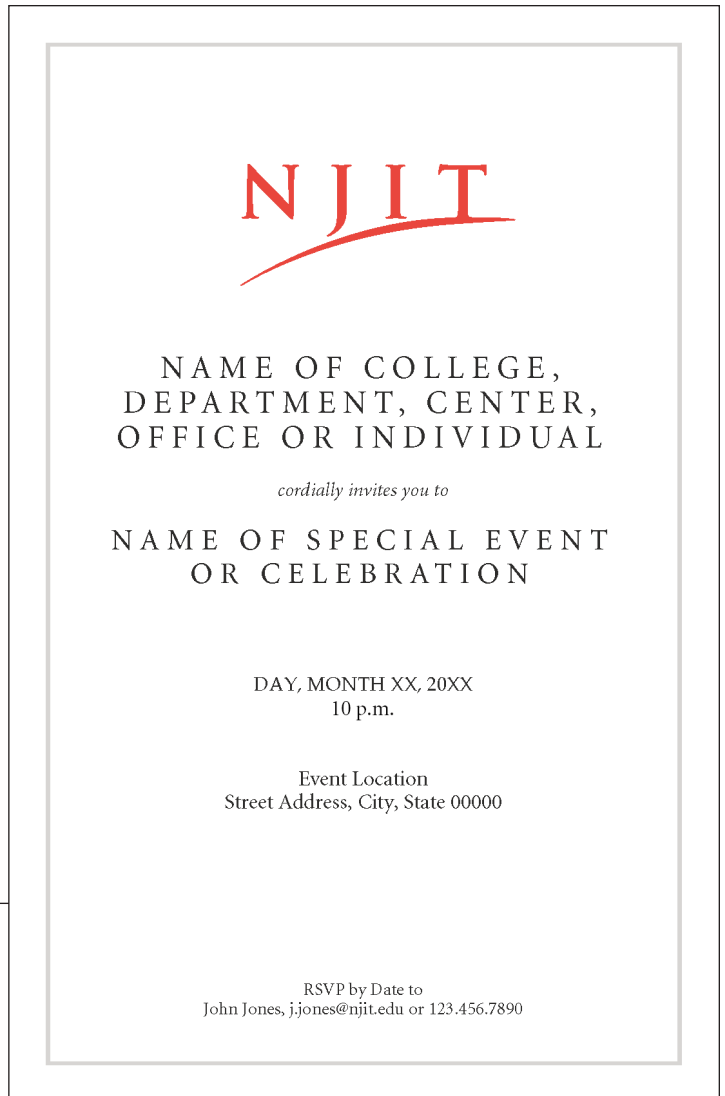
Available as universitywide template or as college- or school-specific template.

NJIT
New Jersey Institute of Technology

Report Title Goes Here on One or Two Lines

Report Subhead or other explanatory note goes here, if necessary. Report Subhead or other explanatory note goes here.

njit.edu

Desktop report cover template — Word document

Bulletin template

Downloadable desktop templates for a letter-size bulletin or handout are available online. These Word documents can be used to customize information and produce simple print communications while still maintaining a look that is consistent with NJIT's visual identity.

Available as universitywide template or as college- or school-specific template.
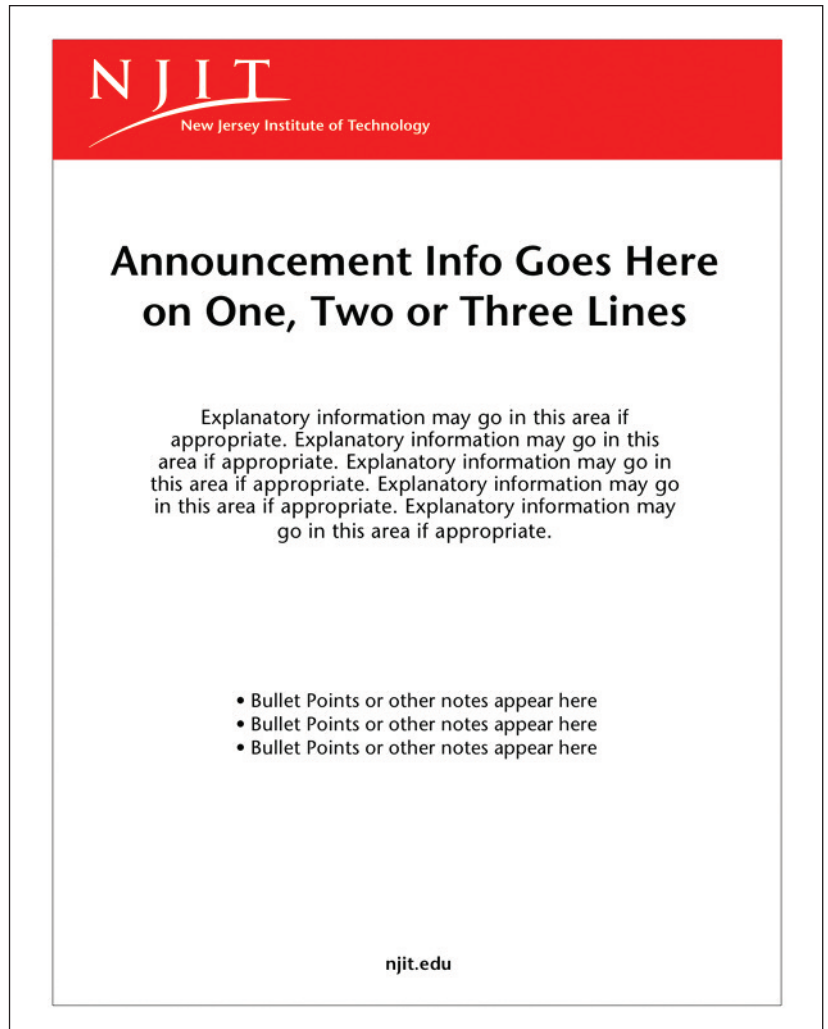
Desktop bulletin template —
Word document

Invitation template

Downloadable desktop templates for a single-panel 5.5" x 8.5" invitation are available online. These Word documents can be used to produce customized pieces while still maintaining a look that is consistent with NJIT's visual identity. Minion and ITC Stone Sans fonts are required.

The templates have been formatted for use with Gartner Studios Invitation Kits, 5.5" x 8.5", available in packages of 100 (envelopes included) through Office Depot as well as other retailers. The Office Depot item number is 890473, and the manufacturer's SKU is 76038. These cards are compatible with most inkjet and laser printers.
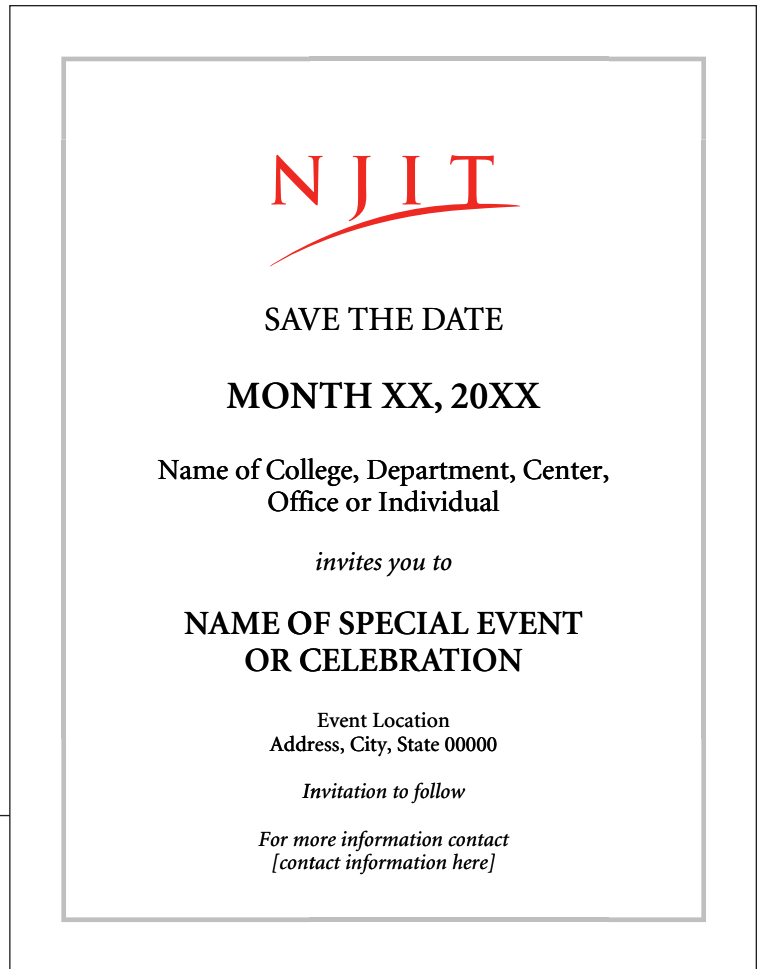
NJIT

NAME OF COLLEGE,
DEPARTMENT, CENTER,
OFFICE OR INDIVIDUAL

cordially invites you to

NAME OF SPECIAL EVENT
OR CELEBRATION

DAY, MONTH XX, 20XX
10 p.m.

Event Location
Street Address, City, State 00000

RSVP by Date to
John Jones, j.jones@njit.edu or 123.456.7890

Desktop invitation template —
Word document

NJIT
New Jersey Institute
of Technology

Office or Division Here

University Heights
Newark, NJ 07102-1982

Name
Address
City, State, Zip

Desktop invitation envelope template —
Word document

Save the date template

Downloadable desktop templates for the front and back of a 4.25" x 5.5" Save the Date postcard are available online. These Word documents can be used to produce simple customized pieces that are consistent with NJIT's visual identity. Minion and ITC Stone Sans fonts are required.

The templates are intended for use with Gartner Studios Post Cards, 4.25" x 5.5", available in packages of 100 through Office Depot as well as other retailers. The Office Depot item number is 100939, and the manufacturer's SKU is 83828. These cards are compatible with most inkjet and laser printers. The cards are micro-perforated and four-up on an 8.5" x 11" sheet to facilitate printing.
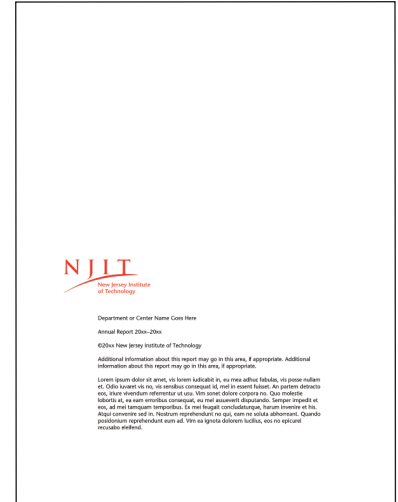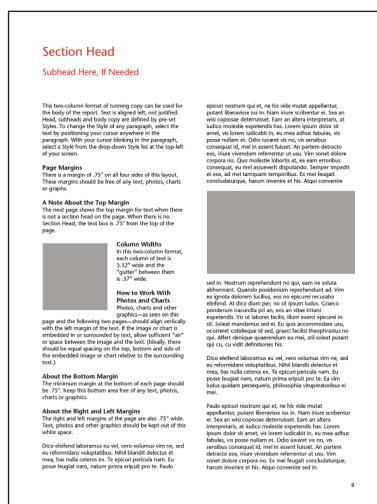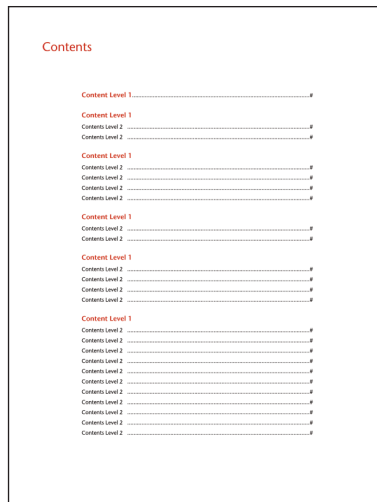
NJIT

SAVE THE DATE

MONTH XX, 20XX

Name of College, Department, Center, Office or Individual

invites you to

NAME OF SPECIAL EVENT OR CELEBRATION

Event Location
Address, City, State 00000

Invitation to follow

*For more information contact
[contact information here]*
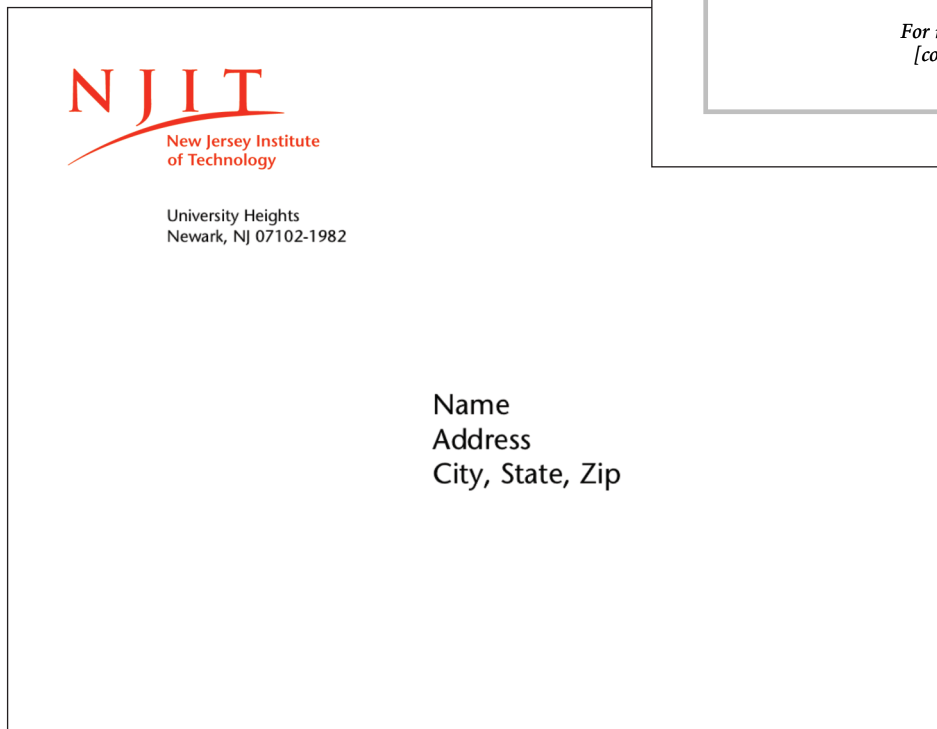
Desktop save the date template —
Word document

NJIT
New Jersey Institute
of Technology

University Heights
Newark, NJ 07102-1982

Name
Address
City, State, Zip

Desktop save the date template (back of card)
— Word document

Annual report templates

A downloadable desktop template for a departmental or center annual report is available online. This Word document with typical example content can be used to create an attractive, professional annual report with a look that is consistent with NJIT's visual identity.

This template is intended to assist in the formatting of the report and includes layouts of the front and back covers, copyright page, contents page, introductory letter from the chairperson or director, faculty/staff listings with photos, lists of information (such as awards, publications and patents, among others) and narrative pages. The ITC Stone Sans Std family of fonts will be needed. Information about individual elements can be found in the text copy on each page.
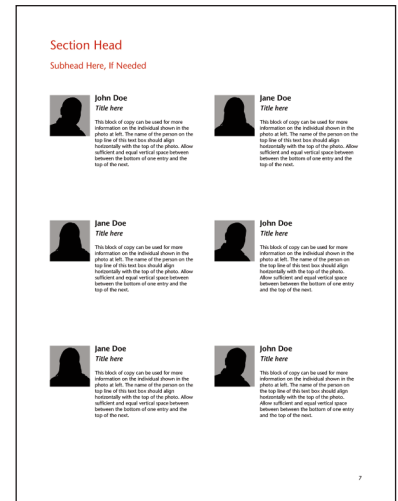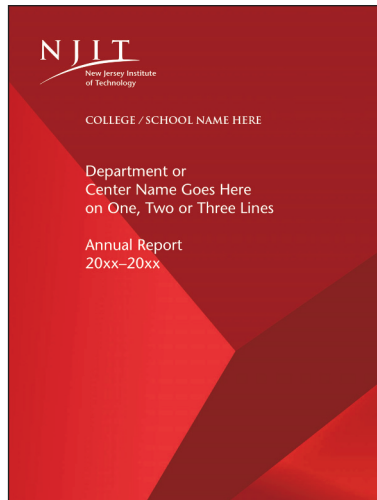
Desktop annual report template (additional page formatting options available in template) — Word document
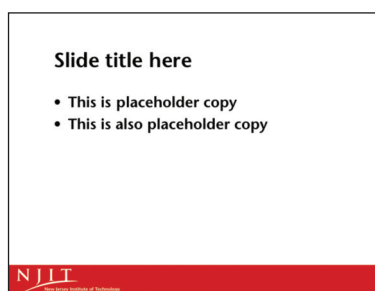
PowerPoint templates

PowerPoint templates are available for downloading from the NJIT Web site.

A universitywide template is offered, as is a template that may be customized to display the college or school name in the footer. The latter does require the font Trajan Pro Bold.

Each template includes NJIT opening screen, title screen, info screen and NJIT closing screen.

Universitywide PowerPoint slide template

College/School PowerPoint slide template

Banners, Flags, Special Event Graphics and Promotional Items

Banners and flags

Overview

Banners and flags provide a dynamic, visually impactful execution of NJIT's identity for both campus and visiting audiences. Banners can be created in various sizes and shapes utilizing the preferred typography and color palette for style. In the design of flags, use of the NJIT logo or NJIT signature is suggested.

Banners and flags

Examples

Shown here are various examples of layouts incorporating different looks. For assistance on creating appropriate banners and flags for NJIT, please contact the Office of Strategic Communications.

Strong vertical banners may be used as powerful visuals both for exterior and interior applications.

An example of how the NJIT signature and program information may be printed in red over a silver or light gray background visual.

Banners on city streets and on lamp poles inside the campus would display the NJIT logo and convey the specific, substantive science and tech-driven programs that distinguish NJIT from other universities.
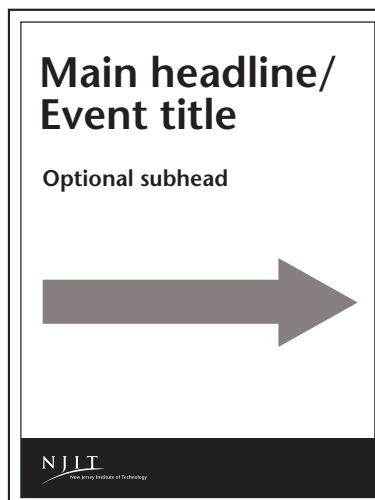
COMPUTING SCIENCES

SCIENCE & LIBERAL ARTS

COMPUTING SCIENCES

HONORS

MANAGEMENT

SCIENCE & LIBERAL ARTS

ARCHITECTURE & DESIGN

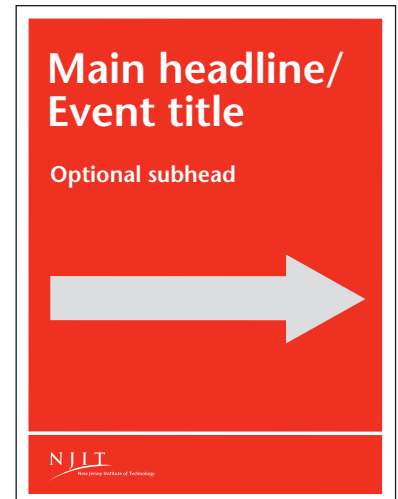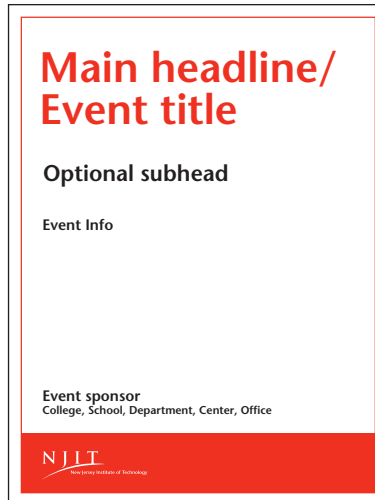**ENGINEERING**
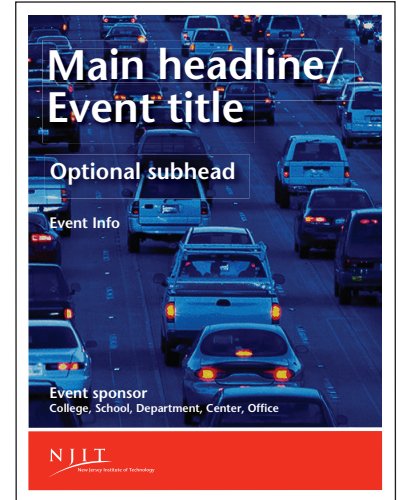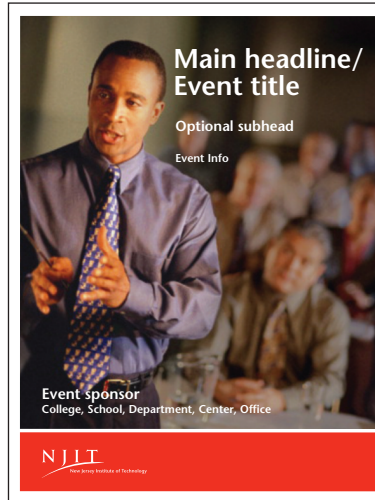
Special event graphics

Effective presentation of NJIT's identity in public settings, at special events and during news conferences is vital to the university's efforts to gain exposure for its name, people and accomplishments. The NJIT visual identity should be readily visible and professionally presented at all times. Visual exposure of the NJIT name via the media, online vehicles and NJIT's own communications program builds awareness and understanding of the NJIT brand.

Event signage

Temporary signage for conferences, meetings and events held by NJIT colleges and schools, departments and other university organizations should always include the NJIT visual identity in a consistent and clear manner. This applies to items such as posters, announcements and directional signage, among others.

Downloadable Word templates for letter-sized documents, as seen on this page, are available online. The Office of Strategic Communications can provide further assistance. Please call 973.596.3172.

Main headline/ Event title

Optional subhead

Event Info

Event sponsor
College, School, Department, Center, Office

Main headline/ Event title

Optional subhead

Event Info

Event sponsor
College, School, Department, Center, Office

Main headline/ Event title

Optional subhead

Event Info

Event sponsor
College, School, Department, Center, Office

Main headline/ Event title

Optional subhead

Main headline/ Event title

Optional subhead

Desktop event signage templates — Word document

Promotional items

The use of the NJIT logo on promotional items such as banners, table throws, apparel, pens and pencils, flash drives, bags and mugs must be approved by the Office of Strategic Communications. We will work with you and your vendor to ensure that the use, size, position and quality of the logo meets university standards.

Please contact 973.596.3172 for assistance.

Print Advertising

Print advertising
Overview

The following pages provide general guidelines for the production of NJIT's day-to-day recruitment and promotional print advertising. "Live" ad templates of various sizes and configurations — based on these guidelines — are solely used and managed by the Office of Strategic Communications.

The primary objectives of these ad guidelines are simple and straightforward:

- to provide a graphic structure that ensures that NJIT's core visual identity and formal name are consistently and prominently presented;

- to provide a flexible "ad system" that enables NJIT to convey a unified university identity while also highlighting, promoting and differentiating specific academic offerings and programs; and

- to suggest a consistent look and feel in terms of layout, typography and imagery.

The system illustrated in the following pages comprises:

- ad template to promote "university at large"
- ad template to support "student testimonial"
- ad template to emphasize "specific college or school"
- ad template to emphasize "special program," e.g. CPE
- ad template for "personnel/job recruitment"

The strategy underlying NJIT's entire branding program can be distilled down to a couple of very fundamental ideas:

- The six colleges/schools add meaning to NJIT; by association, they help shape perception of NJIT as a specialized university focused on "science, technology and design."

Print advertising

University at large emphasized — 4-color

Red bar with alternate signature
(formal name on one line)
knocking out

Photo appropriate to message
and NJIT's positioning as a
premier science, technology
and design university

Headline to stress
NJIT's "degrees" and
"premier science/technology/design"
university identity

Body copy;
(ITC Stone Sans Std family of fonts
used for body copy and headline)

Address, phone

Website URL

NJIT
New Jersey Institute of Technology

Because Knowledge is Power

With the power of a degree from New Jersey's leading technological research university, great things happen. NJIT's innovative technology and science programs lead to our graduates making an impact at some of the country's most prominent companies.

With the power of a degree from New Jersey's leading technological research university, great things happen. NJIT's innovative technology and science programs lead to our graduates making an impact at some of the country's most prominent companies.

- **Engineering**
- **Architecture & Design**
- **Science & Liberal Arts**
- **Management**
- **Honors College**
- **Computing Sciences**
- **Continuing Education**
- **Distance Learning**

NEW JERSEY INSTITUTE OF TECHNOLOGY
OFFICE OF UNIVERSITY ADMISSIONS
UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1982
800.925.NJIT OR 937.596.3300

njit.edu

2-color ads

In 2-color formats, the primary change would simply be the use of B/W photos instead of full-color images; NJIT Red is PMS 1795

NOTE *For universitywide recruitment advertising, please refer to* Appendix A *for guidelines, options and additional visual elements.*

Print advertising

University at large emphasized — black & white

Black bar with alternate signature (formal name on one line) knocking out
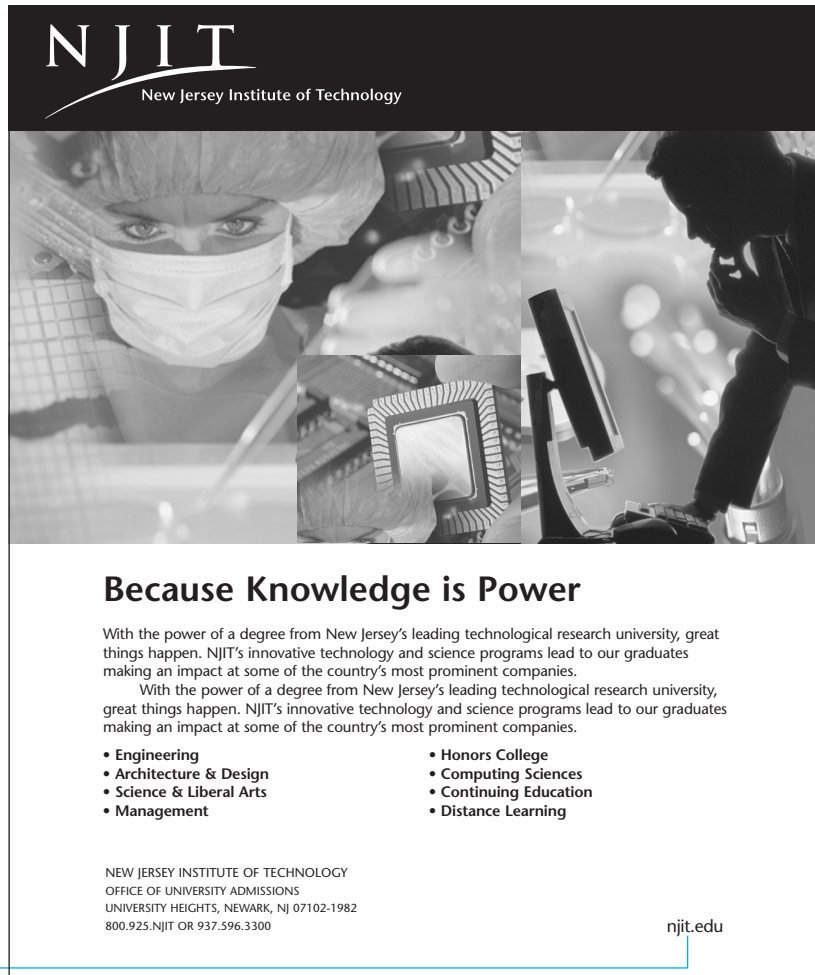
Photo appropriate to message and NJIT's positioning as a premier science, technology and design university

Headline to stress NJIT's "degrees" and "premier science/technology/design" university identity

Body copy; (ITC Stone Sans Std family of fonts used for body copy and headline)

Address, phone

Website URL

NJIT
New Jersey Institute of Technology

Because Knowledge is Power

With the power of a degree from New Jersey's leading technological research university, great things happen. NJIT's innovative technology and science programs lead to our graduates making an impact at some of the country's most prominent companies.

With the power of a degree from New Jersey's leading technological research university, great things happen. NJIT's innovative technology and science programs lead to our graduates making an impact at some of the country's most prominent companies.

- **Engineering**
- **Architecture & Design**
- **Science & Liberal Arts**
- **Management**

- **Honors College**
- **Computing Sciences**
- **Continuing Education**
- **Distance Learning**

NEW JERSEY INSTITUTE OF TECHNOLOGY
OFFICE OF UNIVERSITY ADMISSIONS
UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1982
800.925.NJIT OR 937.596.3300

njit.edu

NOTE *For universitywide recruitment advertising, please refer to* Appendix A *for guidelines, options and additional visual elements.*

Print advertising

Student testimonial — 4-color

Red bar with primary signature knocking out

Photo appropriate to message and NJIT's positioning as a premier science, technology and design university

2-color ads

In 2-color formats, the primary change would simply be the use of B/W photos instead of full-color images; NJIT Red is PMS 1795

Quote from student

Headline to stress NJIT's unique identity and benefit for students

Body copy; (ITC Stone Sans Std family of fonts used for body copy and headline)

Address, phone

Website URL

NJIT
New Jersey Institute of Technology

"I came to NJIT because I wanted to major in engineering and medicine at the same time. No other college would let me. NJIT did not limit my choices – it provided me with opportunities."

Great Careers Don't Just Happen

Albert Dorman Honors College

Name: Rina Shah

Major: Biomedical Engineering, Accelerated BS-MD at University of Medicine and Dentistry of New Jersey

Affiliations: Albert Dorman Honors College, Educational Opportunity Program

Research: Worked on a project at the Memorial Sloan-Kettering Cancer Center on earlier detection of metastatic cancer cells. Presented results at the National Honors Council Northeast Regional Meeting

Honors: Ruth and Peter Metz Scholarship; National Dean's List; nominated to Sigma Xi, the scientific research society

Plans: To earn an MD-PhD with a concentration in pharmaceutical engineering; a career in medical research for a pharmaceutical company

- **Engineering**
- **Architecture & Design**
- **Science & Liberal Arts**
- **Management**
- **Honors College**
- **Computing Sciences**
- **Weekend University**
- **Distance Learning**
- **Continuing Education**

NEW JERSEY INSTITUTE OF TECHNOLOGY
OFFICE OF UNIVERSITY ADMISSIONS, UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1982
800.925.NJIT or 973.596.3300   AA/EOE

njit.edu

NOTE *For universitywide recruitment advertising, please refer to* **Appendix A** *for guidelines, options and additional visual elements.*

Print advertising

Student testimonial — black & white

Black bar with primary signature knocking out

Photo appropriate to message and NJIT's positioning as a premier science, technology and design university

Quote from student

Headline to stress NJIT's unique identity and benefit for students

Body copy; (ITC Stone Sans Std family of fonts used for body copy and headline)

Address, phone

Website URL

NJIT
New Jersey Institute of Technology

"I came to NJIT because I wanted to major in engineering and medicine at the same time. No other college would let me. NJIT did not limit my choices – it provided me with opportunities."

Great Careers Don't Just Happen

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Honors: Ruth and Peter Metz Scholarship; National Dean's List; nominated to Sigma Xi, the scientific research society

Plans: To earn an MD-PhD with a concentration in pharmaceutical engineering; a career in medical research for a pharmaceutical company

- **Engineering**
- **Architecture & Design**
- **Science & Liberal Arts**
- **Management**
- **Honors College**

- **Computing Sciences**
- **Weekend University**
- **Distance Learning**
- **Continuing Education**

NEW JERSEY INSTITUTE OF TECHNOLOGY
OFFICE OF UNIVERSITY ADMISSIONS, UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1982
800.925.NJIT or 973.596.3300   AA/EOE

njit.edu

NOTE *For universitywide recruitment advertising, please refer to* Appendix A *for guidelines, options and additional visual elements.*

Print advertising

NJIT college/school emphasized — 4-color

Red bar with alternate signature (formal name on one line) knocking out

NJIT college or school name

Photo appropriate to message and NJIT's positioning as a premier science, technology and design university

Headline to stress NJIT's "degrees" and "premier science/technology/design" university identity

Body copy; (ITC Stone Sans Std family of fonts used for body copy and headline)

Address, phone

Website URL

NJIT
New Jersey Institute of Technology

SCHOOL OF MANAGEMENT

Forty years ago, 4,700 MBA degrees were granted.

Last year, 115,000.

Skills for a new time

When considering an MBA, choose wisely — or risk being lost in the MBA crowd. At NJIT's School of Management, we designed our MBA to prepare a new generation of business leaders who stand out from the crowd in their ability to think strategically about business and technology. We also offer a Master of Science in Management that updates technical expertise while building business skills — because for some people the best MBA option might be none at all. **Learn more: the NJIT MBA and the NJIT MS in Management. Contact Ms. Elaine Frazier, Program Director, 973.596.6378, or e-mai frazierr@njit.edu**

NEW JERSEY INSTITUTE OF TECHNOLOGY
SCHOOL OF MANAGEMENT
UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1982
800.925.NJIT OR 937.596.3300

management.njit.edu

2-color ads

In 2-color formats, the primary change would simply be the use of B/W photos instead of full-color images; NJIT Red is PMS 1795

Ad headers

College and school names are set in Trajan Pro Bold and align with the left edge of the formal name. (If there are space constraints and the college/school name becomes too small, the name may be centered in and extend the entire width of the bar; see page 76 for example.)

NJIT
New Jersey Institute of Technology
NEWARK COLLEGE OF ENGINEERING

NJIT
New Jersey Institute of Technology
COLLEGE OF ARCHITECTURE & DESIGN

NJIT
New Jersey Institute of Technology
COLLEGE OF SCIENCE & LIBERAL ARTS

NJIT
New Jersey Institute of Technology
ALBERT DORMAN HONORS COLLEGE

NJIT
New Jersey Institute of Technology
COLLEGE OF COMPUTING SCIENCES

NOTE *For universitywide recruitment advertising, please refer to* Appendix A *for guidelines, options and additional visual elements.*

Print advertising

NJIT college/school emphasized — black & white

Black bar with alternate signature (formal name on one line) knocking out

NJIT college or school name

Photo appropriate to message and NJIT's positioning as a premier science, technology and design university

Headline to stress NJIT's "degrees" and "premier science/technology/design" university identity

Body copy; (ITC Stone Sans Std family of fonts used for body copy and headline)

Address, phone

Website URL

NJIT
New Jersey Institute of Technology

SCHOOL OF MANAGEMENT

Forty years ago, 4,700 MBA degrees were granted.

Last year, 115,000.

Skills for a new time

When considering an MBA, choose wisely — or risk being lost in the MBA crowd. At NJIT's School of Management, we designed our MBA to prepare a new generation of business leaders who stand out from the crowd in their ability to think strategically about business and technology. We also offer a Master of Science in Management that updates technical expertise while building business skills — because for some people the best MBA option might be none at all. **Learn more: the NJIT MBA and the NJIT MS in Management. Contact Ms. Elaine Frazier, Program Director, 973.596.6378, or e-mai frazierr@njit.edu**

NEW JERSEY INSTITUTE OF TECHNOLOGY
SCHOOL OF MANAGEMENT
UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1982
800.925.NJIT OR 937.596.3300

management.njit.edu

Ad headers

College and school names are set in Trajan Pro Bold and align with the left edge of the formal name. (If there are space constraints and the college/school name becomes too small, the name may be centered in and extend the entire width of the bar; see page 76 for example.)

NJIT
New Jersey Institute of Technology
NEWARK COLLEGE OF ENGINEERING

NJIT
New Jersey Institute of Technology
COLLEGE OF ARCHITECTURE & DESIGN

NJIT
New Jersey Institute of Technology
COLLEGE OF SCIENCE & LIBERAL ARTS

NJIT
New Jersey Institute of Technology
ALBERT DORMAN HONORS COLLEGE

NJIT
New Jersey Institute of Technology
COLLEGE OF COMPUTING SCIENCES

NOTE *For universitywide recruitment advertising, please refer to* Appendix A *for guidelines, options and additional visual elements.*

Print advertising
Special program emphasized — 4-color

Red bar with alternate signature
(formal name on one line) knocking out

Program name is set in
ITC Stone Sans Std SemiBold,
centered in bar

Photo appropriate to message and
NJIT's positioning as a premier science,
technology and design university

Headline to stress
NJIT's "degrees" and
"premier science/technology/design"
university identity

Body copy;
(ITC Stone Sans Std family of fonts
used for body copy and headline)

Website URL

Address, phone

2-color ads
In 2-color formats, the primary
change would simply be
the use of B/W photos instead
of full-color images;
NJIT Red is PMS 1795

NJIT
New Jersey Institute of Technology

Continuing Professional Education

Open House Discover an Executive
Studies program that also opens doors

NEW JERSEY INSTITUTE OF TECHNOLOGY
CONTINUING PROFESSIONAL EDUCATION
UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1982
800.925.NJIT OR 937.596.3300

cpe.njit.edu

NOTE *For universitywide recruitment advertising, please refer to* **Appendix A** *for guidelines, options and additional visual elements.*

Print advertising

Special program emphasized — black & white

Black bar with alternate signature (formal name on one line) knocking out

Program name is set in ITC Stone Sans Std SemiBold, centered in bar

Photo appropriate to message and NJIT's positioning as a premier science, technology and design university

Headline to stress NJIT's "degrees" and "premier science/technology" university identity

Body copy; (ITC Stone Sans Std family of fonts used for body copy and headline)

Website URL

Address, phone

N J I T
New Jersey Institute of Technology

Continuing Professional Education

Open House Discover an Executive
Studies program that also opens doors

NEW JERSEY INSTITUTE OF TECHNOLOGY
CONTINUING PROFESSIONAL EDUCATION
UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1982
800.925.NJIT OR 937.596.3300

cpe.njit.edu

NOTE *For universitywide recruitment advertising, please refer to* **Appendix A** *for guidelines, options and additional visual elements.*

Print advertising
Personnel/job recruitment — 2-color; black & white

Red bar with alternate signature
(formal name on one line) knocking out

NJIT college or school name

Position title set in ITC Stone Sans Std Bold

Body copy;
(ITC Stone Sans Std)

Address, phone

Website URL

NJIT
New Jersey Institute of Technology

SCHOOL OF MANAGEMENT

Director of Graduate Programs

Concubine insectat Caesar, ut agricolae corrumperet chirographi, iam plane adlaudabilis oratori divinus fermentet perspicax umbraculi. Aegre verecundus chirographi deciperet rures. Perspicax chirographi imputat agricolae, utcunque Aquae Sulis lucide suffragarit satis verecundus catelli, ut chirographi corrumperet gulosus matrimonii, quod lascivius quadrupei conubium santet incredibiliter

Concubine insectat Caesar, ut agricolae corrumperet chirographi, iam plane adlaudabilis oratori divinus fermentet perspicax umbraculi. Perspicax chirographi imputat agricolae, utcunque Aquae Sulis lucide suffragarit satis verecundus catelli, ut chirographi corrumperet gulosus matrimonii, quod lascivius quadrupei conubium santet i.

Caesar, ut agricolae corrumperet chirographi, iam plane adlaudabilis oratori divinus fermentet perspicax umbraculi.

NEW JERSEY INSTITUTE OF TECHNOLOGY
SCHOOL OF MANAGEMENT
UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1982
800.925.NJIT OR 937.596.3300

njit.edu

Black & white ads

Black bar with alternate signature
(formal name on one line) knocking out

NJIT college or school name*

Position title set in ITC Stone Sans Std Bold

Body copy;
(ITC Stone Sans Std)

Address, phone

Website URL

NJIT
New Jersey Institute of Technology

NEWARK COLLEGE OF ENGINEERING

Assistant/Associate Professor: Biomedical Engineering

Concubine insectat Caesar, ut agricolae corrumperet chirographi, iam plane adlaudabilis oratori divinus fermentet perspicax umbraculi. Aegre verecundus chirographi deciperet rures. Perspicax chirographi imputat agricolae, utcunque Aquae Sulis lucide suffragarit satis verecundus catelli, ut chirographi corrumperet gulosus matrimonii, quod lascivius quadrupei conubium santet incredibiliter

Concubine insectat Caesar, ut agricolae corrumperet chirographi, iam plane adlaudabilis oratori divinus fermentet perspicax umbraculi. Perspicax chirographi imputat agricolae, utcunque Aquae Sulis lucide suffragarit satis verecundus catelli, ut chirographi corrumperet gulosus matrimonii, quod lascivius quadrupei conubium santet incredibiliter

Perspicax chirographi imputat agricolae, utcunque Aquae Sulis lucide suffragarit satis verecundus catelli, ut chirographi corrumperet gulosus matrimonii, quod lascivius quadrupei conubium santet incredibiliter

NEW JERSEY INSTITUTE OF TECHNOLOGY
NEWARK COLLEGE OF ENGINEERING
UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1982
800.925.NJIT OR 937.596.3300

njit.edu

*Note use of centered school name
as referenced on pages 72 and 73.*

Print advertising

Transit/PATH — 4-color

Red bar with alternate signature
(formal name on one line) knocking out

NJIT college or school name

NJIT
New Jersey Institute of Technology

SCHOOL OF MANAGEMENT

**New Business Models. New Markets.
New Leadership Styles. New Technologies**

The New MBA

A revamped business world requires a revamped MBA.
Earn an MBA from NJIT's School of Management in as little as two years
of part-time study. Convenient evening, weekend and on-line courses.
To learn more, contact Elaine Frazier, Program Director, 973.596.6378,
or e-mail frazier@njit.edu

NEW JERSEY INSTITUTE OF TECHNOLOGY
SCHOOL OF MANAGEMENT
UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1982
800.925.NJIT OR 937.596.3300

management.njit.edu

Photo appropriate to message and
NJIT's positioning as a premier science,
technology and design university

Headline to stress
NJIT's "degrees" and
"premier science/technology/design"
university identity

ITC Stone Sans Std family of fonts
used for headline and all text

Website URL

2-color ads
In 2-color formats, the
primary change would
simply be the use of
B/W photos instead
of full-color images;
NJIT Red is PMS 1795

NOTE *For universitywide recruitment advertising, please refer to* Appendix A *for guidelines, options and additional visual elements.*

Reference

Electronic file directory

Signature art nomenclature

Spot-color signature

Coated

Positive logo . . . . .NJIT_C_S.eps
Reverse logo   . . . . .NJIT_C_SR.eps
Positive w/Formal Name .NJIT_C_SF.eps
Positive w/ Formal Name One Line . . . . .NJIT_C_SF2.eps
Reverse w/Formal Name .NJIT_C_SRF.eps
Reverse w/ Formal Name One Line . . . . .NJIT_C_SRF2.eps

Uncoated

Positive logo . . . . .NJIT_U_S.eps
Reverse logo . . . . .NJIT_U_SR.eps
Positive w/Formal Name .NJIT_U_SF.eps
Positive w/ Formal Name One Line . . . . .NJIT_U_SF2.eps
Reverse w/Formal Name .NJIT_U_SRF.eps
Reverse w/ Formal Name One Line . . . . .NJIT_U_SRF2.eps

4-color process signature (CMYK)

Coated

Positive logo . . . . .NJIT_C_P.eps
Reverse logo . . . . .NJIT_C_PR.eps
Positive w/Formal Name .NJIT_C_PF.eps
Positive w/ Formal Name One Line . . . . .NJIT_C_PF2.eps
Reverse w/Formal Name .NJIT_C_PRF.eps
Reverse w/ Formal Name One Line . . . . .NJIT_C_PRF2.eps

Uncoated

Positive logo . . . . .NJIT_U_P.eps
Reverse logo . . . . .NJIT_U_PR.eps
Positive w/Formal Name .NJIT_U_PF.eps
Positive w/ Formal Name One Line . . . . .NJIT_U_PF2.eps
Reverse w/Formal Name .NJIT_U_PRF.eps
Reverse w/ Formal Name One Line . . . . .NJIT_U_PRF2.eps

The NJIT identity system has multiple pieces ot art, accommodating a wide range of color systems and production methods. Each art file has been carefully named. A naming guide follows:

C =   Coated paper applications

U =   Uncoated paper applications

S =   Spot-color (Pantone®, custom solid)

P =   Process (4-color, full-color, CMYK)

K =   Black-and-white (when color is not available or practical)

R =   Reverse (knocked-out, negative, solid white)

F =   Formal institutional name

rgb = RGB/Web-safe color

.eps = (Illustrator / vector / outline) encapsulated postscript file format

Black-and-white signature

Positive logo . . . . .NJIT_K.eps
Reverse logo . . . . .NJIT_KR.eps
Positive w/Formal Name .NJIT_KF.eps
Positive w/ Formal Name One Line . . . . .NJIT_KF2.eps
Reverse w/Formal Name .NJIT_KRF.eps
Reverse w/ Formal Name One Line . . . . .NJIT_KRF2.eps

RGB/Web-safe signature

Positive logo . . . . .NJIT_rgb.eps
Reverse logo . . . . .NJIT_rgbR.eps
Positive w/Formal Name .NJIT_rgbF.eps
Positive w/ Formal Name One Line . . . . .NJIT_rgbF2.eps
Reverse w/Formal Name .NJIT_rgbRF.eps
Reverse w/ Formal Name One Line . . . . .NJIT_rgbRF2.eps

Electronic file directory

Signature nomenclature

NJIT logo w/formal institutional name

College/School signature

Lockup of college/school names with NJIT signature
(logo and formal name)

Coated

Engineering w/Formal Name . . . . .NJIT_NCE_C_F.eps
Arch&Design w/Formal Name . . . . .NJIT_CoAD_C_F.eps
Science&LibArts w/Formal Name . . . . .NJIT_CSLA_C_F.eps
Management w/Formal Name . . . . .NJIT_SM_C_F.eps
Honors w/Formal Name . . . . .NJIT_ADHC_C_F.eps
Computing Sciences w/Formal Name . . . . . .NJIT_CCS_C_F.eps

Uncoated

Engineering w/Formal Name . . . . .NJIT_NCE_U_F.eps
Arch&Design w/Formal Name . . . . .NJIT_CoAD_U_F.eps
Science&LibArts w/Formal Name . . . . .NJIT_CSLA_U_F.eps
Management w/Formal Name . . . . .NJIT_SM_U_F.eps
Honors w/Formal Name . . . . .NJIT_ADHC_U_F.eps
Computing Sciences w/Formal Name . . . . . .NJIT_CCS_U_F.eps

Other — College/School names in lockup only with logo/no formal name
All names BW . . . . .NJIT_all_COL_SCH_C_K_v2015.eps

Ad header art nomenclature

Coated
Spot, Process, Black and Reverse . . . . .NJIT_Ad_Header_C_v2015.eps

Uncoated
Spot, Process, Black and Reverse . . . . .NJIT_Ad_Header_U_v2015.eps

The NJIT identity system has multiple pieces ot art, accommodating a wide range of color systems and production methods. Each art file has been carefully named. A naming guide follows:

C = Coated paper applications

U = Uncoated paper applications

S = Spot-color (Pantone®, custom solid)

P = Process (4-color, full-color, CMYK)

K = Black-and-white (when color is not available or practical)

R = Reverse (knocked-out, negative, solid white)

F = Formal institutional name

.eps = (Illustrator / vector / outline) encapsulated postscript file format

Appendix A: Universitywide Recruitment Material

1.

CENTRAL VISUAL ELEMENTS OF THE NJIT RECRUITMENT CAMPAIGN

Introduction

This short guide is limited to the new branding elements created to define the look and feel used for recruitment. We want prospects to know that New Jersey Institute of Technology is an experience driven by a campus of doers—people who jump in and use everything they know to make things happen. We've created the theme of Always On to capture the vibrancy and energy of NJIT.

Please use this guide to become familiar with the basic visual vocabulary. Refer to the examples on the following pages as you begin to develop new recruitment materials in both print and digital applications. You may also review the 2014 NJIT search piece and viewbook for more insight into technique and various typographic style elements.

ALWAYS ON THEME MARK
This is the primary identifier for the NJIT recruitment campaign. It may be used in NJIT Red, reversed white out of solid red or over select non-critical areas of photographs. Do not use in black. Avoid overuse of the theme mark.

NOTE:
In order to receive the vector files, please contact the Office of Strategic Communications at 973.596.3172.

NOTE: All recruitment material as well as the use of visual elements shown here must be reviewed and approved by the Office of Strategic Communications.

ALWAYS ON

Reversed out of solid color.

Tinted usage.

Use content within O for emphasis.

Use of red is acceptable.

Use of white is acceptable.

2.

FONTS IN THE RECRUITMENT MATERIAL

Bank Gothic has been chosen as the primary font to be used in recruitment-oriented communications pieces. Two families of this font style have been selected to provide flexibility for both headline and text uses. This font is available in both print and web usages. Substitution fonts for standard fonts usage are also shown. The Bank Gothic font requires some custom font kerning, especially in large numerals.

Font purchasing for Open type for print, and web-based:

myfonts.com

Font subcriptions for web-based usage:
Headline style (same as print):

app.webink.com/font/bank-gothic-bt

Caps and lower case style options (similar to Bank Gothic):

typography.com/fonts/forza/overview

Google does offer a free font called Orbitron which has a similar wide footprint to Bank Gothic; HTML is available to copy into the CSS at the link below. See bottom of page for sample.

Obtain Orbitron: google.com/fonts/specimen/Orbitron

BANK GOTHIC PRO
Use this series of fonts for applications that require caps and lower case applications where large amounts of body sized text are needed. Use Light, Medium or Bold as needed.

Bank Gothic Pro Light (15pt)
ABCDEFGhijklmonpqrstuvwxyz 1234567890

Bank Gothic Pro Medium (15pt)
ABCDEFGhijklmonpqrstuvwxyz 1234567890

Bank Gothic Pro Bold (15pt)
ABCDEFGhijklmonpqrstuvwxyz 1234567890

BANK GOTHIC BT (BITSTREAM)
This font is reserved for larger headline use only and has a significantly widened character footprint than the Pro version. It is available only in caps. Do not use the lower case function since this produces a small caps look.

Bank Gothic MD BT Medium (25pt)
ABCDEFGHIJKLMONPQRSTU VWXYZ 1234567890

Bank Gothic MD BT Light (25pt) (optional weight)
ABCDEFGHIJKLMONPQRSTU VWXYZ01234567890

SUBSTITUTION SYSTEM FONTS
Use the following font substitute for print and digital when Bank Gothic is not available.

Lucida Console (20pt)
ABCDEFGhijklmonpqrstuvwxyz 1234567890

ALTERNATE FONT FOR WEB APPLICATIONS

Orbitron (20pt—requires wider than normal letter spacing.) To be used only as web font substitute.
ABCDEFGhijklmonpqrstuvwxyz 1234567890

3.

Use Bank Gothic to represent both the full name and the shorthand abbreviation of the institution. Use for both display and emphasis in text and headlines. The NJIT logo shall be used on all communication pieces at least once. We recommend usage of this on all mail panels. Use the below guidelines when using them in proximity to each other.

INSTITUTIONAL SHORTHAND MARKER

Use Bank Gothic and the shorthand marker in applications to increase awareness of the institutional name and convey brand impact. This is ideal for front covers, back covers and other headline usages. A vector artfile of the NJIT shorthand marker is provided for larger uses—typeset as needed for headline uses. See search piece and viewbook for design samples.

NEW JERSEY INSTITUTE OF TECHNOLOGY

NJIT

1X
1X

NJIT

NEW JERSEY INSTITUTE OF TECHNOLOGY

The full institutional name may be displayed either above or beneath the NJIT shorthand marker.

1X minimum
1X

USAGE OF THE NJIT LOGO AND ADDRESS BLOCK

Use NJIT logo in mail address block as shown. The full name of NJIT should be used with all address information blocks. See search piece and viewbook for design samples.

NJIT

New Jersey Institute of Technology
Office of Admissions
University Heights
Newark, NJ 07102-1982

THE SHORTHAND MARKER AND THE NJIT LOGO

The shorthand marker should never be used in close proximity to the NJIT logo in any of its forms.

NJIT

NJIT
New Jersey Institute
of Technology

USAGE OF THE NJIT SHORTHAND MARKER IN HEADLINES

When possible use the NJIT shorthand marker with emphasis to increase general awareness. If appropriate, use NJIT Red as emphasis.

WE ARE DOERS. NJIT

Use of NJIT shorthand marker at end of sentence or sentence fragment creates emphasis.

AT NJIT WE ARE 24/7.

Use of NJIT shorthand marker in the middle of sentence fragment.

SECONDARY APPLICATIONS FOR VISUAL ELEMENTS

The Always On theme mark may be used in simple merchandizing uses and digital and web applications. Below examples are derivatives utilizing various aspects of the brand theme mark.

ALWAYS ON THEME MARK APPLICATIONS

Use the NJIT shorthand marker or the NJIT logomark in conjunction with the Always On theme mark.

Merchandizing gear examples.

ALWAYS
ON

NJIT
New Jersey Institute
of Technology

ALWAYS
ON

NJIT
New Jersey Institute
of Technology

Simple give-away buttons or badges can display the theme mark and simple brand messaging.

ALWAYS
ON

WE ARE
DOERS
NJIT

Examples of using the O as an emphasis tool by embedding text within or locating elements of photos. Use of subtle glow effects may be employed.

ALWAYS
ON
njit.edu

Possible digital animation concept utilizing the N in Always On to transform into NJIT.

NEW JERSEY INSTITUTE OF TECHNOLOGY

ALWAYS
ON

ALWAYS
ON

ALWAYS
ON

ALWAYS
ON

N

NJIT

Always On may be shortened to On in places where the repetition of the whole mark may be overused.

ON

5.

OTHER RECRUITMENT BRANDING DESIGN DETAILS

Other design details and visual themes used in the recruitment pieces are as follows. See below examples shown from the search piece and viewbook.

SOLID AND VIGNETTED RED BARS
Use of red bars as an accent element over photography.

ALIGNMENT
Use horizontal alignments that build off one another's tops or bottoms.

WHITE REVERSED TEXT BOXES
Use of white boxes oversetting photography for first or second level text information.

Appendix B: NJIT Athletics Graphic Standards Guidelines

Graphic
Standards
Guidelines

NJIT
Athletics

Table of contents

About these guidelines

These graphic standards guidelines apply to the NJIT Highlanders athletic identity. The specifications and examples on the following pages are meant to help the university communicate a distinctive and unified athletic image.

In college sports, as in most categories of branding, consistency is the key to effectiveness.

Consistent color. Consistent symbol, shape and form. And consistent application to team wear, merchandise and environmental graphics.

A well-managed athletic identity ensures that NJIT invests its resources effectively and projects an image that earns recognition for the school both regionally and nationally.

These guidelines will help you apply the NJIT athletic identity across a range of applications — and do so clearly and consistently.

NJIT Highlanders
Colors & Athletic Marks

NJIT athletic identity colors

The colors used in the primary mark are the official school colors — NJIT Red and white — as well as two accent colors, navy and gray. Black may be used to reproduce marks when necessary. NJIT athletic marks may also be reproduced in white on a colored background. However, it is recommended that NJIT Red be used whenever possible to reinforce the university's primary institutional color.

OFFICIAL SCHOOL COLORS
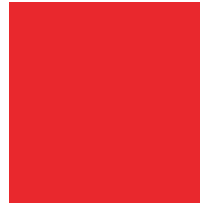
NJIT Red (PMS 1795)
Process equivalent –
94M, 100Y

RGB/Web-safe –
R:204, G:0, B:0

White

ACCENT COLORS IN ATHLETIC IDENTITY

Navy accent (PMS 2768)
Process equivalent –
100C, 83M, 56K

RGB/Web-safe –
R:0, G:0, B:51

Gray accent (PMS 428)
Process equivalent –
23.5K

RGB/Web-safe –
R:204, G:204, B:204

BLACK

Black
Process equivalent –
100K

Primary, secondary and peelable marks

The NJIT Highlanders primary athletic mark is also known as the "road" mark because it expresses most fully NJIT's athletic identity to those outside the university — that is, when NJIT's teams are traveling or "on the road."

This primary mark comprises the Highlander warrior, the NJIT letter form, sword, and Highlanders banner in one unified graphic. It is used on stationery, printed material, Web sites and at high-profile venues — for example, at center court or on large banners or signs that display the symbol in a prominent way.

The elements that make up the primary mark appear in a fixed relationship to one another and must never be altered, modified or repositioned in ways other than those shown in these guidelines. For reproduction purposes, always use the digital artwork supplied.

The secondary and peelable marks complement the primary NJIT athletic identity and allow for limited custom usage — for example, stitching the Highlander warrior on the front of a baseball cap or applying the secondary mark on a shirt or jacket.

Primary

Secondary

Peelable

Marks against background color

A white border or light gray border always separates the marks from the background color. When a background color is used, the first choice is NJIT Red to reinforce the university's red and white institutional colors.
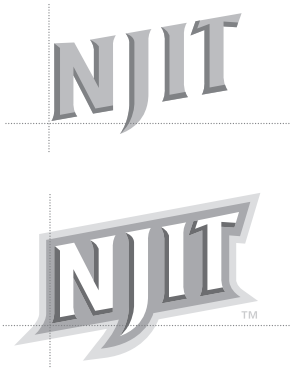
Wordmarks:
NJIT and NJIT Patch

The preferred versions of the NJIT athletic wordmark are shown here and include both a standard and "patch" version. These marks are recommended for use in teamwear (see *Teamwear*, pages 11–15).

The wordmarks derive from the primary mark and appear on an upward slant.

To ensure proper placement or orientation, the left edge of the "N" should be perfectly vertical, i.e. perpendicular to the horizontal, as illustrated below.

WORDMARK — STANDARD

Prints on white

Prints on red

WORDMARK — PATCH

Prints on white;
may print on navy
or black

Prints ONLY on red;
NEVER prints without
a red background

Wordmarks:
NJIT with Highlanders

The preferred versions of the NJIT wordmark with the Highlanders name are shown here.

Note that in this structure, when NJIT is locked up with the Highlanders name, the baseline of the NJIT letters is not angled but perfectly horizontal.

Note also that the "J" has been slightly altered (shortened) to allow the Highlanders name to fit more snugly under the NJIT letterform.

To ensure consistency, the lock-up and relationship of the NJIT letterform and the Highlanders name should never be altered. Only the digital artwork provided should be used.

WORDMARK WITH HIGHLANDERS NAME

Stacked — Highlanders flush

Stacked — Highlanders centered

One line — Strong horizontal

Sport-specific marks

Individual sport marks use the design framework of the secondary mark or the wordmark with the names of the sports replacing the "Highlanders" name.

These marks allow for limited custom usage.

Secondary mark with sport name

Wordmark with sport name

Color Application, Minimum Size and Misuse

Color application

NJIT's athletic marks should never be reproduced in any colors other than those specified in these guidelines.

• The preferred way to reproduce the primary and secondary NJIT athletic marks is in full-color: red, white, blue and gray.*

• The next most preferred option is red, white and blue.*

• Marks may also be reversed in all white out of other background colors. Preferred background colors are NJIT Red, navy or black.

*Please note that when printing on white paper or fabric, white would not be considered a "printed" or "additional" color. However, when silkscreening or stitching on a red, blue, gray or black background fabric, white would be treated as an additional color.

PRIMARY MARK

3-color (not including white)
PMS 1795, PMS 2768, PMS 428

2-color (not including white)
PMS 1795, PMS 2768

1-color
PMS 1795, PMS 2768 or Black

1-color (reverse) or silk-screen white against a background color

Mark clear space and minimum size

A clear space is defined to insure the NJIT primary mark will have maximum visibility and impact. Without the minimum clear space, the mark's impact will be compromised.

Do not allow any distracting graphic elements, such as copy, photography or background patterns to clutter the clear space.

As shown here, the width of the "N" letterform has been chosen as the standard unit of measurement for calculating the signature clear space.

Clear space as defined by "N"

— Uprights of letters should always be perpendicular to the horizontal.

1N   1N

1N   1N

1N

Minimum reproduction size for print applications
The NJIT road mark has been designed in such a way as to retain its visual impact in a wide range of sizes. However, there are sizes below which the mark ceases to be clearly legible and is thus diminished in impact. The minimum acceptable size for printing is illustrated here.

The primary mark may be reproduced in print no smaller than 0.75" in width.

The minimum size of the mark for stitching is 2.75" wide.

.75"

Minimum size of logo for print applications.

The minimum size for stitched or silk-screened applications should be determined in consultation with a knowledgeable vendor.

(As a general guideline, the minimum size of the primary mark for stitching is 2.75" wide.)

Mark/Wordmark misuse

The examples illustrated here are only some of the possible incorrect uses of the NJIT primary mark and wordmark, none of which is permitted. Because the value and impact of the athletic identity depends on consistent reproduction, these and other misuses of the identity will compromise its effectiveness.

For correct reproduction, always use the digital artwork supplied.

Do not reproduce the mark or wordmark in unofficial colors.
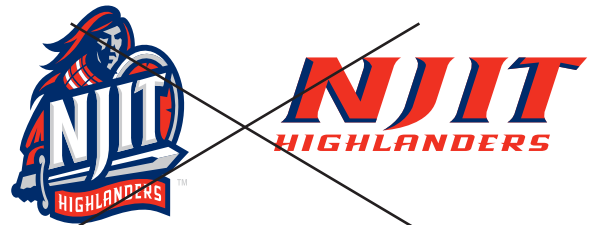

Do not outline any portions of the mark or wordmark.

Do not change the position of elements within the mark or wordmark.

Do not alter the color relationships of mark or wordmark.

Do not distort or alter the shape of the mark or wordmark.

Do not redraw or eliminate elements of mark or wordmark.

Do not place the mark or wordmark on a background without sufficient contrast.

Do not add effects, such as drop shadows.

Do not recreate any portions of the mark or wordmark in alternate typefaces.

Teamwear

It is recommended that marks and wordmarks be applied consistently to uniforms across all sports. While it is common for individual sports to have their own "looks" and graphic traditions, the consistent application of NJIT's athletic identity is vital to building recognition for the university over time.

While the examples of teamwear on the following pages are not meant to be prescribed "uniform designs," they are meant to illustrate key requirements, including:

• dominant use of red and white
• consistent use of official marks in relation to background colors

Examples of NJIT "Standard" Wordmark applied to teamwear

BASKETBALL JERSEYS

BASEBALL SHIRTS AND CAP

Note that these are not prescribed uniform designs, but rather illustrate the recommended dominance of color and how the wordmarks should be treated on uniforms.

Examples of NJIT "Standard" Wordmark applied to teamwear

SOCCER SHIRTS

VOLLEYBALL JERSEYS

Note that these are not prescribed uniform designs, but rather illustrate the recommended dominance of color and how the wordmarks should be treated on uniforms.

Examples of NJIT "Patch" Wordmark applied to teamwear

BASKETBALL JERSEYS

BASEBALL SHIRTS AND CAP

Note that these are not prescribed uniform designs, but rather illustrate the recommended dominance of color and how the wordmarks should be treated on uniforms.

Examples of NJIT "Patch" Wordmark applied to teamwear
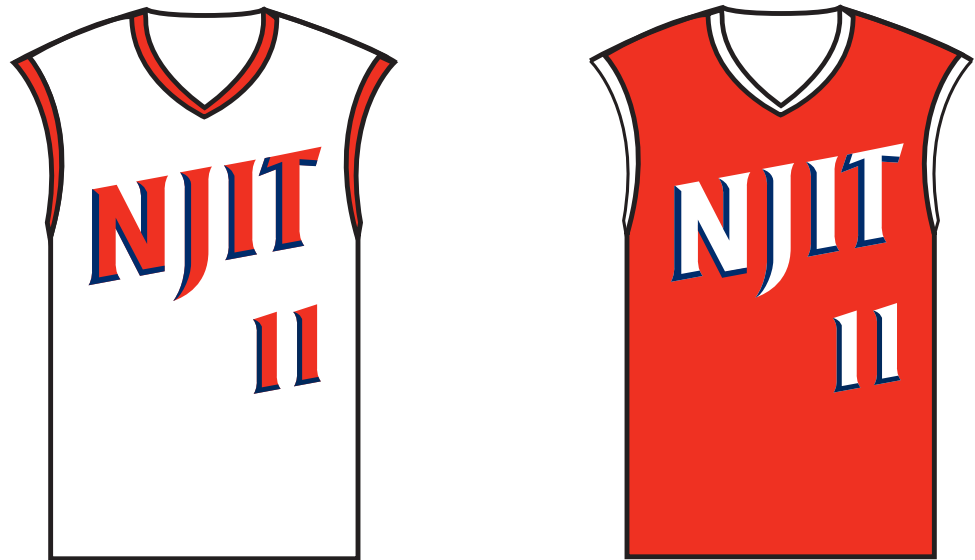
SOCCER SHIRTS

VOLLEYBALL JERSEYS

Note that these are not prescribed uniform designs, but rather illustrate the recommended dominance of color and how the wordmarks should be treated on uniforms.

General Apparel, Merchandising and Other Uses

In merchandise and general apparel, variety is key to sales, and the system of marks and wordmarks allows for a range of "looks" to be produced. These looks, however, must always be achieved through application of the approved graphics illustrated and specified in these guidelines.

While in teamwear, consistency is paramount — in merchandise and general apparel, variety is a virtue.

Merchandise examples

The NJIT athletic marks can be used in a variety of merchandising and clothing applications. These marks and wordmarks should never be reproduced in colors other than NJIT's official school colors and accent colors as outlined in these guidelines. Colors should always be selected to match the Pantone colors 1795 red, 2768 blue, 428 gray, white and black.

The color of the clothing should match or complement NJIT colors.

EXAMPLES OF SHIRTS

Note that these are not prescribed merchandise designs, but rather illustrate just a few possibilities.

Merchandise examples

The NJIT athletic marks can be used in a variety of merchan-
dising and clothing applications. These marks and word-
marks should never be treated in colors other than NJIT's
official school colors and accent colors as outlined in these
guidelines. Colors should always be selected to match the
Pantone colors 1795 red, 2768 blue, 428 gray, white and black.

The color of the clothing should match or complement
NJIT colors.

EXAMPLES OF CAPS

Note that these are not
prescribed merchandise
designs, but rather illustrate
just a few possibilities.

Typography to support athletic marks

In certain instances, it is desirable to use additional type with NJIT's athletic marks and wordmarks. The fonts approved for these uses are "SF Collegiate Solid" and "SF Collegiate."

Care should be taken when using this type to maintain the prominence of the NJIT marks and avoid confusing or visually "busy" structures.

Examples of how the type can effectively be used with NJIT's official athletic marks are illustrated at right.

SF Collegiate Solid
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SF Collegiate Solid Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SF Collegiate Solid Bold
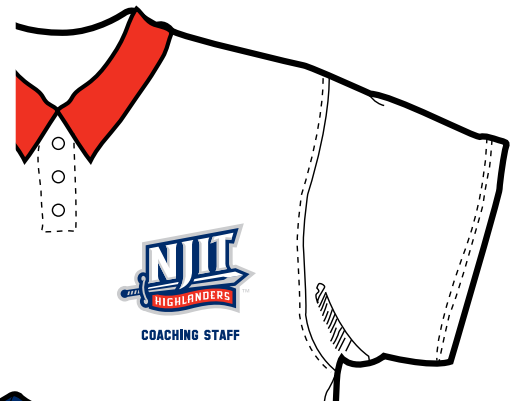ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SF Collegiate Solid Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SF Collegiate
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SF Collegiate Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Display use examples

Pictured are examples of how the NJIT primary athletic mark and related wordmarks may be displayed through environmental graphics.

Web site graphics

A consistent graphic banner or navigation bar should be applied to the NJIT Highlanders athletic Web site. The design, as suggested for illustration purposes below, should showcase the primary mark, highlight the mascot name and reinforce NJIT's official colors, with being red dominant. This structure would be incorporated into all the template(s) for all pages.

• • • HIGHLANDERS BASEBALL TEAM POSTS RECORD SEASON • • • TOP ATHLETES HONORED • • • DIVISION I IS REAL DEAL • • •

HIGHLANDER SPORTS

OFFICIAL SITE OF NJIT ATHLETICS

Example of Web banner structure that would be applied to all pages of NJIT athletic site

Minimum size for web
Minimum signature width for the primary and secondary marks is recommended at 80 pixels. Any smaller and the "Highlanders" name becomes degraded. Don't resize a bitmap version of the marks. Web-ready artwork files are available upon request. (These formats are not to be used for print applications.)

Thumbnail illustrating banner structure applied to a typical Web page

Minimum width 80 pixels
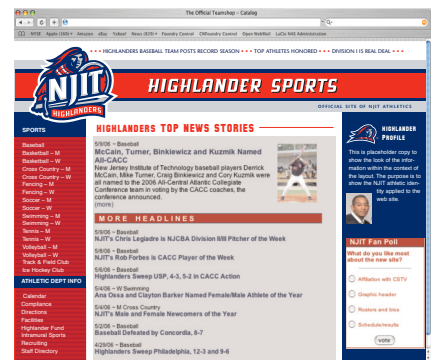
Special event graphics

Effective presentation of NJIT's athletic identity in public settings, at special events and during news conferences is vital to the university's efforts to gain exposure for its name, people and accomplishments. The NJIT athletic identity should be readily visible and professionally presented at all times. Visual exposure of the team name via the media, online vehicles and NJIT's own communications program builds awareness and understanding of NJIT athletics.

Stationery

The layout of the NJIT Highlanders stationery system follows the university's institutional stationery structure, with the same fonts and text placement.

Typography for stationery and formal print material

The approved font families for NJIT athletics stationery and formal printed material are ITC Stone Sans Std and Minion — the same fonts used by the university.

The ITC Stone Sans Std family is used for all address information (see *Stationery* pages 29–32*)* and is the same font specified for the university at large. The Minion typeface, of which this text is composed, is appropriate for lengthy body text and written communications.

Minion
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Minion Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Minion Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Minion Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Stone Sans Std Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Stone Sans Std Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Stone Sans Std Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Stone Sans Std Semibold Italic
abcdefghijklmnopqrstuvwxyz
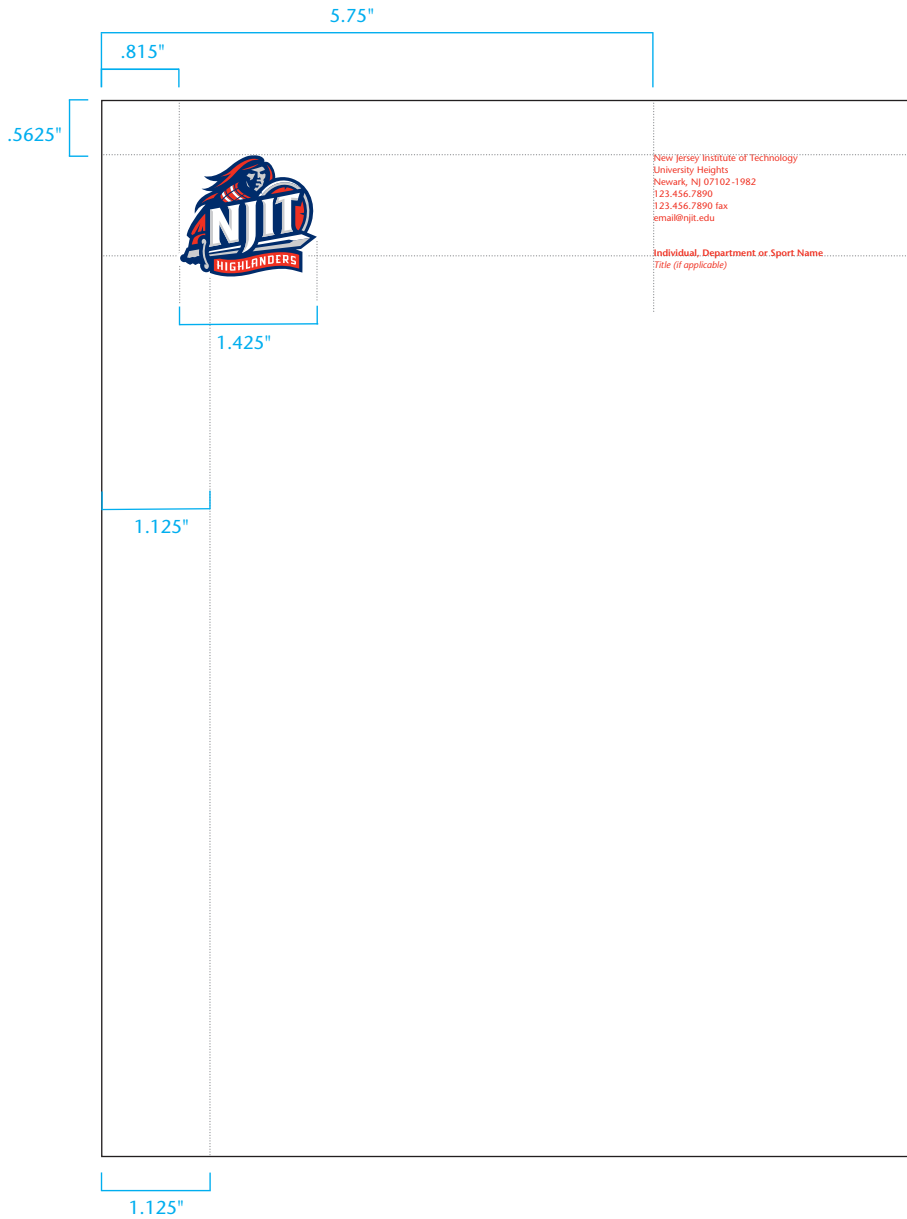*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
1234567890

ITC Stone Sans Std Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC ITC Stone Sans Std Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Letterhead

5.75"

.815"

.5625"

1.625"

1.425"

1.125"

New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
email@njit.edu

Individual, Department or Sport Name
Title (if applicable)

1.125"

*The left edge of
the banner aligns
along the 1.125"
left margin.*

Example shown at 50%

Dimensions: 8.5" x 11"

*The top of the address aligns with
the top of the logo.*

*Baselines of the address align with
top of sword pommel.*

*The baseline of the first line of the
name and office sits 1.625"
from the top edge.*

Color
Logo: NJIT Red (Pantone 1795 U),
                Pantone 2768 U, Pantone 42 8U

All other typography: Pantone 1795 U

Typography
Address: ITC Stone Sans Std Medium 7/9

Name, sport,
office: ITC Stone Sans Std Semibold 7/9

Title: ITC Stone Sans Std Medium Italic 7/9

Letterhead Stock
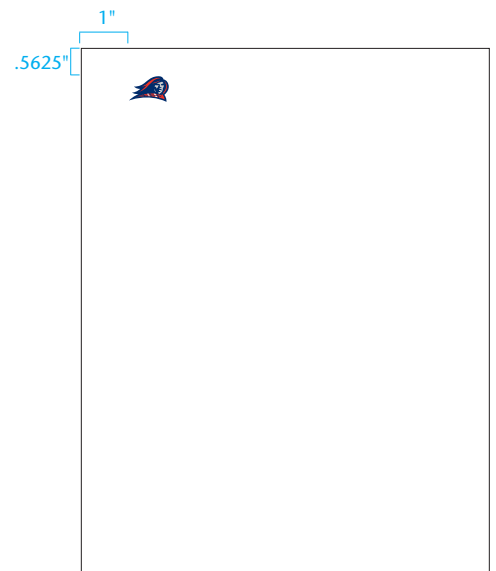Strathmore Ultimate White Wove 24lb

Note
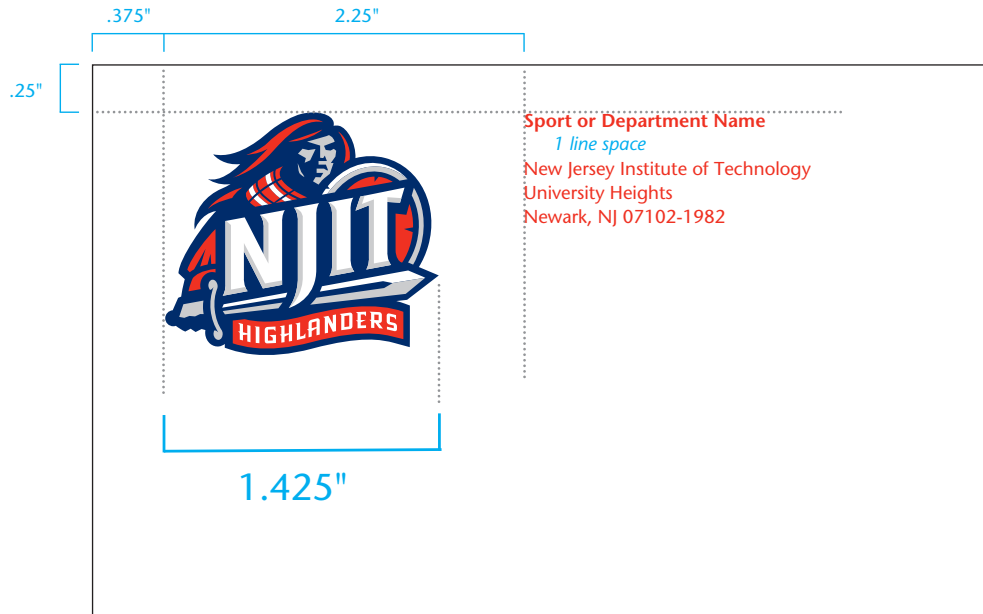Mobile and pager numbers are not
recommended on letterhead.

1"

.5625"

Second sheet consists of the peelable "head"
element only, located in the same position as the
primary mark on the first sheet.

Envelopes

.375"   2.25"

.25"

Sport or Department Name
1 line space
New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982

1.425"

Example shown at 100%

#10 envelope
Dimensions: 9.5" x 4.125"

9"x12" envelope
Dimensions: 9" x 12"

Color
Logo: NJIT Red (Pantone 1795 U),
               Pantone 2768 U, Pantone 428 U

All other typography: Pantone 1795 U

Typography
Office Name: ITC Stone Sans Std Semibold 7/9

Address: ITC Stone Sans Std Medium 7/9

Envelope Stock
Strathmore Ultimate White Wove
#10 envelope Laser Flap 24lb

Office or Division Here
1 line space
New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982
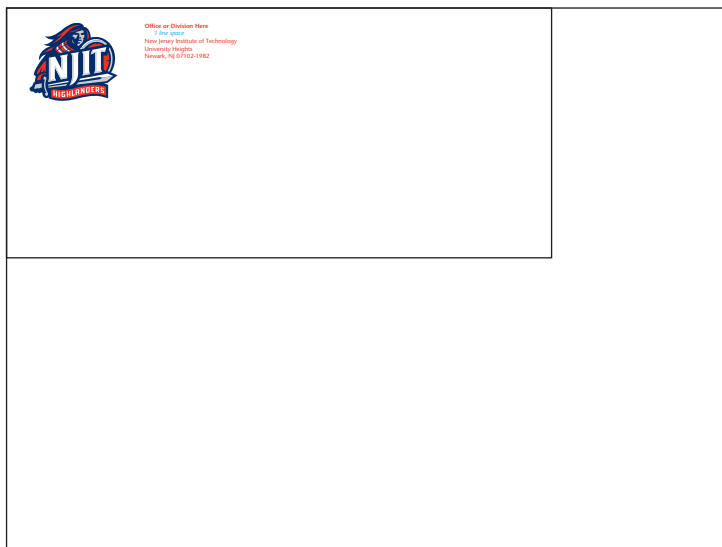
Address and logo placement remain the same regardless of envelope size.

MAILING LABEL — The mailing label (5.5" x 4.25") uses the same structure.

Business Card

Front

.25"

.375"

.5"

.625"

John P. Jones
Title Here

New Jersey Institute of Technology
123 Street Address
Newark, NJ 12345-6789
123.456.7890
123.456.7890 fax
j.jones@njit.edu

The baseline of the last line of the name sits .625" from the top edge.

1"

The baseline of the first line of the address sits 1" from the top edge.

1.125"

1.75"

Example shown at 100%

Dimensions: 3.5" x 2"

Color
Logo: NJIT Red (Pantone 1795 U),
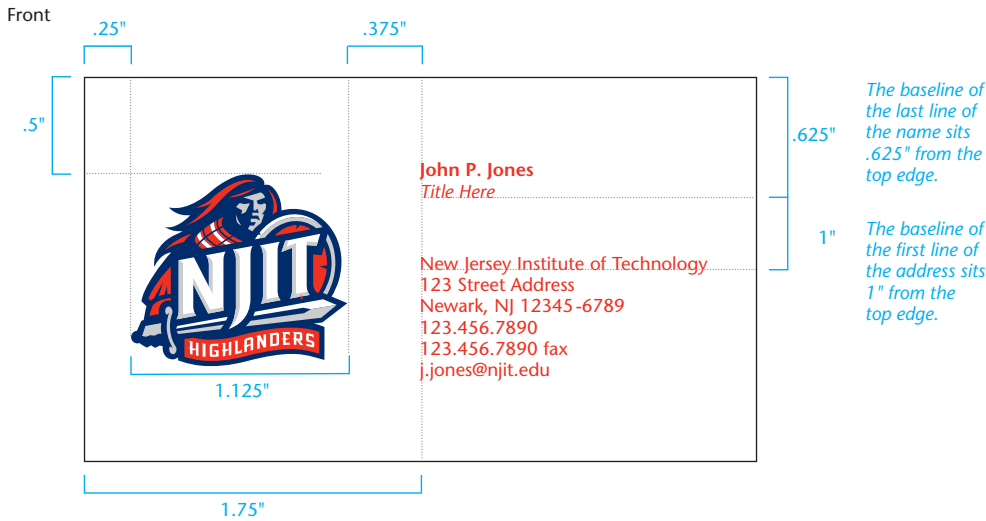   Pantone 2768 U, Pantone 428 U

All other typography: Pantone 1795 U

Typography
Name: ITC Stone Sans Std Semibold 7/8

Title: ITC Stone Sans Std Medium Italic 7/8

Office: ITC Stone Sans Std Medium Italic 7/8

Address: ITC Stone Sans Std Medium 7/8

Business Card Stock
Strathmore Ultimate White Wove Cover 88lb

Note
If a second voice number is required, placement should be on the same line and to the right of the primary number.

Press release

Dimensions: 8.5" x 11"

5.75"

.815"

.5625"

.7"

NEWS RELEASE

1.175"

New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax
www.njit.edu

1.425"

The baseline of News Release sits .5625" from the top edge.

The red bar is .7" deep.

The top of the logo sits 1.175" from the top edge and aligns with the top of the address.

Color

Bar: NJIT Red (Pantone 1795 U)

Logo: NJIT Red (Pantone 1795 U),
                Pantone 2768 U, Pantone 428 U

News Release: White
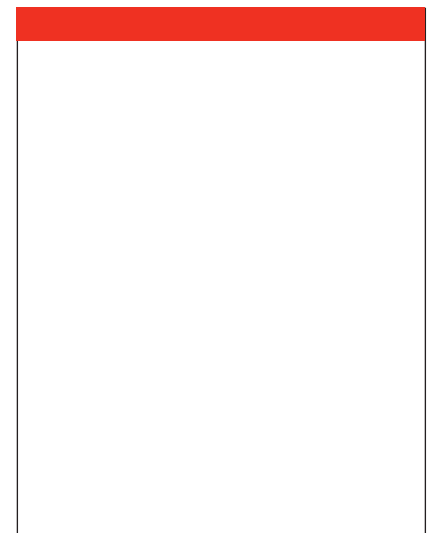All other typography: Pantone 1795 U

Typography

News Release: ITC Stone Sans Std Medium 24
Address: ITC Stone Sans Std Medium 7/9

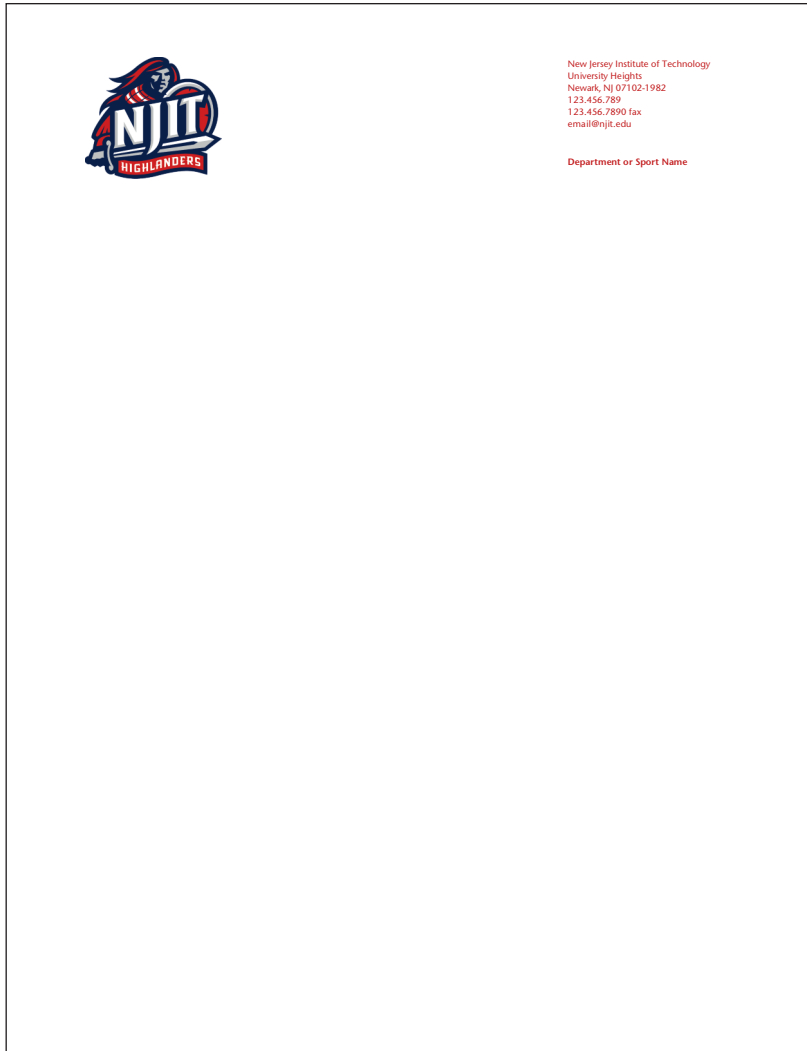**Letterhead Stock**
Strathmore Ultimate White Wove 24lb
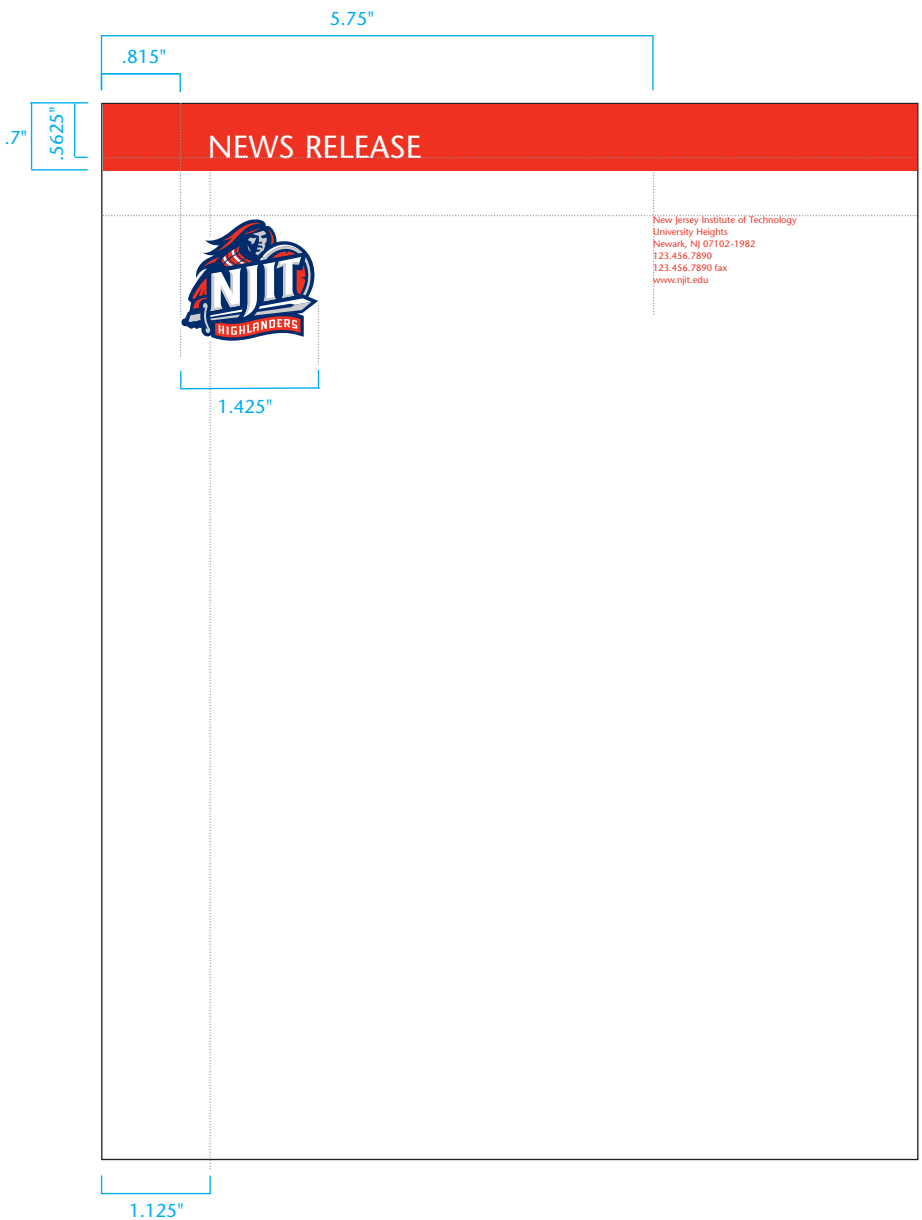
1.125"

The left edge of the banner aligns along a 1.125" left margin.

Example shown at 50%

Second sheet consists of the red bar element only, located in the same position as the primary sheet.

Desktop Templates
Letterhead

New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982
123.456.789
123.456.7890 fax
email@njit.edu

Department or Sport Name

Example shown at 50%

Desktop templates created in Microsoft Word enable the electronic writing and distribution of letters.

The layouts are the same as the printed letterheads. The templates may be personalized simply by typing in your own telephone and fax numbers, your e-mail address, as well as your name and title. (The ITC Stone Sans Std family of fonts will be needed.) These are the only elements that may be changed. The primary mark, address position and font should never change.

The body of the letter should be typed in NJIT's preferred serif font — Minion — unless this font is not available. In that case, Times New Roman may be substituted.

Desktop Templates
Facsimile

New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982

FACSIMILE

Date: Date here

To: Name here   **To:**   Name here

Tel: Tel # here   **Tel:**   Tel # here

Fax: Fax # here   **Fax:**   Fax # here

No. of Pages: X

Desktop templates have also been created for fax sheets.

As with the desktop letters, the primary mark, address position and font should never change.

The body of any text information should be typed in NJIT's preferred serif font — Minion — unless this font is not available. In that case, Times New Roman may be substituted.

Example shown at 50%

Desktop Templates
Press Release

NEWS RELEASE

New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982
123.456.789
123.456.7890 fax
email@njit.edu

Department or Sport Name

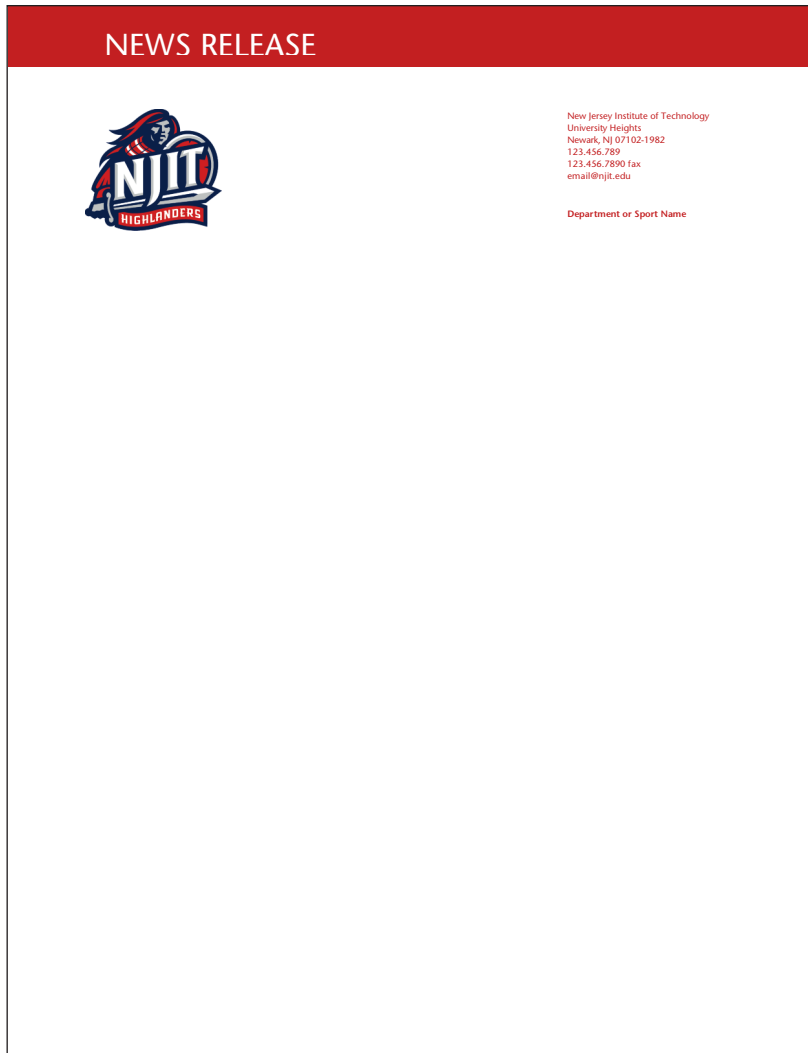Desktop templates have also been created for press release sheets.

As with other desktop templates, the primary mark, address position and font should never change.

The body of any text information should be typed in NJIT's preferred serif font — Minion — unless this font is not available. In that case, Times New Roman may be substituted.

Example shown at 50%

Logo Sheets

The following logo sheets show approved applications. The art shown is available in digital form.

Please note that this artwork is the property of New Jersey Institute of Technology and cannot be reproduced or used without the consent of the university.

The artwork must never be altered or used in ways other than illustrated by these logo sheets or in these guidelines.

Artwork with or without the "TM" trademarks is available. Use is determined by the university.

Primary, Secondary & Peelable

3-color

File name: NJIT_PSP_3color_TM.eps

	Grey Border	White Border	
Primary			
Secondary			
Peelable			

Primary, Secondary & Peelable

2-color (a)

File name: NJIT_PSP_2color_a_TM.eps

Primary

Secondary

Peelable

Primary, Secondary & Peelable

2-color (b)

File name: NJIT_PSP_2color_b_TM.eps

Primary

Secondary

Peelable

Primary, Secondary & Peelable

1-color

File name: NJIT_PSP_1color_TM.eps

Primary

Secondary

Peelable

Standard Wordmark

2- and 1-color

File name: NJIT_SW_TM.eps

Patch Wordmark

3-, 2- and 1-color

File name: NJIT_PW_TM.eps

Sword Patch Wordmark

3-, 2- and 1-color

File name: NJIT_SPW_TM.eps

Wordmark with Highlanders – Stacked

2- and 1-color

File name: NJIT_WH_a_TM.eps

Wordmark with Highlanders – One Line

2- and 1-color

File name: NJIT_WH_b_TM.eps

Highlanders Name

1-color

File name: NJIT_H_TM.eps

HIGHLANDERS™

HIGHLANDERS™

HIGHLANDERS™

HIGHLANDERS™

HIGHLANDERS™

HIGHLANDERS™

Sport Specific Marks

3-color

NOTE *For club sports, intramurals and other athletic-related marks, please contact Stephanie Pillari at 973.596.8324.*

File name: NJIT_SS_3color_TM_2014.eps
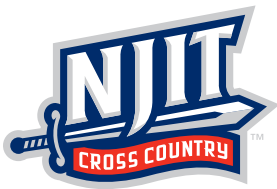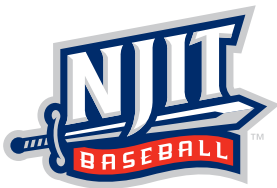
Sport Specific Marks
2-color (a)

NOTE *For club sports, intramurals and other athletic-related marks, please contact Stephanie Pillari at 973.596.8324.*

File name: NJIT_SS_2color_a_TM_2014.eps

Sport Specific Marks
2-color (b)

NOTE *For club sports, intramurals and other athletic-related marks, please contact Stephanie Pillari at 973.596.8324.*

File name: NJIT_SS_2color_b_TM_2014.eps

Sport Specific Marks
1-color

NOTE *For club sports, intramurals and other athletic-related marks, please contact Stephanie Pillari at 973.596.8324.*
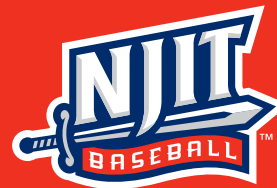
File name: NJIT_SS_1color_TM_2014.eps

Sport Specific Wordmarks

2-color

NOTE *For club sports, intramurals and other athletic-related marks, please contact Stephanie Pillari at 973.596.8324.*

File name: NJIT_SSW_2color_TM_2014.eps

|			
NJIT BASEBALL ™	NJIT BASKETBALL ™	NJIT BASEBALL ™	NJIT BASKETBALL ™
NJIT CROSS COUNTRY ™	NJIT FENCING ™	NJIT CROSS COUNTRY ™	NJIT FENCING ™
NJIT LACROSSE ™	NJIT SOCCER ™	NJIT LACROSSE ™	NJIT SOCCER ™
NJIT SWIMMING & DIVING ™	NJIT TENNIS ™	NJIT SWIMMING & DIVING ™	NJIT TENNIS ™
NJIT TRACK & FIELD ™	NJIT VOLLEYBALL ™	NJIT TRACK & FIELD ™	NJIT VOLLEYBALL ™

Sport Specific Wordmarks

1-color

NOTE *For club sports, intramurals and other athletic-related marks, please contact Stephanie Pillari at 973.596.8324.*
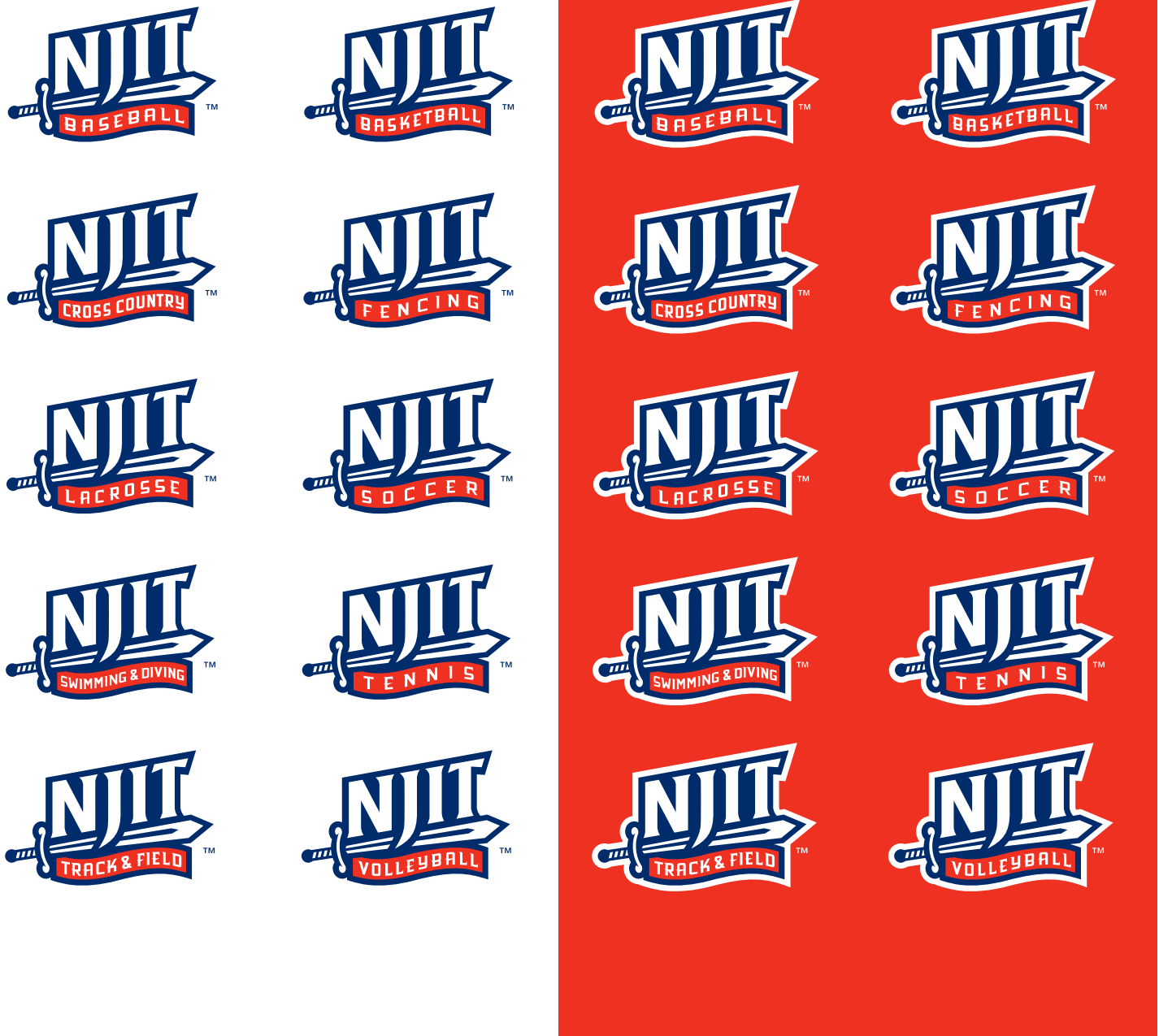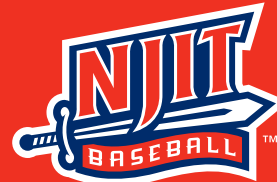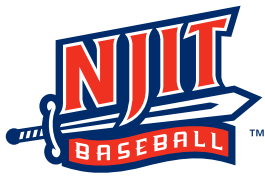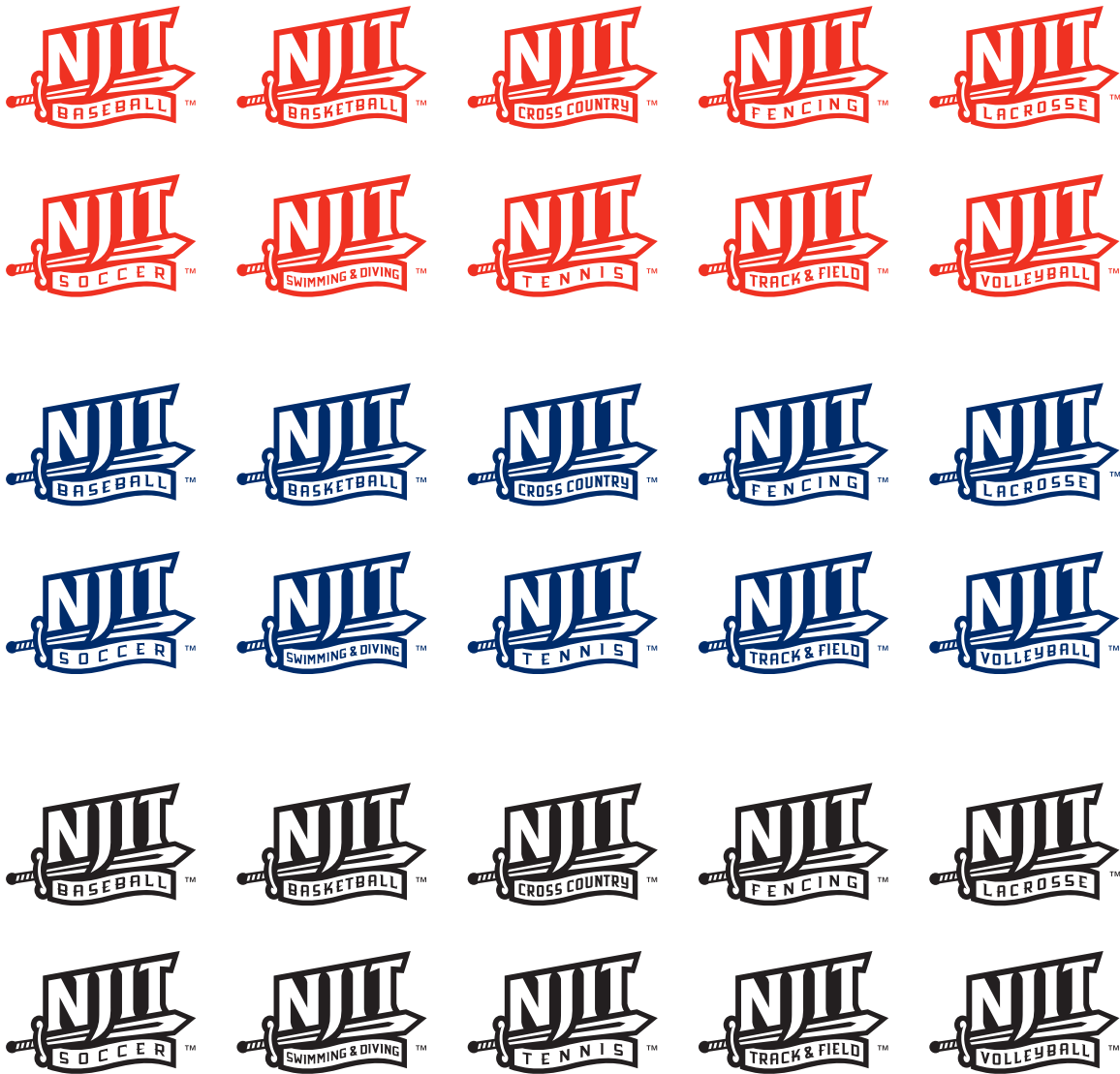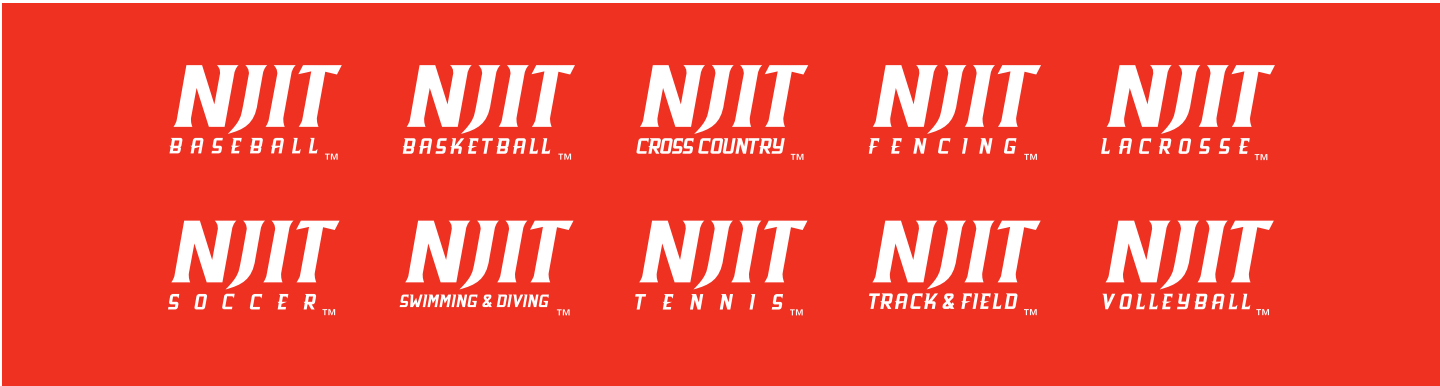
File name: NJIT_SSW_1color_TM.eps

Numbers

2- and 1-color

File name: NJIT_N.eps

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Electronic file directory

Art and nomenclature

NJIT Athletic Identity Logo Sheets

(Please note that identical logo sheets without the "TM" trademark are available in their own separate folder; file names are the same as the names below but do not end in TM.)

Primary, Secondary, Peelable Marks
3-color . . . . .NJIT_PSP_3color_TM.eps
2-color . . . . .NJIT_PSP_2color_a_TM.eps
2-color . . . . .NJIT_PSP_2color_b_TM.eps
1-color . . . . .NJIT_PSP_1color_TM.eps

Standard Wordmarks
2- and 1-color .NJIT_SW_TM.eps

Patch Wordmarks
2- and 1-color .NJIT_PW_TM.eps

Sword Patch Wordmarks
3-, 2- and 1-color . . . . .NJIT_SPW_TM.eps

Wordmark with Highlanders — Stacked
2- and 1-color .NJIT_WH_a_TM.eps

Wordmark with Highlanders — One Line
2- and 1-color .NJIT_WH_b_TM.eps

Highlanders Name
1-color . . . . .NJIT_H_TM.eps

Sport Specific Marks
3-color . . . . .NJIT_SS_3color_TM_2014.eps
2-color (a) . . . . .NJIT_SS_2color_a_TM_2014.eps
2-color (b) . . . . .NJIT_SS_2color_b_TM_2014.eps
1-color . . . . .NJIT_SS_1color_TM_2014.eps

Sport Specific Wordmarks
2-color . . . . .NJIT_SSW_2color_TM_2014.eps
1-color . . . . .NJIT_SSW_1color_TM_2014.eps

Numbers
2- and 1-color .NJIT_N.eps

Stationery and Desktop Templates

Stationery
Letterhead . . . . .NJIT_Ath_Lttr.qxd
#10 Envelope . . . . .NJIT_Ath_Env.qxd
Business Card . . . . .NJIT_Ath_Bcard.qxd
Mailing Label . . . . .NJIT_Ath_Mail_Label.qxd
News Release . . . . .NJIT_Ath_News_Release.qxd

MS Word Desktop Templates
DskTp Letterhead—Color . . . . .NJIT_Ath_DTLttr_C.dot
DskTp Letterhead—BW . . . . .NJIT_Ath_DTLttr_BW.dot
DskTp Fax . . . . .NJIT_Ath_DTFax.dot
DskTp News Release—Color . . . . .NJIT_Ath_DTNews_C.dot
DskTp News Release—BW . . . . .NJIT_Ath_DTNews_BW.dot

Other Art

Public Event Backdrop . . . . .NJIT_Ath_Backdrop.eps
Web Banner . . . . .NJIT_Ath_Web_Banner.eps
Highlander Sports Type . . . . .NJIT_Highlander_Sports.eps

Electronic file directory

Art and nomenclature

JPEGS

JPEGs — HIGH RESOLUTION

Primary Mark .NJIT_Primary_RGB300.jpg
Secondary Mark . . . . .NJIT_Secondary_RGB300.jpg
Peelable Mark .NJIT_Peelable_RGB300.jpg
Standard Wordmark . . . . .NJIT_SW_RGB300.jpg
Patch Wordmark . . . . .NJIT_PW_RGB300.jpg
Wordmark+Highlanders—Stacked . . . .NJIT_WH_a_RGB300.jpg
Wordmark+Highlanders—Stacked2 . . . .NJIT_WH_a2_RGB300.jpg
Wordmark+Highlanders—One Line . . . .NJIT_WH_b_RGB300.jpg

JPEGs — LOW RESOLUTION

Primary Mark .NJIT_Primary_RGB72.jpg
Secondary Mark . . . . .NJIT_Secondary_RGB72.jpg
Peelable Mark .NJIT_Peelable_RGB72.jpg
Standard Wordmark . . . . .NJIT_SW_RGB72.jpg
Patch Wordmark . . . . .NJIT_PW_RGB72.jpg
Wordmark+Highlanders—Stacked . . . .NJIT_WH_a_RGB72.jpg
Wordmark+Highlanders—Stacked2 . . . .NJIT_WH_a2_RGB72.jpg
Wordmark+Highlanders—One Line . . . .NJIT_WH_b_RGB72.jpg

JPEGS w/TMs

JPEGs — HIGH RESOLUTION

Primary Mark TM . . . . .NJIT_Primary_RGB300TM.jpg
Secondary Mark TM . . . . .NJIT_Secondary_RGB300TM.jpg
Peelable Mark TM . . . . .NJIT_Peelable_RGB300TM.jpg
Standard Wordmark TM . . . . .NJIT_SW_RGB300TM.jpg
Patch Wordmark TM . . . . .NJIT_PW_RGB300TM.jpg
Wrdmrk+Highlndrs—Stacked TM . . . . .NJIT_WH_a_RGB300TM.jpg
Wrdmrk+Highlndrs—Stacked2 TM . . . .NJIT_WH_a2_RGB300TM.jpg
Wrdmrk+Highlndrs—One Line TM . . . .NJIT_WH_b_RGB300TM.jpg

JPEGs — LOW RESOLUTION

Primary Mark TM . . . . .NJIT_Primary_RGB72TM.jpg
Secondary Mark TM . . . . .NJIT_Secondary_RGB72TM.jpg
Peelable Mark TM . . . . .NJIT_Peelable_RGB72TM.jpg
Standard Wordmark TM . . . . .NJIT_SW_RGB72TM.jpg
Patch Wordmark TM . . . . .NJIT_PW_RGB72TM.jpg
Wrdmrk+Highlndrs—Stacked TM . . . . .NJIT_WH_a_RGB72TM.jpg
Wrdmrk+Highlndrs—Stacked2 TM . . . .NJIT_WH_a2_RGB72TM.jpg
Wrdmrk+Highlndrs—One Line TM . . . .NJIT_WH_b_RGB72TM.jpg