Branding Guidelines

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About these guidelines

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.
Signature clear space and minimum size

A clear space is defined to ensure 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.

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.
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. The primary version of the signature is preferred whenever possible, but the alternate version is perfectly appropriate and suited for select applications.

Clear space
A clear space is defined to ensure 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.

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.
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 42 in Adobe Illustrator and InDesign, 7 in QuarkXpress, 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.)

If you do not have access to these fonts, please contact the Office of Strategic Communications to assist you at 973-596-3172.
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 materials whenever possible.

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

The electronic file names of these approved color variations are referenced above the illustrations. Please note that JPG and PNG filetypes for each of the color versions are also available in addition to EPS files.

A web-safe RGB signature is also available. It is to be used for on-screen applications, such as webpages, video and broadcast.

Preferred signature: NJIT Red = Pantone 1795 spot color
Filename: NJIT_logo+2Line_1795_red.eps

4-color process equivalent: 0%C/94%M/100%Y/0%K
Filename: NJIT_logo+2Line_CMYK_red.eps

Black and white: solid black
Filename: NJIT_logo+2Line_black.eps

Reverse: knocked-out solid white
Filename: NJIT_logo+2Line_white.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 misuses 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 cannot 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 elements 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 njit.edu/stratcomm/services/socialmedia-guidelines.php.
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.

Please contact the Office of Strategic Communications at 973-596-3172 if you need these fonts for your computer.

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 Stone Sans Std Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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 for correct examples of application.

Trajan Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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 on 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.
College icons

The icons used in the NJIT Seal to represent the six colleges that constitute NJIT may be used sparingly as design elements — and only with the approval of the Office of Strategic Communications. These icons should never serve as a substitute for the NJIT logo. 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.

To order printed letterhead, business cards, envelopes or mailing labels, please login to Highlander eMerchant or contact the Purchasing Department.
Administrative Letterhead

Dimensions: 8.5” × 11”

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.

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.

Second sheet consists of the NJIT logo only, located in the same position as the primary letterhead sheet.
Address and logo placement remain the same regardless of envelope size.

MAILING LABEL — The mailing label (5.5" × 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

John P. Jones, Ph.D.
Title Here
Office or Division Here
University Heights
Newark, NJ 07102-1982
123-456-7890
123-456-7890 fax
jones@njit.edu

New Jersey Institute of Technology

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

Examples shown at 100%

Dimensions: 3.5" × 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.

Card Back
The back of the business card is blank.
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.
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.

**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.

Second sheet consists of the NJIT logo only, located in the same position as the primary letterhead sheet.
Example shown at 100%

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

MAILING LABEL — The mailing label (5.5” × 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.
Front

Examples shown at 100%

Centered

New Jersey’s Science & Technology University

New Jersey’s Design School

Business with the Power of STEM

Dimensions: 3.5” × 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
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.

Space permitting, if a specific street address is being used, the address should be listed before “University Heights.”

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

Option 1
New Jersey’s Science & Technology University

Option 2
New Jersey’s Design School
[for use by College of Architecture & Design]

Option 3
Business with the Power of STEM
[for use by Martin Tuchman School of Management]

Typography
Name: ITC Stone Sans Std Semibold 9 pts

Optional card backs
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.
When an individual holds positions in more than one college 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 business card layout, then this card format should be used.

**Note**

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

Space permitting, if a specific street address is being used, the address should be listed before “University Heights.”

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**Optional Card Backs**

The back of the business card may be blank or you may choose one of the three options shown to the left.

**Option 1**

New Jersey’s Science & Technology University

---

**Option 2**

New Jersey’s Design School

[for use by College of Architecture & Design]

---

**Option 3**

Business with the Power of STEM

[for use by Martin Tuchman School of Management]

---

**Typography**

Name: ITC Stone Sans Std Semibold

9 pts
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.

**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.

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

#10 envelope
Dimensions: 9.5' × 4.125'

9”x12” envelope
Dimensions: 9” × 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

Example shown at 100%

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

**Front**

- **Officials Name:** John P. Jones, Ph.D.
- **Title:** Department Name Here
- **College Name:** COLLEGE NAME LINE 1 COLLEGE NAME LINE 2
- **Address:** University Heights Newark, NJ 07102-1982
- **Phone:** 123-456-7890
- **Fax:** 123-456-7890
- **Email:** jjones@njit.edu

**Dimensions:** 3.5" × 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
  - 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.

Space permitting, if a specific street address is being used, the address should be listed before “University Heights.”

**Optional Card Backs**

The back of the business card may be blank or you may choose one of the three options shown to the left.

- **Option 1**
  - New Jersey’s Science & Technology University

- **Option 2**
  - New Jersey’s Design School
  - [for use by College of Architecture & Design]

- **Option 3**
  - Business with the Power of STEM
  - [for use by Martin Tuchman School of Management]

**Typography**

- **Name:** ITC Stone Sans Std Semibold 9 pts
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.
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.

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.

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

Envelopes

#10 envelope
Dimensions: 9.5" x 4.125"

9" x 12" 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

Address and logo placement remain the same regardless of envelope size.
Research Center
Business card

Example shown at 100%

Front

Centered

New Jersey's Science & Technology University

Centred

Option 1
New Jersey's Science & Technology University

Option 2
New Jersey's Design School
[for use by College of Architecture & Design]

Option 3
Business with the Power of STEM
[for use by Martin Tuchman School of Management]

Option 4
Graphic/Icon

If there is a second graphic/icon for your entity that you wish to use on the back of the business card, the Office of Strategic Communications must first review and approve the graphic/icon. Please call 973-596-3172.

Optional card back

Icon can be printed only with prior approval from the Office of Strategic Communications

Dimensions: 3.5" × 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.

Space permitting, if a specific street address is being used, the address should be listed before “University Heights.”

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

Option 1
New Jersey's Science & Technology University

Option 2
New Jersey's Design School
[for use by College of Architecture & Design]

Option 3
Business with the Power of STEM
[for use by Martin Tuchman School of Management]

Typography
Name: ITC Stone Sans Std Semibold 9 pts

Option 4
Graphic/Icon

If there is a second graphic/icon for your entity that you wish to use on the back of the business card, the Office of Strategic Communications must first review and approve the graphic/icon. Please call 973-596-3172.
Ph.D. candidates engaged in research activity may order business cards using the template on page 32 provided that the following conditions are met:

- Only doctoral students in good standing are eligible.
- Requests for business cards must be approved and submitted by the candidate's research director or department chair to the Office of Strategic Communications for review prior to printing.
- "Ph.D. Candidate" must appear on the title line below the student’s name.
- The research center’s (or department’s) mailing address and phone number must be used. No other address or phone number will be accepted.
- Only the student’s official NJIT email address is allowed. Personal email addresses are not accepted.
- No personal information (other than the student’s NJIT email address) is permitted.

Refer to page 32 for layout specifications. Please call the Office of Strategic Communications at 973-596-3172 if you have any questions.
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.
Desktop templates created in Microsoft Word enable the electronic writing and distribution of letters.

Templates exist for the Administration letterhead and for the letterhead of each of the six colleges.

The layouts are the same as the printed letterheads, with the primary difference being that all graphic and type elements are 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 and can be obtained from the Office of Strategic Communications at 973-596-3172.) 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.

Please call the Office of Strategic Communications at 973-596-3172 to obtain the templates.
Desktop templates have also been created in Microsoft Word for fax sheets.

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

As with the desktop letterhead templates, 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.

Please call the Office of Strategic Communications at 973-596-3172 to obtain the templates.
Print and Digital System
The NJIT brand guidelines accommodate a wide range of design options. The Office of Strategic Communications’ team of designers and writers will work with you to develop compelling materials with the appropriate look and feel.

This page demonstrates the application of the NJIT signature, typography and color to university communications.

Please contact the Office of Strategic Communications at 973-596-3172 for assistance with print and digital communications projects.
**Signature placement**

Universitywide print and digital communications

**Position**
The NJIT signature placement provides easy recognition and highlights its significance within the hierarchy of cover layouts. The examples on this page show recommended placement 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:

<table>
<thead>
<tr>
<th>Document size</th>
<th>NJIT signature width</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5” × 11”</td>
<td>1.75”</td>
</tr>
<tr>
<td>6” × 9”</td>
<td>1.3”</td>
</tr>
<tr>
<td>5.5” × 8.5”</td>
<td>1.3”</td>
</tr>
<tr>
<td>4” × 9”</td>
<td>1.25”</td>
</tr>
</tbody>
</table>
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.

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.
**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 and gray are part of the secondary color palette to provide variety and visual interest. These colors should only be used as accents to the primary color palette. The general rule of thumb is to use them in less than 50 percent of the whole palette for one piece.

Full color may be introduced with the incorporation of vibrant photographs or illustrations.
### Standard type sizes

Universitywide print and digital communications

Following are general type specifications for several standard document sizes:

<table>
<thead>
<tr>
<th>Document size</th>
<th>A. Primary headline Point size/ leading</th>
<th>B. Secondary headline or descriptive Point size/ leading</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5&quot; × 11&quot;</td>
<td>36/40</td>
<td>18/20</td>
</tr>
<tr>
<td>6&quot; × 9&quot;</td>
<td>26/29</td>
<td>13/14.5</td>
</tr>
<tr>
<td>5.5&quot; × 8.5&quot;</td>
<td>26/29</td>
<td>13/14.5</td>
</tr>
<tr>
<td>4&quot; × 9&quot;</td>
<td>24/27.5</td>
<td>12/14</td>
</tr>
</tbody>
</table>

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.
The back cover of printed materials should include the following elements:

- NJIT signature
- address
- URL (for the NJIT web address, omit "http://www.")
- contact information—phone number(s) and email, if appropriate

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

Name
Title
Office, Division, College 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
njit.edu

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

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

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.
(Nonstandard fonts may not translate across email clients.)

Color
Use black type only.

Logo use
The NJIT logo should not be included in your email signature; most email clients process graphics as attachments or block them by default. However, if there are compelling reasons to include the NJIT logo, please contact the Office of Strategic Communications at 973-596-3172 to inquire about a digital logo file specifically for email signatures.

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

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
njit.edu
Desktop Templates
Downloadable desktop templates for a single-panel 5.5” × 8.5” invitation are available from the Office of Strategic Communications. 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” × 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.

Note: Per NJIT’s editorial style, numerical figures should be used for the time — except for noon and midnight, which should be spelled out. Times that fall on the hour should be expressed, for example, as 6 p.m. or 6 o’clock. Do not use double zeros (for example, 6:00 p.m.) for times that fall on the hour.

Please call the Office of Strategic Communications at 973-596-3172 to obtain the invitation templates.
Downloadable desktop templates for the front and back of a 4.25” × 5.5” Save the Date postcard are available from the Office of Strategic Communications. 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 Avery InkJet or Laser Post Cards, 4.25” × 5.5”, available in packages of 200 through Office Depot as well as other retailers. The Office Depot item number for the inkjet-compatible version is 365590, and the manufacturer’s SKU is 8387. The Office Depot item number for the laser-compatible post card is 580450 and the manufacturer’s SKU is 5689. All cards are micro-perforated and four-up on an 8.5” × 11” sheet to facilitate printing.

Please call the Office of Strategic Communications at 973-596-3172 to obtain the Save the Date templates.
PowerPoint templates are available from the Office of Strategic Communications. A universitywide template is offered, as is a template that may be customized to display the college 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.

Please call the Office of Strategic Communications at 973-596-3172 to obtain PowerPoint templates.
Please contact the Office of Strategic Communications for help with brochures, report covers, bulletins and annual reports. There are Word templates available that can be used to customize information and produce simple print communications while still maintaining a look that is consistent with NJIT’s visual identity.

Please call 973-596-3172 for the Word templates and assistance.
Special Event Graphics and Promotional Items
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.
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 temporary directional signage, among others.

Word templates for letter-sized documents, as seen on this page, are available from the Office of Strategic Communications. Please call 973-596-3172 for assistance.
Event signage
Temporary exterior signs

There are two types of A-frames available from the Office of Strategic Events and Conference Services that can be used to promote or direct visitors to events being held on campus. The options, pictured at right, are white plastic A-frames with a sign area 36” high × 24” wide or black metal A-frames with a sign area 18” high × 24” wide.

The information appearing on the A-frames should be succinct, easy to read and professional in appearance.

The Office of Strategic Communications can assist with the design of a custom insert, which you can have printed on campus by Konica Services. Alternatively, the Office of Strategic Communications can supply Word templates for tabloid-sized (11” × 17”) documents that can be output on a laser printer and affixed to A-frames preprinted with the NJIT logo.

The information should be kept as brief as possible and be limited to the following:
- Organizer (optional)
- Name or title of event (omit or shorten long subtitles)
- Day and time (e.g., Today, 2 p.m.)
- Campus building and room number (e.g., Eberhardt Hall, Room 112)
- Arrow directing to location

In terms of placement, the A-frames:
- should be posted on the day of an event only and not subjected to weather overnight
- may not be placed in locations that will impede pedestrian traffic or vehicle visibility
- may not be placed on grass or planted areas

Please call the Office of Strategic Communications at 973-596-3172 for help with custom inserts or to obtain Word insert templates.
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.
Signage

All interior and exterior signage, including those for labs and classrooms, must be reviewed and approved by the Office of Strategic Communications and Facilities prior to implementation. The NJIT Purchasing Office will not process any requisitions without these approvals.

For assistance with a signage project or to obtain the NJIT Wayfinding and Signage Guidelines, please call 973-596-3172.
Advertising

All advertising, including print, digital, outdoor, social media and broadcast (with the sole exception of personnel ads), are designed, processed and placed through the Office of Strategic Communications. The designers and writers there will work with you to develop media-appropriate communications. Please call 973-596-3172 for assistance.
Web

Since NJIT’s web presence will be the first exposure many people have to the university, it is imperative that all university-related websites and webpages adhere to standards and show consistent, coherent and unified branding. Any questions regarding content, design, color, typography/fonts, photography and/or art for the web should be directed to the Office of Strategic Communications at 973-596-3172.
NJIT Athletic and Spirit Marks

The NJIT Athletic and Spirit marks are intended for use by the university’s Athletics Department and by university-sanctioned student organizations, clubs, sports and spirit events. Use of NJIT Athletic and Spirit marks is governed by the Athletics Department in partnership with the Office of Strategic Communications.

The Spirit marks are separate and distinct from the formal NJIT institutional visual identity, including the NJIT primary signature and NJIT logo. NJIT Athletic and Spirit marks should not be used for formal university communications.

While the Athletic and Spirit marks may be sized up or down to meet specific needs, the marks must never be altered or their proportions changed in any way. All Athletic and Spirit marks must use the designated official colors and must be produced from the official artwork.

NJIT-sponsored student clubs and organizations may use the marks on the following pages only with prior approval from the Office of Strategic Communications. Please call 973-596-3172 for assistance.

Note: The NJIT Athletics Department has more extensive Graphic Standard Guidelines governing the visual identity of Highlander Athletics. Should you have questions regarding any marks other than those seen here, please contact Stephanie Pillari at 973-596-8324.
Primary and alternate marks
Wordmarks

Standard Wordmark

Patch Wordmark
May print on navy or black

Wordmark Plus Highlanders

Highlanders Wordmark