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Appendix A: Universitywide Recruitment Material

Appendix B: NJIT Athletics Graphic Standards Guidelines
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 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.

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, 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.

**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.

**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.
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.)
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.

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.
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
```

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.

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
```
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.
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.
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.
Administrative

Envelopes

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

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
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.

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

Option 2
New Jersey's Design School
Typography
Name: ITC Stone Sans Std Semibold 9 pts
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.
1.125"
The left edges of the formal name and college name align along a 1.125" left margin.

Example shown at 50%
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

Examples shown at 100%

Centered

Optional card back

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
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
9 pts

Option 2
New Jersey’s Design School

Typography
Name: ITC Stone Sans Std Semibold
9 pts
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.
College/School

Business card example: two college affiliations or multiple titles

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.

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

Dimensions: 8.5" x 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 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

Example shown at 100%

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

#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
Departmental Business card

Front

Examples shown at 100%

Centered

Optional card back

Centered

Optional card back

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

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

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

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
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.
Research Center
Envelopes

Example shown at 100%

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

Front

Example shown at 100%

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

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.

Centered

Optional card back

Optional card back

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.

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
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/schools.

The layouts are the same as the printed letterheads, 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 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

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

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 communications, 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:

<table>
<thead>
<tr>
<th>Document size</th>
<th>NJIT signature width</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5” x 11”</td>
<td>1.75”</td>
</tr>
<tr>
<td>6” x 9”</td>
<td>1.3”</td>
</tr>
<tr>
<td>5.5” x 8.5”</td>
<td>1.3”</td>
</tr>
<tr>
<td>4” x 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.
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.
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” x 11”</td>
<td>36/40</td>
<td>18/20</td>
</tr>
<tr>
<td>6” x 9”</td>
<td>26/29</td>
<td>13/14.5</td>
</tr>
<tr>
<td>5.5” x 8.5”</td>
<td>26/29</td>
<td>13/14.5</td>
</tr>
<tr>
<td>4” x 9”</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.
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.
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

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:

<table>
<thead>
<tr>
<th>Document size</th>
<th>NJIT signature width</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5&quot; x 11&quot;</td>
<td>1.75&quot;</td>
</tr>
<tr>
<td>6&quot; x 9&quot;</td>
<td>1.3&quot;</td>
</tr>
<tr>
<td>5.5&quot; x 8.5&quot;</td>
<td>1.3&quot;</td>
</tr>
<tr>
<td>4&quot; x 9&quot;</td>
<td>1.125&quot;</td>
</tr>
</tbody>
</table>
Standard type sizes
College/school print communications

Following are general type specifications for several standard document sizes:

<table>
<thead>
<tr>
<th>Document size</th>
<th>A. Primary headline point size/size leading</th>
<th>B. Secondary or descriptive headline point size/size leading</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5” x 11”</td>
<td>36/40</td>
<td>18/20</td>
</tr>
<tr>
<td>6” x 9”</td>
<td>26/29</td>
<td>13/14.5</td>
</tr>
<tr>
<td>5.5” x 8.5”</td>
<td>26/29</td>
<td>13/14.5</td>
</tr>
<tr>
<td>4” x 9”</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 college/school name. Title copy may be placed lower.
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.

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.

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

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.

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

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

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

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.
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, MEXICO BEACH, NJ 07102-1192
800.925.NJIT OR 973.596.3100

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

NOTE For universitywide recruitment advertising, please refer to Appendix A for guidelines, options and additional visual elements.
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
• Computing Sciences
• Architecture & Design
• Weekend University
• Science & Liberal Arts
• Distance Learning
• Management
• Continuing Education
• Honors College

“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.”

NEW JERSEY INSTITUTE OF TECHNOLOGY
OFFICE OF UNIVERSITY ADMISSIONS, UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1982
800.925.NJIT or 973.596.3100

njit.edu

NOTE For universitywide recruitment advertising, please refer to Appendix A for guidelines, options and additional visual elements.
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-mail frazier@njit.edu

NEW JERSEY INSTITUTE OF TECHNOLOGY
SCHOOL OF MANAGEMENT
UNIVERSITY HEIGHTS, NEWARK, N J 07102-1982
800.925.NJIT OR 973.596.1100

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

Last year, 115,000.

Skills for a new time

Address, phone

Website URL

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)

NOTE For universitywide recruitment advertising, please refer to Appendix A for guidelines, options and additional visual elements.
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-mail frazierl@njit.edu

NEW JERSEY INSTITUTE OF TECHNOLOGY
SCHOOL OF MANAGEMENT
UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1982
800.925.NJIT OR 973.596.3300
management.njit.edu

Skills for a new time

Forty years ago, 4,700 MBA degrees were granted.
Last year, 115,000.

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.)

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

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

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

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**NJIT Branding Guidelines | 76**

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**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 matrimoni, quod lascivius quadrupei conubium sanit incredibiliiter

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 matrimoni, quod lascivius quadrupei conubium sanit incredibiliiter

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

---

**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 matrimoni, quod lascivius quadrupei conubium sanit incredibiliiter

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 matrimoni, quod lascivius quadrupei conubium sanit incredibiliiter

Perspicax chirographi imputat agricolae, utcunque Aquae Sulis lucide suffragarit satis verecundus catelli, ut chirographi corrumperet gulosus matrimoni, quod lascivius quadrupei conubium sanit incredibiliiter

---

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


NJIT SCHOOL OF MANAGEMENT

NEW JERSEY INSTITUTE OF TECHNOLOGY
SCHOOL OF MANAGEMENT
UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1382
800.925.NJIT OR 973.596.3300
management.njit.edu

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.epsp
Reverse logo ..................... NJIT_C_SR.epsp
Positive w/ Formal Name ....... NJIT_C_SF2.epsp
Reverse w/ Formal Name ........ NJIT_C_SR_F.epsp
Reverse w/ Formal Name One Line .... NJIT_C_SR_F2.epsp

Uncoated
Positive logo ...................... NJIT_U_S.epsp
Reverse logo ..................... NJIT_U_SR.epsp
Positive w/ Formal Name ....... NJIT_U_SF.epsp
Positive w/ Formal Name One Line .... NJIT_U_SF2.epsp
Reverse w/ Formal Name ........ NJIT_U_SR_F.epsp
Reverse w/ Formal Name One Line .... NJIT_U_SR_F2.epsp

4-color process signature (CMYK)

Coated
Positive logo ...................... NJIT_C_P.epsp
Reverse logo ..................... NJIT_C_PR.epsp
Positive w/ Formal Name ........ NJIT_C_PF.epsp
Positive w/ Formal Name One Line .... NJIT_C_PF2.epsp
Reverse w/ Formal Name ........ NJIT_C_PR_F.epsp
Reverse w/ Formal Name One Line .... NJIT_C_PR_F2.epsp

Uncoated
Positive logo ...................... NJIT_U_P.epsp
Reverse logo ..................... NJIT_U_PR.epsp
Positive w/ Formal Name ........ NJIT_U_PF.epsp
Positive w/ Formal Name One Line .... NJIT_U_PF2.epsp
Reverse w/ Formal Name ........ NJIT_U_PR_F.epsp
Reverse w/ Formal Name One Line .... NJIT_U_PR_F2.epsp

Black-and-white signature

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

RGB/Web-safe signature

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

.epd = (Illustrator / vector / outline) encapsulated postscript file format
Appendix A: Universitywide Recruitment Material
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.
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 subscriptions** 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)
ABCDEFghijklmnopqrstuvwxyz 1234567890

Bank Gothic Pro Medium (15pt)
ABCDEFghijklmnopqrstuvwxyz 1234567890

Bank Gothic Pro Bold (15pt)
ABCDEFghijklmnopqrstuvwxyz 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)
ABCDEFghijklmnopqrstuvwxyz 1234567890

Bank Gothic MD BT Light (25pt) (optional weight)
ABCDEFghijklmnopqrstuvwxyz 1234567890

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

Lucida Console (20pt)
ABCDEFghijklmnopqrstuvwxyz 1234567890

**ALTERNATE FONT FOR WEB APPLICATIONS**
Orbitron (20pt—requires wider than normal letter spacing.) To be used only as web font substitute.
ABCDEFghijklmnopqrstuvwxyz 1234567890
3. **SHORTHAND MARKER AND THE NJIT LOGO**

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.

**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.

**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.

**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.

**NEW JERSEY INSTITUTE OF TECHNOLOGY**

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

NEW JERSEY INSTITUTE OF TECHNOLOGY

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

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

WE ARE DOERS. NJIT

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

AT NJIT
WE ARE 24/7.
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.

**SECONDARY APPLICATIONS FOR VISUAL ELEMENTS**

ALWAYS ON THEME MARK APPLICATIONS
Use the NJIT shorthand marker or the NJIT logomark in conjunction with the Always On theme mark.

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.

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

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

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

Merchandizing gear examples.
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
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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.
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.
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.
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.
Color Application, Minimum Size and Misuse
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.
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.

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.

Clear space as defined by “N”

Minimum size of logo for print applications.

Uprights of letters should always be perpendicular to the horizontal.

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 alter the color relationships of mark or wordmark.
- Do not outline any portions of the mark or wordmark.
- Do not change the position of elements within the 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.
- Do not reproduce the mark or wordmark in unofficial colors.
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

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.

BASEBALL SHIRTS AND CAP
Examples of NJIT “Patch” Wordmark applied to teamwear

SOCCELER 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.
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.
The NJIT athletic marks can be used in a variety of merchandising and clothing applications. These marks and wordmarks 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.

EXEMPLARY 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.
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.

**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.)
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**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**Minion Italic**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**Minion Semibold**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**Minion Semibold Italic**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**ITC Stone Sans Std Medium**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**ITC Stone Sans Std Medium Italic**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**ITC Stone Sans Std Semibold**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**ITC Stone Sans Std Semibold Italic**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**ITC Stone Sans Std Bold**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**ITC Stone Sans Std Bold Italic**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
**Letterhead**

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 8 U
- 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.

Example shown at 50%

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

Example shown at 100%
Business Card

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’

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

Example shown at 50%

Second sheet consists of the red bar element only, located in the same position as the primary sheet.
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 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.
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.
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.ep
Primary, Secondary & Peelable

2-color (a)

File name: NJIT_PSP_2color_a_TM.eps
Primary, Secondary & Peelable

2-color (b)

File name: NJIT_PSP_2color_b_TM.eps
Primary, Secondary & Peelable

1-color

File name: NJIT_PSP_1color_TM.ep
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
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_1-color_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
**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.ep
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_Ltr.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
Wordmark+Highlanders—Stacked TM  . . . . . . . Njit_WH_a_RGB300TM.jpg
Wordmark+Highlanders—Stacked2 TM  . . . . . . . . Njit_WH_a2_RGB300TM.jpg
Wordmark+Highlanders—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
Wordmark+Highlanders—Stacked TM  . . . . . . . Njit_WH_a_RGB72TM.jpg
Wordmark+Highlanders—Stacked2 TM  . . . . . . . . . Njit_WH_a2_RGB72TM.jpg
Wordmark+Highlanders—One Line TM  . . . . . . . . . Njit_WH_b_RGB72TM.jpg