



Branding Guidelines

April 2019

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

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

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

The NJIT Signature (logo and formal name)

Primary signature elements

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

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

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

The NJIT primary signature (logo and formal name)



NJIT logo only



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.

Clear space as defined by "N"



Minimum reproduction size

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

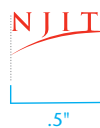
The NJIT logo accompanied by the formal name, "New Jersey Institute of Technology," may be reproduced no smaller than 1.25" in width.

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

Minimum size of logo with formal name



Minimum size of logo only



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.

Alternate signature



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.

Clear space as defined by “N”



Minimum reproduction size

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

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

Minimum size of alternate signature



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.

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

NEW JERSEY INSTITUTE OF TECHNOLOGY

ITC Stone Sans Std semibold or medium, all caps

NEW JERSEY INSTITUTE OF TECHNOLOGY

NEW JERSEY INSTITUTE OF TECHNOLOGY

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

New Jersey Institute of Technology

New Jersey Institute of Technology

Signature color variations

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

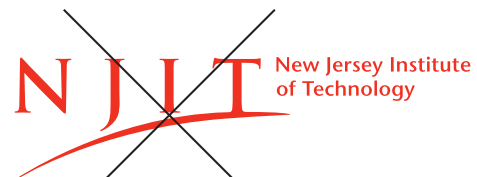
For correct reproduction, always use the digital artwork supplied.



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.

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

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Minion Italic

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Minion Semibold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Minion Semibold Italic

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

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

ITC Stone Sans Std Medium

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Stone Sans Std Medium Italic

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

ITC Stone Sans Std Semibold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

ITC Stone Sans Std Semibold Italic

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

ITC Stone Sans Std Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

ITC Stone Sans Std Bold Italic

***abcdefghijklmnopqrstuvwxy
z
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.

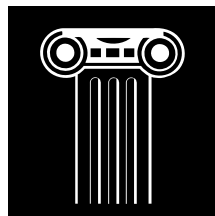
The seal may not be used on informal, routine or promotional materials — for instance, on mugs or T-shirts.

Any use of the NJIT seal must be reviewed and approved by the Office of Strategic Communications. Please call 973-596-3172 for assistance.

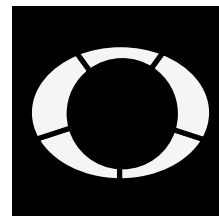


College icons

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.



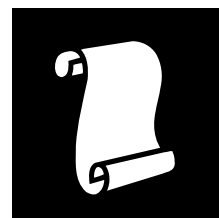
College of Architecture & Design



Ying Wu College of Computing



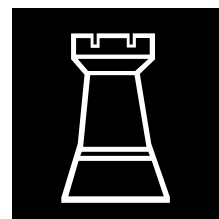
College of Science & Liberal Arts



Albert Dorman Honors College



Martin Tuchman
School of Management



Newark College of Engineering

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.

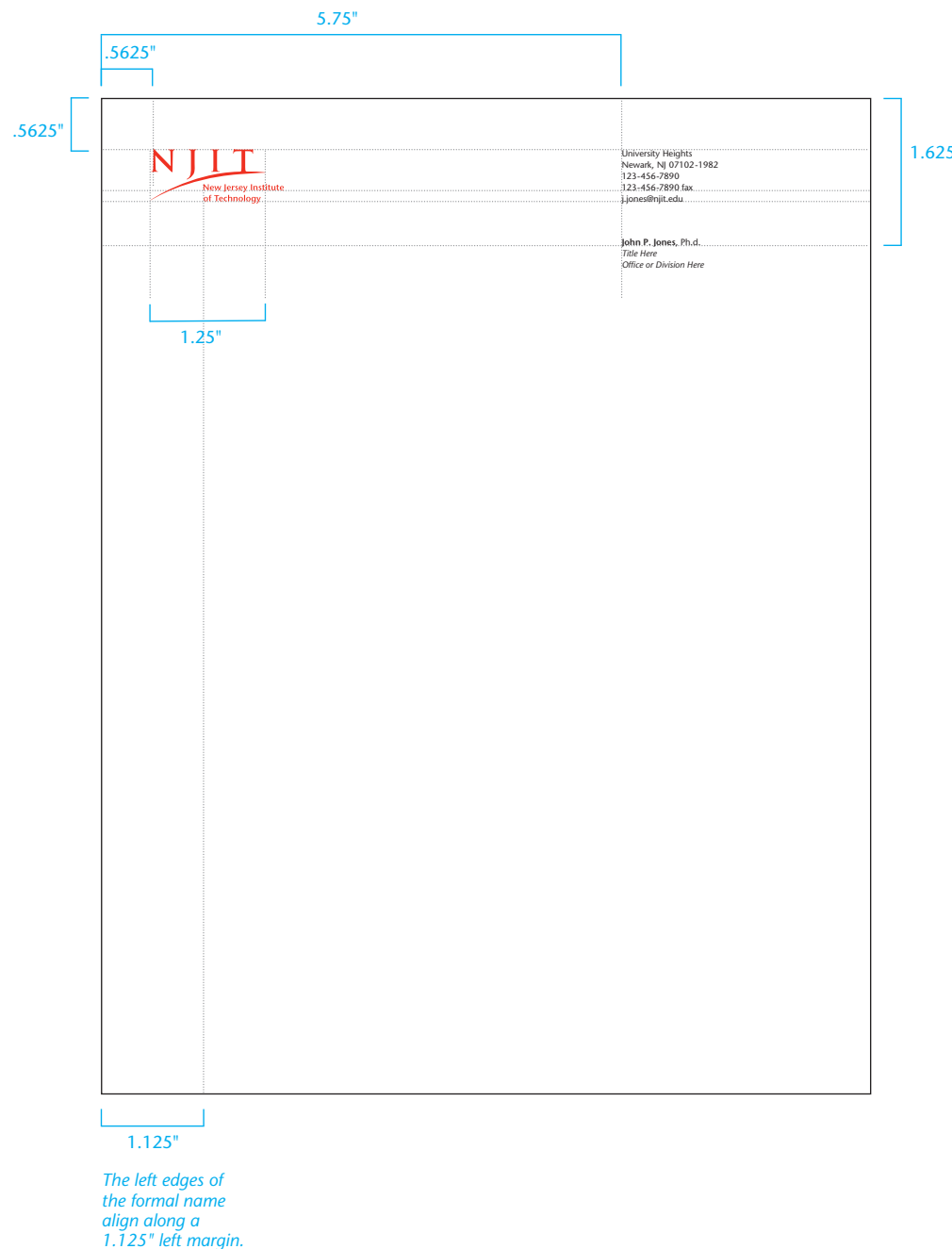
In this section you will find guidelines for our basic stationery items. For best results, always use approved electronic files or templates for stationery reproduction.

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" 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 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

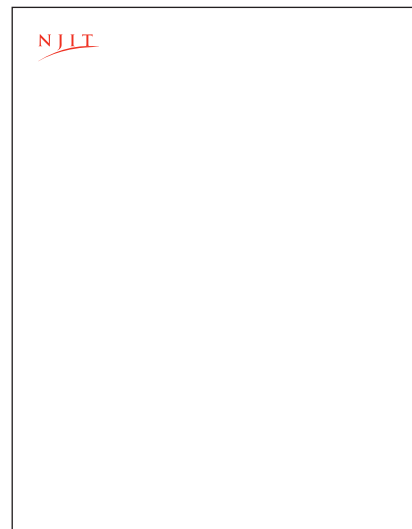
Office: ITC Stone Sans Std Medium Italic 7/9

Letterhead Stock

Strathmore Ultimate White Wove 24lb

Note

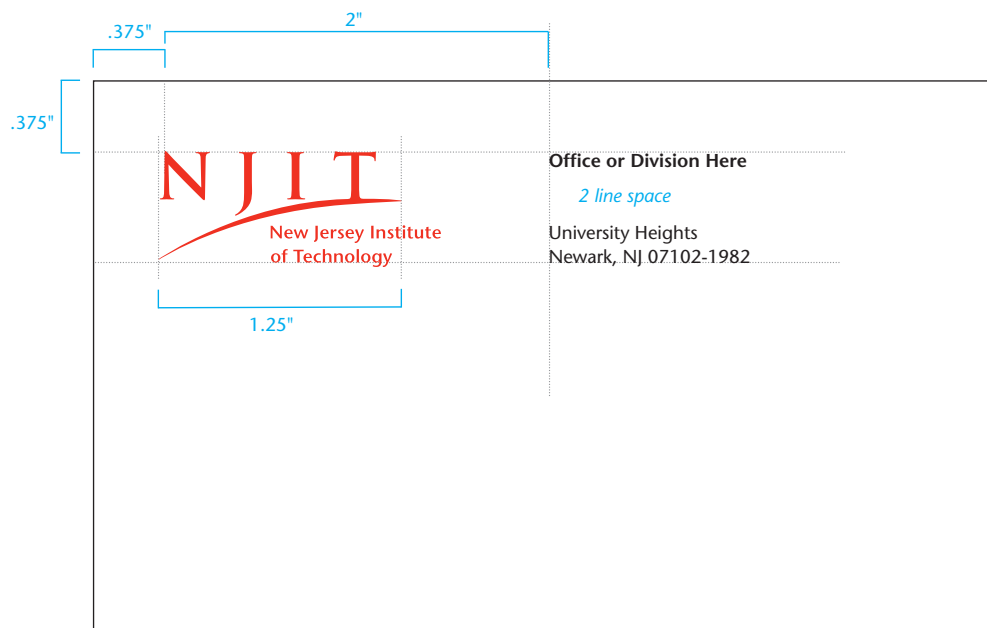
Mobile numbers are not recommended on letterhead.



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

Administrative

Envelopes



#10 envelope
Dimensions: 9.5" × 4.125"

9"x12" envelope
Dimensions: 9" × 12"

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

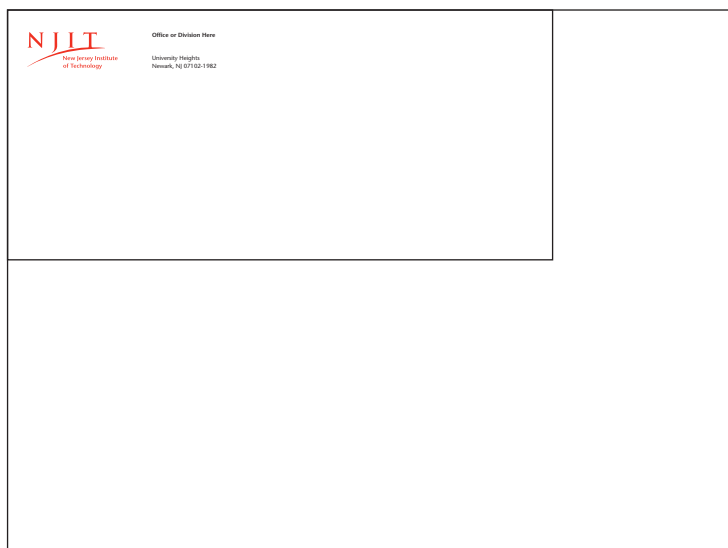
All other typography: Black

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

Address: ITC Stone Sans Std Medium 7/9

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

Example shown at 100%

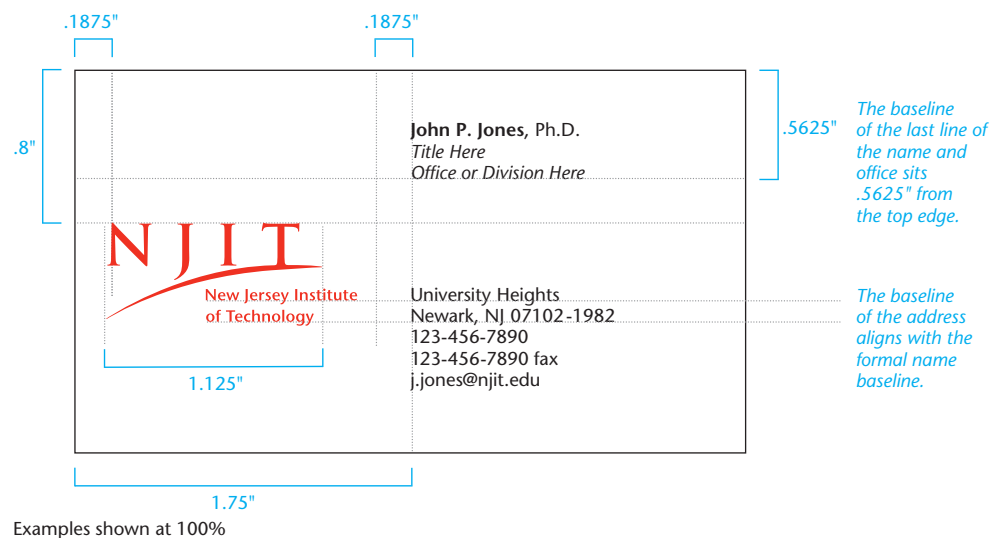


Address and logo placement remain the same regardless of envelope size.

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



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.

Card Back

The back of the business card is blank.

Administrative

Business card examples



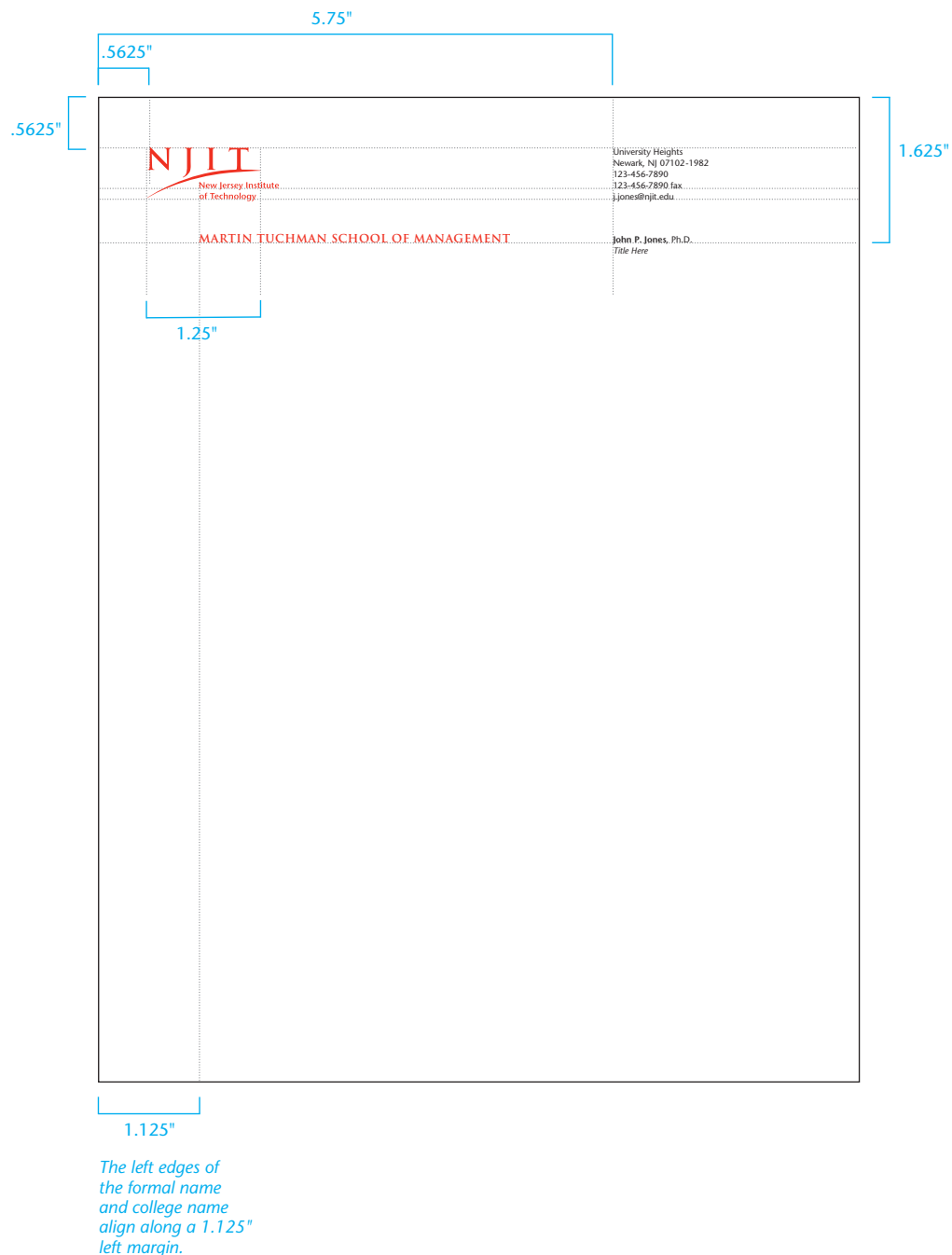
Shown here are several examples of how titles and related information may be handled.

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



College

Letterhead



Example shown at 50%

Dimensions: 8.5" x 11"

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

Baselines of the address align with 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

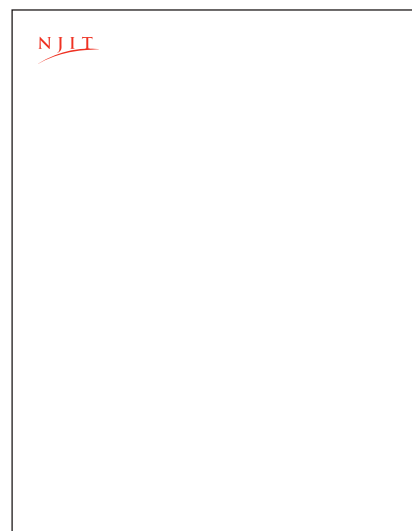
Title: ITC Stone Sans Std Medium Italic 7/9

Letterhead Stock

Strathmore Ultimate White Wove 24lb

Note

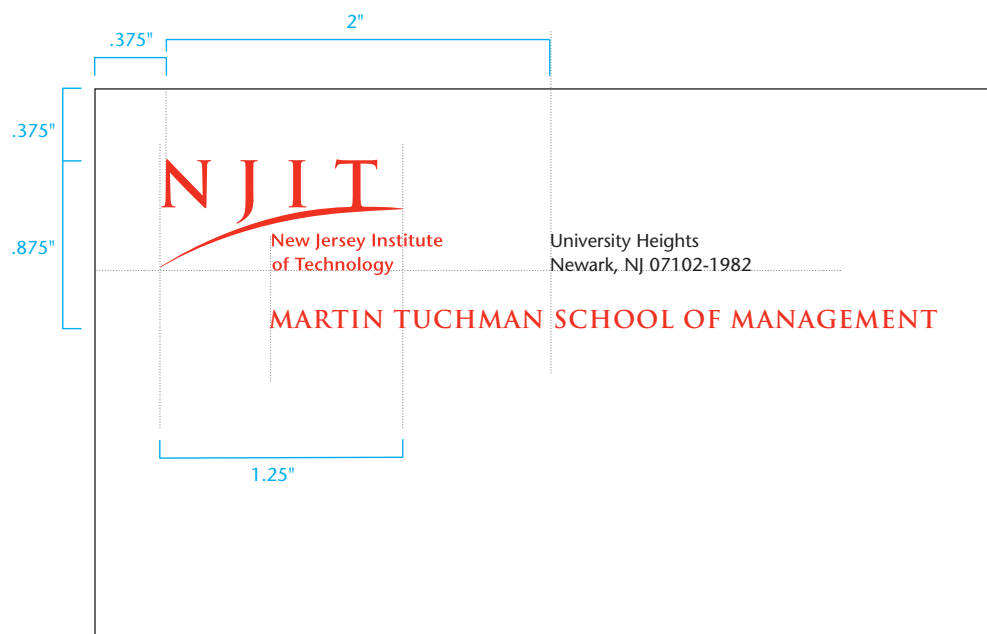
Mobile numbers are not recommended on letterhead.



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

College

Envelopes



#10 envelope
Dimensions: 9.5" x 4.125"

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

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

College: NJIT Red (Pantone 1795 U)

All other typography: Black

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

Address: ITC Stone Sans Std Medium 7/9

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

Example shown at 100%



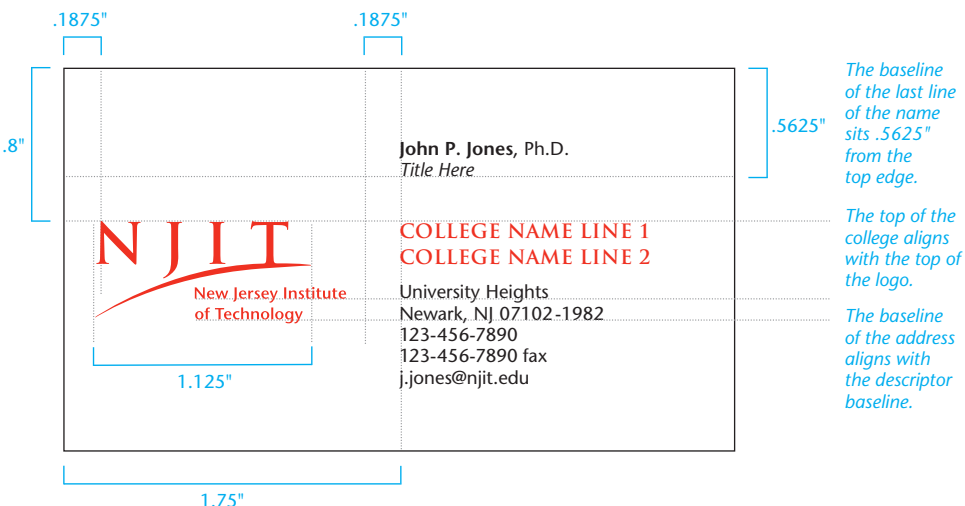
Address and logo placement remain the same regardless of envelope size.

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

Business card

Front



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.

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

Centered

Centered

Optional card backs

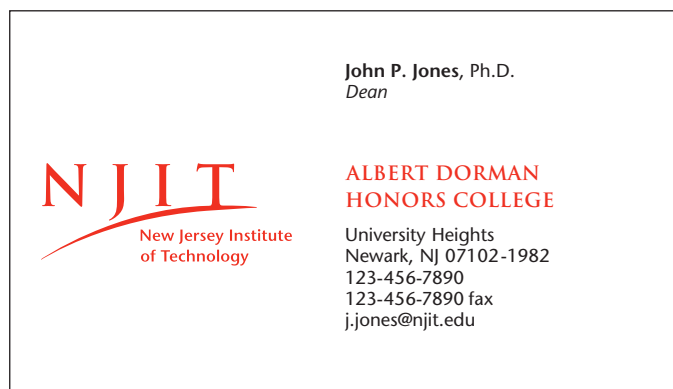
College

Business card examples



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

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

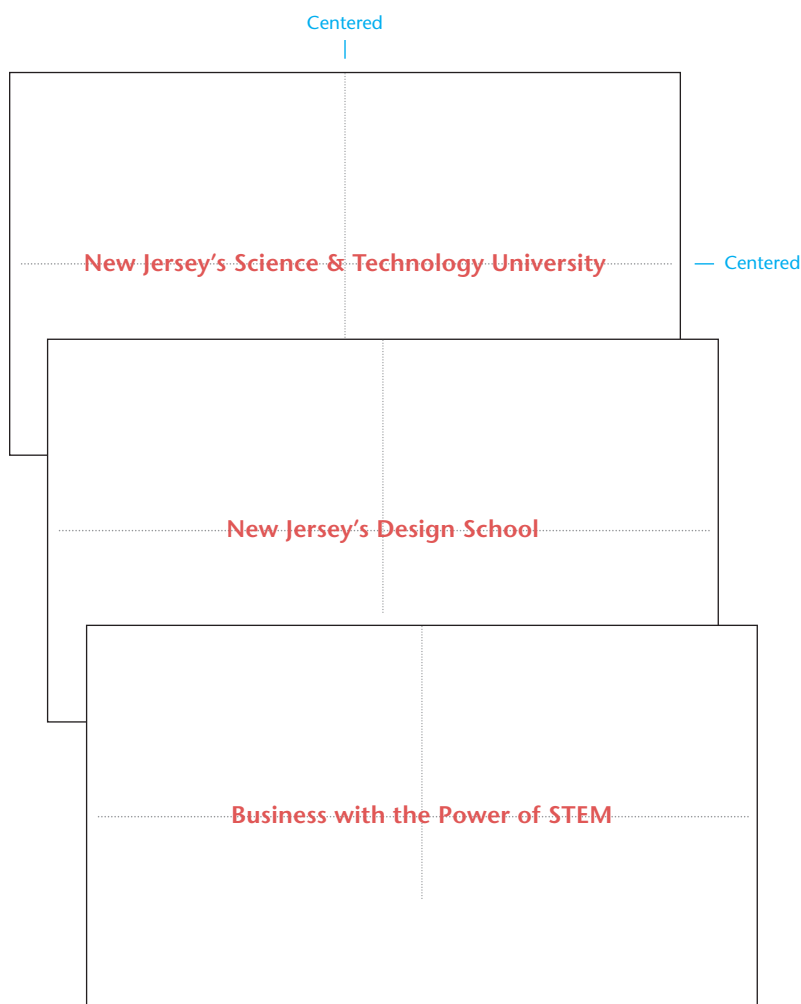


College

Business card example: two college affiliations or multiple titles



Examples shown at 100%



Optional card backs

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."

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]

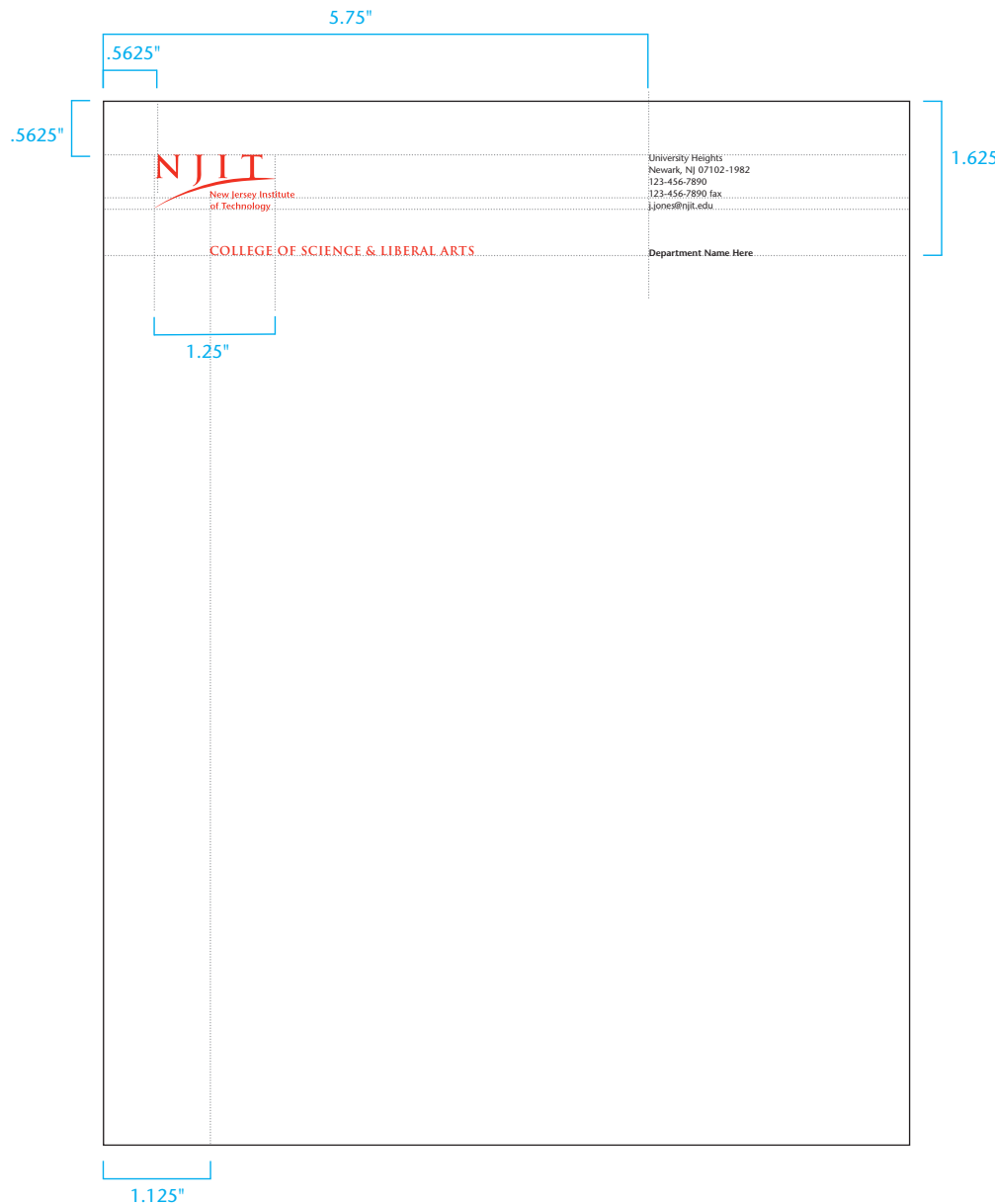
Option 3

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

Typography

Name: ITC Stone Sans Std Semibold
9 pts

Departmental Letterhead



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

Example shown at 50%

Dimensions: 8.5" x 11"

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

Baselines of the address align with 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

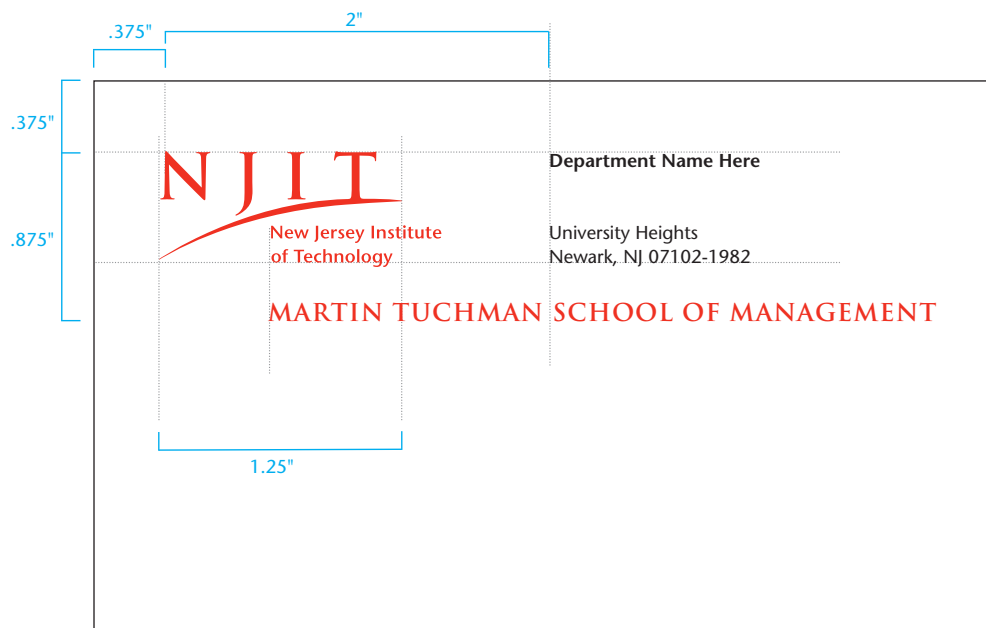
Note

Mobile numbers are not recommended on letterhead.

NJIT

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" 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

Example shown at 100%

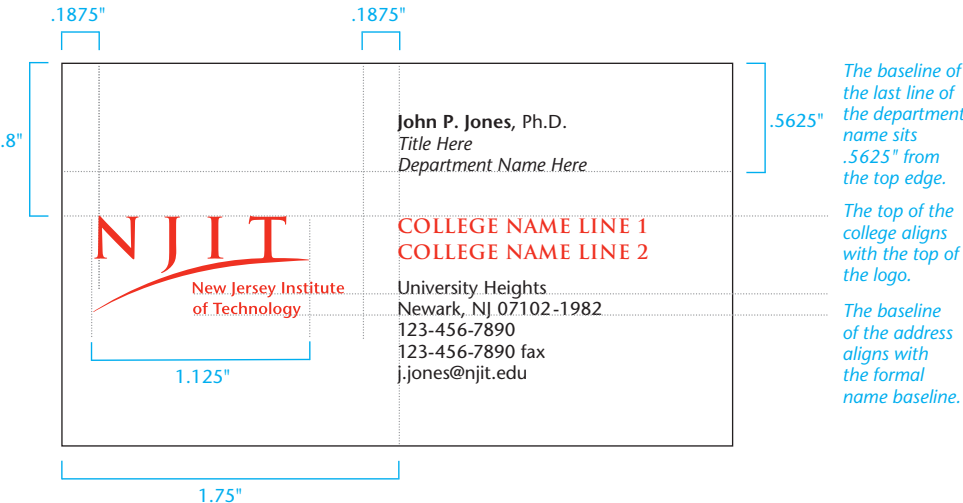


Address and logo placement remain the same regardless of envelope size.

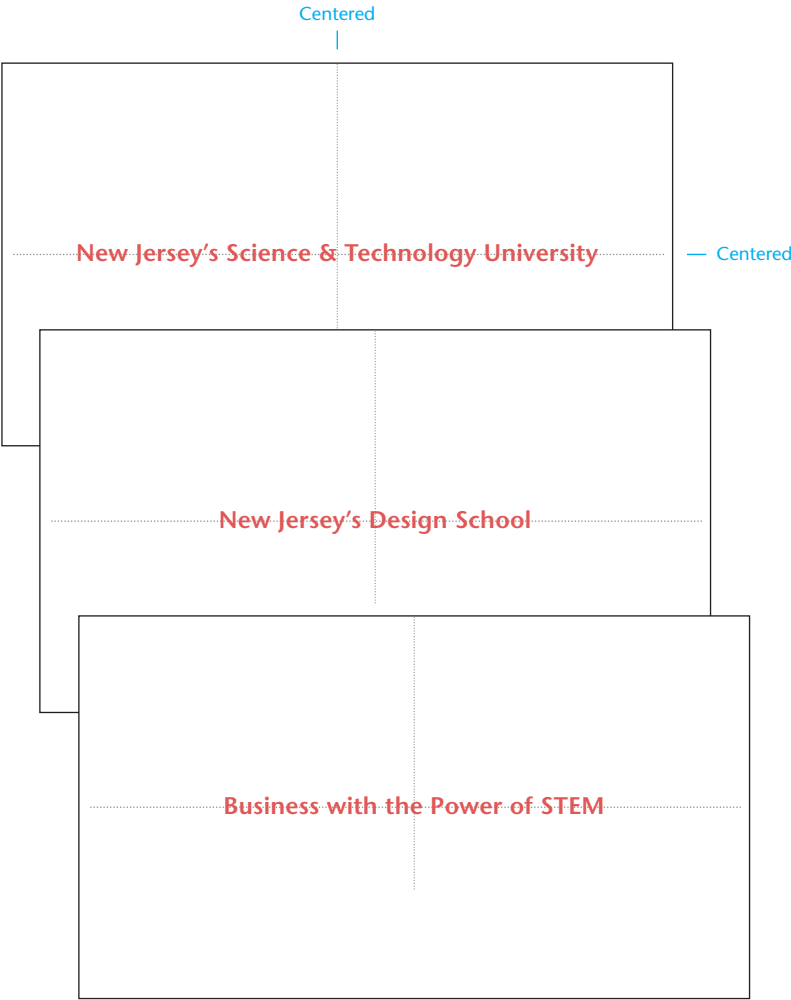
Departmental

Business card

Front



Examples shown at 100%



Optional card back

Dimensions: 3.5" x 2"

Color

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

College: NJIT Red (Pantone 1795 U)

All other typography: Black

Typography

Name: ITC Stone Sans Std Semibold 7/8

Degree: ITC Stone Sans Std Medium 7/8

Title: ITC Stone Sans Std Medium Italic 7/8

Department: ITC Stone Sans Std Medium Italic 7/8

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

Address: ITC Stone Sans Std Medium 7/8

Business Card Stock

Strathmore Ultimate White Wove Cover 88lb

Note

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

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

Departmental

Business card examples



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.



Letterhead



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

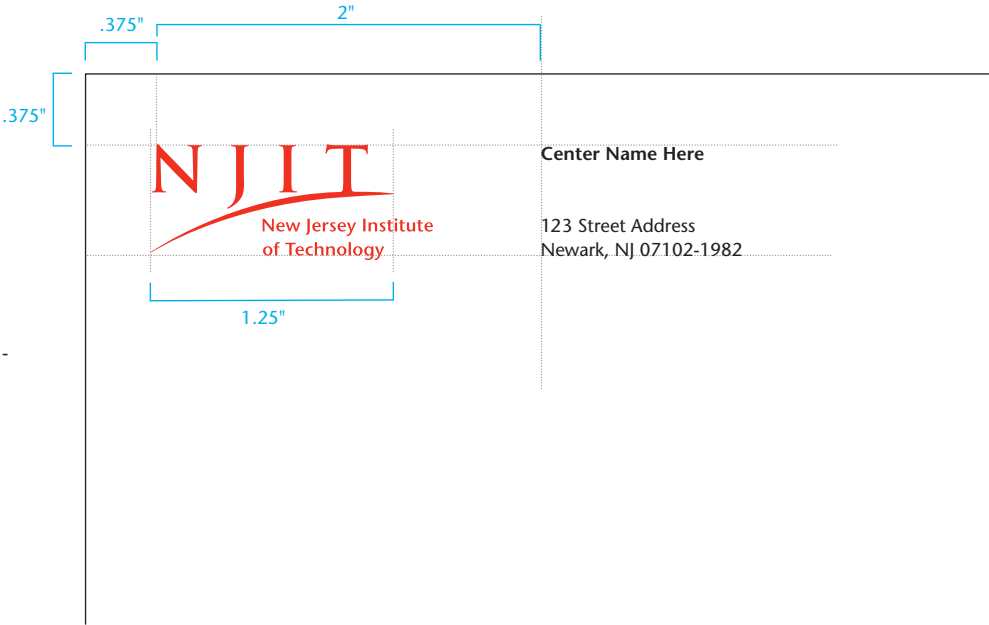
Mobile numbers are not recommended on letterhead.



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" × 4.125"

9"x12" envelope
Dimensions: 9" × 12"

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

All other typography: Black

Typography
Center: ITC Stone Sans Std Semibold 7/9

Address: ITC Stone Sans Std Medium 7/9

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

Example shown at 100%



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

Front

.1875" .1875"

.8"

.5625"

John P. Jones, Ph.D.
Title Here

Center Name Here

123 Street Address
Newark, NJ 12345-6789
123-456-7890 fax
j.jones@njit.edu

NJIT
New Jersey Institute
of Technology

1.125"

1.75"

Example shown at 100%

Centered

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.

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.

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.

New Jersey's Science & Technology University

New Jersey's Design School

Business with the Power of STEM

GRAPHIC/ICON
HERE

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

Optional card back

Research Center

Business cards for Ph.D. candidates

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.

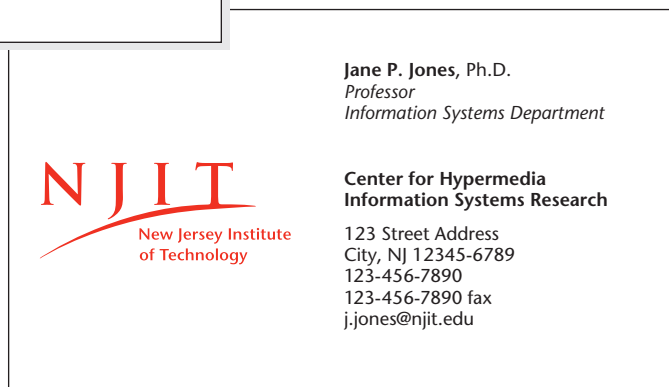
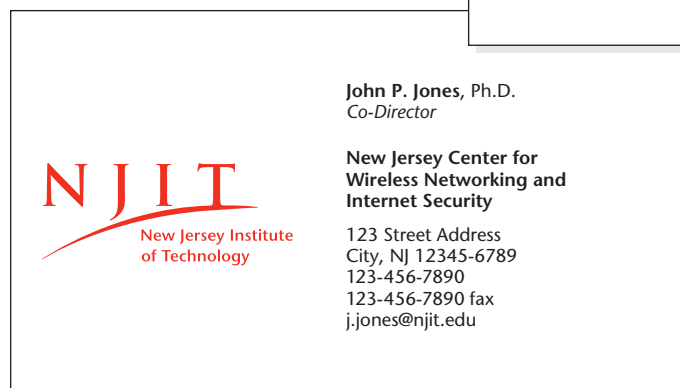
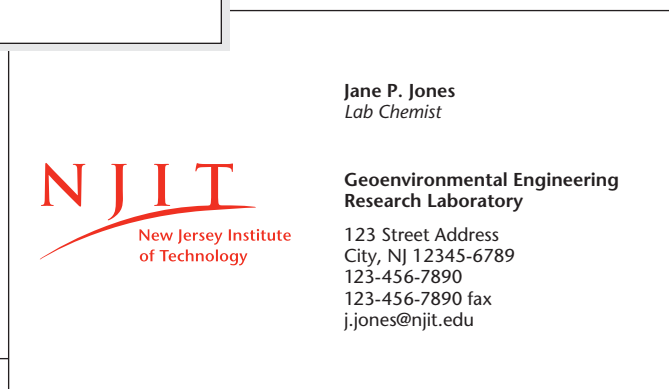
Research Center

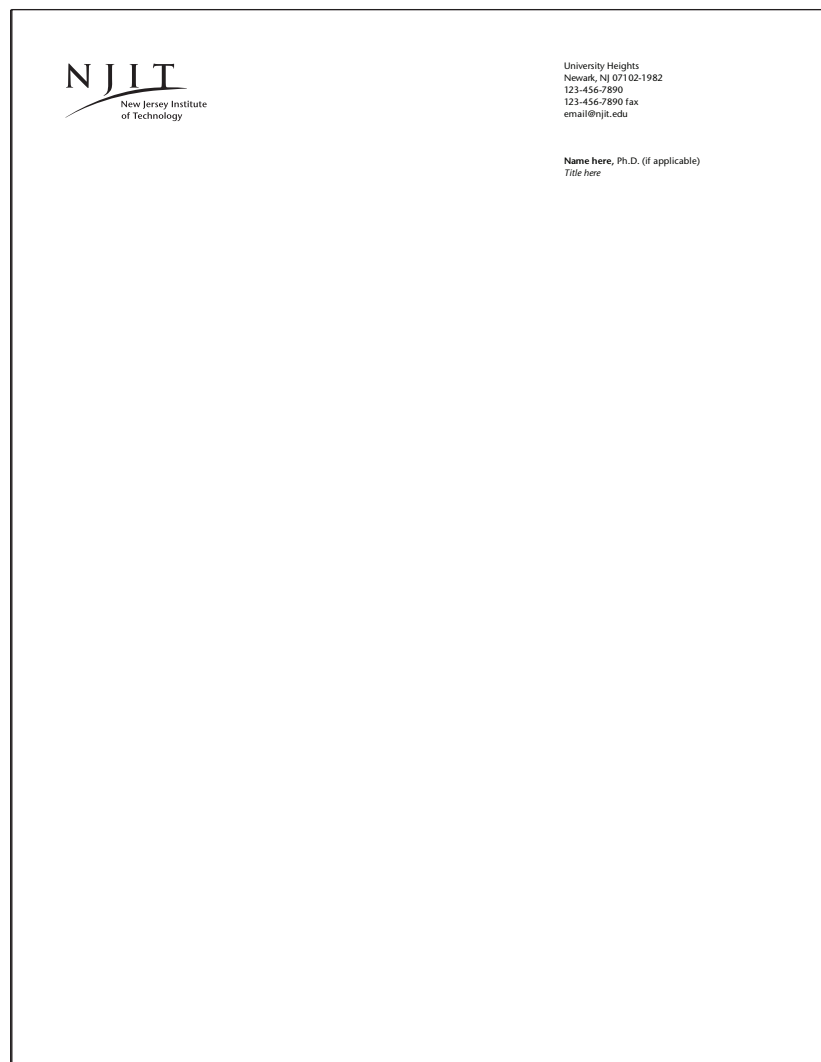
Business card examples



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.

 NJIT New Jersey Institute of Technology	University Heights Newark, NJ 07102-1982
FACSIMILE	
Date: _____	
To: _____	From: _____
Tel: _____	Tel: _____
Fax: _____	Fax: _____
No. of Pages: _____	

Desktop templates have also been created 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.

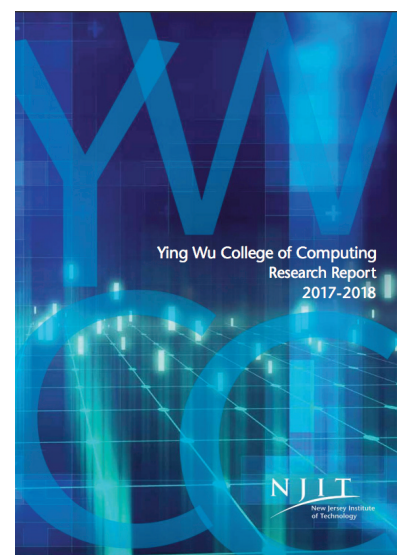
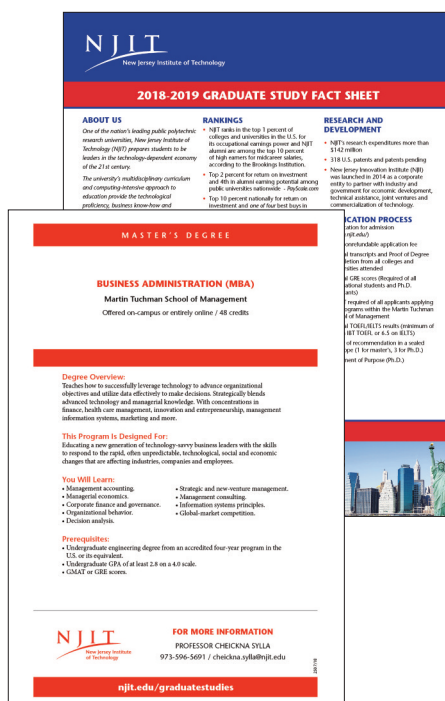
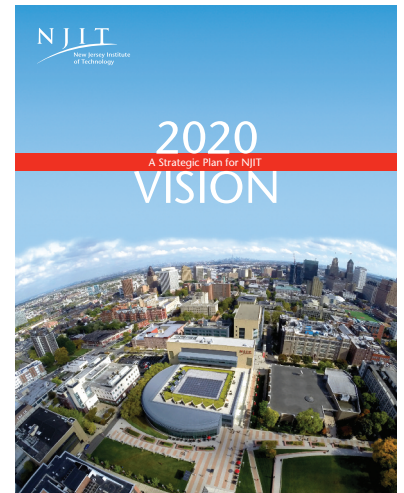
Print and Digital System

Universitywide print and digital communications

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.

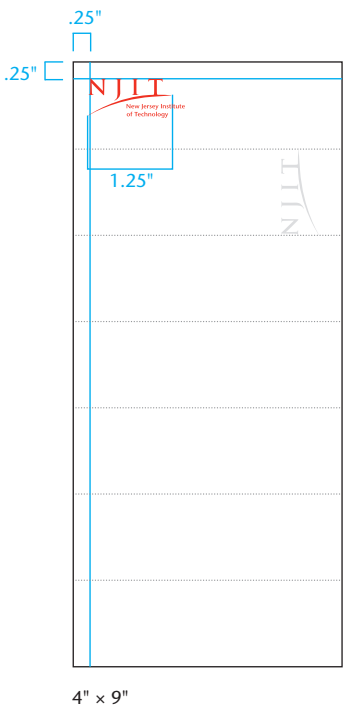
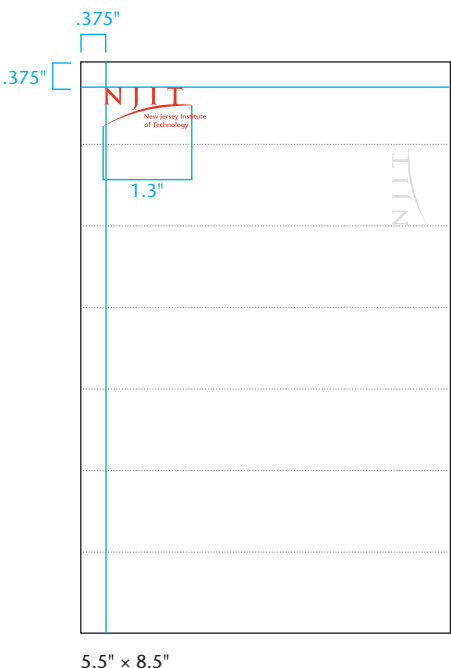
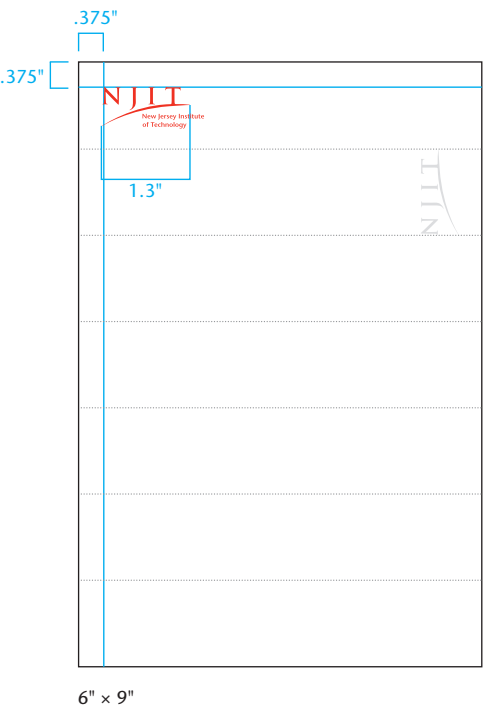
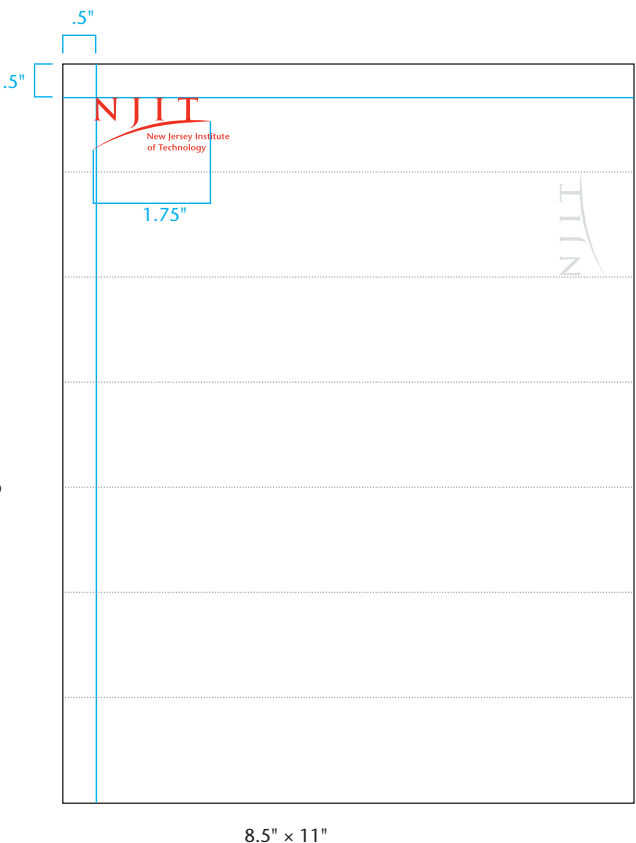
The signature/formal name lock-up should be maintained, and align with equal top and left margins of the layout. Recommended margin widths for standard document sizes are shown here.

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.

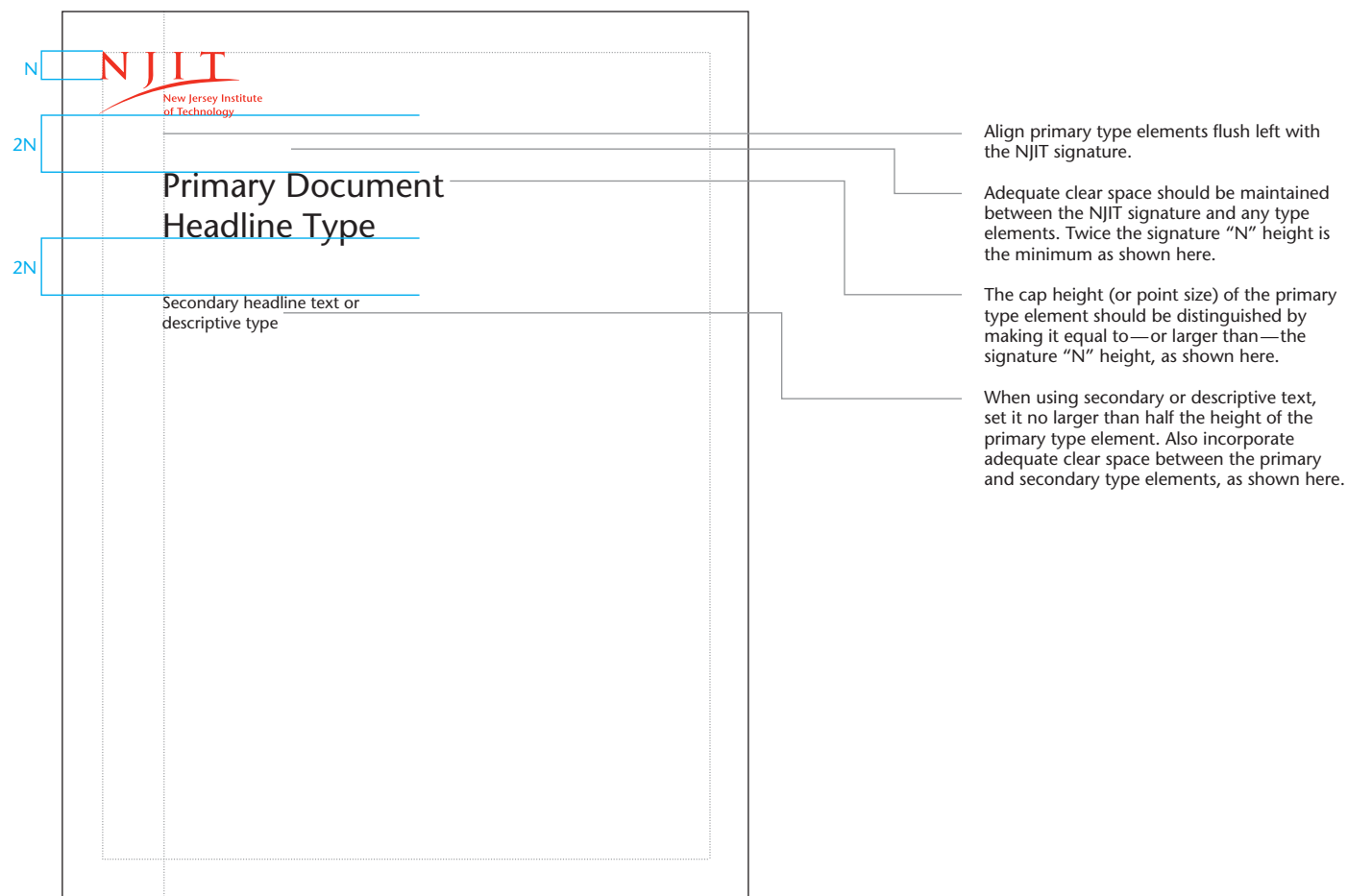
Following are proper signature widths for several standard document sizes:

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



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.



Color palette

Universitywide print and digital 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 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.

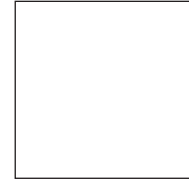
Official school colors



NJIT Red (PMS 1795)

Process Equivalent:
94M, 100Y

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



White

Accent colors



Accent Blue (PMS 2748)

Process Equivalent:
100C, 90M, 10Y, 0K

RGB/web-safe
R:28, G:20, B:117

HTML:
1C1475



Gray

Process Equivalent:
50K

Standard type sizes

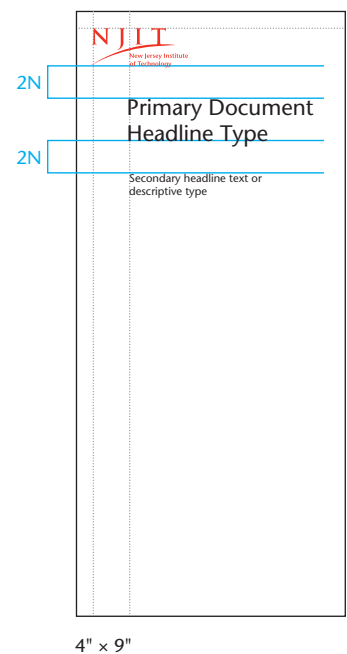
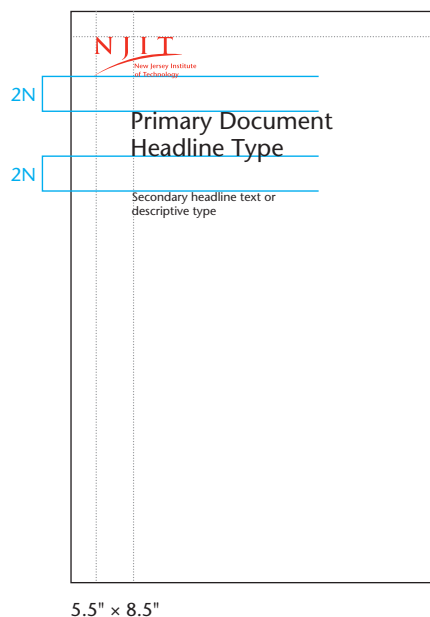
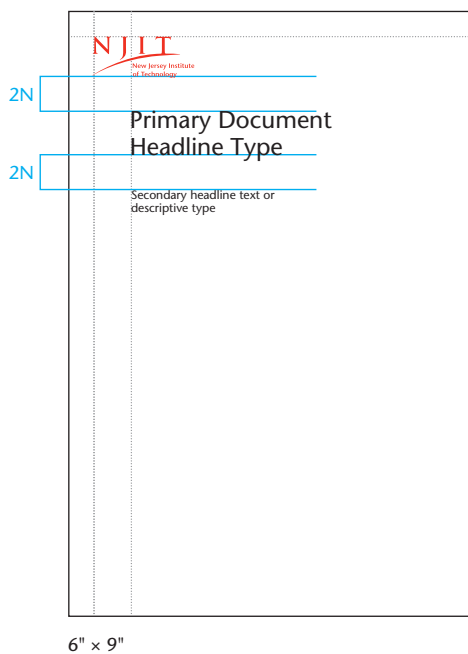
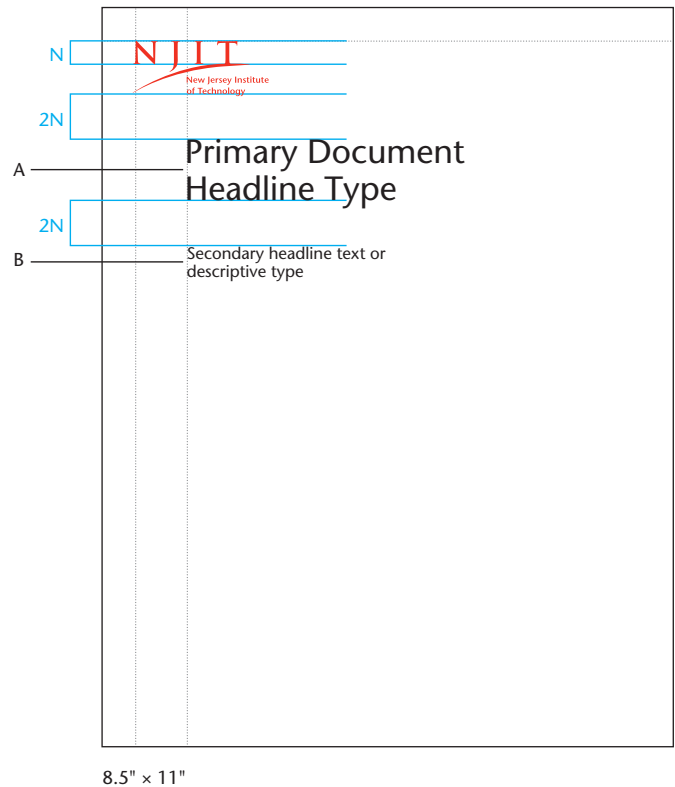
Universitywide print and digital communications

Following are general type specifications for several standard document sizes:

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

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

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



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.

Email

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.



NAME OF COLLEGE,
DEPARTMENT, CENTER,
OFFICE OR INDIVIDUAL


cordially invites you to

NAME OF SPECIAL EVENT
OR CELEBRATION

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

Event Location
Street Address, City, State 00000

RSVP by Date to
John Jones, jjones@njit.edu or 123-456-7890



Office or Division Here

University Heights
Newark, NJ 07102-1982

Name
Address
City, State, Zip

Desktop invitation envelope template —
Word document

Desktop invitation template —
Word document

Save the date template

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.



University Heights
Newark, NJ 07102-1982

Name
Address
City, State, Zip



SAVE THE DATE

MONTH XX, 20XX

Name of College, Department, Center,
Office or Individual

invites you to

**NAME OF SPECIAL EVENT
OR CELEBRATION**

Event Location
Address, City, State 00000

Invitation to follow

*For more information contact
[contact information here]*

Desktop save the date template —
Word document

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

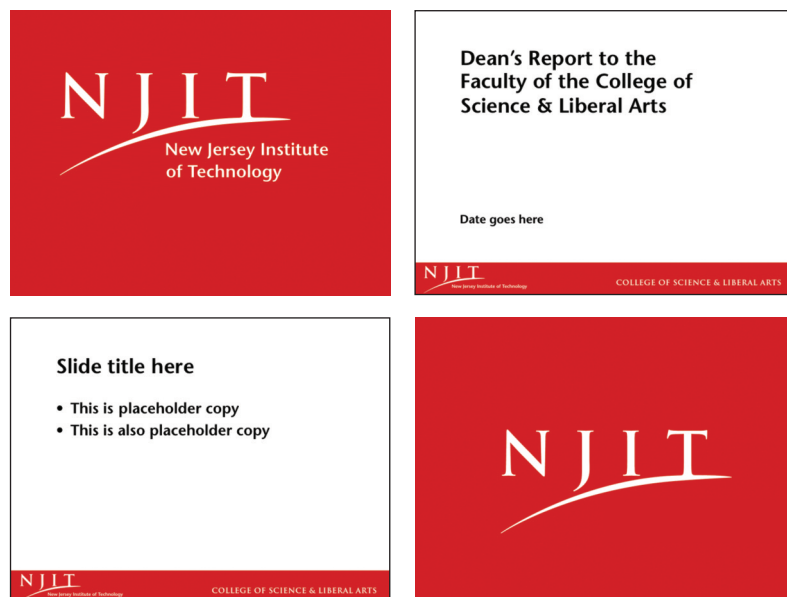
PowerPoint templates are available from the Office of Strategic Communications. A universitywide template is offered, as is a template that may be customized to display the college name in the footer. The latter does require the font Trajan Pro Bold.

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.



Universitywide PowerPoint slide template

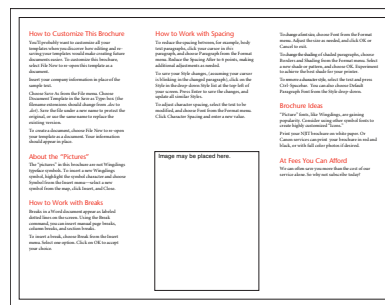
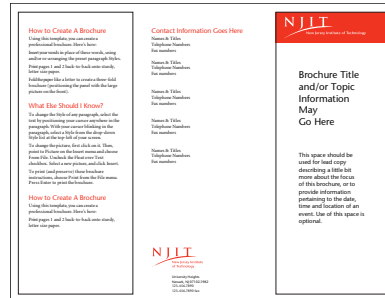


College PowerPoint slide template

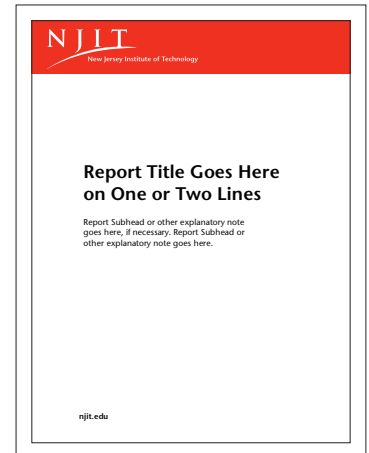
Brochure, report cover, bulletin and annual report templates

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.



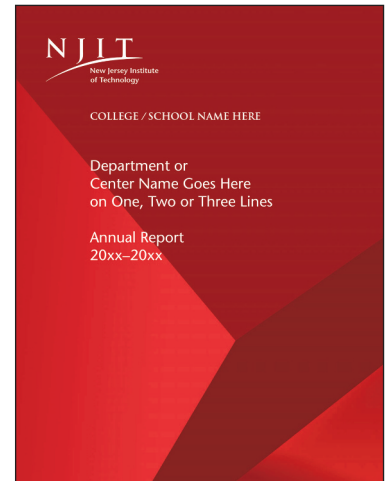
Desktop 3-panel brochure template — Word document



Desktop report cover template — Word document



Desktop bulletin template — Word document

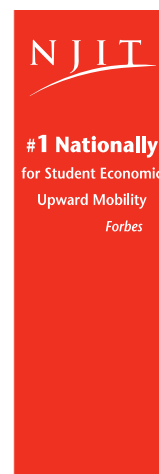


Desktop annual report template (additional page formatting options available in template) — Word document

Special Event Graphics and Promotional Items

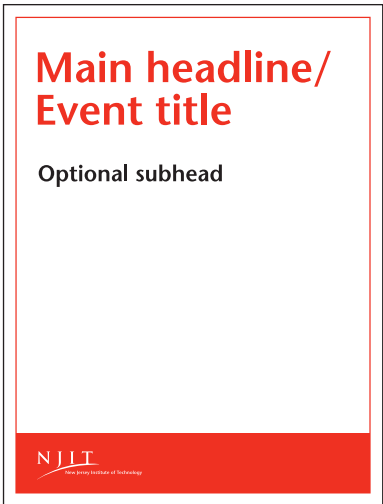
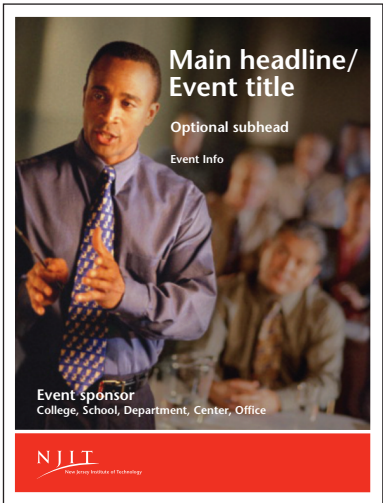
Special event graphics

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



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.



Desktop event signage templates — Word document

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

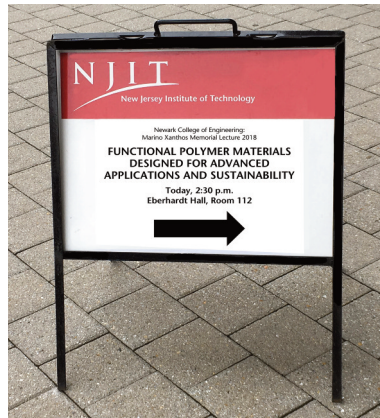
Please call the Office of Strategic Communications at 973-596-3172 for help with custom inserts or to obtain Word insert templates.



White plastic A-frame with custom insert
Sign area: 36" high × 24" wide



White plastic A-frame with preprinted insert and applied 11" × 17" sheet



Black metal A-frame with preprinted insert and applied 11" × 17" sheet
Sign area: 18" high × 24" wide

Organizer info line 1
Organizer info line 2

NAME OF EVENT LINE 1
NAME OF EVENT LINE 2
NAME OF EVENT LINE 3

Date, time a.m./p.m.
Building Name, Room Number

←

Please sponsoring organization's sign here. If it must be included, DO NOT use the NJIT logo. It appears on the A-frame itself. Use Word's Change Printer function to replace this image.

Organizer info line 1
Organizer info line 2

NAME OF EVENT LINE 1
NAME OF EVENT LINE 2
NAME OF EVENT LINE 3

Date, time a.m./p.m.
Building Name, Room Number

→

Please sponsoring organization's sign here. If it must be included, DO NOT use the NJIT logo. It appears on the A-frame itself. Use Word's Change Printer function to replace this image.

Organizer info line 1
Organizer info line 2

NAME OF EVENT LINE 1
NAME OF EVENT LINE 2
NAME OF EVENT LINE 3

Date, time a.m./p.m.
Building Name, Room Number

↑

Please sponsoring organization's sign here. If it must be included, DO NOT use the NJIT logo. It appears on the A-frame itself. Use Word's Change Printer function to replace this image.

Organizer info line 1
Organizer info line 2

NAME OF EVENT LINE 1
NAME OF EVENT LINE 2
NAME OF EVENT LINE 3

Date, time a.m./p.m.
Building Name, Room Number

Please sponsoring organization's sign here. If it must be included, DO NOT use the NJIT logo. It appears on the A-frame itself. Use Word's Change Printer function to replace this image.

Desktop A-frame insert templates — a variety of 11" × 17" Word documents exist for different scenarios

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 Marks

The NJIT Athletic marks on the following pages are primarily reserved for use by the university's Athletics Department. These marks are separate and distinct from the NJIT institutional visual identity, including the NJIT primary signature and NJIT logo.

NJIT Athletic marks should not be used for academic materials or formal university communications. They may be used by university-sanctioned student organizations, clubs and events to communicate school spirit **only with prior approval** from the Athletics Department and the Office of Strategic Communications.

The NJIT Athletics Department has separate Graphic Standard Guidelines governing the visual identity of Highlander Athletics. Please contact Stephanie Pillari at 973-596-8324 for more information or for permission to use any of these marks.

Primary and alternate marks

Primary



Secondary



Peelable



Warrior



Standard Wordmark



Patch Wordmark
May print on navy or black



Wordmark Plus Highlanders



Highlanders Wordmark

