New York Institute of Technology
Brand Identity Guidelines

Revised: Jan. 8, 2014
These guidelines are intended to provide consistency and uniformity for New York Institute of Technology communications and brand expressions. The correct and consistent application of these guidelines will be a critical determinant of the program’s long-term success. The refreshed identity must be projected with a high level of uniformity in every application in order for it to achieve the desired results.

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Part I

The Visual Framework
The visual framework of the NYIT identity is built from five basic components:

+ The NYIT Logo
+ The NYIT Seal
+ The NYIT Typographic Guidelines
+ The NYIT Color Palette
+ The NYIT Format Guidelines

Correct use of these five components will ensure that communications produced for NYIT will reinforce a lively and consistent identity and will help differentiate NYIT from other colleges competing for prospective students.
The refreshed NYIT logo was refined in response to research that showed dozens of different logos being used in NYIT communications. The use of the square is not only a differentiator from other schools, but it also represents elements symbolic to our university’s mission. The “NYIT” insignia alone is also intended to focus the identity more on the acronym and less on the the formal name of the school. The logo is a piece of digital artwork that should only be reproduced from the guidelines provided by NYIT. There should never be an attempt to re-create it using other typography. The letter spacing in the logo has been carefully considered and is not standard. The colors and configuration should never be altered, and no other text should ever be put inside the square. The logo should only be reproduced using the digital files provided by Communications + Marketing.

1.2 The NYIT Seal

The seal is an important element of the college’s heritage but it is important that it be reserved for specific types of applications such as graduation-related communications.

It should only be reproduced using the digital files provided by Communications + Marketing.
### Black & white option

Black and white may be used when the two-color version is not possible, desirable, or cost effective, but should never be the first choice.

![Black & White NYIT Logo](image)

### Using only the initials or insignia

The NYIT letters in NYIT blue, NYIT gold, black, or white may be used without the gold box *in only* these special situations:

1. When the application requires a very small imprint, such as on the side of a pencil or a pen.

![NYIT Blue Initials](image)

2. In digital media, when the insignia must shrink substantially to work on mobile devices and still must be legible and impactful.

![NYIT Gold Insignia](image)

3. When there is a one- or two-color situation and using the NYIT blue and gold is not preferred, such as on a t-shirt.

![NYIT Black Insignia](image)
In order for NYIT to have a strong, clear brand statement, it is important to have the square logo appear consistently in all NYIT communications. Please adhere to these 3 rules:

1) The NYIT square logo should only be used in gold and blue or in black and white.

2) Only reproduce the logo from the digital files provided by Communications + Marketing.

3) Do not alter the size of the NYIT letters in the square

The following are examples of things that should NOT be done:

- Do not use any shape but the square
- Do not alter the proportions of the square
- Do not reverse the colors
- Do not shift or change the size of NYIT
- Do not use a different color from the NYIT approved colors
- Do not knock out the NYIT
Do not create a border around the square

Do not use the NYIT type logo in any other color but PMS 660, PMS 130, black or white

Do not combine the NYIT lettering with another logo

Do not create outline the NYIT letters or add a drop shadow

Do not create a border around the logo or add wording

Do not create a pattern in the logo
The NYIT square logo is an integral part of communicating the brand at all levels of the organization and in all locations. It is important that all NYIT schools, colleges, departments, and locations be presented as parts of a whole. This chart is an outline of how the signatures, which are the combination of the square logo and a particular entity, will vary for different parts of the organization.
Vertical Orientation

College of Arts & Sciences

School of Architecture & Design

School of Engineering & Computing Sciences

School of Management

School of Health Professions

College of Osteopathic Medicine

School of Education
Horizontal Orientation

College of Arts & Sciences

School of Architecture & Design

School of Engineering & Computing Sciences

School of Management

School of Health Professions

College of Osteopathic Medicine

School of Education
One of the ways NYIT will achieve consistency is by limiting the number of primary typefaces that will be used in communications to two for all of our core institutional materials. A third compatible typeface may be added, as needed, for accent purposes only.

Times New Roman is a classic serif face that is very readable in long text situations, particularly in print materials, and in headlines. It is the typeface used in signatures and is available on all PCs and Apple computers.

Helvetica Neue is a classic contemporary san serif face and can be used in almost all situations except in a lockup with the logo. Helvetica Neue is not the same font as Helvetica. When Helvetica Neue is not readily available, Arial should be substituted.

Each face should only be used as a headline or as text as indicated in the chart on the next page.

![Times New Roman vs Helvetica Neue](chart.png)
| Times New Roman | Bold      | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz |   |   |
|                | Regular   | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz |   |   |
|                | Italic    | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz |   |   |
| Helvetica Neue | Bold      | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz |   |   |
|                | Regular   | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz |   |   |
|                | Light     | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz |   |   |
|                | Condensed Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz |   |   |
|                | Thin Condensed | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz |   |   |
The NYIT color palette has three categories of colors: primary, secondary, and accent. There are 16 colors, including black and white. The following specify the exact colors in three formats:

**PMS: for printing in solid colors**
**RGB: for digital applications like the web and Powerpoint**
**CMYK: for four-color process printing**

They provide a full spectrum of functional colors that give designers flexibility and the ability to handle various types of communications. The colors were selected carefully so that the gold logo would read easily on any of them.

### Primary Colors

PMS130C Gold and PMS660C Blue (for coated paper) or PMS129U Gold and PMS660U (for uncoated paper) are the colors used in the square logo. They should be used sparingly in other parts of print and digital communications so that their distinctiveness as NYIT colors remains strong.

### Black & White

Black is the preferred color to be used in long expanses of text and the color typically used in one-color reproduction. This is also one of the colors the logo may be reversed from. But black is not good as a background when there is a lot of text and should be avoided in that context.

White is the preferred background color for all communications. In rare instances it may be necessary to have a black background. In those cases, the entire logo should be reversed to white as shown on the following pages.
### Secondary Colors

These secondary colors have been chosen to coordinate with NYIT blue and gold.

You may reverse text to white from all of these colors and you may overprint black text against all colors except the purple/blues as indicated by the asterisk (*).

<table>
<thead>
<tr>
<th>Color Group</th>
<th>Color Code 1</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple / Blues</td>
<td>PMS 258 C</td>
<td>CMYK C52/M85/Y4/K0</td>
<td>RGB R141/G73/B151</td>
<td>HEX 8D4997</td>
</tr>
<tr>
<td></td>
<td>PMS 2140 C</td>
<td>CMYK C89/M77/Y34/K0</td>
<td>RGB R62/G83/B128</td>
<td>HEX 3E5380</td>
</tr>
<tr>
<td>Orange / Reds</td>
<td>PMS 1665 C</td>
<td>CMYK C9/M87/Y100/K0</td>
<td>RGB R222/G73/B39</td>
<td>HEX# DE4927</td>
</tr>
<tr>
<td></td>
<td>PMS 032 C</td>
<td>CMYK C0/M94/Y76/K0</td>
<td>RGB R238/G52/B65</td>
<td>HEX# EE3441</td>
</tr>
<tr>
<td></td>
<td>PMS 184 C</td>
<td>CMYK C0/M83/Y35/K0</td>
<td>RGB R240/G83/B117</td>
<td>HEX# F05375</td>
</tr>
<tr>
<td>Greens</td>
<td>PMS 2236 C</td>
<td>CMYK C80/M30/Y45/K0</td>
<td>RGB R49/G143/B145</td>
<td>HEX 318F91</td>
</tr>
<tr>
<td></td>
<td>PMS 347 C</td>
<td>CMYK C85/M13/Y100/K0</td>
<td>RGB R0/G154/B73</td>
<td>HEX 009A49</td>
</tr>
<tr>
<td>Greys</td>
<td>PMS 2332 C</td>
<td>CMYK C54/M44/Y43/K0</td>
<td>RGB R133/G135/B137</td>
<td>HEX# 858789</td>
</tr>
<tr>
<td></td>
<td>PMS 428 C</td>
<td>CMYK C24/M18/Y18/K0</td>
<td>RGB R133/G135/B137</td>
<td>HEX# 858789</td>
</tr>
</tbody>
</table>

### Accent Colors

These neon/metallic colors have been chosen to coordinate with NYIT blue and gold.

<table>
<thead>
<tr>
<th>Accent Color</th>
<th>Color Code 1</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>PMS 802 C</td>
<td>CMYK C96/M2/Y0/K0</td>
<td>RGB R31/G256/B94</td>
<td>HEX 312F93</td>
</tr>
<tr>
<td>Yellow</td>
<td>PMS 810 CP</td>
<td>CMYK C1/M96/Y100/K0</td>
<td>RGB R255/G0/B0</td>
<td>HEX #FF0000</td>
</tr>
<tr>
<td>Silver</td>
<td>PMS 877 C</td>
<td>CMYK C0/M10/Y100/K0</td>
<td>RGB R166/G166/B166</td>
<td>HEX #A0A0A0</td>
</tr>
</tbody>
</table>
Part II

Business Papers
Business papers consist of items such as business cards, letterheads, envelopes, mailing labels, and internal documents like memos. They can be offset printed or digital.

NYIT needs to project a professional and consistent personality, and smart, well-composed letters and other documents help in achieving this goal. For this reason, templates and digital files will ensure all correspondence and communications are in the appropriate voice and consistent in appearance.
NYIT letterhead is available as a word template with either the Manhattan or Long Island address.

### Font type and size

1. **Times New Roman, Bold, 10 pts**
2. **Times New Roman, Italic, 9 pts**
3. **Times New Roman, Regular, 10 pts**
4. **Times New Roman, Regular, 8.5 pts**

### Printing and Digital Template Specifications

- **Size:** 8.5” x 11” NYIT Gold
- **Colors:** NYIT Blue, Black

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**Office of the President**

**Date**

Dr. Joseph Smith

600 Strawberry Lane

Syosset, NY 11791

Dear Mr. Smith,


Sincerely,

Name

Title 1

Title 2
2.2 Departmental & Office Letterhead

Departmental letterheads are the same as the basic NYIT letterhead but allow for the addition of a departmental name (ex. Career Services) or an office (ex. Office of the President).

<table>
<thead>
<tr>
<th>Font types and size</th>
<th>1</th>
<th>Times New Roman, Bold, 10 pts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>Times New Roman, Italic, 9 pts</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Times New Roman, Regular, 10 pts</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Times New Roman, Regular, 8.5 pts</td>
</tr>
</tbody>
</table>

Printing and Digital Template Specifications

Size: 8.5” x 11” NYIT Gold
Colors: NYIT Blue Black

Dear Mr. Smith,


Sincerely,

Name
Title 1
Title 2

New York Institute of Technology Northern Blvd., P.O. Box 8005, Old Westbury, NY 11568-8005  nytalumni  516.686.1000
The letterhead from each college and school will be available as a word template with either the Manhattan or Long Island address. They may be modified as shown to designate a specific office.

Font type and size
1 Times New Roman, Italic, 11 pts
2 Times New Roman, Regular, 9 pts
3 Times New Roman, Regular, 10 pts
4 Times New Roman, Regular, 7.5 pts

Printing and Digital Template Specifications
Size: 8.5” x 11” NYIT Gold
Colors: NYIT Blue Black

Dear Dr. Joseph Smith,


Dear Mr. Smith,


Sincerely,

Name
Title 1
Title 2

New York Institute of Technology
Northern Blvd., P.O. Box 8000, Old Westbury, NY 11568-8000
nyi.edu
516.686.1000
Font type and size
1 Times New Roman, Regular, 7 pts
2 Times New Roman, Regular, 10 pts

Printing and Digital Template Specifications
Size: 4.125” x 4.125” NYIT Gold
Colors: NYIT Blue Black

New York Institute of Technology
Northern Boulevard
P.O.Box 8000
Old Westbury, NY, 11568-8000

First Name Last Name
Position/Title
Company/Organization
Address
City, State
00000-0000
New York Institute
of Technology
Northern Boulevard
P. O. Box 8000
Old Westbury, NY 11568-8000

First Name Last Name
Position/Title
Company/Organization
Address
City, State
00000-0000

**Font type and size**
1. Times New Roman, Regular, 10 pts
2. Times New Roman, Regular, 12 pts
Font type and size

1 Times New Roman, Regular, 10 pts
2 Times New Roman, Regular, 12 pts
2.6 Business Cards

Business cards can be ordered through a new portal. There are four card options based on different needs. All cards may have a maximum of four lines for an individual title.

**Typical one-sided card**

![Business Card Layout]

**Font type and size**

1. Times New Roman, Bold, 9 pts
2 & 3. Times New Roman, Italic, 7 pts
4. Times New Roman, Regular, 7 pts
5. Times New Roman, Regular, 7 pts

**Two-sided for multiple locations**

**Typical copy length**

![Business Card Layout]

**Font type and size**

1. Times New Roman, Bold, 9 pts
2. Times New Roman, Regular, 7 pts
3. Times New Roman, Italic, 7 pts
4. Times New Roman, Bold, 7 pts
5. Times New Roman, Regular, 7 pts
Two-sided for doctors

Kym M. Carpentieri, D.O.  
Board Certified in Family Medicine and Osteopathic Treatment  
kym.carpentieri@nyit.edu  

New York Institute of Technology  
nyit.edu  

Family Health Care Center  
267 Carleton Avenue  
Central Islip, NY 11722-4543  
Tel 631.348.3254  
Fax 631.348.3031  

Located at 367 Carleton Avenue, Central Islip  

Monday  
Tuesday  
Wednesday  
Thursday  
Friday  
Saturday  

Date  
at  
Time  
a.m.  
p.m.  

Front

Font type and size  
1 Times New Roman, Bold, 9 pts  
2 & 3 Times New Roman, Regular, 7 pts  
4 Times New Roman, Bold, 7 pts  
5 Times New Roman, Regular, 7 pts  

Back

Font type and size  
1 Times New Roman, Bold, 9 pts  
2 Times New Roman, Regular, 7 pts  

Two-sided for multiple locations 

Extra copy

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Communications + Marketing  
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New York Institute of Technology  
nyit.edu  

New York Office  
16 W. 61st. St., Room 817  
New York, NY 10023-3902  
Tel 212.261.1572  
Fax 347.263.0571  
Mail to  
1835 Broadway, New York, NY 10023-7692  

Nancy Donner  
Vice President  
Communications + Marketing  
tancy.dotter@nyit.edu  
skype: nancydotter  

New York Institute of Technology  
nyit.edu  

Old Westbury Office  
Northern Boulevard, Gerry House, Room 130  
Old Westbury, NY 11568-8000  
Tel 212.261.1572  
Fax 347.263.0571  
Mail to  
P.O. 8000, Old Westbury, NY 11568-4000  

Font type and size  
1 Times New Roman, Bold, 9 pts  
2, 3 & 4 Times New Roman, Regular, 7 pts  
5 Times New Roman, Bold, 7 pts  
6 Times New Roman, Regular, 7 pts  
7 Times New Roman, Italic, 7 pts  
8 Times New Roman, Regular, 7 pts
Part III

Marketing Communications
It is important that every piece of marketing communication expresses the NYIT identity in a consistent way so that every communication reinforces the same messages about NYIT.

For these reasons we have developed a series of formats for printed pieces that is easy to use—the major design decisions are made in advance—and one that will give a “family” look to all materials.
Using the logo with or without the full name

The full name of the university does not always have to be used with the NYIT logo if the audience is already familiar. In those cases, it is sufficient to simply have the words “New York Institute of Technology” somewhere else on the page. However, when the audience is unfamiliar with NYIT, the NYIT logo should be used in a “lockup” with the full name of the school as shown in the section on brand architecture. The logo and full university name should also appear as a lockup as a final signature on the back cover of most print pieces.
3.2 Logo Proportion for Print

Safety Area

There must always be a clear area around the logo that separates it from other visual elements. The ratio for clear area is illustrated here.

Minimum Sizes

The minimum size for the logo is shown here. This is to ensure the readability of the text.
3.3 Brochure Formats

Size Format

10 standard trim sizes based on 8.5” x 11”
Cover Formats

Cover designs can be done in five different ways:

1. Full-page photograph
2. White background with photography
3. Solid color background with photography
4. White background
5. Solid color background
3.3 Brochure Formats

These pages illustrate just some of the options to create cover designs based on background color and the use of a photograph or just pure type.
3.3 Brochure Formats

We have developed a simple grid system to help in laying out brochures. There is a cover layout format and an interior layout format. The cover format and grid is shown here and the interior grid and layout options are shown on the following spread.

3.4 Brochure Format (8.5” x 11”)

Cover
Your world around the corner
Want to go away to college but not too far?

Classroom on the Go!
We’ll bring our unique program to you.
WAGE: Workforce advancement through pedicid education
Post-Professional Orthopedic Residency Program

We'll bring our unique program to you.

WAGE:
Workforce advancement through geriatric education
Cover

Classroom on the Go!

We’ll bring our unique program to you.

WAGE: Workforce advancement through geriatric education

Post-Professional Orthopedic Residency Program


“Lorem ipsum dolor sit amet, consectetur adipiscing elit.”


Interior pages


Classroom on the Go!

We’ll bring our unique program to you.

WAGE: Workforce advancement through geriatric education
Post-Professional Orthopedic Residency Program
Post-Professional Orthopedic Residency Program


Lorem ipsum doamet consectetur adipiscing elit. Proin viverra odio in sapien auctor, eu rhoncus quam dapibus.

Lorem ipsum doamet consectetur adipiscing elit. Proin viverra odio in sapien auctor, eu rhoncus quam dapibus.

Lorem ipsum doamet consectetur adipiscing elit. Proin viverra odio in sapien auctor, eu rhoncus quam dapibus.

Lorem ipsum doamet consectetur adipiscing elit. Proin viverra odio in sapien auctor, eu rhoncus quam dapibus.
Classroom on the Go!

We'll bring our unique program to you.

WAGE: Workforce advancement through geriatric education
Classroom on the Go!
We'll bring our unique program to you.

WAGE: Workforce advancement through geriatric education

School of Health Professions
Post-Professional Orthopedic Residency Program
Post-Professional Orthopedic Residency Program


Post-Professional Orthopedic Residency Program


Post-Professional Orthopedic Residency Program

Classroom on the Go!
We’ll bring our unique program to you.

Free Flicks Spring ‘14

Location:
(except Rockefeller Auditorium Screenings):
The Soundstage (NYIT de Seversky Mansion, room 102)
Doors open:
Wednesdays 5:30 p.m.
Refreshments will be served.

Health Issues Imagined at Rockefeller Auditorium
Feb. 26 Ken Russell’s ~ Altered States (1980)
March 26 Alfred Hitchcock’s ~ Spellbound (1945)
April 30 Jonathan Demme’s ~ Philadelphia (1993)

Honoring Black History Month
Feb. 19 Joseph L. Mankiewicz ~ No Way Out (1950)
March 2 Fritz Lang’s ~ Ministry of Fear (1944)
April 2 Woody Allen’s ~ Hannah and Her Sisters (1986)
April 9 Darren Aronofsky’s ~ The Fountain (2006)
April 16 Charlie Chaplin Celebrated at NYIT’s Auditorium on Broadway! Student Short Documentary Preview ~ The Little Tramp @100 Special Guest: Kiera Chaplin
May 23 Paul Thomas Anderson’s ~ Magnolia (1999)
7 Ron Howard’s ~ A beautiful Mind (2001)
Free Flicks Spring ‘14

Location:
(except Rockefeller Auditorium Screenings)
The Soundstage (NYIT de Seversky Mansion, room 102)
Doors open: Wednesdays 5:30 p.m.
Refreshments will be served.

Health Issues Imagined at Rockefeller Auditorium
Feb. 26 Ken Russell’s Altered States (1980)
March 26 Alfred Hitchcock’s Spellbound (1945)
April 30 Jonathan Demme’s Philadelphia (1993)

NYIT.de

Honoring Black History Month
Feb. 19 Joseph L. Mankiewicz’s No Way Out (1950)
March 2 Fritz Lang’s Ministry of Fear (1944)
April 25 Andrew Niccol’s Gattaca (1997)

May 2 Woody Allen’s Hannah and her sisters (1986)
9 Darren Aronofsky’s The Fountain (2006)
16 Charlie Chaplin Celebrated at NYIT’s Auditorium on Broadway! Student Short Documentary Preview
The Little Tramp @ 100 Special Guest: Kiera Chaplin

May 23 Paul Thomas Anderson’s Magnolia (1999)
7 Ron Howard’s A Beautiful Mind (2001)
This section contains the download files that will enable staff and faculty to independently create communications for NYIT. When developing communications it is important to follow the guidelines concerning color palette, typography and layout explained in previous sections.

If there are questions about any of these sections or how to interpret them please contact the Communications + Marketing department for guidance.
NYIT Global Campuses

New York Institute of Technology
*Abu Dhabi*

New York Institute of Technology
*Nanjing*

New York Institute of Technology
*Vancouver*

NYIT Centers

Family Health Care Center

Academic Health Care Center
Vertical Orientation

**College of Arts & Sciences**

**School of Architecture & Design**

**School of Engineering & Computing Sciences**

**School of Management**

**School of Health Professions**

**College of Osteopathic Medicine**

**School of Education**
4.2 Logos: Special Situations

Black & white option

Using only the initials
<table>
<thead>
<tr>
<th></th>
<th>Manhattan</th>
<th>Old Westbury</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Download</td>
<td>Download</td>
</tr>
<tr>
<td>Department stationery</td>
<td>Download</td>
<td>Download</td>
</tr>
<tr>
<td>College of Arts and Sciences</td>
<td>Download</td>
<td>Download</td>
</tr>
<tr>
<td>School of Management</td>
<td>Download</td>
<td>Download</td>
</tr>
<tr>
<td>School of Architecture and Design</td>
<td>Download</td>
<td>Download</td>
</tr>
<tr>
<td>School of Engineering and Computing Sciences</td>
<td>Download</td>
<td>Download</td>
</tr>
<tr>
<td>School of Education</td>
<td>Download</td>
<td>Download</td>
</tr>
<tr>
<td>School of Health Professions</td>
<td>Download</td>
<td>Download</td>
</tr>
</tbody>
</table>

**Osteopathic Medicine**

<table>
<thead>
<tr>
<th></th>
<th>Download</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Health Care Center</td>
<td>Download</td>
</tr>
<tr>
<td>New York Institute of Technology Academic Health Care Center</td>
<td>Download</td>
</tr>
</tbody>
</table>

**Central Islip location**

| Download |

**International Campuses**

<table>
<thead>
<tr>
<th></th>
<th>Download</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vancouver, B.C.</td>
<td>Download</td>
</tr>
<tr>
<td>Nanjing, China</td>
<td>Download</td>
</tr>
<tr>
<td>Abu Dhabi, United Arab Emirates</td>
<td>Download</td>
</tr>
</tbody>
</table>
Presentation Title 1
Presentation Title 2

• Bullet Point 1
• Bullet Point 2
  • Bullet Point 2a
  • Bullet Point 2b

Classroom on the Go!
WAGE: Workforce advancement through geriatric education

International Students
Laboratory Work
  • Lorem ipsum dolor sit amet
  • Lorem ipsum dolor sit amet