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<td>Installing Email Signature into Apple Mail</td>
<td>34</td>
</tr>
<tr>
<td>Installing Email Signature into Outlook Webmail</td>
<td>35</td>
</tr>
</tbody>
</table>
NYIT’s Brand and Visual Identity

A brand is not what you say you are, it’s what others perceive or say you are. A well-conceived, consistently executed visual identity that incorporates strong messaging triggers a positive or desired response from a viewer/user/consumer. This document serves as a style guide to help amateur and professional designers create products that adhere to NYIT’s visual identity in support of the brand.

What is NYIT's Brand?

NYIT’s brand is made up of the university’s core competencies: our DNA (technology, entrepreneurship, career-oriented academics, applications-oriented research, and diversity) and our core personality attributes (dynamic, engaging, transformative, focused, resilient, innovative, solution-oriented).

If everything we design and everything we say reinforces one or more of these competencies and attributes, then we have taken great strides to solidify the public’s perception of our brand.

What Constitutes NYIT's Visual Identity?

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

1. Logo
2. Color palette
3. Typography
4. Graphic elements, including photographic style
5. Format guidelines.

Correct use of these five components will ensure that communications produced for NYIT will reinforce a lively, consistent identity and help differentiate NYIT from other colleges competing for prospective students, donors, and other key audiences.
**Logo**

The university’s logo is made up of a few simple components. Their proportion and placement, along with precise use of colors, are critical.

<table>
<thead>
<tr>
<th>Square</th>
<th>Insignia</th>
<th>Logo</th>
<th>Signature</th>
<th>Signature Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Square" /> + <img src="image" alt="Insignia" /> = <img src="image" alt="Logo" /></td>
<td><img src="image" alt="Insignia" /> = <img src="image" alt="Logo" /></td>
<td><img src="image" alt="Logo" /></td>
<td><img src="image" alt="Signature" /> = <img src="image" alt="Signature Logo" /></td>
<td></td>
</tr>
</tbody>
</table>

It all starts with a simple square in NYIT gold (or black or white).

An essential element of the logo, the square has so many meanings that resonate with NYIT’s core competencies and attributes: digital pixels, architectural building blocks, mathematical symbols, and of course, at NYIT, we think outside the “box.”

The letters “NYIT” as designed here as one image constitute the insignia.

The insignia by itself is NOT the logo and should not be used for that purpose, though it may be used as a design element elsewhere on the document/product.

The square background with the insignia positioned exactly so in the center is the logo.

Do not manipulate the proportion of the insignia to the square or the position of the insignia within the square.

Details on variations of the NYIT logo and insignia follow.

The full name of the university spelled out in this font in this format is called the signature.

It is not essential that the signature be formally attached to NYIT’s official logo, though it is required that the full name of the school is used in text or design early on in a document.

More about the logotype and signature on page 5.

Using the full name of the school in lock-up with the logo is helpful for formal presentations, or when the audience is not familiar with NYIT.

There are vertical and horizontal variations of the signature logo, as well as black-and-white options on page 6.
Variations on the Logo

How a logo is executed in terms of style or color depends on a number of elements, including print vs. digital, material (i.e., paper vs. fabric), background color, and more. Before a logo execution is decided upon, all purposes/executions should be considered.

Insignia
The insignia by itself is not the logo and should never be used in place of the logo except under these circumstances:

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

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

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.

Do not attempt to re-create the insignia using any typeface. It is a custom-designed single image.

Logotype
The words “New York Institute of Technology” always appear in Times New Roman as part of the official signature logo either as:

1. two lines in the horizontal version

   New York Institute of Technology

2. three lines in the vertical version.

   New York Institute of Technology

If the words “New York Institute of Technology” appear on their own (without the logo, a single-line version is preferable:

   New York Institute of Technology

Logo
The logo or mark can be two colors, blue insignia on gold square background; or black and white (black insignia on white background or white insignia on black background). For special celebratory occasions, C&M can make a silver foil version. This is to be used sparingly and only with our permission. No other color combinations are permitted. (See color specifications on page 13).
Variations on the Logo (continued)

**Signature Logo**

The signature logo has the same color options, but allows for both a horizontal and a vertical version to accommodate different space needs.

The signature “New York Institute of Technology” may only appear as represented here, in two lines for the horizontal version and three lines in the vertical version. Its position and size relative to the square logo is precise and should never be adjusted.

The logo and the signature logo should only be applied using the digital files administered by the Office of Communications & Marketing and is available for download here.

---

**The Official NYIT Seal**

The seal is an important element of the college’s heritage, but it is not the logo and should never be used in place of it. It is important that the seal be reserved for specific types of applications such as graduation-related communications.

The seal should only be applied using the digital files administered by the Office of Communications & Marketing.
Variations on the Logo That are NOT Acceptable

Using colors other than those prescribed.

Reversing the gold on the blue.

Changing the proportion or placement of the insignia to the square.

Adding words or images into the square.

Distorting the box into other shapes.

Using the square as an outline only.

Using the insignia alone.

Please see page 5 for variations that require approval from the Office of Communications & Marketing before using.
Brand Architecture

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 signature logos, which are the combination of the square logo and a particular entity, and which are available in both horizontal and vertical formats, will vary for different parts of the organization.

<table>
<thead>
<tr>
<th>Institution</th>
<th>Department</th>
<th>Campus</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York Institute of Technology</td>
<td>Career Services</td>
<td>New York Institute of Technology Abu Dhabi</td>
<td>Auditorium on Broadway</td>
</tr>
<tr>
<td>New York Institute of Technology</td>
<td>Career Services</td>
<td>New York Institute of Technology Abu Dhabi</td>
<td>Auditorium on Broadway</td>
</tr>
</tbody>
</table>
## Brand Architecture (continued)

### Schools and Colleges

<table>
<thead>
<tr>
<th></th>
<th>School of Architecture &amp; Design</th>
<th>School of Engineering &amp; Computing Sciences</th>
<th>School of Interdisciplinary Studies &amp; Education</th>
<th>College of Arts &amp; Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://example.com/njit-logo" alt="NYIT" /></td>
<td><img src="https://example.com/njit-logo" alt="NYIT" /></td>
<td><img src="https://example.com/njit-logo" alt="NYIT" /></td>
<td><img src="https://example.com/njit-logo" alt="NYIT" /></td>
<td><img src="https://example.com/njit-logo" alt="NYIT" /></td>
</tr>
</tbody>
</table>

- **School of Architecture & Design**
- **School of Engineering & Computing Sciences**
- **School of Interdisciplinary Studies & Education**
- **College of Arts & Sciences**
Because NYITCOM has multiple locations its signature logo requires additional iterations.

<table>
<thead>
<tr>
<th>School of Health Professions</th>
<th>School of Management</th>
<th>College of Osteopathic Medicine</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Health Professions</td>
<td>School of Management</td>
<td>College of Osteopathic Medicine</td>
</tr>
<tr>
<td></td>
<td></td>
<td>at Arkansas State University</td>
</tr>
</tbody>
</table>
Brand Architecture Marks

Specific marks have been developed for entities within the institution based on their unique needs, goals, and audiences. These special brand components are meant to be used in coordination with the NYIT logo and brand rules. The NYIT marks are unique brand components oriented to special/unique audiences, and their goals always coordinates by NYIT brand rules. If you require exceptions, please contact the Office of Communications & Marketing.
Color Palette
Color options are important when considering the totality of the piece you are creating—not just the logo. The colors in NYIT’s palette were carefully considered—to work as a complement and contrast to our logo, and importantly, to show the vibrancy and dynamism of the university.

Primary Colors
The university has two primary colors, blue and gold, as specified in the chart below. These must always be used for the color version of the logo. These primary colors should also be used prominently (but not necessarily exclusively) in core central or official print and digital materials. In other products, they should be used sparingly so that their distinctiveness as NYIT logo colors remains strong.

<table>
<thead>
<tr>
<th></th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>CMYK</th>
<th>Paint</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>660 U</td>
<td>C75 M47 Y0</td>
<td>R64 G124 B191</td>
<td>#457CBF</td>
<td>Benjamin Moore #818 Watertown Blue</td>
</tr>
<tr>
<td></td>
<td>129 U, 130 C</td>
<td>C0 M38 Y100 K0</td>
<td>R245 G168 B28</td>
<td>#F5A81C</td>
<td>Benjamin Moore #315 Oxford Gold</td>
</tr>
</tbody>
</table>

Use **CMYK** and **PMS** values for printed materials. Use **RGB** values for video and digital executions. Use **HEX** values for websites.
Secondary Colors

The secondary palette offers a range of options. No school, campus, or department has its own color.

<table>
<thead>
<tr>
<th>Oranges/Reds</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 1655 U</td>
<td>C0 M70 Y73 K0</td>
<td>R255 G112 B75</td>
<td>FF704B</td>
</tr>
<tr>
<td>PMS 320 U</td>
<td>C93 M15 Y35 K0</td>
<td>R0 G155 B168</td>
<td>#009BA8</td>
</tr>
<tr>
<td>PMS 297 U</td>
<td>C46 M4 Y0 K0</td>
<td>R126 G202 B241</td>
<td>#7ECAF1</td>
</tr>
<tr>
<td>PMS 425 U</td>
<td>C53 M44 Y43 K0</td>
<td>R125 G125 B127</td>
<td>#7D7D7F</td>
</tr>
<tr>
<td>PMS 812 U</td>
<td>C0 M85 Y14 K0</td>
<td>R239 G77 B138</td>
<td>#EF4D8A</td>
</tr>
<tr>
<td>PMS 811 U</td>
<td>C0 M62 Y52 K0</td>
<td>R255 G136 B104</td>
<td>#FF8868</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Blues/Greens</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 009 U</td>
<td>#32 U</td>
<td>#93 M15 Y35 K0</td>
<td>#C45098</td>
</tr>
<tr>
<td>PMS 648 U</td>
<td>C76 M60 Y30 K10</td>
<td>R78 G98 B130</td>
<td>#4E6282</td>
</tr>
<tr>
<td>PMS 427 U</td>
<td>C23 M16 Y16 K0</td>
<td>R195 G199 B202</td>
<td>#C3C7CA</td>
</tr>
<tr>
<td>PMS 568 U</td>
<td>C68 M61 Y51 K32</td>
<td>R77 G78 B86</td>
<td>#4D4E56</td>
</tr>
<tr>
<td>PMS 810 U</td>
<td>C0 M22 Y80 K0</td>
<td>R255 G211 B60</td>
<td>#FFD33C</td>
</tr>
<tr>
<td>PMS 802 U</td>
<td>C69 M0 Y100 K0</td>
<td>R44 G208 B62</td>
<td>#2CD03E</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Purple</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2602 U</td>
<td>C44 M77 Y0 K0</td>
<td>R153 G88 B166</td>
<td>#9958A6</td>
</tr>
<tr>
<td>PMS 427 U</td>
<td>C23 M16 Y16 K0</td>
<td>R195 G199 B202</td>
<td>#C3C7CA</td>
</tr>
<tr>
<td>PMS 568 U</td>
<td>C68 M61 Y51 K32</td>
<td>R77 G78 B86</td>
<td>#4D4E56</td>
</tr>
<tr>
<td>PMS 810 U</td>
<td>C0 M22 Y80 K0</td>
<td>R255 G211 B60</td>
<td>#FFD33C</td>
</tr>
<tr>
<td>PMS 802 U</td>
<td>C69 M0 Y100 K0</td>
<td>R44 G208 B62</td>
<td>#2CD03E</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grays</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black 6U</td>
<td>C68 M61 Y51 K32</td>
<td>R77 G78 B86</td>
<td>#4D4E56</td>
</tr>
<tr>
<td>PMS 427 U</td>
<td>C23 M16 Y16 K0</td>
<td>R195 G199 B202</td>
<td>#C3C7CA</td>
</tr>
<tr>
<td>PMS 568 U</td>
<td>C68 M61 Y51 K32</td>
<td>R77 G78 B86</td>
<td>#4D4E56</td>
</tr>
<tr>
<td>PMS 810 U</td>
<td>C0 M22 Y80 K0</td>
<td>R255 G211 B60</td>
<td>#FFD33C</td>
</tr>
<tr>
<td>PMS 802 U</td>
<td>C69 M0 Y100 K0</td>
<td>R44 G208 B62</td>
<td>#2CD03E</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Neons</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 812 U</td>
<td>C0 M85 Y14 K0</td>
<td>R239 G77 B138</td>
<td>#EF4D8A</td>
</tr>
<tr>
<td>PMS 811 U</td>
<td>C0 M62 Y52 K0</td>
<td>R255 G136 B104</td>
<td>#FF8868</td>
</tr>
<tr>
<td>PMS 810 U</td>
<td>C0 M22 Y80 K0</td>
<td>R255 G211 B60</td>
<td>#FFD33C</td>
</tr>
<tr>
<td>PMS 802 U</td>
<td>C69 M0 Y100 K0</td>
<td>R44 G208 B62</td>
<td>#2CD03E</td>
</tr>
</tbody>
</table>
## Typography

One of the ways NYIT’s brand achieves consistency is by limiting the number of primary typefaces in all core institutional materials. NYIT has three house fonts—but not all are created equal nor should they be used interchangeably. They were selected for a variety of reasons: ease of access, clarity in visual performance in all media, and appropriateness to the brand DNA.

### Helvetica Neue

Helvetica Neue is NYIT’s primary font. It is a classic contemporary sans serif font 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. See page 15. There are many faces for the Helvetica Neue font. We do not recommend all equally. Please use regular, bold, medium and light (see below).

#### Regular

<table>
<thead>
<tr>
<th>( \text{Aa Bb Cc Dd Ee Ff Gg} )</th>
<th>( \text{Hh} )</th>
<th>( \text{Ii Jj Kk Ll Mm Nn Oo} )</th>
<th>( \text{Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz} ) (&amp; ?!)</th>
<th>( 1234567890. , ; - ‘ ’ / )</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

#### Medium

<table>
<thead>
<tr>
<th>( \text{Aa Bb Cc Dd Ee Ff Gg} )</th>
<th>( \text{Hh} )</th>
<th>( \text{Ii Jj Kk Ll Mm Nn Oo Pp} )</th>
<th>( \text{Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz} ) (&amp; ?!)</th>
<th>( 1234567890. , ; - ‘ ’ / )</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

#### Bold

<table>
<thead>
<tr>
<th>( \text{Aa Bb Cc Dd Ee Ff Gg} )</th>
<th>( \text{Hh} )</th>
<th>( \text{Ii Jj Kk Ll Mm Nn Oo Pp} )</th>
<th>( \text{Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz} ) (&amp; ?!)</th>
<th>( 1234567890. , ; - ‘ ’ / )</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

### Times New Roman

Times New Roman is a classic serif face that is very readable in long text situations, particularly in print materials and headlines. It is the typeface used in signatures and is available on all PCs and Apple computers. It is also more formal than Helvetica Neue, so it may be used in legal documents, letters, commencement programs, and the like. There are many faces for the Times New Roman font. We do not recommend all equally. Please use regular, italic, bold, and bold italic (see below).

#### Regular

<table>
<thead>
<tr>
<th>( \text{Aa Bb Cc Dd Ee Ff Gg Hh} )</th>
<th>( \text{Ii Jj Kk Ll Mm Nn Oo Pp} )</th>
<th>( \text{Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz} ) (&amp; ?!)</th>
<th>( 1234567890. , ; - ‘ ’ / )</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

#### Bold

<table>
<thead>
<tr>
<th>( \text{Aa Bb Cc Dd Ee Ff Gg Hh} )</th>
<th>( \text{Ii Jj Kk Ll Mm Nn Oo Pp} )</th>
<th>( \text{Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz} ) (&amp; ?!)</th>
<th>( 1234567890. , ; - ‘ ’ / )</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

#### Italic

<table>
<thead>
<tr>
<th>( \text{Aa Bb Cc Dd Ee Ff Gg Hh} )</th>
<th>( \text{Ii Jj Kk Ll Mm Nn Oo Pp} )</th>
<th>( \text{Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz} ) (&amp; ?!)</th>
<th>( 1234567890. , ; - ‘ ’ / )</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

#### Bold Italic

<table>
<thead>
<tr>
<th>( \text{Aa Bb Cc Dd Ee Ff Gg Hh} )</th>
<th>( \text{Ii Jj Kk Ll Mm Nn Oo Pp} )</th>
<th>( \text{Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz} ) (&amp; ?!)</th>
<th>( 1234567890. , ; - ‘ ’ / )</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Typography (continued)

**Source Code Pro [Monotype]**
NYIT uses Source Code Pro in addition to our two basic house fonts to provide visual accents to the more basic typography. Source Code Pro speaks to NYIT’s digital DNA and is good to use for call-outs, ad copy, and other highlights where we want to showcase technology. The recommended faces for Source Code Pro are:

Regular

| Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz ( ) & ? ! | 1 2 3 4 5 6 7 8 9 0 . , : ; - — ʻ ' / |

Light

| Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz ( ) & ? ! | 1 2 3 4 5 6 7 8 9 0 . , : ; - — ʻ ' / |

Medium

| Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz ( ) & ? ! | 1 2 3 4 5 6 7 8 9 0 . , : ; - — ʻ ' / |

**Arial**
When Helvetica Neue is not available—for certain executions such as for the web—use Arial as the substitute font.

Regular

| Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz ( ) & ? ! | 1 2 3 4 5 6 7 8 9 0 . , : ; - — ʻ ' / |

Bold

| Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz ( ) & ? ! | 1 2 3 4 5 6 7 8 9 0 . , : ; - — ʻ ' / |
Visual Elements

Logo, color palette, and typography are not the only things that make a visual identity. Graphical elements and treatment of photography contribute greatly.
Graphics Using the Square

The square of our logo can be the basis of other graphical elements on NYIT’s materials. There can be large solid blocks to indicate stability or foundation, multiple tiny squares to indicate digital pixels, or open squares (solid or broken) to indicate focus or movement.
Infographics
Infographics are a popular form of content marketing that help simplify a complicated subject or make a dry subject more engaging. Ideally, an infographic should be visually interesting and contain subject matter and data appealing to your target audience … something “share worthy.”

<table>
<thead>
<tr>
<th>Schools</th>
<th>Numbers</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Icons can be used to represent NYIT’s seven schools.</td>
<td>Numbers are important to the core of what we teach. Illustrating data as infographics is a good way to reinforce the NYIT culture.</td>
<td>Infographics and illustrations can be quick shorthands for action items or information.</td>
</tr>
</tbody>
</table>

Schools

<table>
<thead>
<tr>
<th>School of Architecture &amp; Design</th>
<th>College of Arts &amp; Sciences</th>
<th>School of Engineering &amp; Computing Sciences</th>
<th>School of Health Professions</th>
<th>School of Interdisciplinary Studies &amp; Education</th>
<th>School of Management</th>
<th>College of Osteopathic Medicine</th>
</tr>
</thead>
</table>

Numbers

- **14:1** student-to-faculty ratio
- **60%** male
- **40%** female
- **100,000** alumni worldwide

Actions

- Academics Insights
- Without Boundaries
- Hospitality
- Wifi
- Launch Your Career
- Solar Charging Station
- DNA
- Robot
NYIT has a separate document on best practices for photography, but there are a few things we encourage:

<table>
<thead>
<tr>
<th>Highlight Specific Action</th>
<th>Abstracts/Textures</th>
<th>Black &amp; White</th>
<th>Depth of Field</th>
</tr>
</thead>
<tbody>
<tr>
<td>NYIT teaches by doing. Experiential learning should be emphasized. That’s why we use so many images of students intently engaged in an activity, where hands may be the focus of the image.</td>
<td>Science and technology can be art. Extreme close-ups of test tubes, circuits, architectural tools can bring a different perspective.</td>
<td>Using B&amp;W imagery can be refreshing when everything else is bold color. Use it sparingly to add a different style.</td>
<td>No document looks good when all pictures look like they were taken from four feet away. Mix it up. Get very close. Pull back for an interesting angle. Use a drone shot for the 500-foot perspective. Keep it varied.</td>
</tr>
</tbody>
</table>
Using the Logo

Brand consistency is critical and essential. Applying the correct NYIT logo will avoid confusion and create credibility.
Using the Logo With or Without the Signature

The full name of the university does not always have to be used with the NYIT logo if the audience is already familiar with us. For an internal audience, the logo alone will suffice. For an external, but familiar audience, use the logo alone, but put the words “NewYork Institute of Technology” somewhere on the document, preferably on the same page. However, when the audience is unfamiliar with NYIT, the NYIT signature logo should be used. In this case, the full name of the university is in a “lockup” with the logo and reinforces the meaning of “NYIT.”

Logo only is needed for an internal audience of (faculty).

Logo only is needed on a cover for an audience familiar with the school, but the back cover uses the full name.

The signature logo is required for an audience we are introducing to the university for the first time, as with this ad campaign.
Logo without the Signature

Print, logo, and size

<table>
<thead>
<tr>
<th>Size</th>
<th>Applications</th>
</tr>
</thead>
</table>
| 0.5” | – Some promotional items  
| | – Name badges  
| | – Minimum Size |
| 0.75” | – Stationary  
| | – Letterheads  
| | – Envelopes  
| | – Business Cards |
| 1” | – Brochures (Panels)  
| | – Postcards 4” x 6”  
| | – Magazine Covers  
| | – Booklets 8.5” x 11”  
| | – Booklets 5.5 x 8.5”  
| | – Postcards 5” x 7”, 5.5” x 8.5”  
| | – Flyers: Letter Size  
| | – Flyers: Legal Size  
| | – Forms (Headers) |
| 0.25” | – Minimum Size (when the insignia must be used alone because of space restrictions). |
| 1.25” | – Full-page Ads (External Pub.) |
| 1.5” | – Poster: Tabloid size  
| | – Poster: 12” x 18”  
| | – Folders  
| | – For applications larger than 12”x18”, the logo size should be determined in proportion to the size of the application. |

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.
Logo Placement for Print

Placement of logo is important for consistency in visual identity. Endeavor to keep the logo in one of two places: lower right or upper left. The clear space around the logo to the edge of the page is in proportion to the size of the insignia see previous page for details. If the logo is used as an integral design element of the printed piece, there may be exceptions to the rule.
Sample Layout and Downloadable Templates

This section contains templates that can be easily downloaded for your use. For your convenience, sample layouts indicate how design elements can be used and are not available for download.
Business Card Layouts

Business cards can be ordered online—various offices have a portal login. For your reference, following are four available samples layouts.

v.1 Standard Format

Front

Sheldon D. Fields, Ph.D., RN, FAAN
Dean, Professor
School of Health Professions

nyit.edu

Back

New York Institute of Technology

v.2 One Location + Social Media

Front

Michael Nizich
Director, Entrepreneurship and Technology Innovation (E.T.I.C.)
School of Engineering and Computing Sciences

nyit.edu

Back

New York Institute of Technology

Social Media Icons:
- Facebook: @nyit
- Twitter: @nyit
- Instagram: @nyit
v.3 Two Locations

**Front**

Patrick Love  
**Vice President**  
**Student Affairs**

Student Activities Center, Rm 205  
Office: 516.686.7882  
Mobile: 732.543.4853  
Patrick.Love@nyit.edu  
twitter: @pglove33

Mailing: Northern Blvd., P.O. Box 8000  
Old Westbury, NY 11568-8000

nyit.edu

**Back**

**New York Institute of Technology**

26 W. 61st Street, Rm 218  
Office: 516.686.7882  
Mobile: 732.543.4853  
Patrick.Love@nyit.edu  
twitter: @pglove33

Mailing: 1855 Broadway  
New York, NY 10023-7692

v.4 One Location + Two Languages

**Front**

**Victoria Pfeiffer, M.B.A.**  
**Special Assistant for Planning and Financial Analysis**  
**Office of the President**

Tower House, Rm 104  
Office: 516.686.7745  
Fax: 516.686.7873  
vpeiffe@nyit.edu

Mailing: Northern Blvd., P.O. Box 8000  
Old Westbury, NY 11568-8000

nyit.edu

**Back**

**New York Institute of Technology**

维多利亚.菲佛, M.B.A.  
校长特别助理 - 规划和财务分析  
校长办公室

地址: Tower House  
电话: 516.686.7882  
传真: 732.543.4853  
patrick@nyit.edu

Mailing: Northern Blvd., P.O. Box 8000  
Old Westbury, NY 11568-8000
The PowerPoint presentation templates below are downloadable files. The basic letterhead template below is downloadable, but there are another dozen letterhead templates for individual schools, department, and/or locations also available for download from the C&M website. These templates are Word documents (.docx files). Edit as needed.
Poster Templates
Below are poster templates created in PowerPoint, available for immediate download and use.

Posters, 11x17 inches

Understanding the relation between education and health
Lecture at NYIT Auditorium on Broadway
January, 25th, 5 p.m.
nyit.edu/health_professions

The Bear spirit of curiosity and ambition is felt throughout campus.
Come and enjoy May Festival
nyit.edu

The Complex Subdivision of an Existing Space
Lecture and Exhibition
Ed Hall Gallery
June, 20th, 2 p.m.
nyit.edu/architecture
Postcards Templates

Below are postcard templates created in PowerPoint, available for immediate download and use.

Postcards, 6x9 inches
NYIT eSignature

Adding a formal NYIT signature in long or short format using the square logo adds to the consistency of the university’s brand image.
Installing the Standardized NYIT eSignature

There are variables for multiple applications/platforms. Please follow these instructions to implement the required standardized signature into your email client.

**Best Practices**
In order to provide a consistent look and execution, please follow the best practices below:

- For each signature option, Mobile, Fax, and Skype are optional. All other information must be included.

- Only change the content outlined in the procedures below. Do not attempt to change any formatting in your email client. This will adversely affect the way in which the email is sent and increase the risk of emails being flagged as spam.

- The following format should be used for your location(s): Building | Room | Campus [1855 Broadway | Room 1200 | Manhattan Campus]

- Social media icons are linked to the official NYIT channels. If you wish to direct them to a different NYIT channel [ie. Career Services Twitter], you must contact the Office of Communications & Marketing to customize the HTML files.

- It is recommended that you use two different signatures:
  - Use a full signature when sending emails to outside contacts or formal emails.
  - Use the short signature when sending internal emails or forwarding to or replying to an email chain. (Outlook Webmail only allows for one signature.)

**Known Issues**
- When attaching a file to an email, the signature file may also show up as an attachment, depending on the recipient's email client.
- The image may not show up if the recipient blocks images from showing in their email client.
- Some third-party programs can not read HTML emails (i.e. BaseCamp). In these situations, it is not recommended you to use an email signature.
- When a recipient replies to an email, the signature images may show up as attachments or the images may not show.

**How to Install**
Choose your email client below:

- Outlook Windows
- Outlook MAC
- Apple Mail
- Outlook Webmail

**eSignature Presentation**

**Full Signature**

![NYIT Logo]

Joanne Goldberg
Associate Director
Communications + Marketing | New York Institute of Technology
nyit.edu
Tel: 516.686.7654 | Fax: 516.484.7647
Joanne.Goldberg@nyit.edu | Skype: JoanneGoldb
Gerry House | Room 105 | Old Westbury Campus

**Short Signature**

![NYIT Logo]

Joanne Goldberg
Associate Director
Communications + Marketing | New York Institute of Technology
nyit.edu
Tel: 516.686.7654 | Fax: 516.484.7647
Joanne.Goldberg@nyit.edu | Skype: JoanneGoldb
Gerry House | Room 105 | Old Westbury Campus
Installing Email Signature into Outlook Windows

1. Open nyit.edu/files/email_signature/ in a web browser, click the signature you want to install (this will open a new page), then using keyboard commands, select all the content displayed in the browser by pressing the “CTRL” key and the “A” key, then copy by pressing “CTRL” key and the “C” key, and follow the steps.

2. Open Outlook and open Options.

3. Select Mail > Signatures.

4. Create a new signature paste the contents from your clipboard into the edit box pressing CTRL+V, and enter your contact information.

5. Highlight your email address and edit the hyperlink.

6. Enter your email twice. NOTE: Be sure to keep mailto: prior to your email address to keep a valid hyperlink.

7. Using the same process, create a new short signature for internal and forwarding/replying.
Installing Email Signature into Outlook MAC

1. Open the signature settings and create a new signature file by clicking on **Preferences**.

2. Click on **Signatures**.

3. Add a new signature by clicking on **+ button**.

4. Open `nyit.edu/files/email_signature/` in a web browser (CHROME OR FIREFOX ONLY), click the signature you want to install (this will open a new page), then using keyboard commands, select all the content displayed in the browser by pressing “command ⌘” key and the “A” key, then copy by pressing the “command ⌘” and the “C” key, and follow the steps below:

5. In Outlook, paste the contents into the signature section and enter your contact information.

6. Delete the line with your email address and retype the full address. Select your email with the cursor and right-click on it. Go to the Format menu and select Hyperlink. Type `mailto: youremail@nyit.edu` replacing “your email” with your user name. Close the window and you are finished.

7. Using the same process, create a new short signature for internal and forwarding/replying.
Installing Email Signature into Apple Mail

1. Open the signature settings and create a new signature file following steps 1, 2, and 3. NOTE: Be sure to select the proper account to use the signature.

2. Select Signatures.

3. Add a new signature by clicking on your email account, then the + button.

4. Open nyit.edu/files/email_signature/ in a web browser (CHROME OR FIREFOX ONLY), click the signature you want to install (this will open a new page), then using keyboard commands, select all the content displayed in the browser by pressing “command ⌘” key and the “A” key, then copy by pressing the “command ⌘” and the “C” key, and follow the steps below:

5. In Apple Mail, paste the contents into the signature section and enter your contact information. Note: You will not see the NYIT logo; it should only show a question mark box.

6. Update the hyperlink to your email address, selecting the email line with the cursor and right-click on it, then select Link / Edit Link. Change youremail@nyit.edu to your email address. You must leave the mailto: in order for the link to work. Click OK to finish the updating process.

7. Using the same process, create a new short signature for internal and forwarding/replying.
Installing Email Signature into Outlook Webmail

NOTE: You must use the same browser through the entire process or it will not work successfully.

1. Go to the NYIT webmail page (outlook.nyit.edu) and log in. In a separate tab or window, open nyit.edu/files/email_signature/ in a web browser (use the same web browser for the entire process), click the signature you want to install (this will open a new page). Then, using keyboard commands, select all the content displayed in the browser by pressing “command ⌘” key and the “A” key, then copy by pressing the “command ⌘” and the “C” key, and follow the steps below: (If using a Windows computer, use the “CTRL” key instead of the “command ⌘” key.)

2. Go back to the webmail tab or page and open the options tab from the top right of the screen and select settings from the options menu.

3. In the email signature section, paste the content from your clipboard and update the text with your information.

4. Update the hyperlink: Highlight your email address and select “Insert Hyperlink.”

5. Keeping the mailto:, enter your email address after the colon and click OK. At the bottom of the page, hit Save and the process will be finished.