Identity Guidelines

nyit.edu/scea/diy

Do.
Make.
Innovate.
Reinvent the Future.

We are the makers, the doers, the healers, the innovators—an engaged, diverse, and talented community with the power and desire to reinvent the future.

– Hank Foley, Ph.D.
   President (2017-2025)
   New York Institute of Technology

BRAND IDENTITY

Our brand—conveyed through both our visual identity and messaging—helps tell our core audience(s) who we are. It is not who or what we say we are, though; it is what others perceive us to be. By consistently executing a well-conceived visual identity that incorporates strong messaging into our branded products and communications, we have the ability to trigger a positive or desired response from the audience(s) we hope to reach.

This style guide supports the creation of products that adhere to New York Institute of Technology's brand identity and support the institution's brand.

CONTENTS

The Name

NEW YORK INSTITUTE OF TECHNOLOGY // 2019-2020 GRAPHIC IDENTITY GUIDELINE!

nyit.edu/scea/diy

WHAT'S IN A NAME

What we say is just as important as how we say it. The following section establishes guidelines and conventions that help communicate the distinct voice and unique messages that New York Institute of Technology has to share. Consistency in use and style conveys strength, encourages familiarity, and establishes the core identity of the institution.

Additional editorial guidelines, naming conventions, and preferred style/usage can be found in the New York Institute of Technology Editorial Style Guide at **nyit.edu/EditorialStyleGuide**.

NEW YORK INSTITUTE OF TECHNOLOGY

New York Institute of Technology has represented many things to many people since its founding in 1955. The significance and impact of being one of the few "polytechnics ++" and the only "institute of technology" in Long Island and Manhattan are conveyed by the strength of the full name of the university—and not by the use of acronyms or shorthand. **New York Institute of Technology** is the institution's proper name and should be used in all messaging upon first reference.

NEW YORK TECH

New York Tech has significant relevance among two core audiences: our alumni and our student-athletes. In celebrating the university's legacy, this shorter version— which can be used on second reference in all materials or on first reference in informal communications—conveys affection for our university. It also aligns with naming conventions of some of the most prestigious technology institutes in the country. The only acceptable use is as shown—never use "NY Tech."

NYIT

The use of NYIT as a naming convention for the overall institution is being retired. However, we still maintain a connection with NYIT—it is our abbreviation and our website URL and email domain; it's also part of our legacy social media handles and hashtags. It precedes the names of our schools and colleges. NYIT will also be maintained in some proper names, registrations, licenses, etc., but should be used sparingly in most circumstances.

BRAND MESSAGE

CORE BRAND MESSAGES AND TAGLINE

In conveying the strength of the institution, the "Do. Make. Innovate." core brand message consists of inspirational calls to action for prospective and current students, faculty, staff, and alumni, as well as partners and employers. The "Reinvent the Future" tagline is the consummate call to action; there are specific executions where the tagline is used in isolation (see examples in this document).

Our core tagline reinforces the power of our brand and serves as a call to action to our community of doers, makers, healers, and innovators.

Do.
Solve problems and contribute to a world where anything is possible.

Make.
Build, experiment, and create new theories, structure, and solutions that will change the world.

Innovate.
Dare to develop groundbreaking ideas that shift paradigms.

Reinvent The Future.
The impact of our story is found in how people, opportunities, and experiences come together at New York Tech to reinvent the future.

Reinventing the future should convey:

- **Real People**
  Faculty, students, alumni, friends, prospective students, you.

- **Real Opportunities**
  Campus facilities, locations, technology, connections, degrees.

- **Real Experiences**
  Internships, research, study abroad, traditions, events.

Do.
Make.
Innovate.
Reinvent the Future.

BRAND MESSAGE

ALTERNATE BRAND MESSAGES AND TAGLINE

This optional layout, which reflects New York Tech's mission to provide a healing force in the world through research and practice, should be used only when the messaging involves NYIT College of Osteopathic Medicine, the School of Health Professions, or other health/medical related initiatives.

Do.
Make.
Heal.
Innovate.
Reinvent the Future.

VOICE/TONE

What's the difference between the two? Your voice (the way you speak, your preferred word choices and phrases, etc.), is consistent; your tone changes all the time. The same is true when representing the university in writing. Our voice is representative of our values, our core identity and brand attributes, and our position as a polytechnic ++ in higher education. Our tone, however, will change depending on who we are talking to and how we think that person will best absorb what we are saying.

VOICE CHARACTERISTICS

Brand Voice Attribute	Description	Do's	Don'ts
Trustworthy	New York Tech delivers on what it promises: access to a high-quality education to all deserving students.	Be honest and direct. Tell our best possible truths.	Oversell or embellish. Use meaningless jargon or clichés.
Experienced	New York Tech faculty are experts in their fields and programs utilize cutting-edge technology, provide opportunities for experiential learning, and access to alumni mentors and industry connections.	– Make it personal. Include real world examples/stories. Focus on outcomes of research and opportunities to gain experience. – Be clear about how students will gain access to opportunities.	– Be vague. Avoid long lists of "sample" research projects or experiences that provide no context or outcomes. – Overwhelm readers with details about research and projects that are unnecessary based on your goals.

EDITORIAL GUIDELINES: USING THE BRAND TO TELL OUR STORY

Brand Voice Attribute	Description	Do's	Don'ts
People Focused	New York Tech is focused on helping students succeed—both in school and in their careers.	– Be honest about what we offer and where services are offered. – Be clear about how and when students can get access to services. – Use real world examples that not only show student success, but also demonstrate how the student took advantage of the service to help achieve success.	– Be too broad. Sentences like "New York Tech helps you succeed in your chosen field" require context—how do we do this? – Provide quick examples. – Oversell. If one student accomplishes something huge—like winning an award—don't use it as an example for all our students (although feel free to call out as something special).
Innovative	New York Tech teaches students to think creatively and critically so that they can be leaders in their fields—even ones that haven't been invented yet.	Use examples that show readers why this is import and how this methodology works.	Don't use jargon that is too "insider" or that may confuse readers.

While our voice should be consistent, our tone will change depending on our audience and goals. Think of it this way: You have a consistent voice (speech patterns, word choice, etc.), but your tone changes depending on who you're talking to and how you want to come across. For example: "Listen to me when I'm talking to you!" conveys a different meaning and implies a different audience than: "I'd appreciate an opportunity to speak to you so we can have a conversation about this issue."

EDITORIAL GUIDELINES

WRITING TIPS AND EXAMPLES

Here are a few classic and more modern tips when writing.

- **Keep it simple.** Don't use 10 words when you can use three. Get to the point. Make sure that each word in a sentence is meaningful. In other words—never write a paragraph like this one.

- **This copy is exciting!** In general, avoid using exclamation points unless absolutely necessary; never use more than one in a paragraph. Note: Exclamation points may be used to convey a certain friendly tone—particularly in direct correspondence—but they should be used sparingly.

- **Use active voice and avoid unnecessary phrases.** Instead of "This research aims to show that basket weaving has the ability to lessen stress and increase personal joy," write "Research shows that basket weaving lessens stress and increases personal joy."

- **Common redundancies to avoid** (more at **grammarist.com/redundancies**)
  – Actual fact
  – Added bonus
  – Collaborate together
  – Critically important
  – Fellow classmates
  – Few in number
  – General vicinity
  – Join together or Merge together
  – Past experience
  – Repeat again
  – Sum total
  – Vitally important
  – While at the same time

- **Online resources:**
  – **quickanddirtytips.com/grammar-girl**
  – **contentmarketinginstitute.com/2011/06/content-marketing-jedi/**
  – **themuse.com/advice/10-simple-ways-to-become-a-better-writer**
  – **app.grammarly.com/**
  – **owl.purdue.edu/owl/purdue_owl.html**

Design

NEW YORK INSTITUTE OF TECHNOLOGY IDENTITY

PRIMARY LOGO

We have evolved the institutional logo—sometimes referred to as a wordmark—to visually unify the boldness of the New York Institute of Technology experience. With its clean lines, the new logo reflects the spirit of innovation and the quality of our educational culture while reinforcing our name recognition. This brand platform helps tell the story of the university—an inclusive community that thrives at the intersection of academic challenge and technology, the logo visually articulates who we are and what we deliver.

The primary logo is the university's central identity mark. It is the foundation of our visual identity system and has been carefully crafted to present a distinctive, simple and timeless image of New York Institute of Technology.

The standard for use of the primary logo, as outlined in this guide, varies depending upon application. For institutional identity, the logo should appear without the addition of taglines such as campus signage, stationery, and internal communications.

NEW YORK INSTITUTE OF TECHNOLOGY

The typography offers a modern, bold, and refreshing look while hinting at the university's progressive vision.

[The letters are "sans serif" or "without feet."]

The former institutional logo and color palette will be retired. The logo with the NYIT block will be moved to our brand archives, where it will be deployed only for specific historical purposes.

NEW YORK INSTITUTE OF TECHNOLOGY IDENTITY

PRIMARY LOGO

New York Institute of Technology's visual identity is based on a system of official graphic marks coordinated to help the public easily identify the institution and to promote its distinctive assets and visibility among many important audiences.

The logos depicted below are the official visual identity marks. To promote strength and consistency—and to protect important trademark registrations—use of these marks should always adhere to the graphic standards outlined in this manual.

PMS 130

NEW YORK INSTITUTE OF TECHNOLOGY

PMS 288

LOGO USAGE

The logo is the primary visual identity marker of the university. Whenever possible, it should be printed in full color.

Please refer to "Using the Logos" section for single color applications. Acceptable colors are Catalina Blue, NY Black, Metallic Silver, or White. The logo must be produced at 100% of the color—screening the logo is not an acceptable usage.

NEW YORK INSTITUTE OF TECHNOLOGY IDENTITY

VISUAL IDENTITY MARKS

PRIMARY LOGO

The logo is the institution's central identity mark. It is the foundation of our visual identity system and has been carefully crafted to present a distinctive, simple and timeless image of New York Institute of Technology.

The logo incorporates the use of the Bear Gold accent bar (PMS 130 C or equivalent color), as outlined in this guide, and it is the preferred logo for all institutional branding such as websites, campus signage, and communications.

LOGO FOR MARKETING

The preferred logo for external marketing communications incorporates the Bear Gold accent bar, as outlined in this guide, and the brand campaign tagline—either the full tagline or the summation tagline shown here. See page 23 for more details.

NEW YORK INSTITUTE OF TECHNOLOGY

Primary Logo

NEW YORK INSTITUTE OF TECHNOLOGY

Do.
Make.
Innovate.
Reinvent the Future.

Full Tagline

NEW YORK INSTITUTE OF TECHNOLOGY

Reinvent the Future.

Summation Tagline

VISUAL IDENTITY MARKS (CONTINUED)

STACKED LOGO VARIATION

When horizontal space is limited, such as in social media, use of the stacked logo is preferable to maximize visual presence and size.

NEW YORK INSTITUTE OF **TECHNOLOGY**

Stacked Logo

LOGO VARIATIONS—NO BAR

The primary logo with the Bear Gold accent bar is preferred for all institutional branding such as websites, campus signage, and communications, while the New York Tech logo (without the bar) is ideal for promotional materials, apparel, social media executions, and direct marketing campaigns.

NEW YORK INSTITUTE OF **TECHNOLOGY**

Logo—no bar

NEW YORK INSTITUTE OF **TECHNOLOGY**

Logo—stacked no bar

VISUAL IDENTITY MARKS

NEW YORK TECH LOGO VARIATION

New York Institute of Technology's branding elements define and amplify its identity as a polytechnic institute. At the core stands three words: New York Tech.

Our brand embraces what these words convey, what our students aspire to be, and what our graduates contribute to the world. The visual identity builds on a strong and growing reputation, and removes the barrier between common reference and brand articulation.

ALTERNATE / STACKED TECH LOGO

As with the primary institutional logo, when horizontal space is limited, such as in social media, the use of the stacked logo is preferable to maximize visual presence and size.

The New York Tech stacked logo appear in three lines and should never be rearranged differently than the approved logos contained in this guide.

MINIMUM SIZE RESTRICTION

At minimum, the university logo should be 1" length while the stacked version may be reduced to a minimum of ⅝". The New York Tech logo can be reduced to ¾" wide and the stacked logo can be reduced to ¼" wide.

NEW YORK TECH

New York Tech Logo

NEW
YORK
TECH

To fully leverage our name recognition across digital and marketing landscapes, the New York Tech logo was also developed.

NEW YORK INSTITUTE OF TECHNOLOGY	NEW YORK TECH
1 inch	¾ inch
NEW YORK INSTITUTE OF TECHNOLOGY	NEW YORK TECH
⅝ inch	¼ inch

PREFERRED MARKS

The Primary logo is the foundation for our external visual identity. The logo is the primary visual identity mark of the institution and is to be used on stationery.

The Bear Gold accent bar is a key part of the preferred logo for institutional communications. The Bear Gold Accent bar placement is directly above logo. The accent bar should not be wider, or shorter than the adjacent logo.

The Bear Gold accent bar should never be placed below or on the right side of the logo.

Acceptable colors are Catalina Blue, NY Black, Metallic Silver, and White in a reverse-out application. The logo must be produced at 100% of the color—screening the logo is not an acceptable usage. Please refer to the usage section for comprehensive guidelines.

PRIMARY LOGO STRUCTURE

8 bars

7 bars

9 bars

22 bars   4 bars

NEW YORK INSTITUTE
OF TECHNOLOGY

USING THE LOGOS

ACCEPTABLE LOGO USAGE

A minimum clear space equal to the logo's type height should be maintained on all sides.

The clear space should be the equivalent of at least two bars.

When reproducing on darker colors, the logo should be reversed (solid white) with the bar in Bear Gold.

For situations that will not allow for color reproduction, solid black is acceptable.

Solid Catalina Blue (PMS 288 or equivalent color) is also acceptable.

LOGO & TAGLINES

In marketing communication materials such as publications and banners targeted to external audiences, New York Tech's logo can be used in conjunction with the full brand tagline: Do. Make. Innovate. Reinvent the Future.

When marketing communicates one or all of the "Do. Make. Innovate." brand aspects, the logo can be used in conjunction with the brand summation tagline: Reinvent the Future. See Using The Logos for more details .

The tagline should appear in City Steel (PMS 424 or equivalent color) when on a white or light colored background. When reproducing on darker colors, the logo should be reversed (solid white), with the corresponding summation tagline appearing in Bear Gold (PMS 130 or equivalent color). The full brand tagline should be Bear Gold as to not overpower the logo.

The brand summation tagline should be right-aligned, with hanging punctuation, to the logo.

NEW YORK INSTITUTE OF TECHNOLOGY

Do.
Make.
Innovate.
Reinvent the Future.

Full Tagline, Light Background

NEW YORK INSTITUTE OF TECHNOLOGY

Reinvent the Future.

Summation Tagline, Light Background

NEW YORK INSTITUTE OF TECHNOLOGY

Do.
Make.
Innovate.
Reinvent the Future.

Full Tagline, Dark Background

NEW YORK INSTITUTE OF TECHNOLOGY

Reinvent the Future.

Summation Tagline, Dark Background

NEW YORK INSTITUTE OF TECHNOLOGY IDENTITY

SUB-BRAND MARKS

Consistency across divisional sub-brand marks creates brand strength. An additional benefit is visual unity across areas of excellence and campus locations. As the visual elements of New York Tech come together, the impact transmits a sense of pride—of place, people, programs, and heritage. This brand identity will help us endure far into the future.

SUB-BRAND LOGO STRUCTURE

3.5" in length

8 bars
7 bars

NEW YORK INSTITUTE OF TECHNOLOGY

College of Engineering
& Computing Sciences

8 bars

DIN Next Slab Pro Regular at 21 points with 22.5 point leading

The New York Institute of Technology logo wordmark always takes primary placement in relation to individual departments, divisions, colleges, schools, and/or programs.

The New York Institute of Technology logo color is Catalina Blue PMS 288. Ampersand color is Bear Gold PMS 130.

Left aligned sub-brand font is DIN Next Slab Pro Regular and the color is City Steel PMS 424.

SUB-BRAND MARKS

SUB-BRAND LOGO STRUCTURE

The main university logo should always maintain prominence in the visual hierarchy. This is supported by the main mark always appearing in all caps and sub-brand marks appearing in initial caps. To further create a consistent look, the main logo and sub-brand wordmarks should be left-justified as in the examples on this page.

All logos can be found for download online at **nyit.edu/scea/diy**. If you do not see the logo that you need, please email us at **creative@nyit.edu.**

Sub-brand font is DIN Next Slab Pro in Regular weight. Division titles should be initial caps. When an ampersand is present, it should appear in Bear Gold PMS 130 for coated paper or PMS 129 for uncoated paper. Placement should bring visual balance between the first and second line. NOTE: Sub-brand names should never be longer than the main institutional mark.

NOTE: The established sub-brand logo architecture in this guide applies to all colleges, schools, departments, programs, and divisions, including ones within a larger institutional segment.

NEW YORK INSTITUTE
OF **TECHNOLOGY**

Career Services

NEW YORK INSTITUTE
OF **TECHNOLOGY**

College of Engineering
& Computing Sciences

NEW YORK INSTITUTE
OF **TECHNOLOGY**

Development & Alumni
Relations

SUB-BRAND MARKS

DEPARTMENT STRUCTURE

This is a example of departmental lockup. Please email **creative@nyit.edu** if you require a specific logo lockup not found at **nyit.edu/scea/diy**.

NEW YORK INSTITUTE OF TECHNOLOGY

College of Arts & Sciences | Department of Digital Art and Design

USING THE LOGOS

Consistent usage of our marks ensures brand strength across the marketing landscape. The complexity of communicating effectively the varied aspects of a New York Tech education relies on a unified, strategic approach to all our communications, from every division, department, and individual that represents the university.

ACCEPTABLE LOGO AND COLOR USAGE

YES: When on darker background, the logo should be reversed (white). With complex backgrounds like vivid photography, using the Bear Gold accent bar is preferable – to bring visual presence, drawing the eye to the logo.

**NOTE:** In digital products, the gold bar may appear flush at top of page/screen.

The logo should always (with the exception of web) be place on the right-hand-side.

Example of a digital banner ad; 400x100 pixels.

When on a white or light colored background, using the solid Catalina Blue (PMS 288 or CMYK equivalent) is preferable.

THE BEAR GOLD ACCENT BAR

A key part of the new brand campaign is the Bear Gold accent bar. It is important to note that the accent bar is a strategic design element. Its objective is to create a bold visual that quickly brings the eye to our logo.

ACCEPTABLE BAR USAGE

The preferred placement is directly above the logo. The accent bar should not be wider or shorter than the adjacent logo. The height should be double the height of the bar.

The Bear Gold accent bar should never be placed below or on the right side of the logo.

Brand taglines should be in City Steel (PMS 424 for coated paper, PMS 425 for uncoated paper, or CMYK equivalent) on white or light colored backgrounds.

The "Reinvent the Future" should be in Bear Gold (PMS 130 for coated paper, PMS 129 for uncoated paper, or CMYK equivalent).
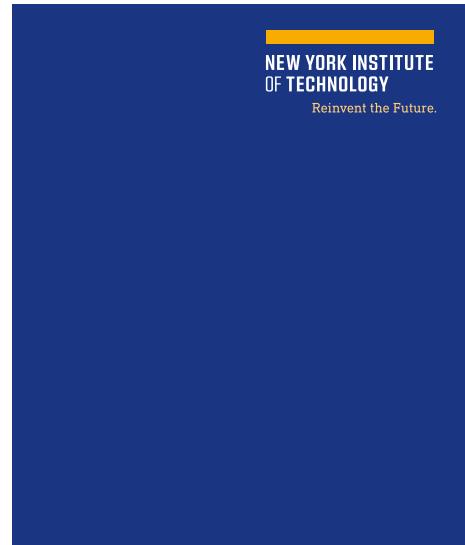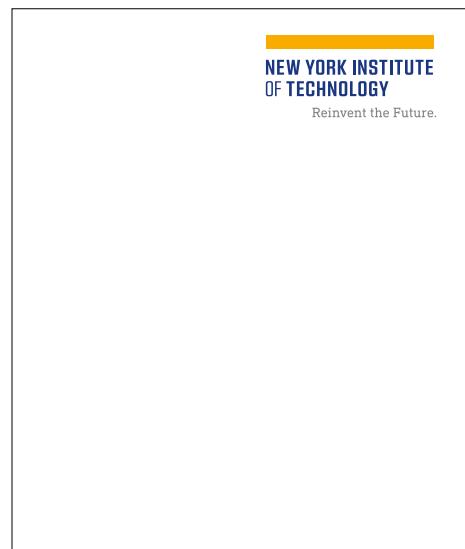
NEW YORK INSTITUTE OF TECHNOLOGY IDENTITY

USING THE LOGOS

THE TAGLINE: FULL & SUMMATION

Inclusion of the tagline with the logo depends on the product and purpose. The full tagline represents the brand platform in its simplest form and should be part of any branded marketing that tells our story.

The full tagline can be paired with the logo or anchored to the lower right corner (pictured left) of a publication that is comprehensive in its marketing approach. This allows for acceptable usage in most situations.

When a publication or advertisement showcases or uses "Do, Make, or Innovate," the full tagline is simplified to summation tagline: Reinvent the Future. See example below.

The full brand tagline should not appear in Bear Gold on dark backgrounds, so it will not overpower the logo in combination with the accent bar.

The summation tagline, being shorter, should appear in Bear Gold to create visual balance.

The full brand tagline can be aligned bottom right with equal distance from right and bottom edges to create visual balance. It should be reversed (white) on dark backgrounds and City Steel (PMS 424 for coated paper, PMS 425 for uncoated paper, or CMYK equivalent) on white or light colored backgrounds.

NEW YORK INSTITUTE OF TECHNOLOGY

Do.
Make.
Innovate.
Reinvent the Future.

We are bold thinkers who dare to do what's challenging, embracing our ability to make a path for others to follow and innovate where there is both obstacle and opportunity.

Together we will reinvent the future.

Do.
Make.
Innovate.
Reinvent The Future.

NEW YORK INSTITUTE OF TECHNOLOGY
Reinvent the Future.

Do amazing things.

nyit.edu/future // 800.345.NYIT

USING THE LOGOS

Only approved logos should be used. Never alter, transform or recreate the logo.

UNACCEPTABLE LOGO USAGE

Never distort or compress the logo.

Never change the color the color of the logo.

Never rearrange, or add graphics to the logo.

Never alter or skew the logo.

Never reproduce the logo without adequate contrast.

Never reproduce the logo in a different typeface.

Never reproduce the logo with the bar below.

Never reproduce the logo with a disproportionate bar.

Never reproduce the logo with the bar on the side.

Never reproduce the logo with the bar on the side.

THE CEREMONIAL SEAL

The New York Institute of Technology seal shawn here is the ceremonial mark of the institution. As such, it is reserved for more limited use than the logo. The seal is used, for example, on diplomas and institutional certificates or citations. It SHOULD NOT be used routinely on print or electronic communications or merchandise. Use of the seal must be approved by the Office of the President, and artwork or metallic seal must be provided by the Office of Strategic Communications and External Affairs (email **creative@nyit.edu**). To ensure consistency, the seal should not be used as a separate image, and the artwork and text inside the seal should not be altered in any way.

Please note that documents requiring a "corporate seal" should be provided to the Office of the General Counsel, which holds the official corporate seal for the institution.
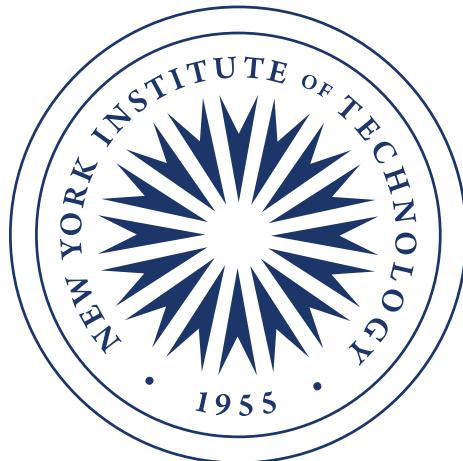
Official Seal in Catalina Blue (PMS 288)
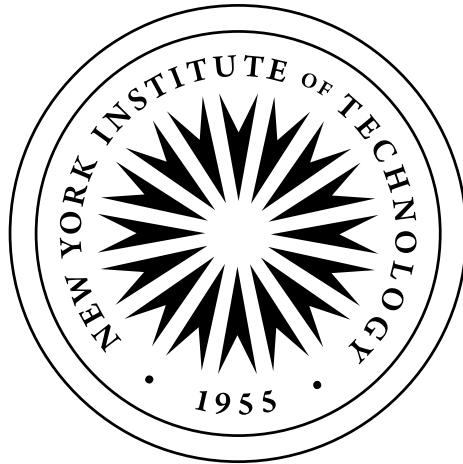
For situations that will not allow for color reproduction, solid black is acceptable.
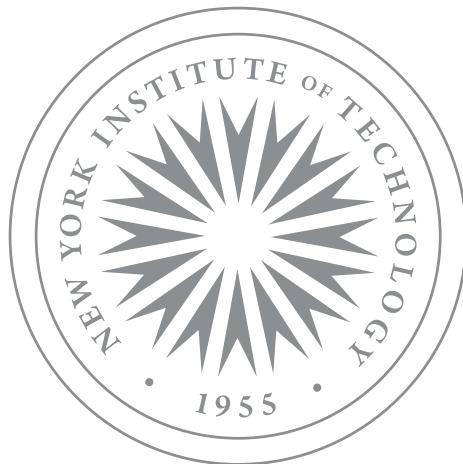
For special occasions metallic silver (PMS 877) or a silver foil stamp is acceptable.

INSTITUTIONAL COLORS

The official colors of New York Institute of Technology are Catalina Blue (Pantone Matching System PMS 288 for coated paper and PMS 288 for uncoated paper) and white or metallic Tech Silver (PMS 877) for special publications. All of the New York Tech visual identity marks (the logo, seal, and athletic logos) must appear in their entirety in either Catalina Blue (PMS 288 coated, PMS 288 uncoated), solid NY Black, metallic Tech Silver (PMS 877), or in white for reverse-out applications. Since white is one of New York Tech's official colors, white paper is usually a better choice than off-white or colored papers for printed publications and provides a white background when reversing out New York Tech's visual identity marks.

SECONDARY COLORS

The secondary colors offer an extension to the core brand color palette and should be limited in use, only supporting core brand campaign.

PRIMARY COLOR PALETTE

	Catalina blue PMS 288	C100 M90 Y5 K5	HEX# 002D72 R0 G45 B114
	Bear Gold PMS 130 Coated or 129 Uncoated	C0 M36 Y96 K0	HEX# F2A900 R242 G169 B0
	NY Black PMS Black	C0 M0 Y0 K100	HEX# 000000 R0 G0 B0
	City Steel PMS 424 Coated or 425 Uncoated	C0 M0 Y0 K60	HEX# 54585A R135 G136 B136

SECONDARY COLOR PALETTE

	PMS1595	C0 M65 Y100 K0	HEX# D86018 R216 G96 B24
	PMS 2935	C100 M55 Y0 K0	HEX# 0056B4 R0 G87 B184
	PMS 187	C0 M100 Y75 K25	HEX# A6192E R166 G25 B46
	PMS 323 C	C100 M15 Y40 K45	HEX# 005F61 R0 G95 B97
	PMS 5135	C50 M70 Y25 K5	HEX# 7E5475 R 126 G84 B117
	PMS 3425	C100 M0 Y80 K40	HEX# 006341 R0 G99 B65

CAMPAIGN ACCENT COLORS

	Bold red PMS 185	C0 M90 Y90 K0	HEX# E4002B R228 G0 B43
	TECH Silver PMS 877 Metallic	C0 M0 Y0 K45	HEX# 8A8D8F R138 G141 B143
	PMS White	C0 M0 Y0 K0	HEX# FFFFFF R255 G255 B255

TYPOGRAPHY

The brand typography (fonts) for New York Tech goes beyond stationery and business cards, covering marketing materials, campaigns, and all correspondence that bears the university's name.

These type styles set the tone and quality of our market position, and their use is strongly encouraged in all brochures, newsletters, advertisements, and university communications. Usage should be consistent across all communications.

Kuunari

Glyph

Kk

Styles

Thin
Thin Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890'?'"!"ăâêô[%)[#]{@}/&\<-
+÷×=>®©$€£¥¢:;,.*

We are the makers, the doers, the healers, the innovators.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Kuunari is intended for captioning and call-to-action lines like URLs, email links and phone numbers only.

Clio

Glyph

Kk

Styles

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890'?'"!"ăâêô(%)[#]{@}/&\<-
+÷×=>®©$€£¥¢:;,.*

We are the makers, the doers, the healers, the innovators.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Clio is a modern sans-serif font and is the preferred headline and sub-head campaign supporting typography intended for use in advertising and marketing materials, including headlines and sub-heads.

Clio is not used for numerals.

NEW YORK INSTITUTE OF TECHNOLOGY IDENTITY

TYPOGRAPHY

DIN Next Slab Pro

Glyph

Kk

Styles

UltraLight
UltraLight Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890'?'"!"ăâêô(%)[#]{@}/&\<-
+÷×=>®©$€£¥¢:;,.*

We are the makers, the doers, the healers, the innovators.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Din Next Slab Pro is a "slab-serif" font intended for pairing with the main logo as sub-brand and divisional wordmark typography. It is also used as the New York Tech brand campaign tagline font.

Additional styles allow for a wide variety of applications.

Din Next LT Pro

Glyph

Kk

Styles

Ultra Light
Ultra Light Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890'?'"!"ăâêô(%)[#]{@}/&\<-
+÷×=>®©$€£¥¢:;,.*

We are the makers, the doers, the healers, the innovators.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Din Next LT Pro is an ideal font family to complement DIN Next Slab Pro.

TYPOGRAPHY

Arno Pro

Glyph

Kk

Styles

Regular
Regular Italic
Semibold
Medium Italic
Bold
Bold Italic

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890'?'""!"ăâề(%)[#]{@}/&\<-
+÷×=>®©$€£¥¢:;,.*

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Arno Pro is an extensive font family from Adobe. A classic serif, Arno Pro is ideal for use in institutional correspondence and longer editorial content like in alumni publications, newsletters, and traditional letter correspondence.

Its use provides a classic academic, non-marketing, elegant approach to internal and external communications.

TYPOGRAPHY

FONTS FOR WEB

Roboto Slab

Glyph

Kk

Styles

Thin
Light
Regular
Bold

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890'?'"!"ăâêô(%)[#]{@}/&\<-
+÷×=>®©$€£¥¢:;,.*

We are the makers, the doers, the healers, the innovators.

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Roboto Slab is font family available for download from Google Fonts.

Oswald

Glyph

Kk

Styles

ExtraLight
Light
Regular
Medium
Bold

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890'?'"!"ăâêô(%)[#]{@}/&\<-
+÷×=>®©$€£¥¢:;,.*

We are the makers, the doers, the healers, the innovators.

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Oswald is a font family available for download from Google Fonts.

TYPOGRAPHY

DEFAULT FONTS FOR GENERAL PRINT, DIGITAL USAGE

The New York Institute of Technology community is encourage to use brand elements incorporating the previous typefaces, but should use the following fonts for most communications (letters, emails, etc.).

Times New Roman

Glyph

Kk

Styles

Regular
Regular Italic
Bold
Bold Italic

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890'?'"!"ăâêô(%)[#]{@}/&\<-
+÷×=>®©$€£¥¢:;,.*

We are the makers, the doers, the healers, the innovators.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver.

Times New Roman is a classic serif, ideal for use in institutional correspondence and longer editorial content (alumni publications, newsletters, and traditional letter correspondence).

Times New Roman is a default font that provides a classic academic, elegant approach to internal and external communications.

Arial

Glyph

Kk

Styles

Regular
Regular Italic
Bold
Bold Italic

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890'?'"!"ăâêô(%)[#]{@}/&\<-
+÷×=>®©$€£¥¢:;,.*

We are the makers, the doers, the healers, the innovators.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver.

Arial is a default font that provides a web-safe type option across multiple platforms and systems.

NEW YORK INSTITUTE OF TECHNOLOGY IDENTITY

VISUAL IMAGE GUIDELINES

Photography and videos are critical to creating genuine, authentic branding materials. Whether selecting materials from our digital asset management system (Z-DAM) or producing new assets, you should use high-quality imagery that represents elements that uniquely position our university's strengths, such as:

SPECIFICATIONS

All files should be delivered in the highest resolution possible.

Style Considerations

- Shoot wide to allow for cropping and multiple uses.

- Use natural light when possible for authenticity.

- Capture genuine, natural actions/ expressions of subject.

- Always show subject as engaged; preferably smiling; active.

- Refrain from using outdated technology, branding, logos (never from other schools).

People First (caring, expert faculty; engaged students; successful alumni)

Technology Focused
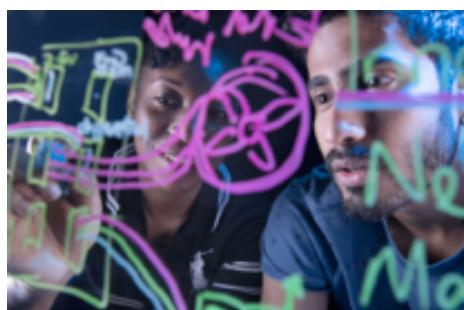
Critically Creative Thinking

Career Oriented

NEW YORK INSTITUTE OF TECHNOLOGY IDENTITY

VISUAL IMAGE GUIDELINES

COMPOSITION AND DEPTH OF FIELD

All visual assets must work in multiple executions. Images should be shot with a shallow depth of field so that the subject is the focus of the image, separate from the background.

RULE OF THIRDS

The "rule of thirds" is a natural way of viewing an image: imagine breaking an image into nine parts. By placing points of interest in the intersections or along the lines, the image is balanced and allows the viewer to interact more naturally. The eyes move to an intersecting point vs. the center of an image.

HEADSHOTS

- Shoot wide so you can crop in or out as needed.

- Use a shallow depth of field.

- Both smiling and serious faces should be captured.

- Shots should be posed, looking into the camera.

- They may be converted to black and white for web, color in print.

- Shoot vertical and horizontal options— different products (print, web, social media) require different sizes and positioning.

VISUAL IMAGE GUIDELINES

LOCATIONS AND FACILITIES

Whenever showing off locations, incorporate other aspects: traffic on Broadway with the New York City campus in the background or open spaces on the Long Island campus. Try to shoot buildings at an angle and show depth.

HISTORICAL IMAGERY

If there is an image you plan to use that is not in our Z-DAM system, please share it with SCEA before using.

STOCK IMAGERY

Avoid using stock images and footage. However, a stock image can be re-created.

Stock Photo

Re-Created Original

VISUAL IMAGE GUIDELINES

POLICIES AND PERMISSIONS

- Outside photographers must be hired following policies from the procurement and legal departments.

- Unless your subject is an enrolled/applied student or a faculty or staff member, he/she/they MUST sign a release to allow you and/or the university to use the image or footage. Non-enrolled/applied students under the age of 18 must have a parent or legal guardian sign a release form. This is a legal requirement. Contact SCEA for the applicable forms.

- New York Tech owns and controls all imagery created for or on behalf of the university. All assets should be shared with SCEA so they can be uploaded to the Z-DAM.

- Photos of alcohol or smoking/vaping should be avoided. For event photography, ask your subject to set down their drink. Photos of students cannot include alcohol.

- Ask subjects to avoid clothes that are ripped or wrinkled or with logos (unless it's ours!).

- Proper safety protocols must be followed, including but not limited to: goggles/safety glasses, lab coats, hair tied back, nitrile gloves, and no open-toe shoes in laboratory shots.

Z-DAM (DIGITAL ASSET MANAGEMENT) ACCESS

All photo and video assets are housed in a centralized Z-DAM. For access and instructions on how to use Z-DAM, please visit **https://rosie.nyit.edu**.

Applying The Brand

MARKETING

Consistency builds brand strength, and the following is a look at how the brand campaign comes together. Below is an example of a brand campaign ad:

New logo with anchoring color Bear Gold bar and brand tagline.

NEW YORK INSTITUTE OF TECHNOLOGY

Reinvent the Future.

Do
what challenges and empowers you.

Make
the most of your education, finding greatness within.

Innovate
because the one thing that can change the world is you.

nyit.edu/future // 800.345.NYIT

- Between the lines copy brings distinctive storytelling to each ad.
- Headlines set in Clio Bold, initial caps, +40 tracking
- Copy lines set in Clio Regular,+10 tracking
- Color blocking set in New York Tech Blue at 20% screen, transparency setting to multiply

Anchoring color bar call-to-action, aligned with logo at the top of the ad.

nyit.edu/scea/diiy

NEW YORK INSTITUTE OF TECHNOLOGY IDENTITY

MARKETING

Do your best to accomplish your dreams and believe you will.

Make your future brighter with the right education—one that empowers your full potential.

Innovate because someone will and it's up to you to be that someone.

NEW YORK INSTITUTE OF **TECHNOLOGY**
Reinvent the Future.

nyit.edu/future // 800.345.NYIT

Do Make Innovate provides a brand anchor while the text between the lines gives flexibility to provide a wide range of narratives.

The photo color application uses CMYK conversion New York Tech Blue (PMS 288) overlay transparency, set to multiply with a gradient feather from left to right. The percentage depends upon the subject of the photo.

Consistent brand design with distinctive narrative for unique messaging across all segments such as digital.

NEW YORK INSTITUTE OF TECHNOLOGY
Reinvent the Future.

Do amazing things.

nyit.edu/future // 800.345.NYIT

NEW YORK INSTITUTE OF TECHNOLOGY
Reinvent the Future.

Make a path that others will follow.

nyit.edu/future // 800.345.NYIT

NEW YORK INSTITUTE OF TECHNOLOGY
Reinvent the Future.

Innovate because a brighter future awaits.

nyit.edu/future // 800.345.NYIT

NEW YORK INSTITUTE OF TECHNOLOGY IDENTITY

STATIONERY

INSTITUTIONAL LETTERHEAD

Template available at **nyit.edu/scea/diy**.

NEW YORK INSTITUTE OF TECHNOLOGY

Date

Dr. Joseph Smith
000 Strawberry Lane
Syosset, NY 11791

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris eget ante non erat pulvinar blandit. Morbi placerat lobortis dui, ac venenatis leo accumsan nec. Praesent in mi nibh. Nulla facilisi. Donec consequat leo eu pulvinar tempor. Fusce viverra dolor at nunc mollis congue. Nam venenatis magna ut sem ultrices, Donec eget ex vitae eros porta consequat. Donec diam velit, eleifend et ex ut, posuere tincidunt justo. \Aenean vitae ante convallis, placerat ligula et, maximus quam. Cras laoreet egestas mauris, id tempor nisl blandit a. Cras feugiat, mauris nec sollicitudin tempor, lectus velit efficitur magna, vitae mattis elit odio interdum tortor.

Duis in mi posuere, sodales enim a, venenatis ipsum. Sed dictum libero ullamcorper turpis maximus, eget iaculis dolor commodo. Maecenas ex enim, sollicitudin sit amet porttitor eu, iaculis quis. Praesent ornare nisl diam, non consectetur nisi congue in. Mauris sollicitudin ultrices posuere. Curabitur elementum felis eros, eu interdum felis porta et. Quisque ut consectetur tellus, vel facilisis metus. Nullam massa erat, euismod a odio in, auctor ornare lacus. Vestibulum ante ipsum primis in faucibus orci luctus ultrices posuere cubilia Curae; Nullam semper sem non ex iaculis bibendum. Vestibulum vitae pharetra massa. Cras eget lectus vel mi commodo commodo. Praesent sodales massa enim, ut rutrum sem fermentum non. Donec hendrerit luctus ac euismod. Aenean lacus arcu, varius vitae justo a, tempus cursus metus. Duis mollis metus in consectetur. Nulla lacinia in risus vitae eleifend. Cum sociis natoque penatibus et magnis dis parturient montes, ntur ridiculus mus.

Sincerely,

Name
Title 1
Title 2

Do.
Make.
Innovate.
Reinvent the Future.

Northern Blvd., P.O. Box 8000, Old Westbury, NY 11568-8000
212.261.1500
nyit.edu

NEW YORK INSTITUTE OF TECHNOLOGY IDENTITY

STATIONERY

DEPARTMENT LETTERHEAD

School/Department letterhead may be created by replacing the institutional logo with the logo lockup available at **nyit.edu/scea/diy**.

NEW YORK INSTITUTE OF TECHNOLOGY

Office of Strategic
Communications &
External Affairs

Date

Dr. Joseph Smith
000 Strawberry Lane
Syosset, NY 11791

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris eget ante non erat pulvinar blandit. Morbi placerat lobortis dui, ac venenatis leo accumsan nec. Praesent in mi nibh. Nulla facilisi. Donec consequat leo eu pulvinar tempor. Fusce viverra dolor at nunc mollis congue. Nam venenatis magna ut sem ultrices, Donec eget ex vitae eros porta consequat. Donec diam velit, eleifend et ex ut, posuere tincidunt justo. \Aenean vitae ante convallis, placerat ligula et, maximus quam. Cras laoreet egestas mauris, id tempor nisl blandit a. Cras feugiat, mauris nec sollicitudin tempor, lectus velit efficitur magna, vitae mattis elit odio interdum tortor.

Duis in mi posuere, sodales enim a, venenatis ipsum. Sed dictum libero ullamcorper turpis maximus, eget iaculis dolor commodo. Maecenas ex enim, sollicitudin sit amet porttitor eu, iaculis quis. Praesent ornare nisl diam, non consectetur nisi congue in. Mauris sollicitudin ultrices posuere. Curabitur elementum felis eros, eu interdum felis porta et. Quisque ut consectetur tellus, vel facilisis metus. Nullam massa erat, euismod a odio in, auctor ornare lacus. Vestibulum ante ipsum primis in faucibus orci luctus ultrices posuere cubilia Curae; Nullam semper sem non ex iaculis bibendum. Vestibulum vitae pharetra massa. Cras eget lectus vel mi commodo commodo. Praesent sodales massa enim, ut rutrum sem fermentum non. Donec hendrerit luctus ac euismod. Aenean lacus arcu, varius vitae justo a, tempus cursus metus. Duis mollis metus in consectetur. Nulla lacinia in risus vitae eleifend. Cum sociis natoque penatibus et magnis dis parturient montes, ntur ridiculus mus.

Sincerely,

Name
Title 1
Title 2

Do.
Make.
Innovate.
Reinvent the Future.

Northern Blvd., P.O. Box 8000, Old Westbury, NY 11568-8000
516.686.7647
nyit.edu

NEW YORK INSTITUTE OF TECHNOLOGY IDENTITY

STATIONERY

ENVELOPE

NEW YORK INSTITUTE
OF TECHNOLOGY

Northern Boulevard
P.O. Box 8000
Old Westbury, NY 11568-8000

NEW YORK INSTITUTE
OF TECHNOLOGY

School of Health
Professions

Department of Occupational Therapy
Northern Boulevard, P.O. Box 8000
Old Westbury, NY 11568-8000

BUSINESS CARD

John Smith - Standard
w/overflows + long logo
Title
Extra long title
Second Title or Department

33 W 60th St | Rm 123
tel: 518.686.0000 | *cell:* 123.456.7890 | *fax:* 123.456.7890
john.smith@nyit.eduverylongverylongverylongverylong

mailing: 1855 Broadway P.O. Box 123456
New York NY 10023-000

NEW YORK INSTITUTE
OF TECHNOLOGY

John Smith - Standard
w/overflows + long logo
Title
Extra long title
Second Title or Department

33 W 60th St | Rm 123
tel: 518.686.0000 | *cell:* 123.456.7890 | *fax:* 123.456.7890
john.smith@nyit.eduverylongverylongverylongverylong

mailing: 1855 Broadway P.O. Box 123456
New York NY 10023-000

NEW YORK INSTITUTE
OF TECHNOLOGY

Office of Strategic
Communications &
External Affairs

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nyit.edu

Do.
Make.
Innovate.
Reinvent the Future.

John Smith, Accreditations
First Title
Second Title/Location

33 W 60th St | Rm 123
tel: 518.686.0000 | *cell:* 123.456.7890 | *fax:* 123.456.7890
john.smith@nyit.eduverylongverylongverylong

mailing: 1855 Broadway P.O. Box 123456
New York NY 10023-000

nyit.edu

Do.
Make.
Innovate.
Reinvent the Future.

Go to **nyit.edu/scea/diy** to access the business card portal, where business cards may be personalized and created.

POWERPOINT TEMPLATES

Official Powerpoint templates should be used for institutional presentations. Two options are available: a branded blue and a light gray (we advise against using a pure white background for maximum contrast and legibility). For body copy, Arial is the preferred typeface. Please go to **nyit.edu/scea/diy** to download PowerPoint templates.
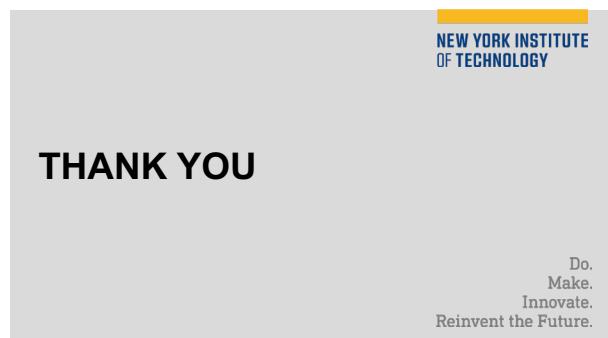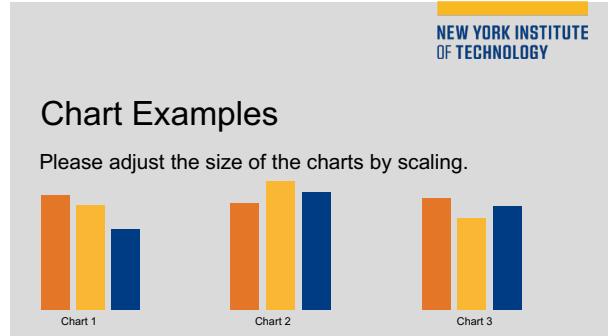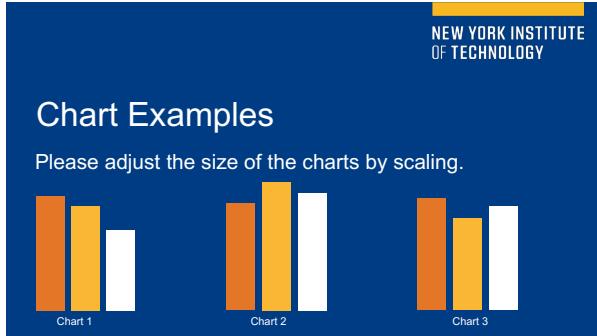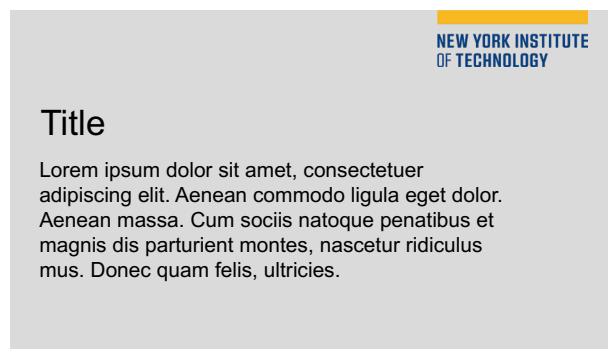
ELECTRONIC

EMAIL SIGNATURE

When creating your signature, use one of three formats. In addition, we recommend typing and formatting inside an Outlook email window. Once completed, copy the signature and paste into the signature box. Creating the signature in an outside program, such as Microsoft Word and then copying into the signature box may cause formatting issues.

Go to **nyit.edu/scea/diy** for instructions and a downloadable template.

Welcome to NYIT
To: John Doe   Cc: John Doe

Us arci ipsae. Aximilique porit atus et qui corenis dest que aut remporehenis derorep eraepraes ullique mo dolorer umenti asitem a dolorersped quam hicimod ent re officidemos re minvelia dis sint vel inciention porum quiandit doloriaerum quias eosandis et ra si officiet ut veri doluptur.

—
John Smith, Ph.D.
Associate Professor
Departmnet of Teaching

Tower House, Room 123, Long Island Campus
1855 Broadway, Room 123, Manhattan Campus
Tel: 516.686.0000 | Cell: 516.686.0000
SmithJ@nyit.edu

Twitter | Facebook | Instagram

NEW YORK INSTITUTE OF TECHNOLOGY

Desktop version

Mobile version

NEW YORK INSTITUTE OF TECHNOLOGY IDENTITY

MARKETING PROMOTIONAL PRODUCTS

When ordering promotional materials from vendors (for example, shirts and mugs), ask for either the artwork or the object to be produced in an exact Catalina Blue match. CMYK and RGB color options are also available. For objects that provide a dark background, please look for light-colored artwork options.

For new branded merchandise, please consult with SCEA to ensure standards are met. You are encouraged to place orders and work with vendors directly, but design should be approved by New York Institute of Technology SCEA (email: **creative@nyit.edu**).

Examples of promotional items.

SOCIAL MEDIA

BRAND VOICE:

Let's start a conversation. Social networking is an effective way to share New York Institute of Technology's stories with the community in order to develop relationships and collaborate. Keep in mind to:

Use the appropriate tone of voice. It's all about telling our story. Social networking allows us to be hip, communal, irreverent, fun, and sophisticated, among many other adjectives.

Have fun. It's a conversation and encourage comments. Create some excitement. Let's share with the world the exciting things we're doing, making and innovating—and open up the channels to learn from others.

Add value. There are millions of words out there—make ours helpful and thought-provoking. Impart the research, ideas, innovations and creativity that is unique to New York Tech. Remember, it's a conversation, so keep it real. Build community by posting content that invites responses—then stay engaged.

Tailor the message to each platform. Make sure that you know your audience. The same post may not resonate across platforms.

BRAND IMAGE:

Social media content is vastly more effective when it includes visuals (images, gifs, videos, etc). Grab your audience with powerful imagery. Visual assets should follow the fore mentioned Visual Image Guideline, with the caveat that social media allows for slightly less polished visuals. If you are planning to create your own visual assets here are some tips to keep in mind:

Take the pic with your camera app. Taking the photo with your camera app will allow you to save the photo and upload it to multiple social networks. Most smart phones have sophisticated editing options and you won't have to grapple with any pesky filters. Remember your smart phone won't size the photo for the social network for you. Keep cropping and photo orientation in mind when taking your photo.

Get the right crop. Whether it is Instagram, Twitter, Facebook, or Snapchat, know the recommended photo orientation and dimensions of the platform.

Know your composition and lighting. While your natural instinct might be to center your photo, you may sometimes find that photos can become more interesting when the subject is not placed right in the middle. To find the right composition, think about the "rule of thirds" and divide your photo into quadrants three lines horizontally and three lines vertically oriented. Also, experimenting with your angles can add interest to your subject.

When it comes to taking a photo, there's nothing more beautiful than natural light. When possible try not to use the flash on your smart phone.

One tip for getting the lighting right in a photo is to play around with where your camera is focusing. For example, if you tap on the screen when you're setting up your shot, you will notice that the place you tap your finger is where the lens focuses. Tapping on the darkest area of the photo will add the most light into your lens. Try tapping on different areas until your lighting and focus are just right.

NEW YORK INSTITUTE OF TECHNOLOGY IDENTITY

SOCIAL MEDIA

Tag your property. In general, make your caption count. The image should speak for itself, but you may want to add context and Hashtags. Compelling captions can be a helpful way to get more eyeballs on your image. If you can't think of something to say about your photo, you can always turn to using fun Emojis.

On this page are examples of icons developed for the university's official social media channels. For assistance on adapting branding to department / school / organization social media channels, please email **social@nyit.edu.**

Social media icon.

Sample account page.

Brand Exceptions & Extensions

ATHLETICS

Athletics have always been a vital part of New York Institute of Technology—or, as most alumni and athletes call it, "New York Tech." As such, it is strategically important to have a distinct athletic brand that clearly and consistently conveys the spirit of New York Tech athletics to potential students, players, supporters and community members. As the "face" of the university to many constituents, the athletics brand has significant importance to the brand identity of the overall university. It is important to note that the athletic brand is related to—but distinct from — the institutional brand, and should never be used in place of the institutional brand identity in any official capacity or communications.

In 2019, the athletics department undertook a rebranding exercise to update colors (to better align with both the university color palette and the palette of major sportswear manufacturers), logotype and typefaces, and identity (bear mascot).

One outcome of this rebranding exercise has allowed the institutional brand to adopt the bear (mascot) face as a de facto "spirit mark." As the most informal of our brand assets, the bear mascot (face) evokes a sense of energy, pride, drive, and action – in a playful, more whimsical fashion than more institutional visuals. The bear spirit mark is ideally suited to represent the hard-driving, competitive nature of New York Tech Athletics, but is available for use across the entire university community to reflect spirit, pride, and the student experience.

Athletics elements that can be integrated into non-athletics communications are shown here:

ATHLETICS

Guidelines for using these elements include:

- No alterations or additions to the spirit mark should be made.

- Use of any other bear images is not allowed, and previous versions of the bear/mascot are not permitted for use in any context.

- This mark should never be used alone or in place of any academic mark.

- A reference to the university or our teams must always be present when integrating the spirit mark into any communications.

- No elements of the spirit mark should be altered or removed, including cut-out areas such as the eyes and brows. Adding other graphical or textual elements to form a new mark is also not permitted.

A separate athletics identity manual, which can be requested from the Office of Athletics and Recreation, provides guidelines intended to help promote the athletic department, and they apply specifically to all athletic apparel, uniforms, merchandise, and multimedia communications.

ATHLETICS

SPIRIT MARK APPLICATION
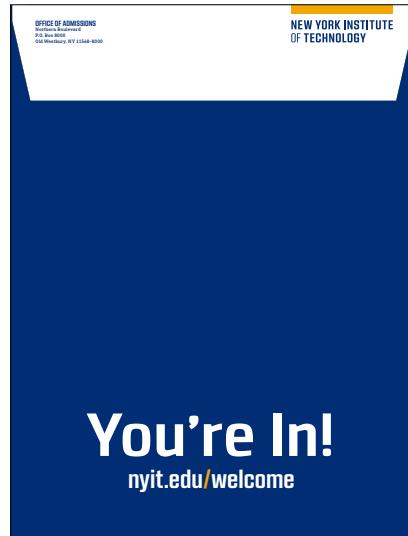
NYIT DE SEVERSKY MANSION

The NYIT de Seversky Mansion will continue to use NYIT in its name.