

Brand Standards

for clubs & organizations

As your club or organization prepares for the fall 2020 semester, we ask that you adhere to the following brand standards as you create event posters, order apparel, or design materials to educate the RIT community about who you are.

The Campus Life marketing team can assist you, provided your request is submitted within 10 business days, with any design or logo needs you have to adhere to the following brand standards.

Standard 1:

Migrate over to RIT branded colors.

Pantone 1505 C		Pantone 1505	
CMYK	0 68 100 0	CMYK	00 00 00
RGB	247 105 2	RGB	255 255
HEX	#F76902	HEX	#FFFFFF

For a full list of color palettes, check out the RIT brand portal:

<https://www.rit.edu/marketing/brandportal/brand-elements/typography#font-families>

Standard 2:

Add “at RIT” to your logo. We ask that you use one of the font families that is on the brand portal, which includes:

Neue Haas Grotesk **Milo Serif** **Arial** **Georgia**

<https://www.rit.edu/marketing/brandportal/brand-elements/typography#font-families>

Standard 3:

Write out your club or student organization name so that other members of the community know who you are. Avoid using acronyms.

Standard 4:

Don't create your own lockup.



Standard 5:

When ordering apparel, RIT has a list of vendors that we recommend you work with to make the process for you as smooth as possible.

<https://www.rit.edu/marketing/brandportal/toolkits/approved-vendors>