

Dating back to RIT's days as the Rochester Athenaeum and Mechanics Institute, the school colors were blue and grey. Following the name change to Rochester Institute of Technology, the athletic teams were known as the Techmen.

Following the undefeated basketball season of 1955–56, the team and coaches suggested a fiercer and more collegiate-sounding name, and the team became the RIT Tigers. In 1957, the RIT Student Government voted to change the school colors to brown, orange and white. This concept was tied loosely to the colors of the tiger and an analysis of what colors were already in use by other universities. (At that time, RIT kept a live tiger as a mascot that was transported to and from the Seneca Park Zoo for campus events.)

In 1968, with the move to the new campus, the colors were refined to burnt umber (Pantone 1675) and orange (Pantone 165) to correspond more closely to the brickwork of the new campus. Although these remain the official school colors, some latitude is allowed in fashionwear to provide appealing clothing.

In 1989, University Publications was asked to create a new graphic standard for all RIT publications, letterhead, business cards, etc., that uses the RIT lettermark at the top right of this page. The configuration of letters and dots in this lettermark can be traced back to the 1950s, when an earlier RIT seal was designed and implemented.

The administration has determined that this mark shall be the Institute's official identity symbol utilized for all printed and electronic materials relating to recruitment, development, and external communications.

University Publications is charged with the responsibility of overseeing the Institute graphic identity system. Changes are made only after careful evaluation and consideration of Institute tradition.

RIT lettermark, the official identity mark.

**R · I · T**

RIT Orange



**Pantone** 165

**CMYK** C=0 M=60 Y=100 K=0

**RGB** R=255 G=94 B=0

**WEB SAFE** CC6600

RIT Brown



**Pantone** 1675

**CMYK** C=0 M=69 Y= 100 K=30.5

**RGB** R=177 G=86 B=14

**WEB SAFE** 996600

## Supporting Typography and Address Block

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The RIT lettermark is set in ITC New Baskerville Bold. This is the recommended typeface for supporting text used in proximity to the RIT lettermark.

The most common example of supporting text is the “address block.” The address block is simply a return address used on envelopes, stationery, memo pads, business cards, and publications.

Required information includes Rochester Institute of Technology (usually in bold type), the college or division name, a Lomb Memorial Drive address, Rochester, NY, and the appropriate ZIP plus 4 code.

### Design requirements

The RIT lettermark with solid bar and the RIT lettermark with shaded bar are approved for address block uses.

The address block placement within a publication will align flush left with the last text block and when possible at least 3 picas should separate the two elements.

Supporting typeface

**ITC New Baskerville**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Standard address block

**R·I·T**  


**Rochester Institute of Technology**  
College of Science  
85 Lomb Memorial Drive  
Rochester, NY 14623-5603

## Business Cards, Letterhead, and Envelopes

Contact: The Hub, 475-2300, <http://finweb.rit.edu/Hub/>

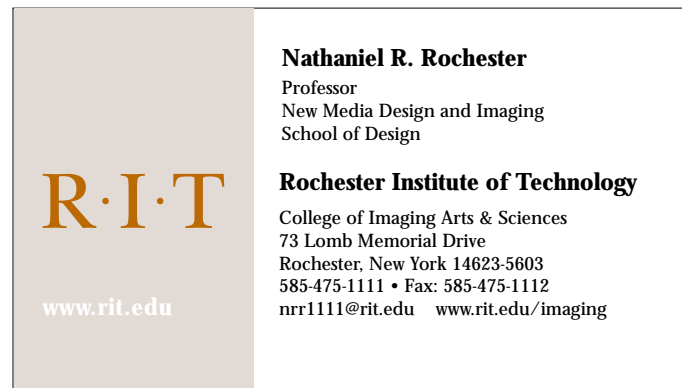
Business cards, letterhead, and envelopes should be ordered from The Hub. There are some limitations on how many lines of type may be included, although there is ample room for two telephone numbers and an e-mail address (see examples below and on the next page). Individuals' home telephone numbers are discouraged, and business phones other than one's number at RIT should not be included.

### Design requirements

RIT business cards, letterhead, and envelopes can be printed in 3-color with Pantone 1675, Pantone Warm Gray 3, and black or printed in 2-color with Pantone 1675 and black.

RIT stationery, envelopes, and business cards should be printed on white or ivory-colored paper stocks only.

3-color version



2-color version

