

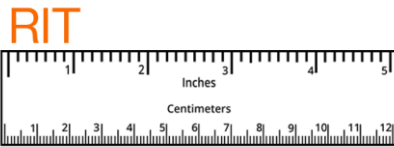
RIT College of Engineering Technology

Print, Promotions, and Presentations

Guidelines & Process

Branding

- All posters, brochures, flyers, PowerPoint presentations, etc. must include the RIT College of Engineering Technology lockup or appropriate and approved department or program lockup **that includes the college name.**
 - College and department lockups, in a variety of colors and styles are available on the CET faculty and staff brand resource webpage.
- May include any related hashtags, social media tags, callouts to college pages, or sponsor logos
 - Examples of hashtags: #CET #CollegeOfEngineeringTechnology #RITEngineeringTechnology
 - If you are including a sponsor's logo, do not align it with or butt it up against the RIT lockup. Allow enough space between logos and lockups.
 - All logos should visually be the same size on the document
 - The RIT portion of the lockup used must be a minimum width of 1 inch



Written Copy

- Documents must include any event titles, time(s), date(s), and location(s)
 - **Example:** ENT-1110 or McGowan Commons
- Documents may include additional information if desired
 - **Example:** Guest speaker head shots & bio, event summary or agenda
- Externally distributed materials **may not** include the use of "CET", department, or program acronyms. First reference should always be "The College of Engineering Technology" and, in subsequent references, "the College" or "the department" are acceptable.
 - **Example:** "The department of Graphic Media Science and Technology hosts a speaker event. The department invites you to log in here."

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- **Example:** The department of Manufacturing and Mechanical Engineering Technology is having a meet and greet. The department will provide pizza at this event.
- Internal materials (those only being distributed within the department or within the College) may use acronyms **after** the entity has been named in full **or** if the lockup used notes the name in full.
 - **Example:** “The Electrical and Computer Engineering Technology department hosts a lecture for ECET students.”
 - **Example:** “ECET Pool Tournament!” (lockup used)



Approval Process

- All internal and external flyers, posters and event promotion must be approved by college marketing
 - A digital file (PDF, Photoshop, JPEG, PNG, etc.) of the poster/flyer must be emailed to college marketing **no later than 2 weeks prior to the event date.**
 - **Alicia Pruner** | [apiee@rit.edu](mailto:aapiee@rit.edu)
- Please notify your department marketing-point-person of the event
- College marketing will review posters/flyers for appropriate branding and event details **within 2 business days** and provide either an approval for distribution or necessary changes to be made
 - If changes are required, posters must be resubmitted for approval
- Once the poster/flyer receives approval from college marketing, you may begin promoting your event. *The College will support promoting events as well.*

These guidelines apply for all internal and external College of Engineering Technology materials (i.e. brochures, information sheets, event flyers etc.).

Following the process will ensure that all college events are promoted on the college website and social media pages, and that all informative and recruiting materials represent that university and college brand.