

# Standards for Electronic and Print Communications

## DEFINITIONS

**Materials Produced by the Office of University Communications (UC):** This category includes all print, advertising and related media used to promote NJIT programs and services, celebrate its achievements, otherwise inform targeted publics, and encourage interest, participation and support. These materials take many forms: electronic and print brochures, posters, newsletters, catalogs, magazines, videos, conference proceedings, invitations, announcements, etc.

Publications via electronic media (e.g. University Home Page items on the World Wide Web) represent the predominant mode of communication to external audiences. The same standards for visual and written presentation that apply to traditional publications apply to these new publications. UC provides editorial and design review.

These materials are primarily directed to external audiences rather than the internal constituencies of NJIT.

**Materials Not Produced by University Communications:** These include the wide range of print and electronic correspondence, research and other funding proposals, business forms, and various other print or word processed vehicles that are intrinsic to the everyday functioning of offices and departments of the university. Also included in this definition are the promotional and information pieces that are directed to the internal community: print and electronic publications by students for students, student life publications, human resource information, registration bulletins, and similar materials.

While University Communications is not responsible for production, these materials should nonetheless adhere to publications standards concerning use of logo, university name and other applicable guidelines. University Communications will assist offices seeking guidance on layout and typesetting of these materials.

Certain standards for letterhead, signage and other applications are included in this document.

The Office of Canon Services Department may be consulted for help with camera-ready materials intended for xeroxing and internal distribution, letterhead, envelopes, business cards and forms.

## STANDARDS

**Primary Identification:** Primary identification of all print and video materials is with the university; secondary identification is with the program, school, center, event or service a particular publication, advertisement or video is designed to promote.

**Marketing Plan:** All materials are produced in the context of a university-wide marketing and communications plan. The plan covers goals, audiences, strategies and priorities, and is informed by periodic needs assessment conducted by UC with the deans of the schools and colleges and officers responsible for university advancement, student recruitment and/or delivery of academic programs. Priorities are reviewed periodically by this oversight group.

**Funding:** Budgetary allocations are based on established marketing priorities (see above). The decision to produce any one publication, ad, or video will be made in terms of priority within the accepted university marketing plan and not based simply on the availability of funds.

Grant and other External Funding -- standards described in this document apply whatever the funding source may be.

## LOGO

The university logo is used in all publications, advertising and other media. Copies are available through the Office Services.

**Placement of Logo on Print Materials:** The logo should appear on the front panel or cover of every publication or advertisement to identify the university.

The logo should also appear on the mailer side, if there is one, as part of the return address.

The minimum width of the logo is 1 1/16" across. (Exception: smaller width may be employed when the NJIT portion is used alone, for instance as an institutional I.D. in creating overheads, charts and other selected usage.)

The Name Reads:

New Jersey Institute of Technology  
or NJIT

*(Do not use New Jersey Tech or NJ Institute of Technology.)*

Tagline, Where Appropriate, Reads:

A Public Research University

The Return Address on All Print Materials Reads:

New Jersey Institute of Technology

University Heights  
Newark, New Jersey 07102-1982

**Letterhead:** University letterhead and business card design employs the logo type in black and red (PMS 1795) on white paper, and is standard throughout the university. There are two acceptable letterhead formats: one for formal mailings and one for mass mailing in window envelopes. Content standards exist and samples are available through Office Services which fills orders for letterhead and business cards. Exception at this time is adaptation of the university design for the Office of University Admissions.

Business cards have consistent format and carry information related only to roles at NJIT. This may include name, degree, title, department, voice and fax phone numbers and e-mail address. Since there are limits to the amount of information that can be printed on the face of the card, the back of the card may be used if necessary.

The Office of Publications and Advertising will assist with text of cards on request.

Private addresses, business names, telephone and cell phone numbers and other non-NJIT information are not to be included on business cards.

**Other Applications:** Where feasible the university logo will be used on press releases, forms, checks, bookstore items, diplomas, slides, overheads, displays, service pins, uniforms, etc.

**Signage:** New university signage will conform in style with the logo, with gradual replacement of old signage as that becomes achievable. Each building should bear the name of the university.

## **THE GREAT SEAL OF NJIT**

The Great Seal of NJIT is a shield bearing the symbols of the six schools of the university, enclosed in a circular ring with the inscription, "New Jersey Institute of Technology, Founded 1882." It is a registered service mark of the university.

The seal may be blind-embossed, printed in black only, or printed in red and black. It may not be altered or distorted in any way, and it may not be used in combination with the university logo.

**Uses of the Seal:** Use of the seal is restricted to official applications approved by the university. It is primarily used for formal academic and legal documents, including diplomas, transcripts, contracts and affiliation agreements. The seal also appears on flags and banners used at official university ceremonies; these banners reside with the university Office of Special Events, and their use requires the approval of the Executive

Director of University Communications. Permission to reproduce the seal on souvenir and gift items may also be granted by the Executive Director.

It is not a communications symbol, and may not be used on letterhead, business cards, invitations, programs, publications and other printed materials, web sites, or other uses more appropriate to the university.

Authority to reproduce the Great Seal of NJIT resides with four offices of the university:

- The Office of the Registrar, for use on transcripts
- The Office of the Vice President for Finance, who may affix the seal to formal legal and financial documents
- The Office of University Communications, which must review and approve all printed uses of the seal

## **USE OF SCHOOL SYMBOLS**

Each of the schools of the university has an official symbol that appears as a component of the university seal as well as on the school gonfalons used at university ceremonies. These symbols may not be used as a logo or applied in usages reserved for the university logo, such as stationery, business cards, signage, or public advertising. Neither may they be used in applications reserved for the full university seal, such as certificates and diplomas, transcripts, citations and awards.

The symbols may, with the approval of the Executive Director of University Communications, be used as a decorative element on materials unique to school, such as convocation, major college anniversary, posters, souvenirs or web pages.

**No school, department or unit may use a unit-specific seal or logomark.**

**Any pre-existing school seal is superseded by the university seal.**

## **DESKTOP/INTERNET PUBLISHING**

It is recognized that there is equipment and software throughout the university that make desktop/Internet publishing possible within individual departments. Whatever materials are produced via desktop or for the Internet, if they are intended for distribution outside the university (e.g. promotional brochures, posters, newsletters, University Home Page items), these materials are considered publications of the university and must conform visually and editorially to the standards described in this document.

In addition to providing editorial assistance, the Office of University Communications has the resources to design brochures, ads, invitations, event programs and all other literature needed by the NJIT community. University Communications will also arrange for the most economical form of reproduction, including offset printing and digital copying.

Just send your text to the University Communications staff member assigned to work with you, preferably in Microsoft Word. A design will be prepared for your review. Attempting design work on your own can delay a project's completion and increase the final cost. Printers have very specific preferences when it comes to software and file preparation. Having to undo unacceptable formatting wastes the time of everyone involved. So let University Communications do the work of matching your words with the format that will give them the most impact.

All external marketing materials should be developed in consultation with University Communications.

**Principles:** Newsletters and magazines communicate a range of professional activities and interests of members of the university as a whole or of a school, department or center. No publication should be seen as the self-promotion of any one individual nor should one individual's activities and opinions dominate the copy.

Choice of language and selection of photographs should show sensitivity and respect for gender differences and for the multi-racial/multi-cultural nature of the NJIT community and audiences.

Language, content and design are selected to promote university interests effectively, responsibly, and creatively.

**Content:** Copy should be clear, factual and specific to purpose.

**Accuracy:** Publish only verifiable information; conduct careful checking of facts with authoritative sources; avoid exaggeration and undocumented claims.

**Purpose:** Each item must have a clear purpose for an appropriately defined audience and have a precise distribution plan prior to development.

**Consistency/Style:** Use the Chicago Manual of Style as reference in grammar, capitalization, syntax, structure, etc.

**Acronyms:** Vary references to components of the university--reducing the use of abbreviations and acronyms.

**Capitalization:** Examples of appropriate form for frequently used references: Department of Mathematics, the department; the mathematics department, the university; President Altenkirch, the president.

## **ADVERTISING POLICY**

New Jersey Institute of Technology has authorized the Office of University Communications to be the sole buyer of advertising media. Office of University Communications will research all media requests from NJIT clients, recommend targeted media, negotiate the best price available, and purchase media on the client's behalf.

Advertising media is defined as: national/local broadcast and cable TV, national/local radio, commercial Websites, consumer magazine print, newspaper print, trade professional magazine print, professional journals and newsletters (that accept paid advertising), outdoor signage (billboards: 3-sheets, 8-sheets, etc), transit signage (subway and bus poster/cards, bus shelters, subway stop posters), college recruitment posters, college reference guides, college newspapers, sponsorships and cross-promotion identification. In brief, all "fee-based" advertising media should be purchased through the University Communications.

Requests for advertising need to be accompanied by a completed advertising request form ([link](#)).

To obtain marketing-related advertising forms call x 3439 and for personnel advertising forms call Human Resources x 3140.

## **RESPONSIBILITIES**

University Communications is the central resource for publications, web content and advertising, and other external promotional and informational media as described above as well as for media relations ([link](#)).The office is solely responsible for their production and issuance on behalf of the university and its component parts.

The office provides both creative and technical services and editorial and design judgment to clients university-wide, and works closely with them to meet communications needs.

The office also carries responsibility for establishing and maintaining the standards described above, as well as new standards as they may be defined.