

EXCELLENCE IN ALL WE DO



STEVENS
INSTITUTE of TECHNOLOGY
THE INNOVATION UNIVERSITY®

STEVENS INSTITUTE OF TECHNOLOGY

Visual Identity Guide

Print and Digital Standards • 2016





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INTRODUCTION

Why We Have Identity Standards

Stevens Institute of Technology is intently focused on exploiting our institutional assets, culture of collaboration and expertise in key fields to make transformative advancements that solve pressing global challenges. Since the implementation of the university's strategic plan began in 2012, members of the Stevens community have shown dedication and commitment to moving the university forward. Third-party recognition of Stevens excellence has seen a dramatic surge, with independent sources such as PayScale and Kiplinger's recognizing Stevens as a top choice for value and ROI. Major national and international media outlets seek Stevens faculty expertise and report on our advances and thought leadership. Career outcomes for Stevens graduates remain among the best in the nation. Applications at both the graduate and undergraduate levels are increasing year over year at remarkable rates – in short, demand for a Stevens education, and for the expertise Stevens graduates bring our world, has never been higher.

To sustain this distinction – and to grow the prestige and recognition of the university – presenting a clear and consistent identity is more important than ever. When Stevens is presented as one cohesive brand, speaking with the same words to describe our values and distinctions, showcasing a consistent visual representation that more and more people can recognize and value, we create a connection that gives memorable definition to Stevens in the eyes of the public. This consistency protects our image, enhances the value of our name and builds a foundation for successful branding.

By adopting a common graphic identity system, we reinforce the breadth of our teaching, research and engagement, visually linking all aspects of this remarkable institution. Our logo, university seal and mascot connect our university with an ever-growing population of friends, partners, supporters, alumni and the next generations of our community.



A brand is a living entity — and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.

— *Michael Eisner, former CEO, The Walt Disney Company*



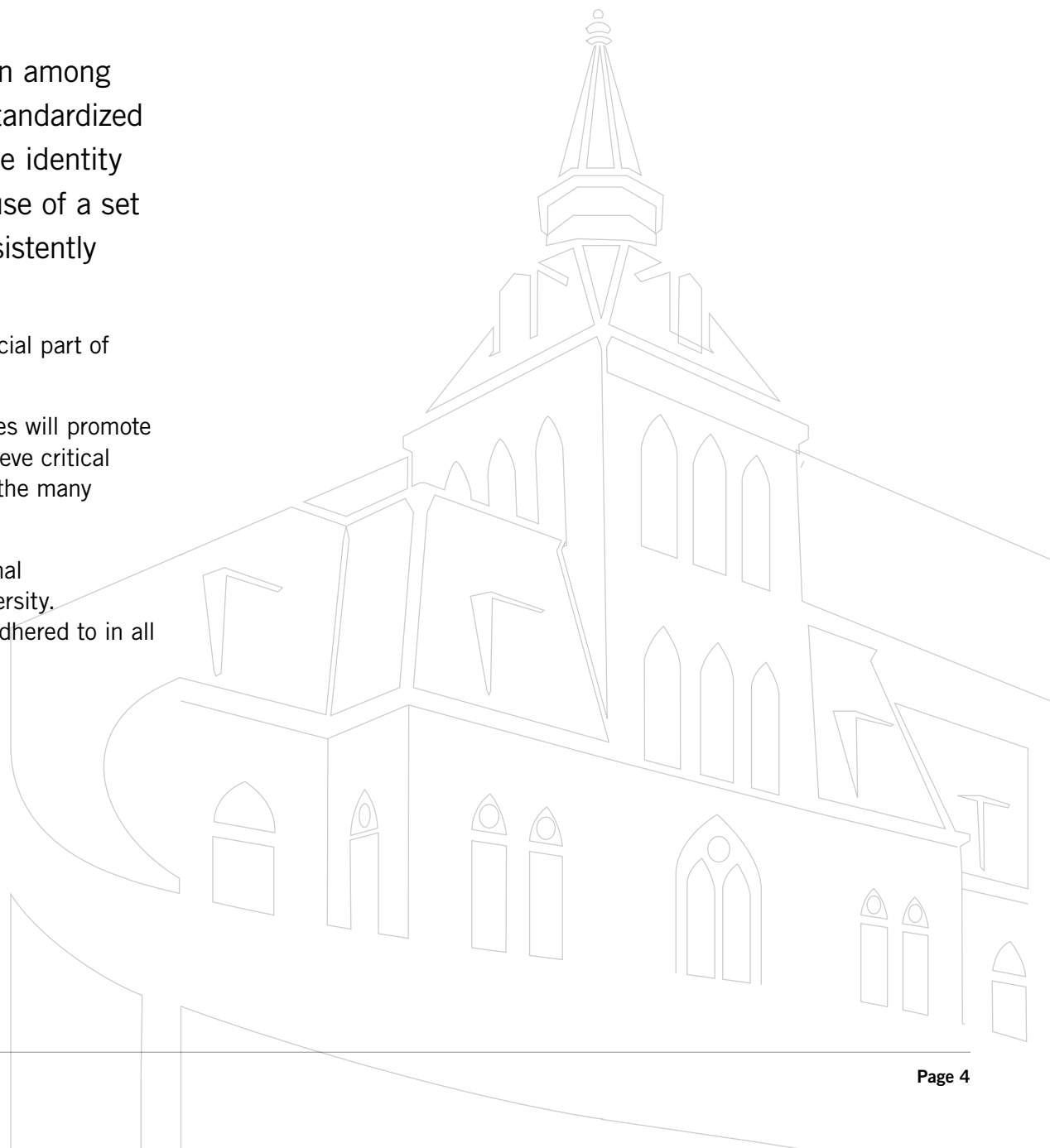
UNIVERSITY IDENTITY SYSTEM

One of the most effective and efficient ways to establish a clear and understandable connection among communications efforts is the consistent and standardized application of the university identity system. The identity system defines, regulates and encourages the use of a set of graphic elements in order to clearly and consistently mark communications with the Stevens brand.

Consistently following the university identity system is a crucial part of establishing and reinforcing the Stevens brand.

The graphic identity standards detailed in the following pages will promote the recognition of Stevens Institute of Technology, help achieve critical communications and branding objectives and visually unify the many academic and promotional efforts of the university.

Adherence to the identity standards is required for all external communications produced by, for and on behalf of the university. Guidelines with regard to use of the Stevens logo must be adhered to in all cases of logo use, both internal and external.



There are three official Stevens logos that are available in vector (EPS) and pixel (PNG) format. They can be downloaded at stevens.edu/brandguide.

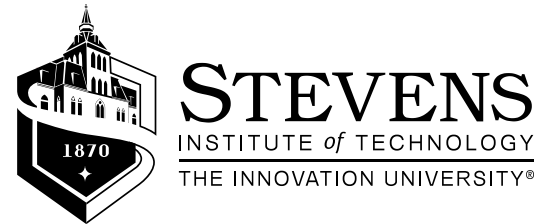
1a. THE PRIMARY LOGO

The **Primary Logo** should be used in most situations.



1b. THE PRIMARY LOGO - BLACK

For situations when only black is available or appropriate.



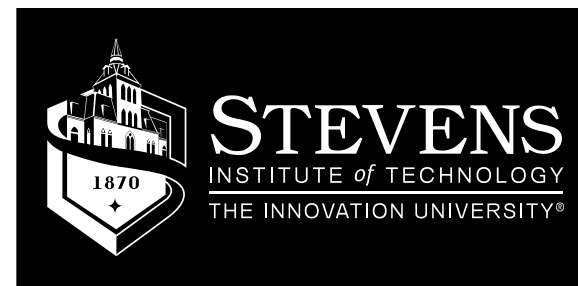
1c. THE PRIMARY LOGO - RED

For situations when one PMS color is available or appropriate.



1d. THE PRIMARY LOGO - WHITE

For situations when the logo is to be reversed out of a solid dark color, background or photo. Please note that the logo has subtle changes when presented in white, and only this version should be used in these situations.



2a. THE STACKED LOGO

The **Stacked Logo** should be used in cases where the design of the final piece is improved by the centered logo.

2b. THE STACKED LOGO - BLACK

2c. THE STACKED LOGO - RED

2d. THE STACKED LOGO - WHITE

all four are available for download at stevens.edu/brandguide



3a. THE CIRCULAR LOGO

The **Circular Logo** is provided as an additional option to the Primary and Stacked logos for use on merchandise and specific signage.

3b. THE CIRCULAR LOGO - BLACK

3c. THE CIRCULAR LOGO - RED

3d. THE CIRCULAR LOGO - WHITE

all four are available for download at stevens.edu/brandguide



Versions of every logo file are available at stevens.edu/brandguide.

Choosing an Appropriate File Format

EPS (.eps) files are relatively large, entirely scalable vector files that provide high quality, smooth-edged reproduction.

PNG (.png) files are relatively small raster image files that can be scaled down successfully, but should never be scaled up. As a general rule, use PNG files for web/online applications and EPS for everything else. *Note:* PNG format files replace the previously used JPEG (.jpg) files as they are intended for graphics that have an established number of colors and clean edges. PNG files can also have transparent backgrounds, JPEG files cannot.

Using The Files

Do not attempt to open or modify the logo files. Rather, you should “import” or “insert” them into your document. Once a logo is in your document, it may be too large for your desired use — In this case resize the logo making sure the aspect ratio is locked to ensure the logo is not distorted with the size change.

Download Section

Below you can obtain logos and templates to be used for creating communication projects for the university.

University Logos

GRAPHIC	FORMAT DOWNLOAD
 Stevens Official Logo	color: EPS PNG hi-rez process black: EPS PNG hi-rez spot color red only: EPS PNG hi-rez reversed out (white): EPS PNG hi-rez transparent surface: EPS
 Stevens Secondary Logo	color: EPS PNG hi-rez process black: EPS PNG hi-rez spot color red only: EPS PNG hi-rez reversed out (white): EPS PNG hi-rez
	color: EPS PNG hi-rez process black: EPS PNG hi-rez spot color red only: EPS PNG hi-rez

Individual Logo Elements

The Stevens logo is a compound of two elements. They are identified as **S-Shield** and **S-Main**. These elements will be referred to by these names throughout this guide

Using the Elements Individually

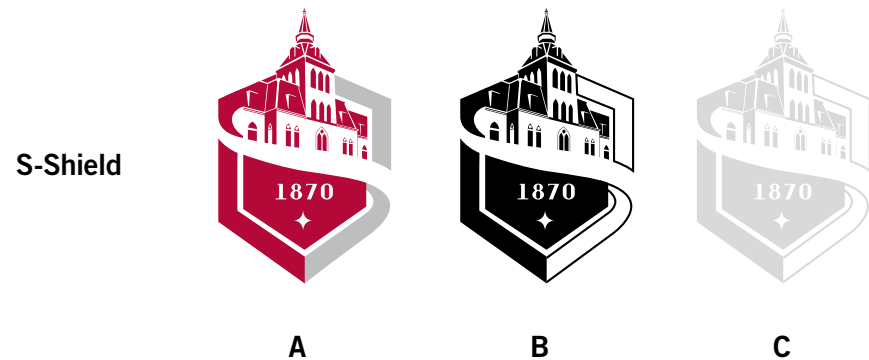
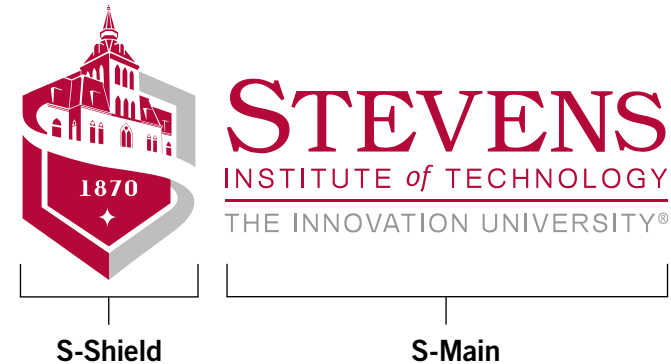
When using individual elements, please contact the Division of Communications & Marketing to review options before printing or ordering items. The following guidelines define permissible usage of the individual logo elements:

S-Shield

The **S-Shield** should only be used in places where the full logo is not necessary, such as footers, icons, background images, watermarks, lapel pins, etc. The smallest size the **S-Shield** can be reproduced is 1/2 inch. The **S-Shield** can be used in full color (**A**) or black & white (**B**). For specific situations it can be used as a background watermark in a light percentage of black (**C**). **Note:** The **S-Shield** should never be smaller than 1/2 inch in height.

S-Main

The **S-Main** should only be used in applications where the quality of the shield in the Official Logo would disintegrate to the point of being unreadable. There are certain situations where **S-Main** can be used without the tagline “The Innovation University®”; they are specific to producing small promotional items and should be reviewed by the Division of Communications & Marketing. **Note:** The **S-Main** should never be smaller than 5/8 inch in height.



Logo Clear Space

The Stevens logos are most effective when surrounded by a correct proportion of open space. A minimum amount of **clear space** equal to at least **2X (double) the vertical height of the “institute line”** must be maintained on all sides of the mark.

Achieving the proper amount of **clear space** can be accomplished in a few steps.

Fig. 1

Establish the perimeter of the logo and determine the vertical height of the “**institute line**”.

Fig. 2

Calculate **2X (double)** of the vertical height of “**institute line**,” and add that amount as padding area surrounding the logo.

Fig. 3

The amount of padding in the end result should resemble this example.

The formula is: **Clear Space = 2X “institute line”**

Fig. 1



Fig. 2



Fig. 3



Logo Clear Space (continued)

Because the technique is based on a proportional relationship, it can be applied to any size as well as the **STACKED LOGO**.

Fig. 1

Once again a minimum amount of **clear space** equal to at least **25% (one-fourth) the vertical height of the S-Main element** must be maintained on all sides of the mark.

The formula is: **Clear Space = 2X "institute line"**

The **Circular Logo** uses a different formula because of its shape and design elements.

Measure the diameter of the entire logo.

Divide the diameter by **eighth** and add that **1/8 (one-eighth)** amount as padding area surrounding the logo.

Fig. 2

The amount of padding in the end result should resemble this example.

The formula is: **Clear Space = 1/8 the diameter**

Fig. 1



Fig. 2



Logo Placement

The preferred placement of the **PRIMARY LOGO** is top left. The minimum distance to the edge of a page can be determined by a similar method to determining clear space.

Fig. 1

Establish the perimeter and determine the **vertical height of the entire logo**.

Fig. 2

Divide that height by **four**. The result, **25% (one-fourth)** of the vertical height, becomes the distance that the logo is positioned from the top and left edges.

While top left is the preferred position, this methodology can be used for positioning the logo in any corner of a page.

Because the technique is based on a proportional relationship, it can be applied to the **STACKED LOGO** as well.

The formula is: *distance to edge = 1/4 logo height*

Fig. 1



Fig. 2



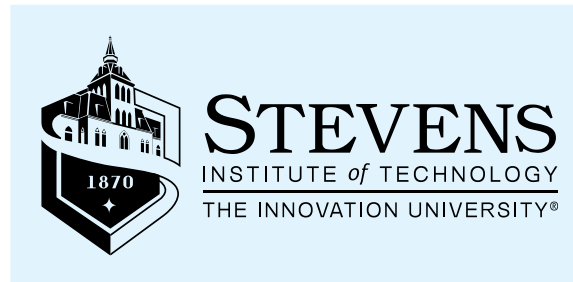
Logo on white background

When printing on paper or another white background, use either the four-color or PMS versions of the **Stevens Logos 1a, 2a or 3a** (presented on pages 5-6). If you plan to print on transparent surfaces, wood, metal or other non-standard printing surfaces, contact the Division of Communications & Marketing for guidance.



Logo on light color background

If printing on a light-colored, non-white surface, you may opt to use the **BLACK LOGOS - 1b, 2b or 3b**. In cases where sufficient contrast and readability is certain, you may use the **RED LOGO - 1c 2c or 3c**.



Logo on dark color background

When printing the logo on a dark color background (e.g., Stevens Red, charcoal gray, etc.) the (reversed out) **WHITE LOGOS - 1d, 2d or 3d** should be used. This logo should also be used when it is being projected as light on to a surface.



Logo overprinted on photos

Whenever possible, avoid printing the logo on top of photos or images. In cases where this is necessary, the full color full color logo should never be placed on top of photos or images; the **WHITE LOGOS - 1d, 2d or 3d** should be used instead. To insure readability, the **WHITE LOGOS** should be used on a dark photo or in a predominately dark area of a photo. It should *not* be used over a pattern in a photo that would obscure its clarity.



Improper Logo Representation

Never reproduce the logo by progressive photocopying, redrawing or retracing, as these actions degrade quality and introduce inconsistency, thus destroying the logo's unifying function. Although strict rules cannot be given, some general guidelines about the immediate graphic environment of the mark have been established.



DO NOT add text or graphic elements.



DO NOT change or add colors or outlines.



DO NOT change the aspect ratio proportions or skew the appearance.



DO NOT change the size and/or placement of the elements.



DO NOT change the typefaces.



Improper Logo Usage

When the name of the university appears in running text, it should be typeset per the rest of the paragraph, using title case: Stevens Institute of Technology. At no time may the logo, or any portion of it, appear within running text. Additionally, no attempts should be made to recreate the font and style of the Stevens logotype within text.

The first reference to the university should use its full, proper name. Subsequent occurrences can simply refer to “Stevens”

- Stevens Institute of Technology (first reference)
- Stevens (subsequent references)
- Mix “the university” in during subsequent references.

Never refer to the university as:

- “the Stevens Institute of Technology.”
- “SIT”
- “Stevens Tech” (exception for the Stevens Alma Mater or other legacy titles)
- “the Institute” (In very limited situations, this convention is permissible in alumni and executive communications only.)



Founded in 1870, technological innovation has been the hallmark and legacy of our education and research programs for more than 140 years. Within the university’s three schools and one college, more than 6,100 undergraduate and graduate students collaborate with more than 350

STEVENS is home to three national research centers of excellence, as well as joint research programs focused on critical industries such as healthcare, energy, finance, defense, STEM education and coastal sustainability. The university is consistently ranked among the nation’s elite

School/College Logos

For visual consistency and brand unification, a construct has been developed when identifying schools within Stevens. All school logos are created by the Division of Communications and Marketing and are provided to schools for use. Identity guidelines for the primary logo including clear space, color and usage still apply (see pages 8-9).

The primary or stacked versions of the logos can both be used for school branding.

Fig. 1

Primary version with clear space indicated.

Fig. 2

Stacked version with clear space indicated.

Fig. 1



Fig. 2



University-Level Research Centers, Groups & Alliances

To ensure consistency, the Division of Communications and Marketing is the sole source for creating, managing and distributing sub-brand marks and logos for any university affiliated group.

For university-level research centers, alliances and groups that have no logos, graphic marks or acronyms, a **word mark** has been created to connect the center with the Stevens identity for external brand recognition. The name is displayed using Trade Gothic Bold (a Stevens brand typeface) with two options, one-line bottom or stacked left.

Fig. 1

Example shown: NJ Center for Microchemical Systems with one-line bottom and stacked left

For university-level centers, groups and affiliates that use **acronyms** as their primary naming convention, the complete name of the center is included in brand typography. This treatment is exclusively for centers with acronyms but without logos.

Note: Due to the nature of a pure type solution the location of the word mark is limited to the one-line bottom option.

Fig. 2

Example shown: ACCeSS - Atlantic Center for the Innovative Design & Control of Small Ships

NJ Center for Microchemical Systems

STEVENS INSTITUTE *of* TECHNOLOGY

Fig. 1

STEVENS
INSTITUTE *of*
TECHNOLOGY | NJ Center for
Microchemical Systems

Fig. 2

ACCeSS Atlantic Center for the
Innovative Design &
Control of Small Ships

STEVENS INSTITUTE *of* TECHNOLOGY

University-Level Research Centers, Groups & Alliances (continued)

University-level research centers and groups may also visually represent themselves with an icon. Existing research centers and groups can utilize this solution if their mark fits within the icon constraints. The icon is positioned to the left of the center's name. The one-line bottom or stacked left word mark connects the center with the Stevens identity for external brand recognition.

Fig. 3

Sample design. Note: The name of the center, group or alliance must fit on one or two lines. If the name extends beyond the word mark, the line will extend to the right edge of the name.

For centers that have no established identity, the Division of Communications & Marketing will produce the center's brand mark. Groups and centers may choose from the type solution as shown in **Fig. 1 & 2**, or the icon solution as shown in **Fig. 3**. The name will utilize Stevens brand typefaces and the icon/graphic must fit comfortably in a square space left of the name. In creating the icon we will embrace the same concept of graphic simplicity that is use in developing the icons for smart-phone apps.

Fig. 4

Example shown: Center for Distributed Quantum Computing with icon mark

Fig. 3



Fig. 4



University-Level Research Centers, Groups & Alliances (continued)

GRANDFATHERED MARKS

In some cases, university-level research centers and groups developed branding prior to the revised identity guidelines. These branding marks will be grandfathered in to the identity system. Only grandfathered marks may follow this convention. All new marks must be developed according to the new standards shown on pages 16-17.

- Hanlon Financial Systems Center
- CIESE
- Center for Healthcare Innovation
- Center for Complex Systems & Enterprises

Creation of New Marks

While logos and symbols are not the sole elements of a “brand,” they are its visual representation and extension. A proliferation of independent, decentralized identities and symbols creates confusion in the minds of audiences whose support we seek: students, prospective students, parents, alumni, neighbors, legislators and donors, as well as faculty, staff, trustees and other internal audiences. **For this reason, it is imperative that all materials representing Stevens, its programs, research, projects, events and initiatives carry an approved Stevens logo as a primary mark of distinction to represent the university.**

Additional logos or mark for units, programs, events or initiatives should not be developed.

In certain special cases, when a distinct brand or logo is needed, involvement of the Division of Communications & Marketing (DCM) from the beginning of the process is required. The creation of new logos and marks that represent the university will only be granted under specific unique circumstances. Involvement of the DCM extends to initiatives where the Stevens brand is not primary or integrated due to terms of the partnership or grant involved.

While we understand the need for differentiating the multitude of programs available on campus, using the Stevens logo gives your department, organization or event the advantage of being a part of the overall institutional identity. This in turn helps build, reinforce and solidify the university brand.

Co-branding

Partnership is a critical aspect of Stevens – collaboration is “business as usual.” This can present instances where co-branding is needed. Co-branding is an umbrella term for many relationship branding connections. As used in this guide, co-branding is the use of one or more trademarks from two or more companies for the marketing of specific programs, services or events. Examples include joint ventures or joint marketing opportunities. Co-branding must always be approved by the Division of Communications & Marketing. Some basic principles when considering co-branding:

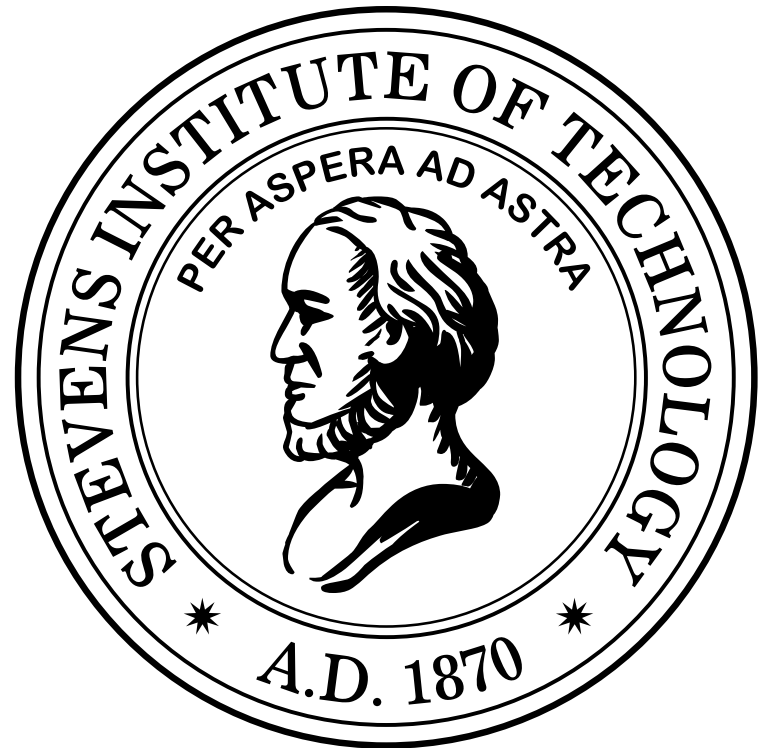
- In most instances, the Stevens logo should be at least of equal size and distinction as other partner logos.
- The Stevens logo should be placed at a prominent position in the layout.
- The logo must always be clearly legible, keep its original proportions and adhere to the logo-use specifications outlined in this document.
- When the Stevens logo is utilized by a partner organization, its use should be reviewed and approved by the DCM.

The Stevens Seal

The Stevens Seal has reserved usage for the Office of the President and large-scale university initiatives.

Several options have been created to emulate the actual metal seal that appears on select campus buildings.

For this reason, it is only available by contacting the Division of Communications & Marketing.



Stevens Legacy Identity Colors

Color is an integral part of the Stevens corporate identity and a central component of the branding strategy. In order to reinforce logo and brand recognition, the color guidelines provided here should be followed as closely as possible across all media.

Guidelines

The official school colors of Stevens Institute of Technology are red and gray. A Stevens logo color palette has been established to ensure consistency in reproduction. Refer to the usage guidelines on the previous pages to determine which version of the logo is best suited to a given application; refer to the charts on the right when selecting colors.

Print Color Specifications

In most cases, printing inks are divided into two groups, Pantone Matching System (**PMS**) and 4-color process (**CMYK**). This chart provides the correct specifications to relay to vendors to ensure accurate brand color reproduction and maintain consistency. Please be aware that there are a total of four different color options for Stevens Red, as it reproduces differently depending on the type of paper used. Concerns and questions should be directed to the Division of Communications & Marketing.

Web/Digital Color Specifications

Digital color can be reproduced with two methodologies, hexadecimal values (**hex**) and the Red, Green, Blue color model system (**RGB**). These two systems are interchangeable in that they both represent the same wavelengths of color. This chart provides the correct specifications to relay to vendors to ensure accurate brand color reproduction and maintain consistency.

Print Color Specifications

Pantone Spot (PMS) Colors

Stevens Red



PMS 201 C
(coated paper)

Stevens Red



PMS 187
(uncoated paper)

Stevens Gray



Cool Gray 7 C
(coated paper)



Cool Gray 7 U
(uncoated paper)

4-Color Process (CMYK) Colors

Stevens Red



C = 0%
M = 100%
Y = 63%
K = 29%
(coated paper)

Stevens Red



C = 7%
M = 84%
Y = 56%
K = 16%
(uncoated paper)

Stevens Gray



C = 0%
M = 0%
Y = 0%
K = 45%
(coated paper)



C = 0%
M = 0%
Y = 0%
K = 45%
(uncoated paper)

Web/Digital Color Specifications

Hexadecimal & RGB values



Stevens Red

hex = #A32638

R = 163
G = 38
B = 56



Stevens Gray

hex = #9A989A

R = 154
G = 152
B = 154

When assigning colors to text in Microsoft Word, select "More Colors," then "Custom," and insert the above values using the RGB color model.

Secondary, Accent and Light Colors

There are currently **10 additional** colors that have been developed to extend the palette. These additional colors are intended to be used to complement the legacy colors of red and gray. They may be used to accent or accompany the legacy colors in a design, but not to dominate the entire color palette.

4 Secondary - These colors can be used along with the legacy colors, but should not become dominant.

2 Accent - These colors can be used along with the legacy and secondary colors. Use these colors sparingly in supportive design elements.

4 Light - These colors are meant be used with all the colors in the palette when a light tone is needed. Use these colors instead of creating light percentages of the other colors..

The chart to the right identifies the **4-color** breakdown, and **hexadecimal** values for each of these colors. (*RGB values can be obtained from the hex values.*)

(*Note: Values provided are for use on coated papers; for values specific to uncoated and specialty paper, please contact the Division of Communications & Marketing.*)

Please contact the Division of Communications & Marketing if you have specific questions or concerns regarding color usage for a project.

Secondary Colors



C = 65%
M = 60%
Y = 55%
K = 40%
Hex = #363D45



C = 100%
M = 70%
Y = 0%
K = 30%
Hex = #004380



C = 90%
M = 30%
Y = 45%
K = 0%
Hex = #008A90



C = 0%
M = 55%
Y = 100%
K = 5%
Hex = #E7842E

Accent Colors



C = 70%
M = 30%
Y = 0%
K = 0%
Hex = #4896CF

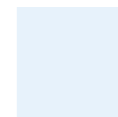


C = 55%
M = 75%
Y = 10%
K = 10%
Hex = #7A548B

Light Colors



C = 0%
M = 0%
Y = 0%
K = 11%
Hex = #E4E5E6



C = 8%
M = 1%
Y = 0%
K = 0%
Hex = #E7F2FB



C = 8%
M = 1%
Y = 3%
K = 0%
Hex = #E8F2F3



C = 3%
M = 3%
Y = 10%
K = 0%
Hex = #F5F1E4

Attila The Duck

Attila is the Official Stevens Institute of Technology mascot.

The colors used are identified on pages 16-17, they are specifically:

Dark blue outline:	PMS 648C
Feather shadow:	PMS 7506C
Bill, legs, feet:	PMS 715C
Foot shadow:	PMS 201C



The Ducks logo-mark



The Ducks mascot costume



Typeface (Font)

The official Stevens typeface is Trade Gothic. Permissible fonts in the Trade Gothic typeface:

- Trade Gothic Regular & Oblique
- Trade Gothic Bold & Oblique
- Trade Gothic Extended & Bold Extended
- Trade Gothic Condensed #18 & Condensed #18 Oblique
- Trade Gothic Condensed #20 & Condensed #20 Oblique

This typeface is to be used in all official communications disseminated by the university.

Guidelines

Legibility and consistency are the primary concerns when setting type. Extended and condensed fonts should be used sparingly, e.g. in tailored headlines. The oblique font should be used to represent italics when grammatically needed. Bold is appropriate for subhead and callout text.

Trade Gothic Regular & *Oblique (italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Trade Gothic Bold & *Bold Oblique (italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Trade Gothic Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Trade Gothic Bold Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Trade Gothic Condensed #18 & *Condensed #18 Oblique (italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Trade Gothic Bold Condensed #20 & *Bold Condensed #20 Oblique (italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Serif Typeface (Font)

The official Stevens serif typeface is Chaparral. Permissible fonts in the Chaparral typeface:

- Chaparral Light & Light Oblique
- Chaparral Regular & Oblique
- Chaparral Semibold & Semibold Oblique
- Chaparral Bold & Oblique

This typeface can to be used in addition to Trade Gothic in official communications disseminated by the university.

Guidelines

Legibility and consistency are the primary concerns when setting type. The Light font should be used sparingly, e.g. in tailored headlines. The oblique font should be used to represent italics when grammatically needed. Semibold and Bold is appropriate for subhead and callout text.

Chaparral Light & *Oblique (italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Chaparral Regular & *Oblique (italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Chaparral Semibold & *Semibold Oblique (italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Chaparral Bold & *Bold Oblique (italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

PowerPoint Typeface (Font)

The Stevens PowerPoint template, available at stevens.edu/brandguide, uses Century Gothic as its primary font. How PowerPoint presentations render is dependent on the library of fonts installed on the computer used to open them. **Century Gothic** is commonly available with Microsoft products (whether running on Windows or Mac OSX). If the computer you are presenting this font on runs MS Office products this font should be installed and available, and the PowerPoint design will consistently display exactly as intended.

In the event that Century Gothic is not installed or has been removed from a computer, you can download it at the following link:

<http://www.microsoft.com/typography/fonts/font.aspx?FMID=643>

To install fonts on your system:

Mac

- In the Finder, navigate to folder *Macintosh HD > Library > Fonts*
- Drag and drop font files into the Fonts folder
- Restart PowerPoint to load the new font

Windows

<http://windows.microsoft.com/en-us/windows-vista/install-or-uninstall-fonts>

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Century Gothic Oblique (italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Century Gothic Bold Oblique (italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890



STANDARDS

Stationery System

Stationery serves as an important communication link between Stevens Institute of Technology and its audience. All university units will use the standard stationery items defined here for correspondence and outreach.

The stationery system comprises letterhead, envelopes and business cards. Individual names appear on business cards, but not on letterhead or envelopes. Appropriate school, office, division, department or program names should be included on business cards, letterhead and envelopes.

ORDERING STATIONERY

At this time, university offices may order business cards, letterhead and envelopes by contacting PermaGraphics directly at 201-814-1200. PermaGraphics is the only approved vendor for supplying stationery to the university. A quote and purchase order are required for all orders.

PAPER STOCKS

For standard stationery items, the following paper stocks are used:

Letterhead:	Strathmore Ultimate White, 24 lb. unwatermarked writing
Second sheet:	Strathmore Ultimate White, 24 lb. unwatermarked writing
Business card:	Strathmore Ultimate White, 88 lb. cover Bristol
Envelopes:	Strathmore Ultimate White, 70 lb.



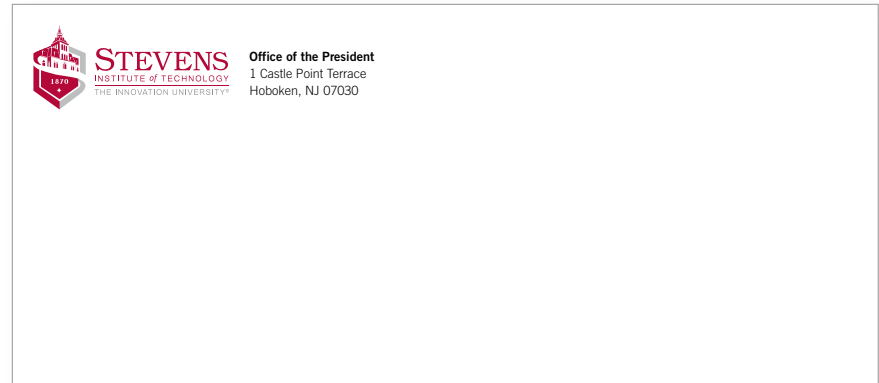
Stationery sample: administrative department



Stationery sample: academic unit



Stationery sample: second page (if necessary)



#10 Envelope sample



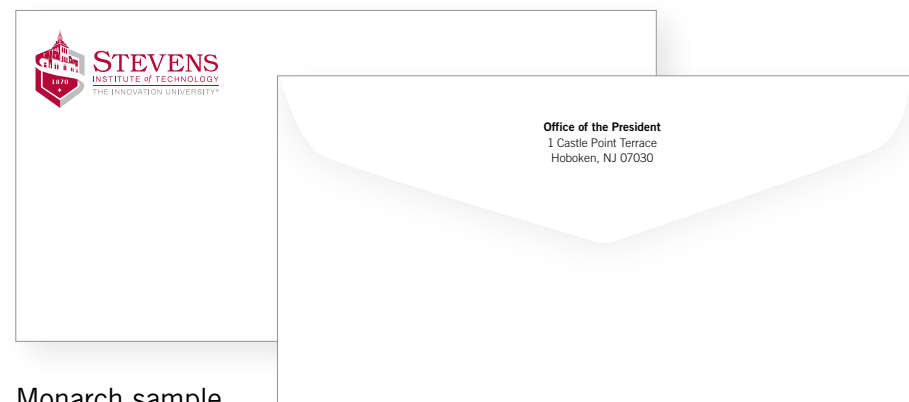
6x9 Booklet sample



A7 Envelope sample with traditional and baronial flap



9x12 Booklet sample



Monarch sample

Email Signature Guidelines

All university email signatures should contain name, title, department, college (if appropriate) and contact information set in Arial, followed by the standard sign-off as depicted in **Fig. 1** and **Fig. 2** on right.

An HTML template is available at stevens.edu/brandguide

Fig. 1 Example of email signature with title and department (no images please)

Penelope Pfeffernusse
Director of First Impressions
Division of Brand Continuity
T 201 216 5000
F 201 216 5001

STEVENS INSTITUTE OF TECHNOLOGY
[instagram](#) • [facebook](#) • [twitter](#) • [news](#) • [youtube](#)

Fig. 2 Example of email signature with name, title, department and college (no images please)

Penelope Pfeffernusse
Distinguished Professor of Physics
Department of Physics
Schaefer School of Engineering & Science
T 201 216 5000
F 201 216 5001

Video Production

Any video production at Stevens that is intended for public release should conform to the following standards when possible:

Shot in 23.98 H.264, 1920 x 1080 (16:9)

Begin with the official Stevens logo introduction slate:



For lower thirds, we use the Stevens logo on a white background with the text in white over a gray background with a gradient fade-off:



If used, titles should be placed within standard 16:9 title safe area:



Conclude with a slate with calls to action for our social media channels and monthly newsletter:



Interior and Exterior Signage

For consistency, environmental graphics and signage must adhere to Stevens' visual identity system and must be approved by both the Division of Communications & Marketing and the Division of Facilities and Campus Operations prior to ordering. The Division of Facilities and Campus Operations is responsible for installing, or arranging the installation of, all interior and exterior signage.

See **Fig. 1**.

Directional Signage

Signage templates for standard directional signage are available as PowerPoint files, in both vertical and horizontal formats. Formats include:

- 2' x 3' vertical
- 3' x 2' horizontal
- 8.5" x 11" vertical
- 11" x 8.5" horizontal

Templates can be requested from the Division of Communications & Marketing.

See **Fig. 2**.

Fig. 1



Fig. 2



Displays

Appropriate university branding, including the Stevens logo, should be prominently used on displays for major conferences and installations.

A Stevens exhibit has been developed that is customizable for exhibit spaces ranging from 10'x10' to 10'x40'. With proper notice, the exhibit can be configured, shipped and set up for conferences at the expense of the requesting department. Costs vary depending on destination and configuration. Requests for estimates should be sent at least three months in advance of the show dates to the Division of Communications & Marketing, and should include basic information about the show, including specific location, dates and a link to the show's exhibitor services guide.



Full 4-panel option



3-panel option



2-panel option

Podium Signage

The university logo should be prominently displayed on podiums for major conferences, convocations, symposia and other major presentations. **Fig. 1**

Name Tags

Templates for name tags used at conferences, workshops and other Stevens events are available by contacting the Division of Communications & Marketing. **Fig. 2**

Vehicles

All Stevens Institute of Technology vehicles that display a logo must conform to the Stevens visual identity system. The Stevens logo should be displayed on the front door panel of a car, van or truck and may also appear centered on the rear of the vehicle, and it must be printed in Stevens' official colors. The color of the vehicle would determine whether the **FULL COLOR LOGO**, the **RED LOGO** or the **WHITE LOGO** would be used. The Stevens Campus Police department is exempt from these vehicle logo standards. **Fig. 3**

Fig. 1



Fig. 2

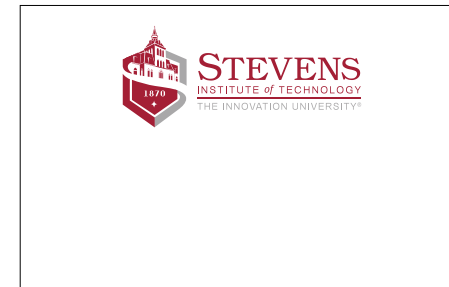
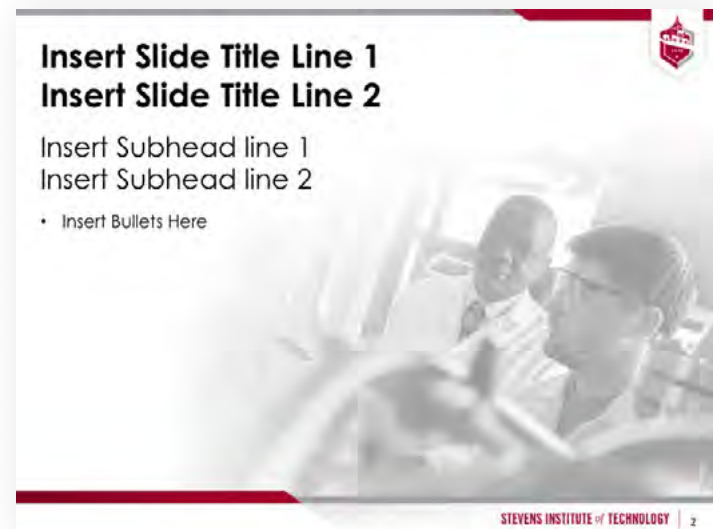
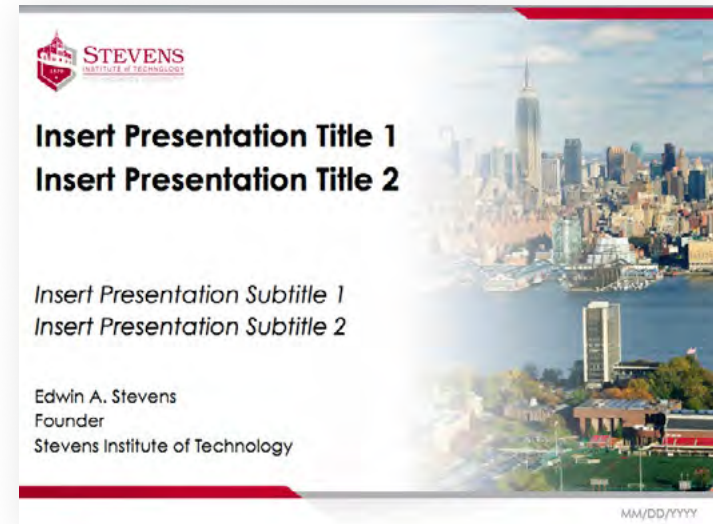


Fig. 3



Presentations

Presentations, including those using PowerPoint, should reflect and maintain the Stevens Institute of Technology visual identity, using the approved PowerPoint template developed by the DCM. The template, as well as a user guide for best use and application, is available online at stevens.edu/brandguide.



Stevens merchandise and apparel offerings generally follow two distinct lines: the university brand and the athletic/collegiate brand. Clothing should be ordered through the Stevens campus store or produced with artwork authorization by the Division of Communications & Marketing.

University Brand

The university brand is presented with the Stevens apparel logo (see *Official Logo Family*), the shield or the official logo, depending on the item.

Fig. 1



Fig. 1

Athletic/Collegiate Brand



The athletic/collegiate brand features a traditional collegiate “S” often embroidered in Stevens red, gray or white depending on the background material and color.

In addition, the word “STEVENS” in the same style lettering is used in an arch with a specified radius to ensure consistency across all suppliers. **Fig. 2**

Color

Color selection for apparel and merchandise logos should follow the graphics standards specifications outlined in this guide.



Fig. 2

Athletic Department Apparel and Uniforms

Athletic block lettering is appropriate for Stevens athletic apparel. It is also acceptable to use the Stevens name in Angleterre Book Regular font, in all caps. **Fig. 1**

It is encouraged that team uniforms incorporate the shield portion of the Stevens logo. Optimal placement might include:

- On the sleeve
- On the back of the jersey, below the neckline

Jersey Color and Shield Specifications

- If your team jersey is white, use the full color shield.
- If your team jersey is black, use the white shield or the full color shield.
- If your team jersey is red, use the white shield.

Please note: because of the complexity of the shield, embroidery is not recommended and may cause distortion of the mark. Some vendors will not be able to embroider it. Please opt for screen printing, as the shield should render properly when this method is used. **Fig. 2**

Stevens Colors

Please note the change to Stevens red and gray PMS colors, and communicate these colors with your jersey vendors:

- Stevens Red: PMS 201
- Stevens Gray: Cool Gray 7

*Please see page 17 for more details. **Fig. 3***



Fig. 1

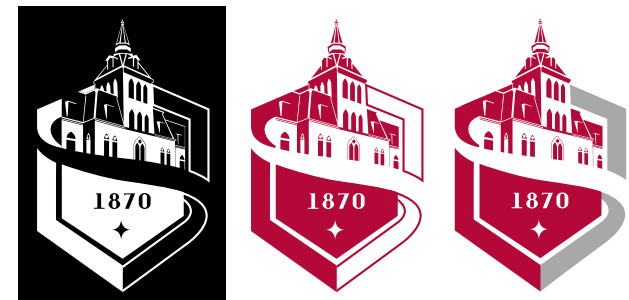


Fig. 1

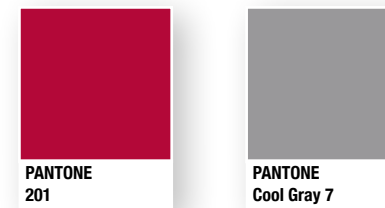


Fig. 1

RESOURCES

In order to facilitate adoption, ease of use and consistency across a variety of media, the templates below are available at:

www.stevens.edu/brandguide

This Visual Identity Guide and these templates will be updated periodically.

Downloadable assets

- Logos
- PowerPoint Presentations
- Email Signatures
- Digital Letterhead

Contact Information

Division of Communications & Marketing

branding@stevens.edu

201-216-3612

Brand and Graphic Standards

HOME — DIRECTORY — BRAND AND GRAPHIC STANDARDS

This page is your guide to official brand identity standards for Stevens Institute of Technology.



Editorial Style Guide

Updated for 2016, this guide defines the standards of editorial style to be use in the university's communication projects.

[DOWNLOAD A PDF OF THE EDITORIAL STYLE GUIDE](#)



Visual Identity Guide

This guide defines the standards of design and graphic styles to be use in the university's communication projects.

[DOWNLOAD A PDF OF THE VISUAL IDENTITY GUIDE](#)

Download Section

Below you can obtain logos and templates to be used for creating communication projects for the university.

University Logos

Powerpoint Presentation Template and Guide

University Seminar Announcement

Digital Stationary Template

Email Signature Templates