

## Primary Logo

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## Type

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**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz  
1234567890!@#%?**

### Futura Bold

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### Baskerville

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### Merriweather\*

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### Old Standard

All body copy fonts can be found on canva.  
In order to ensure brand consistency, use only one of the body copy options accross all designs.

## Secondary Logo

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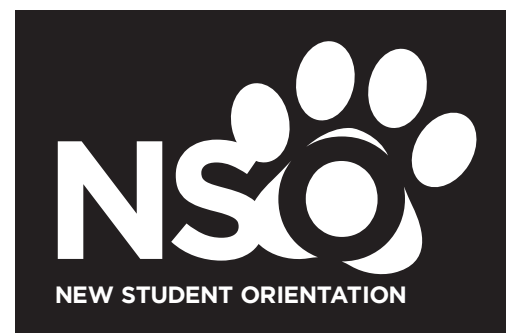


## Colors

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	C 0 M 64 Y 100 K 0	R 243 G 110 B 33 Hex: #F36E21
	C 75 M 68 Y 67 K 90	R 0 G 0 B 0 Hex: #000000
	C 71 M 65 Y 64 K 68	R 39 G 39 B 39 Hex: #282828
	C 60 M 51 Y 100 K 20	R 102 G 102 B 102 Hex: #666666

Reccommended  
This is used in the  
Tiger Tips examples.



These are examples of the Primary Logo.

The multiple color should be utilized when there is a white background. One color versions can be utilized when the background is a picture, a color, or patterned, as well as when printing is limited.



Here are two versions of the Tiger Tips secondary paw logo.

Recommend: the lower case tiger tips logo as it fits better within the paw, avoiding the awkward negative space and has a less aggressive feel.

These are examples on how to utilize the Tiger Tips logo with the tip text.

Whether you need to stack multiple tips or are only displaying one tip, these options will provide consistency and readability.



**Heading**

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## NEW STUDENT ORIENTATION | 2017

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These are examples on how to utilize the Tiger Tips logo with body text.

Whether you need to stack multiple tips or only displaying one these two options will provide consistency and readability.

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RIT Student Affairs branding must be present on all informational and promotional materials.

Whether on posters, postcards, or tshirts the RIT Student Affairs logo must be present. If information is needed on how to incorporate RIT's branding please refer to [rit.edu/studentaffairs/atc](http://rit.edu/studentaffairs/atc).





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