Industrial Design Department
School of Design
College of Imaging Arts and Sciences
Rochester Institute of Technology

Industrial Design

RIT

Department Branding
Proposal

Industrial Design ^{RIT}

Department Branding Proposal

The purpose of this document is to brand the RIT Industrial Design Department with a consistent set of graphic standards, which will enhance the visuals in the digital, printed, and physical spaces. This document is a living entity that will change, grow, and flex to the available conditions.

This document presents standards for:
Typography
Color
Studio Signage
Display Cases

Typography

Typeface:

Helevetica Neue is the predominant typeface to be used for the Industrial Department visuals, including publications, notifications, signage and brand identities. Multiple weights within this font family may be used, but at the discretion of the specifics outlined in this document and hierarchical type treatment practices of the graphic designer.

Helevetica Neue	35 Thin
Helevetica Neue	*35 Thin Italic*
Helevetica Neue	45 Light
Helevetica Neue	*46 Light Italic*
Helevetica Neue	55 Roman
Helevetica Neue	*56 Italic*
Helevetica Neue	**65 Medium**
Helevetica Neue	***66 Medium Italic***
Helevetica Neue	**75 Bold**
Helevetica Neue	***75 Bold Italic***

Typography

Logotype:

The logotype shown should be used on all documents that pertain to the department, and is the primary visual of the Industrial Design department brand. The logotype should not be recreated, typeset or altered in any way, other than what is shown in this document. The logotype is derived from a custom typesetting of Helevetica Neue. The "RIT" logotype location makes a direct connection to the graphic trademark logo found on marketable products.

Industrial Design RIT

Typography

Logotype Color:

The primary application of the Industrial Design logotype is 100% black on pure white. This application may be used on documents that are to be output in black and white or color, and ads or publications that are printed in black and white or color.

The logo may also be reversed out to white as shown, when it is depicted on a colored background, or on documents that are to be output in black and white.

Industrial Design RIT

Typography

Logotype Size and Spacing:

The Industrial Design logotype can be enlarged to any size appropriate to the application, however, small sizes can compromise the logotype's legibility and critical evaluation should be used when scaling.

To protect the Industrial Design logotype against encroachment by other text and graphics, please observe minimum clear space requirements.

Typography

Additional Type Treatments:

The following type treatments should be used in each specific case. Each has been typeset so the kerning is appropriate.

Information

Flex Space 1

Computer Lab

Shop

Freshmen

Sophomore

Junior

Senior

Graduate

Color

Treatments:

The Industrial Design department has authorized the following colors for internal publications, notifications, signage and brand identities. The reason is due to several factors. The RIT-sanctioned space on the fourth floor of Booth Hall has a current paint scheme and material selection designated that must be adhered to. The main goals of this color selection is to provide clear, cohesive visuals and frame student work in a non-competitive environment, highlighting their accomplishments.

Pure Black
Pure White
Raw / Waxed / Clear Coated Oak Wood

Studio Signage

Main Wall Identity Boards:

The Industrial Design graphic panels establish the main identity and location of the department. Two panels are placed overlooking the studio on both entrances of the floor and are right-justified, centered on the wall. The signs are mounted standing off the wall, providing a drop shadow cast on the cinder blocks.

Specification:

159.75 in x 30 in, Sintra
2 panels per graphic, 1 color black

quantity 2

approximate dimensions
30 in height is critical to design
overall letter height is approximately 16.5 in
break panels between words

Studio Signage

Information Pin Up Board:

The information board has designated to be the main location for all and only information pertaining to the department and activities. Centrally located in the studio, next to the department chair's office, above the water fountain, and near the restrooms, this area has the highest visibility to students, faculty, and potential students.

Specification:

54.25 in x 14.5 in, Sintra
1 panel per graphic, 1 color black

quantity 1

approximate dimensions
14.5 in height is critical to design
letter x-height is approximately 4.5 in

Studio Signage

Area Identification Boards:

The various locations within the industrial design studio will be designated by signage that hangs vertically above each space. The signs are mounted standing off the wall, providing a drop shadow cast on the cinder blocks or drywall. Each is mounted the same distance from the ceiling for visual consistency.

Specification:

varied width x 14.5 in, Sintra
1 panel per graphic, 1 color black

quantity 9

approximate dimensions
14.5 in height is critical to design
letter x-height is approximately 4.5 in

Display Cases

Student Work Showcase:

The limited depth of the cases makes placing mock-ups and products difficult and makes use of the cases limited to small prototype designs. By including images of sketches and product renderings, the viewer will have a more in-depth look at the design process that was used by the designer. There will still be room for small prototypes and models on the lower shelf, if the designer chooses to exhibit them. Each case has been selected to show work only from a specific year within the department. Images should be mounted in a unified grid structure on top of the black fabric background, which is easy to replace if damaged or faded, with minimal labor.
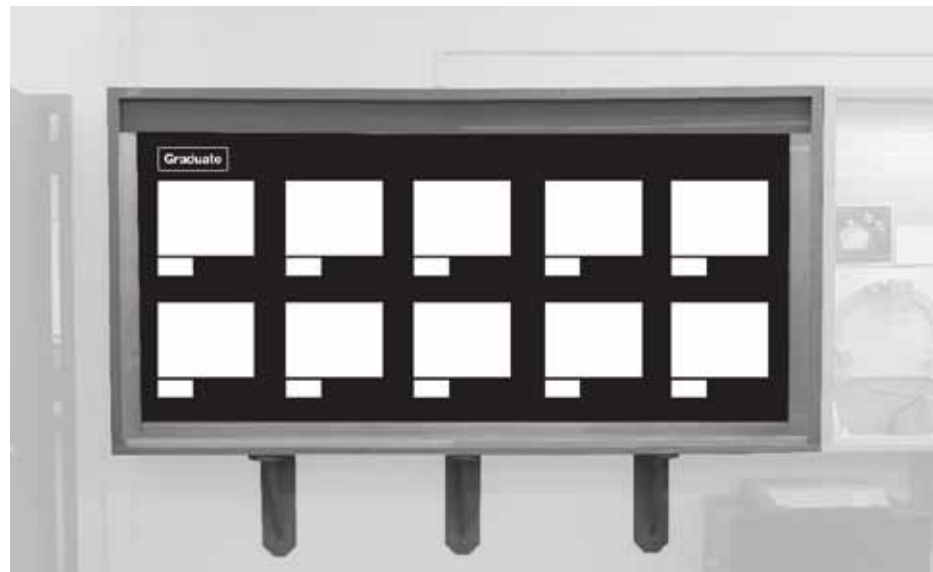
Specification:

varied width x 3 in, Sintra
1 panel per graphic, 1 color black

quantity 5

approximate dimensions
3 in height is critical to design
letter x-height is approximately 1 in

Display Cases

Display Case Card Standards:

Images - Full Color, 1/2" border all around
1" between all posted images/pages
Posted images/pages will be held up by clear thumbtacks

Tag Information
Card: 4" wide, with minimum length of 2"
Font: Helvetica Neue (T1)
Size: Project Title - 12 pt, Italic

Project Year - 11 pt
Student Name - 11 pt
Project Description - 11 pt
Layout: 1/4" border all around

Project Title, Year
Student Name

Project Description

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