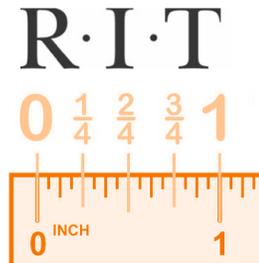


## **Branding**

- Must include the RIT logo (<https://www.rit.edu/marketing/logo-downloads>)
  - Minimum width of 1 inch



- Must spell out College of Imaging Arts and Sciences either as a logo or in the poster copy
  - Utilizing the CIAS acronym alone is not sufficient
  - RIT CIAS logos are available at:  
<https://www.rit.edu/marketing/logo-downloads>  
<https://inside.cias.rit.edu/facultyadjunctstaff/helpful-links/cias-logos/>
  - Choose one of the following:

1. **R·I·T** | *College of IMAGING ARTS AND SCIENCES*

2. **R·I·T**  
*College of*  
**IMAGING ARTS**  
**AND SCIENCES**

3. **cias**  
**College of Imaging Arts**  
**and Sciences**

- May include any related hashtags, social media tags, or sponsor logos
  - **Example:** #ritcias #rittigers #rit
  - If you are including a sponsor's logo, provide enough space around all logos
  - All logos should visually be the same size on the poster

## **Poster Copy**

- Must include the event title, time(s), date(s), and location(s)
  - **Example:** Booth Hall, Room 1305, Gannett Hall, Room 1104
- May include additional information as desired
  - **Example:** Guest speaker bio, summary, or agenda of the event

### **Approval Process**

1. Digital file (either a PDF, Photoshop, JPEG, PNG) of the poster must be uploaded to the marketing department's Google Drive (<https://bit.ly/2E7L9f4>) no later than **two (2) weeks prior** to the event date. **Please note:** In order to upload files to the Google Drive you will need to sign in with your personal Gmail account.
  - a. Please notify staff assistant(s) about the event
2. Posters will be reviewed by the marketing department within **two (2) business days** and you will be provided with either an approval for distribution or necessary changes to be made
  - a. If changes are required, you must amend the poster and resubmit for approval
3. Once the poster is given approval from the marketing department, you may begin promoting your event; and the marketing department will do the same

These guidelines apply for all internal and external CIAS events. Following this procedure will allow your event to be optimally promoted on CIAS' social media channels and website.

*It's the marketing department's desire to assist you in the great success of your event!*