# RIT | College of Art and Design

Branding

- Must include the RIT College of Art and Design lockup or appropriate school or program lockup. College and school lockups, in a variety of colors and styles, are available here. Program lockups will be available soon.
- May include any related hashtags, social media tags, or sponsor logos
  - Example: @rit_artdesign; #RITartdesign; #RIT; #RITtigers
  - 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
  - The RIT on the lockup must be a minimum width of 1 inch
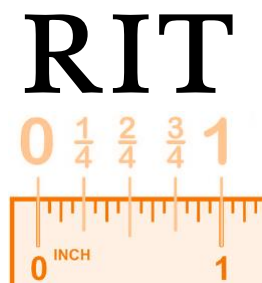
Poster Copy

- 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
- Should not include the use of the "CAD" acronym. First reference should be "College of Art and Design." In additional references, "the college" is acceptable.

Approval Process

1. Digital file (PDF, Photoshop, JPEG, PNG, etc.) of the poster can be emailed to a member(s) of the marketing department or 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. The marketing department will review posters for appropriate branding and event details 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 College of Art and Design events. Following this procedure will allow your event to be optimally promoted on the College of Art and Design's social media channels and website.

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