

# 7.0

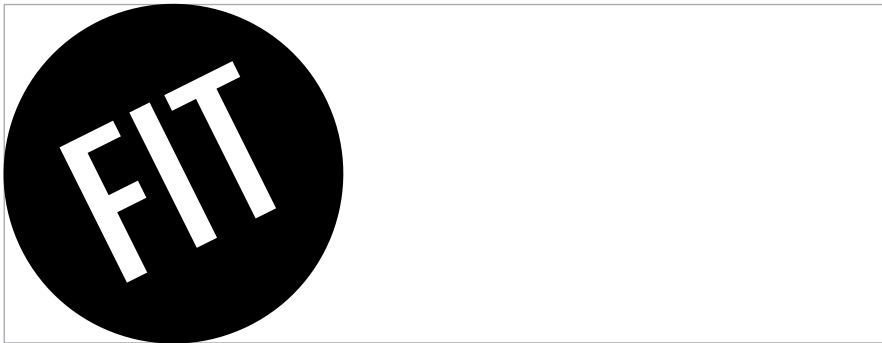
## Graphic Treatments and Layout Guidelines

The following section outlines the rules for expressive graphic treatments using the FIT button, as well as certain parameters to follow when creating layouts for college communications.

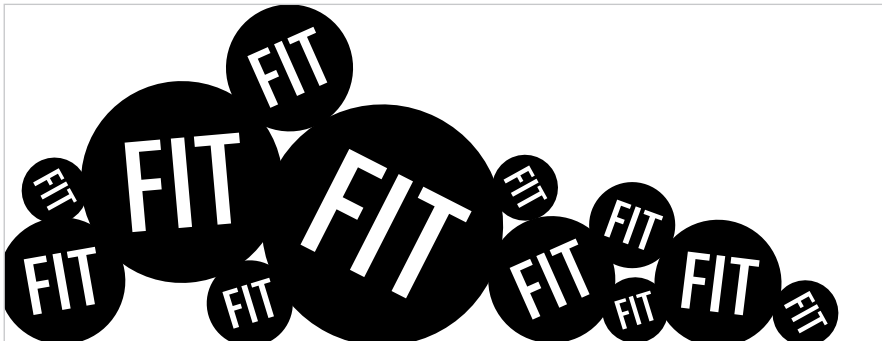
## 7.1 FIT Button Graphic Treatment Dos

Create layouts that are adaptive to horizontal and vertical spaces without distorting or overlapping the button symbol.

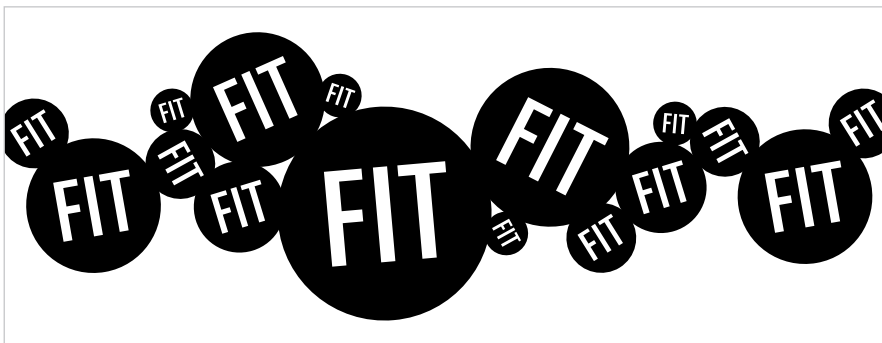
Do



Do



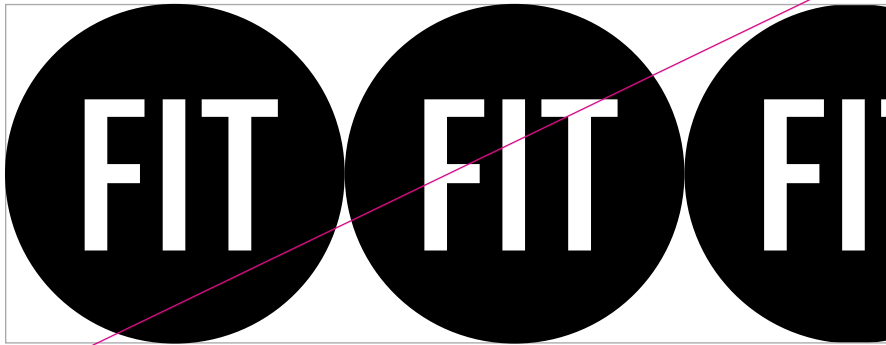
Do



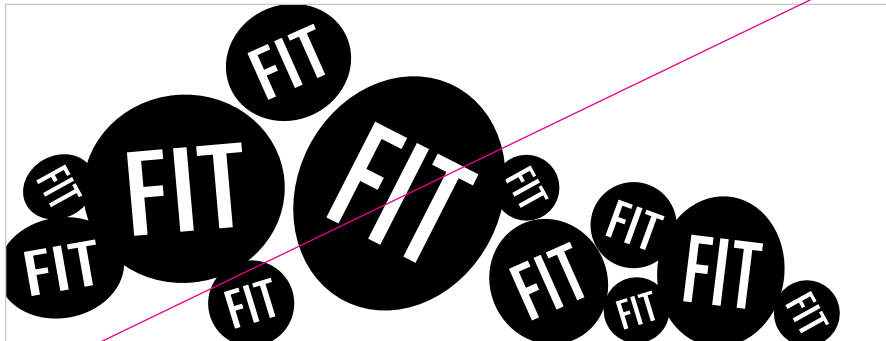
## 7.1 FIT Button Graphic Treatment Don'ts

Always treat the button with care. Be mindful to not crop, distort, or severely overlap the button as dilutes the impact of this very important and iconic symbol. Finding the appropriate design balance is the key to a successful execution.

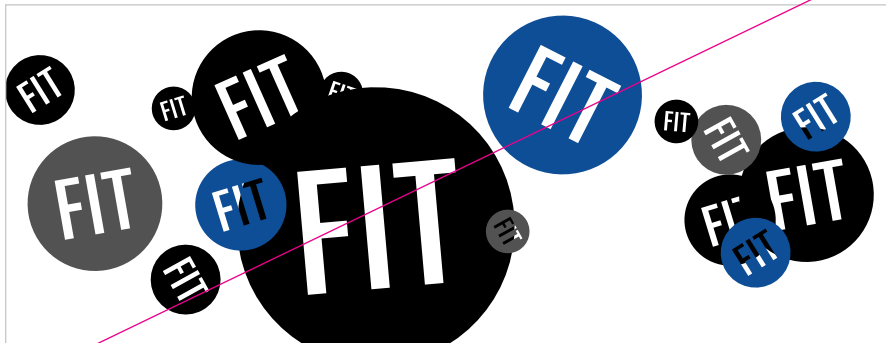
Don't



Don't



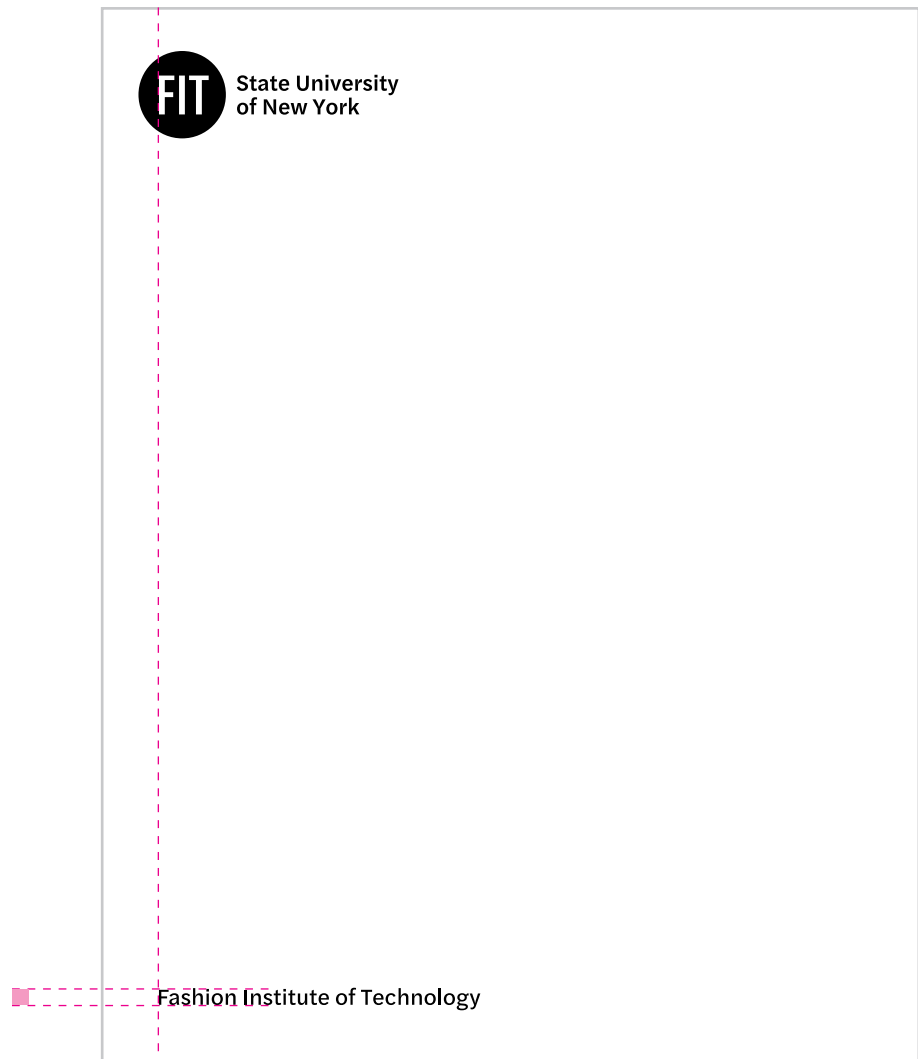
Don't



## 7.2 Brand Wordmark and Full School Name

The college's full name, Fashion Institute of Technology, can be used when necessary, but it should always be in its own space and never be locked up with the master brand wordmark.

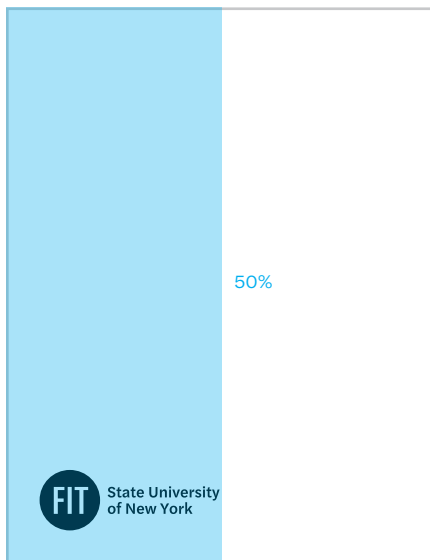
The cap-height of Fashion Institute of Technology should match the cap height from the master brand wordmark. If placed underneath the master brand wordmark, as shown below, the Fashion Institute of Technology should always left align to the FIT letters within the button.



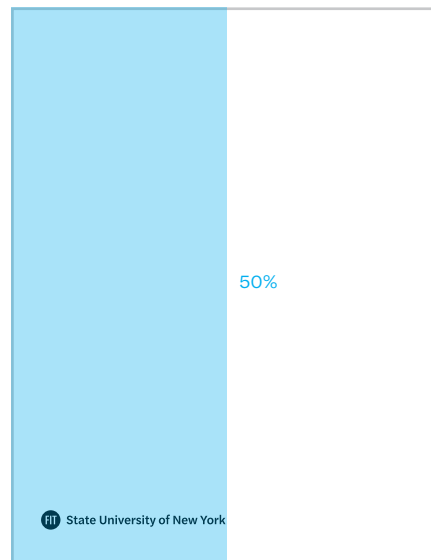
## 7.3 Brand Wordmark Lock-up Scale

A wordmark should never be scaled so that it is larger than the type size of the primary content. It should be considered an important but supportive element in any communication piece.

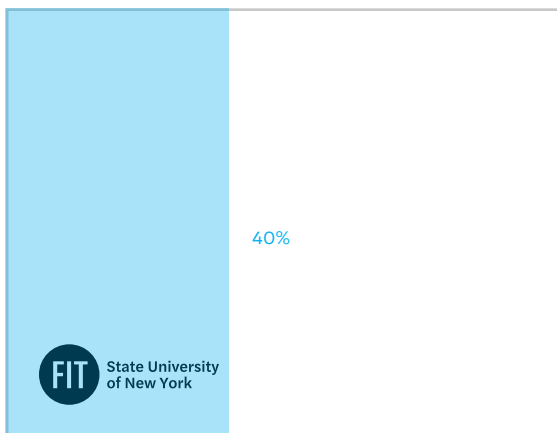
For most scenarios, the preference is to use the two-line master brand wordmark lock-up. However, if space is a major constraint, the single-line lock-up can be swapped in while still maintaining the ratios shown below.



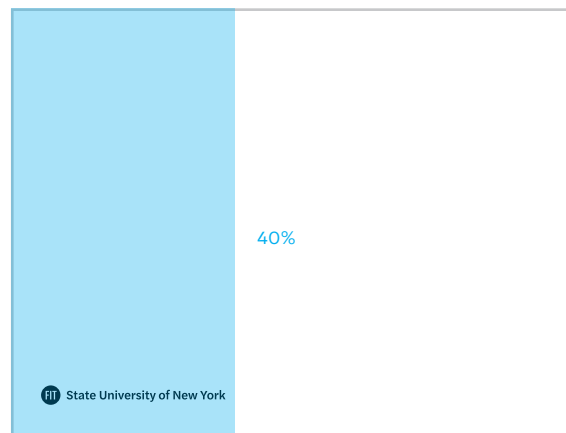
Keep the scale of a wordmark within 50% of a vertical design surface.



Keep the scale of a wordmark within 50% of a vertical design surface.



Keep the scale of a wordmark within 40% of a horizontal design surface.



Keep the scale of a wordmark within 40% of a horizontal design surface.

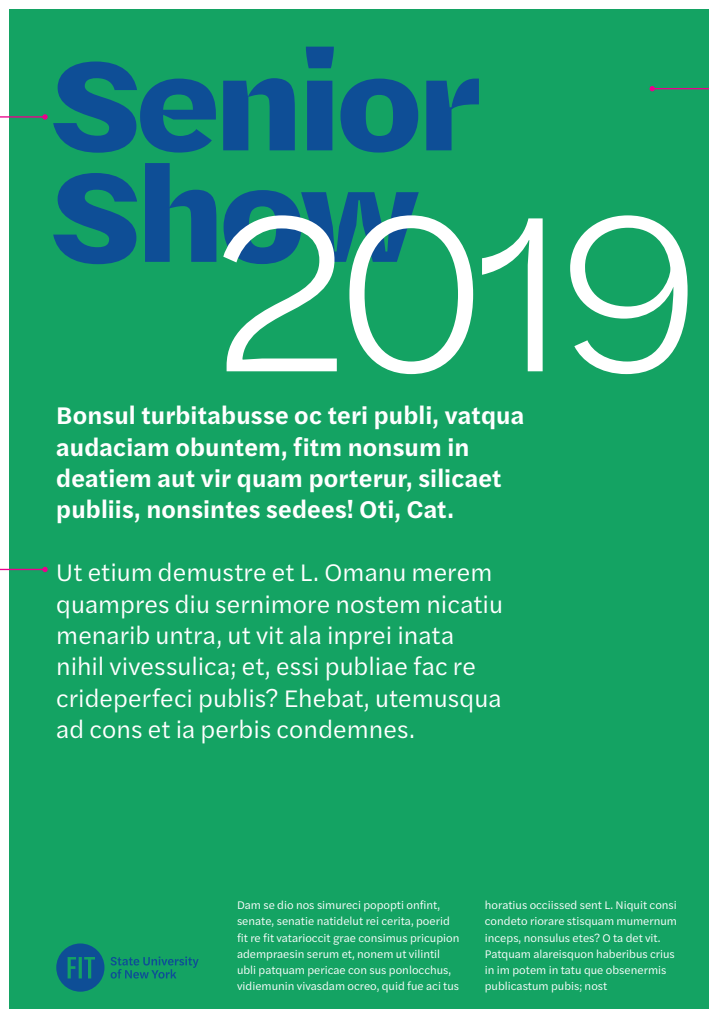
## 7.4 Layout Guidelines Poster Examples (Text Only)

Use the Spectrum Palette when the poster is text only.

Title should be at display size. Shorter title can be set in larger font size.

Choose a color from Spectrum Palette. (See Spectrum Color Palette instruction, in section 6.10.)

It is recommended that type content should always align left.



## 7.4 Layout Guidelines Poster Examples (Text and Image)

Use the Adaptive Color Palette when the poster contains an image.



**Senior Show**  
**2019**

**FIT** State University of New York

Dam se dio nos simureci popopti onfint, senate, senatie natidelut rei cerita, poerid fit re fit vatarioccit grae consimus pricupion adempraesin serum et, nonem ut villintil ubli patquam pericae con sus ponlocchus, vidiemunin vivasdram ocreo, quid fue aci tus

horatius occisised sent L. Niquit consi condeto riorare stisquam mumernum inceps, nonsulus etes? O ta det vit. Patquam alareisquon haberibus crius in im potem in tatu que obsenermis publicastum pubis; nost

Use colors picked from image (See Adaptive Color Palette instruction in section 6.1.)

If there are two or more images, use a white background. The headline and other display copy can also use black or select contrasting colors from one of the two images using the Adaptive Color Palette.



## 7.4 Layout Guidelines Postcard Examples (Text Only)

Use Spectrum Palette when the postcard is text only.

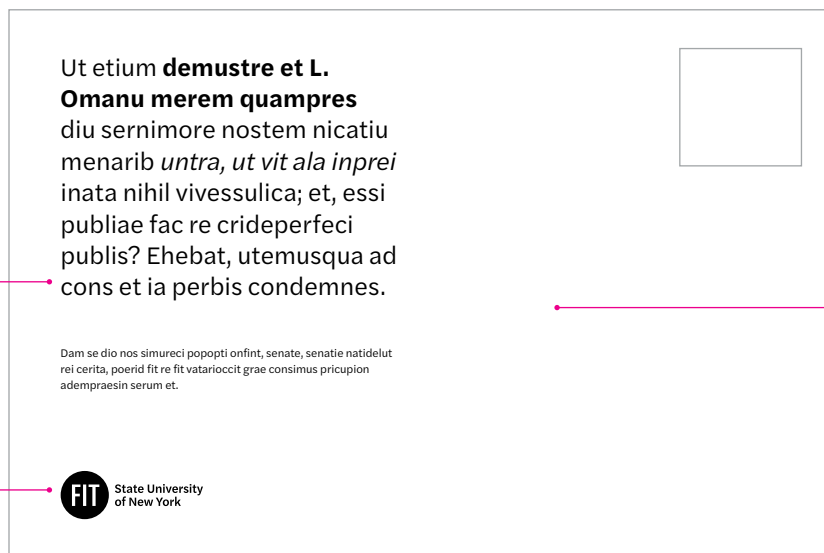
Title should be at display size. Shorter title can be set in larger font size.



Choose a color from Spectrum Palette

Content should always align left.

Keep text sizes within 2–4 variations.



Logo lock-up follows proportion and scale based on size of media.

Postcard background should always remain white.

## 7.4 Layout Guidelines Postcard Examples (Text and Image)

Use the Adaptive Color Palette when the postcard contains an image.



Use colors picked from image See Adaptive Color Palette instruction in section 6.1.)

If image needs to be full bleed, use black or white for text unless text can be placed over contrasted visible area.

\* Do not use more than one image on a postcard.

Text on the back of postcard can use color from the image as long as it is visible against a white background.

Ut etium **demustre et L.**  
**Omanu merem quampres**  
 diu sernimore nostem nicatiu  
 menarib *untra, ut vit ala inprei*  
 inata nihil vivessulica; et, essi  
 publiae fac re crideperfecti  
 publis? Ehebat, utemusqua ad  
 cons et ia perbis condemnes.

Dam se dio nos simureci popopti onfint, senate, senatie natidelut  
 rei cerita, poerid fit re fit vatariocciit grae consimus pricupion  
 adempraesin serum et.



Postcard background should always remain white.