

Fashion Institute of Technology

Special Project Website Development Guidelines

The following guidelines are intended for FIT faculty and staff project investigators. They provide information about required branding components for all special-project websites that are funded through grants awarded to the college and/or are developed outside of the FIT infrastructure.

These guidelines were prepared by the [FIT Office of Communications & External Relations](#), in collaboration with the FIT Office of Grants & Sponsored Programs.

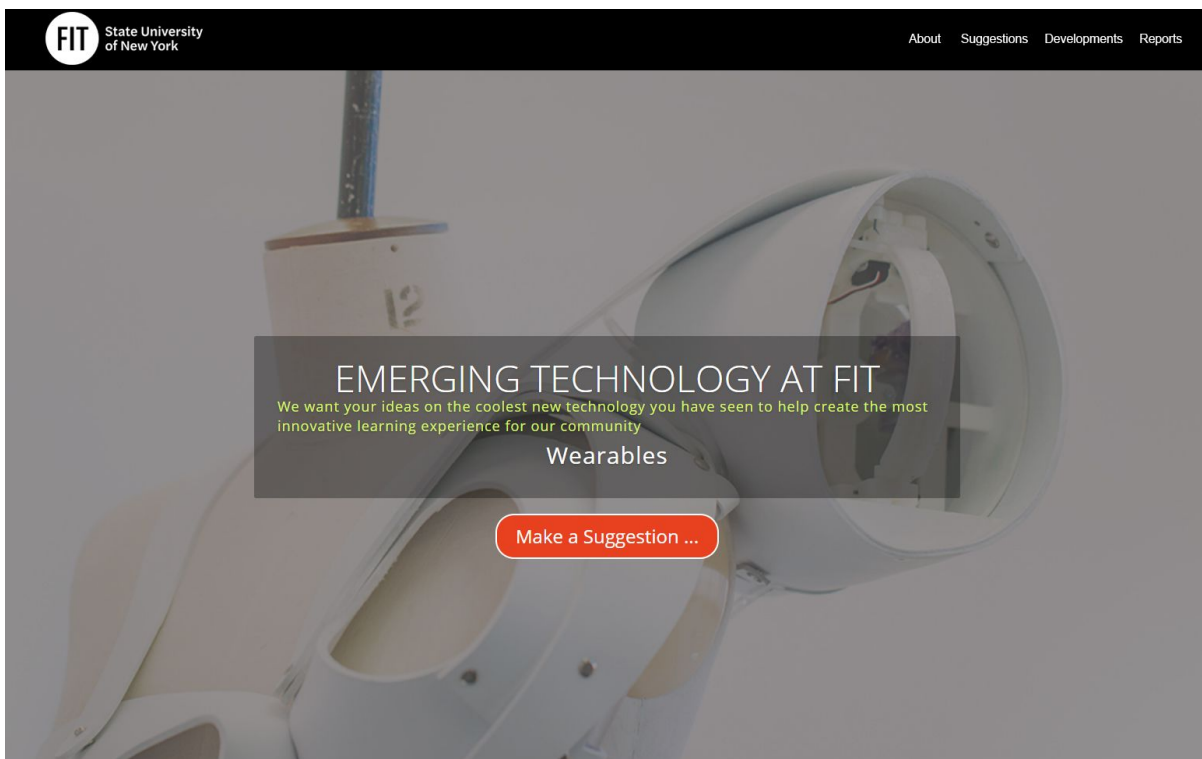
Questions regarding the guidelines and requirements can be directed to Lucia DeRespinis at lucia_derespinis@fitnyc.edu or (212) 217-3625.

Wordmark w/Color Band

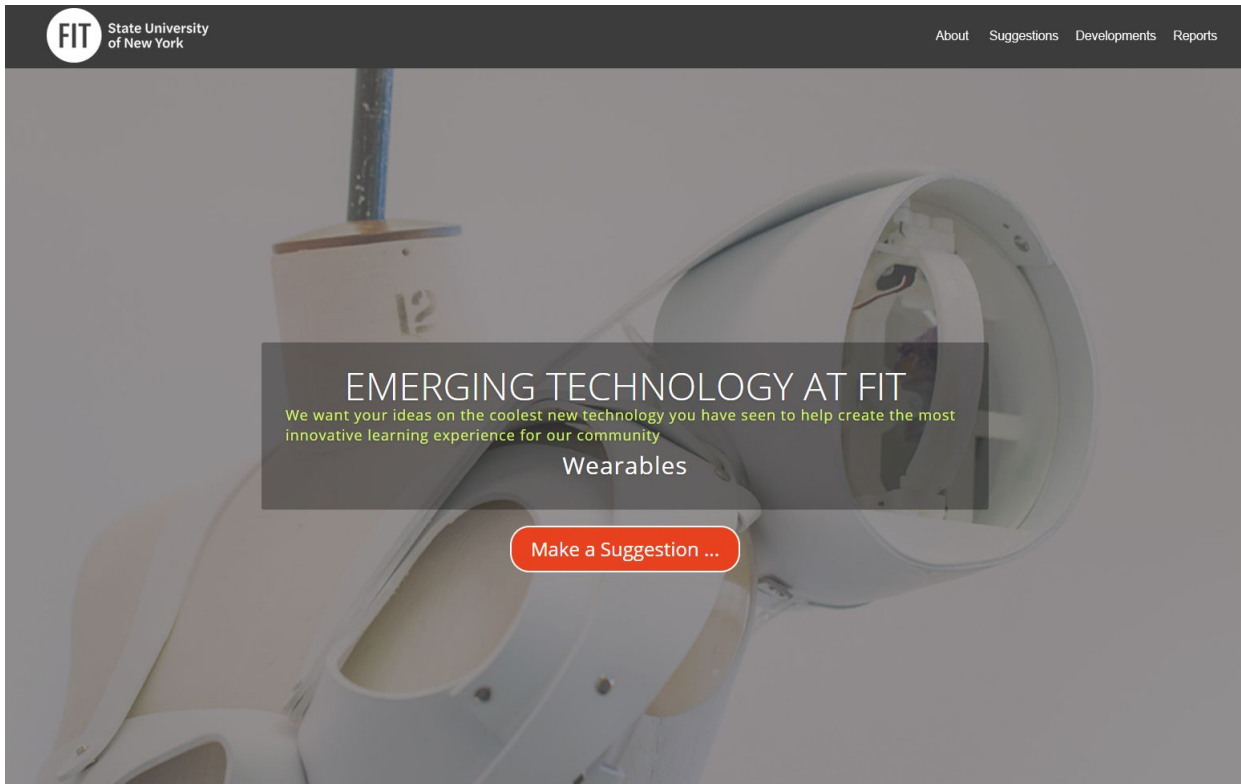
Sites should have a solid-color band across the top of each page that includes the FIT/SUNY wordmark. Official FIT wordmarks can be found on the [CER website](#). The wordmark should redirect to www.fitnyc.edu when clicked.

The site project investigator may choose from black, gray (#3c3c3c), or white. Examples:

Black Band



Gray Band



The Gray Band website features a dark gray header with the FIT State University of New York logo on the left and navigation links for 'About', 'Suggestions', 'Developments', and 'Reports' on the right. The main content area has a background image of a white prosthetic hand. A semi-transparent dark gray box is centered over the image, containing the text 'EMERGING TECHNOLOGY AT FIT' in white, followed by a green sub-header 'Wearables' and a red button labeled 'Make a Suggestion ...'.

FIT State University of New York

About Suggestions Developments Reports

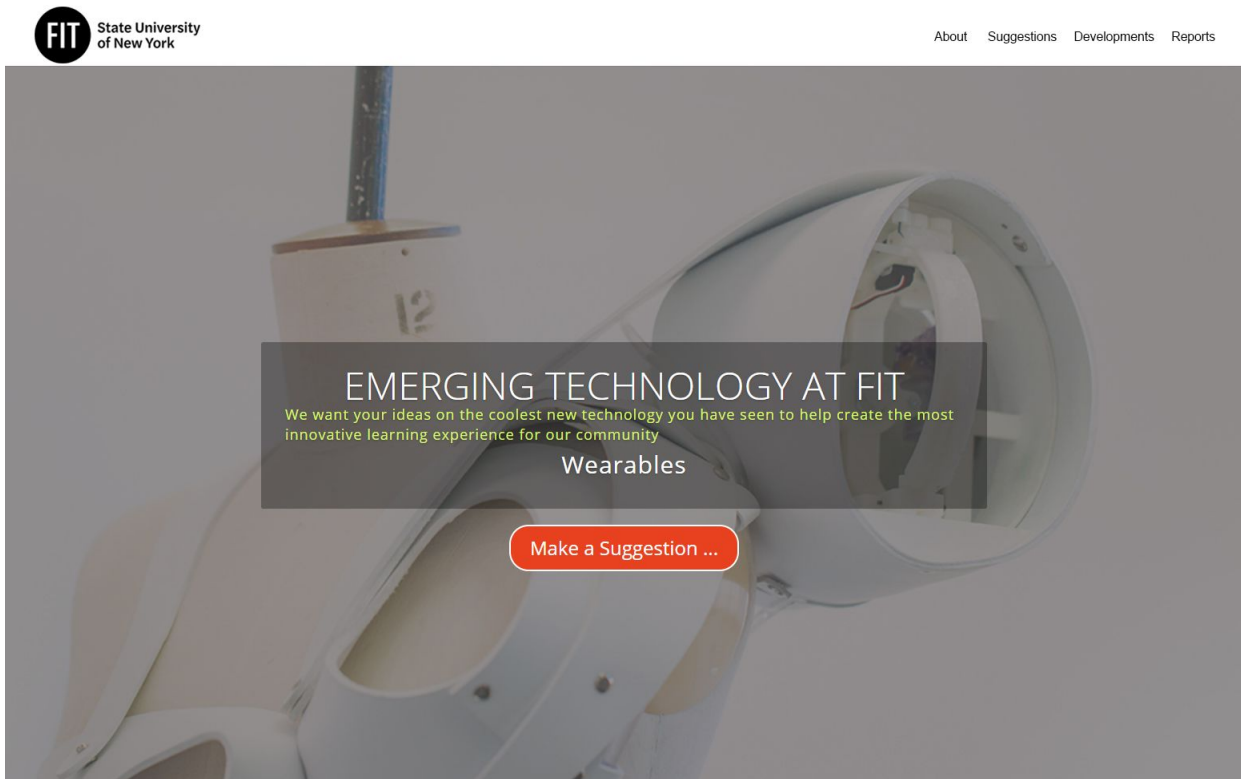
EMERGING TECHNOLOGY AT FIT

We want your ideas on the coolest new technology you have seen to help create the most innovative learning experience for our community

Wearables

Make a Suggestion ...

White Band



The White Band website features a white header with the FIT State University of New York logo on the left and navigation links for 'About', 'Suggestions', 'Developments', and 'Reports' on the right. The main content area has a background image of a white prosthetic hand. A semi-transparent white box is centered over the image, containing the text 'EMERGING TECHNOLOGY AT FIT' in black, followed by a green sub-header 'Wearables' and a red button labeled 'Make a Suggestion ...'.

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Wearables

Make a Suggestion ...

Disclaimer

The site footer should include a disclaimer similar to the following:

The views, opinions, and conclusions expressed in this page are those of the author or organization and not necessarily those of the Fashion Institute of Technology or its officers and trustees. The author or organization is solely responsible for its content.

Contact Information

The site should include the name, title, and contact information of the project investigator in either a designated “About” or “Contact” tab in the main navigation or in the footer of the website.

Donor Credit

All grant- and/or donor-funded sites must include donor credit listings in an appropriate location.

Please coordinate with the FIT Office of Grants and Sponsored Programs to determine wording and placement of these credits. Donor credits must be reviewed and approved in advance of posting by the Office of Grants and Sponsored Programs. Note that many grant-making organizations also require their own advance review of publicly-posted logos and donor listings.

Questions regarding website donor listings can be directed to Lucia DeRespinis at lucia_deprespinis@fitnyc.edu or (212) 217-3625.

URL

The domain registration will be the responsibility of the grantee. The Office of Communications and External Relations will create an alias URL for the site.

An example of an alias is a custom URL such as *www.fitnyc.edu/bamboocanvas*, which will link to *www.bamboocanvas.com*, or similar.

For details or request on creating an alias URL, please contact web_team@fitnyc.edu. Please say in the Subject Line of your email: Alias Request: /nameofprogram