NATIONAL DOCTORAL RESEARCH INSTITUTION

EVERYTHING IS DIFFERENT

• Expectations
• Environment
• Competition
• Perceptions
• Stakes
• Opportunities
IT’S ABOUT THE INSTITUTION, NOT YOU

THERE’S NO “I” IN ROWAN

• Personal preferences
• Legacy and stewardship
• The “meaning of Rowan”
Collaborating to represent Rowan

Media & Public Relations
- Journalism and public relations professionals
- Plan and implement communication strategy
- Counsel senior leadership
- Provide the institution’s official voice and messages to media in print, in person and online

University Events
- Planning professionals
- Comprehensive event management services, especially for large, public institutional events such as Commencement and University-wide ceremonies and lectures

University Publications
- Editorial, design and visual media professionals
- Creative services for print, photo, video, online and other promotional projects
- Collaborate with freelancers and production vendors

Web Services
- Online design, strategy, development and analytics professionals
- Build and maintain the interfaces and dynamic web systems
- Manage the University’s digital identity via all web-based interfaces and social media outlets

Print Center
- Production specialists
- Print services including basic duplicating, color and large-format printing and special materials for signs, banners, badges, presentations, outdoor use and more

Social Media
- Social media professionals
- Collaborate with key communicators to support recruiting and retention and engage constituents
- Customer service, content creation, marketing campaigns, training, policy and more
University Logo

ELEMENTS & SYMBOLISM

Torch
• Education, enlightenment
• Based on our Torch of Knowledge

Flame
• Robust, ever-changing
• Passion for learning

Oak leaf
• Stability and growth
• References original campus

Circle
• Global, well-rounded
• Continuity
• Enriching cycle
CHECK YOUR LOGO FILES

2016 UPDATE

ORIGINAL 2005-2015
Size & spacing

MINIMUM SIZE
Minimum size at which the logo will reproduce properly in print.

- **Horizontal Logo:**
  0.25” tall or 1.75” wide

- **Stacked Logo:**
  0.5” tall or 1.0” wide

For exceptionally small image areas, typeset Rowan University in a font that can’t be confused for the logo.

CLEAR SPACE
Protected area around the logo that maximizes its impact. Keep free of all other graphics and text, including other logos.

- **Horizontal Logo:**
  The height of the lowercase “o”

- **Stacked Logo:**
  Half the diameter of the torch circle
Colors

1. **Full color**
   Preferred use; every effort should be made to use the full color logo.

2. **Brown**
   Use on a white or light background when ink colors are limited.

3. **Black**
   Only for black and white printing.

4. **Reverse (to white only)**
   For use on dark backgrounds.

5. **Gold**
   Dark brown backgrounds only. Use on other colors often mimics color combinations of other universities (blue and gold, green and gold, etc.).
Don’t...

- Stretch
- Rearrange elements
- Create new color combinations
- Resize elements
- Omit elements
- Add anything
Unit Signatures

Each unit—college, school, department, division, center, office, institute and program—has a Rowan signature that identifies the unit within the Rowan brand.

• Primarily for external marketing
• Shows the publication’s source or sponsor within the Rowan community
• Should be small and strategically placed, not the primary art element
• Conveys the authority of the Rowan brand
• Focus on your message and “sign off” with your signature
University Seal

The seal indicates institutional sanction for official, legal and ceremonial purposes. Only use on:

• official, formal University documents such as diplomas, certificates and legal documents

• publications of the Board of Trustees, Office of the President and executive officers of the University

• major media and fund-raising initiatives

• limited licensed merchandise with advance approval by University Publications

The seal should not be used in daily communications. Instead please use the University logo or a unit signature.
Academic crests

Each college and school has an academic crest for formal and ceremonial uses.

- Crests feature elements unique to the college or school, inspired by the history of the academic disciplines
- May be used for official communications of the academic deans, such as formal invitations or commemorative items
Using the marks

Initial view
The logo or unit signature must appear on an initial view off all communications.

- Single page: don’t compete with message
- Double sided: front or back
- Multiple page: front or back; Rowan University name should appear on front if logo does not

Cobranding
When multiple units need to be identified, use the University logo and incorporate sponsoring units into the design. Do not use the logo more than once.

PROPER LOGO USE
☑ Color, size, clear space
☑ Initial view
☑ Used to “sign off” piece

COBRANDING
☑ Sponsors listed
☑ University logo used instead of unit signatures
Using the unit signatures (or not)

The unit signatures are flexible. They can be used as intact artwork, separated from the logo or not at all.
Using the torch as graphic element

One-color versions of the encircled torch are permitted as background art.

- Don’t use the full color torch.
- Don’t crop the top of the circle or halve it vertically.
- Do crop the torch off the edge of the page.
- Do use tints of gold and white over unbroken, single color areas of the design.
- Don’t rotate the torch; the flame should always be pointed up.
Don’t...

Use unit signature as the primary message

Use the torch graphic more than once

Replace Os with the torch

Use multiple logos or signatures

Create your own signature
Primary colors

Drawn from the brown-eyed Susans that grew near campus in the University’s early years.

• Brown: tradition and stability
• Gold: vibrance and intensity

Using the primary colors
Rowan is one of just a few universities whose colors are brown and gold, an advantage that helps us stand apart. Using brown and gold is often as effective as using the logo.

Don’t forget white space
Full fields of brown and gold can be overwhelming; include white space to give viewers a break.

Rowan Gold
PANTONE 7406
CMYK: 0-20-100-2
RGB: 249-196-0
HEX: FFCC00

Rowan Brown
PANTONE 4695
CMYK: 18-86-100-68
RGB: 90-20-0
HEX: 57150B

White
CMYK: 0-0-0-0
RGB: 255-255-255
HEX: FFFFFF

RECOMMENDED TINTS

PANTONE 7406 70%
CMYK: 0-12-70-0
RGB: 255-220-105
HEX: FFDC69

PANTONE 7406 30%
CMYK: 0-5-30-0
RGB: 255-238-189
HEX: FFEEBD

PANTONE 7517
CMYK: 22-73-93-28
RGB: 136-67-30
HEX: 88431E

PANTONE 4645
CMYK: 28-50-70-8
RGB: 173-124-89
HEX: AD7C59

PANTONE 4675
CMYK: 7-20-30-6
RGB: 220-191-166
HEX: DCF6A6
Additional colors

Inspired by campus environs, the extended palettes provide a coordinated range of hues to use in design.

Usage

• Use with brown and gold, not as replacements

• Limit use: one to three secondary colors and one accent color. Too many colors may make it unclear that the message is from Rowan.

• Avoid creating combinations that mimic other universities’.

Red and black

Red is reserved for CMSRU. It should not be used in any other context. Black may be used for text, athletics and one-color printing. Otherwise, Rowan Brown or Cold Stone are preferred.
Typography

**PRIMARY SANS SERIF**
- OpenType font, compatible on all computers
- Six weights: Extra Light to Black, upright and italic styles
- Broad language support

**Obtaining**
- Installed on all Rowan computers, starting December 2017
- Available free through Google fonts, Adobe Typekit, Github or email publications@rowan.edu

**Alternatives**
- Gotham
- Arial

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**Source Sans Pro**

**CAPITALS (24 PT.)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**LOWERCASE (24 PT.)**

abcdefghijklmnopqrstuvwxyz

**NUMERALS (24 PT.)**

0123456789 0123456789

**PUNCTUATION/LIGATURES/GLYPHS (16 PT., SAMPLING)**

!#$%&*~{(“-+=,:;†‡flff₹₤£€¥₩∑∞≤≈÷∆√∂≠∫◉©®¶№⅓⅚•

**Additional Styles**

<table>
<thead>
<tr>
<th>Extralight</th>
<th>Light</th>
<th>Regular</th>
<th>Semibold</th>
<th>Bold</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>AaBb</td>
<td>AaBb</td>
<td>AaBb</td>
<td>AaBb</td>
<td>AaBb</td>
<td>AaBb</td>
</tr>
</tbody>
</table>
Typography

**PRIMARY SERIF**
- OpenType font, compatible on all computers
- Six weights: Extra Light to Black italics in development
- Designed to compliment Source Sans Pro

**Obtaining**
- Installed on all Rowan computers, starting December 2017
- Available free through Google fonts, Adobe Typekit, Github or email publications@rowan.edu

**Alternatives**
- Minion Pro
- Georgia
- Times New Roman

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**Source Serif Pro**

**CAPITALS (24 PT.)**

\[
\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ}
\]

**LOWERCASE (24 PT.)**

\[
\text{abcdefghijklmnopqrstuvwxyz}
\]

**NUMERALS (24 PT.)**

\[
\text{0123456789}
\]

**TABULAR**

\[
0123456789
\]

**PROPORTIONAL**

\[
0123456789
\]

**PUNCTUATION/LIGATURES/GLYPHS (16 PT., SAMPLING)**

\[
!\#\$%&'()*+,-./:;<=>?@[\]^_`{|}~
\]

<table>
<thead>
<tr>
<th>Extralight</th>
<th>Light</th>
<th>Regular</th>
<th>Semibold</th>
<th>Bold</th>
<th>ExtraBold</th>
<th>Black</th>
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<td>AaBb</td>
<td>AaBb</td>
<td>AaBb</td>
</tr>
</tbody>
</table>

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Type alternates

Gotham, Minion, Georgia and Arial are acceptable alternatives.

**Limited exceptions**

- When type is used as art for a special event graphic or campaign, it may be appropriate to use typefaces beyond the standard. Use sparingly and only when necessary.

- Internal business communications can benefit from the font standards, but are not required to adhere to them.

**Minion Pro**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The University does not have an institutional license for Minion Pro. For those with a University-provided Creative Cloud license, Minion is available through Typekit. Individual Minion fonts may also be purchased at FontSpring or MyFonts.

**Georgia**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia typically is installed on University computers.

**Gotham**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

University Publications has a limited site license for Gotham Book, Book Italic and Bold. Please email publications@rowan.edu to request the fonts. Other weights and variants (narrow, condensed, etc.) may be purchased from typography.com.

**Arial**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial typically is installed on University computers.
Type tips

**FORMATTING TYPE**

**Size**
In most cases, 9-, 10- or 11-point type should be suitable for body copy. However, point size is not consistent across fonts:

These sentences are both set in 9-point type.
These sentences are both set in 9-point type.

**Alignment**
Flush left (or ragged right) is generally easier to read and design with; it is part of the preferred Rowan type standard.

Justified text compresses or stretches words, letters and spaces to force them to fill the entire column width. This often creates “rivers” of awkward white space between the words, making the text harder to read. Use infrequently, if at all.

Centered text makes large blocks of text more difficult to read because the starting place of each line changes. Do not use centered text for body copy.

**Styles**
Body copy works best in the regular weight of a serif typeface. Use heavier weights, italic or sans serif styles to emphasize titles, headlines, subheads or call-outs.

This is an example of using a different typeface for a call-out.

**Combining typefaces**
Use only one serif and one sans serif typeface in a document. One typeface includes all of its styles and weights.

**Reverse type**
When using reverse type—white or light-colored type on a dark background—be sure to use a semibold (or heavier) weight to allow for contrast and readability.

**Double spacing**
Double spacing is not necessary after a period. Use a single space.

**Leading (line spacing)**
Leading (the space between each line of text) should be set three points above the type size (for example: 9/12, 10/13 or 11/14).

- When leading is too tight, it is more likely readers will lose their place.
- When leading is too loose, it is more likely readers will lose their place.
- When leading is correct, the reader will not notice—that’s the goal.

**Tracking (letter spacing)**
The default tracking (the space between letters) in most word processors and page layout programs should be sufficient.

- Tracking too tightly can cause letters to run together.
- Tracking too loosely can look odd, especially in body.
- Tracking correctly makes your copy easy to read.

<table>
<thead>
<tr>
<th>Tracking</th>
<th>9pt type</th>
<th>8pt leading</th>
</tr>
</thead>
<tbody>
<tr>
<td>-75</td>
<td>9pt type</td>
<td>8pt leading</td>
</tr>
<tr>
<td>+100</td>
<td>9pt type</td>
<td>12pt leading</td>
</tr>
<tr>
<td>0</td>
<td>9pt type</td>
<td>12pt leading</td>
</tr>
</tbody>
</table>
Photography

Our photos tell our stories. They portray our identity, values and mission.

**Portrait, instruction, equipment, technology**

- The subject—the point of the image—should be apparent
- Carefully place people and items in the space and in the frame
- Use light to enhance a key message or feeling
- Ample space around the main subject can provide relief and space for typography or other graphic elements
Photo Style

Details
• Thoughtful, artistic details provide context and variety

Campus landscape and aerial
• Views should be grand and capture campus distinctions, beauty and culture

Photojournalistic
• Document an event or support a story with photojournalistic style—authentic, immediate and compelling
Videography

Well-produced videos can capture emotion and action, tell a story and illustrate a concept. It’s critical to develop clear, concise messages and relevant visuals and deliver them with high-quality production values that represent Rowan as a respected, national doctoral research institution.

RESOURCES

• Start/end bumpers
• Lower thirds
• Recommended vendors
Social Media

POLICY

• Primary social media marks
• Secondary social media mark
• Encircled torch reserved for the official @RowanUniversity accounts.

rowan.edu/socialmedia
Social Media

POLICY

Naming conventions
- Acronyms to be assigned to each college for social media username
- To remain consistent across each platform based on availability
- Eliminating use of ‘RU’ in social media usernames

@RowanRCB

rowan.edu/socialmedia
E-mail signatures

E-mail directly represents the University and must reflect the Rowan brand, not one’s personal aesthetic or point of view.

Your digital business card

• Simple, professional, consistent and well-organized
• Basic contact information in a standard format

Best practices

• Use hyperlinks for University websites and social media accounts
• No logos, images or icons
• No personal quotes or taglines
• Approved taglines and promotional messages may be added if they meet all guidelines and have an explicit expiration date
• Confidentiality clause applies to employees whose position requires discretion; privilege clause applies to attorneys

RECOMMENDED

Firstname Lastname
Title, Department
College School or Division

Rowan University
123 Street Name, City, NJ 00000
T: 856-256-5555
rowan.edu/collegename

MINIMUM

Firstname Lastname
Title
Rowan University
T: 856-256-5555

OPTIONAL

Firstname Lastname
Title, Department
College School or Division
Rowan University

Building Name, Room 1234
123 Street Name, City, NJ 00000
T: 856-256-5555 | M: 856-256-5556 | F: 856-256-5557
lastname@rowan.edu | rowan.edu/college

Facebook | Twitter | Instagram
Printed stationery

Letterhead, envelopes and business cards for all campuses may be ordered using the instructions at: rowan.edu/stationery

Templates
Microsoft Word templates with prebuilt margins and type specifications are available by contacting publications@rowan.edu

No “homemade” letterhead or business cards may be produced or distributed on campus or off campus.
Electronic stationery

If it’s essential to send electronic letterhead to verify the authenticity of your Rowan correspondence, it is critical to use official design. A “homemade” e-letterhead may seem easy to create, but it violates the intent of authentic Rowan e-letterhead.

Templates available
• Letterhead
• Letters of recommendation
• Memos
Apparel

Whether apparel is part of a regular uniform or something worn for special events, how we identify ourselves as part of the Rowan community communicates a great deal about our roles and relationships.

• Products must comply with Rowan standard and trademarks must be use properly.

• Rowan trademarks may only appear in brown, gold or white and only on fabric that is white, tan, khaki, cream, beige, grey, brown or gold.

• Other colors ok without logo
Merchandise

Each give-away represents the institution even more than your unit. Choose and design promotional items wisely—from tchotchkes to executive gifts.

• Vendors: Buyer, beware

• Useful, good quality, relevant products

• Use the logo when it makes sense; remember the institutional signature is somewhat formal.

• Be creative
MISSION STATEMENT

Rowan University will become a new model for higher education by being inclusive, agile and responsive, offering diverse scholarly and creative educational experiences, pathways, environments and services to meet the needs of all students; maintaining agility by strategically delivering organizational capacity across the institution; and responding to emerging demands and opportunities regionally and nationally.

BOILERPLATE

Rowan University is a Carnegie-classified national doctoral research institution dedicated to excellence in undergraduate education. It offers bachelor’s through doctoral programs to 18,500 students through its campuses in Glassboro, Camden and Stratford, New Jersey. Home to Cooper Medical School of Rowan University and the School of Osteopathic Medicine, it is one of only three universities in the nation to grant both M.D. and D.O. medical degrees. In addition, Rowan comprises the William G. Rohrer College of Business; the Henry M. Rowan College of Engineering; the colleges of Communication & Creative Arts; Education; Humanities & Social Sciences; Performing Arts; and Science & Mathematics; the School of Health Professions; the School of Earth & Environment and the Graduate School of Biomedical Sciences. Rowan is collaborating with regional leaders to create research and academic programs in health sciences. It has earned national recognition for innovation, commitment to high-quality, affordable education and developing public-private partnerships.
THANK YOU

publications@rowan.edu

rowan.edu/publications