TCNJ | THE COLLEGE OF NEW JERSEY

Graphic Identity Standards Guide

2025 Edition

brand.tcnj.edu

GRAPHIC IDENTITY POLICY

This manual provides specific standards to the college community for the implementation of the TCNJ graphic identity in a wide range of official communications. Since the power of a strong visual identity can be realized only through consistent application over time, it is the college's policy that **the official logotype, signatures, and marks as described in these pages are the only marks sanctioned for use.** No other marks or symbols may be used or created to represent the college as a whole or any part thereof.

These guidelines have been developed by the Division of College Advancement; Office of Communications, Marketing, and Brand Management under authority of the Board of Trustees.

BRAND TOOLKIT

A clear and concise identity helps build and maintain reputation. Regularly used graphic symbols convey and reinforce the strengths of an institution and create a consistent identifier for our audiences. To take advantage of this potential, the Office of Communications, Marketing, and Brand Management has developed a visual identity system that effectively links our schools, programs, centers, and other units.

Every member of the college community plays an important role in bringing this identity to life. The guidelines and standards in this publication illustrate how to appropriately use identification marks, typefaces, color palettes, and other elements of the college's visual identity. Contact details have been provided throughout to help with seeking approvals and other inquiries.

The Office of Communications, Marketing, and Brand Management has developed this graphic identity toolkit to make it easy for members of the college community to use and understand the elements outlined in this guide.

The graphic identity toolkit provides detailed guidelines and standards for using TCNJ's logos and other identity elements in all institutional communications, including but not limited to:

- Print and digital publications and ads

- Videos and digital displays

- Websites

- Social media

- Apparel and merchandise

- Stationery

TCNJ logos are federally protected trademarks. Permission to use these marks is granted solely to college units, faculty, staff, student groups, and approved vendors.

TCNJ | THE COLLEGE OF NEW JERSEY

Graphic Identity Standards Guide

2025 Edition

brand.tcnj.edu
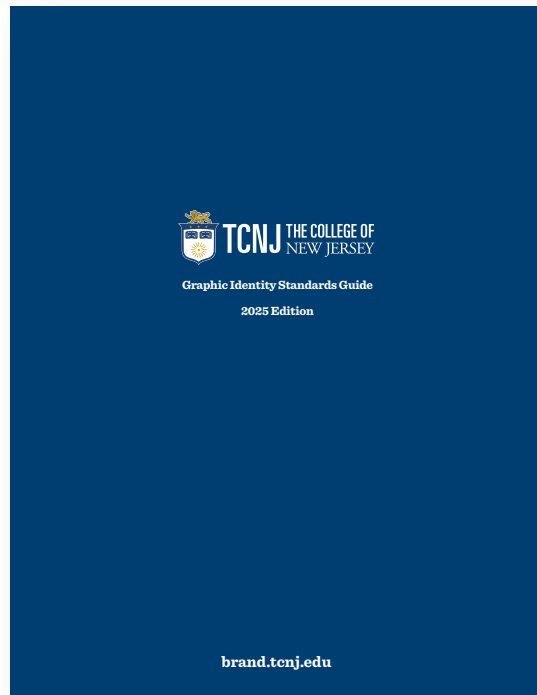
Download this guide.

Download an institutional logo, Spirit Mark, PowerPoint template, or other brand assets.

CONTENTS

BASIC ELEMENTS

PRIMARY FONTS

The Adobe Garamond Pro and Univers font families are the primary typefaces for TCNJ print and digital publications. Use them for all body copy. Vary weights for headlines, quotes, and subject headlines. Any weight or variation of these font families is acceptable.

Adobe Garamond Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
Adobe Garamond Pro Italic
Adobe Garamond Pro Bold
Adobe Garamond Pro Bold Italic

Univers LT Std 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

SUBSTITUTE FONTS

While Adobe Garamond Pro and Univers are the primary and preferred typefaces for TCNJ publications, Palatino and Arial are acceptable substitutes.

Web fonts are addressed in their respective section later in this guide.

ACCENT FONTS

The Interstate Condensed, Chunk Five Regular, and Sentinel Semibold font families and the available weights and variations within each font are the accent typefaces for TCNJ publications.

ChunkFive Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ChunkFive Regular is a font in only one weight and can be used for headlines, subheads, and pull quotes/callouts. ChunkFive is available to download along with the primary fonts.

TO DOWNLOAD THESE FONTS

PC Users

1. From the "Start" button, go to "Computer"
2. Go to "Zenworks Adaptive Agent"
3. Select "All"
4. Locate and select "Font Installers"

Mac Users

1. Go to the Self-Service icon in the dock
2. Go to "Productivity"
3. Select "Install TCNJ Official Fonts"

Interstate Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
Interstate Condensed Bold Italic
Interstate Condensed Black
Interstate Condensed Black Italic

Sentinel Book and *Book Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
Sentinel Book Italic
Sentinel Medium
Sentinel Medium Italic
Sentinel Semibold
Sentinel Bold

These accent fonts are reserved for official publications produced by the Office of Communications, Marketing, and Brand Management. They are not available for campuswide download.

OFFICIAL COLORS

These official colors establish TCNJ's brand identity in **all** print and digital communications.

TCNJ Blue

C: 100	R: 41	hex: 293F6F	Pantone Coated: PMS 534 C
M: 75	G: 63		Pantone Uncoated: PMS 2757 U
Y: 15	B: 111		
K: 30			

TCNJ Gold

C: 0	R: 166	hex: a67a00	Pantone Coated: PMS 132 C
M: 20	G: 122		Pantone Uncoated: PMS 117 U
Y: 100	B: 0		
K: 20			

TCNJ Yellow

C: 2	R: 253	hex: FDD700	Pantone Coated: PMS 129 C
M: 12	G: 215		Pantone Uncoated: PMS 114 U
Y: 100	B: 0		
K: 0			

Generally, more formal communications should use TCNJ Blue and TCNJ Gold. TCNJ Yellow can be used in less formal publications or as an accent color. TCNJ Yellow should never be used in institutional logos, including the logotype and the college seal.

Note: Print and digital fonts and colors are not meant to be used for web applications. See page .

Institutional Logos

THE COLLEGE LOGOTYPE

The combination of the shield with our wordmark — a distinct, text-only typographic treatment of the college's name — creates the college logotype. It is the primary element of the college's visual identity system and is most commonly referred to as our "logo."

The following logo arrangements are the **only** acceptable versions of the shield combined with the college's initials and its full name. The logo must appear on all official communications and may not be modified in any way. The college logo uses the official TCNJ Blue and TCNJ Gold as well as the primary fonts.

The logo has been designed in multiple orientations. The size and color specifications of a project will typically determine which option works best. All are available in full color, blue, white, and black.

HORIZONTAL LOGO

FULL COLOR

BLUE

BLACK

FULL COLOR ON A DARK BACKGROUND

WHITE ON A DARK BACKGROUND

The inside of the shield should never be dark, as shown in this example. It should be white or can show through to a light or neutral-colored fabric or material. If the inside of your shield is dark, you are using an incorrect logo.

[Download a logo for electronic or conventional use.](#)

Institutional Logos

ALTERNATE ORIENTATIONS

Alternate orientations of the logo are available in Illustrator (EPS), Photoshop (JPG), or Acrobat (PDF) file formats and may be used in place of the horizontal logo. Each version is available in the multple color variations listed on page .
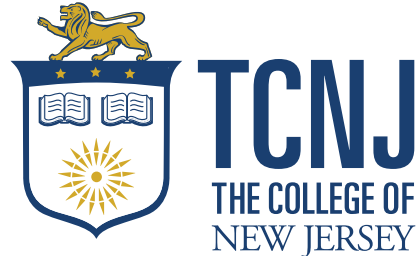
**HORIZONTAL
ALTERNATE**

VERTICAL

COMPACT

Download a logo for electronic or conventional use.

Institutional Logos

THE COLLEGE WORDMARK

An important aspect of our visual identity is the consistent presentation of the college's initials paired with its full name, together known as the wordmark. The wordmark may be used on its own as an acceptable substitute for the logo on official publications where size or space is a consideration. Each version is available in black, blue, and white.

HORIZONTAL WORDMARK

SQUARE WORDMARK

[Download a wordmark for electronic or conventional use.](#)

THE COLLEGE MONOGRAM

The combination of the shield with our initials creates the college monogram. The monogram does not include the full college name, and is therefore intended to be used for familiar audiences. Since TCNJ is widely recognized in-state but less so outside of New Jersey, when speaking to an audience outside our geographic region, it is important to use one of our primary marks instead.

The monogram is acceptable for use in promotional material, apparel, and in places that are too small for the full-name logos to appear.

HORIZONTAL MONOGRAM

VERTICAL MONOGRAM

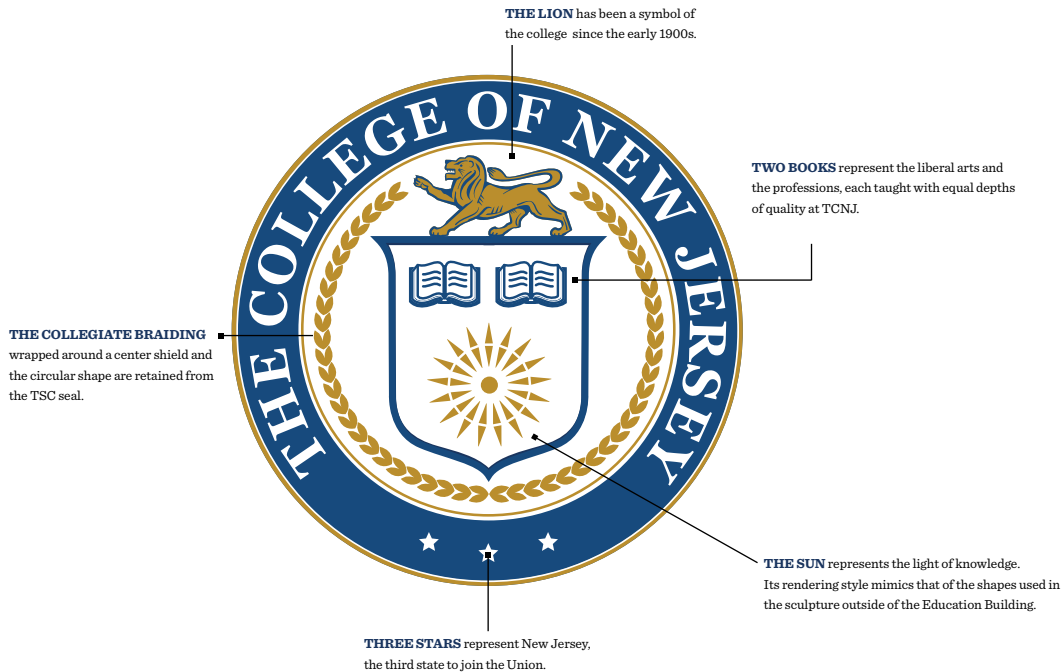[Download a monogram for electronic or conventional use.](#)

Institutional Logos

THE COLLEGE SEAL

The design of the TCNJ seal, which includes updated renderings of symbols from the Trenton State College seal, honors TCNJ's rich history.

Use of the official college seal is limited to the Office of the President, The College of New Jersey Board of Trustees, and members of the President's Cabinet. It also appears on diplomas, contracts, and other official college documents. The seal can be used only with prior approval from the Office of Communications, Marketing, and Brand Management.

The seal is a standalone mark that cannot be combined with other visual elements, such as the college logo. The college seal uses the official colors and fonts.

THE LION has been a symbol of the college since the early 1900s.

TWO BOOKS represent the liberal arts and the professions, each taught with equal depths of quality at TCNJ.

THE COLLEGIATE BRAIDING wrapped around a center shield and the circular shape are retained from the TSC seal.

THE SUN represents the light of knowledge. Its rendering style mimics that of the shapes used in the sculpture outside of the Education Building.

THREE STARS represent New Jersey, the third state to join the Union.

TCNJ BLUE AND GOLD

BLACK

TCNJ BLUE

ALTERNATE SEAL

The alternate seal is reserved for use by members of the President's Cabinet and the deans.

Institutional Logos
MARGIN GUIDELINES

All institutional logos require a "buffer" of surrounding space. This space serves to keep other graphic elements from competing visually with the logo or appearing as if they are part of the logo.

The dimensions of this space change with the scale of the logo and are illustrated by the X margin guide below.

HORIZONTAL
X margin equals the total height of the words "NEW JERSEY"

HORIZONTAL ALTERNATE
X margin equals the total height from the top of the line "THE COLLEGE OF NEW JERSEY" to the lowest point of the shield

COMPACT LOGO AND WORDMARK
X margin equals the height of the full college name

VERTICAL VERSION MARGIN GUIDELINES
X margin equals the height of the full college name

Institutional Logos
SCALE GUIDELINES

To maintain readability and image clarity, follow these size guidelines for the horizontal logo.

For **print and digital publications**, the logo should not be reduced to a height less than half an inch. To apply an institutional logo at any size smaller than half an inch, use the wordmark instead of the logo.

HORIZONTAL LOGO

1 inch

3/4 inch

1/2 inch

ALTERNATE LOGO ORIENTATIONS

5/8 inch

1/2 inch

LOGOS FOR THE WEB

Generally, **web applications** use the horizontal logo. When using a logo on the web, the wordmark portion should be no smaller than 100 pixels high.

162 px

100 px

Institutional Logos
HOW *NOT* TO USE THE COLLEGE LOGO

The TCNJ logo should not be altered in any way, including extending, condensing, rearranging, adding borders or special effects, or changing colors. The examples on this page illustrate incorrect uses of the seal and logotype.

Do not stretch any college logo.

Do not condense any college logo.

Do not change or replace the color(s). The college's logo can be reproduced only in black, white, PMS 534 (blue), and PMS 534 and PMS 132 (gold).

Do not realign or rearrange the college logo.

Do not typeset the logo or change the font in any way.
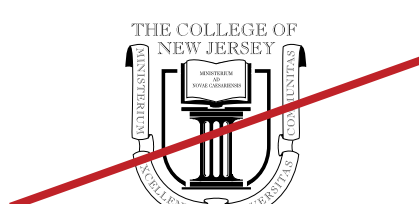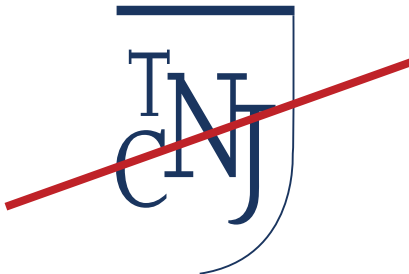
Do not use the shield without type.

Do not separate the logo from the acronym "TCNJ."

The white logo must have white inside the shield. Color inside the shield indicates an incorrect logo.

Do not use a paw print instead of the logo to represent the college.

Do not use retired versions of the college logo or shield.

Other Brand Marks

UNIT-SPECIFIC LOGOS

The college logo has been adapted to accommodate the name of individual units such as schools, offices, departments, divisions, programs, and centers. These unit-specific logos are the **only** permissible unit-specific identity marks. Independently designed logos of any kind are not permitted for official units of the college.

LOGO WITH SIGNATURE

A logo with signature combines an institutional logo with a signature or name of the office, department, program, etc. and can be used instead of or in place of an institutional logo (following the same usage guidelines). Use of the unit's title, such as "Office of" or "Department of," is encouraged.

Do not use a combination of multiple logos with signatures in a single publication. If multiple units need recognition, use an institutional logo and identify the units by name in type only.
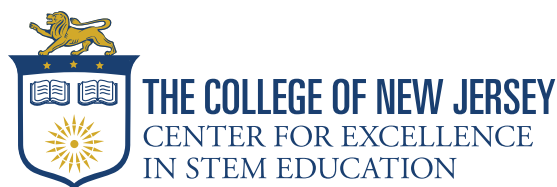
INFORMAL LOGO WITH SIGNATURE

Because this logo does not use the full college name, it is intended for internal communications. If used for communications targeting external audiences, it must be paired with an institutional logo. These shortened signatures do not need to include the unit's title, such as "Office of" or "Department of." When using an acronym (e.g., "MBA"), the abbreviated letters are set in gold.

The informal logo with signature might also be allowed in cases where reproduction issues won't allow for the fine typeface used in the logo with signature (such as embroidery or particularly small sizes).

ALTERNATE LOGO WITH SIGNATURE

The alternate logo with signature is reserved for centers and institutes whose contractual obligation requires the designation of "at The College of New Jersey."

Redesigns or variations of the logo with signature and/or independently designed logos are prohibited.

Request a unit-specific logo.

Other Brand Marks

EVENT LOGOS

Custom event logos can be developed for limited-duration events or activities. These logos do not have to adhere to official college colors or fonts and can have a unique design associated with the event. Event logos are permissible under the following guidelines:

- The event logo must include a word or phrase that conveys the event is of limited duration. This would include but is not limited to words like "series," "symposium," "festival," or "conference."

- The item or media on which the event logo is placed must include a specific date, month, or year to convey the duration.

- An institutional mark must also be present when the logo appears in a printed advertisement, publication, poster, postcard, or any other printed or electronic format.

EVENT LOGO APPLIED

EVENT LOGO APPLIED

Request an event logo.

Other Brand Marks

TCNJ SPIRIT MARK

The spirit mark offers the campus community an approved identifying graphic appropriate for more casual or informal uses.

The spirit mark, designed by Hayley Graves '15, is available in multiple orientations. It may be adapted by the Office of Communications, Marketing, and Brand Management on request; however, independently designed versions of the spirit mark are not permitted.

Spirit Head

Spirit Left

Spirit Right

Spirit Grad

Dowload the spirit mark for electronic or conventional use.

ATHLETICS

Brand guidelines for athletics logos, marks, colors, and fonts are maintained by the Department of Athletics.

IDENTITY APPLIED

PUBLICATIONS

The Office of Communications, Marketing, and Brand Management's Creative Services team provides high-quality design and print-buying for a wide range of campus clients. There are many benefits to utilizing Creative Services, including no-cost design and finished work that complies with all TCNJ brand standards. Please allow approximately six weeks from the submission of a complete and approved manuscript to the delivery of the finished, printed piece. This time frame can vary due to increased workloads, and projects are generally taken on in the order in which they are received. **Initiate a project online.**

College units have the ability to produce their own print or digital materials. All college publications, regardless of the designer, must conform to TCNJ graphic standards as outlined in this guide. This includes the use of official logos, fonts, and color palette. Beyond these elements, materials must reflect the high standards of the institution in design, production, and content quality. The Office of Communications, Marketing, and Brand Management has final say on interpreting these standards.

Non-compliant publications may be subject to removal from circulation/distribution.

If you are uncertain whether your publication conforms to the standards in this guide, submit it to the Office of Communications, Marketing, and Brand Management for review by sending a project request. Units are encouraged to build enough time into the production schedule to allow for review and revisions, if necessary.

If you need help interpreting these guidelines, contact Cindy Peacock at cindy.peacock@tcnj.edu.

Sample elements of publications that must conform to TCNJ graphic standards include, but are not limited to:

A. *College logo*
B. *Official fonts and professional typography*
C. *Official colors*
D. *High-quality photography*
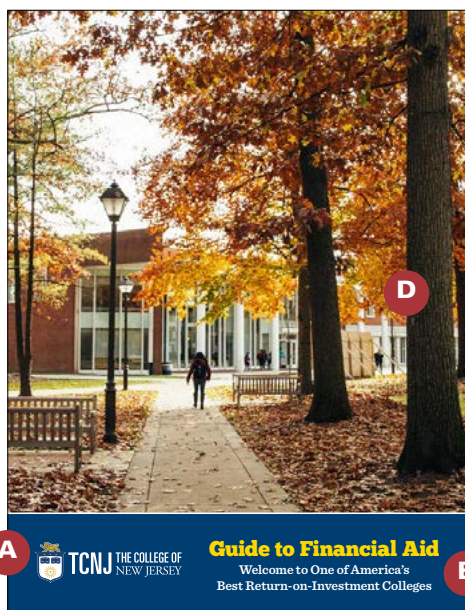
SOCIAL MEDIA – INSTITUTIONAL ACCOUNTS

In an effort to maintain a consistent social media presence, TCNJ's branded social media avatars should be used on all school, division, program, center, and office accounts. This does not apply to personal accounts held by individual members of the faculty and staff.

TCNJ institutional accounts are identified by a white wordmark on a blue background.

INSTAGRAM

TCNJ OFFICIAL AVATAR

FACEBOOK

SOCIAL MEDIA –
OFFICIAL SOCIAL MEDIA ACCOUNTS

College units with their own social media accounts can use a unit avatar, which is a blue wordmark on a white background, or choose a customized avatar. Customized avatars use the college initials with the unit name in blue lettering on a white background.
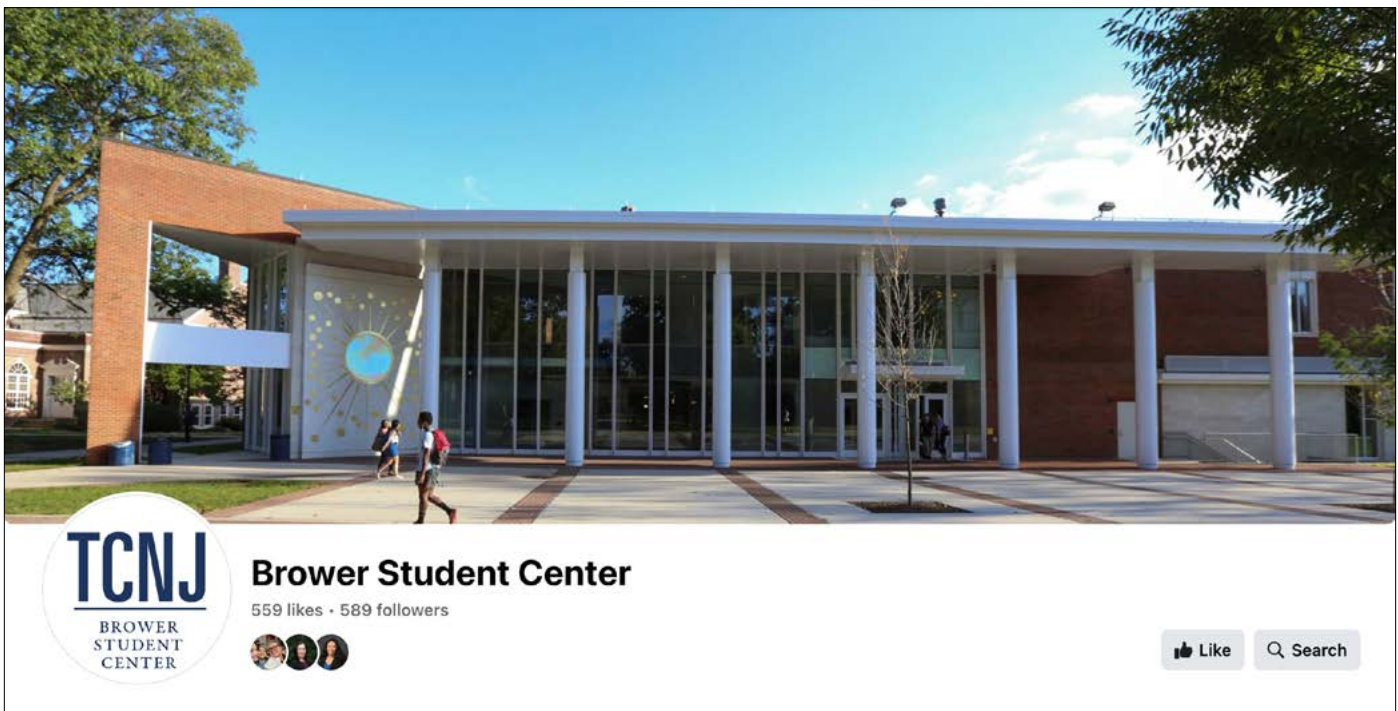
INSTAGRAM

UNIT CUSTOMIZED AVATAR

UNIT STANDARD AVATAR

FACEBOOK

[Download a standard avatar.](#)

[Submit a web project request for a custom avatar.](#)

APPAREL

OFFICIAL USE

Apparel that will be worn in an official capacity to represent the college must conform to TCNJ graphic standards as outlined in this guide. This includes the use of official logos, fonts, and the primary color palette. Recommended fabric colors are navy, gold, or a neutral color (such as white, light grey, off-white, or khaki).

INFORMAL USE

Apparel created for informal purposes need not follow TCNJ graphic standards. If the design includes the college's name in any form, however, the context in which it is used must be consistent with the college's mission and values. If an official mark or logo is used, all TCNJ graphic standards must be followed.

APPROVAL

The Office of Communications, Marketing, and Brand Management will make the determination if apparel designs meet the requirements for official or informal use. For Recognized Student Organizations (RSO), the Office of Student Life will make this determination.

**For questions about these guidelines or to seek approval prior to production,
email Cindy Peacock.**

**Recognized Student Organizations (RSO) should
request approval through the Office of Student Life.**

Artwork or sample of item should accompany request

MERCHANDISE

Merchandise displaying the college logo is permissible when produced to conform to TCNJ graphic standards as outlined in this guide.
Use must be consistent with the college's mission and values. Design approval is required for all TCNJ-branded merchandise items, including those used for events, promotion, fundraising, recruitment, and marketing.

Size/material may require exceptions to brand standards. CMBM will review these instances on a case-by-case basis.

**For questions about these guidelines or to seek approval prior to production,
email Cindy Peacock.**

**Recognized Student Organizations (RSO) should
request approval through the Office of Student Life.**
Artwork or sample of item should accompany request

STATIONERY

All stationery items are standard in design and feature the college logo. These items are printed via contract and may be requested through an **online ordering system**.

TCNJ
THE COLLEGE OF NEW JERSEY

School of Nursing and Health Sciences

Jane Doe
Title
2000 Pennington Road
Ewing, NJ 08628-0718
January 1, 2013

Dear John Smith,

Welcome to The College of New Jersey. The College of New Jersey (TCNJ) is a highly selective institution that has earned national recognition for its commitment to excellence.

In facilisis, velit in laoreet auctor, elit odio ullamcorper tellus, vitae rutrum velit ante ut massa. Vivamus ultricies enim nisi, in semper dolor mattis ac. Nulla posuere nulla sodales, pellentesque urna sed, commodo nibh. Sed est est, suscipit ac varius at, vehicula sit amet velit. Integer faucibus, ligula in fringilla commodo, dui est sollicitudin nibh, quis iaculis purus purus id purus. Sed ullamcorper sit amet nisl vel consectetur. Fusce in lacinia purus.

Nulla euismod nibh dolor, eget tincidunt dolor ultrices ac. Phasellus est erat, volutpat a libero quis, volutpat convallis turpis. Aenean feugiat commodo ante, vitae aliquam mauris eleifend eget. Phasellus at nibh a enim consectetur vestibulum sit amet ac velit. Proin fermentum pharetra dignissim. Duis ac nunc sagittis erat consequat interdum. Integer congue tortor eu sapien tempus, sagittis consectetur nunc euismod. Integer consequat tincidunt justo, at tristique sapien auctor a. Sed viverra magna diam, non pharetra lacus tempor id. Aliquam mattis sapien sed enim porttitor, et consequat odio fermentum.

Posuere nulla sodales, pellentesque urna sed, commodo nibh. Sed est est, suscipit ac varius at, vehicula sit amet velit. Integer faucibus, ligula in fringilla commodo, dui est sollicitudin nibh, quis iaculis purus purus id purus. Sed ullamcorper sit amet nisl vel consectetur. Fusce in lacinia purus. Aenean feugiat commodo ante, vitae aliquam mauris eleifend eget. Phasellus at nibh a enim consectetur vestibulum sit amet ac velit. Proin fermentum pharetra dignissim. Duis ac nunc sagittis erat consequat interdum.

Aenean feugiat commodo ante, vitae aliquam mauris eleifend eget. Phasellus at nibh a enim consectetur vestibulum sit amet ac velit. Proin fermentum pharetra dignissim. Duis ac nunc sagittis erat consequat interdum.

Sed ullamcorper sit amet nisl vel consectetur. Fusce in lacinia purus.

Sincerely,

School of Nursing and Health Sciences
PO Box 7718
Ewing, NJ 08628-0718

TCNJ
THE COLLEGE OF NEW JERSEY

Jane Doe
Title
Department

PO Box 7718, Ewing, NJ 08628-0718

609.771.0000   fax: 609.771.3067   jdoe3@tcnj.edu

Order stationery online.

Download electronic letterhead templates.

DIGITAL DISPLAY

TCNJ uses digital signage for both campuswide and location-specific communications. The design template includes one large, customizable section of the screen; the orientation and dimensions vary by location. A local administrator is responsible for managing the "playlist," or content rotation, for each sign.

DIGITAL SIGNAGE DESIGN GUIDELINES

The guidelines below are designed to assist local administrators in the development of these slides or videos.

- With the exception of those in several dining locations, digital signage screens are landscape (horizontal). Please design content only in landscape orientation. This aspect ratio is 16:9, and the actual pixel size is 1920x1080 pixels.
- Recommended headline size: 40 pt.
- Recommended supporting text size: 24 pt.
- Recommended URL/call-to-action size: 28 pt.
- Avoid hyphenated words. If needed, move that word to the next line using a soft return (shift+return).
- Do not include an institutional logo in your slides. The official TCNJ logo will be programmed into other content on the display.
- If you plan to display a URL and do not have a short, abbreviated URL that fits on one line, consider generating a QR code (via Adobe Express) or a short URL (via TinyURL.com, Bitly.com, etc.).
- The font color must be a strong contrast against the background.
- Avoid using multiple font colors within one slide.
- The simpler the background of the layout, the more readable it will be. The color of the font and the background color or imagery should be easy to see from a distance.
- Too many graphics and copy on an individual slide can make it very difficult for viewers to read your slide clearly.
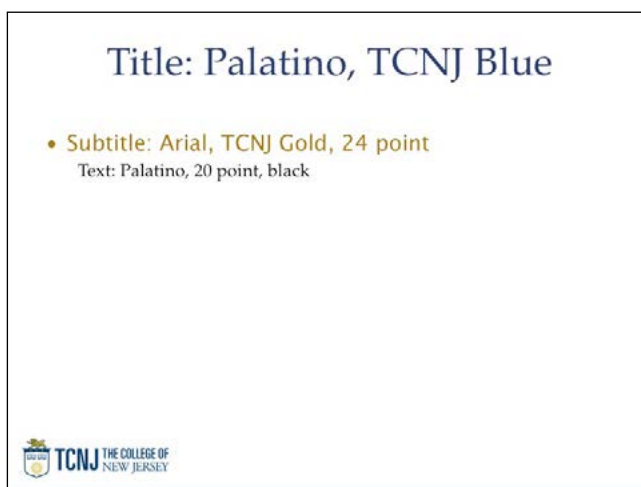
POWERPOINT

Whenever possible, the official college logo should be used in PowerPoint presentations that will be viewed by an external audience. The Office of Communications, Marketing, and Brand Management has developed template pages for download by the campus community in lieu of creating individual designs.

Primary page template

Sample section-divider page

Sample secondary page

[Download TCNJ PowerPoint templates.](#)

VIDEO

Marketing and promotional videos produced by any unit of the college for use on the college website, on official social media channels, or to be shown as part of a college event or external presentation must adhere to the following standards.

BRAND STANDARDS

Title Card

A title card containing the TCNJ logo or other approved official mark must appear at the beginning or end of the video. The Office of Communications, Marketing, and Brand Management has developed a graphic for download by the campus community that can be used in lieu of creating individual designs.

Lower Third

Speakers in TCNJ videos must be identified using the college's lower-third title graphic.

VIDEO STANDARDS

The aspect ratio should be 16x9 unless working with historical footage shot in a different aspect ratio.

Video should be shot in 1080 pixels. The minimum acceptable resolution is 720 pixels.

Download the standard title-card and lower-third templates.

OFFICIAL FONTS FOR THE WEB

The Alpha Slab One, Interstate, Domine, and Open Sans font families are web specific. See page 2 for fonts for print and digital communications. Web fonts are not interchangable and should be used as they are positioned in the templates provided. Do not alter font choices or exchange them within the structure of the page.

Alpha Slab One
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

This font is the web equivalent to ChunkFive Regular. It is available in only one weight and is reserved for headlines, subheads, and pull quotes/callouts on externally facing marketing and recruiting sites.

INTERSTATE CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
INTERSTATE CONDENSED BLACK

This font is used for visual variation and emphasis (e.g., in subheads and in infographics). It is permitted to be used only in all caps.

Domine Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
Domine Semibold
Domine Bold

This font is the web equivalent to the Sentinel font family. It can be used for body copy on externally facing marketing and recruiting sites. For all other sites, it may be applied to site titles, headlines, larger subheads, and callouts.

Open Sans font family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

This font is used only for body copy and small callouts.

OFFICIAL ACCESSIBLE TCNJ WEB COLORS

The colors below pass Web Content Accessibility Guideline (WCAG) Level AA.

Background Colors

Yellow	Blue	White	Light gray	Light blue
#FDD700	#293F6F	#FFFFFF	#F1F1F1	#C8DAE6

Compliant Text Colors

Primary link blue	Dark link blue	Light link blue	White	Blue	Dark grey	Black
#33739F	#2B6388	#9BD0F3	#FFFFFF	#293F6F	#2E2E2E	#000000
	Reserved for light blue (#C8DAE6) and yellow (#FDD700) backgrounds	Reserved for blue (#293F6F) background				Reserved for recruiting theme

WEB STANDARDS

All TCNJ schools, departments, offices, centers, and other units are required to build their sites using the college's web themes and its chosen enterprise-level content management system, WordPress. If a unit has a specific business reason for doing otherwise, the Office of Communications, Marketing, and Brand Management must first review and approve. **Those wishing to become WordPress editors must attend training** offered monthly by the Office of Communications, Marketing, and Brand Management. To begin the process of creating a new site or to migrate an existing site to the college's content management system (CMS) and web themes, please **submit a new-site project request or support ticket (tcnj.edu/cmbmrequest)**.

IMAGERY AND PHOTOGRAPHY

Users must adhere to the following standards when obtaining or selecting photography:

- Photography must be clear and well lit. Blurry and/or grainy photos are not acceptable.
- Professional photography or photography taken with a higher-quality camera is preferred. Smartphone photos are generally not of sufficient quality.
- Do not upload photos larger than 2 MB.

GENERAL GUIDELINES

- Do not add the TCNJ logo to any internal webpages.
- Do not add your unit's logo with signature to any internal webpages.
- Do not override the styles (e.g., change colors or sizes) in the master style sheet. Use only the HTML elements (e.g., headings 1–6, bullets, numbered lists) for markup.
- Make sure page formatting is mobile friendly. Simplify and/or limit the use of columns and tables.

SITE STRUCTURE

The design for **tcnj.edu** is responsive, meaning that each webpage detects the visitor's screen size and orientation and changes the layout accordingly. The site is optimized for a screen width of 1280 pixels but scales appropriately for larger and smaller screens (e.g., large desktop monitors, tablets, and mobile devices).

All sites are required to include the following header and footer elements:

A. *Global navigation*
B. *Site title module*
C. *Navigation bar*
D. *Global footer*

Header and footer elements must be consistent on all sites, including those hosted by third parties, unless the Office of Communications, Marketing, and Brand Management has approved an exception.
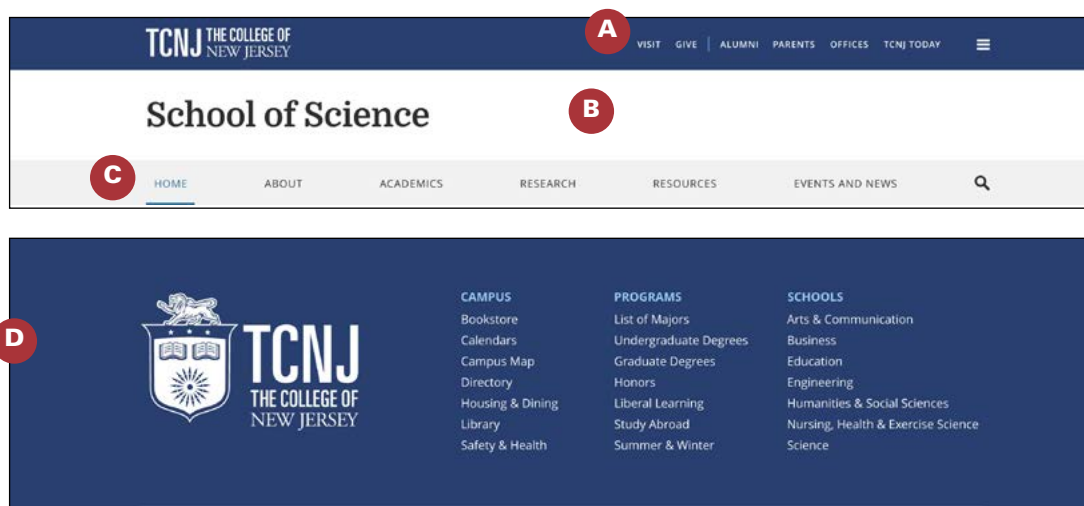
WEB NAVIGATION

A "Home" navigation item is required for every site. This ensures that users can return easily to the homepage of an individual website. With the exception of the "Home" link, a mega menu may be added to each main navigation item. These menus allow for up to four columns of links, categorized by subheadings.

Each site must also include global site navigation, which includes a kick panel that contains main navigation links and a main site search function.

All sites are required to include the following elements:

> *A. Global navigation*
> *B. Navigation bar*
> *C. "Home" navigation item*
> *D. Kick panel*
> *E. Mega menu*
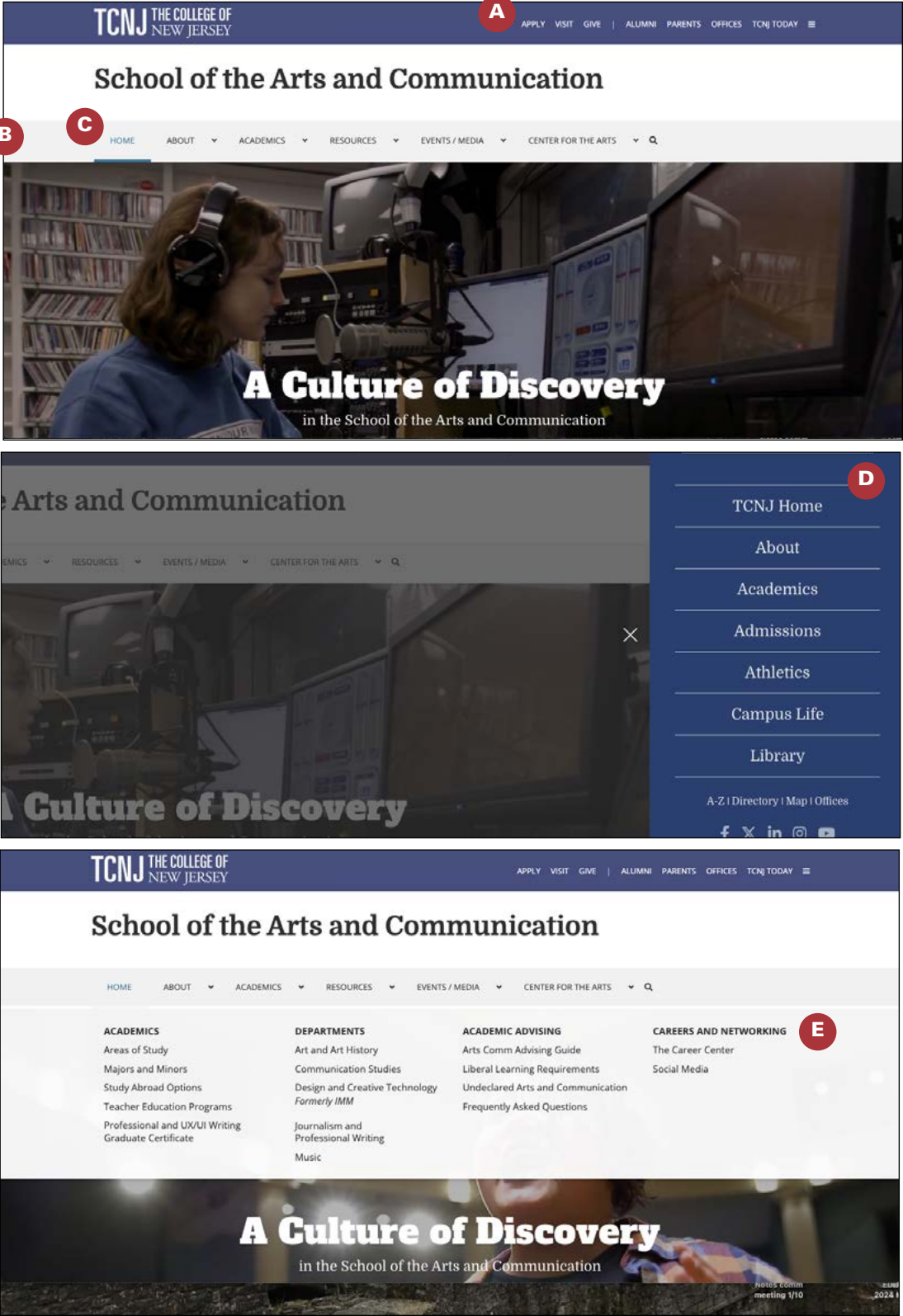
WEB ACCESSIBILITY

All TCNJ websites and applications must be accessible by all users, including those with disabilities. While this is a requirement of the Americans with Disabilities Act, it's also good practice for web development.

Web Content Accessibility Guidelines are developed through the W3C process in cooperation with individuals and organizations around the world to provide a single, shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally. The WCAG documents explain how to make web content more accessible to people with disabilities. These standards address information such as text, images, and sounds. Developers can also learn about techniques for writing code or markup that defines structure, presentation, etc.

View the latest Web Content Accessibility Guidelines.

Additionally, WordPress editors should follow these simple guidelines when creating sites:

Use structural markup, including headings, bullets, numbered lists, horizontal dividers, etc.
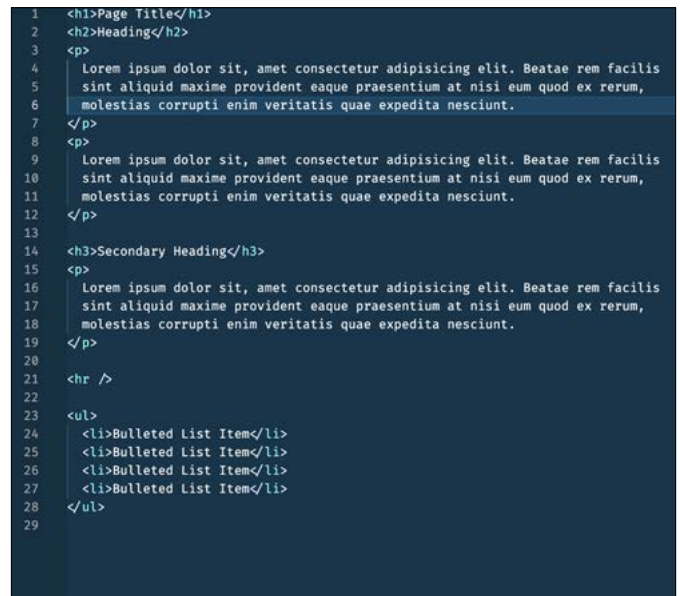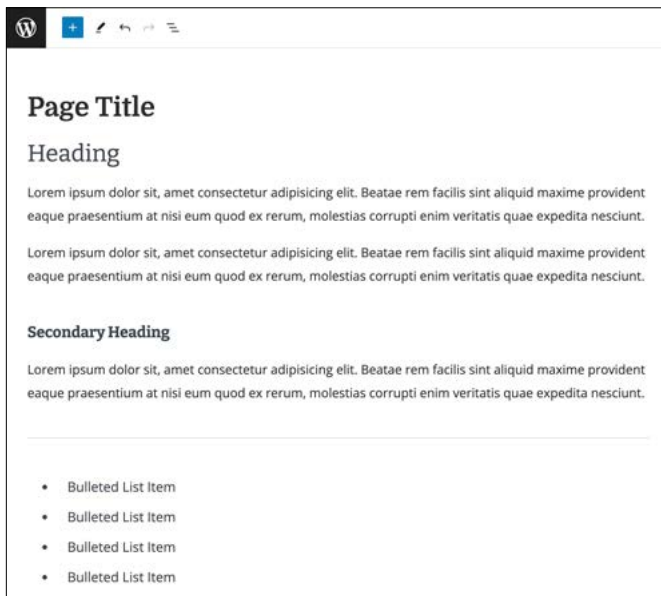
Use alt tags and image titles to improve your website's accessibility for those with poor vision or screen-reading devices.
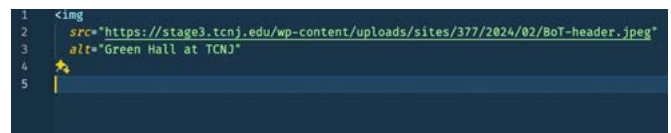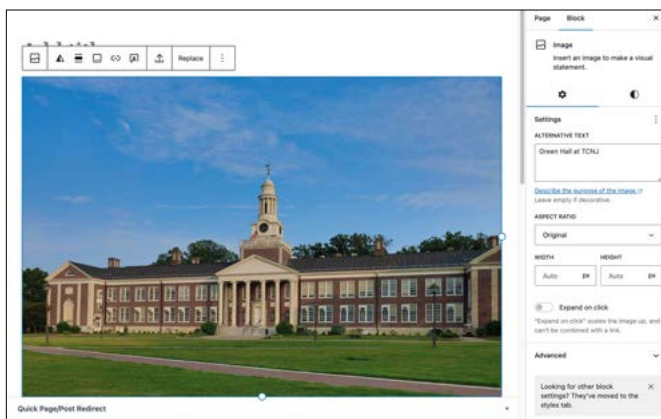
Request support or initiate a new website project.

Register for "WordPress Basics for Editors" training course, required for WordPress editors.

For questions about these guidelines, email Adam Holsten.

THE COLLEGE OF NEW JERSEY
OFFICE OF COMMUNICATIONS,
MARKETING, AND BRAND MANAGEMENT

DATE OF ISSUE: FEBRUARY 2025