



Graphic Identity Standards Guide • 2019 Edition

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 forms of communications. Since the power of a strong visual identity can only be realized 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.

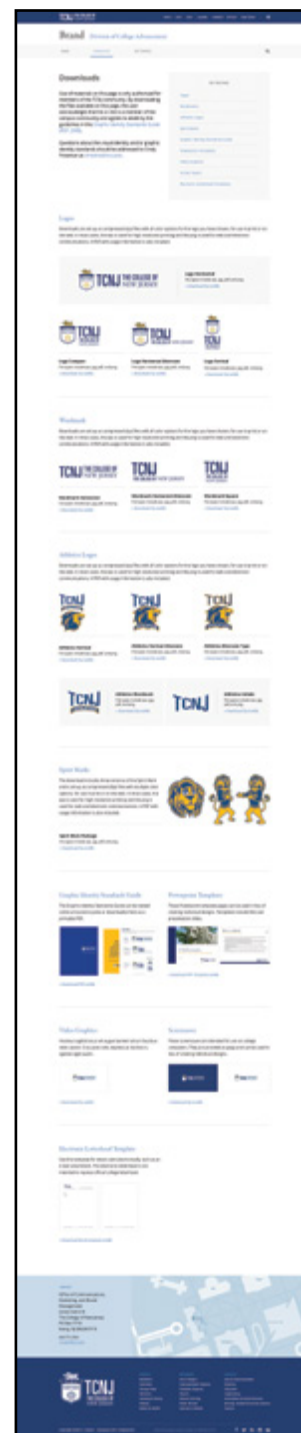
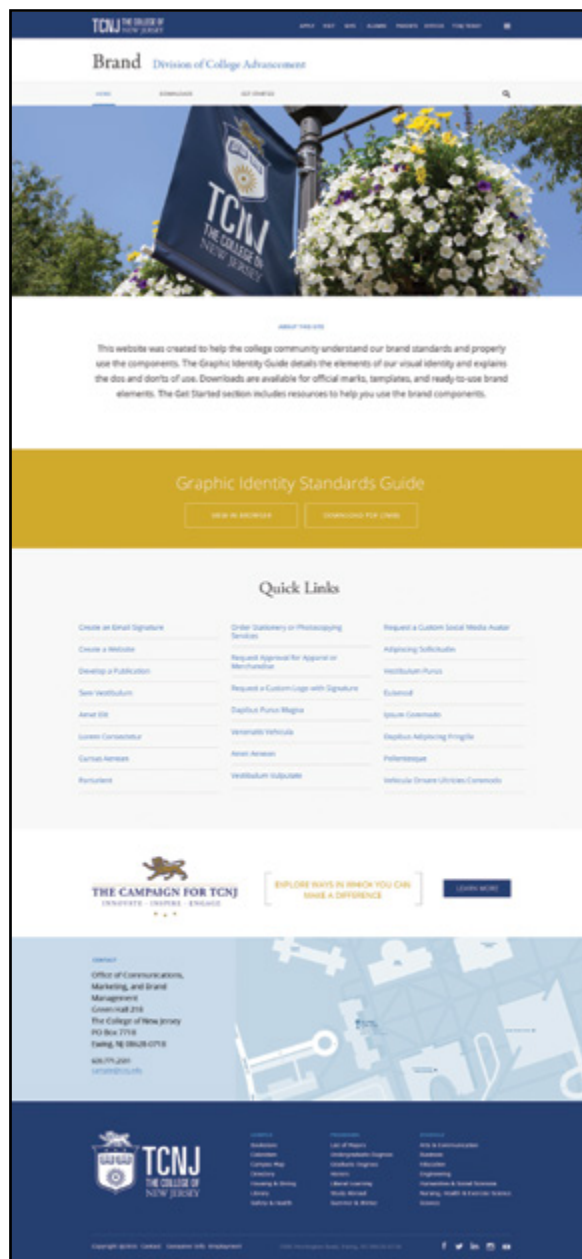
GETTING STARTED

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 a graphic identity toolkit to make it easy for members of the college community to use and understand the elements outlined in this guide.



For questions about these guidelines or to seek approval prior to production, contact Cindy Peacock (cindy.peacock@tcnj.edu).

Artwork or sample of item should accompany request.

CONTENTS

Basic Elements

- 3 Official Fonts
- 3 Official Colors
- 4 The College Logotype
 - 5 Alternate Orientations
 - 6 Margins Guidelines
 - 7 Scale Guidelines
 - 8 How Not to Use the College Logo
- 9 Logo with Signature
 - 10 Informal Logo with Signature
 - 10 Alternate Logo with Signature
- 11 The College Wordmark
- 12 The College Seal
 - 12 Alternate Seal
- 13 TCNJ Athletics Logo
 - 14 TCNJ Legacy Athletics Mark
 - 14 TCNJ Club Sports
- 15 Athletic Fonts
- 16 TCNJ Spirit Mark

Identity Applied

- 17 Publications
- 18 Stationery
- 19 Apparel
- 20 Merchandise
- 21 Powerpoint
- 22 Web Applications
- 26 Social Media
 - 26 Facebook
 - 27 Exceptions
- 28 Video
- 29 Digital Display

Other Brand Elements

- 31 Admissions
- 33 Center for the Arts and Art Gallery
- 34 TCNJ Fund Logo

To download a copy of this guide, or a logo for electronic or conventional use, visit brand.tcnj.edu

Marks are available in multiple file formats, and as full-color, one-color, and black.

BASIC ELEMENTS

BASIC ELEMENTS

OFFICIAL FONTS

These font families are the primary typefaces for TCNJ publications.

Adobe Garamond Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Adobe Garamond Pro Italic
Adobe Garamond Pro Bold
Adobe Garamond Pro Bold Italic

Univers 49 Ultra Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Univers 59 Ultra Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Use for all body copy as well as large, visually dynamic quotes or introductory copy.

Use for title page headlines and minor subject headlines.

TO DOWNLOAD THESE FONTS

PC Users

- 1. Click the “Start” button and go to “Computer”
- 2. Go to “Zenworks Adaptive Agent”
- 3. Double-click on “All”
- 4. Locate and double-click on “Font Installers”

Mac Users

- 1. Go to Self Service Icon in the Dock
- 2. Go to “Productivity”
- 3. Click “Install TCNJ Official Fonts”

SUBSTITUTE FONTS

While AdobeGaramond Pro and Univers are the primary and preferred typefaces for TCNJ publications, Palatino and Arial are acceptable substitutes when the primary fonts are not available.

Web and Athletics fonts are addressed in their respective sections later in this guide.

OFFICIAL COLORS

These official colors establish TCNJ’s brand identity in all communications.

TCNJ Blue



PMS 534 C (coated) C: 100 R: 41
PMS 2757 U (uncoated) M: 75 G: 63
Y: 15 B: 111
hex: 293F6F K: 30

TCNJ Gold



PMS 132 C (coated) C: 0 R: 166
PMS 117 U (uncoated) M: 20 G: 122
Y: 100 B: 0
hex: a67a00 K: 20

BASIC ELEMENTS

THE COLLEGE LOGOTYPE

The combination of the shield with our wordmark creates the college logotype. It is the primary element in the college's visual identity system and would be what most would commonly refer to as our "logo." The following logotype arrangements are the only acceptable versions of the shield combined with the wordmark. The logotype must appear on all official communications and may not be modified in any way. The college logo uses the official colors and fonts.

The logo has been designed in multiple orientations. Any of these options can be used as the size and color specifications of a piece dictate. All are available in full-color, one-color, and black.

HORIZONTAL LOGO



FULL-COLOR



BLUE



BLACK



**FULL-COLOR
SHOWN ON A DARK
BACKGROUND**



**WHITE SHOWN ON A
DARK BACKGROUND**

To download a logo for electronic or conventional use, visit brand.tcnj.edu/downloads

BASIC ELEMENTS

ALTERNATE ORIENTATIONS

Alternate orientations of the logo are available and can be used in place of the horizontal logo as size and layout dictates. Each version is available in the color variations listed on the opposite page, in either Illustrator .eps, Photoshop jpg, or PDF file formats.

**HORIZONTAL
ALTERNATE**



VERTICAL



COMPACT



To download a logo for electronic or conventional use, visit brand.tcnj.edu/downloads

For questions about these guidelines or to seek approval prior to production,
contact Cindy Peacock (cindy.peacock@tcnj.edu).

Artwork or sample of item should accompany request.

BASIC ELEMENTS

MARGIN GUIDELINES

To maintain clarity and to ensure that other graphic elements in a piece do not compete visually with the logotype, specific minimum margin space must surround the art. This minimum distance, shown as “X” below, is the margin space to use when placing the wordmark next to type, graphics, or the edges of any digital or printed publications.

HORIZONTAL VERSION

Distance X equals the total height of the words “NEW JERSEY.”



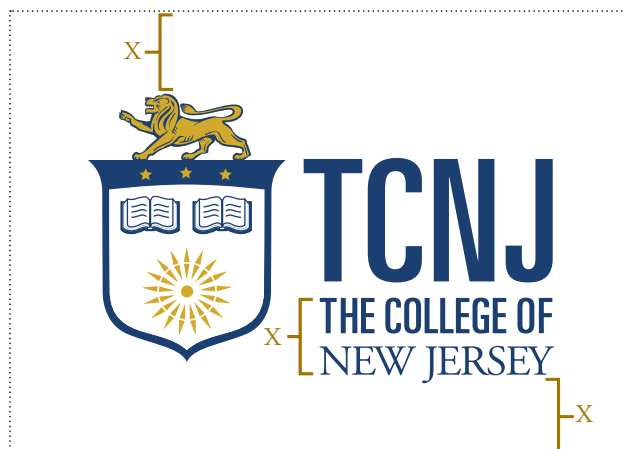
HORIZONTAL STACKED VERSION

Distance X equals the total height from the top of the line “THE COLLEGE OF NEW JERSEY” to the lowest point of the shield.



NESTED VERSION

Distance X equals the height of the full college name.



VERTICAL VERSION MARGIN GUIDELINES



BASIC ELEMENTS

SCALE GUIDELINES

Below are three examples of the logotype presented in various sizes for comparison. To maintain readability and image clarity, the logotype should not be reduced any smaller than 1/2-inch in height.



NOTE: The logo should not be used smaller than 3/8" height. The wordmark should be used for any applications smaller than this size.

For questions about these guidelines or to seek approval prior to production, contact Cindy Peacock (cindy.peacock@tenj.edu).

Artwork or sample of item should accompany request.

BASIC ELEMENTS

HOW NOT TO USE THE COLLEGE LOGO

The TCNJ logotype 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 some incorrect use of the seal and logotype.



Do not stretch any college logo.



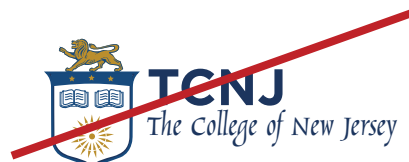
Do not condense any college logo.



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



Do not realign or rearrange the logo.



Do not typeset the logotype or change the font, in any way.



Do not use the shield without type.



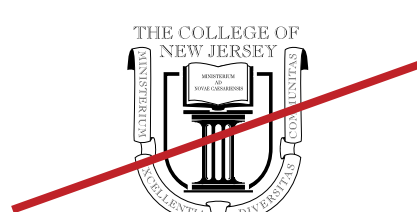
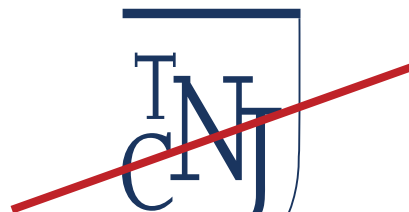
Do not separate the logotype without the acronym, TCNJ.



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



Do not use a paw print to represent the college.



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

LOGO WITH SIGNATURE

The college logo has been adapted to accommodate the name of individual units such as schools, divisions, departments, offices, and programs.* Units can use the logo with signature in lieu of the college logo, following the same logo usage guidelines. The logo with signature uses the official colors and fonts. The logo with signature is the only permissible unit-specific identity mark. **Independently designed logos of any kind are not permitted.**

Multiple logos with signatures are not to be used in combination in a single publication. In the case where multiple units need recognition, use the official college logo and identify the units by name in type only.



INFORMAL LOGO WITH SIGNATURE

This mark was developed for less formal applications or for use in instances where reproduction issues won't allow for the fine typeface used in the Logo with Signature (such as embroidery or size restrictions). The mark does not include the full college name and is paired with a shortened signature that does not include unit titles such as "Office of," "Department of," or "School of."

In cases where an Informal Logo with Signature includes an acronym, the abbreviated letters are set in gold.



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. To request a logo with signature, contact Cindy Peacock (cindy.peacock@tcnj.edu).

Marks are available in multiple file formats, and as full-color, one-color, and black.

BASIC ELEMENTS

THE COLLEGE WORDMARK

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

HORIZONTAL WORDMARK

TCNJ THE COLLEGE OF
NEW JERSEY

HORIZONTAL ALTERNATE

TCNJ
THE COLLEGE OF NEW JERSEY

SQUARE WORDMARK

TCNJ
THE COLLEGE OF
NEW JERSEY

HORIZONTAL WORDMARK BLACK

TCNJ THE COLLEGE OF
NEW JERSEY

SQUARE WORDMARK : WHITE
AGAINST A DARK BACKGROUND



To download a logo for electronic or conventional use, visit brand.tcnj.edu/downloads

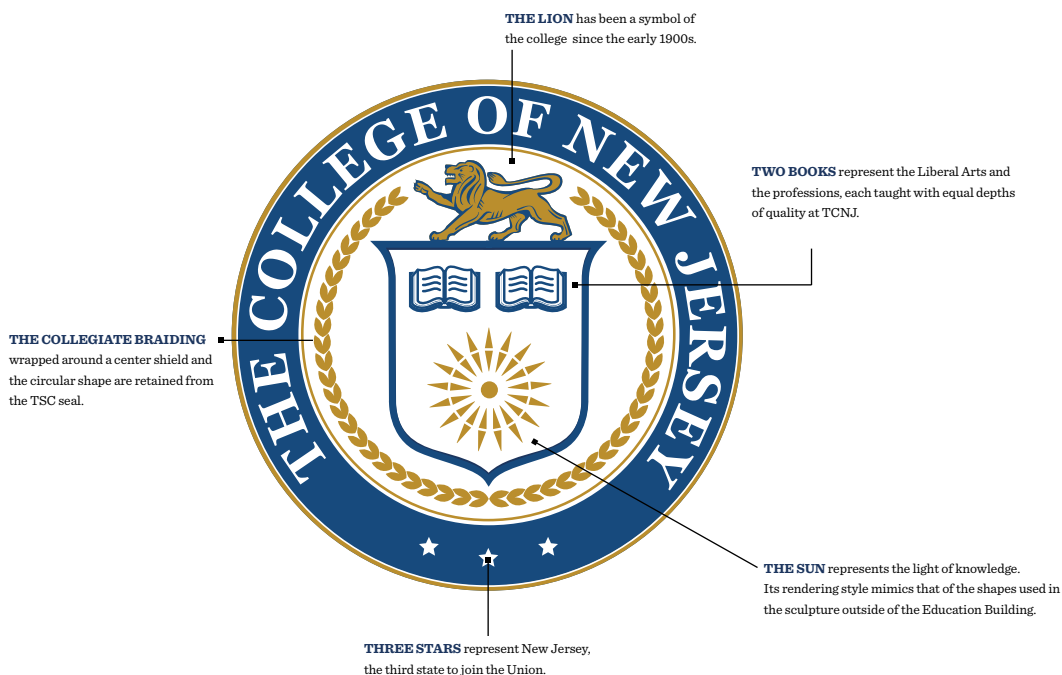
BASIC ELEMENTS

THE COLLEGE SEAL

The TCNJ seal includes updated renderings of symbols from the Trenton State College seal and has been designed to honor TCNJ's rich history.

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

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



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.



TCNJ ATHLETICS LOGO

Athletics marks are to be used by the Department of Athletics only, and adhering to them is the responsibility of that department. For game uniforms, if an athletics logo is utilized, it must be the primary athletics logo. The athletics logo may be modified to substitute the name of a varsity sport in place of the word “Athletics.” Alternate logos may be used only for non-official uniform apparel. The athletics logo uses athletics fonts and colors. **Non-compliant articles will be taken out of circulation immediately.**

ATHLETICS VERTICAL



ATHLETICS VERTICAL ALTERNATE



ATHLETICS ALTERNATE TYPE



ATHLETICS WORDMARK



ATHLETICS INITIALS



STANDALONE LION



For uniform pieces where space or convention dictate, a standalone lion can be used provided it is paired with the athletics initials elsewhere on the uniform.

For questions about these guidelines or to seek approval prior to production, contact Cindy Peacock (cindy.peacock@tcnj.edu).

Artwork or sample of item should accompany request.

For individual varsity sport athletics logos or the standalone lion, Barry Beal (bealb@tcnj.edu).

Marks are available in multiple file formats, and as full-color, one-color, and black.

BASIC ELEMENTS

TCNJ LEGACY ATHLETICS MARK

The legacy athletics logo serves as a bridge between the current visual identity and previous generations of athletics marks. While the “long mane” mark is no longer used by athletics as an official mark, it remains in circulation for other purposes due to its recognition by alumni and other constituencies of the college. It is an available identification mark for club sports. The legacy athletics mark uses athletics fonts and colors.

**ATHLETICS MARK
WITH FULL COLLEGE NAME**



**ATHLETICS MARK
WITH COLLEGE INITIALS**



TCNJ CLUB SPORTS

Club sports logos are available for use by any TCNJ club athletic teams. The club sports mark uses athletics fonts and colors.

ATHLETICS MARKS FOR INDIVIDUAL CLUB SPORTS



For questions about these guidelines or to seek approval prior to production, contact Robert Simels, Director of Recreation (simelsr@tcnj.edu).

Artwork or sample of item should accompany request.

BASIC ELEMENTS

ATHLETICS FONTS

These typefaces are to be used in major publications and marketing materials.

Univers LT. Std 59 Ultra Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Univers LT. Std 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Adobe Garamond Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Adobe Garamond Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Impact Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Use for title page headlines
and minor subject headlines.

Use for all body copy as well as
large, visually dynamic quotes
or introductory copy.

The font used in the athletics logo is
Collosalis, however Impact shown to
the left, is an appropriate alternate for
use on athletics wear and other
athletics mediums.

Use for athletics sports titles
paired with the athletics mark.

OFFICIAL ATHLETICS COLORS

TCNJ Athletics Blue



PMS 647 C (coated) C: 98 R: 24
PMS 295 U (uncoated) M: 77 G: 74
Y: 25 B: 125
hex: 154A7C K: 10

TCNJ Athletics Yellow



PMS 7409 C (coated) C: 0 R: 255
PMS 7406 U (uncoated) M: 27 G: 190
Y: 100 B: 16
hex: FCBC15 K: 0

TCNJ SPIRIT MARK

The spirit mark was developed to offer the campus community an approved identifying graphic that is appropriate for use in more casual settings. The current spirit mark was designed by Hayley Graves '15.

The spirit mark is available in multiple orientations. It may be adapted on request, however, independently designed versions of the spirit mark are not permitted.



Spirit Head



Spirit Left



Spirit Right



Spirit Bookstore



Spirit Chef



Spirit Grad

To download a logo for electronic or conventional use, visit brand.tcnj.edu/downloads

For questions about these guidelines or to seek approval prior to production, contact Cindy Peacock (cindy.peacock@tcnj.edu).

Artwork or sample of item should accompany request.

IDENTITY APPLIED

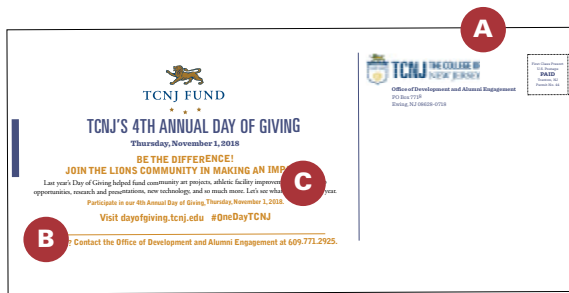
PUBLICATIONS

Creative Services, within the Office of Communications, Marketing, and Brand Management, 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. To initiate a project, visit <https://communications.tcnj.edu/project-request>. Please allow approximately six weeks from the submission of a complete and approved manuscript to the delivery of the finished, printed piece.

Any independently produced marketing publication (print or digital) must be reviewed and approved by the Office of Communications, Marketing, and Brand Management prior to printing or distribution. All college publications, regardless of who does the design, 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 both design and production quality. The Office of Communications, Marketing, and Brand Management has final say on interpreting these standards. Any unit producing publications independently is encouraged to build enough time into their production schedule to allow for review and revisions, as necessary.




Elements of publications that conform to TCNJ Graphic Standards include, but are not limited to:

- A. College Logo
- B. Official Fonts and Professional Typography
- C. Audience appropriate color palette
- D. High-quality photography



STATIONERY

All stationery items are standard in design and feature the college logo. Stationery items are ordered through an online ordering system.

<div data-bbox="131 302 449 424">  TCNJ THE COLLEGE OF NEW JERSEY </div> <div data-bbox="592 392 967 417" style="text-align: right;"> School of Nursing, Health, and Exercise Science </div> <hr/> <div data-bbox="228 510 383 606"> <p>Jane Doe Title 2000 Pennington Road Ewing, NJ 08628-0718 January 1, 2013</p> </div> <div data-bbox="228 644 345 663"> <p>Dear John Smith,</p> </div> <div data-bbox="228 682 922 722"> <p>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.</p> </div> <div data-bbox="228 741 932 819"> <p>In facilis, 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.</p> </div> <div data-bbox="228 835 914 953"> <p>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.</p> </div> <div data-bbox="228 972 941 1071"> <p>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.</p> </div> <div data-bbox="228 1089 935 1127"> <p>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.</p> </div> <div data-bbox="228 1146 657 1165"> <p>Sed ullamcorper sit amet nisl vel consectetur. Fusce in lacinia purus.</p> </div> <div data-bbox="228 1203 293 1224"> <p>Sincerely,</p> </div>	<div data-bbox="937 1161 1287 1287">  TCNJ THE COLLEGE OF NEW JERSEY </div> <div data-bbox="979 1299 1076 1373"> <p>Jane Doe Title Department</p> </div> <div data-bbox="979 1413 1378 1472"> <p>PO Box 7718, Ewing, NJ 08628-0718 609.771.0000 fax: 609.771.3067 jdoe3@tcnj.edu</p> </div>
<div data-bbox="263 1373 574 1486">  TCNJ THE COLLEGE OF NEW JERSEY </div> <div data-bbox="266 1501 529 1551"> <p>School of Nursing, Health, and Exercise Science PO Box 7718 Ewing, NJ 08628-0718</p> </div>	

To order stationery online, visit brand.tcnj.edu/stationery.

Electronic letterhead templates are also available at
brand.pages.tcnj.edu/electronic-letterhead.

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. Fabric colors should be 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 meets requirements for official or informal use. For student users, this determination will be made by the Office of Student Engagement.

ITEMS FOR RESALE

Any apparel that uses the college name in any form or includes any official mark or logo of the college that will be offered for sale on campus or online must be produced through Barnes and Noble using their online Custom Order Store at <http://www.tcnjlionpride.com>. Apparel must follow college graphic standards and will be subject to the same approval process.

**For questions about these guidelines or to seek approval prior to production,
contact Cindy Peacock (cindy.peacock@tcnj.edu).**

**Students should seek approval through the Office of Engagement
by contacting engagement@tcnj.edu.**

Artwork or sample of item should accompany request.

IDENTITY APPLIED

MERCHANDISE

Merchandise displaying the college logo is permissible when produced to conform to TCNJ graphic standards as outlined in this guide, and 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. These instances will be reviewed on a case-by-case basis.

ITEMS FOR RESALE

Any merchandise that uses the college name in any form or includes any official mark or logo of the college that will be offered for sale on campus or online must be produced through Barnes and Noble using their online Custom Order Store at <http://www.tcnjlionpride.com>.

Apparel must follow college graphic standards and will be subject to the same approval process.



For questions about these guidelines or to seek approval prior to production, contact Cindy Peacock (cindy.peacock@tcnj.edu).

Students should seek approval through the Office of Engagement by contacting engagement@tcnj.edu.

Artwork or sample of item should accompany request.

POWERPOINT

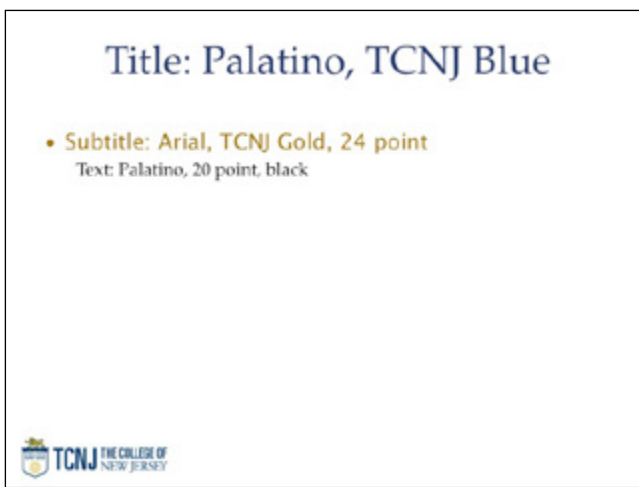
Whenever possible, the official college logo should be used on Powerpoint presentations that will be viewed by an external audience. The Office of Communications, Marketing, and Brand Management has developed template pages for download by the campus community that can be used in lieu of creating individual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



Primary page template



Sample section divider page



Sample secondary page

Designed Powerpoint templates are available for download at brand.tcnj.edu.

WEB APPLICATIONS

All TCNJ schools, departments, offices, centers, and other units are required to build their sites using the college’s web themes and the enterprise-level content management system (CMS), Wordpress, unless the unit has a specific business reason for doing otherwise, as approved by the Office of Communication, Marketing, and Brand Management. To begin the process of creating a new site or to migrate an existing site into the college’s CMS and web themes, please use the Job Starter form available at brand.tcnj.edu [brand.tcnj.edu/job-starter]

IMAGERY AND PHOTOGRAPHY

The following must be adhered to when obtaining or selecting photography for the site:

- 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 high-enough quality.
- Do not upload photos larger than 2MB.

GENERAL GUIDELINES

- Do not add TCNJ logo on any internal web pages.
- Do not add your unit’s logo with signature on any internal web pages.
- Do not override the styles in the master style sheet (e.g. change colors, change sizes). Only use the html elements for markup (e.g. heading 1-6, bullets, numbered lists)
- Make sure page formatting is mobile friendly. Simplify use of columns and tables.

SITE STRUCTURE

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

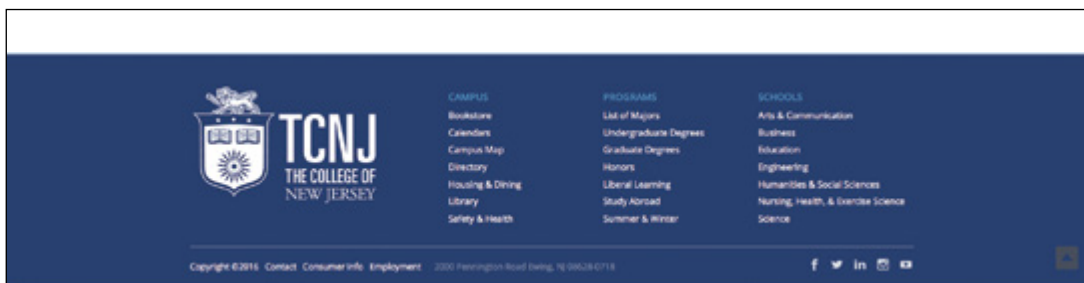
All sites are required to include the following header and footer elements:

- Global site navigation
- Site title module
- Main navigation
- Contact module
- Global footer

Header and Footer elements must be consistent on all sites, including those that are hosted by third-partys, unless an exception has been granted by the Office of Communications, Marketing, and Brand Management.



Header



Footer

IDENTITY APPLIED

TCNJ SCHOOL/DIVISION SITE

A school or division's website is designed to showcase its unique culture and personality, while at the same time highlighting a clear connection to The College of New Jersey. In 2015, the college began introducing a new site template which was designed with prospective students/families and outside entities as the primary audience. The navigation and content on the homepage must be direct, concise, and digestible, giving the user opportunity to dive deeper into a particular topic.

The school/division site home page template is modular. Required modules include: global site navigation, site title module, main navigation, billboard image slider, about module, contact module, and global footer. Additional module designs are available and may be added based on content needs for each entity.

For many of the interior site pages, content on the page can continue indefinitely in length. However, best practices recommend keeping this length to no more than three scrollable pages.

NAVIGATION

The information architecture of the site allows the college community to navigate the site with relative ease without needing to understand the organizational structure of the College.

Site main navigation bars may contain no more than six to seven items, and are not to exceed 65 characters with spaces. One-word navigation items are recommended. A "Home" navigation item is required for every site. These limits ensure that individual site navigation bars render properly across all screen sizes. 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 main site search.

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 (WCAG) are developed through the W3C process in cooperation with individuals and organizations around the world, with a goal of providing 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 natural information such as text, images, and sounds. Developers can also see techniques for writing code or markup that defines structure, presentation, etc.

The latest Web Content Accessibility Guidelines (WCAG) guidelines are published here:
<https://www.w3.org/WAI/intro/wcag>

Additionally, Wordpress Editors should follow some simple guidelines when setting up sites:

- Use structural markup including headings, bullets and numbered lists, horizontal dividers etc.
- Use Alt tag and image titles to improve accessibility of your website for those with poor vision or screen reader devices.

**To learn more about web accessibility, web editors are encouraged to attend the "Wordpress Basics for Editors" training course, offered once a month.
Sign up at: brand.tcnj.edu/wordpress-training**

For questions about these guidelines or to seek approval prior to production, contact Lauren Kaplan (kaplanl@tcnj.edu).

Electronic sample of item should accompany request.

IDENTITY APPLIED

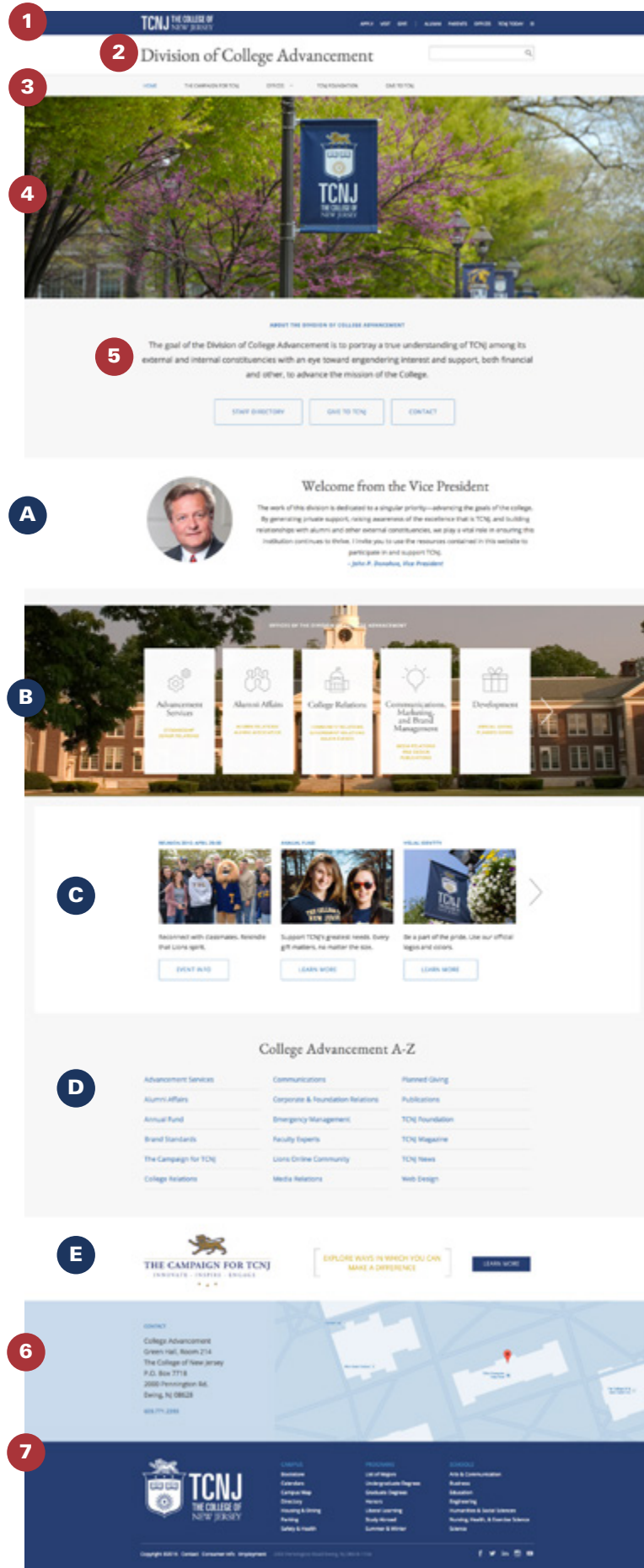
In 2015, The College of New Jersey introduced a new design for schools and division sites to complement the graphic identity and brand standards used for all communications. An ongoing effort is being made to bring all of the college's sites into compliance with these standards.

1. *Global Site Navigation*
2. *Site Title Module*
3. *Main Navigation*
4. *Billboard Image Slider*
5. *About Module*
6. *Contact Module*
7. *Global Footer*

- A. *Welcome from Representative Module*
- B. *Programs Carousel Module*
- C. *Highlights Carousel Module*
- D. *Resources Module*
- E. *Campaign Module*

The numbered items are elements that we discuss being mandatory to include (i.e. 1-3 and 7 mandatory for all sites including third party vendor sites, 1-7 mandatory for all school and division home pages).

The lettered items are examples of (but not limited to) the different modules that we may include in a division/school site home page.



IDENTITY APPLIED

OFFICIAL FONTS FOR THE WEB

These typefaces are to be used for all web and electronic communications.

Open Sans 400 (Regular and *Italic*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Open Sans 600 (Semibold and *Italic*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Open Sans 700 (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Open Sans 800 (Extrabold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

EB Garamond (and *Italic*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

OFFICIAL COLORS FOR THE WEB

These official colors establish brand identity in TCNJ's web and electronic communications.

hex #293F6F (dark blue)



hex #4A85B9 (medium blue)



hex #C9DAEA (light blue)



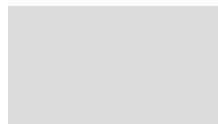
hex #4E4E4E
(dark gray: text only)



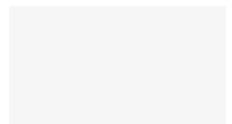
hex #9E9E9E
(dark gray: divider rules)



hex #D6D6D6
(medium gray: arrows)



hex #F7F7F7:
(light gray—navigation
and module backgrounds)



SOCIAL MEDIA

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

The format for a standard avatar for use on all accounts managed by official TCNJ units uses the blue wordmark on a white background.

FACEBOOK

851 PIXELS

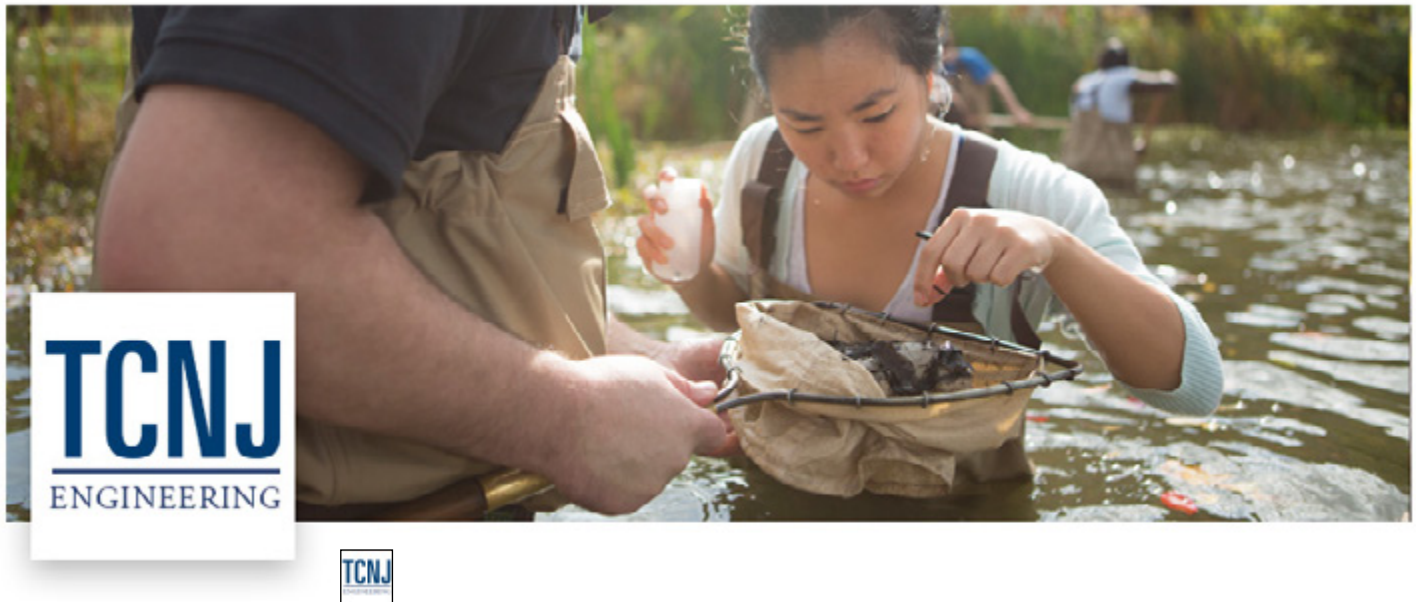


160 PIXELS X 160 PIXELS



IDENTITY APPLIED

Units can choose from a standard mark or one customized with the name of their individual unit.



EXCEPTIONS

TCNJ OFFICIAL

The white wordmark with a blue background is reserved for official collegewide social media accounts managed by the Office of Communications, Marketing and Brand Management.



Athletics



Admissions



Center for the Arts

To download a standard avatar visit brand.tcnj.edu.
Custom avatars are created by request in approximately 10 business days.
To request an avatar contact Lauren Kaplan (kaplanl@tcnj.edu).

VIDEO

Marketing and promotional videos produced by any unit of the college for use on the college web site, on official social media channels, or to be shown as part of an 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 should be identified by a lower third title graphic, commonly referred to as the lower third. The college lower third must be used when identifying speakers.



A standard title card and lower third template are available for download at brand.tcnj.edu.

VIDEO STANDARDS

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

Video should be shot in 1080p. 720p is the minimum acceptable resolution.

DIGITAL DISPLAY

DIGITAL SIGNAGE DESIGN GUIDELINES

TCNJ uses digital signage for both campus wide and location specific communications. In the design template, there is one large customizable section of the screen whose orientation and dimensions vary by location. This playlist has a local administrator responsible for this content.

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

- With the exception of several dining locations, digital signage screens are landscape (horizontal). Please design content in a landscape orientation only. This aspect ratio is 4:3 and the actual pixel size is 1200x 900 pixels (scaled up from 1024x768).
- 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 the TCNJ logo or any variations in your slides. The official TCNJ logo is already included in the larger display frame.
- If you will display a URL and do not have a short, abbreviated URL that fits on one line, consider generating a short URL.
- 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 background of the content 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.



OTHER BRAND ELEMENTS

OTHER BRAND ELEMENTS

ADMISSIONS

OFFICIAL ADMISSIONS FONTS are to be used in Admissions’ publications and marketing materials.

ChunkFive Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Use for title page headlines
and minor subject headlines.

Sentinel Book and Sentinel Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Use to set the college’s name.

Serifa 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Use for all body copy as well as large,
subheads, call-out data, and captions.

Serifa 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

OFFICIAL ADMISSIONS COLORS are to be used only in admissions materials.

TCNJ/Admissions Blue



PMS 282 C (coated) C: 83 R: 68
PMS 281 U (uncoated) M: 77 G: 79
Y: 26 B: 126
hex: 474d7d K: 9

Admissions Yellow



PMS 129 C (coated) C: 2 R: 253
PMS 114 U (uncoated) M: 12 G: 215
Y: 100 B: 0
hex: fcd700 K: 0

CHUNKFIVE ROMAN
PMS 2757



THE COLLEGE OF **NEW JERSEY**

SENTINEL BOOK
PMS 2757

SENTINEL BOLD
PMS 2757

For questions about these guidelines or to seek approval prior to production,
contact Cindy Peacock (cindy.peacock@tcnj.edu).

Artwork or sample of item should accompany request.

CENTER FOR THE ARTS AND ART GALLERY

CENTER FOR THE ARTS LOGO AND WORDMARK

TCNJ BLUE AND GOLD

THE COLLEGE OF
NEW JERSEY



CENTER FOR
THE ARTS



CENTER FOR THE ARTS WORDMARK

TCNJ CENTER FOR
THE ARTS

ART GALLERY LOGO

THE COLLEGE OF
NEW JERSEY



ART GALLERY

TCNJ BLUE AND GOLD



OTHER BRAND ELEMENTS

OFFICIAL CENTER FOR THE ARTS AND ART GALLERY FONTS are to be used in major publications and marketing materials.

Univers LT. Std 59 Ultra Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Use for title page headlines
and minor subject headlines.

Univers LT. Std 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Adobe Garamond Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Use for all body copy as well as
large, visually dynamic quotes
or introductory copy.

Adobe Garamond Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

OFFICIAL CENTER FOR THE ARTS AND ART GALLERY COLORS

TCNJ Blue



PMS 534 C (coated) C: 100 R: 41
PMS 2757 U (uncoated) M: 75 G: 63
Y: 15 B: 111
hex: 293F6F K: 30

TCNJ Gold



PMS 132 C (coated) C: 0 R: 166
PMS 117 U (uncoated) M: 20 G: 122
Y: 100 B: 0
hex: a67a00 K: 20

For questions about these guidelines or to seek approval prior to production,
contact Cindy Peacock (cindy.peacock@tcnj.edu).

Artwork or sample of item should accompany request.

OTHER BRAND ELEMENTS

TCNJ FUND

OFFICIAL MARKS

HORIZONTAL MARK



FULL-COLOR



ONE COLOR (PMS 534)

OTHER BRAND ELEMENTS


OFFICIAL FONTS are used in collateral, signage, and materials produced to support TCNJ Fund.

Adobe Garamond Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Adobe Garamond Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Use for title page headlines,
minor subject headlines,
all body copy, and large,
visually dynamic quotes
or introductory copy.

OFFICIAL COLORS

Campaign Blue			Campaign Gold			Campaign Deep Gold		
								
PMS 534 C (coated)	C: 100	R: 41	PMS 131 C (coated)	C: 2	R: 204	PMS 456 C (coated)	C: 10	R: 162
PMS 2757 U (uncoated)	M: 75	G: 63	PMS 131 U (uncoated)	M: 39	G: 138	PMS 456 U (uncoated)	M: 23	G: 142
	Y: 15	B: 111		Y: 100	B: 0		Y: 100	B: 42
hex: 293F6F	K: 30		hex: cc8a00	K: 10		hex: a28e2a	K: 43	

For questions about these guidelines or to seek approval prior to production,
contact Cindy Peacock (cindy.peacock@tcnj.edu).
Artwork or sample of item should accompany request.



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

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