

MONTCLAIR

STATE UNIVERSITY

BRAND GUIDELINES

Fall 2023

Updated 8/18/23



A Montclair State University education rises above the rest. Here, we nurture the career aspirations of ambitious individuals seeking a personalized, affordable education of excellence, then we scale them up to all-new altitudes. Our mission is to elevate thinking – and experience.

CONTENTS

Elevate.....2

Our Brand Foundation4

Our Qualities..... 4

Our Brand Messaging 7

**How We Express Our
Brand Through Words.....8**

Headlines with Impact..... 10

Headline Rubric 12

Our Audiences..... 14

**How We Express Our
Brand Through Visuals 16**

Our Logo 18

Other Official Marks 20

Our Typography 22

Our Colors 24

Our Photography 28

Design Elements..... 32

ELEVATE

Big things happen when you **set your sights high**. At Montclair State, every moment is elevated – literally. **Raising the bar is what we do**. Leveling up is our status quo. We are reaching new heights in everything we offer, and we have no plans to slow our ascent. **Up is our goal. Up is endless**. We continually raise our ambitions so our students can reach theirs.



BRAND QUALITIES

Our brand qualities encapsulate the collective voice and identity of our community. They are evident in how we think, act and communicate.

- SUPPORTIVE.** We remove barriers and foster success. Our faculty, staff and students are on equal footing.
- INCLUSIVE.** We celebrate all voices, experiences and identities. All are welcome here.
- PRACTICAL.** We value doing and making. An idea is only as good as its application.
- COLLABORATIVE.** We are team players. We work together to achieve great things.
- DRIVEN.** We are hard-working and ambitious. We stand for continuous improvement.
- INNOVATIVE.** We are attentive to the future. We embrace change, and adapt to it.
- PURPOSEFUL.** We move forward with consideration. Our efforts are strategic and intentional.
- REAL.** We're honest and true. We're not just a reflection of the real world: we are the real world.
- METROPOLITAN.** New York City is our backyard, and our lives are all the richer for it.
- PHILANTHROPIC.** We believe in paying it forward. The greater good drives us.
- ENGAGED.** We partner with the communities we serve to help them achieve their goals.





BRAND MESSAGING

Montclair's distinctive character includes several attributes that together define its brand.

PUBLIC-SERVING

Montclair defines what it means to be a university with a public purpose – one that not only creates transformational opportunities for students, but also partners with communities to find solutions to pressing problems. We advance the well being of communities with serve by working with them as equal partners.

IMPACTFUL

We believe that no problem is too tough for committed and creative people to solve. Our faculty and students are collaborating with communities to address a wide range of issues, from unequal educational and health outcomes, to environmental and social justice, poverty, human trafficking and the catastrophic effects of climate change.

Montclair is committed to opening pathways to success for our diverse student body. We have been ranked #19 in the nation on social mobility by U.S. News and World Report.

WELCOMING

Our warm and welcoming campus community includes people from all backgrounds. Our students come from every corner of New Jersey, as well as many other states and nations. More than half of our students identify as underrepresented minorities, and U.S. News and World Report ranks us as one of the top institutions in the country for the graduation rate performance of our students. We are a Hispanic Serving Institution that every year confers more degrees on Latinx students than any other institution in the state.

EXCELLENT

Montclair's faculty are respected leaders in their fields – winners of MacArthur and Carnegie fellowships, Fulbright and Emmy awards, grants from the National Science Foundation, National Endowment for the Humanities and the National Institutes of Health, and many other distinctions. Montclair is ranked #7 in the world on a key measure of faculty research impact in the Times Higher Education global rankings.

A TREMENDOUS VALUE

Montclair delivers outstanding academics and a transformative student experience at a highly affordable price, making the University an outstanding value.

INNOVATIVE

Since its founding in 1908, Montclair has been at the forefront of educational innovation, pioneering new methods and new ways to help students succeed. In the 1940s, we were the first higher education institution to broadcast courses on television, and today, our new Montclair Unbound initiative delivers learning flexibly, so that students everywhere can learn in ways that work best for them, whether in courses that combine online and in-person education and are delivered at convenient times and places.

PUTTING WORDS INTO ACTION

A brand is both an experience and a promise. Every word we write and every image we choose should further and affirm our audience's expectations.

Our brand is not a slogan or a logo. It is the expression of who we truly are, and it enables us to engage our audiences and inspire them to act.

When we know our brand values, mission and purpose, we have what we need to create campaigns and communications that elevate our brand.



HEADLINES WITH IMPACT

Headlines hold unique power. As the saying goes, you never get a second chance to make a first impression – and we want that impression to be a lasting one. Our headlines communicate Montclair State’s brand and values in a just few words.

Montclair State University’s headlines:

- Are active, powerful, optimistic and smart.
- Highlight outcomes and opportunities.
- Capture our “elevate” branding.
- Tap into our brand values.

On the following page are some examples.

Note: Don’t feel restricted by these examples. Feel free to explore options of your own – just be sure to stay on brand.

Tip: Not all headlines will suit all audiences. Shorter, bolder headlines are appropriate for students and some internal communications. External stakeholders may respond better to more formal options.

GENERAL

RISE TO YOUR AMBITIONS

ELEVATED THINKING

ADVANCE YOUR OUTLOOK

RAISE YOUR SIGHTS

BEYOND EXCELLENCE

AIM UPWARD

ADVANCE YOUR EXPECTATIONS

ABOVE ORDINARY

STEM

LEVEL UP

TAKE A LEAP OF SCIENCE

BUSINESS

SUMMIT SUCCESS IN HIGH PLACES

SCALE UP YOUR THINKING

ARTS

FIND YOUR RISING ACTION

RAISE YOUR VOICE

HISTORY

STAND ON THE SHOULDERS OF GIANTS

NEED SOME HELP GETTING STARTED WITH YOUR HEADLINES?

Just as there's no single formula for excellence, there's no single formula for an excellent headline. However, the below rubric can be a springboard for ideas.

RISE TO YOUR AMBITIONS

	EXCELLENCE VALUE	CURIOSITY VALUE	INCLUSIVITY VALUE	OPPORTUNITY VALUE
OPPORTUNITY	Summit Scale Climb Raise Aspire Soar	Seek Find Leap Explore Pursue Expand	Lift Rise Stand up Grow Embrace Carry	Ascend Elevate Claim Advance Look up Awaken
LINKING WORD(S)	(preposition, determiner, pronoun, adjective) beyond, with, every, our, your, greater, more			
OUTCOME	Upward Ambition Success Purpose Aloft Outlook	Ideas Dreams Future Action Voice Perspective	Together Purpose Meaning Others Community All	Possibility Advantage Momentum Direction Forward Progress

SUBHEADS THAT MATTER

Subheads support headlines by offering additional information or explanation. They tend to be less stylized and more descriptive.

Montclair State University's subheads:

- Are straightforward, smart and editorial. They extend a headline by making it concrete.
- Connect back to what we do and offer.
- Are reserved primarily for publications and longer documents where text needs to be broken up.
- May be adapted to suit your audience. Subheads aimed at student audiences tend to be less complex than those targeting secondary audiences.

GENERAL

ABOVE ORDINARY

Learning on another level

STEM

TAKE A LEAP OF SCIENCE

What goes up can keep going

BUSINESS

SEEK SUCCESS IN HIGH PLACES

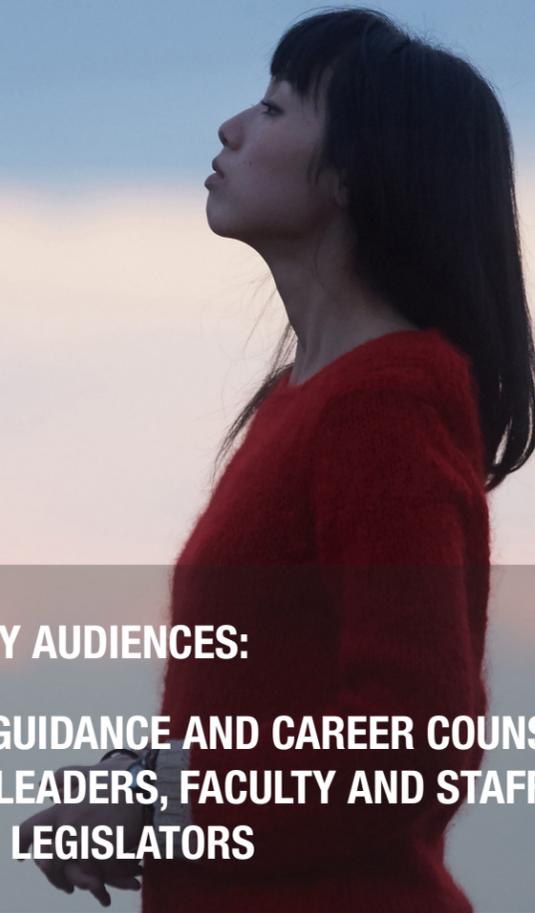
It's all upside from here

HISTORY

STAND ON THE SHOULDERS OF GIANTS

The past is looking up

WHO WE'RE TALKING TO.



PRIMARY AUDIENCES:

CURRENT AND PROSPECTIVE STUDENTS

They are:

- Diverse, reflecting a wide range of ages, experiences, cultures, lifestyles, beliefs and self-identification
- Urban-minded, largely from the most densely populated state and neighbor to NYC
- Tenacious and willing to do what it takes to advance themselves

They need:

- To know what sets Montclair State apart
- To understand how they will benefit from a Montclair State experience

They'll see:

- Wide-ranging, highly regarded programs
- An inclusive, welcoming setting
- Our passionate, committed faculty
- Transformational outcomes and success stories
- Real-world professional opportunities

SECONDARY AUDIENCES:

PARENTS, GUIDANCE AND CAREER COUNSELORS, ALUMNI, DONORS, BUSINESS LEADERS, FACULTY AND STAFF, MEMBERS OF THE MEDIA AND STATE LEGISLATORS

They are:

- Influencers and role models of our primary audience
- Connected to Montclair State in both emotional and rational ways
- Committed to the Montclair State strategic mission

They need:

- To feel that they are a vital part of the Montclair State learning community
- To share their pride in the Montclair State experience

They'll see:

- Opportunities to get involved
- Transformational outcomes and success stories
- Reasons to give back and lend support

EXPRESSING OUR BRAND THROUGH VISUALS

The way we look is a distinctive part of our brand. Our logo, our color palette, and even our typography come together to create a recognizable style that's all Montclair State. In this section, we'll outline the key elements of our visual brand, and show you the right way to use them.



LOGOS

PRIMARY LOGO

The primary logo is the University's most important representation of itself. The logo gains power from being used widely and consistently.

The current version of the primary logo was established by President Jonathan Koppell in August 2023. The logo's layout calls attention to the word Montclair, and its classic typeface, which has been used to represent the University for many decades, signifies the institution's long history and its strength and substance.



The logo is available in both a vertical and horizontal format. Usages of each are dependent on the layout of collateral materials. Logos are available as one color images, in red, black or white. One-color logos are preferred, but two-color logos are available for special purposes, and require prior approval of University Communications and Marketing for their use. No other color versions are acceptable. Logos are available in multiple formats: Delivery as EPS (high resolution for printing), jpgs (for Microsoft Word), pngs (transparent background, for low-resolution web) and SVG (for responsive websites).

Logos are available for download from our brand channel at <https://www.montclair.edu/university-communications/brand-guidelines/downloads/>

One "M" of separation space is required around all sides of the logo.



HEIRARCHICAL LOGOS

Each school, department, center and program has a formal hierarchical logo for their use. Hierarchical logos reinforce brand recognition, credibility and impact.

Horizontal examples



Vertical examples



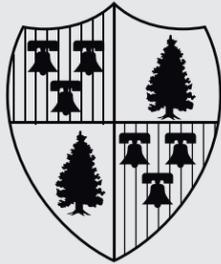
LOGOS

LEGACY ICONS



THE UNIVERSITY SEAL is reserved for officially sanctioned uses: executive level (vice president and above) stationery; legal and official documents such as diplomas and transcripts; formal academic ceremonies; and permanent building insignias.

Any use of the seal requires prior authorization from University Communications and Marketing.



THE SHIELD, although not part of the formal refreshed logo, may still be used in certain instances where an icon image is required, particularly in Social Media platforms.

Please consult University Communications and Marketing for usage.



BLOOMFIELD COLLEGE OF MONTCLAIR STATE UNIVERSITY has its own logo which honors its legacy. It is the only unit allowed to have a distinctive logo.

Please contact University Communications and Marketing for usage.

RED HAWK BRAND

Our official athletics nickname is the “Red Hawks.” The following are the guidelines for proper use of “Red Hawk” or “Hawk” as well as the use of the Red Hawk logo.

TITLES WITH “RED HAWK” AND “HAWK”

To avoid overuse of Red Hawk and Hawk in the name or title of a program, service, event etc., all such proposed uses must be approved in advance by the Office of University Communications & Marketing. The approximately 40 uses as of October 2020 are allowed to continue. Any future use must be requested in writing in advance and include a justification.

WRITING “RED HAWK”

- Red Hawk” should always be written as two separate words.
- “Redhawk” and “RedHawk” are unacceptable.
- The “R” in Red and the “H” in Hawk should always be capitalized



STUDENT CLUBS AND CAMPUS ORGANIZATIONS

The Red Hawk icon captures the pride and excitement that our students have for their Montclair State clubs.

Acceptable treatments

The Red Hawk icon may be used alone or with your club name positioned underneath.

Allow for .1875” of space on all sides of the image. Downloads available from our brand channel at montclair.edu/university-communications/university-logos



THE RED HAWK ATHLETICS LOGO

is a strong symbol of University pride and excitement for our athletic teams. Its reach extends beyond Montclair State’s campus and community and enhances our Red Hawk brand.



The Athletic logo and its sub-brands are exclusively reserved for our intercollegiate teams. The logo is not to be used to represent University’s administrative, academic, clubs or organizations.



UNIVERSITY MASCOT, ROCKY THE REDHAWK

More information about our University mascot, Rocky the Red Hawk, visit montclair.edu/student-services/student-communications/rocky/rocky-the-red-hawk-usage/

TYPOGRAPHY

The words we choose for our communications are important. But the way we represent those words in type can make them even more meaningful. Consistent, thoughtful use of brand typefaces visually supports our verbal communications and creates a recognizable expression of our identity.

As necessary, substituting the headline, body and accent fonts with the Roboto family will maintain consistent branding throughout materials. Roboto, Roboto Condensed and Roboto Slab can be downloaded via fonts.google.com.

HEADLINES

HELVETICA NEUE LT

77 BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!?!% ^ *

67 MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!?!% ^ *

BODY

HELVETICA NEUE LT

35 Thin & *Thin Italic*

55 Roman & *56 Italic*

75 Bold & 76 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!?!% ^ *

ACCENT

NEXA SLAB

Nexa Slab Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!?!% ^ *

WEB

ROBOTO

Roboto Regular & **Roboto Bold**

COLORS

PRIMARY

Our color palette expresses the University's personality and pride. These colors are used to create a consistent and visual identity. The University's signature color is red. Red and black are our primary university colors.

WHITE

Consider white space as a color in our core palette.

It's important not to oversaturate a layout with color, type and imagery. Be generous with white space.

PANTONE 200

C:0 M:100 Y:76 K:13

R:209 G:25 B:13

Hex: #d1190d

PANTONE BLACK

C:3 M:3 Y:3 K:100

R:0 G:0 B:0

Hex: #333333

COLORS

SECONDARY

For added flexibility and vibrancy, our secondary palette offers complementary color options, which can add dimension or be used as accents. These colors may be used in a limited application (10-15%) for any print collateral to highlight, emphasize or to fill “copy containers.”

Please note that with the exception of our Cool Gray 8, these colors are not for web use. The website uses only red, black and gray as indicated by their HTML hexcode listed.

Pantone Cool Gray 8

C:48 M:40 Y:38 K:4

R:138 G:138 B:141

Pantone 7548

C:0 M:22 Y:100 K:0

R:255 G:201 B:9

Pantone 1585

C:0 M:71 Y:98 K:0

R:243 G:110 B:36

Pantone 375

C:47 M:0 Y:100 K:1

R:149 G:201 B:61

Pantone 7460

C:100 M:32 Y:14 K:1

R:0 G:132 B:182

Pantone 289

C:100 M:84 Y:36 K:39

R:15 G:45 B:82

PHOTOGRAPHY

ASPIRATIONAL

Our Aspirational photography style captures our promise to deliver an education that lifts people up. Foregrounded in a variety of vivid, inspiring settings, subjects are shown looking up – or are shot from angles that suggest this – in a visual representation of aspiration, contemplation, potential and achievement.



PHOTOGRAPHY

CONTEXTUAL

Photography has the power to connect with people in a way that words often can't. While our logo, colors and typography make us recognizable at a surface level, it's images like these that bring our community and our campus to life, and add a deep sense of humanity and storytelling to our materials. Subjects should always feel natural, unposed, and in a storytelling setting, letting the audience experience a moment in time.



DESIGN ELEMENTS

To further add depth to Montclair State brand identity, additional graphics can be used within marketing materials as visual placeholders, graphic elements and embellishments. They are used sparingly and only one to a page. Contact the department of University Communications and Marketing for use.

