Drew University | Office of Communications

VISUAL IDENTITY AND MESSAGING GUIDE

DREW

Contents

INTRODUCTION 1.0

Why a Visual Identity System?

Think of great brands like Nike or Apple and you are likely to picture the iconic "swoosh" or bitten apple. You might even look for these logos when shopping for athletic apparel or electronics because they are shortcuts in your mind for exceptional products and user experience.

The same is true in higher education. When you see the orange tiger paw you think of the athletic competitors at Clemson University. When you see the blue "Middlebury" wordmark you identify it with elite liberal arts studies.

In each case, a uniform visual system of graphic symbols, typography and color helped to build the identity of these institutions. Over time, these visual cues came to represents the attributes for which the institution is known and serve to reinforce those attributes in the minds of students, employees, alumni and donors.

To take advantage of this potential, Drew University has developed a visual identity system that unites all of campus—every school, department, program and office—under the Drew logotype.

Every member of the university community plays an important role in bringing this identity to life and maintaining its integrity. This is done through consistent use throughout all media and channels—including publications, display, direct mail, advertising, promotional products, web pages, email and other electronic formats—to both internal and external audiences. With consistent use, this visual identity system will serve to increase Drew's overall public recognition.

Drew Visual Identity and Messaging Guide Policy

The Office of Communications is responsible for:

- **Developing the branding and visual identity system.**
- **Managing and monitoring the use of the branding system.**
- **Providing resources and guidance for proper implementation of the branding system.**
- **Ensuring that the brand of the university is preserved through effective, consistent messaging and design.**

Since the power of a strong visual identity system can only be realized through consistent application over time, it is Drew University's policy that the official logotype, signatures and marks as described in this guide are the only sanctioned marks for use across the university system.

- **The logotype, signatures and marks replace all other logos and marks at Drew.**
- **All university units must use the Drew logotype and the unified visual identity system.**
- **No other marks or symbols may be used to represent the university as a whole or any unit.**
- **The visual identity system applies to all forms of university communication.**

Contacts for Advice, Approvals and Graphics

The Office of Communications is here to support university units in using elements of the visual identity system and in crafting consistent messaging.

To request specific visual elements in the system, contact Margaret Kiernan, senior director of creative services at mkiernan@drew.edu or extension 3236.

For questions about messaging, contact Faith Jackson, director of communications, at fjackson@drew.edu or extension 3947.

STATIONERY

Standard letterhead and envelopes may be ordered through the STORES Requisition Form found at drew.edu/fba/faculty-staff/stores-requisition-form. Employees may create personalized letterhead using the Communications Toolkit template at drew.edu/Communications/toolkit. Business cards may be purchased on the Drew University Staples online store. If you do not have access, please contact Maria Zaccagnini in Purchasing at mzaccagn@drew.edu.

STUDENTS

Student groups may use the Drew visual identity, including Drew marks and taglines on commercial goods, promotional giveaways and specialty items, WITH PRIOR APPROVAL from the Office of Communications and provided they adhere to the guidelines specified in this guide. Individual students are not permitted to use the university's marks.

ALUMNI

Alumni groups may use the Drew visual identity, including the Drew marks and taglines, with prior approval from the Office of Alumni Relations and provided they adhere to the guidelines specified in this guide. Alumni should contact the Alumni Relations office at 973.408.3229 or alumni@drew.edu. Individual alumni are not permitted to use the university's marks.

UNAFFILIATED ENTITIES

Any individuals, groups or companies external to the university wishing further information regarding the use of Drew marks should contact Margaret Kiernan in the Office of Communications at mkiernan@drew.edu or 973.408.3236.

BASIC ELEMENTS 2.0

DREW

DREW_LOGOTYPE

The Drew logotype is a custom-designed graphic and may not be altered in any way.

DREW

DREW_LOGOTYPE_IN BLACK BOX

The Drew logotype knocked-out in a black box is a branding style used for Drew admission materials.

The Drew Logotype

The **Drew logotype** or logo, is the **primary element** of the Drew visual identity system and must appear on all communications representing Drew University. It may not be modified.

This Drew logotype, appearing alone, is the visual representation for the university.

The logotype may be downloaded in various electronic formats at drew.edu/Communications/toolkit.

Only one secondary typographic element, called a signature, may be added to the Drew logotype. This element can be the full university name, or the name of the particular school, unit or program. As a general rule, it is always preferable to use the highest level logo representation that will adequately communicate your identity as part of Drew.

The Drew logotype may not be attached to any typographic or graphic element other than those described on the following pages.

Please note that the full name of the university—Drew University—must appear somewhere on all official Drew communications. This may be achieved by using the full name of the university in:

1. Body text
2. Displayed address
3. Logotype signature

Logotype with University Signatures

In situations where the logo needs to communicate the university's name, you may use the Drew logotype university signature with address and Drew website in its 1-color or 2-color form. The 1-color version utilizes black or Pantone®417. The 2-color version utilizes the primary blue and gray colors for the Drew visual identity system, Pantone® 2955 and Pantone®417. Equivalent color formulas for four-color printing and digital media are provided in section 3.3.

Download the university signature logotype at **drew.edu/Communications/toolkit**.

University Signature with Address and Drew website

DREW
DREW UNIVERSITY / MADISON NJ DREW.EDU

DREW
DREW UNIVERSITY / MADISON NJ DREW.EDU

DREW
DREW UNIVERSITY / MADISON NJ DREW.EDU

Logotype with School Signatures

Each of Drew's three schools has its own signature. Schools are prohibited from creating signatures on their own. Signatures may be downloaded in various electronic formats at **drew.edu/Communications/toolkit**.

DREW
College of Liberal Arts

DREW
Theological School

DREW
Caspersen School of Graduate Studies

Departments/Centers

DREW
Department of Economics

DREW
Office of Alumni Relations

DREW
Center for Civic Engagement

Logotype with Department, Program or Center Signatures

The name of academic and administrative departments and programs within Drew University may be combined with the Drew logotype as a signature. In all cases, the official name of the program must be used. Academic departments are always referred to as "Department of [Subject]"; administrative offices are always referred to as "Office of [Unit]"; centers are always referred to as "Center for/on [Name]". Names do not include symbols (e.g., "@" may not replace "at") unless it is part of the official name.

Major centers within the university that contain many subunits (such as schools or large administrative divisions) will need to develop and issue guidelines as to whether their subunits should always use the larger center signature or whether all or some of their subunits may use subunit signatures. As a general rule, it is preferable for subunits to use the signature of their largest umbrella center, but this needs to be addressed on an individual basis.

Contact mkiernan@drew.edu to request the creation of a specific signature for the Communications Toolkit.

REFERENCE WIDTH = 2"

CAP-HEIGHT

DREW

BASELINE

CAP-HEIGHT
CAP-HEIGHT

College of Liberal Arts

BASELINE
BASELINE

Starting with a digital Drew logotype template (DREW_LOGOTYPE) at the standard reference size of 2 inches in width, the unit name typography is Metric Medium 15.6 pt. type. The space from the baseline of the Drew logotype template (DREW_LOGOTYPE) to the unit name typography equals the same space as the cap height measurement of the unit name.

REFERENCE WIDTH = 2"

CAP-HEIGHT

DREW

BASELINE

CAP-HEIGHT
CAP-HEIGHT

Align Left Signature

BASELINE

CAP-HEIGHT

With Two Lines of Type

BASELINE

When two lines of copy are needed, the leading will equal the same as the point size being used for the unit name.

Logotype with Department, Program or Center Signatures *Continued*

The department, program or center name may not exceed an additional half-width of the Drew logotype. If the name requires two lines, it is preferable for the second line to be shorter. In creating unit signature files for users, Communications considers exceptions to these rules when necessary.

Departments and programs are prohibited from creating signatures on their own. Signatures may be downloaded in various electronic formats at drew.edu/Communications/toolkit.

If your department signature needs to be created, contact mkiernan@drew.edu.
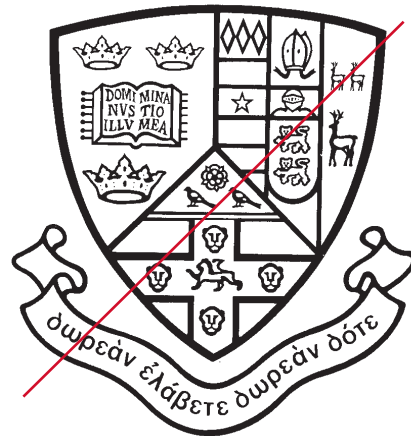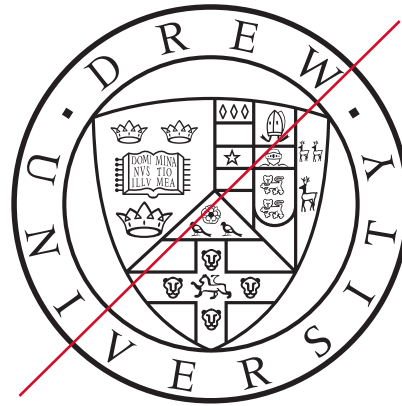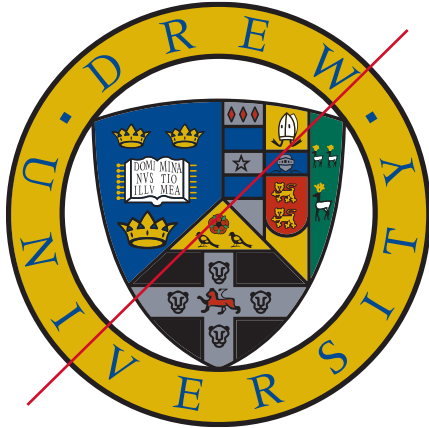
University Seal

This is the official university seal. It has very limited use, primarily on official university documents, such as contracts, deeds and academic diplomas.

All such uses require the prior approval of the Office of Communications.

The official university seal is a stand-alone mark of the university, which may not be combined with the Drew logotype.

Do not use the University Shield as the official logo

University Shield

This university shield was created in 1961 to create a more modern look for the university's image. The shield no longer serves as the university logo as it has been replaced by the new DREW logotype. There are two exceptions to this rule. The Office of the President and the Advancement Office have permission to use the seal for specific communications.

LOGOTYPE MINIMUM
WIDTH = 1.5

DREW

Minimum Width

DREW

BLUE SQUARE
IS THE CAP
"D" HEIGHT

DREW

DREW

DREW
College of Liberal Arts

DREW
Office of Admissions
Caspersen School of Graduate Studies

Minimum Clear Space

Specifications for Print and Merchandise

The Drew logotype and signatures should be produced at a reasonable size to maintain legibility. Minimum standards are illustrated and described in this section of the guide.

In print usage, the Drew logotype must never be smaller than 1 inch wide. The logotype with signature should never be smaller than 1.25 inches wide. On merchandise, there is no minimum size requirement, but the type needs to remain legible.

For both print and merchandise, there must be a minimum clear space around the logotype equal to the cap "D" height. The light blue area in the diagrams to the left indicates the amount of space that must be maintained between the logotype and any other element, including the edge of a page.

The clear space requirement is intended to prevent the Drew logotype from being crowded by other typographic or graphic elements. In some very large or very small formats, it is possible that the clear space requirement may need to be modified.

Questions regarding possible exceptions should be directed to mkiernan@drew.edu.

LOGOTYPE MINIMUM
WIDTH + 170 PIXELS

WIDTH =
20 PIXELS

DREW

WIDTH = 170 PIXELS

Minimum Width

Specifications for Electronic Communications

The Drew logotype and signatures must appear on webpages and e-communications at a reasonable size to maintain legibility. Minimum standards are illustrated and described in this section of the guide.

For electronic usage, the minimum size of the Drew logotype is 170 pixels wide, with a 20-pixels-wide border of clear space around the logotype.

Unacceptable Uses of Logotype

It is extremely important for brand success that the Drew logotype and signatures be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all elements.

The examples on this and the following pages illustrate unacceptable displays.

For acceptable applications of the Drew logotype and its optional signatures see the usage matrix on **page 9.1.**

1. **Do not distort any portion of the logotype/ signature.**

2. **Do not crop any portion of the logotype/ signature.**

3. **Do not tilt the logotype/signature.**

4. **Do not rotate the logotype/signature. (An obvious exception to this guideline would be a vertical street pole banner with "Drew" appearing as the primary element in a vertical position by necessity.)**

5. **Do not rearrange components in the signature.**

6. **Do not alter the alignment of any component of the signature.**

⑦ **DREW**
College of Liberal Arts

⑧ DREW

⑨ **DREW**
College of Liberal Arts

⑩ **DREW**
COLLEGE OF LIBERAL ARTS

⑪ **DREW**
College of Liberal Arts

⑫ ⊙**DREW**

⑬ ⊙**DREW**

⑭ ⊙**DREW**
College of Liberal Arts

Unacceptable Uses of Logotype
Continued

7. **Do not alter the relative size of the logotype and the unit signature.**

8. **Do not alter the typeface of the Drew logotype.**

9. **Do not alter the typeface of the signature.**

10. **Do not alter the type style (e.g., from all caps to cap/lowercase) of the signature.**

11. **Do not add a drop shadow to any part of the signature.**

12. **Do not combine the official university seal with the logotype.**

13. **Do not alter the relative size of the logotype and informal seal.**

14. **Do not combine the informal seal with a unit signature. It may only be used with the Drew logotype alone, with the university signature or with a campus signature.**

DREW ~~DREW~~
DREW UNIVERSITY / MADISON NJ DREW.EDU
15. Center for Religion,
Culture and Conflict

DREW
College of Liberal Arts
16. Center for Religion,
Culture and Conflict

DREW
DREW UNIVERSITY / MADISON NJ DREW.EDU
17. Department of English

DREW
College of Liberal Arts
18. Department of English

19. **D**

20. **GODREW**

21. **DREW**

22. **DREW**

Unacceptable Uses of Logotype
Continued

Do not stack multiple signatures, such as placing a:

15. University signature with a unit name

16. Campus signature with a unit name

17. Unit signature with a department name

18. Unit signature with a subunit name

19. Do not separate the "D" from the Drew logotype and use it as a freestanding graphic or mark.

20. Do not violate the minimum clear space requirements by attaching type or graphics to the logotype.

21. Do not make the Drew logotype any color other than grey, blue or white.

22. Do not add an outline to the logotype.

The **Drew_City logotype** or logo, is a secondary element of the Drew visual identity system. It may not be modified.

This Drew_City logotype may be used in its 1-color or 2-color form. The 1-color version utilizes black or blue Pantone® 2955 or gray Pantone® 417 colors. The 2-color version utilizes the primary blue and gray colors for the Drew visual identity system, Pantone® 2955 and Pantone®417. Equivalent color formulas for four-color printing and digital media are provided in section 3.3.

DREW_CITY_LOGOTYPE 1-Color

The Drew_City logotype is a decorative element in the branding system. It is a custom-designed graphic and may not be altered in any way.

DREW_CITY_LOGOTYPE 2-Color

The Drew_City logotype is a decorative element in the branding system. It is a custom-designed graphic and may not be altered in any way.

Undergraduate Recruitment Mark
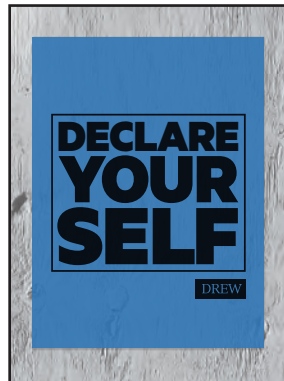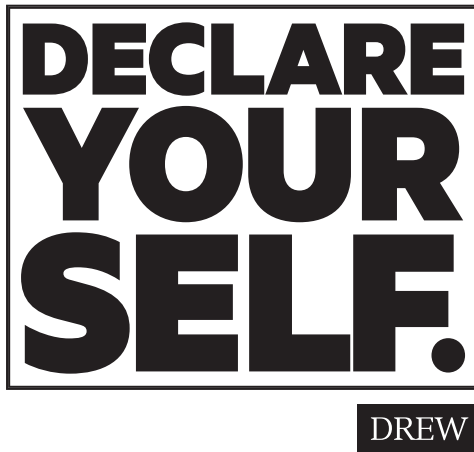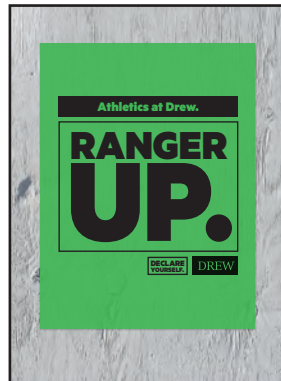
TRAVEL   **ATHLETICS**   **VIEWBOOK**
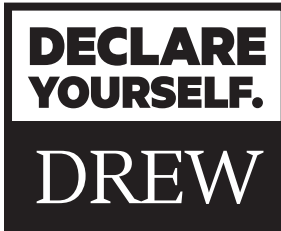
Undergraduate Recruitment Mark

Most undergraduate recruitment marketing materials for the University will include the statement, "Declare Yourself."

Version 1, three-lined stacked statement, in conjunction with the Drew logo in the black box lockup, is the preferred version when used on front covers of marketing materials. The statement rests within a color block on a wooden background.

The box and stacked text treatment may be used for other statements or titles, particularly for brochures and advertisements.

See section 4 for more details on the Drew color palette.

Undergraduate Recruitment Mark

Continued

A two-lined stacked statement may be used as a stand-alone element or in conjunction with the Drew logo in the black box lockup, or next to a Drew logo box.

Undergraduate Recruitment Mark

COLOR 4.0

BASIC	PRINT	ELECTRONIC
Pantone® Matching System	**Four-Color Process**	**Web/ Video Usage/HEX Code**
PANTONE® 2955	C100 M55 Y10 K48	1A3A59
PANTONE® 417	C51 M39 Y48 K21	6E6F66
BLACK	K100	252723

Primary Color Palette

The primary colors for the Drew visual identity system are Pantone® 2955 and Pantone®417 and black. Equivalent color formulas for four-color printing and digital media are provided to the left.

The preferred color treatment for the Drew logotype and signature is shown below.

DREW
DREW UNIVERSITY / MADISON NJ DREW.EDU

The preferred color for the Drew logotype is always (Pantone® 2955). It can also appear in black or white.

The preferred color for the signature is always black and a percentage of black. It can also appear in blue for one color project and or white when it needs to reverse from a color background.

BLUE (PANTONE 2955) ON A WHITE BACKGROUND

DREW

DREW UNIVERSITY / MADISON NJ DREW.EDU

1

GRAY (PANTONE 417) ON A WHITE BACKGROUND

DREW

DREW UNIVERSITY / MADISON NJ DREW.EDU

2

WHITE ON A BLACK BACKGROUND

DREW

DREW UNIVERSITY / MADISON NJ DREW.EDU

3

WHITE ON A BLUE (PANTONE® 2955) BACKGROUND

DREW

DREW UNIVERSITY / MADISON NJ DREW.EDU

4

WHITE ON A GRAY (PANTONE® 417) BACKGROUND

DREW

DREW UNIVERSITY / MADISON NJ DREW.EDU

5

**WHITE ON A BACKGROUND THAT IS NOT
IN THE PRIMARY COLOR PALETTE**

DREW

DREW UNIVERSITY / MADISON NJ DREW.EDU

6

One-Color Reproduction

When only one color is available for printing, the Drew logotype and signature may only be reproduced in blue, gray, black or white, as shown in the examples on this page.

1. **Blue (Pantone 2955) on a white background**

2. **Gray (Pantone 417) on a white background**

3. **White on a black background**

4. **White on a Blue (Pantone 2955) background**

5. **White on a Gray (Pantone 417) background**

6. **White on a background that is not in the primary color palette**

Notes: Text boxes represent backgrounds. They are not part of the logo.

BLUE AND BLACK ON A WHITE OR LIGHT BACKGROUND

DREW
DREW UNIVERSITY / MADISON NJ DREW.EDU

1

DREW
DREW UNIVERSITY / MADISON NJ DREW.EDU

2

REVERSED WITH WHITE ON A BLACK OR DARK BACKGROUND

DREW
DREW UNIVERSITY / MADISON NJ DREW.EDU

3

DREW
DREW UNIVERSITY / MADISON NJ DREW.EDU

4

REVERSED WITH BLACK ON MID-TONED BACKGROUNDS

DREW
DREW UNIVERSITY / MADISON NJ DREW.EDU

5

DREW
DREW UNIVERSITY / MADISON NJ DREW.EDU

6

Two-Color Reproduction

This section provides examples of acceptable two-color presentations of the logotype and signature.

1. Pantone® 2955 and 417

2. Same color break on a cream paper stock

3. White on a black background

4. White on a dark background

5 & 6. White and black on mid-toned background

Notes: Text boxes represent backgrounds. They are not part of the logo.

Unacceptable Logotype Color Treatments

The preferred color for the Drew logotype is always Pantone® 2955. See page 3.1 for the equivalent color formulas for four-color process printing and for web and video usage. Pantone® 417 and white are the only other acceptable color treatments.

1. Do not use other colors in the supplementary color palette.

2. Do not apply a tint to the logotype.

DREW

DREW UNIVERSITY / MADISON NJ DREW.EDU

1

DREW

DREW UNIVERSITY / MADISON NJ DREW.EDU

2

DREW

DREW UNIVERSITY / MADISON NJ DREW.EDU

3

Unacceptable Signature Color Treatments

The preferred color for the signature is always Pantone® 2955. Pantone® 417 and white are the only other acceptable color treatments.

1. Do not switch the primary palette colors around among the components of the signature.

2. Do not substitute other colors, including those in the supplementary color palette, except black.

3. Do not apply a tint to any component of the signature.

TYPOGRAPHY 5.0

Swift (Serif)

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

HEAVY

**ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

HEAVY ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

BLACK CONDENSED

**ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Primary Typefaces

The **Swift** and **Metric** font families
are the primary typefaces for
Drew University communications.

**The two typefaces allow for flexibility and creative
expression in text and display.**

Metric (San Serif)

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Typefaces *Continued*

Sources

Should you want to purchase these typefaces independently, they are available for both Windows and Macintosh platforms and may be purchased from—among others—the following sources:

Swift:
Linotype GmbH
linotype.com

Metric:
Village
vllg.com

Times Roman (Serif)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial (San Serif)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLACK

**ABCDEFGHIJKLMNOPQRSTUVW
XYZ**
abcdefghijklmnopqrstuvwxyz
1234567890

Alternate Typefaces

If you do not wish to purchase the **Swift** and **Metric** font families, the **Times Roman** and **Arial** font families are alternate typefaces.

TEMPLATES

6.0

The Office of Communications has created templates for common types of communications such as stationery, envelopes, business cards, email signatures and more. These are an essential part of the Drew visual identity system and are to be used by all units within the university.

DREW

Office of College Admissions   drew.edu/admissions
College of Liberal Arts   jsmith@drew.edu
Drew University
36 Madison Avenue   p. 973.408.3000
Madison, NJ 07940   F. 973.408.1234

June 21, 2016

Mr. John Smith
Organization
Street Address
City, ST 000000-0000

Dear Mr. Smith:

This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is in is dummy copy so you know how to set up a Dr members of the university try.

This is dummy copy so you know how to set up members of the university try. This is dummy c mailings. It is important that all members of the set up a Drew letterhead for all mailings. It is in is dummy copy so you know how to set up a Dr members of the university try.

This is dummy copy so you know how to set up members of the university try. This is dummy c mailings. It is important that all members of the set up a Drew letterhead for all mailings. It is in is dummy copy so you know how to set up a Dr members of the university try.

Sincerely,

John L. Doe

DREW

Employee Name | Title | Department
Drew University | 36 Madison Ave | Madison, NJ 07940
973-408-3000 | drew.edu | @DrewUniversity

DREW

Office of College Admissions
College of Liberal Arts
Drew University
36 Madison Avenue
Madison, NJ 07940

DREW

Employee Name
Title

Office of College Admissions   drew.edu/admissions
College of Liberal Arts   jsmith@drew.edu
Drew University
36 Madison Avenue   p. 973.408.3000
Madison, NJ 07940   F. 973.408.1234

Ordering Stationery

The Purchasing Department has contracted with an outside vendor to be the university's preferred vendor for stationery products. The stationery items shown in this chapter can be ordered electronically online, through purchasing, by going to the Stores Requistion Form on the Drew website: drew.edu/fba/faculty-staff/stores-requisition-form/

DREW🌿

April Vidor | Director, Enrollment Marketing & Operations |
College of Liberal Arts
Drew University | 36 Madison Ave | Madison, NJ 07940
973-408-3703 | drew.edu | @DrewUniversity

DREW

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Email Signatures

Drew University employees should either use plain text email signatures or use use one of the Drew-branded email signature templates we have provided. There are several to choose from. Templates and instructions on how to use them can be found at drew.edu/emailfooter

OFFICIAL ATHLETIC LOGO/SPIRIT MARK

Drew Athletic Logos *Continued*

The Drew Primary Sport Specific logos also include logos with the name of each varsity sport.

To view all logos, go to drewrangers.com/logos.

Use of logos must be approved by the Drew University Office of Communications or the Drew Athletic department.

DREW BEAR HEAD LOGO

DREW RANGERS TEXTMARK

PRIMARY SPORT SPECIFIC LOGO

SECONDARY SPORT SPECIFIC LOGO

Drew Athletic Logos

continued

The Official Drew Athletic logo is the Drew Bear with the Drew "D".

Other Drew Athletic logos consist of the

- **Drew Bear Head Logo**
- **Drew Rangers Textmark**
- **Primary Sport Specific logo**
- **Secondary Sport Specific Logo**

The Drew Primary Sport Specific logos also include logos with the name of each varsity sport.

To view all logos, go to drewrangers.com/logos.

Use of logos must be approved by the Drew University Office of Communications or the Drew Athletic department.

APPENDIX 8.0

Identity Matrix

	DREW LOGOTYPE	SIGNATURE UNIVERSITYWIDE	SIGNATURE UNIVERSITY	SIGNATURE LOGOTYPE	DREW LOGO WITH LEAF	OFFICIAL UNIVERSITY SEAL	SHIELD	SPIRIT AND ATHLETICS MARKS
Business Cards	—			—				
Letterhead	—			—				
Envelopes	—			—				
Signage	—	—	—	—	—			—
Vehicular Signage	—	—	—					
Marketing Materials	—	—	—	—				—
Brochures								
Posters								
Advertisements								
Flyers								
Folders								
News Releases								
Internal Materials	—			—				—
Routing Slips								
Fax Sheets								
Websites	—			—				—
Power Points	—			—				—
Email Signatures					—			
By Special Permission Only						—	—	
Merchandise	—	—	—	—	—			—
Clothing								
Gift Items								
Athletics	—							—
Uniforms								
Promotional								
Gifts								
Service Uniforms	—							
Ceremonial	—			—	—	—		
Note Cards/Invitations								
Diplomas								

Glossary

CAP HEIGHT A unit of measurement describing the height of the left vertical of the large initial "R" in the Drew logotype. This unit is used when establishing the clear space for the logotype or signature.

COLOR PALETTE A selection of specific colors that are chosen to coordinate, contrast or harmonize, as an aide to maintaining a desired degree of consistency within a visual identity system.

FONT A complete set of type of one size and face. Garamond Italic 12 point is a font.

IDENTITY MANUAL A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype, stationery system, common print and web applications and examples of use on merchandise.

LOGO A generic term for a unique graphic symbol, display of a name or a combination of both, that is used to represent a product, company, organization or other entity.

LOGOTYPE A logo composed of type.

MARK A generic term for a unique graphic symbol, used interchangeably with "logo."

MASTER BRAND The overarching identifier of an entity or organization. Also an identity strategy that applies the name of the overarching brand to all subunits.

PRIMARY COLOR PALETTE The core selection of identifying colors that are used in a logo.

SEAL In an institution, the official logo used on legal or ceremonial documents, often rendered within a circular shape.

SERIF/SANS SERIF In typography, a sans serif typeface is one that does not have the small thorn-like features called "serifs" at the end of strokes within letters.

SIGNATURE The combination of the logotype with an additional more specific identifier.

SUPPLEMENTARY COLOR PALETTE A selection of colors designed to supplement the primary color palette for use in all related communications except the logo itself.

TAG LINE A slogan used to support the identity.

TEMPLATE A file with an associated style sheet and all standing and serial elements in place on a master page, used for publications following the same design.

TYPEFACE The set of characters including uppercase and lowercase alphabetical characters, numbers, punctuation and special characters. A single typeface contains many fonts of different sizes and styles. Garamond is a typeface.

TYPE FAMILY A group of fonts of the same basic design but with different weights and proportions. Garamond is also a type family.

UNITS Subdivisions of the overarching organization.

UNIT SIGNATURE The typographic addition to the Drew logotype that may be used to designate a specific unit.

X-HEIGHT A unit of measurement describing the height of the small "T" in the Drew logotype. This unit is used when establishing the location of the informal seal and/or unit signature relative to the logotype.

DREW