

Montclair State University

Donor Recognition Guidelines

March 9, 2016 Version 1.2

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Approach to Donor Recognition

The Donor Recognition Guidelines are a tool and resource to ensure that those who have contributed to Montclair State University are appropriately and tastefully recognized for their generosity. These guidelines are also intended to support the ongoing fund-raising efforts of Montclair State University while enhancing the donor's desire to contribute to future campaigns.

These Guidelines are a plan for recognition and set the framework by which donors are recognized. A recommended process for the design of each donor program is included to simplify the challenges for the advancement team while creating a method to manage the Montclair State University brand.

Montclair State University strives to exhibit heartfelt gratitude for all contributions to research, education and capital projects and will offer recognition commensurate with the gift received. Giving levels are established across the Montclair State University system within each of the fundraising programs in order to create equitable recognition for donors in similar categories. While the intent is to provide equal recognition for donors at similar giving levels, we extend some latitude to each of our entities and programs to design small variations in the physical recognition components such as plaques, if necessary, to ensure tasteful design and integration at the specific location.

The process of expressing gratitude and offering recognition goes well beyond the installation of plaques and named spaces. Letters of gratitude, special program invitations, dedications, and invitations to important events are a sampling of how we provide an engaging and thoughtful donor experience.



Philosophy of Donor Recognition

Montclair State University values the generosity of the community, all individuals, businesses, and foundations who support our commitment to provide the highest quality education. We appreciate all levels of contribution and are committed to recognize and acknowledge gifts accordingly.

While seeking to create and maintain a donor's affinity to Montclair State University for continued giving. We are committed to showing gratitude consistent with the Montclair State University brand. Our goal is to ensure that our donors are pleased with the method of recognition, feel a sense of sincere appreciation, and are inspired toward future contributions.

Our donor recognition programs should inspire new donors to contribute to Montclair State University and when possible should communicate the Montclair State University commitment to the highest quality of higher education.

Goals of Donor Recognition Initiative

Express gratitude to our donors

Inspire new donors to contribute

Recognize the contributions of our donors

Create affinity for Montclair State University

Design a tool to assist advancement in fundraising



Donor Categories

Major Gift Donors during a fiscal year will include the following categories:

Level 1	\$25m+
Level 2	\$10m-\$25m
Level 3	\$5m-\$10m
Level 4	\$2.5m-\$5m
Level 5	\$1m-\$2.5m
Level 6	\$500,000-\$1m
Level 7	\$100,000-\$499,000
Level 8	\$25,000-\$99,000
Level 9	< \$25,000 (Group Plaque)

Naming Opportunity Sizes/Donor Plaque Sizes

There are 4 'typical' sizes of donor plaques and 3 scales of lettering. These are shown below and on the right. Depending upon the levels of giving and the requirements of the program, an appropriate size should be chosen. Typical lead time for fabrication of Donor Plaques is six to eight weeks upon submittal to a fabricator.

There is a simple standardized layout as a reference point (different programs will have different requirements). Pages 15-21 will deal with the typography and layouts and materials, the choice of which should be appropriate to the interior finishes and the architecture.

Each plaque has a reference code depending on its size and layout. Appendix A contains all possible layouts and should be used by Montclair State University to provide a customized layout for review and approval by the donor/recipient, and as a production guide to the fabricator.

INTERIOR NAMING OPPORTUNITIES

7" tall letters 05_A

Placeholder Name

Location Placeholder Name

4" tall letters 05_B

Placeholder Name

Location Placeholder Name

2" tall letters 05_C

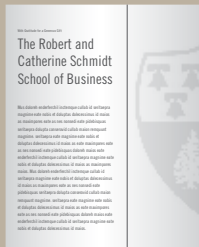
Placeholder Name

Location Placeholder Name



DONOR PLAQUES

Level 1



16" w x 20" h 04_A

Levels 2-3



8" w x 10" h 03_A-C



8" w x 10" h 03_D-F

Levels 4-5



8" w x 6" h 02_A-C



8" w x 6" h 02_D-F

Levels 6-8



8" w x 3 3/4" h 01_A-C



8" w x 3 3/4" h 01_D-F

Level 9



8" w x 6" h 06_A-C



DONOR RECOGNITION SIGN MENU

Exterior:



Level 1 (\$25 million -)
14' - 18' letters + 14' x 28' plaque
+ website



Level 2 (\$10 million - \$25 million)
10' - 12' letters + 8' x 18' plaque
+ Campus Wayfinding System



Level 3 (\$5 million - \$10 million)
8' - 12' letters + 5' x 18' plaque
+ Campus Wayfinding System









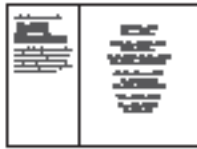









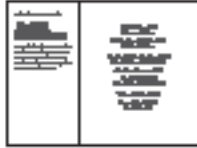



Level 4 (\$2.5 million - \$5 million)
10' - 12' letters + 8' x 8' plaque
+ Campus Wayfinding System

Interior:



Level 4 (\$2.5 million - \$5 million)
8' - 8' letters + 8' x 8' plaque

 <p style="text-align: center;">+</p>  <p>Level 6 (\$1 million - \$2.5 million) 8" letters on 3" x 5" plaques + ground mounted sign</p>	 <p style="text-align: center;">+</p>  <p>Level 5 (\$250,000 - \$1 million) 5" x 3.5" plaques + ground mounted sign</p>	 <p style="text-align: center;">+</p>  <p>Level 4 (\$100,000 - \$250,000) 4" ground mounted signs</p>	 <p style="text-align: center;">+</p>  <p>Level 3 (\$25,000 - \$100,000) 2" wide plaques, panels, + ground mounted signs</p>	 <p style="text-align: center;">+</p>  <p>Level 2 (< \$25,000) Engraving</p>
 <p style="text-align: center;">+</p>  <p>Level 6 (\$1 million - \$2.5 million) 2" - 4" letters + 3" x 5" plaques</p>	 <p style="text-align: center;">+</p>  <p>Level 5 (\$250,000 - \$1 million) 1" - 2" single letters + 3" x 5" plaques</p>	 <p style="text-align: center;">+</p>  <p>Level 4 (\$100,000 - \$250,000) 3" x 3.5" plaques</p>	 <p style="text-align: center;">+</p>  <p>Level 3 (\$25,000 - \$100,000) 3" x 3.5" plaques</p>	 <p style="text-align: center;">+</p>  <p>Level 2 (< \$25,000) Engraving</p>



Donor Typography

The approved fonts have been chosen for their contrast and legibility. The primary font (Trade Gothic Condensed) should be used for all copy on donor plaques. The secondary font (Trade Gothic Bold Condensed) should be used only for the Naming Opportunity's 'Donor Name'. Final language and copy must be reviewed and approved by University Advancement.

Trade Gothic LT Std Condensed No. 18, Adobe Systems

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

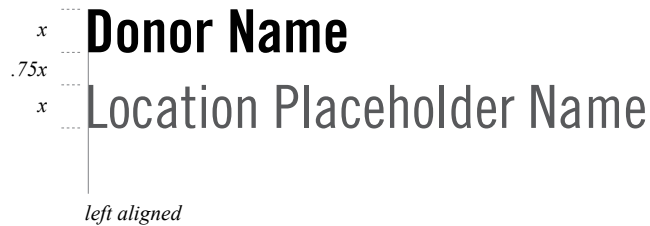
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789



Recommended Naming Opportunities

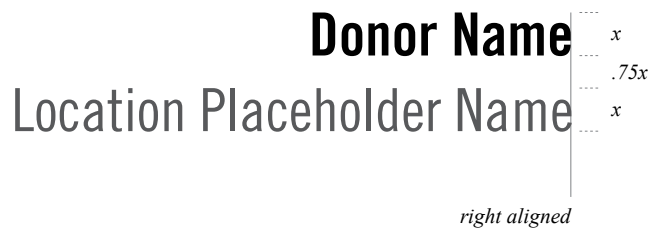
There is a recommended relationship between the two lines of copy for named spaces within the University. Letter height is dependent on donor level, and the line spacing is always .75x the letter height. The text lines can be either left aligned or right aligned depending on where the naming opportunity is located within the space and its relationship to other elements in that area.



The diagram shows two lines of text: "Donor Name" in a larger, bold font and "Location Placeholder Name" in a smaller font below it. A vertical line on the left side of the text indicates alignment. Dashed horizontal lines mark the top and bottom of each line. The vertical distance between the top of the first line and the top of the second line is labeled "x". The vertical distance between the top and bottom of the second line is labeled ".75x". The text is left-aligned, meaning the left edges of both lines are on the same vertical line.

Donor Name
Location Placeholder Name

left aligned



The diagram shows two lines of text: "Donor Name" in a larger, bold font and "Location Placeholder Name" in a smaller font below it. A vertical line on the right side of the text indicates alignment. Dashed horizontal lines mark the top and bottom of each line. The vertical distance between the top of the first line and the top of the second line is labeled "x". The vertical distance between the top and bottom of the second line is labeled ".75x". The text is right-aligned, meaning the right edges of both lines are on the same vertical line.

Donor Name
Location Placeholder Name

right aligned



Recommended Donor Messaging

There are three messaging options for donor recognition. “Message A” is the standard option. “Message B” allows for a gift to be given in memoriam of someone. “Message C” allows for a gift to be dedicated to someone. Each option is accompanied by a narrative of varying lengths dependent on the donation level and plaque size.

MESSAGE A

With Gratitude for a Generous Gift

Donor Placeholder
Name Here

+

Narrative

Level 1: 200 words

Levels 2–3: 110 words

Levels 4–5: 55 words

Levels 6–8: 35 words

MESSAGE B

With Gratitude for a Generous Gift

Donor Placeholder
Name Here

in memory of Memoriam Name Here

+

Narrative

Level 1: 200 words

Levels 2–3: 110 words

Levels 4–5: 55 words

Levels 6–8: 35 words

MESSAGE C

With Gratitude for a Generous Gift

Donor Placeholder
Name Here

dedicated to Dedication Name Here

+

Narrative

Level 1: 200 words

Levels 2–3: 110 words

Levels 4–5: 55 words

Levels 6–8: 35 words

Warm Palette



Material Descriptions:

- 1 Bronze—Anodized bronze
- 2 Black Anodized Aluminum—Satin Black
- 5 Acrylic—Lightblock Palette, Brick

The warm palette is intended to be used in traditional and existing environments. It is comprised of rich metals, and acrylics. Careful use and consideration must be given to how these materials integrate into their surroundings, e.g. a wood plaque would not sit well in a wood paneled lobby.

Cool Palette



3



4



5

Material Descriptions:

- 3 Aluminum—Horizontal Brushed Aluminum Plate
- 4 Stainless Steel Alloy—Satin
- 5 Acrylic—Lightblock Palette, Brick

The cool palette is intended to be used in modern and contemporary environments. This cool palette uses brushed aluminum and a complimentary warmth is brought about with soft acrylic colors.



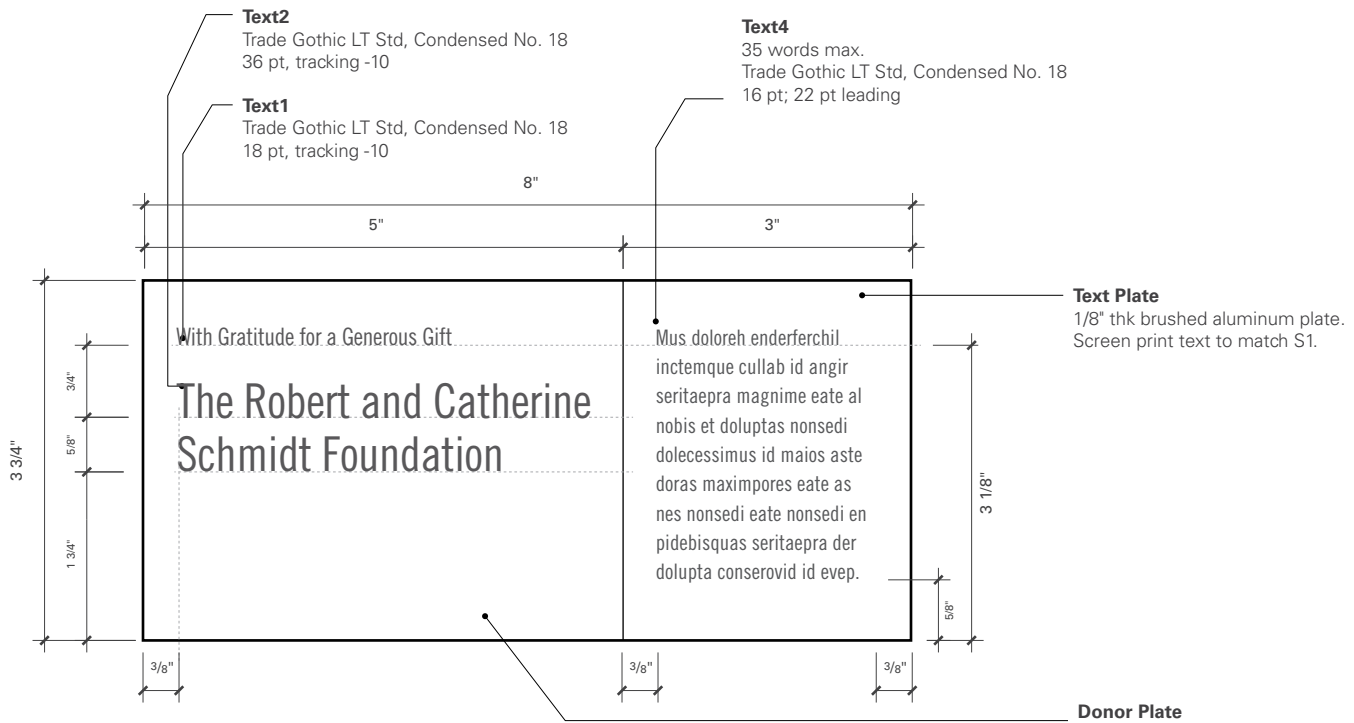
Material Matrix

		1	2	3	4	5							
		Bronze	Black Anodized Aluminum	Aluminum	Stainless Steel Alloy	Red Acrylic						Screened	Dimensional Letter
WARM NAMING	Primary Copy	●	●										●
	Secondary Copy	●	●										●
WARM PLAQUE	Plaque	●	●			●							
	Mounting Hardware	●	●										
	Primary Copy												●
	Body Copy												●
COOL NAMING	Primary Copy			●	●								●
	Secondary Copy			●	●								●
COOL PLAQUE	Plaque			●	●	●							
	Mounting Hardware			●	●								
	Primary Copy												●
	Body Copy												●

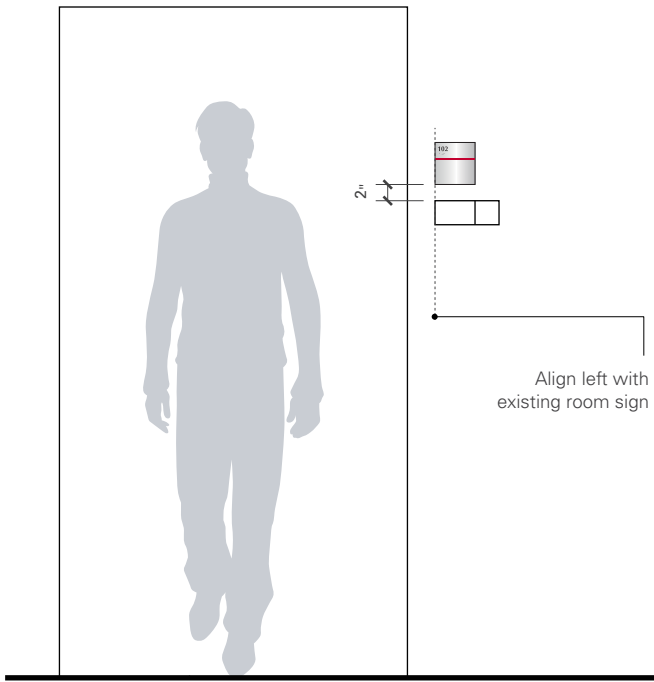
The intent of this materials matrix is to give you suggestions and ideas of how to plan your materials schedule and construction methods within the donor program. It is designed to allow flexibility, using only a few carefully chosen on-brand materials and production techniques in order to produce multiple configurations that will be consistent in design aesthetic, but organic in growth and development.

Appendix A

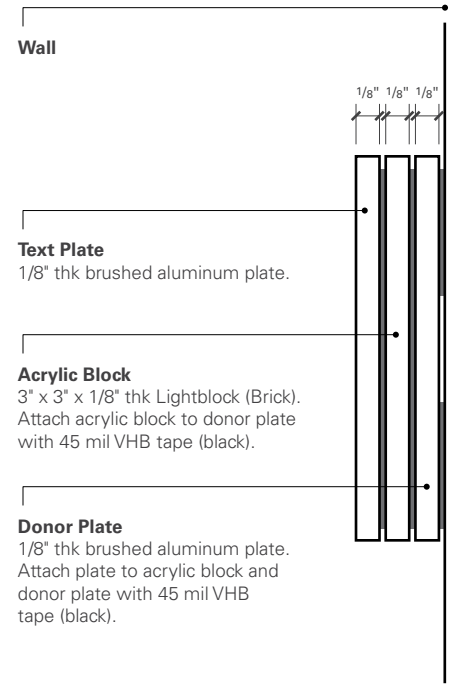
Sign Types



A Elevation
6" = 1'

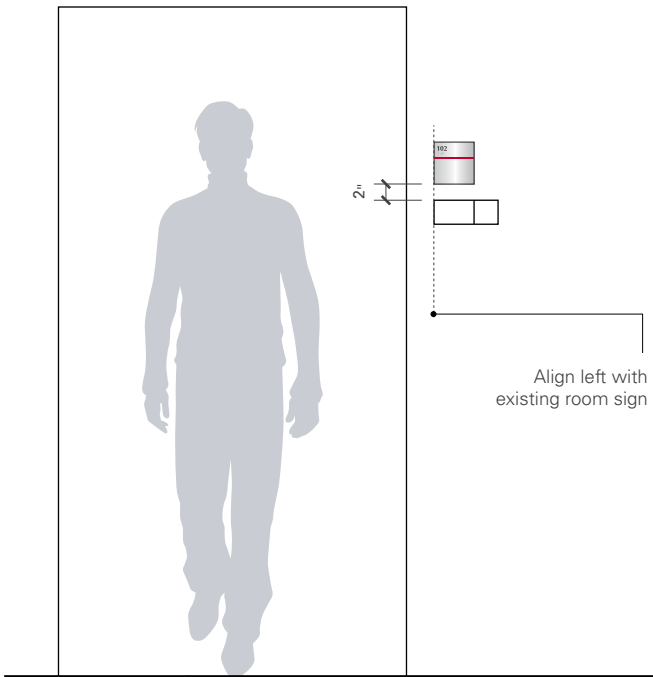
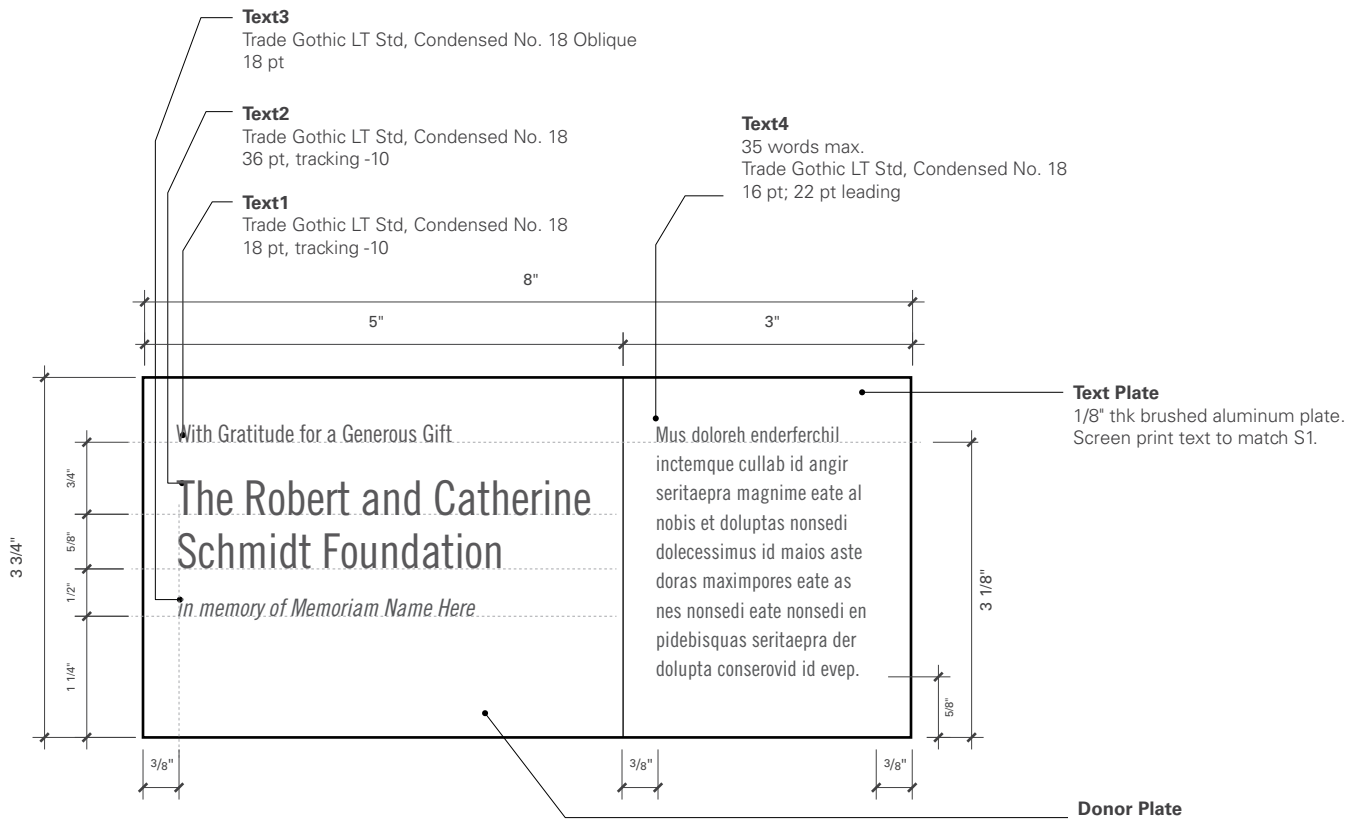


B Mounting/Installation Reference
1/2" = 1'-0"

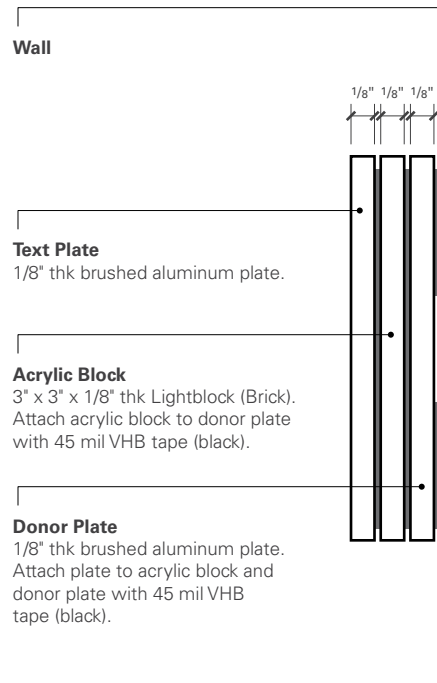


C Section
Not to scale


<p>MONTCLAIR STATE UNIVERSITY</p> <p>1 Normal Ave Montclair, NJ 07043</p>	<p>Date 08.04.15</p>	<p>Revisions</p>
	<p>Drawn by AJC/LA</p>	<p>2/12/16, 3/1/16</p>
	<p>Project # Donor Guidelines</p>	
	<p>Sign Type # 01_A</p>	
	<p>Description Level 6-8 Plaque</p>	

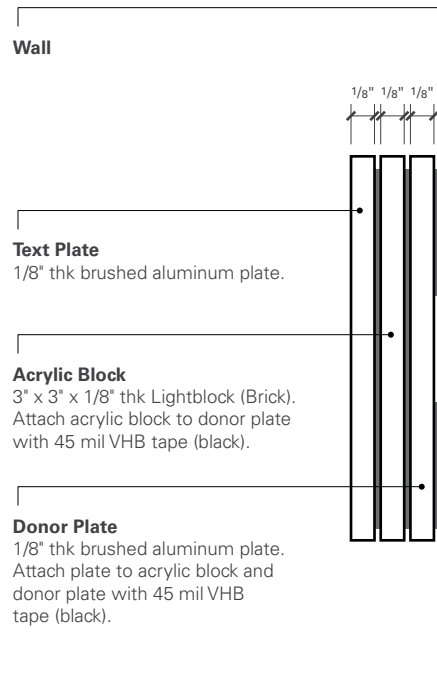
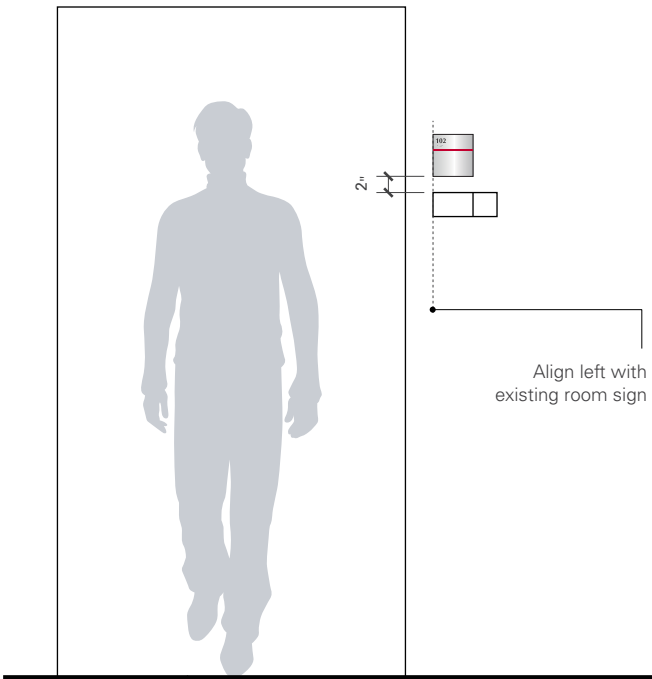
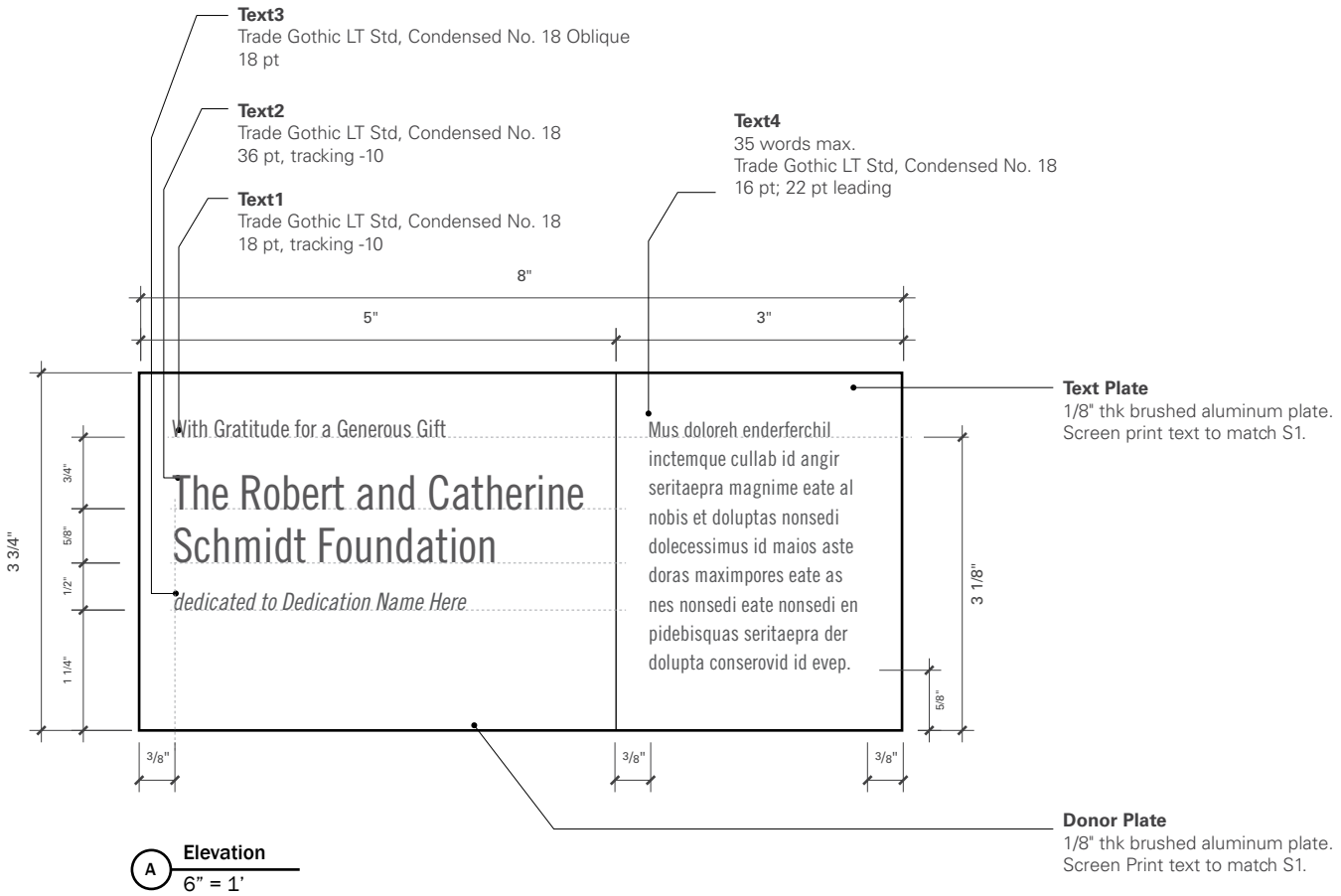


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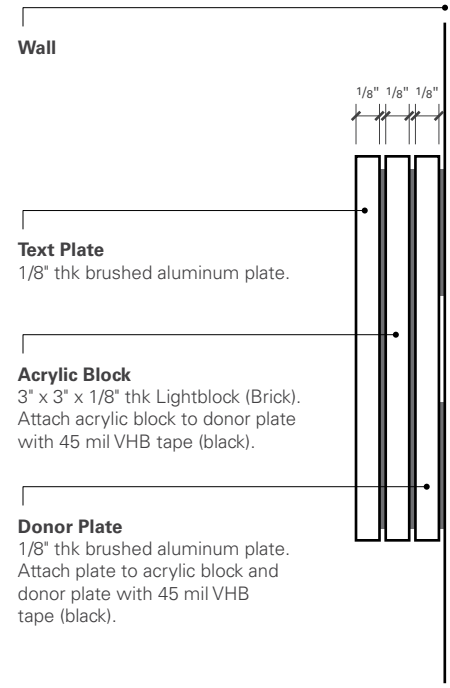
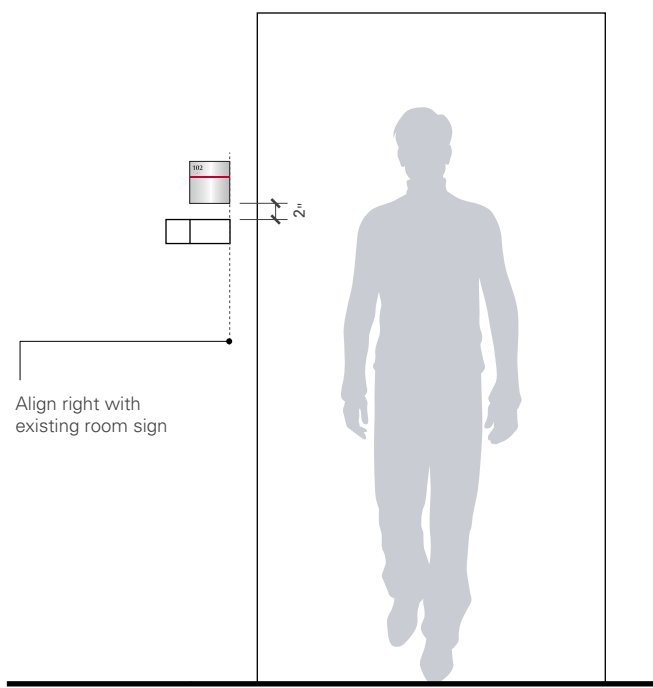
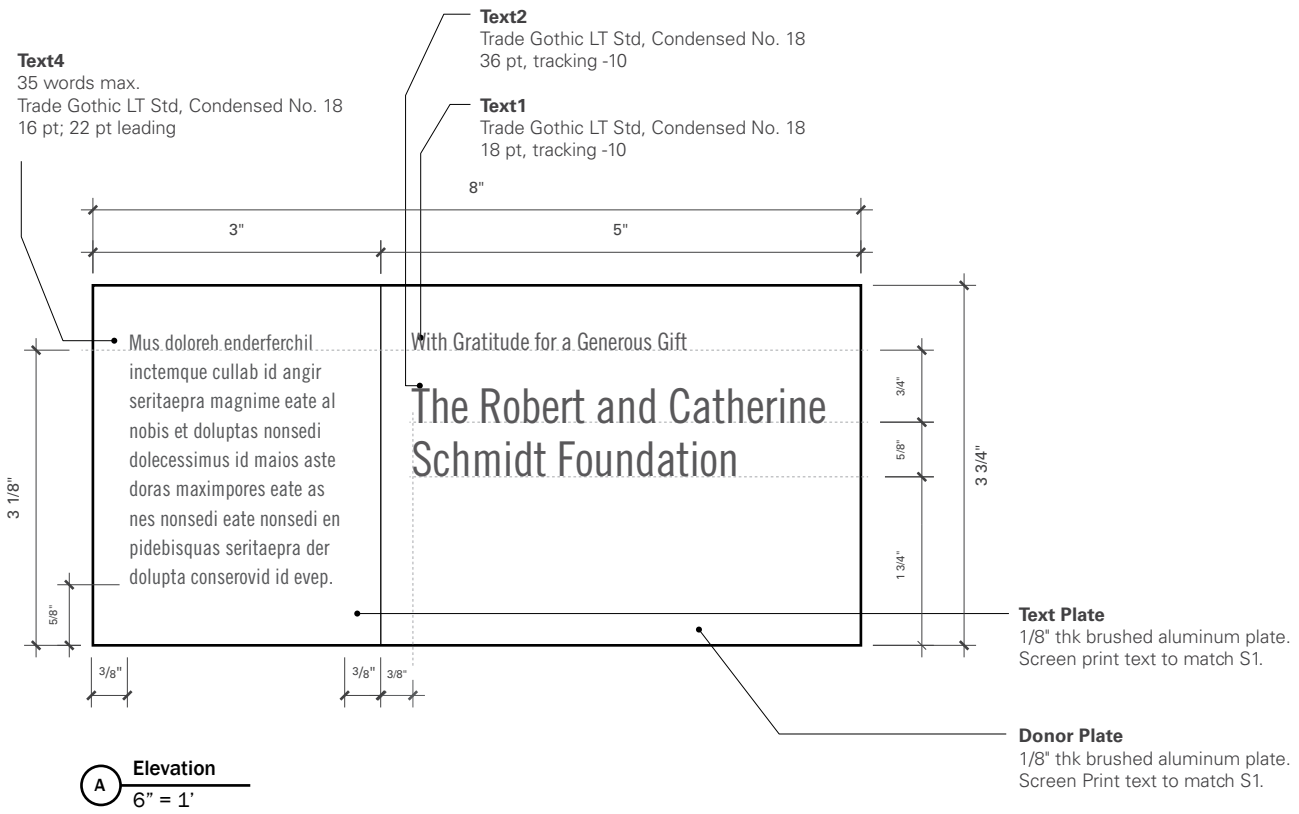


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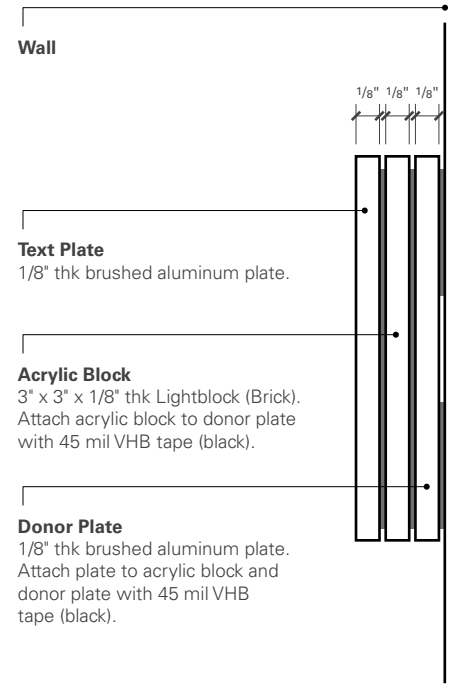
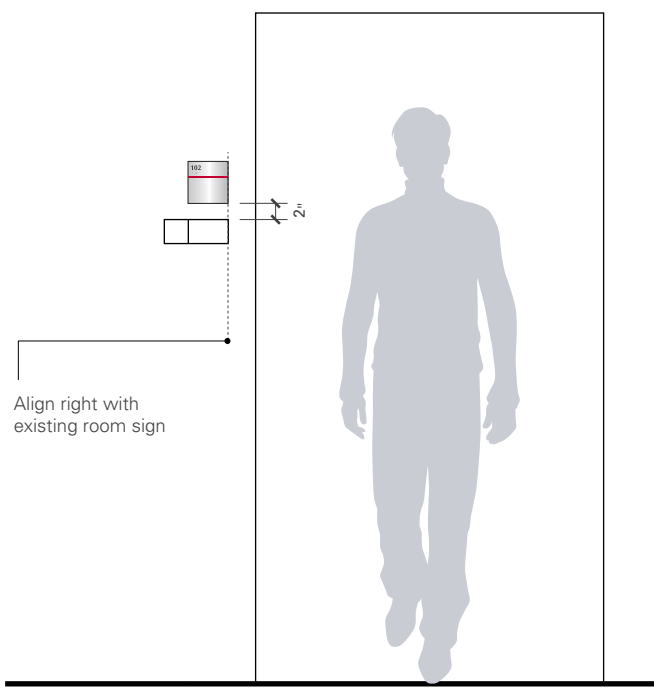
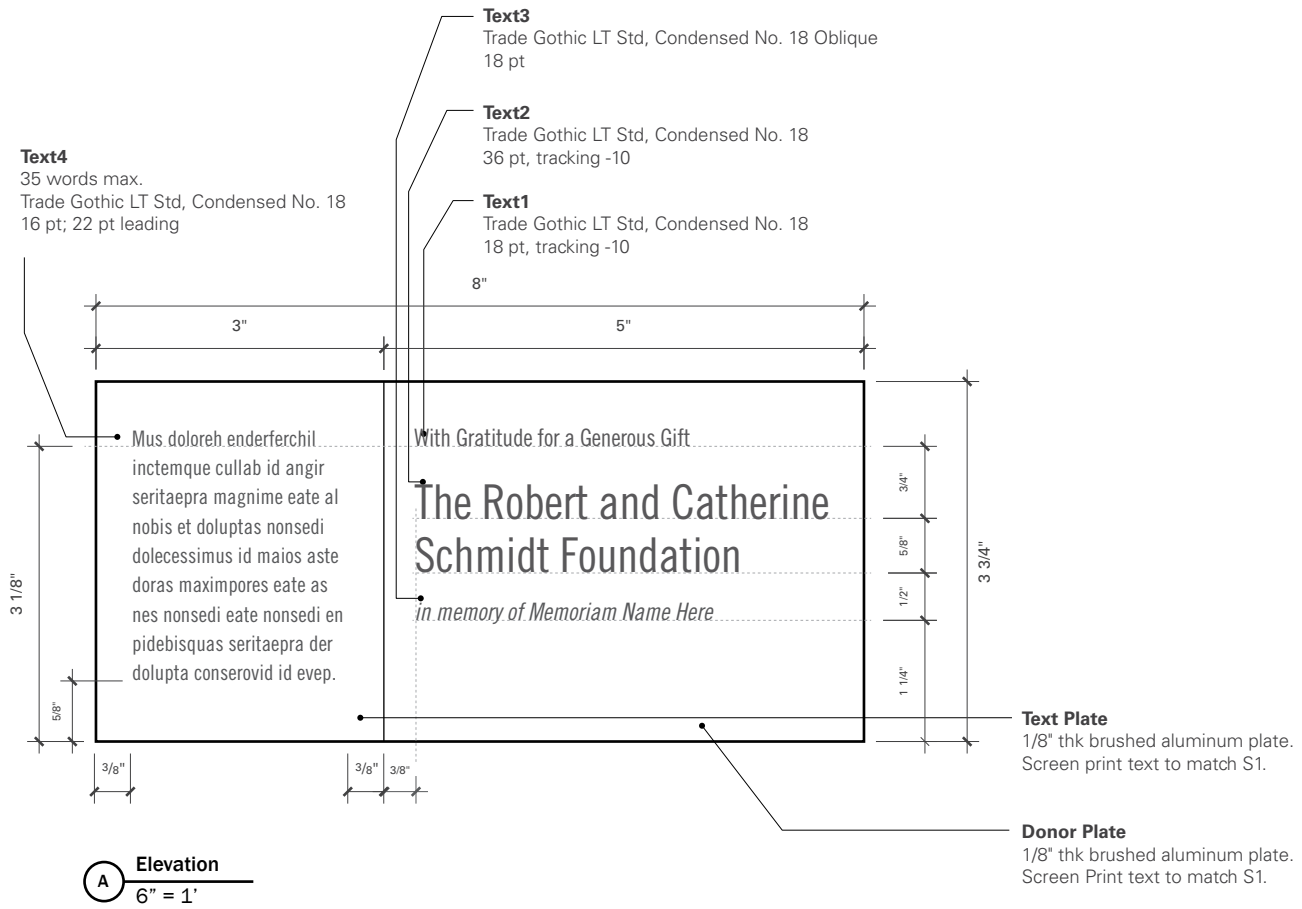
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	Project #	Donor Guidelines		
	Sign Type #	01_B		
	Description	Level 6-8 Plaque		



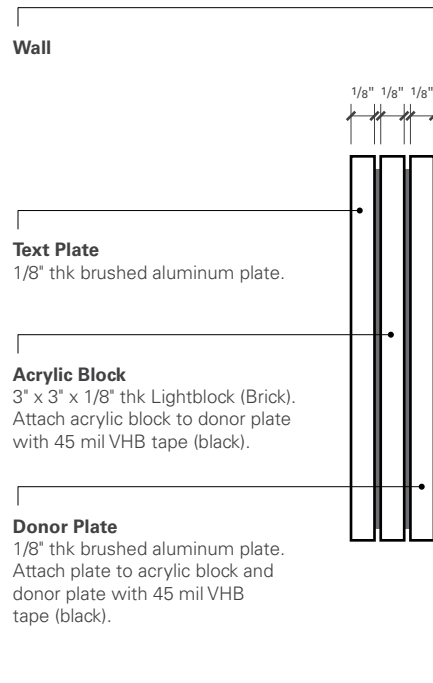
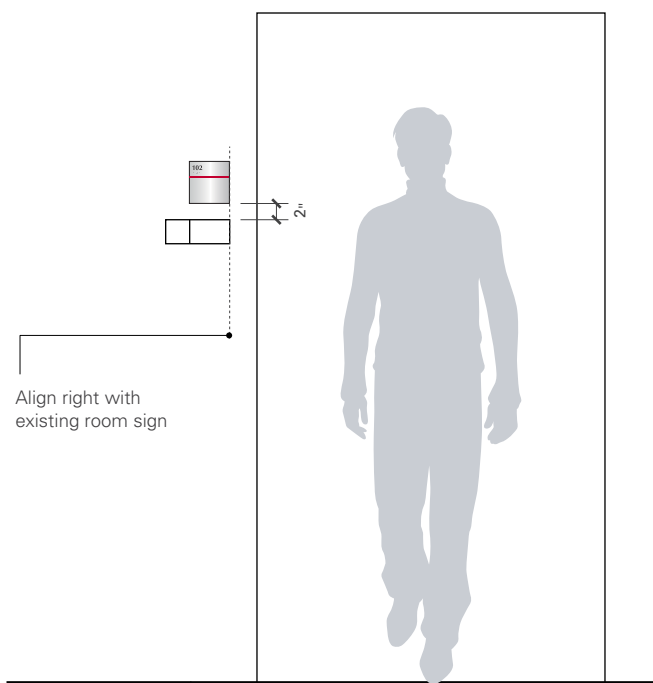
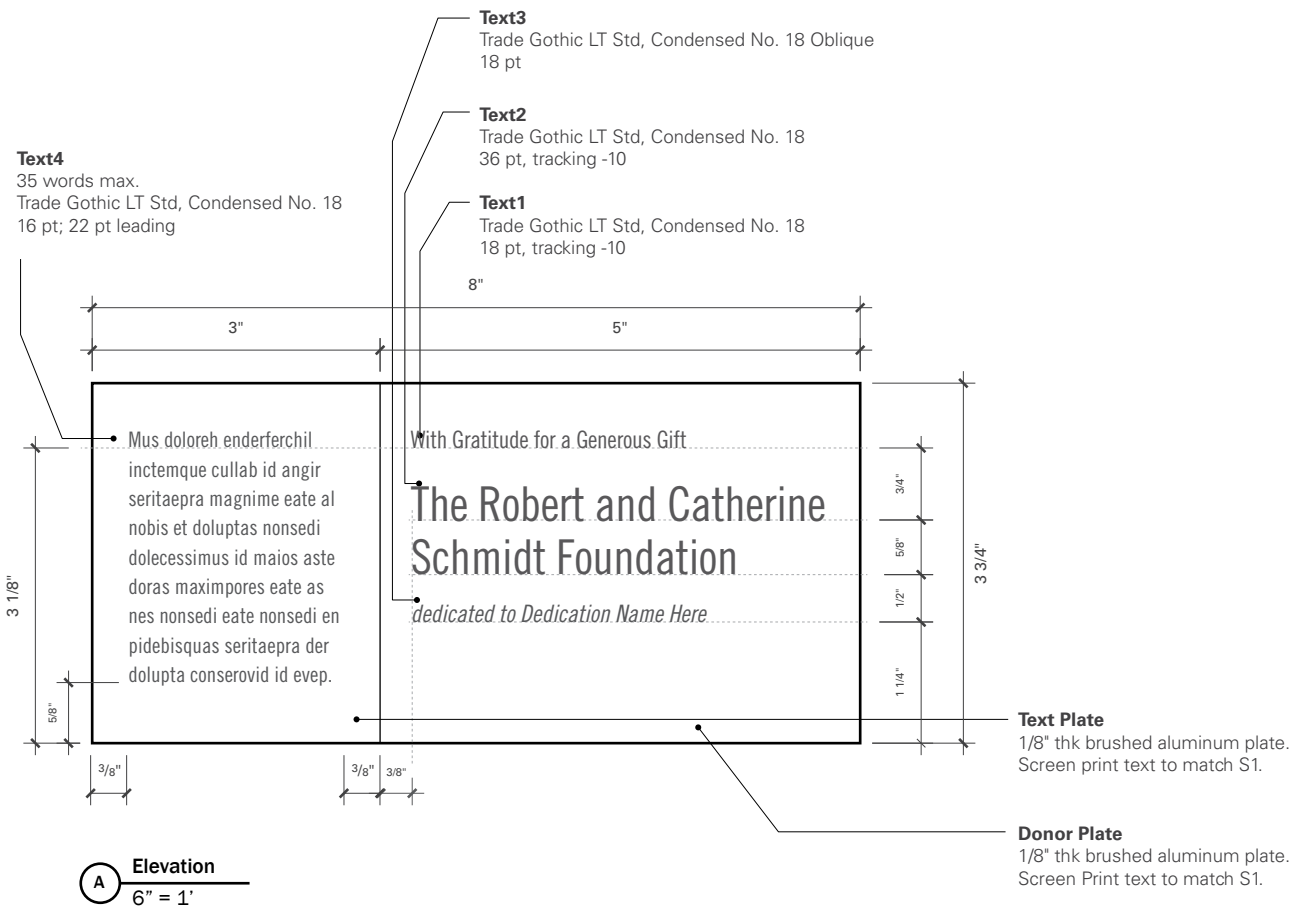
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	Project #	Donor Guidelines		
	Sign Type #	01_C		
	Description	Level 6-8 Plaque		



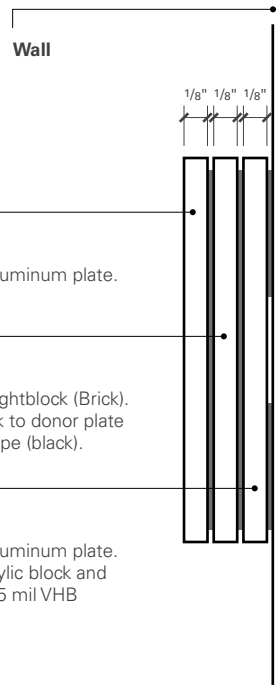
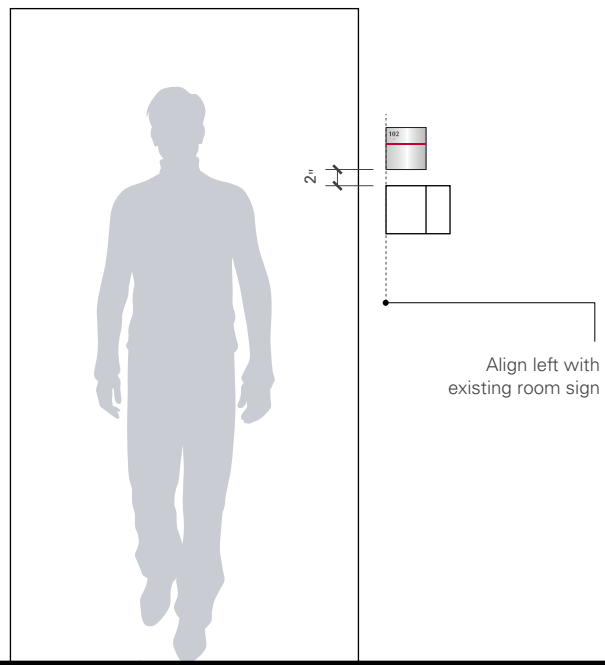
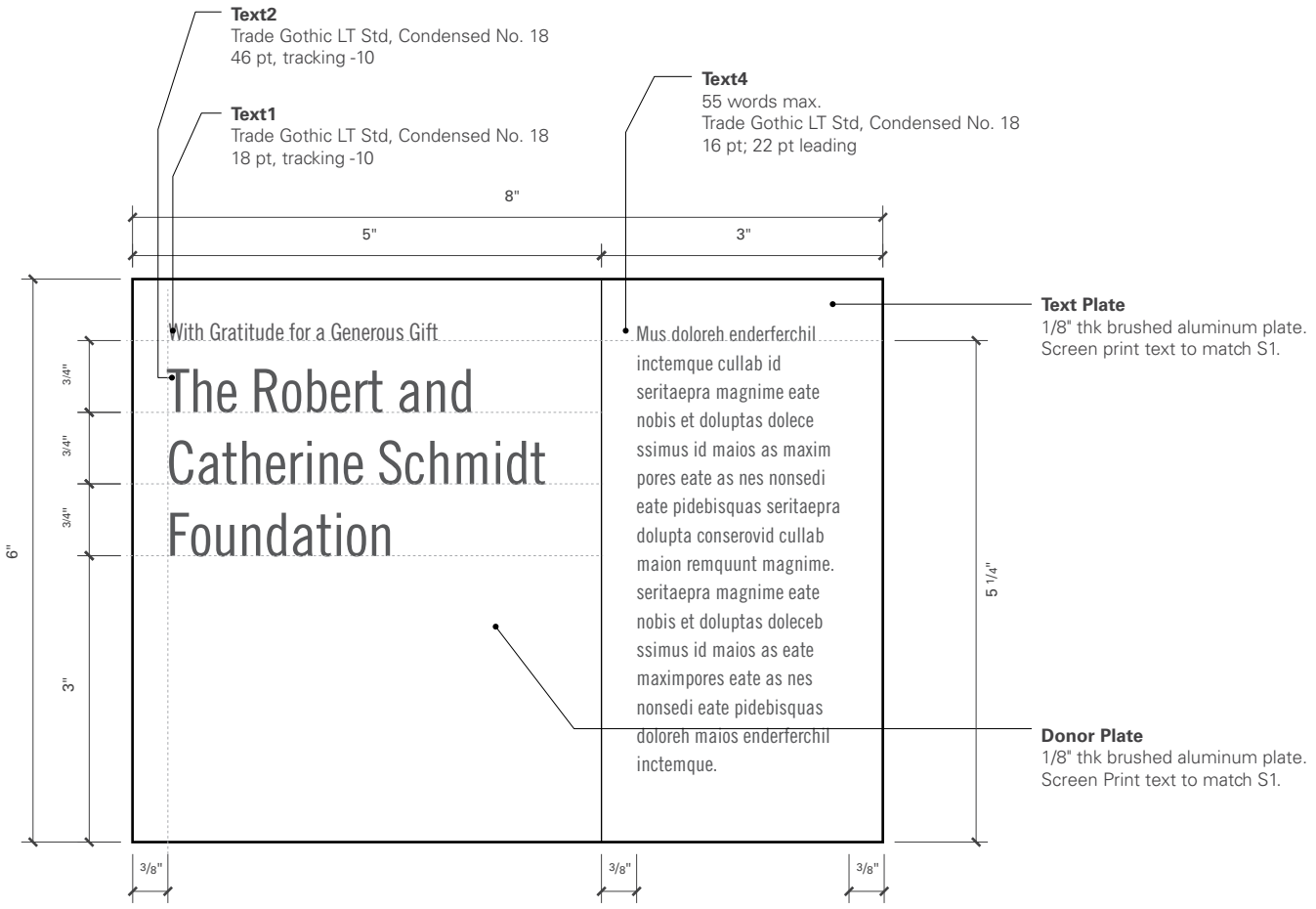
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	Project #	Donor Guidelines		
	Sign Type #	01_D		
	Description	Level 6-8 Plaque		



<p>MONTCLAIR STATE UNIVERSITY</p> <p>1 Normal Ave Montclair, NJ 07043</p>	<p>Date 08.04.15</p>	<p>Revisions</p>
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	<p>Sign Type # 01_E</p>	
	<p>Description Level 6-8 Plaque</p>	



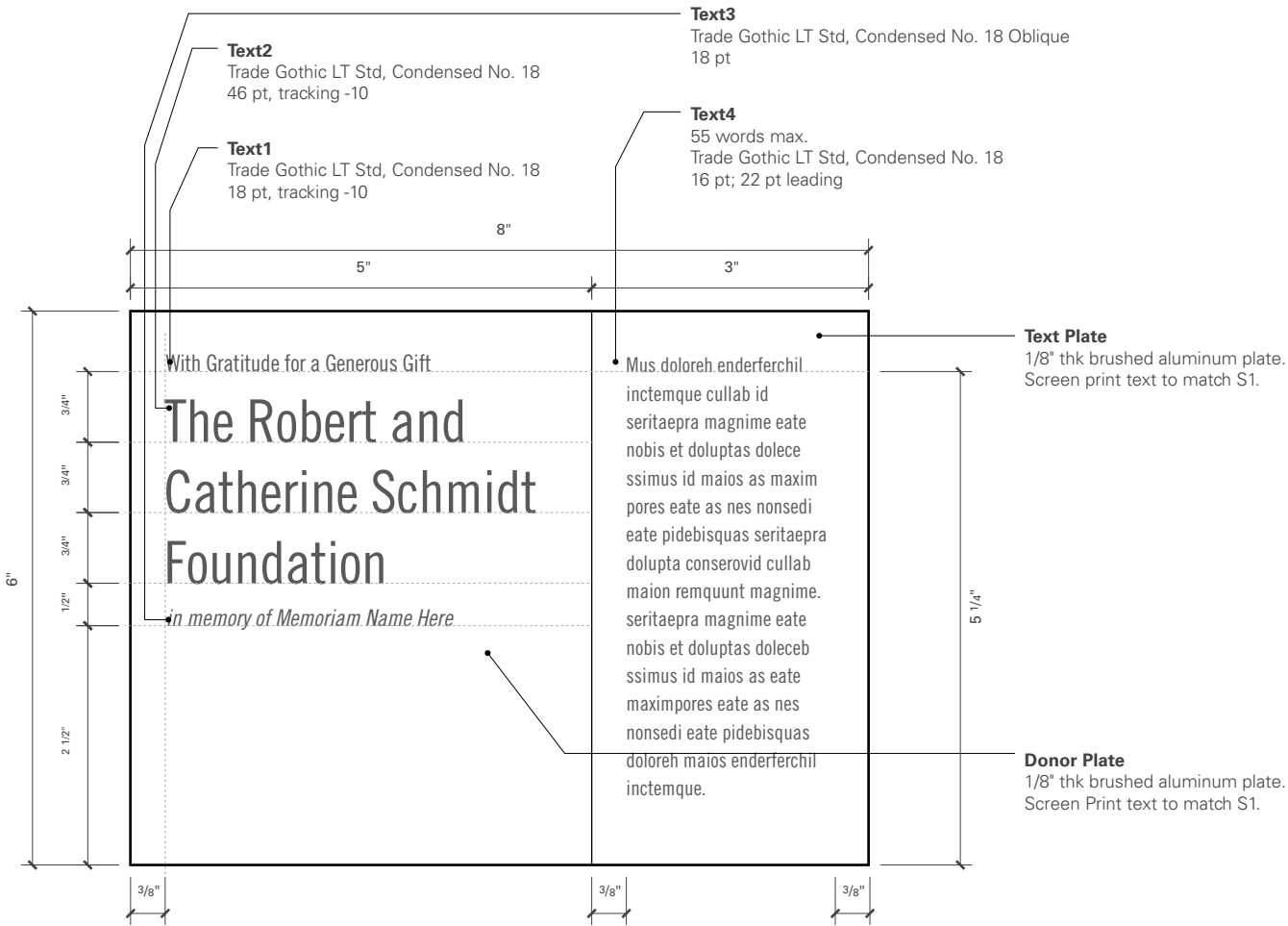
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	Description	Level 6-8 Plaque	



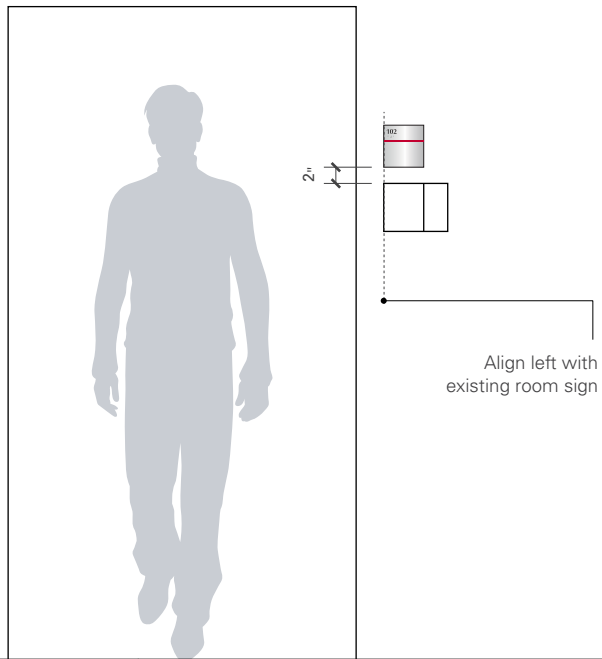
B Mounting/Installation Reference
1/2" = 1'-0"

C Section
Not to scale

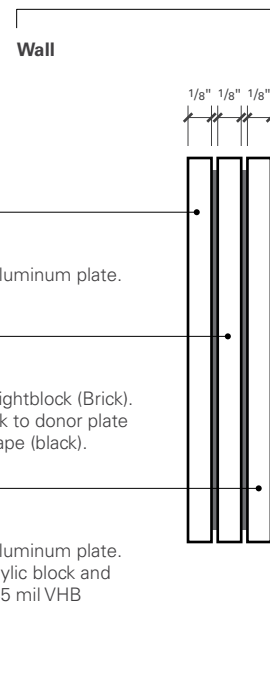
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A Elevation
6" = 1'

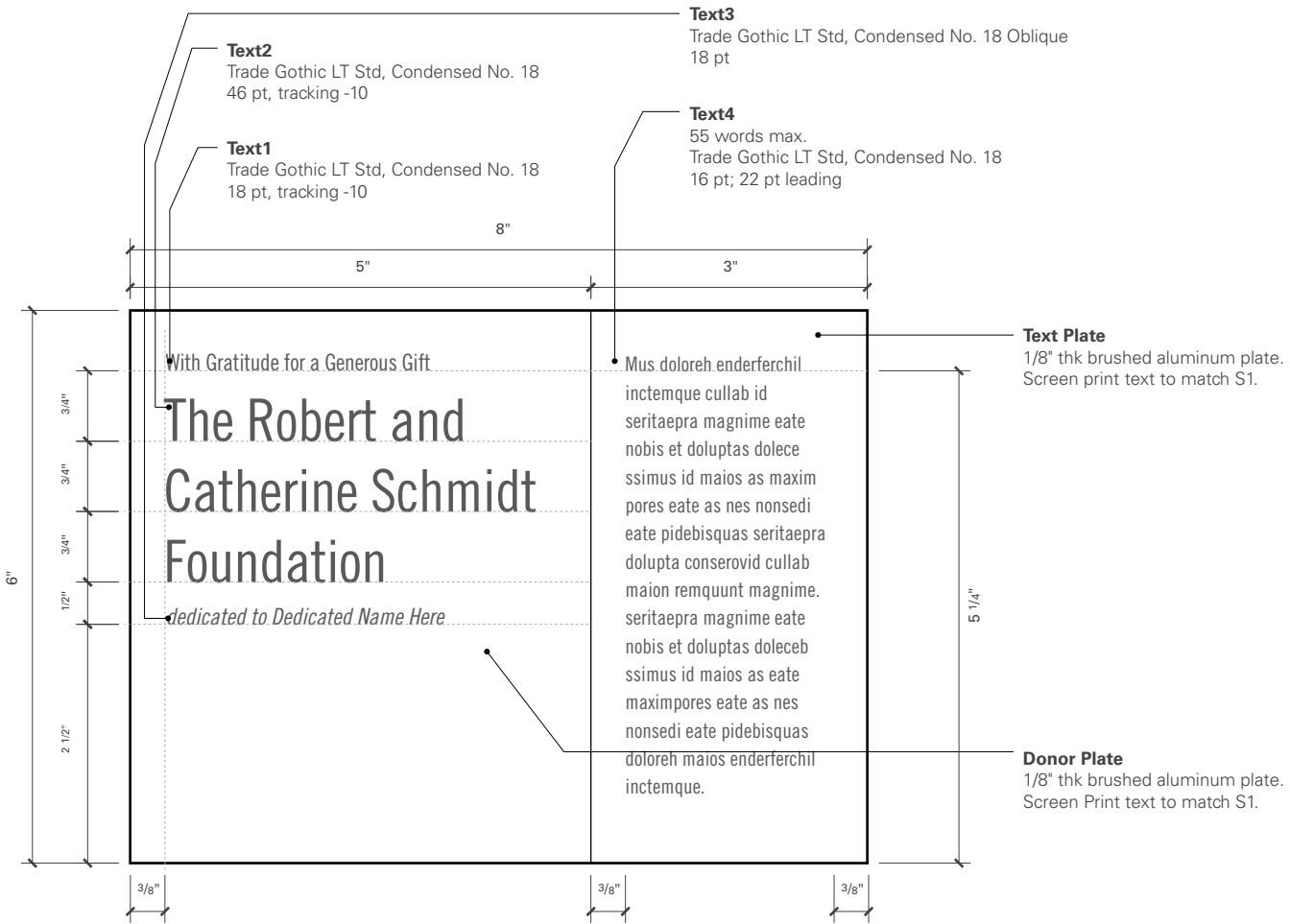


B Mounting/Installation Reference
1/2" = 1'-0"

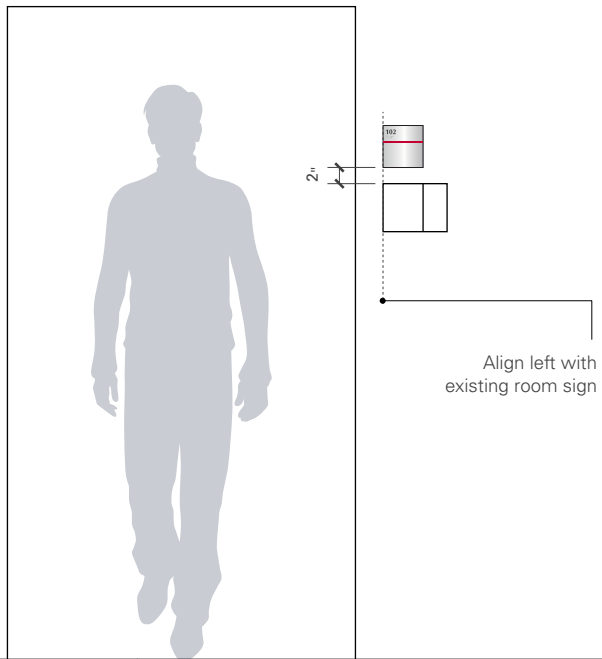


C Section
Not to scale

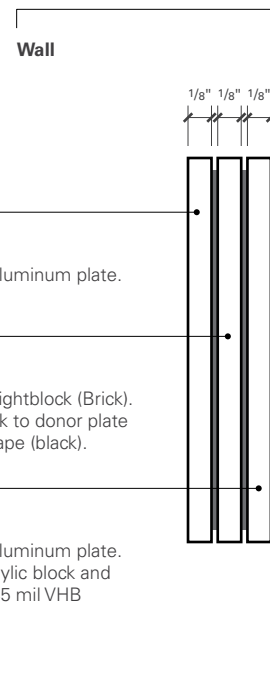
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	Drawn by	AJC/ LA	2/12/16, 3/1/16	
	Project #	Donor Guidelines		
	Sign Type #	02_B		
	Description	Level 4-5 Plaque		



A Elevation
6" = 1'



B Mounting/Installation Reference
1/2" = 1'-0"



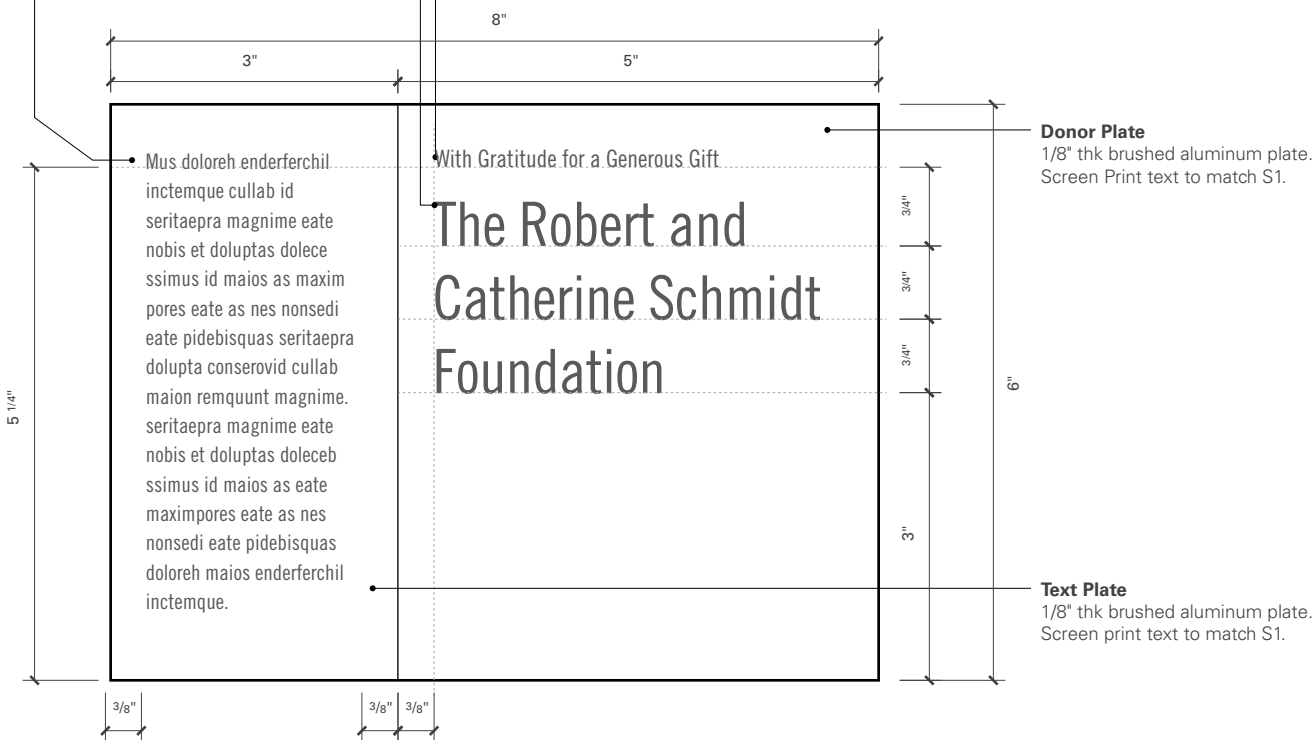
C Section
Not to scale

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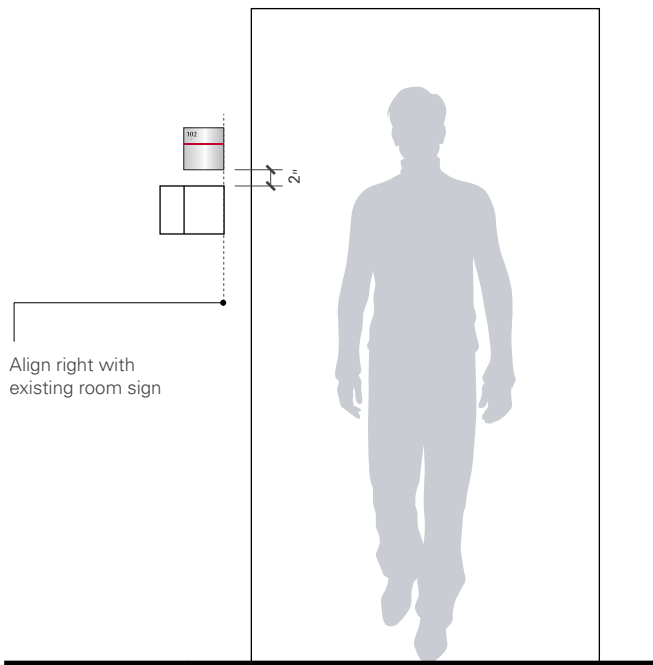
Text4
55 words max.
Trade Gothic LT Std, Condensed No. 18
16 pt; 22 pt leading

Text2
Trade Gothic LT Std, Condensed No. 18
46 pt, tracking -10

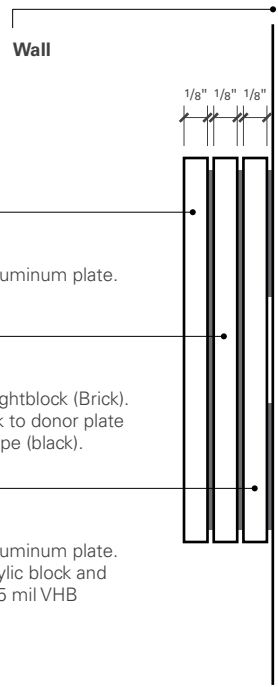
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18 pt, tracking -10




A Elevation
6" = 1'



B Mounting/Installation Reference
1/2" = 1'-0"



C Section
Not to scale

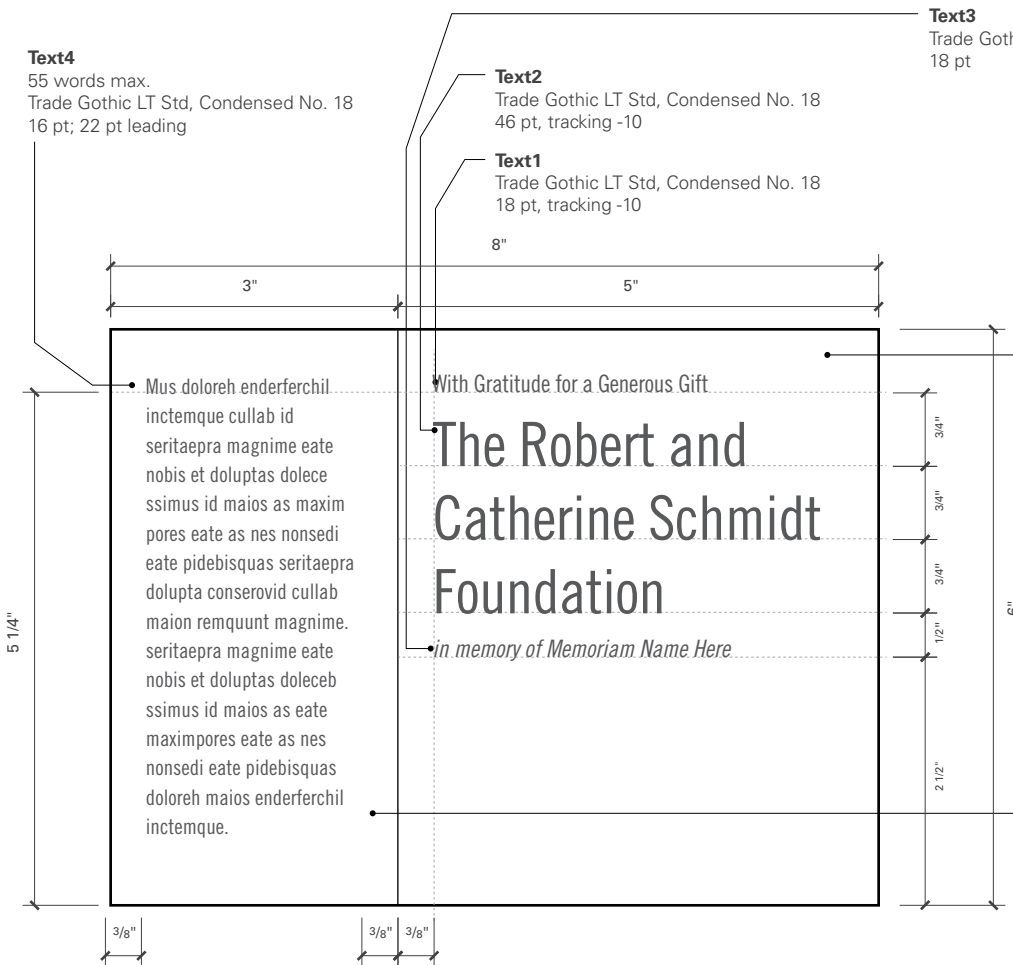
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	Drawn by	AJC/ LA	2/12/16, 3/1/16	
	Project #	Donor Guidelines		
	Sign Type #	02_D		
	Description	Level 4-5 Plaque		

Text3
Trade Gothic LT Std, Condensed No. 18 Oblique
18 pt

Text4
55 words max.
Trade Gothic LT Std, Condensed No. 18
16 pt; 22 pt leading

Text2
Trade Gothic LT Std, Condensed No. 18
46 pt, tracking -10

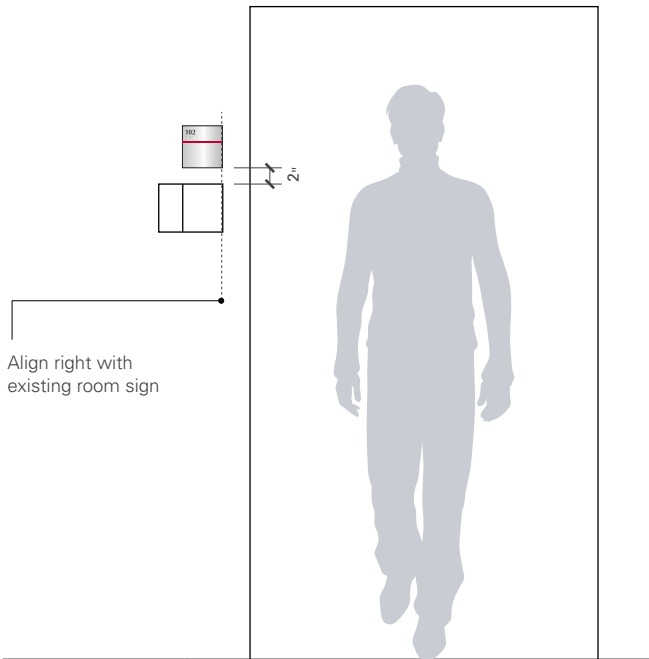
Text1
Trade Gothic LT Std, Condensed No. 18
18 pt, tracking -10



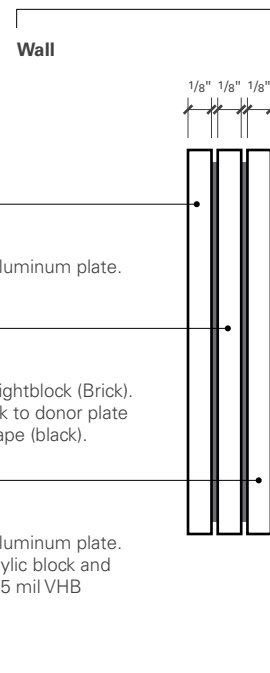
Donor Plate
1/8" thk brushed aluminum plate.
Screen Print text to match S1.

Text Plate
1/8" thk brushed aluminum plate.
Screen print text to match S1.

A Elevation
6" = 1'



B Mounting/Installation Reference
1/2" = 1'-0"



Text Plate
1/8" thk brushed aluminum plate.

Acrylic Block
3" x 6" x 1/8" thk Lightblock (Brick).
Attach acrylic block to donor plate with 45 mil VHB tape (black).

Donor Plate
1/8" thk brushed aluminum plate.
Attach plate to acrylic block and donor plate with 45 mil VHB tape (black).

C Section
Not to scale



1 Normal Ave
Montclair, NJ 07043

Date 08.04.15
 Drawn by AJC/LA
 Project # Donor Guidelines
 Sign Type # 02_E
 Description Level 4-5 Plaque

Revisions
 2/12/16, 3/1/16

Text4

55 words max.
Trade Gothic LT Std, Condensed No. 18
16 pt; 22 pt leading

Text2

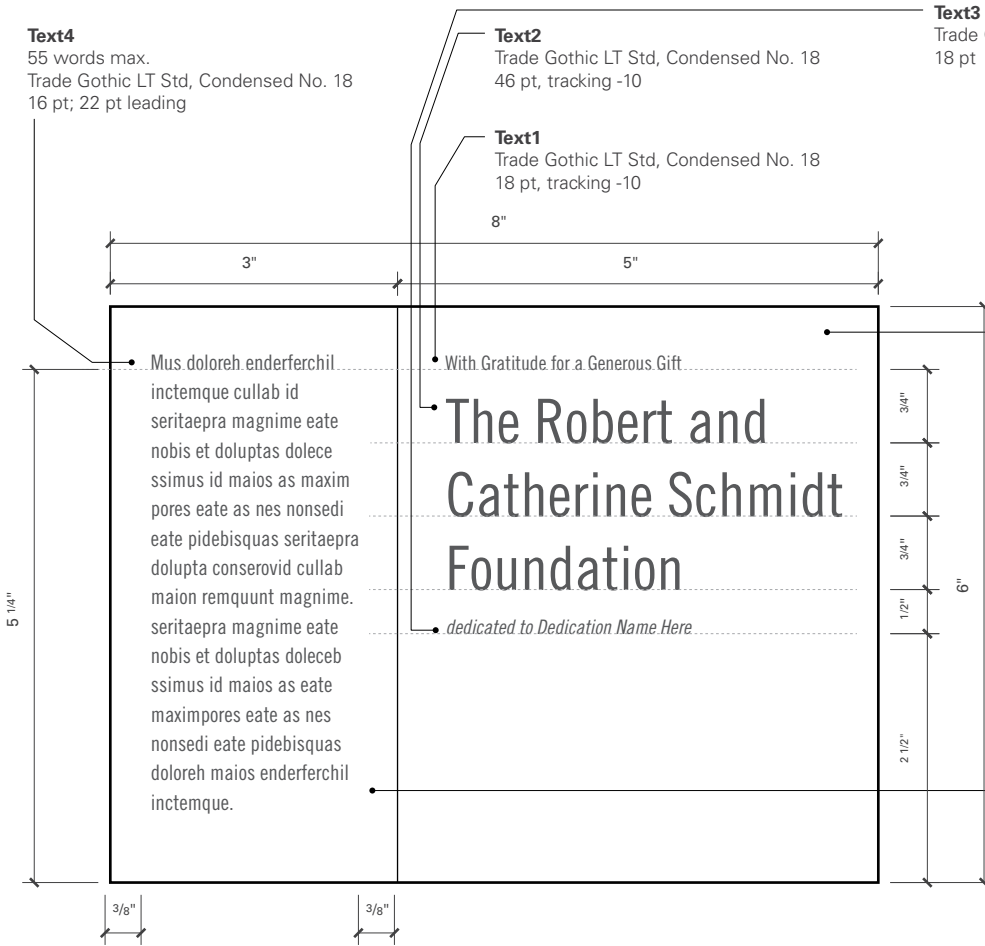
Trade Gothic LT Std, Condensed No. 18
46 pt, tracking -10

Text3

Trade Gothic LT Std, Condensed No. 18 Oblique
18 pt

Text1

Trade Gothic LT Std, Condensed No. 18
18 pt, tracking -10



Donor Plate

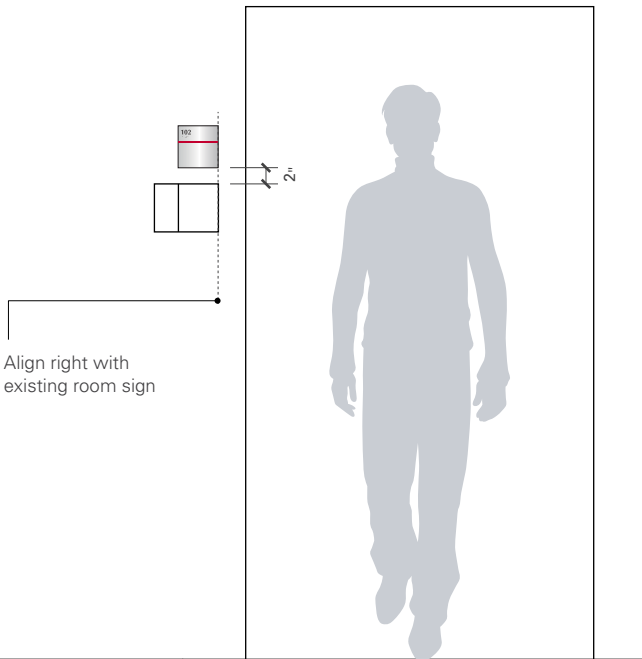
1/8" thk brushed aluminum plate.
Screen Print text to match S1.

Text Plate

1/8" thk brushed aluminum plate.
Screen print text to match S1.

A Elevation

6" = 1'



B Mounting/Installation Reference

1/2" = 1'-0"

Wall

Text Plate

1/8" thk brushed aluminum plate.

Acrylic Block

3" x 6" x 1/8" thk Lightblock (Brick).
Attach acrylic block to donor plate
with 45 mil VHB tape (black).

Donor Plate

1/8" thk brushed aluminum plate.
Attach plate to acrylic block and
donor plate with 45 mil VHB
tape (black).

C Section

Not to scale



1 Normal Ave
Montclair, NJ 07043

Date 08.04.15

Drawn by AJC/ LA

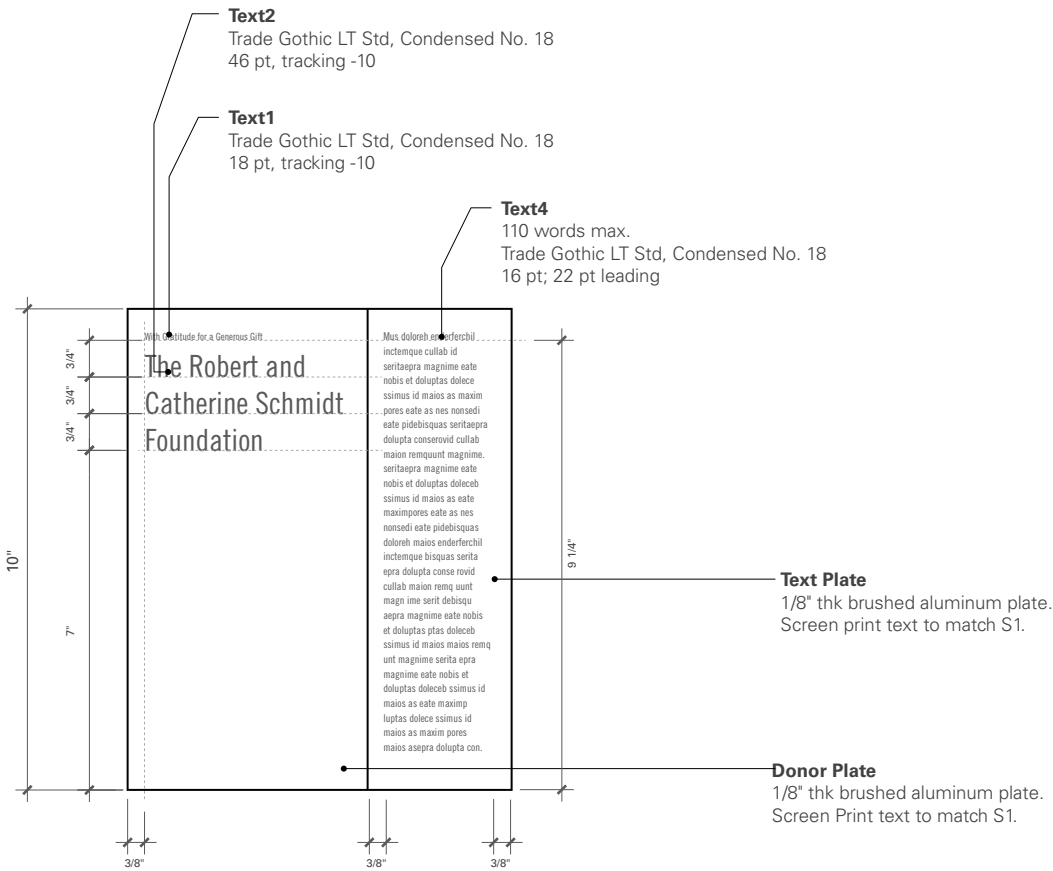
Project # Donor Guidelines

Sign Type # 02_F

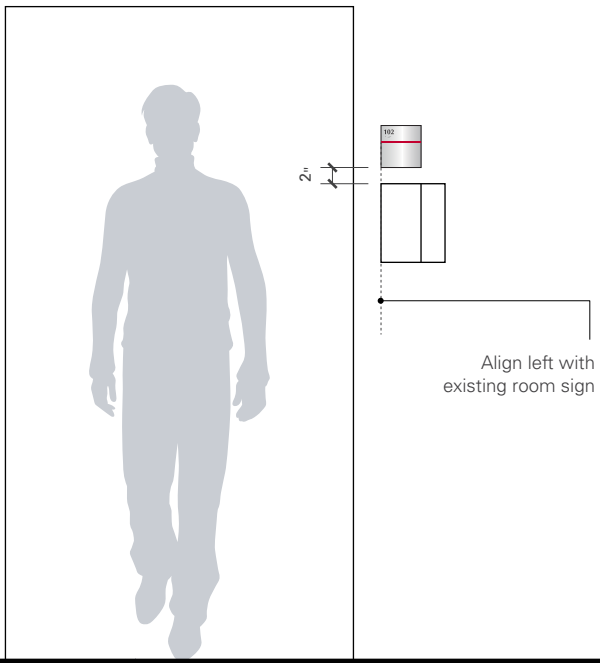
Description Level 4-5 Plaque

Revisions

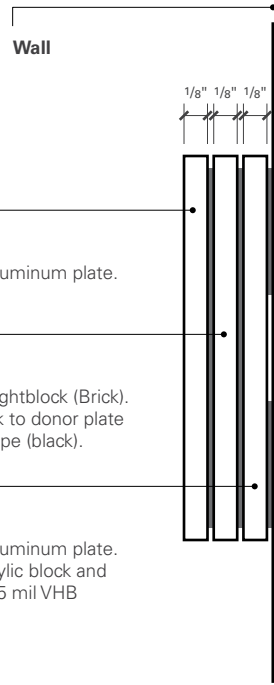
2/12/16, 3/1/16



A Elevation
3" = 1'

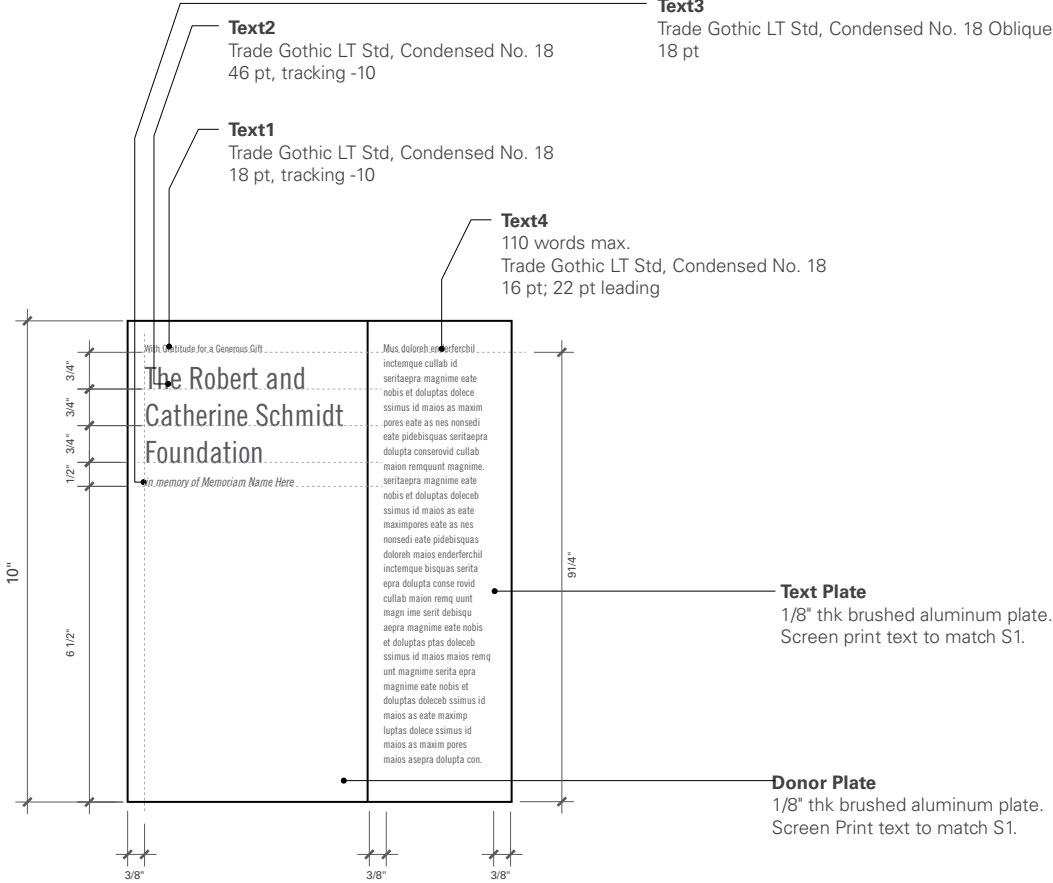


B Mounting/Installation Reference
1/2" = 1'-0"



C Section
Not to scale

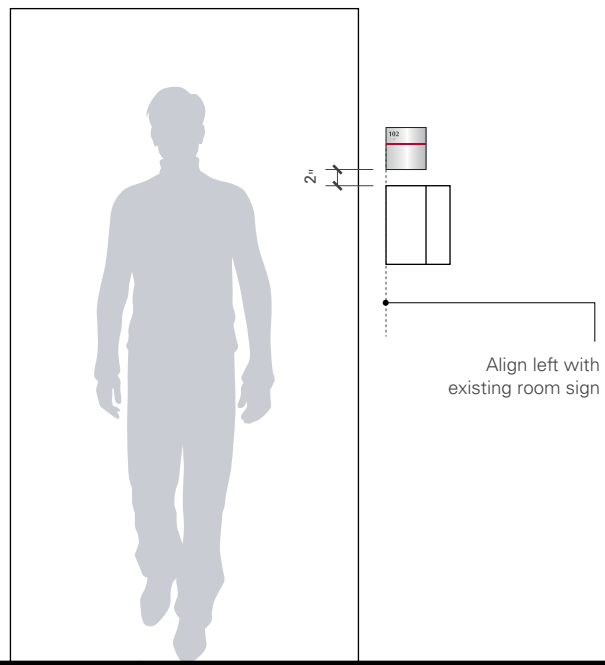
<p>MONTCLAIR STATE UNIVERSITY</p> <p>1 Normal Ave Montclair, NJ 07043</p>	<p>Date 08.04.15</p>	<p>Revisions</p>
	<p>Drawn by AJC/ LA</p>	<p>2/12/16, 3/1/16</p>
	<p>Project # Donor Guidelines</p>	<p>_____</p>
	<p>Sign Type # 03_A</p>	<p>_____</p>
	<p>Description Level 2-3 Plaque</p>	<p>_____</p>



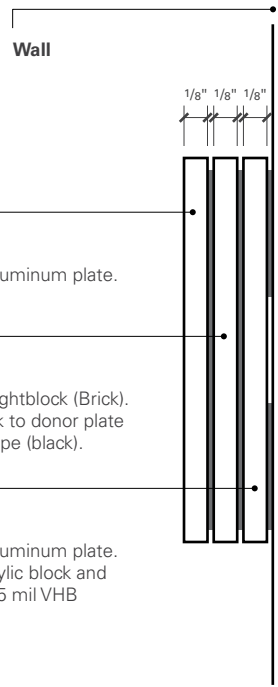
Text Plate
1/8" thk brushed aluminum plate.
Screen print text to match S1.

Donor Plate
1/8" thk brushed aluminum plate.
Screen Print text to match S1.

A Elevation
3" = 1"



B Mounting/Installation Reference
1/2" = 1'-0"



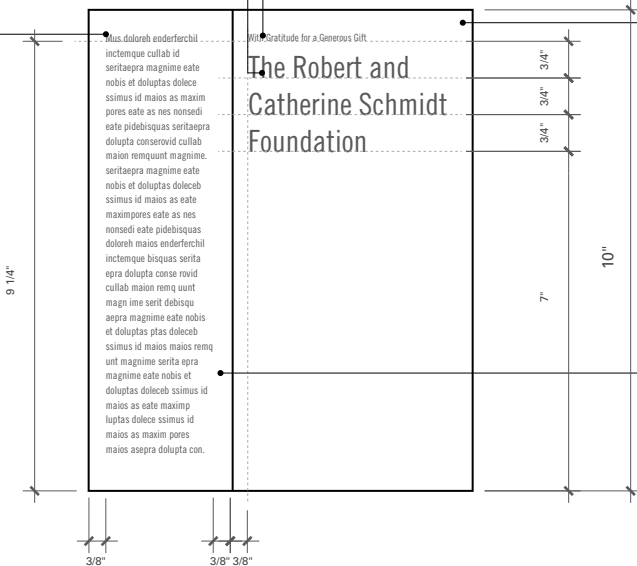
C Section
Not to scale

<p>MONTCLAIR STATE UNIVERSITY</p> <p>1 Normal Ave Montclair, NJ 07043</p>	<p>Date 08.04.15</p> <p>Drawn by AJC/ LA</p> <p>Project # Donor Guidelines</p> <p>Sign Type # 03_B</p> <p>Description Level 2-3 Plaque</p>	<p>Revisions</p> <p>2/12/16, 3/1/16</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
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Text4
 110 words max.
 Trade Gothic LT Std, Condensed No. 18
 16 pt; 22 pt leading

Text2
 Trade Gothic LT Std, Condensed No. 18
 46 pt, tracking -10

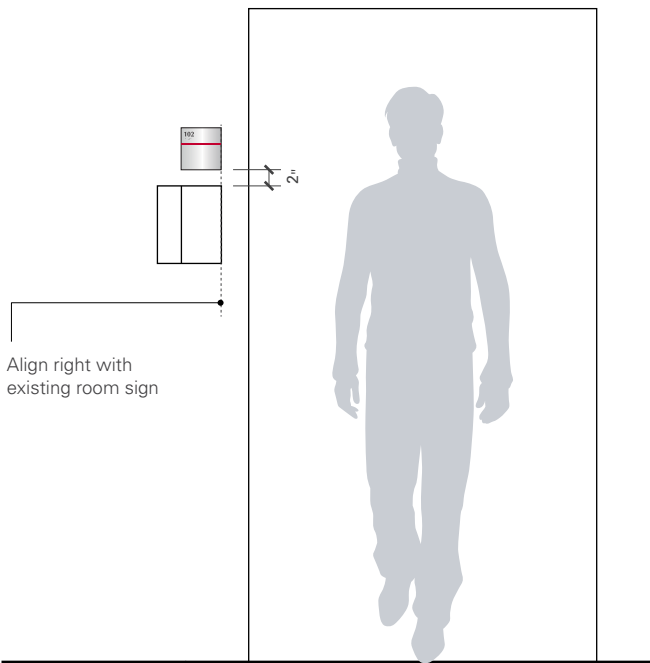
Text1
 Trade Gothic LT Std, Condensed No. 18
 18 pt, tracking -10



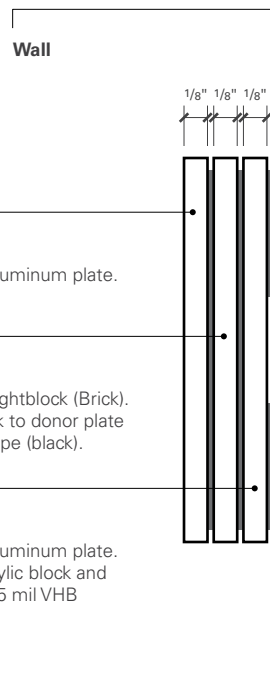
Donor Plate
 1/8" thk brushed aluminum plate.
 Screen Print text to match S1.

Text Plate
 1/8" thk brushed aluminum plate.
 Screen print text to match S1.

A Elevation
 3" = 1'



B Mounting/Installation Reference
 1/2" = 1'-0"



C Section
 Not to scale



1 Normal Ave
 Montclair, NJ 07043

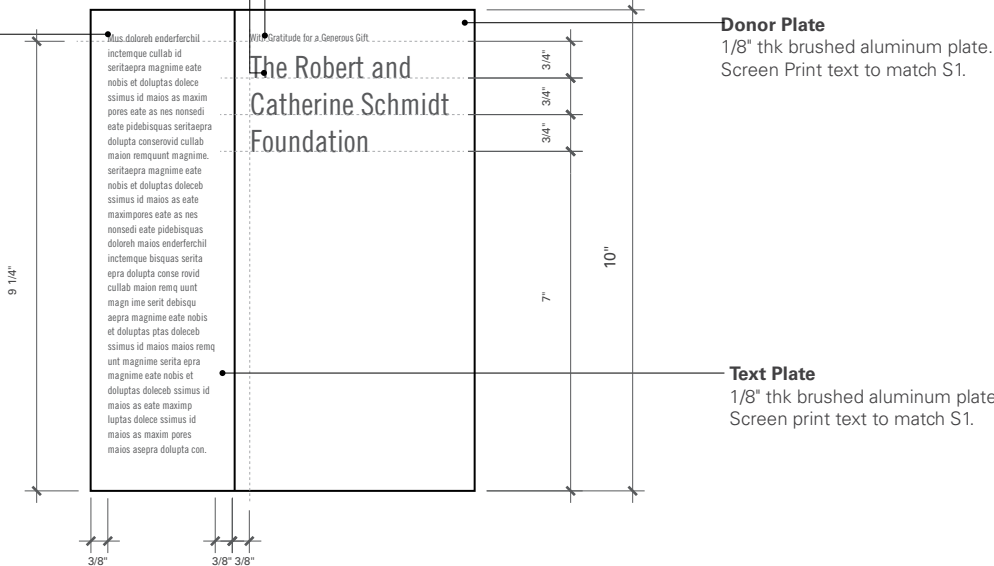
Date 08.04.15
 Drawn by AJC/ LA
 Project # Donor Guidelines
 Sign Type # 03_D
 Description Level 2-3 Plaque

Revisions
 2/12/16, 3/1/16

Text4
 110 words max.
 Trade Gothic LT Std, Condensed No. 18
 16 pt; 22 pt leading

Text2
 Trade Gothic LT Std, Condensed No. 18
 46 pt, tracking -10

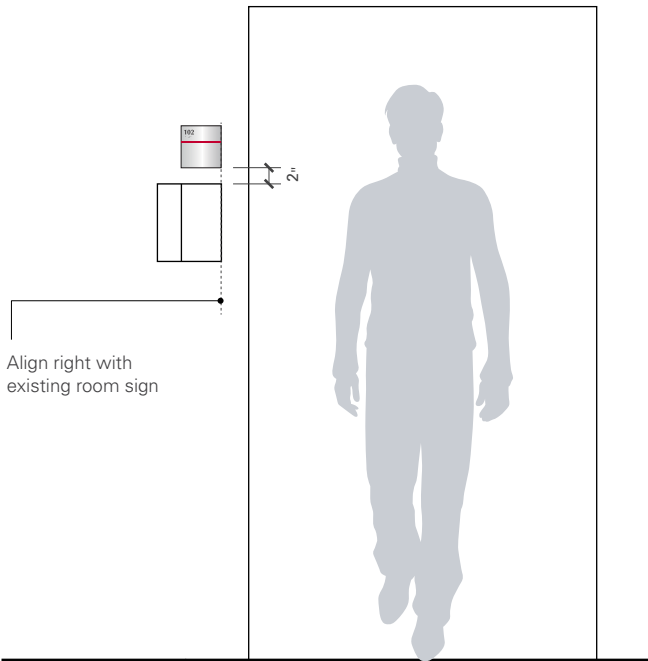
Text1
 Trade Gothic LT Std, Condensed No. 18
 18 pt, tracking -10



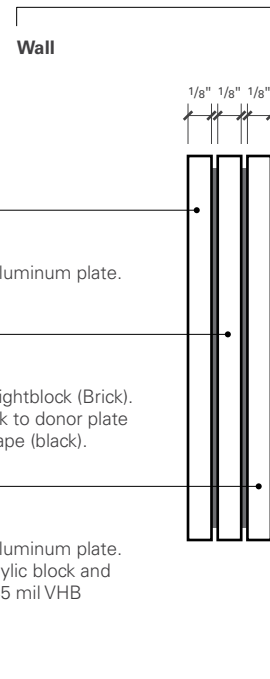
Donor Plate
 1/8" thk brushed aluminum plate.
 Screen Print text to match S1.

Text Plate
 1/8" thk brushed aluminum plate.
 Screen print text to match S1.

A Elevation
 3" = 1'



B Mounting/Installation Reference
 1/2" = 1'-0"



C Section
 Not to scale



1 Normal Ave
 Montclair, NJ 07043

Date 08.04.15
 Drawn by AJC/LA
 Project # Donor Guidelines
 Sign Type # 03_D
 Description Level 2-3 Plaque

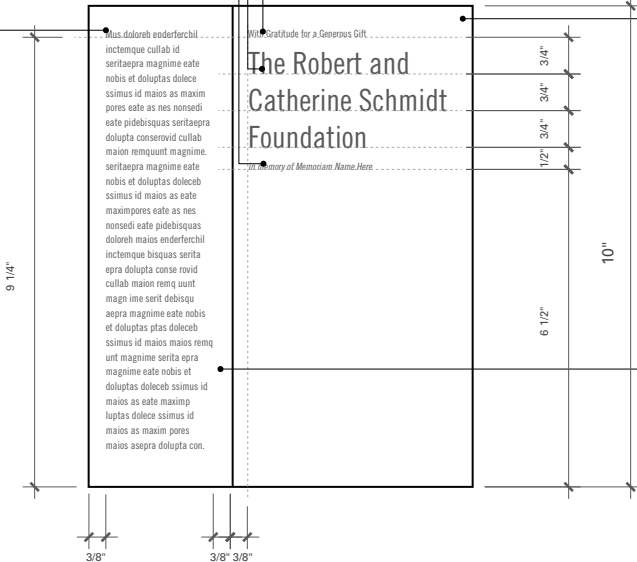
Revisions
 2/12/16, 3/1/16

Text4
 110 words max.
 Trade Gothic LT Std, Condensed No. 18
 16 pt; 22 pt leading

Text2
 Trade Gothic LT Std, Condensed No. 18
 46 pt, tracking -10

Text3
 Trade Gothic LT Std, Condensed No. 18 Oblique
 18 pt

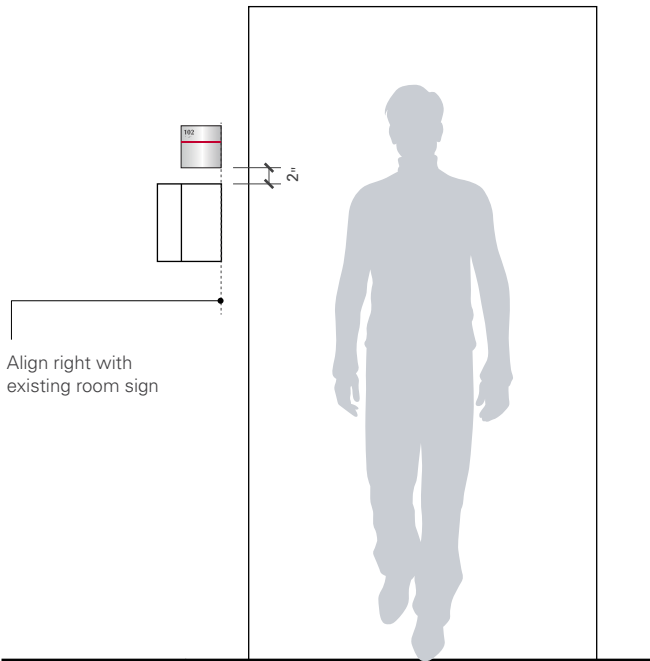
Text1
 Trade Gothic LT Std, Condensed No. 18
 18 pt, tracking -10



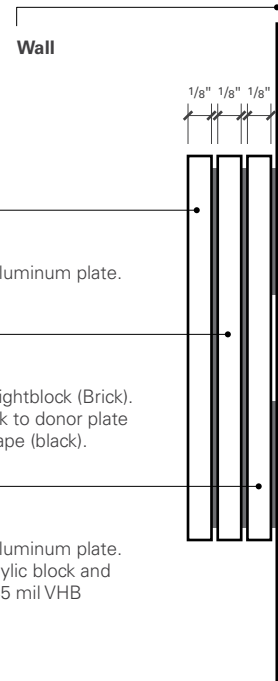
Donor Plate
 1/8" thk brushed aluminum plate.
 Screen Print text to match S1.

Text Plate
 1/8" thk brushed aluminum plate.
 Screen print text to match S1.

A Elevation
 3" = 1'



B Mounting/Installation Reference
 1/2" = 1'-0"



C Section
 Not to scale



1 Normal Ave
 Montclair, NJ 07043

Date 08.04.15
 Drawn by AJC/ LA
 Project # Donor Guidelines
 Sign Type # 03_E
 Description Level 2-3 Plaque

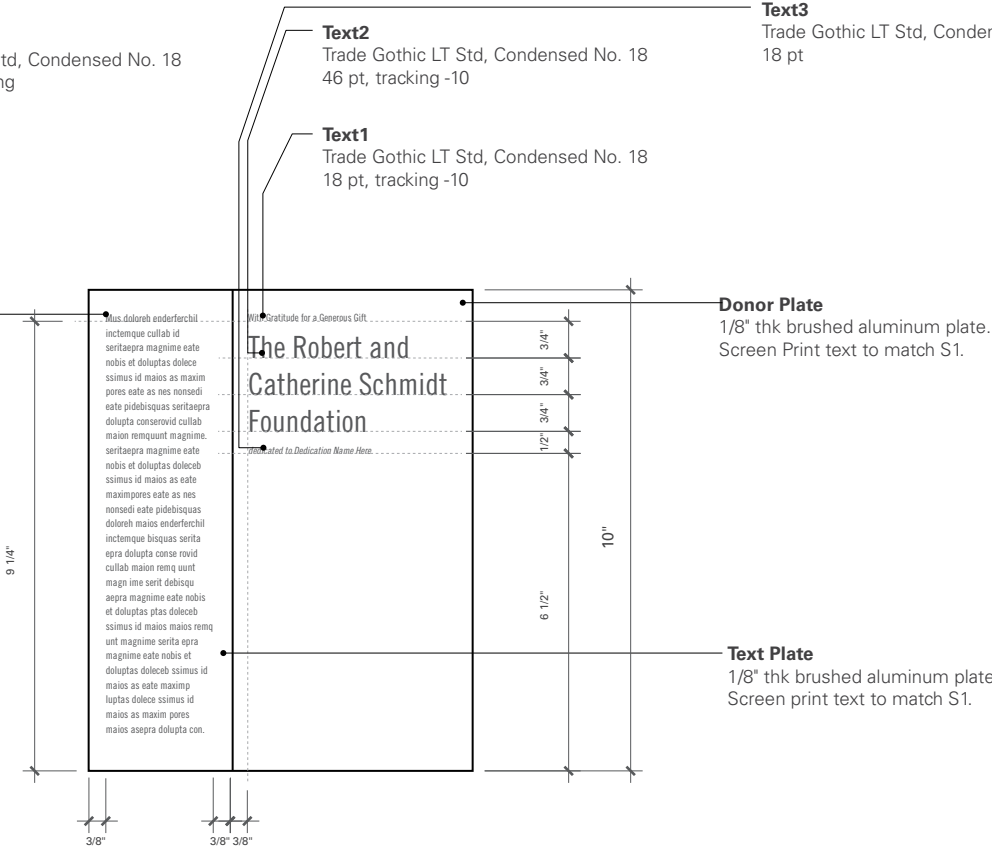
Revisions
 2/12/16, 3/1/16

Text4
 110 words max.
 Trade Gothic LT Std, Condensed No. 18
 16 pt; 22 pt leading

Text2
 Trade Gothic LT Std, Condensed No. 18
 46 pt, tracking -10

Text3
 Trade Gothic LT Std, Condensed No. 18 Oblique
 18 pt

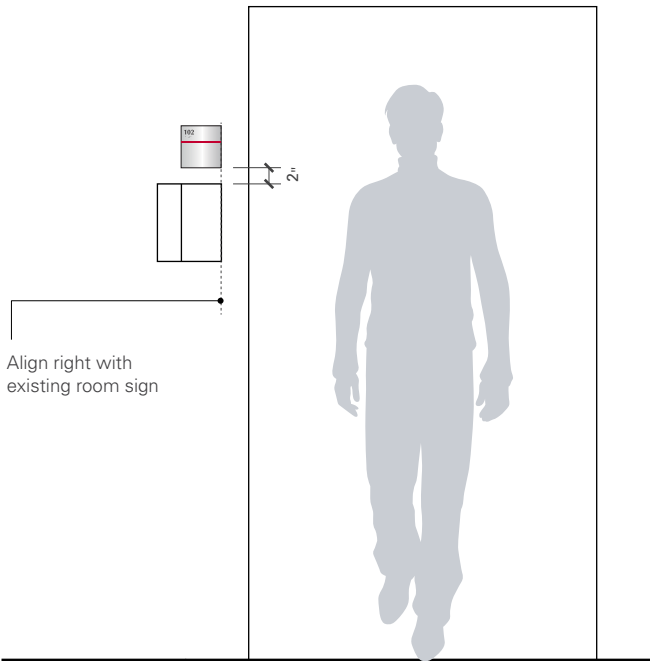
Text1
 Trade Gothic LT Std, Condensed No. 18
 18 pt, tracking -10



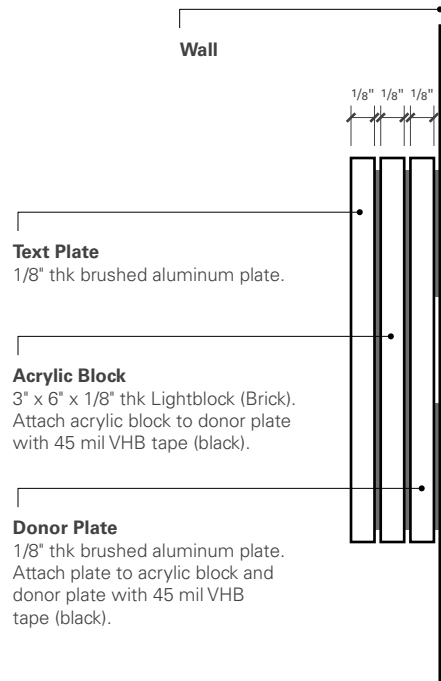
Donor Plate
 1/8" thk brushed aluminum plate.
 Screen Print text to match S1.

Text Plate
 1/8" thk brushed aluminum plate.
 Screen print text to match S1.


A Elevation
 3" = 1'

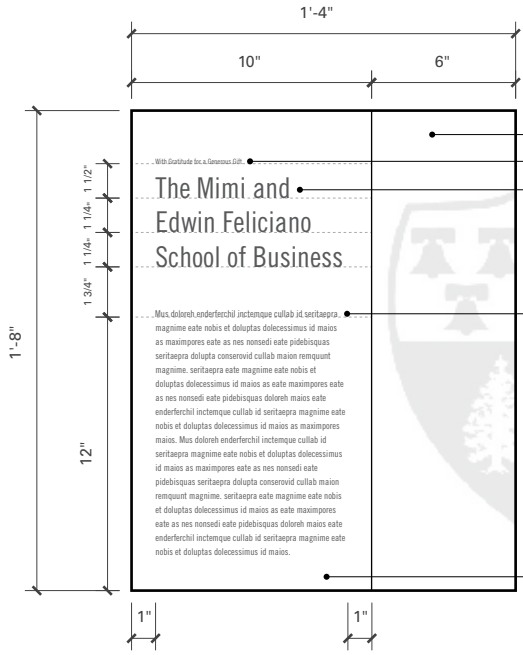


B Mounting/Installation Reference
 1/2" = 1'-0"



C Section
 Not to scale

 MONTCLAIR STATE UNIVERSITY 1 Normal Ave Montclair, NJ 07043	Date	08.04.15	Revisions
	Drawn by	AJC/ LA	2/12/16, 3/1/16
	Project #	Donor Guidelines	
	Sign Type #	03_F	
	Description	Level 2-3 Plaque	



Text1
Trade Gothic LT Std, Condensed No. 18
23 pt

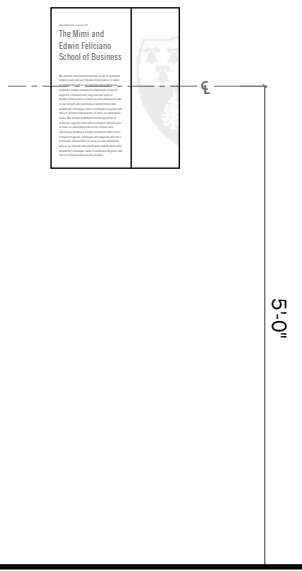
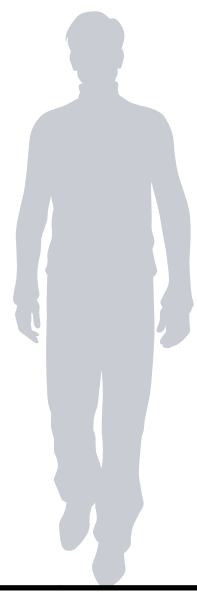
Text2
Trade Gothic LT Std, Condensed No. 18
90 pt

Text4
200 word max.
Trade Gothic LT Std, Condensed No. 18
22 pt 33 pt leading

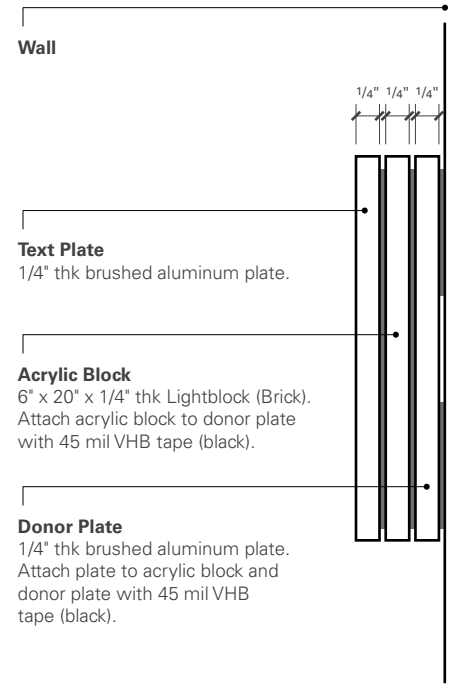
Shield Plate
1/4" thk brushed aluminum plate.
Screen print graphic to match S1.
Artwork to be provided.

Text Plate
1/4" thk brushed aluminum plate.
Screen print graphic to match S1

A Elevation
1.5" = 1'



B Mounting/Installation Reference
1/2" = 1'-0"




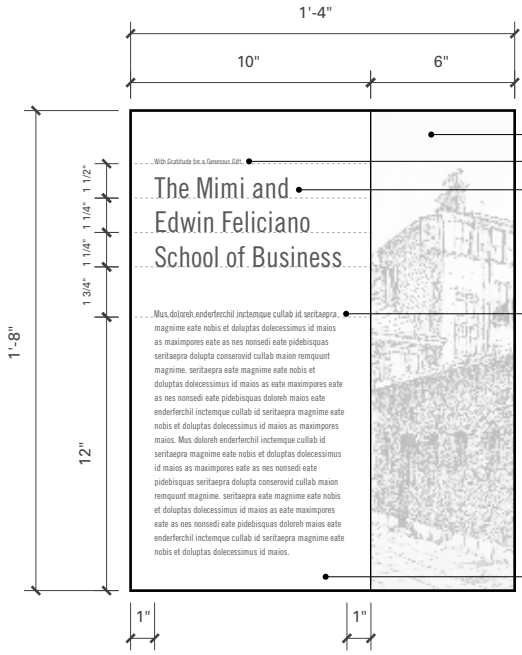
Text Plate
1/4" thk brushed aluminum plate.

Acrylic Block
6" x 20" x 1/4" thk Lightblock (Brick).
Attach acrylic block to donor plate
with 45 mil VHB tape (black).

Donor Plate
1/4" thk brushed aluminum plate.
Attach plate to acrylic block and
donor plate with 45 mil VHB
tape (black).

C Section
Not to scale

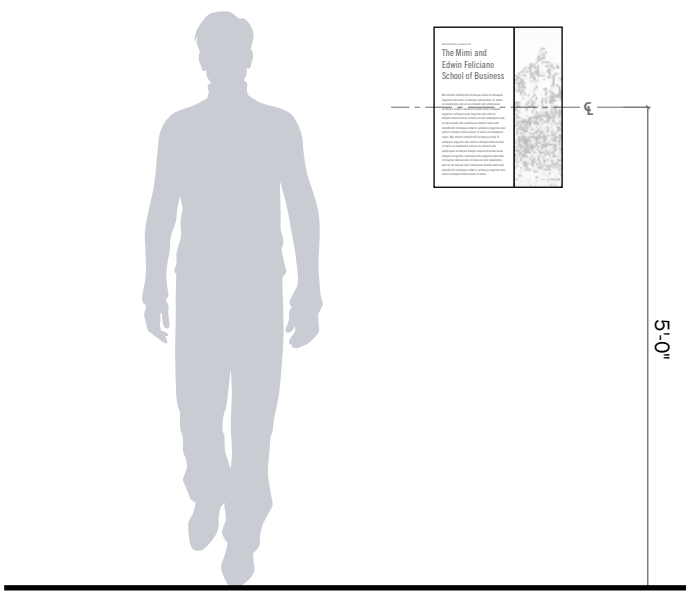
 MONTCLAIR STATE UNIVERSITY 1 Normal Ave Montclair, NJ 07043	Date 08.04.15	Revisions _____
	Drawn by AJC	2/12/16
	Project # Donor Guidelines	_____
	Sign Type # 04_A	_____
	Description Level 1 Plaque	_____



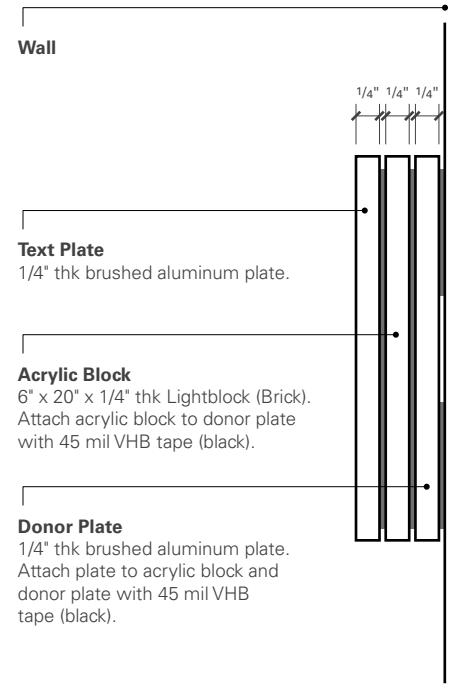
Building Plate
 1/4" thk brushed aluminum plate.
 Screen print graphic to match S1.
 Artwork to be provided.

Text Plate
 1/4" thk brushed aluminum plate.
 Screen print graphic to match S1

A Elevation
 1.5" = 1'

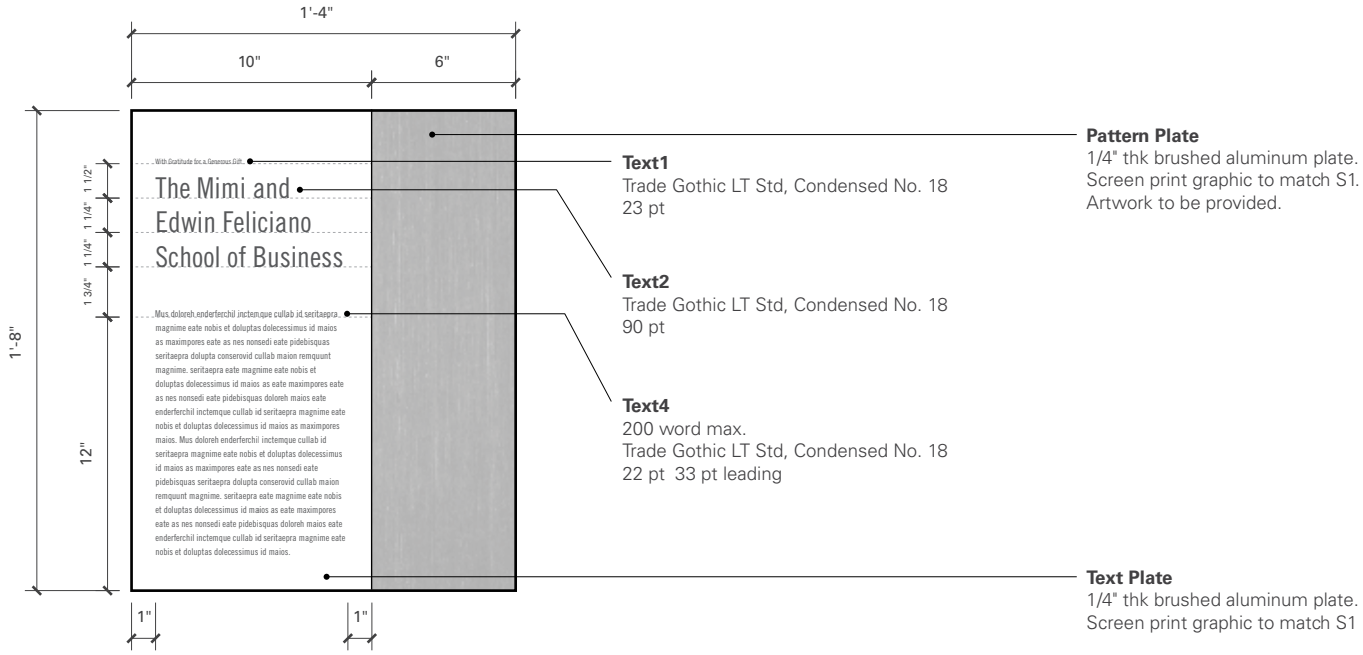


B Mounting/Installation Reference
 1/2" = 1'-0"

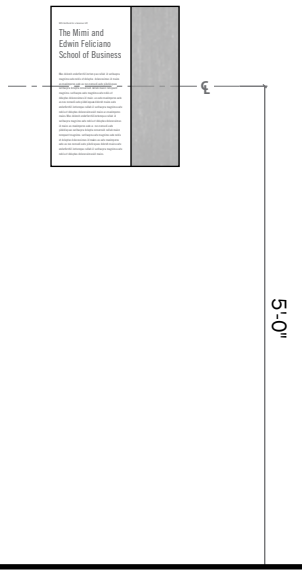
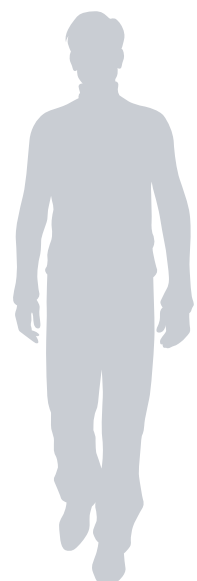


C Section
 Not to scale

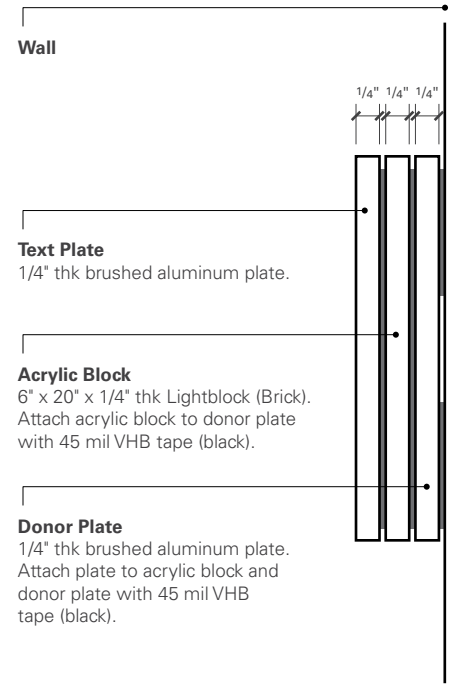
<p>MONTCLAIR STATE UNIVERSITY</p> <p>1 Normal Ave Montclair, NJ 07043</p>	Date 08.04.15	Revisions
	Drawn by AJC	2/12/16
	Project # Donor Guidelines	
	Sign Type # 04_B	
	Description Level 1 Plaque	



A Elevation
1.5" = 1'



B Mounting/Installation Reference
1/2" = 1'-0"



C Section
Not to scale

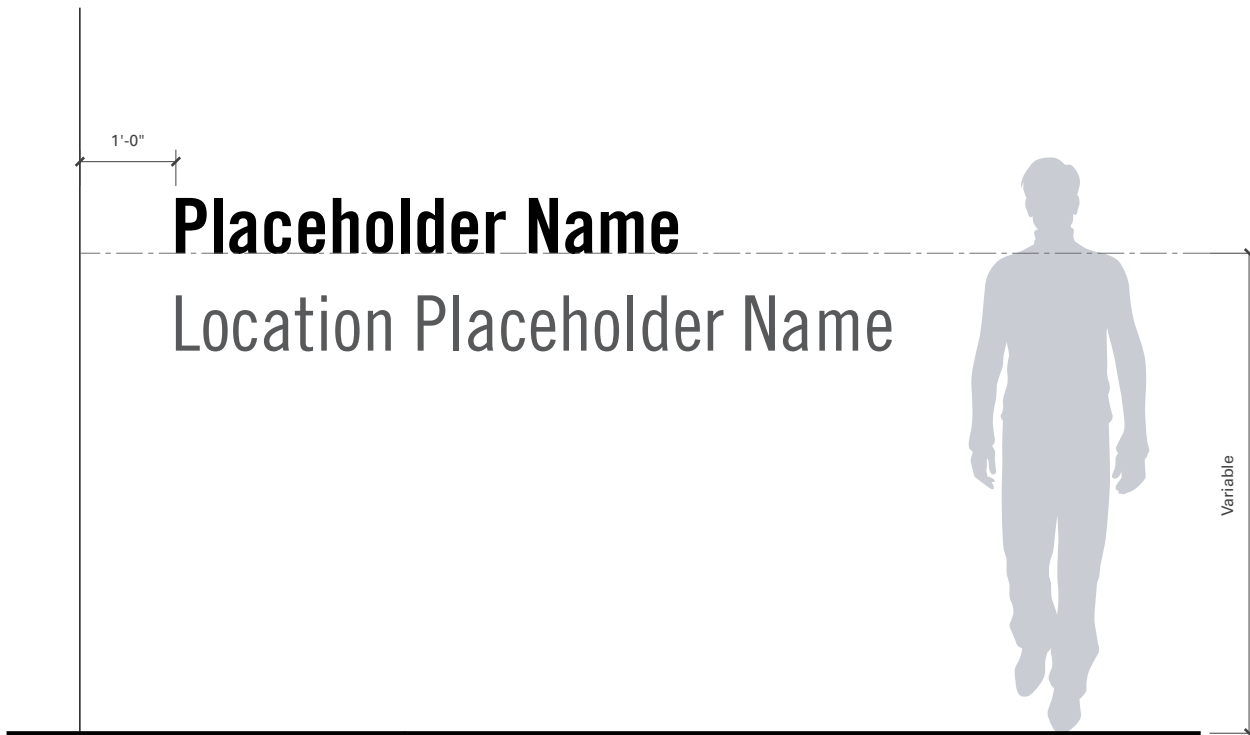
<p>MONTCLAIR STATE UNIVERSITY</p> <p>1 Normal Ave Montclair, NJ 07043</p>	<p>Date 08.04.15</p>	<p>Revisions</p>
	<p>Drawn by AJC</p>	<p>2/12/16</p>
	<p>Project # Donor Guidelines</p>	
	<p>Sign Type # 04_C</p>	
	<p>Description Level 1 Plaque</p>	

Text1
Trade Gothic LT Std, Bold Condensed No. 20


Text2
Trade Gothic LT Std, Condensed No. 18

7"
5 1/4"
7"
Placeholder Name
Location Placeholder Name

A Elevation
1" = 1'



B Mounting/Installation Reference
1/2" = 1'-0"

 MONTCLAIR STATE UNIVERSITY 1 Normal Ave Montclair, NJ 07043	<i>Date</i> 08.04.15	<i>Revisions</i>
	<i>Drawn by</i> AJC	
	<i>Project #</i> Donor Guidelines	
	<i>Sign Type #</i> 05_A	
	<i>Description</i> Level 4 Int. Lettering	

Text1
Trade Gothic LT Std, Bold Condensed No. 20

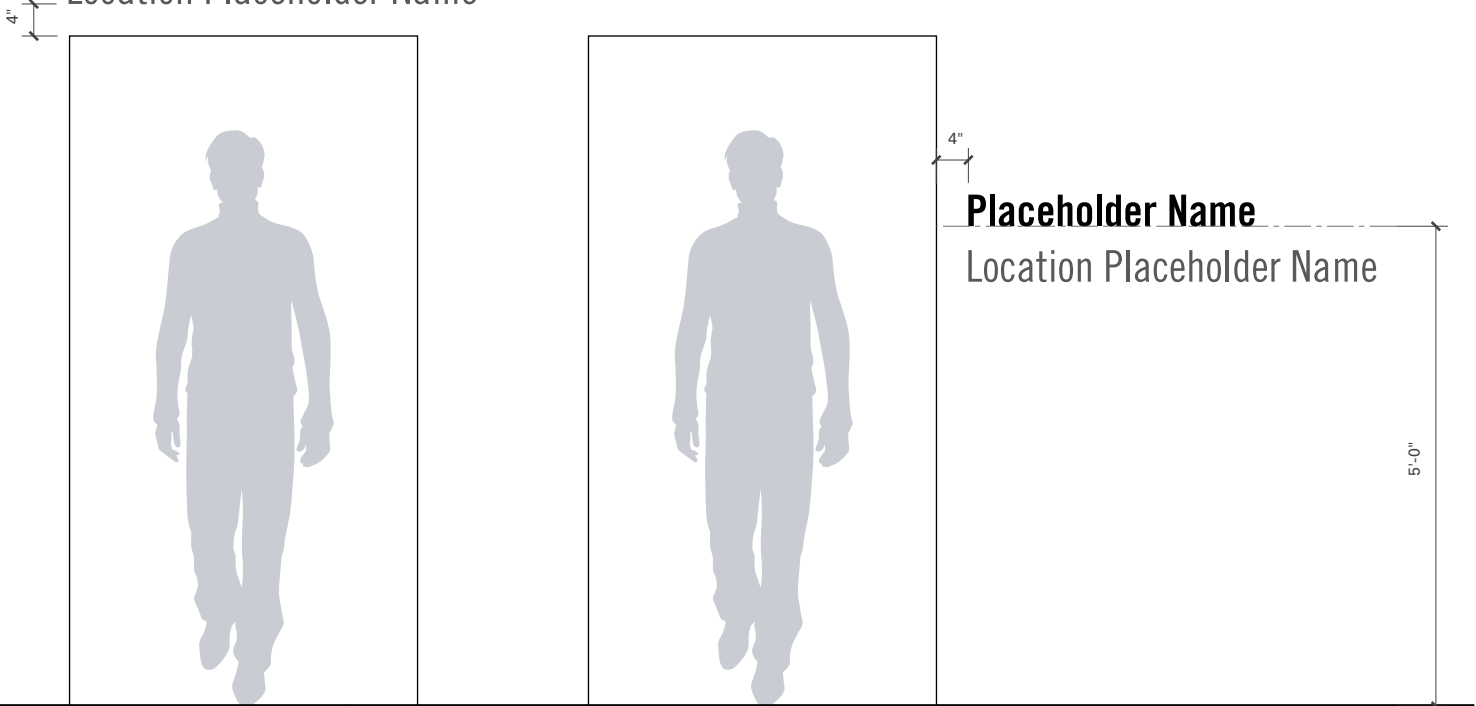
Text2
Trade Gothic LT Std, Condensed No. 18

4"
3"
4"


Placeholder Name
Location Placeholder Name

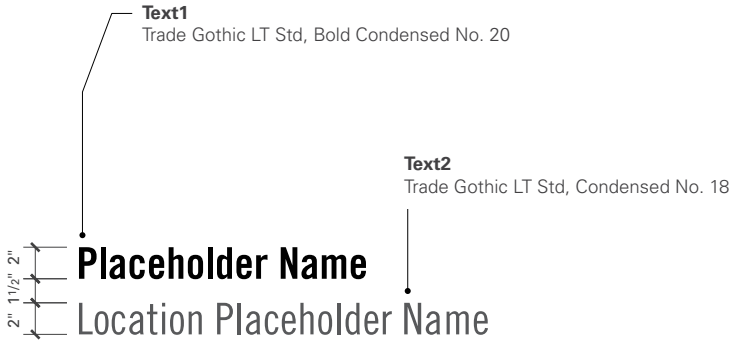
A Elevation
1" = 1'

Placeholder Name
Location Placeholder Name

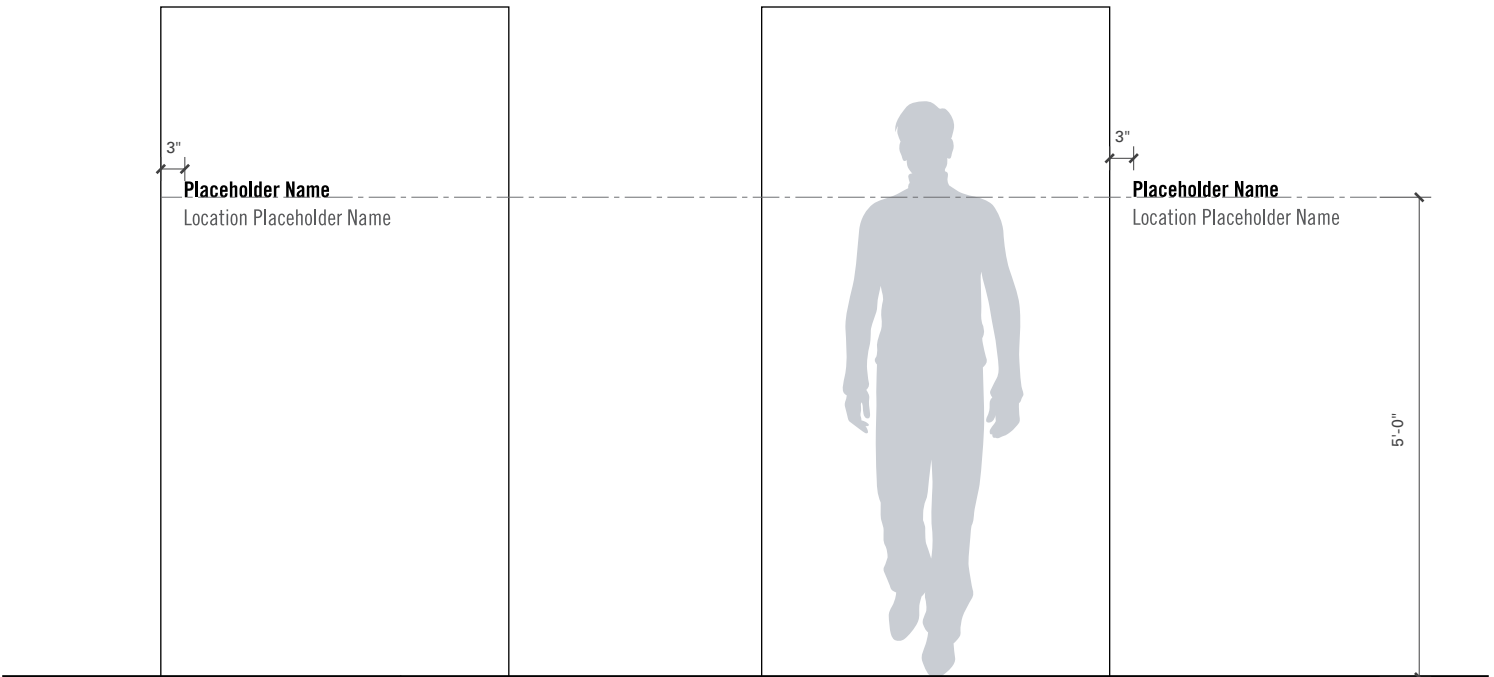


B Mounting/Installation Reference
1/2" = 1'-0"


 MONTCLAIR STATE UNIVERSITY 1 Normal Ave Montclair, NJ 07043	<i>Date</i> 08.04.15	<i>Revisions</i>
	<i>Drawn by</i> AJC	
	<i>Project #</i> Donor Guidelines	
	<i>Sign Type #</i> 05_B	
	<i>Description</i> Level 5 Int. Lettering	

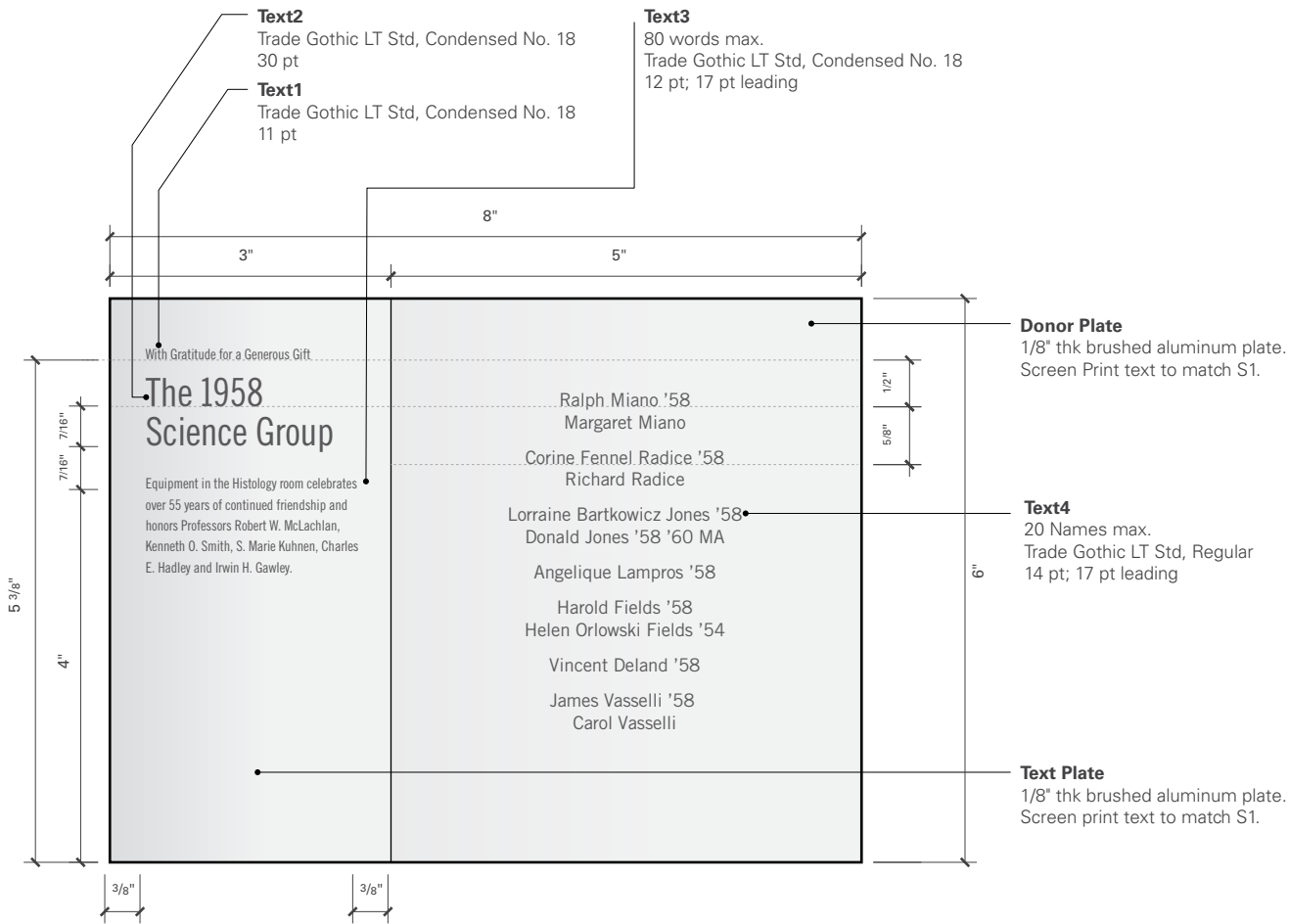


A Elevation
1" = 1'

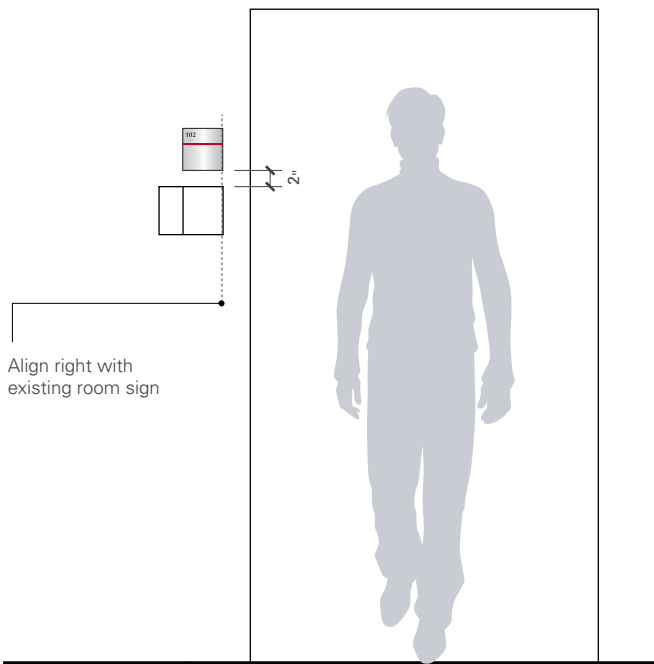


B Mounting/Installation Reference
1/2" = 1'-0"

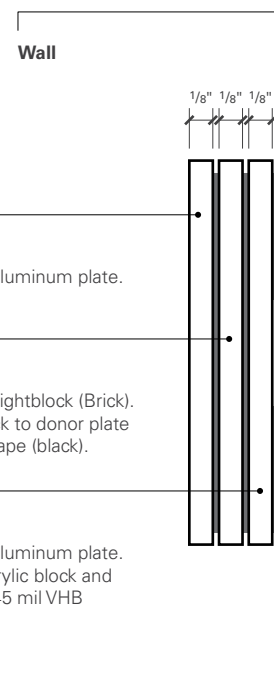
 <p>MONTCLAIR STATE UNIVERSITY</p> <p>1 Normal Ave Montclair, NJ 07043</p>	<p>Date 08.04.15</p>	<p>Revisions</p>
	<p>Drawn by AJC</p>	<p>_____</p>
	<p>Project # Donor Guidelines</p>	<p>_____</p>
	<p>Sign Type # 05_C</p>	<p>_____</p>
	<p>Description Level 6 Int. Lettering</p>	<p>_____</p>



A Elevation
6" = 1'



B Mounting/Installation Reference
1/2" = 1' - 0"



C Section
Not to scale

<p>MONTCLAIR STATE UNIVERSITY</p> <p>1 Normal Ave Montclair, NJ 07043</p>	<p>Date <u>02.12.16</u></p>	<p>Revisions _____</p>
	<p>Drawn by <u>AJC</u></p>	<p>_____</p>
	<p>Project # <u>Donor Guidelines</u></p>	<p>_____</p>
	<p>Sign Type # <u>06_A-C</u></p>	<p>_____</p>
	<p>Description <u>Level 9 Plaque</u></p>	<p>_____</p>

