

Logo usage on Student-facing Promotional Materials

When promoting an event or program on campus to students, there are *three* options for logo usage.

1. At times, the University logo will be enough.



If the University logo is used on a printed piece, it can also include, in simple type in sync with rest of piece, "Brought to you by (department name)."

2. For other events, it may be advantageous to brand under the SDCL umbrella.



If SDCL version is used on a printed piece, it can also include, in simple type in sync with rest of piece, "Brought to you by (department name)."

3. When material may elicit a follow-up call from a student and we want it to go directly to sponsoring department, the logo with department name beneath should be used. For example:



Please note: While departments will no longer have specific logos, many departments may feel attached to designs they have used (e.g., running man for Campus Rec; rose for Women’s Center) These elements can be used – without words – on printed pieces or on promotional items (like Tshirts) as long as they are used as design elements instead of as a logo AND one of the above logos is also on the piece. In addition, if the university or SDCL logo are used on promotional items, the department name can also be used – in simple type without a pictorial embellishment – as long as not next to the logo.

FRONT



BACK





MONTCLAIR STATE

UNIVERSITY

Residential Education and Services



MONTCLAIR STATE

UNIVERSITY

LGBT Center



MONTCLAIR STATE

UNIVERSITY

Equity and Diversity



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Health Promotion
Drop in Center



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Campus Recreation



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Center for Non-Violence
and Peace Initiatives



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Center for Student Involvement



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New Student Experience



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Women's Center