<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A Message from the President</td>
</tr>
<tr>
<td>2</td>
<td>Defining the Montclair State Brand</td>
</tr>
<tr>
<td>3</td>
<td>Brand Positioning Statement</td>
</tr>
<tr>
<td>4</td>
<td>Brand Essence: <strong>It's all here</strong></td>
</tr>
<tr>
<td>5</td>
<td>Brand Messaging</td>
</tr>
<tr>
<td>10</td>
<td>Message Interpretation/Key Audiences</td>
</tr>
<tr>
<td>13</td>
<td>Brand Personality and Voice</td>
</tr>
<tr>
<td>14</td>
<td>Typography</td>
</tr>
<tr>
<td>16</td>
<td>Color Palette</td>
</tr>
<tr>
<td>17</td>
<td>Imagery Selection and Design Applications</td>
</tr>
<tr>
<td>18</td>
<td>Design Samples</td>
</tr>
<tr>
<td>28</td>
<td>Managing the Brand</td>
</tr>
</tbody>
</table>
A Message from the President

With a more than a century-long track record of educational excellence, Montclair State University has a strong, clear vision of who we are and where we are going. We know that our community of faculty and staff is dedicated to providing a superb education to a diverse, high-potential population of undergraduate and graduate students—the leaders of tomorrow. We know the qualities that set us apart from competing institutions: passionate teaching; focused research; and a cultural, intellectual and vibrant campus community with a strong tradition of competitive athletics. We know that our role extends beyond the borders of our 250-acre campus, as we partner and collaborate at the local, state, national and international levels to address issues of importance to our society as a whole.

The purpose of a branding initiative is to communicate our distinctive position in the higher education landscape to our desired audiences, from potential and current students to alumni, donors, legislators, community and corporate partners, and research organizations. By creating and disseminating a coordinated message, we build awareness of our institutional identity and garner support for our mission.

The theme we have chosen—It's all here—incorporates the key strengths that have helped Montclair State evolve into the thriving university we are today. In our classrooms, on our campus, and through our engagement with the world beyond the campus, ambitious and motivated students are finding the opportunities they need to succeed and lead.

Please join me in sharing this message with our key constituencies.

Susan A. Cole, president
Defining the Montclair State Brand

When you hear the name “Montclair State University,” what comes to mind?

Creating a precise, powerful and inspiring answer to that question – one that all University stakeholders can embrace and champion – is the goal of defining the University’s brand. Simply put, our brand is the promise we make to students, employees, alumni and friends. It is a combination of our defining strengths and institutional aspirations, communicated through strong messages and robust imagery.

For more than a year, thousands of Montclair State students, alumni, faculty, staff and friends have participated in a comprehensive research study about what makes our university special and distinctive. Through a variety of workshops, surveys and conversations, a series of charges emerged as the University brand was defined:

- Position Montclair State as a top university of choice in New Jersey and the region
- Create a unique position for Montclair State against competitor institutions in New Jersey and surrounding states
- Identify areas of strength to emphasize
- Address common misperceptions related to historical characteristics, including the University as a teacher’s college and a commuter college, and students as predominantly first-generation
- Enhance Montclair State’s reputation for quality, through emphasis on research and teaching in relevant disciplines as well as successful outcomes
- Generate excitement for and attachment to Montclair State among its key audiences, particularly students, faculty and alumni

From this research, Montclair State’s competitive advantage has been distilled into a messaging platform and creative concept that illustrates our brand promise. It translates our mission and vision into a competitive advantage and defining strengths that distinguish Montclair State from among our competitors.

This brand manual serves as a guide to telling the story of today’s Montclair State. It gives all of us a new set of language and creative tools to position the University as comprehensive and significant in New Jersey and beyond. How you use these tools in your daily efforts to communicate the University’s distinctiveness is detailed on the following pages.
“Attending college in the suburbs with easy access to New York City appeals to students who feel like they have to choose between the two.”

—Prospective student

Brand Positioning Statement

Montclair State University is the New Jersey university that provides the ideal combination of a suburban campus environment with the advantages of New York City – giving talented and ambitious students unparalleled access to excellent academic programs as well as professional and cultural opportunities in one of the world’s most dynamic metropolitan areas.

This positioning statement represents Montclair State’s true strengths and distinctions. It is an internal marketing mission statement of sorts, providing inspiration and vision to those who are charged with communicating the brand. It also offers guidance for prioritizing the stories and messages that best illustrate the Montclair State advantage.

The intent is to show the “best of both worlds” offered by Montclair State’s suburban environment and its connections — physical and professional — to the region and the world. Redefining some of the historical traits associated with the University in a modern context stresses the comprehensive nature of the institution today. It is a flagship institution of New Jersey, one that is unlike any other in the state.
Brand Essence: It’s all here.

The brand essence is a memorable leading word or phrase that encapsulates the Montclair State brand.

Montclair State’s brand essence — It’s all here — translates the University’s competitive position and distinctive strengths into a unique experience and opportunities that await those who associate with us. It portrays the University as comprehensive and important to the vibrancy of the state and region.

It’s all here says that whatever you are looking for in a university, you’ll find it at Montclair State: unparalleled access, an unbeatable location, unmatched academics, uncommon connections, unwavering support and amazing people. It showcases the University’s best attributes, conveying a sense of momentum, growth and unexpected strength.

It’s all here serves as an overarching theme for both formal and informal communications. It becomes the “big idea” to be conveyed on every type of communication medium, including print publications, the web and email, social media and advertising—and even in conversation with colleagues, friends and the community.

It’s all here is more than a tagline. It’s a culture, a philosophy, to be consistently and positively conveyed in the way members of the campus community tell the University’s story. It acknowledges the institution’s history, growth and evolution while reinforcing the “best of both worlds” aspect of the positioning statement.

To reinforce the brand essence, consider the following questions when developing communications:

- How does the story reinforce the comprehensive nature of the University?
- How does the story portray an opportunity uniquely characteristic or symbolic of the metropolitan area?
- How does the story convey Montclair State’s extensive connections and networks?
- How does the story demonstrate the University’s positive impact on and/or importance to New Jersey’s economy, culture or body of knowledge?
- How does the story personify mentor relationships?
- How does the story exemplify drive, determination or ambition?

“It’s all here’ speaks to Montclair State’s blend of academics, city connections, and strong faculty that inspire.” —Current student
Brand Messaging

At Montclair State, we generate life-changing opportunities by:

- Creating innovative programs in areas that align with the global marketplace
- Connecting people to new places and broad opportunities
- Challenging students through passionate teaching and focused research
- Fostering a supportive campus community
- Building an exciting hub of cultural and intellectual activity
- Demonstrating our commitment to advancing New Jersey

If the positioning statement describes “what we do differently,” then this brand messaging platform is “how we do it.” These credible, compelling, research-based messages are the heart of the University’s brand. They represent the core ideas to promote in both internal and external marketing communications. Their thematic nature means the core idea can be translated to any audience. Think of them as a lead or topical sentence for which specific institutional examples can be offered as evidence.

Incorporating these core ideas into written and oral communication, particularly with audiences that affect recruitment and reputation, will begin to cement the University’s brand in the minds of these stakeholders. On the following pages, each core idea in the platform is given additional supporting language and examples to consider when generating copy and text.

“Montclair State University is so much bigger, bolder and more innovative than most people realize.”

—Staff member
Key Message #1
Creating innovative programs in areas that align with the global marketplace

Montclair State University cultivates expertise in academic disciplines that align with important and emerging professions, careers and industries:

- A conservatory-like experience in the fine and performing arts
- A focus on entrepreneurial and other critical, market-specific skills in business
- Groundbreaking, cross-platform learning experiences in the evolving world of communication and media
- A nationally recognized tradition of excellence in teacher preparation and development, and a deep commitment to human services
- A leader in the discovery of new knowledge for New Jersey’s scientific community, particularly in the environmental and life sciences
- Areas of study in the humanities that address the complexity of today’s world

This message focuses on Montclair State’s comprehensive mix of academic programs, centers of excellence and intellectual expertise. When writing about this core idea, illustrate the linkage between the academic program and industry/profession, particularly one that shows the connection to professional experiences off campus. These professional connections are an integral part of the Montclair State academic experience, communicating quality and a high potential for success after graduation.

Sample Proof Points:
- Students who intern, work or perform in the professional world
- Praise for Montclair State programs and graduates from industry leaders
- Hiring and employment data that ties regional outlooks to the University’s programming
- Examples of industry partnerships
- State-of-the-art facilities that expose students to professional environments
- Faculty experts in newsworthy professions and industries

“Montclair State has always been ahead of the curve in terms of developing new programs and involving students in research.” —Community leader
Key Message #2

Connecting people to new places and unique opportunities

Montclair State University’s academic, cultural, and professional networks throughout New Jersey and the New York City metropolitan area connect students to unique opportunities, producing confident graduates who are prepared to succeed in their chosen careers and communities.

This message highlights both Montclair State’s extensive and beneficial connections throughout the region as well as its successful students and alumni. Students can express the wonder and excitement of broadening their horizons through new and unique experiences. Alumni can expand on how those experiences prepared them for life after college. The University’s role is as the critical link to these opportunities.

Sample Proof Points:

- First-time experiences—internships, travel, exchanges, etc.—by students and faculty
- Industry partnerships and professional connections between faculty and non-academic peers
- Student and alumni testimonials of personal growth and professional success

“I loved the rigor, the involvement and the expectation that you are going to be a leader.” —Alumnus
Key Message #3
Challenging students through passionate teaching and focused research

Montclair State University attracts creative faculty who bring passionate teaching and focused research into the classroom to challenge talented and ambitious students.

This message emphasizes the importance of faculty as well as the unique balance of teaching and research that characterizes the academic and learning environment at Montclair State. To reinforce the notion of quality and rigor in the classroom, showcase faculty who excel at teaching, who are conducting research or who are known as motivators. The adjectives “talented” and “ambitious” characterize Montclair State students by their determination rather than their socio-economic status.

Sample Proof Points:
- Faculty research in areas that support brand messaging
- Student participation in faculty research
- Profiles that showcase ambitious and hard-working students
- Profiles of faculty regarded as excellent teachers or those with exceptional teaching methods

Key Message #4
Fostering a supportive campus community

Montclair State University’s close-knit, diverse and nurturing campus environment is strengthened by a strong and inclusive academic and social support system in which faculty, staff and students become personally invested in each other’s success.

This message reinforces the values of mentoring and caring that many alumni say have been hallmarks of the Montclair State experience for decades. Examples of support programs and on-campus resources, as well as personal stories illustrate this core idea. Deepen the notion of “diversity” as a defining characteristic at Montclair State by describing purposeful inclusivity or personal investment in someone else’s future.

Sample Proof Points:
- “Going beyond” stories of faculty and staff helping students, or students helping each other
- Programs and services offered to support students academically and socially
- Examples of diversity, inclusivity and overcoming obstacles

“It see my research really training students. They conduct research in my lab as an extension of their education, and it’s preparing them for their careers.” — Faculty member
Key Message #5

Building an exciting hub of cultural and intellectual activity

Montclair State University's scenic, suburban campus offers the amenities of a vibrant residential university and serves as a center of cultural and intellectual activity for its surrounding communities.

This message showcases the campus itself, including its beauty and unique architecture, growing facilities and non-stop activities. The goal is to counteract the long-standing perception of Montclair State as a "commuter school." Stories with a residential or academic focus will appeal to prospective students who desire a full collegiate experience. Stories that focus on the campus as an attraction for local community members remind audiences of the University's value to its neighbors.

Sample Proof Points:
- Facilities and activities characteristic of a residential campus (fitness, dining, social events, clubs and organizations)
- Intellectual and arts events that draw community members to campus
- Events and facilities are open to the community
- Children's and community education programming (summer camps, continuing education, noncredit courses, etc.)

"Making the campus residential to a significant degree is truly important. There is so much more to education than classes. Montclair State always offered that – vigorous student organizations, publications and events. It pulls the place together." —Donor

Key Message #6

Demonstrating our commitment to advancing New Jersey

Montclair State University demonstrates its commitment to advancing New Jersey by making education accessible, enhancing the depth and quality of the state's workforce, and conducting innovative research that drives economic growth for the state.

This message conveys the University's importance and commitment to the state and the region as a flagship public institution of New Jersey. Stories should illustrate how Montclair State serves and provides value to students, the state, the taxpayers and the workforce.

Sample Proof Points:
- Leadership roles in state government, business and industry, and academic organizations held by Montclair State administrators, faculty and staff
- Partnerships and research projects tied specifically to the welfare and growth of the state's workforce and economy
- Economic impact data
- Creative approaches to managing tuition, increasing scholarships and ensuring responsible budgeting to provide the best return on the investment of families and taxpayers
Message Interpretation/Key Audiences

The brand essence and key messages serve as a guide for overall University marketing and outreach, enabling all members of the Montclair State community to speak with one voice when communicating the meaning and promise of It's all here to internal and external audiences. No matter the audience, It's all here represents an ideal combination of factors important to that audience. Prioritizing and interpreting these core ideas to the information needs of the specific audience will increase the effectiveness of marketing communications efforts.

The following pages provide additional targeted interpretation of the brand messages for several specific audiences the University strives to inform and influence on a regular basis.

“I love the simplicity of the message. It's something I would tell anyone I know, including prospective students. 'It's all here.' It's as simple as that.”

—Alumnus
Key Audience: Prospective students and parents

For prospective students and parents, It’s all here conveys the ideal combination of suburban comfort and amenities plus comprehensive academic and professional opportunities.

Communications with this audience should seek to increase their interest in attending Montclair State by using the brand messages to emphasize:

1. **The benefits of the on-campus environment.** Highlight the comprehensive array of academic programs. Showcase the people who challenge students in the classroom and who mentor and support them throughout their educational career. Show the excitement of a bustling residential campus and the attractiveness and security of its surrounding communities.

2. **The opportunities afforded by extensive off-campus connections.** Demonstrate how Montclair State’s academic programs offer real-world experience for students. Describe the myriad ways students can experience academic, professional, cultural, personal and intellectual growth within the region or abroad.

3. **Montclair State’s value proposition.** Show that Montclair State provides the quality, variety and academic environment you would expect from a top-tier private institution—at a highly competitive price.

4. **Successful outcomes for Montclair State graduates.** Describe the career success enjoyed by Montclair State graduates in the region’s leading industries. Show how Montclair State’s commitment to affordability and its supportive environment help students navigate higher education successfully.

― ‘It’s all here’ represents what we both liked when we visited. It’s close to New York City and has a really nice campus feel.”

—Parent of a prospective student
Key Audience: Alumni

For alumni, *It's all here* conveys the ideal combination of exciting growth and change that increases the value of their Montclair State degree together with the preservation of the historical values they treasured as students.

Communications with alumni should seek to strengthen their connection to and willingness to support the University by emphasizing:

1. **The evolving academic and physical environment.** Educate alumni about planned growth and expansion on campus. Give them insider’s views of new and under-construction facilities. Show how new programs are meeting the demands of the 21st century workforce.

2. **The priority on mentoring relationships.** Reinforce their most powerful memories by showing current examples of mentoring and caring on campus. Profile the faculty who best embody passion for teaching, caring for students and a commitment to their success. Show how resources on campus have grown to meet the needs of today’s students.

3. **Life-changing opportunities.** Perhaps most importantly, demonstrate to alumni that Montclair State remains the same institution at heart by offering modern-day examples of the kinds of life-changing opportunities they experienced. Feature students and faculty who have undergone a transformational experience, either personal or professional, through their association with Montclair State. Explain how the research focus is changing and improving lives in New Jersey, the region and around the world.

“An individual can change the world. What I received from many of my professors was the absolute conviction that the world needs changing and that I could do something about it.” —Alumnus

Key Audience: External friends and community

For targeted external audiences, *It's all here* conveys the ideal combination of access to comprehensive higher education for the state’s citizens together with value returned to the state through the generation of knowledge and economic growth.

Targeted external communications to legislators, the funding/research community, media, guidance counselors, business leaders and the community at large should seek to increase the public’s appreciation for the University by emphasizing:

1. **The University’s service to the state.** Highlight the research and academic/industry partnerships that directly impact the welfare of the citizens of New Jersey. Show how the University’s industry connections and partnerships are generating economic growth and workforce development in the state and region. Invite audiences to campus to enjoy professional, cultural and intellectual activities that enrich the lives of neighboring communities.

2. **Broad access to higher education.** Identify the broad array of programs and resources that make higher education and career prospects a reality for New Jersey citizens. Highlight the faculty who mentor and care for students to ensure their success in college. Showcase the many creative ways the University strives to live its mission as a public university and keep higher education affordable.

3. **Life-changing opportunities.** Highlight specific graduates who personify confidence and ambition in their careers. Showcase the University’s unique connections to new places and exciting academic, professional, cultural and intellectual opportunities for students and the community.
Brand Personality and Voice

The energy and momentum at Montclair State are palpable. The amazing growth, both physical and academic, in recent decades has created a comprehensive university of great importance to New Jersey, the region and its significant industries. Montclair State now stands on its own as a flagship university of New Jersey.

Members of the Montclair State community exude talent and ambition. They want to participate in the process of discovery, both personally and in their chosen fields and disciplines. This proud confidence is accompanied by a strong sense of personal investment in each other’s success. It is one of many “ideal combinations” of attributes that distinguishes Montclair State.

This is the inspiration for telling the story of today’s Montclair State, and should guide the tone of brand marketing communications visually and in text. Language should convey a contrasting or previously unknown combination of elements. Graphically, it is important to convey growth and energy through movement and action. The following pages offer additional guidance for graphically executing brand marketing communications to support It’s all here.

“\textit{I would be a completely different person if I wasn’t at Montclair State. For all of us, it’s been life changing.”} —Current student
Typography plays an important role in accurately expressing the tone and personality of *It's all here*. The consistent use of our preferred type families will strengthen and unify the Montclair State brand.

The University's principal typefaces for *It's all here* are Helvetica Condensed and Helvetica Black. Both are classic and versatile sans serif fonts. Helvetica Light Condensed should be used primarily for body text. Helvetica Black and/or Univers Light Ultra Condensed should be used for headlines and other display copy, which includes advertising. All of the font families are available in a variety of styles and weights to provide the designer greater flexibility in creating the appropriate tone for different types of communications.

When creating text for the web, email or other electronic communications, appropriate substitutions, if necessary, are Arial Narrow (manually condensed at 85%) and Arial Black.

When it appears as a word mark, *It's all here* uses Univers Light Ultra Condensed. No substitutions are to be used.
Univers Light Ultra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Color Palette

Color provides a strong visual link to the Montclair State brand identity across a variety of applications. The University’s most identifiable color is Red PMS 200, which, along with white and black, are used for the University’s visual identity system and other official University applications. Athletics added gray to the logo and mascot in 2009.

For marketing communications developed to support the It’s all here brand, a slightly broader color palette has been developed to express the brand and provide for more creativity and variance across a wide variety of mediums. This sophisticated palette consists of five colors in addition to red and black:

- Gold
- Orange
- Green
- Deep blue
- Deep gray/blue

Both the PMS and CMYK numbers have been provided for each color in the palette chart to the left. During printing, there are many factors that can influence accurate color reproduction: paper stock, ink coverage, line screen and other factors. For optimal results, work with your printer to match the colors indicated in these guidelines. Also use the appropriate color chips for matching purposes when reproducing these colors on other media, such as fabric, plastic, paint, etc.

While these colors are approved as the primary palette of the brand campaign, we recognize there will be instances when alternative colors may be needed. In such instances, contact University Communications for approval and assistance.

THE BRAND COLOR PALETTE

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 124</td>
<td>C: 0 M: 28 Y: 100 K: 6</td>
<td>R: 238 G: 177 B: 17</td>
<td>#EEB111</td>
</tr>
<tr>
<td>PMS 1595</td>
<td>C: 0 M: 59 Y: 100 K: 5</td>
<td>R: 232 G: 125 B: 30</td>
<td>#E87D1E</td>
</tr>
<tr>
<td>PMS 383</td>
<td>C: 37 M: 20 Y: 100 K: 1</td>
<td>R: 148 G: 206 B: 8</td>
<td>#94CE08</td>
</tr>
<tr>
<td>PMS 295</td>
<td>C: 100 M: 57 Y: 0 K: 40</td>
<td>R: 0 G: 56 B: 107</td>
<td>#00386B</td>
</tr>
</tbody>
</table>
Imagery Selection

The imagery used in Montclair State communications makes a powerful impression. It is important to select high-quality images and photographs that reinforce the brand essence of It’s all here. When choosing photography, look beyond traditional set-ups to find images with different perspectives, interesting details or unusual angles to impart a sense of motion or energy and to inspire emotion and resonance.

The signature image of It’s all here is the large, blurred-motion photograph. This imagery is meant to convey movement and change. The richness of saturated color adds excitement and energy. Brand imagery may also include sharp, non-blurred photographs that meet the above brand parameters. Covers and collateral material often require a combination of motion and still photography. Subjects should exhibit a sense of confidence, drive and/or ambition.

Err on the side of restraint when using photography. One larger, well-cropped photo will create a stronger impact than a series of smaller, overly detailed images that clutter a page and make it difficult for the reader to know where to focus.

Design Applications

Consistency of design and editorial voice in marketing communications vehicles—both print and electronic media—is key to effectively communicating It’s all here, both internally and externally. Marketing vehicles should reflect the visual and written language of the brand, particularly the sense of comprehensiveness, energy and importance that characterize Montclair State University.

The most important guideline we can offer is to keep it simple. Proper legibility and impact can be achieved by following the guidelines in this brand manual. Effective brand messaging, particularly in advertising, should be characterized by engaging photography and minimal copy creating limited focal points for the reader; do not overload pages with text or imagery.

The following pages provide examples of various design applications that campus communicators can use as inspiration when developing marketing and communications materials.
New Jersey’s Manhattan connection.

Montclair State University
Montclair, NJ | montclair.edu

It’s all here.

Game On.

Montclair State University
Montclair, NJ | montclair.edu

It’s all here.

Unparalleled access to arts and culture.

Montclair State University
Montclair, NJ | montclair.edu
Unparalleled access to arts and culture.

Enda laces ephque nesci picilig endaes giotio namagnam aut antio int rerferum int Cearci. Que nesci picilig endaes giotio namagnam aut antio int rerferum in. Endalacesephque nesci picilig endaes giotio namagnam aut antio int rerferum int Cearci.

It’s all here. Montclair State University
Montclair, NJ
montclair.edu
973.655.4000
Print Ad Samples

Build a better world.

It’s all here. Montclair State University
Montclair, NJ
montclair.edu
973.655.4000

Make global connections.

It’s all here. Montclair State University
Montclair, NJ
montclair.edu
973.655.4000
Print Ad Samples

Where discovery and innovation meet.

Enda laces ephque nesci picilig endaes gioito namagnam aut antio int riferum int Ceacci. Que nesci picilig endaes gioito namagnam aut antio int riferum in. Endalacesephque nesci picilig endaes gioito namagnam aut antio int riferum int Ceacci. Que nesci picilig endaes gioito namagnam aut antio int riferum.

Transform your life.

Enda laces ephque nesci picilig endaes gioito namagnam aut antio int riferum int Ceacci. Que nesci picilig endaes gioito namagnam aut antio int riferum in. Endalacesephque nesci picilig endaes gioito namagnam aut antio.
Print Ad Samples

What are you looking for?

Enda laces etque nescli picilig endaes giotio namagnam aut antio int rerferum int Cearci. Que nescli picilig endaes giotio namagnam aut antio int rerferum. Enda laces etque nescli picilig endaes giotio namagnam aut antio int rerferum int Cearci. Que nescli picilig endaes giotio namagnam aut antio int rerferum.
Banner Ad Samples

Digital revolution.

Game on.

Lasting lessons.

This is living.

It's all here. Montclair State University
montclair.edu
Microsite Samples

Montclair homepage with link to “It’s all here” microsite
Tuesday, March 19
An Insider’s View on Today’s Media

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis adem vel eum lorem dolore in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod maximus nascetur. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Wednesday, March 27
2013 Terhune Journalism Lecture: Sports Journalism and the Future of Print


Paula Kerger, President and CEO of PBS, will visit the University and participate in a frank discussion on the current state of media. Paula Kerger is President and CEO of PBS, the nation’s largest non-commercial media organization with more than 350 member stations throughout the country. Details.

Details.
Managing the Brand

University Communications serves as the steward of Montclair State’s brand. The Communications team works to gather, refine and deliver information about Montclair State and its many programs and achievements to the University's internal and external audiences. The group manages the implementation and execution of It's all here as part of the University's overall marketing strategy.

Services Offered

University Communications offers design, marketing and advertising, media relations, photography and video, web, and social media services. They are the in-house consultants and partners to administrative and academic units. They maintain oversight of the University identity and graphic standards.

Review and Approval Process

Because of the need to clearly and consistently communicate the Montclair State story, all print collateral and advertising must comply with the guidelines set forth in this brand manual. Therefore, University Communications must review all such materials prior to production and distribution. This requirement allows University Communications staffers who are familiar with both the letter and spirit of the brand manual to review materials for consistency, clarity and quality.

Materials that must be reviewed include but are not limited to: brochures; newsletters; fliers; posters; postcards; advertisements; and specialty items (also known as “premiums”) such as pencils, pens, mugs and T-shirt designs.

If a project is produced through University Communications, the review process is automatically incorporated into the production timeline.

If a project is not being produced through University Communications, the producer will need to provide the Director of Marketing with a digital file or hard copy proof of the project prior to final production. The amount of time required by staff members to review the proof will vary depending on such factors as type of project, complexity of project and availability of staff.

For assistance with any aspect of a project, fill out the online Project Request Form that can be accessed at montclair.edu/university-communications/project-request or contact: Jamie Drucker, Director of Marketing, at either druckerj@mail.montclair.edu or 973-655-3291.

To learn more or begin a marketing project, visit montclair.edu/university-communications or call ext. 3291.
It’s all here. Montclair State University