

Montclair State University

**BRAND
GUIDELINES**
Fall 2020



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

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ELEVATE

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



POSITION STATEMENT

Every interaction with our brand comes with certain expectations.

When we meet those expectations we stay true to who we are – and strengthen our relationships with those who believe in us.

Our position is this:

Empowering, inclusive, and committed to excellence, we are the public university that pulls students in and lifts them up.

VISION STATEMENT

Montclair State aspires to always be an institution on another level.

Our efforts are guided by our vision for the future, in which:

Montclair State University is a celebrated public research university that empowers students, faculty and researchers to rise above their own expectations, giving them everything they need to go out and meet, reach and shape the world in ways that matter.

BRAND QUALITIES

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

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



BRAND VALUES

Our brand values underpin our mission, positioning and voice. They help differentiate Montclair State. We rely on them to guide our choices, and we seek to illustrate them in the stories we tell and the images we post.

1. HIGH-PROFILE EXCELLENCE.

- 300+ programs across 10 colleges and schools at all degree levels empower students to strive for more.
- 252 acres of state-of-the-art facilities and technology.
- All the resources of a large public research university in a small, supportive environment.
- Courses taught by professors, not graduate assistants.
- An average student teacher ratio of 17:1 across a population of 21,000 students.
- Highly recognized, innovative programs.
- Known for turning out high-quality educators.

2. TOWERING CURIOSITY.

- A nationally recognized R2 Carnegie research doctoral institution that heavily invests in faculty and student research.
- Investment in facilities including the Center for Environmental and Life Sciences, the Feliciano School of Business, the School of Communication and Media and the School of Nursing.
- Opportunities including undergraduate-level research, internships, and international studies and programs.
- A global network of institutional partners to further the knowledge and research of staff and students.

3. NEXT-LEVEL INCLUSIVITY.

- A community where faculty, staff and students are on equal footing.
- Home to a richly diverse population, many of whom are first-generation students.
- A close-knit, welcoming campus where staff and students know each other.
- A designated Hispanic-Serving Institution dedicated to increasing graduation rates for minority students.
- Affordable, accessible education with practical outcomes.

4. ELEVATED OPPORTUNITIES.

- Positioned 12 miles from New York City, for outstanding internship and talent opportunities.
- Partnerships with local employers, institutions and research organizations.
- Raises up New Jersey through jobs, innovations and services.
- A 130,000-member-strong alumni network spanning 50 states and 75 countries.



CORE MESSAGING

There are myriad incredible things we could say about Montclair State University. But our messaging is most powerful when we stick to our key brand differentiators and story points.

A CLASS ABOVE.

A Montclair State education sets futures aloft. Our 300+ programs at all degree levels will empower you to realize your most ambitious dreams.

ALL RISE.

The Montclair State community prepares you for the world and the workforce, while raising up New Jersey through jobs, innovations and services. We are a place for heightened expectations – and impact.

ABOVE NYC'S BACKYARD.

Perched on a mountaintop above one of the largest, most dynamic and thriving metropolitan areas in the world, you'll have access to incredible opportunities that will help you soar.

HIGH-PROFILE RESEARCH.

Elevate your academic ambitions to a higher level. As a doctoral research institution, Montclair State fosters research and discovery.

NEXT-LEVEL INCLUSIVITY.

Join a supportive community that welcomes your voice. Montclair State is home to students of all backgrounds, beliefs and identities, reflecting the world around us.

PUTTING WORDS INTO ACTION

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

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

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



HEADLINES WITH IMPACT

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

Montclair State University’s headlines:

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

On the following page are some examples.

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

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

GENERAL

RISE TO YOUR AMBITIONS

ELEVATED THINKING

ADVANCE YOUR OUTLOOK

RAISE YOUR SIGHTS

BEYOND EXCELLENCE

AIM UPWARD

ADVANCE YOUR EXPECTATIONS

ABOVE ORDINARY

STEM

LEVEL UP

TAKE A LEAP OF SCIENCE

BUSINESS

SUMMIT SUCCESS IN HIGH PLACES

SCALE UP YOUR THINKING

ARTS

FIND YOUR RISING ACTION

RAISE YOUR VOICE

HISTORY

STAND ON THE SHOULDERS OF GIANTS

NEED SOME HELP GETTING STARTED WITH YOUR HEADLINES?

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

RISE TO YOUR AMBITIONS

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

SUBHEADS THAT MATTER

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

Montclair State University’s subheads:

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

GENERAL

ABOVE ORDINARY

Learning on another level

STEM

TAKE A LEAP OF SCIENCE

What goes up can keep going

BUSINESS

SEEK SUCCESS IN HIGH PLACES

It’s all upside from here

HISTORY

STAND ON THE SHOULDERS OF GIANTS

The past is looking up

WHO WE'RE TALKING TO.

PRIMARY AUDIENCES:

CURRENT AND PROSPECTIVE STUDENTS

They are:

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

They need:

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

They'll see:

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

SECONDARY AUDIENCES:

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

They are:

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

They need:

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

They'll see:

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

EXPRESSING OUR BRAND THROUGH VISUALS

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



LOGOS

PRIMARY SHIELD LOGOS

The Montclair State’s primary logo is a powerful symbol of the University. Its symbolic message elevates and enhances brand recognition and reach.



The Shield logo is available in both a centered and flush left format. Usages of each are dependent on the layout of collateral materials. Logos are available as 4 color, 2 color and 1 color (black). No other color versions are acceptable. Delivery as eps (high resolution for printing), jpgs (for microsoft word) and pngs (transparent background, for low-resolution web).

Logos are available for download from our brand channel at montclair.edu/university-communications/brand-guidelines/logos

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



HEIRARCHICAL LOGOS

Each school, department, center and program has a formal hierarchical logo for their use. ID names are applied in consistently, which reinforces brand recognition, credibility and impact.

The sample in the first column indicates a standard hierarchical treatment of:
Primary logo | College | School | Department.

The second column indicates a standard hierarchical treatment when only a college is applicable:
College or Academic Service | Department.

Contact University Communications and Marketing to secure your formal logo:
montclair.edu/university-communications or 973-655-7774.



LOGOS

WORDMARKS

A wordmark is a text-only typographic treatment featuring only the name of an organization and used for purposes of immediate identification and branding. The name is incorporated into a simple graphic treatment that is easy to recognize.

The wordmark is used in print and web advertising, and promotional deliverables like imprinted materials. It is not used for academic materials, which uses our primary Crest logo.



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

THE PRESIDENTIAL SEAL



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

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

ATHLETICS

PRIMARY LOGO & WORDMARK



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

The Montclair State Red Hawk athletic logo is used exclusively for our intercollegiate teams. The logo is not to be used to represent the University’s administrative or academic programs.

STUDENT CLUBS AND CAMPUS ORGANIZATIONS

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



Acceptable treatments

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

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

TYPOGRAPHY

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

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

HEADLINES

HELVETICA NEUE

77 BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!/?#%^*

67 MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!/?#%^*

BODY

HELVETICA NEUE

35 Thin & *Thin Italic*

55 Roman & *56 Italic*

75 Bold & 76 ***Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!/?#%^*

ACCENT

NEXA SLAB

Nexa Slab Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!/?#%^*

WEB

ROBOTO

Roboto Regular & Roboto Bold

COLORS

PRIMARY

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

WHITE

Consider white space as a color in our core palette.

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

PANTONE 200

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

R:210 G:20 B:55

Hex: #d1190d

PANTONE BLACK

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

R:0 G:0 B:0

Hex: #333333

COLORS

SECONDARY

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

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

Pantone Cool Gray 8

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

R:138 G:138 B:141

Pantone 7548

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

R:255 G:201 B:9

Pantone 1585

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

R:243 G:110 B:36

Pantone 375

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

R:149 G:201 B:61

Pantone 7460

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

R:0 G:132 B:182

Pantone 289

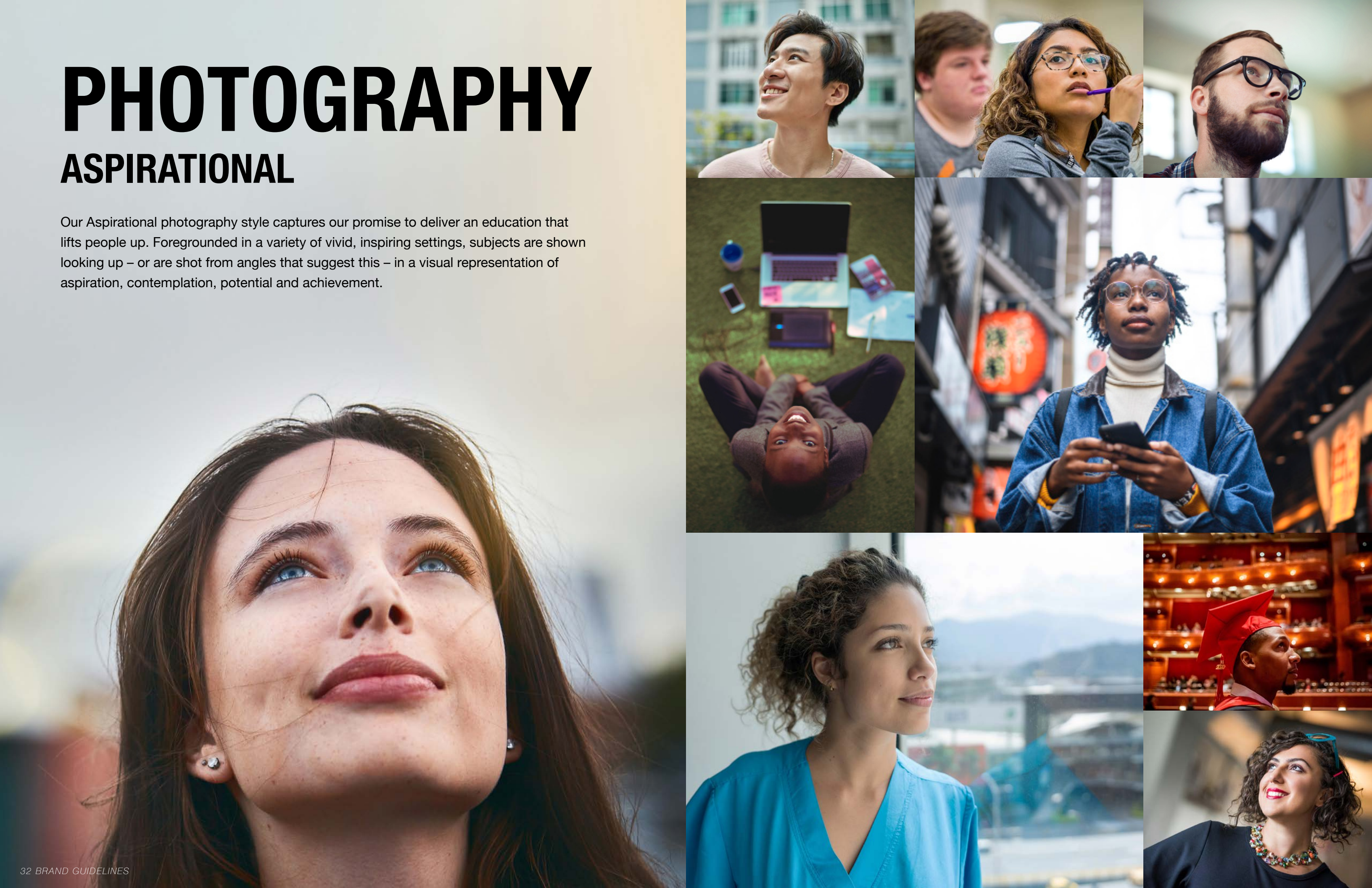
C:100 M:84 Y:36 K:39

R:15 G:45 B:82

PHOTOGRAPHY

ASPIRATIONAL

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



PHOTOGRAPHY

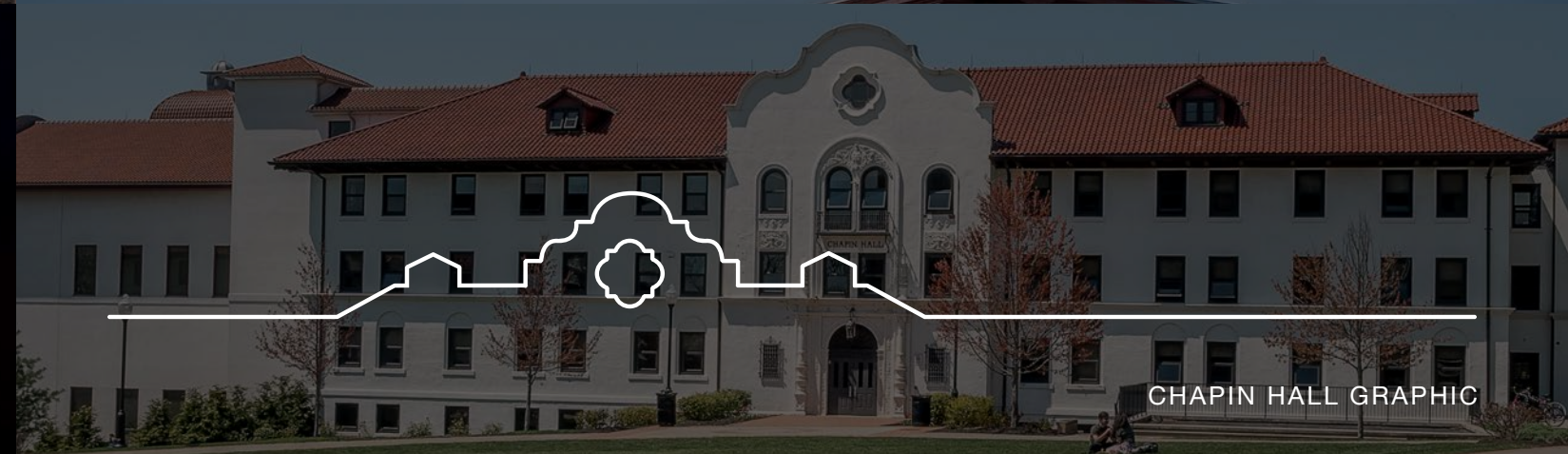
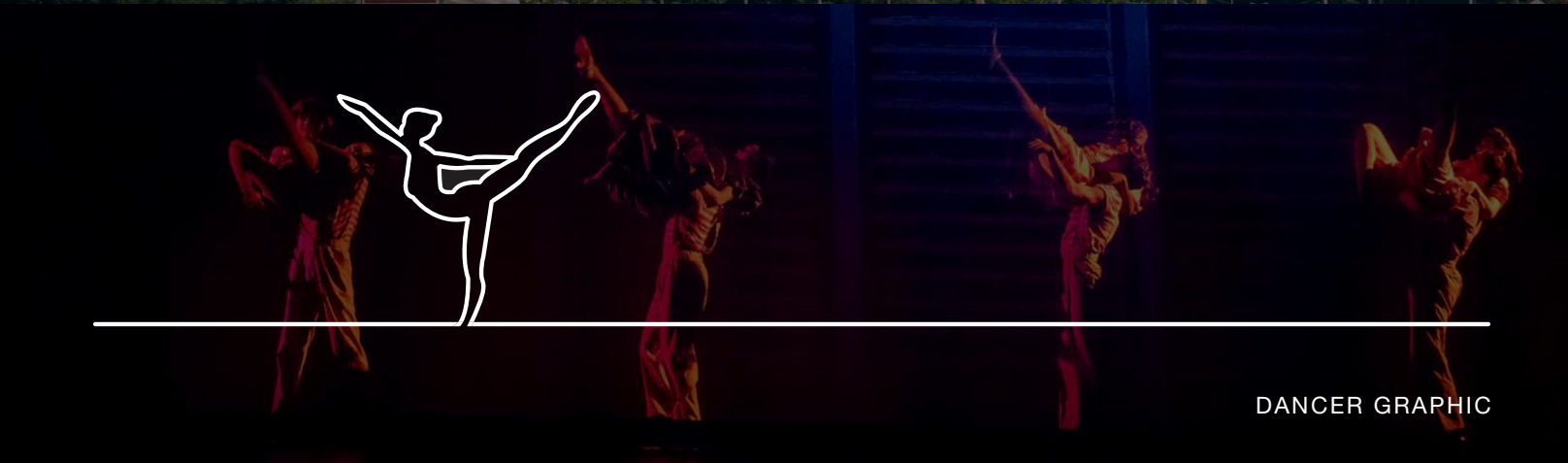
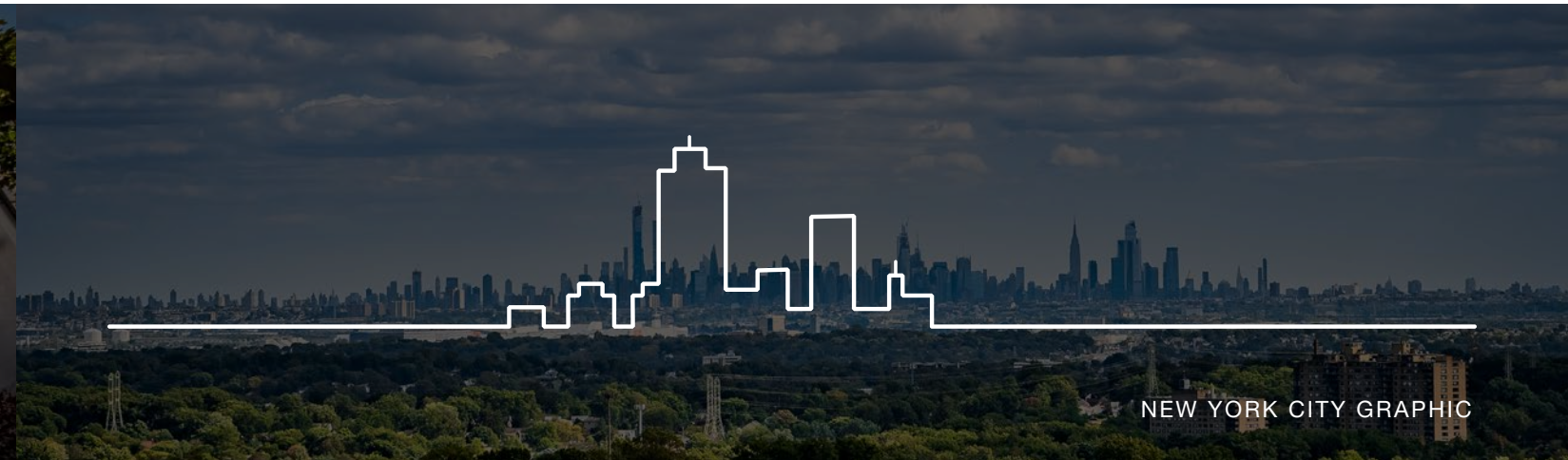
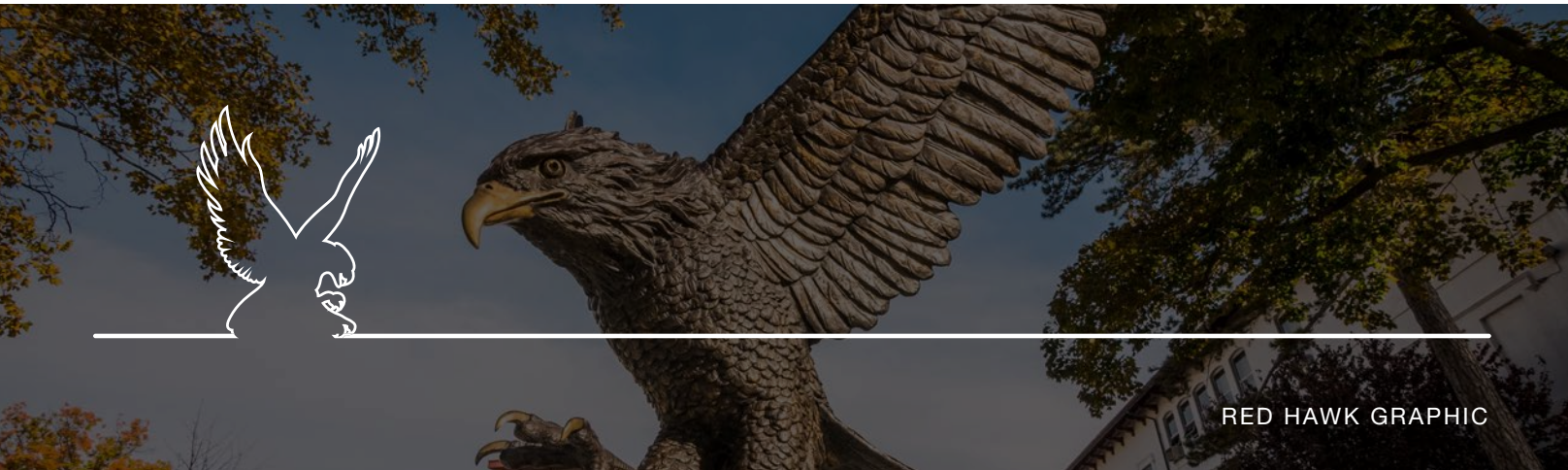
CONTEXTUAL

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



DESIGN ELEMENTS

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



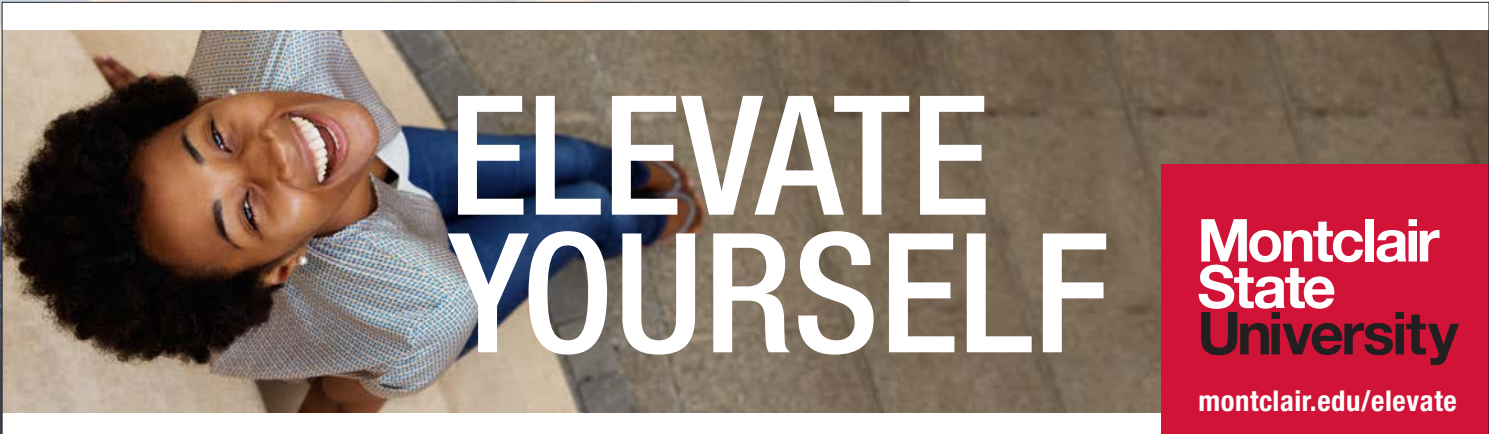
PUTTING IT ALL TOGETHER

We've outlined the key elements of our brand. Now we'll show you how it can come to life.

Don't think of these examples as a set of rigid rules. Instead, use them as a guide to understand how the brand comes together, and how it can flex in different types of communication.


TEMPLATES







SET YOUR SIGHTS HIGH



At Montclair State we take learning to another level.

**Montclair
State
University**

montclair.edu/elevate



STAND ON THE SHOULDERS OF GIANTS.

THE PAST IS LOOKING UP.

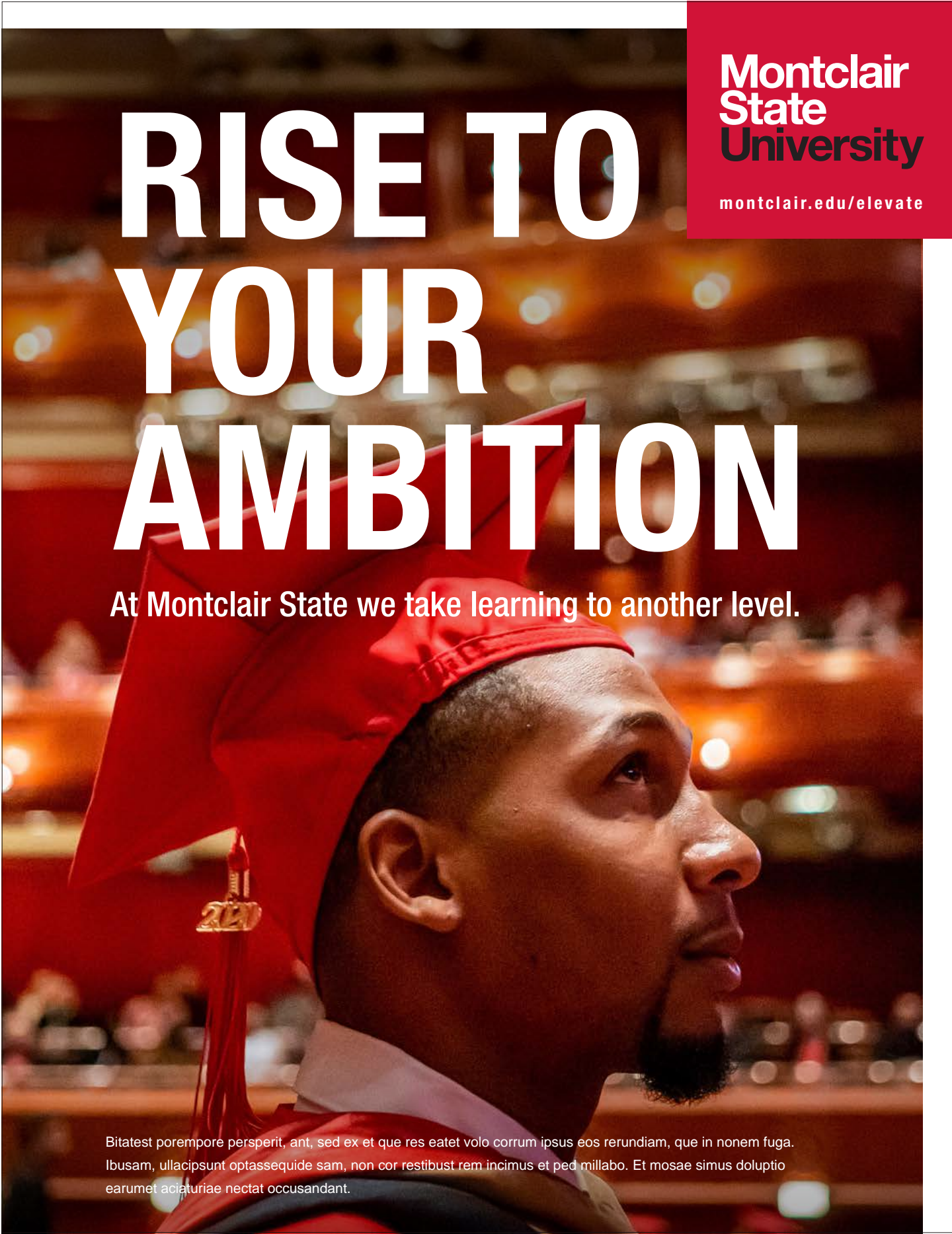
History International Program
Machu Picchu, Peru

**Montclair
State
University**

montclair.edu/elevate

**Montclair
State
University**

024-005



RISE TO YOUR AMBITION

At Montclair State we take learning to another level.

Bitatest porempore persperit, ant, sed ex et que res eatet volo corrum ipsus eos rerundiam, que in nonem fuga. Ibusam, ullacipsunt optassequide sam, non cor restibust rem incimus et ped millabo. Et mosae simus doluptio earumet aciaturiae nectat occusandant.

**Montclair
State
University**

montclair.edu/elevate



TAKE A LEAP OF SCIENCE.

WHAT GOES UP CAN KEEP GOING.

Bitatest porempore persperit, ant, sed ex et que res eatet volo corrum ipsus eos rerundiam, que in nonem fuga. Ibusam, ullacipsunt optassequide sam, non cor restibust rem incimus et ped millabo. Et mosae simus doluptio earumet aciaturiae nectat occusandant. Atem aliberu ptatur sinimag natiora solupidist rero tem ut que seque maximen danducipis erum que nostissimos eaquamenis quident optaquo blaccume derestrum asperum quaspid ebistotatio. Et aut vel ilibus, que excest adi di ut autatius.

montclair.edu/program

**Montclair
State
University**



"It was really, really challenging to do, but they must be done. We have to see these [images]." She specifically points out footage of an old black man being attacked by a mob, but the film's brutal imagery also includes photos of lynching and modern-day smart phone recordings of black citizens murdered in the hands of police officers.

Aside from just pointing out wrongs and inciting outrage, DuVernay educates us about political subtexts that some perhaps haven't considered before, such as Nixon's war on drugs (a mission more aggressively carried out by Reagan),

which put even more people of color behind bars, often for minor, nonviolent offenses that came with mandatory minimum sentences. She calls out both presidential candidates: Trump for his advocacy of the death penalty in the Central Park jogger case, in which five black teenagers were accused of rape but later found innocent, and Clinton for her support of her husband's 1994 crime bill, which put more cops on the streets and provided more money for prisons (Bill Clinton later admitted the bill was a terrible mistake). One of the most eye-opening discoveries from 13th is the corporate control lurking behind the justice system, most notably via

policy tank ALEC (American Legislative Exchange Council), which is backed by companies like Walmart (America's biggest seller of guns) and drafts and pushes conservative, often discriminatory bills to state legislatures and Congress. ALEC is the group responsible for Florida's Stand Your Ground law, used to justify the murder of Trayvon Martin in court.

DuVernay isn't expecting to eradicate groups like ALEC or immediately reverse any legislative acts with her film. That would be naive and wishful thinking. Instead, 13th is an educational tool, built on the hope that more awareness will lead to change. "People don't know about this...history," DuVernay said during the Q&A. "They don't know how we've gotten to this moment where people have to actually protest and be in the streets and say, 'My life matters.' My hope is that you see this and we start to change as people, we start to think twice about how we treat each other."

"13th,' is 'not propaganda"

DuVernay was not immediately available for comment on this story, but when asked about her documentary on a red carpet at Variety's Power of Women event on Friday, the director told a reporter the Trump footage was "part of an overall tapestry."

To read this article please visit latimes.com



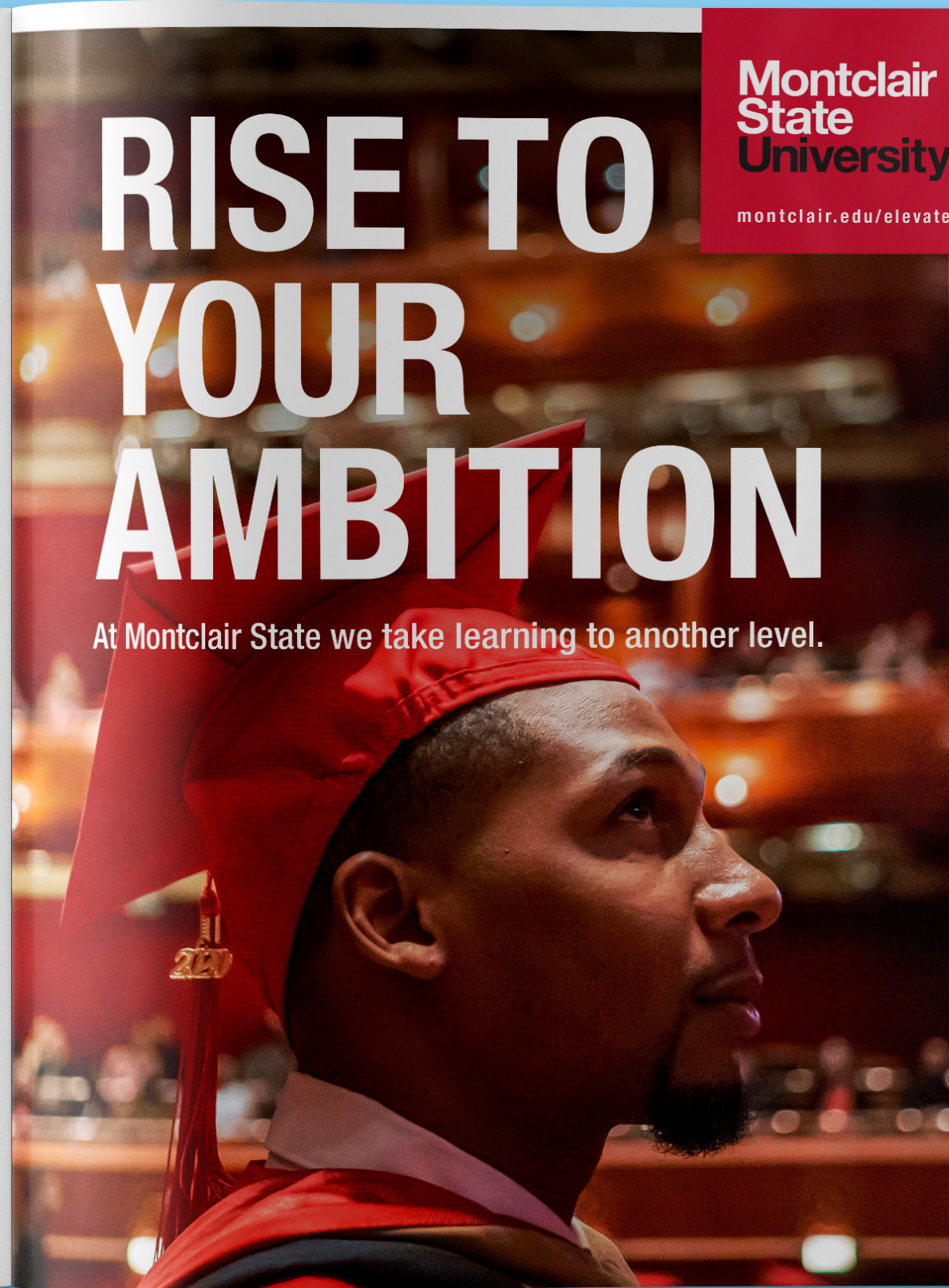
DIRECTOR, AVA DUVERNAY

RISE TO YOUR AMBITION

At Montclair State we take learning to another level.

Montclair
State
University

montclair.edu/elevate





MS in Computational Linguistics

The departments of Linguistics and Computer Science have teamed up to offer the ONLY Master of Science in Computational Linguistics program in New Jersey. A total of 32 credits is required to complete the two-year master’s program. All students interested in languages and technology can apply regardless of their undergraduate major.

Prerequisite courses (up to 11 additional credits) will be determined in consultation with the Graduate Program Coordinator. The coursework depends on the background of the student. A limited number of graduate assistantship positions may be awarded on a competitive basis.

Our alumni work at Google, Amazon, Megaputer Intelligence, Ogilvy Health, Anchorage Capital Group, CQ Fluency, Nuance Communications, Microsoft, Ethnic Technologies, Education Testing Service, Veracode, Interactions, Two Six Labs and Berlitz, among many other companies.

REGULAR COURSES INCLUDE:

- Machine Learning
- Python Programming
- Natural Language Annotation for Machine Learning
- Computational Linguistics
- Current Issues in Natural Language Processing
- Text Analysis Tools
- Artificial Intelligence
- Quantitative Linguistics in R

WE FLEX TO YOU:

Our 32-credit MS is designed to fit the needs of your busy schedule:

- Full- or part-time study over the fall and spring semesters
- Evening classes held after 5:30 p.m.
- Hybrid and bridge classes available
- Rolling admissions

**Montclair
State
University**

ADMISSION INFORMATION

Application requirements:

- The Graduate School requires a U.S. bachelor’s degree, or its equivalent.

To be considered for admission, applicants must submit:

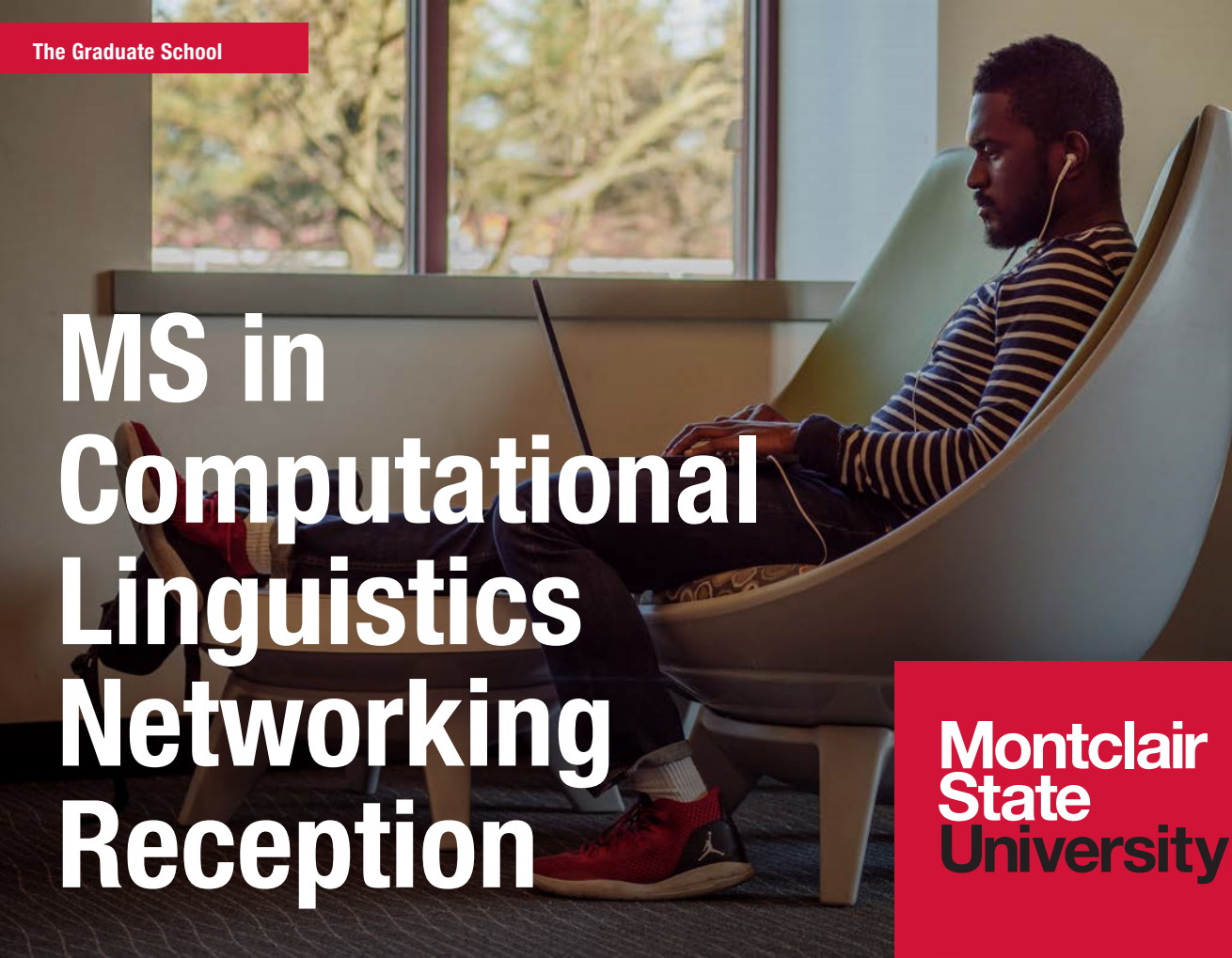
- Online application
- Official transcript from each college/university attended
- Two letters of recommendation
- A personal statement that explains your reasons for applying to the program, learning goals and relevant experience

Apply online at
montclair.edu/graduate

CONTACT INFORMATION

Dr. Anna Feldman
Graduate Program Coordinator
feldmana@montclair.edu

montclair.edu



MS in Computational Linguistics Networking Reception

MONTCLAIR STATE UNIVERSITY CENTER FOR COMPUTING AND INFORMATION SCIENCE, SKY LOUNGE

- An informal social gathering and networking opportunity – hear and learn more about the new Master of Science in Computational Linguistics program.
- Are you considering applying to the program? Meet and hear from current students, program faculty and recent alumni.
- Meet the deans: Dr. Lora Billings, College of Science and Mathematics and Dr. Peter Kingstone, College of Humanities and Social Sciences.
- Prospective students attending the event are eligible for a \$60 application fee waiver. Complimentary event parking is available at the Red Hawk Deck.
- Light refreshments to be served.

**Montclair
State
University**

**Thursday
November 21
4 to 5:30 p.m.**

RSVP REQUIRED

Save your spot at:
apply.montclair.edu/register/
CLNetworkingReception

FOR MORE INFORMATION

Dr. Anna Feldman
Graduate Program Coordinator
feldmana@montclair.edu
973-655-5147

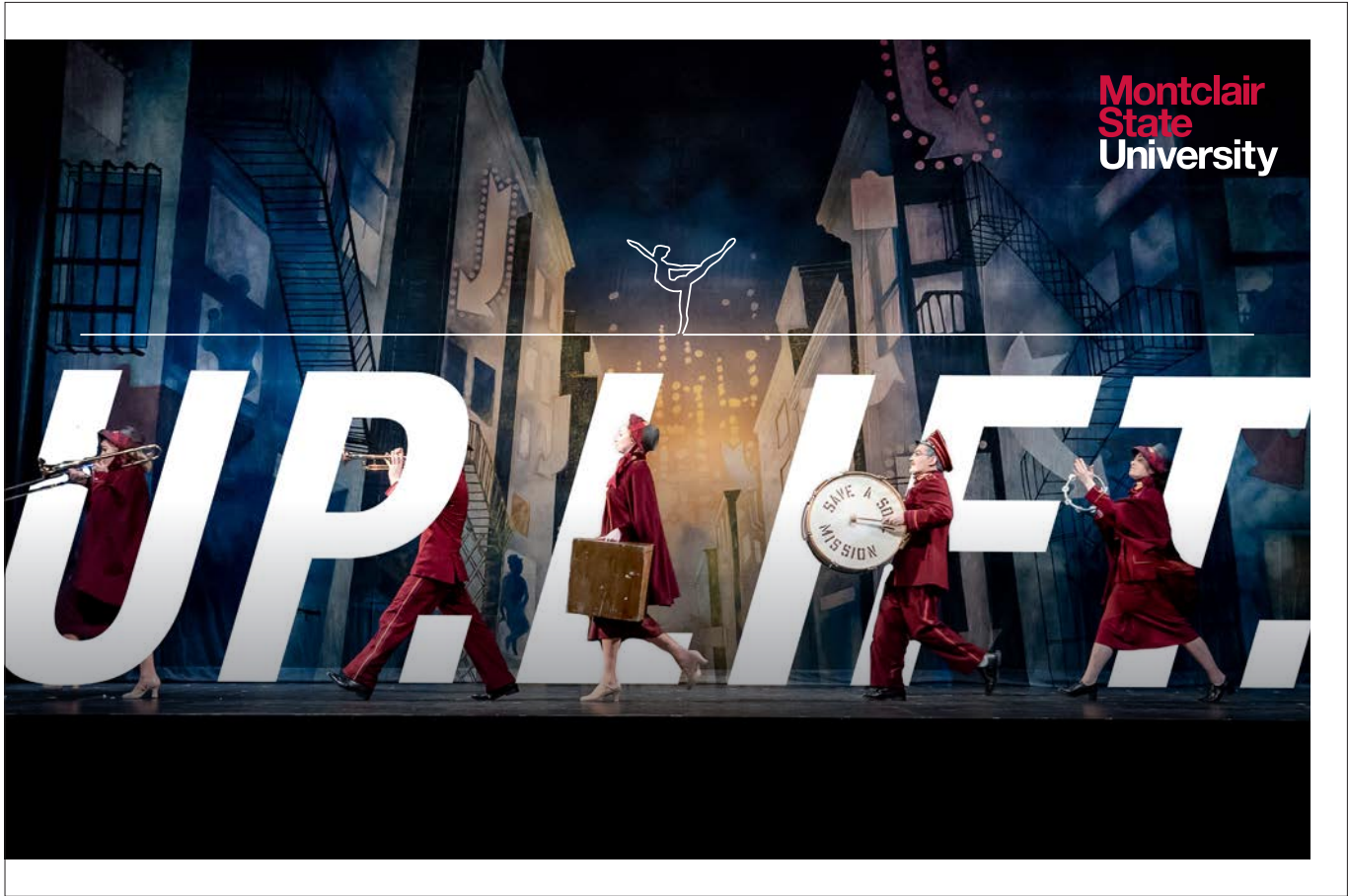
montclair.edu

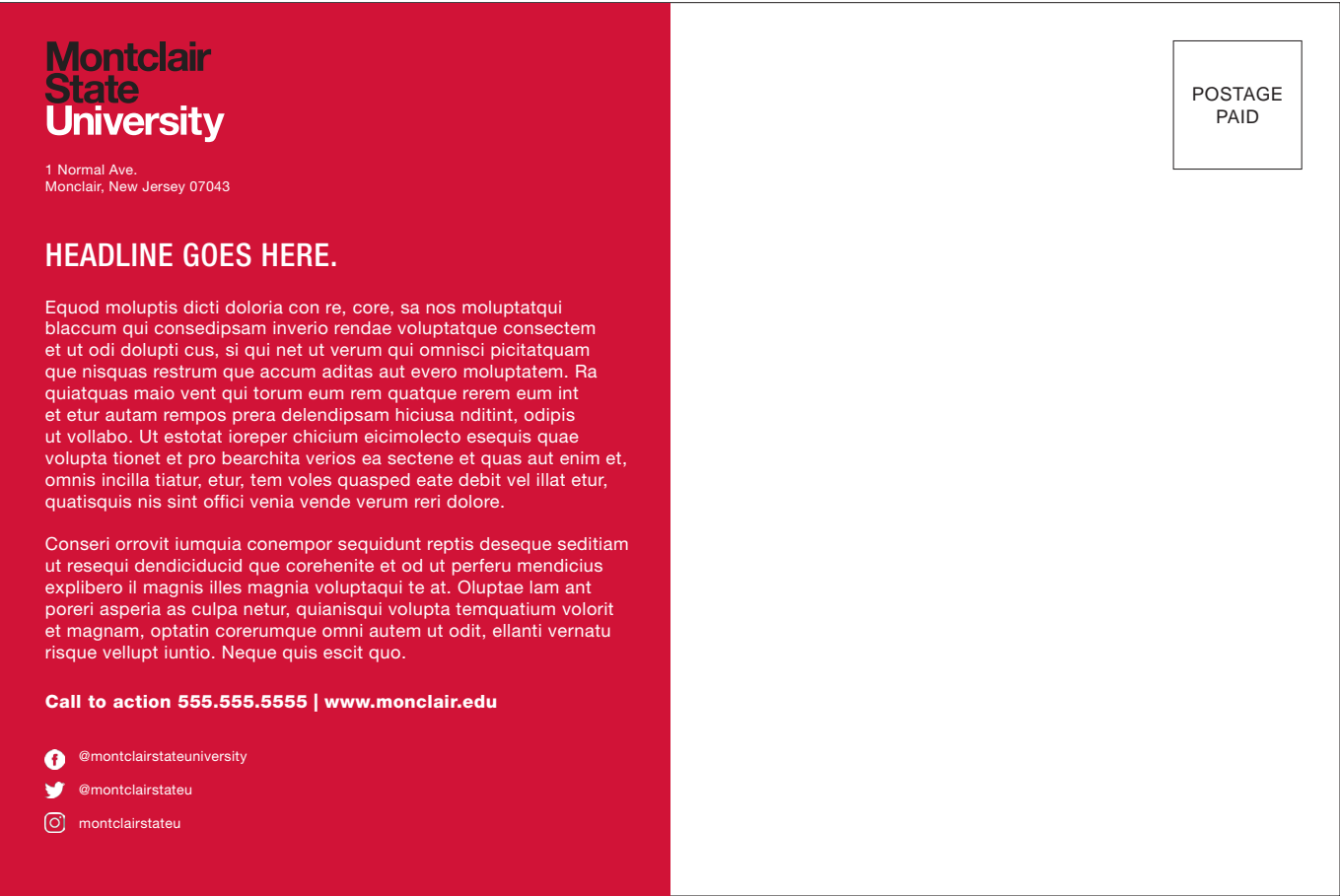
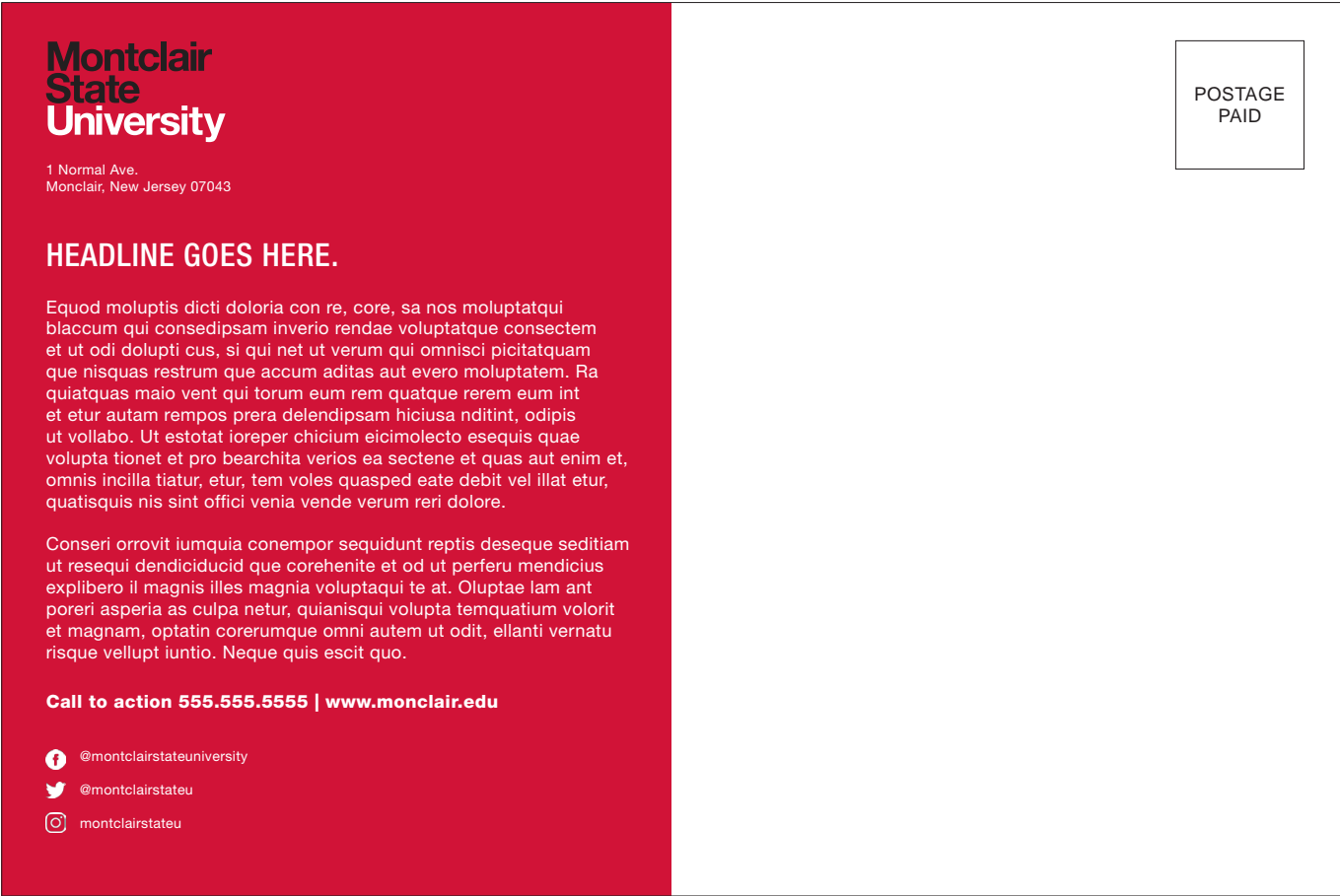


BANNER STAND



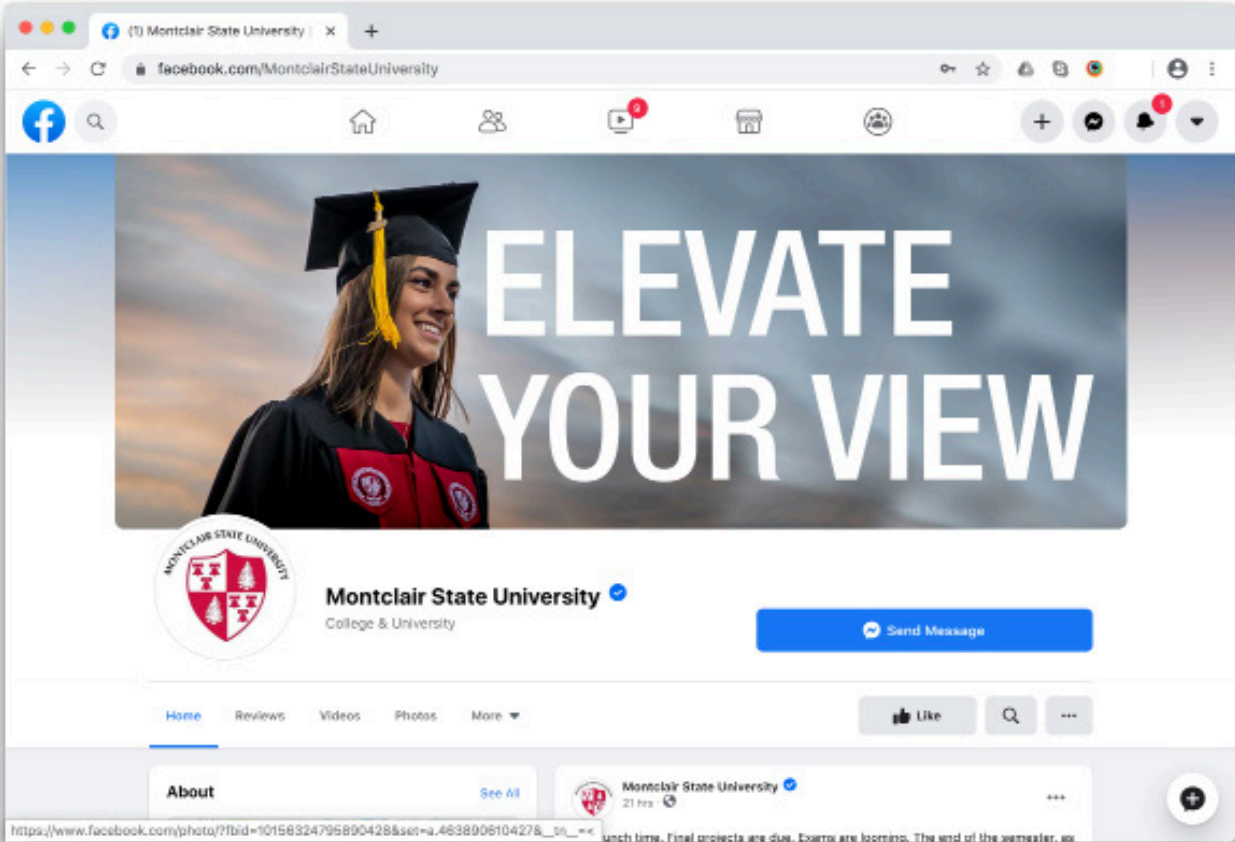
POSTCARD - WITH BOLD STATEMENT/IMAGE AND WORDS COMBINE



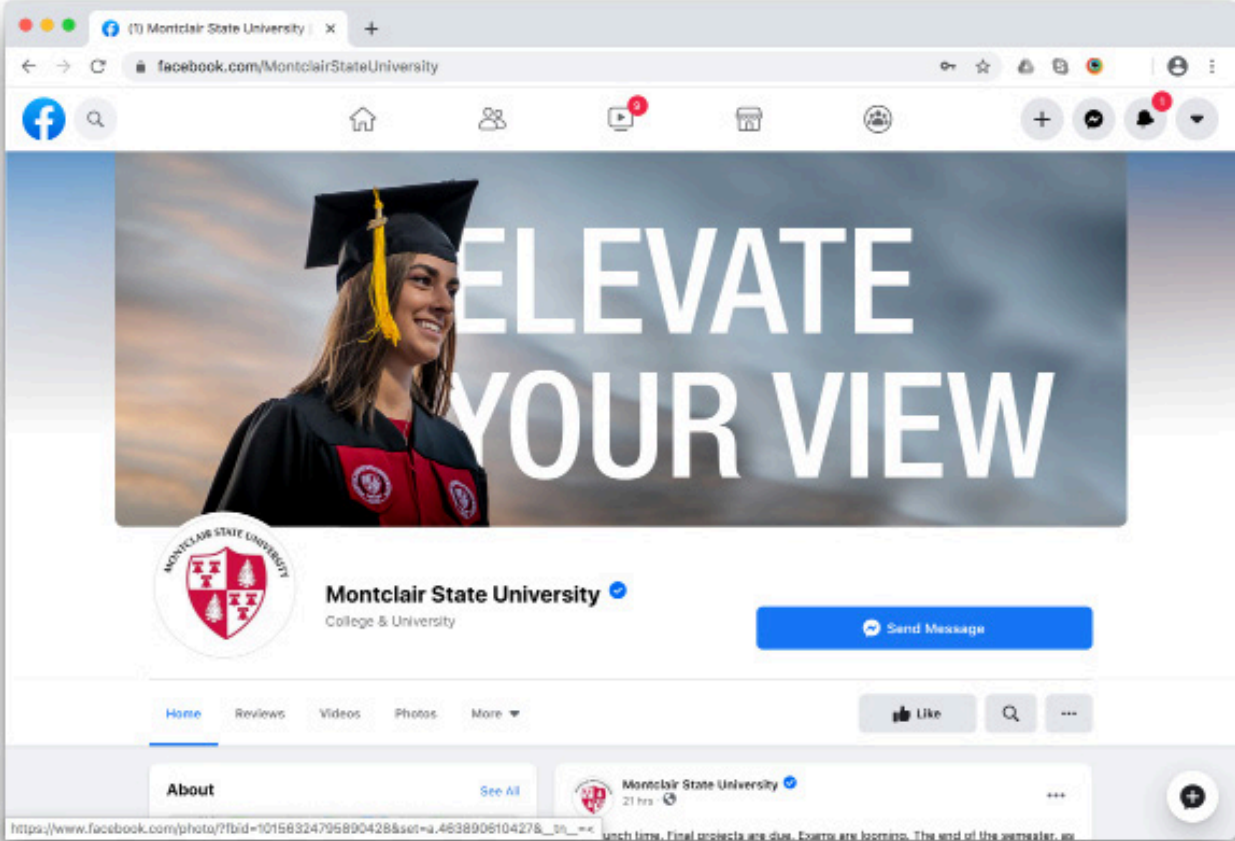


SOCIAL HEADERS

FACEBOOK: BOLD HEADLINE TREATMENT



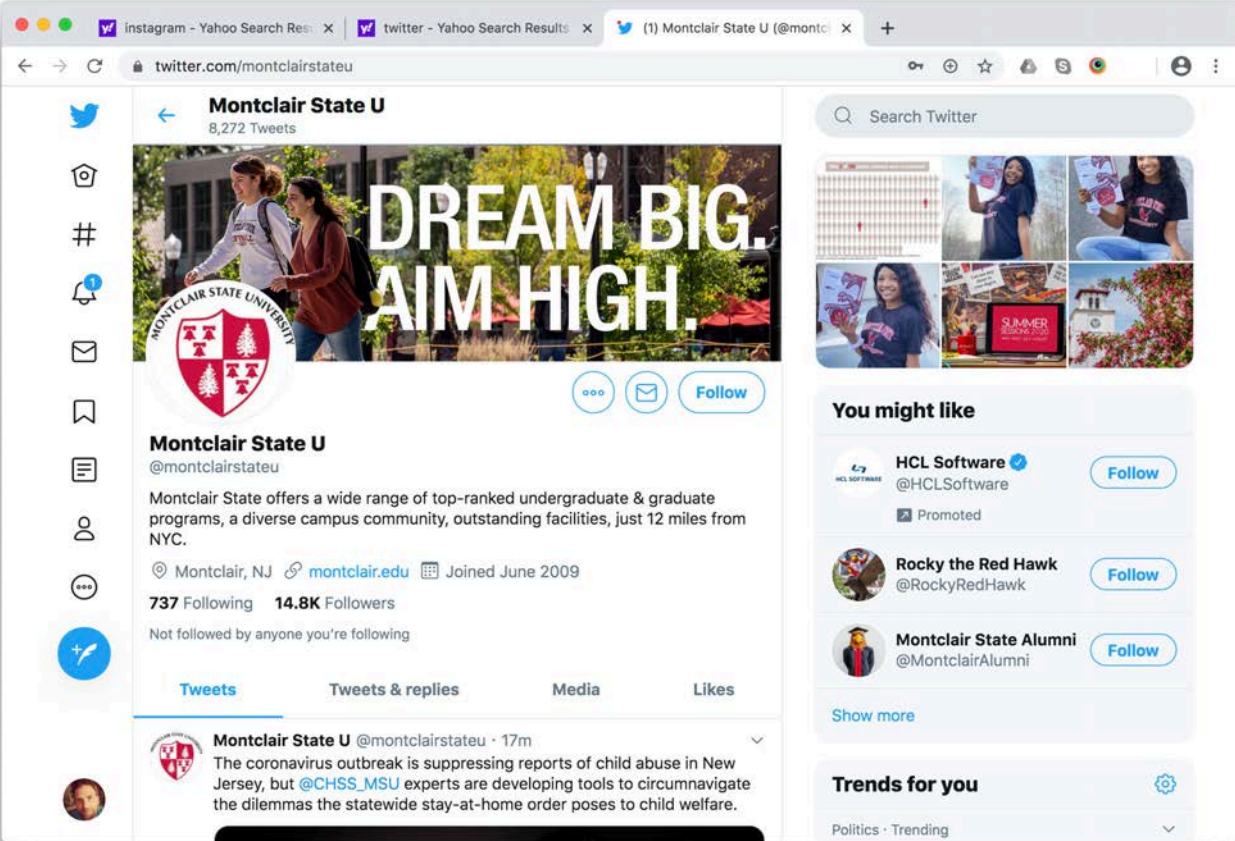
FACEBOOK: SECONDARY OPTION | COMBINED IMAGE AND WORDS



TWITTER: BOLD HEADLINE TREATMENT

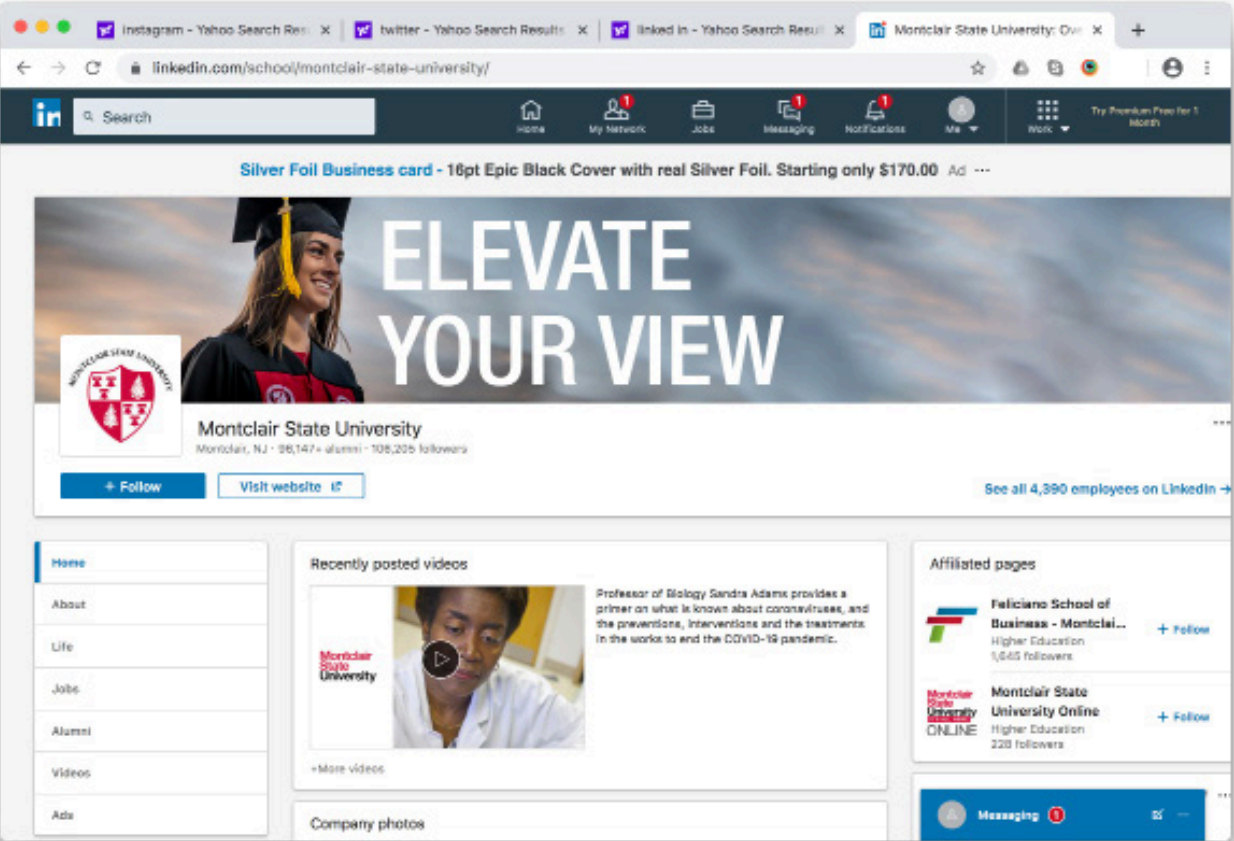


TWITTER: SECONDARY OPTION | COMBINED IMAGE AND WORDS

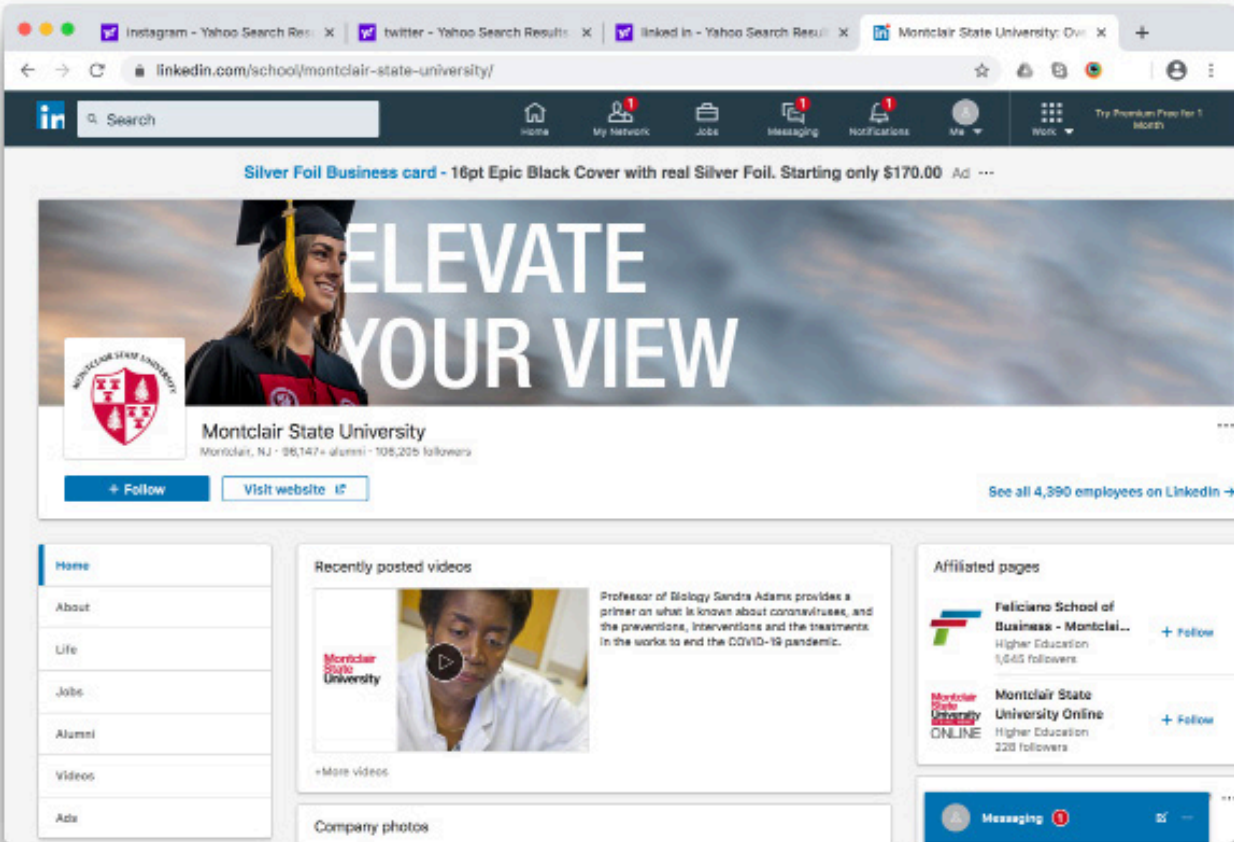


SOCIAL HEADERS

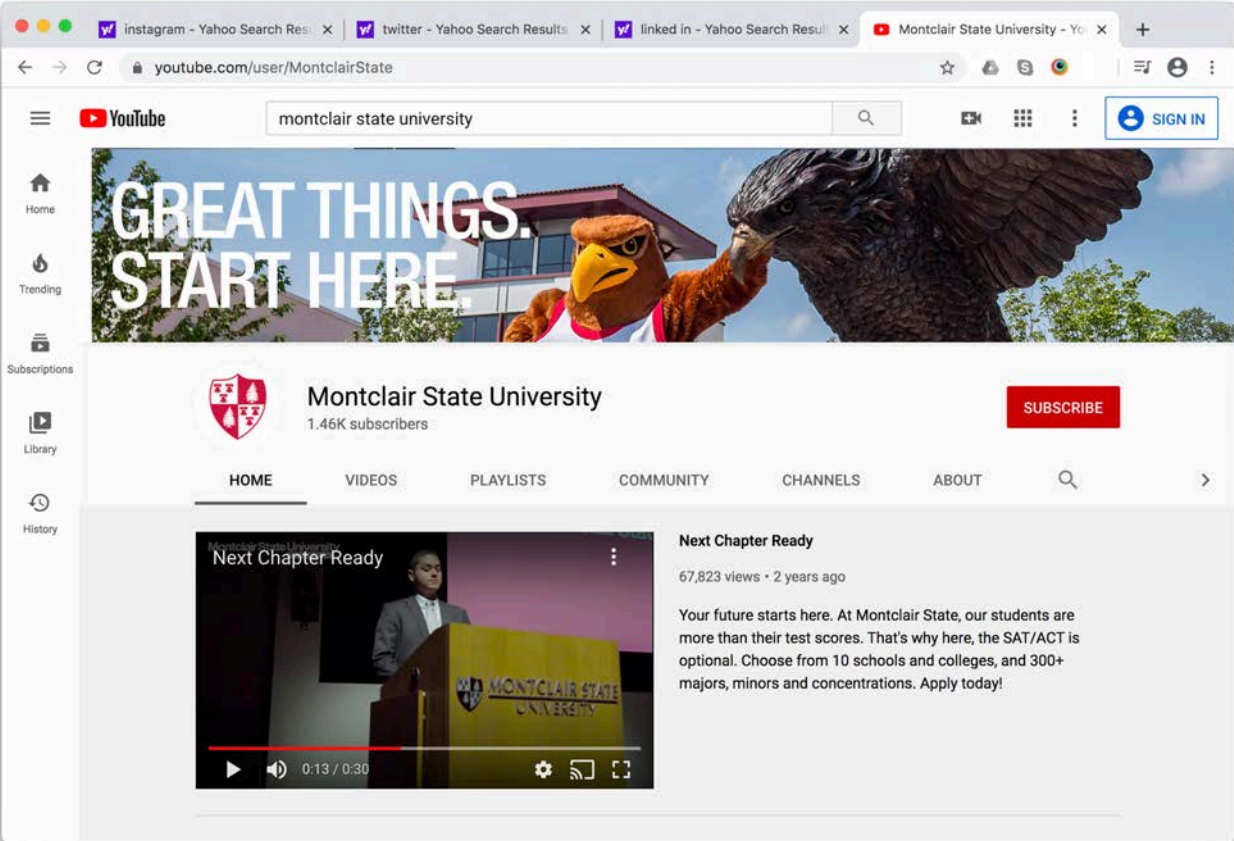
LINKEDIN: BOLD HEADLINE TREATMENT



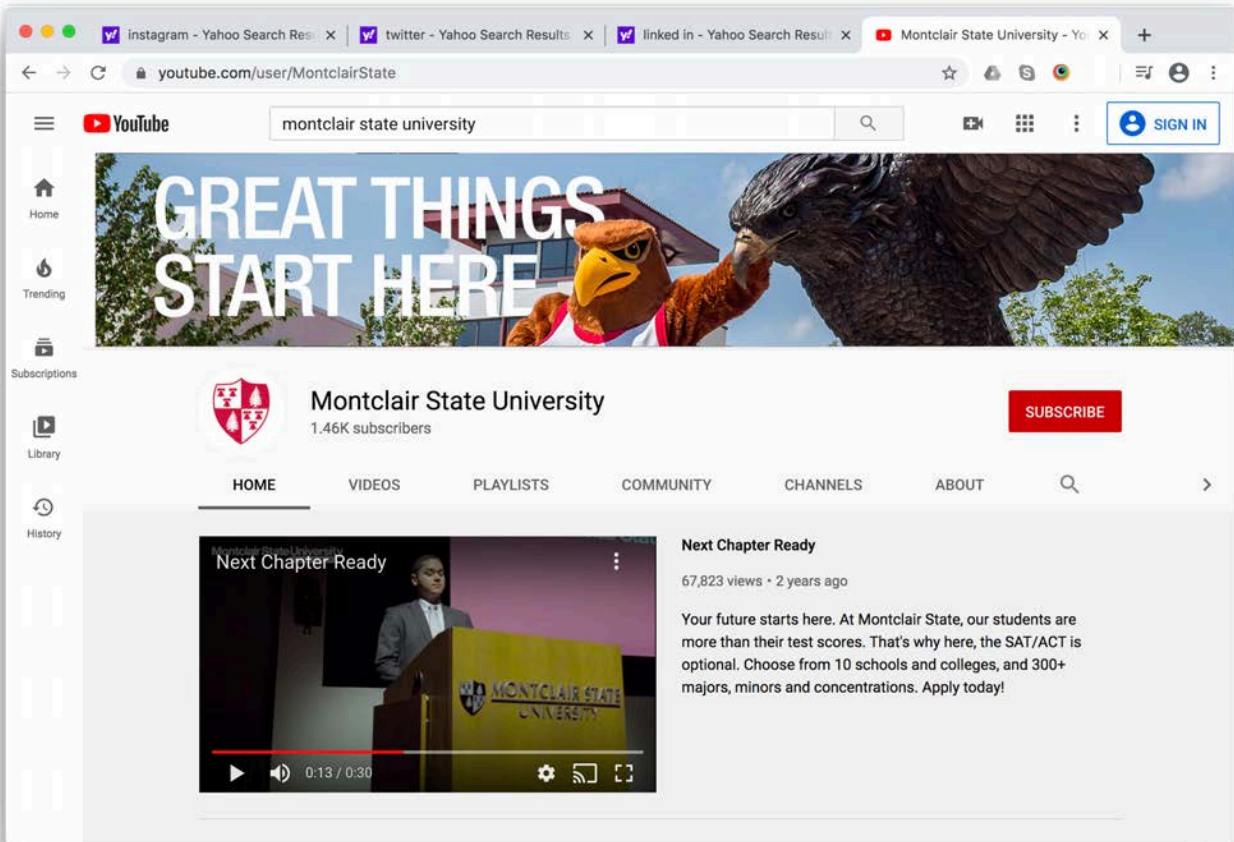
LINKEDIN: SECONDARY OPTION | COMBINED IMAGE AND WORDS



YOUTUBE: BOLD HEADLINE TREATMENT



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60 BRAND GUIDELINES

Montclair State University

This brand guide is a tool to help you strengthen the consistency in your communications. However, it isn't designed to impose restrictions on creativity.

The Office of University Communications and Marketing stands ready to help all campus units implement these guidelines correctly.

Please visit montclair.edu/university-communications for more information.