



**MONTCLAIR STATE
UNIVERSITY**

**BRAND
GUIDELINES**

March 1, 2022



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 LOGO

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



The 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 all red, all black or white. 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).

In order to maintain our established brand equity, it is critical that all logos maintain the current branding and voice. This includes all logo requests for specific institutions, departments and events within schools and colleges.

It is critical to use the full combination of the shield and its accompanying words of Montclair State University. The shield should not be taken out of context or used as a separate icon. Logos and marks can not be modified, stretched or distorted, or altered beyond these our brand guidelines.

Logos are available for download from our brand channel at montclair.edu/university-communications/university-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. Hierarchical logos reinforce brand recognition, credibility and impact.

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

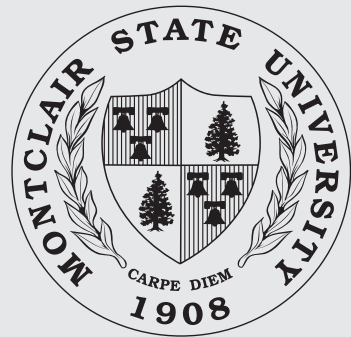
The second column indicates a standard hierarchical treatment when only a college is applicable:
College or Academic Service | Department.

Contact University Communications and Marketing to secure your formal logo. Our job request can be found at montclair.edu/university-communications.



LOGOS

UNIVERSITY 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.

RED HAWK BRAND

Our official athletics nickname is the “Red Hawks.” The following are the guidelines for proper use of “Red Hawk” or “Hawk” as well as the use of the Red Hawk logo.

TITLES WITH “RED HAWK” AND “HAWK”

To avoid overuse of Red Hawk and Hawk in the name or title of a program, service, event etc., all such proposed uses must be approved in advance by the Office of University Communications & Marketing. The approximately 40 uses as of October 2020 are allowed to continue. Any future use must be requested in writing in advance and include a justification.

WRITING “RED HAWK”

- Red Hawk” should always be written as two separate words.
- “Redhawk” and “RedHawk” are unacceptable.
- The “R” in Red and the “H” in Hawk should always be capitalized



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/university-logos

THE RED HAWK 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 Athletic logo and its sub-brands are exclusively reserved for our intercollegiate teams. The logo is not to be used to represent University’s administrative, academic, clubs or organizations.



UNIVERSITY MASCOT, ROCKY THE REDHAWK

More information about our University mascot, Rocky the Red Hawk, visit

montclair.edu/student-services/student-communications/rocky/rocky-the-red-hawk-usage/

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 LT

77 BOLD CONDENSED

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

67 MEDIUM CONDENSED

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

BODY

HELVETICA NEUE LT

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.

