

Brand Standards

VERSION 1.4 | NOVEMBER 11, 2020

NATIONAL DOCTORAL RESEARCH INSTITUTION

EVERYTHING IS DIFFERENT

- Expectations
- Environment
- Competition
- Perceptions
- Stakes
- Opportunities

IT'S ABOUT THE INSTITUTION, NOT YOU

THERE'S NO "I" IN ROWAN

- Personal preferences
- Legacy and stewardship
- The “meaning of Rowan”

Collaborating to represent Rowan

Media & Public Relations

- Journalism and public relations professionals
- Plan and implement communication strategy
- Counsel senior leadership
- Provide the institution's official voice and messages to media in print, in person and online

University Events

- Planning professionals
- Comprehensive event management services, especially for large, public institutional events such as Commencement and University-wide ceremonies and lectures

University Publications

- Editorial, design and visual media professionals
- Creative services for print, photo, video, online and other promotional projects
- Collaborate with freelancers and production vendors

Print Center

- Production specialists
- Print services including basic duplicating, color and large-format printing and special materials for signs, banners, badges, presentations, outdoor use and more

Web Services

- Online design, strategy, development and analytics professionals
- Build and maintain the interfaces and dynamic web systems
- Manage the University's digital identity via all web-based interfaces and social media outlets

Social Media

- Social media professionals
- Collaborate with key communicators to support recruiting and retention and engage constituents
- Customer service, content creation, marketing campaigns, training, policy and more

University Logo

ELEMENTS & SYMBOLISM

Torch

- Education, enlightenment
- Based on our Torch of Knowledge

Flame

- Robust, ever-changing
- Passion for learning

Oak leaf

- Stability and growth
- References original campus

Circle

- Global, well-rounded
- Continuity
- Enriching cycle



HORIZONTAL LOGO (preferred)



STACKED LOGO

CHECK YOUR LOGO FILES



RowanUniversity

2016 UPDATE



RowanUniversity

ORIGINAL 2005-2015



Size & spacing

MINIMUM SIZE

Minimum size at which the logo will reproduce properly in print.

- **Horizontal Logo:**
0.25" tall or 1.75" wide
- **Stacked Logo:**
0.5" tall or 1.0" wide

For exceptionally small image areas, typeset Rowan University in a font that can't be confused for the logo.

CLEAR SPACE

Protected area around the logo that maximizes its impact. Keep free of all other graphics and text, including other logos.

- **Horizontal Logo:**
The height of the lowercase "o"
- **Stacked Logo:**
Half the diameter of the torch circle



CLEAR SPACE IS EQUIVALENT TO THE SIZE OF THE LOWERCASE "O" IN ROWAN



CLEAR SPACE IS EQUIVALENT TO THE SIZE OF HALF OF THE TORCH CIRCLE DIAMETER

Colors

- ① **Full color**
Preferred use; every effort should be made to use the full color logo.
- ② **Brown**
Use on a white or light background when ink colors are limited.
- ③ **Black**
Only for black and white printing.
- ④ **Reverse (to white only)**
For use on dark backgrounds.
- ⑤ **Gold**
Dark brown backgrounds only. Use on other colors often mimics color combinations of other universities (blue and gold, green and gold, etc.).

① FULL COLOR (preferred)



② ONE COLOR - BROWN



③ ONE COLOR - BLACK



④ REVERSE



⑤ ONE COLOR - GOLD (restricted)



Don't...



Stretch



Resize elements



Rearrange elements



Omit elements



Create new color combinations



Add anything

Unit Signatures

Each unit—college, school, department, division, center, office, institute and program—has a Rowan signature that identifies the unit within the Rowan brand.

- Primarily for external marketing
- Shows the publication's source or sponsor within the Rowan community
- Should be small and strategically placed, not the primary art element
- Conveys the authority of the Rowan brand
- Focus on your message and “sign off” with your signature



**COLLEGE SCHOOL DIVISION
DEPARTMENT OR OFFICE**

HORIZONTAL SIGNATURE (preferred)

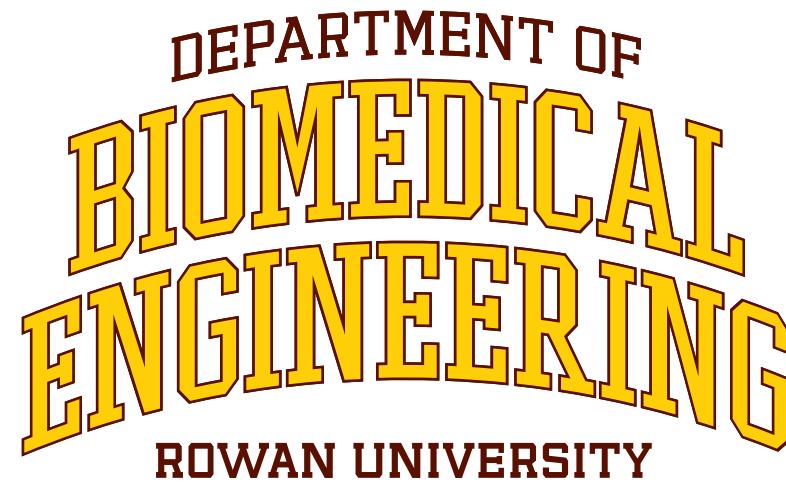


**COLLEGE SCHOOL DIVISION
DEPARTMENT OR OFFICE**

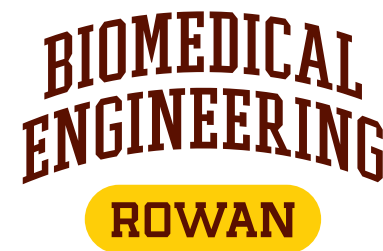
STACKED SIGNATURE

Informal signatures

Informal signatures are available for applications where the unit signature may not be appropriate—such as apparel or merchandise.



INFORMAL SIGNATURE (large)
For imprint areas wider than 2"



INFORMAL SIGNATURE (small)
For imprint areas smaller than 2" wide

University Seal

The seal indicates institutional sanction for official, legal and ceremonial purposes. Only use on:

- official, formal University documents such as diplomas, certificates and legal documents
- publications of the Board of Trustees, Office of the President and executive officers of the University
- major media and fund-raising initiatives
- limited licensed merchandise with advance approval by University Publications

The seal should not be used in daily communications. Instead please use the University logo or a unit signature.



HIGH DETAIL



MEDIUM DETAIL



LOW DETAIL

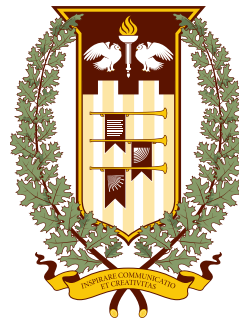
Academic crests

Each college and school has an academic crest for formal and ceremonial uses.

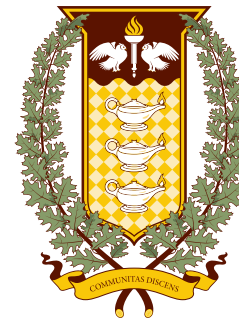
- Crests feature elements unique to the college or school, inspired by the history of the academic disciplines
- May be used for official communications of the academic deans, such as formal invitations or commemorative items



WILLIAM G. ROHRER
COLLEGE OF BUSINESS



COLLEGE OF COMMUNICATION
& CREATIVE ARTS



COLLEGE OF EDUCATION



HENRY M. ROWAN
COLLEGE OF ENGINEERING



COLLEGE OF HUMANITIES
& SOCIAL SCIENCES



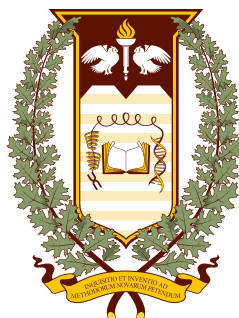
COLLEGE OF
PERFORMING ARTS



COLLEGE OF SCIENCE
& MATHEMATICS



COOPER MEDICAL
SCHOOL



GRADUATE SCHOOL OF
BIOMEDICAL SCIENCES



SCHOOL OF
EARTH & ENVIRONMENT



SCHOOL OF
HEALTH PROFESSIONS



SCHOOL OF
OSTEOPATHIC MEDICINE

Anniversary mark system

The anniversary mark is composed of three elements; the banner with anniversary year, the gonfalon art and the department and University name.

① Standalone mark

Used when not accompanied by other information that identifies the University and department.
(examples: promotional items or t-shirt)



① STANDALONE MARK

② Anniversary banner

Used when the University and department information will appear within visual proximity of the banner.
(examples: brochure or poster)



② ANNIVERSARY BANNER

③ Simplified banner

Used for small applications when the department and University name appear within visual proximity of the banner.



③ SIMPLIFIED BANNER



EMAIL FOOTER

Using the marks

Initial view

The logo or unit signature must appear on an initial view off all communications.

- Single page: don't compete with message
- Double sided: front or back
- Multiple page: front or back;
Rowan University name should appear on front if logo does not

Cobranding

When multiple units need to be identified, use the Univeristy logo and incorporate sponsoring units into the design. Do not use the logo more than once.

PROPER LOGO USE

- ✓ Color, size, clear space
- ✓ Initial view
- ✓ Used to "sign off" piece

PRESIDENT'S
LECTURE
SERIES

Monday, Feb. 29, 2016, 4 p.m.
Pfleeger Concert Hall

A conversation with
Ken Burns
Award-winning documentary filmmaker, producer, director

Join the conversation as Rowan professor and renowned TV critic David Bianculli interviews legendary filmmaker Ken Burns. The program will include a retrospective of his award-winning work and discussion about the art and craft of documentary moviemaking.

Burns, an Academy Award nominee for 1981's *Brooklyn Bridge*, has created some of the greatest documentaries in history including *The Civil War*; *Statue of Liberty*; *Lewis and Clark: The Journey of the Corps of Discovery*; *Frank Lloyd Wright*; *Unforgivable Blackness: The Rise and Fall of Jack Johnson*; *The War*; *The National Parks: America's Best Idea*; *The Roosevelts: An Intimate History*; and *Cancer: The Emperor of all Maladies*.

Critical and popular favorites, Burns' films have earned 14 Emmy Awards, two Grammy Awards, and two Oscar nominations. The Academy of Television Arts & Sciences honored Burns with a Lifetime Achievement Award.

Send your questions before the event and join the conversation on Twitter and Facebook using:
#RUKenBurnsFans #RUPresidentsLecture16

Rowan University

Sponsored by Office of the President, Office of the Provost, and College of Communication & Creative Arts

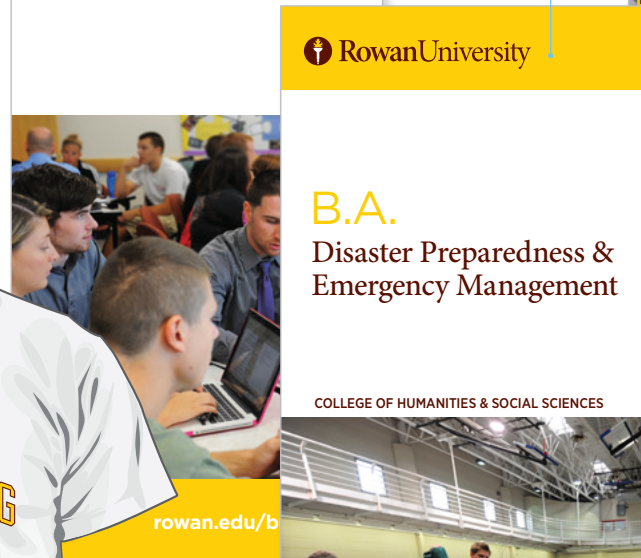
Tickets are free for Rowan University students, faculty and staff. Limit two tickets per person with Rowan ID. Reserve your ticket(s) at rowan.edu/RUKenBurnsFans.

COBRANDING

- ✓ Sponsors listed
- ✓ University logo used instead of unit signatures

Using the unit signatures (or not)

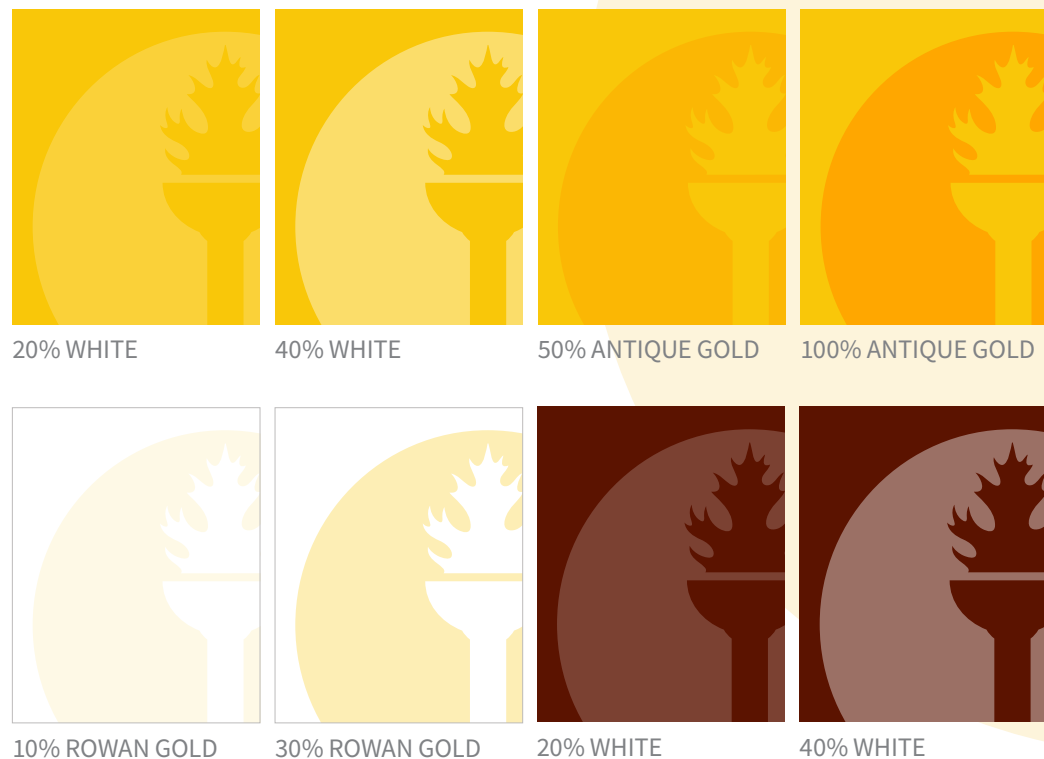
The unit signatures are flexible. They can be used as intact artwork, separated from the logo or not at all.



Using the torch as graphic element

One-color versions of the encircled torch are permitted as background art.

- Don't use the full color torch.
- Don't crop the top of the circle or halve it vertically.
- Do crop the torch off the edge of the page.
- Do use tints of gold and white over unbroken, single color areas of the design.
- Don't rotate the torch; the flame should always be pointed up.



Don't...



Use unit signature as the primary message



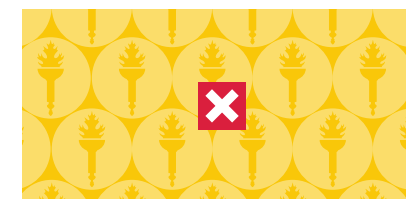
Use multiple logos or signatures



Replace Os with the torch



Create your own signature



Use the torch graphic more than once

Primary colors

Drawn from the brown-eyed Susans that grew near campus in the University's early years.

- Brown: tradition and stability
- Gold: vibrance and intensity

Using the primary colors

Rowan is one of just a few universities whose colors are brown and gold, an advantage that helps us stand apart.

Using brown and gold is often as effective as using the logo.

Don't forget white space

Full fields of brown and gold can be overwhelming; include white space to give viewers a break.



Rowan Gold

PANTONE 7406
CMYK: 0-20-100-2
RGB: 249-196-0
HEX: FFCC00



Rowan Brown

PANTONE 4695
CMYK: 18-86-100-68
RGB: 90-20-0
HEX: 57150B



White

CMYK: 0-0-0-0
RGB: 255-255-255
HEX: FFFFFFFF

RECOMMENDED TINTS



PANTONE 7406 70%
CMYK: 0-12-70-0
RGB: 255-220-105
HEX: FFDC69



PANTONE 7406 30%
CMYK: 0-5-30-0
RGB: 255-238-189
HEX: FFEEBD



PANTONE 7517
CMYK: 22-73-93-28
RGB: 136-67-30
HEX: 88431E



PANTONE 4645
CMYK: 28-50-70-8
RGB: 173-124-89
HEX: AD7C59



PANTONE 4675
CMYK: 7-20-30-6
RGB: 220-191-166
HEX: DCBFA6

Adding color

Inspired by campus environs, the extended palettes provide a coordinated range of hues to use in design.

USE THESE COLORS SPARINGLY

Always lead with Rowan brown and gold and use these colors as accents.

- Limit the number of secondary and accent colors used in a single piece so they don't dilute Rowan's distinctive identity.
- Be mindful of color combinations that represent other universities.
- None of the Rowan accent colors should become the predominant color for a school, department, institute or center.

Red and black

Red is reserved for CMSRU. It should not be used in any other context.

Black may be used for text, athletics and one-color printing. Otherwise, Rowan Brown or Cold Stone are preferred.

SECONDARY PALETTE



Heritage Gold
PANTONE 138
CMYK: 5-60-100-5
RGB: 222-124-0
HEX: DE7C00



Antique Gold
PANTONE 130
CMYK: 5-40-100-5
RGB: 242-169-0
HEX: F2A900



Medallion
PANTONE 7407
CMYK: 10-30-80-10
RGB: 203-160-82
HEX: CBA052



Cold Stone
PANTONE Cool Gray 9
CMYK: 0-0-0-65
RGB: 117-120-123
HEX: 75787B



Fossil
PANTONE Cool Gray 4
CMYK: 0-0-0-30
RGB: 187-187-187
HEX: BBBB8B



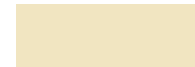
Limestone
PANTONE 454
CMYK: 18-15-30-0
RGB: 210-204-180
HEX: D2CCB4



Furnace
PANTONE 5487
CMYK: 60-35-45-15
RGB: 101-128-129
HEX: 658081



Path
PANTONE 5435
CMYK: 32-12-10-3
RGB: 166-190-205
HEX: A6BECB



Pillar
PANTONE 7500
CMYK: 3-7-25-2
RGB: 240-225-190
HEX: F0E1BE



Greensand
PANTONE 7736
CMYK: 60-35-60-50
RGB: 57-85-66
HEX: 395542



Slag
PANTONE 5777
CMYK: 20-8-60-25
RGB: 162-165-105
HEX: A2A569

ACCENT PALETTE



Ginkgo
PANTONE 364
CMYK: 70-30-100-25
RGB: 74-119-41
HEX: 4A7729



Sangree(n)
PANTONE 376
CMYK: 50-10-100-0
RGB: 132-189-0
HEX: 84BD00



Hollybush
PANTONE 7726
CMYK: 100-30-90-10
RGB: 0-123-75
HEX: 007B4B



Whitney Glass
PANTONE 7472
CMYK: 54-0-27-0
RGB: 92-184-178
HEX: 5CB8B2



Jersey Blue
PANTONE 641
CMYK: 90-45-0-20
RGB: 0-103-160
HEX: 0067A0



Blue Book
PANTONE 298
CMYK: 67-2-0-0
RGB: 65-182-230
HEX: 41B6E6



Glassboro Maroon
PANTONE 202
CMYK: 5-95-65-45
RGB: 142-20-45
HEX: 8E142D



Metallic Gold
PANTONE 873
Print only

Typography

PRIMARY SANS SERIF

- OpenType font, compatible on all computers
- Eight weights: Thin to Ultra, upright and italic styles
- Broad language support

Obtaining

University Publications has a limited site license for Gotham Book, Book Italic and Bold.

Please email publications@rowan.edu to request the fonts. Other weights and variants (narrow, condensed, etc.) may be purchased from typography.com.

Alternatives

- Source Sans
- Arial

Gotham

CAPITALS (20 PT.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE (20 PT.)

abcdefghijklmnopqrstuvwxyz

NUMERALS (20 PT.)

0123456789

PUNCTUATION/LIGATURES/GLYPHS (14 PT., SAMPLING)

!#\$%&*~({["-+=,;:~†‡§¶¶¶£¥¢€Σ∞≤ffiΔfflð≠f©®¶•

AaBb	AaBb	AaBb	AaBb	AaBb	AaBb	AaBb	AaBb
<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>
THIN	EXTRALIGHT	LIGHT	BOOK	MEDIUM	BOLD	BLACK	ULTRA

Typography

ALTERNATE SANS SERIF

- OpenType font, compatible on all computers
- Six weights: Extra Light to Black, upright and italic styles
- Broad language support

Obtaining

- Installed on all Rowan computers, starting December 2017
- Available free through Google fonts, Adobe Fonts, Github or email publications@rowan.edu

Alternatives

- Gotham
- Arial

Source Sans Pro

CAPITALS (24 PT.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE (24 PT.)

abcdefghijklmnopqrstuvwxyz

NUMERALS (24 PT.)

0123456789 0123456789

TABULAR

PROPORTIONAL

PUNCTUATION/LIGATURES/GLYPHS (16 PT., SAMPLING)

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AaBb	AaBb	AaBb	AaBb	AaBb	AaBb
<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>
EXTRALIGHT	LIGHT	REGULAR	SEMIBOLD	BOLD	BLACK

Typography

PRIMARY SERIF

- OpenType font, compatible on all computers
- Four weights: Regular to Bold upright and italic styles

Display, subhead, caption and condensed variations are also available in all weights.

Obtaining

- For those with a University-provided Creative Cloud license, Minion is available through Adobe Fonts. Individual Minion fonts may also be purchased at FontSpring or MyFonts.

Alternatives

- Source Serif
- Georgia
- Times New Roman

Minion Pro

CAPITALS (24 PT.)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LOWERCASE (24 PT.)

a b c d e f g h i j k l m n o p q r s t u v w x y z

NUMERALS (24 PT.)

0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9

TABULAR

PROPORTIONAL

PUNCTUATION/LIGATURES/GLYPHS (16 PT., SAMPLING)

! " # \$ % & * ~ ({ [" - + = . , ; : † ‡ § ¨ € ¥ ¤ ∞ ≤ ≈ Δ √ ∂ ≠ ∫ © ® ¶ •

AaBb	AaBb	AaBb	AaBb
<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>
REGULAR	MEDIUM	SEMIBOLD	BOLD

Typography

ALTERNATE SERIF

- OpenType font, compatible on all computers
- Six weights: Extra Light to Black italics in development
- Designed to compliment Source Sans Pro

Obtaining

- Installed on all Rowan computers, starting December 2017
- Available free through Google fonts, Adobe Fonts, Github or email publications@rowan.edu

Alternatives

- Minion Pro
- Georgia
- Times New Roman

Source Serif Pro

CAPITALS (24 PT.)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LOWERCASE (24 PT.)

a b c d e f g h i j k l m n o p q r s t u v w x y z

NUMERALS (24 PT.)

0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9

TABULAR

PROPORTIONAL

PUNCTUATION/LIGATURES/GLYPHS (16 PT., SAMPLING)

! # \$ % & * ~ ({ [“ - + = . , ; : † ‡ § ¨ £ ¥ ¤ ∞ ≤ ≈ Δ √ ∂ ≠ ∫ © ® ¶ •

AaBb	AaBb	AaBb	AaBb	AaBb	AaBb
EXTRALIGHT	LIGHT	REGULAR	SEMIBOLD	BOLD	BLACK

Type alternates

Georgia and Arial are acceptable alternatives.

Limited exceptions

- When type is used as art for a special event graphic or campaign, it may be appropriate to use typefaces beyond the standard. Use sparingly and only when necessary.
- Internal business communications can benefit from the font standards, but are not required to adhere to them.

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia typically is installed on University computers.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial typically is installed on University computers.

Type tips

FORMATTING TYPE

Size

In most cases, 9-, 10- or 11-point type should be suitable for body copy. However, point size is not consistent across fonts:

These sentences are both set in 9-point type.

These sentences are both set in 9-point type.

Alignment

Flush left (or ragged right) is generally easier to read and design with; it is part of the preferred Rowan type standard.

Justified text compresses or stretches words, letters and spaces to force them to fill the entire column width. This often creates “rivers” of awkward white space between the words, making the text harder to read. Use infrequently, if at all.

Centered text makes large blocks of text more difficult to read because the starting place of each line changes.

Do not use centered text for body copy.

Styles

Body copy ① works best in the regular weight of a serif typeface. Use heavier weights, italic or sans serif styles to emphasize titles, headlines ②, subheads ③ or call-outs ④.

④ CALL-OUT

This is an example of using a different typeface for a call-out.

Combining typefaces

Use only one serif and one sans serif typeface in a document. One typeface includes all of its styles and weights.

Reverse type

When using reverse type—white or light-colored type on a dark background—be sure to use a semibold (or heavier) weight to allow for contrast and readability.

Double spacing

Double spacing is not necessary after a period. Use a single space.

Leading (line spacing)

Leading (the space between each line of text) should be set three points above the type size (for example: 9/12, 10/13 or 11/14).

When leading is too tight, it is more likely readers will lose their place. 9pt. type 8pt. leading

When leading is too loose, it is more likely readers will lose their place. 9pt. type 19pt. leading

When leading is correct, the reader will not notice—that’s the goal. 9pt. type 12pt. leading

Tracking (letter spacing)

The default tracking (the space between letters) in most word processors and page layout programs should be sufficient.

Tracking too tightly can cause letters to run together. -75 tracking

Tracking too loosely can look odd, especially in body copy. +100 tracking

Tracking correctly makes your copy easy to read. 0 tracking

Photography

Our photos tell our stories.
They portray our identity,
values and mission.

Portrait, instruction, equipment, technology

- The subject—the point of the image—should be apparent
- Carefully place people and items in the space and in the frame
- Use light to enhance a key message or feeling
- Ample space around the main subject can provide relief and space for typography or other graphic elements

Photo assets are available through our
digital asset management system:
rowan.edu/mediacloud

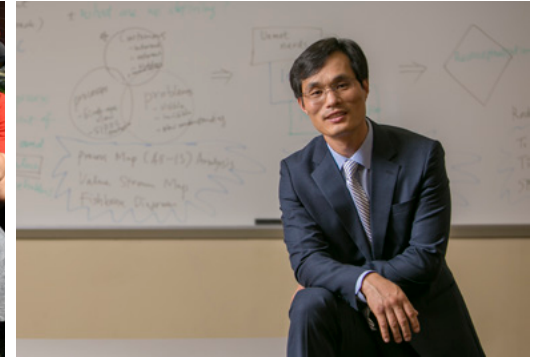


Photo Style

Details

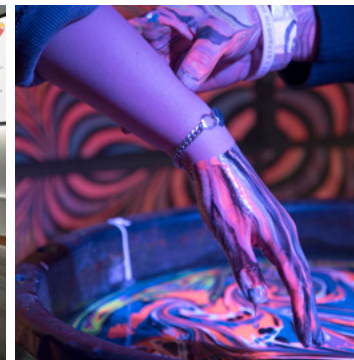
- Thoughtful, artistic details provide context and variety

Campus landscape and aerial

- Views should be grand and capture campus distinctions, beauty and culture

Photojournalistic

- Document an event or support a story with photojournalistic style—authentic, immediate and compelling



VIDEOGRAPHY

Videography

Well-produced videos can capture emotion and action, tell a story and illustrate a concept.

It's critical to develop clear, concise messages and relevant visuals and deliver them with in high-quality production values that represent Rowan as a respected, national doctoral research institution.

RESOURCES

- Start/end bumpers
- Lower thirds
- Recommended vendors

Video assets are available through our digital asset management system:
rowan.edu/mediacloud



Social Media

POLICY

- Primary social media marks
- Secondary social media mark
- Encircled torch reserved for the official @RowanUniversity accounts.

rowan.edu/socialmedia

PRIMARY MARKS



GRAY



ROWAN GOLD



WHITE

ENCIRCLED TORCH



@RowanUniversity

Social Media

POLICY

Naming conventions

- Acronyms to be assigned to each college for social media username
- To remain consistent across each platform based on availability
- Eliminating use of 'RU' in social media usernames

rowan.edu/socialmedia

@RowanRCB

University
identifier

College or
department

E-mail signatures

E-mail directly represents the University and must reflect the Rowan brand, not one's personal aesthetic or point of view.

Your digital business card

- Simple, professional, consistent and well-organized
- Basic contact information in a standard format

Best practices

- Use hyperlinks for University websites and social media accounts
- No logos, images or icons
- No personal quotes or taglines
- Approved taglines and promotional messages may be added if they meet all guidelines and have an explicit expiration date
- Confidentiality clause applies to employees whose position requires discretion; privilege clause applies to attorneys

RECOMMENDED

Firstname Lastname

Title, Department
College School or Division

Rowan University
123 Street Name, City, NJ 00000
T: 856-256-5555
rowan.edu/collegename

MINIMUM

Firstname Lastname

Title
Rowan University

T: 856-256-5555

OPTIONAL

Firstname Lastname

Title, Department
College School or Division
Rowan University

Building Name, Room 1234
123 Street Name, City, NJ 00000
T: 856-256-5555 | M: 856-256-5556 | F: 856-256-5557
lastname@rowan.edu | rowan.edu/college

[Facebook](#) | [Twitter](#) | [Instagram](#)

STATIONERY

Printed stationery

Letterhead, envelopes and business cards for all campuses may be ordered using the instructions at:
rowan.edu/stationery

Templates

Microsoft Word templates with prebuilt margins and type specifications are available by contacting publications@rowan.edu

No “homemade” letterhead or business cards may be produced or distributed on campus or off campus.

LETTERHEAD 8.5” x 11”



College School or Division
Department Name
Building Name
201 Mullica Hill Road, Glassboro, NJ 08028
T: 856-000-0000 F: 856-000-0000

BUSINESS CARD 3.5” x 2”



Firstname Q. Lastname, BB
Title Number One

Division, College or School
Department or Office
Building Name, Floor
555 Street Name
City, NJ 00000

T: 856-555-5555 F: 856-555-5555
lastname@rowan.edu • rowan.edu/website

STUDENT BUSINESS CARD

Firstname Q. Lastname
Doctoral Student

College or School
Department or Program
Building
201 Mullica Hill Road
Glassboro, NJ 08028

T: 555-555-5555 • lastname@students.rowan.edu



ROWAN UNIVERSITY STUDENT



College School Division or Department
Department Name
Building Name
Street Address
City, ST 00000
10000-10000

#10 ENVELOPE 9.5” x 4.125”

rowan.edu/website

STATIONERY

Electronic stationery

If it's essential to send electronic letterhead to verify the authenticity of your Rowan correspondence, it is critical to use official design. A "homemade" e-letterhead may seem easy to create, but it violates the intent of authentic Rowan e-letterhead.

Templates available

- Letterhead
- Letters of recommendation
- Memos



RowanUniversity

Letter of Recommendation

College/School/Division Name

Department/Office

Location/Building/Floor

Address

City, State Zip Code

XXX-XXX-XXXX

XXX-XXX-XXXX (fax)

name@rowan.edu

THIS ELECTRONIC DOCUMENT DEMONSTRATES ROWAN'S COMMITMENT
TO BEING ENVIRONMENTALLY RESPONSIBLE.



RowanUniversity

College/School/Division Name

Department/Office

Location/Building/Floor

Address

City, State Zip Code

XXX-XXX-XXXX

XXX-XXX-XXXX (fax)

name@rowan.edu

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Apparel

Whether apparel is part of a regular uniform or something worn for special events, how we identify ourselves as part of the Rowan community communicates a great deal about our roles and relationships.

- Products must comply with Rowan standard and trademarks must be use properly.
- Rowan trademarks may only appear in brown, gold or white and only on fabric that is white, tan, khaki, cream, beige, grey, brown or gold.
- Other colors ok without logo

APPROVED FABRIC COLORS



Rowan Brown



Tan



Khaki



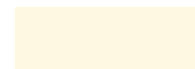
Gray



Rowan Gold



Pale Yellow



Cream



White



Merchandise

Each give-away represents the institution even more than your unit. Choose and design promotional items wisely—from tchotchkes to executive gifts.

- Vendors: Buyer, beware
- Useful, good quality, relevant products
- Use the logo when it makes sense; remember the institutional signature is somewhat formal.
- Be creative



Statements

MISSION STATEMENT

Rowan University will become a new model for higher education by being inclusive, agile and responsive, offering diverse scholarly and creative educational experiences, pathways, environments and services to meet the needs of all students; maintaining agility by strategically delivering organizational capacity across the institution; and responding to emerging demands and opportunities regionally and nationally.

BOILERPLATE

A Carnegie-classified national public doctoral research institution, Rowan University offers bachelor's through doctoral and professional programs in person and online to nearly 20,000 students through its campuses in Glassboro, Camden and Stratford, New Jersey. Home to Cooper Medical School of Rowan University and the School of Osteopathic Medicine, it also comprises the William G. Rohrer College of Business; the Henry M. Rowan College of Engineering; the Ric Edelman College of Communication & Creative Arts; the colleges of Education, Humanities & Social Sciences, Performing Arts, and Science & Mathematics; the schools of Health Professions and Earth & Environment; the Graduate School of Biomedical Sciences; and a multidisciplinary honors college. Rowan focuses on practical research at the intersection of engineering, medicine, science and business while ensuring excellence in undergraduate education. The University has earned national recognition for innovation; commitment to high-quality, affordable education; and developing public-private partnerships.

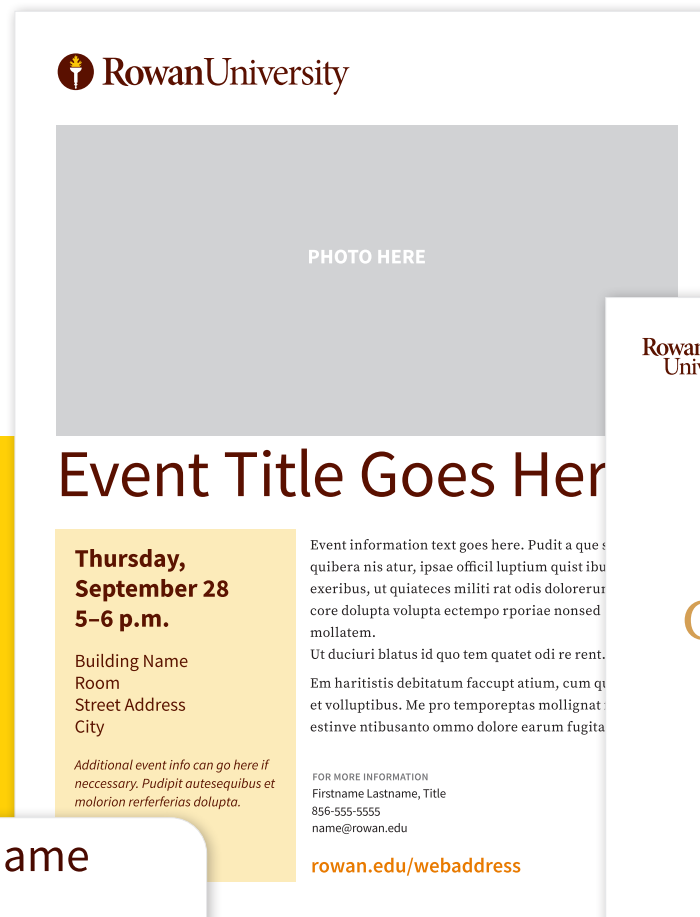
Templates



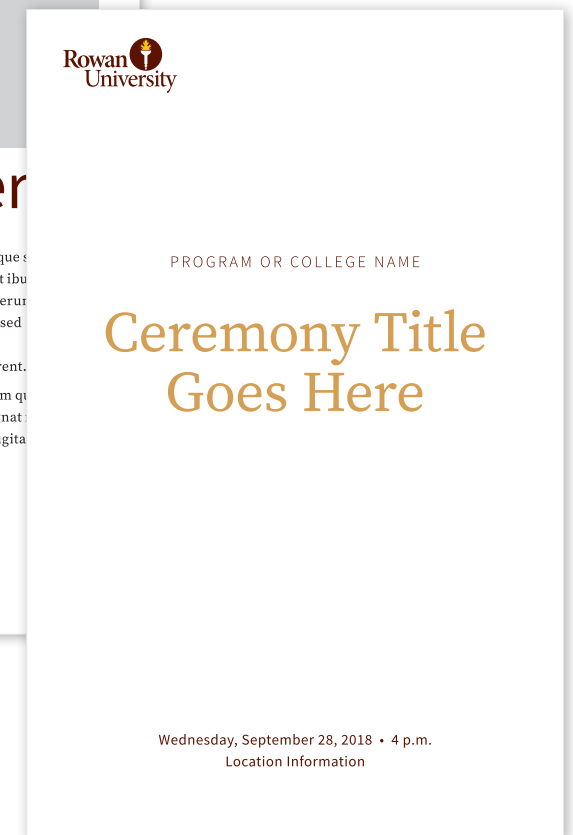
POWERPOINT



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FLYERS & POSTERS



PROGRAMS

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