Brand Standards

VERSION 1.0 | JANUARY 11, 2018

RowanUniversity

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 Publications

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

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

University Events

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

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

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

✅ Rowan University

2016 UPDATE

❌ Rowan University

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

1.75"

0.25"

MININUM SIZE – HORIZONTAL LOGO

1.0"

0.5"

MININUM SIZE – STACKED LOGO

0.07"   **ROWAN UNIVERSITY**

FOR IMAGE AREAS BELOW THE
EXAMPLES SHOWN ABOVE

.6"

**ROWAN
UNIVERSITY**

FOR IMAGE AREAS BELOW THE
EXAMPLES SHOWN ABOVE

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

Rearrange elements

Create new color combinations

Resize elements

Omit elements

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

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
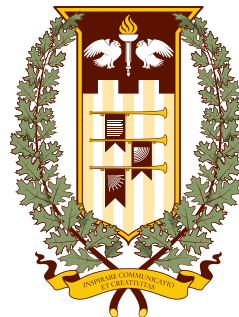
COLLEGE OF COMMUNICATION
& CREATIVE ARTS

COLLEGE OF EDUCATION

HENRY M. ROWAN
COLLEGE OF ENGINEERING

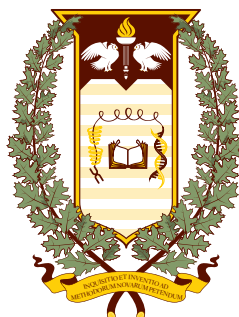COLLEGE OF HUMANITIES
& SOCIAL SCIENCES

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

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.

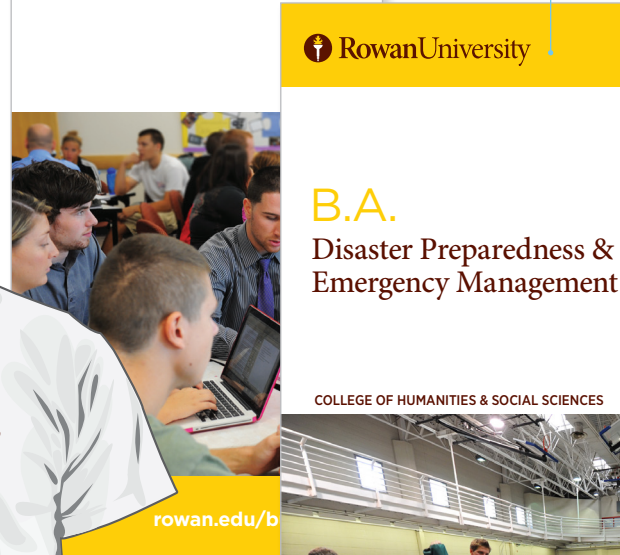PRESIDENT'S LECTURE SERIES

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

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

Rowan University

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.

PROPER LOGO USE
☑ Color, size, clear space
☑ Initial view
☑ Used to "sign off" piece

COBRANDING
☑ Sponsors listed
☑ Univeristy logo used instead of unit signatures

Using the unit signatures (or not)

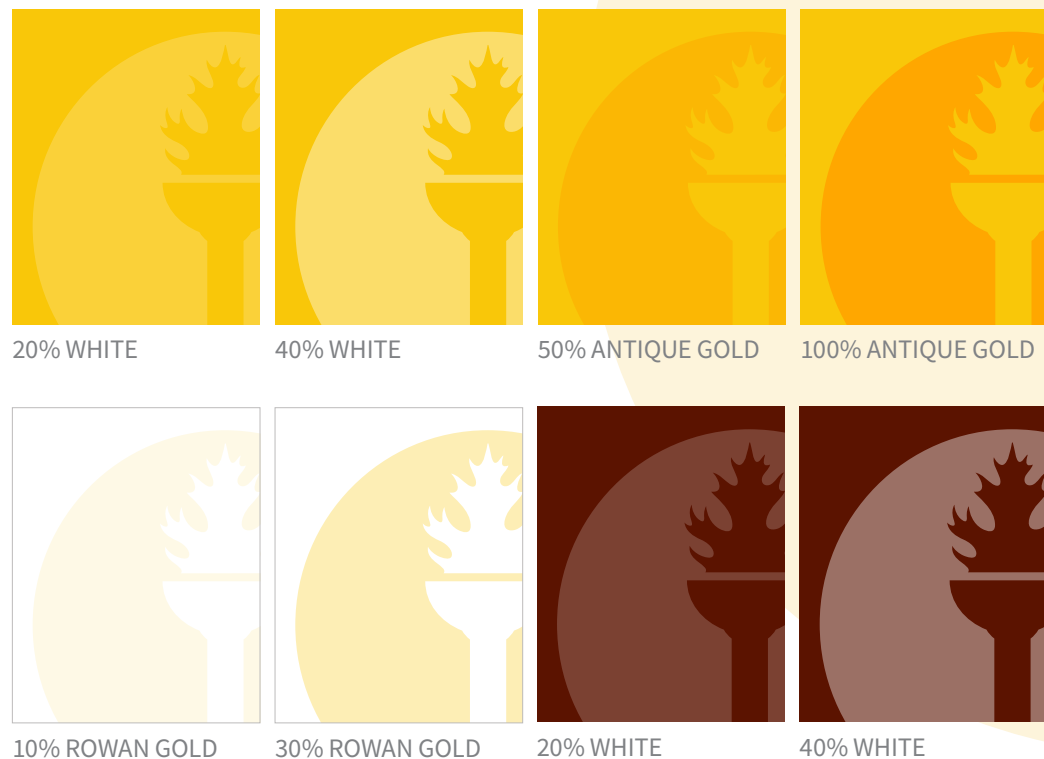The unit signatures are flexible. They can be used as intact artwork, separated from the logo or not at all.

INTACT SIGNATURE

SEPARATED SIGNATURE

Rowan University
WILLIAM G. ROHRER
COLLEGE OF BUSINESS

B.S.
Marketing

rowan.edu/b

Rowan University

B.A.
Disaster Preparedness & Emergency Management

COLLEGE OF HUMANITIES & SOCIAL SCIENCES

ROWAN
ENGINEERING

Rowan University

INTRODUCING
THE NEW ROWAN ENGINEERING

A leader in education and innovation since its start, the Henry M. Rowan College of Engineering is breaking new ground, literally and figuratively. The College:

- Began construction in Summer 2015 on an addition to Rowan Hall that will enable the College to double enrollment to 2,000 to meet the demands of students and employers. The new building will contain state-of-the-art teaching and research facilities as well as collaborative learning spaces to support the College's world-class programs.
- Established the Rowan CREATEs center as a national leader in research and education in transportation engineering. CREATEs will open in fall 2016.
- Increased externally sponsored awards 108 percent from FY14-16.
- Increased faculty size by more than 25 percent.
- Grew its newest program, biomedical engineering and the Ph.D. program in engineering with multiple tracks.

The New Rowan Engineering is growing: in people, programs and prestige.

rowan.edu/engineering • facebook.com/RowanEngineering • 856-256-5300

NO SIGNATURE,
UNIT NAME PART
OF DESIGN

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.

20% WHITE   40% WHITE   50% ANTIQUE GOLD   100% ANTIQUE GOLD

10% ROWAN GOLD   30% ROWAN GOLD   20% WHITE   40% WHITE

Don't...

Rowan University
SCHOLARS
Students Connecting & Helping Others
Learn, Achieve & Reach Success

Rowan University
PROCUREMENT

2017 INFORMATION

Use unit signature as the primary message

Rowan University

SPEAKER SERIES

Speaker Name:
Title of presentation goes here

OCTOBER 28, 2018
10–11 a.m.
STUDENT CENTER PIT

SPONSORED BY:

Rowan University
HENRY M. ROWAN
COLLEGE OF ENGINEERING

Rowan University
COLLEGE OF EDUCATION

Rowan University
WILLIAM G. ROHRER
COLLEGE OF BUSINESS

Use multiple logos or signatures

LOGOS ARE COOL

Replace Os with the torch

Rowan University
MUSIC AND ARTS

Create your own signature
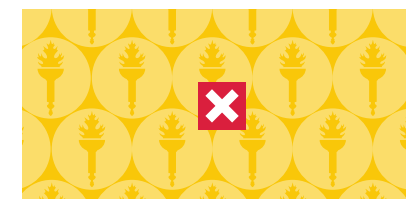
Use the torch graphic more than once

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
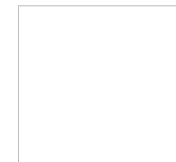
White
CMYK: 0-0-0-0
RGB: 255-255-255
HEX: FFFFFF

RECOMMENDED TINTS

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

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

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

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

Additional colors

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

Usage

- Use with brown and gold, not as replacements

- Limit use: one to three secondary colors and one accent color. Too many colors may make it unclear that the message is from Rowan.

- Avoid creating combinations that mimic other universities'.

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: BBBBBB

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: A6BECD
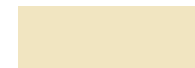
Pillar
PANTONE 7500
CMYK: 3-7-25-2
RGB: 240-225-190
HEX: F0E1BE

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

Gingko
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
- 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 Typekit, 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)

!#$%&*~({["-+=,;:†‡fiflff₹£€¥₩∑∞≤≈÷Δ√∂≠∫◉©®¶№⅓⅚•

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

Typography

PRIMARY 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 Typekit, Github or email publications@rowan.edu

Alternatives

- Minion Pro
- Georgia
- Times New Roman

Source Serif 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**
EXTRALIGHT	LIGHT	REGULAR	SEMIBOLD	BOLD	BLACK

Type alternates

Gotham, Minion, 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.

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789o123456789

The University does not have an institutional license
for Minion Pro. For those with a University-provided
Creative Cloud license, Minion is available through
Typekit. Individual Minion fonts may also be
purchased at FontSpring or MyFonts.

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia typically is installed on University
computers.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial typically is installed on University computers.

Type tips ② HEADLINE

FORMATTING TYPE ③ SUBHEAD

① BODY COPY

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.
+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

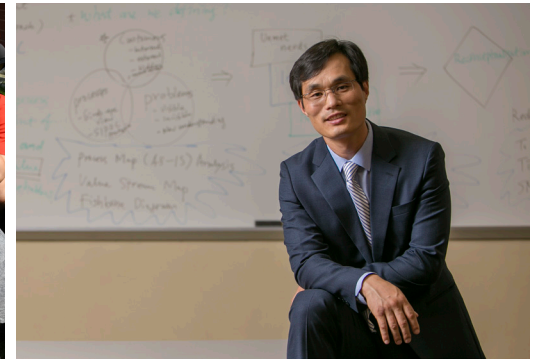• Ample space around the main subject can provide relief and space for typography or other graphic elements
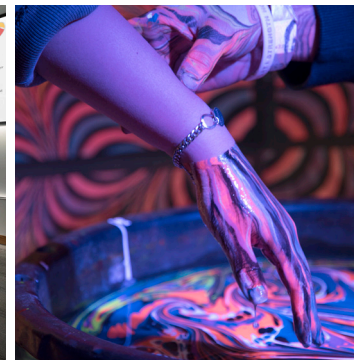
Photo Style

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

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

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

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"

RowanUniversity

BUSINESS CARD 3.5" x 2"

RowanUniversity

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

RowanUniversity

ROWAN UNIVERSITY STUDENT

RowanUniversity

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

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

#10 ENVELOPE 9.5" x 4.125"

rowan.edu/website

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 CO
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

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

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

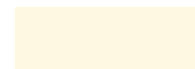|			
Rowan Brown	Tan	Khaki	Gray
Rowan Gold	Pale Yellow	Cream	White

Merchandise

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

Rowan University is a Carnegie-classified national doctoral research institution dedicated to excellence in undergraduate education. It offers bachelor's through doctoral programs to 18,500 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 is one of only three universities in the nation to grant both M.D. and D.O. medical degrees. In addition, Rowan comprises the William G. Rohrer College of Business; the Henry M. Rowan College of Engineering; the colleges of Communication & Creative Arts; Education; Humanities & Social Sciences; Performing Arts; and Science & Mathematics; the School of Health Professions; the School of Earth & Environment and the Graduate School of Biomedical Sciences. Rowan is collaborating with regional leaders to create research and academic programs in health sciences. It has earned national recognition for innovation, commitment to high-quality, affordable education and developing public-private partnerships.
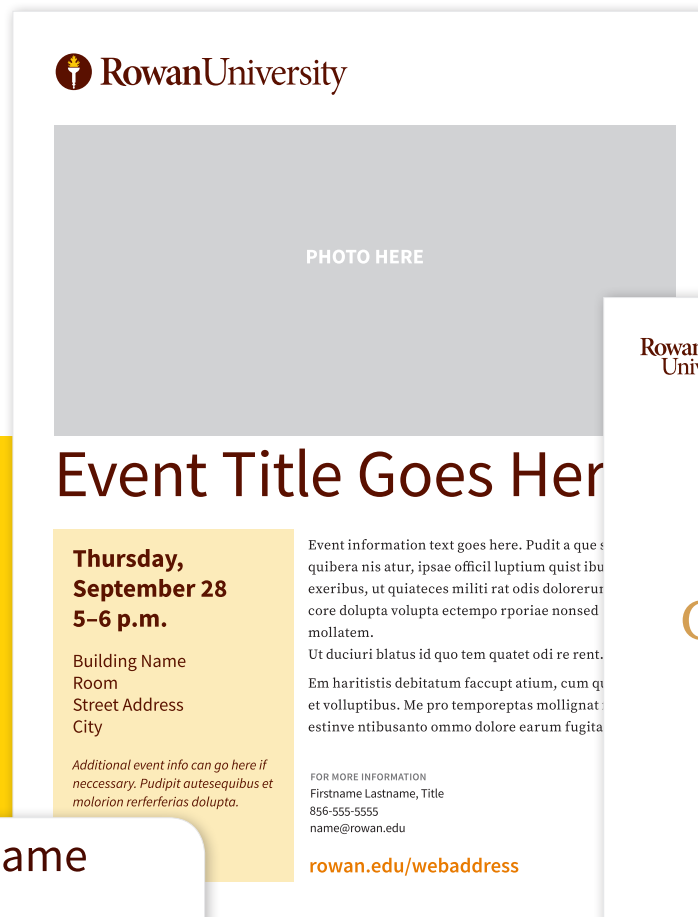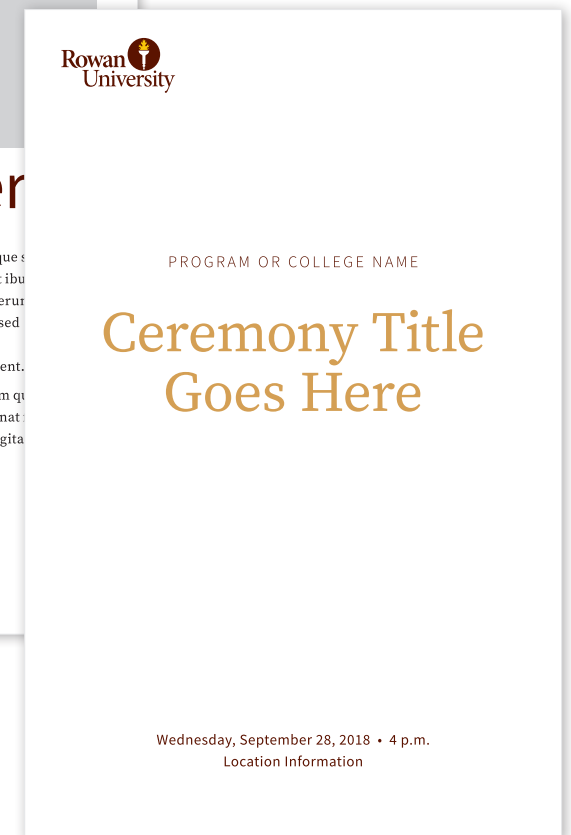
Templates

POWERPOINT

RowanUniversity

Presentation Title

Presenter Name
Department
Date

NAME BADGES

Participant Name
Affiliation

Rowan University | Primary sponsor / College / Office / Department

FLYERS & POSTERS

RowanUniversity

PHOTO HERE

Event Title Goes Her

Thursday, September 28 5–6 p.m.

Building Name
Room
Street Address
City

Additional event info can go here if neccessary. Pudipit autesequibus et molorion rerferferias dolupta.

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FOR MORE INFORMATION
Firstname Lastname, Title
856-555-5555
name@rowan.edu

rowan.edu/webaddress

PROGRAMS

Rowan University

PROGRAM OR COLLEGE NAME

Ceremony Title Goes Here

Wednesday, September 28, 2018 • 4 p.m.
Location Information

THANK YOU

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