

A guide to graphic standards

May 2005



University Publications
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Glassboro, New Jersey 08028
www.rowan.edu/graphicstandards

Contents

The University logo and Graphic Standards are the result of a 15-month effort by dozens of individuals representing all sectors of Rowan University. This Standards Guide explains the origins of the University identity and the policies for its use. It is searchable in its PDF form and online at www.rowan.edu/graphicstandards.

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Rowan University has changed dramatically over the years and our identity as an institution has, too.

What hasn't changed is how complex and competitive the communication process is for an institution of our size and diversity. I'm pleased to introduce our new logo and guide to graphic standards, key parts of our effort to identify the University on campus and beyond, uniting under the Rowan University banner all of who we are and what we do.

It's not often that something is both easy and important, but protecting our graphic identity is just that. Because communication projects come in many forms with many aesthetic and technical concerns that affect the way we communicate, we rely on graphic standards to keep our identity consistent and strong.

As everyone uses the University logo and standards guide, we will all benefit by communicating the same visual message about Rowan's diverse community and endeavors. Please join me in displaying our "graphic signature" proudly.



Donald Farish
President



It's a privilege to represent the University. We have a responsibility to do it well.

When someone sees an item published by Rowan University, it should have a certain “look” about it that says, “Rowan.” At a glance, the use of color, typography, photos and illustrations should work together to reflect our graphic identity and design standards. This doesn't mean that everything has to look alike, but that certain elements and design techniques in a wide range of projects should be consistent enough to show that they're from the Rowan family of communicators.

If you work on a project with a designer who's not part of our campus team, please use the Graphic Standards to guide you.

If you bring your project to University Publications, our graphic designers or freelancers will create communication solutions for you that are consistent with the University's marketing themes and visual standards. A creative team may include a designer, marketing

representative, photographer and editor who will help with your publication and printing needs. To talk with us about a project, e-mail Lori Marshall: marshall@rowan.edu or call University Publications: 856-256-4195.

If you or a vendor are working on a publication and need information about graphic standards or how to use the Rowan logo, please call us with questions: University Publications: 856-256-4195.



Best practices

This graphic standards guide is the result of a 15-month effort by dozens of individuals representing all sectors of Rowan University. It provides standards and guidelines for the correct use of the University identity in the most common applications. While it's always imperative to use the Rowan logo correctly, it may not be essential to use the logo on a project that might be better served by another piece of art or rendering of the Rowan name. If your project presents special challenges, please check with University Publications about options and best practices for identifying Rowan University.

The oldest and most ornate symbol of the institution, the **University seal** authenticates official University documents and signifies the importance of special occasions and events. The elements of the seal include the torch of knowledge, an open book, a globe, oak leaves, and the words, *eruditio spes mundi*, Latin for “education, hope of the world.”

Use of the Rowan University seal

The seal may be used on:

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

The seal may not be altered or combined with logos, but it may be embossed, stamped, screened into a background, reversed to white or reproduced in:

- black
- brown:

SPOT COLOR:	PANTONE 4695
PROCESS COLOR:	C0, M81, Y100, K77
ON-SCREEN:	R63, G27, B10
WEB:	3F1A0A (330000)
- metallic gold (PANTONE 873) on coated stock only
- gold foil (No. 817)

Because of the seal's complexity, it's important to use the right version for the size and type of your project. Please e-mail University Publications staff: rowanseal@rowan.edu for help with the seal art.



The University seal

The reproduction size and process determine which digital file will be used.

The seal vs. the logo

Why we don't use them interchangeably

Two reasons: First, the seal indicates institutional sanction for official, legal and ceremonial purposes. Because of their function, most University seals look alike and are even similar to state or other organizational seals. This is a case where function follows form: the seal is meant for formal uses where no or few other graphic elements compete with it and where its detailed illustration can be used with the most effect.

Second, seals are almost always a circle with several common emblems inside, so they don't provide the instant recognition of a logo. Because it's a graphic symbol of the institutional identity, the logo expresses the University's image with art and type that is distinctive and intended to be used with photos, on colored backgrounds and on paper as well as other imprinted items. A logo can be drawn with variations (as Rowan's is) to provide flexibility for different uses and reproduction processes, while still meeting graphic standards. The seal, with its encircled and detailed illustration, can't be varied enough to be as distinct and consistent as a logo.

The seal should not be used in daily communications by departments or programs. Instead, please use the University logo.

Graphic standards policy

Rowan University visual communications must bear the University name and logo and be consistent with uniformly high professional standards in content and appearance. This policy includes all colleges, schools, departments, offices and units of the University and all individuals representing the University.

Visual communications include stationery (letterhead, note cards, envelopes, business cards, fax cover sheets), A/V presentations,

The Rowan University graphic standards

publications, building signs, vehicle graphics, name badges, imprinted apparel and promotional items, advertisements, compact disks, photocopied materials and Web sites. Also in this group are any visual materials that are paid for (including by reimbursement) in part or wholly by University funds or public and private grant funds awarded to the University and funds given for University purposes through the Rowan University Foundation. Please note that no purchase of letterhead, envelopes or business cards will be approved or reimbursed to departments or individuals if it is not from an approved or contract printer. If you have questions about vendors and their responsibility to meet our graphic standards, please visit www.rowan.edu/graphicstandards/vendors or contact staff in the Purchasing Office or University Publications Office.

Whether you're producing a brochure, a Web page, a coffee mug or something else, please abide by the Graphic Standards Policy. If you're not sure about following the standards for your project, please check with us at the start of your work:

- Lori Marshall, director
marshall@rowan.edu
- Daniel Murphy, assistant director
murphyd@rowan.edu
- Curtis Kapus, art director
kapus@rowan.edu

Graphic standards policy exemptions

Certain programs and affiliates of the University are exempt from using the University logo—although they must still comply with standards for design, writing, editing, websites, printing and other forms of production. Exemptions include:

- Rowan University Foundation
- Rowan University Alumni Association
- South Jersey Technology Park

These exemptions are permitted because, while the entities significantly reflect institutional value, their own missions and identities are related to but distinct from the University's as identified by their 501 (C) 3 status.

No other academic or administrative units may use these entities' logos to identify themselves or the University. Each exempt entity governs use of its own visual identity (with the prior advice and consent of the University).

Also exempted are:

- Rowan University intercollegiate athletics
- materials produced exclusively for classroom or office use
- research presentations and publications
- literature for other scholarly or creative activity
- materials for student organizations such as clubs, fraternities and sororities
- student publications such as *The Whit*, *The Image*, *Avant* and other projects funded by the Student Government Association

Student organizations and faculty may use the University logo as long as they follow the guidelines in the Graphic Standards.

Use of the Rowan University logo

The logo is the University's official institutional graphic icon and is the best way to represent the University on most forms of visual communication. However, it is a "visual signature" and in most cases should not appear as the primary or dominant artwork on a publication. You'll communicate best if you show and tell about your program, event or services with titles, photos and art instead of relying on the logo as your primary illustration.

None of the University's old logos may be used on new or reordered materials (except by permission for alumni publications or to illustrate historic information). Materials using old logos should be used promptly or disposed through recycling. When it is time to reprint or reorder anything, please follow the logo standards and compare your use of the logo with the permitted and prohibited uses in this guide.

For information on University stationery, please see [page 12](#).

If you're not sure about the suitability of the size of the logo or where it should appear, please check with University Publications: 256-4195.

The clear area required around the logo

To keep the logo free from competing elements or tight margins, a clear area must be kept around the entire logo that is equal to the radius of the circle as shown at right.



Logo standards

- The logo should appear on the front or back of a publication or page as a subtle but consistent reminder of your relationship with the University.
- Use only one of the variations provided on the Logo Downloads page. Don't try to use different configurations of the art and type or attempt to change one to suit your project.
- The logo may not appear with another exempt entity logo or seal.
- To help show the affiliation between the University and its offices, departments and programs (i.e., Department of English or The Graduate School), the name of a unit may appear with the Rowan logo in the typographic design specified in the graphic standards for identifying Rowan units.
- The encircled torch may not appear by itself without authorization from University Publications.
- Individual unit logos may not be used on letterhead and business cards, except as mentioned in Exemptions.
- Use the logo at a minimum width of 4 picas, or 2/3 inch, as long as you use the entire image and the words, "Rowan University" are legible.
- The logo may be embossed, stamped, screened into a background, reversed to white or reproduced in any of these colors:
 - black
 - brown:

SPOT COLOR:	PANTONE 4695
PROCESS COLOR:	C0, M81, Y100, K77
ON-SCREEN:	R63, G27, B10
WEB:	3F1A0A (330000)
 - gold:

SPOT COLOR:	PANTONE 7406
PROCESS COLOR:	C0, M18, Y100, K0
ON-SCREEN:	R237, G213, B28
WEB:	EDD51C (FFCC00)
 - gold foil (No. 817)
- Special reproductions such as embroidery and engraving are possible, too. Please contact University Publications if you'd like more information about these options.
- The logo should not be printed over photographs or artwork with great detail or high contrast. When the logo appears over a photo, it may not be more than 40 percent in neutral density where the logo is placed.
- The logo should be positioned such that the clear area surrounding the logo remains at least the radius of the circle.

Logo options

The Rowan University logo family is a flexible set of type and art options that will suit virtually every need for a Rowan signature. Here are a few things to keep in mind:

- Only the stacked, offset version may be used on stationery items. Purchase your letterhead, envelopes and business cards from a printer who has agreed to our standards on quality, color, paper stock and style so you can be assured of the best product at the best price. Non-approved vendors will not be paid for work, nor will individuals or departments be reimbursed for such purchases.
- Be sure to use the right file format for your project. Contact University Publications for the video, Web and print versions of the logo which have technical features to ensure good quality reproduction in each medium.
- If your project is a promotional item (a coffee mug, tote bag, pen, apparel or other item), it might be best to use art (other than the logo) that allows for these products' special imprinting areas. Please check with University Publications about custom imprints and using a vendor who will comply with our standards.



Stacked version

This is the primary version of the logo which should be used in most cases.



Alternate horizontal version (restricted use)

In certain cases the logo may also be used in its alternate horizontal format. The "Rowan University" type in this logo is not the same as that in the stacked versions. Please contact University Publications about use of this version.

Questions?

Call, e-mail or visit with your publication question:

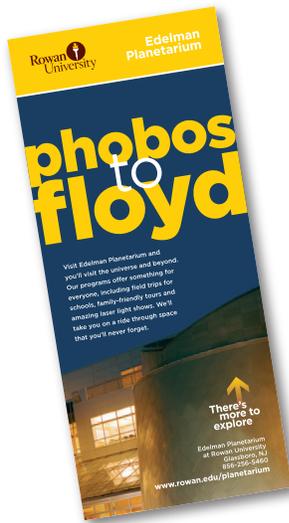
Office of University Publications
Carriage House
856-256-4195
856-256-4322 fax

marshall@rowan.edu

The Rowan logo family

STACKED LOGOS	DESCRIPTION/USES
 <p>RU Logo S-BG CMYK.eps</p>	<p>Prints four-colors brown and gold. For use with full-color print projects only.</p>
 <p>RU Logo S-BG Spot.eps</p>	<p>Prints two colors—PMS 4695 (brown) and PMS 7406 (gold). For use with two color projects.</p>
 <p>RU Logo S-B Spot.eps</p>	<p>Prints one color—PMS 4695 (brown). Torch screens to 30 percent of brown. For use with one-color print projects only.</p>
 <p>RU Logo S-B Spot KO.eps</p>	<p>Prints one color—PMS 4695 (brown). Torch knocks out to paper (background) color. For use with printing technologies that don't support screens, such as promotional items.</p>
 <p>RU Logo S-G KO.eps</p>	<p>Prints one color—PMS 7406 (gold). Torch knocks out to paper (background) color. For use on items with dark backgrounds with technologies that don't support screens, such as promotional items.</p>
 <p>RU Logo S-K.eps</p>	<p>Prints one color—black. For use with black and white copies and documents.</p>
 <p>RU Logo S-Rev.eps</p>	<p>Prints reverses (white). For projects and promotional items with dark backgrounds.</p>

The identity and Rowan outreaches

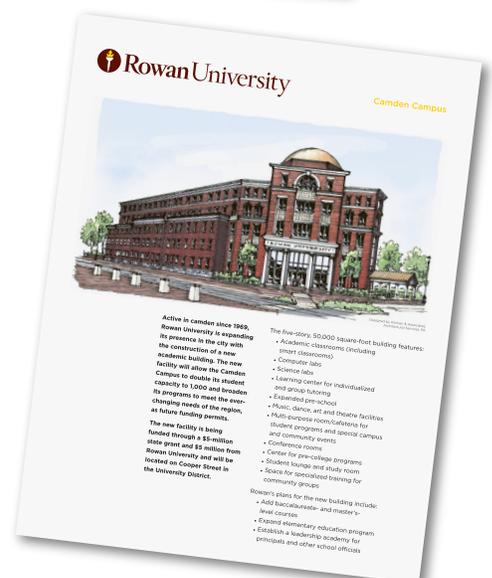
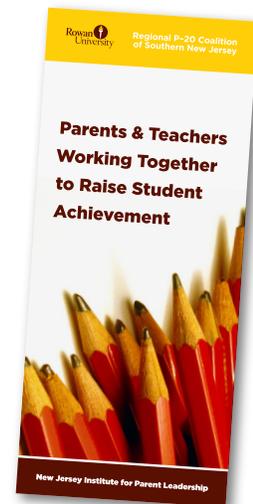


Rowan University institutes, centers and co-curricular facilities exist under the aegis of the University and with critical support through staffing and/or funding in part or in whole through the University. The institutes' and centers' affiliation with the University is vital and being identified with the University offers great benefits in virtually every instance and endeavor. To help communicate their relationship to the University, all institutes and centers must identify themselves under the Rowan identity standard as:

- Rowan University Management Institute
- Rowan University Education Institute
- Rowan University Liberal Arts and Sciences Institute
- Rowan University Center for Addiction Studies
- Rowan University Center for the Advancement of Learning
- Rowan University Beginning Teacher Induction Center
- Rowan University Child Care Center
- Rowan University Child & Family Assessment Center
- Rowan University Faculty Center for Excellence in Teaching
- Rowan University Center for Innovation & Entrepreneurship
- Rowan University International Center
- Rowan University Center for the Study of Student Life
- Rowan University Center for Service Learning and Volunteerism
- Rowan University Learning Center
- Rowan Radio 89.7 WGLS-FM

Grant-funded programs and events which derive part or all of their funding and or staff through the University must identify with the University, as these examples show:

- Rowan University Summer Institute in Material Sciences
- National Writing Project at Rowan University
- Regional P-20 Coalition of Southern New Jersey at Rowan University
- McSIIP/Project Smart/NJSSI at Rowan University



Using the logo as an identifying mark and signature

The logo is an identifying mark that shows affiliation with the University and it can help communicate simple messages.

Using the logo as a signature (at a relatively small size) shows the relationship between the University and its offices, departments and programs (i.e., Department of English or The Graduate School). On the back of a publication, the name of a unit may appear beneath the Rowan logo as part of the unit's contact information or by itself.

As an identifying mark

Either the stacked or horizontal versions may be used, depending on the layout.



As a signature

The back of a brochure is a place where the logo is naturally used with an affiliation and contact information.



How to configure the signature

Even when used as a signature, the clear area around the logo must be maintained.

Incorrect logo usage

On this page are a few examples of what not to do to the Rowan University logo. Each distortion dilutes the power of the graphic identity.

Do not distort the logo vertically or horizontally
Instead, size the logo proportionately for the intended space.



Do not change the colors of the logo

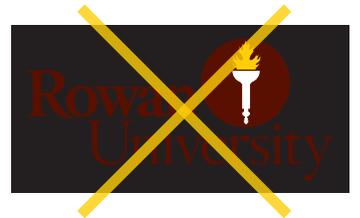


Do not rearrange elements of the logo
Use only the stacked or horizontal versions of the logo.



Make sure there is enough contrast between the background and the logo

Use the correct version of the logo for the background. Reversed versions are available for placing on dark backgrounds.



Do not contain the logo within a box



Do not apply effects to the logo or rasterize it for print usage
Beveled, embossed, shadowed or otherwise modified logos are unacceptable.



Rowan University stationery

A significant part of our communication both on campus and off campus is correspondence on University stationery. In producing letterhead, envelopes and business cards, our goal is to most efficiently use University resources and best maintain our institutional graphic identity and standards for quality.

With the introduction of the new University logo, departments and individuals may use their existing supply of stationery with the old logo or recycle it and purchase the new

products immediately. All letterhead and business cards must use the new logo and standards by September 1, 2005. Please use the form for ordering letterhead and business cards at www.rowan.edu/purchasing. As of April 27, 2005, this stationery purchasing policy is in effect:

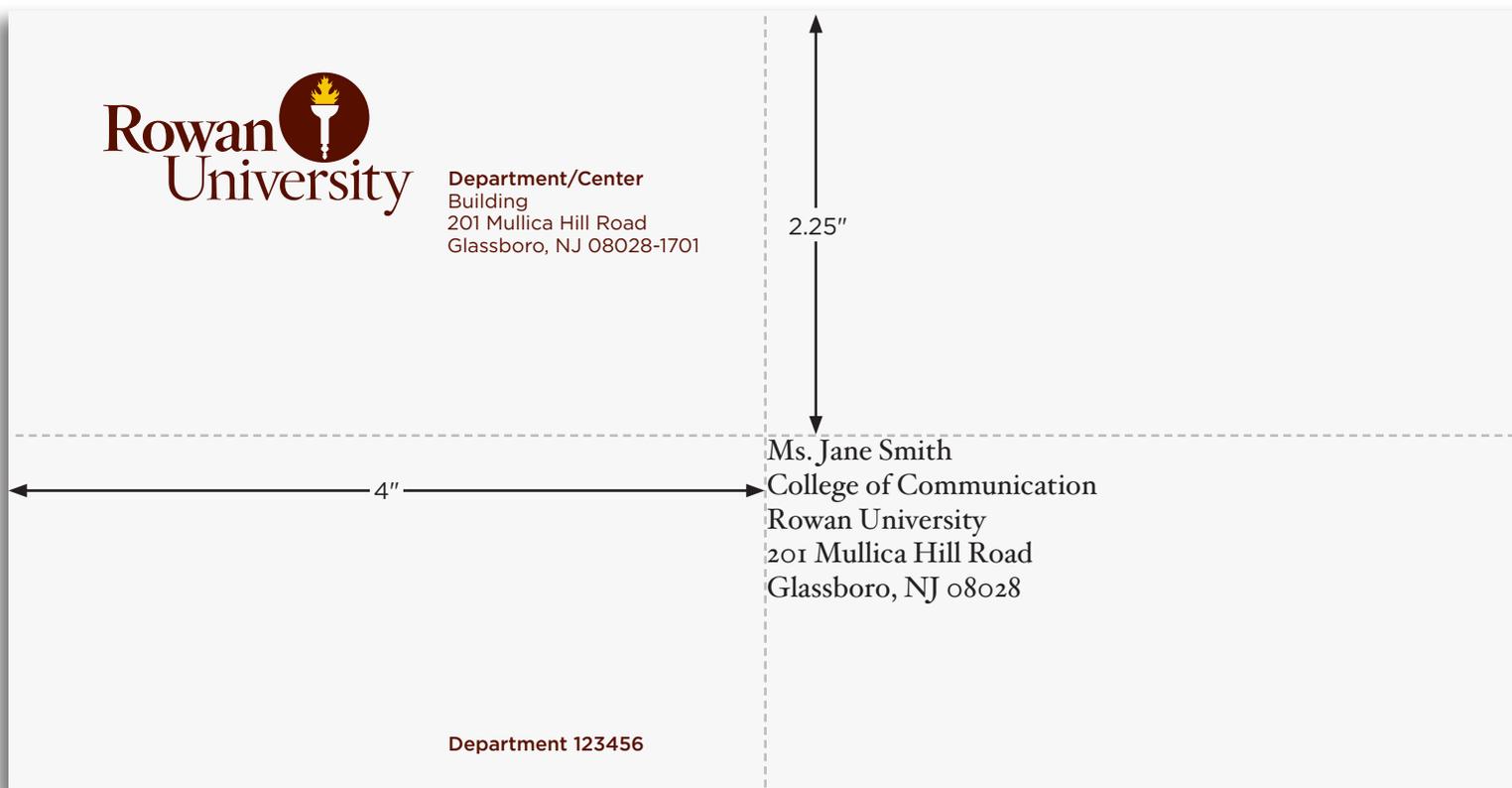
All departments must purchase all letterhead, envelopes and business cards through the University purchasing contract to ensure the quality and consistency of the products. No "homemade" letterhead or business cards may be produced or distributed on campus or off campus. Letterhead may not be created by photocopying. If you have such products now, please shred and recycle them and order new products through **Purchasing**. Nothing may be added to the imprint of letterhead that is not approved by University Publications. All purchases, whether made by requisition or credit card, will be reviewed by the director of Purchasing and the director of University Publications, regardless of dollar value. No purchase of letterhead, envelopes or business cards will be approved or reimbursed to departments or individuals if it is not from an approved or contract printer or if it fails to comply with graphic standards and **vendor standards**.



Correct use of stationery

This page and the following page show the correct location for content on envelopes and letterhead. Please use these guidelines to help Rowan correspondence look consistent. The address information on this envelope sample and the letter typed on the following page are 11 pt. type on a 13 pt. line, which are common specifications for typing in any word processing program. You can download ready-to-use letterhead and #10 envelope templates for Word® at www.rowan.edu/graphicstandards/downloads.

#10 Envelope



Letterhead (page 14)



3" → January 22, 2005

← 1" → Dr. Elise Gable
Foundation Relations
Carter, Inc.
4640 Piney Ridge
Watchung, NY 14265

Dear Dr. Gable:

Lorer irillao tisisis dolore mod dolendre dunt iure te con utpatinisi enit la core ming erosto odigniat autpat nos delent adignis am, qui te diam, quisi.

Duis non etum inisim zzrit ute tate vel ercil dolorti nsecte feuguerilis nummodo oborper sequat dolore enissim quat ulla feugue magna con ute dolorero eugue tionsenim quis adio dit adit prat at, quisit ea faci blaor augiamcommy nismolortis numsandreet irilit wisci blaortie eliquam, commod tat nit aciliqu scilla facing eraesectet, conum zzril utatet, qui te cor alis nulputat, sim at volorpe aesenim dolobor augait ad ex erit er atueraesto conulluptat augait volor sendio dolobore vendre dolortio dipsums ndiametummod magna feuguer ipis acip essi tat ametue feugiam dolum del dit praessectem vullutpate tatincinim veriliquisl elisl dolorem vel digniamet loreetuer sum num ipissenim ilis nos nullum zzril ulla feui blam quipis nit, qui enim quat lor ip enim in ut loborerat. Ut in eum alis adionse modolum odiamco ullut ad min el ullan ullum doloboreet ero et, vullandignim zzrit velesecte enim ad tat alit, si.

Lore er in velismolor sed esequam aci tion utat. Duisi et loreros non veliquat irit in hendigna facipit vel delesequat, vulpute esed et in heniamc mmodoloreet praessed modit pratinibh enit adignisi.

Duis num nim verilit dolorer esecte vel ut nos dolore magna feugiam ad tie vero dolutet aut aliquatem augiamc nsequam, corting euisse magna feugait acip enit nosto et, volor in verit lorpero con ullan henibh et, vero deliscinit nit, vel utat. Ut prat pratie min vullam autpatuer si. Duis ero el ipsustrud doloree ummlorem voloborem volor sum adiamcor alismod magnim zzrit aci blaore etum quis adionse erillaoreet nulputatum et, quam, quat, quat.

Sincerely,

Donald J. Farish
President

Office of the President
Bole Hall
Rowan University
201 Mullica Hill Road
Glassboro, NJ 08028-1701

856-256-4100
856-256-4442 fax

Forms and templates

Templates using the new logo will help simplify your communication tasks because they already comply with the graphic identity standards in professional designs. Download templates for PowerPoint®, Word® documents and fax cover sheets or let us know how we might help you with a form or template that should be revised to better serve your needs and better represent the University.

Please note that we do not provide templates for University letterhead or business cards because they must be professionally printed to be sure that all Rowan employees represent themselves and the University consistently. To order letterhead and business cards, please visit www.rowan.edu/purchasing.

Templates will be available July 1.



Preferred typefaces

The **Rowan logotype** is a modified version of the Hoefler typeface. Its strokes have been reshaped and its characters kerned to adapt each letterform to the words and configuration of “Rowan University.” Please don’t try to simulate the logotype with Hoefler or any other typeface.

However, we encourage you to use **Hoefler** for your correspondence and publications if you can. If you don’t have Hoefler, we suggest Times Roman or Garamond, both widely available typefaces which will help make the typography in Rowan publications—from letters and envelopes to brochures and fliers—more consistent.

Gotham is the sans serif typeface recommended to complement and contrast with Hoefler. Its clean, contemporary letterforms are best used in type displayed as headlines, subheads and captions. It may be used for short blocks of body copy if it has generous linespace.

Verdana is a sans-serif typeface designed specifically for on-screen reading. It resembles Gotham and should be used for web page body copy, headlines and subheads.

University Publications is in the process of securing a University-wide license for the typefaces, perhaps as early as July 1, 2005. If you can’t wait, Hoefler Text and Gotham are available for purchase online from the **Hoefler & Frere-Jones type studio**. If your office uses Apple Macintosh computers, Hoefler Text ships with Mac OS X 10.3 and higher.

Hoefler Text is the recommended serif typeface for publications.

Body Copy

At right is 12-point Hoefler Text. It is recommended for use as body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy with Emphasis

At right is 12-point Hoefler Text Italic. Italics may be used sparingly to emphasize words appearing in body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headlines or Subheads

At right is 12-point Hoefler Bold. It is recommended for use in headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham is the recommended sans serif typeface for publications.

Body Copy

At right is 12-point Gotham Book. It is suitable for headlines, subheads or captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy with Emphasis

At right is 12-point Gotham Book Italic. Italics may be used sparingly for emphasis.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headlines or Subheads

At right is 12-point Gotham Bold. It is recommended for use in headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rowan University family of athletic logos



Primary Logo Mark



Primary Letter Mark



Primary Word Mark



Secondary Word Mark



Primary Mascot Head Mark



Secondary Logo Mark

Rowan's original mission to train teachers inspired the use of the professorial mascot in the University's early years. The Prof mascot is the official athletic logo and only intercollegiate athletics programs may use it. No earlier versions of the athletics logo may be used as of the introduction of the new rendering in Fall 2006. For more information about the Prof art and guidelines for its use, please contact the Athletics Office.



Primary Mascot Mark



Secondary Logo Mark

Developing a graphic standard

Every time someone from Rowan University communicates on— or off— campus, it says something about the University. Publications, signs, web pages, vehicle lettering, letterhead, business cards, newsletters and even fax cover pages represent all of us, for better or worse. Of course, each person's and department's role is different, but as part of Rowan University, we all have the privilege of being affiliated with the institution and the responsibility to represent Rowan University well.

One of the most powerful ways to identify our University, our work and ourselves is by using a single, consistent symbol that gives everyone a visual cue to identify us with Rowan University. An institution's graphic identity reflects not only its style and character, but also its traditions, strengths and values. Especially for "insiders" — employees, students, alumni and others— the graphic identity also conveys a sense of pride and commitment to a common mission.

Our identity and the logo



The relationship between a logo and an institutional identity isn't a "Which came first, the chicken or the egg?" situation. The identity is who and what the institution (or business or organization) is—it's how people see and describe the institution. As a university with more than 80 years of history, Rowan's institutional identity has developed over time and as a result of the efforts of the people who work and study in the University community. The logo—any logo that's designed effectively—is a symbol of all the descriptions that make up an institutional identity. It's the "visual signature" of the University. It's graphic shorthand that tells the viewer the identity of the institution.

As consumers, we know many logos well: Nike, Coca-Cola, Ford, Macintosh. In the same manner that the swoosh, red Coke type, blue oval and bitten apple instantly bring to mind the identity of their businesses and products, the University logo conveys the core identity of Rowan University in an icon.

How the new logo came to be

In early 2004, President Farish convened a **campus-wide committee** to guide the development of a new logo that would better represent the University, articulate our tradition and growth and replace the interim logo introduced when we achieved University status in 1997.

The committee included members of administration, faculty, staff and students and represented many areas of academic and professional expertise. The president asked the group to express Rowan University's mission, tradition and vision in the new symbol. By early summer, the committee distilled their many perspectives into a **core statement** that would be the basis for developing the logo. They invited members of the campus community to submit ideas for the logo and eventually charged Curtis Kapus '87, an art graduate, veteran graphic designer, former full-time faculty member and current art director in University Advancement, with designing the logo.

In late summer, after hundreds of drafts and dozens of rounds of reviewing and revising, the committee approved a design to submit to the president. With his approval, the art was refined to become the new University logo introduced in spring 2005.

Getting perspectives onto paper

By definition, a logo should be simple, easy to take in at a glance and meaningful. To help determine what the new logo should say about Rowan, the logo committee made a **list of words and phrases** that describe the University among many audiences, including students, alumni, staff, faculty and the general public. Once they had the list to describe Rowan's institutional identity, the committee composed a core identity statement so they would know when logo submissions hit the mark or missed it.

Just a few of those key words and phrases:

[THE IDEA]	[HOW TO EXPRESS IT IN THE LOGO]
community, collegiality	familiar and universally relevant symbols
tradition, dignity	serif type and literal images
forward-thinking	clean, contemporary art
leadership	strong lines and practical symbolism
dynamic, vital	organic symbols, fluid shapes

About the committee

The committee

The first and most important part of developing a new logo is determining what and who the art and type will represent. This takes a lot of time and thought by many people collaborating on many ideas to be turned into one set of graphics. At the invitation of the president, the logo committee drew on the expertise and perspectives of professionals and students from throughout the campus community. Representing their colleagues and the University community at large, committee members helped with research, identified key messages, reviewed submissions, selected and, finally, helped refine the concept they recommended to the president for approval. Thanks to everyone for lending their ears and eyes to the process:

Jen Bell, Web Development
Susan Bowman, Art
José Cardona, University Relations
Jennifer Cooper, Art student
Tom Gallia, President's Office
Dorie Gilchrist, Graduate School
Alisa Hogan, Admissions
Kathy Holloway, Administration
 and Finance
Curtis Kapus, Advancement Publications
Lee Kress, History
Larry Litwin, Public Relations/Advertising
Lori Marshall, Advancement Publications
Louis Molinari, Elementary Education
Eileen Morrow, Bookstore
James Newell, Chemical Engineering
Manuel Pontes, Marketing
Kathy Rozanski, Alumni Relations
Arianna Stefanoni, Communication
 student
Ed Ziegler, University Marketing

Key words and ideas

As part of the research phase of the logo development, members of the logo committee asked people inside and outside the Rowan community to describe Rowan University. Answers to the question yielded these words and phrases:

Selective
 Nationally ranked
 Teaching
 Collaborative learning
 Attentive profs, attentive students
 Collegial
 Small feel
 Friendly
 Regional dominance, presence, service
 Student success
 Student-centered
 Tradition
 Academics
 Friendly community
 Teaching
 Intellectually challenging
 Comprehensive—not just one feature
 Dynamic
 Vision
 Inside not changed, outside has
 Blend research/teaching
 First choice
 Academic reputation
 Rising
 Improving
 Forward thinking
 Diversity: academic, geographic, intellectual, faculty, students,
 programs, well-rounded
 Redefining
 Leadership
 Outstanding
 Community commitment
 Synergy
 Vital

About the logo

The new logo consists of a torch and oak leaf flame in a circle and the words, Rowan University. The art and typography represent not only our history and traditions, but also the stability and future growth of the University.

The torch is a traditional and universal symbol of education and is one of the elements in the [University seal](#). In fact, the torch in our logo is based on the one in a photo of a college event circa 1940. As a symbol of enlightenment, the torch represents our core mission of teaching, scholarship and community service. Our decades-old tradition of graduating seniors handing off the Torch of Knowledge to their successors also helped inspire the use of the torch in the art. Much as runners hand off a baton to each other, the tradition brings to mind the sense of continuity we enjoy in academia, with scholars and society benefiting from what has been achieved, building upon established knowledge and insight to accomplish even more.

The stylized oak leaf flame merges symbols of our future and our past. A flame is robust and ever-changing. It symbolizes the passion we have for learning and our commitment to inspire that passion in others. The oak leaf represents stability and growth and calls to mind the stately oak trees that grace our campus. An oak leaf is also part of the Alumni Association logo and celebrates the contributions of our alumni to their professions and their communities.

The circle containing the torch and flame suggests the global nature of education and our expansive and well-rounded academic community. Its form also represents continuity, with the pursuit and promotion of learning an endless and enriching cycle.



About the logo typography

Type doesn't just spell out words in a message—and when combined with art for a logo, choosing the right type becomes all the more important. Typefaces communicate style and tone that reinforce (or confuse) the message in a graphic identity. The right typographic face for a logo coordinates with the art and reproduces legibly in a wide range of sizes. The [key words](#) the logo committee listed to describe Rowan University helped determine the style and tone the typography should suggest. As much as the logo art represents certain ideas about the University, the logo type also conveys the institution's character.

One typeface in two weights makes up the Rowan University logotype. The graceful strokes and refined letterforms of the Hoeffler typeface suggest the tradition, dignity and stability of formal education.

About the colors

Tradition holds that our brown and gold colors come from the brown-eyed Susans that grew in the orchards near campus in the University's early years. Derived from nature, the brown and gold complement each other well and offer a wide range of variations for print, web and other uses. Again, they symbolize the contrasts that are part of the character of the University: brown for tradition and stability; gold for vibrance and intensity.

For more information about reproducing the University colors in print or on the web, [click here](#).

How to use the logo

The information in the *Guide to Graphic Standards* will help everyone use the logo consistently and correctly. When we're all "on the same page," our institutional identity will be stronger, more cohesive and more effective. Over time, we'll find that the Rowan logo will become as recognizable and powerful among our audiences as Nike, Coke, Ford and Macintosh are among theirs. Of course, no guide can cover all possible situations, so if you have questions, please let us know how we can help you:

[Lori Marshall](#), *Director*

[Daniel Murphy](#), *Assistant Director*

[Curtis Kapus](#), *Art Director*

If you have suggestions on items to be included in future issues of the guide, please send them to [Lori Marshall](#).

Core identity statement

Rowan University is a forward-thinking regional university with a tradition of high academic standards and a commitment to teaching and scholarship. The University's development has been aided by increased funding from both public and private sources, which the University is using to create opportunities for faculty and students not available on most state university campuses.

The University promotes a collegial atmosphere through interaction among faculty, staff and students from different geographic regions, cultures, and academic backgrounds. As a *US News and World Report* "Top Tier" institution, Rowan University is attracting distinguished faculty with advanced degrees from the top universities around the world, who bring new ideas to the classroom and add to the enthusiasm on campus.

Because of its improving national reputation for innovative education and commitment to student success, Rowan University attracts highly qualified students who seek the value of a Rowan degree. These students are increasingly making Rowan the public university of choice in the region. While the University continues to offer new programs and services to meet emerging needs, it will remain true to its core values of teaching, scholarship, creative activity and community service. It will strive to maintain the proper balance between teaching and research, quality and affordability, and independence and support.

Provided by Ed Ziegler
Logo Committee Chair