

# VISUAL IDENTITY **GUIDELINES**

FEBRUARY 19, 2021

MONMOUTH UNIVERSITY  
MONMOUTH, NEW JERSEY 07764-1898

**TO WHOM THIS APPLIES**

Support of the University's brand is important in distinguishing Monmouth University from its peers, and providing a vision toward which all members of our community can strive. It also provides clear instructions on how community members may produce materials that will become readily identifiable by the public as belonging to Monmouth.

Adherence to the Visual Identity Guidelines does not mean that all materials must look exactly alike. However, it does mean that all materials should clearly belong to Monmouth, incorporating the logo and other elements as outlined in the following pages.

These Visual Identity Guidelines apply to all publications, advertising, digital communication, and other types of marketing materials produced by Monmouth University for external audiences. This includes, but is not limited to:

- Recruitment brochures and material
- Departmental program information
- Viewbooks and annual reports
- Publications to alumni and donors
- Athletics communications
- Pages on the official University website
- Periodical magazines and newsletters
- Social media pages, posts, and videos
- Print, broadcast, and out-of-home advertising
- Promotional videos
- Banners and posters
- Promotional items and merchandise
- University signage
- Environmental design
- Other publications and marketing materials sent to external audiences

Companies, organizations, groups, and individuals who co-sponsor events with Monmouth University and who create any of the above materials to promote the event must use the Monmouth University logo and adhere to these guidelines.

*Users agree to read and abide by the Monmouth University Visual Identity Guidelines, and understand that any violation of the aforesaid guidelines may result in the revocation of direct access privileges to brand materials.*

**Questions, File Requests**

The following guidelines will be reviewed periodically to keep them current and relevant to the University. If you have questions regarding these guidelines, suggestions for additions or changes, or need to request a logo file, you may contact Vera Towle, creative project manager, at [vtowle@monmouth.edu](mailto:vtowle@monmouth.edu). Logo files are also readily available at [identity.monmouth.edu](http://identity.monmouth.edu).

PRIMARY LOGO

MONMOUTH  
UNIVERSITY

REVERSE LOGO



PRIMARY IDENTITY

The official Monmouth University wordmark must not be altered in any way from the examples shown, unless otherwise outlined within this manual. Use only University-provided marks.

UNIVERSITY SPIRIT MARK



UNIVERSITY SPIRIT MARK

Our University Spirit Mark is the most casual of our brand assets. It is born from the athletics mark, and is available for use across the University to enhance our spirit and pride. This mark should not be used in place of any of our academic marks, but is reserved for applications that support student life and the student experience.

When there are no other identifying Monmouth University marks to identify the Spirit Mark as belonging to the University, use the Spirit Mark with word Monmouth underneath it, as shown above.

EXAMPLES OF SUB-BRAND LOGOS



EXAMPLES OF CUSTOM LOGOS



**IMPORTANT NOTE ABOUT REQUESTS FOR NEW SUB-BRAND AND CUSTOM LOGOS:**

The University logo is the official mark of Monmouth University. Sub-brand logos allow individual departments, centers, institutes, and administrative offices to identify themselves and their affiliation with the University. All University academic and administrative departments must use the standard sub-brand logo provided. All requests for new sub-brand logos or custom logos require the approval of your area vice president and are only permitted under specific circumstances. All custom logos must meet a few basic design and usage standards and must be either created or approved by the Office of Marketing and Communications before implementation.



**SIZE**

The wordmarks may be enlarged or reduced in size as required. The minimum size of any mark is often determined by the method of reproduction or fabrication. The minimum size for print use is shown to the left. Generally, the wordmark should only be used at a size that does not compromise quality and legibility.



**CLEAR SPACE**

For the wordmark to communicate effectively, it should not be crowded or overwhelmed by other elements. “Clear space” refers to the area surrounding the mark that should be kept free from visual distraction. No graphic element or text of any kind should be placed within this clear space. The recommended clear space is equal to the letter “M” in the University word mark (X = height of letter M), as shown.

BRAND MARK: LIGHT BACKGROUND

MONMOUTH  
UNIVERSITY

MONMOUTH  
UNIVERSITY

MONMOUTH  
UNIVERSITY



**PRIMARY LOGO USAGE: LIGHT BACKGROUND**  
The primary color option for our logo is **Shadow Blue** (Pantone 295). It is intended to be used on lighter backgrounds and images in order to maintain legibility.

BRAND MARK: DARK BACKGROUND

MONMOUTH  
UNIVERSITY

MONMOUTH  
UNIVERSITY



MONMOUTH  
UNIVERSITY

**PRIMARY LOGO USAGE: DARK BACKGROUND**

For darker colors and backgrounds, use the white University wordmark.

**NON-APPROVED USAGE**



**DO NOT** outline any part of the mark



**DO NOT** use a white border to outline the mark on dark backgrounds



**DO NOT** rearrange, eliminate parts of the mark, or use mark components separately



**DO NOT** rotate the mark



**DO NOT** distort the mark or scale it disproportionately



**DO NOT** violate the clear space with text, images, or any other element. (see page 3)



Located along New Jersey's northern coastline,

**Text or images should not come this close to the mark (follow clear space guidelines)**



**DO NOT** change the color of separate components of the mark



**DO NOT** fill the mark with a photograph or any other pattern or texture



**DO NOT** change the mark colors

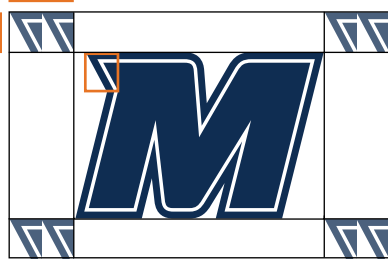
**MARK INTEGRITY VIOLATIONS**

Consistent and proper usage of the wordmark is essential for ensuring the desired perception of Monmouth University. Improper usage is confusing and could possibly lead to the eventual loss of copyright/trademark.

Several examples of incorrect usage are shown on this page. However, it is not an exhaustive collection. If you are faced with using the wordmark in an application that you find questionable or not included in this manual, please contact Vera Towle, Creative Project Manager.

The integrity of the Monmouth University brand diminishes when the wordmarks are incorrectly applied. Unauthorized versions and unacceptable usage of the wordmark place their legal protection at risk. Any variation or alteration, however small, is inappropriate.





**CLEAR SPACE**

The clear space around the wordmark ensures that no other graphic elements interfere with its clarity and integrity. The size of the clear space is equivalent to the height and width of two wings from the spirit mark as shown to the left.

**NON-APPROVED USAGE**



**DO NOT stretch or skew the aspect ratio**



**DO NOT alter the mark colors in any way**



**DO NOT crop the marks in any way**



**DO NOT add additional elements to the mark**



**DO NOT place wording across any mark**



**DO NOT place marks over other logos**



**Text or images should not come this close to the mark (follow clearspace)**

**MARK INTEGRITY VIOLATIONS**

These specific usage guidelines have been established for brand continuity and recognition, providing a system to ensure that each individual logo is used correctly. These standards should be adhered to in order to maintain the integrity of the identity system. Above is a sampling of INCORRECT usages of the Monmouth University spirit mark. Many can be avoided by following the clear space guideline.

The primary brand colors for Monmouth University are SHADOW BLUE (Pantone 295) and WHITE. These colors are deeply rooted within our DNA and therefore comprise our primary color palette. While all communications should use these hero colors, we offer a range of other colors to complement them. Consistent use of the primary Pantone 295 color builds brand recognition and must not be altered or replaced. When reproduced in color, the wordmark must use the Pantone, CMYK, RGB, or Hex (web) color equivalent shown. Variations of all University marks can be provided by the University. For two-color jobs, one of the colors should always be Shadow Blue (PMS 295). For four-color jobs, additional colors may be selected in combination with Shadow Blue.

**PRIMARY BRAND COLOR**

<p><b>SHADOW BLUE 295 C</b>                  RGB 0 40 85                  HEX/HTML #002855                  CMYK 100 69 8 54</p>	<p><b>WHITE</b>                  RGB 0 0 0                  HEX/HTML #000000                  CMYK 0 0 0 0</p>
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**SECONDARY BRAND COLORS**

Secondary accent colors should only be used as bars, boxes, lines, or type. The primary colors when you look at the finished piece should be Shadow Blue (Pantone 295) and white.

**2945 C**  
 RGB 0 76 151  
 HEX/HTML #004C97  
 CMYK 100 53 2 16

**292 C**  
 RGB 105 179 231  
 HEX/HTML #69B3E7  
 CMYK 59 11 0 0

**431 C**  
 RGB 91 103 112  
 HEX/HTML #5B6770  
 CMYK 45 25 16 59

**COOL GRAY 3 C**  
 RGB 200 201 199  
 HEX/HTML #C8C9C7  
 CMYK 8 5 7 16

**COOL GRAY 7 C**  
 RGB 151 153 155  
 HEX/HTML #97999B  
 CMYK 20 14 12 40

**COOL GRAY 10 C**  
 RGB 99 102 106  
 HEX/HTML #63666A  
 CMYK 40 30 20 66

**UNDERGRADUATE ACCENT COLOR**  
**152 C**  
 RGB 229 114 0  
 HEX/HTML #E57200  
 CMYK 0 66 100 0

**GRADUATE ACCENT COLOR**  
**872 C**  
 RGB 133 113 77  
 HEX/HTML #85714D  
 CMYK 0 25 56 51

**TERTIARY BRAND COLORS**

Tertiary colors are to be used sparingly in lines, shape outlines, and thin bars. This palette is designed to ONLY be used in subtle areas that complement the primary Shadow Blue and secondary palette. Often only a small amount is needed and should never overpower the primary or secondary palette.

**128 C**  
 RGB 243 213 78  
 HEX/HTML #F3D54E  
 CMYK 0 7 75 0

**490 C**  
 RGB 93 42 44  
 HEX/HTML #5D2A2C  
 CMYK 26 85 85 72

**5545 C**  
 RGB 67 105 91  
 HEX/HTML #43695B  
 CMYK 62 19 45 50

**200 C**  
 RGB 186 12 47  
 HEX/HTML #BA0C2F  
 CMYK 3 100 70 12

**3025 C**  
 RGB 0 79 113  
 HEX/HTML #004F71  
 CMYK 100 27 10 56

The two primary university typefaces are Utopia and Proxima Nova.

Utilized for the brand mark, Utopia is a strong, tall font, reflecting the university's proud legacy of tradition, with a smaller serif to provide a modern touch. Utopia can be used for top-level headlines and occasionally in longer passages of print material to help with legibility.

Our simpler, sans-serif font, Proxima Nova, is utilized for the university website and can be applied to the majority of marketing materials, especially web-based ones. A clean, easily-legible font, Proxima Nova has universal appeal across a range of products and its font family includes a range of weights and italics.

## UTOPIA

Utopia Std Regular  

Realigned equestrian fez bewilders picky monarch

Utopia Std Italic  

*Realigned equestrian fez bewilders picky monarch*

Utopia Std Bold  

**Realigned equestrian fez bewilders picky monarch**

Utopia Std Bold Italic  

***Realigned equestrian fez bewilders picky monarch***

Utopia Std Black Headline  

**Realigned equestrian fez bewilders picky monarch**

[CLICK HERE FOR INSTRUCTIONS ON HOW TO DOWNLOAD BRAND FONTS](#)

## PROXIMA NOVA

Proxima Nova Thin ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Thin Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Light ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Light Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Regular ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Medium ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Medium Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Semibold ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Semibold Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Bold ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Bold Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Extrabold ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Extrabold Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Black ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Black Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Condensed Thin ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Condensed Thin Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Condensed Light ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Condensed Light Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Condensed Regular ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Condensed Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Condensed Medium ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Condensed Medium Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Condensed Semibold ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Condensed Semibold Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Condensed Bold ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Condensed Bold Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Condensed Extrabold ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Condensed Extrabold Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Condensed Black ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Condensed Black Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Extra Condensed Thin ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Extra Condensed Thin Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Extra Condensed Light ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Extra Condensed Light Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Extra Condensed Regular ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Extra Condensed Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Extra Condensed Medium ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Extra Condensed Medium Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Extra Condensed Semibold ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Extra Condensed Semibold Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Extra Condensed Bold ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Extra Condensed Bold Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Extra Condensed Extrabold ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Extra Condensed Extrabold Italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

Proxima Nova Extra Condensed Black ◦ ◦

Realigned equestrian fez bewilders picky monarch

Proxima Nova Extra Condensed Black italic ◦ ◦

*Realigned equestrian fez bewilders picky monarch*

**PRIMARY ATHLETICS MARK**

Against White Background



**PRIMARY ATHLETICS MARK**

Against Dark Background



**PRIMARY ATHLETICS MARK**

One Color



**THE UNIVERSITY  
"M" LOGO**



PMS 295 / COOL GRAY 10  
COOL GRAY 3

**THE UNIVERSITY  
"M" LOGO**



Against Dark Background  
PMS 295 / PMS 295 TINT 70  
COOL GRAY 3

**THE UNIVERSITY  
"M" LOGO**



One Color

**THE UNIVERSITY  
"M" LOGO**



White  
PMS 295

**SECONDARY ATHLETICS MARK**

Co-Branded M and Hawk Head



**SECONDARY ATHLETICS MARK**

Hawk Head



**SECONDARY ATHLETICS MARK**

Full Body Hawk



**ATHLETIC AND SPIRIT MARKS**

The official primary mark of the Monmouth Hawks is the hawk head logo co-branded with 'Monmouth' in the athletics font. The University 'M' logo also serves as a primary mark for athletics and represents the institution's official letter mark. These two marks are intended for primary usage, while utilizing the secondary marks require explicit permission from athletics. These logos and marks are not to be altered in any way.



Pantone Colors	
282C	534C
Cool Gray 11 C	429C

**CLEAR SPACE**

The clear space around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the clear space is equivalent to the height of the "M." The following clear space applies for ALL Monmouth University Athletics marks; with the exception of the Monmouth Blue/White Club Crest.

**NON-APPROVED USAGE**



Stretched or skewed aspect ratio



Altering the colors in any way



Cropping the marks in any way



Adding additional elements



Wording across any mark



Marks placed over other logos

**MARK INTEGRITY VIOLATIONS**

These specific usage guidelines have been established for brand continuity and recognition, providing a system to ensure that each individual logo is used correctly. These standards should be adhered to in order to maintain the integrity of the identity system.

Above is a sampling of INCORRECT usages of the Monmouth Athletics marks. Many can be avoided by following the clear space guideline above. Please contact Eddy Occhipinti in the Monmouth University Athletics Marketing office at 732-263-5750 with any additional questions.

HONORS SCHOOL LOGO: PRIMARY / HORIZONTAL

MONMOUTH UNIVERSITY | HONORS SCHOOL

HONORS SCHOOL LOGO: VERTICAL

MONMOUTH  
UNIVERSITY  
HONORS SCHOOL

HONORS SCHOOL LOGO: WHITE

MONMOUTH UNIVERSITY | HONORS SCHOOL

MONMOUTH  
UNIVERSITY  
HONORS SCHOOL

PROMOTIONAL EXCEPTION ONLY: HONORS SCHOOL: SPIRIT MARK



IMPORTANT NOTE:

Academic units that would like to produce spirit wear or promotional items (e.g. hat, mug, pen) may use the academic "M" spirit mark with a shortened name of the school below it (Honors School shown here). These logos are created by Marketing & Communications ONLY and **cannot** be used for any other purposes other than promotional/spirit items. Any official academic communication must use the academic University logo (at top of this page) provided to each school, department, or center of excellence. If you have questions about the use of this exception logo, please contact Vera Towle at [identity@monmouth.edu](mailto:identity@monmouth.edu).

**BUSINESS SCHOOL LOGO: PRIMARY / HORIZONTAL**

MONMOUTH UNIVERSITY | LEON HESS  
BUSINESS SCHOOL

**BUSINESS SCHOOL LOGO: VERTICAL**

MONMOUTH  
UNIVERSITY

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LEON HESS  
BUSINESS SCHOOL

**BUSINESS SCHOOL LOGO: WHITE**



**PROMOTIONAL EXCEPTION ONLY: BUSINESS SCHOOL: SPIRIT MARK**



**IMPORTANT NOTE:**

Academic units that would like to produce spirit wear or promotional items (e.g. hat, mug, pen) may use the academic "M" spirit mark with a shortened name of the school below it (Business School shown here). These logos are created by Marketing & Communications ONLY and **cannot** be used for any other purposes other than promotional/spirit items. Any official academic communication must use the academic University logo (at top of this page) provided to each school, department, or center of excellence. If you have questions about the use of this exception logo, please contact Vera Towle at [identity@monmouth.edu](mailto:identity@monmouth.edu).



**NURSING SCHOOL LOGO: PRIMARY / HORIZONTAL**

MONMOUTH UNIVERSITY | MARJORIE K. UNTERBERG SCHOOL  
*of* NURSING *and* HEALTH STUDIES

**NURSING SCHOOL LOGO: VERTICAL**

MONMOUTH  
UNIVERSITY

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MARJORIE K. UNTERBERG  
SCHOOL *of* NURSING  
*and* HEALTH STUDIES

**NURSING SCHOOL LOGO: WHITE**



**PROMOTIONAL EXCEPTION ONLY: NURSING SCHOOL: SPIRIT MARK**



**IMPORTANT NOTE:**

Academic units that would like to produce spirit wear or promotional items (e.g. hat, mug, pen) may use the academic "M" spirit mark with a shortened name of the school below it (School of Nursing shown here). These logos are created by Marketing & Communications ONLY and **cannot** be used for any other purposes other than promotional/spirit items. Any official academic communication must use the academic University logo (at top of this page) provided to each school, department, or center of excellence. If you have questions about the use of this exception logo, please contact Vera Towle at [identity@monmouth.edu](mailto:identity@monmouth.edu).

## SCHOOL OF EDUCATION LOGO: PRIMARY / HORIZONTAL

MONMOUTH UNIVERSITY | SCHOOL *of* EDUCATION

## SCHOOL OF EDUCATION: VERTICAL

MONMOUTH  
UNIVERSITY  
SCHOOL *of* EDUCATION

## SCHOOL OF EDUCATION LOGO: WHITE

MONMOUTH UNIVERSITY | SCHOOL *of* EDUCATION

MONMOUTH  
UNIVERSITY  
SCHOOL *of* EDUCATION

**PROMOTIONAL EXCEPTION ONLY:** SCHOOL OF EDUCATION: SPIRIT MARK

**M**  
**EDUCATION**

**IMPORTANT NOTE:**

Academic units that would like to produce spirit wear or promotional items (e.g. hat, mug, pen) may use the academic "M" spirit mark with a shortened name of the school below it (School of Education shown here). These logos are created by Marketing & Communications ONLY and **cannot** be used for any other purposes other than promotional/spirit items. Any official academic communication must use the academic University logo (at top of this page) provided to each school, department, or center of excellence. If you have questions about the use of this exception logo, please contact Vera Towle at [identity@monmouth.edu](mailto:identity@monmouth.edu).

## SCHOOL OF SCIENCE LOGO: PRIMARY / HORIZONTAL

MONMOUTH UNIVERSITY | SCHOOL *of* SCIENCE

## SCHOOL OF SCIENCE: VERTICAL

MONMOUTH  
UNIVERSITY  
SCHOOL *of* SCIENCE

## SCHOOL OF SCIENCE LOGO: WHITE

MONMOUTH UNIVERSITY | SCHOOL *of* SCIENCE

MONMOUTH  
UNIVERSITY  
SCHOOL *of* SCIENCE

**PROMOTIONAL EXCEPTION ONLY:** SCHOOL OF SCIENCE: SPIRIT MARK

**M**  
**SCIENCE**

**IMPORTANT NOTE:**

Academic units that would like to produce spirit wear or promotional items (e.g. hat, mug, pen) may use the academic "M" spirit mark with a shortened name of the school below it (School of Science shown here). These logos are created by Marketing & Communications ONLY and **cannot** be used for any other purposes other than promotional/spirit items. Any official academic communication must use the academic University logo (at top of this page) provided to each school, department, or center of excellence. If you have questions about the use of this exception logo, please contact Vera Towle at [identity@monmouth.edu](mailto:identity@monmouth.edu).

SCHOOL OF SOCIAL WORK LOGO: PRIMARY / HORIZONTAL



SCHOOL OF SOCIAL WORK LOGO: VERTICAL



SCHOOL OF SOCIAL WORK LOGO: WHITE



PROMOTIONAL EXCEPTION ONLY: SCHOOL OF SOCIAL WORK: SPIRIT MARK



**IMPORTANT NOTE:**

Academic units that would like to produce spirit wear or promotional items (e.g. hat, mug, pen) may use the academic "M" spirit mark with a shortened name of the school below it (School of Social Work shown here). These logos are created by Marketing & Communications ONLY and **cannot** be used for any other purposes other than promotional/spirit items. Any official academic communication must use the academic University logo (at top of this page) provided to each school, department, or center of excellence. If you have questions about the use of this exception logo, please contact Vera Towle at [identity@monmouth.edu](mailto:identity@monmouth.edu).

SCHOOL OF HUMANITIES & SOCIAL SCIENCES LOGO: PRIMARY / HORIZONTAL



SCHOOL OF HUMANITIES & SOCIAL SCIENCES LOGO: VERTICAL



SCHOOL OF HUMANITIES & SOCIAL SCIENCES LOGO: WHITE



PROMOTIONAL EXCEPTION ONLY: SCHOOL OF HUMANITIES & SOCIAL SCIENCES: SPIRIT MARK



IMPORTANT NOTE:

Academic units that would like to produce spirit wear or promotional items (e.g. hat, mug, pen) may use the academic "M" spirit mark with a shortened name of the school below it (School of Humanities and Social Sciences shown here). These logos are created by Marketing & Communications ONLY and **cannot** be used for any other purposes other than promotional/spirit items. Any official academic communication must use the academic University logo (at top of this page) provided to each school, department, or center of excellence. If you have questions about the use of this exception logo, please contact Vera Towle at [identity@monmouth.edu](mailto:identity@monmouth.edu).

1 LINE DEPARTMENT LOGO

MONMOUTH UNIVERSITY | MUSIC *and* THEATRE ARTS

MONMOUTH UNIVERSITY  
MUSIC *and* THEATRE ARTS



2 LINE DEPARTMENT LOGO

MONMOUTH UNIVERSITY | DISABILITY SERVICES *for* STUDENTS

MONMOUTH UNIVERSITY  
DISABILITY SERVICES *for* STUDENTS



PROMOTIONAL EXCEPTION ONLY: SPIRIT MARK LOGOS



IMPORTANT NOTE:

Offices and departments that would like to produce spirit wear or promotional items (e.g. hat, mug, pen) may use the academic "M" spirit mark with a shortened name of the department below it (Music and Theatre Arts shown here). These logos are created by Marketing & Communications ONLY and cannot be used for any other purposes other than promotional/spirit items. Any official academic communication must use the academic University logo (at top of this page) provided to each school, department, or center of excellence. If you have questions about the use of this exception logo, please contact Vera Towle at [identity@monmouth.edu](mailto:identity@monmouth.edu).



CLEAR SPACE

For the wordmark to communicate effectively, it should not be crowded or overwhelmed by other elements. "Clear space" refers to the area surrounding the mark that should be kept free from visual distraction. No graphic element or text of any kind should be placed within this clear space. The recommended clear space is equal to the letter "M" in the University word mark (X = height of letter M) as shown.

LOGO APPLICATION

Refer to pages 4-8 for mark integrity.

NOTE:

The full list of department and program marks is available at [identity.monmouth.edu](http://identity.monmouth.edu).

ACADEMIC STUDENT CLUB AND ORGANIZATION LOGO



STUDENT GOVERNMENT ASSOCIATION



SPIRIT MARK CLUB AND ORGANIZATION LOGO



**IMPORTANT NOTE:**

Clubs and organizations that would like to produce spirit wear or promotional items (e.g. hat, mug, pen) may use the "M" spirit mark with a shortened name of the club or organization below it (Pep Band shown here). These logos are created by Marketing & Communications ONLY and **cannot** be used for any other purposes other than promotional/spirit items. Any official club and organizational communication must use the academic logo (at top of this page). If you have questions about the use of this exception logo, please contact Vera Towle at [identity@monmouth.edu](mailto:identity@monmouth.edu).

## ALUMNI LOGO

**CLEAR SPACE**

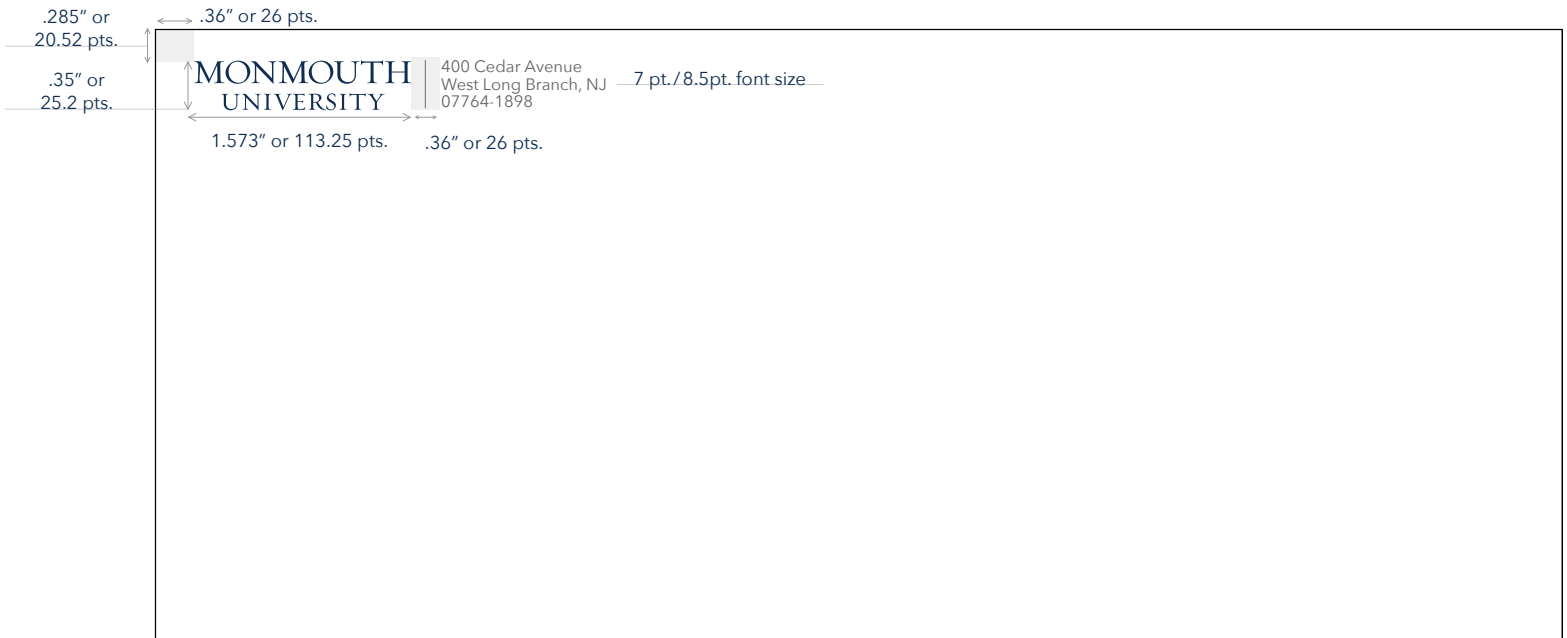
The clear space around the logo ensures that no other graphic elements interfere with its clarity and integrity. The size of the clear space is equivalent to the height and width of two wings from the spirit mark as shown to the left.



**STATIONERY**

The University has an approved design for all University stationery (letterhead, envelopes, business cards, etc.). Orders for all University stationery must be made through the Monmouth University Digital Print Center, located on the lower level of Wilson Hall. Stationery that includes an old campaign, branding message, or logo should no longer be used. However, if a department's existing stationery is exclusive of any such branding, stock may be depleted before new branded stationery is purchased.

**DEPARTMENTS / SCHOOL ENVELOPE TREATMENT**



**ATHLETICS ENVELOPE TREATMENT**



**ALUMNI ENVELOPE TREATMENT**

.285" or  
20.52 pts.

.36" or 26 pts.

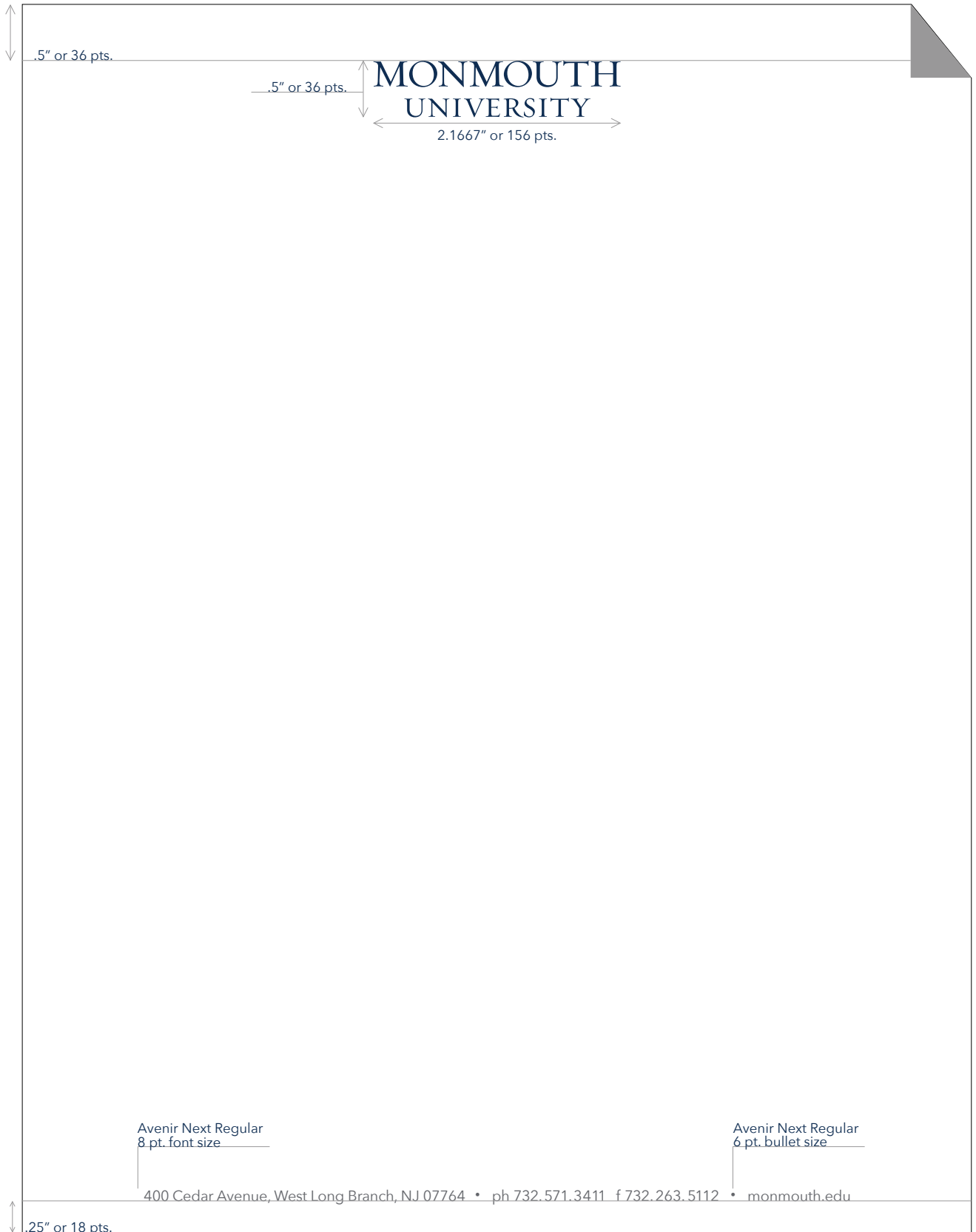


Alumni Engagement and Annual Giving  
400 Cedar Avenue  
West Long Branch, NJ  
07764-1898

7 pt./8.5pt. font size

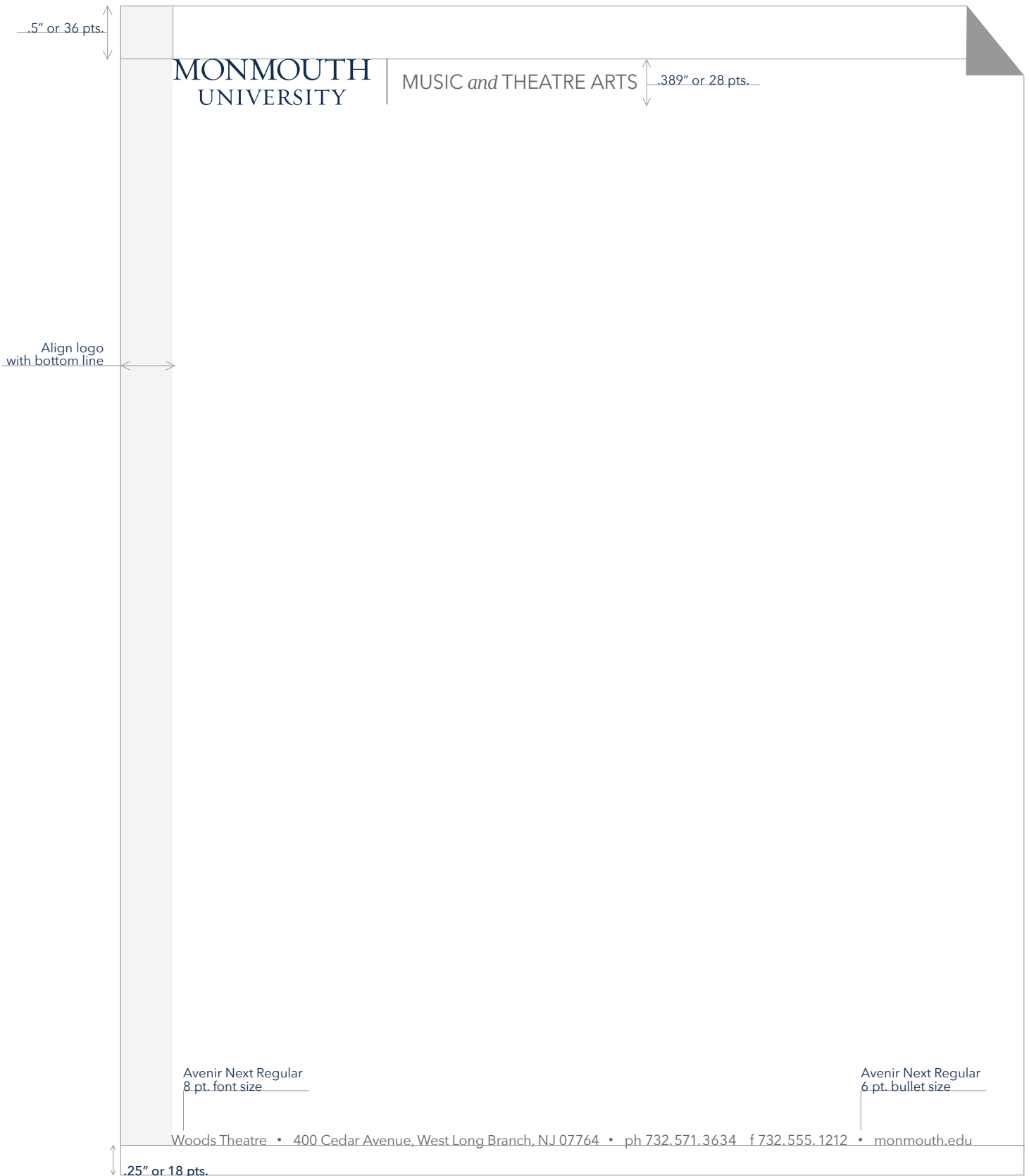
.492" or  
35.42 pts.

.59" or .212" or 15.264 pts.  
42.4 pts.



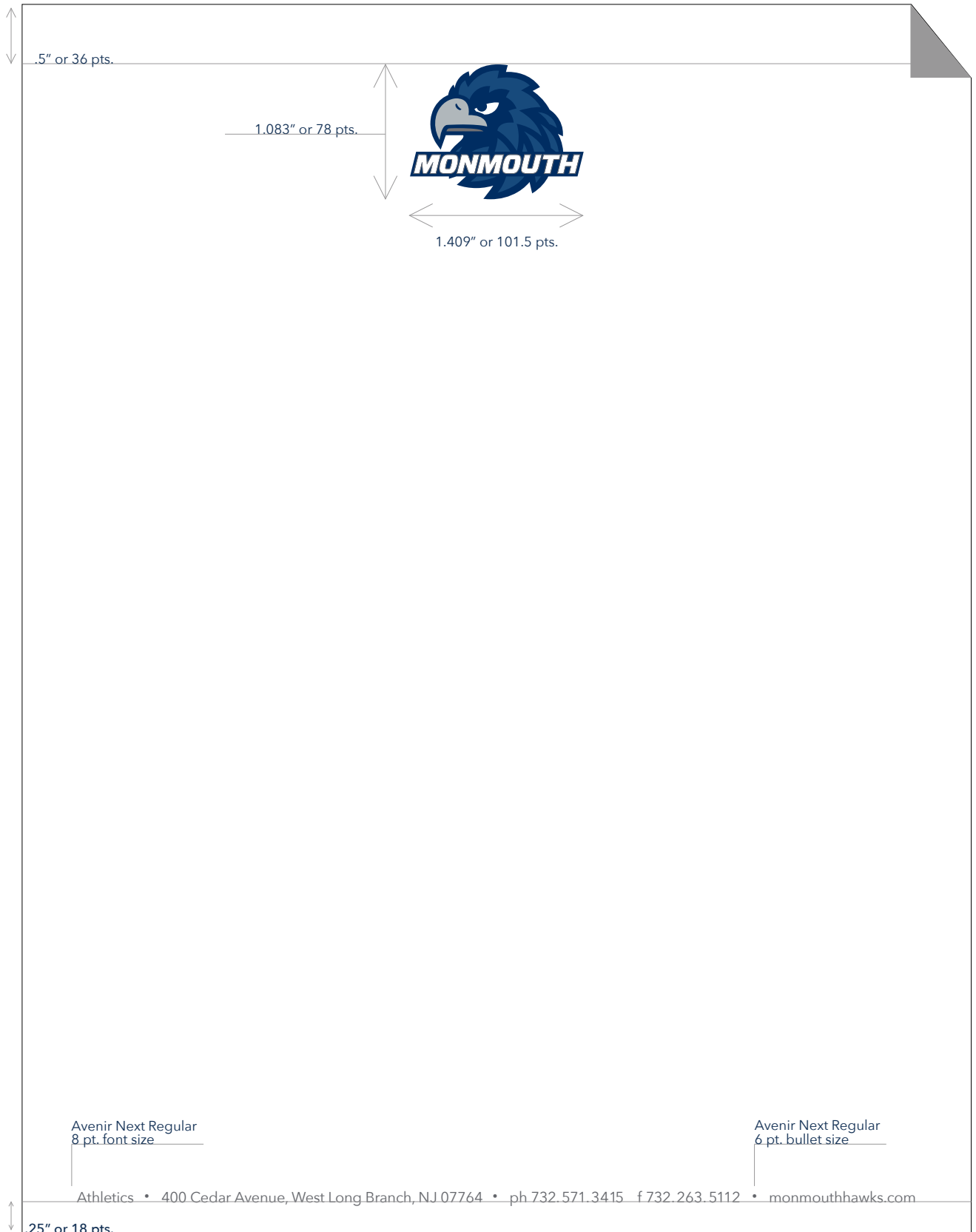
**LETTERHEAD TREATMENT**

Monmouth University letterhead is printed on recycled, 24 lb. light cockle, custom-watermarked paper.



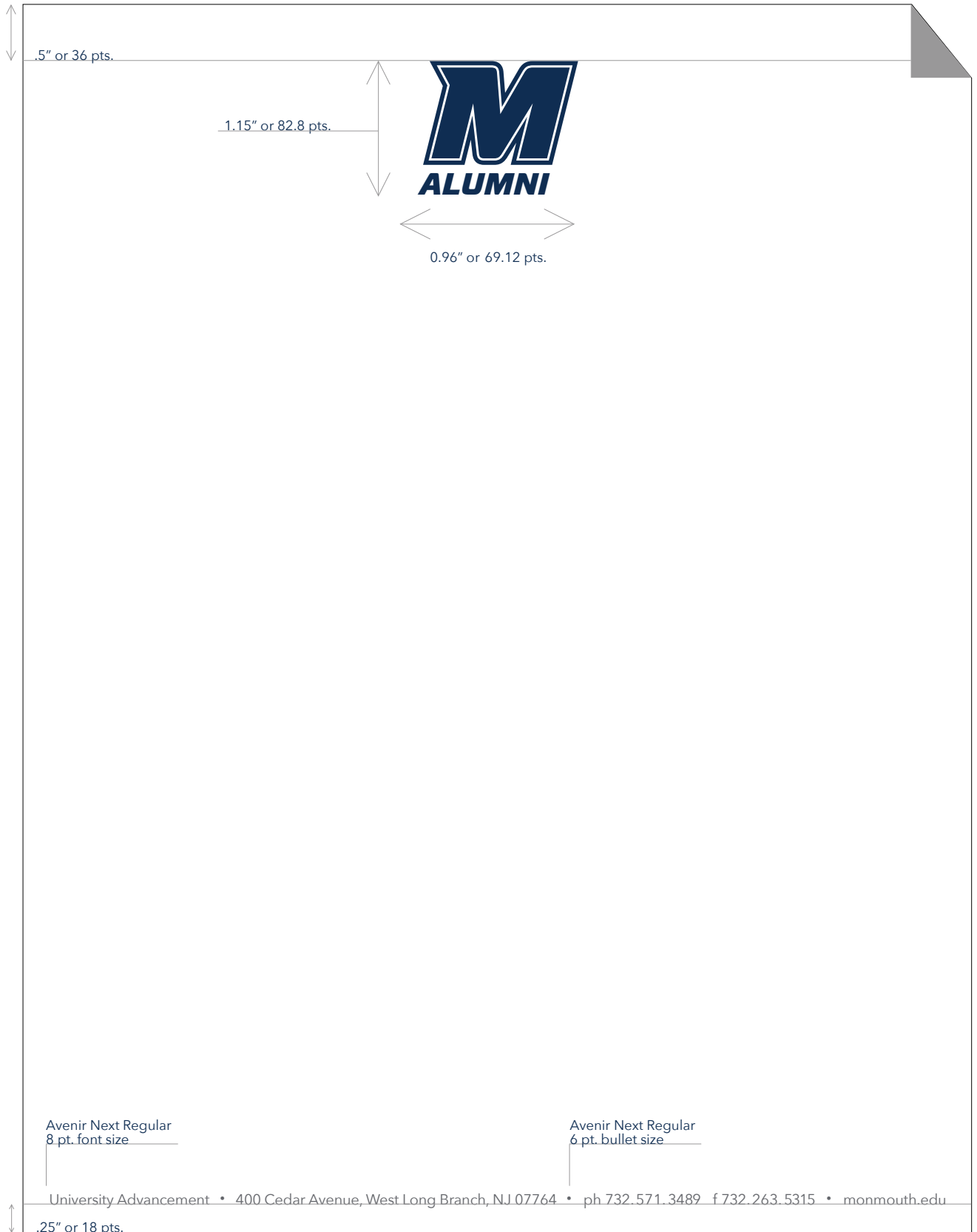
**LETTERHEAD TREATMENT**

Monmouth University letterhead is printed on recycled, 24 lb. light cockle, custom-watermarked paper.



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Monmouth University letterhead is printed on recycled, 24 lb. light cockle, custom-watermarked paper.

BUSINESS CARD TREATMENT

FRONT

MARTHA L. SMITH  
Gift Processing Specialist

**MONMOUTH UNIVERSITY**

Advancement Services  
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West Long Branch, NJ 07764  
o 732.263.3489 c 908.910.4300  
msmith@monmouth.edu

FRONT WITH ACCREDITATION

GINA PORTELLI  
Office Coordinator

**MONMOUTH UNIVERSITY**

School of Social Work  
400 Cedar Avenue  
West Long Branch, NJ 07764  
o 732.263.5507 c 732.252.8356  
gportelli@monmouth.edu



BACK: WITHOUT SOCIAL MEDIA ICONS

MONMOUTH UNIVERSITY | SCHOOL of SOCIAL WORK

BACK: WITH ONE SOCIAL MEDIA ICON

MONMOUTH UNIVERSITY | SCHOOL of SOCIAL WORK



muschoolofsocialwork

BACK: WITH TWO SOCIAL MEDIA ICONS

MONMOUTH UNIVERSITY | SCHOOL of SOCIAL WORK



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BACK: WITH THREE SOCIAL MEDIA ICONS

MONMOUTH UNIVERSITY | SCHOOL of SOCIAL WORK



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@musocialwork



musocialwork

**BUSINESS CARD TREATMENT**

**FRONT**

ROBERT BLACK  
Athletics Coordinator

**MONMOUTH  
UNIVERSITY**

Athletics  
400 Cedar Avenue  
West Long Branch, NJ 07764  
o 732.263.5507 c 732.555.1212  
rblack@monmouth.edu  
monmouthhawks.com

**BACK**



***BELIEVE. COMPETE. SUCCEED.***

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**BUSINESS CARD TREATMENT**

**FRONT**

<p><b>KATHLEEN BROWN</b> Assistant Director, Student and Young Alumni Giving</p>
<p><b>MONMOUTH UNIVERSITY</b></p>
<p>Alumni Engagement and Annual Giving 400 Cedar Avenue West Long Branch, NJ 07764 o 732.263.5507 c 732.555.1212 kbrown@monmouth.edu</p>

**BACK**



**PRIMARY UNIVERSITY EMAIL SIGNATURE****MARTHA L. SMITH**

Office Coordinator  
University Marketing & Communications  
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**MONMOUTH UNIVERSITY** | 400 Cedar Avenue  
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monmouth.edu


**GENERAL SIGNATURE**

Every email received from the University reflects upon the institution. In today's digitally focused marketplace, emails are a primary communication touchpoint. Using one simple, branded email signature across schools, offices, and departments on campus helps strengthen the University's visual identity.

In addition, the use of social icons in our email signatures promotes Monmouth's online communities. By encouraging engagement on these platforms, we increase the sharing of news and content, participation in events, and University pride.


**ATHLETICS EMAIL SIGNATURE****ROBERT BLACK**

Athletics Coordinator  
Athletics  
o 732.571.3415 f 732.571.3415 c 732.555.1212

 | Monmouth University  
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**ALUMNI EMAIL SIGNATURE****KATHLEEN BROWN**

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400 Cedar Avenue  
West Long Branch, NJ, 07764  
monmouth.edu



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**UNIVERSITY SEAL**

The Monmouth University seal may **ONLY** be used on the following materials, and only with presidential approval:

- Official presidential materials
- Formal documents, such as diplomas
- Communications from the President and/or Board of Trustees
- Other official or historical materials
- Limited and appropriate merchandise

The University seal should never be used in an informal, daily manner, such as on notepaper or napkins. Instead, the University wordmark may be used.

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Web Developer	Robert Smith	732.263.5388	resmith@monmouth.edu
Web Developer	Steven Grabowski	732.263.5643	sgrabosk@monmouth.edu

**INSTRUCTIONAL SUPPORT**

Megan Allas from Instructional Support is a free resource for faculty and administration to use for graphic needs. Megan is responsible for creating visual concepts for various applications, including, but not limited to logos, posters, web pages, and e-learning applications. If you have an inquiry, please contact Megan directly.

TITLE	NAME	PHONE	EMAIL
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**ATHLETICS MARKETING & COMMUNICATIONS**

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