## Contents

### 1.0 INTRODUCTION
1.1 Why A Visual Identity System?
1.2 Drew Visual Identity and Messaging Guide Policy
1.3 Contacts For Advice, Approvals and Graphics

### 2.0 BASIC ELEMENTS
2.1 The Drew Logotype
2.2 Logotype with University Signatures
2.3 Logotype with School Signatures
2.4 Logotype with Department, Program or Center Signatures
2.5 Logotype with Department, Program or Center Signatures Continued
2.6 University Seal
2.7 University Shield
2.8 Specifications for Print and Merchandise
2.9 Specifications for Electronic Communications
2.10 Unacceptable Uses of Logotype
2.11 Unacceptable Uses of Logotype Continued
2.12 Unacceptable Uses of Logotype Continued

### 3.0 SECONDARY ELEMENTS
3.1 Drew_City logotype
3.2 Undergraduate Recruitment Mark
3.3 Undergraduate Recruitment Mark Continued

### 4.0 COLOR
4.1 Primary Color Palette
4.2 One–Color Reproduction
4.3 Two–Color Reproduction
4.4 Unacceptable Logotype Color Treatments
4.5 Unacceptable Signature Color Treatments

### 5.0 TYPOGRAPHY
5.1 Primary Typefaces
5.2 Primary Typefaces Continued
5.3 Alternate Typefaces

### 6.0 TEMPLATES
6.1 Templates
6.2 Ordering Stationery
6.3 Email Signatures

### 7.0 DREW ATHLETICS LOGOS
7.1 Drew Athletics Logos
7.2 Drew Athletics Logos Continued

### 8.0 APPENDIX
8.1 Identity Matrix
8.2 Glossary
INTRODUCTION

1.0

1.1 Why A Visual Identity System?
1.2 Drew Visual Identity and Messaging Guide Policy
1.3 Contacts For Advice, Approvals and Graphics
Why a Visual Identity System?

Think of great brands like Nike or Apple and you are likely to picture the iconic “swoosh” or bitten apple. You might even look for these logos when shopping for athletic apparel or electronics because they are shortcuts in your mind for exceptional products and user experience.

The same is true in higher education. When you see the orange tiger paw you think of the athletic competitors at Clemson University. When you see the blue “Middlebury” wordmark you identify it with elite liberal arts studies.

In each case, a uniform visual system of graphic symbols, typography and color helped to build the identity of these institutions. Over time, these visual cues came to represents the attributes for which the institution is known and serve to reinforce those attributes in the minds of students, employees, alumni and donors.

To take advantage of this potential, Drew University has developed a visual identity system that unites all of campus—every school, department, program and office—under the Drew logotype.

Every member of the university community plays an important role in bringing this identity to life and maintaining its integrity. This is done through consistent use throughout all media and channels—including publications, display, direct mail, advertising, promotional products, web pages, email and other electronic formats—to both internal and external audiences. With consistent use, this visual identity system will serve to increase Drew’s overall public recognition.
Drew Visual Identity and Messaging Guide Policy

The Office of Communications is responsible for:

• Developing the branding and visual identity system.
• Managing and monitoring the use of the branding system.
• Providing resources and guidance for proper implementation of the branding system.
• Ensuring that the brand of the university is preserved through effective, consistent messaging and design.

Since the power of a strong visual identity system can only be realized through consistent application over time, it is Drew University’s policy that the official logotype, signatures and marks as described in this guide are the only sanctioned marks for use across the university system.

• The logotype, signatures and marks replace all other logos and marks at Drew.
• All university units must use the Drew logotype and the unified visual identity system.
• No other marks or symbols may be used to represent the university as a whole or any unit.
• The visual identity system applies to all forms of university communication.
Contacts for Advice, Approvals and Graphics

The Office of Communications is here to support university units in using elements of the visual identity system and in crafting consistent messaging.

To request specific visual elements in the system, contact Margaret Kiernan, senior director of creative services at mkiernan@drew.edu or extension 3236.

For questions about messaging, contact Faith Jackson, director of communications, at fjackson@drew.edu or extension 3947.

STATIONERY

Standard letterhead and envelopes may be ordered through the STORES Requisition Form found at drew.edu/fba/faculty-staff/stores-requisition-form. Employees may create personalized letterhead using the Communications Toolkit template at drew.edu/Communications/toolkit. Business cards may be purchased on the Drew University Staples online store. If you do not have access, please contact Maria Zaccagnini in Purchasing at mzaccagn@drew.edu.

STUDENTS

Student groups may use the Drew visual identity, including Drew marks and taglines on commercial goods, promotional giveaways and specialty items, WITH PRIOR APPROVAL from the Office of Communications and provided they adhere to the guidelines specified in this guide. Individual students are not permitted to use the university’s marks.

ALUMNI

Alumni groups may use the Drew visual identity, including the Drew marks and taglines, with prior approval from the Office of Alumni Relations and provided they adhere to the guidelines specified in this guide. Alumni should contact the Alumni Relations office at 973.408.3229 or alumni@drew.edu. Individual alumni are not permitted to use the university’s marks.

UNAFFILIATED ENTITIES

Any individuals, groups or companies external to the university wishing further information regarding the use of Drew marks should contact Margaret Kiernan in the Office of Communications at mkiernan@drew.edu or 973.408.3236.
2.1 The Drew Logotype
2.2 Logotype with University Signatures
2.3 Logotype with School Signatures
2.4 Logotype with Department, Program or Center Signatures
2.5 Logotype with Department, Program or Center Signatures Continued
2.6 University Seal
2.7 University Shield
2.8 Specifications for Print and Merchandise
2.9 Specifications for Electronic Communications
2.10 Unacceptable Uses of Logotype
2.11 Unacceptable Uses Continued
2.12 Unacceptable Uses Continued
The Drew Logotype

The Drew logotype or logo, is the primary element of the Drew visual identity system and must appear on all communications representing Drew University. It may not be modified.

This Drew logotype, appearing alone, is the visual representation for the university.

The logotype may be downloaded in various electronic formats at drew.edu/Communications/toolkit.

Only one secondary typographic element, called a signature, may be added to the Drew logotype. This element can be the full university name, or the name of the particular school, unit or program. As a general rule, it is always preferable to use the highest level logo representation that will adequately communicate your identity as part of Drew.

The Drew logotype may not be attached to any typographic or graphic element other than those described on the following pages.

Please note that the full name of the university—Drew University—must appear somewhere on all official Drew communications. This may be achieved by using the full name of the university in:

1. Body text
2. Displayed address
3. Logotype signature

DREW_LOGOTYPE

The Drew logotype is a custom-designed graphic and may not be altered in any way.

DREW_LOGOTYPE_IN BLACK BOX

The Drew logotype knocked-out in a black box is a branding style used for Drew admission materials.
Logotype with University Signatures

In situations where the logo needs to communicate the university’s name, you may use the Drew logotype university signature with address and Drew website in its 1-color or 2-color form. The 1-color version utilizes black or Pantone®417. The 2-color version utilizes the primary blue and gray colors for the Drew visual identity system, Pantone® 2955 and Pantone®417. Equivalent color formulas for four-color printing and digital media are provided in section 3.3.

Download the university signature logotype at drew.edu/Communications/toolkit.
Logotype with School Signatures

Each of Drew’s three schools has its own signature. Schools are prohibited from creating signatures on their own. Signatures may be downloaded in various electronic formats at drew.edu/Communications/toolkit.
Department of Economics

Office of Alumni Relations

Center for Civic Engagement

Logotype with Department, Program or Center Signatures

The name of academic and administrative departments and programs within Drew University may be combined with the Drew logotype as a signature. In all cases, the official name of the program must be used. Academic departments are always referred to as “Department of [Subject]”; administrative offices are always referred to as “Office of [Unit]”; centers are always referred to as “Center for/on [Name]”. Names do not include symbols (e.g., “@” may not replace “at”) unless it is part of the official name.

Major centers within the university that contain many subunits (such as schools or large administrative divisions) will need to develop and issue guidelines as to whether their subunits should always use the larger center signature or whether all or some of their subunits may use subunit signatures. As a general rule, it is preferable for subunits to use the signature of their largest umbrella center, but this needs to be addressed on an individual basis.

Contact mkiernan@drew.edu to request the creation of a specific signature for the Communications Toolkit.
Logotype with Department, Program or Center Signatures  Continued

The department, program or center name may not exceed an additional half-width of the Drew logotype. If the name requires two lines, it is preferable for the second line to be shorter. In creating unit signature files for users, Communications considers exceptions to these rules when necessary.

Departments and programs are prohibited from creating signatures on their own. Signatures may be downloaded in various electronic formats at drew.edu/Communications/toolkit.

If your department signature needs to be created, contact mkiernan@drew.edu.

Starting with a digital Drew logotype template (DREW_LOGOTYPE) at the standard reference size of 2 inches in width, the unit name typography is Metric Medium 15.6 pt. type. The space from the baseline of the Drew logotype template (DREW_LOGOTYPE) to the unit name typography equals the same space as the cap height measurement of the unit name.

When two lines of copy are needed, the leading will equal the same as the point size being used for the unit name.
University Seal

This is the official university seal. It has very limited use, primarily on official university documents, such as contracts, deeds and academic diplomas.

All such uses require the prior approval of the Office of Communications.

The official university seal is a stand-alone mark of the university, which may not be combined with the Drew logotype.
University Shield

This university shield was created in 1961 to create a more modern look for the university’s image. The shield no longer serves as the university logo as it has been replaced by the new DREW logotype. There are two exceptions to this rule. The Office of the President and the Advancement Office have permission to use the seal for specific communications.
Specifications for Print and Merchandise

The Drew logotype and signatures should be produced at a reasonable size to maintain legibility. Minimum standards are illustrated and described in this section of the guide.

In print usage, the Drew logotype must never be smaller than 1 inch wide. The logotype with signature should never be smaller than 1.25 inches wide. On merchandise, there is no minimum size requirement, but the type needs to remain legible.

For both print and merchandise, there must be a minimum clear space around the logotype equal to the cap “D” height. The light blue area in the diagrams to the left indicates the amount of space that must be maintained between the logotype and any other element, including the edge of a page.

The clear space requirement is intended to prevent the Drew logotype from being crowded by other typographic or graphic elements. In some very large or very small formats, it is possible that the clear space requirement may need to be modified.

Questions regarding possible exceptions should be directed to mkiernan@drew.edu.
Specifications for Electronic Communications

The Drew logotype and signatures must appear on webpages and e-communications at a reasonable size to maintain legibility. Minimum standards are illustrated and described in this section of the guide.

For electronic usage, the minimum size of the Drew logotype is 170 pixels wide, with a 20-pixels-wide border of clear space around the logotype.
Unacceptable Uses of Logotype

It is extremely important for brand success that the Drew logotype and signatures be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all elements.

The examples on this and the following pages illustrate unacceptable displays.

For acceptable applications of the Drew logotype and its optional signatures see the usage matrix on page 9.1.

1. Do not distort any portion of the logotype/signature.
2. Do not crop any portion of the logotype/signature.
3. Do not tilt the logotype/signature.
4. Do not rotate the logotype/signature. (An obvious exception to this guideline would be a vertical street pole banner with “Drew” appearing as the primary element in a vertical position by necessity.)
5. Do not rearrange components in the signature.
6. Do not alter the alignment of any component of the signature.
Unacceptable Uses of Logotype
Continued

7. Do not alter the relative size of the logotype and the unit signature.
8. Do not alter the typeface of the Drew logotype.
9. Do not alter the typeface of the signature.
10. Do not alter the type style (e.g., from all caps to cap/lowercase) of the signature.
11. Do not add a drop shadow to any part of the signature.
12. Do not combine the official university seal with the logotype.
13. Do not alter the relative size of the logotype and informal seal.
14. Do not combine the informal seal with a unit signature. It may only be used with the Drew logotype alone, with the university signature or with a campus signature.
Unacceptable Uses of Logotype
Continued

Do not stack multiple signatures, such as placing a:

15. University signature with a unit name
16. Campus signature with a unit name
17. Unit signature with a department name
18. Unit signature with a subunit name
19. Do not separate the “D” from the Drew logotype and use it as a freestanding graphic or mark.
20. Do not violate the minimum clear space requirements by attaching type or graphics to the logotype.
21. Do not make the Drew logotype any color other than grey, blue or white.
22. Do not add an outline to the logotype.
SECONDARY ELEMENTS

3.0

3.1  Drew_City logotype
3.2  Undergraduate Recruitment Mark
3.3  Undergraduate Recruitment Mark
     Continued
The *Drew_City logotype* or logo, is a secondary element of the Drew visual identity system. It may not be modified.

This *Drew_City logotype* may be used in its 1-color or 2-color form. The 1-color version utilizes black or blue Pantone® 2955 or gray Pantone® 417 colors. The 2-color version utilizes the primary blue and gray colors for the Drew visual identity system, Pantone® 2955 and Pantone® 417. Equivalent color formulas for four-color printing and digital media are provided in section 3.3.

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**SECONDARY ELEMENTS 3.1**

**DREW_CITY_LOGOTYPE 1-Color**

The *Drew_City logotype* is a decorative element in the branding system. It is a custom-designed graphic and may not be altered in any way.

**DREW_CITY_LOGOTYPE 2-Color**

The *Drew_City logotype* is a decorative element in the branding system. It is a custom-designed graphic and may not be altered in any way.
Undergraduate Recruitment Mark

Most undergraduate recruitment marketing materials for the University will include the statement, “Declare Yourself.”

Version 1, three-lined stacked statement, in conjunction with the Drew logo in the black box lockup, is the preferred version when used on front covers of marketing materials. The statement rests within a color block on a wooden background.

The box and stacked text treatment may be used for other statements or titles, particularly for brochures and advertisements.

See section 4 for more details on the Drew color palette.
A two-lined stacked statement may be used as a stand-alone element or in conjunction with the Drew logo in the black box lockup, or next to a Drew logo box.
COLOR

4.0

4.1 Primary Color Palette
4.2 One-Color Reproduction
4.3 Two-Color Reproduction
4.4 Unacceptable Logotype Color Treatments
4.5 Unacceptable Signature Color Treatments
# Primary Color Palette

The primary colors for the Drew visual identity system are Pantone® 2955 and Pantone® 417 and black. Equivalent color formulas for four-color printing and digital media are provided to the left.

The preferred color treatment for the Drew logotype and signature is shown below.

<table>
<thead>
<tr>
<th>BASIC Pantone® Matching System</th>
<th>PRINT Four-Color Process</th>
<th>ELECTRONIC Web/Video Usage/HEX Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE® 2955</td>
<td>C100 M55 Y10 K48</td>
<td>1A3A59</td>
</tr>
<tr>
<td>PANTONE® 417</td>
<td>C51 M39 Y48 K21</td>
<td>6E6F66</td>
</tr>
<tr>
<td>BLACK</td>
<td>K100</td>
<td>252723</td>
</tr>
</tbody>
</table>

The preferred color for the Drew logotype is always (Pantone® 2955). It can also appear in black or white.

The preferred color for the signature is always black and a percentage of black. It can also appear in blue for one color project and or white when it needs to reverse from a color background.
One-Color Reproduction

When only one color is available for printing, the Drew logotype and signature may only be reproduced in blue, gray, black or white, as shown in the examples on this page.

1. Blue (Pantone 2955) on a white background
2. Gray (Pantone 417) on a white background
3. White on a black background
4. White on a Blue (Pantone 2955) background
5. White on a Gray (Pantone 417) background
6. White on a background that is not in the primary color palette

Notes: Text boxes represent backgrounds. They are not part of the logo.
Two-Color Reproduction

This section provides examples of acceptable two-color presentations of the logotype and signature.

1. Pantone® 2955 and 417
2. Same color break on a cream paper stock
3. White on a black background
4. White on a dark background
5 & 6. White and black on mid-toned background

Notes: Text boxes represent backgrounds. They are not part of the logo.
Unacceptable Logotype Color Treatments

The preferred color for the Drew logotype is always Pantone® 2955. See page 3.1 for the equivalent color formulas for four-color process printing and for web and video usage. Pantone® 417 and white are the only other acceptable color treatments.

1. Do not use other colors in the supplementary color palette.

2. Do not apply a tint to the logotype.
Unacceptable Signature Color Treatments

The preferred color for the signature is always Pantone® 2955. Pantone® 417 and white are the only other acceptable color treatments.

1. Do not switch the primary palette colors around among the components of the signature.

2. Do not substitute other colors, including those in the supplementary color palette, except black.

3. Do not apply a tint to any component of the signature.
5.1 Primary Typefaces
5.2 Primary Typefaces Continued
5.3 Alternate Typefaces
Primary Typefaces

The Swift and Metric font families are the primary typefaces for Drew University communications.

The two typefaces allow for flexibility and creative expression in text and display.

Swift (Serif)

LIGHT
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT ITALIC
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOOK
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOOK ITALIC
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM ITALIC
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEAVY
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEAVY ITALIC
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLACK CONDENSED
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
### Primary Typefaces Continued

**Sources**
Should you want to purchase these typefaces independently, they are available for both Windows and Macintosh platforms and may be purchased from—among others—the following sources:

- **Swift:** Linotype GmbH
  linotype.com
- **Metric:** Village
  vllg.com

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#### Metric (San Serif)

**THIN**

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<thead>
<tr>
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<th>Lowercase Letters</th>
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<tbody>
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</table>

**THIN ITALIC**

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<th>Numbers</th>
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**LIGHT**

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**LIGHT ITALIC**

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**REGULAR**

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</table>

**REGULAR ITALIC**

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**MEDIUM**

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**MEDIUM ITALIC**

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**BOLD**

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**BOLD ITALIC**

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<td>1234567890</td>
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**BLACK**

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**BLACK ITALIC**

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<td>1234567890</td>
</tr>
</tbody>
</table>
5.3 Alternate Typefaces

If you do not wish to purchase the Swift and Metric font families, the Times Roman and Arial font families are alternate typefaces.
6.0 TEMPLATES

6.1 Templates
6.2 Ordering Stationery
6.3 Email Signatures
The Office of Communications has created templates for common types of communications such as stationery, envelopes, business cards, email signatures and more. These are an essential part of the Drew visual identity system and are to be used by all units within the university.

June 21, 2016
Mr. John Smith
Organization
Street Address
City, ST 00000-0000

Dear Mr. Smith:

This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try. This is dummy copy so you know how to set up a Drew letterhead for all mailings. It is important that all members of the university try.

Sincerely,

John L. Doe
**Ordering Stationery**

Drew University has contracted with an outside vendor to be the university’s preferred vendor for stationery products. The stationery items shown in this chapter can be ordered electronically online, through Auxiliary Services, by going to the following page: drew.edu/auxiliary-services/about-us/duplicating-services/
Email Signatures

Drew University employees should either use plain text email signatures or use one of the Drew-branded email signature templates we have provided. There are several to choose from. Templates and instructions on how to use them can be found at drew.edu/emailfooter
7.0 DREW ATHLETIC LOGOS

7.1 Drew Athletic Logos
7.2 Drew Athletic Logos Continued
The Drew Primary Sport Specific logos also include logos with the name of each varsity sport.
To view all logos, go to drewrangers.com/logos.
Use of logos must be approved by the Drew University Office of Communications or the Drew Athletic department.
Drew Athletic Logos
continued

The Official Drew Athletic logo is the Drew Bear with the Drew “D”.

Other Drew Athletic logos consist of the:
- Drew Bear Head Logo
- Drew Rangers Textmark
- Primary Sport Specific logo
- Secondary Sport Specific Logo

The Drew Primary Sport Specific logos also include logos with the name of each varsity sport.

To view all logos, go to drewrangers.com/logos.

Use of logos must be approved by the Drew University Office of Communications or the Drew Athletic department.
APPENDIX 8.0

9.1 Identity Matrix
9.2 Glossary
## Identity Matrix

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<th>DREW LOGOTYPE</th>
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Glossary

CAP HEIGHT A unit of measurement describing the height of the left vertical of the large initial “R” in the Drew logotype. This unit is used when establishing the clear space for the logotype or signature.

COLOR PALETTE A selection of specific colors that are chosen to coordinate, contrast or harmonize, as an aide to maintaining a desired degree of consistency within a visual identity system.

FONT A complete set of type of one size and face. Garamond Italic 12 point is a font.

IDENTITY MANUAL A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype, stationery system, common print and web applications and examples of use on merchandise.

LOGO A generic term for a unique graphic symbol, display of a name or a combination of both, that is used to represent a product, company, organization or other entity.

LOGOTYPE A logo composed of type.

MARK A generic term for a unique graphic symbol, used interchangeably with “logo.”

MASTER BRAND The overarching identifier of an entity or organization. Also an identity strategy that applies the name of the overarching brand to all subunits.

PRIMARY COLOR PALETTE The core selection of identifying colors that are used in a logo.

SEAL In an institution, the official logo used on legal or ceremonial documents, often rendered within a circular shape.

SERIF/SANS SERIF In typography, a sans serif typeface is one that does not have the small thorn-like features called “serifs” at the end of strokes within letters.

SIGNATURE The combination of the logotype with an additional more specific identifier.

SUPPLEMENTARY COLOR PALETTE A selection of colors designed to supplement the primary color palette for use in all related communications except the logo itself.

TAG LINE A slogan used to support the identity.

TEMPLATE A file with an associated style sheet and all standing and serial elements in place on a master page, used for publications following the same design.

TYPEFACE The set of characters including uppercase and lowercase alphabetical characters, numbers, punctuation and special characters. A single typeface contains many fonts of different sizes and styles. Garamond is a typeface.

TYPE FAMILY A group of fonts of the same basic design but with different weights and proportions. Garamond is also a type family.

UNITS Subdivisions of the overarching organization.

UNIT SIGNATURE The typographic addition to the Drew logotype that may be used to designate a specific unit.

X-HEIGHT A unit of measurement describing the height of the small “T” in the Drew logotype. This unit is used when establishing the location of the informal seal and/or unit signature relative to the logotype.