

BUSINESS CARDS

The University's copy centers are responsible for the production of all Fairleigh Dickinson University business cards (Illustration H). There is a link on the copy center website, www.fdu.edu/copiesplus, to order business cards.

Be sure you have your department's account number before ordering cards. Business cards are ordered in lots of 500. If more than 500 copies are needed, send in multiple orders. If University faculty or administrators have offices on more than one campus, separate cards should be prepared for each office; more than one campus address is not permitted on the business card.



Illustration H

PROPER USE OF UNIVERSITY IDENTITIES

Working with the following offices will ensure compliance and consistency with the University logo and identity guidelines.

- Office of University Advancement (including the Office of Communications and Marketing and the Office of Publications)
- Copies Plus (the University copy centers)
- Office of Enrollment Management

If you plan to self-publish off-campus, you will want to be sure you have approval for use of the University identity by the Office of University Advancement or the Office of Communications and Marketing as well as approval from the Office of Purchasing to print off-site.

To properly reduce logo files for the Web, it is important to consult with the University Webmaster.

DOWNLOADING IDENTITY IMAGES

The University logo and identity marks using FDU are available for download in monochrome or color in low (Web use) and high resolution (print use) at www.fdu.edu/graphicstandards or by calling the University Office of Publications at 201-692-7027. The University seal can only be obtained by contacting the publications office directly.

About Fairleigh Dickinson University's Visual Identity

The purpose of Fairleigh Dickinson University's visual identity program is to present a unified image or brand of the institution through the consistent uses of a graphic symbol and typeface along with accompanying elements, such as college, school or department name. These elements all come together on documents such as cards, letterheads and envelopes as well as marketing pieces both for print or the Web. Consistency in image presentation cannot be overemphasized. It is through these key visual identity images that we present a clear identity to the public as we help brand Fairleigh Dickinson University in the mind of its many constituents.

Fairleigh Dickinson University introduced a comprehensive visual identity in 2000. A series of updates in 2011 featured a new typeface, a revised shield and new marks using the letters FDU.

If you have questions on the appropriate use of the University logo, the University seal or the marks featuring the letters FDU, contact the Office of Communications and Marketing. You can also reach out to the University Office of Publications or seek advice from the graphic design staff at Copies Plus at the College at Florham or the Metropolitan Campus.

THE LEADER IN GLOBAL EDUCATION



**FAIRLEIGH
DICKINSON
UNIVERSITY**

GRAPHIC STANDARDS GUIDE

Fairleigh Dickinson University's identity is represented most prominently by the University logo (above). Proper use of the University identity helps assure a uniform marketing brand. This style guide will answer your questions on the use and application of the University identification marks and the colors to use, as well as where to obtain high-resolution electronic files for printing and lower-resolution files for use on the World Wide Web.

Office of Communications and Marketing

Metropolitan Campus
1000 River Road (H-DH3-15)
Teaneck, New Jersey 07666
www.fdu.edu
201-692-7337



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UNIVERSITY LOGO

The University logo is a combination of the words Fairleigh Dickinson University in the traditional serif typeface Adobe® Caslon Pro, along with an updated University shield, reflecting the University’s historic roots. The original University shield was designed by the late Loyd Haberly, distinguished professor of English.

The roses designate the College at Florham in Madison, N.J., because Madison is often called the Rose City. The swan is a riverine symbol for the Metropolitan Campus, Teaneck, N.J., which sits astride the Hackensack River.

The battlemented band across the shield represents the Castle on the former Rutherford Campus, the site of the University’s founding. The four towers on the band represent the University’s four current campuses (Metropolitan Campus; College at Florham; Wroxton College/Wroxton, England; and FDU-Vancouver/Vancouver, British Columbia, Canada).

The motto, *Fortiter et Suaviter*, while subject to varying interpretations, was translated by the University founder Peter Sammartino as “Bravely and Pleasurably.”



Illustration A

Illustration B

The logo pictured in Illustration A is the boldest representation of the University identity and, whenever possible, it should be used in print and Web applications. It includes the University tagline but, in certain cases, it will be permissible to use the logo without the University tagline.

Illustration B shows the use of the logo with a secondary brand. This is the University’s desired way for colleges, schools and departments to personalize the University identity. The secondary branded logo does not use the University tagline.

The shield is an integral part of the University logo and the official University seal and is not designed to be used as a freestanding graphic.

UNIVERSITY SEAL

The University seal has been redrawn and given a more contemporary look (Illustration C). The seal is the more formal representation of the University identity and is reserved primarily for presidential documents, legal papers, University citations and diplomas.

The seal also is a key element in the University signage program because its size fits neatly on both welcome signs and building-identification signs.

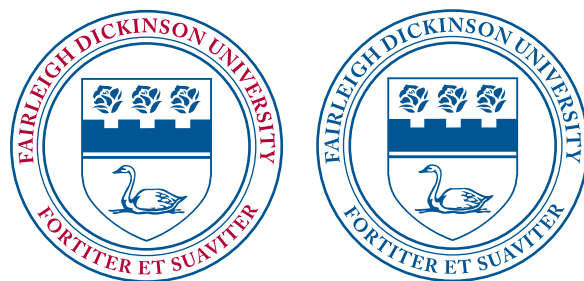


Illustration C

IDENTITY MARKS USING FDU

The new three-letter FDU marks (Illustration D) include a two-color (red and blue) logo with the letters FDU either in red or white reversed out of a red block. They also can be used in a single dark color (i.e. black, blue, etc.). These marks featuring FDU incorporate a new, simplified rendition of the shield with traditional campus symbols including the rose (College at Florham), swan (Metropolitan Campus) and four towers representing the four University campus locations.



Illustration D

The marks featuring the letters FDU are not to be used on formal University documents or marketing materials unless as a secondary brand. Nor should these marks be used with the University tagline. The shield is in no way to be separated and used apart from the initials FDU.

These new identity marks provide attractive elements to use for various promotions and merchandise, from T-shirts to pens and other items.

IDENTITY COLORS

The University colors for use in the logo, seal and the identity marks using FDU are Pantone 294 blue and Pantone 201 red. You may also print them in a solid black or Pantone 294.



It is also permissible to use the logo in a reverse format, but be sure to use a dark color so the shield and words are readable (Illustration E). For assistance with colors for reversible logos, contact the University Office of Publications at 201-692-7027.

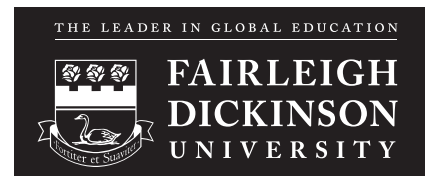


Illustration E

TYPOGRAPHY

The University identity typeface is Adobe® Caslon Pro (Illustration F), a serif face designed by William Caslon and dating back to 1722. Caslon is cited as the first original typeface of English origin. The typeface is characterized by short ascenders and descenders and bracketed serifs. There are a number of Caslon renditions available and in use today. The version used by the University identity is Adobe® Caslon Pro. Do not create the University identity using your computer’s Caslon font.

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Illustration F

LETTERHEAD & ENVELOPES

Copies Plus (the University copy centers) is the source for college and department letterhead and envelopes. Most orders of letterhead and envelopes are printed in-house at the Metropolitan Campus. Large orders of stationery and business envelopes or unusually-sized or window envelopes are handled by the copy centers, but printed by an outside printing partner.

Letterheads and envelopes can be personalized only in reference to a particular college or department. Individual name personalization is not permitted on letterhead or envelopes for regular business communication.

A sample of the University letterhead design personalized for a department is shown in Illustration G. The University does not use pre-printed second sheets. The sample also shows the best layout for letters.

Letterheads and envelopes can be ordered online from the copy centers or you may discuss your needs with the Metropolitan Campus or College at Florham copy center staff.



Illustration G