DREW
UNIVERSITY

Toolkit

OFFICIAL BRANDING GUIDELINES | OFFICE OF COMMUNICATIONS

Table of Contents

Logos, Colors, Fonts

Drew Brand Assets

Official University Logo

The official University logo includes the word "UNIVERSITY" below the Drew wordmark. It should be used on all University marketing assets.

Downloading logos:
To download Drew logos, go to "The Communications Toolkit" located on the Communications Department web page:
drew.edu/toolkit

Official File Names:

001_A_Drew University Stacked-Dark Blue CYMK_Official.ai
001_B_Drew University Stacked-Dark Blue CYMK_Official.png

001_C_Drew University Stacked-BLUE_PMS 2955_Official.ai
001_D_Drew University Stacked-BLUE_PMS 2955_Official.png

001_E_Drew University Stacked-WHITE_Official.ai
001_F_Drew University Stacked-WHITE_Official.png

Note: logo has a transparent background.
The blue background is not part of the file

Address Lockup

**The address lockup includes
"Madison, New Jersey"
below the official University logo.**

Downloading logos:
To download Drew logos, go to
"The Communications Toolkit"
located on the Communications
Department web page:
drew.edu/toolkit

**DREW
UNIVERSITY
MADISON, NEW JERSEY**

Official File Names:

002_A_Drew & MadisonNJ-Dark Blue CYMK_Official.ai
002_B_Drew & MadisonNJ-Dark Blue CYMK_Official.png

**DREW
UNIVERSITY
MADISON, NEW JERSEY**

002_C_Drew & MadisonNJ-BLUE_PMS 2955_Official.ai
002_D_Drew & MadisonNJ-BLUE_PMS 2955_Official.png

**DREW
UNIVERSITY
MADISON, NEW JERSEY**

002_E_Drew & MadisonNJ-WHITE_Official.ai
002_F_Drew & MadisonNJ-WHITE_Official.png

Note: logo has a transparent background.
The blue background is not part of the file.

Official Graduate School Logos

The official Graduate School logos include the Drew wordmark with the name of the school below it.

Downloading logos:
To download Graduate School logos, go to "The Communications Toolkit" located on the Communications Department web page:
drew.edu/toolkit

DREW
CASPERSEN SCHOOL OF GRADUATE STUDIES

DREW
THEOLOGICAL SCHOOL

Athletics Logos

Downloading logos:
To download Drew Athletic logos, go to "The Communications Toolkit" located on the Communications Department web page:
drew.edu/toolkit

File names:

005_A_Drew University Blue Bear Head_Official.ai

005_B_Drew University Blue Bear Head_Official.png

005_C_Drew University D Bear Logo_Official.ai

005_D_Drew University D Bear Logo_Official.png

005_E_Drew University Rangers Logo_Official.ai
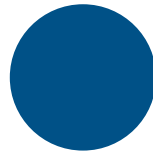
005_F_Drew University Rangers Logo_Official.png
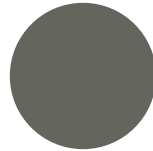
005_G_Drew University Bear Logo_Official.ai
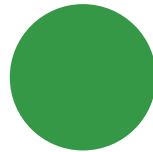
005_H_Drew University Bear Logo_Official.png

Colors

PRIMARY BRAND COLORS

PMS: 2955
CMYK: 100, 55 ,10, 48
HEX: 1A3A59

PMS: 417
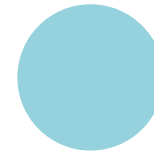**CMYK:** 51, 39, 48, 21
HEX: 6E6F66

PMS: 7740
CMYK: 80, 20, 100, 0
HEX: 3A9848

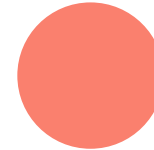**CMYK:** 30, 0, 100, 22
(For Theo School Only)

SECONDARY COLORS

PMS: 629
CMYK: 35, 3, 14, 0
HEX: 9BD3DD
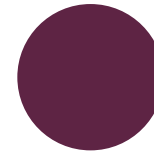
PMS: 229
CMYK: 53, 90 47, 40
HEX: 672146
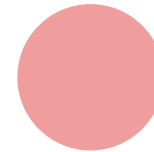
PMS: 4067
CMYK: 0, 43, 20, 0
HEX: E89E9D

PMS: 2344
CMYK: 0, 59, 49, 0
HEX: F18070

PMS: 2298
CMYK: 33, 0, 88, 0
HEX: B7DB57
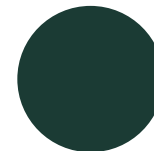
PMS: 560
**CMYK:** 87, 54, 68, 58
HEX: 1D3C34

University Shield

The 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.

Do not use the University Shield as the official logo**.**
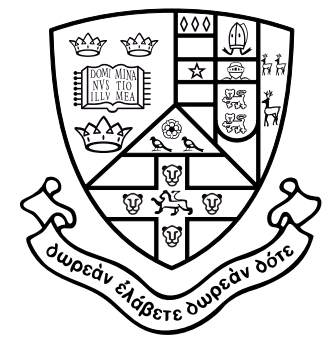
University Seal

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 prior approvals from the Drew University Office of Communications.

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

Fonts

Metric is Drew's primary font. It should be used for most of the Drew body copy and can also be used as headlines.

Noe is Drew's secondary typeface. Noe may be used sparingly with Metric to visually enhance copy in marketing materials.

METRIC REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

METRIC BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

NOE BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Fonts

1. Most copy, including all smaller body copy, should be typeset in Metric.

2. Use Noe sparingly and only at larger sizes. Noe should only be used to accentuate headlines, graphic quotes, and stats. Do not typeset paragraphs using Noe.

3. Only use the bold and black weights of Noe, and never set in all caps. Noe looks more graphic when tracked in -10pts.

ANATOMY OF A SAMPLE TYPESET PAGE

No one calls it
the Small Apple.

Drew is less than an hour from New York City—and that means your options for internships, externships, networking, and power-lunching are supersized. Drew students are regularly building up their resumes with impressive experience at organizations like BBC Worldwide, the New York Yankees, the Guggenheim Museum, and MTF Biologics.

epic_ **DREW UNIVERSITY / MADISON, NEW JERSEY**

HEADLINE
Metric Medium Tracked out loosely by 20pt for more of a headline "look."

NOE BLACK
The larger type size, heavier weight, and tight tracking (-10pt) contrasts with the portion of the headline set in Metric.

BODY
Metric Regular tracked out by 10pt.

EPIC GRAPHIC
Custom tracking use graphic asset.

FOOTER
Metric Semibold tracked out by 150pt.

Brand Assets

Drew Letterhead and Envelopes

Ordering Stationery

Drew University has contracted with an outside vendor to be the University's preferred vendor for stationery products.

Drew letterhead and envelopes can be ordered by contacting Kevin Healy at 973.408.3412 or khealy@drew.edu.

Digital Letterhead

Downloading digital letterhead
To download digital letterhead, go to "The Communications Toolkit" located on the Communications Department web page:
drew.edu/toolkit

DREW
UNIVERSITY

Office of Admissions
College of Liberal Arts
36 Madison Avenue
Madison, New Jersey 07940

e. admissions@drew.edu
p. 973.408.DREW
f. 973.408.3068
@drewadmissions
drew.edu/admissions-aid

DREW
UNIVERSITY

Office of Admissions
College of Liberal Arts
36 Madison Avenue
Madison, New Jersey 07940

Business Cards

Ordering Business Cards

Drew University has contracted with an outside vendor to be the University's preferred vendor for printing branded business cards.

To order University business cards, fill out the business card order form found on the Communications Department's web page: **drew.edu/toolkit**

If you have additional questions, contact Kevin Healy at khealy@drew.edu.

Samantha Smith Johnstone She/Her/Hers
Senior University Director of Finance & Billing of PR Management
Professor of Finance and Economics

Office of Finance
Madison House
36 Madison Avenue
Madison, NJ 07940

973.408.3621 c: 973.345.2312
ssmith@drew.edu
drew.edu

DREW
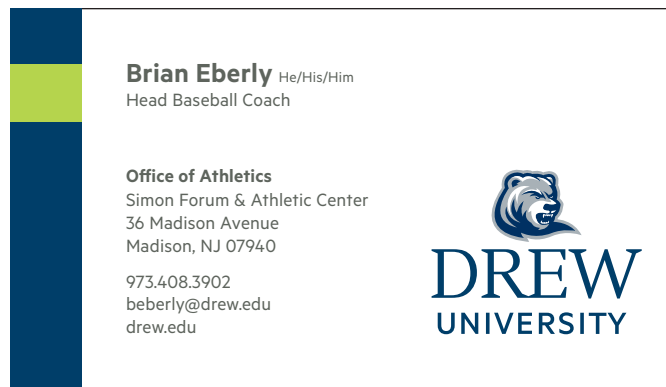UNIVERSITY

DREW
UNIVERSITY

drew.edu

Business Cards for Athletic Department

Ordering Athletic Department Business Cards

Drew University has contracted with an outside vendor to be the University's preferred vendor for printing branded business cards.

To order Athletics Drew University business cards, fill out the business card order form found on the Communications Department's web page: **drew.edu/toolkit**

If you have additional questions, contact Kevin Healy at khealy@drew.edu.

Brian Eberly He/His/Him
Head Baseball Coach

Office of Athletics
Simon Forum & Athletic Center
36 Madison Avenue
Madison, NJ 07940

973.408.3902
beberly@drew.edu
drew.edu

DREW UNIVERSITY

drew.edu/athletics

PowerPoint

AND GOOGLE SLIDE TEMPLATES

PowerPoint & Google Slide Templates

There are fours sets of PowerPoint and Google Slide Templates designed for the University:
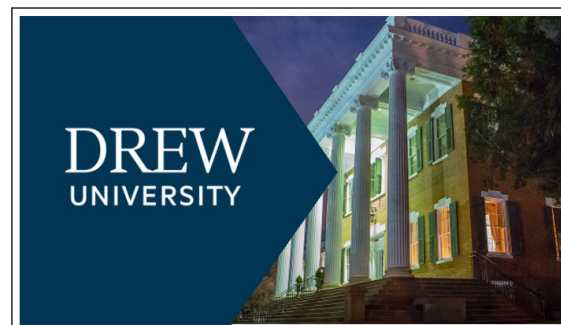
1. General
2. College of Liberal Arts
3. Caspersen School of Graduate Studies
4. Theological School
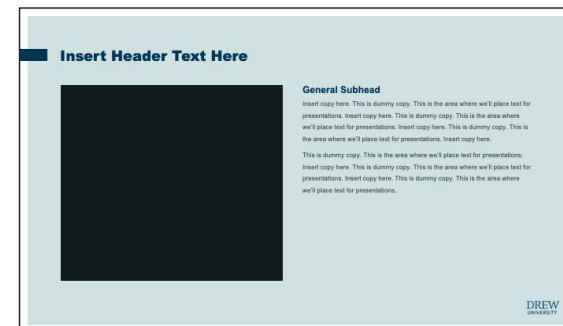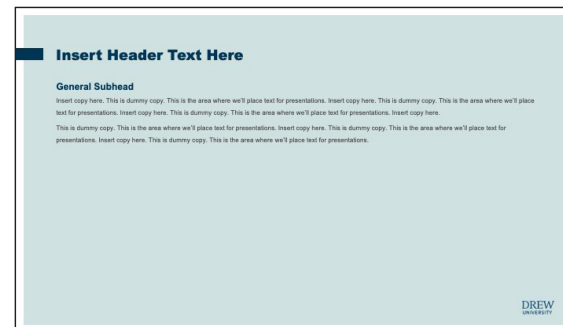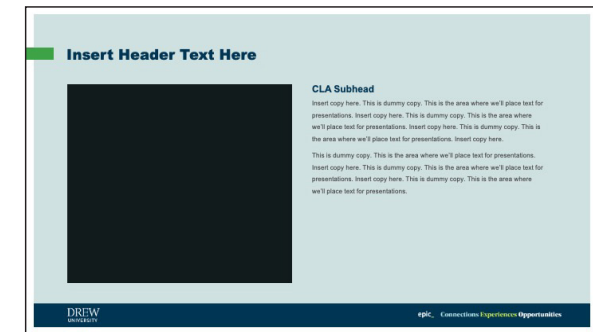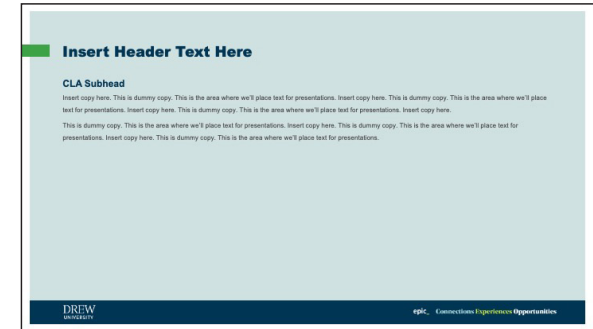
Downloading templates:
To download Drew PowerPoint templates or Google Slides go to "The Communications Toolkit" for specific instructions:

drew.edu/toolkit

General University Templates

Options for cover page
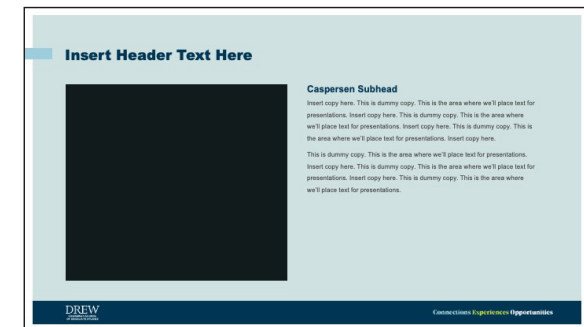
CLA PowerPoint & Google Slide Templates

Downloading templates:

To download Drew PowerPoint templates or Google Slides go to "The Communications Toolkit" for specific instructions:

drew.edu/toolkit

College of Liberal Arts Templates

Options for cover page

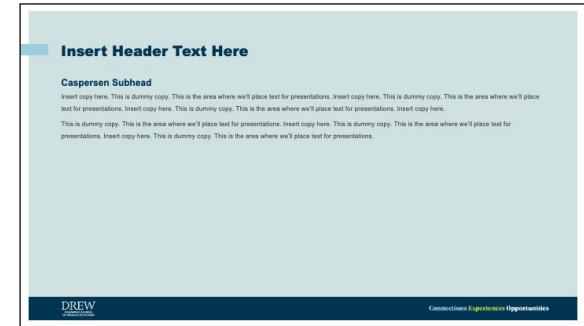# Caspersen School PowerPoint & Google Slide Templates

Downloading templates:

To download Drew PowerPoint templates or Google Slides go to "The Communications Toolkit" for specific instructions:

drew.edu/toolkit

Caspersen School of Graduate Studies Templates
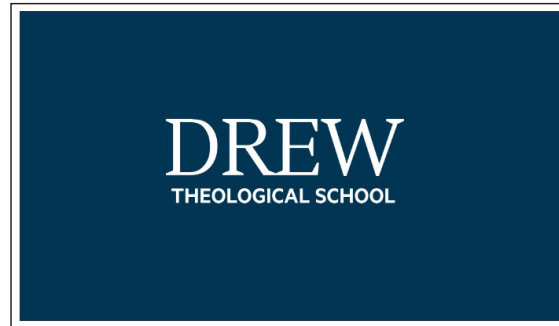

Options for cover page

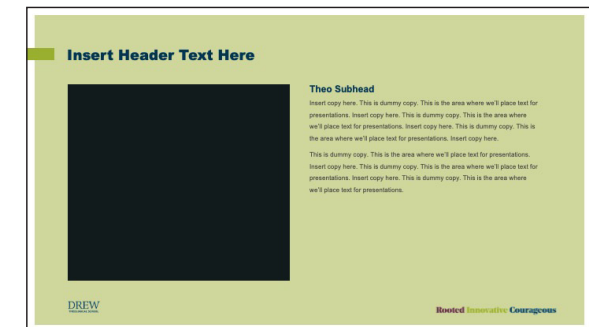# Theological School PowerPoint & Google Slide Templates
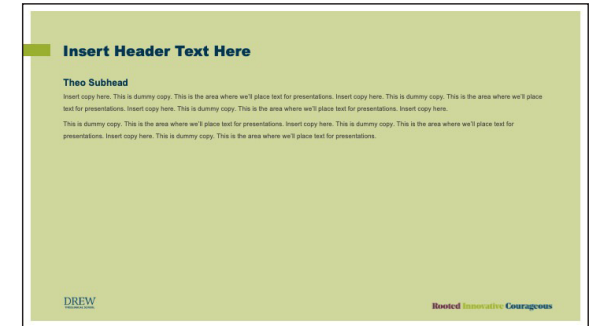
Downloading templates:

To download Drew PowerPoint templates or Google Slides go to "The Communications Toolkit" for specific instructions:

drew.edu/toolkit

Theological School PowerPoint Templates

Options for cover page
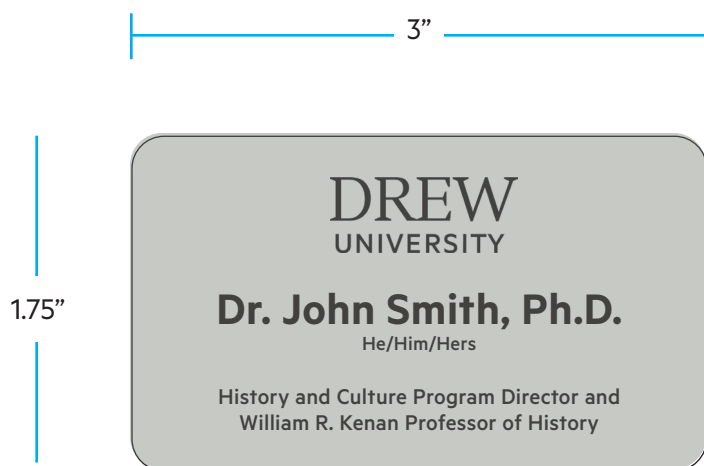
Nametags

Official Nametags:
Drew University requests that all University employees wear an official University nametag at all University events.
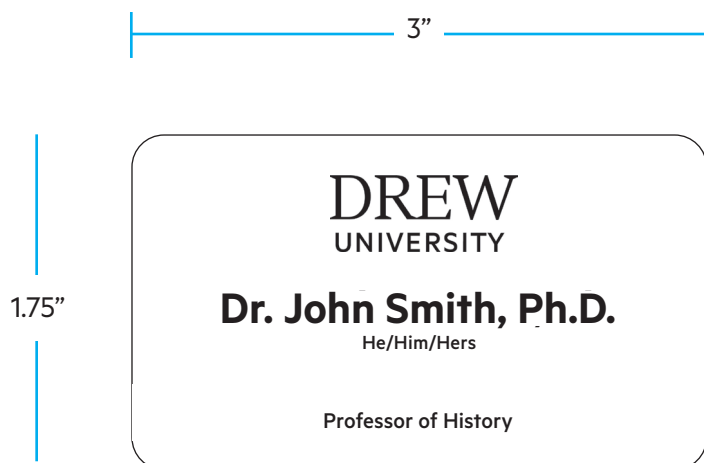
Ordering Nametags:
To order nametags, go to "The Communications Toolkit" for specific instructions:
drew.edu/toolkit

Official Nametags

3"

1.75"

DREW
UNIVERSITY

Dr. John Smith, Ph.D.
He/Him/Hers

**History and Culture Program Director and
William R. Kenan Professor of History**

General sample of nametag, title with two lines

3"

1.75"

DREW
UNIVERSITY

Dr. John Smith, Ph.D.
He/Him/Hers

Professor of History

General sample of nametag, title with one line

Name: 18 pt. Metric
Pronouns: 8 pt. Metric

Title: 9 pt. Metric Medium

Brushed Silver / Black

Color Selected for orders:
Brushed Silver

SIZE: 3" x 1.75"

Material:
Brushed Silver background
Rounded corners

Engraved Text:
Black

Back: Magnet

Email Signatures

Drew University employees are encouraged to set up and use an official email signature for all University email communications.

Instuctions for creating Email Signatures
To create a customized email signature, go to "The Communications Toolkit" and click on the "Signature Generator" link for specific instructions:
drew.edu/toolkit

Email Signature Options:

Option 1:

DREW UNIVERSITY

First Last Name, Pronouns
Title
Department/Secondary Title
Department/Location

Phone | drew.edu

Option 2:

DREW UNIVERSITY

First Last, Pronouns
Title
Department/Secondary Title
Department/Location

Phone | drew.edu