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 Undergraduate Recruitment Mark
3.2 Undergraduate Recruitment Mark Continued

4.0 COLOR
4.1 Primary Color Palette
4.2 College of Liberal Arts Color Palette
4.3 Color Palette for College Admissions Recruitment Materials
4.4 Theological School Color Palette
4.5 Color Palette for Theological School Materials
4.6 Caspersen School Color Palette
4.7 Color Palette for Caspersen School Materials
4.8 One–Color Reproduction
4.9 Two–Color Reproduction
4.10 Unacceptable Logotype Color Treatments
4.11 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 Letterhead
6.4 Letterhead: Full Size
6.5 Letterhead with Signature
6.6 Email Signatures
6.7 Envelope: Full Size
6.8 Business Card Specifications
6.9 Drew Athletics Business Card
6.10 Mailing Label
6.11 News Release Form

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

8.0 MESSAGING FOR DREW MARKETING
8.1 Recruitment Talking Points
8.2 What Launch Delivers
8.3 How Launch Happens
8.4 Theological School Mission Statement
8.5 Drew University 2020-2021 Outcomes

9.0 APPENDIX
9.1 Identity Matrix
9.2 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 represent the attributes for which the institution is known and serve to reinforce those attributes in the minds of students, employees, alums 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 & Marketing 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 Communications and University Branding at mkiernan@drew.edu or 973.408.3236.

For questions about messaging, contact Margaret Kiernan, senior director of Communications and University Branding at mkiernan@drew.edu or 973.408.3236.

STATIONERY AND BUSINESS CARDS

Standard letterhead, envelopes and business cards may be ordered through the Office of Purchasing by contacting Kevin Healy at 973.408.3412 or by emailing Kevin at khealy@drew.edu.

Employees may create personalized letterhead using the Communications Toolkit template at Drew.edu/Communications/toolkit.

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.

ALUMS

Alum 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. Alums should contact the Alumni Relations office at 973.408.3229 or alumni@drew.edu. Individual alums 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 & Marketing at
BASIC ELEMENTS 2.0

2.1 The Drew Logotype
2.2 Logotype with University Signatures
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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
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.
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.
2.8 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 Undergraduate Recruitment Mark
3.2 Undergraduate Recruitment Mark
Continued
MS in Finance student at Drew
Cecilia Kracht C’21
Drew has opened the door to many new
careers while continuing my education.
I’ve made with students, professors,
leadership development. The connections
learning, networking opportunities, and
opportunities for me through experiential

Undergraduate Recruitment Mark

Most undergraduate recruitment
marketing materials for the University
will include the statement, “LAUNCH
YOUR FUTURE.” Launch is our unique
approach to undergraduate education,
where life and career readiness is built
right into the Drew experience. Launch
provides a structure for each student
to identify a purpose, a pathway, and a
plan for achieving life and career goals
across their four years at Drew—and
beyond.
Undergraduate Recruitment Mark

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 College of Liberal Arts Color Palette
4.3 Color Palette for College Admissions Recruitment Materials
4.4 Theological School Color Palette
4.5 Color Palette for Theological School Materials
4.6 Caspersen School Color Palette
4.7 Color Palette for Caspersen School Materials
4.8 One–Color Reproduction
4.9 Two–Color Reproduction
4.10 Unacceptable Logotype Color Treatments
4.11 Unacceptable Signature Color Treatments
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.

**Secondary Color Palette**

It can also appear as all blue for one color print projects.

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.
### College Color Palette

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Hex Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLA WHITE</td>
<td>FFFFFF</td>
</tr>
<tr>
<td>CLA BLACK</td>
<td>252723</td>
</tr>
<tr>
<td>CLA C=60 M=40 Y=40 K=100</td>
<td>000003</td>
</tr>
<tr>
<td>CLA HIGHLIGHTER YELLOW C=0 M=0 Y=100</td>
<td>fff100</td>
</tr>
<tr>
<td>CLA FALL GOLD C=5 M=30 Y=100 K=0</td>
<td>f0b41c</td>
</tr>
<tr>
<td>CLA LIGHT GREEN C=30 M=0 Y=100 K=0</td>
<td>bed62f</td>
</tr>
<tr>
<td>CLA RANGER GREEN C=72 M=0 Y=90 K=0</td>
<td>44b657</td>
</tr>
<tr>
<td>CLA SKY BLUE C=100 M=0 Y=0 K=0</td>
<td>00adef</td>
</tr>
<tr>
<td>CLA TIPPLE POND BLUE C=80 M=50 Y=5 K=0</td>
<td>3a76b4</td>
</tr>
<tr>
<td>DREW RANGER BLUE C=100 M=55 Y=10 K=48 (PMS 2955)</td>
<td>003e68</td>
</tr>
<tr>
<td>CLA CHARCOAL GREY (PMS 417)</td>
<td>6e6f66</td>
</tr>
<tr>
<td>CLA TRAIN TRACK GREY (PMS 417) 75%</td>
<td>8a8a82</td>
</tr>
<tr>
<td>CLA SILVER GREY (PMS 417) 50%</td>
<td>a9a7a1</td>
</tr>
<tr>
<td>CLA MEAD HALL GHOST WHITE (PMS 417) 10%</td>
<td>eae8e5</td>
</tr>
</tbody>
</table>

### College of Liberal Arts Color Palette

The primary colors for the Drew visual identity system are Pantone® 2955, Pantone®417 and black. Equivalent color formulas for four-color printing and digital media are provided in this section.
Drew has opened the door to many new career opportunities for me through experiential learning and the connections I've made with students, professors, coaches, and alumni. The experiences have helped launch my leadership development and my future career. Drew offers a diverse range of majors and pre-professional programs, with professors who truly advise, challenge, and inspire. Every student graduates with a personalized academic plan and a world of wider experience-based résumé—skills, knowledge, and experiences that sharpen and broaden their understanding of the world. Come see for yourself!

Color Palette for College Admissions Recruitment Materials

The colors used in the printed materials shown here are some primary colors for all CLA materials.
## Theological School Color Palette

<table>
<thead>
<tr>
<th>Hex Color</th>
<th>Color Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>FFFFFF</td>
<td>THEO WHITE</td>
</tr>
<tr>
<td>252723</td>
<td>THEO BLACK</td>
</tr>
<tr>
<td>000003</td>
<td>THEO C=60 M=40 Y=40 K=100</td>
</tr>
<tr>
<td>67246d</td>
<td>THEO C=51 M=91 Y=0 K=34</td>
</tr>
<tr>
<td>b02b1b</td>
<td>THEO C=0 M=91 Y=94 K=31</td>
</tr>
<tr>
<td>ffe052</td>
<td>THEO C=0 M=9 Y=79 K=0</td>
</tr>
<tr>
<td>496815</td>
<td>THEO C=43 M=0 Y=100 K=60</td>
</tr>
<tr>
<td>00275d</td>
<td>THEO C=100 M=72 Y=0 K=56</td>
</tr>
<tr>
<td>003e68</td>
<td>DREW RANGER BLUE C=100 M=55 Y=10 K=48 (PMS 2955)</td>
</tr>
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<td>THEO MEAD HALL GHOST WHITE (PMS 417) 10%</td>
</tr>
</tbody>
</table>

Colors recommended for general use in four-color printing and digital media for the Theological School are provided in this section.

---

DREW.RANGER.BLUE  C=100 M=55 Y=10 K=48  
(PMS 2955)

THEO CHARCOAL GREY (PMS 417)

THEO TRAIN TRACK GREY (PMS 417) 75%

THEO SILVER GREY (PMS 417) 50%

THEO MEAD HALL GHOST WHITE (PMS 417) 10%
### Color Palette for Theological School Materials

The colors used in the printed materials shown here are the primary colors for all materials following the new branding style.

| COLOR | 4.5 |

**Meet your mentor.**

Our faculty—adventurous scholars and engaging teachers—are leaders in theology, biblical studies, and social ethics. They don’t settle for easy answers, but they challenge you and each other. Our alums say that working with their faculty mentors was among the most impactful moments of their lives for the good. When ancient wisdom is in lively engagement with modern challenges, great things are possible.

The next generation of faith leaders needs exposure and imagination to constructively engage with the challenges and opportunities of our age. That is the core of what we do here. In our master’s degree program, a Drew Theological School education features interdisciplinary study in one or more disciplines in religious studies as well as thought leaders and explorers in the fields of religion and theology.

### Degree Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Theology (ThM)</td>
<td>Multidisciplinary advanced study for ministerial leaders that equips university and college teachers, thought leaders, and public intellectuals.</td>
</tr>
<tr>
<td>Doctor of Ministry (DMin)</td>
<td>Advanced interdisciplinary study and research in the academic theological disciplines and public intellectuals.</td>
</tr>
<tr>
<td>Doctor of Philosophy (PhD)</td>
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<tr>
<td>Master of Arts in Religion (MAR)</td>
<td>Professional graduate training for ministry as a pastor, industry leader, or community activist.</td>
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</tr>
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<td>Master of Sacred Theology (STM)</td>
<td>Multidisciplinary advanced study for ministerial leaders that equips university and college teachers, thought leaders, and public intellectuals.</td>
</tr>
<tr>
<td>Master of Arts in Theology and Ministry (MATM)</td>
<td>Preparation for theologically informed vocations such as youth ministry, pastoral care, music and worship leadership, organizing, or campus ministry.</td>
</tr>
<tr>
<td>Master of Arts in Theological Studies (MATS)</td>
<td>Flexible and focused on apprenticeship learning.</td>
</tr>
</tbody>
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### Learn more or apply online for one of our specialized degree programs.

drew.edu/theological

**Commit to courageous Christianity.**

Mix it up for ecological and social justice.

Change your church, your neighborhood, your city, your world.

Drew Theological School — a community of scholars, artists, and activists gathered on a beautiful campus in Madison, New Jersey, where you practice your sermons not just in English, but Korean and Spanish. African-American gospel music resounds from the chapel. You can hear students practicing their sermons in the chapel. You can hear students practicing their sermons in English, Korean, and Spanish.

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Our faculty—adventurous scholars and engaging teachers—are leaders in theology, biblical studies, and social ethics. They don’t settle for easy answers, but they challenge you and each other. Our alums say that working with their faculty mentors was among the most impactful moments of their lives for the good. When ancient wisdom is in lively engagement with modern challenges, great things are possible.

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</tbody>
</table>
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<tr>
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<th>Hex Colors</th>
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</thead>
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<td>FFFFFFF</td>
</tr>
<tr>
<td>CASPERSEN BLACK</td>
<td>252723</td>
</tr>
<tr>
<td>CASPERSEN C=60 M=40 Y=40 K=100</td>
<td>000003</td>
</tr>
<tr>
<td>CASPERSEN C=0 M=91 Y=94 K=31</td>
<td>b02b1b</td>
</tr>
<tr>
<td>CASPERSEN C=0 M=9 Y=79 K=0</td>
<td>ffe052</td>
</tr>
<tr>
<td>CASPERSEN C=12 M=0 Y=100 K=28</td>
<td>afaf10</td>
</tr>
<tr>
<td>CASPERSEN C=43 M=0 Y=100 K=60</td>
<td>496815</td>
</tr>
<tr>
<td>CASPERSEN C=100 M=72 Y=0 K=56</td>
<td>00275d</td>
</tr>
<tr>
<td>DREW RANGER BLUE C=100 M=55 Y=10 K=48 (PMS 2955)</td>
<td>003e68</td>
</tr>
<tr>
<td>CASPERSEN CHARCOAL GREY (PMS 417)</td>
<td>6e6f66</td>
</tr>
<tr>
<td>CASPERSEN TRAIN TRACK GREY (PMS 417) 75%</td>
<td>8a8a82</td>
</tr>
<tr>
<td>CASPERSEN SILVER GREY (PMS 417) 50%</td>
<td>a9a7a1</td>
</tr>
<tr>
<td>CASPERSEN MEAD HALL GHOST WHITE (PMS 417) 10%</td>
<td>eae8e5</td>
</tr>
</tbody>
</table>

### Colors recommended for general use in four-color printing and digital media for the Caspersen School are provided in this section.
Advocates to build your professional networks with Faculty-mentors who encourage you and education.

Drew's Master of Arts in Teaching (MAT) is offered as stand-alone options or with the certification or endorsements in English, Social Studies, and Art.

**CERTIFICATIONS**

- Secondary Education
- Elementary Education

The final student teaching experience is part of the required courses for those programs as available. TOSD or ESL are encouraged to select one of the required courses for those programs.

- Technology in Education (3 credits)
- Clinical Field Experience (3 credits)
- Literacy and Learning in Adolescent Classrooms
- Differentiated Assessment and Instruction
- Diversity in Families, Schools, and Communities
- Second Language Acquisition
- Literacy and Learning in Adolescent Classrooms
- Differentiated Assessment and Instruction

**REQUIRED COURSES (21 CREDITS)**

- Methods of Teaching and
- Methods of Teaching and Assessment for English, mathematics, science
- School and Society: American School from its Roots to the Present
- Diversity in Families, Schools, and Communities
- Second Language Acquisition
- Literacy and Learning in Adolescent Classrooms
- Differentiated Assessment and Instruction

**REQUIREMENTS (27 CREDITS)**

- Majoring in your subject area is the best way to achieve this requirement when you choose your courses.
- Up to 9 credits can be taken as part of MAT coursework, PLUS FIELDWORK.
- Taken from existing education listings or with approval by advisor. Note: Students in the Master of Arts in Teaching currently certified teachers can complete the 4+1 Teaching Certification Requirements (21 credits).

**Degree Requirements Teaching of Students with Disabilities (TOSD) Endorsement**

- Bachelor of Arts or Bachelor of Science in their chosen content area before applying.
- Students in their first and second years at the College of Liberal Arts pursue a major in education.
- Students in their third year complete the remaining requirements.
- Students in their fourth and fifth years add on the middle school grade 5–8 endorsement.

**Drew University is a Top 10 Best Buy**

The colors used in the printed materials shown here are the primary colors for all materials.
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.
5.0 TYPOGRAPHY

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.

<table>
<thead>
<tr>
<th>Font Family</th>
<th>Regular</th>
<th>Italic</th>
<th>Bold</th>
<th>Bold Italic</th>
<th>Black Condensed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Swift (Serif)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Light</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Light Italic</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Book</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Book Italic</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Medium</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Medium Italic</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bold</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bold Italic</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Heavy</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Heavy Italic</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Black Condensed</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Metric (San Serif)**

**THIN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**THIN ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**LIGHT ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**REGULAR ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**MEDIUM ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**BOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**BLACK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**BLACK ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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**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
Times Roman (Serif)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial (San Serif)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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 Letterhead
6.4 Letterhead: Full Size
6.5 Letterhead with Signature
6.6 Email Signatures
6.7 Envelope: Full Size
6.8 Business Card Specifications
6.9 Drew Athletics Business Card
6.10 Mailing Label
6.11 News Release Form
The Office of Communications & Marketing 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.

To order Drew University business cards or stationary items, contact Kevin Healy at 973.408.3412 or email him at khealy@drew.edu.
Drew University has contracted with an outside vendor to be the university’s preferred vendor for stationery products.

The stationary items shown in this chapter can be ordered contacting Kevin Healy at 973.408.3412 or by emailing Kevin at khealy@drew.edu.
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
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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
Letterhead: Full Size

The following are guidelines for the order and placement of information within the address block areas of the letterhead:

Line 1: Complete, correct name of department or division

Line 2: Complete, correct name of school or unit

Line 3: Drew University

Line 4: 36 Madison Avenue

Line 5: Madison, NJ 07940
June 21, 2016

Mr. John Smith
Organization
Street Address
City, ST 000000-0000

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.

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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
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/emailsignature.
**Envelope: Full Size**

Drew logotype: Pantone® 2955

Address block text:
First Line: Metric Semibold 8/10 pt.
Remaining Lines: Metric Regular 8/10 pt.
Pantone® 418

Size: #10 envelope
9.5” x 4.125”

The layout shown is the current layout for all #10 letter envelopes.

For additional envelope options, please consult with the Office of Communications for art.
Business Card Specifications

Drew logotype: Pantone® 2955

Address block text:
Name:
Metric Semibold 10/10 pt.

Title:
Metric Regular 7.5/9 pt.
Pantone® 418

Address block text:
First Line:
Metric Semibold 7.5/8.5 pt.

Remaining Lines:
Metric Regular 7.5/8.5 pt.
Pantone® 418

Size: 3.5” x 2”

Business cards may be ordered from the Drew online Staples store. If you do not have access, contact Maria Zaccagnini in Purchasing at mzaccagn@drew.edu.
Drew Athletic Business Card

Drew logotype with Athletics Logo:

This business card prints as a full color design with the following specifications:

Drew logotype: Pantone® 2955
Signature: Pantone® 417

Name:
Metric Semibold 10/10 pt.

Title:
Metric Regular 7.5/9 pt.
Pantone® 418

Address block text:
First Line:
Metric Semibold 7.5/8.5 pt.

Remaining Lines:
Metric Regular 7.5/8.5 pt.
Pantone® 418

Size: 3.5” x 2”

Joseph Colodne
Women’s Assistant Soccer Coach

Drew Athletics
Drew University
36 Madison Avenue
Madison, NJ 07940

jcolodne@drew.edu
p. 973.408.3650
c. 908.377.8426
Mailing Label

Drew logotype: Pantone® 2955

Address block text:
First Line:

Remaining Lines:
Metric Regular 9/11 pt.
Pantone® 418

Size: 5” x 3.5”
News Release Form

The news release form to the left is intended as a generic template. The specific wording of the headline—NEWS RELEASE—may vary depending on the intended communication. For example, it might alternatively read MEDIA ADVISORY.

Drew logotype: Pantone® 2955

Address block text:
First Line:
Metric Semibold 10/18 pt

Remaining Lines:
Metric Regular 10/18 pt.
Pantone® 418

Size: 8.5” x 11”

A desktop version of the news release form can be requested by contacting identity.drew.edu/downloads.
Drew Athletic Logos

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.
MESSAGING FOR DREW MARKETING

8.0

8.1 Recruitment Talking Points
8.2 What Launch Delivers
8.3 How Launch Happens
8.4 Theological School Mission Statement
8.5 Drew University 2020-2021 Outcomes
Recruitment Talking Points

Launch Your Future.
Launch is our unique approach to undergraduate education, where life and career readiness is built right into the Drew experience. Launch provides a structure for each student to identify a purpose, a pathway, and a plan for achieving life and career goals across their four years at Drew—and beyond.

Offered exclusively by Drew, the Launch framework guarantees that each and every student graduates:

• Experienced.
  Students complete at least two applied immersive experiences: career builders like internships, research, on-campus jobs, student leadership and more. They’re required for graduation and documented in transcripts, making your résumé stand out in the stack. Students leave Drew with the meaningful experience preferred by 94% of employers hiring new college grads.

• Skilled.
  Students build a set of transferable workplace skills, learned in the classroom and applied in immersive experiences. From critical thinking to problem solving, from digital proficiency to interpersonal communication, these are lifelong skills that adapt across all career paths and workplace settings. And they’re the skills most sought by today’s employers.

• Networked.
  Students build a network of mentors to guide and support them. They’re a multilayered team of faculty, alums, counselors, potential employers and other expert advisors cultivated by you (with assistance from us). You leave Drew with your own custom network of life, career and personal mentors—for a world where 85% of jobs are filled through networking connections.

Sub-messages

• The Best of Both Worlds.
  Drew students live on a safe, beautiful, wooded campus in a charming small town. They have easy access to New York City, an international capital and home to tons of internship, other experiential learning opportunities and world-class cultural and entertainment venues. They are part of an inclusive, close community that encourages forming lifelong friendships.

• Don’t Believe Everything You Hear.
  Drew University is affordable and provides high long-term ROI.
What Launch Delivers

Our unique Launch framework guarantees that each student graduates on a purpose-driven, experience-based, community-guided path to success. Launch provides a structure for integrating life and career readiness into each year at Drew, in the curriculum and beyond, while fostering confidence and a lifelong network of mentors.

While each student's experience is unique, every Launch journey draws on a framework of foundational components:

- **Surefire Success.**
  Great outcomes prove it. Drew graduates are ready to launch. They demonstrate the skills-based experience employers and grad schools seek. They build networks that connect them to opportunity. And they have a Launch Plan that pulls it all together.

- **Network of Mentors.**
  One mentor is marvelous, but a coordinated, multilayered network of mentors is true Drew. Launch integrates guidance across a network of academic, career, and personal advisors selected by the student and facilitated by a Launch counselor.

- **Résumé-Ready Experiences.**
  Every Drew student graduates with at least two immersive experiences—guaranteed. What's an immersive experience? Internships, sure, but Drew expands the definition, embracing the many ways students apply transferable skills and expand their networks in real-world settings, on and off campus. These career-starting experiences are a key requirement of Launch and are documented in transcripts.

- **Powerful Community.**
  Here in The Forest, a vibrant, diverse, friendly, generous and supportive campus community makes Launch possible. Grounding Launch within the close-knit Drew community empowers students to find their best selves in a wealth of campus activity and a world of wider opportunity.

- **Rigorous Academics.**
  Launch puts students on a path to success, with a strong scholarly foundation guiding its trajectory. Drew students craft a customized program of study to match their Launch Plan, choosing from 50+ majors and 70+ minors as well as dual-degree and pre-professional programs.

- **Our Bottom Line.**
  Pair affordability with top-notch academics and our Launch undergraduate experience and you get value. That's because Drew builds life and career readiness built right into your education—so you graduate ahead of the competition, on a trajectory of success. And our commitment to affordability and generous financial aid is continual.
How Launch Happens

How can Drew do it? Guarantee that Launch puts each student on a path to success? The answer lies in the defining constructs of the Launch program itself.

Launch is:

- Integrated across academic and student life and required for graduation, making its benefits universal
- Structured and continual, with targeted, required career development components across each of the four years at Drew
- Embraced by our faculty, whose teaching instills knowledge and transferable skills in the classroom setting and beyond
- Customized by and for each student via a purpose-driven Launch Plan that aligns the undergraduate experience with life and career readiness
- Fueled by career- and affinity-based mentor communities, providing a foundation for students to build networks while still in college
- Staffed by a team of Launch catalysts, a squad of dedicated mentors and area-specific experts who guide each student’s individual Launch journey
Theological School Mission Statement

Rooted in the Methodist tradition of innovative and bold interpretations of Christian theology and spiritual practices, we empower creative thought and courageous action to advance justice, peace, and love of God, neighbor, and the earth.

Theological School Recruitment

The following is approved text that may be used for Drew Theological School marketing materials:

Main Messages

• Meet your mentor.
  Our faculty—adventurous scholars and engaging teachers—are leaders in theology, biblical studies, liturgy, and social ethics. They don’t settle for easy answers or empty pieties. Innovative and provocative, they challenge you and each other. Our alums say working with their faculty mentors was among the most valuable experiences of their Drew education.

• Less sitting. More doing.
  We firmly believe that real-world experiences—where you apply, test, challenge, and assess what you learn in the classroom—are essential to a modern theological education. You’ll do all that through ministry placements, internships, cross-cultural courses around the world, in virtual classrooms, in service. Your coursework will ask you to face complex challenges and suggest solutions. You don’t go back to the real world once you complete your Drew degree, because you never left it.

• Authentic community. Our circle is wide.
  Our engagement is deep. Drew is where twenty somethings collaborate with second-career students in the classroom and the community. African-American gospel music resounds from the chapel. You can hear students practicing their sermons not just in English, but Korean and Spanish. Diversity is not a slogan. It’s our reality. Students, faculty, and staff pray, learn, sing, and travel together. We may not always agree with or understand each other, but we struggle and work it out together. Our community reflects the diversity, and the challenges and rewards that go with it, of the real world.

Brief Statements

STATEMENT 1
Faith for today’s challenges.

STATEMENT 2
Commit to courageous Christianity.
Mix It Up for ecological and social justice.
Empower the church, the city, the world.
Drew University 2020-2021 Outcomes

• The Princeton Review twice named Drew among its “Colleges that Create Futures.”
• 94% of recent graduates graduated in four years or less.
• Drew graduates have lower average debt compared with graduates of other public and private colleges, according to the nonprofit Project on Student Debt.
• 94% of recent graduates were employed or in graduate school within six months of graduation.
• Drew alum salaries 10 years after graduation are in the top third nationally, according to the U.S. Department of Education College Scorecard.
• Recent alums have started careers with Apple and Google, CNN and MTV, Pfizer and Roche, Merrill Lynch and Deloitte, Lincoln Center and Michael Kors, among others.
• Recent alums have earned admission to top-notch grad schools at Brown, Columbia, Dartmouth, Harvard, Johns Hopkins, London School of Economics, Oxford, Stanford, and more.

Drew 2020-2021 Highlights

• The Fiske Guide to Colleges ranks Drew as a Top 10 Best Buy school, the only N.J. school in the top 20, for the third consecutive year. Fiske also noted Drew as being among the “Best and Most Interesting” colleges and universities.
• The Wall Street Journal/Times Higher Education College Rankings place Drew in the top 20% of schools in the U.S.
• Drew is listed among The Princeton Review’s Best 387 Colleges, and has made the selective list every year since it debuted in 1992.
• The Princeton Review placed Drew on its lists of Great College Theater, Great Race/Class Interaction, and Great College Radio Station.
• Drew ranked #8 nationally among baccalaureate colleges for international student enrollment, according to the 2019 Open Doors Report of the Institute of International Education.
• Our campus, called The Forest, encompasses 168 beautiful, wooded acres and includes historic buildings, old-growth trees, and an arboretum.
• There are 90+ student clubs.
• 25% of students are Ranger student–athletes, and there are 22 NCAA Division III men’s and women’s sports teams.
• Drew offers 12+ student-run club sports and a full complement of sports and fitness facilities.
• Community traditions include Move-In Day, Halloweekend, 99 Nights, FernFest, First Annual Picnic, and many more.
• It’s a ten-minute walk to the train station, and the train takes you directly to Midtown Manhattan in under an hour.
• Madison is the third safest city in the U.S. and took the #1 spot on New Jersey Monthly’s 2019 list of Top Towns in New Jersey.
• Madison has a walkable, postcard-perfect downtown with shops and cafés, while nearby Morristown is a fun, funky small city with museums and a music scene.
• In a one-hour radius of campus are: a wildlife refuge, the Jersey Shore, MetLife Stadium (where the NY Giants and NY Jets play), and the world-class museums, restaurants, concert venues, sports arenas, clubs, galleries, theaters, architecture, etc., of New York City.

Learn more at drew.edu/accolades.
Appendix

9.0

9.1 Identity Matrix
9.2 Glossary
## Identity Matrix

<table>
<thead>
<tr>
<th></th>
<th>Drew Logotype</th>
<th>Signature Universitywide</th>
<th>Signature University</th>
<th>Signature LogoType</th>
<th>Official University Seal</th>
<th>Spirit and Athletics Shield</th>
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</table>
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. Metric 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. Metric 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.