

MONTCLAIR

STATE UNIVERSITY

**BRAND
GUIDELINES
2026**



MISSION

Montclair State University is a public-serving institution, advancing the common good...

by broadening access to rigorous education and exceptional learning opportunities for a diverse population, rich in talent, dedication and ambition;

by challenging and supporting students and employees in an inclusive and respectful environment where learners can grow and flourish as collaborative, compassionate citizen-leaders;

by advancing research to deepen understanding of our shared challenges and cultivating human creativity to develop innovative solutions; and

by forming partnerships to enhance prosperity, democracy and well-being in the communities we serve.

A Montclair State University education is built on the lives, voices and ambitions of the people who learn and work here, each journey adding to a shared story of impact. From broadening access and nurturing inclusive excellence to advancing research and community partnership, this is a campus where individual paths come together to move the common good forward.

We bring Montclair's mission to life through storytelling that highlights the people who make it real every day – students, faculty, staff, alumni and community partners.

Their stories show what belonging looks like, how opportunity takes shape and how individual journeys connect to something greater.



COMMITMENTS

Provide Access and Excellence

We teach students how to learn by engaging them in the classroom and beyond, through research and hands-on experiences, extracurriculars and public service. We operate efficiently to keep tuition affordable, and we deliver education flexibly to help students balance family, work and school.

Offer Expertise with Humility

We work as true partners with the communities we serve, leveraging the University's knowledge and resources to help them meet their goals while valuing their contributions and learning alongside them as peers.

Embrace Discourse and Fairness

We treat everyone fairly and respectfully, and honor the rights of all humans. We value and encourage respectful discourse, recognizing that the exchange of ideas and the dissemination of new knowledge sustains discovery and is fundamental to democracy.

Innovate with Integrity

We respond flexibly and nimbly to changing circumstances, foster creativity, take intelligent risks and actively seek new approaches while holding each other accountable and using wisely the resources entrusted to us.

Embrace Local and Universal Aspirations

We are a national university that is proud to be of, by and for New Jersey. We serve our state's dynamic, varied communities while also fulfilling our obligations to serve our country, our planet and the enduring truths that bind humanity as one.





BRAND POSITIONING

Montclair's storytelling brings our brand pillars to life – academic rigor, affordability, accessibility, diversity and inclusion, outcomes and location – through authentic first-person voices. It expresses belonging, opportunity and impact by highlighting real people and real experiences, from high-demand academic programs and research to campus life, rankings and the many ways Montclair opens doors to what comes next.

We keep the focus on the person and the journey they are on, using the red chair as a simple visual cue that signals there is a seat for you here. The approach is simple enough to repeat, flexible enough to adapt across formats and strong enough to build recognition over time, while consistently reinforcing who we are and what we offer as a public-serving university.

OUR EDITORIAL VOICE

Montclair's core messaging speaks directly to our **primary audience of prospective students**, and secondary audiences that include:

- Current students
- Parents
- Guidance and career counselors
- Alumni and donors
- Community and business leaders
- Faculty and staff
- Members of the media
- State and local legislators

We strive to communicate helpful information and authentic stories about our campus community in a clear, concise and accessible manner, with a warm, supportive tone that reflects our commitment to belonging and inclusivity.

University editorial content adheres to a combination of style guidelines and online best practices to maximize Montclair's visibility in the ever-evolving digital and social media landscape:

- AP Style and Montclair style
- SEO (Search Engine Optimization)
- AEO (Answer Engine Optimization)
- GEO (Generative Engine Optimization)

Our content spotlights the students, faculty and staff who make our vibrant campus special. Our stories communicate a Montclair experience that offers a value like no other, where students get access to hands-on learning and research opportunities, award-winning faculty at the top of their respective fields, and world-class facilities.

To best serve our prospective and current audiences, Montclair's content is strategically split between our marketing website, [Montclair.edu](https://montclair.edu), and an internal-but public-facing website, inside.montclair.edu, geared toward our campus community.

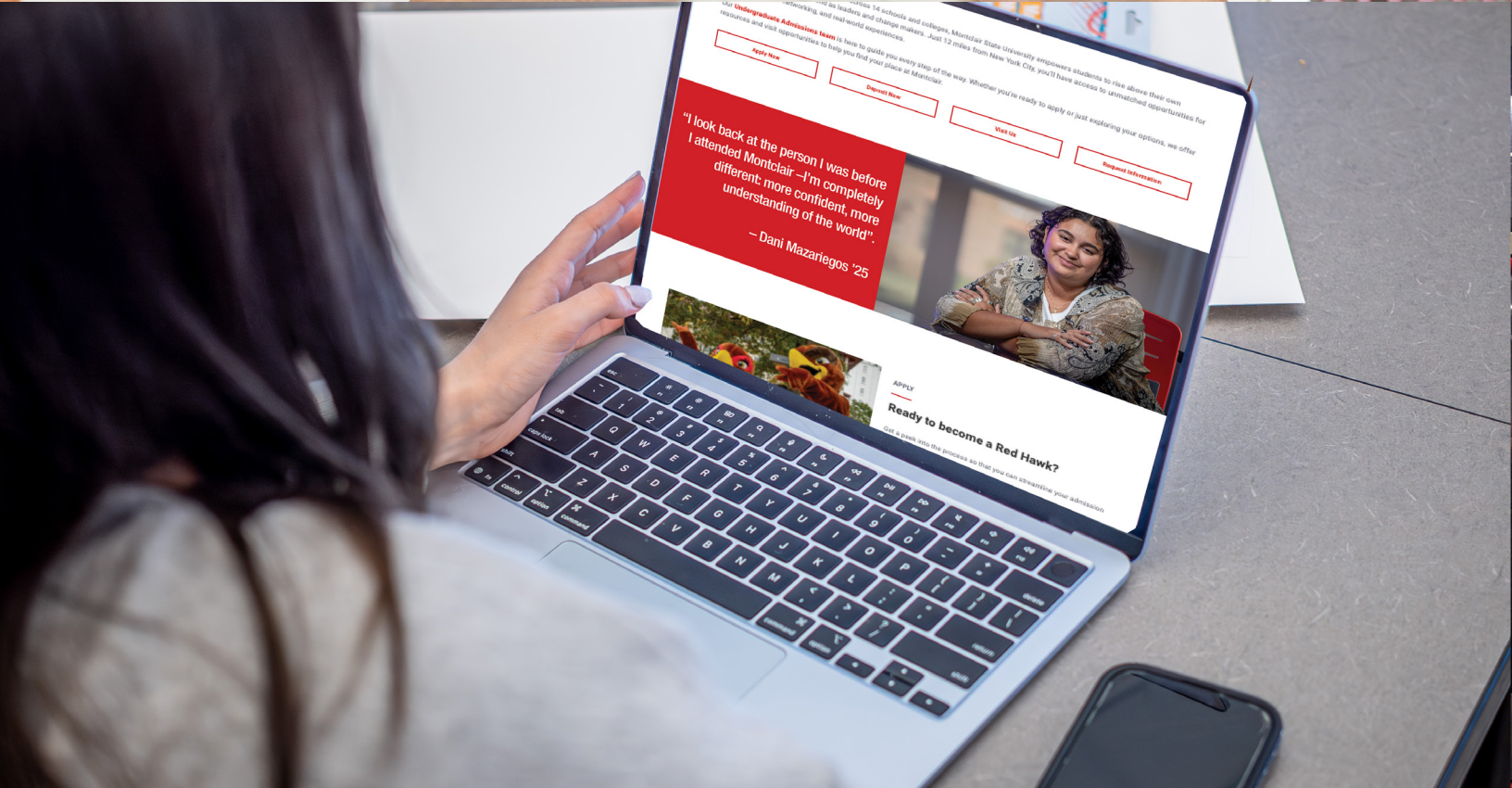


EXPRESSING OUR BRAND THROUGH VISUALS

ORGANIC



PAID



The way we show up visually is a direct reflection of our stories and our community. **Our logo, color palette, photography and typography** work together to create a look that feels unmistakably Montclair: bold, human and grounded in real lives and real moments. In this section, you'll find the core elements of our visual brand and clear guidance on how to use them so every story looks and feels like it belongs here.



THE UNIVERSITY'S NAME

The University's official legal name is Montclair State University. This full name is to be used on important documents such as contracts and diplomas.

The approved short name is Montclair. The preferred practice is to use the full name on first reference and the short name on second and subsequent references, alternating with the University.

“Montclair” is the one constant across the many names the institution has had since its founding in 1908. It is unique among the world's universities, and it calls attention to our advantageous location in the Township of Montclair, an attractive, desirable and inclusive community. Calling an institution by a distinctive, memorable single name is consistent with the approach taken by many other universities.

Do not refer to the University by any other names in formal communications, including MSU, Montclair State, Montclair State College, and so forth.

LOGOS

PRIMARY LOGO

The primary logo is the University's most important representation of itself.

The logo gains power from being used widely and consistently.

The current version of the primary logo was established by President Jonathan Koppell in August 2023. The logo's layout calls attention to the word Montclair, and its classic typeface, which has been used to represent the University for many decades, signifies the institution's long history and its strength and substance.

Logos are available for download from our brand channel at

<https://www.montclair.edu/university-communications/brand-guidelines/downloads/>

MONTCLAIR
STATE UNIVERSITY

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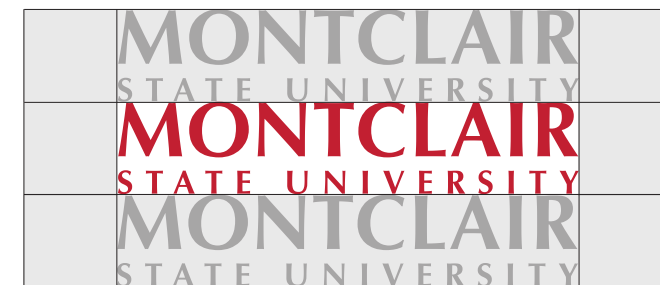
MONTCLAIR
STATE UNIVERSITY

MONTCLAIR
STATE UNIVERSITY

GUIDELINES FOR LOGO USAGE

Logo clear space (or safe zone) is the essential, inviolable area around a logo that must remain free of text, images, or page edges to ensure visibility, impact, and brand recognition.

One "MONTCLAIR" is required around all sides of the logo:



Preventing Clutter: Proper spacing increases legibility, prevents the logo from being obscured, and conveys a professional appearance.

Consistent Application: Ensure the space is applied proportionally across all sizes and applications

Use High-Contrast: Ensure the logo is clearly visible against its background. Never stretch, squash, rotate, or alter the proportions of the logo. Always maintain consistent colors, spacing, and use high-resolution vector files (.eps, .ai, or .svg) to ensure scalability. Never apply effects like drop shadows or create unapproved, unaligned, or cluttered layouts.

LOGOS

HEIRARCHICAL LOGOS

Hierarchical logos in branding establish a structured visual order, directing a viewer's attention to Montclair State University first, while organizing supporting elements. This strategy uses size, color, and positioning to create, scale, and maintain a memorable, uncluttered identity across platforms.

Visual Priority: Utilizing size and contrast to ensure key elements are perceived first. Simplicity and Balance: Maintaining a clean design where elements don't compete for attention.

Consistency: Applying the same hierarchy across all marketing materials to build recognition.

The logo is available in both a vertical and horizontal format. Usages of each are dependent on the layout of collateral materials. Logos are available as one color images, in red, black or white. One-color logos are preferred, but two-color logos are available for special purposes, and require prior approval of University Communications and Marketing for their use.

No other color versions are acceptable. Logos are available in multiple formats: Delivery as EPS (high resolution for printing), jpgs (for Microsoft Word), pngs (transparent background, for low-resolution web) and SVG (for responsive websites).

Heirarchical logo for your department, program or center are available for request by submitting this form: <https://www.wrike.com/frontend/requestforms/index>.

Horizontal examples



Vertical examples

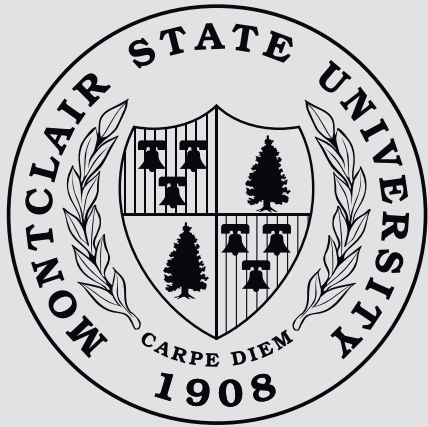
Theatre and Dance
College of the Arts



Human Resources



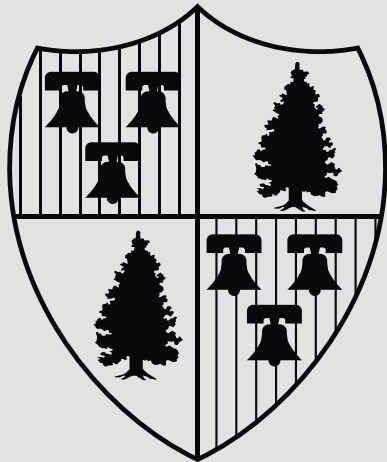
LOGOS



LEGACY ICONS

The University Seal is reserved for officially sanctioned uses: executive level (vice president and above) stationery; legal and official documents such as diplomas and transcripts; formal academic ceremonies; and permanent building insignias.

Any use of the seal requires prior authorization from University Communications and Marketing.



The Shield, although not part of the formal refreshed logo, may still be used in certain instances where an icon image is required, particularly in Social Media platforms.

Please consult University Communications and Marketing for usage.

BLOOMFIELD COLLEGE OF MONTCLAIR STATE UNIVERSITY

has its own logo which honors its legacy. It is the only unit allowed to have a distinctive logo.

Please contact University Communications and Marketing for usage.



Heirarchical logo for your department, program or center are available for request by submitting this form: <https://www.wrike.com/frontend/requestforms/index>.

Horizontal example



Vertical example



LOGOS

RED HAWK BRAND

Our official athletics nickname is the “Red Hawks.” The following are the guidelines for proper use of “Red Hawk” or “Hawk” as well as the use of the Red Hawk logo.

TITLES WITH “RED HAWK” AND “HAWK”

To avoid overuse of Red Hawk and Hawk in the name or title of a program, service, event etc., all such proposed uses must be approved in advance by the Office of University Communications & Marketing. The approximately 40 uses as of October 2020 are allowed to continue. Any future use must be requested in writing in advance and include a justification.

WRITING “RED HAWK”

- Red Hawk” should always be written as two separate words.
- “Redhawk” and “RedHawk” are unacceptable.
- The “R” in Red and the “H” in Hawk should always be capitalized



STUDENT CLUBS AND CAMPUS ORGANIZATIONS

The Red Hawk icon captures the pride and excitement that our students have for their Montclair State clubs.

Acceptable treatments

The Red Hawk icon may be used alone or with your club name positioned underneath.

Allow for .1875” of space on all sides of the image. Downloads available from our brand channel at montclair.edu/university-communications/university-logos



THE RED HAWK ATHLETICS LOGO

is a strong symbol of University pride and excitement for our athletic teams. Its reach extends beyond Montclair State’s campus and community and enhances our Red Hawk brand.



The Athletic logo and its sub-brands are exclusively reserved for our intercollegiate teams. The logo is not to be used to represent University’s administrative, academic, clubs or organizations.



UNIVERSITY MASCOT, ROCKY THE RED HAWK

More information about our University mascot, Rocky the Red Hawk, visit montclair.edu/student-services/student-communications/rocky/rocky-the-red-hawk-usage/

TYPOGRAPHY

The words we choose for our communications are important. But the way we represent those words in type can make them even more meaningful. Consistent, thoughtful use of brand typefaces visually supports our verbal communications and creates a recognizable expression of our identity.

As necessary, substituting the headline, body and accent fonts with the Roboto family will maintain consistent branding throughout materials. Roboto, Roboto Condensed and Roboto Slab can be downloaded via fonts.google.com.

HEADLINES

HELVETICA NEUE LT

77 BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!/?#%^*

67 MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!/?#%^*

BODY

HELVETICA NEUE LT

35 Thin & *Thin Italic*

55 Roman & *56 Italic*

75 Bold & 76 *Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!/?#%^*

ACCENT

NEXA SLAB

Nexa Slab Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!/?#%^*

WEB

ROBOTO

Roboto Regular & Roboto Bold

COLORS

PRIMARY

Our color palette expresses the University’s personality and pride. These colors are used to create a consistent and visual identity. The University’s signature color is red. Red and black are our primary university colors.

WHITE

Consider white space as a color in our core palette.

It’s important not to oversaturate a layout with color, type and imagery. Be generous with white space.

PANTONE 200

C:0 M:100 Y:76 K:13

R:209 G:25 B:13

Hex: #d1190d

PANTONE BLACK

C:3 M:3 Y:3 K:100

R:0 G:0 B:0

Hex: #333333

COLORS

SECONDARY

For added flexibility and vibrancy, our secondary palette offers complementary color options, which can add dimension or be used as accents. These colors may be used in a limited application (10-15%) for any print collateral to highlight, emphasize or to fill “copy containers.”

Please note that with the exception of our Cool Gray 8, these colors are not for web use. The website uses only red, black and gray as indicated by their HTML hexcode listed.

Pantone Cool Gray 8

C:48 M:40 Y:38 K:4

R:138 G:138 B:141

Pantone 7548

C:0 M:22 Y:100 K:0

R:255 G:201 B:9

Pantone 1585

C:0 M:71 Y:98 K:0

R:243 G:110 B:36

Pantone 375

C:47 M:0 Y:100 K:1

R:149 G:201 B:61

Pantone 7460

C:100 M:32 Y:14 K:1

R:0 G:132 B:182

Pantone 289

C:100 M:84 Y:36 K:39

R:15 G:45 B:82

SOCIAL MEDIA

Our social media offers a snapshot into the daily lives of our campus community, showcasing events, campus beauty shots, engaging video series and interviews, and viral trends with a Montclair twist. Our main goals are twofold: to expand Montclair's reach and to strengthen our community at home.

Our style highlights Montclair's authentic flair by using the latest online strategies from leading digital creators, while always embracing experimentation and new approaches.

Our social media can help you with icon usage, handle and naming conventions, and link structures – ensuring consistency, SEO alignment, and adherence to Montclair's branding best practices. We also provide tools and resources to help our campus partners achieve the highest levels of success on social media. If you have any questions about social media policy, please email socialmedia@montclair.edu or contact University Communications and Marketing.



MontclairStateUniversity



@montclairstateu



@montclairstateu



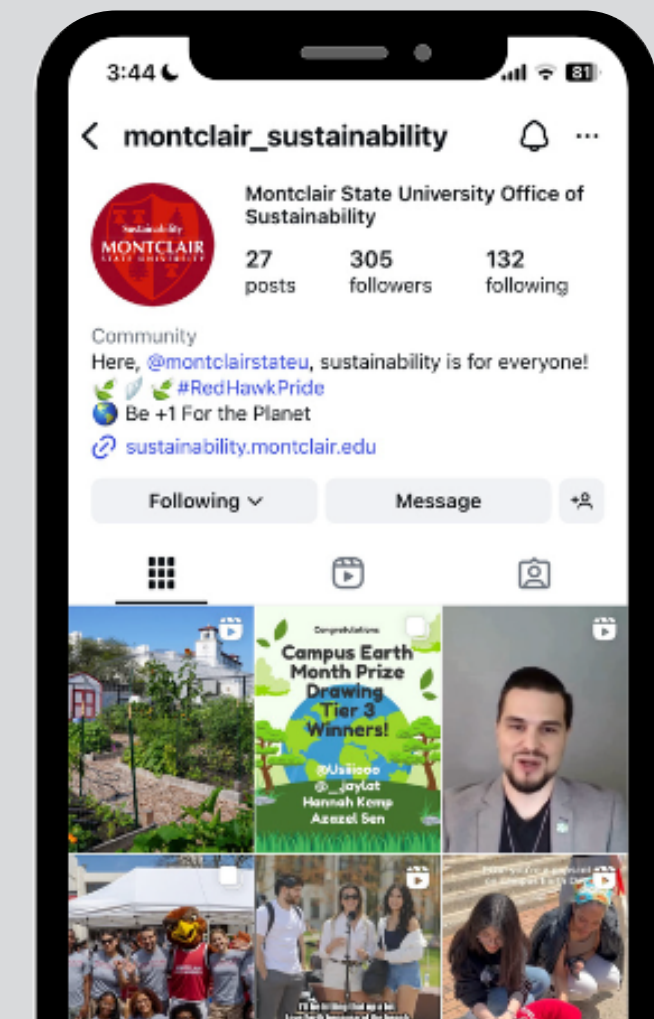
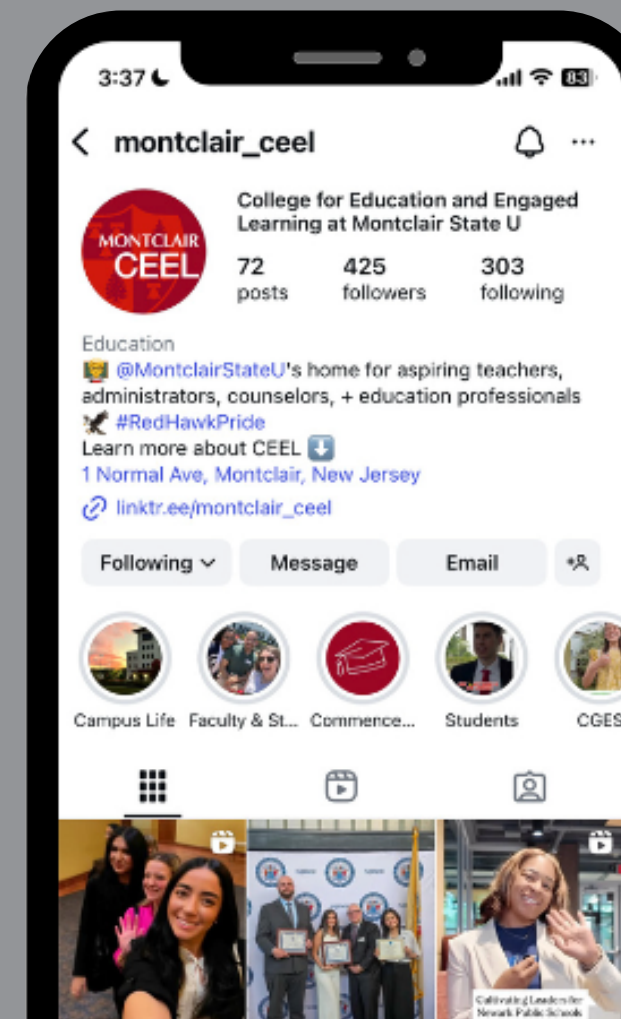
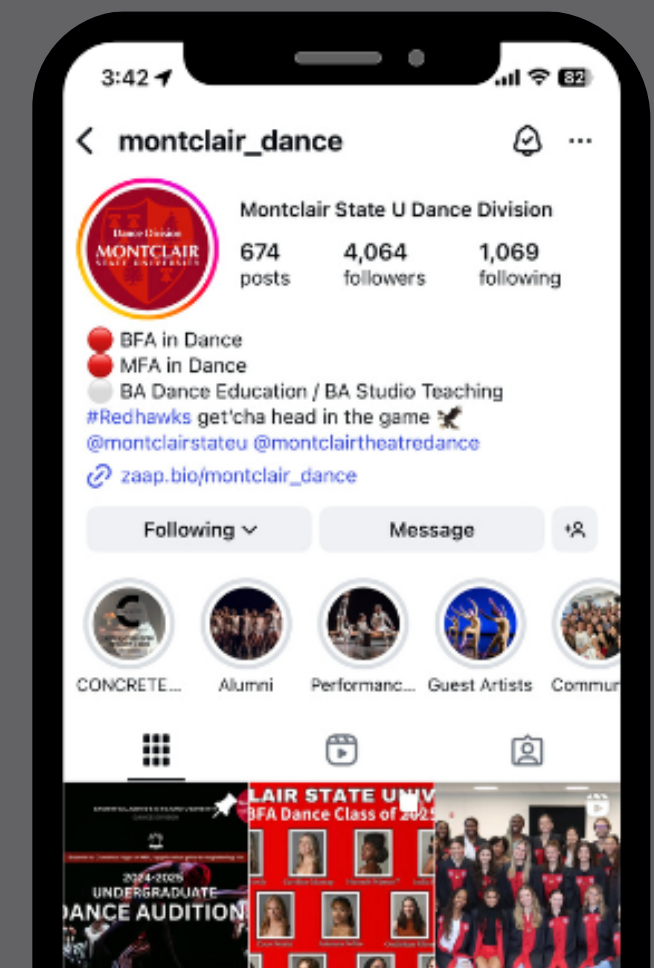
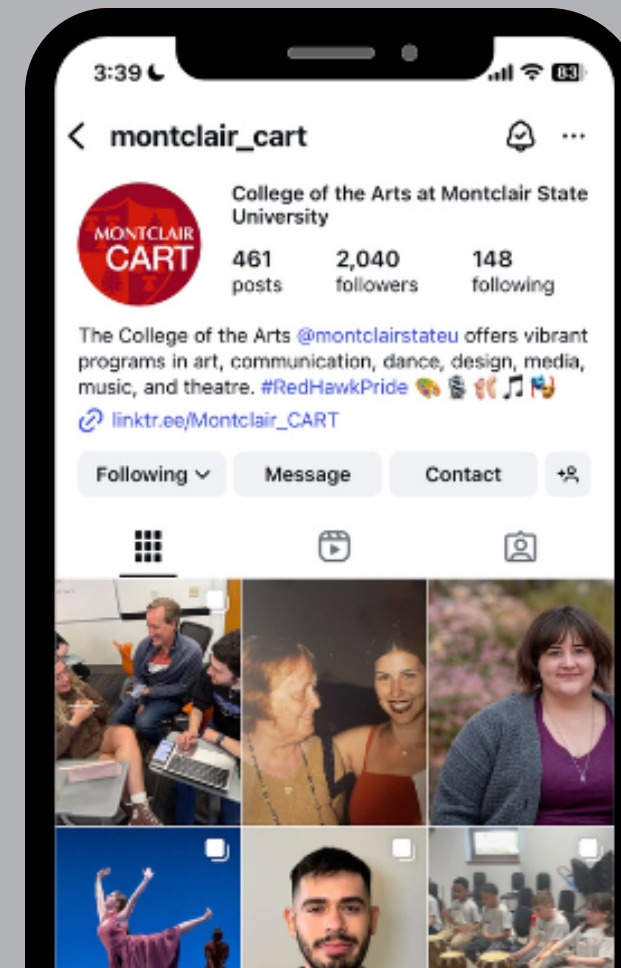
youtube.com/c/montclairstateuniversity



linkedin.com/school/montclair-state-university



@montclairstateu



VISUAL APPROACH: PHOTOGRAPHIC STYLE

Our photography centers real people in real moments at Montclair. Images should feel candid, grounded and human – as if you’ve stepped into someone’s story.

We do not use stock photography to represent our community. Instead, we capture authentic scenes of students, faculty, staff, alumni and partners in the spaces where they learn, work and connect.

Our MONTCLAIR STATE SMUGMUG GALLERY is a go-to resource for dynamic images that support the University brand and message in print and digital media. New images are added often.



DESIGN ELEMENTS

To further add depth to Montclair brand identity, additional graphics can be used within marketing materials as visual placeholders, graphic elements and embellishments. They are used sparingly and only one to a page. Contact the department of University Communications and Marketing for use.

