Identity Standards
F1 – Myriad Pro
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?.,

F2 – Myriad Pro
Regular
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?.,

F3 – Myriad Pro
Semitbold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?.,
ABCDEF

GHIJKLMNOPQRSTUVWXYZ

abcdef

ghijklmnopqrstuvwxyz

1234567890 &!?.,’"

F6 – Myriad Pro Semibold Italic

ABCDEF

GHIJKLMNOPQRSTUVWXYZ

abcdef

ghijklmnopqrstuvwxyz

1234567890 &!?.,’"

F5 – Palatino Small Caps

ABCDEF

GHIJKLMNOPQRSTUVWXYZ

abcdef

ghijklmnopqrstuvwxyz

1234567890 &!?.,’"

Notes

No substitute typefaces will be accepted.

Typefaces are available from:
Adobe Systems Inc. (www.adobe.com/type)

For letter spacing direction, see page 0.0.

Guidelines Typefaces

The following typefaces are not used in the sign system, but are consistent with the design:

U1 - Font name
## TCNJ Official Typefaces

| Joanna MT Std – Regular and Italic (not shown) | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
|                                               | abcdefghijklmnopqrstuvwxyz  
|                                               | 1234567890 &!?,.”           |
| Joanna MT Std – Semibold and Semibold Italic (not shown) | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
|                                               | abcdefghijklmnopqrstuvwxyz  
|                                               | 1234567890 &!?,.”           |
| Gill Sans Family Regular (shown)              | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
|                                               | abcdefghijklmnopqrstuvwxyz  
|                                               | 1234567890 &!?,.”           |
**Logo and Logotype**

**Logos**

- **Logo – Logotype**
  - Notes: Art is provided by client as electronic digital files unless otherwise noted.

**Logo – Horizontal**

- **Logo – Stacked**

**Logo – Color**

- **School Colors:**
  - Blue: PMS 534 C
  - PMS: 132 C

- **F2 – Joanna Bold or Joanna Extra Bold**

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**The College of New Jersey**

- **A1 Logo – Horizontal**
- **A2 Logo – Stacked**
- **A3 Logo – Color**
- **A4 Logo – Stacked Color**
An important part of The College of New Jersey’s identity is the TCNJ shield currently in use across a wide range of media, including print, web and signage applications. The TCNJ monogram is configured with the “T” sitting off-center above the letter “C” with the “NJ” positioned to the right. The “T” and “C” are slightly different in size and weight, and the “NJ” are considerably larger in size with the letter “J” shifted down. The larger size and positioning of the “N” give it more prominence and power. These characteristics combine to make the letter “N” the center of the composition with the remaining letters rotating around the “N” in a somewhat haphazard fashion.

The letter style used is a slab serif letter with a light “stroke weight” or letter weight that varies slightly from one letter to the next. The letters are spindly and not placed in a complimentary configuration. This weakens the readability and graphic power of the monogram. The shield outline ties components together, but it lacks graphic power and is not as effective and memorable as it could be.

We recommend that the College considers revisiting the design of this important element prior to embarking on the design and implementation of a new campus-wide sign system.

The sketches included here are to illustrate process and are not intended as solutions or specific recommendations. A thoughtful identity development effort should include consideration of the College’s overarching branding goals and related messages as well as consideration of the name or wordmark, supporting secondary typography, color and related guideline standards.

Identity and Branding
Alternate Shield Treatments

Existing Mark
The College of New Jersey

Arrows

S1  Directional Arrow

International Symbols

S2  Parking
S3  Handicapped Accessible
S4  No Smoking

Arrows & Symbols

Notes
Art is provided by client as electronic digital files unless otherwise noted.
No substitute arrows or symbols will be accepted.
**Paint Matches**

<table>
<thead>
<tr>
<th>Number</th>
<th>Color</th>
<th>Specification</th>
<th>Paint or Coating</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>Black</td>
<td>Black</td>
<td>Coroflon Paint</td>
</tr>
<tr>
<td>P2</td>
<td>Blue</td>
<td>PMS 534 C</td>
<td>Coroflon Paint</td>
</tr>
<tr>
<td>P3</td>
<td>Gold</td>
<td>PMS 132 C</td>
<td>Coroflon Paint</td>
</tr>
<tr>
<td>P4</td>
<td>----</td>
<td>Coroflon Paint</td>
<td></td>
</tr>
<tr>
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<td>----</td>
<td>Coroflon Paint</td>
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</tr>
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<td>P6</td>
<td>----</td>
<td>Coroflon Paint</td>
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</tr>
<tr>
<td>P7</td>
<td>----</td>
<td>Coroflon Paint</td>
<td></td>
</tr>
</tbody>
</table>

**Colors**

**Color Schedule**

**Paints**
- Coroflon paint products are specified for exterior signage, display hardware and related elements.
- Gloss finish of paint specified is to be 60 degrees or 29.8 on a 60 degree glossimeter. Refer to performance requirements of exact specifications.
- All finishes require final Coroflon clear coat finish.

PPG Architectural Finishes, Inc.
888.774.7732
www.ppghpc.com

3M Commercial Graphics Division
Boo. 328, 3908
www.3M.com/us/graphicarts

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