

NEW JERSEY CITY UNIVERSITY

Graphic Style Guidelines

Official University Logo

The official New Jersey City University logo must appear on all printed and online communications representing all academic, administrative, and auxiliary units of the University.

The NJCU logo must be used on all stationery and business cards and must always be displayed on the front or back of a brochure, booklet, or newsletter, and in ads, posters, or flyers.

The logo includes the symbol and the University's name as shown.

The words "New Jersey City University" are an integral part of the logo's design; the typeface and proportions of the words and letters in the logo may not be altered.

The logo may not be redrawn, repropotioned, or modified. The logo must always be reproduced from approved electronic files and should never be scanned or reproduced from previously printed materials or websites since this degrades the overall quality.

Logo Variation

The mark shown at right may be used as a graphic element without the typography as long as the entire logo, intact, is used somewhere in the publication. The mark is used only at 100% value, either in green (PMS 569), gold (PMS 130), or black. The mark may not be redrawn or distorted in any way and must not be combined with other words or graphic design elements.



Official University Seal

The University seal is reserved for exclusive use by the President and on formal and official documents, such as diplomas and transcripts.

Using the seal is prohibited without the consent of the Office of Marketing.



Logo Placement

The University logo should always be displayed with optimum legibility. The logo must not be smaller than 2.5".

The logo must also be placed with at least a 0.125" border of white space around it.



Official University Colors

NJCU's official colors are green and gold. Printing inks are PMS 130 gold and PMS 561 green.

Ideally, the logo should be green and gold. However, when only one color is used, either PMS 130 gold or PMS 561 green must be used.

PMS 561

PMS 130

Typefaces

The typeface used for “New Jersey City University” within the logo is Vitesse Bold.

Proxima Nova is used for any type located near and related to the logo (e.g., names, titles, addresses, and telephone numbers on stationery and business cards).

Proxima Nova Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890.,:;”!?”@#%&*()

Proxima Nova

Proxima Nova Thin

Proxima Nova Thin Italic

Proxima Nova Light

Proxima Nova Light Italic

Proxima Nova Regular

Proxima Nova Italic

Proxima Nova Medium

Proxima Nova Medium Italic

Proxima Nova Semibold

Proxima Nova Semibold Italic

Proxima Nova Bold

Proxima Nova Bold Italic

Proxima Nova Extra Bold

Proxima Nova Extra Bold Italic

Proxima Nova Black

Proxima Nova Black Italic

Museo Slab 300

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890.,:;”!?”@#%&*()

Museo Slab

Museo Slab 100

Museo Slab 100 Italic

Museo Slab 300

Museo Slab 300 Italic

Museo Slab 500

Museo Slab 500 Italic

Museo Slab 700

Museo Slab 700 Italic

Museo Slab 900

Museo Slab 900 Italic

Museo Slab 1000

Museo Slab 1000 Italic

Unauthorized Uses

The NJCU logo must only be reproduced in its original form.

The logo must never be combined with any other symbols, including the seal, previous logos, athletic symbols, or other art. The logo must never be used as a secondary symbol. The use of secondary symbols is discouraged.

The logo must not be printed on an angle.

The logo must not be printed over photographs, drawings, textured backgrounds, or other graphics.

The logo must not be reproportioned, stretched, or distorted in any way.

The logo color(s) must never be changed.

Other Applications

All questions concerning the use of the NJCU logo can be addressed to the Office of Marketing and Communications, Hepburn Hall, Room 112-D; 201-200-3425.

