



The College of New Jersey

10.1

Identity Standards

Client/Project		Project No.
The College of New Jersey Exterior Signage and Wayfinding Master Plan		09212000
Date	Revisions	Scale
04.27.10	06.13.11	N/A

F1 – Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?,."

F2 – Myriad Pro Regular
Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?,."*

F3 – Myriad Pro Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?,."**



Typefaces

Notes

No substitute typefaces will be accepted.
Typefaces are available from:
Adobe Systems Inc. (www.adobe.com/type)
For letter spacing direction, see page o.o.

Guidelines Typefaces

The following typefaces are not used in the sign system, but are consistent with the design:
U1 - Font name

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F4 – Myriad Pro Semibold
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?,."

F5 – Palatino Small Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &!?,."

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 &!?,.”



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IDENTITY STANDARDS

Logos

Logo - Logotype

Notes

Art is provided by client as electronic digital files unless otherwise noted.

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Logo and Logotype



A1 Logo – Horizontal



A3 Logo – Color



The College of New Jersey

A2 Logo – Stacked



The College of New Jersey

A4 Logo – Stacked Color



F2 – Joanna Bold or Joanna Extra Bold

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



Identity and Branding

Official Imprimatur of the College

An important part of the 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.

The College
of New Jersey

New Wordmark Configuration



The College of New Jersey

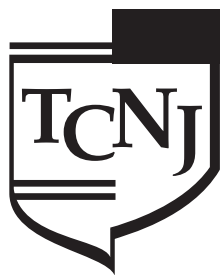
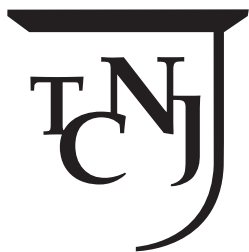
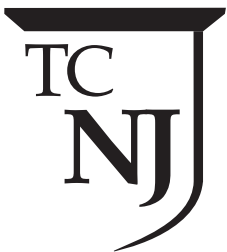
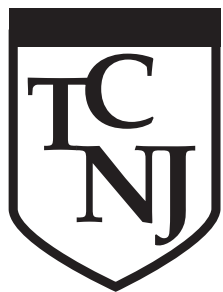
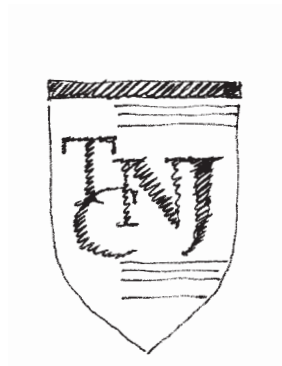
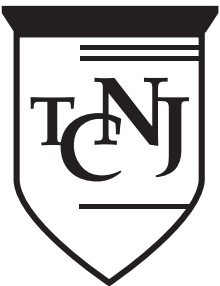
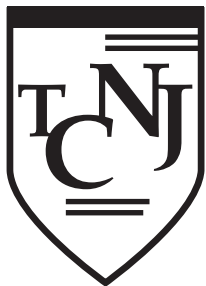
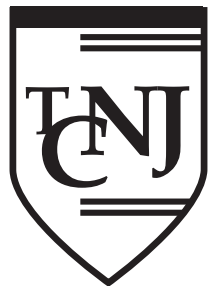
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Alternate Shield Treatments



Existing Mark



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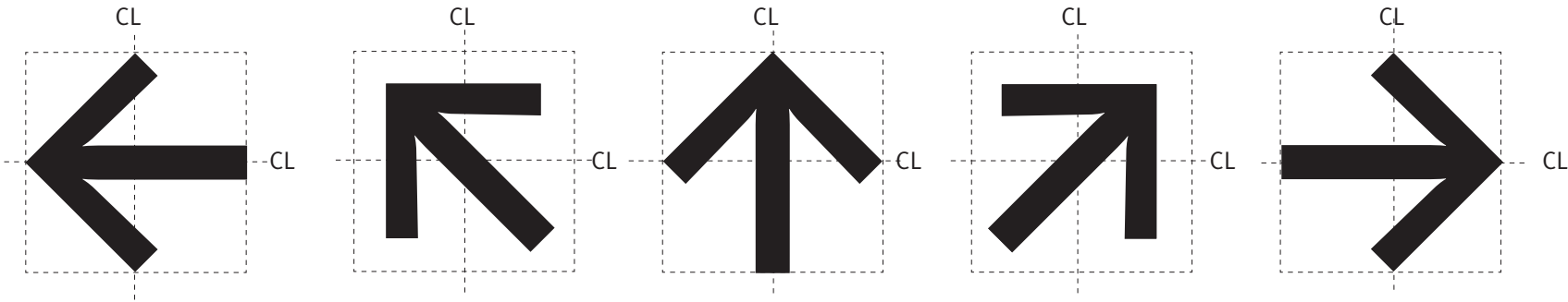


Symbols

Arrows & Symbols

Notes
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Arrows



S1 Directional Arrow

International Symbols



S2 Parking



S3 Handicapped Accessible



S4 No Smoking

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Colors

Color Schedule



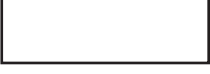


Paints

- Coraflon 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 Coraflon clear coat finish.

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

3M Commercial Graphics Division
800.328.3908
www.3M.com/us/graphicarts

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Paint Matches	Number	Color	Specification	Paint or Coating
	P1	Black	Black	Coroflon Paint
	P2	Blue	PMS 534 C	Coroflon Paint
	P3	Gold	PMS 132 C	Coroflon Paint
	P4		----	Coroflon Paint
	P5		----	Coroflon Paint
	P6		----	Coroflon Paint
	P7		----	Coroflon Paint