



# KEAN



## Branding Style Guide



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# A Message From the President



Since ascending to university status in 1997, Kean University has become a significant and integral part of the higher-educational landscape of New Jersey and beyond. Our ever-increasing catalogue of programs has been strengthened by the addition of first-rate faculty and our ability to appeal to the most diverse and culturally vibrant student population in the Garden State.

To our immediate internal community, our image and purpose is evident. But the mission of Kean University and the ideals we espouse require a distinct brand – a consistent image and message that represents the institution to the larger population it reaches every day.

To that end, Kean University has specific images, logos, colors and fonts that visually communicate the brand of this University. These images, when utilized correctly and consistently, greatly enhance our ability to present a unified, easily identifiable brand, not only to our existing constituency groups, but also to those we aspire to attract as well.

Please familiarize yourself with the requirements of this Kean University Branding Style Guide and employ the styles endorsed within. Proper, consistent branding is the best way for us to ensure that the quality and excellence already present on our campus is communicated to the public beyond our gates.

A handwritten signature in black ink, appearing to read "L. Repollet". The signature is stylized and fluid.

Lamont O. Repollet, Ed.D.  
President

# Resources



To access and download approved logos, brandmarks, designs, photos, fonts, stationery or templates, go to:

[www.kean.edu/brand](http://www.kean.edu/brand)

For assistance with publications, presentations, business cards, please contact:

Office of University Relations  
Hutchinson Hall, 2nd Floor  
908-737-NEWS (6397)

or go to [www.kean.edu/ur](http://www.kean.edu/ur)

All promotional material for events or programs must be submitted to the Office of University Relations for approval at least two weeks prior to the event. Send prospective designs to:

Joey Moran  
Creative Director  
Office of University Relations  
908-737-0580  
jmoran@kean.edu

**For procedural questions or other inquiries, contact the Office of University Relations.**

# Brandmark Usage



seal

logotype



KEAN

vertical or stacked version

## Our Brandmark

The Kean University brandmark is the principal symbol of Kean University and must appear on all official University communications as it appears to the left.

The primary, and preferred, version is the horizontal format (seal to the left, Kean to the right). A vertical format (seal centered over Kean) may be used in certain instances where the primary version does not fit. The seal may be used alone as a design element and the words Kean University may also be used without the seal, but only in the University approved fonts (see page 6).

Our brandmark consists of 2 design elements:

1. Kean seal
2. KEAN logotype

The following elements must appear somewhere on all publications:

1. Kean seal
2. Kean University
3. 1000 Morris Avenue, Union, NJ 07083
4. website: [www.kean.edu](http://www.kean.edu)
5. Phone number – usually (908) 737-KEAN (5326) unless otherwise specified

# Brandmark Usage

## Correct Color Usage

Kean University's colors are blue and silver. Our official primary color, using the Pantone Matching System (PMS) solid coated formula guide, is PMS 540:



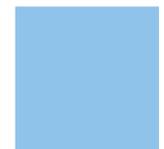
Pantone 540  
Kean Blue

Supplemental colors may be used to complement or highlight the primary color:



Gray

Pantone 430



Light Blue

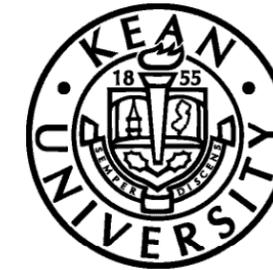
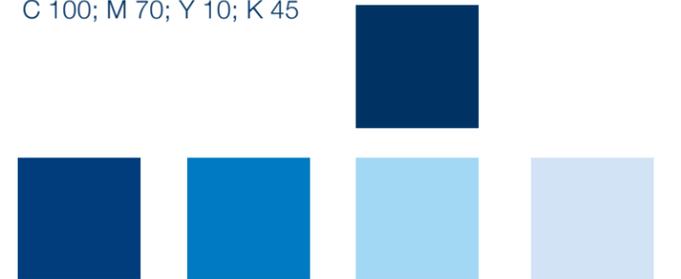
Pantone 543

Ideally, the brandmark should be presented in Kean blue or knock-out white on a Kean blue background. It may also be black (for black and white documents), as well as silver and gold for special, formal occasions. (Using silver or gold requires approval from University Relations).

To reinforce the brand, it is good to use Kean colors in official publications. Although it is preferable to use Pantone 540, it is acceptable to use variations of blue including navy, royal and light blue. (note: the Kean brand should only be used in Kean blue, black or white.)

A good CMYK representation of Kean blue is:

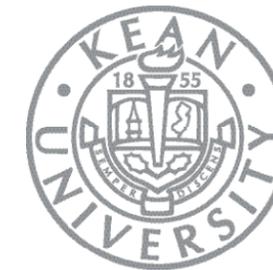
C 100; M 70; Y 10; K 45



Black



540 Pantone



50% Black



White

*The Kean seal, when used as a design element in conjunction with the brandmark, may be used in shades of gray or varying opacity, but the **full brandmark should only be used in Kean blue, black or white.***

# Brandmark Usage

## Unacceptable Executions

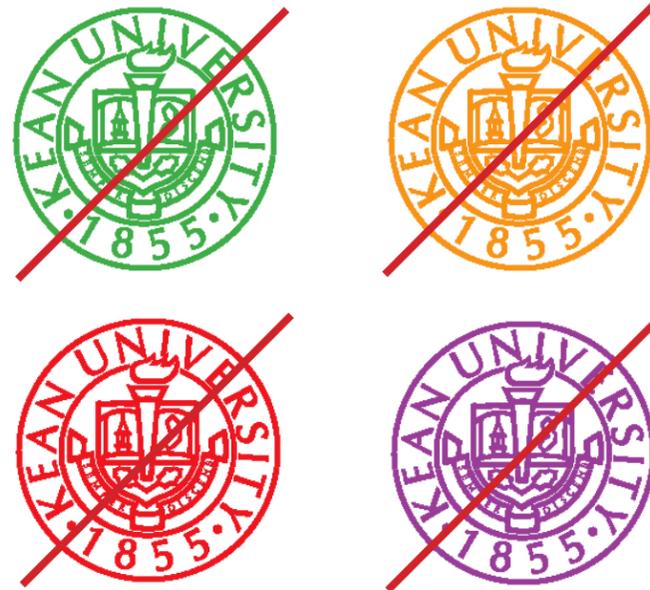
The ability of this institution to present a consistent, uniform public image is facilitated greatly by the correct usage and representation of the Kean University brandmark. This includes employing the prescribed colors and proportions of the Kean Seal.

The brandmark may not be distorted, cropped, tilted, rotated, rearranged or otherwise altered in any way.



## Incorrect Color Usage

Do not use the brandmark or seal in another color besides Kean blue, black or white.



## Clear Space

By keeping a clear space around the brandmark it allows it to stand out and keeps the design uncluttered. The "K" space is half the size of the letters in KEAN. (Note, no one is going to actually measure, just give the logo some breathing room so it doesn't get crowded.)



# Brandmark Usage

## Fonts and Typography

Certain typefaces and fonts have been correlated with specific executions and renderings of the Kean visual identity system. Correct placement will help ensure the integrity and function of the Kean University brandmark.

"Kean" is rendered in **Book Antiqua**. Do not use a different font for the logo, it is not necessary to retype it, a full outlined version of the brandmark is available on the University website at [www.kean.edu/brand](http://www.kean.edu/brand)

When used on a single line "KEAN UNIVERSITY" can be used as all caps, initial caps followed by small caps, and title case in Book Antiqua with +50 tracking.

The tagline "Cougars Climb Higher" is done in an initial cap in DIN bold or GOTHAM bold without a period at the end. It can be used on a single line or broken into multiple lines.

KEAN  
KEAN UNIVERSITY

**Cougars Climb  
HIGHER**

**Cougars  
Climb  
Higher**

## Sub-brands

There are several logos that have been created to distinguish campuses, locations and named schools. These logos are supplemental to the primary brand and should no way replace the Kean brandmark.

Usage of these logos depends on context and should be approved by the Office of University Relations.



# Spirit Mark/Athletics Brand



The Kean spirit logo is to be used for Athletic and spirit promotions, including those related to student activities and admissions.

It's strongly preferred that the mark be used with the word "Kean" below it in the Aachen font. The name of a specific team or activity may be added below the Kean in the DIN Black font.

The official primary color, Kean Navy Blue, is Pantone 540. The preferred usage of the spirit mark is Kean Navy Blue against a white background.

In the event another background is required, the mark may also be used in the University's supplemental light blue color, Pantone 284.

The mark may be used as a standalone without the "Kean" below it only if its association with the University is very obvious, such as inside a Kean facility or on the University website.

The logo should NOT be used in white, royal blue, or other colors.

The mark may also be used with a white border so as to set it apart from the background. (Files with border available online.)



Correct Usage



# Spirit Mark/Athletics Brand

## Incorrect Usage



*Do not use the Athletics brand with the seal or as an official representation on University documents. Do not use "KU" to avoid confusion with other universities, use KEAN instead.*



The structure of the K and Cougar face should NOT be altered.

The face may be used on its own only to supplement the K mark if the K mark is used elsewhere on a specific uniform or promotion. The K mark remains the primary logo.

The University no longer uses the interlocking KU mark or the leaping cougar. These should be removed from social accounts, signage and promotions.

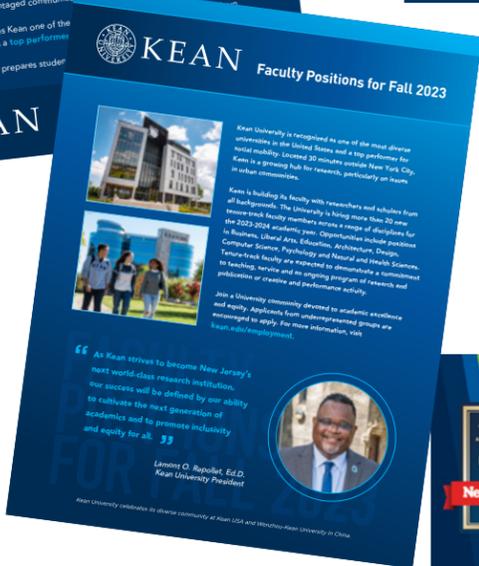
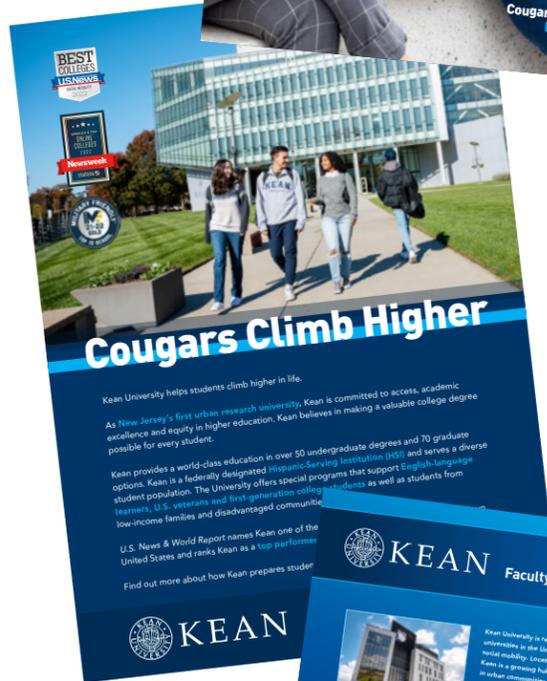
# Brandmark Usage - Publications



External publications such as brochures, stationery, posters, postcards, invitations, fliers, etc. must contain the Kean brand, address, phone number and website. All publications intended for an external audience must be approved by University Relations. Publications intended for internal use, with an audience of current students or employees, are the responsibility of the sponsoring department; University Relations can provide design templates and guidance.

## Background Control

When placed on a graphic or “busy” background, use a box or bar behind the logo to keep the brandmark visible.



# Brandmark Usage - Publications



## Placement

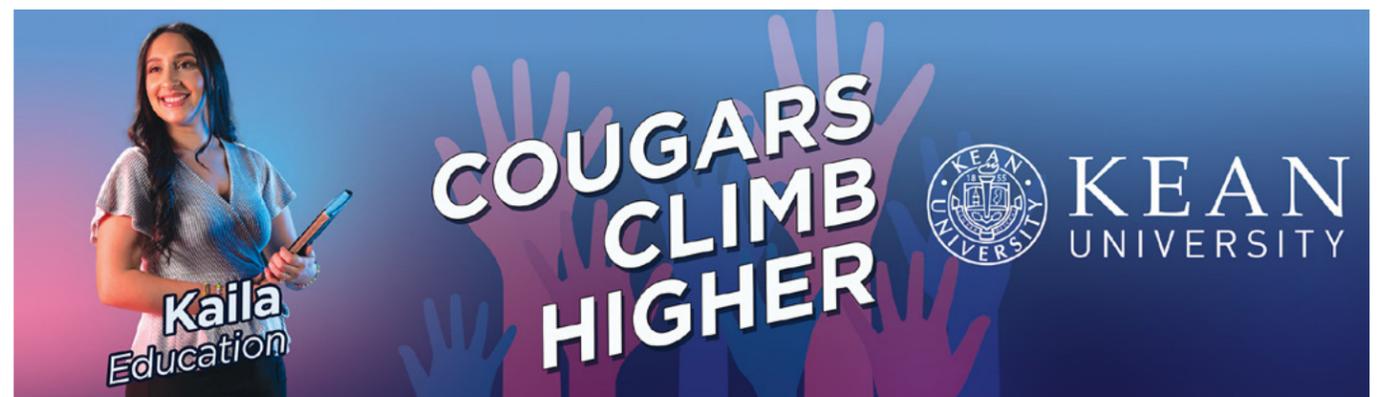
Correct placement will help ensure the integrity of the Kean University brandmark. The words “Kean University” or the Kean brandmark should be in a prominent space so that the publication or advertisement is instantly recognizable as a Kean document (see samples).

## Size

The seal must never be smaller than 1/4 inch (for print applications) or 50 pixels (for web and video).

## Print Advertisements

External advertising must adhere to brand identity guidelines to ensure consistency of the Kean University brandmark. All University advertising is designed and purchased by University Relations. All requests for advertising must have dean’s approval.



# Brandmark Usage



Business Card Sample

Letterhead Sample  
Left Margin: 1.25"  
Top Margin: 2.5"



PowerPoint Slide Sample

## Stationery

To ensure consistent branding, all stationery, including Kean letterhead and envelopes may be ordered through Materiel Services. Business cards can be ordered through the Office of University Relations.

Within all letters generated by Kean University offices on Kean letterhead, Adobe Garamond is the preferred font, and Times New Roman is an acceptable substitute.

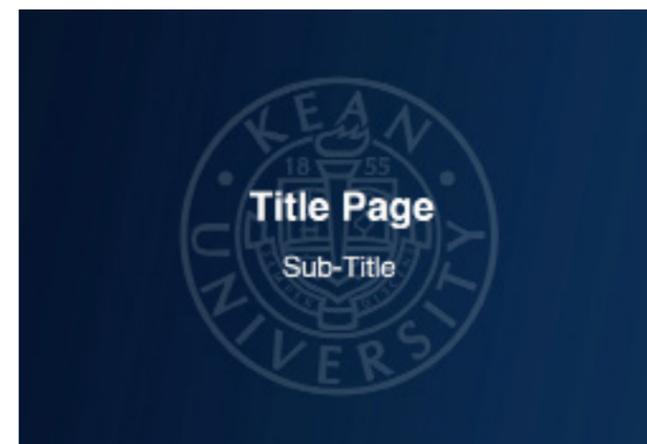
## PowerPoint Templates

Consistent usage of the Kean University brandmark must be maintained within all University PowerPoint presentations. A template is available on the University Website at [www.kean.edu/brand](http://www.kean.edu/brand)

## Brochures

Departments and programs are encouraged to contact the Office of University Relations for all printing projects intended for an external audience, including brochures. Brochures and flyers produced by individual departments for events and programs must follow the guidelines outlined in this branding guide.

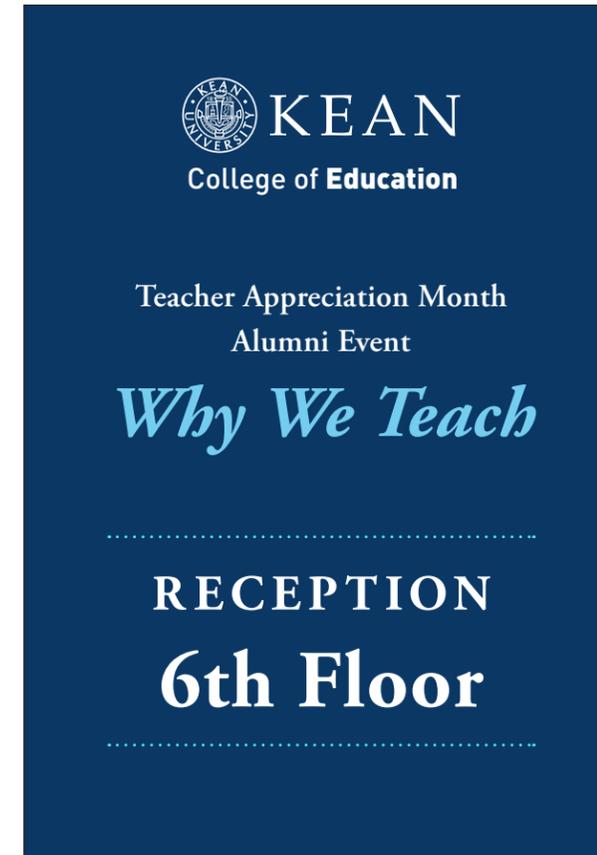
Individuals may access a template to produce brochures at [www.kean.edu/brand](http://www.kean.edu/brand)



# Brandmark Usage

## Signs

Examples of correct signage for the Kean University campus are included here. Note that the full brandmark is preferred, especially for directional or informational signs intended for an external audience, but for some applications intended for an internal audience, just the seal is acceptable. The Cougar K spirit mark may be used on signs for athletics, student, or school spirit related events.



# Apparel & Promotional Items



Here are some examples of the Kean University brandmark on official University apparel and promotional items such as pens, bags, magnets and other giveaway items. These examples also illustrate shirts worn by staff and apparel given to students, alumni or families at official Kean University functions such as New Student Orientation, Family Day, Homecoming, etc.

Items intended for an internal audience that are used to promote school spirit where a formal approach is not necessary, the spirit mark is a great alternative to the official seal.

On items where the imprint area is small and the seal may not be visible (eg. pencils and pens), it is acceptable to use KEAN or KEAN UNIVERSITY. Conversely, if the item is round, it may be suitable to use only the seal in order to maximize the usable space.

Please note these guides for apparel and promo items are intended for official giveaways at University sponsored events, not for spirit wear intended for student groups or sold at the bookstore.

Please contact University Relations before ordering for guidance and approval.

# Conferences and Conventions



If you are representing Kean University at an external event, proper branding is crucial. Branded tablecloths and backdrops may be borrowed, and on-site posters and signage may be created to help promote the University.

Please contact the Office of University Relations well in advance, a minimum of 30 days, as some items may take longer to produce. When requesting an exhibit design, please include the budget that the dean or vice president approved.

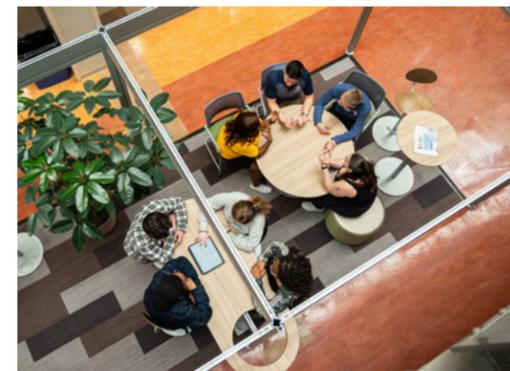
# Photography



## Style and Substance

The photography and videography we use to represent Kean is an important part of our branding system. The images should reflect our diversity, school pride, and commitment to academic excellence and social causes. The students, alumni and faculty photos should be engaged with the viewer to create a personal connection, or actively involved in an academic, social or volunteer setting. The overall feeling should be bright and positive.

For public use, there are many photographs available electronically of buildings, events and student life on the Kean campus. For information on how to access these photographs, visit: [www.kean.edu/brand](http://www.kean.edu/brand)



# Photography





KEAN

1000 Morris Avenue • Union, NJ 07083 • 908-737-KEAN (5326)