Communications & Brand Guide

ESSEX COUNTY COLLEGE
STUDENTS FIRST

303 UNIVERSITY AVENUE, NEWARK NJ 07102 | WWW.ESSEX.EDU

Table of Contents

ESSEX
COUNTY COLLEGE
STUDENTS FIRST

Dear Essex County College Supervisors,

Attached please find the College's new Communication and Brand Style Guide, prepared by the Office of Institutional Advancement. The College's Brand Logo must always contain Students First.

The guide provides detailed information on the importance of a brand and the proper use of branding our institution. Branding is a critical component of the College's marketing strategy in strengthening our identity. It is incumbent on everyone to be consistent in the brand we put out to the community. Please make the guide available to your staff.

If you have any questions, please call me at (973) 877-3156.

Thank you.
Alfred Bundy – Executive Director
Office of Institutional Advancement

Overview

Defining a college brand is a complex process. It is an interpretation of the mission, vision, and strategic goals, informed by external and internal research that identifies attributes, strengths, and perceptions meaningful to the College's key audiences. This is then interpreted through the lens of internal realities and aspirations, external perceptions, competitors' positioning and identities, and regional characteristics the College embodies. The College's brand is a result of that analysis. To be both authentic and inspirational, the brand should:

- Align the College with the economic profile and goals of the service area
- Reflect the nature and character of the regional population
- Convey an active and leadership role for the College in determining the economic vitality of the region and its people
- Suggest a desired outcome that reflects all of the above
- Distinguish the College from its peers
- The brand is expressed through strategic language that guides tactical and creative implementation:
- Provide a competitive advantage or positioning statement
- Outline a set of institutional marketing messages
- Provide a tagline

Our Brand

Positioning Statement
Essex County College creates an environment which revolves around the student experience. Our students are surrounded by encouragement to succeed and support by people who are dedicated to ensuring our citizens and the region achieve their full potential through education and training.

Style Guide Mission
Branding is a critical component of Essex County College's marketing strategy in strengthening its identity. With this overall style guideline we will solidify our branding and make it consistent across the board.

Marketing Message

- Dedicated to academic excellence in teaching and learning.

- Valuable resource for revitalizing the region through education, training, and workforce development.

- The people of Essex County College work collaboratively to support and advise students through their academic career.

- Essex County College offers opportunities for experiential learning for students through its many community relationships and partnerships.

- Essex County College graduates are achievers who surpass their potential and contribute to the health and advancement of society.

- Essex County College is modernizing the learning environment at each campus.

Tagline

A tagline is a creative, memorable expression of the institution's mission and brand. It translates the internally focused competitive advantage statement into an external phrase or slogan that captures the essence of the brand. A tagline should generate an immediate, sometimes emotional, reaction. The best tagline for Essex County College is one that conveys three things: performance, student centered experience, and a countywide connection and commitment.

The College's official tagline, Students First, is to always appear beneath the logo in a Gotham type with a gold line between the County College and the tagline, as per the following.

STUDENTS FIRST

Essex County College prides itself in prioritizing student experience and success above all. Our tailored services are designed to meet each students' need through various educational and lifestyle programs/ resources. Our employees are dedicated to engage and assist students in all aspects of their college life and beyond with the student's best interest at heart.

Targeted Communications

The markets critical to Essex County College and the outcome desired from each audience include:

High school students and parents:
Enrollment, reputation enhancement

Prospective adult students:
Enrollment, reputation enhancement

Current students:
Retention, referrals, reputation enhancement

Employees:
Retention, student recruitment, advocacy, reputation enhancement

External friends (alumni, donors, employers, legislators, taxpayers):
Referrals, advocacy, strategic partnerships, financial support, enrollment, reputation enhancement

College Logo

Icon Description:

An iconic "e" has been added to the type treatment of the name as a point of differentiation and sophistication. It can also be used as a stand-alone design element, adding a sense of warmth and personality to communications. Circular in nature, the "e" tells students they will be surrounded by people and experiences at Essex that will increase their chance of success. There is always an opening, though, so a student may soar on their own when they are ready to leave the College.

The "e" is a distinctive design element that reinforces the tagline while offering an Essex stamp of excellence. The "e" of the icon should always be in the official palette primary color green (PMS 356), with the ")" always in the official primary palette color gold (PMS 130).
termined and should not be altered.

Vertical	Horizontal	Icon

Black & White Alternative

Sometimes, often due to production costs or visibility, a logo must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a white color type on a dark background or in a black color type on a light background. The logotype and the symbol must be clearly distinguishable from the background color. You must honor the Essex County College Logo palette when possible, using black or white if necessary.

Use 100% black

Use 100% white color

Logo Clearspace

The Essex County College Logo requires separation from the other elements around it. The logo must always fit into the clearspace area and cannot be intervened by other graphical elements which could hinder legibility of the brand.

Sub-Brands

At every College, there is a need to identify departments, divisions, and sub-brands in coordination with the logo. When using the logo for identification for departments, divisions, and sub-brands, names are to appear to the right of the College name using the Gotham type, separated by a black line.

Example:

 Engineering Technologies

 Enrollment Services

Secondary Logos

Secondary logos may be created for use with events or programs having a fixed start and end date such as centennials, dedications, and seminars. All event / short-term use secondary logos must be approved by the Executive Director of Institutional Advancement. Submit secondary logo requests for approval to abundy@essex.edu including the details on the following page.

Secondary Logos - Submission Criteria

To be considered for approval, a secondary logo must meet one of the following three criteria:
- Contractual or legal agreements that specify or require the use of a logo other than the Essex County College logo / iconic "e" or;
- Demonstrates an established key relevance to external audiences for marketing purposes, or;
- Demonstrates a legitimate interest in the development of a secondary logo as a marketing tool.

Submissions for review must include the following:
1. Name of Division requesting a secondary logo
2. Name and title of contact person, campus address, phone number, and email address
3. Graphic example of the secondary logo
4. Graphic example(s) of how the secondary logo is being or will be used (e.g., newsletter, brochure, web screen shot)
5. Reason(s) this secondary logo should be approved for new or continued use

PLEASE NOTE:
1. Event / short-term use logos are not permitted on official College letterhead.
2. Once approved, these logos may be used in publications, promotional materials, websites, videos, advertising, and collateral merchandise.

Please submit all secondary logo requests for approval to Executive Director of Institutional Advancement Alfred Bundy at abundy@essex.edu

The College Seal

This is the only official seal for Essex County College, as approved by the Board of Trustees. The seal of the College is not the official Essex County College logo or campus icon. It is reserved for use primarily by the President's Office and represents the entire College. The seal can be used on formal documents, certificates, graduation, and press events but cannot be changed in any way. It may be printed in full color, black, a screen of black or foil stamped. It may be used in conjunction with the official College logo.

Primary Color Palette

Essex County College's signature green and gold is unique in the marketplace. Lighter, richer, and warmer tones of green and gold are proposed to accompany the new brand introduction:

THE BRAND COLOR PALETTE	PANTONE	CMYK	RGB	HEX
	PMS 356	95 0 100 27	0 100 63	#00643F
	PMS 130	0 30 100 0	253 185 19	#FDB913

Secondary Color Palette

While the signature green and gold should be predominant on every marketing communication vehicle, a slightly broader secondary color palette has also been developed to complement the primary colors and provide for more creativity and variance across a wide variety of mediums.

THE BRAND COLOR PALETTE	PANTONE	CMYK	RGB	HEX
	PMS 717	0 68 100 0	227 122 51	#E37A33
	PMS 1805	5 96 80 22	180 55 60	#B4373C
	PMS 632	92 0 15 5	0 168 203	#00A8CB
	PMS 2747	100 70 0 20	43 62 133	#2B3E85

Letterhead

8.5 x 11 LETTERHEAD

- College name and logo in approved typeface
- Tagline in approved typeface
- Department name in approved color and Gotham Bold font
- Gotham Book used for other text
- Address of department location
- Phone number, fax number, and email included
- Two campus locations (Gotham Bold) and web address across bottom

ESSEX COUNTY COLLEGE
STUDENTS FIRST

COMMUNITY, CONTINUING EDUCATION AND WORKFORCE DEVELOPMENT
Newark | Main Campus

Essex County College
303 University Ave., Newark, NJ 07102

West Essex Campus
730 Bloomfield Ave., West Caldwell, NJ 07006

www.essex.edu
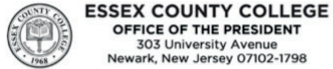
Business cards

Main Campus

West Essex Campus

Athletics

- College name in approved typeface
- Appropriate vertical logo for specific campus
- Gotham Bold employee name in approved color
- Title and Department must be included
- Phone number, fax number, email, and room number listed underneath
- Approriate campus and web address
- Business cards are given pending Area Head approval

Envelopes

ESSEX COUNTY COLLEGE
WORKFORCE DEVELOPMENT PROGRAMS
303 University Avenue
Newark, New Jersey 07102-1798

ESSEX
COUNTY COLLEGE
303 University Avenue,
Newark, New Jersey 07102

GOLF &
TENNIS

ESSEX COUNTY COLLEGE
OFFICE OF THE PRESIDENT
303 University Avenue
Newark, New Jersey 07102-1798

HELPFUL HINTS
ENVELOPE
- Approved color for text
- College logo or "e' icon in approved typeface
- Department name and appropriate department location underneath
- Specific names are not used on envelopes

Campus Event Promotion

For brands, any poster you create will automatically be a reflection of your organization and for what it stands.

As such, it's important for the design to stay true to your brand's image and personality. The design must be clean and simple.

Banner Ads

- "e" icon with College name typeset in approved fonts
- Logo would be acceptable here as well, if "e" icon not used
- Candid action photography prefered
- Approved typefaces
- Tagline in approved typeface
- URL in all caps

COMMUNICATION & BRAND STYLE GUIDE | 2021 THE OFFICE OF INSTITUTIONAL ADVANCEMENT

COMMUNICATION BRANDING CHECKLIST

Follow this guideline summary to achieve college-wide consistency in all publications

✔ 01. The logo

Only use approved versions of the logo. Please check that you have respected the minimum size and exclusion zone requirements. The logo should not appear on color backgrounds without being reversed out.

✔ 02. Color

Forest Green
Pantone 356 | CMYK: C=95; M=0; Y=100; K=27
RBG: R=0; B=100; G=63 | Hex: #00643f

Gold
Pantone 130 | CMYK: C=0; M=30; Y=100; K=0
RBG: R=253; B=185; G=19 | Hex: #FDB913

✔ 03. Typography

Use the fonts Gotham Book, Minion Pro and Myriad Pro. A general rule of thumb: Don't use more than three fonts per publication. When Gotham Book is unavailable, the typefaces Arial or Helvetica may be substituted. When Minion Pro is unavailable, use Times.

✔ 04. College Seal

Only appropriate for official College documents (e.g. certificates or use by President's Office)

✔ 05. Secondary Logo

Please avoid using any Event/Departmental logos besides the ones approved the Office of Institutional Advancement. See page 10-11 for approval process.

✔ 06. Unacceptable uses of College Name

• ECC (allowed on internal documents only)
• Essex CC
• Essex College
• Essex
• County College

✔ 07. Imagery

Use minimal and clean photos with the cold or the warm color scheme. Greyscale photos are only when the color schemes don't fit.

✔ 08 . Print materials

Please use approved layouts for all printed products and stationery.

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Essex County College asserts ownership over its name and any other mark, logo, insignia, seal, crest, design, symbol or any combination of these that have come to be associated with the Colleges, Faculty, staff and students are required to seek advice and consent from the Officer of the General Counsel when the use of a College trademark is questionable. (Reg-15 REV 3/17)

If you need assistance, please contact:

Office of Institutional Advancement

Alfred Bundy

Executive Director

Phone: 973-877-3156

Email: abundy@essex.edu

Graphics Department
Kiana Fitz - Senior Graphic Designer
Victor Colon - Graphic Designer
Shalia Story - Graphic Designer
(973) 877-3397 | graphics@essex.edu | rebrand.ly/eccgraphicsform

Essex County College

Dr. Augustine A. Boakye - Interim President
WWW.ESSEX.EDU | (973) 877-4477