



Brand Guidelines

Defining Centenary University's Brand and History

Founded in 1867 by the Newark Conference of the United Methodist Church, Centenary University has evolved from a coeducational preparatory school into a modern, independent, four-year baccalaureate and master-level institution of higher learning.

Located in the heart of northwest New Jersey's historic Skylands Region, Centenary is a private, co-educational and close-knit university community — an environment where every professor and staff member is invested in student success.

With career-focused programs combining seamlessly with the traditional liberal arts, Centenary recognizes that both employers and society at large need people with specialized training, a broad set of interpretive and communicative skills, and a global perspective on our rapidly changing world.

At the main campus in Hackettstown, N.J., national-level equestrian center in Long Valley, N.J., and learning centers in Parsippany and Edison, N.J., Centenary enrolls some 1,100 undergraduate students and a nearly equal number of adult and graduate students. Students pursue their academic interests in bachelor's, master's, doctorate, and professional certificate programs.

Mission Statement

Centenary University is an inclusive and collaborative learning community dedicated to preparing its students to enter society as professional and global citizens by providing experiences that foster skills of critical thought and purposeful action. The Centenary experience is distinguished by a fundamental belief in the full potential of each student, a strong liberal arts foundation, career preparation, and a culture of service to the community and to the world.

Vision Statement

Centenary University strives to be a leader in career-focused liberal arts studies offering programs to motivated learners seeking a degree, professional development, or lifelong learning. The fundamental belief in the potential of each student drives the educational environment at Centenary University. A strong liberal arts and sciences base combined with compelling career-focused programs will continue to prepare Centenary students for careers today and tomorrow, fostering a commitment to a lifetime of service and learning.



Centenary's Identity System

The Centenary University visual identity is the primary identifier of the University in all communication and should be featured in all print and electronic pieces for both internal and external audiences. Using a clear, consistent visual identity will promote awareness and recognition of the University across all audiences.

Examples of communication vehicles include, but are not limited to: magazines, viewbooks, newsletters, brochures, stationery, banners, signage, electronic and print invitations, and electronic and print ads. In each of these instances, the designed piece must possess the University's visual identity.

The Centenary Brand Platform

Each Centenary University service, department, and program has a unique role to play in the overall Centenary brand story. The brand platform helps each of Centenary's communications efforts to work hand in hand. A brand platform is a set of guidelines that serves as a common foundation for brand development and governs all aspects of a brand's visual elements, messages, and implementation. To be successful, every entity in the Centenary community needs to help deliver the brand identity and message through its programs and activities.

The Brand Guidelines

The members of the Centenary community, including outside partners, are sharers and storytellers of this great University. Centenary's task is to articulate and express its unique identity to the world. The Centenary University Brand Guidelines is designed to help all those working at and with Centenary to be the best deliverers of its image, reputation, and story throughout the world.

The guidelines detail Centenary's thematic and visual brand DNA. Included in this document are key messages and a graphic identity system rooted in extensive research that has been developed, vetted, and embraced by the community. This cohesive and uniform guide to the Centenary brand offers a powerful and efficient way for the University to communicate with key audiences.

Marketing Review and Approval Process

Because of the need to clearly and consistently communicate the Centenary brand, all print and digital materials must comply with what has been set forth with the brand guidelines. Therefore, Marketing must review all such materials prior to production and distribution for consistency, clarity, and quality.

Materials that must be reviewed include but are not limited to: signage, brochures, newsletters, posters, postcards, emails, and any advertisements. If a project is produced through Marketing, the review process is automatically incorporated into the production timeline. If a project is not being produced through Marketing, the producer will need to provide Marketing staff members with a digital or hard copy proof of the project prior to production.

For assistance with any aspect of a project or for approval of visual identity, please email the Marketing department directly at marketing@centenaryuniversity.edu

The Centenary University Logo

The colors for the Centenary University logos are Centenary Blue (Pantone® 282 C) and Centenary Gold (Pantone® 4525 C). The Centenary University primary logo mark has two components: the University dome icon and the logotype (typeface). The word “University” has been carefully sized and letterspaced underneath the word “Centenary.” These two components are in a fixed relationship, and should not be altered, modified or repositioned in any way. The dome can appear separately from the words “Centenary University,” but can also work as one unit to create the logo. All marketing communication materials reaching national audiences must use a logo mark that includes the words “Centenary University.” The logo may also be used in social media, on promotional items, and for internal student activities. For example, for online advertising, the primary logo mark provides a clearer, more bold visual representation of the University’s visual identity when compared with how the seal reproduces online. Below is the logo option for main outreach:



The Centenary University Seal

The Centenary University secondary logo mark is a stand alone circular seal used primarily for alumni promotions, historic representations, and merchandising. It is also used in communication pieces when the primary mark does not work visually for the intended communication vehicle. For example, the circular mark is appropriate for embroidered clothing and other promotional ephemera. This Centenary Seal is more formal than the University’s primary mark and is intended for limited uses. Below is the logo option for the formal outreach:



All official Centenary marks should be obtained from the Marketing department or can be downloaded [here](#). If you have questions about which mark is most appropriate, please contact the Marketing department at marketing@centenaryuniversity.edu

Main Usage of Primary Logo

The color option for our primary logo is Centenary Blue text (Pantone® 282 C) with the Centenary Gold dome (Pantone® 4525 C) on a white background to maintain legibility (below left). The secondary color option is the Centenary Gold dome on Centenary Blue background with white lettering (below right).



Additional University Logos

Several of Centenary University's schools, departments, programs, and services have its own individual logo under the University umbrella. Like the University-level hierarchy, each logo is available in four different configurations. These include the primary mark, both centered and left justified, using the dome, the wordmark for Centenary University, and the addition of the name.



Secondary Uses of Primary Logo

The primary usage option is preferred. However, in more casual usage, such as merchandise and some marketing materials, the logo may be used in white on a background of Centenary Blue (Pantone® 282 C). The legibility of this version is compromised when used on other background colors.



Another acceptable color option is to reverse the logo out to white text and feature the Centenary Gold dome (Pantone® 4525 C) on darker backgrounds and images (below).



Logo Clear Space

To ensure its integrity and visibility, the Centenary University logo should be kept clear of competing text, images and graphics. The logos must be surrounded by an adequate clearspace—a space equal in size to the height of the letter “C” in “Centenary”, as shown below.



Logo Size

To maintain full legibility, never reproduce the logo at widths smaller than 1 inch (for print) or 150 pixels (for screen). There is no maximum size limit, but please use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.



Unacceptable Uses for the Logo

The primary logo mark should not be altered in any way. Below are a few examples of unacceptable uses:



Do not place an outline around logo.



Do not place a drop shadow.



Do not treat the individual logo elements differently.



Do not stretch, condense or change the identity.



Do not place in a shape that could be thought of as part of the logo.



Do not use a color other than Centenary blue, gold or gray.



Do not rearrange the elements.



Do not alter or replace the typeface of the identity.



Do not skew or bend the logo in any way.



Do not alter the scale of any of the elements.



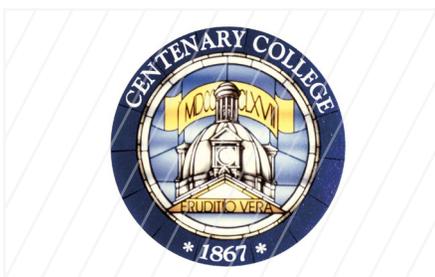
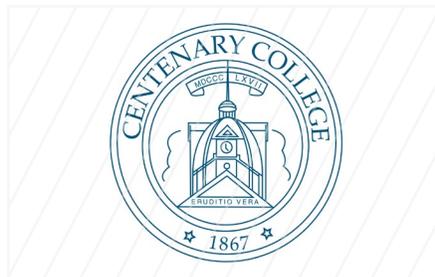
Do not crop the wordmark or elements of the identity.



Do not add any elements or replace elements of the logo.

Retired Logos and Marks

In 2016, Centenary College became Centenary University. The logos/marks shown below are retired, and should not be used on any newly produced communications from the University. If the mark in question has not been grandfathered into the new branding system, it is most likely retired. Please consult with the Marketing department regarding the mark's legitimacy. Please do not download logos or marks from unofficial Internet sites (such as Google Images) or other sources. All official Centenary marks should be obtained from the Marketing department or can be downloaded [here](#).



Color Usage in Publications

It is important to maintain a sense of hierarchy and harmony when using the Centenary color palette. The color system is extremely flexible, but also exercises some restraint. Exciting color palettes can be created from a few secondary colors in addition to the primary Centenary palette.

The below breaks down the entire Centenary palette. Each is different but still maintains the character and emotion that is Centenary. It is also important to note that the primary palette plays a role in each sub-palette, even if it's a minimal one.

Primary Centenary University Palette

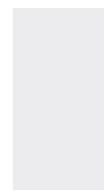
Below is the primary Centenary University palette featuring the colors used in all publications, ads, and main university materials.



Centenary Blue
PMS: 282 C
CMYK: 100, 71, 10, 47
RGB: 0, 50, 98
Hex: #003262



Centenary Gold
PMS: 4525-C
CMYK: 23, 23, 56, 0
RGB: 200, 183, 131
Hex: #C8B783



Centenary Gray
PMS: Cool Gray 1 C
CMYK: 13, 9, 9, 0
RGB: 219, 220, 222
Hex: #DBDCDE

Secondary Centenary University Sub-palette

Below are the secondary Centenary University sub-palette colors used in specific marketing materials.



Secondary Blue
CMYK: 93, 62, 32, 12
RGB: 24, 90, 125
Hex: #185A7D



Yellow
CMYK: 0, 21, 100, 0
RGB: 255, 201, 7
Hex: #FFC907



Orange/Red
CMYK: 0, 85, 70, 0
RGB: 240, 78, 76
Hex: #F04E4C



Light Blue
CMYK: 70, 5, 10, 0
RGB: 27, 183, 217
Hex: #1BB7D9



Bright Green
CMYK: 43, 0, 100, 0
RGB: 159, 204, 59
Hex: #9FCC3B



Brown/Gray
CMYK: 60, 60, 60, 25
RGB: 99, 88, 85
Hex: #635855

Ratios in Color

Centenary Blue, Centenary Gold, and Centenary Gray (primary color palette) are used in all of Centenary's outreach. The secondary blue, yellow, orange/red, light blue, and bright green (secondary color palette) are primarily used as splash accents for specific materials. While the color ratios are loosely identified and not mathematically equated, the white is created for dominant backgrounds giving the design an overall feel of space, simplicity, and cleanliness. The brown/gray is used for typeface color only and not to be used in devices. In some instances, the colors can have a slight opacity of 80-85%.

Recommended Typefaces

Whitney HTF and Granjon are the recommended typefaces. Either may be used for headlines, body copy, or other text in print and/or digital. Acceptable substitute typefaces can be used in a limited manner, such as in a Word document, would be Minion Pro and Times New Roman (serif).

Whitney HTF

Consistent use of typography, as with other graphic elements, helps to maintain a strong brand identity. Whitney HTF is the selected sans serif typeface. It is the typeface for the tagline and secondary signature systems. It is recommended that the regular weight be used for body text and that the body text remain unknerned (no extra character space).

Although the use of Whitney HTF is strongly recommended, exceptions may be made where availability is limited or where technical concerns make its use less efficient. In these instances, Minion Pro may be used.

Whitney HTF Book

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Whitney HTF Semi Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Whitney HTF Semi Bold Condensed

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Whitney HTF Semi Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Whitney HTF Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Granjon Roman

Granjon Roman is the selected serif typeface. It is recommended that only regular weight be used for body text and that the body text remain unkered (no extra character space).

Although the use of Granjon is strongly recommended, exceptions may be made where availability is limited or where technical concerns make its use less efficient. In these instances, Garamond in any form is an acceptable alternative. If the Garamond typeface is unavailable, Times New Roman is an acceptable alternative.

Granjon Roman

abcdefghijklmnopqrstuvwxy^z

ABCDEFGHIJKLMN^{OP}QRSTU^{VW}XYZ

1234567890

Example Typeface Use

Granjon Roman is typically used in headers while Whitney HTF accompanies as the a secondary header and in paragraph copy.

Granjon Roman (60pt)

Whitney HTF: Book (36pt)

Whitney HTF: Book (11pt)

Whitney HTF: Semi Bold (20pt)

Earn Your Degree
ON YOUR TERMS.

Students can enter Centenary's School of Professional Studies (SPS) with either some previous college experience or none at all. SPS provides busy adults with the opportunity to earn their degree while still maintaining a work/life balance. The greatest benefit of our program is the flexible course instruction available to you:

- All programs are accelerated
- Classes are available
 - In person at our Parsippany learning center
 - Online
 - Blended

We are Here for You

Our Program Advisors are here to support you every step of the way. Each student enrolled in the School of Professional Studies is assigned a Program Advisor to help guide and prepare them for success as they work towards their degree.

Students will receive a degree audit explaining where transfer credits apply and which courses remain outstanding to complete your degree.

In addition, Program Advisors will create an individualized academic plan for each student that will outline what courses they need to take in order to graduate.

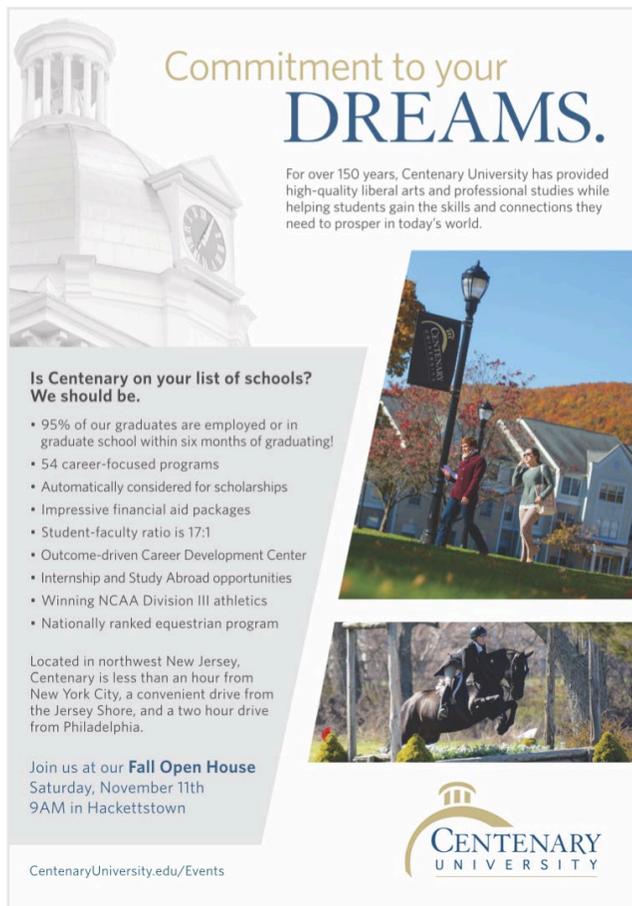
Centenary University Degree Completion Viewbook (Not to scale)

The Commitment Tagline

The commitment tagline is taken from Centenary University's Vision Statement. "A strong liberal arts and sciences base combined with compelling career-focused programs will continue to prepare Centenary students for careers today and tomorrow, fostering a commitment to a lifetime of service and learning" (see page 1). This is primarily used in marketing initiatives in headers and sub text explaining Centenary's commitment to prospective, current students, alumni, and other partners. It always ends in a period, exercising its importance and making a statement.

Examples of Commitment Theme

- Committed to You.
- Commitment to Opportunities.
- Commitment to Your Dreams.
- Commitment to Your Goals.
- Commitment to Your Advancement.
- Commitment to Your Success.
- Commitment to Your Future.
- Commitment to Your Excellence.
- Commitment to Your Education.



Commitment to your DREAMS.

For over 150 years, Centenary University has provided high-quality liberal arts and professional studies while helping students gain the skills and connections they need to prosper in today's world.

Is Centenary on your list of schools? We should be.

- 95% of our graduates are employed or in graduate school within six months of graduating!
- 54 career-focused programs
- Automatically considered for scholarships
- Impressive financial aid packages
- Student-faculty ratio is 17:1
- Outcome-driven Career Development Center
- Internship and Study Abroad opportunities
- Winning NCAA Division III athletics
- Nationally ranked equestrian program

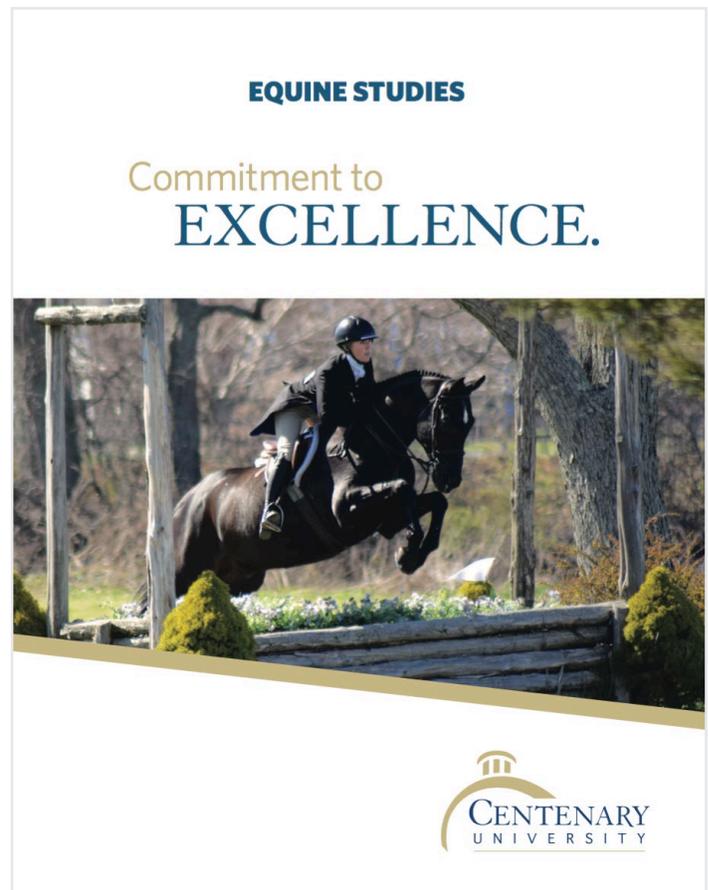
Located in northwest New Jersey, Centenary is less than an hour from New York City, a convenient drive from the Jersey Shore, and a two hour drive from Philadelphia.

Join us at our **Fall Open House**
Saturday, November 11th
9AM in Hackettstown

CentenaryUniversity.edu/Events



Undergraduate College Conference Ad



EQUINE STUDIES

Commitment to EXCELLENCE.



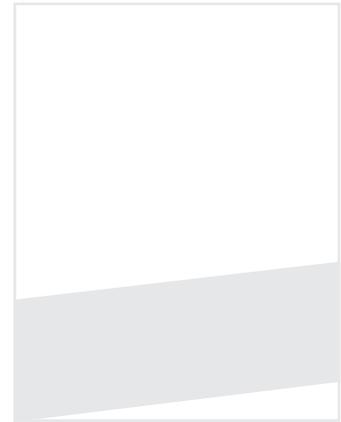
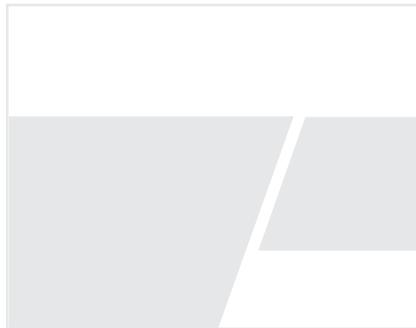
Equine Viewbook Cover

Graphic Elements and Devices

Devices will be used to house small bits of information, such as factoids or quotes. A device is sometimes a colorful solid to add dimension to a spread. This gives shape and form to our brand identity, again for instant recognition and consistency. Although it can hold images, an overlay device is designed to hold typography, allowing the copy to shine, control the background or type legibility, and/or place focus on the information fields.

Each device has a straight edge giving it solidity and anchoring it to each page. Please note that the effect is never sterile and, instead, conveys energy.

In some instances, an overlay device may be created in white, gray, or black to create a transparent effect. Use 45%-85% opacity to insure that the type is legible.



Inspire a New Generation

TEACH!

Someone inspired you during your academic career. Now it's your turn to inspire a new generation of learners. Whether you see yourself in a K-6 or Secondary setting, Centenary can prepare you to teach with our innovative, practice-driven Education program.

Our program is built on a simple idea: encourage a love of learning. We give you a range of options for subject matter specialization including English, History, Biology, and Social Studies.

Our small classes and expert faculty will help you tailor your program to fit your specific goals and teaching style. You will experience a hands-on learning environment that puts you "out in the field" working with students and professional teachers.

Be a teacher. Change lives. School districts throughout the state know that Centenary students graduate with the dynamic skills, knowledge, and practices to lead a 21st century classroom. With ten different certifications available and a strong emphasis on field experience, Centenary prepares graduates for success.

Centenary University Education Programs are fully accredited by the Council for the Accreditation of Educator Preparation (CAEP). This accreditation ensures that Centenary classrooms meet the highest standards for the preparation of teaching professionals.

Centenary students can become certified at the elementary or secondary levels. Each student selects a subject matter focus:

Elementary Education

- Biology
- English
- History
- Liberal Arts (K-6 & Middle School)

Secondary Education

- Biology
- English
- Social Studies

Also, at Centenary, Teacher of Students with Disabilities (TOSD) endorsements are a part of all programs.

Candidates for Elementary or Secondary certification are also able to choose an endorsement to increase their educational knowledge and career options.

- Middle School Language Arts
- Middle School Mathematics
- Middle School Social Studies
- Middle School Science

Centenary works with schools in the surrounding counties to ensure that clinical interns are placed with appropriate mentors in the correct learning environment. Our students are frequently invited to apply for employment positions upon completion of their clinical practice.

ACADEMIC PROGRAMS

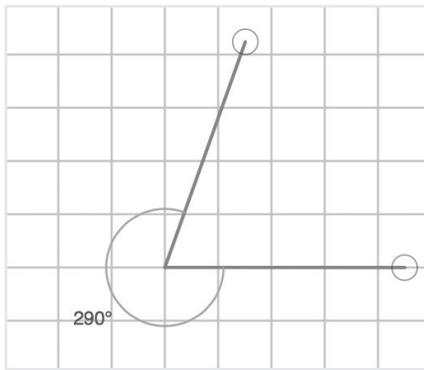
"At Centenary, we train educators to meet the needs of today's diverse student population. All of our candidates will complete their studies with dual certifications in their subject area as well as special education. This combination makes our Centenary education students extremely attractive to districts seeking staff flexibility."

Dr. Timothy Frederiks
Assistant Professor Education
Department Chair

SECTION ONE: VISUAL IDENTITY SYSTEM

Structural Devices Used in Specific Materials

Most of the University's publications use a specific angled device which typically will house content or photography. A 290 degree angle is typically used across all platforms including viewbooks, digital banners or print ads. These are used to emphasize a specific part of an image or to add color to page that may not be completely engaging on its own. When used consistently, these elements create continuity among families of materials. For example, a department could adopt one of these elements to be its primary visual direction, or could use a mix of two elements for all of its communications.



Prestigious Faculty and ADMINISTRATORS

Centenary's faculty members facilitate graduate business education through lectures, seminars, and "live" and simulated business cases with integrated technology.

"Teaching students in the MBA program at Centenary has been an extremely rewarding experience. I love developing genuine connections with my students and with Centenary's small class sizes, I am able to get to know each one's motivations, desires, needs and interests, and I can tap into those things in the classroom. Every time I teach, I learn because I give my students the opportunity to share and reflect on their own experiences and it becomes a very powerful, dynamic, and discussion-based learning experience. The great thing about the university's MBA faculty is that we embody Centenary's core values including authenticity, accessibility and empathy and our own high-level managerial experience allows us to give students the skills needed to succeed in the workplace."
- Anthony Yaculo
Assistant Professor of the School of Professional Studies

Career Advancement

Centenary's Career Development Center is the leading connection between Centenary students and employers in the community. We cover everything from career exploration and mock interviews to resume drafting and cover letter writing. Centenary recently joined the College Central Network, the nation's largest network of college job seekers. The site offers a wide range of services including job postings from employers, resume searching and uploading, job applications, career podcasts, informative documents, and mentor connections.

The university's corporate partners, alumni, and faculty industry contacts provide students with many networking and career advancement opportunities. Centenary has corporate relationships and tuition discount partnerships with companies such as Pfizer, AT&T, ADP, UPS, Chubb, Wakefern Food, QuickChek, Atlantic Health System and more.

Centenary University MBA Viewbook Spread (Not to scale)



Centenary University Undergraduate Medium Rectangle Banner Ad

Triangle Devices

Throughout the publications, there are colored triangular devices with a definitive white or gray line running parallel to the angle. These triangles bring color and brand consistency as well as add energy to the piece. Often it's designed in the corners adding an anchored element to a floating larger device. Triangles are only to be used with the shorter edge in the horizontal position. An example is shown below.



Welcome to the Office of Graduate Admissions at Centenary University!
Since 1995, Centenary has been a leader in offering career enhancing and innovative graduate degree programs and certifications, specifically designed for the working professional. In support of Centenary's commitment to higher education, our mission is to provide lifelong learning opportunities to students of all ages, backgrounds, and interests.

A graduate degree in Counseling from Centenary will empower competent, ethical, data-driven, and passionate counselors to become leaders in their field. The Masters degrees in Counseling, Clinical Counseling, School Counseling and Student Assistance Coordinator Certification at Centenary University prepare students to become professional and thorough counselors in a variety of settings. Students are able to focus their studies to coincide with their future counseling career aspirations.

We are here to guide you through the graduate admission process and we hope that you find answers to all of your questions regarding our programs within these pages.

Our main goal is to provide a high level of customer service to all of our prospective graduate students and serve as a centralized starting point for all things related to the admission process.

We look forward to serving you!

To apply or learn more: CentenaryUniversity.edu/Counseling

Accreditation
Centenary University is accredited by the Middle States Association of Colleges and Schools.
Centenary is a non-profit organization founded in 1867. We distinguish ourselves through our fundamental belief in the full potential of each student, and by providing a strong liberal arts foundation, career preparation, and a culture of service to the community and to the world.
Centenary University admits students without regard to race, color, sex, handicap, age or national origin. Centenary University, in accordance with the Jeanne Clery Act, prepares, publishes and distributes an annual security report containing specific information about campus security. Policies and crime statistics are available at CentenaryUniversity.edu/Safety

SECTION ONE: VISUAL IDENTITY SYSTEM

Gold or Gray Seay Administration Building Dome

The Centenary University Seay Administration Building dome is a significant element to the Centenary brand. It is used in the primary logo mark, the secondary logo mark seal, and placed thoughtfully throughout each marketing piece. The dome represents one of Centenary's most prominent buildings and incorporates history in a modern and contemporary design. This historic icon is a visual communicator to distinguish a consistency throughout the brand.

It can be used at full colored opacity or at a 15%-25% grayscale opacity often with content or devices partially covering it. It can be anchored on a Centenary device or placed in the bottom left corner of the piece.



Commitment to your ADVANCEMENT.

Centenary University's School of Professional Studies offers the most effective way to expand your career horizons with an accredited degree from one of New Jersey's oldest and most respected private institutions.

We treat each adult learner as unique; we build on his or her personal and professional accomplishments and provide a support system to meet the academic goals and individual commitments of every person that enters our program.

The School of Professional Studies offers accelerated courses online, in a blended format, or in a one night a week class option. Our various learning formats are flexible and designed to fit into adult students' busy schedules.

Program and Certificate Offerings Include:

- Associate of Arts in Liberal Arts
- Bachelor of Science in Business Administration
- Concentrations in Management and Social Media Marketing
- Bachelor of Arts in Sociology
- Concentration in Organizational Studies
- Master of Business Administration
- Concentrations in Health Administration, Leadership, Management and Marketing
- Health Administration Certificate
- Leadership Certificate
- Social Media Marketing Certificate

Adult & Online Open House
Saturday, September 16 • 10am - 1pm
 7 Campus Dr., Parsippany NJ
 CentenaryUniversity.edu/SeptOH

Centenary University SPS Ad

Commitment to your GOALS.

For 150 years, Centenary University has been providing high-quality liberal arts and professional studies while helping students gain the skills and connections they need to prosper in today's world.

Fall Open House
Saturday, October 14
9am-3pm

Centenary University Undergraduate Postcard

Accreditations
 Centenary University is accredited by the Middle States Association of Colleges and Schools. We hold additional accreditations in the fields of business and education:

- International Assembly for Collegiate Business Education (IACBE): This professional accreditation recognizes academic quality and excellence in business education.
- Council for the Accreditation of Educator Preparation (CAEP), which ensures continual enhancement of learning experiences and methodologies.
- The Equine Center is accredited by the Professional Association of Therapeutic Horsemanship International for the provision of Equine Assisted Activities and Therapies.

Centenary is a non-profit organization founded in 1867. We distinguish ourselves through our fundamental belief in the full potential of each student, and by providing a strong liberal arts foundation, career preparation, and a culture of service to the community and to the world. Centenary University admits students without regard to race, color, sex, handicap, age or national origin. Centenary University, in accordance with the Jeanne Clery Act, prepares, publishes and distributes an annual security report containing specific information about campus security. Policies and crime statistics are available at CentenaryUniversity.edu/Safety

Follow Us
 /CentenaryEquine

400 Jefferson Street
 Hackettstown, NJ 07840
 908-852-1400 • 800-236-8679

Centenary University Equine Viewbook (back)

Photography

Photographs, whether used alone or in combination with logos and text, are ways to tell the Centenary University story. Photographs contribute to the overall impression that readers, viewers, and web visitors form of the institution.

When choosing photographs for use in University publications or on the website, editors should strive to include images that capture Centenary in the best light. Examples of this are shown below. If you have any questions about photo choices, please contact the Marketing department at marketing@centenaryuniversity.edu



University Letterhead

The Centenary University letterhead is 8.5 inches wide by 11 inches tall. The recommended typing format is shown here. Please follow this style for consistency. The recommended typeface for body copy on letterhead is Whitney HTF, with a type size of 12 point and a line spacing of 14 points. If Whitney HTF is unavailable, Minion Pro in any form is an acceptable alternative. If the Minion Pro typeface is unavailable, Times New Roman is an acceptable alternative. Letterhead and stationery can be obtained through the University Print Shop and are subject to the approval of the Marketing department.



June 2, 2016
Student ID#: 3552

Ms. Student
0000 Pond Cir
Bethlehem PA 00000

Congratulations Student!

This is a very exciting time for you and your family as we welcome you to the Centenary community! Your first year of college is a very exciting time and we are thrilled to help you in this important life transition. This welcome packet contains information to help you begin your career with us as well as learn more information about the campus you are joining.

Inside you will find information regarding possible laptop selection, athletic activities and Advising Days. As you begin to peruse this information, please know that we are here to answer any and all questions you may have. Included in this packet as well is a check list of different offices you may need to speak with to complete everything necessary to begin here in the fall. In order to complete your required health forms, please go to the Health Services website and click on the link Required Health Forms.

Advising Days present you with an opportunity to come to campus and begin selecting your courses with one of our Academic Success Counselors. During this conversation you will have a one-on-one opportunity with a counselor to discuss the most successful track to take while here at Centenary for a well-rounded education.

The First Year Experience office is here to help you through this important life transition and will provide many different support systems throughout the year, including a personal connection with our First Year Leaders (FYLs). These student mentors will be in the classroom to assist in your academic transitions course while also helping you to adjust socially to college. Your 'first friends' on campus are knowledgeable upper classmen who are specially trained to help you succeed during your time here at Centenary.

Congratulations again and welcome to the Centenary University community!

With warmest regards,

Sample
Director of First and Second Year Experience
sample@centenaryuniversity.edu
(908) 852-1400 ext.0000



University Main #10 Envelope for Main Address

The primary mailing envelope is a #10 positioned as shown produced in two colors - Centenary Blue text (Pantone® 282 C) with Centenary Gold dome (Pantone® 4525 C) on white background. To order, please email marketing@centenaryuniversity.edu



University Main #10 Envelope for Parsippany (SPS) Address

The primary mailing envelope for the School of Professional Studies is a #10 positioned as shown produced in two colors - Centenary Blue text (Pantone® 282 C) with Centenary Gold dome (Pantone® 4525 C) on white background. To order, please email marketing@centenaryuniversity.edu



University Business Card and Stationary System

The standard Centenary University business card is 3.5 inches wide by 2 inches tall. Business cards are two-sided. The back of the card may be used to print standard contact information in languages other than English, in conjunction with customs of specific countries. Business card templates have also been created for graduate and post-graduate students, and are available through the [University Print Shop](#) or by downloading the [template here](#).



University Email Signature

By using the below email signature, you are communicating your social connection to the University and also helping to strengthen Centenary's brand. The full email signature should be used when communicating with external audiences, but it is not necessary for routine emails between coworkers. Additions such as inspirational quotes, graphics, and/or colored backgrounds are not permitted and should be reserved for personal email accounts.

Custom URLs or links should be linked to Centenary official recognized accounts. Automatic installation is available by [clicking here](#). **You must be on the University network for this installation to properly execute.** If you have any issues setting up the signature, please follow this [simply guide](#) to setup your signature. If you still require assistance, please email marketing@centenaryuniversity.edu for assistance or questions.

When building your own email signature directly in your email client, these font sizes should be adhered to for consistency of look across platforms.

Name: (12pt, Arial, bold, hex #014e7d)

Title: (9pt, Arial, italic, hex #014e7d)

All text on the right of the gold bar: (9pt, Arial hex #959595)

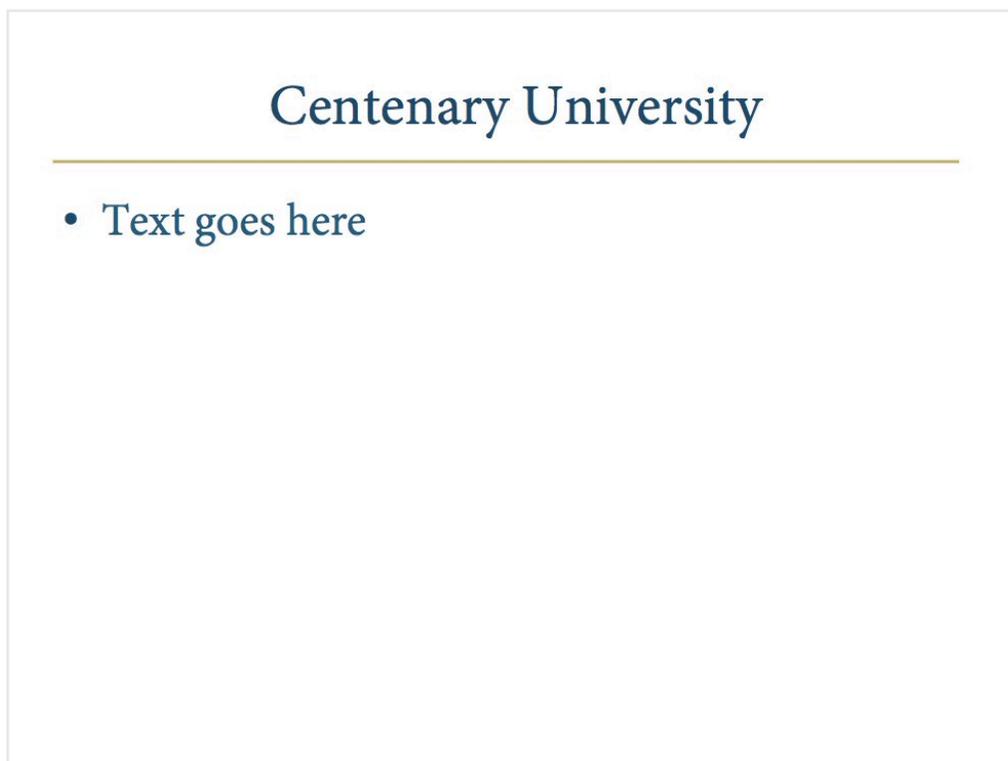
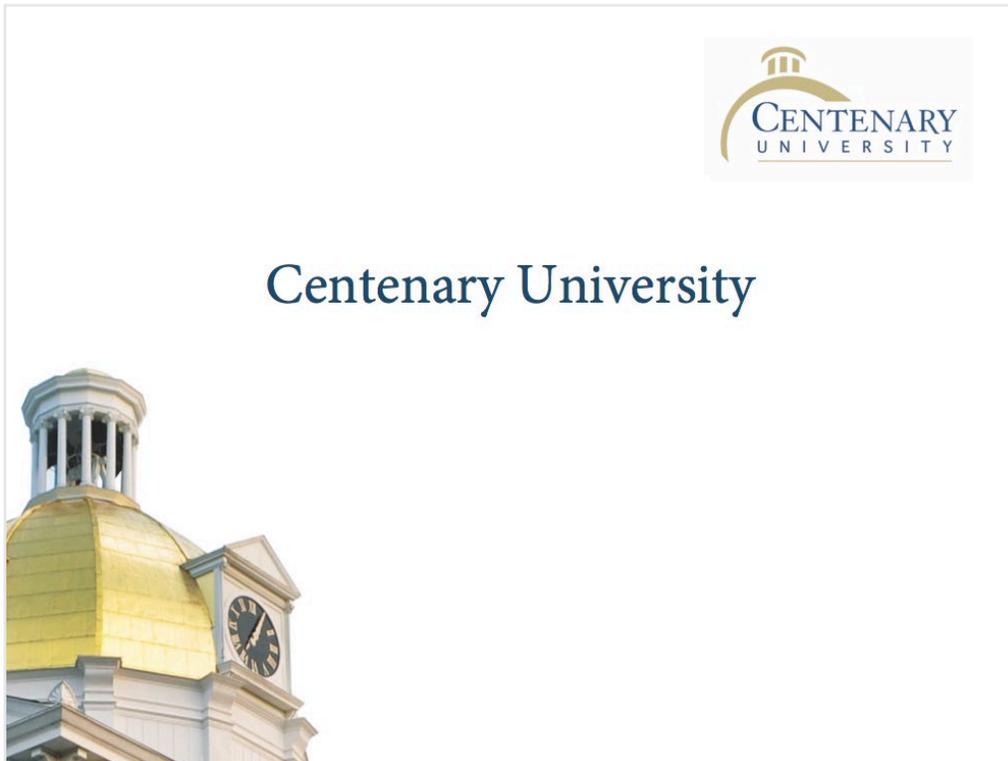
Link text: (10pt, Arial, hex #014e7d)



There are signatures for all campuses and locations. All are installed by default and can be deleted if not required. If your email signature does not look like the above, please email marketing@centenaryuniversity.edu for assistance.

Powerpoint Presentations

As students, faculty, and staff communicate on and off campus, portable and online presentation software platforms like Powerpoint and Google presentations/slides are commonly utilized. The Marketing department offers a powerpoint theme with essential institutional branding. Use of these assets is encouraged so that our University brand is presented alongside the powerful ideas being broadcast in-person and online. The current powerpoint can be downloaded [here](#).



Centenary University Signage

Campus signage, from building identification to directional signs, is another way in which the University maintains a consistent brand identity. All exterior building and directional signage are developed in cooperation with Centenary University's Marketing and Facilities departments. All signage is to be approved by the Marketing department. Some examples of signage are below. To request new signage, please email the Marketing department at marketing@centenaryuniversity.edu



Centenary University Seay Administration Building Sign



Centenary University Hackettstown Campus Flags



Centenary University SPS Window Lettering



Centenary University SPS Sign

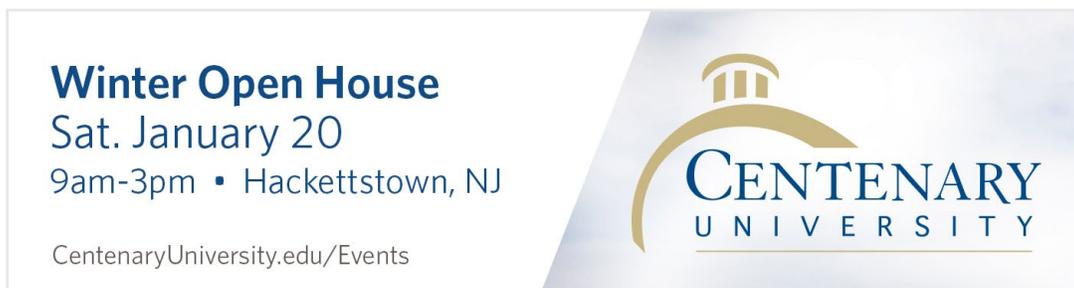
Billboard Samples

Below are examples of Centenary billboards used for brand placement and generating institutional awareness.



Event Billboard Samples

Below are examples of Centenary event billboards. These are typically designed to promote Open Houses or information sessions. Please contact the Marketing department if you have any specific event needs.



Print Ad Samples

Below are some examples of Centenary's print ads. In some print ads, a short description of the University's services is provided to give the audience information. Some of the other elements used are photography, a colored device, the Centenary dome, content, and the Centenary primary logo.

Commitment to your
ADVANCEMENT.

Adult/Online Open House
Saturday, May 19 • 10am - 1pm
7 Campus Drive, Parsippany, NJ

SPS.CentenaryUniversity.edu/OH

CENTENARY UNIVERSITY

Commitment to your
ADVANCEMENT.

Centenary University's School of Professional Studies (SPS) offers the most effective way for adults to achieve their personal and professional goals with an accredited degree and/or certification in less time and for less money than ever before. Our adult students can take classes in a variety of formats: in the classroom, at home, or both! Classes are fast-tracked and start every eight weeks.

Adult/Online Programs and Certificates:

- Associate of Arts in Liberal Arts
- Bachelor of Science in Business Administration
 - Concentrations in Management and Social Media Marketing
- Bachelor of Arts in Sociology
 - Concentration in Organizational Studies
- Master of Business Administration
 - Concentrations in Management, Marketing, Leadership, and Health Administration
- Health Administration Certificate
- Leadership Certificate
- Social Media Marketing Certificate

#theVIBE Social Media Center
Centenary's Social Media Center at the Parsippany location offers adult professionals the opportunity to obtain a Social Media Marketing certificate and/or a Bachelor of Science in Business Administration: Social Media Marketing.

Use promo code **STAR17** to register today
CentenaryUniversity.edu/Adult

CENTENARY UNIVERSITY
7 Campus Drive | Parsippany NJ

Commitment to your
DREAMS.

For over 150 years, Centenary University has provided high-quality liberal arts and professional studies while helping students gain the skills and connections they need to prosper in today's world.

Is Centenary on your list of schools? We should be.

- 95% of our graduates are employed or in graduate school within six months of graduating!
- 54 career-focused programs
- Automatically considered for scholarships
- Impressive financial aid packages
- Student-faculty ratio is 17:1
- Outcome-driven Career Development Center
- Internship and Study Abroad opportunities
- Winning NCAA Division III athletics
- Nationally ranked equestrian program

Located in northwest New Jersey, Centenary is less than an hour from New York City, a convenient drive from the Jersey Shore, and a two hour drive from Philadelphia.

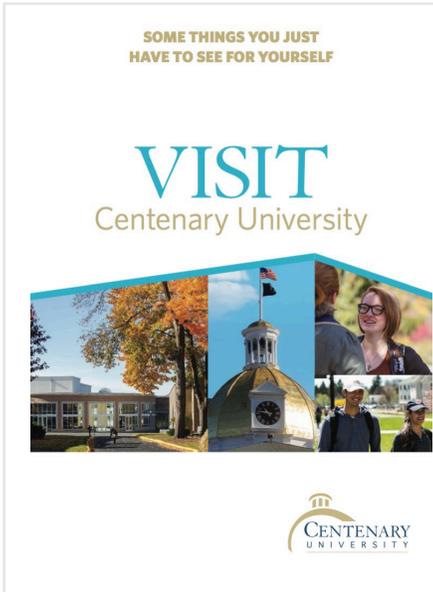
Join us at our **Fall Open House**
Saturday, October 14th
9AM in Hackettstown

CENTENARY UNIVERSITY

CentenaryUniversity.edu/Events

Viewbooks and Publication Samples

The Centenary visual look and feel features a collection of elements that make a cohesive package. Centenary colors, typography, photography, graphic elements, and voice all combine to create a strong, unique image for the University. By using these tools consistently, each piece that is designed will be combined to create a larger whole and represent Centenary to its fullest. The following examples were created to show how existing pieces can be reimagined using the Centenary elements.



Centenary University Visit Viewbook



Centenary University Junior Viewbook Spread

Sharing Responsibility for Your SUCCESS

With 54 career-focused majors, internships, work-study and study abroad, Centenary offers the same opportunities as big universities, with a small-school approach. We provide individualized attention for each and every student. That includes:

- Renowned Faculty** - Our faculty includes Fulbright Scholars, nationally recognized researchers, and experienced practitioners who have all come to Centenary because they truly enjoy teaching and interacting with their students.
- Admission Support** - From the moment a Centenary student expresses interest in the institution, admission counselors provide concise information on courses that need to be completed and advisors give clear direction on how to graduate within four years.
- First-Year Experience Program** - Each first year student is assigned a First-Year Leader who helps guide him/her through the adjustment of college life and academic expectations.
- Academic Advising** - Our Academic and Advising Center offers academic coaching, time management training, and career coaching for any student who needs extra help. Also, our Writing Collaboratory assists with college-level writing and becoming a better critical thinker.
- Career Advisement** - Our full-time Career Development Center can match you with internships that prepare you for your dream career and assist with mock interviews, graduate school applications, resume drafting, and more.

When you commit to attending Centenary, we commit to making sure your time here is a success.

206

Field Placement, Internship & Co-ops

61%

4-Year Graduation Rate (3rd highest rate in NJ)*

95%

Employed or in Graduate School within 9 Months of Graduation

73%

Employed in a Field Director or Closely Related to Major

*Second only to Princeton University for private institutions.

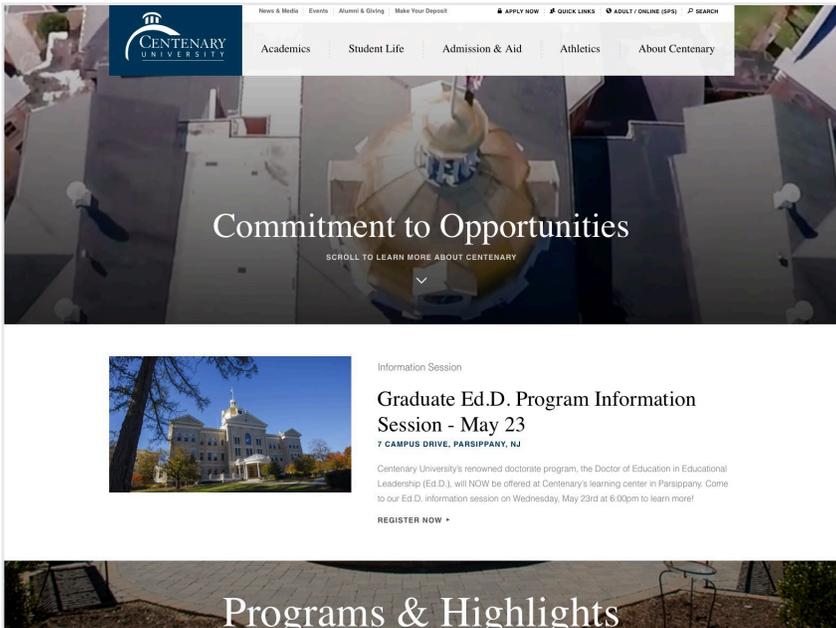
"Centenary's Career Development Center helped me land an internship at RoNetco Supermarkets. I worked very hard all summer and even got to present to the C.E.O. and the President of the company!"

Melissa Rabe
Business Marketing & Management

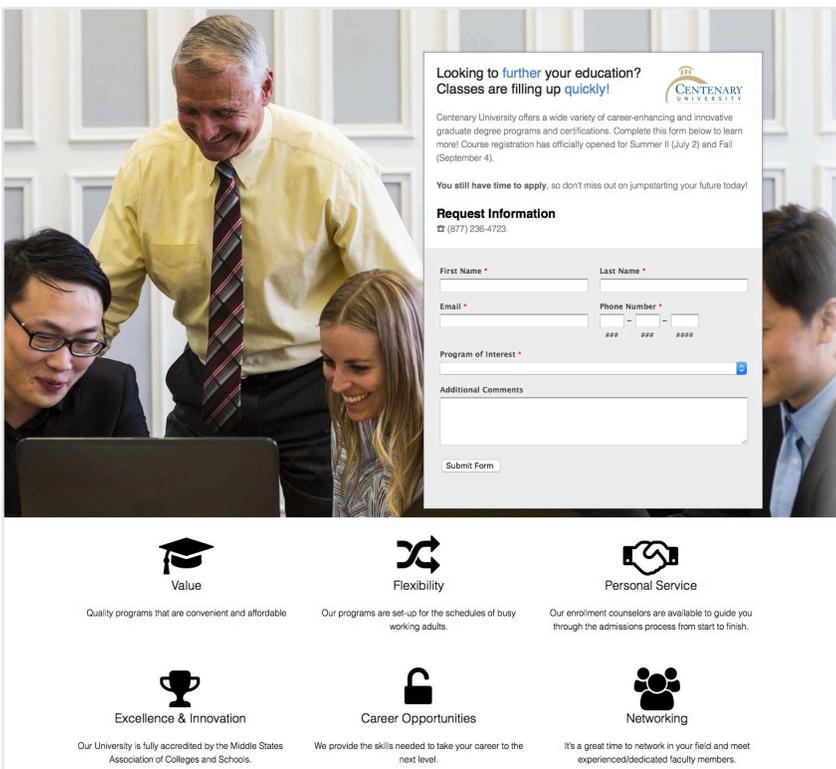
Centenary University Undergraduate Viewbook Spread

Main Website and Landing Page Samples

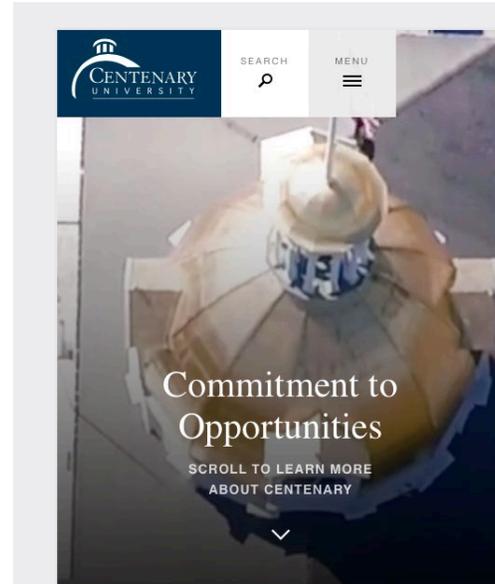
A key principle of web accessibility is designing websites and web applications that are flexible and meet different user needs, preferences, and situations. The templates and recommendations offered by the marketing team are designed with attention and consideration for the selection of graceful deprecation, distinct color builds, weight and contrast in type and graphical elements on web pages across the board. Below are pages from Centenary's website and landing page examples. For any and all edits, additions, and/or questions, please email the Marketing department at marketing@centenaryuniversity.edu



Centenary University Main Website

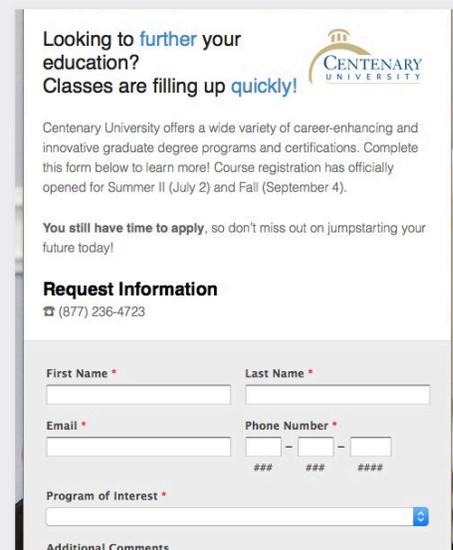


Centenary University Graduate Landing Page



Centenary University Main Website: Responsive to device

Centenary University Main Website: Responsive to device



Centenary University Graduate Landing Page: Responsive to device

Email Campaigns

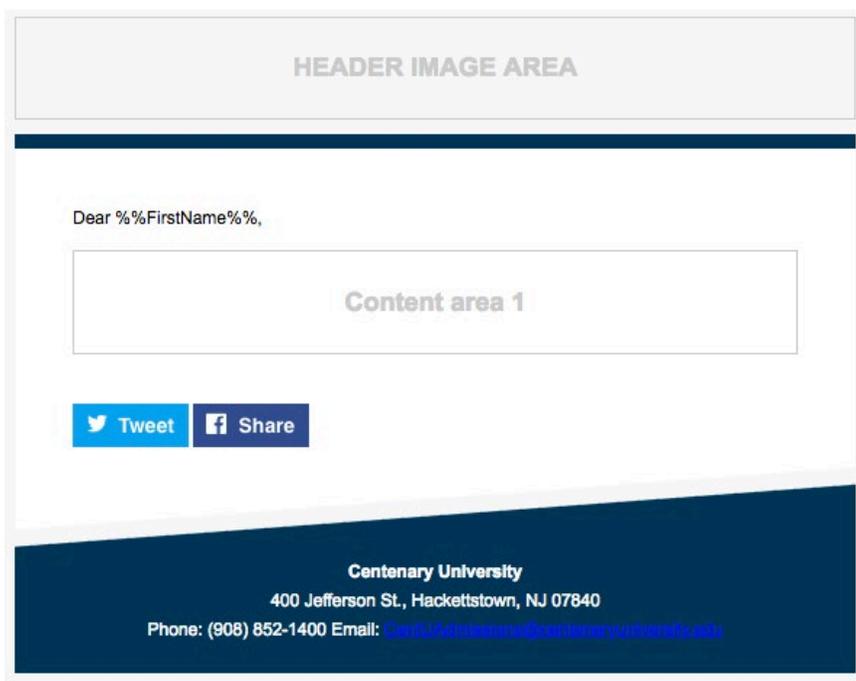
Centenary University's Marketing department works with various University departments to send thousands of email campaigns each year. This is a great opportunity to share news, promote events, increase recognition of a department, and represent the Centenary brand. For this reason, it's important to keep Centenary brand guidelines in mind whenever you are creating an email, newsletter, or email marketing campaign.

Email Templates

Academic and administrative departments who wish to send HTML emails outside of Microsoft Outlook to internal and external audiences should contact the Marketing department to help properly identify their messages as coming from Centenary University and set up a plan to distribute the emails. Below are examples of HTML email templates that were designed to function well across various browsers and devices. Depending on the template, there will be one or two content boxes that can be filled with text only. Additionally, a signature is mandatory for the end of the email.

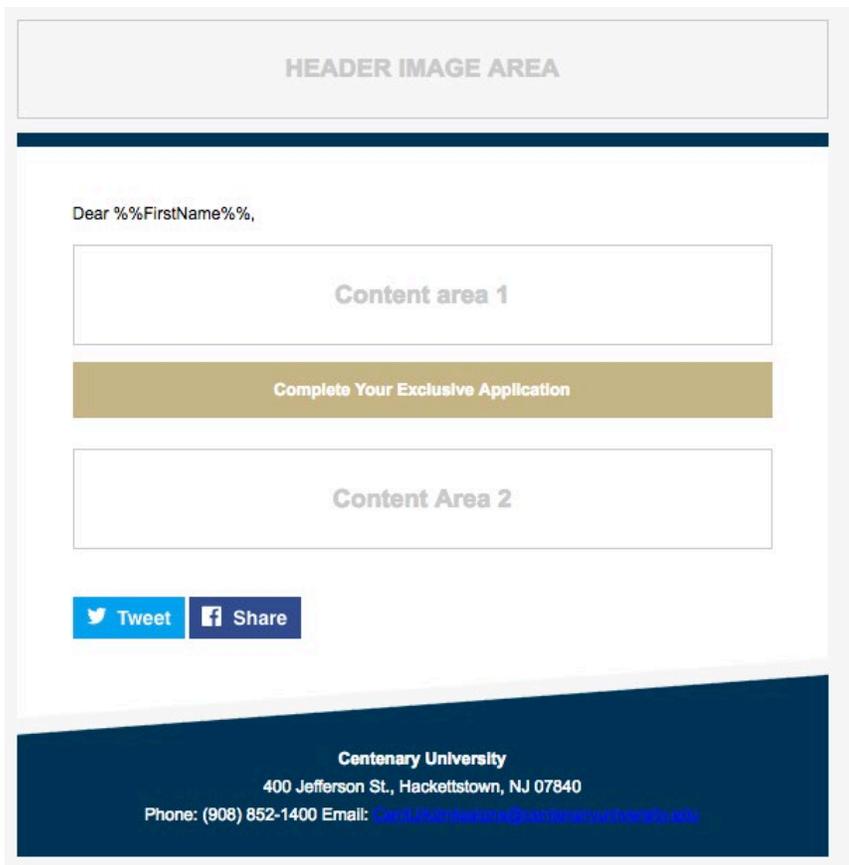
There are three different options:

- Option 1 allows for one content box.
- Option 2 allows for two content boxes with a "Complete Your Exclusive Application" button linking to Centenary University's application.
- Option 3 allows for two content boxes with a "Register Now" button, which can link to an event registration page.



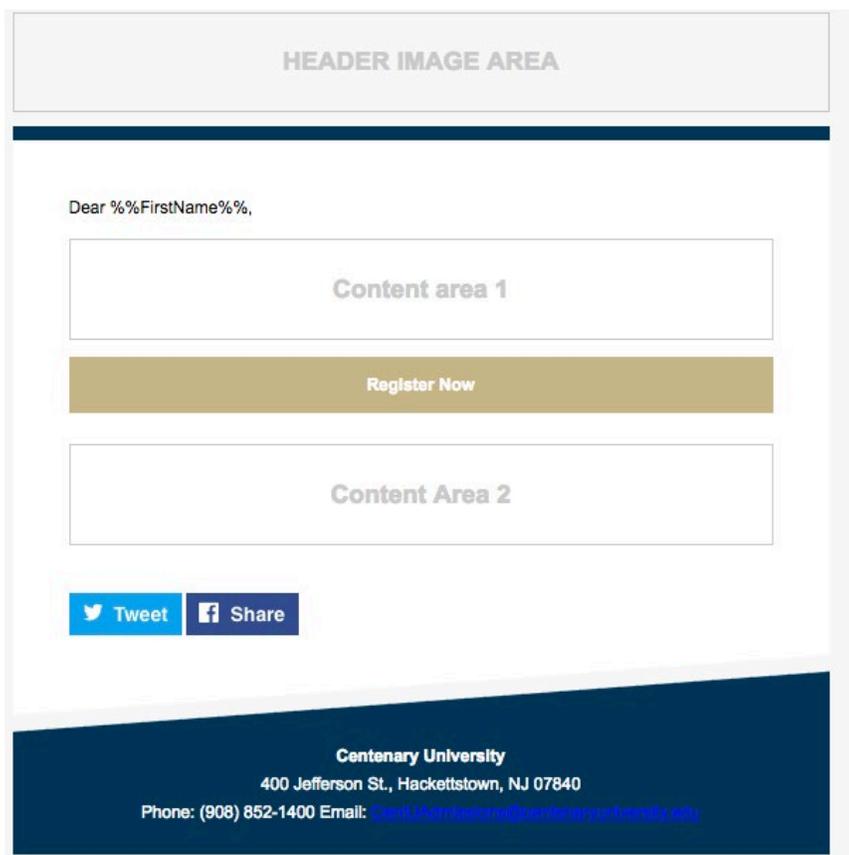
Option 1

This option allows one area for content.



Option 2

This option allows two areas for content with a “Complete Your Exclusive Application” button linking to Centenary University’s application.



Option 3

This option allows two areas for content with a “Register Now” button, which can link to an event registration page.

Email Image Headers

Centenary University's Marketing department will work with academic and administrative departments to distribute consistent, responsive emails. Below are a few examples of image headers that can be displayed at the top of your email. The "Commitment" theme is featured in various instances for undergraduate and graduate programs as well as the School of Professional Studies. The Marketing department can also create alternative email headers with approved images for a specific department or event.



Commitment to your
ADVANCEMENT.

CENTENARY
UNIVERSITY

Greetings,

We took the best of Centenary University's 150-year history of educating students and packed it into various bachelor's degree options for busy, working adults. The time is now! You can earn your bachelor's degree at one of our nearby locations (Parsippany and Edison) or even in the comfort of your own home. Centenary's School of Professional Studies offers the following adult degree programs for those who have completed their Associate's degree:

- Bachelor of Science in Business Administration
 - Concentration in Management
 - Concentration in Social Media Marketing (NEW!)
- Bachelor of Arts in Sociology with a concentration in Organizational Studies

Complete Your Exclusive Application

OUTCOMES

94% of Centenary's graduates are employed or in graduate school.	470+ number of employer connections
11% of students get accepted and attend grad school	100+ number of internships during 2015-2016
13+ Student Services offerings including: resume creation, career exploration, work-study, internships, and interview techniques	384 jobs & internships posted during Fall 2016 Semester
400+ number of paid on-campus student positions available each semester	100% of Alumni that can utilize the Career Development Center for free!

Centenary University
7 Campus Drive, Parsippany, NJ 07054
Phone: (973) 257-5190 Email: spainfo@centenaryuniversity.edu

Digital Banner Samples

There are some significant differences in how Centenary's use of design is different in print versus digital media, and these need to be taken into account when developing digital marketing communications for the University. Below are some examples for promotion of Centenary Open House events.



Social Media Accounts

Centenary University's Marketing department works with the official institutional Facebook, Instagram, and YouTube accounts. The department's main priority is to grow the social community, encourage and maintain engagement and activity, promote informative content, and drive event awareness and registration. The department also is responsible for handling various ad campaigns on social media. If you have any questions or want to promote content on the official accounts below, please email the Marketing department at marketing@centenaryuniversity.edu

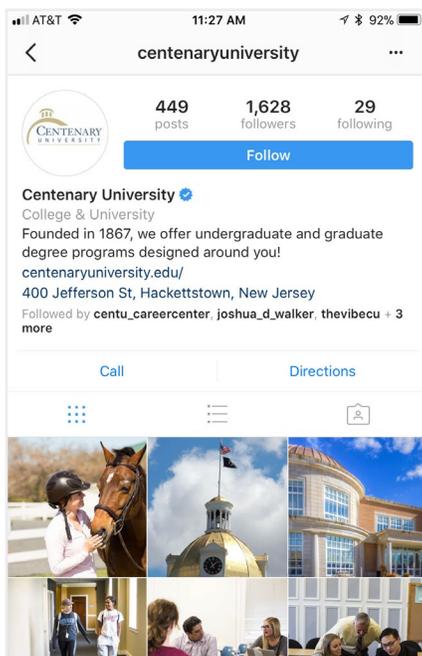
Centenary University Facebook

Facebook.com/CentenaryUniversity



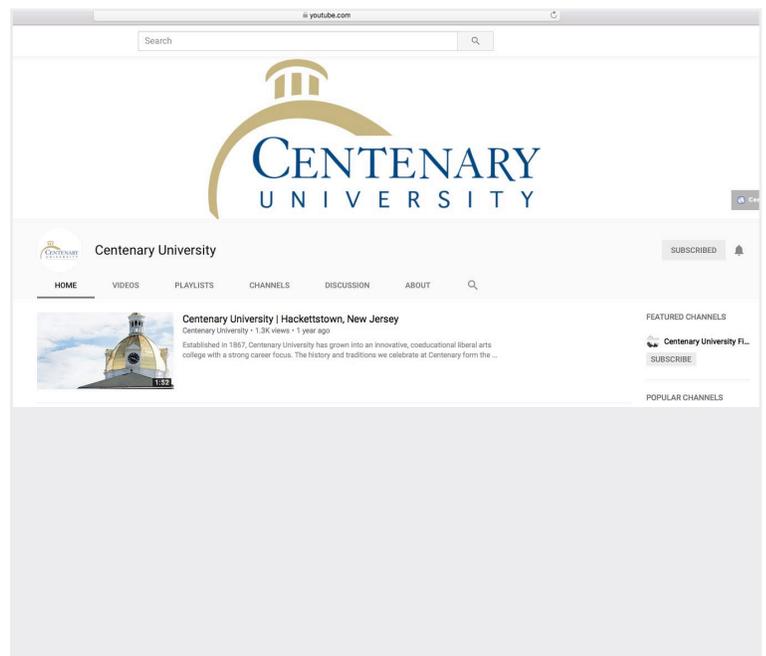
Centenary University Instagram

Instagram.com/CentenaryUniversity



Centenary University Youtube

Youtube.com/CentenaryUniversity





To download Centenary University's Brand Guidelines, please visit CentenaryUniversity.edu/Brand