The purpose of Fairleigh Dickinson University’s visual identity program is to present a unified image or brand of the institution through the consistent uses of a graphic symbol and typeface along with accompanying elements, such as college, school or department name.

These elements all come together on documents such as cards, letterheads and envelopes as well as marketing pieces both for print or the Web. Consistency in image presentation cannot be overemphasized. It is through these key visual identity images that we present a clear identity to the public as we help brand Fairleigh Dickinson University in the mind of its many constituents.

Fairleigh Dickinson University introduced a comprehensive visual identity in 2000. A series of updates in 2011 featured a new typeface, a revised shield and new marks using the letters FDU.

If you have questions on the appropriate use of the University logo, the University seal or the marks featuring the letters FDU, contact the Office of Communications and Marketing. You can also reach out to the University Office of Publications or seek advice from the graphic design staff at Copies Plus at the College at Florham or the Metropolitan Campus.

To properly reduce logo files for the Web, it is important to consult with the University Webmaster.

The University logo and identity marks using FDU are available for download in monochrome or color in low (Web use) and high resolution (print use) at www.fdu.edu/graphicstandards or by calling the University Office of Publications at 201-692-7027. The University seal can only be obtained by contacting the publications office directly.
The University logo is a combination of the words Fairleigh Dickinson University in the traditional serif typeface Adobe® Caslon Pro, along with an updated University shield, reflecting the University’s historic roots. The original University shield was designed by the late Loyd Haberly, distinguished professor of English. The roses designate the College at Florham in Madison, N.J., because Madison is often called the Rose City. The swan is a riverine symbol for the Metropolitan Campus, Teaneck, N.J., which sits astride the Hackensack River. The battlemented band across the shield represents the Castle on the former College at Florham campus. The four towers on the band represent the University’s four current campuses (Metropolitan Campus; College at Florham; Wroxton College/Wroxton, England; and FDU-Vancouver/Vancouver, British Columbia, Canada). The motto, Fortiter et Sueviter, while subject to varying interpretations, was translated by the University founder Peter Summartino as “Bravely and Pleasantly.”

**University Logo**

The logo pictured in Illustration A is the boldest representation of the University identity and, whenever possible, it should be used in print and Web applications. It includes the University tagline but, in certain cases, it will be permissible to use the logo without the University tagline. Illustration B shows the use of the logo with a secondary brand. This is the University’s desired way for colleges, schools and departments to personalize the University identity. The secondary branded logo does not use the University tagline. The shield is an integral part of the University logo and the official University seal and is not designed to be used as a freestanding graphic.

**University Seal**

The University seal has been redrawn and given a more contemporary look (Illustration C). The seal is the more formal representation of the University identity and is reserved primarily for presidential documents, legal papers, University citations and diplomas. The seal also is a key element in the University signage program because its size fits neatly on both welcome signs and building-identification signs.

**Identity Marks Using FDU**

The new three-letter FDU marks (Illustration D) include a two-color (red and blue) logo with the letters FDU either in red or white reversed out of a red block. They also can be used in a single dark color (i.e. black, blue, etc.). These marks featuring FDU incorporate a new, simplified rendition of the shield with traditional campus symbols, including the rose (College at Florham), swan (Metropolitan Campus) and four towers representing the four University campus locations.

The marks featuring the letters FDU are not to be used on formal University documents or marketing materials unless as a secondary brand. Nor should these marks be used with the University tagline. The shield is in no way to be separated and used apart from the initials FDU.

These new identity marks provide attractive elements to use for various promotions and merchandise, from T-shirts to pens and other items.

**Identity Colors**

The University colors for use in the logo, seal and the identity marks using FDU are Pantone 294 blue and Pantone 201 red. You may also print them in a solid black or Pantone 294.

It is also permissible to use the logo in a reverse format, but be sure to use a dark color so the shield and words are readable (Illustration E). For assistance with logos for reversible backgrounds, contact the University Office of Publications at 201-692-7027.

**Typography**

The University identity typeface is Adobe® Caslon Pro, designed by William Caslon and dating back to 1722. Caslon is cited as the first original typeface of English origin. The typeface is characterized by short ascenders and descenders and bracketed serifs. There are a number of Caslon renditions available and in use today. The version used by the University identity is Adobe® Caslon Pro. Do not create the University identity using your computer’s Caslon font.

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