

BRAND AID

Tips and Tools



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Using the Rutgers Brand in Your Communications

University Communications and Marketing offers many resources to help you effectively communicate your work while leveraging the power of the Rutgers name. Here are just a few examples of what's available at communications.rutgers.edu.

**Transform Your Website**

Did you know that a free platform is available that can help transform your old website into a site with a modern, visual approach? The Rutgers Core Component Library presents content in a way that engages site visitors and is cohesive with the Rutgers brand. Learn if this tool is right for your website project.

**Rutgers Online Swag Store**

Looking for giveaways to celebrate Commencement or welcome new students? Purchase Rutgers-branded items through the easy-to-use swag.rutgers.edu online store that has thousands of products from a licensed supplier. Items can be easily branded with your school or unit name at competitive pricing with free ground shipping.

**Rutgers Photo Gallery**

Have you explored the Rutgers online photo gallery? Thousands of photos from across all Rutgers locations are available for you to use in presentations, flyers, websites, or any other communications materials. Log on to the online gallery with your NetID and download the photos you need. Have you used the photo gallery before? [Tell us what you think.](#)

**Rutgers Communicators**

Not sure who to work with for your branding and communications needs? Check out this page that helps you find communications contacts at each school, campus, and universitywide functional area. All these communicators work together to ensure your message gets out in the best way possible.

University Communications and Marketing manages many programs that promote Rutgers. Here's a [quick summary](#) of what we've been up to.

Visit communications.rutgers.edu for more brand resources and communications policy guidance. Questions or comments? Email contactus@ucm.rutgers.edu.