

# BRAND AID

Tips and Tools



January 2022

## Leverage the Power of the Rutgers Brand

Rutgers is a household name—recognized by people across the globe for excellent education and research. Are you taking advantage of the Rutgers brand when you communicate about your work? University Communications and Marketing offers many resources and guidelines to help you effectively communicate and use the Rutgers name and logo to get the most impact.

Here are just a few examples of what's available at [communications.rutgers.edu](https://communications.rutgers.edu)



### Digital Badge Templates

UCM partnered with Academic Affairs to develop design requirements for all Rutgers digital badges. Templates are available in both PowerPoint and Adobe Illustrator formats to help you to make badge image files for Credly that meet Rutgers Visual Identity requirements.



### New Vendors Join ACE

Fifteen new vendors have master service agreements in place with Rutgers and are now part of the ACE program. Eighty-five ACE vendors, specializing in marketing communications services, provide support to Rutgers departments with communications initiatives on an as-needed basis.



### Ad Review

Don't forget, to ensure accurate and consistent use of the Rutgers name and logo, university policy requires all advertising must be reviewed and approved in advance of placement through the ad review process. This includes any paid or sponsored content on all media or partner channels.



### Join the Communicators Network

Rutgers Communicators Network connects communications professionals throughout the university and is open to all Rutgers employees who perform communications functions. Join today to learn about new communications resources, trainings, and programs, and to share best practices with communicators across Rutgers.

Visit [communications.rutgers.edu](https://communications.rutgers.edu) for more brand resources and communications policy guidance.

Questions or comments? Email [contactus@ucm.rutgers.edu](mailto:contactus@ucm.rutgers.edu).