

BRAND AID

Tips and Tools



May 2021

Resources to Help You Promote Your Rutgers Program

As many of us will be working on summer programs and preparing for the fall, University Communications and Marketing (UCM) is highlighting a few resources to help you take advantage of the power of the Rutgers brand. We know you don't think about the Rutgers brand every day – but we do!



Access Rutgers Photos and Videos

Take advantage of complimentary images captured at all campuses available in the university's photo and video library. This digital library contains an extensive collection of images of Rutgers people and places for you to use in university materials. Log in with your NetID and download what you need for presentations, websites, and communications materials.



Quick Guide for Visual Identity

This one-page "cheat sheet" is designed to provide quick tips on using Rutgers logos, signatures, and colors. Print this scannable quick guide and include it in welcome materials for new faculty and staff, or keep it handy for your own reference to remember the most important details about the Rutgers Visual Identity System.



Rutgers-Branded Zoom Backgrounds

Representing Rutgers on a Zoom – or just tired of your home office background? Rutgers-themed backgrounds, including a new **Beloved Community** option, are available for Zoom. Follow these instructions from OIT on how to install these branded backdrops and give your Zoom meetings a whole new look.



Promoting Rutgers Excellence

To expand recognition of the outstanding work being done at Rutgers, UCM has added a new Rutgers Excellence page to rutgers.edu. New content is added monthly and promoted through digital advertising that targets higher education leaders. **Contact us** if you have accomplishments for us to consider showcasing.

Visit communications.rutgers.edu for more brand resources and communications policy guidance.

Questions or comments? Email contactus@ucm.rutgers.edu.