BRAND AID
Tips and Tools

RUTGERS

October 2021

Resources to Help You Promote Your Rutgers Program

Are you taking advantage of the resources provided by Rutgers to showcase and amplify your work? University Communications and Marketing offers many tools and guidelines to help you effectively communicate about Rutgers' excellent programs and initiatives. Here are just a few examples of what's available at communications.rutgers.edu

Rutgers Photo Gallery

Make your communications pop with beautiful images of Rutgers people and places. Log in to the online gallery with your NetID and download what you need for presentations, websites, and marketing materials.

Social Media How To's

Trying to maximize your program's social media results – or just getting started? Check out the new guidelines and strategy toolkit put together by UCM's social media team.

Your PowerPoint Template

Did you know that UCM provides a department-specific PowerPoint template in each downloadable signature package? You can find yours, or request a new one, by using the Rutgers Signature Generator.

Websites That Work

Is your website clear, accurate, and accessible? To help visitors to Rutgers websites find what they need, the universitywide website policy outlines criteria for all university sites. Check out this training video and learn how to inventory and certify your unit's websites.

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