



Communications Policies

Protect and Enhance the Rutgers Brand

As you promote your work, remember that Rutgers has policies to guide university communications.

University Communications and Marketing oversees the implementation of the following policies and is available to answer questions. Visit <https://communications.rutgers.edu/brand-policies> for more details and related resources.



Endorsements and Sponsorships Policy

University employees and entities are not permitted to endorse products, services, or external companies. Endorsements include qualitative statements or actions that imply preference. Sponsorship acknowledgements and advertisements placed in Rutgers materials must be clearly labeled and cannot appear in or on materials or websites that students must access to complete their studies.



Visual Identity Policy

The names, logos, marks, and symbols in the visual identity system are the ONLY sanctioned marks for use across the university. Refer to the [Visual Identity System User Guide](#) for more details.



Trademark Management and Licensing Policy

All external organizations must have permission to use the university's trademarks in communications and must be licensed to produce any items or equipment with Rutgers' trademarks.



Communicating with News Media Policy

To assure consistency and to maintain its high level of credibility, official Rutgers information must be released to the news media by the designated communications offices.



Website Content and Management Policy

Websites representing Rutgers and any entities that conduct official business or provide official information must meet content, accuracy, accessibility, and management requirements.



Purchase of External Advertising Policy

Paid content and all advertisements must include an official Rutgers logo and are [required to be reviewed](#) to ensure that the university is presented in a consistent manner.



Permission to Film on Campus Policy

External companies that want to film or photograph at any Rutgers location for their commercial or promotional use must receive permission from the appropriate office.