



# Visual Identity System

The Rutgers name is recognized around the world. As the eighth oldest institution of higher education in the nation, Rutgers has built a prominent and credible brand for over 250 years. We all play an important role in maintaining and strengthening that brand.

By using the common set of graphic elements, colors, font styles, and symbols described in this quick guide, you convey a consistent visual identity for all of the campuses, divisions, schools, departments, centers, units, organizations, and programs that make up Rutgers. We all benefit from this collective identity for the university.

**Why Use the System?** In 2006, the Rutgers Board of Governors mandated a cohesive, recognizable visual identity system for universitywide use across Rutgers. This policy requires every member of the university community to apply the guidelines and standards in this visual identity system to all forms of internal and external university communications and materials that officially represent the university.

**Logo** The Rutgers logo, a stylized graphic R, is the official mark of the university.



### Do

- Use the Rutgers R logo on all university communications
- Use the Rutgers R logo alone or with a signature
- Use the Rutgers name in text in the content of your materials if the Rutgers R is used alone
- Keep clear space that is equal to half the height of the Rutgers R
- Include a registered trademark symbol when using the Rutgers R on any merchandise or giveaways

### Don't

- Alter the logo in any way
- Reduce the logo to less than 36 pixels or 3/8" (.375") tall
- Reproduce a logo that is illegible

**Colors** The colors for all the brand elements in the Rutgers Visual Identity System are Pantone® 186 (red), white, and black.



Red R with black outline



Solid red R



White R with red outline



White R with black outline



Solid white R



Red R with white outline

*Black boxes are not part of the logo.*

# Rutgers Visual Identity System Quick Guide

**Signatures** A signature is the Rutgers R logo with the addition of identifying text.



## Do

- Use a pre-existing signature, or request a new signature at [communications.rutgers.edu/identity](https://communications.rutgers.edu/identity)
- Use a minimum clear space around the Rutgers R that is equal to half the height of the Rutgers R

## Don't

- Create your own signature
- Alter the signature in any way
- Reduce the logo to less than 36 pixels or 3/8" (.375") tall



The clear space is the blue square equal to half the height of the Rutgers R.

Print– 3/8" (.375")  
Digital– 36 px  
Minimum size

**Rutgers Signature Generator** Download or create Rutgers R horizontal and vertical signatures using the Rutgers Signature Generator. The signature generator is an online tool developed to allow Rutgers faculty and staff to download existing signatures or create a new signature for a school or unit. A Rutgers NetID is required to access the system.

Visit [signaturegenerator.rutgers.edu](https://signaturegenerator.rutgers.edu).

**Still Need Help?** Visit [communications.rutgers.edu/identity](https://communications.rutgers.edu/identity) to download logos and presentation and letterhead templates.

Email [contactus@ucm.rutgers.edu](mailto:contactus@ucm.rutgers.edu) to request visual identity graphics or with questions about the correct use of the Rutgers Visual Identity System.

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