

BRAND AID

Tips and Tools



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Rutgers Brand Tools for Virtual Communications

To help Rutgers brand ambassadors (that's you) during this time of virtual work and learning, University Communications and Marketing is highlighting a few resources and reminders 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!

**New Self-Guided Brand Training**

Need more detail on a university policy or insight on communications best practices? The new Rutgers Communications Policies and Guidelines course in Canvas is a set of training modules that allows you to learn at your own pace while exploring Rutgers brand policies, resources, and best practices.

**Rutgers Zoom Backgrounds**

Representing Rutgers on a Zoom – or just tired of your home office background? Rutgers themed backgrounds are now available for Zoom. Follow [these instructions](#) from OIT on how to install these branded backdrops and give your zoom meetings a whole new look.

**Grant Communications with ACE**

Does your grant-funded project require attracting virtual research participants? Partner with an ACE supplier for quick and easy access to vetted marketing communication services. These vendors have master service agreements in place and are trained on Rutgers brand standards and procurement policies.

**Branding Rutgers Videos**

Creating more videos to promote your work? Don't forget that videos are a form of digital communication that must follow the Rutgers visual identity guidelines. Check out [page 36](#) of the visual identity manual for examples of how Rutgers branding should appear in videos.

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SHOP THE RUTGERS HOLIDAY STORE

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