



February 2021

University Policies Protect the Rutgers Brand

As you work to promote your program, unit, research, or initiative, remember that Rutgers has policies in place to help guide university communications. University Communications and Marketing oversees the implementation of the following policies that protect the Rutgers brand, and is available to answer questions and offer guidance.

Visual Identity

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 User Guide for implementation details.



Trademark Management & Licensing

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



Communicating with News Media

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



Website Content & Management

This newly adopted policy guides content, accuracy, accessibility, and management requirements for all websites representing Rutgers and any entities that conduct official university business or that provide official university information.



Purchase of External Advertising

Paid content and all advertisements must include an official Rutgers logo and are required to be reviewed to ensure that the university is presented to the public in a consistent and coherent manner. Job postings, classified advertising, and legal notices are exempt from review.



Permission to Film, Photograph, or Video on Campus

External companies that want to film, video, or photograph at any Rutgers location for their commercial or promotional use must submit a request to the appropriate office for review and approval.



Endorsements & Sponsorships

University employees and entities are not permitted to endorse vendors, products, services, or external companies. Endorsements include qualitative statements, actions, or displays that imply preference.

Sponsorship acknowledgements and advertisements placed in Rutgers materials must be clearly labeled and cannot appear in or on materials, websites, or assets that students are required to access to complete their studies.



Policy Training Resources

To learn more about how to effectively work within these policies, consider scheduling a **department workshop** or explore these **asynchronous training modules**.

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