

THE

Rutgers Visual Identity System User Guide

Department of University Communications and Marketing
Rutgers, The State University of New Jersey

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CONTENTS

SECTION 1-INTRODUCING THE RUTGERS VISUAL IDENTITY SYSTEM

Why Do We Need a Visual Identity System?	3
It's Policy.....	4
How to Use the System	4
How to Get Help.....	4
Protecting the Marks	4

SECTION 2-ELEMENTS OF THE RUTGERS VISUAL IDENTITY SYSTEM

System Overview.....	6
The Rutgers R	7-8
The Rutgers R Institutional Signatures	9
The Rutgers R Chancellor-Level Signatures.....	10
The Rutgers R Horizontal Unit Signature Style	11
Reserved Horizontal Unit Signature Style.....	12
The Rutgers R Vertical Signature Style	13
Unacceptable Treatments	14
Rutgers Signature Generator.....	15
The Official University Seal	16
Scarlet Knight Logo	17
Scarlet Raider Logo.....	18
Scarlet Raptor Logos.....	19
Primary Font	20
System Colors.....	21

SECTION 3-USING THE RUTGERS VISUAL IDENTITY SYSTEM

Using the Rutgers R in Words	23
Using the Rutgers R on Merchandise	24
Electronic Business Collateral.....	25
Digital Communications.....	26-28
Digital Badges	29
Printed Marketing Materials.....	30
Stationery Standards.....	31

RESOURCES

Alumni.....	33
Branded Merchandise.....	33
Building Signage	33
Editorial Style Guide	33
Graphic Design Support.....	33
Photos.....	33
Stationery	33
Student Groups	33
Templates.....	33
Vehicles.....	33
Glossary	34
Board of Governors Resolution	35

SECTION 1-**INTRODUCING THE**

Rutgers Visual Identity System

- 3** Why Do We Need a Visual Identity System?
- 4** It's Policy
- 4** How to Use the System
- 4** How to Get Help
- 4** Protecting the Marks

Why Do We Need a 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.

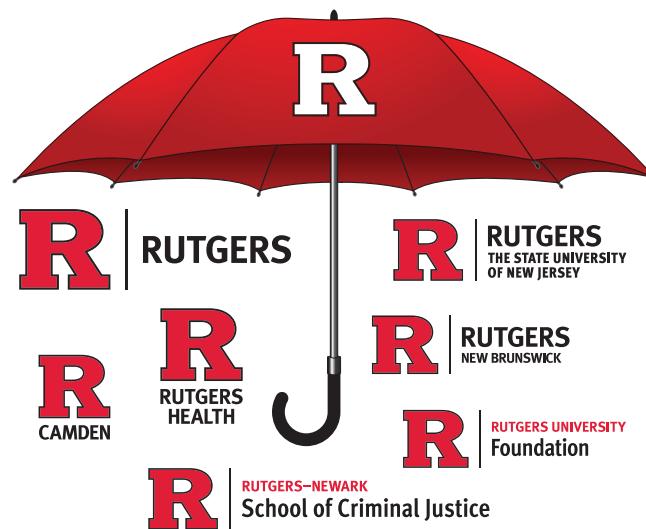
By using the common set of graphic elements, colors, font styles, and symbols described in this guide, you convey a consistent visual identity for all of the campuses, divisions, schools, departments, centers, units, organizations, and programs that make up Rutgers. We all benefit from this collective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

The visual identity system helps everyone to quickly recognize Rutgers and immediately associate the stature of the university's brand with its numerous units, services, and programs. The purpose of this User Guide is to help members of the Rutgers community, as well as other authorized users, understand how to correctly use the university's logos, colors, and other brand elements.

2004, Before the Rutgers Visual Identity System



2023, With the Rutgers Visual Identity System



It's Policy

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 user guide to all forms of internal and external university communications and materials that officially represent the university.

The policy requires that:

- Rutgers brand elements, as described in this user guide, are the only sanctioned marks that can be used to officially represent the university
- No other marks or symbols may be used or created to officially represent the university and its programs, people, or initiatives as a whole or in part



How to Use the System

All communications, merchandise, and other materials intended for use both internal and external to the university should include Rutgers' official marks.

For more information on the university's visual identity policy, please review university policy [80.1.5: University Visual Identity](#) or contact the Department of University Communications and Marketing.

The Rutgers brand is an asset that can increase or decrease in value. Deviations from the visual identity system erode and devalue the Rutgers brand, therefore, exceptions to this policy are rarely justified or granted. A written appeal for an exception must be submitted to, and approved by, the Department of University Communications and Marketing.

How to Get Help

The Rutgers Visual Identity System is maintained by the Department of University Communications and Marketing.

Visit our website at communications.rutgers.edu or email contactus@ucm.rutgers.edu to:

- Ask for brand elements that are part of the visual identity system
- Get answers about how to use elements of the visual identity system
- Discuss compliance, special permissions, and exemptions

Protecting the Marks

The official logos and marks in this guide are federally registered trademarks of the university. Rutgers, like other major universities, maintains a trademark program to protect its trademarks from infringement and misuse. This protection is required to maintain the federal registration, to avoid public confusion and to ensure that logos and marks federally registered by Rutgers are used for their intended purpose.

When Rutgers marks (Rutgers R, mascot logos, etc.) are placed on branded merchandise, including apparel and headwear, they should always include the appropriate registration mark. The application is required regardless of whether an item is for sale or to be given away as a promotional item. Application of the registered trademark symbol ® or ™ to Rutgers marks is not required when Rutgers marks and brand elements are used on printed materials, stationery, marketing collateral, websites, or digital communications.

Contact the Office of Trademark Licensing at trademark@ucm.rutgers.edu or 848-932-0586/0558 to:

- Get guidance about how to let vendors, partners, or sponsors use the Rutgers name and marks
- Find vendors who are licensed to make products with Rutgers trademarks

SECTION 2-**ELEMENTS OF THE**

Rutgers Visual Identity System

- 6** System Overview
- 7-8** The Rutgers R
- 9** The Rutgers R Institutional Signatures
- 10** The Rutgers R Chancellor-Level Signatures
- 11** The Rutgers R Horizontal Unit Signature Style
- 12** Reserved Horizontal Unit Signature Style
- 13** The Rutgers R Vertical Signature Style
- 14** Unacceptable Treatments
- 15** Rutgers Signature Generator
- 16** The Official University Seal
- 17** Scarlet Knight Logo
- 18** Scarlet Raider Logo
- 19** Scarlet Raptor Logos
- 20** Primary Font
- 21** System Colors

System Overview

The Rutgers R is the official logo of the university and the foundational mark of the visual identity system. The elements of the visual identity system are available for download or upon request. To maintain brand consistency, don't create the marks or any combination of these components yourself.

To download electronic files of the visual identity system, visit communications.rutgers.edu/identity. For more information, email contactus@ucm.rutgers.edu.

To keep the integrity of the Rutgers brand intact and preserve its value, everyone must display the Rutgers R, signatures, and athletics mascot logos correctly. This includes using the correct fonts, positioning, and size of all elements.

These standards and examples apply to all communications materials and merchandise produced by or on behalf of Rutgers University: its units, programs, and departments or any other group representing the university in an official capacity.

University Logo



Institutional Signatures



Chancellor-Level Signatures



Unit Signature Examples



Athletics Mascot Logos



Scarlet Knights



Scarlet Raptors



Scarlet Raiders

The Rutgers R

The Rutgers R is the official logo of the university and the foundational mark of the visual identity system. To download electronic formats of the R, visit communications.rutgers.edu/identity. For more information, email contactus@ucm.rutgers.edu.

Do's

- The Rutgers R must appear on all university communications materials and merchandise
- A typographic element called a signature—the Rutgers name, a chancellor-level or unit name may also appear alongside the Rutgers R
- Place the Rutgers R, with or without a signature, at the top of every webpage
- Include the name Rutgers, Rutgers University, or Rutgers, The State University of New Jersey, prominently in text if the Rutgers R mark being used does not include the Rutgers name
- Include the appropriate registration mark next to the logo if placed on merchandise, either for sale or to be given away
- The Rutgers R may only be reproduced in red (Pantone® 186) or white
- The Rutgers R always has a same or contrasting color outline in red (Pantone® 186), black, or white
- The footprint of the Rutgers R is always the same, whether it has an outline or not



The Rutgers R is a custom-designed graphic and may not be altered in any way.



Solid red R



White R with red outline



White R with black outline



Solid white R



Red R with white outline

Black box is not part of the logo.

Don'ts

- Do not change the R in any way, or superimpose anything on it
- Do not use the Rutgers R as a watermark. The R logo must always appear in its full form and in the correct colors

Colors

- The Rutgers R may only be reproduced in red (Pantone® 186) or white
- The Rutgers R always has a same or contrasting color outline in red (Pantone® 186), black, or white
- The footprint of the Rutgers R is always the same, whether it has an outline or not

Size Requirements

The Rutgers R should always be clearly legible.

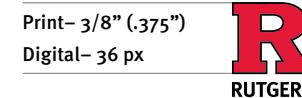
- In print, the Rutgers R, alone or in a signature, should be at least 3/8" (.375") tall
- In digital applications, alone or in a signature, the Rutgers R should be at least 36 pixels tall

Clear Space Requirements

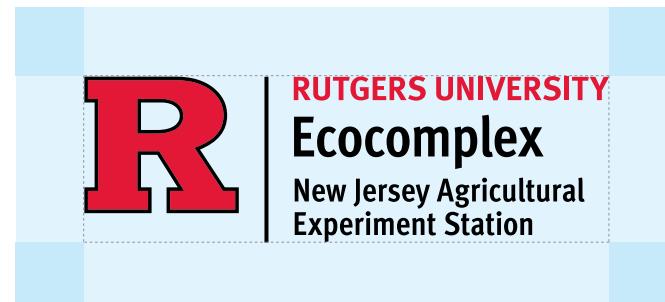
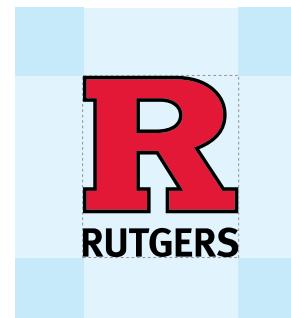
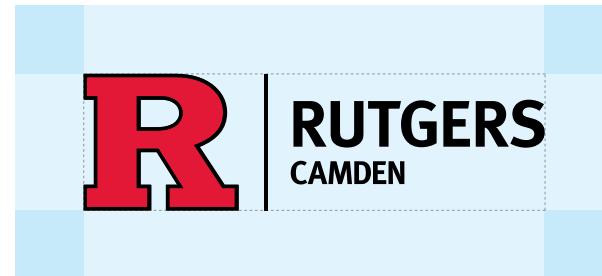
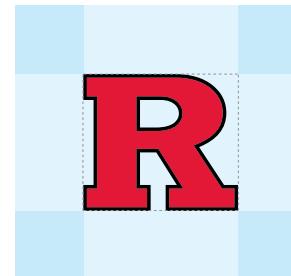
Clear space refers to the area around any element in the visual identity system that must be free of other graphics or text.

- There must be a minimum clear space around the Rutgers R you are using that is equal to the half the height of the Rutgers R
- The light blue areas in the diagrams are the amount of space that must be included between the Rutgers R and any other element, including the edge of a page
- With permission, the Rutgers R size and clear space requirements may be modified in very large or very small formats
- The Rutgers R may be placed on top of a background texture or photograph

Minimum size requirements for the Rutgers R



The clear space around the Rutgers R with or without a signature, is half the height of the R on all sides.



The Rutgers R Institutional Signatures

Signatures are an optional element of the visual identity system. The Rutgers Visual Identity System includes signatures for Rutgers, Rutgers University, and Rutgers, The State University of New Jersey. To access the Institutional Signatures, visit communications.rutgers.edu/identity.

Do's

- Include the appropriate registration mark next to the signature if placed on merchandise, either for sale or to be given away

Don'ts

- Create your own signature
- Use multiple signatures on any type of communications
- Change the Rutgers R with signature in any way, or superimpose anything on it

Colors

- The preferred color for the text of a signature is black
- The preferred color for the Rutgers R is red (Pantone® 186)

Size Requirements

- In print, the Rutgers R, alone or in a signature, should be at least 3/8" (.375") tall
- In digital applications, alone or in a signature, the Rutgers R should be at least 36 pixels tall



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

Clear Space Requirements

- There must be a minimum clear space around the Rutgers R with a signature equal to half the height of the Rutgers R

- The light blue areas shown in the diagrams are the amount of space that must be included between the Rutgers R with a signature and any other element, including the edge of a page

The Rutgers R Chancellor-Level Signature Styles

Signatures are an optional element of the visual identity system. The Rutgers Visual Identity System includes signatures for Rutgers–Camden, Rutgers–Newark, Rutgers–New Brunswick, and Rutgers Health ([previously RBHS](#)). To access the Chancellor-Level Signatures, communications.rutgers.edu/identity.

Do's

- Include the appropriate registration mark next to the signature if placed on merchandise, either for sale or to be given away

Don'ts

- Create your own signature
- Use multiple signatures on any type of communications
- Change the Rutgers R with signature in any way, or superimpose anything on it

Colors

- The preferred color for the text of a signature is black
- The preferred color for the Rutgers R is red (Pantone® 186)

Size Requirements

- In print, the Rutgers R, alone or in a signature, should be at least 3/8" (.375") tall
- In digital applications, alone or in a signature, the Rutgers R should be at least 36 pixels tall



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

Clear Space Requirements

- There must be a minimum clear space around the Rutgers R with a signature equal to half the height of the Rutgers R

- The light blue areas shown in the diagrams are the amount of space that must be included between the Rutgers R with a signature and any other element, including the edge of a page

The Rutgers R Horizontal Unit Signature Style

Signatures are an optional element of the visual identity system. However, if text is combined directly with the Rutgers R, it must follow these signature guidelines.

All unit signatures are created centrally and provided to the units. To access existing signatures or request a new signature, visit communications.rutgers.edu/identity.

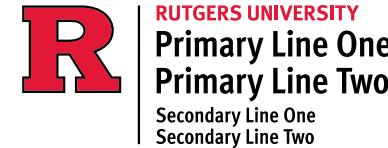
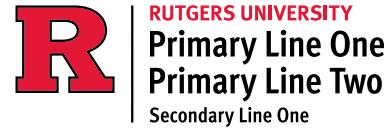
Do's

- Include the appropriate registration mark next to the Rutgers R logo in a signature if placed on merchandise, either for sale or to be given away
- Use the following approach to creating a horizontal signature for your unit:
 - Select Rutgers University or one of the four Chancellor-Level Units for the initial line. [RBHS units will select Rutgers Health](#)
 - Use the primary lines for the most prominent information in your signature. This can be a unit, school, department, or initiative name. Each line can accommodate 35 characters
 - Use the secondary lines for the supporting information in the signature. Each line can accommodate 60 characters.

Note: Central administrative units and school communicators will approve their respective signatures

Don'ts

- Create your own signature
- Use multiple signatures on any type of communications



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

- Change the Rutgers R with signature in any way, or superimpose anything on it

Colors

- The preferred color for the primary and secondary lines of a signature is black
- The text can also appear in red (Pantone® 186) or white

Size Requirements

- In print, the Rutgers R, alone or in a signature, should be at least 3/8" (.375") tall

- In digital applications, alone or in a signature, the Rutgers R should be at least 36 pixels tall

Clear Space Requirements

- There must be a minimum clear space around the Rutgers R with a signature equal to half the height of the Rutgers R
- The light blue areas shown in the diagrams are the amount of space that must be included between the Rutgers R with a signature and any other element, including the edge of a page

Reserved Horizontal Unit Signature Style

This reserved style is used for signatures that include the word “Rutgers” as the first word in the primary line, or if there is not a single clear choice for the initial line, as shown on the previous page. Examples could include Rutgers Law School or Rutgers Business School.

All unit signatures are created centrally and provided to the units. To access existing signatures or request a new signature, visit communications.rutgers.edu/identity.

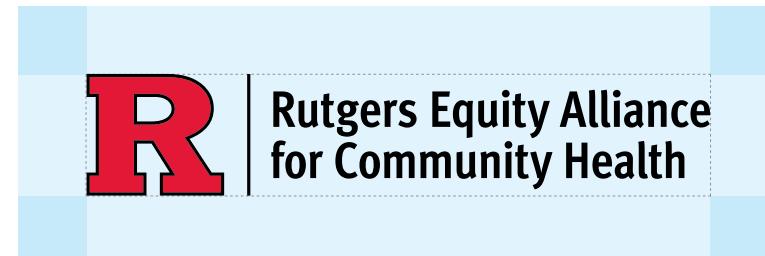
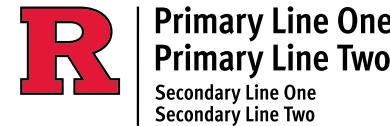
Do's

- Include the appropriate registration mark next to the logotype in a signature if placed on merchandise, either for sale or to be given away
- Use the following approach to creating a horizontal signature for your unit:
 - Use the primary lines for the most prominent information in your signature. This can be a unit, school, department, or initiative name. Each line can accommodate 35 characters
 - Use the secondary lines for the supporting information in the signature. Each line can accommodate 60 characters.

Note: Central administrative units and school communicators will approve their respective signatures

Don'ts

- Create your own signature
- Use multiple signatures on any type of communications
- Change the Rutgers R with signature in any way, or superimpose anything on it



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

Colors

- The preferred color for the primary and secondary lines of a signature is black
- The text can also appear in red (Pantone® 186) or white

Size Requirements

- In print, the Rutgers R, alone or in a signature, should be at least 3/8" (.375") tall
- In digital applications, alone or in a signature, the Rutgers R should be at least 36 pixels tall

Clear Space Requirements

- There must be a minimum clear space around the Rutgers R with a signature equal to half the height of the Rutgers R
- The light blue areas shown in the diagrams are the amount of space that must be included between the Rutgers R with a signature and any other element, including the edge of a page

The Rutgers R Vertical Signature Style

Signatures are an optional element of the visual identity system. However, if text is combined directly with the Rutgers R, it must follow these signature guidelines.

The signature styles have been developed to allow flexibility and to give university units a tool for unique identification.

All signatures are created centrally and provided to the units. To access existing signatures or request a new signature, visit communications.rutgers.edu/identity.

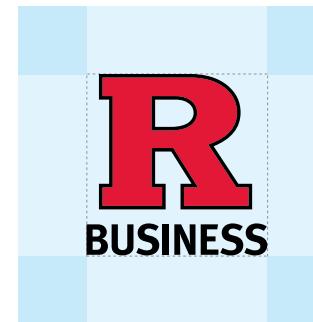
Do's

- Include the appropriate registration mark next to the logotype in a signature if placed on merchandise, either for sale or to be given away
- The template is designed for applications that have 15 characters or less per line including spaces. Enter up to two lines of text.

Note: Central administrative units and school communicators will approve their respective signatures

Don'ts

- Create your own signature
- Use multiple signatures on any type of communications
- Change the Rutgers R with signature in any way, or superimpose anything on it



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

Colors

- The preferred color for the text in a signature is black
- The text can also appear in red (Pantone® 186) or white

Size Requirements

- In print, the Rutgers R, alone or in a signature, should be at least 3/8" (.375") tall
- In digital applications, alone or in a signature, the Rutgers R should be at least 36 pixels tall

Clear Space Requirements

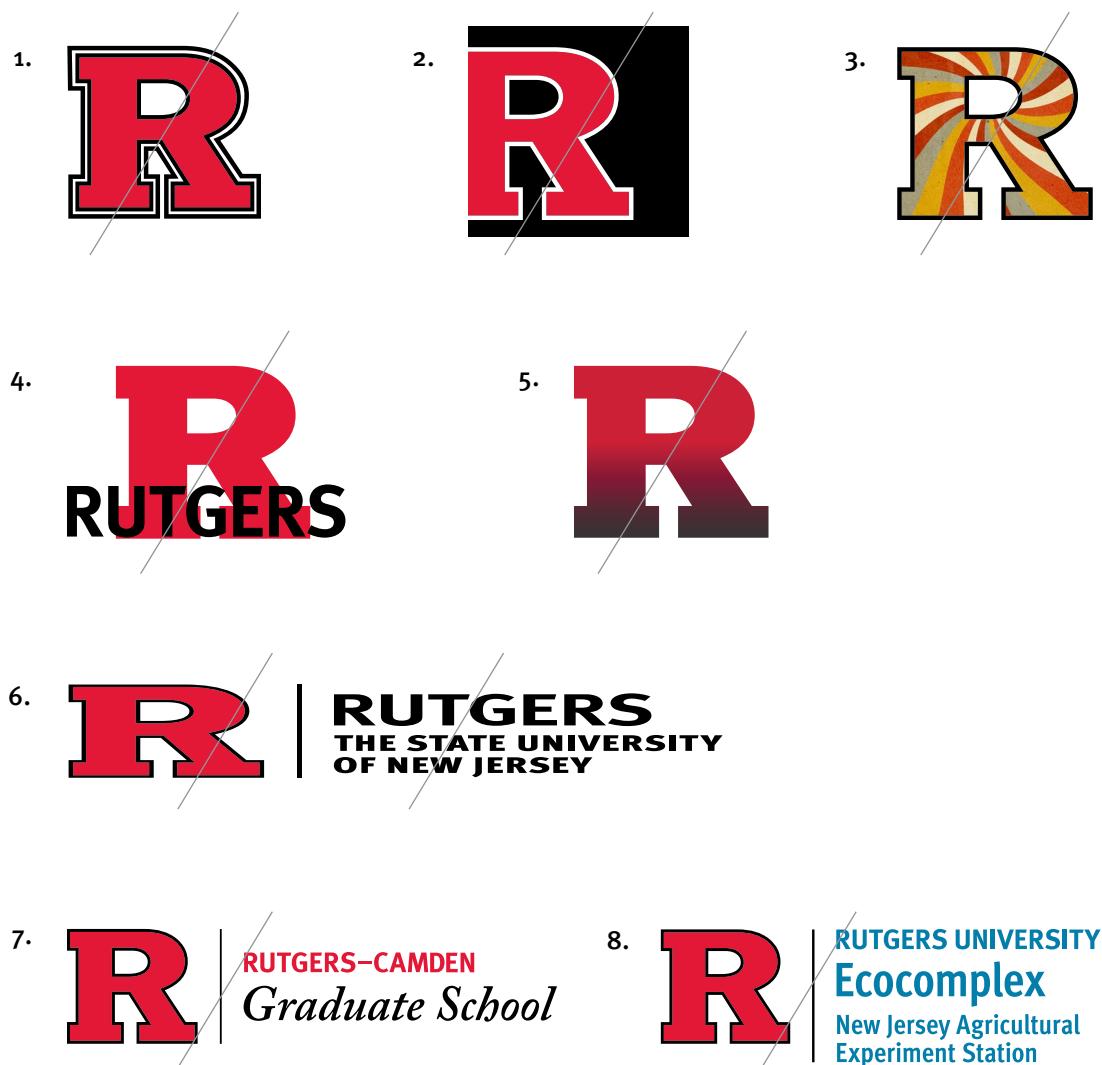
- There must be a minimum clear space around the Rutgers R with a signature equal to half the height of the Rutgers R
- The light blue areas shown in the diagrams are the amount of space that must be included between the Rutgers R with a signature and any other element, including the edge of a page

Unacceptable Treatments

To clarify how to use our brand elements, we've created some examples of how the marks should NOT be used or changed. Although we are providing a range of Don'ts in this section, it is not exhaustive; other unacceptable treatments and special cases of exemptions certainly exist. If you have questions about what can and cannot be done within the parameters of the visual identity system, please contact identity@ucm.rtgers.edu.

Don'ts

1. Do not use double lines around the Rutgers R
2. Do not crop any portion of the Rutgers R
3. Do not put anything—text, graphics, or symbols—inside the Rutgers R.
4. Do not place text or a graphic over the Rutgers R
5. Do not use the Rutgers R as a gradient or watermark
6. Do not distort or resize any portion of the Rutgers R or signature
7. Do not manipulate a signature in any way
8. Do not make the signature any color other than red, black, or white



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. You can download or create Rutgers R horizontal and vertical signatures using the the application. A Rutgers NetID is required to access the system at signaturegenerator.rutgers.edu.

Horizontal and vertical signatures are created separately by the generator. Users are asked to input unit information to fit the specifications for each signature style. Central administrative and school communicators will approve their respective signatures.

Once a signature is approved, the generator will create color combinations and file types for a signature's package. Each set of files contains allowed color variations and standard file formats for print and digital applications and a README.pdf that serves as a key to the files. See the examples on the right.

Rutgers R Horizontal Unit Signature

Your package includes four folders containing file formats for print and digital applications in the identity system's allowed color variations. Do not alter the signature files in any way.

EPS Folder: for professional printing and branded merchandise

The folder contains EPS (Encapsulated PostScript) files in CMYK (cyan, magenta, yellow, black) color values. A vector-based file format, the EPS is used by professional graphic designers, commercial printers, and licensed vendors. The file is intended to be inserted, placed, or imported into a design file. An EPS file can be used at any size without affecting its quality.

ESIGNATURE folder

The folder contains a Rutgers red SVG file sized for use in your email client.

PNG Folder: for digital communications

The folder contains PNG (Portable Network Graphic) files in RGB (red, green, blue) color values. PNG is a graphics format used to display images in digital forms or in files that require transparency.

Correct image resolution but can be reduced in size without losing clarity. Use this file format for desktop publishing applications, PowerPoint or Keynote presentations, social media graphics, video graphics, and digital communications such as evites and newsletters.

SVG Folder: for websites, web-based applications, and desktop applications

The folder contains SVG (Scalable Network Graphic) files in RGB (red, green, blue) color values. The SVG format is used to display two-dimensional graphics, illustrations, and charts on websites and web-based applications. As a vector file, it can be scaled up or down without losing any of its resolution. Use this file format for websites, email signatures, and in the identity system's eletterhead files.

Merchandise Standards

Design approval is required from the Office of Trademark Licensing on all Rutgers-branded merchandise including promotional and fundraising items, vinyl banners, awards and plaques. Anyone wishing to use the Rutgers name, the Rutgers R (with or without a signature), or any other Rutgers logo on merchandise must use the [Swaps Portal](#) or another approved vendor. If using an approved vendor outside the Swaps Portal, first complete and submit a [Branded Merchandise Artwork Review form](#). For more information, email trademark@uwm.rutgers.edu.

Links to More Information

- Rutgers Visual Identity System
- Office of Trademark Licensing
- Stationery and Templates
- Visual Identity System User Guide
- Visual Identity Quick Guide

Have a question?

Send an email to contactus@uwm.rutgers.edu

Key to file names and signature color variations



RUTGERS EYEBROW Primary Line One Primary Line Two Secondary Line Two

(RED and BLACK)
[UNID01_H_RED_BLACK_CMYK.eps]
[UNID01_H_RED_BLACK_RGB.png]
[UNID01_H_RED_BLACK.svg]



RUTGERS EYEBROW Primary Line One Primary Line Two Secondary Line Two

(RED)
[UNID01_H_RED_CMYK.eps]
[UNID01_H_RED_RGB.png]
[UNID01_H_RED.svg]



RUTGERS EYEBROW Primary Line One Primary Line Two Secondary Line Two

(WHITE and BLACK)
[UNID01_H_WHITE_BLACK_CMYK.eps]
[UNID01_H_WHITE_BLACK_RGB.png]
[UNID01_H_WHITE_BLACK.svg]



RUTGERS EYEBROW Primary Line One Primary Line Two Secondary Line One Secondary Line Two

(RED and WHITE)
[UNID01_H_RED_WHITE_CMYK.eps]
[UNID01_H_RED_WHITE_RGB.png]
[UNID01_H_RED_WHITE.svg]
(Black box is not part of the logo)



RUTGERS EYEBROW Primary Line One Primary Line Two Secondary Line One

(WHITE)
[UNID01_H_WHITE.eps]
[UNID01_H_WHITE.png]
[UNID01_H_WHITE.svg]
(Black box is not part of the logo)

Read me file for the horizontal use of the signatures included in each package download

Rutgers R Vertical Unit Signature

Your package includes four folders containing file formats for print and digital applications in the identity system's allowed color variations. Do not alter the signature files in any way.

EPS Folder: for professional printing and branded merchandise

The folder contains EPS (Encapsulated PostScript) files in CMYK (cyan, magenta, yellow, black) color values. A vector-based file format, the EPS is used by professional graphic designers, commercial printers, and licensed vendors. The file is intended to be inserted, placed, or imported into a design file. An EPS file can be used at any size without affecting its quality.

Merchandise Standards

Design approval is required from the Office of Trademark Licensing on all Rutgers-branded merchandise including promotional and fundraising items, vinyl banners, awards and plaques. Anyone wishing to use the Rutgers name, the Rutgers R (with or without a signature), or any other Rutgers logo on merchandise must use the [Swaps Portal](#) or another approved vendor. If using an approved vendor outside the Swaps Portal, first complete and submit a [Branded Merchandise Artwork Review form](#). For more information, email trademark@uwm.rutgers.edu.

Links to More Information

- Rutgers Visual Identity System
- Office of Trademark Licensing
- Stationery and Templates
- Visual Identity System User Guide
- Visual Identity Quick Guide

Have a question?

Send an email to contactus@uwm.rutgers.edu

Key to file names and logo color variations



R LINE ONE LINE TWO

(RED and BLACK)
[UNID01_V_RED_BLACK_CMYK.eps]
[UNID01_V_RED_BLACK_RGB.png]
[UNID01_V_RED_BLACK.svg]



R LINE ONE LINE TWO

(RED)
[UNID01_V_RED_CMYK.eps]
[UNID01_V_RED_RGB.png]
[UNID01_V_RED.svg]



R LINE ONE LINE TWO

(WHITE and BLACK)
[UNID01_V_WHITE_BLACK_CMYK.eps]
[UNID01_V_WHITE_BLACK_RGB.png]
[UNID01_V_WHITE_BLACK.svg]



R LINE ONE LINE TWO

(RED and WHITE)
[UNID01_V_RED_WHITE_CMYK.eps]
[UNID01_V_RED_WHITE_RGB.png]
[UNID01_V_RED_WHITE.svg]
(Black box is not part of the logo)

See page 13 in the [Visual Identity System User Guide](#) to view the complete family of Rutgers Vertical Signatures.

The Official University Seal

The official university seal is a stand-alone mark of the university. The outer ring contains the name of the university. The inner ring includes the date of Rutgers' founding, 1766, as Queen's College, the eighth institution of higher learning established in the American colonies. The university's motto, "Sun of righteousness, shine upon the West also," appears in Latin in the inner ring, surrounding a stylized sunburst. It is today interpreted as a request for the enlightenment of learning to shine equally upon the New World.

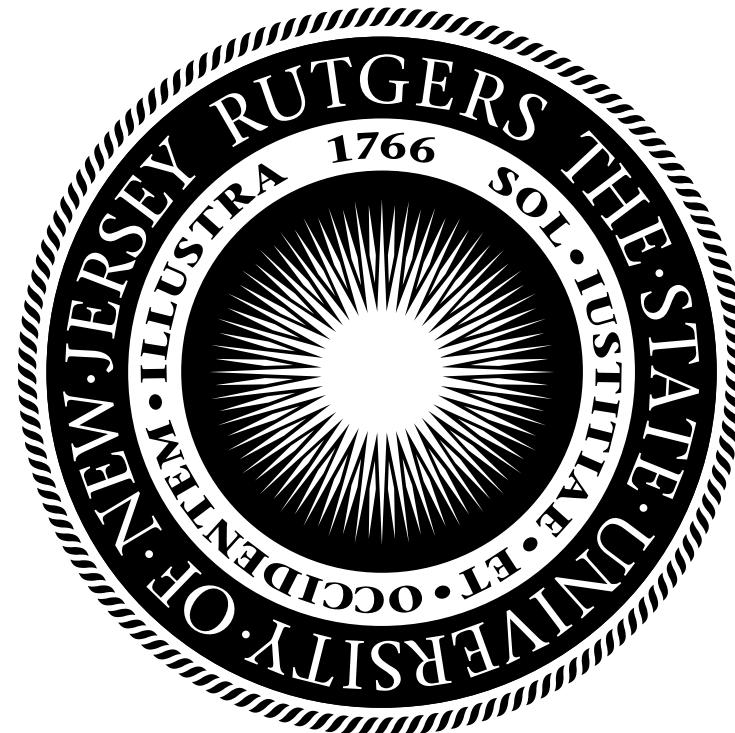
Use is limited to official university documents and commencement-related items. The primary color for the seal is black with an alternate color in red (Pantone® 186).

Do's

- Use the seal on official university documents, such as contracts and deeds
- Use the seal on commencement-related items, such as academic diplomas and program certificates, as well as convocation and diploma covers
- Request prior approval from the Office of Trademark Licensing to use the seal

Don'ts

- Combine the Rutgers seal with the Rutgers R
- Modify the Rutgers seal in any way, or superimpose anything on it



Scarlet Knight Logo

The athletics teams' mascot for Rutgers University–New Brunswick is the Scarlet Knight, graphically represented by the Scarlet Knight logo. You must obtain permission from the Office of Trademark Licensing to use this mark.

Do's

- The Scarlet Knight logo is primarily used by Rutgers–New Brunswick Athletics
- On occasion, it may be used for other applications, with permission from the Office of Trademark Licensing
- Include the appropriate registration mark next to the Scarlet Knight logo if placed on merchandise, either for sale or to be given away
- Always refer to the mascot as the Scarlet Knight—the word “Scarlet” must be included

Don'ts

- Modify the Scarlet Knight logo in any way, or superimpose anything on it

Colors

- The primary color for the Scarlet Knight logo is red (Pantone® 186) and black with a white plume outlined in black. On a black background, a white outline is added
- When printing a one-color logo, the background can only be red, black, or gray



Black box is not part of the logo.

Size Requirements

- There are no minimum size requirements for the Scarlet Knight logo, but the logo must be legible

Clear Space

- Leave ample clear space around the Scarlet Knight logo so other design elements do not compete with it

Scarlet Raider Logo

The athletics teams' mascot for Rutgers University–Newark is the Scarlet Raider, graphically represented by the Scarlet Raider logo. You must obtain permission from the Office of Trademark Licensing to use this mark.

Do's

- Use the Scarlet Raider logo for spirit communications such as athletics, alumni materials, school spirit activities and events, and recruiting events
- Include an appropriate registration mark next to the Scarlet Raider logo if placed on merchandise, either for sale or to be given away
- Always refer to the mascot as the Scarlet Raider—the word “Scarlet” must be included

Don'ts

- Modify the Scarlet Raider logo in any way, or superimpose anything on them

Colors

- The Scarlet Raider logo is a combination of several blended colors, which include:
 - Red (Pantone® 186)
 - Rutgers–Newark dark red
 - Gray (Pantone® 431)
 - Black



Size Requirements

- There are no minimum size requirements for the Scarlet Raiders logo, but the logo must be legible

Clear Space

- Leave ample clear space around the Scarlet Raider logo so other design elements do not compete with it

Scarlet Raptor Logos

The athletics teams' mascot for Rutgers University-Camden is the Scarlet Raptor, graphically represented by the Scarlet Raptor logos. You must obtain permission from the Office of Trademark Licensing to use these marks.

Do's

- Use the Scarlet Raptor logos for spirit communications such as athletics, alumni materials, school spirit activities and events, and recruiting events
- Include an appropriate registration mark next to the Scarlet Raptor logos if placed on merchandise, either for sale or to be given away
- Always refer to the mascot as the Scarlet Raptor—the word “Scarlet” must be included

Don'ts

- Modify the Scarlet Raptor logos in any way, or superimpose anything on it

Colors

- The Scarlet Raptor logos are a combination of several blended colors, which include:
 - Red (Pantone® 186)
 - Dark red (Pantone® 1807)
 - Light gray (Pantone® 877)
 - Black
 - White



Size Requirements

- There are no minimum size requirements for the Scarlet Raptor logos, but they must be legible

Scarlet Raptor Shield

- The Scarlet Raptor head is also used inside a shield as shown above
- Do not alter this mark in any way or superimpose anything on it

Clear Space

- Leave ample clear space around the Scarlet Raptor logo so other design elements do not compete with it

Primary Font

The FF Meta Pro font family makes up the elements of the Rutgers signature text. This sans serif font family comprises over 60 fonts. Select fonts from Meta Pro are used in the Rutgers R identity signatures. The font is not required for any other use at Rutgers.

Do's

- The identity font is not required for any applications other than the Rutgers signature text. However, you may choose to use the font in your communications and marketing materials if you like the cohesive style it can lend to your designs.

Don'ts

- Attempt to create a signature with the font

Resources for Accessing Fonts

- Rutgers employees can access FF Meta Pro from [Adobe Fonts](#).
- Alumni groups, student groups, and outside vendors who do not have access to Adobe Creative Cloud, may purchase FF Meta Pro from [MyFonts](#).

FF Meta Pro

Select Fonts

Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Normal Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

System Colors

The visual identity system has a required (primary) color palette and a recommended (supporting) color palette.

Primary Color Palette

The primary colors for the elements within the Rutgers Visual Identity System are:

- Red (Pantone® 186)
- Black
- White

Supporting Color Palette

These colors are meant to complement the primary color palette of the Rutgers Visual Identity System. These are recommended but not required.

Primary color palette

Rutgers Red	Black	White
Pantone 186 CMYK 0/100/81/4 RGB 204/0/51 Hex # CC0033	CMYK 0/0/0/100 RGB 0/0/0 Hex # 000000	CMYK 0/0/0/0 RGB 255/255/255 Hex # FFFFFF

Supporting color palette

Dark Red	Dark Gray	Teal	Blue	Yellow
CMYK 27/100/100/29 RGB 142/13/24 Hex # 8E0D18	CMYK 72/66/64/72 RGB 34/34/34 Hex # 222222	CMYK 91/47/47/20 RGB 0/98/109 Hex # 00626D	CMYK 86/41/17/1 RGB 0/127/172 Hex # 007FAC	CMYK 9/28/100/0 RGB 235/182/0 Hex # EBB600
Mid Gray	Mid Teal	Mid Blue	Mid Yellow	
CMYK 60/51/51/20 RGB 102/102/102 Hex # 666666	CMYK 68/20/33/0 RGB 82/162/169 Hex # 52A2A9	CMYK 49/9/11/0 RGB 125/191/214 Hex # 7DBFD6	CMYK 4/15/70/0 RGB 245/211/106 Hex # F5D36A	
Gray	Pale Teal	Pale Blue	Pale Yellow	
CMYK 14/11/11/0 RGB 216/216/216 Hex # D8D8D8	CMYK 47/6/27/0 RGB 135/195/190 Hex # 87C3BE	CMYK 40/0/10/0 RGB 146/214/227 Hex # 92D6E3	CMYK 12/8/55/0 RGB 252/228/139 Hex # FCE48B	
Light Gray	Light Teal	Light Blue	Light Yellow	
CMYK 5/3/3/0 RGB 239/239/239 Hex # EFEFEF	CMYK 10/0/6/0 RGB 227/243/239 Hex # E3F3EF	CMYK 11/1/1/0 RGB 222/240/249 Hex # DEFOF9	CMYK 0/2/19/0 RGB 255/246/212 Hex # FFF6D4	

SECTION 3-**USING THE**

Rutgers Visual Identity System

- 23** Using the Rutgers R in Words
- 24** Using the Rutgers R on Merchandise
- 25** Electronic Business Collateral
- 26-28** Digital Communications
- 29** Digital Badges
- 30** Printed Marketing Materials
- 31** Stationery Standards

Using the Rutgers R in Words

The Rutgers R can be combined with other letters of the same font on marketing and merchandise applications. The Rutgers R must appear in clear contrast to the other letters in the word or phrase. The contrast could be achieved by varying the color of the other letters or by choosing a Rutgers R with an outline. The Rutgers R must always be used in a color/outline combination that aligns with the system colors depicted on page 21.

This application is reserved for brand enhancing words and phrases. Access to the font that aligns with the Rutgers R is managed by University Communications and Marketing.

Reach out to contactus@ucm.rutgers.edu if your team is interested in using the Rutgers R in a word or phrase. Words and applications for using the Rutgers R in words is subject to approval from University Communications and Marketing.

If you have questions about what can and cannot be done within the parameters of the visual identity system, please email contactus@ucm.rutgers.edu.

Examples of allowable treatments

GO GREEN

RESPECT

PRIDE

Example of non-allowable treatment

TRASH

Using the Rutgers R on Merchandise

Visual identity standards apply to all forms of university-branded promotional items including display materials, awards, apparel, or any other products or merchandise. All approved logos are pre-loaded into the swag.rutgers.edu site for easy shopping and streamlined approvals of branded merchandise.

Do's

- Use the Rutgers name, including the logo with or without a signature, on branded merchandise
- Include the registration mark with the Rutgers R mark if placed on merchandise, either for sale or to be given away
- Receive approval from the Office of Trademark Licensing before ordering any Rutgers-branded items
- Obtain all Rutgers-branded merchandise from a vendor who has a trademark licensing agreement with the university

Don'ts

- Create the marks yourself
- Alter the colors of the Rutgers R or signature text
- Use a vendor that is not licensed to produce Rutgers-branded merchandise

NOTE: Many examples are not depicted at actual size. On the original versions, minimum size requirements are met.

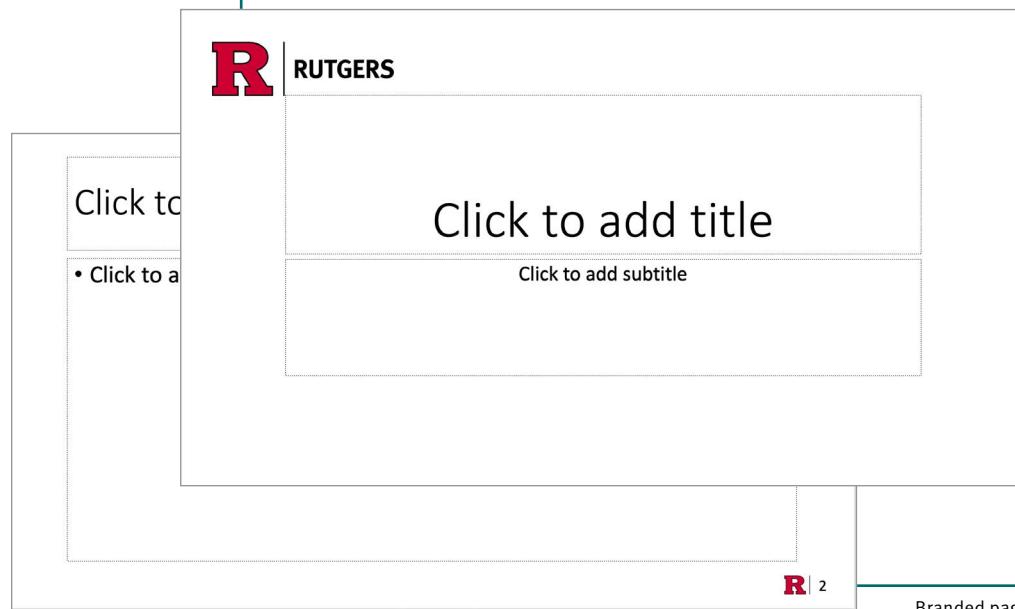


Electronic Business Collateral

Visual identity standards apply to all forms of internal communication materials including but not limited to flyers, forms, presentations, electronic letterhead, and email.

NOTE: Many examples are not depicted at actual size. On the original versions, minimum size requirements are met.

Branded PowerPoint templates available to download



Department
School/Administrative Unit
Appropriate Rutgers Name
Street Address
City Name, NJ 00000-0000

webaddress.edu
ename@domain.rutgers.edu
p. 000-000-0000
f. 000-000-0000

Month XX, XXXX

Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000

Dear Jane A. Doe:

Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis euge do commolobor summy nullaoare do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq ipsum ver illaor iriure molope rcliquat.

Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis euge do commolobor summy nullaoare do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq ipsum ver illaor iriure molope rcliquat.

Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis euge do commolobor summy nullaoare do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq ipsum ver illaor iriure molope rcliquat.

Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis euge do commolobor summy nullaoare do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq ipsum ver illaor iriure molope rcliquat.

Sincerely,

John L. Doe

Kim Manning
Vice President
University Communications and Marketing
Rutgers, The State University of New Jersey
848-932-2425 | kim.manning@rutgers.edu



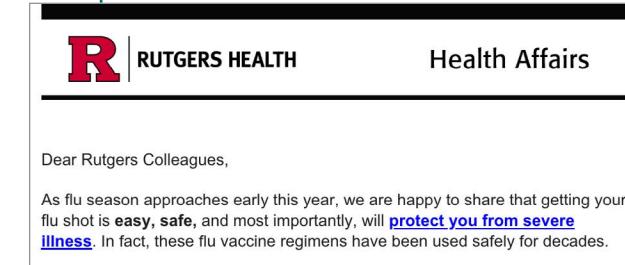
Branded email signatures

Digital Communications

Electronic Communications: Visual identity standards apply to all forms of electronic communications including designed emails, digital ads, enewsletters or broadcast emails, blogs, wikis, and all other forms of electronic marketing or digital communications.

- A broadcast email must include the Rutgers R logo, with or without a signature
- Digital ads must include the appropriate Rutgers unit or program name

Broadcast email using the approved primary logo color of the chancellor-level signature



RUTGERS Social Work IN CAMDEN.

Undergraduate and graduate programs that will equip you to make an impact.



APPLY NOW
GO.RUTGERS.EDU/CAMDEN

RUTGERS
CAMDEN

Use of the all-white chancellor-level signature with appropriate clear space

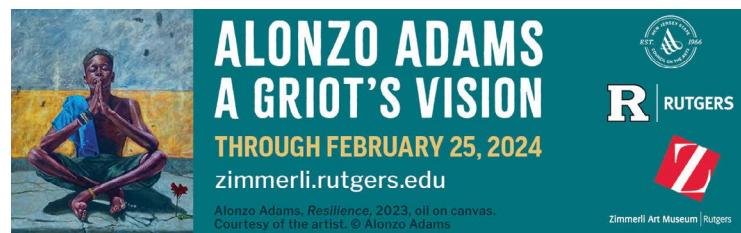
Enewsletter using the institutional signature



Rutgers Streamlines Brand – Rutgers R to Represent All Units



Digital ad using the approved alternate variation of the chancellor-level signature

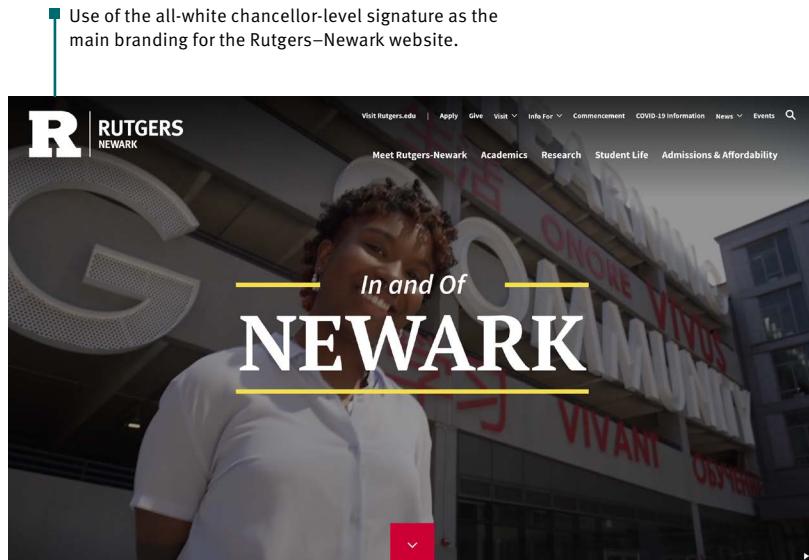


Zimmerli Art Museum | Rutgers

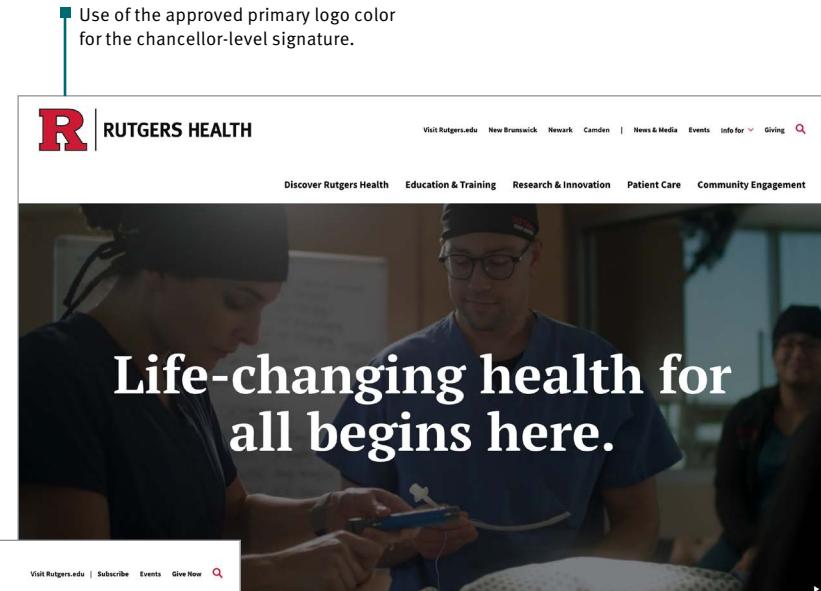
Digital ad with clear Rutgers branding

Digital Communications

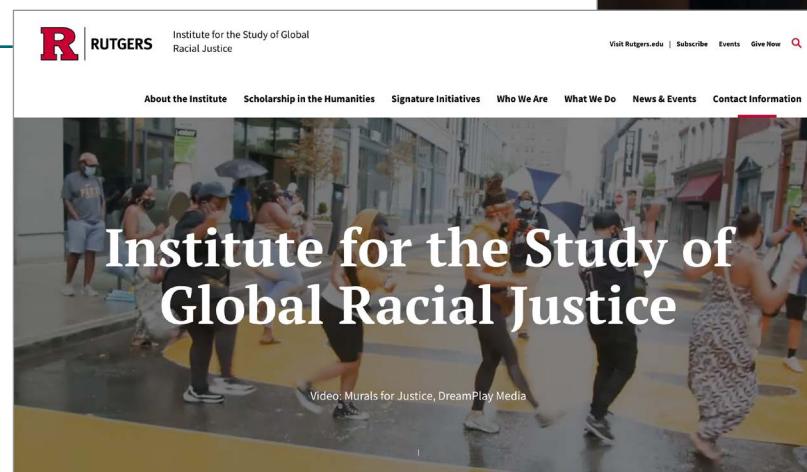
Websites



■ Use of the all-white chancellor-level signature as the main branding for the Rutgers–Newark website.



■ Use of the approved primary logo color for the chancellor-level signature.



■ The primary logo with ample space for the unit name.

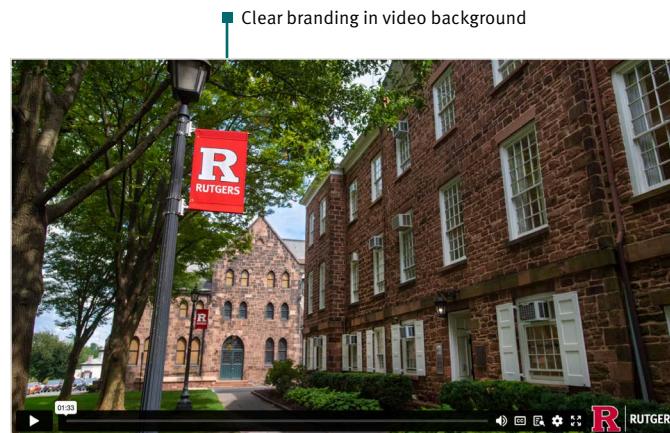
Digital Communications

Video: The Rutgers R logo, with or without a signature, must appear prominently at or near the opening or closing of a Rutgers video.

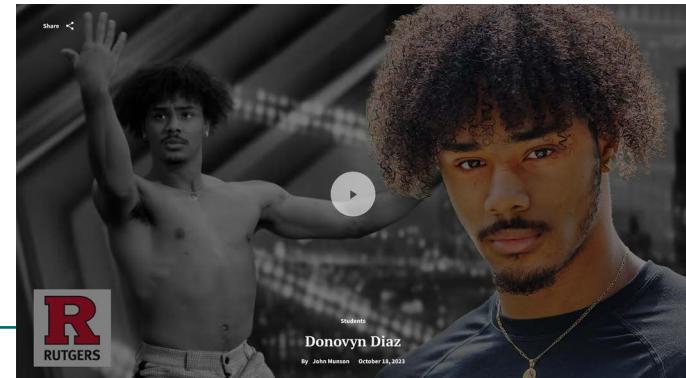
The appropriate Rutgers unit name must also appear somewhere during the video.

Social Media: All Rutgers-affiliated social media accounts should follow these guidelines when using the Rutgers R in their profile image:

- Use the red Rutgers R on a white or black background
- Use an approved vertical signature, no acronyms
- Spell out the full name of the account when naming the page since abbreviations are not widely understood. This will appear as the account title and is what influences the platform's search result when users are trying to find your page/account



Horizontal use of the Rutgers R with signature



Clear branding of the approved primary vertical Rutgers R on the video thumbnail



Use of an approved vertical signature on a white background as a profile image on Facebook



Digital Badges

Visual identity standards apply to all forms of digital badging, digital micro-credentialing, and online coursework offered by the university.

Rutgers has developed the following criteria for digital badges that are easy to implement using Microsoft PowerPoint or Adobe Illustrator templates provided by University Communications and Marketing. These templates can be found at communications.rutgers.edu/services-resources/digital-credentials.

Shapes

(Used to indicate the category for the digital badge)

- Shield: Academic Program badges
- Circle: Student Life Program badges
- Hexagon: Professional Development badges
- Square: Standalone or other badge types

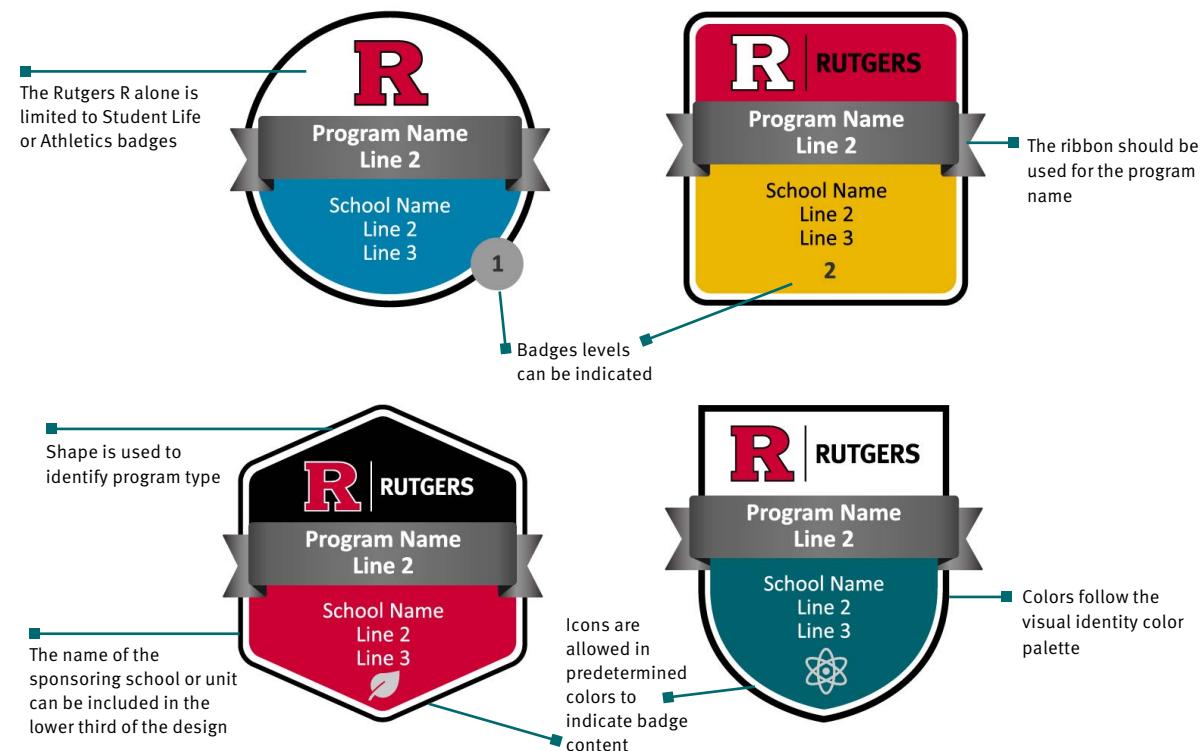
Rutgers Logos

- The Rutgers R primary signature should be used on Academic Program, Professional Development, and Standalone badge types in the top third of the badge
- The Rutgers R logo should be used by itself on Student Life and Athletics badges only

Colors

The tops of the badge designs are limited to colors from the Rutgers visual identity primary color palette—red, white, and black—combined with the logotype.

The bottom third of the badges may use a color from the primary or supporting visual identity color palette.



Program Name

All badges use a center ribbon for a one-to-two line program name. Character count and fonts are specified in the templates and are chosen for maximum readability.

Sponsoring Unit

The lower third of the badge design can be used for the name of the sponsoring school or unit, a subject-related icon, or a badge-level indicator. Font and character limits in this section of the badge design are specified in the templates.

Badge Level

Use a corner or bottom area of the badge to indicate the level—recommend that levels correspond across all categories.

- 1 - novice
- 2 - intermediate
- 3 - expert

Printed Marketing Materials

Visual identity standards apply to all forms of printed marketing and communications materials including but not limited to flyers, brochures, advertisements, posters, etc.

NOTE: Many examples are not depicted at actual size. On the original versions, minimum size requirements are met.

- The Rutgers R logo must appear, with or without a signature, on the front of all printed communications
- The appropriate Rutgers unit name must also appear somewhere on the printed piece
- Any background color is acceptable as long as the logo appears in one of the three allowed colors: red (Pantone® 186), black, or white
- Graphic elements can be used to accent the visual identity system and help lend a unique look to your unit's marketing materials. Graphic elements are defined as a shape, style, texture, or pattern without adjacent words or text
- The Rutgers R logo, with or without a signature, and the unit address should appear on the back of multipage publications
- The appropriate name for the university should also be used in the address block



■ Good use of the primary color palette.

■ The white and black signature option works nicely on the red background.



■ A good example of a unit using the Rutgers R without a signature. Also a good use of a patterned background.



■ Display materials must be bought through a licensed vendor.

Stationery Standards

The stationery standards provided are to be used by all units within the university.

You can order stationery products through Dupli Envelope & Graphics, the university's preferred stationery vendor. See the Resources section for ordering details.

To download electronic letterhead, visit communications.rutgers.edu/help-stationery-and-templates.

NOTE: Examples may not be depicted at actual size. On the original versions, minimum size requirements are met.



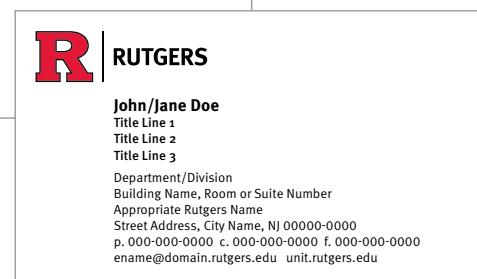
#10 envelope

Institutional signature using the primary colors



Department/Division/Center:
Building Name or School/Unit Name
Appropriate Rutgers Name
Street Address
City Name, NJ 00000-0000

webaddress.edu
ename@domain.rutgers.edu
p. 000-000-0000
f. 000-000-0000



Business card

RESOURCES

Rutgers Visual Identity System

- [**33** Alumni](#)
- [**33** Branded Merchandise](#)
- [**33** Building Signage](#)
- [**33** Editorial Style Guide](#)
- [**33** Graphic Design Support](#)
- [**33** Photos](#)
- [**33** Stationery](#)
- [**33** Student Groups](#)
- [**33** Templates](#)
- [**33** Vehicles](#)
- [**34** Glossary](#)
- [**35** Board of Governors Resolution](#)

Alumni

Alumni groups can direct their questions about using the Rutgers Visual Identity System to the Rutgers University Foundation and Alumni Association's Director of Visual Identity at anthony.coellella@ruf.rutgers.edu or 848-932-2260.

Branded Merchandise

Get the [list of vendors](#) licensed to produce branded merchandise.

Shop swag.rutgers.edu for branded merchandise. All approved signatures and logos are loaded into this site, and trademark approvals are streamlined.

For any other questions, contact trademark@ucm.rutgers.edu.

Submit [Branded Merchandise Artwork Review](#) form for review and approval.

Building Signage

Get information to get started with [exterior or interior signage](#).

For information on building signage, contact Dave Haines at david.haines@rutgers.edu or 848-445-6760.

Editorial Style Guide

Editorial guidelines have been developed in order to lend consistency and clarity to text and web communications.

[Download the Rutgers Editorial Style Guide.](#)

Graphic Design Support

The Rutgers ACE program includes a list of graphic designers and graphic design firms that have master service agreements in place with the university and can get to work quickly.

[Learn more about the ACE program and access the suppliers list.](#)

Photos

Browse thousands of Rutgers-related and general images approved for use in Rutgers communications. Rutgers faculty and staff can access the [Rutgers Digital Asset Library](#) using a NetID.

Stationery

Dupli Envelope & Graphics is the university's preferred vendor for stationery products.

Anyone may order stationery products through the Dupli punch-out in Marketplace.

For assistance ordering stationery items, contact Maria Homer at mhomer@duplionline.com or 800-724-2477, ext. 7252.

[Download desktop letterhead.](#)

Student Groups

Student groups may use the visual identity system of the university.

If a student group chooses to use the brand elements, it must follow the guidelines in this manual.

For questions, email contactus@ucm.rutgers.edu.

Templates

[Email signatures, electronic letterhead, and PowerPoint templates can be found here.](#)

Vehicles

For information on branding university vehicles, contact Dave Haines at david.haines@rutgers.edu or 848-445-6760.

Glossary

Clear Space: Clear space is the area immediately surrounding a logo and is specifically designated to be free of any text or graphics. This space gives breathing room to the logo and shows the design in the best possible light.

CMYK: Stands for Cyan, Magenta, Yellow, Black and are the four basic colors used for printing color images.

EPS File: Encapsulated PostScript; a file extension for a graphics file format used in vector-based images in Adobe Illustrator.

Graphic Element: A shape, style, texture, or pattern without adjacent words or text used to enhance communications materials or marketing pieces, but not compete with Rutgers main brand elements or violate clear space requirements.

Hex Color: A color hex code is a way of specifying color using hexadecimal values. The code itself is a hex triplet, which represents three separate values that specify the levels of the component colors. The code starts with a pound sign (#) and is followed by six hex values or three hex value pairs (for example, #AFD645).

Licensee: A third party allowed to make Rutgers branded products under a licensor's trademark agreement. Vendors without this agreement in place cannot legally reproduce products with any of the Rutgers trademarks—including the Rutgers name.

Logo: Stylized text or text combined with a graphic element that is used to represent a product, department, organization, project, or initiative. Marks that are considered to be a logo outside the approved Rutgers Visual Identity System are not permitted.

Pantone: A system for matching colors, used in specifying printing inks.

PNG File: Portable Network Graphics; a patent-free file format for image compression, commonly used for images.

RGB: Red, Green, Blue; sets color values for images on a computer screen.

Signature: The combination of the Rutgers R with an additional, more specific identifier. Rutgers signatures are created with specific fonts and spacing requirements and can only be created by University Communications and Marketing.

Template: A pre-designed master file used to help you implement the brand correctly. Templates are available for PowerPoint presentations, electronic letterhead, and email signatures.

Trademark: A symbol, word, or words legally registered or established by first use as representing a company or product. Federally registered trademarks are indicated with the appropriate symbol ® in the first instance of use to protect legal ownership. TM is used when a symbol or word is not yet federally registered.

Unit: In this user guide, “unit” is used to refer to a type of Rutgers organizational division; department, school, office, center, division, etc. may all be referred to as a unit.

Resolution Approving the Rutgers Visual Identity System

December 8, 2006

Meeting of the Board of Governors
Rutgers, The State University of New Jersey

WHEREAS, Rutgers, The State University of New Jersey (“Rutgers”), at the direction of the Committee on University Relations and Honorary Degrees, has conducted extensive research into the public perceptions of the university among key constituencies in New Jersey; and

WHEREAS, the research indicated that general awareness of Rutgers is high among all New Jersey constituencies, but identified a clear need to clarify and demonstrate Rutgers’ value to the state of New Jersey and its citizens; and

WHEREAS, the research indicated that Rutgers must differentiate itself from the other publicly funded schools in New Jersey; must sharpen its messages by better coordinating university communications; must manage and preserve the integrity of its brand, paying particular attention to the proliferation of logos and other visual representation of the university and its units and programs; and must leverage and mobilize the strong brand equity that Rutgers has among state residents, executives, and alumni; and

WHEREAS, the Rutgers name and visual identity are substantial institutional assets and, therefore, their usage is under the purview of the Board of Governors; and

WHEREAS, a strong Rutgers identity has far-reaching benefits, enhancing the university’s ability to recruit faculty, students, and staff; generate revenue; garner grants; engage alumni; and attract external support; and

WHEREAS, effective and efficient communication between the university and its many audiences requires (i) a clear graphic architecture and nomenclature that build equity in the Rutgers name, clarify organizational relationships, and maintain unit distinctiveness; (ii) a communications strategy that ensures the use of coherent and consistent messages about Rutgers’ unique attributes and assets; (iii) an administrative office that is the central point for managing and enhancing the university’s identity and messaging; and

WHEREAS, the Rutgers name and visual identity should be recognized and embraced by the university community as important assets deserving oversight and management, requiring (i) policies that empower a central administrative office with authority to manage and enforce the proper use of the university’s name and a unified visual identity system; (ii) clear guidelines, policies, and tools that support campus and unit communicators as they express their campus’s or unit’s relationship to the university, as well as their campus’s or unit’s distinct programs and purpose; (iii) policies and procedures that clarify how and when other entities may use the university’s name and/or marks; and (iv) policies and procedures regarding how and when new university marks will be approved and/or protected under federal and state law, and ensuring protection of existing marks; and

WHEREAS, transition to a unified visual identity system must be accomplished according to a reasonable timetable based on the analysis of financial and physical considerations;

NOW, THEREFORE, BE IT RESOLVED that the Board of Governors of Rutgers, The State University of New Jersey, requires that all university units will use the Rutgers name and the unified visual identity system, including a set of approved marks, as outlined in policies and guidelines; and

BE IT FURTHER RESOLVED that all university officers will support the proper use of the Rutgers name and a unified visual identity system by ensuring that units and personnel in their areas adhere to established policies and guidelines; and

BE IT FURTHER RESOLVED that the Vice President for University Relations will create, distribute, and enforce policies, procedures, and guidelines necessary for the proper use of the Rutgers name and the implementation of a unified visual identity system; and

BE IT FURTHER RESOLVED that the Vice President for University Relations will develop tools, training, and other incentives that facilitate the proper use of the Rutgers name and the implementation of a unified visual identity system by all units of the university; and

BE IT FURTHER RESOLVED that the Vice President for University Relations will establish oversight and advisory bodies that facilitate the proper use of the Rutgers name and the implementation of a unified visual identity system; and

BE IT FURTHER RESOLVED that this Resolution will take effect immediately.



Department of University Communications and Marketing

RU-2324-0027