



# **Guidelines for Sponsor, Partner, and Third-Party Promotion**

Outlined by University Communications and Marketing relating to policy 80.1.4

Revised March 2021

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## Displaying a Sponsor's Name or Logo

- Acknowledging sponsors is OK – this is a statement of fact
- Can be shown in/on Rutgers websites, publications, communications, or university assets – labeled as a sponsor
  - “Sponsored by” or “In partnership with” is recommended language to include
  - Link to an “About” or program page – not to a sales page
- Should NOT appear on assets, materials, or communications used to recruit students or materials students must use to complete academic coursework
- Value statements (comparative or qualitative) are prohibited – these statements are considered endorsements

## Displaying a Research Partner's Corporate Logo

- Acknowledging partners is OK – this is a statement of fact
- Can be shown in/on Rutgers websites, publications, communications, or university assets – labeled as a partner
  - “Sponsored by” or “in partnership with” is recommended language to include
  - Link to an “About” or program page – not to a sales page
- A contract must be in place that has been approved by the vice president for research or a designee
- Value statements (comparative or qualitative) are prohibited – these statements are considered endorsements

## Links to Online Stores

- Allowed if the store is run by a Rutgers licensed vendor and is operating on behalf of an official Rutgers department or group
- Links to third-party sales or services pages are not permitted
  - Links imply endorsements

## Displaying Credit Card Logos

- Allowed on websites to identify acceptable forms of payment
  - Logos are to be displayed in connection with the transaction (not "disconnected," such as on a homepage)
- Use of the credit card must be approved
- Processes must comply with Payment Card Industry (PCI) standards
  - PCI Data Security Standard safeguards customer information. Major credit cards mandate that merchants and service providers meet minimum standards of security when they store, process, and transmit cardholder data
- Transactions must be related to the unit's primary purpose

## Third-Party Advertising IS Allowed in:

- **Student Publications:** Are considered student training and experience, therefore, it is part of the university's mission
- **Official Student Organization Materials:** Can include a third-party logo and/or advertising if a third-party provides monetary or trade-in-kind support to the student group
- **University Magazines or Newsletters:** Can accept advertising only if the information in the publication is optional and isn't necessary for academic pursuits
- **Alumni, Athletics, Employee Benefits Communications:** Third-party logo and/or advertising may be acceptable when the vendor provides discounts to university members or rebates to the university

## Third-Party Advertising IS NOT Allowed in:

- Faculty websites hosted by the university
- Official university publications printed or online such as course catalogs and campus viewbooks
- University websites (departmental/unit/program)



# More Questions?

Read: [Policy 80.1.4](#)

Visit: [communications.rutgers.edu](http://communications.rutgers.edu)

Email: [contactus@ucm.rutgers.edu](mailto:contactus@ucm.rutgers.edu)

The logo for Rutgers University, featuring the word "RUTGERS" in a red, serif font. The letter "R" is stylized with a long, sweeping tail that extends downwards and to the left.

Produced by University Communications and Marketing