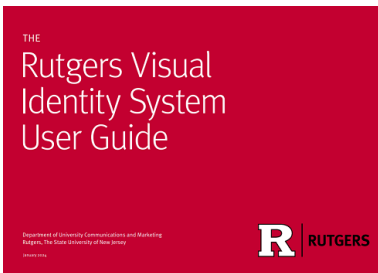




January 2024

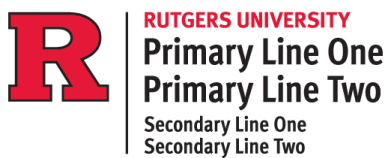
Rutgers R Resources Ready for All Units to Use

You can now begin using the new Rutgers R visual identity system for all your communications and marketing materials and promotional items. The guidelines that outline the system and the resources that support your use of it are in place. Everyone can start the transition to using the Rutgers R as the primary universitywide logo.



New Identity Guidelines Available

UCM has produced a new Rutgers [Visual Identity System User Guide](#) and [Quick Guide](#) to provide direction on how to use the Rutgers R in communications, marketing, and merchandise applications. These guides outline allowable colors, signature style options, and resources available to help you apply the Rutgers R on your materials.



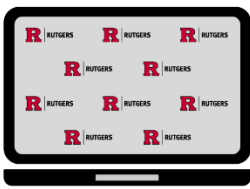
Rutgers R for Your Unit

The Rutgers R signatures for the Chancellor Units and Schools are available to be [downloaded](#). Additionally, you can now [request a Rutgers R signature](#) for your unit or department. A signature is the styled text of your unit's name that aligns to the right of or underneath the Rutgers R. Once you submit a new signature request, it will be reviewed by the designated contact for each main unit, and then by UCM. Upon approval, signature graphic files will be created and emailed to you for use. Those files also will be archived and available through the signature search function. Please be sure to search before requesting a new signature.



Digital Templates and E-Stationery

A [new webpage](#) that includes downloadable, branded templates for PowerPoint, e-letterhead, email signatures, and virtual meeting backgrounds is now available to help you transition to using the Rutgers R.



Business Cards and Swag

UCM has collaborated with Rutgers preferred vendors for printed stationery and branded items to make sure these purchasing portals reflect the new logos. You or your business team can order Rutgers R business cards and printed stationery using [RU Marketplace](#) through the Dupli punchout. For easy use on orders of promotional items, newly created unit signatures will automatically be sent to [swag.rutgers.edu](#) for addition to the portal's logo library.



Where Can I Learn More?

UCM is hosting three virtual information sessions to explain the new visual identity system. Learn how to use the Rutgers R logo and find out what resources are available. Please sign up for one of the following Zoom sessions to ask questions and learn more:

- Thursday, February 1 at 2 p.m. – [register now](#)
- Wednesday, February 7 at 3 p.m. – [register now](#)
- Thursday, February 8 at 12:30 p.m. – [register now](#)



How Can I Get Help?

Stay up-to-date with the latest Rutgers R resources and read the related Q&A by visiting [communications.rutgers.edu](#). All resources and details about using the Rutgers R will be posted by UCM on this website. For specific questions, please connect with your campus communications office and your school or unit communications team. You also can email UCM with questions at [contactus@ucm.rutgers.edu](#).

