R | RUTGERS

BRAND AID

Tips and Tools

July 2024

Transition to the Rutgers R for the Fall Semester

As you prepare for the start of the new academic year, take time to conduct an audit of the items managed by your unit that use a logo and ensure you are using the correct Rutgers R logo. As announced last year, the university has adopted the Rutgers R for branding all communications and materials, and the Rutgers logotype and shield are being phased out.

To start your review, here's a quick checklist of logo transitions that we encourage you to complete before the start of the fall semester.

Website Logo

Do you have a website that uses the rutgers.edu domain?

If so, make sure it has been updated to include the Rutgers R logo. Contact your unit's web support team or Rutgers Web Consulting Services for help.

Social Media Profile Image

Does your social media account use the shield or old Rutgers logotype as a profile picture?

If so, switch it to a red Rutgers R with black text underneath to represent your unit.

E-newsletter Template

Do you send an e-newsletter to faculty, staff, students, parents, alumni, or other constituents?

Make sure the template uses the Rutgers R logo.

Email Signature

Have you updated your email signature to use the Rutgers R?

This knowledge article explains how to insert the correct logo.

Rutgers Systems

Does your unit manage an application or system for business or academic operations at Rutgers?

Check that the Rutgers R logo is being displayed.

Qualtrics Forms

Do you use Qualtrics forms to collect data?

To apply the Rutgers R logo to existing forms, follow these steps:
1. Edit the Look and Feel of your form
2. Select and Apply the R theme
3. Republish the form

This will update the logo without interrupting the data collection.

PowerPoint and Word Templates

Do you have presentations and documents using templates with the old logo?

Download Microsoft templates with the new Rutgers R.

Digital Badges

Does your unit issue digital badges for training or other micro-credentials?

The digital badge templates have been updated in Accredible, and badge designs are easy to update.

For information on how to use the Rutgers R logo, review the Rutgers Visual Identity User Guide.

If you need guidance on how to change these items or support for logo file formats or sizes, email UCM at contactus@ucm.rutgers.edu or visit our website at communications.rutgers.edu.