



October 2025

## New Rutgers Brand Resources

Leveraging the power of the Rutgers brand to promote your work just got easier. Read below for tools, templates, and other resources created to make using the Rutgers R simple. It's easy to overlook routine items such as forms and email signatures when updating to the new logo. Please [contact](#) University Communications and Marketing (UCM) for guidance and support.



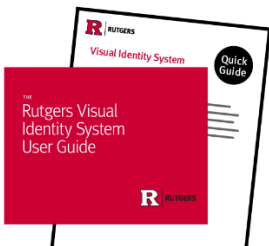
### NEW! Rutgers R Building Signage & Wayfinding Guidelines

The [signage guidelines](#) for Rutgers R building signs and wayfinding are now available. The guidelines include the latest design, placement, and use of the Rutgers R logo. [Contact the IP&O team](#) with questions about the update or the signage process.



### NEW! Brand Template Library

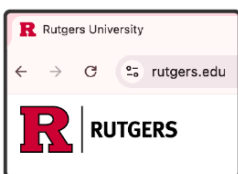
Check out the new [Rutgers-branded template library](#) for all your communications materials. This new resource has templates for social media, events, posters, ads, marketing materials, and more. Templates are available in Canva, Microsoft, and Adobe formats. And a new application for consistently branded and formatted [email signatures](#) is also available.



### Updated Visual Identity Resources

Still need to update your materials with the Rutgers R? Rutgers Visual Identity Guidelines have been refreshed and the revised [Users Guide](#) and [Quick Guide](#) are available for download.

Updates include revised clear space requirements, new Sir Henry logo, guidance on using the secondary color palette, and more.



### Ensure Your Website is Branded and Accessible

Accessibility for Rutgers websites is an ever-growing priority. You can use the [Rutgers Core Component Library](#) (RCCL) to build a branded, accessible website and leave the technology compliance to us.



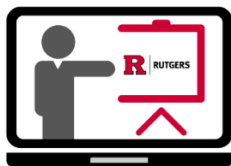
### Need Help from A Vendor?

More than 65 vendors have master service agreements with Rutgers. These pre-vetted [ACE vendors](#)—specializing in marketing communications services—provide support to Rutgers departments with communications initiatives on an as-needed basis.



### Branded Merch Options

Don't forget that all branded giveaways and merchandise [must be ordered through a licensed vendor](#). For internal orders, check out [swag.rutgers.edu](#). And if you'd like parents, students, and alumni to be able to buy merch with your specific school or unit logo, check out [R House](#).



### Policies & Training

Remember that there are seven universitywide [communications policies](#) covering advertising, endorsements, media relations, websites, sponsorships, filming on campus, trademark licensing, and visual identity. Everything you need to know can be found in these short [asynchronous training modules](#).



### We're Here to Help

If you need guidance on how to brand your communications materials or have questions about available resources, please email UCM at [contactus@ucm.rutgers.edu](mailto:contactus@ucm.rutgers.edu).

In addition to transitioning to the Rutgers R, check out the [FY25 Highlights](#) to see the other brand-building initiatives UCM has been working on over the past year.