



**RUTGERS.**  
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## RUTGERS IDENTITY AND COMMUNICATIONS

# Lunch and Learn

Have questions about Rutgers Visual Identity?

Have you ever ordered Rutgers branded products?

Do you create marketing materials or plan events for your department or program?

Have you ever been approached by the media to speak about Rutgers?

Do you work with outside vendors that ask you to recommend them?

If you answered yes to any of these questions, then we invite you to join us at a Lunch and Learn presentation hosted by University Communications and Marketing. Learn more about how to correctly use the Rutgers trademarks and follow university policies intended to protect Rutgers. Have a slice of pizza on us while learning the dos and don'ts of communications at Rutgers.

### In 90 minutes, you will learn about

- why the visual identity system is important to Rutgers
- options allowed to brand your program or initiative
- the different trademarks of the university and how to use them
- what's coming to help you order promotional products
- guidelines, policies, and resources to help you communicate about Rutgers

Contact University Communications and Marketing to schedule a Lunch and Learn for your department: [contactus@ucm.rutgers.edu](mailto:contactus@ucm.rutgers.edu)

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### When:

### Where:

### Contact:

Presented by University Communications and Marketing  
[contactus@ucm.rutgers.edu](mailto:contactus@ucm.rutgers.edu)

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