



## POLICIES AND GUIDELINES

# Communicating at Rutgers Workshop

Do you use the trademarks or logos of the university?

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 virtual 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. Learn the dos and don'ts of communications at Rutgers.

In 90 minutes, you will learn about

- important communications-related policies,
- the different trademarks of the university and how to use them,
- procedures to follow when ordering promotional products,
- guidelines and resources that exist to help you communicate about Rutgers, and
- how to handle specific communications and marketing situations that you may have.

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

