RUTGERS

Quick Guide

EDGE Messaging

The Edge That Moves Us is our shared platform for expressing what drives Rutgers, what makes us distinctive, and the impact we create. It shows how our collective strengths in education, discovery, growth, and engagement move **lives**, **ideas, society**, and **people** forward.

Campaign Associations

These guide how we tell Rutgers' story across the EDGE platform. Consistently reinforcing these stories and words help shape what people believe about Rutgers.

We're always moving forward. *Forward / Advance / Momentum / Build / Grow*
We expand what's possible. *Potential / Opportunity / Unlock / Become / Pursue*
What we do here matters. *Purpose / For All / Public Good / Contribute / Responsibility*
We put our scale to work. *Strength / Scale / Connected / Reach / Collective*
The world is part of our classroom. *Real / In Action / Beyond Campus / Applied / Engage*

Using EDGE Marks With Intention

THE EDGE THAT MOVES US
Overarching Campaign Mark

Use for broad institutional stories, collective impact, and general campaign awareness.

AT THE EDGE
Pillar-Specific Marks

Use when the message clearly aligns with a specific dimension of Rutgers' impact.

- **At The EDGE of Opportunity** — Opening doors to education, careers, and upward mobility
- **At The EDGE of Innovation** — Turning curiosity into discovery and discovery into real solutions
- **At The EDGE of Progress** — Putting knowledge to work for the public good
- **At The EDGE of Connection** — Bringing together people and perspectives to achieve more
- **At The EDGE of Your Seat** — Creating excitement and engagement for in-person events

All taglines are fixed and should not be altered.

Writing From One Voice

Rutgers makes things better. Our voice is:

Driven: Clear, active, and purposeful.
Curious: Open to questions, ideas, and possibilities.
Grounded: Specific, credible, and connected to real experiences.

Download assets and explore more for a deeper look at the strategy and guidelines:
COMMUNICATIONS.RUTGERS.EDU/EDGE-CAMPAIGN

Headlines

These headlines offer flexible formulas to connect your stories and messages to the EDGE platform and create alignment. Use them when they strengthen your communication, not as requirements.

COLLECTIVE IMPACT

Builds shared recognition around Rutgers' impact. To avoid repetition, no tagline should be paired with this construct.

Formula:
The Edge That Moves [Word Bank]

Choose from the fixed word bank below to best connects your work to the platform and its pillars.

Overarching: Progress, Possibility, Change, What's Next
Lives: Futures, Potential, Opportunity, Ambition, Growth
Ideas: Discovery, Innovation, Breakthroughs, Minds, Curiosity
Society: New Jersey*, Communities, Industries, Economies, Culture, Policy
People: Connection, Networks, Perspectives, Understanding, Collaboration, Community
**"New Jersey" may be replaced with a specific county, city, or region to reflect where Rutgers makes an impact.*

Examples:
The Edge That Moves Possibility
The Edge That Moves Breakthroughs
The Edge That Moves Camden

JOIN THE ACTION

Invite audiences to participate.

Formula:
[Action Verb]
+ [Opportunity/Outcome]

Example:
Take Your Ideas Further

WHERE IT HAPPENS

Connect our work to outcomes.

Formula:
Where [Rutgers contribution]
+ [impact verb] + [real-world change].

Example:
Where research redefines cancer care.

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ON THE MOVE

Highlight actions and achievements.

Formula:
[Action Verb Ending in -ing]
+ [Area of Impact/Meaningful Outcome]

Example:
Expanding Access to Opportunity

THAT'S MY EDGE

Make the platform personal.

Formula:
[Personal achievement or realization].
That's my EDGE.

Example:
Found a place where I belong.
That's my EDGE.

THE POWER OF MORE

Show the value of our size/strength.

Formula:
More [Rutgers strength].
[Expanded possibility or impact].

Example:
More perspectives.
More possibilities.

WHAT MOVES US

Connect our actions to our beliefs.

Formula:
We [action we take].
Because [belief or purpose].

Example:
We push boundaries.
Because the future depends on it.

Keep It Meaningful

DO

Lead with audience relevance and the Rutgers difference.

Support claims with facts, outcomes, and real experiences.

Use EDGE ideas, taglines, voice and tone, and/or headline constructs when they strengthen the message.

DON'T

Force taglines or stack campaign language.

Rely on empty claims or institutional self-promotion.

Use "The Rutgers Edge" as a standalone headline, tagline, or graphic treatment. And never externally.

REMEMBER

Not every communication needs an EDGE tagline and/or all aspects of our messaging included.
Strong storytelling, consistent voice, and audience-focused messaging can help reinforce the platform.