RUTGERS

Quick Guide

EDGE Visuals

The EDGE visual identity builds on the Rutgers brand with a dynamic, expressive point of view. Bold typography, active imagery, movement, texture, and layered elements create a visual system that feels energetic, human, and distinctly Rutgers.

EDGE Marks

The Edge That Moves Us and **EDGE pillar marks** reinforce campaign messaging and create visual consistency. Choose the mark that best supports your message.

THE EDGE THAT MOVES US

AT THE EDGE OF OPPORTUNITY

AT THE EDGE OF INNOVATION

AT THE EDGE OF PROGRESS

AT THE EDGE OF CONNECTION

AT THE EDGE OF YOUR SEAT

EDGE marks **do not replace Rutgers signatures**. Continue using appropriate **unit signatures** according to brand guidelines. Use **The Edge That Moves Us** for broader EDGE expressions and **pillar marks** for content directly tied to Opportunity, Innovation, Progress, or Connection.

Typography

Beachwood Variable

EDGE Impact Typeface

Aa

Beachwood is the primary EDGE typeface, bringing bold energy and personality to headlines, key statements, and high-impact moments.

PD Everyday

EDGE Accent Typeface

Aa

A handwritten accent font that adds a human, personal touch. Use sparingly for personal stories, quotes, and testimonials, not for headlines or body copy.

FF Meta

Primary Rutgers Typeface

Aa

Meta is the primary Rutgers typeface, providing consistency across official communications, identity signatures, body copy, and core brand applications.

All fonts listed are available through Adobe Fonts.

Color

EDGE remains rooted in the **Rutgers color palette**, with scarlet, black, and white providing the foundation.

PRIMARY COLORS

RUTGERS RED
Pantone 186
CMYK 0/100/81/4
RGB 204/0/51
Hex # CC0033

BLACK
CMYK 0/0/0/100
RGB 0/0/0
Hex # 000000

WHITE
CMYK 0/0/0/0
RGB 255/255/255
Hex # FFFFFF

ACCENT COLORS

DARK RED
CMYK 27/100/100/29
RGB 142/13/24
Hex # 8E0D18

MID GRAY
CMYK 60/51/51/20
RGB 102/102/102
Hex # 666666

GRAY
CMYK 14/11/11/0
RGB 216/216/216
Hex # D8D8D8

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

Photography

Photography should feel authentic, energetic, and human, showing people actively engaged in the Rutgers experience. Use strong moments, perspectives, and environments that show sense of place and communicate opportunity, discovery, connection, and progress.





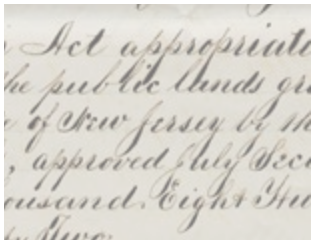


Patterns and Textures

Use patterns and textures to add depth, movement and character. Geometric forms create energy and rhythm; grit textures, archival imagery, patterns, and graphics connect to Rutgers, New Jersey, and our history. Layer elements thoughtfully to create dimensional compositions.







EDGE in Application

Create active, dynamic compositions through scale, cropping, layering, overlap, and image treatments. Balance movement with intentional white space and clear visual hierarchy.

EDGE is a unifying platform within the Rutgers brand, not a separate identity. Rutgers remains the foundation, while EDGE adds energy, movement, and expression.







