



Visual Identity System

The Rutgers name is recognized around the world. As the eighth oldest institution of higher education in the nation, Rutgers has built a prominent and credible brand for over 250 years. We all play an important role in maintaining and strengthening that brand.

By using the common set of graphic elements, colors, font styles, and symbols described in this quick guide you convey a consistent visual identity for all of the campuses, divisions, schools, departments, centers, units, organizations, and programs that make up Rutgers. We all benefit from this collective identity for the university.

Why Use the System? In 2006, the Rutgers Board of Governors mandated a cohesive, recognizable visual identity system for universitywide use across Rutgers. This policy requires every member of the university community to apply the guidelines and standards in this visual identity manual to all forms of internal and external university communications and materials that officially represent the university.

Logotype The Rutgers logotype, a stylized textual treatment of the Rutgers name, is the official mark of the university.

RUTGERS®

Do

- Use the logotype on all university communications
- Use the logotype alone or with a signature and/or the shield
- Keep clear space that is equal to the height of the first capital "R" around the logotype

Don't

- Alter the logotype in any way
- Reduce the logotype to less than 1-inch wide
- Reproduce a logotype that is illegible

Signatures A signature is the Rutgers logotype with the addition of identifying text.

RUTGERS®
UNIVERSITY | CAMDEN

RUTGERS®
School of Nursing

RUTGERS®
UNIVERSITY | NEWARK
School of Public Affairs
and Administration

RUTGERS®
Law School
CENTER FOR CORPORATE LAW
AND GOVERNANCE

Do



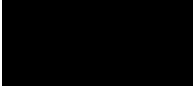
- Use a pre-existing signature, or request a new signature at communications.rutgers.edu/identity
- Keep clear space that is equal to the height of the first capital "R" in the logotype around the signature

Don't

- Create your own signature
- Alter the signature in any way
- Reproduce a logotype with signature that is smaller than 1.25-inches wide

Rutgers Visual Identity System Quick Guide

Colors The colors for all the brand elements in the Rutgers Visual Identity System are Pantone® 186 (red), white, black, and Pantone® 431 (gray). See the complete Rutgers Visual Identity System User Guide for the recommended supporting color palette.

	print Pantone® Matching System	print Four-Color Process	electronic Web/ Video Usage
	pantone® 186	c0 m100 y81 k4	r204 g0 b51 html# cc0033
	pantone® 431	c11 m0 y0 k64	r91 g103 b112 html# 6a757c
	black	black: k100	r0 g0 b0 html# 000000

The Rutgers Shield The shield was introduced in 2016 to honor Rutgers' 250th Anniversary. The design reflects the university's pre-revolutionary history.



Do

- Use the shield with the Rutgers logotype or logotype with signature or as a standalone art element
- Leave clear space around the shield that is equal to the height of the sunburst portion of the shield you are using

Don't

- Use the shield alone as the logo for the university
- Alter the shield in any way
- Reproduce the shield to smaller than 1-inch wide when used alone or less than 1/2-inch wide when combined with the logotype
- Use the shield on a social media page that is not an official university page

The Block R The stylized Block R is trademarked by Rutgers for use as a spirit mark and an athletics mark.



Do

- Use in informal contexts, such as athletics, alumni materials, school spirit activities, recruitment events, and branded promo items
- Use to promote spirit and social events and for internal applications

Don't

- Use on official communications (except Athletics)
- Alter the Block R in any way or use combined with the Rutgers logotype

Still Need Help? Visit communications.rutgers.edu/identity to download logos and presentation and letterhead templates.

Contact identity@ucm.rutgers.edu to request visual identity graphics or with questions about the correct use of the Rutgers Visual Identity System.

Contact the Office of Trademark Licensing at trademark@ucm.rutgers.edu to understand the correct use of university trademarks on merchandise and for information about vendors who are licensed to make products with Rutgers trademarks.