



October 2024

Rutgers R Transition Update and New Resources

As you know, the university has [adopted the Rutgers R](#) as the official Rutgers logo. The logo transition for branding on all communications materials is well underway. Please continue to review all items showing a Rutgers logo and update them to display the Rutgers R. Here are several new resources to help you as you update your materials. Additionally, you can always [contact](#) University Communications and Marketing (UCM) for assistance and support.



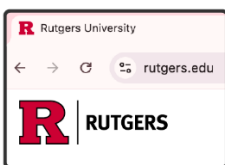
NEW! PowerPoint Template Option

In addition to the basic PowerPoint template, we've just added a new stylized Rutgers R template option that includes many more slide styles, background colors, and information display options. You can download this [new template here](#).



NEW! Research Poster Templates

Do you or your team present research findings at conferences or industry events? We have developed four new Research Poster templates that incorporate the Rutgers R. You can view and download the poster [templates here](#).



Website Logo and Icon

Do you have a website that uses the rutgers.edu domain? If so, make sure the Rutgers R logo is featured at the top of the site and the [R favicon](#) (icon that appears next to the website URL) is showing on the browser tab. Contact your unit's web support team or Rutgers [Web Consulting Services](#) for help.



Download Your Unit Logo

In addition to the university and chancellor-level marks, Rutgers R logos are available for over 950 units, with new unit logos added regularly. Log in and search UCM's [Signature Generator](#) to download and use the Rutgers R logo that has been created for your unit.



Frequently Missed Items

Some materials needing a new logo might be easy to overlook. Double-check your Qualtrics forms, social media profile photos, digital credentials, operating systems, linked documents and pdfs, on-boarding materials, training materials, and other business support tools. Take a second look to confirm all your department's materials have been updated to include the Rutgers R.



We're Here to Help

If you need guidance on how to change your communications materials, please email UCM at contactus@ucm.rutgers.edu. Also, the [Rutgers Visual Identity User Guide](#) has all the details about colors, sizes, and applications.

In addition to transitioning to the Rutgers R, check out the [FY24 Highlights](#) to see the other brand-building initiatives UCM has been working on over the past year.