

BRAND AID

Tips and Tools



September 2020

Tools and Tips to Build and Protect the Rutgers Brand

We know you don't think about the Rutgers brand every day – but we do. To help our brand ambassadors (that's you) do your work, while also leveraging the power of the Rutgers reputation, University Communications and Marketing is sharing these helpful resources.



Easily Find and Request Logos

Need to find the Rutgers logo combined with your school or department name? You can easily download an existing logo or request something new. PowerPoint and electronic letterhead templates that match your unit's name are also included.



Rutgers Online Swag Store

Looking for a unique branded giveaway? Purchase Rutgers branded items through the swag.rutgers.edu online store that has thousands of products from a licensed supplier. Items can be easily branded with your school or unit name at competitive pricing with free ground shipping.



Rutgers Overview Presentation

Are you working on a presentation? Find images and descriptive language about Rutgers to add to your slides in this photo-rich, modular resource about the university's mission, locations, leadership, facts, and distinctions. Use it all or choose only what you need.



Rutgers Editorial Style Guide

Need help to make your written content match Rutgers' tone? Use the quick reference or full editorial style guide to lend consistency to your communications and to gain clarity on frequently raised questions about the university's writing style for text and web content.

Visit communications.rutgers.edu for more brand resources and policy guidance.
Questions or comments? Email contactus@ucm.rutgers.edu.

Published by Rutgers Department of University Communications and Marketing.
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