THE
Rutgers Visual Identity System
User Guide

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Department of University Communications and Marketing
Rutgers, The State University of New Jersey
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SECTION 1-INTRODUCING THE
Rutgers Visual Identity System

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Why Do We Need a 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 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.

The visual identity system helps everyone to quickly recognize Rutgers and immediately associate the stature of the university’s brand with its numerous units, services, and programs. The purpose of this User Guide is to help members of the Rutgers community, as well as other authorized users, understand how to correctly use the university’s logos, colors, and other brand elements.
It’s Policy

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 user guide to all forms of internal and external university communications and materials that officially represent the university.

The policy requires that:

■ Rutgers brand elements, as described in this user guide, are the only sanctioned marks that can be used to officially represent the university
■ No other marks or symbols may be used or created to officially represent the university and its programs, people, or initiatives as a whole or in part

The policy applies to communications and other materials intended for use both internal and external to the university.

For more information on the university’s visual identity policy, please review university policy 80.1.5: University Visual Identity or contact the Department of University Communications and Marketing.

The Rutgers brand is an asset that can increase or decrease in value. Deviations from the visual identity system erode and devalue the Rutgers brand, therefore, exceptions to this policy are rarely justified or granted. A written appeal for an exception must be submitted to, and approved by, the Department of University Communications and Marketing.

How to Get Help

The Rutgers Visual Identity System is maintained by the Department of University Communications and Marketing.

Visit our website at communications.rutgers.edu or contact us at identity@ucm.rutgers.edu to:

■ Ask for brand elements that are part of the visual identity system
■ Get answers about how to use elements of the visual identity system
■ Discuss compliance, special permissions, and exemptions

Protecting the Marks

Many brand elements in this guide are federally registered trademarks of the university. Rutgers, like other major universities, maintains a trademark program to protect its trademarks from infringement and misuse. This protection is required to maintain the federal registration, to avoid public confusion and to ensure that logos and marks federally registered by Rutgers are used for their intended purpose.

When Rutgers marks (logotype, shield, Block R, etc.) are placed on branded merchandise, including apparel and headwear, they should always include the appropriate registration mark. The application is required regardless of whether an item is for sale or to be given away as a promotional item. Application of the registered trademark symbol ® to Rutgers marks is not required when Rutgers marks and brand elements are used on printed materials, stationery, marketing collateral, websites, or digital communications.

Contact the Office of Trademark Licensing at trademark@ucm.rutgers.edu or 848-932-0586/0558 to:

■ Get guidance about how to let vendors, partners, or sponsors use the Rutgers name and marks
■ Find vendors who are licensed to make products with Rutgers trademarks
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System Overview

The elements of the visual identity system are available for download or upon request. Don’t create the marks or any combination of these components yourself.

To download electronic formats of the logotype, visit communications.rutgers.edu/identity. For more information, contact identity@ucm.rutgers.edu.

To keep the integrity of the Rutgers brand intact and preserve its value, everyone must display the Rutgers logotype, signatures, shield, Block R, and athletics marks correctly. This includes using the correct fonts, positioning, and size of all elements.

These standards and examples apply to all communications materials produced by or on behalf of Rutgers University: its units, programs, and departments or any other group representing the university in an official capacity.
The Rutgers Logotype
The Rutgers logotype, which is the official mark of the university, is the stylized text of the Rutgers name. To download electronic formats of the logotype, visit communications.rutgers.edu/identity. For more information, contact identity@ucm.rutgers.edu.

Do’s
- The logotype must appear on all university communications materials
- Two types of secondary elements often accompany the Rutgers logotype:
  • A typographic element called a signature—a chancellor-level or unit name
  • The Rutgers Shield
- Place the Rutgers logotype, with or without a signature, at the top of every webpage
- Include the appropriate registration mark next to the logotype if placed on merchandise, either for sale or to be given away

Don’ts
- Change the logotype in any way, or superimpose anything on it

Colors
- The preferred color for the Rutgers logotype is red (Pantone® 186)
- It can also appear in black or white
**Size Requirements**

The Rutgers logotype should always be clearly legible.

- The Rutgers logotype should be at least 120 pixels or 1" wide
- The Rutgers logotype with a signature must be at least 150 pixels or 1.25" wide
- The logotype with shield must be at least 165 pixels or 1.5" wide

**Clear Space Requirements**

Clear space refers to the area around any element in the visual identity system that must be free of other graphics or text.

- There must be a minimum clear space around the logotype you are using that is equal to the height of the initial capital “R”
- The light blue areas in the diagrams are the amount of space that must be included between the logotype and any other element, including the edge of a page
- With permission, the logotype size and clear space requirements may be modified in very large or very small formats
- The logotype may be placed on top of a background texture or photograph
The Rutgers Logotype with a Signature

Signatures are an *optional* element of the visual identity system. However, if text is combined directly with the logotype it must follow these signature guidelines.

Four signature styles have been developed to allow flexibility and give university units a tool for unique identification. Each of these signature types has similar spacing, with distinct but aligned font treatments to allow for differentiation.

All unit signatures are created centrally and provided to the units. To access existing signatures or request a new signature, visit communications.rutgers.edu/identity.

**Do’s**

- Include the appropriate registration mark next to the logotype in a signature if placed on merchandise, either for sale or to be given away
- Use one of the following four signature types:

**Signature Style 1:** The Logotype with the State University OR Chancellor-Level Signature

This signature style includes the following options:

- Rutgers, The State University of New Jersey
- Rutgers University–New Brunswick
- Rutgers University–Newark
- Rutgers University–Camden
- Rutgers Biomedical and Health Sciences
Signature Style 2: The Logotype with School Name OR Central Administration Office

This signature style applies to the following major units within the university when added to the Rutgers logotype:

- Colleges
- Schools
- Research centers
- Large administrative offices

Signature Style 3: The Logotype with Chancellor-Level Signature AND School or Program Name

This signature style allows the addition of a second level of signature text under the chancellor-level distinction:

- It uses the fonts of Style 1 in the first line of text and the font style of Style 2 in the second line of text

Signature Style 4: The Logotype with School Name or Central Administration Office AND a Unit or Initiative Name

This signature style allows the addition of a second level of signature text under the school or central administration office name:

- It uses the fonts of Style 2 in the first line of text and the font style of Style 1 in the second line of text
Don’ts

- Create your own signature
- Use multiple signatures on any type of communications
- Change the logotype with signature in any way, or superimpose anything on it

Colors

- The preferred color for the text portion of a signature is black
- The text can also appear in red (Pantone® 186), gray (Pantone® 431), or white
- All text within the signature must appear in the same color

Size Requirements

- In print, the logotype with a signature should never be smaller than 1.25” wide
- In digital applications, the minimum size of the logotype with a signature is 150 pixels wide

Clear Space Requirements

- There must be a minimum clear space around the logotype with a signature equal to the height of the initial capital “R”
- The light blue areas shown in the diagrams are the amount of space that must be included between the logotype with a signature and any other element, including the edge of a page
The Rutgers Shield

This design element reflects the university’s pre-Revolutionary history. The shield was introduced in 2016 to honor Rutgers’ 250th anniversary.

To download electronic formats of the shield, visit communications.rutgers.edu/identity. For more information, contact identity@ucm.rutgers.edu.

The Four Elements of the Shield

■ The sunburst conveys illumination and the heart of our motto, “Sun of righteousness, shine upon the West also”
■ The crown represents our founding in 1766 as Queen’s College, one of America’s nine original colonial colleges
■ The three stars represent the state of New Jersey, the third state to ratify the U.S. Constitution
■ The book symbolizes our commitment to teaching, learning, academic inquiry, and scholarship

Boxes represent background. They are not part of the mark.

Watermark treatment of the shield
Do’s
■ Use the shield with the Rutgers logotype or a signature
■ Using the shield alone is acceptable
■ Keep the main panels of the shield’s design red (Pantone® 186), black, or white when placed on a background
■ Include the appropriate registration mark next to the shield if placed on merchandise, either for sale or to be given away
■ Use a watermark version when shown in its entirety

Don’ts
■ Use the shield on social media pages that are not official university social media pages
■ Use the Rutgers shield in place of the Rutgers logotype
■ Break apart the shield and use the elements alone
■ Combine a shield with your signature on your own

Colors
■ The preferred color for the shield is red (Pantone® 186)
■ It may also appear in black and white
■ The red version of the shield may also appear with a black outline
**Size Requirements**

The Rutgers shield should be produced at a size to ensure legibility. The minimum standards are:

- The Rutgers shield, when used alone, should not be smaller than 1" wide.
- When combined with the logotype or signature, the shield must be at least .5" wide.
- The combined mark of the shield with the logotype or signature must be at least 1.5" wide.

**Clear Space Requirements**

- When used alone, the clear space area must measure the same as the height of the sunburst portion of the shield.
- The light blue areas in the diagrams show the amount of space that must be maintained between the shield and any other element, including the edge of a page.
- With permission, the shield size and clear space requirements may be modified in very large or small formats.
The Official University Seal

The official university seal is a stand-alone mark of the university. The outer ring contains the name of the university. The inner ring includes the date of Rutgers’ founding, 1766, as Queen’s College, the eighth institution of higher learning established in the American colonies. The university’s motto, “Sun of righteousness, shine upon the West also,” appears in Latin in the inner ring, surrounding a stylized sunburst. It is today interpreted as a request for the enlightenment of learning to shine equally upon the New World.

Use is limited to official university documents and commencement-related items.

Do’s

■ Use the seal on official university documents, such as contracts and deeds
■ Use the seal on commencement-related items, such as academic diplomas and program certificates, as well as convocation and diploma covers
■ Request prior approval from the Office of Trademark Licensing to use the seal

Don’ts

■ Combine the Rutgers seal with the Rutgers logotype
■ Modify the Rutgers seal in any way, or superimpose anything on it

The Rutgers Health Logotype

The Rutgers Health logotype is used to identify any of Rutgers’ clinical practices for patient care and services. Detailed direction on use and implementation is available from the Rutgers Health communications team.

Colors

■ The preferred color for the Rutgers Health logo is red (Pantone® 186). It can also be used in black or white.
The Block R

The Block R is trademarked by Rutgers and is the main mark for Rutgers University–New Brunswick’s NCAA Division I, Big Ten athletics teams. It is also used by the university as a spirit mark. Get permission from the Office of Trademark Licensing to use the Block R as a spirit mark.

Do’s

■ Use the Block R for spirit communications, such as athletics, alumni materials, school spirit activities and events, and recruiting events
■ Use the Block R on branded promotional items
■ Include the appropriate registration mark next to the Block R if placed on merchandise, either for sale or to be given away
■ The Block R can be used on departmental apparel when representing the university, as long as “Rutgers” is spelled out in plain font and clearly visible on the item

Don’ts

■ Use the Block R on official communications, such as letters of admission, employment offer letters, contracts, or grant proposals
■ Use the Block R alongside the Rutgers logotype and signature system
■ Modify the Block R in any way, or superimpose anything on it
■ Use the Block R alone for social media. This is reserved for Rutgers–New Brunswick Athletics. Any other use of the Block R on social media must include a discipline underneath.

Colors

■ The Block R may only be reproduced in red (Pantone® 186) or white
■ The Block R always has a same or contrasting color outline in red (Pantone® 186), black, or white
■ The footprint of the Block R is always the same, whether it has an outline or not
■ In very limited applications on retail merchandise, the Block R may appear in black, with approval from the Office of Trademark Licensing

Size Requirements

■ There are no minimum size requirements for the Block R, but it must be legible

Clear Space

■ Leave ample clear space around the Block R so other design elements do not compete with it
Scarlet Knight Logo

The athletics teams’ mascot for Rutgers University–New Brunswick is the Scarlet Knight, graphically represented by the Scarlet Knight logo. You must obtain permission from the Office of Trademark Licensing to use this mark.

Do’s

■ The Scarlet Knight logo is primarily used by Rutgers–New Brunswick Athletics
■ On occasion, it may be used for other applications, with permission from the Office of Trademark Licensing
■ Include the appropriate registration mark next to the Scarlet Knight logo if placed on merchandise, either for sale or to be given away
■ Always refer to the mascot as the Scarlet Knight—the word “Scarlet” must be included

Don’ts

■ Modify the Scarlet Knight logo in any way, or superimpose anything on it

Colors

■ The primary color for the Scarlet Knight logo is red (Pantone® 186) and black with a white plume outlined in black. On a black background, a white outline is added.
■ When printing a one-color logo, the background can only be red, black, or gray

Size Requirements

■ There are no minimum size requirements for the Scarlet Knight logo, but the logo must be legible

Clear Space

■ Leave ample clear space around the Scarlet Knight logo so other design elements do not compete with it
Block R-Newark

Rutgers University–Newark has a customized Block R spirit mark.

Do's

■ Use the Block R-Newark for spirit communications, such as athletics, alumni materials, school spirit activities and events, and recruiting events
■ Use the Block R-Newark on branded promotional items
■ Include the appropriate registration mark next to the Block R-Newark if placed on merchandise, either for sale or to be given away
■ The Block R can be used on departmental apparel when representing the university, as long as “Rutgers” is spelled out in plain font and clearly visible on the item

Don’ts

■ Use the Block R-Newark on official communications, such as letters of admission, employment offer letters, contracts, or grant proposals
■ Use the Block R-Newark alongside the Rutgers logotype and signature system
■ Modify the Block R-Newark in any way, or superimpose anything on it

Colors

■ The Block R may only be reproduced in red (Pantone® 186) or white
■ The word “Newark” can appear in red (Pantone® 186), black, or white
■ The outline may only be reproduced in red (Pantone® 186), black, or white

Size Requirements

■ There are no minimum size requirements for the Block R-Newark, but it must be legible

Clear Space

■ Leave ample clear space around the Block R-Newark so other design elements do not compete with it
Scarlet Raider Logo

The athletics teams’ mascot for Rutgers University–Newark is the Scarlet Raider, graphically represented by the Scarlet Raider logo. You must obtain permission from the Office of Trademark Licensing to use this mark.

Do's

■ Use the Scarlet Raider logo for spirit communications such as athletics, alumni materials, school spirit activities and events, and recruiting events
■ Include a TM next to the Scarlet Raider logo if placed on merchandise, either for sale or to be given away
■ Always refer to the mascot as the Scarlet Raider—the word “Scarlet” must be included

Don’ts

■ Modify the Scarlet Raider logo in any way, or superimpose anything on them

Colors

■ The Scarlet Raider logo is a combination of several blended colors, which include:
  • Red (Pantone® 186)
  • Rutgers–Newark dark red
  • Gray (Pantone® 431)
  • Black

Size Requirements

■ There are no minimum size requirements for the Scarlet Raiders logo, but the logo must be legible

Clear Space

■ Leave ample clear space around the Scarlet Raider logo so other design elements do not compete with it
Block R-Camden

Rutgers University–Camden has a customized Block R spirit mark.

**Do’s**

- Use the Block R-Camden for spirit communications, such as athletics, alumni materials, school spirit activities and events, and recruiting events
- Use the Block R-Camden on branded promotional items
- Include the appropriate registration mark next to the Block R-Camden if placed on merchandise, either for sale or to be given away
- The Block R can be used on departmental apparel when representing the university, as long as “Rutgers” is spelled out in plain font and clearly visible on the item

**Don’ts**

- Use the Block R-Camden on official communications, such as letters of admission, employment offer letters, contracts, or grant proposals
- Use the Block R-Camden alongside the Rutgers logotype and signature system
- Modify the Block R-Camden in any way, or superimpose anything on it

**Colors**

- The Block R may only be reproduced in red (Pantone® 186) or white
- The word “Camden” can appear in red (Pantone® 186), black, or white
- The outline may only be reproduced in red (Pantone® 186), black, or white

**Size Requirements**

- There are no minimum size requirements for the Block R-Camden, but it must be legible

**Clear Space**

- Leave ample clear space around the Block R-Camden so other design elements do not compete with it
Scarlet Raptor Logos

The athletics teams’ mascot for Rutgers University–Camden is the Scarlet Raptor, graphically represented by the Scarlet Raptor logos. You must obtain permission from the Office of Trademark Licensing to use these marks.

Do’s

■ Use the Scarlet Raptor logos for spirit communications such as athletics, alumni materials, school spirit activities and events, and recruiting events
■ Include a TM next to the Scarlet Raptor logos if placed on merchandise, either for sale or to be given away
■ Always refer to the mascot as the Scarlet Raptor—the word “Scarlet” must be included

Don’ts

■ Modify the Scarlet Raptor logos in any way, or superimpose anything on it

Colors

■ The Scarlet Raptor logos are a combination of several blended colors, which include:
  • Red (Pantone® 186)
  • Dark red (Pantone® 1807)
  • Light gray (Pantone® 877)
  • Black
  • White

Size Requirements

■ There are no minimum size requirements for the Scarlet Raptor logos, but they must be legible

Scarlet Raptor Shield

■ The Scarlet Raptor head is also used inside a shield as shown above
■ Do not alter this mark in any way or superimpose anything on it

Clear Space

■ Leave ample clear space around the Scarlet Raptor logo so other design elements do not compete with it
Primary Fonts

The following fonts make up the elements of the Rutgers logotype and signature text. These fonts are not required for any other use at Rutgers.

- **ITC Giovanni**: This font can be accessed through [Adobe Fonts](https://fonts.adobe.com/).
- **Source Sans Pro**: This font can be accessed through [Adobe Fonts](https://fonts.adobe.com/) and [Google Fonts](https://fonts.google.com/).

Do's

- The primary fonts are not required for any applications other than the Rutgers logotype and signature text. However, you may choose to use them in your communications and marketing materials if you like the cohesive style they can lend to your designs.

Don'ts

- Attempt to create a signature with these fonts.

Resources for Accessing Fonts

- Rutgers employees can access ITC Giovanni from [Adobe Fonts](https://fonts.adobe.com/) and Source Sans Pro from [Adobe Fonts](https://fonts.adobe.com/) and [Google Fonts](https://fonts.google.com/).
- Alumni groups, student groups, and outside vendors who do not have access to Adobe Creative Cloud, may purchase ITC Giovanni and Source Sans Pro from [Adobe Fonts](https://fonts.adobe.com/). Source Sans Pro can also be download free from [Google Fonts](https://fonts.google.com/).
System Colors

The visual identity system has a required (primary) color palette and a recommended (supporting) color palette.

Primary Color Palette

The primary colors for the elements within the Rutgers Visual Identity System are:

- Red (Pantone® 186)
- Gray (Pantone® 431)
- Black
- White

Supporting Color Palette

These colors are meant to complement the primary color palette of the Rutgers Visual Identity System. These are recommended but not required.
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Rutgers Visual Identity System

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Unacceptable Treatments

To clarify how to use our brand elements, we’ve created some examples of how the marks should NOT be used or changed. Although we are providing a range of Don’ts in this section, it is not exhaustive; other unacceptable treatments and special cases of exemptions certainly exist. If you have questions about what can and cannot be done within the parameters of the visual identity system, please contact identity@ucm.rutgers.edu.

Logotype and Signature

1. Do not distort or resize any portion of the logotype/shield/signature.
2. Do not crop any portion of the logotype/shield/signature.
3. Do not tilt the logotype/shield/signature.
4. Do not add an outline to the logotype/signature.
5. Do not alter the alignment of any component of the signature.
6. Do not alter the relative size of the logotype/shield/signature.
7. Do not alter the font of the Rutgers logotype.
8. Do not alter the font of the signature.
9. Do not alter the type style (e.g., from all caps to cap/lowercase) or weight of the signature.

10. Do not separate the “R” from the Rutgers logotype and use it as a freestanding graphic or mark.

11. Do not combine the official university seal with the logotype.

12. Do not make the Rutgers logotype any color other than red (Pantone® 186), black, or white.

13. Do not apply a gradient or a tint.

14. Do not make the Rutgers signature any color other than red (Pantone® 186), gray (Pantone® 431), black, or white.
Unacceptable Treatments

The Rutgers Shield

The preferred color for the Rutgers shield is always red (Pantone® 186). Black or white are the only other acceptable colors for the main body of the shield. The following uses for the shield are not allowed:

17. Do not alter the relative size of the shield in proportion to the logotype/signature.
18. Do not make the shield any other color than the approved options.
19. Do not apply a gradient to the shield.
20. Do not crop the shield.
21. Do not change the orientation of the shield.
22. Do not use the individual elements apart from the shield.
Unacceptable Treatments

The Block R

The Block R spirit mark may only be reproduced in red (Pantone® 186) or white.

23. Do not use any colors other than black, red (Pantone® 186), or white to outline the Block R.

24–25. Do not use double lines around the Block R.

26–27. If text is combined with the Block R (Camden and Newark), do not change the font or font size of the location text.

28. Do not reproduce the location text in any color other than black, white, or red (Pantone® 186).

29. Do not reproduce the Block R in any color other than white or red (Pantone® 186).

30. Do not put anything—text, graphics, or symbols—inside the Block R.

31. Do not place text or a graphic over the Block R.

32. Do not use the Block R as a gradient or watermark.
Unacceptable Treatments

Mascot Logos

33. Do not use the Scarlet Knight, Scarlet Raider, Scarlet Raptor, or Scarlet Raptor Shield in any colors other than what is outlined in this user guide.

34. Do not superimpose anything on top of the Scarlet Knight, Scarlet Raider, Scarlet Raptor, or Scarlet Raptor Shield.

35. Do not use the Scarlet Knight, Scarlet Raider, Scarlet Raptor, or Scarlet Raptor Shield as an outline.

36. Do not distort, stretch, or modify the Scarlet Knight, Scarlet Raider, Scarlet Raptor, or Scarlet Raptor Shield.

37. Do not place the Scarlet Knight, Scarlet Raider, Scarlet Raptor, or Scarlet Raptor Shield into or on top of another graphic.

38. Do not use the Scarlet Knight, Scarlet Raider, Scarlet Raptor, or Scarlet Raptor Shield as a watermark.

39. Do not tilt or change the direction of the Scarlet Knight, Scarlet Raider, Scarlet Raptor, or Scarlet Raptor Shield.

Do not use the Scarlet Knight, Scarlet Raider, Scarlet Raptor, or Scarlet Raptor Shield without permission from the Office of Trademark Licensing.
Using the Block R on Merchandise

With approval, the Spirit Mark (Block R) may be combined with the text of a discipline or theme for use only on spirit merchandise such as hats, shirts, and mugs.

The creation of a spirit mark with designation text is created by University Communications and Marketing and delivered directly to a vendor that is licensed to produce branded Rutgers products.

A customized spirit mark has been created for alumni communications. Alumni groups should send requests for the mark to the Director of Alumni Visual Identity.

Do’s

■ Use the Block R spirit mark on spirit merchandise only
■ Include the appropriate registration mark next to the Block R spirit mark if placed on merchandise, either for sale or to be given away
■ Contact identity@ucm.rutgers.edu to request a customized spirit mark

Don’ts

■ Create the marks yourself
■ Alter the colors of the Block R
■ Use a vendor that is not licensed to produce Rutgers branded merchandise
Application Examples

To help you understand how to use our brand elements, we’ve collected examples of great designs from across the university. These examples show best practices and illustrate the flexibility and creativity that the system allows. Use these examples to inspire your own Rutgers communications ideas!

NOTE: To help with adoption of and compliance with the university policy and the Rutgers Visual Identity System, University Communications and Marketing defines a logo as stylized text or text combined with a graphic element or icon. Marks that are considered to be a logo outside the approved marks in this user guide are not permitted.

NOTE: Many examples are not depicted at actual size. In the original versions, minimum size requirements are met.

Digital Communications

Visual identity standards apply to all forms of electronic communications including designed emails, digital ads, enewsletters or broadcast emails, blogs, wikis, and all other forms of electronic marketing or digital communications.

- A broadcast email must include the Rutgers logotype, with or without a signature
- Digital ads must include the appropriate Rutgers unit or program name
**Digital Communications**

- The use of a photo background is OK!
- Shield is correctly displayed with correct fill in
- Use of a chancellor-level signature
- White logotype with signature is used
- Very clear branding

---

**The RU-N Report**

---

**what’s HAPPENING**

Welcome to the first issue of the new semester. The Libraries have been hard at work all summer and we have plenty of news and events to share with you. Read on to learn What’s Happening!

In this issue:

- Libraries Stacks Are Now Open
- New EZBorrow Platform
- 2021 OAT Awards
- What’s Trending on Social Media
- This Month’s Events

**Libraries Stacks Are Now Open**

We are pleased to announce that...
Digital Communications

Use of a distinctive font

Good use of clear space around the logotype

Nice clear use of logotype and signature

Using the white logotype and signature

Good use of identity system color palette

Rutgers School of Health Professions
Sponsored: ...

Are you an RDN, considering an MS in Clinical Nutrition? We invite you to take the next step.

GIVE NOW
Digital Communications

Clear branding using the white logotype

Using artwork as a background

Block R reserved for athletics advertisements

Nice use of system color palette

Using black Rutgers logotype with signature

A Top Producer of Fulbright Students for 12 Years Running

excellence.rutgers.edu

RUTGERS ENGINEERING

YOUR FUTURE STARTS HERE

soe.rutgers.edu

School of Engineering

Digital Communications

Clear branding using the white logotype

Using artwork as a background

Block R reserved for athletics advertisements

Nice use of system color palette

Using black Rutgers logotype with signature

A Top Producer of Fulbright Students for 12 Years Running

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School of Engineering
Digital Communications

- Use of a pre-designed favicon, a web resource, available for use on official Rutgers websites
- Clear use of the shield and logotype at the top left of the site
- Use of The State University of New Jersey signature on the top left
- Opted to not use a signature and instead larger identifying text next to the logotype
- Appropriate clear space for department identification
- Using a photo behind the logotype is OK
Digital Communications

- Use of teal from the supporting color palette
- Logotype in the top left corner with appropriate amount of clear space between the logotype and words
- Instead of a signature, chose to use text next to the logotype for unit identification

Good use of a signature in a noticeable red container
Digital Communications

Visual identity standards apply to all forms of video.

The Rutgers logotype, with or without a signature, must appear prominently at or near the opening or closing of a Rutgers video.

The appropriate Rutgers unit name must also appear somewhere during the video.
Digital Badges

Visual identity standards apply to all forms of digital badging, digital micro-credentialing, and online coursework offered by the university.

Rutgers has developed the following criteria for digital badges that are easy to implement using Microsoft PowerPoint or Adobe Illustrator templates provided by University Communications and Marketing. These templates can be found at communications.rutgers.edu/identity.

Shapes (Used to indicate the category for the digital badge)

- Shield: Academic Program badges
- Circle: Student Life Program badges
- Hexagon: Professional Development badges
- Square: Standalone or other badge types

Rutgers Logos

- The Rutgers logotype without a signature should be used on Academic Program, Professional Development, and Standalone badge types in the top third of the badge
- The Block R is a spirit mark and should be used on Student Life and Athletics badges only

Colors

The tops of the badge designs are limited to colors from the Rutgers visual identity primary color palette—red, white, and black—combined with the logotype.

The bottom third of the badges may use a color from the primary or supporting visual identity color palette.

Program Name

All badges use a center ribbon for a one-to-two line program name. Character count and fonts are specified in the templates and are chosen for maximum readability.

Sponsoring Unit

The lower third of the badge design can be used for the name of the sponsoring school or unit, a subject-related icon, or a badge-level indicator. Font and character limits in this section of the badge design are specified in the templates.

Badge Level

Use a corner or bottom area of the badge to indicate the level—recommend that levels correspond across all categories.

1 - novice
2 - intermediate
3 - expert
Printed Marketing Materials

Visual identity standards apply to all forms of printed marketing and communications materials including but not limited to flyers, brochures, advertisements, posters, etc.

NOTE: Many examples are not depicted at actual size. On the original versions, minimum size requirements are met.

- The Rutgers logotype must appear, with or without a signature, on the front of all printed communications
- Any background color is acceptable as long as the logotype appears in one of the three allowed colors: red (Pantone® 186), black, or white
- Graphic elements can be used to accent the visual identity system and help lend a unique look to your unit’s marketing materials. Graphic elements are defined as a shape, style, texture, or pattern without adjacent words or text.
- The appropriate Rutgers unit name must also appear somewhere on the printed piece
- The Rutgers logotype, with or without a signature, and the unit address should appear on the back of multipage publications
- The appropriate name for the university should also be used in the address block, with the required clear space around the logotype

Clear use of a Rutgers signature

Opted to use fonts outside of the identity system fonts

Correct use of the ® symbol

Use of the “gate” graphic element

Display materials must be bought through a licensed vendor

Nice clear use of white logotype and chancellor-level signature

A Young Scientist Asks Big Questions and Finds His Own Path to Success

“I was drawn to the potential for improving the quality of life for society and humanity.”
**Printed Marketing Materials**

- Using their official signature with appropriate clear space
- Using strong text and graphics to brand, without the use of a publication logo
- Adoption of the argyle pattern as a graphic element creates a distinctive look without a new logo
- Choosing fonts outside the system fonts
- Use of a chancellor-level signature
Printed Marketing Materials

Correct use of logotype and signature on top of a textured background

Using the teal from the supporting color palette

Open Your World in Arts and Sciences

Use of a graphic element

Rutgers
School of Arts and Sciences

Rutgers Is Your Lifelong Learning Partner

Nice use of Rutgers color palette

Using the logotype with unit signature

The School of Arts and Sciences is the center of the undergraduate experience at Rutgers University—New Brunswick and home to over 40 departments offering a wide range of humanities, social and behavioral sciences, life sciences, and mathematical and physical sciences majors. Inspired by our world-renowned faculty and an inclusive atmosphere of remarkable diversity, our students become doctors, authors, economists, philosophers, environmentalists, statisticians, entrepreneurs, policymakers, neuroscientists, and so much more.

Prepared for the complex challenges of the 21st century, Arts and Sciences graduates are the trailblazers, thought leaders, and innovators of the world.
Congratulations to all!

Rutgers Law School proudly supports the GSBA’s 44th Anniversary Scholarship and Awards Gala and we applaud tonight’s honorees, including:

- The Archer Law Firm
- Raymond A. Brown Award
- Hon. Victoria Pratt RLAW’98
- Van Y. Clinton Award
- Kimberly Banks Mackay RLAW’95
- Roger M. Yancy Award

Congratulations to all!

Using the all white shield, logotype, and signature

Using a photo as a background with color palette tint

Using a graphic element

Correct transparency behind the shield

Clear use of unit signature with appropriate clear space

You are Invited

Celebrate the grand opening of the Rutgers Alumni House at Van Nest Hall.

Join President Robert Barchi for a ribbon cutting and a tour of the new alumni house. Come see the space for yourself and be a part of Rutgers history!

LOCATION
Van Nest Hall
19 College Avenue
New Brunswick, New Jersey

DATE
Friday, October 19

TIME
5:30–7:30 p.m.

RSVP by October 15 at Ralumni.com/AlVanNestHall

Employer: Scarlet Forever

Using text outside the signature system to identify Rutgers – this is OK because the logotype is also included

Front

Back

You Are Invited

Join President Robert Barchi for a ribbon cutting and a tour of the new alumni house. Come see the space for yourself and be a part of Rutgers history!

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19 College Avenue
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DATE
Friday, October 19

TIME
5:30–7:30 p.m.

RSVP by October 15 at Ralumni.com/AlVanNestHall

Rutgers University Alumni Association

Using a graphic element

Correct transparency behind the shield

Clear use of unit signature with appropriate clear space

Using a photo as a background with color palette tint

Using the all white shield, logotype, and signature

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Using a photo as a background with color palette tint

Using a graphic element

Correct transparency behind the shield

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- Roger M. Yancy Award

Congratulations to all!
Internal Communications

Visual identity standards apply to all forms of internal communication materials including but not limited to flyers, forms, presentations, email, and documents.

NOTE: Many examples are not depicted at actual size. On the original versions, minimum size requirements are met.
Internal Communications

Using the signature in email template header

---

**Senior Vice President for Equity in Campus-wide Affairs**

*To:* info.hr@rutgers.edu

---

**Dear University Community,**

As the academic year begins, I want to provide an update on the university's diversity strategic planning process. Each campuswide unit (New Brunswick, Newark, Camden, and Rutgers Biomedical and Health Sciences) has crafted draft goals and action steps that summarize the substantial work that has taken place over the last year to make concrete our commitments to advance diversity, equity, and inclusion.

Please review the plans, share your feedback, and then look for ways to get involved.

Sincerely,

Einhorn (Anna) Branch
Senior Vice President for Equity and Professor

---

**Kim Manning**

Vice President for University Communications & Marketing
Rutgers, The State University of New Jersey

7 College Avenue
Winants Hall, Room 320
New Brunswick, New Jersey 08901-1281

Phone: 848-932-2425
Fax: 732-932-8480
Email: kim.manning@rutgers.edu

---

Using the shield and logotype in email signature
STATEMENT OF WORK

This form should be submitted with an RU Marketplace Service Request Form as an external attachment.

RUTGERS BUSINESS UNIT:

NAME:

CONTACT NAME:

PHONE:

EMAIL:

SUPPLIER NAME:

CONTACT NAME:

PHONE:

EMAIL:

Start Date of Engagement: [ ] End Date of Engagement:

Detailed description of the services to be performed, including location (attach additional sheets, if necessary):

Detailed list of deliverables (e.g., report, presentation, data analysis, drawings, etc.), including any milestones:

FEES & EXPENSES

Rutgers agrees to pay Supplier a fee, detailed below, the total amount due upon completion of all Services and acceptance of all deliverables, unless the Parties agree to a payment schedule detailed below. If all or part of the details are provided on Supplier’s letterhead, indicate “see attached” in each appropriate section below, and attach the documentation hereto, which shall be incorporated herein.

TOTAL FEE TO BE PAID: $ [ ]

Payment Schedule (if applicable)

Payment 1 Due Date: $ [ ]

Payment 2 Due Date: $ [ ]

Payment 3 Due Date: $ [ ]

Rutgers DOES NOT AGREE to separately reimburse Supplier for any expenses.

OR

Rutgers agrees to reimburse Supplier for the reasonable expenses. If Rutgers agrees to pay for reasonable expenses, Supplier shall provide Rutgers with the expense detail, including original receipts for reimbursement of actual expenses incurred, in accordance with applicable Rutgers travel and business expense policies. Detail expense type(s) (e.g., transportation, hotel, meals, etc.) and estimated amount(s) below:

Clear use of shield and logotype

Clear Rutgers logotype and shield

Branded PowerPoint templates available to download
Branded Spirit Merchandise

Visual identity standards apply to all forms of university branded promotional items including display materials, awards, apparel, or any other products or merchandise. All approved logos are pre-loaded into the swag.rutgers.edu site for easy shopping and streamlined approvals of branded merchandise.

NOTE: Many examples are not depicted at actual size. On the original versions, minimum size requirements are met.

- You may use the Rutgers name, including the logotype with or without signature, the shield, and spirit marks on branded merchandise
- Before ordering any Rutgers-branded items, you must receive approval from the Office of Trademark Licensing
- All Rutgers-branded merchandise must be obtained from a vendor who has a trademark licensing agreement with the university
- When etching or engraving the shield, the colored portion is etched or engraved. Contact identity@ucm.rutgers.edu for guidance
- To request signature files compatible with embroidery standards, contact identity@ucm.rutgers.edu

Strong use of the chancellor-level signature

Appropriate clear space

Contact information in legible type size

Clear unit branding
Not available in the retail market

Good clear space around the Rutgers Health mark

Using the ® symbol

Clear department branding
Not available in the retail market

Financial Aid - 856-225-6039

University, Camden
Branded Spirit Merchandise

Good use of a one-color imprint with the all-white shield, logotype, and signature

Clear department branding
Not available in the retail market

Using unit signature with Rutgers logotype and shield

Clear department branding
Not available in the retail market

Using the appropriate registration mark

Allowable use of the spirit mark on fun giveaways
Branded Spirit Merchandise

- Allowable use of the spirit mark on fun giveaways
- Choose a stylized font for customization
- Using the TM symbol
- Using the ® symbol
- Plenty of clear space around the Rutgers logotype
- Clear unit branding
- Not available in the retail market
- Signature files suitable for embroidery are available upon request
- Use of Block R as primary branding on athletic merchandise
- Nice use of primary color palette
- Using the ® symbol
- If trademark registration symbol ® will not be legible it can be omitted

Allowable use of the spirit mark on fun giveaways

Choose a stylized font for customization

Using the TM symbol

Using the ® symbol

Plenty of clear space around the Rutgers logotype

Clear unit branding
Not available in the retail market
Signature files suitable for embroidery are available upon request
Use of Block R as primary branding on athletic merchandise
Nice use of primary color palette

Using the ® symbol
If trademark registration symbol ® will not be legible it can be omitted
Stationery Standards

The stationery standards provided are to be used by all units within the university.

You’ll receive digital templates in your signature package, or you can order stationery products through Dupli Envelope & Graphics, the university’s preferred stationery vendor. See the Resources section for ordering details.

NOTE: Examples may not be depicted at actual size. On the original versions, minimum size requirements are met.
RESOURCES

Rutgers Visual Identity System

- Alumni
- Branded Merchandise
- Building Signage
- Editorial Style Guide
- Graphic Design Support
- Photos
- Stationery
- Student Groups
- Templates
- Vehicles
- Glossary
- Board of Governors Resolution
Alumni

Alumni groups can direct their questions about using the Rutgers Visual Identity System to the Rutgers University Foundation and Alumni Association’s Director of Visual Identity at anthony.colella@ruf.rutgers.edu or 848-932-2260.

Branded Merchandise

Get the list of vendors licensed to produce branded merchandise. Shop swag.rutgers.edu for branded merchandise. All approved signatures and logos are loaded into this site, and trademark approvals are streamlined. For any other questions, contact trademark@ucm.rutgers.edu.

Submit Branded Merchandise Artwork Review form for review and approval.

Building Signage

Get information to get started with exterior or interior signage. Access the signage manual.

For information on building signage, contact Dave Haines at david.haines@rutgers.edu or 848-445-6760.

Editorial Style Guide

Editorial guidelines have been developed in order to lend consistency and clarity to text and web communications. Download the Rutgers Editorial Style Guide.

Get the Rutgers Editorial Style Guide Quick Reference.

Graphic Design Support

The Rutgers ACE program includes a list of graphic designers and graphic design firms that have master service agreements in place with the university and can get to work quickly. Learn more about the ACE program and access the suppliers list.

Photos

Browse thousands of Rutgers-related and general images approved for use in Rutgers communications. Rutgers faculty and staff can access the Rutgers Digital Asset Library using a NetID.

Stationery

Dupli Envelope & Graphics is the university’s preferred vendor for stationery products. Anyone may order stationery products through the Dupli punch-out in Marketplace.

For assistance ordering stationery items, contact Maria Homer at mhomer@duplionline.com or 800-724-2477, ext. 7252. Download desktop letterhead in the signature zip files.

Student Groups

Student groups may use the visual identity system of the university. If a student group chooses to use the brand elements, it must follow the guidelines in this manual. For questions, contact identity@ucm.rutgers.edu.

Templates

Email signatures, electronic letterhead, and PowerPoint templates can be found here.

Vehicles

For information on branding university vehicles, contact Dave Haines at david.haines@rutgers.edu or 848-445-6760.
Glossary

**Clear Space:** Clear space is the area immediately surrounding a logo and is specifically designated to be free of any text or graphics. This space gives breathing room to the logo and shows the design in the best possible light.

**CMYK:** Stands for Cyan, Magenta, Yellow, Black and are the four basic colors used for printing color images.

**EPS File:** Encapsulated PostScript; a file extension for a graphics file format used in vector-based images.

**Graphic Element:** A shape, style, texture, or pattern without adjacent words or text used to enhance communications materials or marketing pieces, but not compete with Rutgers main brand elements or violate clear space requirements.

**Hex Color:** A color hex code is a way of specifying color using hexadecimal values. The code itself is a hex triplet, which represents three separate values that specify the levels of the component colors. The code starts with a pound sign (#) and is followed by six hex values or three hex value pairs (for example, #AFD645).

**Licensee:** A third party allowed to make Rutgers branded products under a licensor's trademark agreement. Vendors without this agreement in place cannot legally reproduce products with any of the Rutgers trademarks—including the Rutgers name.

**Logo:** Stylized text or text combined with a graphic element that is used to represent a product, department, organization, project, or initiative. Marks that are considered to be a logo outside the approved Rutgers Visual Identity System are not permitted.

**Logotype:** Stylized text that is used to represent a product, department, organization, project, or initiative. The specific font and color treatments of the Rutgers name, as outlined in this guide, is called the logotype.

**Pantone:** A system for matching colors, used in specifying printing inks.

**PNG File:** Portable Network Graphics; a patent-free file format for image compression, commonly used for images.

**RGB:** Red, Green, Blue; sets color values for images on a computer screen.

**Signature:** The combination of the logotype with an additional, more specific identifier. Rutgers signatures are created with specific fonts and spacing requirements and can only be created by University Communications and Marketing.

**Template:** A pre-designed master file used to help you implement the brand correctly. Templates are available for PowerPoint presentations, electronic letterhead, and email signatures.

**Trademark:** A symbol, word, or words legally registered or established by first use as representing a company or product. Federally registered trademarks are indicated with the appropriate symbol ® in the first instance of use to protect legal ownership. TM is used when a symbol or word is not yet federally registered.

**Unit:** In this user guide, “unit” is used to refer to a type of Rutgers organizational division; department, school, office, center, division, etc. may all be referred to as a unit.
Resolution Approving the Rutgers Visual Identity System

December 8, 2006
Meeting of the Board of Governors
Rutgers, The State University of New Jersey

WHEREAS, Rutgers, The State University of New Jersey ("Rutgers"), at the direction of the Committee on University Relations and Honorary Degrees, has conducted extensive research into the public perceptions of the university among key constituencies in New Jersey; and

WHEREAS, the research indicated that general awareness of Rutgers is high among all New Jersey constituencies, but identified a clear need to clarify and demonstrate Rutgers’ value to the state of New Jersey and its citizens; and

WHEREAS, the research indicated that Rutgers must differentiate itself from the other publicly funded schools in New Jersey; must sharpen its messages by better coordinating university communications; must manage and preserve the integrity of its brand, paying particular attention to the proliferation of logos and other visual representation of the university and its units and programs; and must leverage and mobilize the strong brand equity that Rutgers has among state residents, executives, and alumni; and

WHEREAS, the Rutgers name and visual identity are substantial institutional assets and, therefore, their usage is under the purview of the Board of Governors; and

WHEREAS, a strong Rutgers identity has far-reaching benefits, enhancing the university’s ability to recruit faculty, students, and staff; generate revenue; garner grants; engage alumni; and attract external support; and

WHEREAS, effective and efficient communication between the university and its many audiences requires (i) a clear graphic architecture and nomenclature that build equity in the Rutgers name, clarify organizational relationships, and maintain unit distinctiveness; (ii) a communications strategy that ensures the use of coherent and consistent messages about Rutgers’ unique attributes and assets; (iii) an administrative office that is the central point for managing and enhancing the university’s identity and messaging; and

WHEREAS, the Rutgers name and visual identity should be recognized and embraced by the university community as important assets deserving oversight and management, requiring (i) policies that empower a central administrative office with authority to manage and enforce the proper use of the university’s name and a unified visual identity system; (ii) clear guidelines, policies, and tools that support campus and unit communicators as they express their campus’s or unit’s relationship to the university, as well as their campus’s or unit’s distinct programs and purpose; (iii) policies and procedures that clarify how and when other entities may use the university’s name and/or marks; and (iv) policies and procedures regarding how and when new university marks will be approved and/or protected under federal and state law, and ensuring protection of existing marks; and

WHEREAS, transition to a unified visual identity system must be accomplished according to a reasonable timetable based on the analysis of financial and physical considerations;

NOW, THEREFORE, BE IT RESOLVED that the Board of Governors of Rutgers, The State University of New Jersey, requires that all university units will use the Rutgers name and the unified visual identity system, including a set of approved marks, as outlined in policies and guidelines; and

BE IT FURTHER RESOLVED that all university officers will support the proper use of the Rutgers name and a unified visual identity system by ensuring that units and personnel in their areas adhere to established policies and guidelines; and

BE IT FURTHER RESOLVED that the Vice President for University Relations will create, distribute, and enforce policies, procedures, and guidelines necessary for the proper use of the Rutgers name and the implementation of a unified visual identity system; and

BE IT FURTHER RESOLVED that the Vice President for University Relations will develop tools, training, and other incentives that facilitate the proper use of the Rutgers name and the implementation of a unified visual identity system by all units of the university; and

BE IT FURTHER RESOLVED that the Vice President for University Relations will establish oversight and advisory bodies that facilitate the proper use of the Rutgers name and the implementation of a unified visual identity system; and

BE IT FURTHER RESOLVED that this Resolution will take effect immediately.