

THE

Rutgers Visual Identity System User Guide

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Department of University Communications and Marketing
Rutgers, The State University of New Jersey



CONTENTS

SECTION 1-INTRODUCING THE RUTGERS VISUAL IDENTITY SYSTEM	2	SECTION 3-USING THE RUTGERS VISUAL IDENTITY SYSTEM	23	RESOURCES	48
Why Do We Need a Visual Identity System?	3	Unacceptable Treatments.....	24	Alumni	49
It's Policy.....	4	Logotype and Signature	24	Branded Merchandise.....	49
How to Get Help	4	The Rutgers Shield.....	26	Building Signage	49
Protecting the Marks	4	The Block R	27	Editorial Style Guide	49
SECTION 2-ELEMENTS OF THE RUTGERS VISUAL IDENTITY SYSTEM	5	Mascot Logos	28	Graphic Design Support	49
System Overview	6	Using the Block R on Merchandise.....	29	Photos.....	49
The Rutgers Logotype	7	Application Examples.....	30	Stationery	49
The Rutgers Logotype with a Signature	9	Digital Communications.....	30	Student Groups	49
The Rutgers Shield	12	Printed Marketing Materials.....	37	Templates	49
The Official University Seal	15	Internal Communications	41	Vehicles	49
The Rutgers Health Logotype.....	15	Branded Spirit Merchandise	44	GLOSSARY	50
The Block R	16	Stationery	47	APPENDIX A-BOARD RESOLUTION	52
Scarlet Knight Logo	17			Board of Governors Resolution	53
Block R-Newark.....	18				
Block R-Camden	19				
Scarlet Raptor Logos.....	20				
Primary Fonts	21				
System Colors	22				

*Click on entry in Contents to jump to desired page.
Note that throughout this document email and web addresses are active links.*

SECTION 1-INTRODUCING THE

Rutgers Visual Identity System

- 3 Why Do We Need a Visual Identity System?
- 4 It's Policy
- 4 How to Get Help
- 4 Protecting the Marks

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.

2004, Before the Rutgers Visual Identity System



2006, After the Rutgers Visual Identity System



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 merchandise or apparel they should always include the registered trademark symbol ®. The application of the ® 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

SECTION 2-ELEMENTS OF THE

Rutgers Visual Identity System

6	System Overview
7	The Rutgers Logotype
9	The Rutgers Logotype with a Signature
12	The Rutgers Shield
15	The Official University Seal
15	The Rutgers Health Logotype
16	The Block R
17	Scarlet Knight Logo
18	Block R-Newark
19	Block R-Camden
20	Scarlet Raptor Logos
21	Primary Fonts
22	System Colors

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.

RUTGERS®

RUTGERS®
UNIVERSITY | NEW BRUNSWICK

RUTGERS®
UNIVERSITY | CAMDEN

RUTGERS®
UNIVERSITY | NEWARK

RUTGERS®
BIOMEDICAL AND
HEALTH SCIENCES

RUTGERS®
School of Nursing

RUTGERS®
UNIVERSITY | NEWARK
School of Public Affairs
and Administration

RUTGERS®
Law School
CENTER FOR CORPORATE LAW
AND GOVERNANCE



RUTGERS®
THE STATE UNIVERSITY
OF NEW JERSEY



RUTGERS®





The Rutgers logotype is a custom-designed graphic and may not be altered in any way. The logotype may be downloaded at communications.rutgers.edu/identity.

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 a ® 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

Rutgers logotype	Digital minimum size requirements	Print minimum size requirements
	120 pixels wide	1" wide
	150 pixels wide	1.25" wide
	165 pixels wide	1.5" wide

BLUE SQUARE IS THE CAP "R" HEIGHT



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 a ® 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 1

RUTGERS®
THE STATE UNIVERSITY
OF NEW JERSEY

RUTGERS®
UNIVERSITY | NEW BRUNSWICK

RUTGERS®
UNIVERSITY | CAMDEN

RUTGERS®
UNIVERSITY | NEWARK

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

Signature Style 2

RUTGERS[®]
School of Environmental
and Biological Sciences

RUTGERS[®]
Graduate School of Education

RUTGERS[®]
New Jersey Agricultural
Experiment Station

RUTGERS[®]
Student Affairs

Signature Style 3

RUTGERS[®]
UNIVERSITY | NEWARK
School of Public Affairs
and Administration

RUTGERS[®]
BIOMEDICAL AND HEALTH SCIENCES
Institute for Health, Health
Care Policy and Aging Research

Signature Style 4

RUTGERS[®]
Law School
CENTER FOR CORPORATE LAW
AND GOVERNANCE

RUTGERS[®]
School of Environmental
and Biological Sciences
CENTER FOR ENVIRONMENTAL
PREDICTION

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

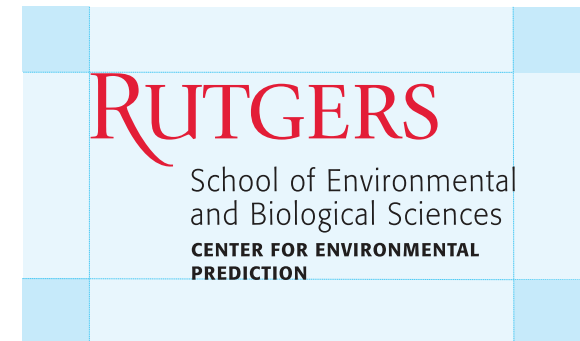
Clear Space Requirements

- 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

LOGOTYPE WITH SIGNATURE
MINIMUM WIDTH = 1.25" OR 150 PIXELS



BLUE
SQUARE IS
THE CAP
"R" HEIGHT



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

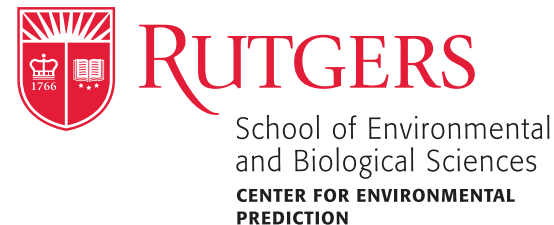
- Use the shield with the Rutgers logotype or a signature
- Using the shield alone is acceptable
- Keep the main panels of the shield's design red (Pantone® 186), black, or white when placed on a background
- Include a ® next to the shield if placed on merchandise, either for sale or to be given away
- 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

SHIELD
MINIMUM WIDTH = 1"



SHIELD WITH LOGOTYPE
MINIMUM WIDTH = .5"



BLUE SQUARE IS THE
HEIGHT OF THE SHIELD'S
TOP PORTION



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



RUTGERS HEALTH®

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 a ® 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.
- Create the mark yourself



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

BLUE SQUARE IS
EQUAL TO .25
HEIGHT OF THE
BLOCK R



Minimum Clear Space



This customized spirit mark is reserved for alumni communications. Alumni groups should direct their requests to the Alumni Association’s Director of Visual Identity at Anthony.colella@rutgers.edu or 848-932-2260.

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

- Clear space requirements, equal to .25 of the height of the “R,” must surround the Block R

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 a ® 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



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

Block R-Newark

Rutgers University–Newark has a customized Block R spirit mark. Athletic teams are known as the Scarlet Raiders, and the logo for this mascot is in development.

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 a ® 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

- Clear space, equal to .25 of the height of the "R," must surround the Block R–Newark

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 a ® 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



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

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

- Clear space, equal to .25 of the height of the "R," must surround the Block R-Camden

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 this mark.

Do's

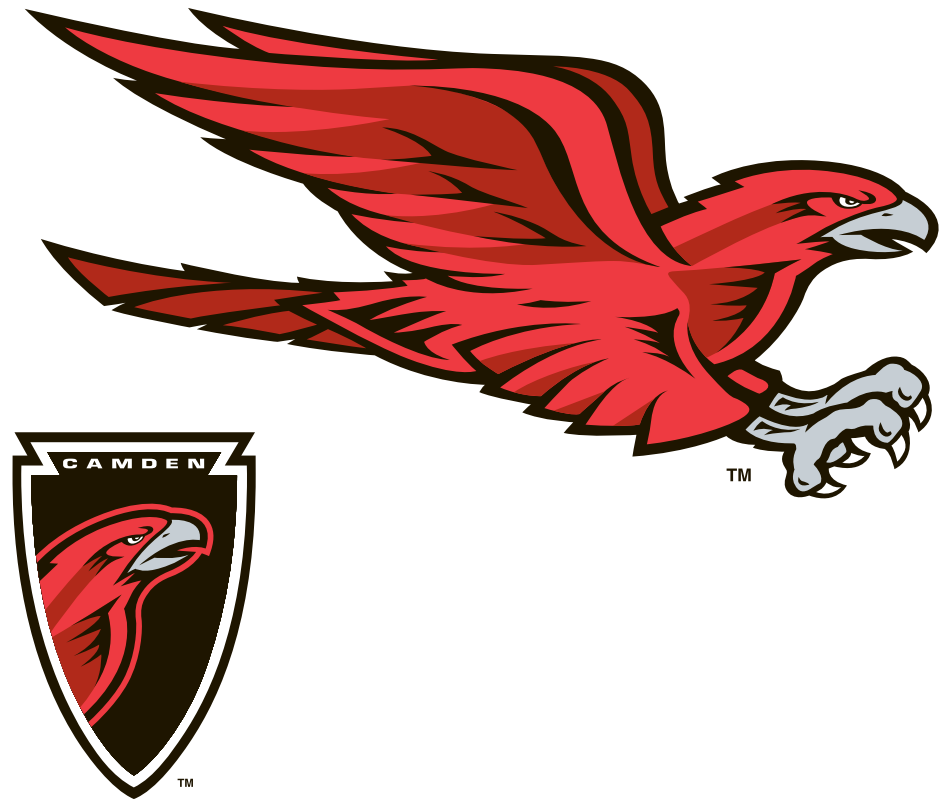
- Use the Scarlet Raptor logos for spirit communications such as athletics, alumni materials, school spirit activities and events, and recruiting events
- Include a TM next to the Scarlet Raptor logos if placed on merchandise, either for sale or to be given away
- Always refer to the mascot as the Scarlet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

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 if you have an Adobe account
- Formata BQ: Rutgers has licensed this font allowing for use by Rutgers employees

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 Formata BQ by contacting identity@ucm.rutgers.edu
- Alumni groups, student groups, and outside vendors may purchase the primary fonts independently. They can be purchased for both Windows and Macintosh platforms from, among others, the following sources:

ITC Giovanni: Monotype.com

Formata BQ: Bertholdtypes.com

ITC Giovanni (Serif)

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Formata BQ (Sans Serif)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



System Colors

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

Primary Color Palette

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

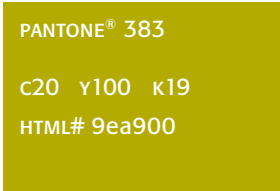
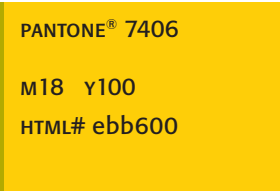
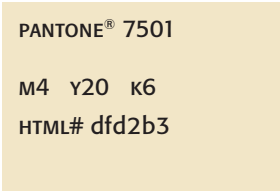
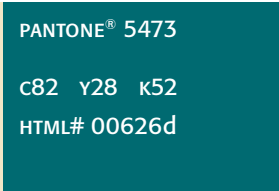




- Red (Pantone® 186)
- Gray (Pantone® 431)
- Black

PRINT AND MERCHANDISE 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	R95 G106 B114 HTML# 5f6a72
 BLACK	BLACK: K100	R0 G0 B0 HTML# 000000

For two-color printing, use 70% black instead of Pantone® 431.

Secondary Color Palettes

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

BRIGHT PALETTE		MUTED PALETTE	
 PANTONE® 383 c20 Y100 K19 HTML# 9ea900	 PANTONE® 7406 M18 Y100 HTML# ebb600	 PANTONE® 7501 M4 Y20 K6 HTML# dfd2b3	 PANTONE® 5473 c82 Y28 K52 HTML# 00626d
 PANTONE® 152 M51 Y100 K1 HTML# e76f00	 PANTONE® 314 c100 Y9 K30 HTML# 007fac	 PANTONE® 175 M65 Y100 K60 HTML# 703221	 PANTONE® 7535 M3 Y15 K20 HTML# c1bbab

SECTION 3-USING THE

Rutgers Visual Identity System

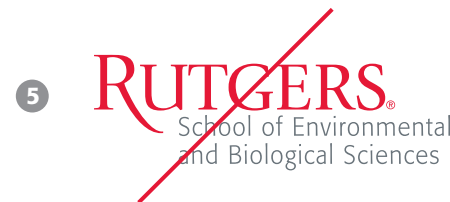
24	Unacceptable Treatments
24	Logotype and Signature
26	The Rutgers Shield
27	The Block R
28	Mascot Logos
29	Using the Block R on Merchandise
30	Application Examples
30	Digital Communications
37	Printed Marketing Materials
41	Internal Communications
44	Branded Spirit Merchandise
47	Stationery

Unacceptable Treatments

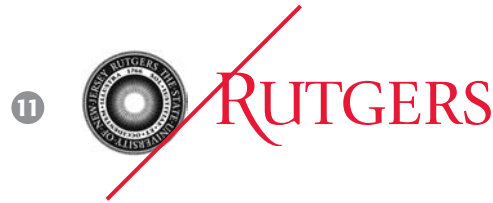
To clarify how to use our brand elements, we've created some examples of how the marks should NOT be used or changed. Although we are providing a range of Don'ts in this section, it is not exhaustive; other unacceptable treatments and special cases of exemptions certainly exist. If you have questions 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.

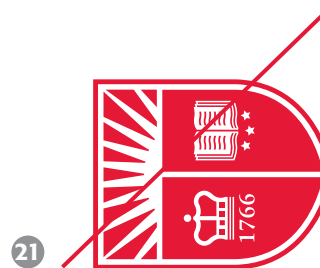
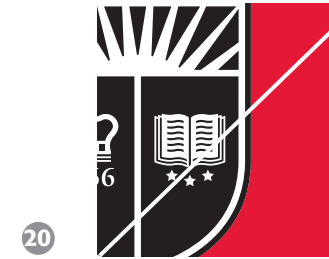
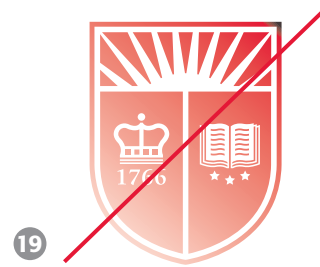


Unacceptable Treatments

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.

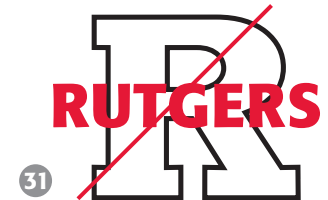
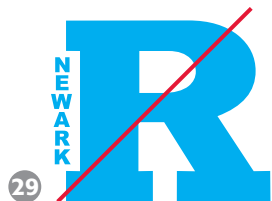
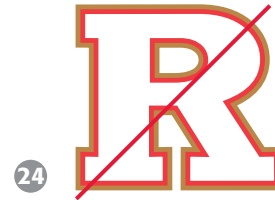


Unacceptable Treatments

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.

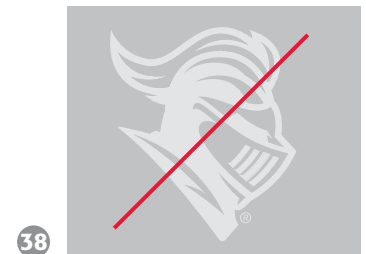
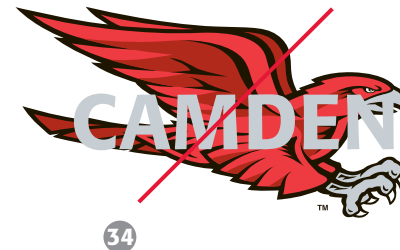


Unacceptable Treatments

Mascot Logos

33. Do not use the Scarlet Knight, Scarlet 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 Raptor, or Scarlet Raptor Shield.
35. Do not use the Scarlet Knight, Scarlet Raptor, or Scarlet Raptor Shield as an outline.
36. Do not distort, stretch, or modify the Scarlet Knight, Scarlet Raptor, or Scarlet Raptor Shield.
37. Do not place the Scarlet Knight, Scarlet Raptor, or Scarlet Raptor Shield into or on top of another graphic.
38. Do not use the Scarlet Knight, Scarlet Raptor, or Scarlet Raptor Shield as a watermark.
39. Do not tilt or change the direction of the Scarlet Knight, Scarlet Raptor, or Scarlet Raptor Shield.

Do not use the Scarlet Knight, 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 a ® 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

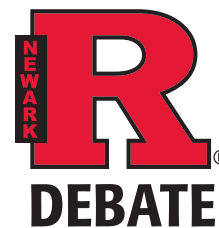


Boxes represent background. They are not part of the mark.

BLUE SQUARE IS EQUAL TO .25
HEIGHT OF THE BLOCK R



Minimum Clear Space



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!

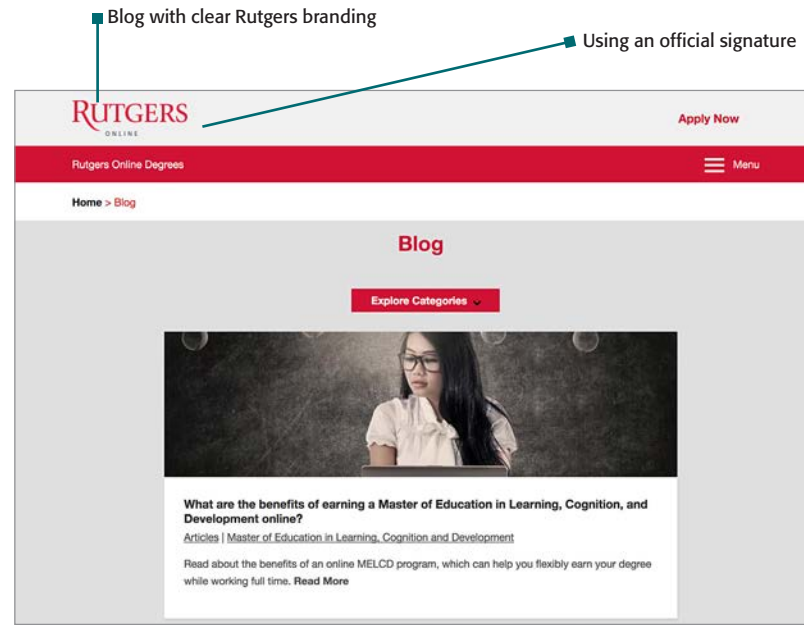
NOTE: To help with adoption of and compliance with the university policy and the Rutgers Visual Identity System, University Communications and Marketing defines a logo as stylized text or text combined with a graphic element or icon. Marks that are considered to be a logo outside the approved marks in 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

Use of a chancellor-level signature


Nice clear space on all sides of the logotype

The use of a photo background is OK!




The Rutgers University Newark logo is positioned on the left side of a red banner. To its right, the text 'The RU-N Report' is displayed in a white serif font. Below the banner, the date 'July 16, 2019' is centered. A red arrow points to the 'NEWARK RISING' header.


July 16, 2019

NEWARK RISING 

Dozens of Rutgers-Newark students in the [Master of Fine Arts in Creative Writing Program](#) will receive [scholarships](#) thanks to a \$50,000 donation from sports betting company William Hill US.



[Learn](#) how the Honors Living-Learning Community at Rutgers-Newark is revolutionizing honors and leveraging local talent in this piece by [HLLC](#) Dean Timothy Eatman and Assoc. Dean Marta Esquilin.




Shield is correctly displayed with correct fill in

White logotype with signature is used


Very clear branding

What's happening at the Libraries this month. [View this email in your browser](#)




The header features three small images: a person in a hat, the Rutgers University Libraries logo, and two people holding items. Below them, the text 'what's HAPPENING' is written in a large, bold, sans-serif font, with 'HAPPENING' in red. Underneath, it says 'RUTGERS UNIVERSITY LIBRARIES • MAY 2019'.

what's HAPPENING
RUTGERS UNIVERSITY LIBRARIES • MAY 2019



Happy May! The semester may be winding down, but plenty remains on the docket at the Libraries this month. We have stress-relieving activities across the university, the launch of our international youth collection at Alexander Library, and multiple interesting new exhibits to explore. Read on to learn more about [What's Happening](#).

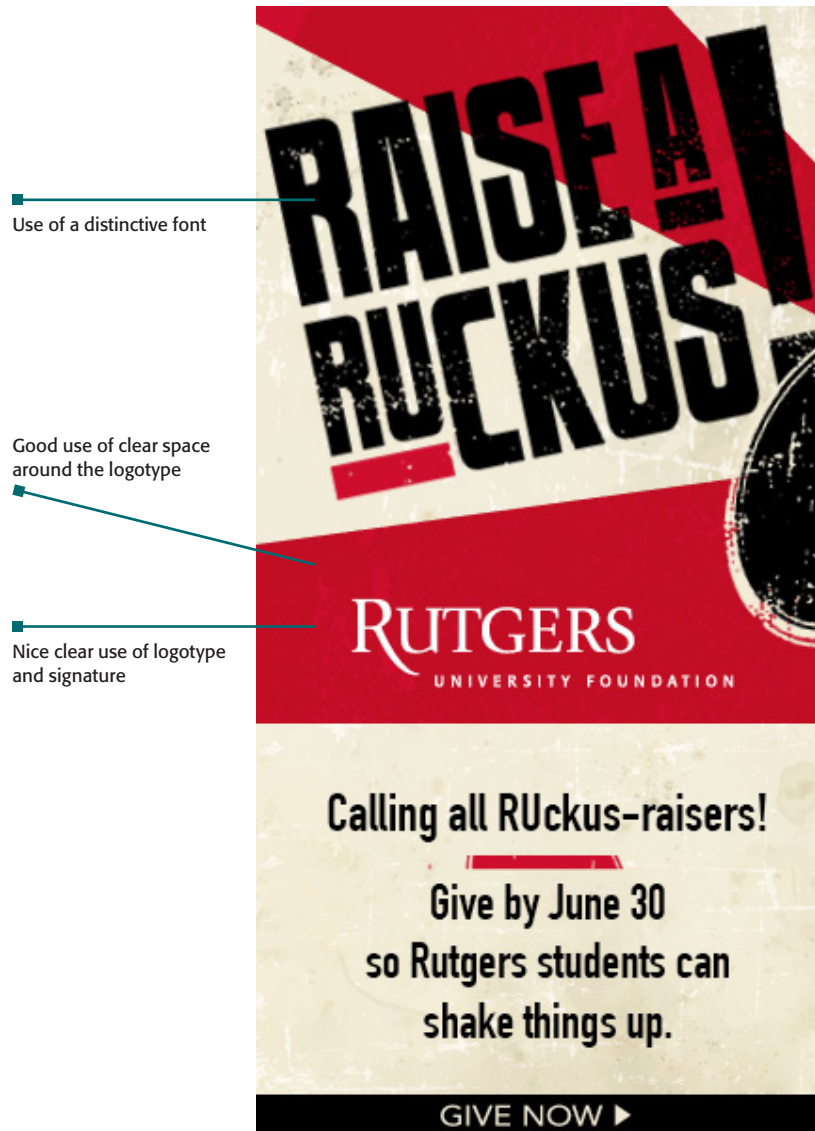


Featured Event: Books as Bridges

Join us at Alexander Library on May 2 at 6 p.m. as we launch our international youth collection with a lecture, panel discussion, and reception about how books can build bridges across all the barriers that separate young people.

[More](#)

Digital Communications



Digital Communications

Using a photo as a background



Clear branding using the white logotype and signature

Block R reserved for athletics advertisements



Nice use of system color palette

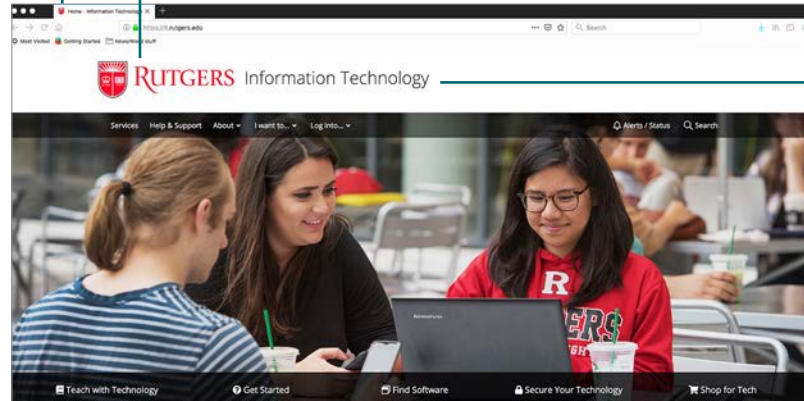


Using black Rutgers logotype with signature

Digital Communications

Use of a pre-designed favicon, a web resource, available for use on official Rutgers websites

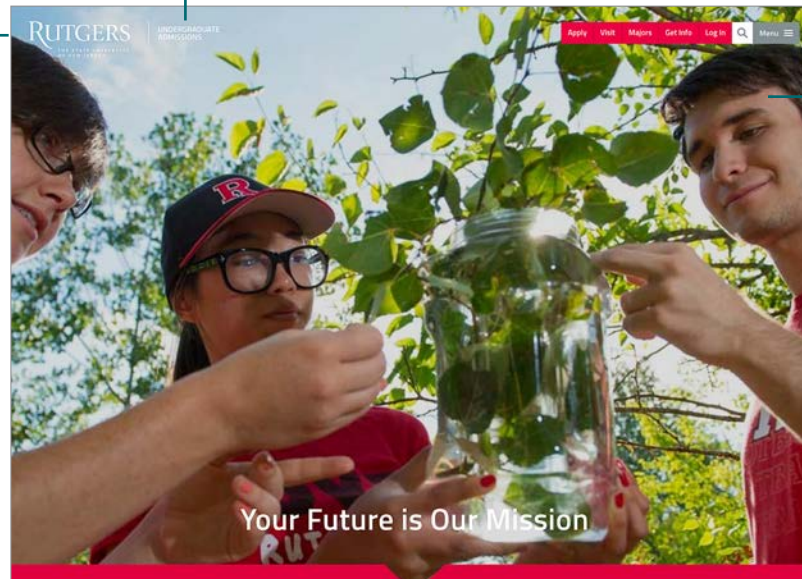
Clear use of the shield and logotype at the top left of the site



Opted to not use a signature and instead larger identifying text next to the logotype

Appropriate clear space for department identification

Use of The State University of New Jersey signature on the top left



Using a photo behind the logotype is OK!

Digital Communications

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

Use of teal from the secondary color palette



Good use of a signature in a noticeable red container

Good use of clear space.



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.



Clear branding in the first frame

Branded clothing on video participants



Clear signature in first frame

Nice use of a graphic element



Clear branding in video background

Using the name to identify school in the title strip

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

Name of a communication in a distinct typeface that is not a logo

Opted to use fonts outside of the identity system fonts

Use of the "gate" graphic element

RUTGERS
School of Arts and Sciences

SPRING/SUMMER 2019

Excellence in the Arts and Sciences

Access

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."

*T*ony Whitt's career was finally starting to take off. After graduating in 2009 with a bachelor's degree in chemistry, he had struggled through the Great Recession, working in retail and at his father's gas station. But he began landing industry jobs, including an analytical chemist position at W.R. Grace, the multi-billion dollar conglomerate.

"My last position at Grace was really great," says Whitt, a University of Maryland graduate. "They trained me with important problems while giving me generous support and mentorship."

Yet something was missing during the five years Whitt spent in industry: He left restless, though his passion for chemistry was as strong as ever.

"Some of the projects I worked on raised very intriguing questions," Whitt says, "but those questions were considered unimportant because they were unrelated to business."

One of his supervisors got him thinking in a new direction.

"He said that if those are the questions that interested me, then I ought to go to graduate school," he says. "So I did."

(continued inside)

RUTGERS
UNIVERSITY | NEW BRUNSWICK

School of Arts and Sciences
Rutgers University New Brunswick
27 Garden Street
New Brunswick, NJ 08901

New Brunswick, NJ 08901
08901
Phone: 1-800-735-5000

Display materials must be bought through a licensed vendor

Nice clear use of white logotype and chancellor-level signature

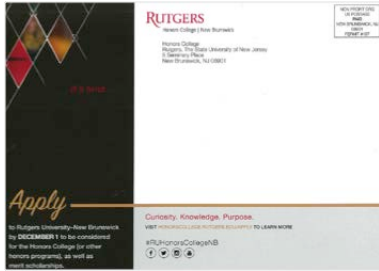
Correct use of the ® symbol

RUTGERS
UNIVERSITY | NEW BRUNSWICK

RUTGERS
UNIVERSITY | NEW BRUNSWICK

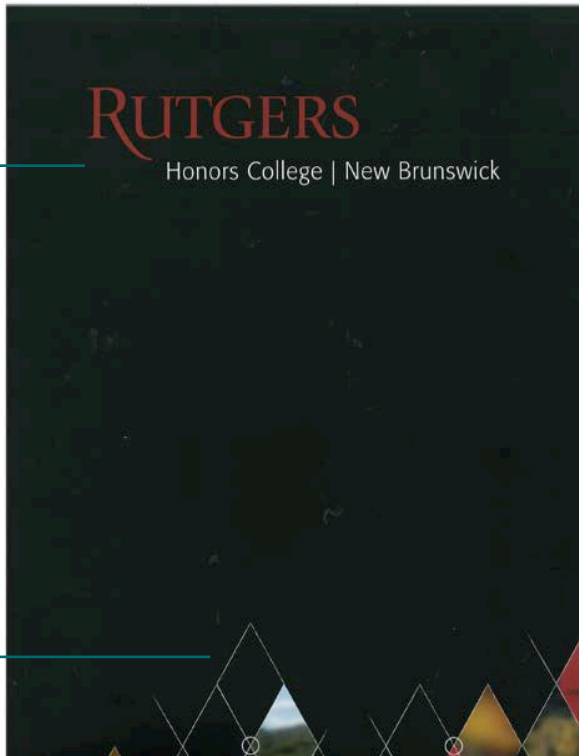
Printed Marketing Materials

Distinct graphic element applied across multiple pieces



Nice use of the identity system color pallet

Using their official signature with appropriate clear space



Adoption of the argyle pattern as a graphic element creates a distinctive look without a new logo

Using strong text and graphics to brand, without the use of a publication logo



Choosing fonts outside the system fonts

Use of a chancellor-level signature

Printed Marketing Materials

Use of a graphic element

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

Using the teal from the secondary color pallet

RUTGERS
School of Arts and Sciences

Open Your World in Arts and Sciences

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, policy-makers, 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.

sas.rutgers.edu

Using the white logotype with unit signature


Nice use of Rutgers color pallet

Great use of the standalone Rutgers shield with appropriate clear space

RUTGERS
Division of Continuing Studies

200,000
Continuing Education Classes Taken Annually

150
Rutgers Departments Supported


lifelonglearning.rutgers.edu

Printed Marketing Materials

Correct transparency behind the shield

Using a photo as a background with color pallet tint

Using the all white shield, logotype, and signature



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!

Kimberly Mutcherson
 Co-Dean and
 Professor of Law

David Lopez
 Co-Dean, Professor of Law
 and Professor Alfred
 Slocum Scholar

Find your Legal Community Here
law.rutgers.edu

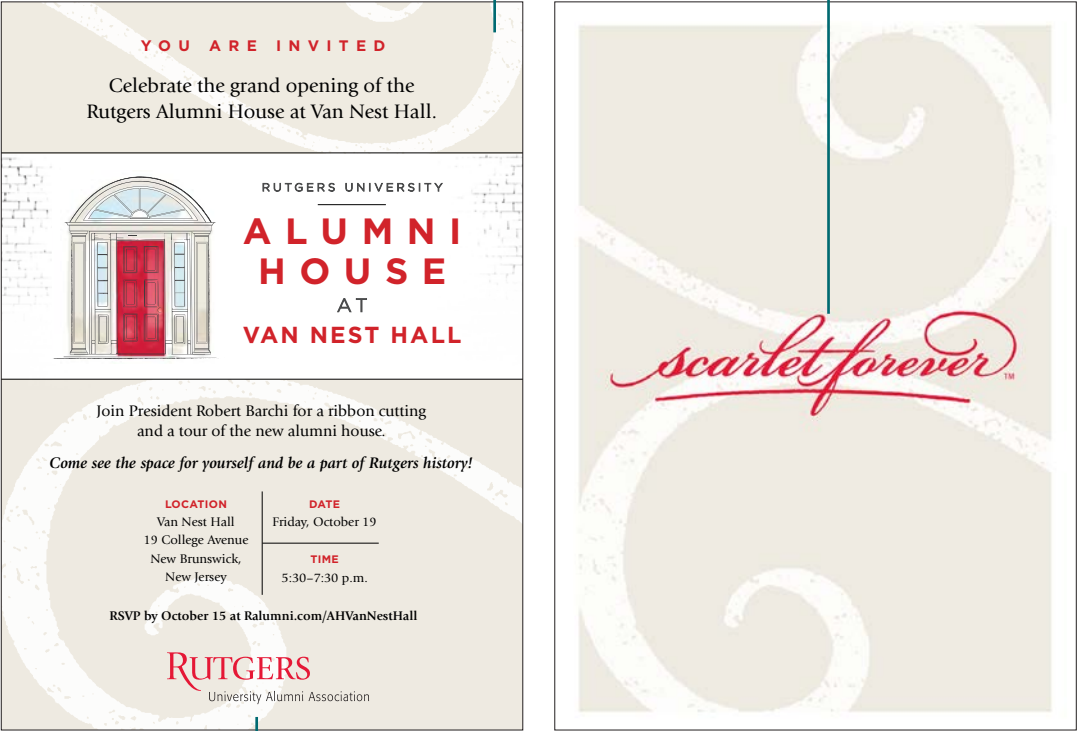
Using a graphic element

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

Front

Back

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.

RUTGERS UNIVERSITY
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	DATE
Van Nest Hall 19 College Avenue New Brunswick, New Jersey	Friday, October 19
	TIME
	5:30–7:30 p.m.

RSVP by October 15 at Ralumni.com/AHVanNestHall

RUTGERS
 University Alumni Association

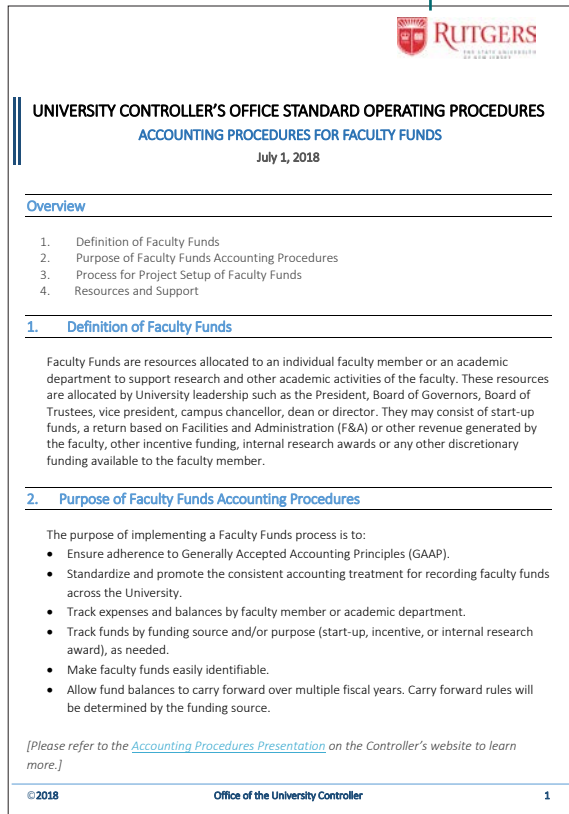
scarlet forever™

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.

Correct use of a signature on internal correspondence



Event flyer using unit signatures

Nice use of visual identity system color palette



Internal Communications


■ Using the signature in email template header





■ Using the shield and logotype in email signature

Internal Communications

Clear use of shield and logotype

		STATEMENT OF WORK
<p>THIS COMPLETED FORM SHOULD BE SUBMITTED WITH AN RU MARKETPLACE SERVICE REQUEST FORM AS AN EXTERNAL ATTACHMENT</p>		
<p>Provide the details regarding the proposed Statement of Work (SOW). 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.</p>		
<p>Name(s) and contact information for the Rutgers' personnel responsible for accepting the deliverables:</p> <p>RUTGERS BUSINESS UNIT:</p> <p>CONTACT NAME:</p> <p>PHONE:</p> <p>EMAIL:</p>	<p>Name(s) and contact information for the Supplier's personnel responsible for performing the services:</p> <p>SUPPLIER NAME:</p> <p>CONTACT NAME:</p> <p>PHONE:</p> <p>EMAIL:</p>	
<p>Start Date of Engagement:</p>	<p>End Date of Engagement:</p>	
<p>Detailed description of the services to be performed, including location (attach additional sheets, if necessary):</p>		
<p>Detailed list of deliverables (e.g., report, presentation, data analysis, drawings, etc.), including any milestones:</p>		
<p>FEES & EXPENSES</p>		
<p>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.</p>		
<p>TOTAL FEE TO BE PAID:</p>	<p>\$</p>	
<p>Payment Schedule (if applicable)</p>		
<p>Payment 1</p>	<p>Due Date:</p>	<p>\$</p>
<p>Payment 2</p>	<p>Due Date:</p>	<p>\$</p>
<p>Payment 3</p>	<p>Due Date:</p>	<p>\$</p>
<p><input type="checkbox"/> Rutgers DOES NOT AGREE to separately reimburse Supplier for any expenses.</p> <p style="text-align: center;">OR</p> <p><input type="checkbox"/> 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:</p>		
<p>STATEMENT OF WORK (v2.AUG18)</p>		

Clear Rutgers logotype and shield

	
<h3>Treasurer's Town Hall</h3>	
<p>J. Michael Gower Executive Vice President, University Finance and Administration University Treasurer</p>	
<p>May 10, 2019 401 Penn Street Camden, NJ</p>	

	<p>94,000 Attended the 11th Annual Rutgers Day</p>
	

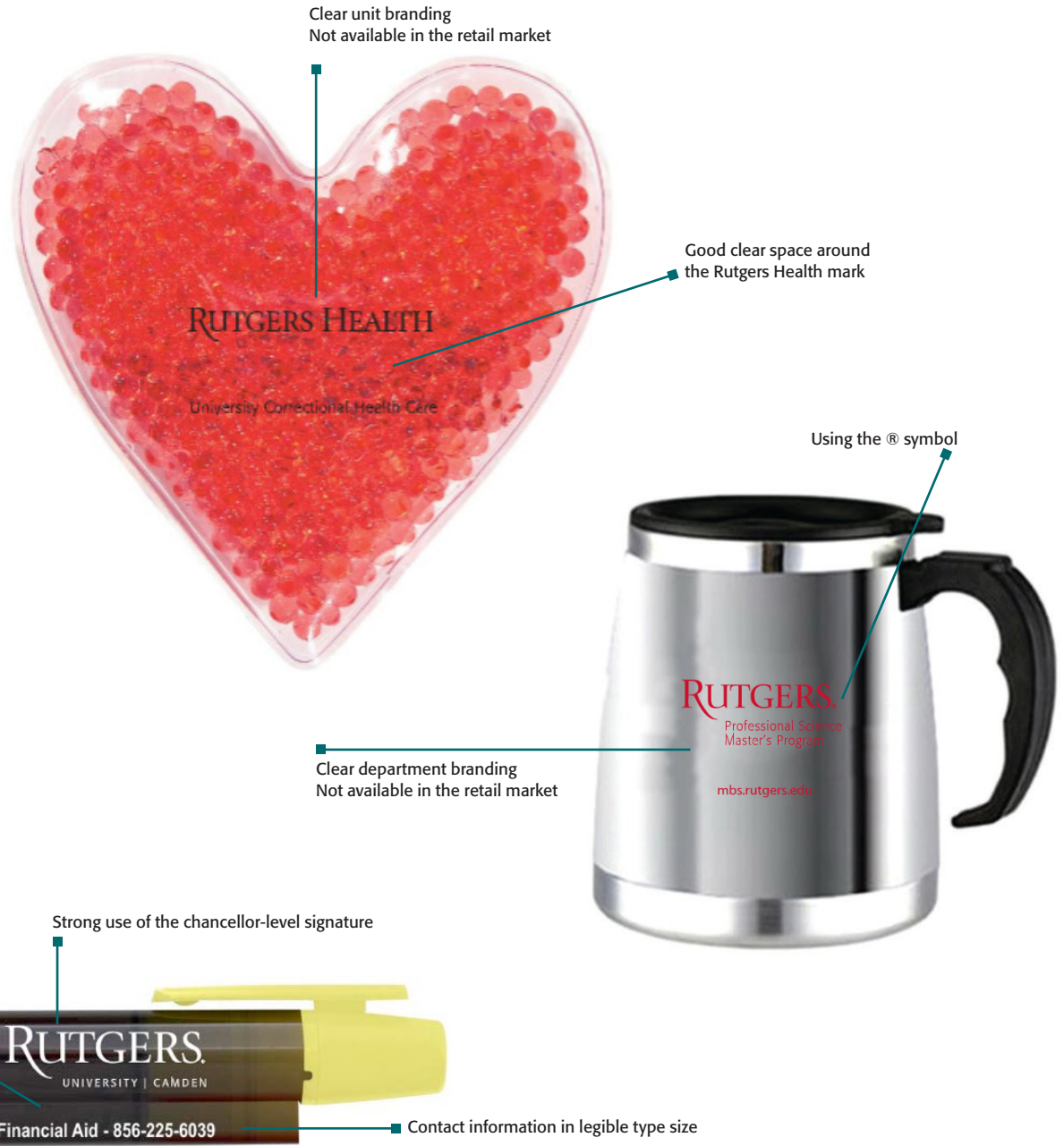
Branded PowerPoint templates available to download

Branded Spirit Merchandise

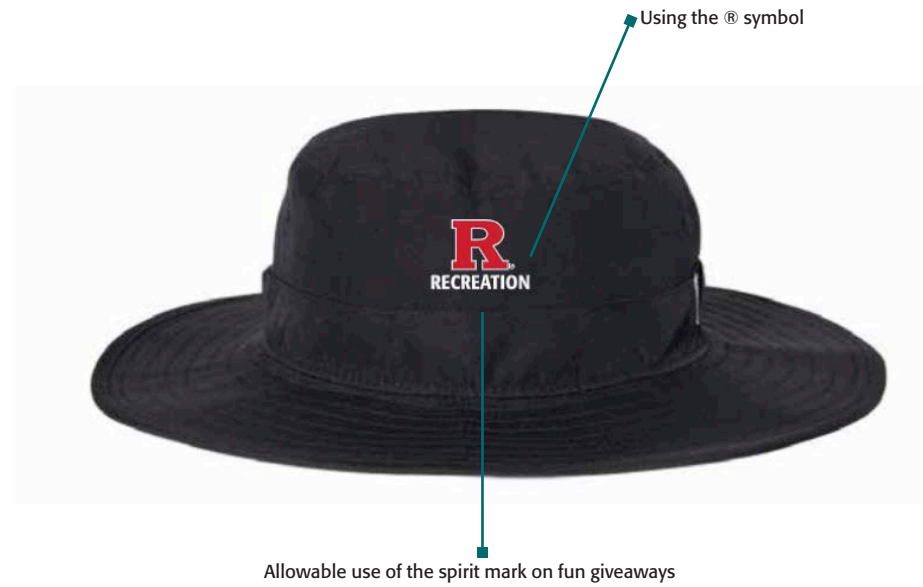
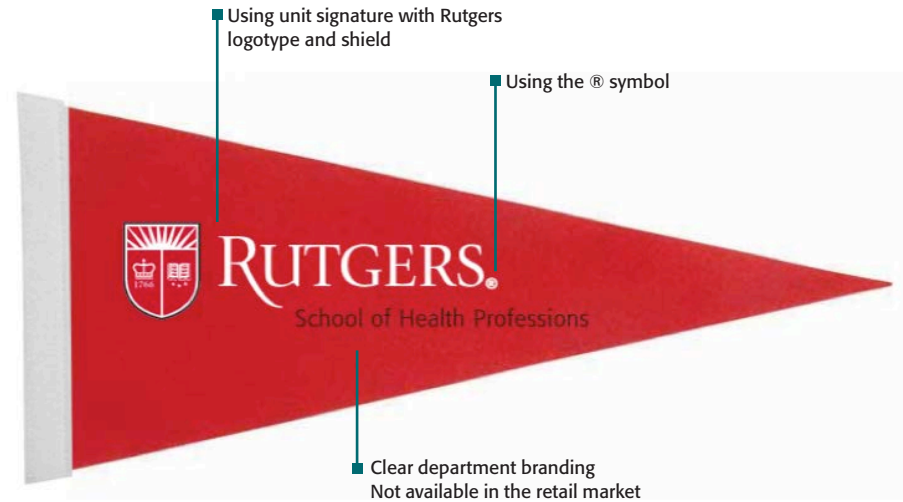
Visual identity standards apply to all forms of university branded promotional items including display materials, awards, apparel, or any other products or merchandise.

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

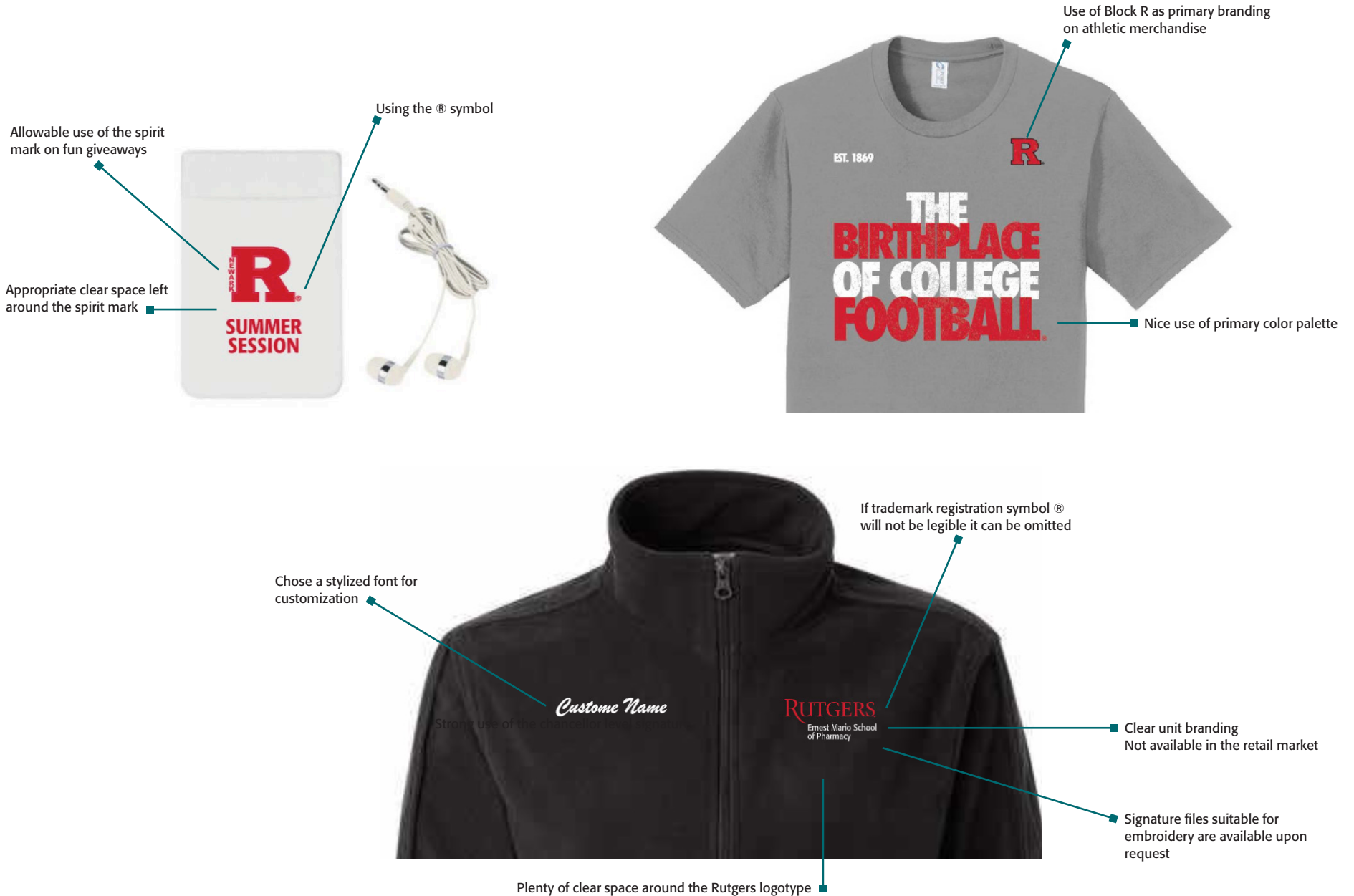
- You may use the Rutgers name, including the logotype with or without signature, the shield, and spirit marks on branded merchandise
- Before ordering any Rutgers-branded items, you must receive approval from the Office of Trademark Licensing
- All Rutgers-branded merchandise must be obtained from a 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.



Branded Spirit Merchandise



Branded Spirit Merchandise

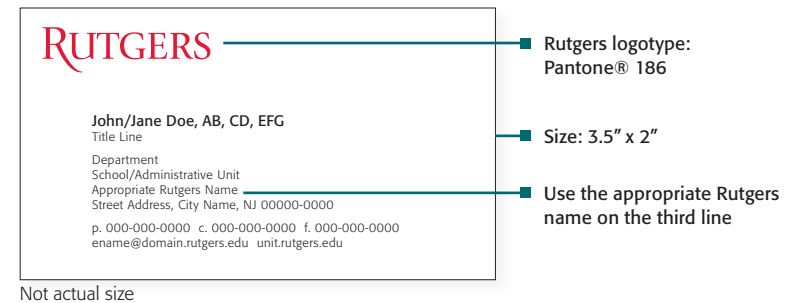
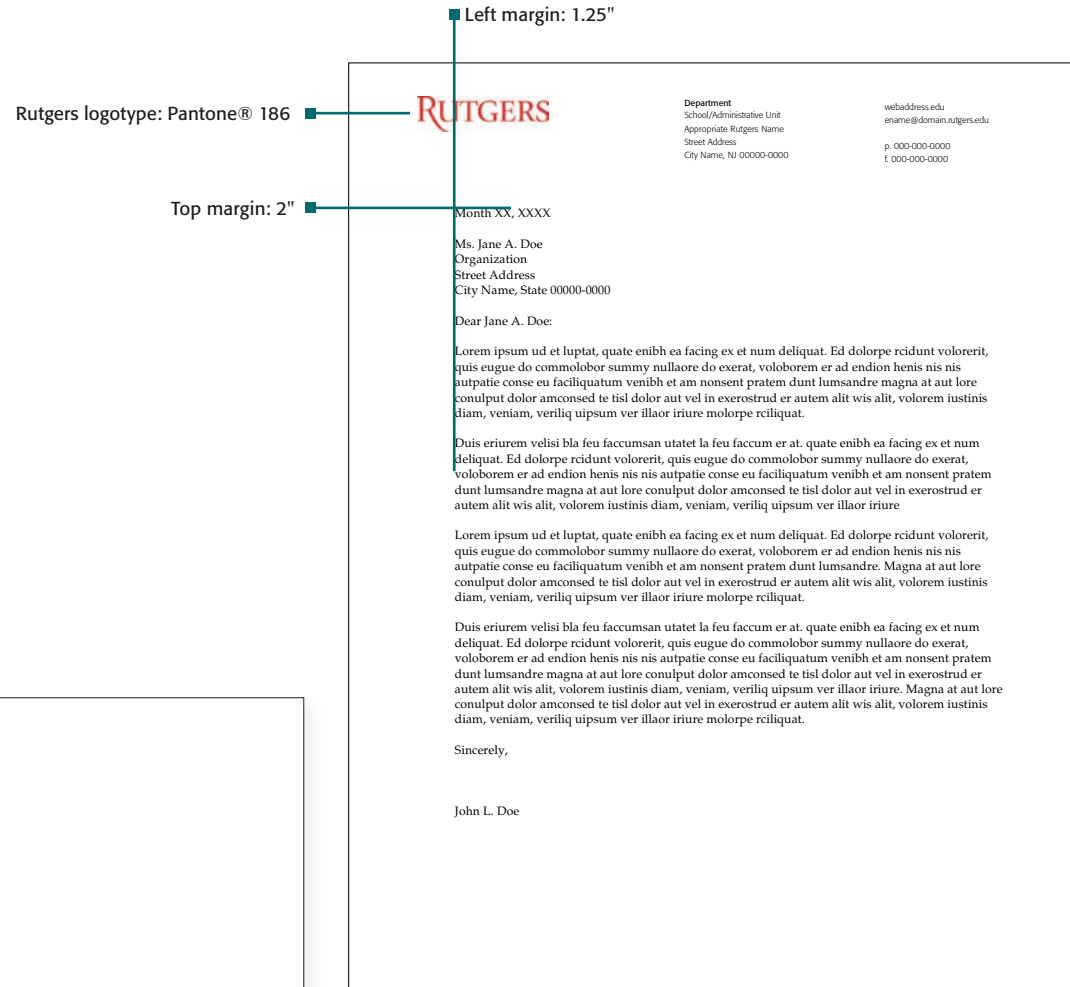
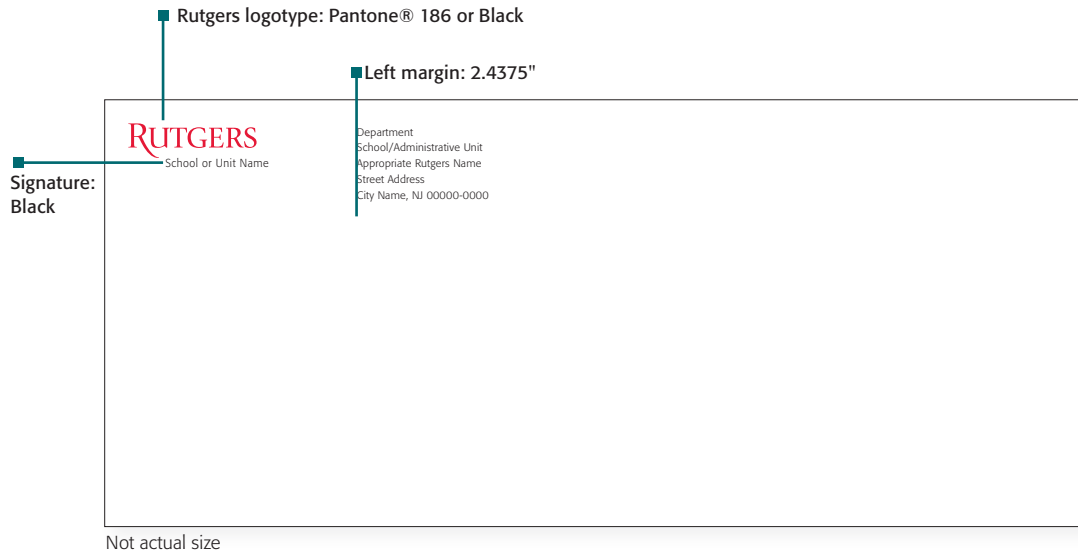


Stationery

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

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](#)

For any other questions, contact trademark@ucm.rutgers.edu.

[Submit branded merchandise art for review and approval](#)

Building Signage

[Get information to get started with exterior or interior signage](#)

[Access the signage manual](#)

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

To access the universitywide photo archives or for help finding a type or style of university photo, email jane.hart@rutgers.edu.

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

Rutgers Visual Identity System

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 in Adobe Illustrator.

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.

APPENDIX A-BOARD RESOLUTION

Rutgers Visual Identity System

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.



Department of University Communications and Marketing
Rutgers, The State University of New Jersey