

RUTGERS VISUAL
IDENTITY MANUAL

FEBRUARY 5, 2007
VERSION 1.1

RUTGERS
THE STATE UNIVERSITY
OF NEW JERSEY



RUTGERS VISUAL IDENTITY MANUAL

FEBRUARY 5, 2007
VERSION 1.1



This manual is an Adobe Acrobat 7.0 PDF file for viewing on Macintosh or Windows platforms. Downloading the file will allow you to use the internal links easily. The complete file or its individual pages can also be printed on 8 1/2" x 11" paper, preferably using a color printer.

The most current version of the manual is available online at identity.rutgers.edu.

CONTENTS

1.0 INTRODUCTION

- 1.1 Why a New Visual Identity System?
- 1.2 Visual Identity Policy
- 1.3 Contacts for Advice, Approvals, and Graphics

2.0 BASIC STANDARDS

- 2.1 The Rutgers Logotype
- 2.2 The Logotype with Universitywide Signature
- 2.3 The Logotype with Campus Signature
- 2.4 The Logotype with Unit Signature
- 2.5 Unit Signature Specifications
- 2.6 The Official University Seal
- 2.7 The Informal University Seal
- 2.8 The Logotype with Informal Seal Signature
- 2.9 Seal Signature: Vertical Option
- 2.10 Size Restrictions
- 2.11 Surrounding Space Requirements
- 2.12 Unacceptable Executions
- 2.13 Unacceptable Executions *Continued*
- 2.14 Unacceptable Executions *Continued*

3.0 COLOR

- 3.1 Primary Color Palette
- 3.2 Supplementary Color Palette
- 3.3 Alternative Metallic Color
- 3.4 Three-Color Reproduction
- 3.5 Two-Color Reproduction
- 3.6 One-Color Reproduction
- 3.7 Unacceptable Color Treatments: Logotype
- 3.8 Unacceptable Color Treatments: Signature

4.0 TYPOGRAPHY

- 4.1 Primary Typefaces
- 4.2 Primary Typefaces *Continued*
- 4.3 Primary Typeface for Word Processing
- 4.4 Primary Typeface for Web Pages

5.0 STATIONERY SYSTEM

- 5.1 About Stationery
- 5.2 Standard Letterhead
- 5.3 Standard Letterhead: Full Size
- 5.4 Standard Letterhead: Unit-Level
- 5.5 Second Sheet
- 5.6 Standard Envelope
- 5.7 Standard Envelope: Unit-Level
- 5.8 Executive Letterhead
- 5.9 Monarch Letterhead: Unit-Level
- 5.10 Monarch Envelope
- 5.11 Standard Business Card
- 5.12 Standard Business Card: Unit-Level
- 5.13 Business Card with Long Text
- 5.14 Business Card Back
- 5.15 Mailing Label
- 5.16 News Release Form
- 5.17 News Release Form: Second Sheet
- 5.18 Fax Cover Sheet
- 5.19 Primary Note Card
- 5.20 Secondary Note Cards
- 5.21 Baronial Envelope for Invitation
- 5.22 #9 Window Envelope
- 5.23 Other Envelopes
- 5.24 Memo Pads
- 5.25 Routing Slips

6.0 WEB USAGE

- 6.1 Web Standards
- 6.2 Website Application: Universitywide Home Page
- 6.3 Website Application: Campus Home Page
- 6.4 Website Application: Second-Level Universitywide Page
- 6.5 Website Application: Second-Level Campus Page
- 6.6 Website Application: School Home Page
- 6.7 Website Application: Research Center Home Page

7.0 APPLICATIONS

- 7.1 Preferred Placement of Rutgers Logotype on Publication Front Covers
- 7.2 Preferred Placement of Rutgers Logotype on Publication Back Covers
- 7.3 Sample Publications with Identity Applied
- 7.4 Sample Publications *Continued*
- 7.5 Sample Publications *Continued*
- 7.6 PowerPoint Templates
- 7.7 Merchandise Examples
- 7.8 Merchandise Examples *Continued*
- 7.9 Merchandise Examples *Continued*
- 7.10 Exterior Signage
- 7.11 Vehicle Signage

8.0 OTHER IDENTITIES

- 8.1 The Rutgers Spirit Mark
- 8.2 Color Treatments: Spirit Mark
- 8.3 Unacceptable Color Treatments: Spirit Mark
- 8.4 Athletics Marks: New Brunswick
- 8.5 Athletics Marks: Newark
- 8.6 Athletics Marks: Camden

9.0 APPENDIX

- 9.1 Identity Matrix
- 9.2 Board of Governors Resolution
- 9.3 Glossary

Click on entry in Contents to jump to desired page.

Note that throughout this document page cross-references and web addresses are active links.

INTRODUCTION

1.0

- 1.1 Why a New Visual Identity System?
- 1.2 Visual Identity Policy
- 1.3 Contacts for Advice, Approvals, and Graphics

Why a New Visual Identity System?

Research confirms that a clear and consistent identity helps build and maintain reputation. Regularly reinforced graphic symbols can convey and reinforce the strengths of an institution.

This is as true for Rutgers as it is for other leading universities. A strong visual identity can enhance Rutgers' ability to recruit outstanding faculty, students, and staff; to engage alumni; and to attract external support.

To take better advantage of this potential, the university has developed a new visual identity system that effectively links our campuses, schools, other academic units, and administrative offices with the name "Rutgers"—a strong asset that we all proudly share.

Every member of the university community plays an important role in bringing this cohesive new identity to life and in maintaining its integrity by applying it consistently throughout all university communications, including in print, web, display, broadcast, and electronic formats.

Visual Identity Policy

This visual identity manual provides specific guidelines and standards to the Rutgers community for the implementation of Rutgers' new visual identity system in all forms of university communication.

The guidelines have been developed by the Department of University Relations with extensive advice and consultation from faculty, staff, students, and alumni. The Board of Governors of the university formally approved the visual identity system on December 8, 2006 (see the board resolution on [page 9.2](#)) as the next major step in the development of a comprehensive communications program for the university.

Since the power of a strong visual identity can only be realized through consistent application over time, it is the university's policy that the official logotype, signatures, and marks as described in these pages are the only sanctioned marks for use across the university system. No other marks or symbols may be used in conjunction with or to replace the official Rutgers visual identity system.

The university recognizes the need for some units and initiatives within the university to have distinctive graphic expressions for critical marketing purposes. The guidelines in this manual are intended to be flexible enough to allow creative expression for such units while remaining true to the goals of the overall system.

Contacts for Advice, Approvals, and Graphics

Faculty and Staff

Department of University Relations

identity.rutgers.edu

The Department of University Relations is responsible for maintaining the university's visual identity system and is available to respond to inquiries regarding its use, including:

- Requests for visual identity system graphics
- Explication of the contents of this manual

Contact: identity@ur.rutgers.edu

Your email query will be forwarded promptly to the appropriate person to respond.

Trademark Licensing

ur.rutgers.edu/trademark

Trademark Licensing, a division within the Department of University Relations, regulates the use of the university's name and identifying marks, including:

- Use of the official university seal (as delegated by the Vice President for University Relations)
- Use of university trademarks on merchandise (includes the university name, visual identity, intercollegiate athletics marks, and "Block R" spirit mark)

- Use of university trademarks by student groups
- Use of university trademarks by nonuniversity entities

Contact: 732-445-3710, ext. 6301 or 6310

Mail and Document Services

mds.rutgers.edu

Mail and Document Services is the preferred supplier of all stationery products, including such items as:

- Business cards
- Letterhead and envelopes

Contact: 732-932-2143

Students and Student Groups

Individual students are not permitted to use the university's marks. Student groups may use the Rutgers visual identity system provided they follow the guidelines in this manual used by every other Rutgers unit. For example, the marks require a certain amount of space around them, cannot be altered in any way, and cannot be paired with other graphic elements.

Use of the visual identity system, including the Rutgers "Block R" spirit mark, on commercial goods and specialty items such as T-shirts, hats, and bumper stickers is permitted for student groups with approval from Trademark Licensing within the Department of University Relations. Contact Trademark Licensing at 732-445-3710, ext. 6301 or 6310.

Alumni and Alumni Groups

Individual alumni are not permitted to use the university's marks. Alumni groups may use the Rutgers visual identity system, including the Rutgers "Block R" spirit mark, with the approval of the Department of University Relations, upon recommendation by the Department of Alumni Relations. Contact the Alumni Relations Communications Office at 732-932-7735.

Individuals External to the University

This manual is intended primarily for use by the Rutgers community. Any individuals, groups, or companies external to the university wishing further information regarding the use of Rutgers marks should contact Trademark Licensing at 732-445-3710, ext. 6301 or 6310.

- 2.1 The Rutgers Logotype
- 2.2 The Logotype with Universitywide Signature
- 2.3 The Logotype with Campus Signature
- 2.4 The Logotype with Unit Signature
- 2.5 Unit Signature Specifications
- 2.6 The Official University Seal
- 2.7 The Informal University Seal
- 2.8 The Logotype with Informal Seal Signature
- 2.9 Seal Signature: Vertical Option
- 2.10 Size Restrictions
- 2.11 Surrounding Space Requirements
- 2.12 Unacceptable Executions
- 2.13 Unacceptable Executions *Continued*
- 2.14 Unacceptable Executions *Continued*



RU_LOGOTYPE

The Rutgers Logotype

The **Rutgers logotype** appears to the left. It is the **primary element** of the Rutgers visual identity system and must appear on all official Rutgers communications. It may not be modified in any way.

This Rutgers logotype, appearing alone, is the preferred visual representation for the university. It will be provided in formats appropriate to your usage needs. Visit the identity website at identity.rutgers.edu for more information.

When greater specificity is needed, a **secondary element** may be added to the Rutgers logotype to create a more specific **“signature.”** Signatures may take one of two forms:

1. An additional typographic element: university, campus, or unit name
2. An additional graphic element: informal university seal

The Rutgers logotype may not be attached to any other type or graphic element other than the signatures described on the following pages.

As a general rule of thumb, it is always preferable to use the simplest (i.e., highest level) logo representation that will adequately communicate your identity as part of Rutgers.



The Logotype with Universitywide Signature

In situations where the logo needs to communicate the university's name more fully, you may use one of the two universitywide signatures appearing on this page.

Keep in mind that the full name of the university—Rutgers, The State University of New Jersey—must appear somewhere on all official Rutgers communications. Several ways to satisfy this requirement include:

1. Using the full name of the university in your opening text
2. Using the full name of the university in a displayed address
3. Using the second signature option to the left
4. Using the Rutgers logotype with informal university seal option (see [page 2.8](#))

For usage guidelines regarding the university name, see the Rutgers Editorial Style Guide on the web at identity.rutgers.edu.

The universitywide signatures will be provided in formats appropriate to your usage needs. Go to the identity website at identity.rutgers.edu for more information.



The Logotype with Campus Signature

Each of Rutgers' three regional campuses has its own campus signature, designed for use on campus-specific communication materials.

Use of the campus-specific signature is not required of the regional campuses as long as the rest of the communication makes clear that it is specific to a particular campus. However, consider that use of the campus signature may be helpful for your audience in that it defines up front—visually and immediately—that your message relates to one location.

The campus signatures will be provided in formats appropriate to your usage needs. Go to the identity website at identity.rutgers.edu for more information.

 Schools and Colleges

RUTGERS
College of Nursing

RUTGERS
School of Environmental
and Biological Sciences

RUTGERS
University College | Camden

RUTGERS
Graduate School
of Education

 Research Centers and Specialized Units

RUTGERS
New Jersey Agricultural
Experiment Station

RUTGERS
Thomas A. Edison Papers

 Major Administrative Offices

RUTGERS
Rutgers Environmental
Health and Safety

RUTGERS
Office of Information
Technology

The Logotype with Unit Signature

The name of major units within Rutgers University, such as colleges, schools, research centers, and large administrative offices, may be added to the Rutgers logotype as a unit signature. In all cases, the correct name of the unit must be used.

Major units within the university that contain many sub-units (such as schools or large administrative divisions) will need to develop and issue guidelines as to whether their sub-units should always use the large unit signature or whether all or some of their sub-units may use sub-unit signatures. As a general rule, it is preferable for sub-units to use the signature of their largest umbrella unit, but this needs to be addressed on an individual basis.

If your unit needs a unit signature, you should request that it be created for your use. Go to the identity website at identity.rutgers.edu for more information.

For units whose name formally includes the name of a regional campus (for example, University College–Camden), the campus will appear preceded by a vertical rule (see the example to the left). In text, such units will continue to use a closed en dash preceding the campus identifier in their name, as illustrated in the previous sentence.

Unit Signature Specifications

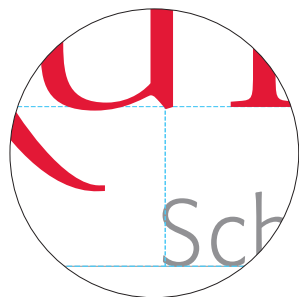
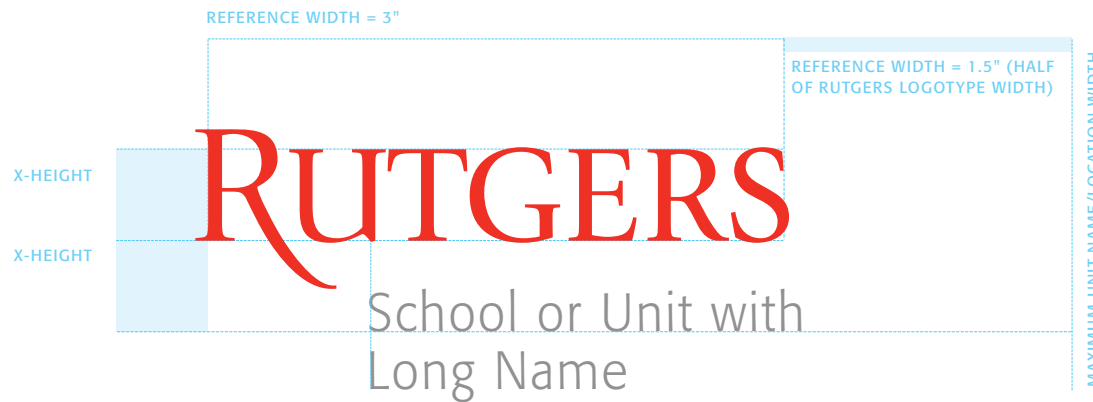
Unit signature files are created by starting with a digital Rutgers logotype template (RU_LOGOTYPE) at its standard reference size of three inches in width. At this size, the unit name typography has the following specifications: Formata BQ Light 20 pt. type on 21.5 pt. leading with +50 tracking.

The x-height measurement should be used to establish the distance of the unit name baseline to the Rutgers baseline.

The unit name should not wrap beyond two lines, and its width may not extend beyond the half-width of the Rutgers logotype. In creating unit signature files for users, the Department of University Relations will consider exceptions to these rules when necessary.

If the unit name includes a regional campus designation at the end, the campus designation is preceded by a vertical rule (see the example on [page 2.4](#)), unless the vertical rule falls at the end of the first line of the signature, in which case it is deleted.

If your unit needs a unit signature, you should request that it be created for your use. Go to the identity website at identity.rutgers.edu for more information.



The vertical reference line is found by drawing a vertical rule from the tip of the "U," as shown in the inset at left.



The Official University Seal

This is the official university seal. It has very limited use, primarily on official university documents, such as contracts, deeds, and academic diplomas. It may be used, with authorization, as a design element on certain ceremonial communications, such as formal invitations.

All such uses require the prior approval of the Office of Trademark Licensing (732-445-3710, ext. 6301 or 6310), as delegated by the vice president for university relations.

The official university seal is a stand-alone mark of the university, which may not be combined with the Rutgers logotype.

The Informal University Seal

This simplified or “informal” university seal has been specifically created for use in conjunction with the Rutgers logotype when an additional graphic element is desired.

Options for its use with the Rutgers logotype are presented in the following pages.

The informal seal may not be used in place of the Rutgers logotype. However, it may appear separately as a decorative or design element. The cover of this manual is an example of such a use. Note that if only a portion of the seal appears, it should preferably include the word “Rutgers” and/or the words “New Jersey.”



Horizontal Position Specifications



The relative proportion of the two elements—seal and logotype—as shown above may not be altered.

The informal seal should be 250% of the x-height in diameter and centered on the middle horizontal arm of the “E” as shown in the example. The x-height measurement is also used to determine the space between the seal and the logotype, measuring from the ruled circle in the seal to the vertical stem of the “R.”

Logotype with Seal



RU_SIG_HZ

Universitywide Signature with Seal



RU_SIG_HZ_U

Campus Signature with Seal



RU_SIG_HZ_NB

The Logotype with Informal Seal Signature

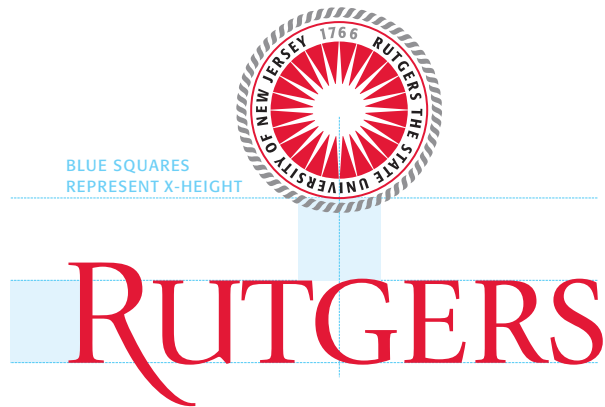
The informal seal may be added as a **secondary element** to the Rutgers logotype when a graphic is desired to give your presentation more visual interest. It is also an alternative way to provide the full, correct name of the university.

The preferred display of the informal seal signature is shown in the examples to the left (horizontal, seal on the left). (See [page 2.9](#) for vertical option.)

The informal seal may also be used with the universitywide signature (near left example) and with any of the three regional campus signatures (bottom example). It should not be used with the universitywide signature that includes the university's full name, as this would be redundant.

The informal seal should not be used with unit signatures.

Centered Position Specifications



The relative proportion of the two elements—seal and logotype—as shown above may not be altered.

The informal seal should be 250% of the x-height in diameter and centered visually over “Rutgers” as shown. The x-height measurement is also used to determine the space between the seal and the logotype, measuring from the ruled circle in the seal to the top of the “G.”

Seal Signature: Vertical Option

This option should only be used when the larger design layout calls for a centered presentation, as, for example, in the executive letterhead (see [page 5.8](#)).

Logotype with Seal—Vertical



RU_SIG_VT

Universitywide Signature with Seal—Vertical



RU_SIG_VT_U

Campus Signature with Seal—Vertical



RU_SIG_VT_CM

Size Restrictions

The Rutgers logotype and signatures should be produced at a reasonable size to maintain legibility.

For printed materials, the Rutgers logotype must never be smaller than one inch wide.

For digital use, the Rutgers logotype must never be smaller than 150 pixels wide.

PREFERRED MINIMUM
WIDTH = 1.25"

RUTGERS

School of Environmental
and Biological Sciences



RUTGERS

ABSOLUTE MINIMUM
WIDTH = 1"

RUTGERS

School of Environmental
and Biological Sciences



RUTGERS

BLUE
SQUARE
IS CAP
HEIGHT



Surrounding Space Requirements

A prescribed amount of clear space around the logotype should be maintained at all times.

No other type or graphic element may appear within the prescribed clear space.

The unit of measure is a square equal to the height from the baseline to the top of the initial “R” in the logotype. The light blue area represents the amount of space that must be maintained between the logotype and any other element including the edge of a page.

Because of inherent space restrictions in some specific usages, this clear space requirement may have to be modified. For example, the logotype on business cards may be positioned closer to the edge of the card (see [page 5.11](#)). In this instance, the x-height instead of the cap height is used to determine the minimum surrounding space.

The minimum surrounding space requirement is primarily intended to prevent the Rutgers logotype from being crowded (and thereby trivialized) by other typographic or graphic elements. If the logotype is displayed in a large format, for example, as the primary visual on a banner, the clear space requirement may need to be modified. Good design judgment needs to be employed according to the use.

Unacceptable Executions

It is extremely important for brand success that the Rutgers logotype and signatures be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all elements.

The examples on this and the following pages illustrate unacceptable displays.

For acceptable applications (i.e., in publications, on websites, or on merchandise, etc.) of the Rutgers logotype and its optional signatures, see the usage matrix on [page 9.1](#).

1. Do not distort any portion of the logotype/signature.
2. Do not crop any portion of the logotype/signature.
3. Do not tilt the logotype/signature.
4. Do not rotate the logotype/signature. (An obvious exception to this guideline would be a vertical street pole banner with “Rutgers” appearing as the primary element in a vertical position by necessity.)
5. Do not rearrange components in the signature.
6. Do not alter the alignment of any component of the signature.



~~RUTGERS~~~~School of Environmental
and Biological Sciences~~

7

~~RUTGERS~~

8

~~RUTGERS~~~~University College | Newark~~

9

~~RUTGERS~~~~University~~

10

~~RUTGERS~~~~School of Environmental
and Biological Sciences~~

11

~~RUTGERS~~

12



13

~~RUTGERS~~~~School of Environmental
and Biological Sciences~~

14

Unacceptable Executions *Continued*

7. Do not alter the relative size of the logotype and the unit signature.
8. Do not alter the typeface of the Rutgers logotype.
9. Do not alter the typeface of the signature.
10. Do not alter the type style (e.g., from all caps to cap/lowercase) of the signature.
11. Do not add a drop shadow to any part of the signature.
12. Do not combine the official university seal with the logotype.
13. Do not alter the relative size of the logotype and informal seal.
14. Do not combine the informal seal with a unit signature. It may only be used with the Rutgers logotype alone, with a universitywide signature, or with a campus signature.

~~RUTGERS
UNIVERSITY
School of Social Work~~

15

~~RUTGERS
NEW BRUNSWICK
School of Arts and Sciences~~

16

~~RUTGERS
Camden College of
Arts and Sciences
Department of English~~

17

~~RUTGERS
Office of Information
Technology
Newark Computing Services~~

18

~~R~~

19



20

~~GoRUTGERS~~

21

Unacceptable Executions *Continued*

15-18. Do not stack multiple signatures:



15. Universitywide signature with a unit name
16. Campus signature with a unit name
17. Unit signature with a department name
18. Unit names of descending importance

19. Do not isolate the initial "R" as a freestanding symbol.

20. Do not use the informal seal as a freestanding logo in place of the Rutgers logotype. It may appear separately as a decorative or design element (see [page 2.7](#)).

21. Do not violate the minimum surrounding clear space requirements (see [page 2.11](#)) by attaching type or graphics to the logotype.

- 3.1 Primary Color Palette
- 3.2 Supplementary Color Palette
- 3.3 Alternative Metallic Color
- 3.4 Three-Color Reproduction
- 3.5 Two-Color Reproduction
- 3.6 One-Color Reproduction
- 3.7 Unacceptable Color Treatments: Logotype
- 3.8 Unacceptable Color Treatments: Signature

| PRINT Pantone Matching System | PRINT Four-Color Process | DIGITAL Web / Video Usage |
|--|-----------------------------|--------------------------------|
|  PANTONE 186 | c0 M100 Y81 K4 | R210 G16 B52 HTML# d21034 |
|  PANTONE COOL GRAY 9 | TINT OF BLACK: K60 | R132 G133 B137 HTML# 848589 |

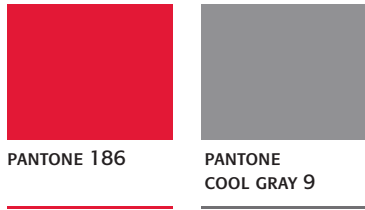
Primary Color Palette

The primary colors for the Rutgers visual identity system are Pantone® 186 and Pantone® Cool Gray 9. Equivalent color formulas for four-color printing and digital media are provided here.

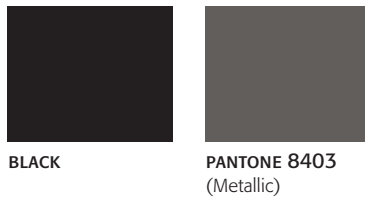
The preferred color treatment for the Rutgers logotype and signature are shown to the left.



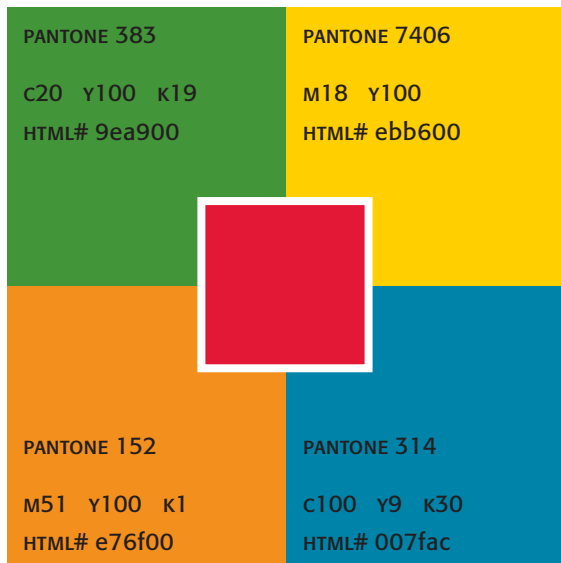
PRIMARY PALETTE



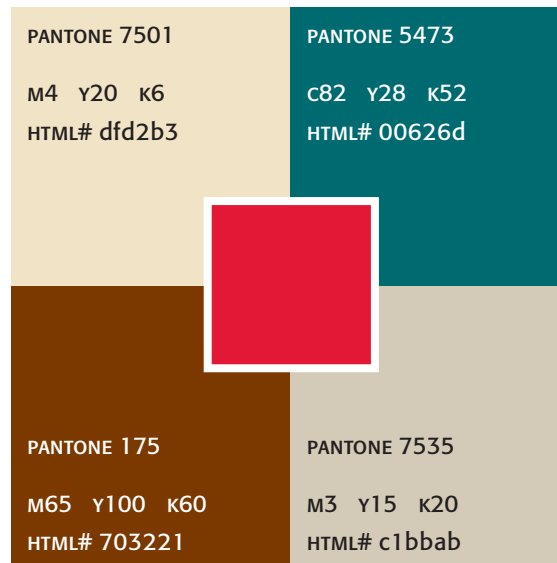
SUPPLEMENTARY PALETTE



BRIGHT PALETTE

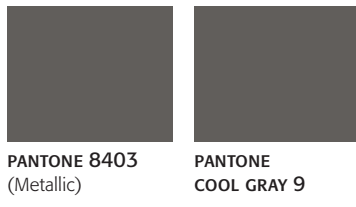


MUTED PALETTE



Supplementary Color Palette

A supplementary set of colors has been selected to complement the primary color palette. The colors within this supplementary palette are recommended, but the user is not limited to only these colors.



RUTGERS

Alternative Metallic Color

In special instances, such as on executive letterhead, metallic Pantone® 8403 or a matte metallic stamp may be substituted for Pantone® Cool Gray 9.

See [page 5.8](#) for an example of usage.



1



2

Black box represents a dark background. It is not part of the logo.

Three-Color Reproduction

The Rutgers logotype and signature are available in various combinations of the primary color palette for applications utilizing different printing methods. For the primary color palette, see [page 3.1](#). When using the three-color variations, do not place the logo on any other colors except white or black.

1. Three-color version on white:

Pantone® 186, Pantone® Cool Gray 9, and black.

2. Three-color version reversed out of black:

Pantone® 186, Pantone® Cool Gray 9, and black.

Note that the sun graphic in the center of the seal must always appear light against a darker background.

Red and black on a white or light background



Red and gray on a white background



Reversed with red on a black background



Reversed with black on mid-toned backgrounds



Two-Color Reproduction

When only two colors are available for printing, combinations of the two primary palette colors and black may be used.

Note that when using red and black, gray should be produced for appropriate details of the signature by using a 60% tint of black.

Displayed on this page are examples of acceptable two-color presentations of the logotype and signature.

1. Pantone® 186 and black (Black is screened back to 60% to replicate Pantone® Cool Gray 9.)
2. Same color break on a cream paper stock
3. Pantone® 186 and Pantone® Cool Gray 9
4. Pantone® 186 on a black background
5. Black on a Pantone® Cool Gray 9 background
6. Black on a Pantone® 186 background
7. Black on a photographic background (Note that the photo behind the logo must be simple and neutral enough for the logo to be legible.)
8. Black on a mid-toned background that is not in the primary color palette (Note that the background color must be light enough for black to be legible and dark enough for white to be legible.)

Note that the sun graphic in the center of the seal must always appear light against a darker background.

Boxes represent colored backgrounds. They are not part of the logo.

Black on a white background



1

Red on a white background



2

Reversed out to white



3



4



5



6

One-Color Reproduction

When only one color is available for printing, the Rutgers logotype and signature may only be reproduced in red, black, or white, as shown in the examples on this page.

1. Black on a white background
2. Pantone® 186 on a white background
3. White on a black background
4. White on a Pantone® 186 background
5. White on a Pantone® Cool Gray 9 background
6. White on a background that is not in the primary color palette

Boxes represent colored backgrounds. They are not part of the logo.



RUTGERS

1



RUTGERS

2



RUTGERS

3



RUTGERS

4

Unacceptable Color Treatments: Logotype

The preferred color for the Rutgers logotype is always Pantone® 186. Black and white are the only other acceptable color treatments.

- 1-2. Do not use other colors, including Pantone® Cool Gray 9 or those in the supplementary color palette.
3. Do not apply a gradient to the logotype.
4. Do not apply a tint to the logotype.



Unacceptable Color Treatments: Signature

The preferred color for the signature is always Pantone® Cool Gray 9. Black and white are the only other acceptable color treatments.

1. Do not switch the primary palette colors around among the components of the signature.
- 2-3. Do not substitute other colors, including those in the supplementary color palette, except black.
- 4-5. Do not apply a tint to any component of the signature.

- 4.1 Primary Typefaces
- 4.2 Primary Typefaces *Continued*
- 4.3 Primary Typeface for Word Processing
- 4.4 Primary Typeface for Web Pages

ITC Giovanni (Serif)

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890***

Formata BQ (Sans Serif)

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890*

Primary Typefaces

The ITC Giovanni and Formata BQ font families have been chosen as the primary typefaces for Rutgers University communications. The two typefaces allow for flexibility and creative expression in text and display.

The font families displayed on this and the following page have been purchased by the Department of University Relations for use by Rutgers employees and are available upon request by going to the identity website at identity.rutgers.edu.

You *do not* need these typefaces installed on your computer in order to use the Rutgers logotype and signatures. These will be provided in a variety of ready-to-place graphic file formats. You *do* need these fonts installed on your computer if you wish to lay out text and headlines for a brochure, for example, or if you wish to build a stationery template for desktop printing.

Formata BQ *Continued*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Primary Typefaces *Continued*

The font families displayed on this and the previous page have been purchased by the Department of University Relations for use by Rutgers employees and are available upon request by going to the identity website at identity.rutgers.edu.

You *do not* need these typefaces installed on your computer in order to use the Rutgers logotype and signatures. These will be provided in a variety of ready-to-place graphic file formats. You *do* need these fonts installed on your computer if you wish to lay out text and headlines for a brochure, for example, or if you wish to build a stationery template for desktop printing.

Sources

Should you want to purchase these typefaces independently, they are available for both Windows and Macintosh platforms and may be purchased from—among others—the following sources:

ITC Giovanni:
 International Typeface Corporation
www.itcfonts.com

Formata BQ:
 Berthold Typefoundry
www.bertholdtypes.com

Palatino

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890***

**Primary Typeface for
 Word Processing and
 Internal Communications**

Palatino is a classic and highly readable serif typeface that is provided prepackaged on virtually all word processing systems, making it a logical choice for informal communications internal to the university.

Verdana

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Primary Typeface for Web Pages

The Verdana typeface was specifically created to address challenges of computer screen display. It is the preferred typeface for university websites.

Verdana is prepackaged on most word processing systems purchased within the last two years.

For sample website applications of the identity system, see the Web Usage chapter beginning on [page 6.0](#). For assistance in creating web pages, go to toolkit.rutgers.edu.

- 5.1 About Stationery
- 5.2 Standard Letterhead
- 5.3 Standard Letterhead: Full Size
- 5.4 Standard Letterhead: Unit-Level
- 5.5 Second Sheet
- 5.6 Standard Envelope
- 5.7 Standard Envelope: Unit-Level
- 5.8 Executive Letterhead
- 5.9 Monarch Letterhead: Unit-Level
- 5.10 Monarch Envelope
- 5.11 Standard Business Card
- 5.12 Standard Business Card: Unit-Level
- 5.13 Business Card with Long Text
- 5.14 Business Card Back
- 5.15 Mailing Label
- 5.16 News Release Form
- 5.17 News Release Form: Second Sheet
- 5.18 Fax Cover Sheet
- 5.19 Primary Note Card
- 5.20 Secondary Note Cards
- 5.21 Baronial Envelope for Invitation
- 5.22 #9 Window Envelope
- 5.23 Other Envelopes
- 5.24 Memo Pads
- 5.25 Routing Slips

About Stationery

The stationery standards provided in the following pages are an essential part of the Rutgers visual identity system and are to be used by all units within the university.

Mail and Document Services is the preferred supplier of all stationery items. They may be contacted at 732-932-2143 and on the web at mds.rutgers.edu.

Following are recommended paper specifications. Alternative stocks may also be designated in the future.

Standard letterhead, second sheet, and envelope:
Mohawk Strathmore Script Writing, 100% PC White,
Smooth 24 Writing

Standard business card:
Mohawk Strathmore Script, 100% PC White,
Smooth 80 Cover

Executive letterhead, second sheet, and envelope:
Mohawk Strathmore Script Writing, 100% PC White,
Pinstripe Laid 24 Writing

Executive business card:
Mohawk Strathmore Script, 100% PC White,
Pinstripe Laid 88 Double Thick Cover



Not actual size

RU_LH_stand1.indd

Standard Letterhead

Rutgers logotype:

Pantone® 186

Address block text:

Formata BQ Light 7.5/11 pt.

Tracked +25

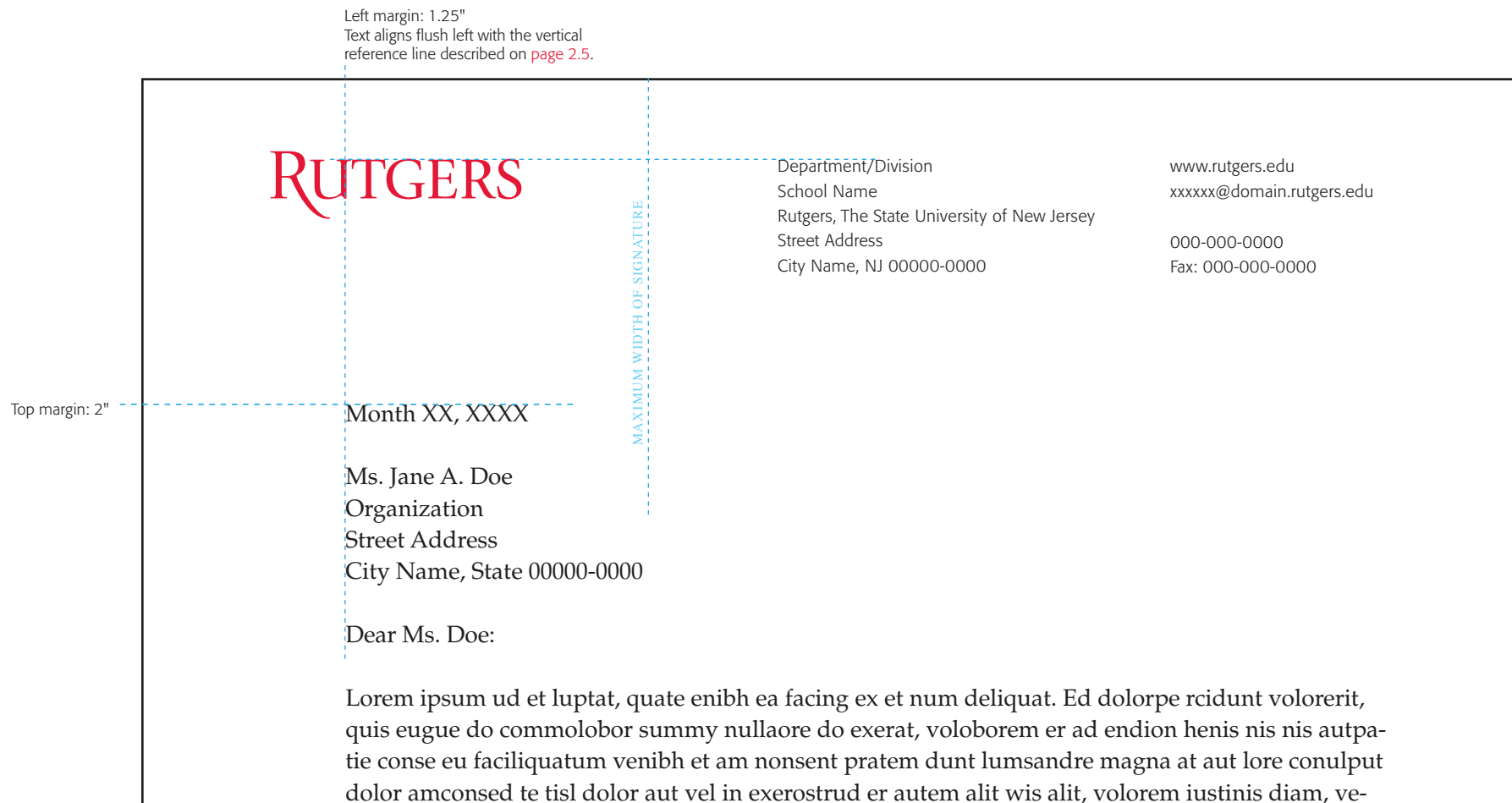
Black

Size: 8.5" x 11"

See [next page](#) for actual size and structure.

Standard Letterhead: Full Size

This is a full size illustration of the standard letterhead from the [previous page](#).





Not actual size

RU_LH_unit1.indd

Standard Letterhead: Unit-Level

Rutgers logotype with unit signature:

Rutgers logotype: Pantone® 186

Signature: Pantone® Cool Gray 9

Address block text:

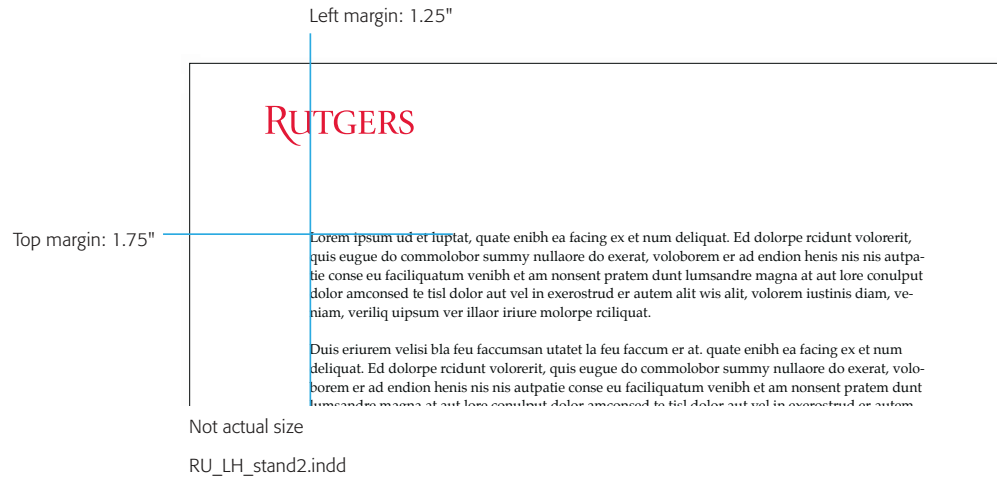
Formata BQ Light 7.5/11 pt.

Tracked +25

Black

Size: 8.5" x 11"

Second sheet for standard letterhead

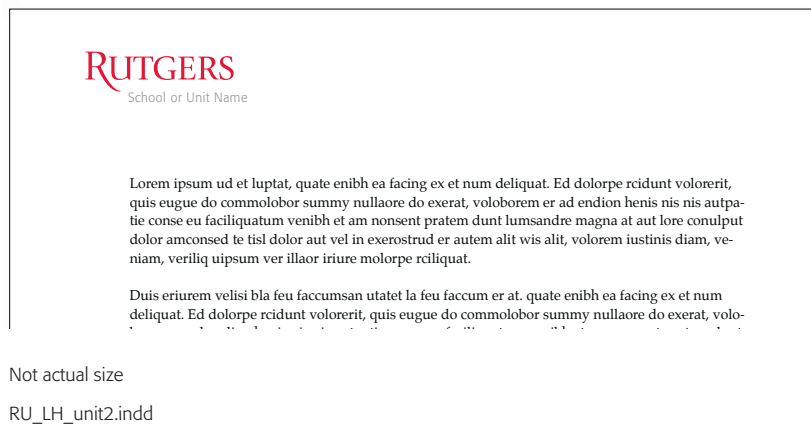


Second Sheet

This sheet is used when a letter runs more than one page long.

It contains only the logotype, which is an exact replica of what is used on the first page. The top example represents the second sheet of the standard letterhead (see [page 5.2](#)). The bottom example represents the second sheet of the unit-level letterhead (see [page 5.4](#)).

Second sheet for unit-level standard letterhead



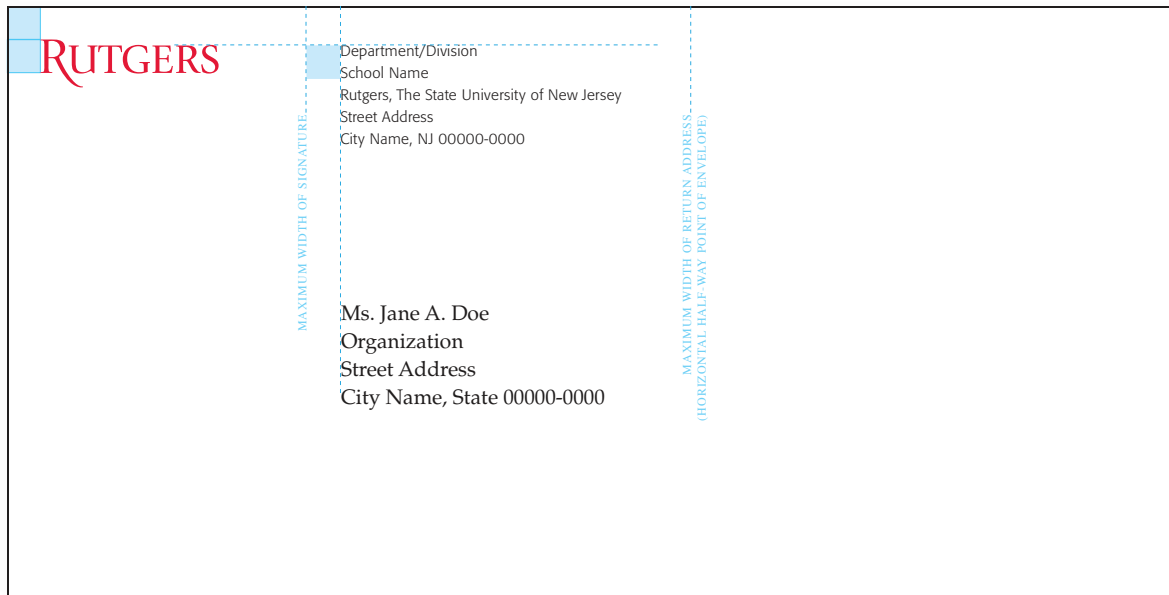
Standard Envelope

Rutgers logotype:
Pantone® 186

Address block text:
Formata BQ Light 7.5/11 pt.
Tracked +25
Black

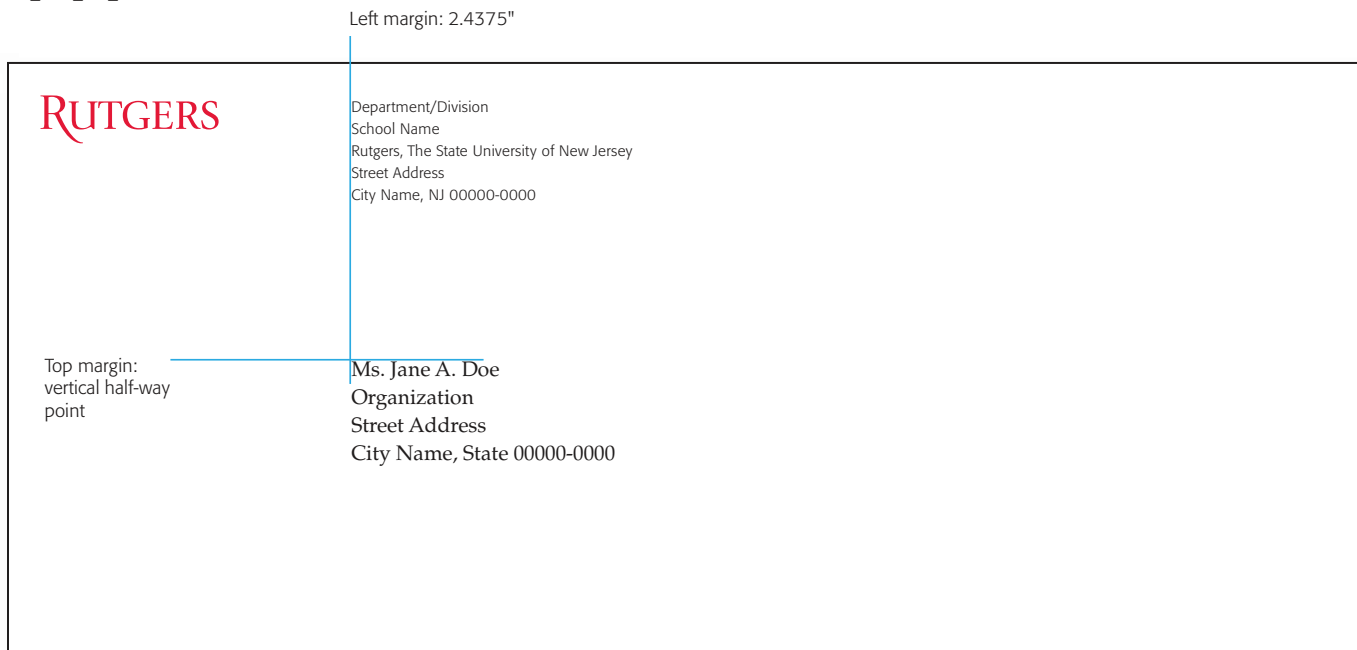
Size: #10 envelope
9.5" x 4.125"

The structure shown at left is used for all envelopes large enough to adhere to these specifications. On small envelopes the signature appears on the back flap. (See [page 5.10.](#))



Not actual size

RU_ENV_ten_stand1.indd



Not actual size

RU_ENV_ten_stand1.indd

Standard Envelope: Unit-Level

Rutgers logotype with unit signature:

Rutgers logotype: Pantone® 186

Signature: Pantone® Cool Gray 9

Address block text:

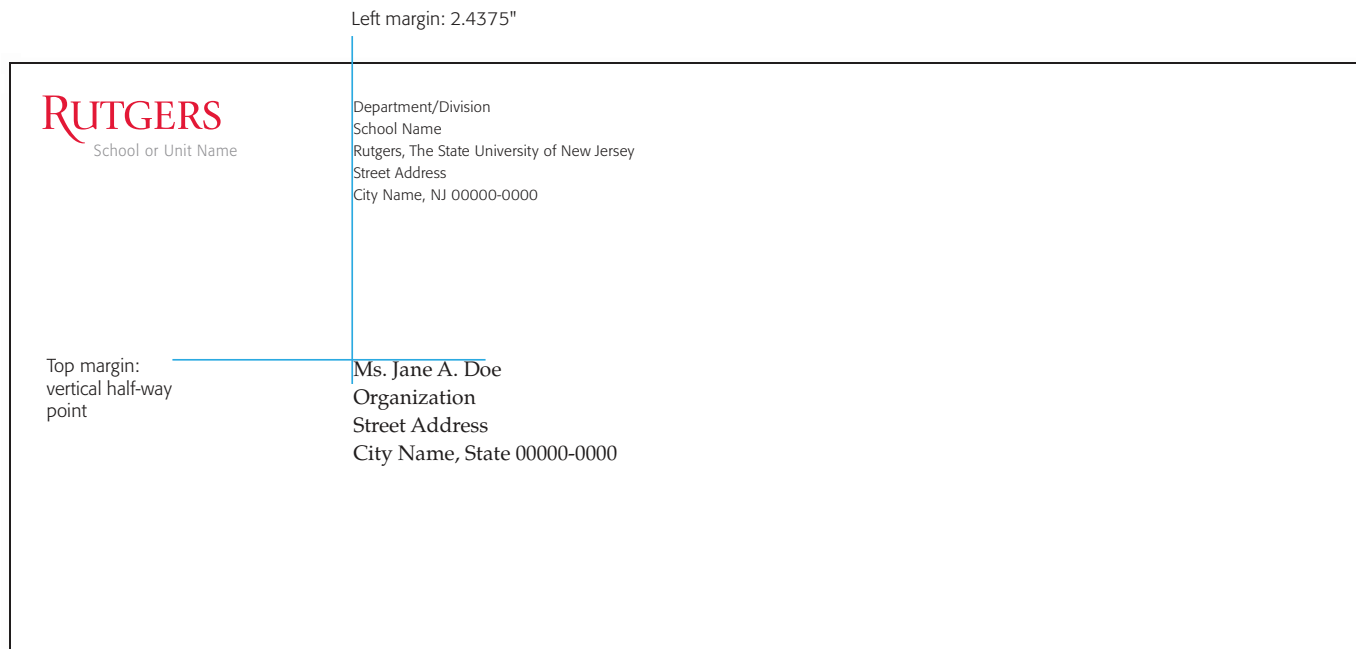
Formata BQ Light 7.5/11 pt.

Tracked +25

Black

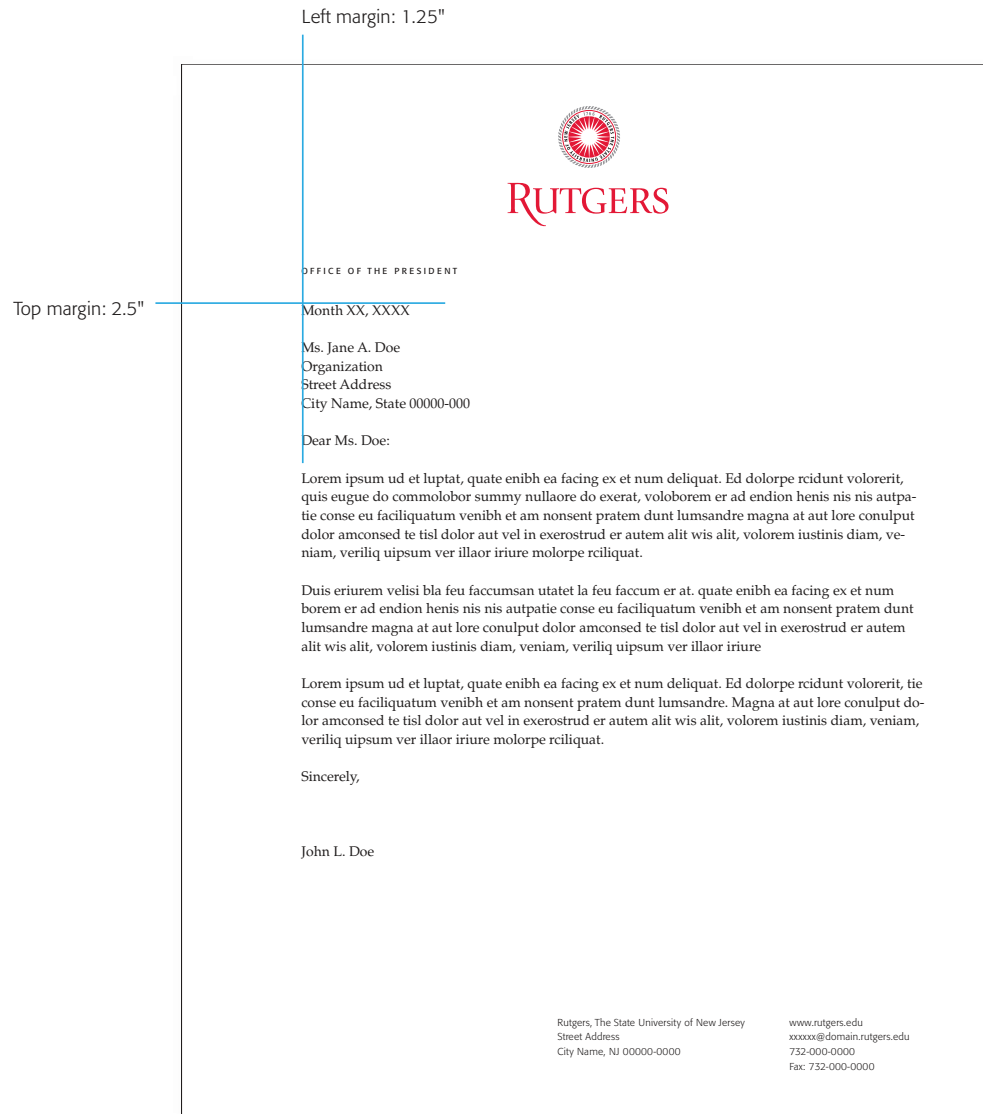
Size: #10 envelope

9.5" x 4.125"



Not actual size

RU_ENV_ten_unit1.indd



Not actual size

RU_LH_exec1.indd

Executive Letterhead

Vertical version of Rutgers logotype with seal:

Rutgers logotype: Pantone® 186

Seal: Pantone® 186, metallic Pantone® 8403,
and black

Address block text:

Formata BQ Light 7.5/11 pt.

Tracked +25

Black

Size: 8.5" x 11"



Not actual size

RU_LH_monarch1.indd

Monarch Letterhead: Unit-Level

Rutgers logotype with unit signature:

Rutgers logotype: Pantone® 186

Signature: Pantone® Cool Gray 9

Address block text:

Formata BQ Light 7.5/11 pt.

Tracked +25

Black

Size: 7.125" x 10.5"

Monarch Envelope

Rutgers logotype with unit signature on back flap:

Rutgers logotype: Pantone® 186

Signature: Pantone® Cool Gray 9

Address block text:

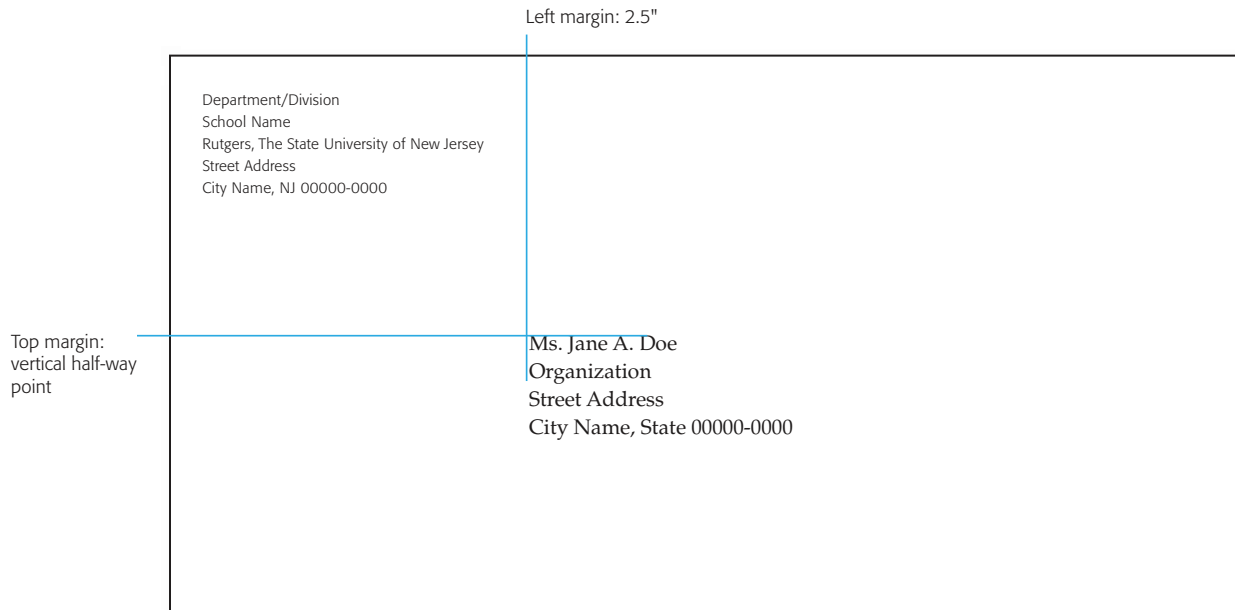
Formata BQ Light 7.5/11 pt.

Tracked +25

Black

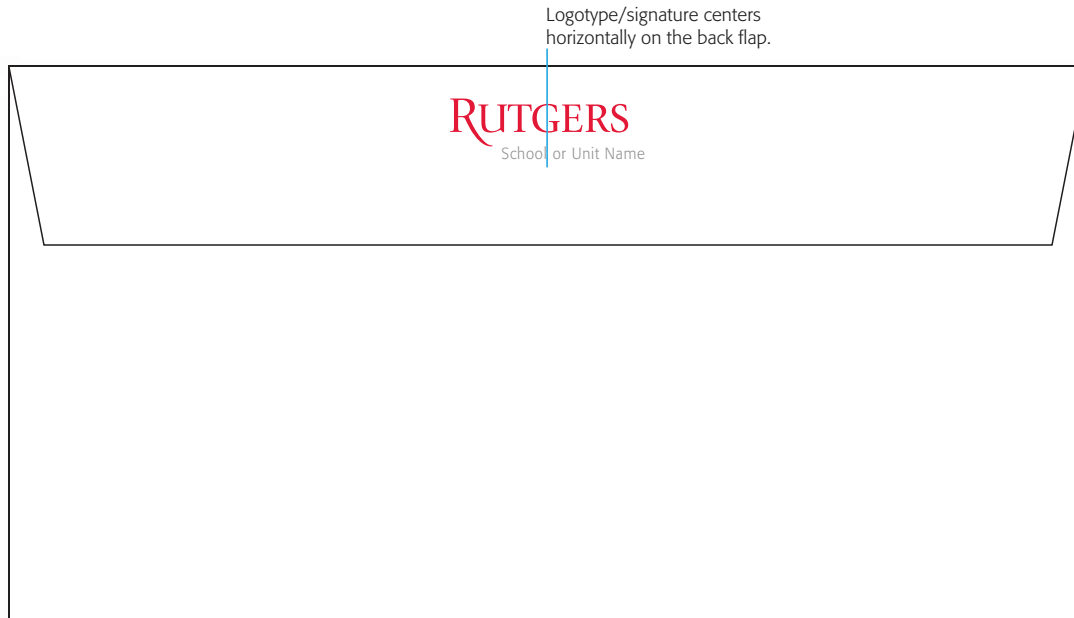
Size: #7.75 Monarch envelope

3.875" x 7.5"



Not actual size

RU_ENV_monarch1.indd



Back

Standard Business Card

Rutgers logotype:

Pantone® 186

Address block text:

Name: Formata BQ Regular 8/9 pt., tracked +10

Text: Formata BQ Light 6.5/9 pt., tracked +40

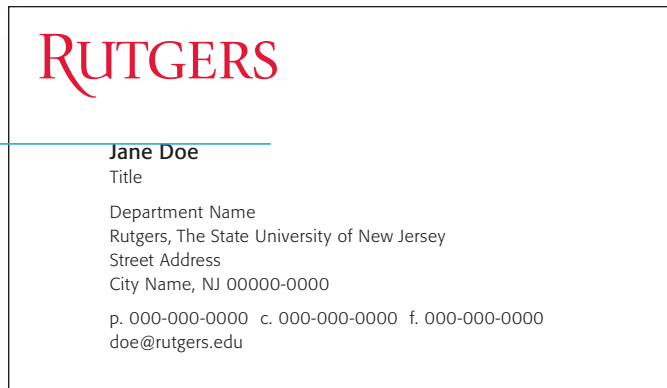
+4 pt. leading between sections

Black

Size: 3.5" x 2"

See [page 5.13](#) for guidelines to follow for cards with long text.

Top margin for logotype with no unit name: 4p3



RU_BC_stand1.indd

Positioning of logotype:



Standard Business Card: Unit-Level

Rutgers logotype with unit signature:

Rutgers logotype: Pantone® 186

Signature: Pantone® Cool Gray 9

Name: Formata BQ Regular 8/9 pt., tracked +10

Text: Formata BQ Light 6.5/9 pt., tracked +40

+4 pt. leading between sections

Black

Size: 3.5" x 2"

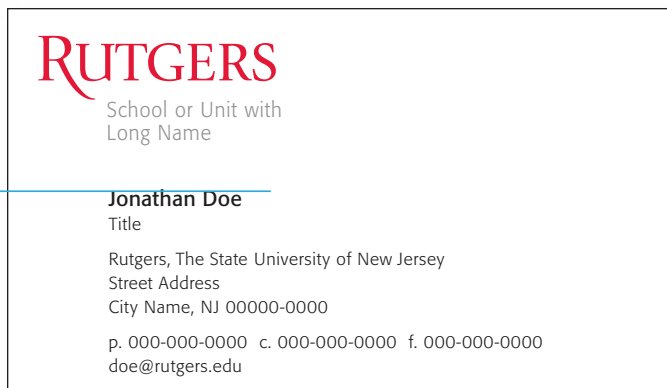
See [page 5.13](#) for guidelines to follow for cards with long text.

Top margin for
signature with
1-line unit name:
5p



RU_BC_unit1.indd

Top margin for
signature with
2-line unit name:
5p8



RU_BC_unit2.indd

The top margin may be “cheated” to accommodate long text. See guidelines at right.



RU_BC_unit3_longtxt.indd

Business Card with Long Text

In instances where the amount of information exceeds the space available, a number of adjustments may be made to accommodate the extra text.

If necessary, the recommendations on the previous two pages for the top margins may be adjusted as follows:

Version of card with 1-line unit signature:

Text may be moved up from the recommended 5p alignment to 4p.

Version of card with 2-line unit signature:

Text may be moved up from the recommended 5p8 alignment to 5p.

If necessary, extra leading between sections may be eliminated as shown.



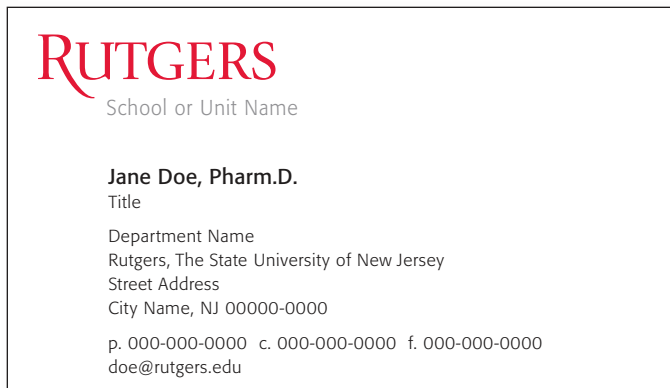
RU_BC_unit4_twosidedseal.indd (side 2)

Business Card Back

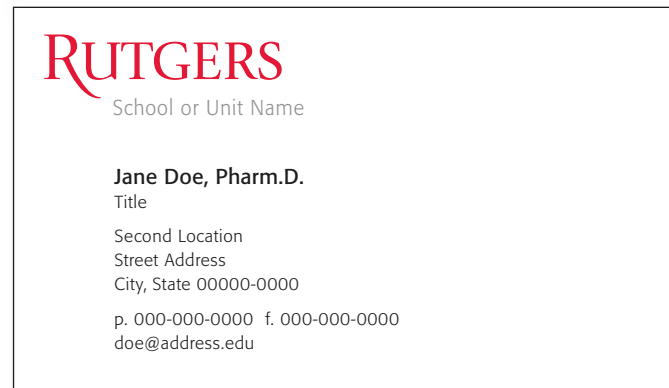
The standard business card back may contain a cropped version of the informal seal in a screen of 15% black printed over Pantone® 186.

In instances where an individual has two addresses at two completely separate locations, the contact information for each may be printed on reverse sides of the card as shown in the example below.

Two-sided business card



RU_BC_unit4_twosided.indd (side 1)



RU_BC_unit4_twosided.indd (side 2)

The Rutgers logo, featuring the word "RUTGERS" in a red, serif font with a stylized "R" and "U".

Department/Division
School Name
Rutgers, The State University of New Jersey
Street Address
City Name, NJ 00000-0000

Mailing Label

Rutgers logotype:
Pantone® 186

Address block text:
Formata BQ Light 7.5/11 pt.
Tracked +25
Black

Size: 4" x 6"

RU_ML_stand1.indd



Not actual size

RU_NR_stand1.indd

News Release Form

The news release form to the left is intended as a generic template. The specific wording of the headline—NEWS RELEASE—may vary depending on the intended communication. For example, it might alternatively read MEDIA ADVISORY.

Rutgers universitywide, campus, or unit signature:

Rutgers logotype: Pantone® 186

Signature: Pantone® Cool Gray 9

Contact Name:

Formata BQ Regular 8.5/11.5 pt.

Tracked +10

Black

Address block text:

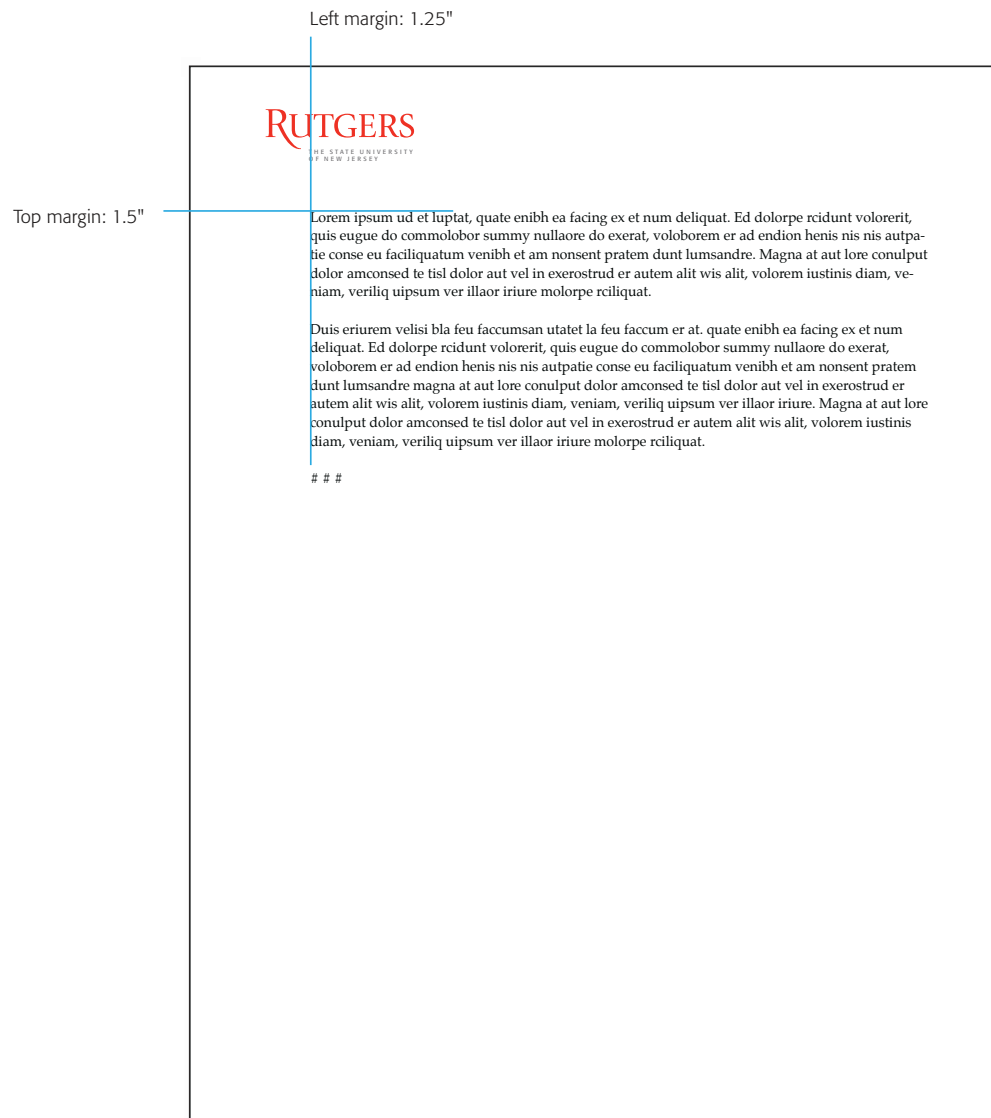
Formata BQ Light 8/11.5 pt.

Tracked +25

Black

Size: 8.5" x 11"

Note that the address block text is slightly enlarged compared to the text in the regular letterhead.



Not actual size

RU_NR_stand2.indd

News Release Form: Second Sheet

This page is used when the text is too long to fit on the primary news release page.

Rutgers universitywide signature:

Rutgers logotype: Pantone® 186

Signature: Pantone® Cool Gray 9

Size: 8.5" x 11"

Left margin: 1.25"

Top margin: 2.5"

RUTGERS

Department/Division
School Name
Rutgers, The State University of New Jersey
Street Address
City Name, NJ 00000-0000

www.rutgers.edu
xxxxxx@domain.rutgers.edu
000-000-0000
Fax: 000-000-0000

FAX SHEET

DATE _____

TO _____

FAX NUMBER _____

FROM _____

TOTAL NUMBER OF PAGES _____

Not actual size
RU_FAX_stand1.indd

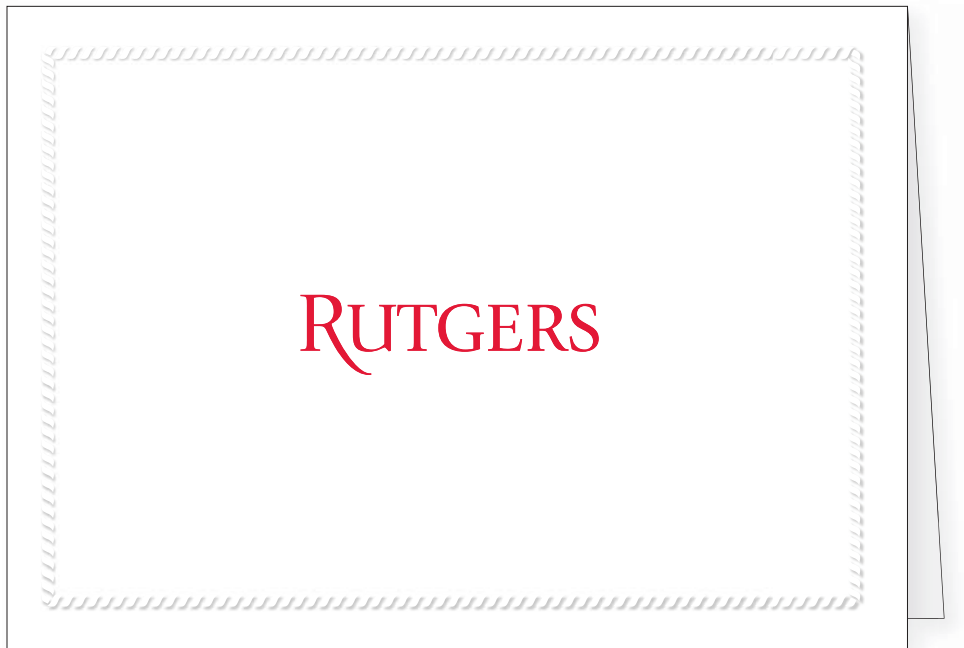
Fax Cover Sheet

Rutgers logotype:
Black

Address block text:
Formata BQ Light 8.25/11 pt.
Tracked +25
Black

Size: 8.5" x 11"

Note that the address block text is slightly enlarged compared to the text in the regular letterhead.



Not actual size

RU_NC_stand1.indd

Primary Note Card

Rutgers logotype:

Pantone® 186

Blind embossed "rope" border, based on the border of the Rutgers seal, is optional.

Size: 7" x 5"

Secondary Note Cards

1. Informal Seal

Blind embossed “rope” border, based on the border of the Rutgers seal, is optional.

2. Rutgers Logotype with Informal Seal

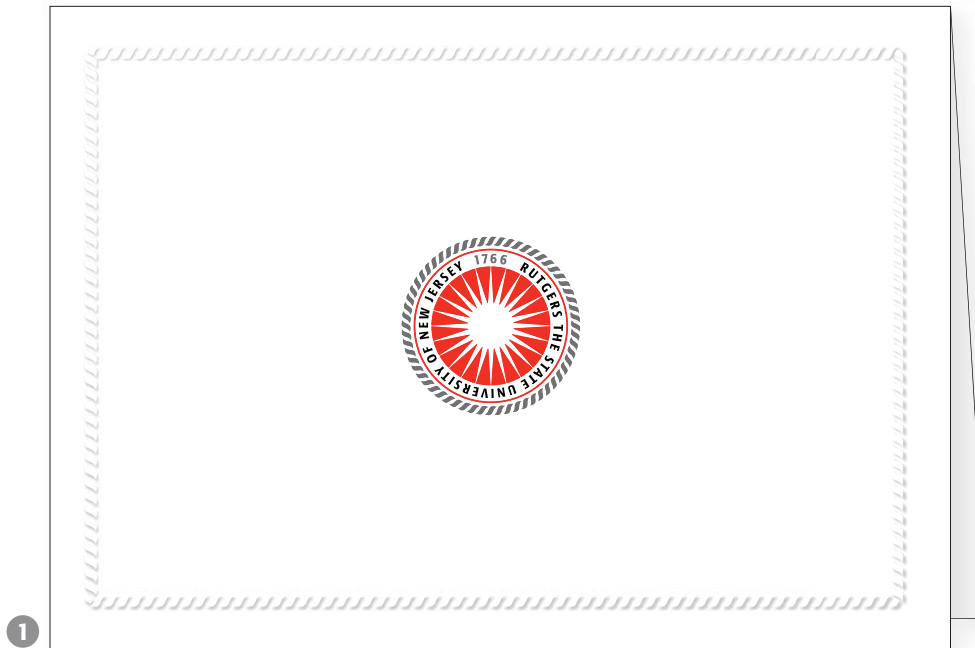
Colors:

Pantone® 186

Metallic Pantone® 8503

Black

Size: 7" x 5"

**1**

Not actual size RU_NC_stand2.indd

**2**

Not actual size RU_NC_stand3.indd

Baronial Envelope for Invitation

Rutgers logotype with unit signature on back flap:

Rutgers logotype: Pantone® 186

Signature: Pantone® Cool Gray 9

Address block text:

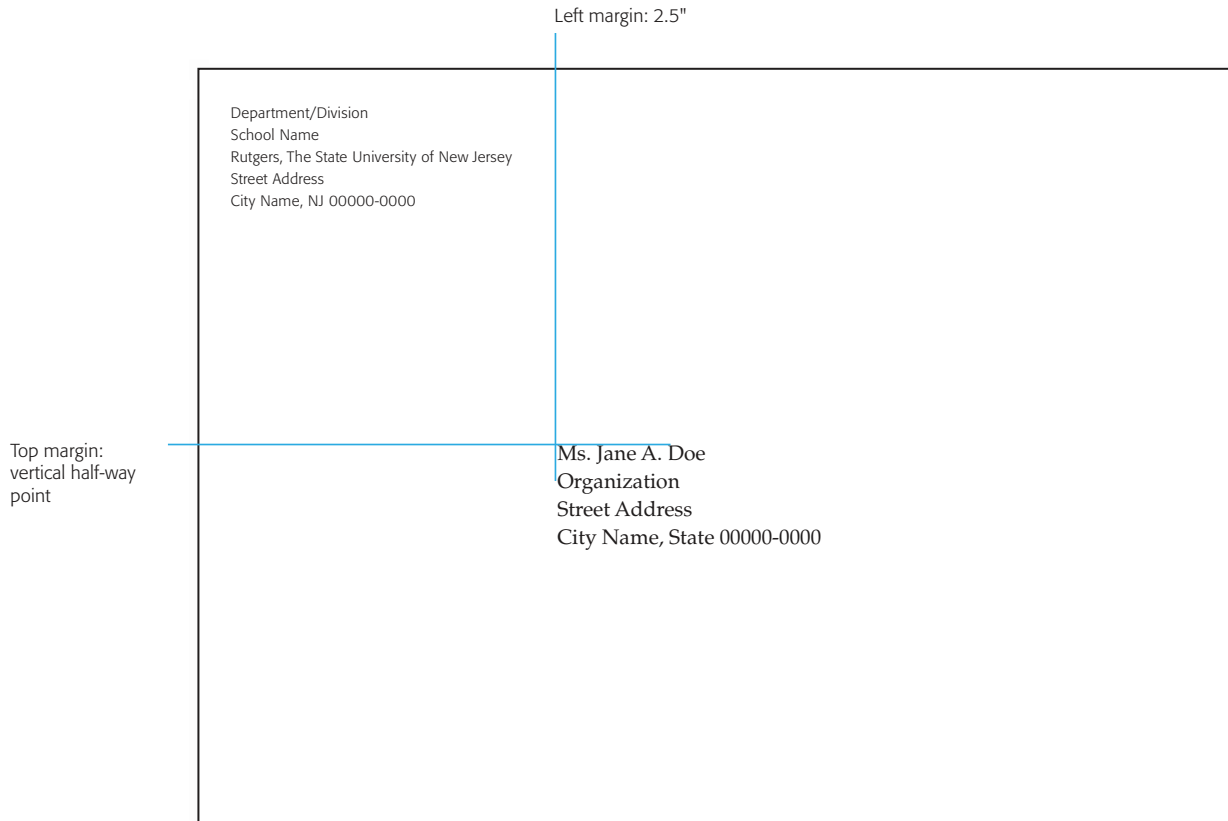
Formata BQ Light 8/11.5 pt.

Tracked +25

Black

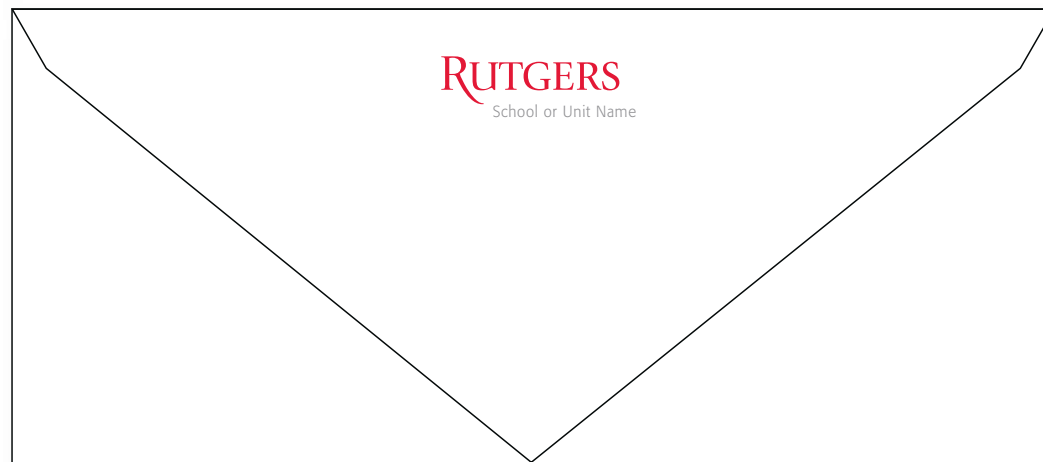
Size: Baronial envelope

7.25" x 5.25"



Not actual size

RU_ENV_bar1.indd



Back

#9 Window Envelope

Rutgers logotype:

Pantone® 186

Address block text:

Formata BQ Light 7.5/11 pt.

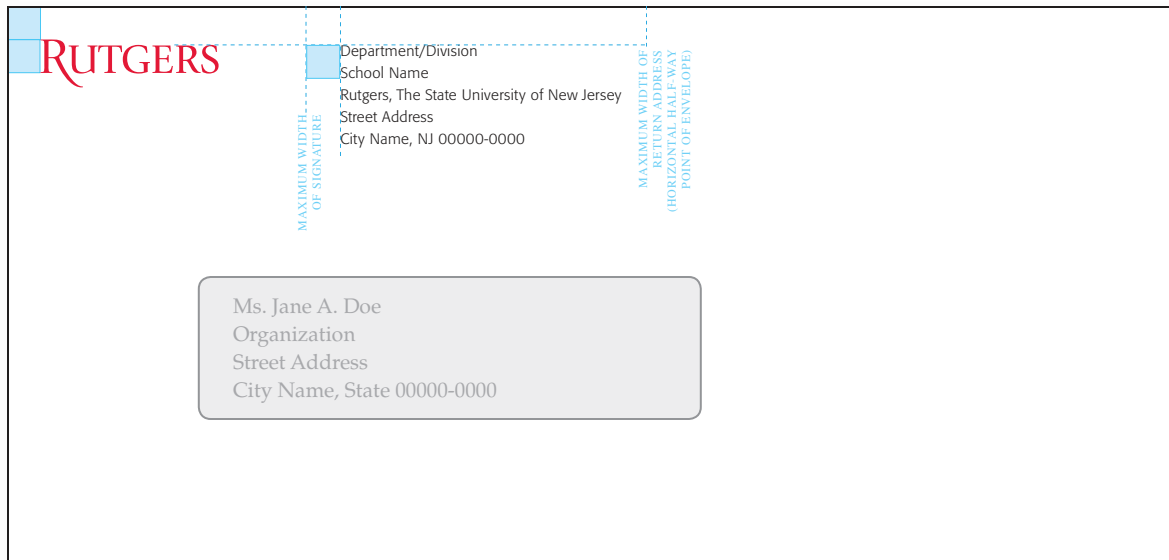
Tracked +25

Black

Size: #9 envelope

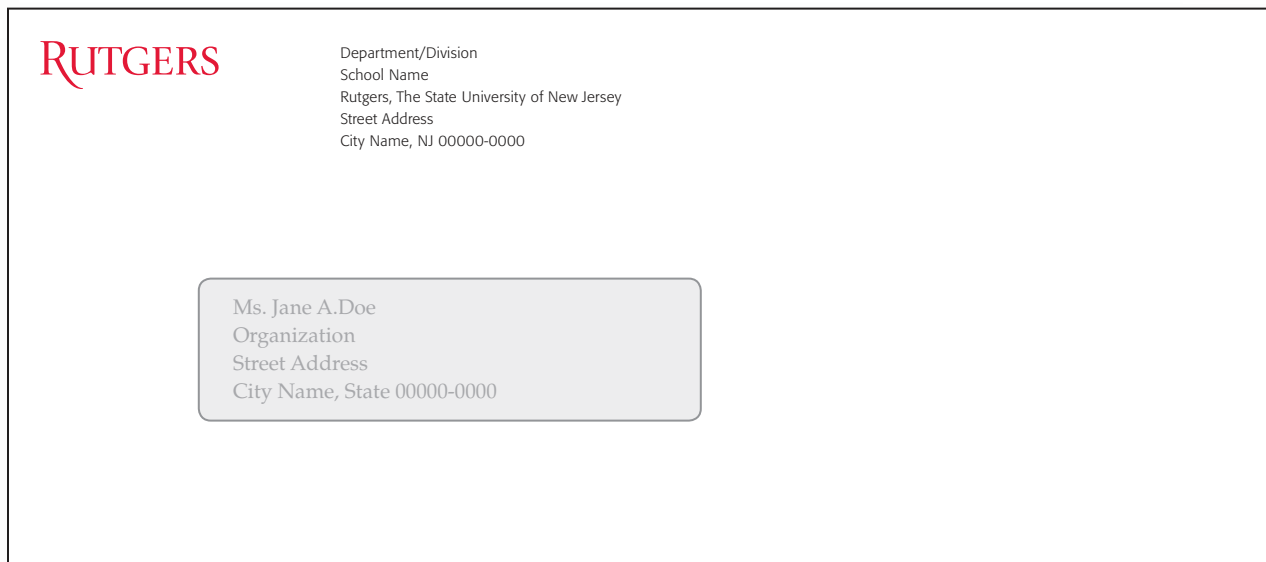
8.875" x 3.875"

The structure shown at left uses the same specifications as the standard envelope (See [page 5.6.](#))



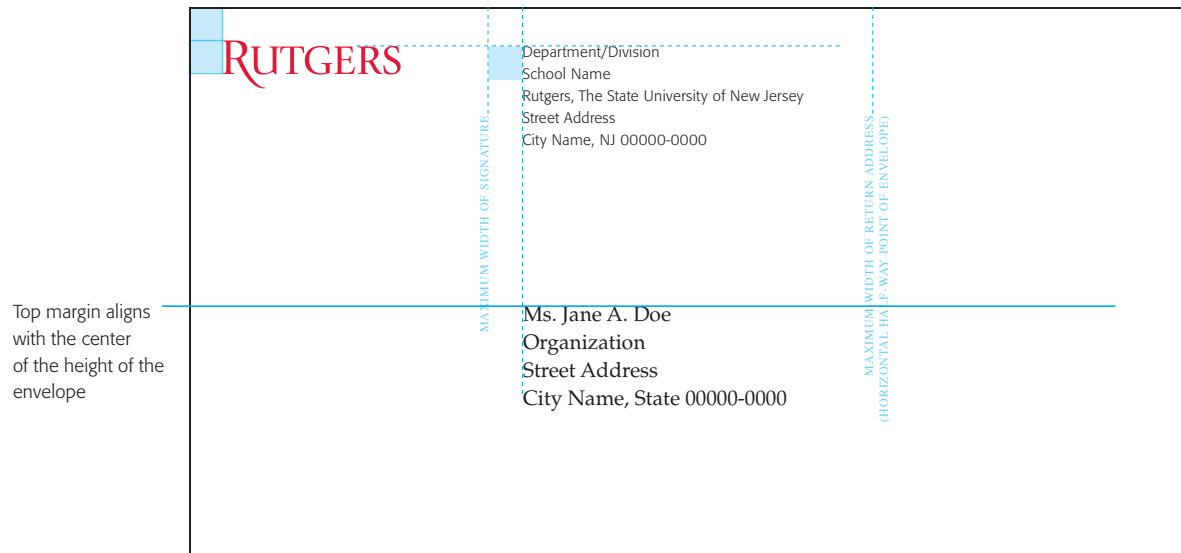
Not actual size

RU_ENV_ninewindow.indd



Not actual size

RU_ENV_ninewindow.indd



Other Envelopes

Other envelopes can be constructed as needed, using these specifications.

The position of the logotype and return address maintains the exact position in relationship to the upper left corner as the standard envelope. (See [page 5.6](#).)

The address of the recipient ideally positions flush left with the address block and top aligns with the vertical center of the envelope.

RUTGERS

FROM THE DESK OF
John Doe, Degree
 Title, Department (optional)



RUTGERS

FROM THE DESK OF
John Doe, Degree
 Title, Department (optional)

Not actual size

RU_MEMO_stand1.indd

Not actual size

RU_MEMO_stand2.indd

Memo Pads

1. Logotype Version

Colors:

Rutgers logotype: Pantone® 186

Sans serif text: black

2. Informal Seal Signature Version

Colors:

Rutgers logotype: Pantone® 186

Seal: Pantone® 186, Pantone® Cool Gray 9,
 and black

Sans serif text: black

Line one: Formata BQ Regular Small Caps 8/9.6 pt.

Line two: Formata BQ Regular 8/9.6 pt.

Line three: Formata BQ Light 8/9.6 pt.

Size: 4" x 5.5"

| | | |
|---|---|--------------------------|
| RUTGERS | Department/Division | www.rutgers.edu |
| | School Name | xxxxx@domain.rutgers.edu |
| | Rutgers, The State University of New Jersey | |
| | Street Address | 000-000-0000 |
| | City Name, NJ 00000-0000 | Fax: 000-000-0000 |
| | | |
| DATE: | | |
| TO/ROUTE: | | |
| | | |
| SUBJECT: | | |
| | | |
| RETURN TO: | Name, Title | |
| | Building Name, Room No. | |
| | Campus | |
| | | |
| <input type="checkbox"/> For Your Information | <input type="checkbox"/> As Requested | |
| <input type="checkbox"/> For Your File | <input type="checkbox"/> Note and Return | |
| <input type="checkbox"/> For Your Approval | <input type="checkbox"/> For Your Signature | |
| <input type="checkbox"/> For Appropriate Action | <input type="checkbox"/> Please Complete | |
| <input type="checkbox"/> Please Distribute | <input type="checkbox"/> Return to Me | |
| <input type="checkbox"/> Advise Status | <input type="checkbox"/> Other: | |

Not actual size

RU_RSLIP_stand1.indd

Routing Slips

Color:

Rutgers logotype: Pantone® 186

Sans serif text: black

Address block text:

Formata BQ Light 7/9.75 pt.

Tracked +25

Black

Size: 5.5" x 8.5"

- 6.1 Web Standards
- 6.2 Website Application: Universitywide Home Page
- 6.3 Website Application: Campus Home Page
- 6.4 Website Application: Second-Level Universitywide Page
- 6.5 Website Application: Second-Level Campus Page
- 6.6 Website Application: School Home Page
- 6.7 Website Application: Research Center Home Page



Web Standards

A standardized banner system allows consistent branding across all university websites. It was created for flexible application to existing sites.

The banner system consists of:

- Colors: d21034 (red), 000000 (black), or 848589 (gray)
- Rutgers logotype
- Informal seal “watermark,” screened to 15% black, with portions faded back as shown

Additional banner elements include:

- Navigation items
- Campus or unit signatures

The preferred typeface for text on university websites is Verdana. See [page 4.4](#).

For assistance in creating web pages, go to toolkit.rutgers.edu.

Specific website applications appear on the following pages.

Website Application: Universitywide Home Page

For banner system standards, see [page 6.1](#).

VISIT RUTGERS | MAP & DIRECTIONS | EVENTS | SEARCH RUTGERS

RUTGERS

THE STATE UNIVERSITY OF NEW JERSEY

FACULTY EXCELLENCE

ALL THAT JAZZ

Dan Morgenstern, director of the Institute of Jazz Studies at Rutgers–Newark, is an author, educator, historian, and now a “jazz master,” an honor given to him by the National Endowment for the Arts for his advocacy of this music genre.

READ MORE ▶





Lorem ipsum dolor sit amet consectetur non nummy sit
consectetur adipiscing elit, sed diam nonummy nibh euismod nonummy nibh euismod.



Lorem ipsum dolor sit amet consectetur
non nummy sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod sectetur non nummy



Lorem ipsum dolor sit amet consectetur non
nummy sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod sectetur

News & Events

Rutgers President Delivers Annual Address to the University Community
.....

Middle East Coexistence House Fosters Jewish-Muslim Understanding
.....

R-N To Dedicate Residence Hall Sept. 27 more text need here
.....

Faculty and Staff Achievements
.....

Initiatives

Rutgers Moving Forward with Bold Plan to Enhance Undergraduate Education
.....

Call for 2008 Honorary Degree and Commencement Speaker Nominations

OUR CAMPUSES

CAMDEN

NEWARK

NEW BRUNSWICK

ABOUT THE UNIVERSITY

ACADEMICS

ADMISSIONS

ALUMNI

ATHLETICS

EMPLOYMENT

FACULTY & STAFF

LIBRARIES

NEWS CENTER

RESEARCH

SERVING NEW JERSEY

STUDENTS

SUPPORT RUTGERS

UNIVERSITY PRESIDENT

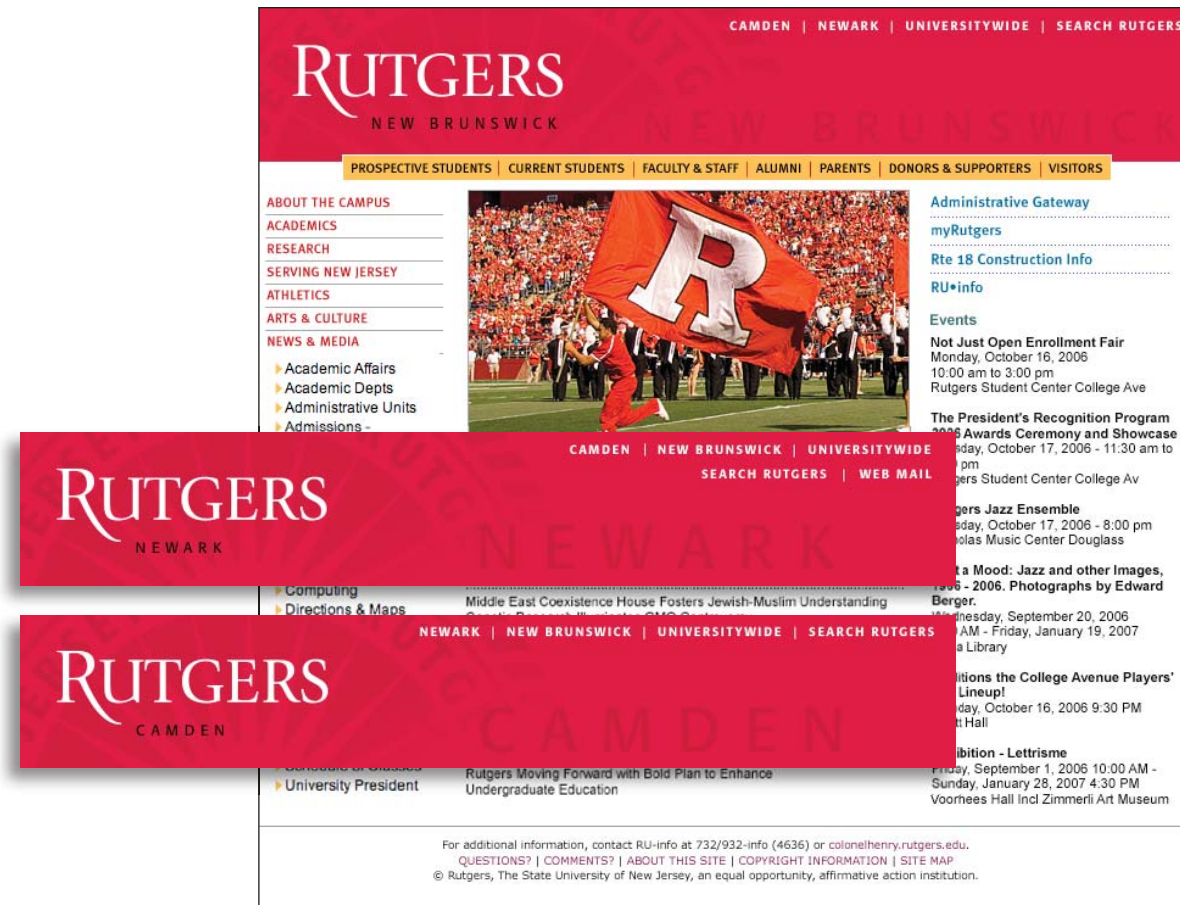
About This Site / Comments / more information at 732/932-4636 or colonelhenry.edu

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RUTGERS NEW VISUAL IDENTITY SYSTEM ▶

Website Application: Campus Home Page

For banner system standards, see [page 6.1](#).



RUTGERS
THE STATE UNIVERSITY OF NEW JERSEY

CAMDEN | NEWARK | NEW BRUNSWICK | SEARCH RUTGERS

ABOUT THE UNIVERSITY

Welcome to Rutgers' online home. Like the university itself, it's your gateway to a world without limits. With more than 50,000 students on campuses in Camden, Newark, and New Brunswick/Piscataway, Rutgers is one of the nation's major state universities. Chartered in 1766, it has a unique history as a colonial college, a land-grant institution, and a state university. Its 30 degree-granting units offer majors in over 100 fields and thousands of courses.

Campus Locations

- Camden Campus
- Newark Campus
- New Brunswick/Piscataway Campus
- Campus Maps

Rutgers History

- A Brief History
- The Life of Paul Robeson
- Rutgers Timeline
- Rutgers University Archives

University Administration

- Administrative Structure by Function Organizational Chart
- Governing Boards of the University
- Key Governing Boards and Administrators Organizational Chart
- Public Access to Government Records
- Shared Governance
- University President

University Facts & Figures

- Economic Impact Report [PDF]
- Middle States Accreditation
- Points of Pride

Universitywide Administrative Units

- Corporate Liaison & Technology Transfer
- Environmental Health & Safety
- Federal Relations
- Grant & Contract Accounting
- GrantNet
- Human Resources
- Information Technology
- Institutional Research & Academic Planning
- Libraries
- New Jersey Agricultural Experiment Station
- Research & Sponsored Programs
- State Relations
- Trademark Licensing
- University Relations

For Faculty & Staff

For Students

ABOUT THE UNIVERSITY

- ACADEMICS
- ADMISSIONS
- ALUMNI
- ATHLETICS
- EMPLOYMENT
- FACULTY & STAFF
- LIBRARIES
- NEWS CENTER
- RESEARCH
- SERVING NEW JERSEY
- STUDENTS
- SUPPORT RUTGERS
- UNIVERSITY PRESIDENT
- RETURN TO RUTGERS HOME PAGE

Website Application: Second-Level Universitywide Page

For banner system standards, see page 6.1.

CAMDEN | NEWARK | UNIVERSITYWIDE | SEARCH RUTGERS

RUTGERS

NEW BRUNSWICK

Information For

- ▶ Prospective Students
- ▶ Current Students
- ▶ Faculty & Staff
- ▶ Alumni
- ▶ Parents
- ▶ Donors & Supporters
- ▶ Visitors

Information About

- ▶ The Campus
- ▶ Academics
- ▶ Research
- ▶ Serving New Jersey
- ▶ Athletics
- ▶ Arts & Culture
- ▶ News & Media

Admissions

- ▶ Undergraduate
- ▶ Graduate
- ▶ Continuing Education

Colleges & Schools


- ▶ Undergraduate
- ▶ Graduate

Jump To

- ▶ Academic Affairs
- ▶ Academic Departments
- ▶ Administration & Finance
- ▶ Administrative Gateway
- ▶ Administrative Units
- ▶ Catalogs
- ▶ Computing
- ▶ Directions & Maps
- ▶ Faculties
- ▶ Financial Aid

Parents

Welcome to the Parents' Resource Site! Learn more about Rutgers' past and present. Get facts on financial aid. Review the latest updates on tuition costs and student fees. Check out the housing opportunities available to students. Network with other parents.



- Academic Calendar
- Financial Aid
- Parents' Information
- Student Accounts
- Student Records

| Resources | About Rutgers |
|---|--|
| <ul style="list-style-type: none"> Academic Calendar Bookstores Calendar of Events Campus Information Services Career Services Dining on Campus Financial Aid Global Programs Health Services Housing/Residence Life/Off-Campus Housing Parent Information Public Safety Student Accounts Student Records Tuition & Fees | <ul style="list-style-type: none"> Friends of Rutgers Rutgers in Brief Rutgers Fact Book Rutgers Timeline Visiting Rutgers Support Rutgers |

For additional information, contact RU-info at 732/932-info (4636) or colonelhenry.rutgers.edu. Comments and corrections to: Campus Information Services. Last Updated: 11/06/2006

Website Application: Second-Level Campus Page

For banner system standards, see [page 6.1](#).

The screenshot shows the Rutgers School of Arts and Sciences website. The header features the Rutgers logo and 'NEW BRUNSWICK' on a red background. A navigation bar includes links for Students, Faculty & Staff, Alumni & Supporters, and Visitors. A left sidebar contains a menu with items like Home, About the SAS, Academics, News & Events, Contact Us, Search SAS Site, and Search Rutgers. The main content area is divided into three columns: a large image of a statue in a snowy setting, a search box with a 'GO' button and a link to 'Advanced Search', and a 'NEW & NOTEWORTHY' section with links to 'Professor of the Year!', 'Tip: Finding Gradebook', 'Welcoming New Faculty', 'A School Is Born: SAS', and 'New Honors Program'. Below this is a 'CONTACT INFORMATION' section with the school's address and phone/fax numbers. At the bottom of the main content area are 'UNIVERSITY PORTALS' for Gateway, Admin, Gradebook, myRutgers, and RU-info. The footer contains copyright information and links for Editor Login, Admin Login, and Contact the Webmaster.

Website Application: School Home Page

For banner system standards, see [page 6.1](#).

RUTGERS

RUTGERS

RUTGERS

Website Application: Research Center Home Page

Research centers should modify their existing home pages by adding one of the banners shown at the left.

The name of the research center should be set in ITC Giovanni, all caps, as shown in this example. For information regarding the ITC Giovanni typeface and its availability see [pages 4.1-4.2](#).

For banner system standards, see [page 6.1](#).

The screenshot shows the website for the Aresty Research Center for Undergraduates. The header is red with the Rutgers logo. Below the header, the text "ARESTY RESEARCH CENTER FOR UNDERGRADUATES" is displayed in a serif font. To the right of this text are three links: "RUTGERS UNIVERSITY", "RESEARCH @ RUTGERS", and "SEARCH RUTGERS". A "HOME" link is also visible. The main content area includes a navigation menu on the left with items like "ARC HOME", "ABOUT ARC", "PROGRAMS & SERVICES", "FOR STUDENTS", "FOR FACULTY", "ONLINE RESOURCES", "STUDENT SPOTLIGHT", "CALENDAR OF EVENTS", and "CONTACT US". The main content area has a "Welcome to the Aresty Research Center for Undergraduates" message, followed by a "DATES TO REMEMBER" section with two announcements. The first announcement is about "The Inside Information ... Getting Involved in Science Research" on Wednesday, Nov. 15 at 8:00pm in the Busch Campus Center's Center Hall. The second announcement is about the 21st National Conference on Undergraduate Research at Dominican University of California, with submissions accepted from Oct. 6 to Dec. 1, 2006. There is also a "WHAT'S NEW AT RU" section with two news items. The page ends with a "SITE FEATURES" section.

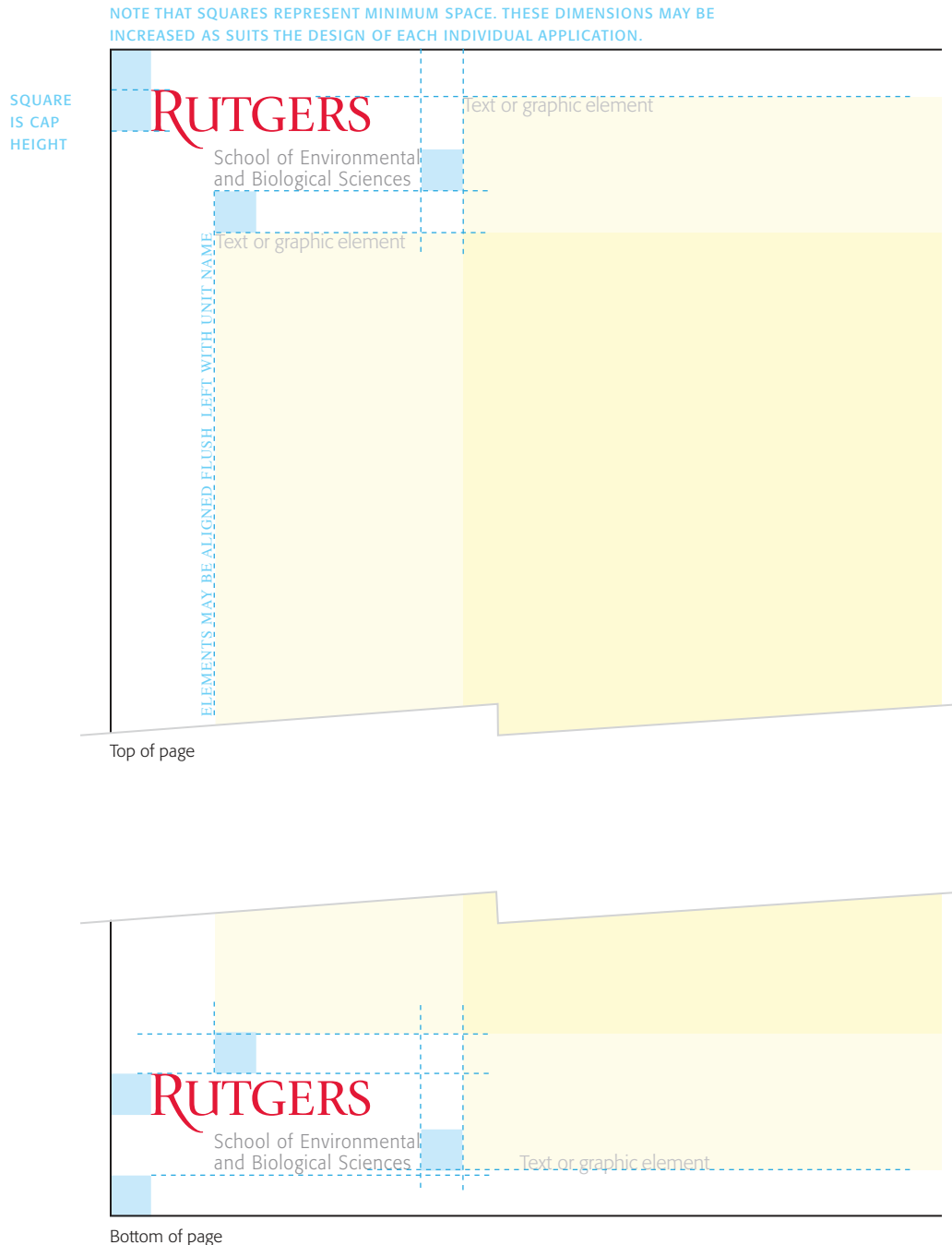
- 7.1 Preferred Placement of Rutgers
Logotype on Publication Front Covers
- 7.2 Preferred Placement of Rutgers
Logotype on Publication Back Covers
- 7.3 Sample Publications with Identity
Applied
- 7.4 Sample Publications *Continued*
- 7.5 Sample Publications *Continued*
- 7.6 PowerPoint Templates
- 7.7 Merchandise Examples
- 7.8 Merchandise Examples *Continued*
- 7.9 Merchandise Examples *Continued*
- 7.10 Exterior Signage
- 7.11 Vehicle Signage

Preferred Placement of Rutgers Logotype on Publication Front Covers

The Rutgers logotype must appear on the front of all printed communications.

The preferred position is in the upper left corner as shown. As an alternative, the logotype may be placed in the lower left corner.

The cap height should be used to establish the minimum distance between the logotype and surrounding elements (see [page 2.11](#)). Spaces shown are minimums. Margins may be increased as suits the design.



Preferred Placement of Rutgers Logotype on Publication Back Covers

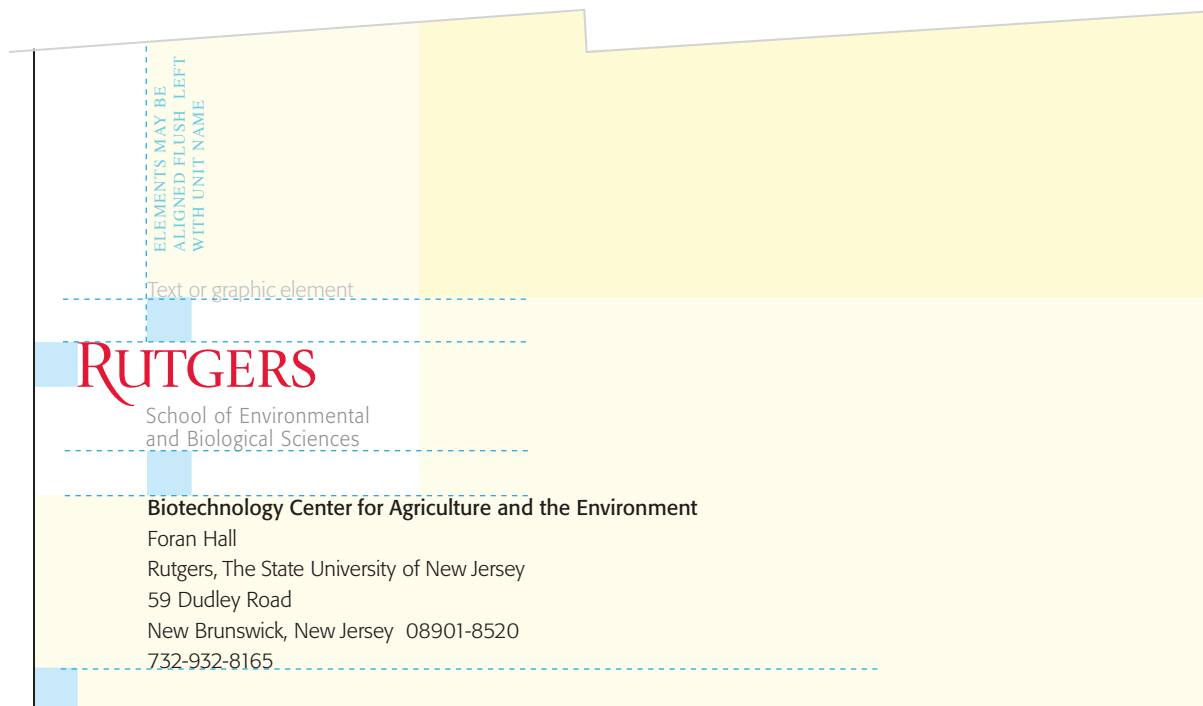
The Rutgers logotype as well as the unit address should appear on the back of multipage publications in the lower third of the page.

The cap height should be used to establish the minimum distance between the logotype and surrounding elements as shown. Spaces shown are minimums. Margins may be increased as suits the design of each individual application.

Preferred type specs for the address block are 8/11.5 Formata BQ Light, with Formata BQ Regular used to highlight text.



Option 1



Option 2 NOTE THAT SQUARES REPRESENT MINIMUM SPACE. THESE DIMENSIONS MAY BE INCREASED AS SUITS THE DESIGN OF EACH INDIVIDUAL APPLICATION.

A vision for creating knowledge

In 2004, Jerome and Lorraine Aresty pledged \$4 million toward the establishment of a program to encourage and support undergraduate research at Rutgers' New Brunswick Campus. Jerome, a 1951 Rutgers College graduate, and his wife, Lorraine, recognized that connecting accomplished faculty members with bright undergraduates beyond the confines of the classroom is crucial to high-quality education and future success. The Office of the Executive Vice President for Student Affairs shared their vision and committed matching resources to this important initiative.



The result of these efforts: the Aresty Research Center for Undergraduates (ARC), which facilitates research experiences for undergraduates at all stages of their college careers, across disciplines, and throughout the university. ARC faculty and staff connect students with faculty mentors who teach them how to develop research projects and define meaningful goals in an ethical context. Students also learn how to acquire funding for projects and how to present the findings of their research to the university and the general public.

ARC additionally serves as a resource for faculty who are actively mentoring undergraduates or who are interested in incorporating undergraduates into research and scholarship.

Rutgers, The State University of New Jersey, is dedicated by law and by purpose to serving all people on an equal and nondiscriminatory basis.

Photography: Nick Romanenko; Kenya photos courtesy of Virginia D. Blakeman; Aresty portrait courtesy of Steve Goodman.

Produced by Rutgers' Department of University Relations.
RU-0607-0070/1.5M



Aresty Research Center for Undergraduates
Milledoler Hall, Room 123
Rutgers, The State University of New Jersey
520 George Street
New Brunswick, NJ 08901
Phone: 732-932-7027 • Fax: 732-932-8418
<http://aresty.rutgers.edu>

Back cover

RUTGERS
Aresty Research Center
for Undergraduates

Think outside the books.
Learn by doing.



Front cover

Sample Publications with Identity Applied

The sample on this page shows front and back covers of a publication with preferred placement of the Rutgers logotype and unit signature.

Preferred placement on the front cover is in the upper left corner.

Preferred placement with the address block on the back cover is on the lower third of the page and to the left.

See [pages 7.1-7.2](#) for placement guidelines.

Sample Publications *Continued*

Existing graphic motifs, symbols, or icons unique to specific units within Rutgers may not be used as dominant freestanding components resembling a “logo.”

They may be used as secondary elements as shown in the example at the far left, or they may be screened back as shown in the example at the near left. They must be subordinate to the Rutgers signature.

For the purpose of clarity in describing unit/sub-unit relationships, sub-unit titles may need to appear on the front covers of print communications along with the appropriate unit signature. Sub-unit titles must follow the clear-space requirements on [page 2.5](#).

Names should be set in one of the primary identity typefaces shown on [pages 4.1-4.2](#). Flexibility in positioning and scale are allowed.

PUBLICATIONS

Rutgers Cooperative Research Service

From horses to tomatoes

From grooming horses and growing tomatoes, to cooking with tofu, Rutgers Cooperative Research and Extension has hundreds of publications on a wide array of topics available to the public for free.

Subject areas include:

- Plant and animal agriculture
- Gardening and landscaping
- Food, nutrition and health
- Human development and family
- Natural resources and the environment
- Pesticide safety

For more information, visit [www.rutgers.edu](#)

EXISTING UNIT LOGO USED AS A SECONDARY ELEMENT

SUB-UNIT IS NOT ATTACHED TO SIGNATURE, BUT IS PLACED IN “STRONG” PAGE POSITION.

EXISTING UNIT LOGO SCREENED AS A DESIGN ELEMENT

RUTGERS
New Jersey Agricultural Experiment Station

LOGOTYPE AND UNIT SIGNATURE

Rutgers Cooperative Extension:
How budget shortfalls in New Jersey affect **you.**

SUB-UNIT DESIGNATION

LOGOTYPE AND UNIT SIGNATURE

NEW JERSEY AGRICULTURAL EXPERIMENT STATION COOPERATIVE EXTENSION

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMY NIBH EUISMOD TINCIDUNT UT LAORET DOLOR MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUSAN ET IUSTO ODIO DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRIL DELENIT AUGUE DUIS DOLORE TE FEUGAIT NULLA FACILISI. NAM LIBER TEMPOR CUM SOLUTA NOBIS LEIFEND OPTION CONGUE NIHIL IMPERDIET DOMING ID QUOD MAZIM FACER ASSUM.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMY NIBH EUISMOD TINCIDUNT UT LAORET DOLOR MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUSAN ET IUSTO ODIO

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMY NIBH EUISMOD TINCIDUNT UT LAORET DOLOR MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUSAN ET IUSTO ODIO

LOREM IPSUM DOLOR SIT AMETS

276 AMET CONSECTETUER
120 AMET TUM ZZRI
900 AMET, CONSECTETUERO
342 AMET, CONS
678 AMET CONSECTETUER
100 AMET, TUM ZZRI
500 AMET, CONSECTETUERO
276 AMET, CONS

Sample Publications *Continued*

Program, project, or publication titles are allowed flexibility in display, scale, and positioning.

Names should be set in one of the primary identity typefaces shown on [pages 4.1-4.2](#).



RUTGERS
New Jersey Agricultural
Experiment Station

LOGOTYPE AND
UNIT SIGNATURE

Bringing
innovative
ideas in food
from concept
to reality.



RUTGERS
New Jersey Agricultural
Experiment Station

LOGOTYPE AND
UNIT SIGNATURE

CHILDREN, YOUTH AND
FAMILIES AT RISK PROGRAM
NEW COMMUNITIES PROJECT

PROGRAM AND PROJECT TITLE

SUB-UNIT
DESIGNATION

**FOOD
INNOVATION
CENTER**

EXISTING UNIT LOGO
SCREENED AS A
DESIGN ELEMENT

RUTGERS

Optional Presentation Title

Estie mod magna faccum zrrilit velendit

- Velendio conse conulla aut am
- Duis dolutpat prat del dio consequi er sequamet vel iniam ipisim velesto dolorpe riustie et niam dit utem
- Diametum accummy nonsecte con ea feu feupit aliquat
- Velendio conse conulla aut am
- Diametum accummy nonsecte co
- Velendio conse conulla aut am
- Diametum accummy nonsecte co

Unit Name

PowerPoint Templates

A standardized banner system allows consistent branding across university PowerPoint presentations.

The banner system mirrors that developed for web applications. See [pages 6.1-6.7](#).

RUTGERS
THE STATE UNIVERSITY
OF NEW JERSEY

Title Lorem Ipsum
Dolor ute Insequat

Month 00, 0000

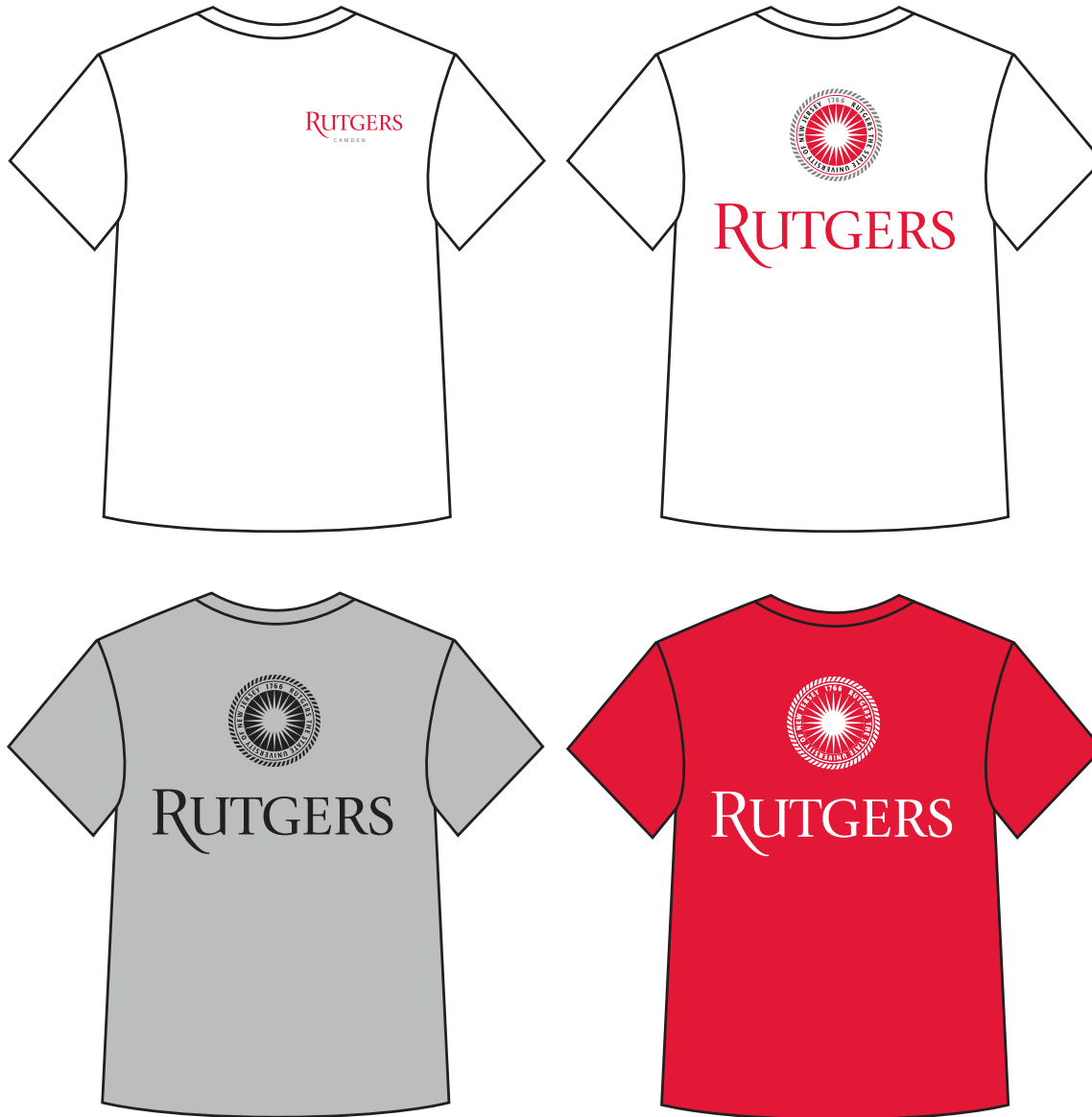
Merchandise Examples

Pages 7.7-7.9 show examples of acceptable use of the Rutgers visual identity system on merchandise.

Anyone wishing to use the Rutgers logotype/signatures on merchandise must first request design approval from Trademark Licensing at 732-445-3710, ext. 6301 or 6310. Alumni groups should channel their request through the Alumni Relations Communications Office at 732-932-7735.

In addition, in order to protect the Rutgers name and avoid liability issues, all such merchandise must be purchased from a vendor who has entered into a Trademark License Agreement with the university. For a list of licensed vendors or for more information about the trademark licensing program, go to ur.rutgers.edu/trademark or call 732-445-3710, ext. 6301 or 6310.

The preferred colors for products displaying the Rutgers visual identity system are red, white, gray, or black.





Merchandise Examples *Continued*

Pages 7.7-7.9 show examples of acceptable use of the Rutgers visual identity system on merchandise.

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The preferred colors for products displaying the Rutgers visual identity system are red, white, gray, or black.



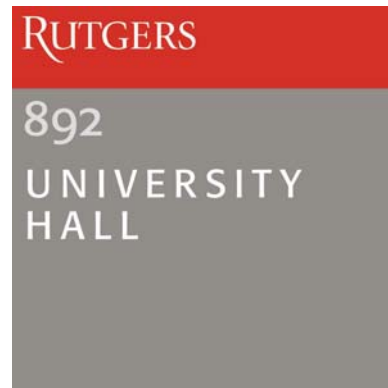
Merchandise Examples *Continued*

Pages 7.7-7.9 show examples of acceptable use of the Rutgers visual identity system on merchandise.

Anyone wishing to use the Rutgers logotype/signatures on merchandise must first request design approval from Trademark Licensing at 732-445-3710, ext. 6301 or 6310. Alumni groups should channel their request through the Alumni Relations Communications Office at 732-932-7735.

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The preferred colors for products displaying the Rutgers visual identity system are red, white, gray, or black.



Exterior Signage

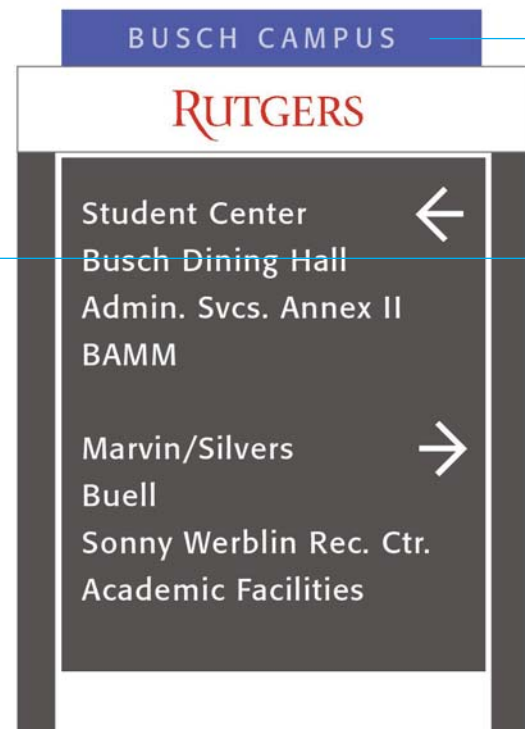
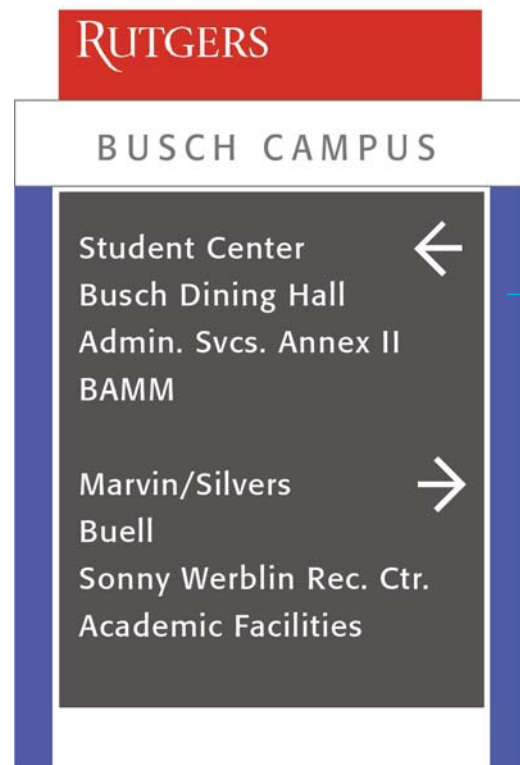
Displayed on this page are concept designs for exterior signage.

Facilities Operations and Services through its Signage Shop is responsible for the installation and maintenance of all exterior and interior locational signage on university property. New signage design will be developed in cooperation with the appropriate offices to be phased in over time.

Top view



Top view



COLOR CODING FOR CAMPUS-SPECIFIC IDENTIFICATION

Vehicle Signage

The illustrations on this page show the appropriate display of a unit signature on a vehicle.

The blue squares indicate minimum clearance space.



OTHER IDENTITIES

8.0

- 8.1 The Rutgers Spirit Mark
- 8.2 Color Treatments: Spirit Mark
- 8.3 Unacceptable Color Treatments: Spirit Mark
- 8.4 Athletics Marks: New Brunswick
- 8.5 Athletics Marks: Newark
- 8.6 Athletics Marks: Camden

The Rutgers Spirit Mark

The Rutgers “Block R” spirit mark is an informal graphic that is reserved for use as an athletics mark and to communicate school spirit.

The spirit mark serves as a rallying point and a bold unifying visual for Rutgers intercollegiate athletics and may also be used by recreational sports teams, student groups, and alumni groups when Rutgers pride is the primary message.

The spirit mark may not be used in conjunction with or in place of the Rutgers logotype. Its use on stationery is limited to Rutgers intercollegiate athletics.

Anyone wishing to use the spirit mark must first request permission from Trademark Licensing at 732-445-3710, ext. 6301 or 6310. Alumni groups should channel their request through the Alumni Relations Communications Office at 732-932-7735.





1

R_logo_red_bk.eps



2

R_logo_red_wh_bk.eps



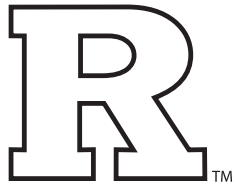
3

R_logo_solid_red.eps



4

R_logo_wh_red.eps



5

R_logo_wh_bk.eps



6

R_logo_red_wh.eps



7

R_logo_wh.eps



8

R_logo_wh.eps

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

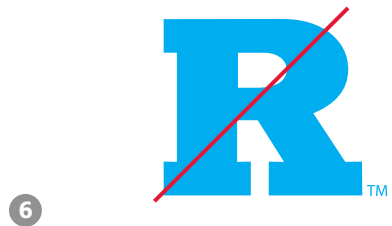
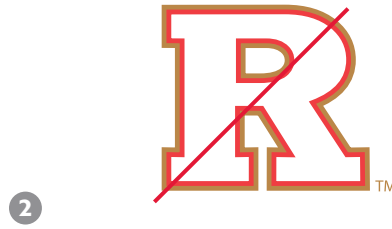
Color Treatments: Spirit Mark

The only acceptable color treatments for the Rutgers spirit mark are shown on this page.

The red used in the spirit mark is the same as the red used in the primary color palette for the visual identity system (see [page 3.1](#)): Pantone® 186.

For acceptable equivalents for fabric screen printing or other similar applications, contact Trademark Licensing at 732-445-3710, ext. 6301 or 6310.

1. Two-color version: Pantone® 186 and black
2. Two-color version (plus white): Pantone® 186 and black
3. One-color version: Pantone® 186
4. One-color version (plus white): Pantone® 186
5. One-color version (plus white): black
6. Two-color reversed version (plus white): Pantone® 186 on a dark background
- 7-8. One-color reversed version: white on black, red, or another dark background



Unacceptable Color Treatments: Spirit Mark

The only acceptable color treatments for the spirit mark are shown on [page 8.2](#).

The examples on this page illustrate unacceptable color treatments:

1. Do not use any other colors, except white or black, to outline the "R."
2. Do not use a double outline of any color combination on the solid white "R."
- 3-4. The only acceptable double outline on the solid red "R" is white on the inside and black on the outside.
- 5-6. Do not use solid black or any other solid color, except red or white, to reproduce the "R."

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



athletics_logos_NB.eps



athletics_logos_NB.eps

Athletics Marks: New Brunswick

The New Brunswick athletic teams are known as the Scarlet Knights and are graphically represented by the Rutgers spirit mark and by the knight's head illustrated to the left.

The red used in the spirit mark is the same as the red used in the primary color palette for the visual identity system (see [page 3.1](#)): Pantone® 186.

For acceptable equivalents for fabric screen printing or other similar applications, contact Trademark Licensing at 732-445-3710, ext. 6301 or 6310. For example, the knight's head, when reproduced in full color via silkscreen printing or embroidery, uses the following colors:

Black

Pantone® 185 Red

Pantone® 1807 Red (darker)

Pantone® 8403 Silver

Pantone® 877 Silver

White

Anyone wishing to use these marks must first request permission from Trademark Licensing at 732-445-3710, ext. 6301 or 6310.



Newark_Primary01.eps



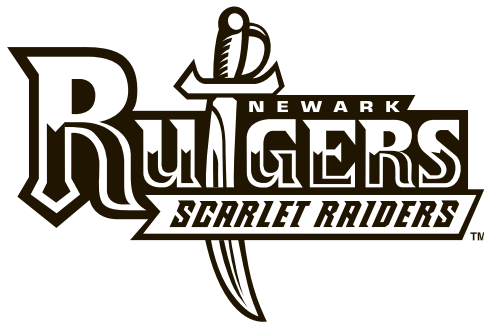
Newark_Secondary01.eps



Newark_R01.eps



Newark_R02.eps



NPRIMAR.EPS

Athletics Marks: Newark

The Newark athletic teams are known as the Scarlet Raiders and are graphically represented by the sports marks appearing to the left.

The colors used in these marks are as follows:

Black

Pantone® 185 Red

Pantone® 1807 Red (darker)

Pantone® 8403 Silver

Pantone® 877 Silver

White

One-color versions of the Newark marks are also available, as illustrated at the lower left.

Anyone wishing to use these marks must first request permission from Trademark Licensing at 732-445-3710, ext. 6301 or 6310.



Camden_raptor.eps



Camden_raptor.eps



Camden_raptor.eps



Camden_raptor.eps



R_logo_red_bk.eps



R_logo_wh_bk.eps

Athletics Marks: Camden

The Camden athletic teams are known as the Scarlet Raptors and are graphically represented by the sports marks appearing to the left.

The colors used in these marks are as follows:

Black

Pantone® 185 Red

Pantone® 1807 Red (darker)

Pantone® 8403 Silver

Pantone® 877 Silver

White

One-color versions of the Camden marks are also available, as illustrated below.

Anyone wishing to use these marks must first request permission from Trademark Licensing at 732-445-3710, ext. 6301 or 6310.



CPRIMBWEPS

- 9.1 Identity Matrix
- 9.2 Board of Governors Resolution
- 9.3 Glossary

Identity Matrix



| | LOGOTYPE: BASIC | SIGNATURE: UNIVERSITY | SIGNATURE: FULL UNIVERSITY NAME | SIGNATURE CAMPUS | SIGNATURE: UNIT | SIGNATURE WITH SEAL: HORIZONTAL | SIGNATURE WITH SEAL: VERTICAL | INFORMAL SEAL AS DECORATIVE ELEMENT | OFFICIAL SEAL | SPIRIT AND ATHLETICS MARKS |
|---------------------------------|--------------------|--------------------------|---------------------------------------|---------------------|--------------------|---------------------------------------|-------------------------------------|---|---------------|----------------------------------|
| Business Cards | ■ | ■ | | | ■ | | | | | |
| Letterheads | | | | | | | | | | |
| Standard | ■ | ■ | | | ■ | | | | | |
| Executive | | | | | | | ■ | | | |
| Envelopes | ■ | ■ | | | ■ | | | | | |
| Signage | ■ | ■ | ■ | | ■ | | | | | |
| Vehicular Signage | ■ | | ■ | | ■ | | | | | |
| Marketing Materials | | | | | | | | | | |
| Brochures | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | |
| Posters | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | |
| Advertisements | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | |
| Flyers | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | |
| Folders | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | |
| News Releases | | | ■ | ■ | ■ | | | | | |
| Internal Materials | | | | | | | | | | |
| Routing Slips | ■ | | | | ■ | | ■ | | | |
| Fax Sheets | ■ | | | | ■ | | ■ | | | |
| Websites and PowerPoints | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | |
| Merchandise | | | | | | | | | | |
| Clothing | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | ■ |
| Gift Items | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | * | ■ |
| Athletics | | | | | | | | | | |
| Uniforms | | | | | | | | | | ■ |
| Promotional Gifts | | | | | | | | | | ■ |
| Service Uniforms | ■ | | | | ■ | | | | | |
| Ceremonial | | | | | | | | | | |
| Note Cards/Invitations | | | | | ■ | | | ■ | * | |
| Diplomas | | | | | | | | | ■ | |

*Commencement-related gift items only.

Resolution Approving the Rutgers Unified Visual Identity System

WHEREAS, Rutgers, The State University (“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;

December 8, 2006

Meeting of the Board of Governors

Rutgers, The State University of New Jersey

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.

Glossary

Cap Height A unit of measurement describing the height of the left vertical of the large initial “R” in the Rutgers logotype. This unit is used when establishing the clear space for the logotype or signature.

Color Palette A selection of specific colors that are chosen to coordinate, contrast, or harmonize, as an aide to maintaining a desired degree of consistency within a visual identity system.

Font A complete set of type of one size and face. Garamond Italic 12 point is a font.

Identity Manual A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype, stationery system, common print and web applications, and examples of use on merchandise.

Logo A generic term for a unique graphic symbol, display of a name, or a combination of both, that is used to represent a product, company, organization, or other entity.

Logotype A logo composed of type.

Mark A generic term for a unique graphic symbol, used interchangeably with “logo.”

Master Brand The overarching identifier of an entity or organization. Also an identity strategy that applies the name of the overarching brand to all sub-units.

Primary Color Palette The core selection of identifying colors that are used in a logo.

Seal In an institution, the official logo used on legal or ceremonial documents, often rendered within a circular shape.

Serif / Sans Serif In typography, a sans serif typeface is one that does not have the small thorn-like features called “serifs” at the end of strokes within letters.

Signature The combination of the logotype with an additional more specific identifier.

Supplementary Color Palette A selection of colors designed to supplement the primary color palette for use in all related communications except the logo itself.

Tag Line A slogan used to support the identity.

Template A file with an associated style sheet and all standing and serial elements in place on a master page, used for publications following the same design.

Typeface The set of characters including uppercase and lowercase alphabetical characters, numbers, punctuation, and special characters. A single typeface contains many fonts at different sizes and styles. Garamond is a typeface.

Type Family A group of fonts of the same basic design but with different weights and proportions. Garamond is also a type family.

Units Subdivisions of the overarching organization.

Unit Signature The typographic addition to the Rutgers logotype that may be used to designate a specific unit.

X-Height A unit of measurement describing the height of the small “T” in the Rutgers logotype. This unit is used when establishing the location of the informal seal and/or unit signature relative to the logotype.



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