

Primary Font

The FF Meta Pro font family makes up the elements of the Rutgers signature text. This sans serif font family comprises over 60 fonts. Select fonts from Meta Pro are used in the Rutgers R identity signatures. The font is not required for any other use at Rutgers.

Do's

- The identity font is not required for any applications other than the Rutgers signature text. However, you may choose to use the font in your communications and marketing materials if you like the cohesive style it can lend to your designs.

Don'ts

- Attempt to create a signature with the font

Resources for Accessing Fonts

- Rutgers employees can access FF Meta Pro from [Adobe Fonts](#).
- Alumni groups, student groups, and outside vendors who do not have access to Adobe Creative Cloud, may purchase FF Meta Pro from [MyFonts](#).

FF Meta Pro

Select Fonts

Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Normal Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

System Colors

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

Primary Color Palette

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

- Red (Pantone® 186)
- Black
- White

Supporting Color Palette

These colors are meant to complement the primary color palette of the Rutgers Visual Identity System.

Follow the ratio guidelines when using supporting colors. The percentages may be adjusted depending on usage. These are recommended but not required.

- Rutgers red: 60%
- Black and white: 30%
- Supporting colors: 10%

Primary color palette

Rutgers Red Pantone 186 CMYK 0/100/81/4 RGB 204/0/51 Hex # CC0033	Black CMYK 0/0/0/100 RGB 0/0/0 Hex # 000000	White CMYK 0/0/0/0 RGB 255/255/255 Hex # FFFFFFFF
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Supporting color palette

Dark Red CMYK 27/100/100/29 RGB 142/13/24 Hex # 8E0D18	Dark Gray CMYK 72/66/64/72 RGB 34/34/34 Hex # 222222	Teal CMYK 91/47/47/20 RGB 0/98/109 Hex # 00626D	Blue CMYK 86/41/17/1 RGB 0/127/172 Hex # 007FAC	Yellow CMYK 9/28/100/0 RGB 235/182/0 Hex # EBB600
	Mid Gray CMYK 60/51/51/20 RGB 102/102/102 Hex # 666666	Mid Teal CMYK 68/20/33/0 RGB 82/162/169 Hex # 52A2A9	Mid Blue CMYK 49/9/11/0 RGB 125/191/214 Hex # 7DBFD6	Mid Yellow CMYK 4/15/70/0 RGB 245/211/106 Hex # F5D36A
	Gray CMYK 14/11/11/0 RGB 216/216/216 Hex # D8D8D8	Pale Teal CMYK 47/6/27/0 RGB 135/195/190 Hex # 87C3BE	Pale Blue CMYK 40/0/10/0 RGB 146/214/227 Hex # 92D6E3	Pale Yellow CMYK 12/8/55/0 RGB 252/228/139 Hex # FCE48B
	Light Gray CMYK 5/3/3/0 RGB 239/239/239 Hex # EFEFEF	Light Teal CMYK 10/0/6/0 RGB 227/243/239 Hex # E3F3EF	Light Blue CMYK 11/1/1/0 RGB 222/240/249 Hex # DEF0F9	Light Yellow CMYK 0/2/19/0 RGB 255/246/212 Hex # FFF6D4

Color ratios



SECTION 3-**USING THE**

Rutgers Visual Identity System

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Using the Rutgers R in Words

The Rutgers R can be combined with other letters of the same font on marketing and merchandise applications. The Rutgers R must appear in clear contrast to the other letters in the word or phrase. The contrast could be achieved by varying the color of the other letters or by choosing a Rutgers R with an outline. The Rutgers R must always be used in a color/outline combination that aligns with the system colors depicted on [page 22](#).

This application is reserved for brand enhancing words and phrases. Access to the font that aligns with the Rutgers R is managed by University Communications and Marketing.

Fonts that mimic the appearance or style of the Rutgers R logo are not permitted.

Reach out to contactus@ucm.rutgers.edu if your team is interested in using the Rutgers R in a word or phrase. Words and applications for using the Rutgers R in words is subject to approval from University Communications and Marketing.

If you have questions about what can and cannot be done within the parameters of the visual identity system, please email contactus@ucm.rutgers.edu.

Examples of allowable treatments

GO GREEN

RESPECT

PRIDE

Example of non-allowable treatment

TRASH

Using the Rutgers R on Merchandise

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

Do's

- Use the Rutgers name, including the logo with or without a signature, on branded merchandise
- Include the registration mark with the Rutgers R mark if placed on merchandise, either for sale or to be given away
- Receive approval from the Office of Trademark Licensing before ordering any Rutgers-branded items
- Obtain all Rutgers-branded merchandise from a vendor who has a trademark licensing agreement with the university

Don'ts

- Create the marks yourself
- Alter the colors of the Rutgers R or signature text
- Use a vendor that is not licensed to produce Rutgers-branded merchandise

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



Electronic Business Collateral

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

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

Branded desktop letterhead using the approved primary logo



Department
School/Administrative Unit
Appropriate Rutgers Name
Street Address
City Name, NJ 00000-0000

webaddress.edu
enamel@domain.rutgers.edu
p. 000-000-0000
f. 000-000-0000

Month XX, XXXX

Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000

Dear Jane A. Doe:

Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rcliquat.

Duis eriuem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rcliquat.

Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rcliquat.

Duis eriuem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rcliquat.

Sincerely,

John L. Doe

Kim Manning
Vice President
University Communications and Marketing
Rutgers, The State University of New Jersey
848-932-2425 | kim.manning@rutgers.edu



Branded email signatures

Branded PowerPoint templates available to download



Click to add title

Click to add subtitle



Branded page numbers

Rutgers Branded Templates

Rutgers Branded Templates were created to support faculty, staff, and students, regardless of design experience, who need to communicate on behalf of the university. These customizable templates make it simple to create professional, on-brand materials quickly and consistently, ensuring Rutgers' identity is clear and cohesive across all platforms.

Available template categories include:

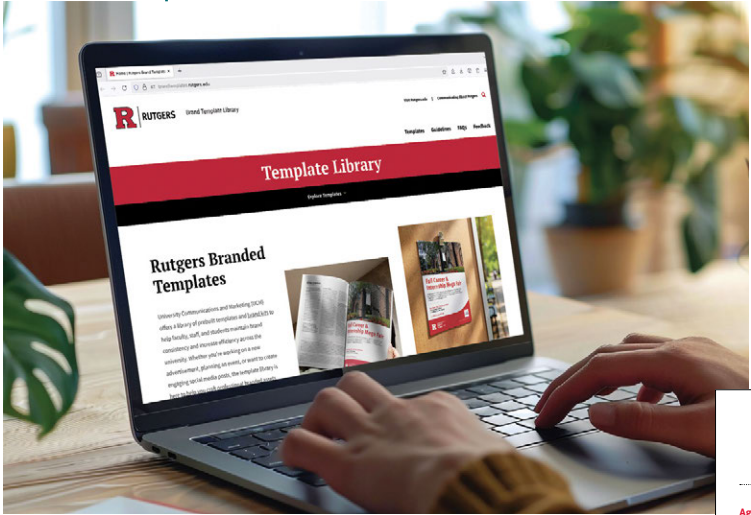
- Advertisements
- Event Materials
- Marketing Collateral
- Documents and Credentials
- Posters
- Presentations
- Social Media
- Video Assets

Platforms and Access

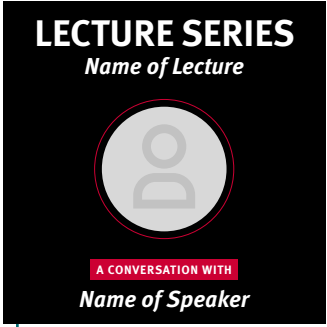
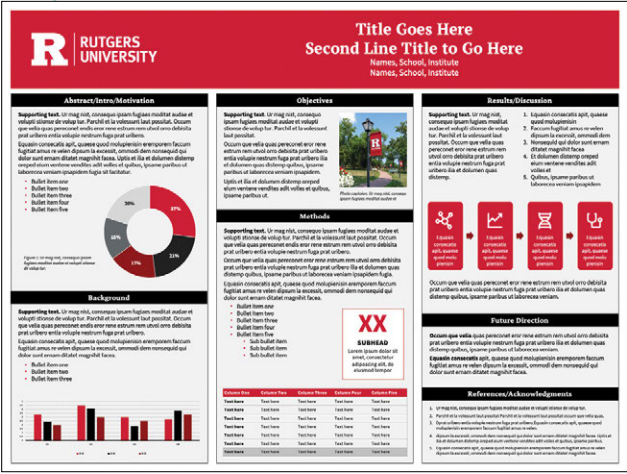
Templates are available across multiple platforms, including Canva, Microsoft Office, and Adobe Creative Cloud, to accommodate different levels of design experience. Please note that not all templates are offered on every platform; the tool was selected based on what best fits each use case.

brandtemplates.rutgers.edu

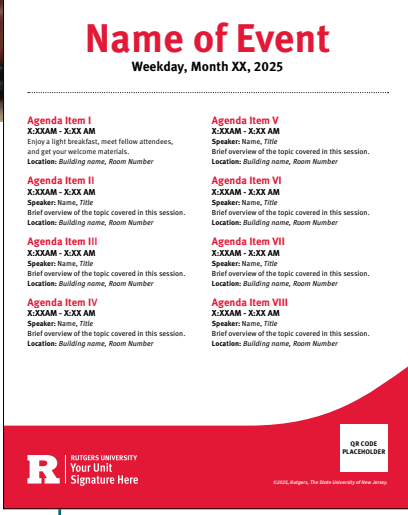
Available templates at brandtemplates.rutgers.edu



Example of a Research Poster template



Example of a Social Media template



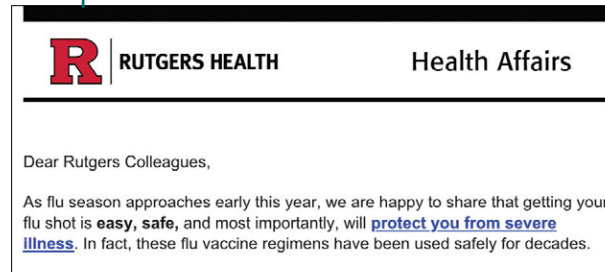
Example of an Event Agenda Flyer template

Digital Communications

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

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

Broadcast email using the approved primary logo color of the chancellor-level signature



Digital ad using an approved vertical signature



RUTGERS Social Work IN CAMDEN.

Undergraduate and graduate programs that will equip you to make an impact.



APPLY NOW
GO.RUTGERS.EDU/CAMDEN



Use of the all-white chancellor-level signature with appropriate clear space

Newsletter using the institutional signature

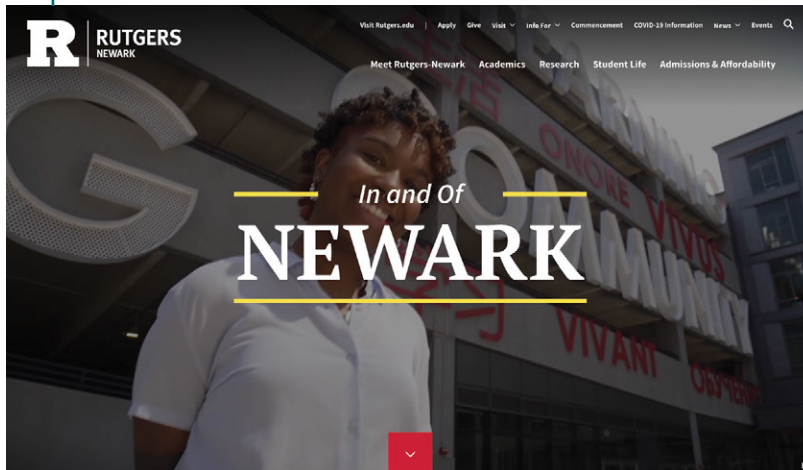


Digital ad with clear Rutgers branding

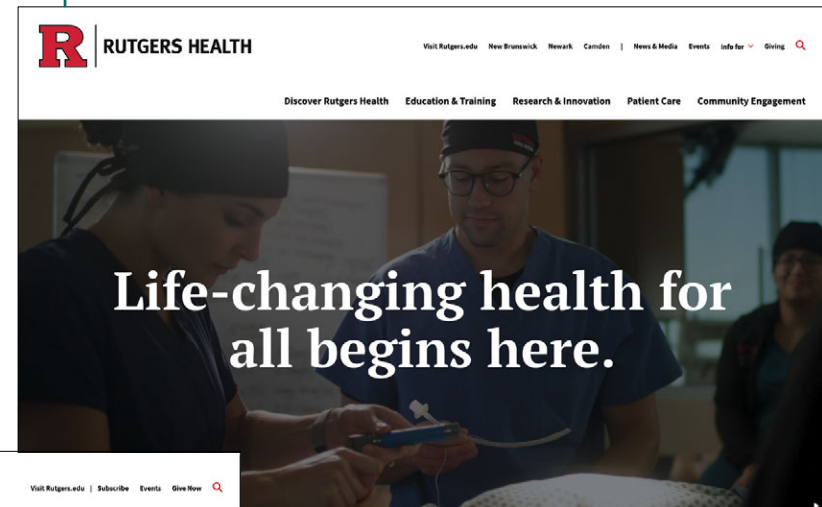
Digital Communications

Websites

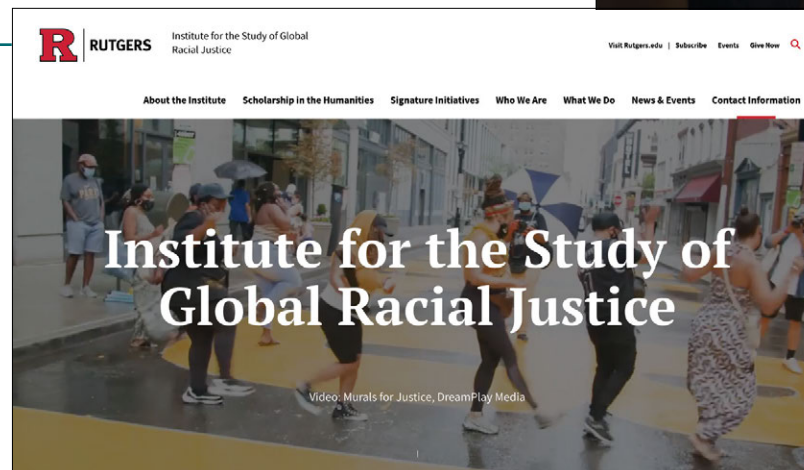
Use of the all-white chancellor-level signature as the main branding for the Rutgers–Newark website.



Use of the approved primary logo color for the chancellor-level signature.



The primary logo with ample space for the unit name.



Digital Communications

Video: The Rutgers R logo, 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.

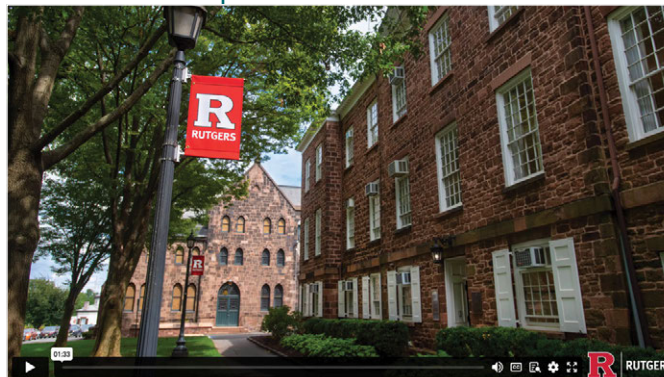
Social Media: All Rutgers-affiliated social media accounts should follow these guidelines when using the Rutgers R in their profile image:

- Use the red Rutgers R on a white or black background
- Use an approved vertical signature, no acronyms
- Spell out the full name of the account when naming the page since abbreviations are not widely understood. This will appear as the account title and is what influences the platform's search result when users are trying to find your page/account



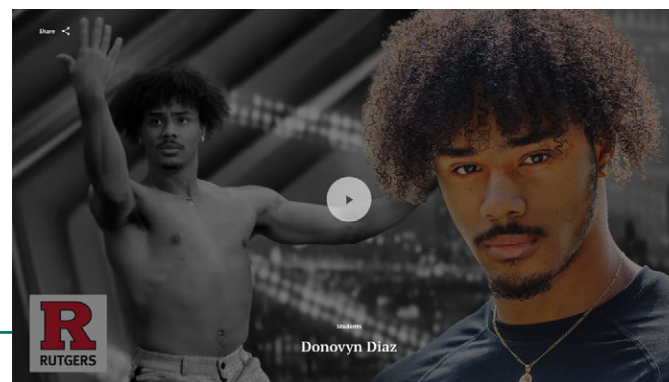
Use of an approved vertical signature on a white background as a profile image on Facebook

Clear branding in video background



Horizontal use of the Rutgers R with signature

Clear branding of the approved primary vertical Rutgers R on the video thumbnail



Digital Badges

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

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

Shapes

(Used to indicate the category for the digital badge)

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

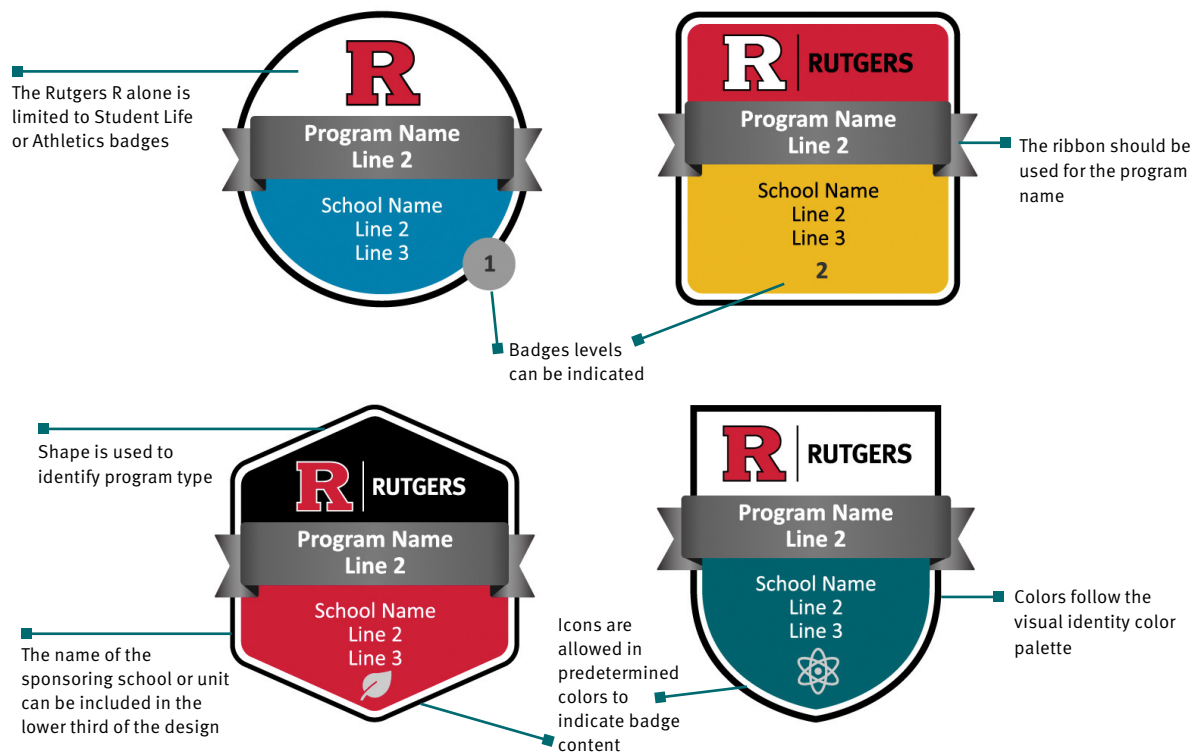
Rutgers Logos

- The Rutgers R primary signature should be used on Academic Program, Professional Development, and Standalone badge types in the top third of the badge
- The Rutgers R logo should be used by itself on Student Life and Athletics badges only

Colors

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

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



Program Name

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

Sponsoring Unit

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

Badge Level

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

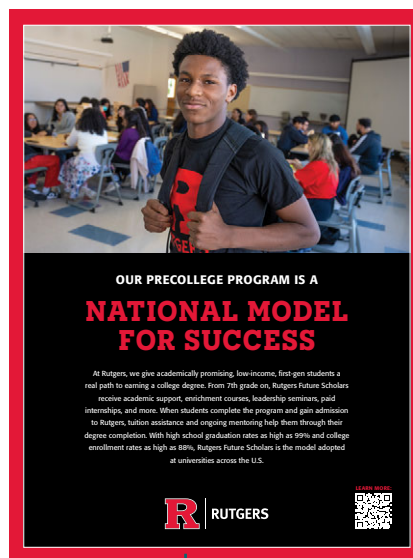
- 1 - novice
- 2 - intermediate
- 3 - expert

Printed Marketing Materials

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

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

- The Rutgers R logo must appear, with or without a signature, on the front of all printed communications
- The appropriate Rutgers unit name must also appear somewhere on the printed piece
- Any background color is acceptable as long as the logo 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 Rutgers R logo, 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



Good use of the primary color palette.

Using the red and white version of the institutional logo with ample space around it.



Good use of the approved white logo color for the chancellor-level signature. Also a nice use of a background.

The white and black signature option works nicely on the red background.



Display materials must be bought through a licensed vendor.

Stationery Standards

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

You can order stationery products through Dupli Envelope & Graphics, the university's preferred stationery vendor. See the Resources section for ordering details.

To download electronic letterhead, visit communications.rutgers.edu/help-stationery-and-templates.

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

Institutional signature using the primary colors



Department/Division/Center
Building Name or School/Unit Name
Appropriate Rutgers Name
Street Address
City Name, NJ 00000-0000

webaddress.edu
ename@domain.rutgers.edu
p. 000-000-0000
f. 000-000-0000



#10 envelope



John/Jane Doe

Title Line 1

Title Line 2

Title Line 3

Department/Division
Building Name, Room or Suite Number
Appropriate Rutgers Name
Street Address, City Name, NJ 00000-0000
p. 000-000-0000 c. 000-000-0000 f. 000-000-0000
ename@domain.rutgers.edu unit.rutgers.edu

Business card

Letterhead