



RU\_SIG\_SE\_100K  
1 color: black



RU\_SIG\_SE\_PMS186  
1 color: red



RU\_SIG\_SE\_REVWHITE  
Reverse: white (black box is not part of logo)



RU\_SIG\_SE\_RED\_100K\_LH.tif

This file is provided for desktop letterhead.  
For instructions on how to place this file, please  
go to [identity.rutgers.edu/customlh.shtml](http://identity.rutgers.edu/customlh.shtml).



RU\_SIG\_SE\_PMS186\_60K  
2 color: red and 60% black



RU\_SIG\_SE\_PMS186\_100K  
2 color: red and 100% black



RU\_SIG\_SE\_PMS186\_GRAY9  
2 color: red and gray



RU\_SIG\_SE\_CMYK  
4 color: process

## Using the New Visual Identity System

The files you have downloaded contain a variety of images for use in different media. The logotype/signature is offered in several color variations. Each logotype/signature is provided in three separate formats, which are explained in greater detail below. If you are working on a project with an outside vendor and are unsure of which file to supply, you should contact the vendor to determine the required format.

### University Logotype/Signatures

Selecting the correct file format for the medium in which the art will appear is critical to ensuring quality reproduction. For example, art developed for print use (vector artwork) in most cases is not appropriate for use when developing a website. More information on web graphics featuring the new identity system can be found at [toolkit.rutgers.edu](http://toolkit.rutgers.edu). Each of the logotype/signatures, which appear to the left, is contained in the following formats in this zip file:

**EPS=Encapsulated PostScript Format** Vector-based file format. EPS files are intended to be placed or imported into other documents. An EPS file will not reproduce correctly when printed to a nonpostscript printer. EPS is the preferred file format to use when working with outside printers and vendors.

**TIFF=Tagged-Image File Format** Platform-independent graphics file format strictly used for storing bitmap data. TIFF files are supported by virtually all word-processing, image-editing, page-layout, and paint applications. Two different TIFF sizes

*Continued*

are provided for your convenience. TIFF files should not be enlarged, but may be reduced without losing quality.

**WMF=Windows Metafile Format** File format specifically created for use on the Microsoft Windows platform. A WMF file is vector based so it can be resized without losing quality.

**Insertion Instructions** To place a logotype/signature file into a Microsoft document, use the "Insert" menu and choose "Picture>From File," then locate the logotype/signature graphic and click "OK" or "Insert." To change the size of the graphic without changing the proportions, hold down the shift key while you drag a corner handle on the graphic to make it the right size.

**Graphic Placement** The Rutgers logotype must appear on the front of all printed communications. The preferred position is in the upper left corner (see top right). As an alternative, the logotype may be placed in the lower left corner (see middle right). The logotype as well as the unit address should appear on the back of multipage publications, in the lower third of the page and preferably to the left (see bottom right).

**For More Information** For more detailed information on how to use the logotype/signatures and how to apply them to specific types of documents, please refer to the following sections of the Rutgers Visual Identity Manual:

- Size, Space, Unacceptable Use Instructions: Chapter 2.0 (Basic Standards)
- Logo Colors, Reproduction Options, and Unacceptable Color Treatments: Chapter 3.0 (Color)
- Stationery: Chapter 5.0 (Stationery System)
- Web: Chapter 6.0 (Web Usage)
- Application/Placement: Chapter 7.0 (Applications)

The entire manual can be viewed at [identity.rutgers.edu](http://identity.rutgers.edu).

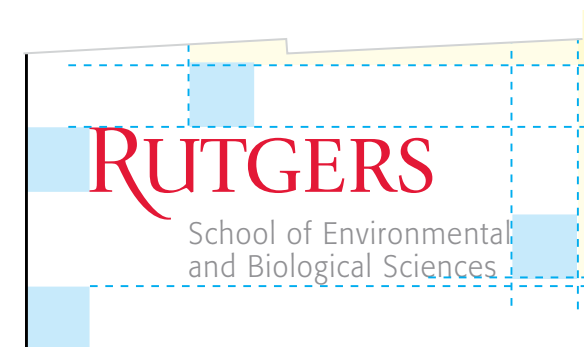
More information about web applications and resources can be found at [toolkit.rutgers.edu](http://toolkit.rutgers.edu).

Additional questions may be directed to [identity@ur.rutgers.edu](mailto:identity@ur.rutgers.edu).

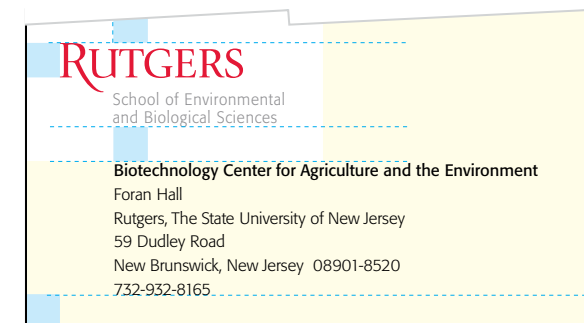
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**RUTGERS**  
Camden College of  
Arts and Sciences

Top of front cover



Bottom of front cover



Bottom of back cover