

TWO-COLOR FOLDER

Use for desktop publishing, two-color printing, and merchandise.



RU_SHIELD_SIG_GSE_PMS186_100K.eps
2 colors: red and black



RU_SHIELD_SIG_GSE_PMS186_70K.eps
2 colors: red and 70% black (to look like gray)



RU_SHIELD_SIG_GSE_PMS186_PMS431.eps
2 colors: red and gray

LETTERHEAD FOLDER

Use for desktop letterhead.



RU_SHIELD_SIG_GSE_LH.tif

All files shown here are not actual size.

FOUR-COLOR FOLDER

Use for four-color-process printing by an outside vendor.



RU_SHIELD_SIG_GSE_CMYK_K.eps
4-color process: red and black



RU_SHIELD_SIG_GSE_CMYK.eps
4-color process: red and gray



RU_SHIELD_SIG_GSE_CMYK_K.tif
4-color: red and black



RU_SHIELD_SIG_GSE_CMYK.tif
4-color: red and gray

ECOMMUNICATIONS FOLDER

Use for ecommunications and in an email signature.



RU_SHIELD_SIG_GSE.gif

ONE-COLOR FOLDER

Use for desktop publishing, one-color printing, and merchandise.



RU_SHIELD_SIG_GSE_100K.eps
1 color: black



RU_SHIELD_SIG_GSE_PMS186.eps
1 color: red



RU_SHIELD_SIG_GSE_REVWHITE.eps
Reverse: white (black box is not part of logo)
Use this file when a white shield is needed.



RU_SHIELD_SIG_GSE_100K.tif
1 color: black

Note: The background of the shield is always white.

Need Additional Files?

If you need a file not shown here or need a file customized for your use, send an email to identity@ucm.rutgers.edu.

Meeting the Rutgers and GSE Visual Identity Standards

General Standards The Rutgers logotype with the GSE signature must appear on all communications. There are two options to fulfill this requirement. You may use either (1) the Rutgers logotype with the GSE signature or (2) the Rutgers shield combined with the Rutgers logotype with the GSE signature. In addition, the full name of the university must appear somewhere in your communication as described below.

Print Standards The Rutgers logotype with the GSE signature must appear on the front of all printed communications no smaller than 1.25" wide. In addition, the full name of the university must appear in the address block on the back of the printed piece. The EPS or TIFF files provided will work in desktop published documents and PowerPoint presentations.

When working with commercial printers, use an EPS file. Use a CMYK file when printing in four-color. If printing a red and black newsletter, use the EPS files from the two-color folder.

Website Standards The Rutgers logotype with the GSE signature must appear in the top left corner of all GSE webpages within an approved banner consistent with the current style of the GSE website. In addition, the full name of the university must appear in the footer of every webpage. The minimum size of the Rutgers logotype with the GSE signature is 150 pixels wide, with a recommended 28-pixels-wide border of clear space. When the logotype is positioned in a horizontal banner, the clear space above or below may need to be modified.

Ecommunication Standards The Rutgers logotype with the GSE signature must appear in the top left corner of an newsletter, and somewhere in the

designed space of a custom designed broadcast email. In addition, the full name of the university must appear somewhere in both methods of communication.

Merchandise Standards Design approval is required from the Office of Trademark Licensing on all Rutgers-branded items, including promotional and fundraising items. Anyone wishing to use Rutgers' name, the Rutgers logotype with or without the GSE signature, or other Rutgers logos including the shield and athletic marks on merchandise must first contact Trademark Licensing at trademark@ucm.rutgers.edu or 848-445-1921 or 1951.

Video Standards The Rutgers logotype with the GSE signature must appear prominently at or near the opening or closing of a Rutgers video. The full name of the university must appear visually or in the audio track somewhere in the course of the video.

Insertion Instructions for Microsoft Products *NOTE: EPS and TIFF files can both be used in Microsoft products. An EPS file may appear jagged on screen but will print clearly.*

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.

Key to File Formats

EPS = Encapsulated PostScript Format A vector-based file format, the EPS is used by professional graphic designers and commercial printers. The file is intended to be inserted, placed, or imported into a

document. DO NOT double click on the EPS files unless you are using Adobe Illustrator; otherwise, you will damage the vector file. An EPS file can be enlarged dramatically without affecting its quality.

TIFF = Tagged-Image File Format The TIFF is platform-independent and can be used on a PC or MAC. It is a bitmap file and should not be enlarged more than 20% or quality will be lost. TIFFs may be reduced in size without losing quality. TIFFs are supported by virtually all word-processing, image-editing, page-layout, and paint applications.

GIF = Graphics Interchange Format The GIF is a graphics format used to display images on web pages. The GIF format uses a fixed-color palette limited to 256 colors. This format is best with logos and illustrations using solid colors or sections of consistent color.

Key to Colors

70K = 70% black to look gray

100K = 100% black or solid black

PMS186 = Pantone Matching System color number 186. This is the preferred red used by Rutgers. **PMS431** = Pantone Matching System color number 431. This is the preferred gray used by Rutgers. **CMYK** = Used to indicate a four-color-process file (cyan, magenta, yellow, black) for offset color printing by an outside vendor. In this file, the approved red is made up of magenta, yellow, and black.

For More Information

Visit the *Rutgers Visual Identity Manual* at identity.rutgers.edu for more detailed information.

Need help?

Email questions or requests to identity@ucm.rutgers.edu.