

## TWO-COLOR FOLDER

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



RU\_SIG\_GSE\_PMS186\_100K.eps  
2 colors: red and 100% black



RU\_SIG\_GSE\_PMS186\_70K.eps  
2 colors: red and 70% black (to look like gray)



RU\_SIG\_GSE\_PMS186\_PMS431.eps  
2 colors: red and gray

## LETTERHEAD FOLDER

Use for desktop letterhead.



RU\_SIG\_GSE\_RED\_100K\_LH.tif  
For instructions on how to place this file, please go to [identity.rutgers.edu/customlh.shtml](http://identity.rutgers.edu/customlh.shtml).

All files shown here are not actual size.

## FOUR-COLOR FOLDER

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



RU\_SIG\_GSE\_CMYK\_K.eps  
4-color process: red and black



RU\_SIG\_GSE\_CMYK.eps  
4-color process: red and gray



RU\_SIG\_GSE\_CMYK\_K.tif  
4-color: red and black (small and large)



RU\_SIG\_GSE\_CMYK.tif  
4-color: red and gray (small and large)

## ECOMMUNICATIONS FOLDER

Use for ecommunications and in an email signature.



RU\_SIG\_GSE.gif

## ONE-COLOR FOLDER

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



RU\_SIG\_GSE\_100K.eps  
1 color: black



RU\_SIG\_GSE\_PMS186.eps  
1 color: red



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



RU\_SIG\_GSE\_100K.tif  
1 color: black (small and large)

### 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](mailto:identity@ucm.rutgers.edu).

## Meeting the Rutgers and GSE Visual Identity Standards

**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 on 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 enewsletter, 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 university seals or intercollegiate athletic marks on merchandise must first contact Trademark Licensing at [trademark@ucm.rutgers.edu](mailto: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 or 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](http://identity.rutgers.edu) for more detailed information.

### Need help?

Email questions or requests to [identity@ucm.rutgers.edu](mailto:identity@ucm.rutgers.edu).