Rutgers Graduate School of Education

Branding Guidelines

gse.rutgers.edu/toolbox

Rutgers Graduate School of Education Branding Guidelines
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As The State University of New Jersey, Rutgers has taken steps to manage and preserve the integrity of the Rutgers name. The goal of the Rutgers visual identity system created in 2006 was to create instantly recognizable visual identities for all Rutgers communications. The resources below will help you to preserve the impact of the GSE brand.

All departments and centers at the Graduate School of Education (GSE) must use the Rutgers logotype with the Graduate School of Education signature.

Print Standards and Downloadable Logos

The Rutgers logotype with the Graduate School of Education signature must appear on the front of all printed communications no smaller than one inch wide. In addition, the full name of the university, Rutgers, The State University of New Jersey, must appear somewhere on the printed piece.

Print and Publications

For GSE, multiple types of Rutgers logos with the Graduate School of Education signature files are available for different types of publications in the 'Download Zone' tab on Rutgers Visual Identity System webpage.

In addition, different color combinations for the logotype and signature are also provided. After you have read about the different types of files for different purposes and the instructions for use, please go to the urls indicated below to download the necessary files.

Rutgers' official school color is scarlet. Rutgers scarlet is often used in conjunction with black, gray, and white. The Pantone® color system equivalent for Rutgers scarlet is Pantone® 186.

The Rutgers Visual Identity system allows for three Rutgers logotype colors: scarlet, black, or white.

The official Rutgers Graduate School of Education signature features the scarlet "Rutgers" with a gray "Graduate School of Education" and should be used on letterhead, business cards, and departmental documents.

This signature is provided in file formats for both two-color (most commonly used for self-publishing) and four-color printing (used by an outside vender for full color publications). Each option is labeled in the zip file with the downloaded signatures.

For flyers, posters, and other types of print products, a one-color logo and signature is usually preferable for simple flyers made on copiers or for artistic purposes on more complicated pieces created by a designer.

We have also included in the files folder *all black*, *all red*, and *all white* versions of the Rutgers Graduate School of Education signature appropriate for this range of printing needs

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The font should be Arial or Palatino Linotype.

Please read carefully and refer to the Rutgers Visual Identity Manual as a reference for your publications planning.

- [Rutgers Visual Identity Manual](#)

Instructions for Download Zip Folders

For other one-color files, the official signature, and the files necessary for four-color-process printing by an outside vendor, please click on the url below which will take you to a zipped folder. Save it to your desktop or a folder. Access to download the Rutgers Graduate School of Education signature files is limited to a computer within the Rutgers network. To place a an EPS logotype file into a Microsoft document: begin by opening the document in which you want to insert the logotype and then using the "Insert" menu, browse to the graphic where you have saved it on your computer, and click "OK" or "Insert."

- [GSE Logo WITHOUT Shield](#)
- [GSE Logo WITH Shield](#)

PDF Sample and Instruction Sheets to Download and Save

The pdf files above are also provided to help streamline the process with directions and samples that you can save to your computer for handy reference when using the files.

In the Rutgers Graduate School of Education Visual Identity Standards Signatures PDF document you can see sample files organized by the one-color, two-color, and four color folders in the zipped folder. The file name is also included by the sample to facilitate your choice of files.

- Download Visual Identity Standards - Signatures without Shield
- Download Visual Identity Standards - Signatures with Shield

The Visual Identity Standards PDF includes GSE Identity Policies, instructions for insertion in Microsoft products, a key explaining the different file formats, and a key to the colors. Please save the sample documents as well as the instruction sheets as an easy access reference.

Logotype Placement

The preferred placement is in the upper left corner on the front cover/panel, as shown in the example to the right. However, placement anywhere on the front cover/panel that is appropriate to the design is acceptable.

Logotype Size and Clear Space

The minimum size of the Rutgers logotype is 1 inch wide. The minimum size of the logotype, with signature, is 1.25 inches wide. There should be a minimum clear space around the logotype equal to the cap "R" height.

Logotype Color

The Rutgers logotype may only appear in red, white, or black. The preferred color for a signature is gray. See the print color specifications on page 3.1 and color treatment examples throughout chapter 3.

Rutgers' official school color is scarlet. Rutgers scarlet is often used in conjunction with black, gray, and white. The Pantone® color system equivalent for Rutgers scarlet is Pantone® 186.

Full University Name

At a minimum, the university's full name—Rutgers, The State University of New Jersey—should appear in the address block on the back of the printed piece. For other options for including the full name, see page 2.2.

(Coming Soon) Download Flyer and Poster Templates

The link below will take you directly to flyer templates for the GSE for self-publishing.

The logotype in the document is an EPS file. You do not need special software to use an EPS file.

An EPS file may appear jagged or blurry on screen in a Word document, but will display properly when made into a pdf. It will also print clearly.

- Rutgers Graduate School of Education Flyer Template in Word
- Rutgers Graduate School of Education Poster Template

Business Cards, Letterhead and PowerPoint

Business Card Format:

Address block text:
Name: Formata BQ Regular 8/9 pt., tracked +10
Text: Formata BQ Light 6.5/8 pt., tracked +40 +4 pt. leading between sections

Use the appropriate Rutgers name (i.e., Rutgers, The State University of New Jersey; Rutgers University–New Brunswick; Rutgers University– Newark; Rutgers University–Camden; Rutgers Biomedical and Health Sciences) on the third line.

Size: 3.5" x 2"

Letterheads:

- [Download GSE Letterhead without Shield](#)
- [Download GSE Letterhead with Shield](#)
- [Download GSE Letterhead with Excellence and Equity](#)
- [Download GSE Letterhead for Centers without Shield](#)
- [Download GSE Letterhead for Centers with Shield](#)

PowerPoint:

- [Download GSE PowerPoint Template](#)

Minimum Website Standards

Logotype Placement: The Rutgers GSE logotype must appear in the top left corner of the live content area on every webpage.

Logotype Size and Clear Space: The minimum size of the Rutgers GSE logotype is 150 pixels wide, with a recommended 28-pixels-wide border of clear space. When the logotype is positioned in a horizontal banner (as shown to the left), the clear space above or below may need to be modified.

Logotype Color: The Rutgers logotype may only appear in white, black, or red. See the electronic color specifications on [page 3.1](#).

Copyright in Footer: The full university copyright must appear in the footer of every webpage:

Copyright ©2016, Rutgers, The State University of New Jersey, an equal opportunity, affirmative action institution. All rights reserved.

Blogs, wikis, faculty research and project pages are considered to be websites and need to conform to these minimum standards. The website must link back to the GSE website.

Minimum Video Standards

The Rutgers logotype, with or without a signature, must appear prominently at or near the opening or closing of a Rutgers video.

In addition, the appropriate Rutgers name (i.e., Rutgers, The State University of New Jersey; Rutgers University–New Brunswick) must appear somewhere in the course of the video.

The video standards apply to all forms of video including but not limited to television commercials, Jumbotrons, low-definition website videos, and high-definition documentaries.

Services: Print and Publications / Photography

Print and Publications

The GSE is committed to helping you create publications that engage and inform your various audiences and that effectively promote the school and university. The communications department has a limited capability to assist with the production of brochures, booklets, posters, and advertising for specific projects or events, but is happy to help identify vendors that may be able to help with your projects or help with printing, distribution, and/or mailing services. Please email Afsheen Shamsi, Director of Communications and Marketing, to discuss your needs.

Photography

The GSE's Communication and Marketing Department has a limited capability to take photos for smaller activities or events given advance notice; please email Afsheen Shamsi to find out if your event can be covered. A **minimum of two weeks notice** must be given. All assignments completed by Works for Hire photographers or school staff become part of the GSE photo archive, and may be used/shared for school promotional purposes.

Rutgers University and the GSE require that all external guests sign a release form in advance of any photos/videos being taken. The release form can be downloaded from the link at the bottom of this page.

- Download Model Release Form
- Download Minor Model Release Form