

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

## Meeting the Rutgers Visual Identity Standards

**General Standards** The Rutgers logotype must appear on all communications. There are several options to fulfill this requirement. You may use either (1) the Rutgers logotype with or without a signature or (2) the Rutgers shield combined with the Rutgers logotype with or without a signature. In addition, 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) must appear somewhere in your communication as described below.

**Print Standards** The Rutgers logotype must appear on the front of all printed communications. You must also include the appropriate Rutgers name. See **General Standards** for more information.

- 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 must appear in the top left corner of all Rutgers webpages. See **General Standards** for more information. In addition, 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.).

**Ecommunication Standards** The Rutgers logotype must appear in the top left corner of an enewsletter, and somewhere in the designed space of a custom

designed broadcast email. In addition, you must also include the appropriate Rutgers name somewhere in your ecommunication. See **General Standards** for more information.

**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 a signature, or other Rutgers logos including the shield and 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 must appear prominently at or near the opening or closing of a Rutgers video. In addition, the appropriate Rutgers name must appear visually or in the audio track somewhere in the course of the video. See **General Standards** for more information.

### 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](http://identity.rutgers.edu) for more detailed information.

### Need help?

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