



**RUTGERS**

Graduate School of Education

**Rutgers Graduate School of Education**

**Branding Guidelines**

[gse.rutgers.edu/toolbox](http://gse.rutgers.edu/toolbox)

# Rutgers Graduate School of Education Branding Guidelines

## Table of Contents

<b>Print and Publications</b>	<b>3</b>
<b>Print Minimum Standards</b>	<b>4</b>
<i>Instructions for Download Zip Folders</i>	4
<i>PDF Sample and Instruction Sheets to Download and Save</i>	5
<i>(Coming Soon) Download Flyer and Poster Templates</i>	5
<b>Business Cards, Letterhead, PowerPoint, and Email Signatures</b>	<b>6</b>
<i>Business Card Format:</i>	6
<i>Letterheads:</i>	6
<i>PowerPoint:</i>	6
<i>Email Signatures:</i>	7
<b>Website Minimum Standards</b>	<b>8</b>
<b>Ecommunication Minimum Standards</b>	<b>8</b>
<b>Video Minimum Standards</b>	<b>9</b>
<b>Services</b>	<b>10</b>
<i>Print and Publications</i>	10
<i>Photography</i>	10
<b>Additional Resources</b>	<b>11</b>

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 Rutgers Graduate School of Education (GSE) brand.

**All departments and centers at the GSE must use the Rutgers logotype with the GSE signature.**



### **Print and Publications**

For the GSE, there are different files of the Rutgers logotype with the GSE signature available for publications in the [‘Download Zone’](#) tab on the [Rutgers Visual Identity System](#) webpage.

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 vendor 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 logotype with the GSE signature appropriate for this range of printing needs.

The official Rutgers fonts are ITC Giovanni and Formata BQ. For internal purposes only, these fonts can be requested from Elyse Carlson at [identity@ucm.rutgers.edu](mailto:identity@ucm.rutgers.edu). When working with an external vendor, if these official Rutgers fonts are desired, vendors are required to purchase ITC Giovanni and Formata BQ. Alternatively, they can use Arial or Palatino.

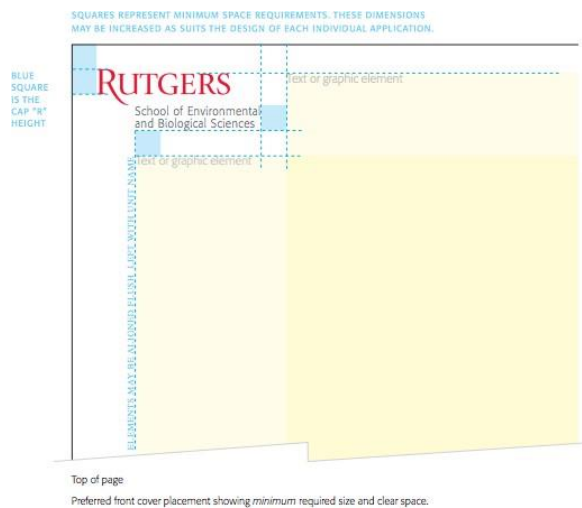
Please read carefully and refer to the Rutgers Visual Identity Manual as a reference for your publications planning.

- [Rutgers Visual Identity Manual](#)

## Print Minimum Standards

The preferred placement for the Rutgers logotype with the GSE signature is in the upper left corner on the front cover/panel.

The minimum size of the Rutgers logotype with the GSE signature is 1.25 inches wide. There should be minimum clear space around the logotype equal to the capital "R" height. See image below.



The Rutgers logotype with the GSE signature may only appear in red Pantone® 186, white or black. The preferred color for a signature is gray Pantone® 431.

At a minimum, the full name of the university, Rutgers, The State University of New Jersey, should appear in the address block on the back of the printed piece.

## 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 logotype with the GSE signature is limited to a computer within the Rutgers network. You will be required to enter your NetID to login and access the files. To place 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."

- [Download Rutgers Logotype with the GSE Signature](#)
- [Download Rutgers Logotype with the GSE Signature WITH Shield](#)

If you require a different file format, this can be requested from Elyse Carlson at [identity@ucm.rutgers.edu](mailto:identity@ucm.rutgers.edu).

### ***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 GSE 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.

### ***(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, PowerPoint, and Email Signatures**

All GSE business cards should follow the format below:

### ***Business Card Format:***



Rutgers shield with logotype: Pantone® 186

### 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, Black

Use the appropriate Rutgers name (i.e., Rutgers University–New Brunswick) on the third line.

**Size:** 3.5" x 2"

Business cards must be ordered through the Office of Administration and Personnel.

### ***Letterheads:***

- [Download GSE Letterhead WITH Shield](#)
- [Download GSE Letterhead WITHOUT Shield](#)
- [Download GSE Letterhead WITH Excellence and Equity](#)
- [Download GSE Letterhead for Centers WITH Shield](#)
- [Download GSE Letterhead for Centers WITHOUT Shield](#)

### ***PowerPoint:***

- [Download GSE PowerPoint Template](#)

***Email Signatures:***

Below is the standard email signature that should be followed at the GSE:

Name  
Title  
Department/Administrative Unit  
Graduate School of Education  
Rutgers University–New Brunswick  
10 Seminary Place, Suite/Room Number  
New Brunswick, NJ 08901  
p: 000-000-0000  
c: 000-000-0000 (optional)  
f: 000-000-0000 (optional)  
[edomain@gse.rutgers.edu](mailto:edomain@gse.rutgers.edu) (optional)  
gse.rutgers.edu

## **Website Minimum Standards**

**Logotype Placement:** The Rutgers logotype with the GSE signature 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 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.

**Logotype Color:** The Rutgers logotype with the GSE signature may only appear in white, black, or red. The electronic color specifications for black are RGB (0, 0, 0) or #000000. The electronic color specifications for red are RGB (204, 0, 51) or #cc0033. The electronic color specifications for gray are RGB (95, 106, 114) or #5f6a72.

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

Copyright ©2017, Rutgers, The State University of New Jersey, an equal opportunity, affirmative action institution. All rights reserved.

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

## **Ecommunication Minimum 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, Rutgers, The State University of New Jersey, must appear somewhere in both methods of communication.



## **Video Minimum Standards**

The Rutgers logotype with the GSE signature must appear prominently at or near the opening or closing of a Rutgers video.

In addition, the full name of the university, Rutgers, The State University of New Jersey, must appear visually or in the audio track somewhere in the course of the video.

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

Rutgers University and the GSE require that all external guests sign a release form in advance of a video shoot. The release form can be downloaded below, or you can send your guest(s) the form to fill out ahead of time.

- [Download Model Release Form](#)
- [Download Minor Model Release Form](#)

## **Services**

### ***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 Coby Green-Rifkin, Director of Communications and Marketing, to discuss your needs.

### ***Photography***

The GSE's Communications and Marketing Department has limited capacity to take photos for smaller activities or events given advance notice; please email Coby Green-Rifkin 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 being taken. The release form can be downloaded below, or you can send your guest(s) the form to fill out ahead of time.

- [Download Model Release Form](#)
- [Download Minor Model Release Form](#)

## **Additional Resources**

- [Rutgers Editorial Style Guide](#)
- [Rutgers Visual Identity Manual](#)