UNIT ID: GSE1

File Preview WITH Shield

RUTGERS
Graduate School of Education

RUTGERS
School or Central Admin Office

(RED and BLACK)
[UnitID]_S_CMYK_RED_BLACK.eps
[UnitID]_S_RED_BLACK.png

RUTGERS
School or Central Admin Office

(RED and GRAY)
[UnitID]_S_CMYK_RED_GRAY.eps
[UnitID]_S_RED_GRAY.png

RUTGERS
School or Central Admin Office

(REVERSE WHITE)
[UnitID]_S_REVWHITE.eps
[UnitID]_S_REVWHITE.png
(Black box is not part of the logo)

RUTGERS
School or Central Admin Office

(RED)
[UnitID]_S_CMYK_RED.eps
[UnitID]_S_RED.png

RUTGERS
School or Central Admin Office

(BLACK)
[UnitID]_S_BLACK.eps
[UnitID]_S_BLACK.png

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School or Central Admin Office

(RED)
[UnitID]_CMYK_RED.eps
[UnitID]_RED.png

RUTGERS
School or Central Admin Office

(BLACK)
[UnitID]_BLACK.eps
[UnitID]_BLACK.png

Your Package Contains:

Your package contains two main folders. One includes marks without the shield and the other includes marks with the shield. Within these two main folders are the following sub-folders that contain the EPS files (for 1 color and 4 color printing), PNG files, and templates.

EPS FOLDER
(use for professional printing)

1 COLOR FOLDER
4 COLOR PROCESS FOLDER

PNG FOLDER
(use for web and digital)

- Transparent files available in red, black, and white

TEMPLATES FOLDER

- Microsoft Word letterhead
- PowerPoint files
- Email signature

RUTGERS
University Communications
and Marketing

How to Use the Files:

EPS = Encapsulated PostScript

A vector-based file format, the EPS is used by professional graphic designers, commercial printers, and licensed vendors. The file is intended to be inserted, placed, or imported into a design file. DO NOT double click on the EPS files unless you are using Adobe Illustrator or other design or layout program, otherwise, you will damage the file. An EPS file can be used at any size without affecting its quality.

Use an EPS file for:

- Professionally printed materials
- Branded merchandise—Vendors requiring vector art for use on merchandise will need to contact trademark@ucm.rutgers.edu

PNG = Portable Network Graphic

PNG is a graphics format used to display images in digital forms, such as websites, or can be used in files that require transparency. It is also appropriate to use this file format for small-scale, in-house printing and in desktop publishing applications. The PNG cannot be enlarged without losing the correct image resolution but can be reduced in size without losing clarity. WHEN SIZING FILES, ALWAYS BEGIN WITH THE ORIGINAL PNG.

Use a PNG file for:

- Microsoft Word
- Desktop letterhead
- PowerPoint or Keynote presentations
- Videos
- Websites
- Social media
- Digital communications such as enewsletters, evites, and email signatures

Key to Colors

CMYK = Used to indicate a 4 color process file (cyan, magenta, yellow, black) for color printing by an outside vendor. In this file, the Rutgers red is made up of magenta (100), yellow (81), and black (4).

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 shield, the Rutgers logotype with or without a signature, or any other Rutgers logos including the intercollegiate athletic marks on merchandise must firstcomplete the Brand Merchandise Artwork Review form.

Have a question?
Send an email to identity@ucm.rutgers.edu