



UNIVERSITY POLICY

Section: 80.1.5

Section Title: University Communications and Marketing: University Communications and Marketing Policies

Policy Name: University Visual Identity

Formerly Book: N/A

Approval Authority: Board of Governors

Responsible Executive: Vice President for University Communications and Marketing

Responsible Office: University Brand, Marketing, and Creative Services

Adopted: 12/2008

Reviewed: 12/06/2022

Revised: 06/13/2014; 06/16/2020; 12/06/2022

Contact: identity@rutgers.edu;

_____Vice President for University Communications and Marketing: 848-932-1769

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1. Policy Statement

All policies are subject to amendment. Please refer to the Rutgers University Policy Library website (policies.rutgers.edu) for the official, most recent version.

Since the power of a strong visual identity can only be realized through consistent application over time, it is the University's policy that the official logotype, signatures, and marks as described in the [Rutgers Visual Identity System User Guide](#) are the only sanctioned marks for use across the University system. No other marks or symbols may be used in conjunction with or to replace the official Rutgers visual identity system. Every member of the University community plays an important role in bringing this cohesive new identity to life and in maintaining its integrity by applying it consistently throughout all University communications, including in print, web, display, broadcast, and electronic formats. The Vice President for University Communications and Marketing is authorized by the Board of Governors to manage and enforce the Rutgers visual identity system consistently throughout the University.

2. Reason for Policy

Research confirms that a clear and consistent identity helps build and maintain a reputation. Regularly reinforced graphic symbols can convey and reinforce the strengths of an institution. A strong Rutgers identity has far-reaching benefits, such as enhancing the University's ability to recruit faculty, students, and staff; generating revenue; garnering grants; engaging alumni; and attracting external support. The Rutgers name and visual identity are substantial institutional assets and therefore their usage is under the purview of the Board of Governors and needs to be managed by a central administrative office with the authority to manage and enforce the proper use of the University's name and a unified visual identity system.

3. Who Should Read This Policy

All members of the Rutgers University community.

4. Resources

- a. [Rutgers Visual Identity Website](#)
- b. [Rutgers Visual Identity User Guide](#)
- c. [Trademark Licensing](#); 848-932-0586
- d. [Training: Communicator Certificate Program](#)
- ~~d. [Requests for visual identity system graphics: identity@ur.rutgers.edu](#)~~
- e. [Logos, Signatures, and Templates](#)
- f. [identity@ur.rutgers.edu](#)

5. Definitions

N/A

6. The Policy

The Board of Governors requires that all University units use the Rutgers name and the unified visual identity system, including a set of approved marks, as outlined in policies and guidelines included in the [Rutgers Visual Identity website](#).

The Vice President for University Communications and Marketing is empowered with the authority to manage and enforce the proper use of the University's name and a unified visual identity system, and is charged by resolution of the Rutgers Board of Governors to create,

distribute, and enforce policies, procedures, and guidelines necessary for the proper use of the Rutgers name and the implementation of a unified visual identity system; develop tools, training, and other incentives that facilitate the proper use of the Rutgers name and the implementation of a unified visual identity system by all units of the University; and establish oversight and advisory bodies that facilitate the proper use of the Rutgers name and the implementation of a unified visual identity system.

The Rutgers visual identity website includes [The Rutgers Visual Identity System User Guide](#) and other resources which are provided to the University community by the Department of University Communications and Marketing. Members of the University community should refer to them for guidance, tools, and information about proper usage of the University's name and unified visual identity system.