Meeting the School of Nursing and Rutgers Visual Identity Standards – A Brief Guide

For Assistance, Contact:

Lynn McFarlane, Director of Marketing and Communications
973-353-3833; mcfarlld@sn.rutgers.edu

Thomas DiStefano, Coordinator of Multimedia Design
973-972-7025; disteftp@sn.rutgers.edu

For SON Visual Identity Resources, including Rutgers 250 graphics and templates, login to Faculty & Staff Central

For Comprehensive Information, visit the Rutgers Visual Identity Website at Identity.rutgers.edu

Print Standards
(Brochures, newsletters, flyers, recruitment materials, invitations, folders, etc.)

The Rutgers logotype, preferably with the SON signature (aka School of Nursing logo) 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.

Using Rutgers Logos on Printed Materials
Logos (and signatures) must not be altered and must be printed only in the approved colors (red & black, red & gray, all red, all black, or all white). Maintain size and clear-space requirements.
• The EPS or TIFF files provided in the logo packages will work in desktop published documents.
• When working with commercial printers, use an EPS file. Use a CMYK file when printing in full color. If printing a red and black newsletter, use the EPS files that include "PMS186_60K.eps" or "PMS186_100K. eps" in their file names.

Rutgers 250 Branding on Print Materials
From Nov. 10, 2015 through Nov. 10, 2016, School of Nursing faculty and staff are encouraged to use Rutgers 250 logos and/or spirit marks. For assistance with layout and design to incorporate these graphic elements within established print standards, please contact Thomas DiStefano.

Stationery
The stationery standards, which include the use of the logotype and signatures, are an essential part of the Rutgers Visual Identity System. Refer to the *Rutgers Visual Identity Manual* for stationery guidelines and layout examples. While the manual offers options that include using the Rutgers logotype and new shield, or the Rutgers 250 logo as the primary graphic element on letterhead and business cards, preference is to maintain the visibility of your School of Nursing affiliation by using the Rutgers logo with signature (aka SON logo).

Creation of New Logos, Visual Identity Graphics
Requests to create visual identity graphics (logos, signatures, etc.) –must be submitted to the SON Director of Marketing and Communications, who will refer the requests to the SON Dean for approval, which is required for action by the Rutgers Office of Creative Services.

E-communications: Personal Email
The School of Nursing has established a suggested format for email signatures with the Rutgers 250 logo. All faculty and staff are encouraged to use signatures in their emails as a branding tool that also facilitates ease of communication. For layout and instructions for formatting your email signature, visit nursing.rutgers.edu/central/email-signatures.html

E-communications: Newsletters, formatted emails

The Rutgers logotype with SON signature (School of Nursing logo) must appear in the top left corner of an e-newsletter, and somewhere in the designed space of a custom designed broadcast email, digital banner, etc. In addition, the full name of the university (Rutgers, The State University of New Jersey) must appear, or the piece must link directly to an online page containing the full name.

Powerpoint, Flyers and other Templates with Rutgers 250 Branding

Powerpoint templates, flyers, and other communication vehicles should follow Rutgers visual identity guidelines. To obtain templates using the Rutgers 250 branding, visit the School of Nursing's Faculty and Staff Central.

Promotional Items/Merchandise

(Table coverings, banners, mugs, pens, giveaways, etc.)

For assistance with graphic design/artwork for durable promotional items such as banners, table coverings, we suggest you contact SON's Coordinator of Multimedia Design, Thomas DiStefano.

For all promotional and fundraising items using the Rutgers name, its logos or spirit marks, design approval is required from the Rutgers Office of Trademark Licensing. Only approved, licensed vendors may be used. For information, visit ucm.rutgers.edu/trademark-licensing/overview; email trademark@ur.rutgers.edu or call 848-445-1951 or 1921.

Advertising

Paid advertising, whether print, broadcast or digital, must be reviewed by the Director of Marketing and Communications.
The Coordinator of Multimedia Design can assist with your design to meet graphic identity standards. Following approval within the SON, all advertising must be submitted to Rutgers Advertising Review through the online system for final approval. Attach a copy of your approval notification to your purchasing documents. Job postings, classifieds, and legal notices are exempt from this process. For more information: visit adreview.rutgers.edu

Video Standards

The Rutgers logotype with the SON signature must appear prominently at or near the opening or closing of a Rutgers video. The full name of the university must appear visually or in the audio track somewhere in the course of the video.

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 move, place cursor over image; click, hold, and drag image to new location. •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 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. This

format is best with logos and illustrations using solid colors or sections of consistent color.

Social Media
Units within Rutgers are not required to use the Rutgers visual identity graphics on their social media pages. However, if they are used, the use must conform to the standards in the Rutgers Visual Identity Manual. Note: The informal university seal is reserved for use only on the official university wide Facebook and Twitter pages.

In addition, administrators of accounts representing the School of Nursing are requested to provide the account info and administrators list to the School of Nursing Department of Marketing and Communications in order to build a collaborative effort to promote the school's brand and activities.

Students and Student Groups
Students and student groups wishing to order business cards may go to identity.rutgers.edu/stationery for instructions.

Individual students are not permitted to use the university's marks. Student groups may use the Rutgers Visual Identity System provided they follow the guidelines in this manual used by every other Rutgers unit. For example, the marks require a certain amount of space around them, cannot be altered in any

way, and cannot be paired with other graphic elements.

Use of the visual identity system, including the Rutgers spirit mark, on commercial goods, promotional giveaways, and specialty items such as T-shirts, hats, and mugs, is permitted for student groups with approval by contacting Trademark Licensing at trademark@ucm.rutgers.edu or 848-445-1921 or 1951.

Alumni and Alumni Groups
Individual alumni are not permitted to use the university's marks. Alumni groups may use the Rutgers Visual Identity System with the approval of Trademark Licensing, upon recommendation by the Department of Alumni Relations. Contact the director of alumni communications at rualumni@alumni.rutgers.edu or 848-932-2296 with questions.

External Users
This information is intended primarily for use by the Rutgers community. Any individuals, groups, or companies external to the university wishing further information regarding the use of Rutgers marks should contact Trademark Licensing at trademark@ucm.rutgers.edu or 848-445-1921