

BRAND GUIDELINES

Logos

	Horizontal (Preferred)	Vertical RSON
Red & Black		
White		
Red & White		

Colors

Primary Colors				CMYK 68 / 20 / 33 / 0 RGB 82 / 162 / 169 Hex #52A2A9
	Rutgers Red Pantone 186 CMYK 0 / 100 / 81 / 4 RGB 204 / 0 / 51 Hex #CC0033	Teal CMYK 91 / 47 / 47 / 20 RGB 0 / 98 / 109 Hex #00626D		CMYK 47 / 6 / 27 / 0 RGB 135 / 195 / 190 Hex #87C3BE
				CMYK 10 / 0 / 6 / 0 RGB 227 / 243 / 239 Hex #E3F3EF
Supporting Colors				CMYK 14 / 11 / 11 / 0 RGB 216 / 216 / 216 Hex #D8D8D8
	Medium Gray CMYK 60 / 51 / 51 / 20 RGB 102 / 102 / 102 Hex #666666	Dark Gray CMYK 72 / 66 / 64 / 72 RGB 34/34/34 Hex #222222		CMYK 5 / 3 / 3 / 0 RGB 239 / 239 / 239 Hex #EFEFEF
				CMYK 0 / 0 / 0 / 0 RGB 255 / 255 / 255 Hex #FFFFFF

Typeface

Meta Pro	Black:	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
	Bold:	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
	Normal:	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz