

Using the Rutgers R Logo to Improve Brand Clarity and Consistency



August 2023

Rutgers Streamlines Brand – Rutgers R to Represent All Units

To support the goals of greater institutional clarity and stronger brand recognition, Rutgers is streamlining the universitywide visual identity system to adopt the Rutgers R as the primary logo for the University. The consistent use of one primary logo is a best practice of effective branding. This change will reduce the number of primary Rutgers logos from three marks to one consistently applied, visual representation of the Rutgers brand.

The popular Rutgers R was established as a universitywide Spirit Mark in 2006. Stakeholder feedback over several years along with focus group meetings and an audit of peer universities conducted this year by University Communications and Marketing (UCM) have led to the selection of the Rutgers R as the strongest representation of the Rutgers brand in a broad range of digital/mobile, print, and merchandise applications.



What Does This Mean for My Work?

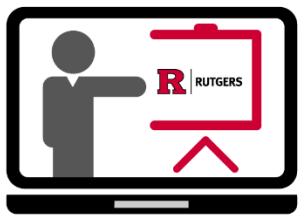
You have time to plan. UCM is finalizing the full Rutgers R identity system, including guidelines and examples of how all units can use the Rutgers R. Full access to the system and the new set of marks will be available in January 2024. Administrative and academic units will then have the tools to begin their phased transition to the Rutgers R marks.

Materials that currently use the Rutgers logotype and signature system or the Rutgers shield should be phased out in a cost-effective manner based upon each unit’s programmatic schedules and available resources.



When Will I Begin to See the New Rutgers R Marks?

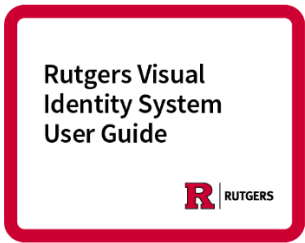
Although the full adoption of this new system will happen over time, the transition to the Rutgers R logo is already underway. New logos incorporating the Rutgers R with Rutgers University and each of the chancellor-led units have been finalized and are being used in the Common App, on new campus banners being installed across the university, and on other high-profile applications. The new Rutgers Health mark was launched in July to coincide with the 10th anniversary of RBHS, and the Rutgers Foundation has started using its new Rutgers R mark.



How Can I Learn More?

UCM is hosting three virtual information sessions to introduce and explain how the Rutgers R logo will be used and to assist you with transition planning. Please sign up for one of the following Zoom sessions to learn more:

- Wednesday, September 6 at 1 p.m. – [register here](#)
- Tuesday, September 12 at 11 a.m. – [register here](#)
- Monday, September 18 at 4 p.m. – [register here](#)



Will Everyone at the University Use the Rutgers R?

Yes. The current Rutgers logotype and the shield are being phased out. Next semester, when Rutgers R marks are available, you should begin to incorporate them into all your communications and marketing materials. There is no need to discard material or halt production on immediate needs; however, beginning in January 2024, you should start transitioning to the new system as timelines and budgets allow.



How Can I Get Help?

You can contact UCM with questions at contactus@ucm.rutgers.edu and also reach out to your campus communications offices for guidance. UCM will be sending additional information and details as resources are finalized and the transition to the Rutgers R continues.

Questions or comments? Email contactus@ucm.rutgers.edu.
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