



October 2023

Rutgers Streamlines Brand – Primary Marks Now Available

In August, University Communications and Marketing (UCM) announced the change to the visual identity system that will make the Rutgers R the primary logo for the university. In case you missed that communication, you can [read it here](#), and if you missed the information sessions we held in September, you can [listen to the recorded Zoom meeting](#). The transition to the new system is now underway and eight high-level Rutgers R marks are now available for use by the Rutgers community.



How Can I Access the Main Rutgers R Marks?

The graphic files for these main marks can be downloaded after you log in to the [signature generator](#):

- Rutgers
- Rutgers University
- Rutgers, The State University of New Jersey
- Rutgers Foundation
- Rutgers–New Brunswick
- Rutgers Health
- Rutgers–Newark
- Rutgers–Camden

These logos have also been added to the logo library on [swag.rutgers.edu](#) and can be applied to your orders for giveaways and promotional items.



What’s Happened So Far?

Here’s a look back on the Rutgers R transition progress:

- Aug. 2023:** The Rutgers R transition was announced. The mark was added to high-impact applications
- Sept. 2023:** Main university websites and social media accounts transitioned to the Rutgers R
- Oct. 2023:** Main Rutgers R marks made available for [download](#)



What’s Coming Next?

Over the coming months, here’s what you can expect:

- Nov. 2023:** You will see the Rutgers R on more university communications, systems, and promotions. Watch for the Rutgers Band carrying the Rutgers R banner in Macy’s Thanksgiving Day parade
- Dec. 2023:** UCM and campus communications teams are available for design consultations and support
- Jan. 2024:** Brand guidelines will be complete and shared with the university

The signature generator is updated, all units will be able to make new unit signatures with the Rutgers R

The logo library in [swag.rutgers.edu](#) will have all new signatures to use on branded merchandise and giveaways

Business cards and stationery using the Rutgers R can be ordered

- Feb. 2024:** Units begin to implement transition plans to change to the Rutgers R
- Aug. 2024:** Target for all digital communications, marketing, and advertising to display the Rutgers R
- Sept. 2024:** Transitions to the Rutgers R continue in alignment with programmatic goals and available resources



How Do I Plan for the Change?

As UCM is finalizing the full Rutgers R identity system and related guidelines, you have time to plan. In January 2024, administrative and academic units will have the tools to begin a phased transition to the Rutgers R marks.

Think about what changes are the highest priority and fit into your current budget and communications plans. Digital materials are the easiest to change. Consider ordering smaller amounts of printed materials and giveaways as you prepare to use the Rutgers R in the new year. Materials that currently use the Rutgers logotype and signature system or the Rutgers shield should be phased out in a cost-effective manner.

This fall, consider postponing new building signage or other applications with a multiyear use. If you have a high-impact, urgent need that can’t wait until January, please [reach out to UCM](#).



Where Can I Learn More?

Stay up to date with the latest Rutgers R resources and read the project FAQs by visiting [communications.rutgers.edu](#). UCM will share all Rutgers R information, details, and guidelines on this website as they become available.



How Can I Get Help?

Please connect with your campus communications offices and your school or unit communications teams. You also can email UCM with questions at [contactus@ucm.rutgers.edu](#). UCM will be sending more information and details as resources are finalized and the transition to the Rutgers R continues.