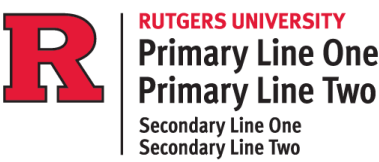




April 2024

Resources for Your Transition to the Rutgers R Logo

It’s great to see so many units and departments beginning to use the Rutgers R for communications and marketing materials. The [visual identity guidelines](#) outline the new system, and resources that support your use of it are in place. Check out the following resources to help with your transition to using the Rutgers R as the primary university logo.



How do I get an R logo for my unit?

Over 400 Rutgers R unit logos have been created by UCM and are available to download - [just search here](#).

Request a new Rutgers R unit logo (also called a signature) for your school, unit, or department by using this [request form](#). Once your request is approved, the graphic files will be made, added to the search, and emailed to you.



Which Rutgers R should I use for social media?

Use the red **Rutgers R** with black text underneath (a vertical signature) for your unit's social media profile picture. This will help ensure a powerful and consistent presentation of Rutgers. Additionally, UCM has updated our [Social Media Playbook](#) and [Social Media Guidelines](#) to help all units use social media effectively.



How do I update my email signature?

Read this [knowledge article](#) outlining how to update your email signature in most email applications. All red, right-sized, SVG files for email signatures can be found in the unit logo graphic packages, or the main university or chancellor unit email signature files can be [downloaded here](#).



What other Rutgers R resources are available?

- **Business Cards** – Your business team can use the [RU Marketplace](#) Dupli punchout for Rutgers R business cards
- **Swag** – All Rutgers R logos have been added to [swag.rutgers.edu](#) to make ordering your promotional items quick and easy
- **Campus Photos**– Check out the [digital asset library](#) for new photos of branded Rutgers scenes and people that are ready for you to use
- **Templates** – PowerPoint templates and Zoom backgrounds with the Rutgers R can be [downloaded here](#)
- **Trained Vendors** – The [ACE Program](#) has a new list of vetted and trained vendors who can help units apply the Rutgers R to marketing and communications materials



How Can I Learn More?

Learn how to use the Rutgers R logo, ask questions, and find out what resources are available by joining UCM for one of the following Zoom sessions:

- Wednesday, May 1 at 1 p.m. – [register now](#)
- Thursday, May 2 at 11 a.m. – [register now](#)
- Tuesday, May 14 at 9 a.m. – [register now](#)



Where Can I Get Help?

Stay up to date with the latest Rutgers R resources and read the related FAQs by visiting [communications.rutgers.edu](#). All resources and details about using the Rutgers R are posted by UCM on this website. For specific questions, please connect with your campus communications office and your school or unit communications team. You also can email UCM with questions at contactus@ucm.rutgers.edu.