



UNIVERSITY LOGO GUIDELINES

The official logo of Rutgers, the State University of New Jersey, is the University's primary identifying mark and appears on all official stationery, publications and other communications emanating from the University.

■ IMPORTANCE OF USING THE LOGO PROMINENTLY

The University relies on the logo as the single graphic element which, when used universally, establishes a consistent visual identity for the entire institution. In place for two decades, the logo carries significant recognition value for Rutgers' many external audiences. Using this standard wordmark is also a way to be sure that the correct name of the University appears so that all the divisions of the university reap full benefit from their identification with Rutgers, and, in turn, Rutgers garners appropriate recognition for its many accomplishments from its distinctive parts.

■ USAGE POLICY ON PRINTED MATERIALS

The logo policy for use on publications is relatively simple and unrestrictive. The logo must appear on the front cover or front panel of all university publications in an appropriate size of position relative to other typographic elements on the page. No specific placement is required. The minimum horizontal dimension acceptable for readability is 1-1/8" or 7 picas. On rare occasions, for elaborately designed publications, the full name of the university (Rutgers, The State University of New Jersey) may be substituted on the front cover, with the logo appearing on the back outside cover instead. If you are in doubt about the appropriate use of the logo on printed materials, contact Peggy Christ, director of the Office of University Publications for guidance call (732-932-7084, ext 605).

Each of the three regional campuses has a version of the official logo that includes the campus designation. The campus-specific logo may be substituted for the university wide logo at the discretion of the campus.

Regarding stationery, university departments are required to use the standard university stationery design for their external correspondence. Any exceptions to the standard stationery format must be approved by the director of university publications. The standard design specifications are available through the Office of University Publications.

■ DISCLAIMER FOR NON-RUTGERS SOURCES

The Rutgers logo is only to be used on official correspondence of officially designated offices of Rutgers, The State University of New Jersey. The logo is a legally protected trademark and may not be used on products, merchandise, or any externally produced materials without permission. The university will prosecute fully the improper use of this trademark. For questions regarding the use of the logo by non-Rutgers parties, contact the Office of Trademark Licensing (732-932-7084, ext. 612)

■ USE OF THE UNIVERSITY SEAL ON OFFICIAL UNIVERSITY DOCUMENTS

The Secretary of the University is the University official responsible for use of the University seal on Official University documents. The seal is used in the execution of documents such as contracts, deeds and financial instruments which require the signature of an officer of the University Corporation, attested to and sealed by the Secretary. The seal is also affixed to certain ceremonial documents such as honorary degrees and letters of introduction.

1. Only officers or persons authorized by the Secretary of the University may use the University seal on official University documents. Certain officers of the University, such as the Registrar, require the seal on a continuing basis and are assigned a seal for use on specific documents, e.g. diplomas and certified transcripts.
2. Letters of introduction signed by the Secretary of the University are available upon request to members of the University community. The university seal will be affixed to letters of introduction to domestic and foreign academic institutions, corporations and other entities.
3. Request for letters of introduction should be made through the department chair for faculty, or through the chair of the major department for students, to the Secretary of the University. Requests should be made at least ten days before the date the letter is requested.
4. The secretary of the University can provide letters of introduction in the major Indo-European languages: letters in other languages are available by special arrangement.

■ USE OF THE UNIVERSITY LOGO AS A DESIGN ELEMENT IN PRINTED OR ELECTRONIC MATERIALS PUBLISHED BY THE UNIVERSITY

Any use of the University Seal as a design element in printed or electronic materials published by the University must be approved by the Director of University Publications.

■ USE OF THE UNIVERSITY LOGO AS A SYMBOL OF THE UNIVERSITY ON MERCHANDISE FOR A SALE

The University Seal is a registered mark in the United States Patent and Trademark Office. Any use of the University Seal as a symbol representative of the University on merchandise must be approved by the Executive Director of University Communications.

■ TRADEMARK LICENSING

The use of the University logo on Shirts, jackets, bags and all other imprinted items:

In order to protect Rutgers' image and reputation, the trademark licensing program regulates the use of the university's name and identifying marks. This includes external use by manufacturers and retailers and internal use by academic and administrative departments, student organizations, and other internal units. Rutgers' trademarks include the name of the university, the intercollegiate athletics logos and wordmarks, including "Scarlet Knights, Scarlet Raptor, Scarlet Raiders" and all other identifying marks of the university.

All manufacturers of products bearing the trademarks of Rutgers must enter into a nonexclusive trademark license agreement with the university. This includes manufacturers who produce not-for-resale, promotional, and other items.

The trademark office also answers questions and provides guidance to the university community with regard to the use of the university's trademarks and assists university departments, student organizations and other units in finding appropriate and affordable promotional and other imprinted items.

For more information and authorization to use the University trademarks, contact the Associate Dean / Director of the Camden Campus Center or visit trademark website [Trademark Licensing](#)