

Meeting the SAS and Rutgers Visual Identity Standards

SAS Identity Standards

Print Standards The Rutgers logotype with the SAS signature must appear on the front of all printed communications no smaller than one inch wide. In addition, the full name of the university must appear somewhere on the printed piece.

- The EPS or TIFF files provided will work in desktop published documents and PowerPoint presentations.
- When working with commercial printers, use an EPS file. Use a CMYK file when printing in full color. If printing a red and black newsletter, use the EPS files that include “PMS186_60K.eps” or “PMS186_100K.eps” in their file names.

Website Standards The Rutgers logotype with the SAS signature must appear in the top left corner of all SAS webpages within an approved banner consistent with the current style of the SAS website. In addition, the full name of the university must appear somewhere on every Rutgers webpage.

Ecommunication Standards The Rutgers logotype with the SAS signature must appear in the top left corner of an enewsletter, and somewhere in the designed space of a custom designed broadcast email. In addition, the full name of the university must appear somewhere in both methods of communication.

Merchandise Standards Design approval is required from the Office of Trademark Licensing on all Rutgers-branded items, including promotional and fundraising items. Anyone wishing to use Rutgers’ name, the

Rutgers logotype with or without a signature, or other Rutgers logos including the university seals or intercollegiate athletic marks on merchandise must first contact Trademark Licensing at trademark@ur.rutgers.edu or 848-445-1951 or 1921.

Video Standards The Rutgers logotype with the SAS signature must appear prominently at or near the opening or closing of a Rutgers video. The full name of the university must appear visually or in the audio track somewhere in the course of the video.

Insertion Instructions for Microsoft Products

NOTE: EPS and TIFF files can both be used in Microsoft products. An EPS file may appear jagged on screen but will print clearly.

- **To place** a logotype/signature file into a Microsoft document, use the “Insert” menu and choose “Picture>From File,” then locate the logotype/signature graphic and click “OK” or “Insert.”
- **To move**, place cursor over image; click, hold, and drag image to new location.
- **To change** the size of the graphic without changing the proportions, hold down the shift key while you drag a corner handle on the graphic to make it the right size.

Key to File Formats

EPS = Encapsulated PostScript Format A vector-based file format, the EPS is used by professional graphic designers and commercial printers. The file is intended to be inserted, placed, or imported into a document. DO NOT double click on the EPS files unless you are using Adobe Illustrator; otherwise, you will damage the vector file. An EPS file can be enlarged dramatically without affecting its quality.

TIFF = Tagged-Image File Format The TIFF is platform-independent and can be used on a PC or MAC. It is a bitmap file and should not be enlarged more than 20% or quality will be lost. TIFFs may be reduced in size without losing quality. TIFFs are supported by virtually all word-processing, image-editing, page-layout, and paint applications.

GIF = Graphics Interchange Format The GIF is a graphics format used to display images on web pages. The GIF format uses a fixed-color palette limited to 256 colors. This format is best with logos and illustrations using solid colors or sections of consistent color.

Key to Colors

60K = 60% black to look gray

100K = 100% black or solid black

PMS186 = Pantone Matching System color number 186. This is the preferred red used by Rutgers.

PMS Gray 9 = Pantone Matching System color number Gray 9. This is the preferred gray used by Rutgers.

CMYK = Used to indicate a four-color-process file (cyan, magenta, yellow, black) for offset color printing by an outside vendor. In this file, the approved red is made up of magenta, yellow, and black.

For More Information

For more detailed information on how to use the logotype/signatures and how to apply them to specific types of documents, please refer to the *Rutgers Visual Identity Manual* at identity.rutgers.edu.

Need help?

Email questions or requests to: identity@sas.rutgers.edu.