Visual Identity Guidelines for the Bloustein School

Web Sites

All web sites affiliated with the Bloustein School must display the following on the front page:

1. The Rutgers-Bloustein signature in the top-left corner, linked to Bloustein home page
2. Link to Rutgers home page
3. Link to Search Rutgers
4. Footer with “Rutgers, The State University of New Jersey”

Individual center/institute logos can no longer be used adjacent to the Bloustein School signature. You can incorporate them as a visual element, meaning they can be symbols on their own, but not next to your center/institute name.

The signature can be used with the red-grey combination, all black or “knockout” (transparent with white type). Please contact Tamara Swedberg (tamara.swedberg@rutgers.edu) for more information on how to update your web site.

PowerPoint Templates

Letterhead, fax coversheet, and PowerPoint templates are available on the USB drive and on our website: http://policy.rutgers.edu/its/concerns/websites.php

Please make sure you use the correct signature on any presentations you create. The official university fonts are ITC Giovanni and Formata. These are also on the USB drive and on the web.

Flyers, Reports and Other Printed Materials

The Rutgers-Bloustein signature needs to appear on the front page of all printed materials, preferably on the left, at either the top or bottom of the page. The signature and your address should appear on the back of the publication.

The signature can be used with the red-grey combination, all black or “knockout” (transparent with white type).

If you have questions or need a customized signature, please contact Tamara Swedberg (tamara.swedberg@rutgers.edu)