

THE Division of Student Affairs Style Guide

Division of Student Affairs
Communication and Marketing



The Division of Student Affairs Style Guide has been developed to establish division-wide consistency as you create materials for any event, initiative, or program. Communications, marketing, and promotional materials produced by Student Affairs departments should also adhere to the University guidelines found at <https://communications.rutgers.edu/>

CONTENTS:

This outline addresses frequently raised questions regarding the process and style of marketing materials and promotional items:

Logo Guidelines.....2

Organization of Flyers.....4

Flyer Approval.....6

Program Promotion.....7

Promotional Items

Order Timeline.....8

Style Standards.....9

Branded Merch. Examples.....10

Email Signatures.....11

Business Card Templates.....12

Letterhead Templates.....13

INTRODUCTION:







Why is branding important?

A brand, by definition, is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and marketed. The keyword here is distinguished. The Division of Student Affairs brand is crucial to the community that we serve. What makes us distinguishable from other entities on campus is our expansive list of programs designed to meet the needs and enhance the quality of student life.

We represent a standard of excellence in service that is fundamental to the continued success of our students.

Branding is about defining who we are and what we stand for, and it should always align with the standard that we set forth as a collective.

STUDENT AFFAIRS LOGO GUIDELINES

 RUTGERS-NEWARK Student Affairs	<ul style="list-style-type: none"> • Use over light to medium dark backgrounds • Standard university logo color scheme
 RUTGERS-NEWARK Student Affairs	<ul style="list-style-type: none"> • Use over light backgrounds • Works best over a variety of different color schemes
 RUTGERS-NEWARK Student Affairs	<ul style="list-style-type: none"> • Can be used over light and dark backgrounds depending on visibility • Works best when matched with university color scheme
 RUTGERS-NEWARK Student Affairs	<ul style="list-style-type: none"> • Use over dark backgrounds • Works best when matched with university color scheme
 RUTGERS-NEWARK Student Affairs	<ul style="list-style-type: none"> • Use over dark backgrounds • Works best over a variety of different color schemes
	<ul style="list-style-type: none"> • DO NOT USE retired Rutgers Logo • To establish Division-wide consistency with logotype, avoid using the old Rutgers logo (this includes; banners, email signatures, flyers, etc.)

Placement:

- **Program Flyers:** The DSA logo should be placed towards the footer unless using your own Rutgers official departmental logo or if it conflicts with overall graphic design.
- **Shirts, Sweaters, Jackets, etc.:** The DSA logo or DSA text should appear on one of the sleeves unless it conflicts with the overall design of the piece or for budgetary reasons.
- **All other Promotional Items:** Promotional items should include the DSA logo or text somewhere in the design, unless it is a Premium Item (Page 8)

[ACCESS THE APPROVED
DSA SIGNATURE LOGOS](#)

- *If a particular program or initiative includes multiple departments from the university that are outside of the Division of Student Affairs, please use one of the standard **Rutgers University Newark** logos.

DEPARTMENT LOGO & GRAPHIC GUIDELINES

All Rutgers units are permitted to have a Rutgers official logo. The intention of this is to reflect a cohesive and professional student affairs brand, while simplifying future branded merchandise approval.

RUTGERS HORIZONTAL DEPARTMENT LOGOS



- Departments may utilize 1-2 primary lines for their unit name. For style standards, unit names should not exceed more than 30 characters per line (including spaces).
 - All DSA departmental logos must have “Division of Student Affairs” written in the secondary line.
- Unit names that start with “Office of **or** Office for” should include this text, unless it is in conflict with character count or given prior communication approval.
- If unit name contains an “and”, and is larger than 30 characters, the “and” should be placed on Primary Line 2 (see Career logo).
 - Units must type out “and” instead of “&”
- Secondary units should use their lead department’s official logo for business use (ex; Undocumented Student Services, a supporting area of the Intercultural Resource Center (IRC), should remain using the IRC logo.) These units may continue using departmental graphics for other collateral (see below).

DEPARTMENTAL GRAPHICS



- Many departments carry “grandfathered” graphics that are representative of their office. These graphics may continue to be used on select promotional materials (flyers, social media, select spirit merchandise).
 - All new office graphics must have prior communications approval before usage.
- Official Rutgers Collateral and Business items including stationary items (letterheads & envelopes), survey/forms, presentations, awards, tablecloths, tents, and banners must use the Rutgers official logo unless given communications approval

VERTICAL LOGO RESTRICTION



- The creation of vertical logos is restricted to departments who previously held a vertical variation of their logo prior to the university branding changes created in 2023
- Further inquiry of a vertical logo request should be sent to cp1038@rutgers.edu

ORGANIZATION OF EVENT FLYERS

Office Logos:

- When creating a promotional flyer for an event/program/initiative, it is recommended to include your office logo towards the top of your flyer.
 - Exceptions:**
 - If two offices are hosting an event, please type out the name of each office at the top.
 - Several logos can cause spacing issues and visual inconsistencies
 - For more than two collaborating offices, please use one of the following:
 - Hosted by Rutgers University-Newark:
 - Hosted by the Division of Student Affairs:
 - Logo should also be visible with whatever color scheme you use; if not, please type out your office name at the top.

Title:

- Title should be prominent towards the top of the flyer.
- It should be larger than the rest of the included content.
- Bold is preferred but not always necessary, depending on the style of the flyer.

Description:



This section should describe what the event/program will include.

- This content should be brief and to the point. A heavily detailed description should be reserved for the event's landing page on Localist or wherever else your content exists.



Date | Time | Location:

- All events should have a start and end time.
- If your event is reoccurring, please include the full list of dates in your flyer when possible.

Do Use: <ul style="list-style-type: none">• January 20, 2021• Tuesday, January 20• January 20-21, 2021• 01. 20. 2021	Don't Use: <ul style="list-style-type: none">• January 20th , 2021• Jan. 20, 2021• 01/20 
Do Use: <ul style="list-style-type: none">• 6:00 PM – 8:00 PM• 6:00pm - 8:00pm• Consistency is key! Write out the hour and minutes for all start and end times.	Don't Use: <ul style="list-style-type: none">• 6PM – 8:00 PM• 6:00 - 8:00pm• 6 PM – 8 PM*<ul style="list-style-type: none">◦ *Avoid unless spacing is an issue. 

Call to Action:

- Every flyer should have a distinct call to action (CTA), whether it be an RSVP link, email, phone number, etc.
- The Call to Action should refer students/faculty/staff to RSVP or learn more information about a particular event or program

Flyer Footer:

Disability Clause

- The footer of every flyer should contain the following clause: *RU-N values the diversity of all its members and strives for complete access and inclusion. For any potential concerns related to access for reason of disability, religion, gender, sexuality, race, ethnicity or to request an accommodation, please contact us at (insert office number) or (insert office email) in advance of the program.*

DSA Logo

- Flyer must include official Student Affairs logo **OR** Rutgers branded department logo



The flyer is for the 'UNDOCU GRADUATION' event. At the top, it features the 'INTERCULTURAL RESOURCE CENTER' logo with a rainbow bar and two monarch butterflies. The title 'UNDOCU GRADUATION' is in large, white, stylized letters, with a graduation cap icon over the 'N'. Below the title, it says: 'It's time for us to celebrate graduating seniors from December 2023, May 2024, and December 2024! Please join us for the Undocu Graduation if you identify as part of the community or as an ally!'. The date 'MAY 9, 2024' is in a dark rounded rectangle. Below that, a location and time box says 'Ruth Bader Ginsburg Hall | 6:30 pm - 8:30 pm'. A red oval highlights the bottom section, which includes the text 'To RSVP please use the QR code' with an arrow pointing to a QR code, and the URL 'GO.RUTGERS.EDU/IRCGRAD2024'. At the very bottom, there is a black footer bar with the Rutgers-Newark Student Affairs logo and a paragraph of text about diversity and accessibility.

INTERCULTURAL RESOURCE CENTER

UNDOCU GRADUATION

It's time for us to celebrate graduating seniors from December 2023, May 2024, and December 2024! Please join us for the Undocu Graduation if you identify as part of the community or as an ally!

MAY 9, 2024

Ruth Bader Ginsburg Hall | 6:30 pm - 8:30 pm

To RSVP please use the QR code



GO.RUTGERS.EDU/IRCGRAD2024

RUTGERS-NEWARK Student Affairs

RU-N values the diversity of all its members and strives for complete access and inclusion. For any potential concerns related to access for reason of disability, religion, gender, sexuality, race, ethnicity or to request an accommodation, please contact us at 973-353-5805 or diversity@newark.rutgers.edu in advance of the program.

DSA PHOTO LIBRARY

To enhance the quality and consistency of our promotional materials, the Division of Student Affairs offers a curated collection of high-quality photos that are captured from campus events and available for staff use.

These images can be accessed via our [shared Box folder](#), which includes photos suitable for flyers, brochures, social media, and other marketing efforts.

Access to the folder will be shared with departments, and updates will be made periodically to ensure fresh and relevant content.

Note: If you would like to request photography for your event, please connect with Casaundra Pagan, cp1038@rutgers.edu, for a list of previously contracted photographers and media specialists.



FLYER APPROVAL PROCESS

All program/event flyers will need to be approved by your unit's Communication Liaison. Submit your artwork via the [DSA Artwork Approval](#) form. For more information, please connect with your Communication Liaison based on the list provided.

Please account for 1-3 business days for flyer approval. For effective outreach and marketing, flyers should be submitted for approval 2 weeks prior to your program's start date.

COMMUNICATION LIAISON LIST:

Dean of Students - Amanda DePinho (amanda.depinho@rutgers.edu)
Ivy Keen (ik322@rutgers.edu)

Health & Wellness - Kayla Henry (kh913@newark.rutgers.edu)
Casaundra Pagan (cp1038@rutgers.edu)

Career - Whitney Kerr (wk228@newark.rutgers.edu)
Residence Life - Ayat Ibraheim (aei3@newark.rutgers.edu)
Athletics & Recreation - Casaundra Pagan (cp1038@rutgers.edu)
Division of Student Affairs - Casaundra Pagan (cp1038@rutgers.edu)

PROGRAM PROMOTION

To maximize promotion of your upcoming program or event, please review the information below:

• Localist Event Submission:

- To have your event featured in the DSA Weekly Newsletter, please submit your event information on Localist: events.newark.rutgers.edu.
- Events submitted and approved through Localist will also be featured in the Student Affairs Website Calendar, as well as the Rutgers-Newark App.
- To make sure your program information is visible across all localist supported streams, [please refer to the Localist Guidelines provided here.](#)

• PRCC Digital Signage:

- The Paul Robeson Campus Center has over 10 digital signage boards throughout the building, on all floors. If you would like to have your program flyer featured on the PRCC Digital Signage boards, please send your program flyer to Casaundra, cp1038@rutgers.edu.
- If possible, please include the timeframe you would like your content to be featured on display.

• Rutgers Newark App:

- Within the RU-N App, offices can promote their events in the **RU-Nvolved? community channel**, a dedicated social media space for the campus community
- For signature events, please reach out to Casaundra Pagan for assistance in creating **an app feature** or setting up **push notifications** for students.



• Signature Event Promotion:

- A signature event is any campus tradition or week/month initiative that captures campus-wide interest and attendance. It also typically involves the collaboration of multiple departments, both within the division and campus-wide. If your office is promoting a signature campus event, please email Casaundra Pagan to schedule a meeting to discuss marketing and promotion.
- **Examples of Signature Events:** Weeks of Welcome, Career Fair, Community Engagement Day, etc.

• GO.RUTGERS.EDU & QR Codes

- Any event or initiative should have a landing page that students can access for additional information. This could be directed to your Localist event page, social media page(s), student affairs calendar link/webpage, the RU-N app, etc. Please visit go.rutgers.edu to create a shortened URL and QR code for easy promotion on flyers and other print materials.
- go.rutgers.edu also contains an analytics dashboard for your assessment records (*scan frequency, unique/repeated visits, etc.*)
- **Please note:** QR codes should not be placed on social media graphics.

PROMOTIONAL ITEMS: STYLE STANDARDS

While creativity is encouraged for promotional items and giveaway artwork, here are some standards you should be aware of before creating your materials:



- **Newark Block R:**

- The Rutgers-Newark Block R is the primary graphic for Athletics communications and should not be used by other departments, with the exception of branded merchandise items.
- Use the Block R-Newark on branded merchandise for spirit communications and giveaways
- Include a ™ next to the Block R-Newark if placed on merchandise, either for sale or to be given away.

- **Stationary items:**

- Giveaways that are for a specific department should include the office logo.
- All office names containing the conjunction “and” should use an ampersand “&” in its place to accommodate spacing issues.
- Office names should always be typed out on one line, unless the imprint is too small to read.

- **T-Shirts and Long Sleeves:**

- The DSA logo or text should always be placed on one of the sleeves unless design or budget is a conflict.

- **Premium items:**

- For premium items, it’s recommended that you use the Newark R.
- What exactly is a premium item? Premium items are typically high-ticket or fun items that are ordered in limited quality. This can include the following:
 - Drinkware
 - Tech (Speakers, headphones, etc.)
 - Headwear
 - Pins
 - And more...

- **General Standards:**

- If using both the Newark R block and any of the Rutgers department logos, please make sure these graphics are not near each other. This will be flagged by the Trademark and Licensing, and you will have to make edits to your design.
- There must be an appropriate amount of blank space between any Rutgers logo and your graphic design content or wording.
- All unofficial logos will be rejected by Trademark and Licensing. A graphic is considered a logo if it contains a design element and text together

Branded Spirit Merchandise

Allowable use of
chancellor level mark
on premium giveaways

Appropriate clear space
left around the spirit mask



Good use of a one-color imprint with
the all-white logotype and signature



Using the ®
symbol for
merchandise



(FRONT OF SHIRT)

Nice use of primary color palette



(BACK OF SHIRT)

Use of Block R as primary
branding on signature
merchandise

PROMOTIONAL ITEMS: ORDER TIMELINE

If you are ordering giveaways or promotional items for your department, please refer to this timeline to make sure your items are approved in a timely manner.

5 weeks before the event:

- Create the artwork that you will be imprinting on your giveaways
- If you are using the Consolidus team to create your artwork, please reach out to service@swagbyconsolidus.com
- **Ensure that your artwork is approved by your areas Communication Liason or the Asst. Director of Student Affairs Communications and Marketing, Casaundra Pagan, cp1038@rutgers.edu**
- Please use the [DSA Artwork Approval](#) form to initiate this process. Responses will be sent back within 1-3 business days.
- Once the artwork has been approved by the Division, you can submit your artwork for approval through the Rutgers approved merchandise service, Consolidus (swag.rutgers.edu).
- You may receive an email notification from the Rutgers Trademark and Licensing Department at Rutgers-New Brunswick. Their team manages the artwork procurement process, and will reach out to you if there are any edits that must be made in agreement with the Rutgers University Statewide Branding guidelines.

If you are not ordering giveaway items through Consolidus, you must order through one of our Licensed Vendors. [See List Here.](#)

- A [Branded Merchandise Artwork Review form](#) must be completed prior to placing orders with these suppliers.
 - In order to submit artwork for review, you must have an image or pdf of your artwork on the items you wish to order. Your vendor should be able to provide you with these artwork samples.
 - The following items do not need to be ordered through a licensed vendor, nor do they need to go through the BMAR approval process: Posters, flyers, and any other paper material distribution.
 - Trademarks and Licensing will reach out to approve the artwork or request additional edits. It may take 2-5 business days to receive this email, so please plan accordingly.
- If edits must be made, please CC: Casaundra Pagan in your correspondence with Trademark and Licensing so that she is aware of any changes made to the original artwork.

4 - 3 weeks before the event:

- After Trademark approval, you should receive an email saying your order is ready for checkout. Please take note of the Quote ID # for your order.
- You will need to punch out your order through RU Marketplace.
- Access the Punch Out Process here.
 - For assistance in checking out your order, please connect with your department's Business Operations person.

HOW TO PUNCHOUT



2 weeks before the event:

- Allow 1 to 2 weeks for production and shipping time.
- Production time is usually shown on the merchandise product page. **In order to make sure your items are delivered by a certain date**, please confirm the production and shipping time with Consolidus or your external vendor.

EMAIL SIGNATURE OPTIONS

All DSA email signatures should include the following information:

- **Name** (Pronouns can also be included)
- **Title**
- **Office**
- **Rutgers University - Newark**
- **Address Line 1**
- **Telephone Numbers**
 - (Office / Main / Mobile / Fax) (Limit to 2 numbers, if possible)
- **DIVISION LOGO, or Rutgers Department logo**
- You can also add additional information to share with your email contacts. View approved examples attached.
- Recommendation: Although horizontal email signatures have a visual appeal, it is not always the best format for mobile devices. Please limit width of email signatures whenever possible.

EXAMPLE #2 – Important Service

Jane Doe
Program Coordinator
Office of Violence Prevention & Victim Assistance
Rutgers University - Newark
Hill Hall, Room 103
360 Dr Martin Luther King Jr. Blvd, Newark, NJ
Tel: 973.353.1274



Want to chat with a Peer Advocate? Text the We Chat text-based Helpline to be connected with a confidential peer who can provide support and assistance: **973-339-0734**

EXAMPLE #3 – Appointment

John Doe
Program Coordinator
Intercultural Resource Center
Rutgers University - Newark
Hill Hall, Room 103
360 Dr Martin Luther King Jr. Blvd, Newark, NJ
Office Tel: 973.353.1274
Mobile Tel: : 201.121.2121



Schedule an advisement appointment:



EXAMPLE #1 – Social Media

Jane Doe, She/Her
Program Coordinator
Office of Career Resources & Exploration
Rutgers University - Newark
Hill Hall, Room 103
360 Dr Martin Luther King Jr. Blvd, Newark, NJ
Tel: 973.353.1274

Follow us on social media for the latest
CRE updates and events!: @cre_run



EXAMPLE #4: UNAPPROVED

John Doe
Intercultural Resource Center
Rutgers University - Newark
Hill Hall, Room 103
360 Dr Martin Luther King Jr. Blvd, Newark, NJ
Office Tel: 973.353.1274



NO OFFICIAL RUTGERS LOGO



IMAGES ARE NOT ACCESSIBLE FOR DARK SCREEN MODE

BUSINESS CARD TEMPLATE:

The following information should be reviewed when creating business cards for your department.

Content and Format of Business Card:

- **Use the Rutgers University-Newark logo**
 - NOT Student Affairs
 - (Upper left corner)
- Name (*Pronouns can also be included; see example*)
Position
Department
- Rutgers University-Newark
Building Name Rm. #
Street Address
Newark, New Jersey 07102
- **p. 973-353-xxxx f. 973-353-xxxx** (or another work number; see ex.)
Email Address

Additional Content:

- You may want to include additional information related to your office/department. This can include:
 - QR code for website (Avoid linktree codes)
 - Office graphic (if applicable)



[ACCESS TEMPLATE HERE](#)

**Departmental QR code Business Cards
will be added at a later date**

LETTERHEAD TEMPLATE:


All letters should contain the following information in this order:

- Date
- Recipient
- Address 1
- Address 2
- Dear,
- Sincerely,
- Name
- Title
- Rutgers University – Newark
- cc:

If you are sending official letters from your department, please take a review at the following guidelines.

You can access the official DSA letterhead template through the links provide below:

- [Department Letterhead](#) (Use for general messages)
- [Individual Letterhead](#) (use for personalized messages)

	RUTGERS-NEWARK Student Affairs	Division of Student Affairs (Office Name) Paul Robeson Campus Center, Rm. 332 350 Dr. Martin Luther King, Jr. Blvd. Newark, NJ 07102	runsa@newark.rutgers.edu p. 973-353-2797
Date			
Recipient			
Address 1			
Address 2			
Dear,			
Sincerely,			
Name			
Title			
Rutgers University – Newark			
cc:			

EXAMPLE of Office Letterhead

Rutgers logotype: Pantone® 186

Top margin: 2"

Left margin: 1.25"

Department
School/Administrative Unit
Appropriate Rutgers Name
Street Address
City Name, NJ 00000-0000

webaddress.edu
ename@domain.rutgers.edu
p. 000-000-0000
f. 000-000-0000

Month XX, XXXX

Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000

Dear Jane A. Doe:

Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu facilitatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.

Duis eriuorem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu facilitatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.

Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu facilitatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.

Duis eriuorem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu facilitatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.

Sincerely,

John L. Doe

