Visual Identity System*

The Rutgers School of Social name is recognized around the world. As the fourth largest social work school in the country and with thousands of community partners from alumni to donors to local agencies and representatives, the School has built a prominent and credible brand over 65 years of service.

By using the common set of graphic elements, colors, font styles, and symbols described in this quick guide you convey a consistent visual identity for all of the campuses, programs, centers, institutes, and units that make up Rutgers SSW.

SSW Logotype The Rutgers School of Social Work logotype, a stylized textual treatment of the Rutgers name, is the official mark of the SSW.

Do
- Use the logotype on all university communications
- Use the logotype alone or with the shield
- Keep clear space that is equal to the height of the first capital "R" around the logotype

Don't
- Alter the logotype in any way
- Reduce the logotype to less than 1" wide
- Reproduce a logotype that is illegible

SSW Tertiary Signatures A tertiary signature is the Rutgers SSW Logotype with the addition of identifying text. At this time, tertiary signatures are only provided to associated centers and institutes.

Do
- Use a pre-existing signature, or request a new signature at communications.rutgers.edu/identity
- Keep clear space that is equal to the height of the first capital "R" in the logotype around the signature

Don't
- Create your own signature
- Alter the signature in any way
- Reproduce a logotype with a signature that is smaller than 1.25" wide

*These Best Practices and Visual Identity System is directly adapted from Rutgers University Department of Communications and Marketing to ensure alignment with the University and provide tailored support to the needs of the School of Social Work.

Visual Identity System Best Practices

Primary Color Palette The primary colors for the elements within the Rutgers Visual Identity System are: Pantone 186 (red), white, black, and Pantone 431 gray.

	PRINT AND MERCHANDISE Pantone® Matching System	PRINT Four-Color Process	ELECTRONIC Web/ Video Usage
	PANTONE® 186	C0 M100 Y81 K4	R204 G0 B51 HTML# cc0033
	PANTONE® 431	C11 M0 Y0 K64	R95 G106 B114 HTML# 5f6a72
	BLACK	BLACK: K100	R0 G0 B0 HTML# 000000

For two-color printing, use 70% black instead of Pantone® 431.

Secondary Color Palettes These colors are meant to complement the primary color palette of the Rutgers Visual Identity System. These are recommended but not required.

BRIGHT PALETTE

PANTONE® 383 C20 Y100 K19 HTML# 9ea900	PANTONE® 7406 M18 Y100 HTML# ebb600
PANTONE® 152 M51 Y100 K1 HTML# e76f00	PANTONE® 314 C100 Y9 K30 HTML# 007fac

MUTED PALETTE

PANTONE® 7501 M4 Y20 K6 HTML# dfd2b3	PANTONE® 5473 C82 Y28 K52 HTML# 00626d
PANTONE® 175 M65 Y100 K60 HTML# 703221	PANTONE® 7535 M3 Y15 K20 HTML# c1bbab

The Rutgers Shield The shield was introduced in 2016 to honor Rutgers' 250th Anniversary.

Do
- Use the shield with the Rutgers logotype or as a standalone art element
- Leave clear space around the shield that is equal to the sunburst

Don't
- Use the shield alone as the university logo
- Alter the shield in any way
- Use the shield on a social media page that is not an official university page

Still Need Help? Visit P Drive: Marketing > 2016-17 Final Templates. Contact lzazenski@ssw.rutgers.edu and mmolner@ssw.rutgers.edu to request identity graphics or with questions about the correct use of the Rutgers SSW Visual Identity System.