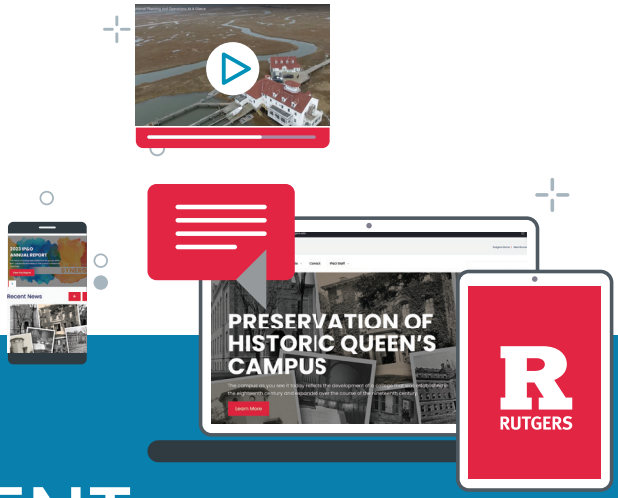
RUTGERS UNIVERSITY
Institutional Planning and Operations



IP&O CONTENT GUIDE

Guidelines for Creating IP&O Material Using the New Rutgers Visual Identity System

Updated Spring 2024

SUPPORTING TODAY, ENVISIONING TOMORROW.

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IP&O Divisional Structure

Using the Division Name

When using the proper division name, which should always be used in the first reference, spell out the name in its entirety: Institutional Planning and Operations. Note that the ampersand (&) is not used when we spell out the full division name.

The correct abbreviated version is **IP&O** (not IPO). Always use the ampersand when abbreviating our division name.

IP&O Unit Names

The official names of the units that constitute IP&O are as follows:

Business Services
Codes and Standards
Department of Transportation Services (DOTS)
Employee Services
Planning, Development, and Design
Rutgers Environmental Health and Safety (REHS)
Strategic Services
University Facilities
University Public Safety

IP&O Brand Marks

IP&O Divisional Logos

The official signature logo for IP&O comes in several color variations for use on different backgrounds. The red and black logo should be used wherever possible:



In addition, University Facilities and University Public Safety have their own high-level signature logos:





Sub Unit Specific Signature Logos

Some IP&O sub units also have a signature logo that ties them to IP&O:



Note: Signature logos are created by University Communications and Marketing and **must** be requested by and approved by IP&O Communications.

Special Unit Marks

University Public Safety has three official shields:



IP&O Tagline

The IP&O tagline graphic comes in two versions, a 1-line version that should be centered on a page or slide, and a 2-line version, that is left aligned:

SUPPORTING TODAY, ENVISIONING TOMORROW.

"1-line" centered version.

SUPPORTING TODAY,
ENVISIONING TOMORROW.

"2-line" left-aligned version.

IP&O Templates

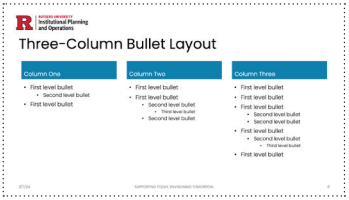
IP&O Standard PowerPoint Template

Strategic Communications has developed a standard PowerPoint template can be found at https://ipo.rutgers.edu/strategic-services/communications. The file contains several sample slides along with a resources slide at the very end where divisional logos and brand marks can be copied.

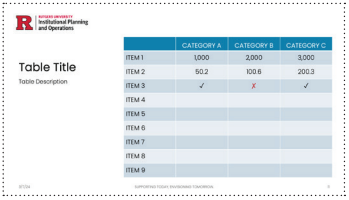
The template is intended as a starting point for your presentations. **You are not limited to the layouts demonstrated in the template.**

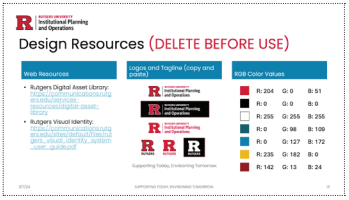






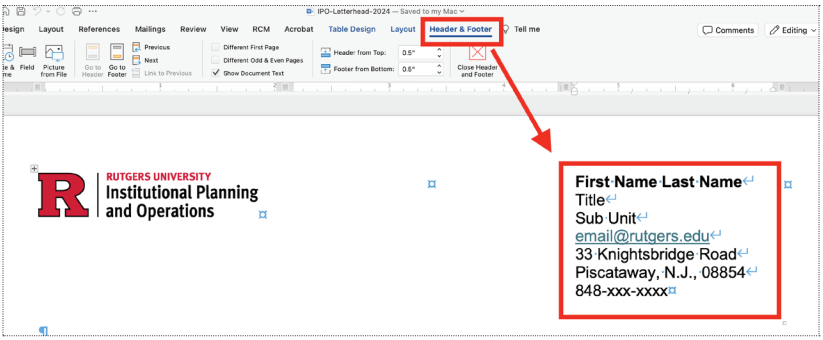






IP&O Standard Letterhead

Brand standard letterhead in Microsoft Word format is also available at https://ipo.rutgers.edu/strategic-services/communications, containing the divisional logo in the header of the document. To enter your information, you should enter the header/footer and modify the content in the right-most table field.



Email Signatures

Strategic Communications has developed a standard email signature format containing our division tagline. The official email signature template can be found at https://ipo.rutgers.edu/files/setting-ipo-standard-signaturezip. The html file contained in the zip file features a formatted signature with a hyperlinked version of our tagline.

To install this signature, unzip the file to your local machine and launch the contained html file - it will open in your default browser. Select all of the content on the page and copy it to your clipboard (CTRL + C). You can then paste the content into the signature form in Outlook and modify your specific information and save.

Communications Group

Our Services

Strategic Communications can help you with the following services. You may request our services via the ServiceNow portal at https://ipohelp.rutgers.edu/ipo_help.



Content



Videography and Video Production



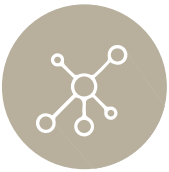
Photography



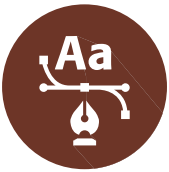
Drone Video and Photography



Websites



Social Media



Graphic Design

Communications Group Email List

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