

# IP&O CONTENT GUIDE

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

Updated Spring 2024

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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.

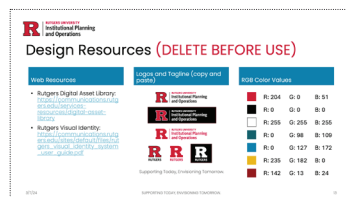
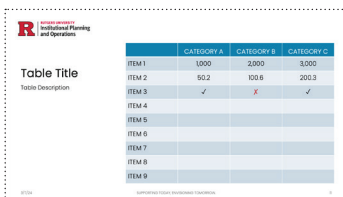
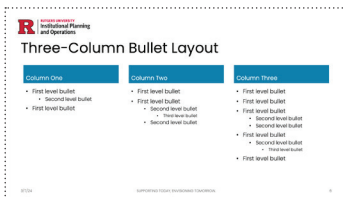
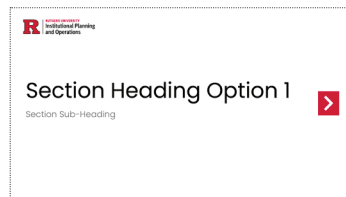
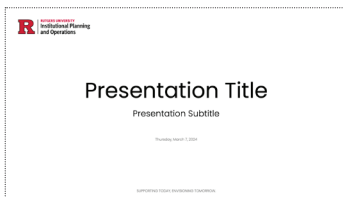
"2-line" left-aligned version.

# IP&O Templates

## IP&O Standard PowerPoint Template

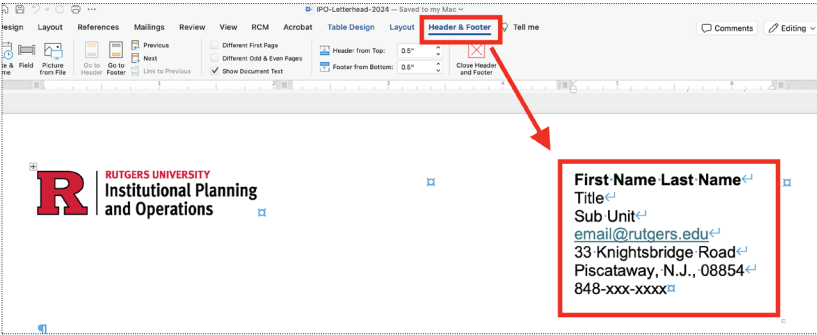
Strategic Communications has developed a standard PowerPoint template can be found at <https://ipo.rutgers.edu/strategic-services/communications>. The file contains several sample slides along with a resources slide at the very end where divisional logos and brand marks can be copied.

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](https://ipohelp.rutgers.edu/ipo_help).



Content



Videography  
and Video  
Production



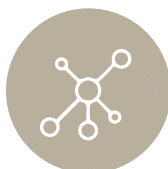
Photography



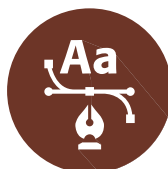
Drone Video  
and  
Photography



Websites



Social Media



Graphic  
Design

## Communications Group Email List

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