

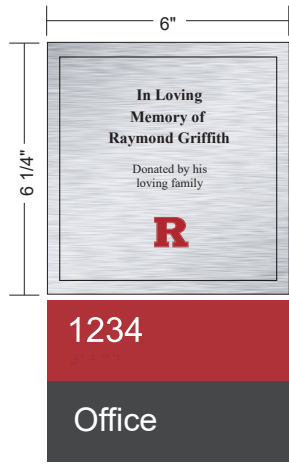
# RUTGERS UNIVERSITY

## DONOR RECOGNITION GUIDELINES

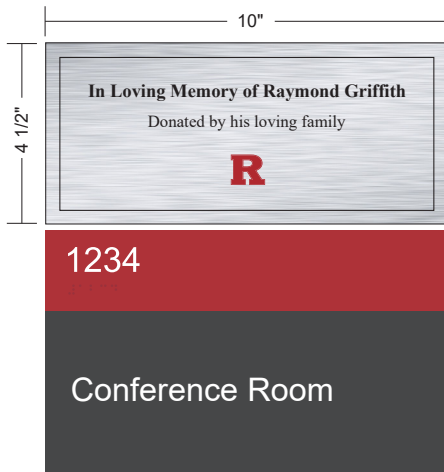
The intent of these guidelines is to establish consistency in the design and recognition given to donors at the University. Donor signage is evaluated in a design review, and is based on the level of giving and context of the proposed space. The funding amount required to fabricate and install the donor signage will be identified in a proposal. Reference University Policy 20.1.23 'Proposals for Installation of Plaques, Monuments, Major Markers and Artwork' for information on policy administration, procedures, and funding source.

### Attachments:

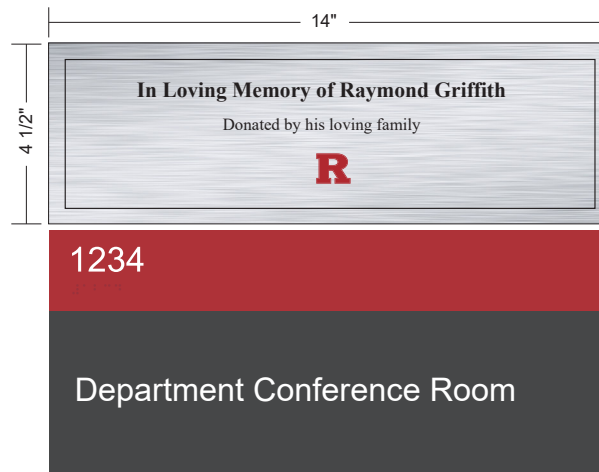
- A) Memo – Donor Recognition Procedures
- B) University Policy 20.1.13  
Naming of Facilities and Programs
- C) University Policy 20.1.23  
Proposals for Installation of Plaques, Monuments, Major Markers and Artwork



Times New Roman Bold, 28 pt.  
Times New Roman Regular, 22 pt.



Times New Roman Bold, 33 pt.  
Times New Roman Regular, 30 pt.



Times New Roman Bold, 39 pt.  
Times New Roman Regular, 31 pt.

## Guidelines: \$25,000 - \$99,000

Design review, including general site evaluation, is needed to establish plaque size and design. Plaque sizes include:

- 6" wide sign - 6" x 6 1/4" Plaque
- 10" wide sign - 10" x 4 1/2" Plaque
- 14" wide sign - 14" x 4 1/2" Plaque

Standard plaque design consists of black lettering and the Rutgers "R" engraved on brushed aluminum in red. Match red color to Pantone 1805C.

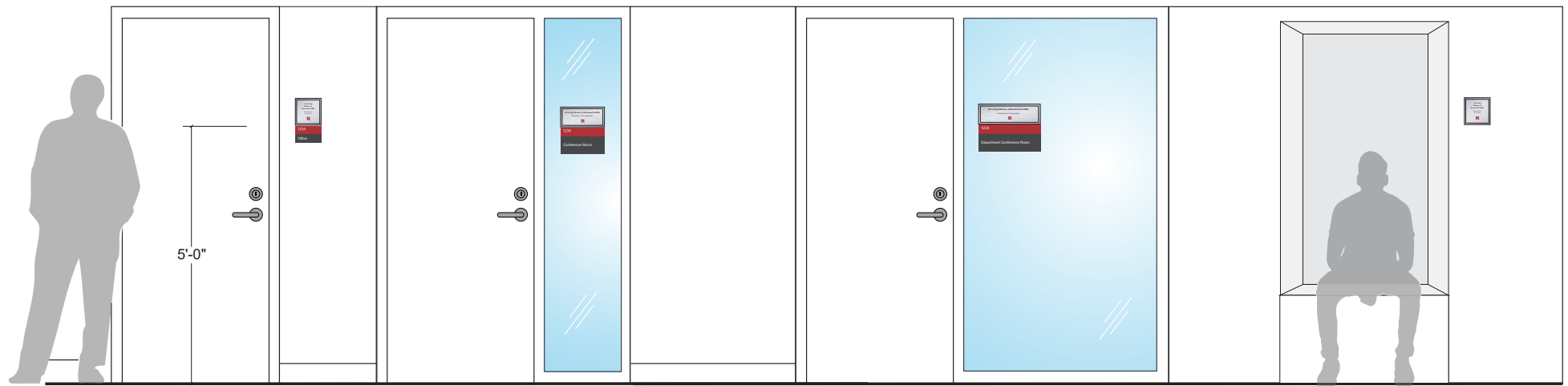
Rutgers "R" is 3/4" Tall

Standard font is Times New Roman Regular and Bold.

The Rutgers "R" is permitted for use on donor plaques. No other graphics or logos can be included on the donor plaques.

Naming opportunities may include offices, small conference rooms, small seminar rooms, alcoves, and other spaces not associated with a room sign.

When no room sign is present, plaque size is determined by the available space and size of the donation.

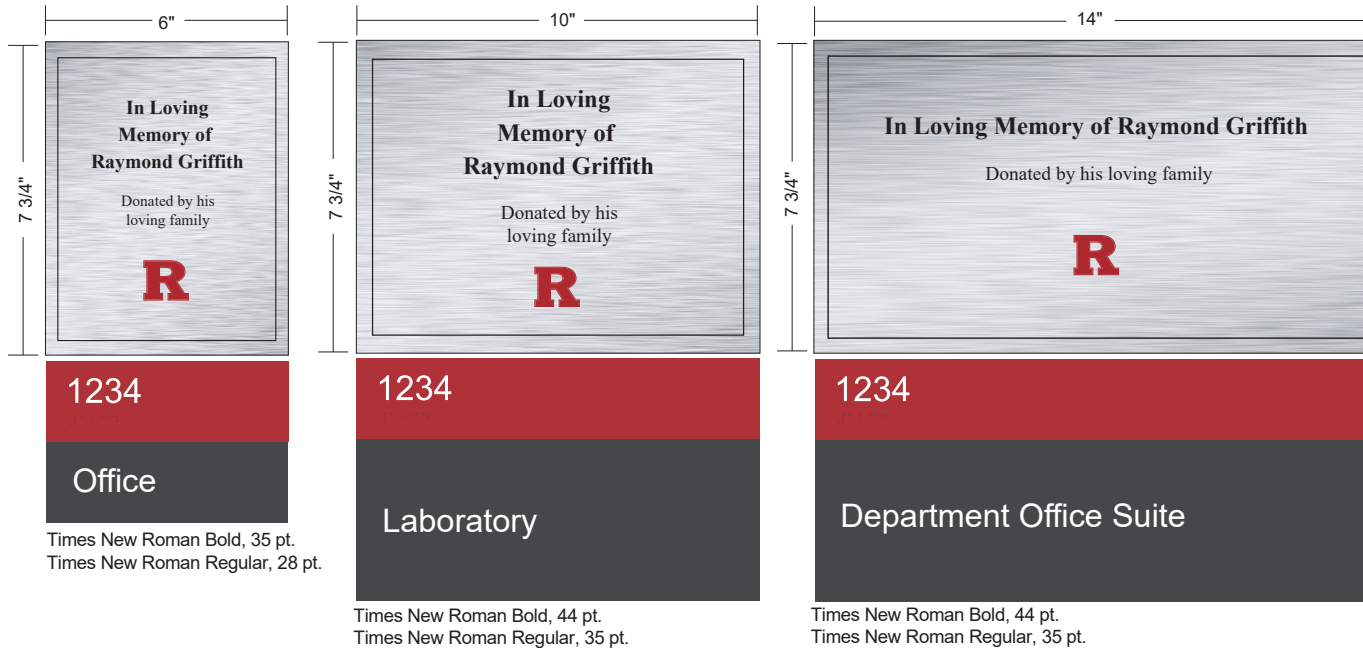


Typical 6" wide sign  
w/ 6" x 6 1/4" plaque

Typical 10" wide sign  
w/ 10" x 4 1/2" plaque

Typical 14" wide sign  
w/ 14" x 4 1/2" plaque

No room sign present.  
6" x 6 1/4", 10" x 4 1/2", or  
14" x 4 1/2" plaque contingent  
on design review



## Guidelines: \$100,000 - \$249,000

Design review, including general site evaluation, is needed to establish plaque size and design. Plaque sizes include:

- 6" wide sign - 6" x 7 3/4" Plaque
- 10" wide sign - 10" x 7 3/4" Plaque
- 14" wide sign - 14" x 7 3/4" Plaque

Standard plaque design consists of black lettering and the Rutgers "R" engraved on brushed aluminum in red. Match red color to Pantone 1805C.

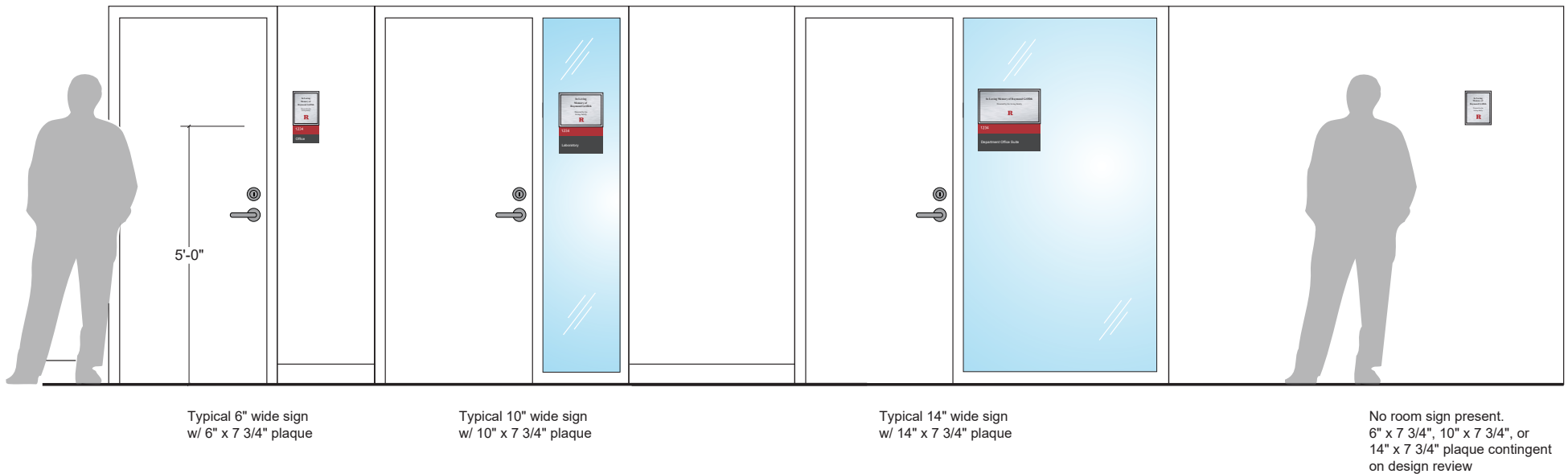
Rutgers "R" is 1" Tall

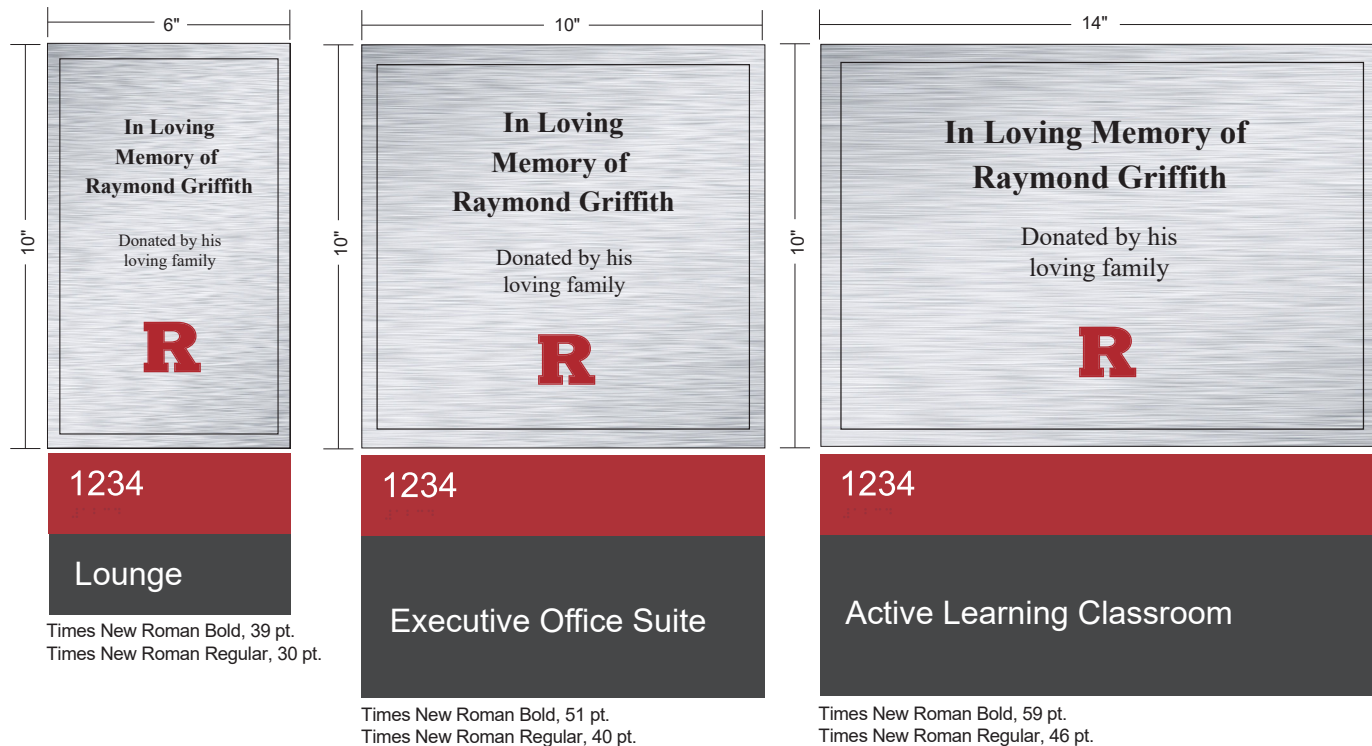
Standard font is Times New Roman Regular and Bold.

The Rutgers "R" is permitted for use on donor plaques. No other graphics or logos can be included on the donor plaques.

Naming opportunities may include offices, small conference rooms, small seminar rooms, alcoves, and other spaces not associated with a room sign.

When no room sign is present, plaque size is determined by the available space and size of the donation.





## Guidelines: \$250,000 - \$499,000

Design review, including general site evaluation, is needed to establish plaque size and design. Plaque sizes include:

- 6" wide sign - 6" x 10" Plaque
- 10" wide sign - 10" x 10" Plaque
- 14" wide sign - 14" x 10" Plaque

Standard plaque design consists of black lettering and the Rutgers "R" engraved on brushed aluminum in red. Match red color to Pantone 1805C.

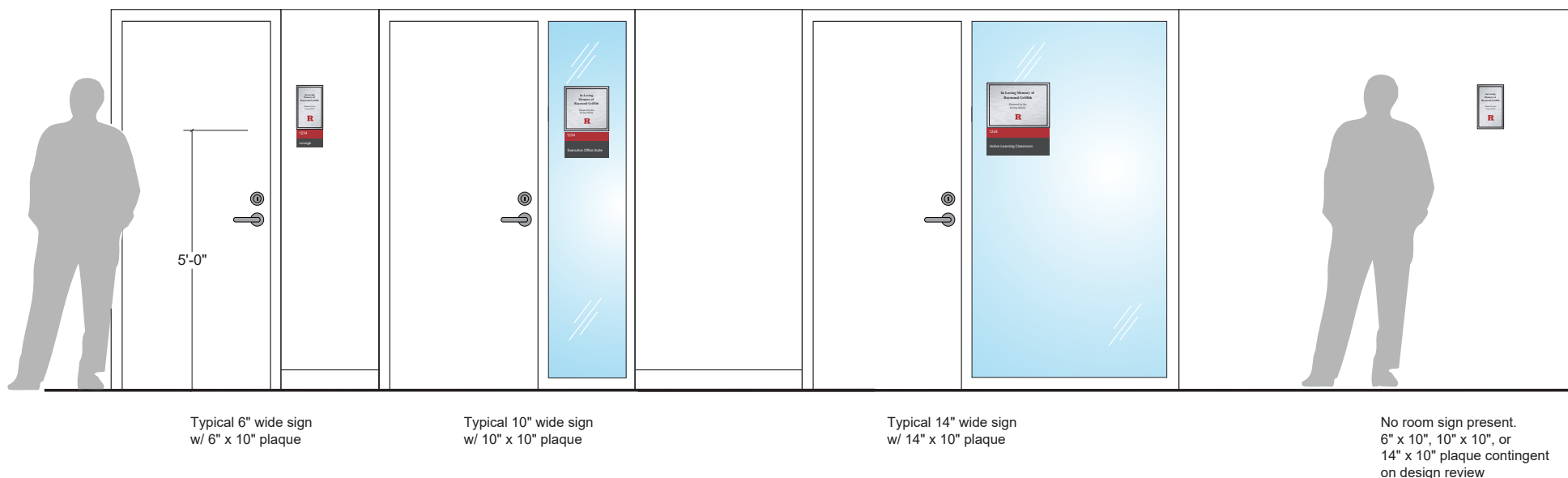
Rutgers "R" is 1 1/4" Tall

Standard font is Times New Roman Regular and Bold.

The Rutgers "R" is permitted for use on donor plaques. No other graphics or logos can be included on the donor plaques.

Naming opportunities may include offices, small conference rooms, small seminar rooms, alcoves, and other spaces not associated with a room sign.

When no room sign is present, plaque size is determined by the available space and size of the donation.



# RAYMOND GRIFFITH AUDITORIUM

## Raymond Griffith Auditorium

# BRIAN & STACEY REILLY LOUNGE

## Brian & Stacey Reilly Lounge

### Guidelines: \$500,000+

Pin letter size, font and color is determined after design review and site evaluation. Letter size can range anywhere between 3" and 10" high.

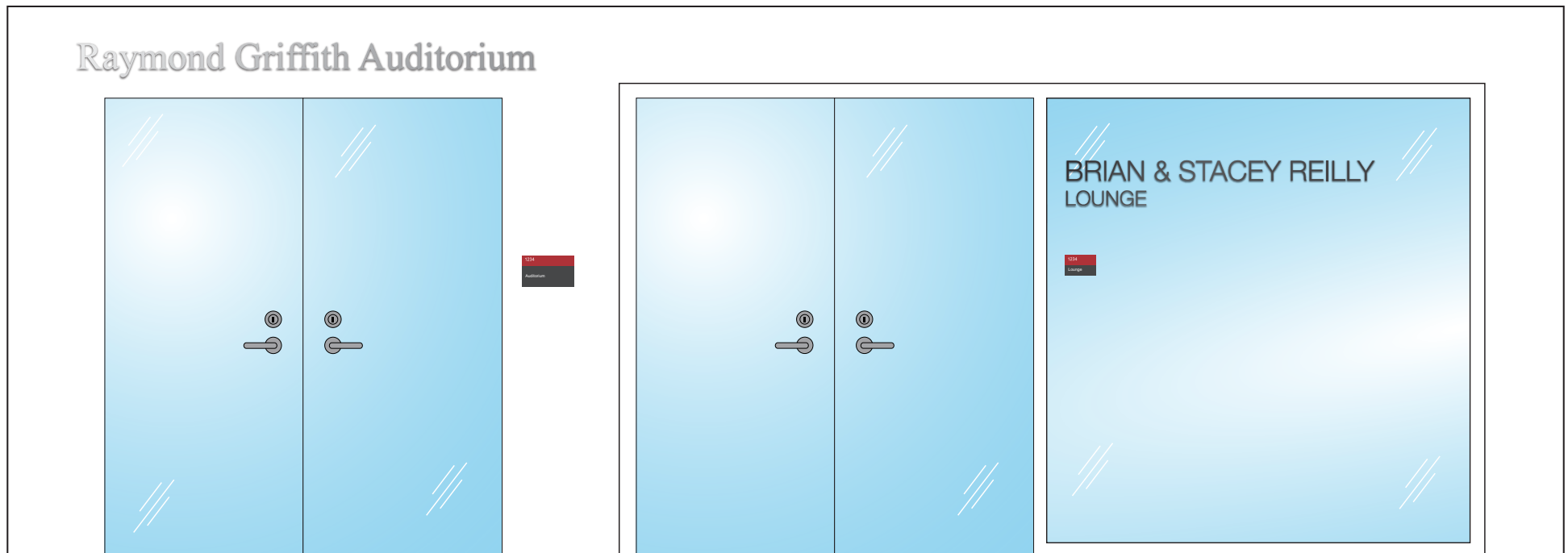
Aluminum letters are available for both indoor and outdoor spaces. Acrylic letters are available for indoor spaces.

Color options are black and brushed aluminum.

Font options are Times New Roman & Helvetica Neue (Light) capitalized.

An additional plaque is available when a narrative is requested.

Naming opportunities include, but are not limited to, courtyards, auditoriums, terraces, and outdoor spaces.





## Donor Wall Information

A donor wall option is available, as described in the Donor Recognition Procedure memo. Recognition is allotted to multiple donors on a given wall space.

- Tier 1: New construction large projects (over 20,000 BGSF) - Donor wall in addition to individual plaques and pin letters
- Tier 2: New construction small projects (under 20,000 BGSF) - Donor wall in lieu of individual plaques, major gifts over \$500,000 still receive pin letters at specified locations.
- Tier 3: Major gut-renovation projects - Donor wall in lieu of individual plaques, major gifts over \$500,000 still receive pin letters at specified locations.
- Tier 4: Partial renovation projects - Pending design review, donor walls are not applicable.

Design review, including a general evaluation of the site, materials, and colors, is needed to establish the donor wall design. Fonts available to use are Times New Roman and Helvetica Neue Light.

The hierarchy and scale of the giving levels is based on the Foundation's Donor campaign for the building.

The final design of the donor wall should be created by the architect and/or selected design firm, and reviewed by the client, The Foundation, and Planning, Development & Design.

