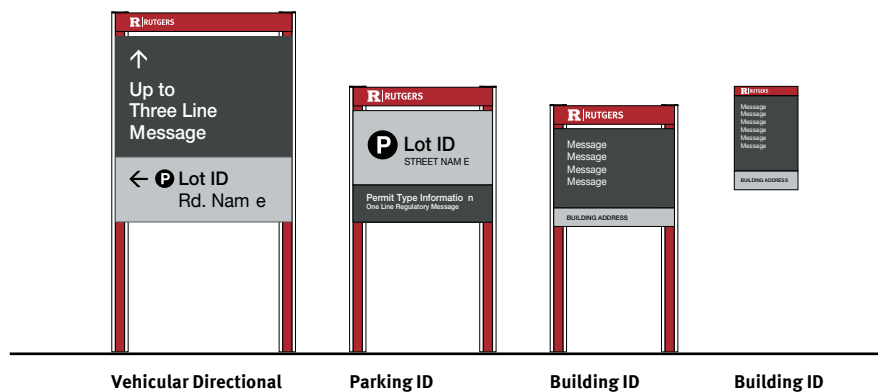


# Signage & Wayfinding

Rutgers University was founded as Queen’s College in 1766 in New Brunswick, New Jersey. Through its existence of more than 250 years, it stands among America’s highest-ranked and most diverse public research universities. In 2015, the Rutgers University Board of Governors approved the university wide Wayfinding and Signage Manual, and it has since been the basis for Rutgers’ signage and environmental graphics on all campuses. In 2023, Rutgers approved an update to its visual identity, and as of 2025, the Wayfinding and Signage Manual has undergone significant updates and improvements to increase its overall functionality and its alignment with the university’s visual identity.

Download the complete Signage and Wayfinding Manuals at [ipo.rutgers.edu/pdd/resources/wayfinding-signage](https://ipo.rutgers.edu/pdd/resources/wayfinding-signage).

**Exterior Signage** Sign types include vehicular and pedestrian wayfinding, arrival, parking, location identification, regulatory, and informational.



**Interior Signage** Sign types include commodity room and regulatory signage, interior wayfinding, and informational.



## How to Order a Sign

- **Commodity Signage and Maintenance** - Visit [ipohelp.rutgers.edu](https://ipohelp.rutgers.edu) and submit a Graphics and Design request
- **Parking Signage** - Contact the Department of Transportation Services at [ipo.rutgers.edu/parking](https://ipo.rutgers.edu/parking)
- **Projects** - Contact Planning, Development, and Design at [ipo.rutgers.edu/pdd](https://ipo.rutgers.edu/pdd) and submit a Project Request Form

# Rutgers Signage and Wayfinding Quick Guide

**Brand Usage** The Rutgers logo is the primary element of the Rutgers visual identity system.



The clear space around the Rutgers R with or without a signature is half the height of the R on all sides.

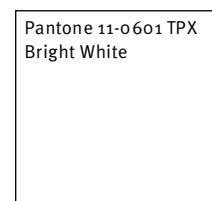
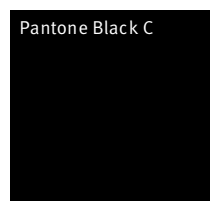
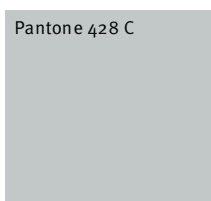
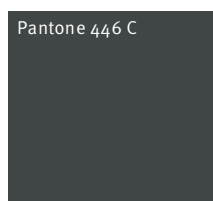
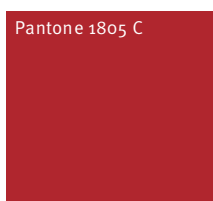
As permitted by University Communications and Marketing, the presentation of the Rutgers logo has been altered for signage purposes ONLY. The “Rutgers” wordmark increased in scale by fifty (50) percent to improve the logo’s visibility within the built environment.

Departments and units within Rutgers typically have their own logo signatures for use in web and print contexts; however, signatures are NEVER to be used on signage. Alternatively, school, department, and unit names CAN be included in the signage design in accordance with the specific sign type layout and format.

As a general rule of thumb, it is always preferred to use the simplest (i.e. highest level) logo representation that will adequately communicate your identity as part of Rutgers.



**Colors** The primary colors for the Rutgers signage system are based on the Rutgers visual identity. These colors and materials have been selected and modified for the exterior environment and maintaining the signage over time.



**Still Need Help?** Visit [ipo.rutgers.edu/pdd/resources/wayfinding-signage](https://ipo.rutgers.edu/pdd/resources/wayfinding-signage) to download the complete Signage and Wayfinding manuals.

Contact Planning, Development, and Design for all other questions and concerns: [ipo.rutgers.edu/pdd](https://ipo.rutgers.edu/pdd).