

Visual Identity Quick Guide

Updated Spring 2024

Official IP&O Unit Names

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

IP&O Brand Marks

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

IP&O Divisional Logos



Special Unit Marks



Sub Unit Specific Signature Logo Format



Note: Sub unit logos can be requested if there is a sufficient business need to do so. Requests should be sent to IP&O Communications.

IP&O Tagline

SUPPORTING TODAY, ENVISIONING TOMORROW.

"1-line" centered version.

SUPPORTING TODAY,
ENVISIONING TOMORROW.

"2-line" left-aligned version.

Communications Group Services



Content



Videography
and Video
Production



Photography



Drone Video
and
Photography



Websites



Social Media



Graphic
Design

Standard templates are available at <https://ipo.rutgers.edu/strategic-services/communications>.
Request Communication Services via the ServiceNow portal at https://ipohelp.rutgers.edu/ipo_help.