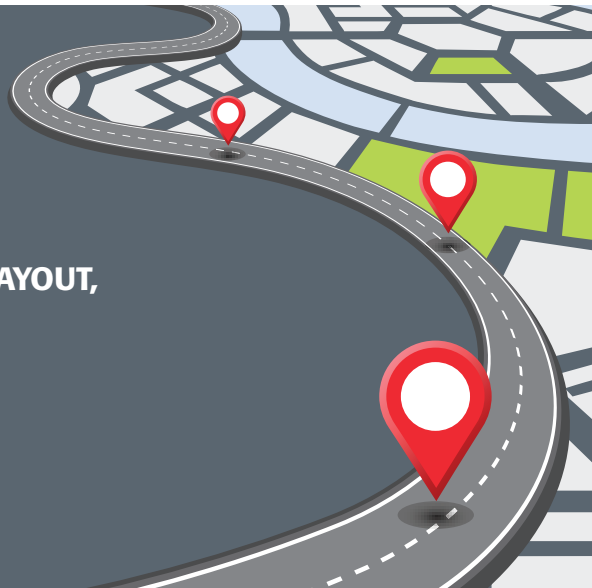RUTGERS
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IP&O
STRATEGIC
COMMUNICATIONS

CONTENT GUIDE

- **BRANDING THE DIVISION**

- **USING FONTS, LAYOUT, AND COLOR**

- **REFINING THE MESSAGE**

Institutional Planning and Operations' Strategic Communications group is responsible for IP&O division branding. Effective branding requires consistent communications and accurate messaging.

The following guidelines are meant to ensure that we are following consistent branding practices in all communications related materials.

Branding the Division

Using Fonts, Layout and Color

Refining the Message

SUPPORTING TODAY, ENVISIONING TOMORROW.

Branding the Division

We want to build a strong connection between IP&O's brand and the wide-range of services we provide to the Rutgers community.

Maintaining a consistent visual identity is a large part of building that brand. It expresses confidence in what we do and consistency in the way we operate.

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The Divisional Relationship

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. The ampersand should be 25% smaller than the letters, rounded down to the nearest half-point.

Example: IP&O [Letters are 10 point and the ampersand is 7.5.]

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

Our Brand Elements

Signatures

IP&O has three official signatures:

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RUTGERS
University Public Safety

RUTGERS
University Facilities

Shields

University Public Safety has three official shields:

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University Public Safety

All of our brand identity elements are designed by a professional graphic designer. DO NOT attempt to recreate them. Instead, download them from here or request them from Strategic Communications.

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Our Brand Elements (cont.)

Division Tagline
IP&O is a very large division with many groups, but they all share a common thread: The university functions 24/7/365 because of the work our employees do each and every day.

Our new divisional tagline, *"Supporting Today, Envisioning Tomorrow."* encapsulates this effort. Please use this tagline on your correspondence; especially fliers, construction signage, emails, and at the end of slideshow presentations or videos.

Tagline Usage
For most print layouts, it is preferable to use the 1-line version of the tagline at the bottom-center of your layout, in the footer area:

<p style="text-align:center">SUPPORTING TODAY, ENVISIONING TOMORROW.</p>

<p style="text-align:center">"1-line" centered version.</p>

When the footer area is overcrowded, or for mediums that are naturally left-aligned such as an email signature, we use the left-alligned 2-line version of the tagline, at the bottom along the left-margin:

SUPPORTING TODAY,
ENVISIONING TOMORROW.
"2-line" left-aligned version.

To maintain consistent usage, the 1-line and 2-line taglines are available for download here. Use these files exclusively. Do not type the tagline or attempt to recreate it.

The signature files are large so that they can be sized down proportionally to maintain a crisp look. If you need a larger size, contact Strategic Services. Do not size them up, as they will pixelate.

Email Signatures
Strategic Communications has developed a standard signature for IP&O employees. The official email signature template can be found here. The html file contained in the zip file features a formatted signature with a hyperlinked version of our tagline.

To install this signature, select all of the content on the page and copy it to your clipboard. You can then paste the content into a clear signature form and modify your information. To assist you in this procedure, we have created a walk-though which can be found here.

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Our Brand Elements (cont.)

IP&O PowerPoint and Word Templates
To help make our correspondence more consistent, standard IP&O templates have been created for Microsoft PowerPoint and Word.

These documents contain pre-set styles. To avoid overwriting these styles, you should paste your content in as "unformatted text."

PowerPoint Template

There are two standard PowerPoint templates available for use: the standard legacy template, which features the Rutgers shield and logo, and the new IP&O specific standard PowerPoint template.

The templates are intended as starting-points for IP&O presentations. To maintain a fresh look, contact Strategic Communications to have a custom cover designed for your presentation. The standard cover design should be used as a fallback option when there is no time for a custom design.

Basic Word and Letterhead Templates

Unlike PowerPoint documents, Word documents are commonly passed around in an editable form. For this reason, the standard Word templates contain pre-formatted styles featuring the the Palatino and Arial typefaces, ensuring that the recipient will view the document as you intended.

There are two templates, the official IP&O letterhead template and the basic word document template for long-form documents. The long-form document features pre-formatted styles for added consistency.

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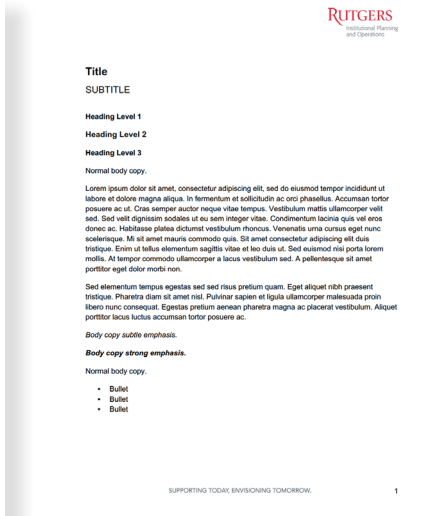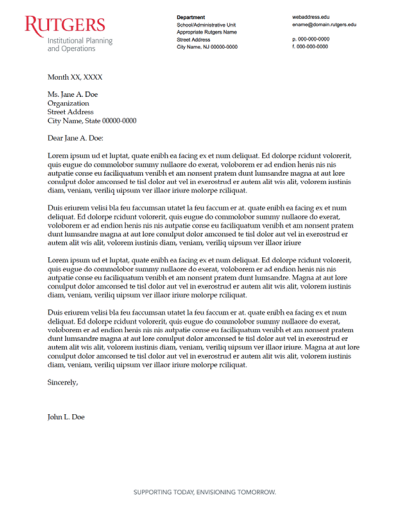
Using Fonts, Layout, and Color

Typography and color unifies our messaging and creates familiarity. By incorporating some basic design theory, we can elevate our communications and make them more effective.

The following guidelines will help ensure maximum legibility and reinforce the Rutgers brand identity.

Acceptable Typefaces/Fonts

Microsoft Office applications rely on the standard *system fonts*[*] that ship with Windows. Non-system fonts should be used with caution, as it is highly unlikely that the recipient of your document will have the font installed on their system.

In the event of a mis-match, Office applications will use a replacement font, which will dramatically change how your message is presented.

For this reason, the best fonts to use in Office applications are Arial, Times New Roman, and Calibri:

> The quick brown fox jumps over the lazy dog. [Arial]
> The quick brown fox jumps over the lazy dog. [Times]
> The quick brown fox jumps over the lazy dog. [Calibri]

For a more refined look, some applications (notably Adobe applications) can make use of the ITC Giovanni and Formata BQ font families, which have been chosen as the primary typefaces for Rutgers communications. These fonts have been purchased by Creative Services for use by Rutgers employees and are available upon request at identity@ucm.rutgers.edu.

> **The quick brown fox jumps over the lazy dog.** [ITC Giovani]
> The quick brown fox jumps over the lazy dog. [Formata BQ]

Strategic Communications can help you choose the best font for your project.

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Typeface

Font

Using the term "font" to compare Arial to Helvetica is actually a common misnomer. A font is technically the weight, variant, and size of the typeface being used.
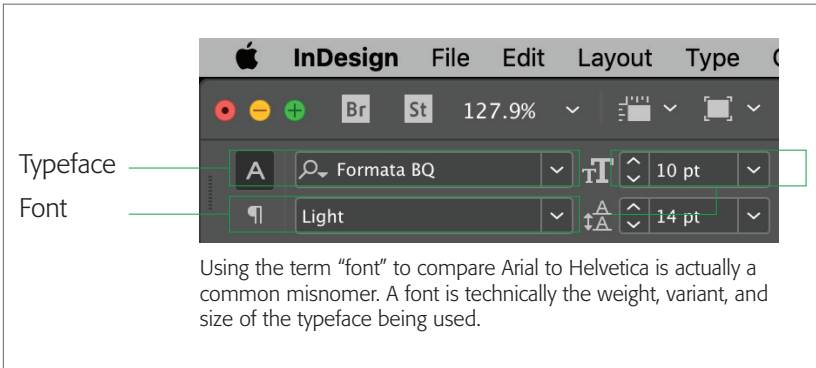
Using Typefaces & Fonts Effectively

You might think using a consistent typeface will make it difficult to highlight things or give them special emphasis, but there are many ways to give things weight and nuance without introducing a new typeface to a layout. Consistency and creativity don't have to be at odds.

Varying Font Weight and Size, Case, and Color

One of the best ways to improve the look and consitency of your material is to choose a typeface with a large family, such as Arial. Make use of the typeface's variants (family) to make things more dynamic while remaining consistent. Get use to specifying which family member you want to use instead of relying on the bold and italic shortcuts. Use upper case and lower case creatively for even greater variation. Lastly, *judicious* use of font color can make an impact as well.

Stay Consistent with Styling

To maintain consistency, avoid using "direct formatting" by defining document styles for titles, sub-titles, bullets, and sub-bullets before inserting the content. Once you're done defining styles, paste all of your copy in as unformatted text and then go through and apply the pre-defined styles.

Creating Effective Layouts

Recent studies have shown that people first scan a page to get a sense of whether they are interested, before committing to reading it. Scanning patterns tend to take on one of two shapes, "F" and "Z."

F-Patterns

F-patterns apply to traditional, text-heavy pages. A reader scans down the left side of the page, looking for interesting key words in left-aligned headings or initial topic sentences, then stopping and reading (to the right) when he or she comes to something interesting.

Heat-Map by Nielson Norman Group

Z-Patterns

Z-patterns apply to other sorts of pages, like ads or websites, where information is not necessarily presented in block paragraphs. A reader's eye first scans across the top of the page, where important information is likely to be found, then shoots down to the opposite corner.

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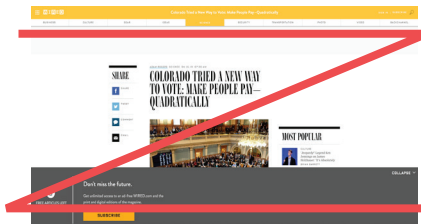
The Rutgers Standard Color Palettes

Rutgers University has a primary color palette. These are three Pantone® colors which include the "Rutgers Red." There are also supplementary colors of bright and muted palettes, which are intended to complement the primary palette.

When designing for print, the most accurate color modes (or "colorspaces") are Pantone and CMYK. The web primarily uses RGB and hexdecimal color values.

Avoiding Color Inconsistency
When graphics are designed in one colorspace, CYMK for example, and converted to another, such as RGB, the color will appear to change slightly. Magnifying this slight change over many iterations will result in colors that are very different than the original. This is one example of color inconsistency.

Color inconsistency is also caused by "color sampling" with a color picker, estimating color values, or grabbing artwork, such as logos, from unofficial sources (even other Rutgers sources).

The only way to really ensure the integrity of the colors used in our materials is to use the appropriate colorspace and color values listed on the following page. Contact Strategic Communications for primary and supplementary color palette guidelines and assistance.

Primary Color Palette

Pantone	186 C	431 C	Black
CMYK	C0 M100 Y81 K4	C11 M0 Y0 K64	C0 M0 Y0 K100
RGB	R204 G0 B114	R95 G106 B114	R0 G0 B0
Hexadecimal	#cc0033	#5f6a72	#000000

Secondary Color Palette – Bright

Pantone	383 C	7406 C	152 C	314 C
CMYK	C20 M100 Y0 K19	C0 M18 Y100 K0	C51 M0 Y100 K1	C100 M0 Y9 K30
RGB	R169 G174 B0	R243 G195 B0	R232 G114 B0	R0 G125 B165
Hexadecimal	#9ea900	#ebb600	#e76f00	#007fac

Secondary Color Palette – Muted

Pantone	7501 C	5473 C	175 C	7535 C
CMYK	C0 M4 Y0 K6	C82 M0 Y28 K52	C0 M65 Y100 K60	C0 M3 Y15 K20
RGB	R238 G224 B186	R0 G85 B88	R94 G47 B22	R200 G192 B167
Hexadecimal	#dfd2b3	#00626d	#703221	#c1bbbab

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Refining the Message

Service is one of IP&O's core values; our messaging should reflect that. We want our messaging to be impactful, easy to understand, and relevant to the audience.

This section outlines how we can make our messaging more audience-driven, more clear, and helpful.
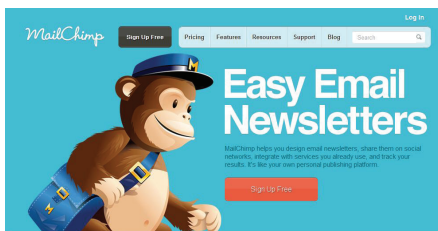
Audience-Driven Communications

One of the most effective ways to improve engagement is to identify what the audience values. How will our information make *them* more effective? How will our services improve *their* worklife or well-being?

The answers to these kinds of questions should be the primary message. When practical, supporting details should be made available after a clear call-to-action such as a "click here to learn" more link.

Defining a Clear Call-to-Action

The next step to increasing engagement is to make it clear what we're asking the audience to do. Do we want them to visit the IP&O website to read more? Should they fill out a survey?

Once we have made it clear how our audience benefits from engagement, we should then make what we are asking them to do as clear as possible, and make it as easy as possible for them to comply. The example below demonstrates this.

The ad describes what the service does and how it can help you, followed by a high-contrast button asking the user to "Sign up for Free". When the recipient clicks the button he is taken to a site where further detail is offered.

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Audience-Driven Communications (cont.)

Applying Good User Experience Principles to All Communications
Good user experience goes beyond the web. If our text is long we should include a table of contents. If parts of our text is intended only for a specific audience, we should consider multiple versions, each addressing one audience directly.

Stratify your documents to make essential information easy to find and non-essential points easy to skip. Avoid jargon, and when you do use jargon, explain it–understanding that informational materials are rarely read end-to-end and your explanation may not be seen by the skimming reader.

Using Social Media
Some groups within our division have their own social media sites. Both University Public Safety and the Department of Transportation Services, for example, have Facebook pages. The IP&O social sites are major dispensers of information. Please inform Strategic Communications if your group has a social site so that we may optimize messaging through sharing of information. All social media pages (Facebook, Twitter, Instagram, etc.), must be business focused and under no circumstances contain personal or political views.

Grammar
While the computer spelling and grammar checks provide basic guidelines and suggestions, please contact Strategic Communications for proofreading and editing documents, fliers, presentations, signage, and any type of communications that is intended for broad distribution.

IP&O Communications and Marketing Services

Content Management

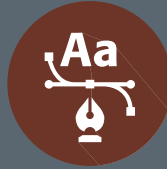Videography and Video Production

Photography

Drone Video and Photography

Websites

Social Media

Graphic Design

Branding

Contact Us

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