



NOTE:

All lettering other than Rutgers Logo, shall be Black Helvetica Medium in sizes shown unless noted otherwise.

Sign backing shall be 3/4" thick A/C exterior grade plywood. Posts shall be pressure treated 4" x 4" x 10'-0" set minimum of 3'-4" below grade.

Background: White

Shaded Area: Gray

IMPORTANT NOTE:

The "RUTGERS" logo is trademark of Rutgers University, proper licensing must be obtained prior to use of any "RUTGERS" logo. The "RUTGERS" logo may not be altered. (Fee: \$200/yr)

- For question regarding the use of the logo contact OFFICE OF CREATIVE SERVICES at identity@ur.rutgers.edu. (website: identity.rutgers.edu)
- For Trademark Licensing access & permission. Call (732) 445-3710 ext. 6301 or 6310. (website: ur.rutgers.edu/trademark)

LOGO NOTES:

The "RUTGERS" logo is trademark of Rutgers University, see notes below for additional information.



The preferred color for the Rutgers logotype is always (Pantone 186). It can also appear in black or white.

The preferred color for the signature is always (Pantone Cool Gray 9). It can also appear in red, black or white.

PRIMARY COLOR PALETTE

PANTONE MATCHING SYSTEM

PANTONE 186
PANTONE COOL GRAY 9
BLACK

FOUR-COLOR SYSTEM

CO, M100, Y81, K4
TINT OF BLACK: K60
BLACK: K100

WEB/VIDEO USAGE

R210 G16 B52 - HTML #D21034
R132 G133 B137 - HTML #848589
RO GO BO - HTML #000000

DRAWN BY: ER/DP
CHECKED BY:
SCALE: 1/2" = 1'-0"
DATE: 04/20/09

STANDARD CONSTRUCTION SIGN
ER/DN

RUTGERS
THE STATE UNIVERSITY
OF NEW JERSEY
UNIVERSITY FACILITIES
PISCATAWAY, NEW JERSEY

SK-01