**LOGO NOTES:**

The "RUTGERS" logo is a 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: CMYK: Y8, K4
  - TINT OF BLACK: K60
  - BLACK: K100

- **WEB/VIDEO USAGE**
  - R210 946 B52 - HTML #D21034
  - RB2 61B3 B1B1 - HTML #B485B4
  - R0 G0 B0 - HTML #000000

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**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.

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**IMPORTANT NOTE:**

The "RUTGERS" logo is a 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 questions regarding the use of the logo, contact OFFICE OF CREATIVE SERVICES at identity@rutgers.edu; (website: identity.rutgers.edu).
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