



Rutgers University (New Brunswick)®

Current Revision Date: 10/08/24

Established: 1766

Location: New Brunswick, NJ

Mascot: Scarlet Knights

Mascot Name: Scarlet Knight

Conference: NCAA Div I - FBS, Big 10

Verbiage

Rutgers, The State University of New Jersey®
Rutgers University®
Rutgers®
Scarlet Knights®
Rutgers University®-New Brunswick

Red

PANTONE 186 C
CMYK: 0, 100, 80, 5 | RGB: 204, 38, 71
MADEIRA Rayon: 1147 | RA: 2263

Black

PANTONE Process Black C
CMYK: 0, 0, 0, 100 | RGB: 44, 42, 41
MADEIRA Rayon: 1000 | RA: 2632

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Institutional Marks

Note: For additional information refer to the Rutgers University Visual Identity Guide and User Guide. For assistance contact: trademark@ucm.rutgers.edu

R Rutgers (Horizontal)

1 2 3



R Rutgers (Vertical)

11 12 13



Spirit Marks - Rutgers R

21 22 23 24



4 5



14 15



Spirit Marks - Knights Head

Helmet Mark

25 26 27 28



Rutgers - New Brunswick Signature (Horizontal)

6 7 8



Rutgers - New Brunswick Signature (Vertical)

16 17 18



Athletic Wordmark

29 30



9 10



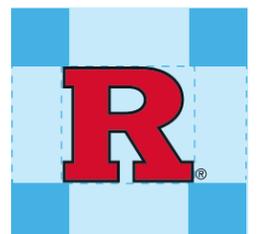
19 20



31 32



Note: Clear space is required around all Rutgers R / Mascot marks.



Minimum Clear Space
Blue square is equal to .5 height of the Rutgers R.



BRANDED MERCHANDISE TRADEMARK SYMBOL GUIDELINES 2024

TRADEMARK	JEWELRY (including pins, clocks)	STATIONERY PRODUCTS (including stickers, journals, notebooks, pens, folders, magnets)	DRINKWARE (including coolers)	TOWELS	APPAREL (including hats, footwear, lanyards)	TOYS AND PLUSH	ALL OTHER (including bags, totes)
Rutgers R	®	®	®	®	®	®	TM
Rutgers R Signature Horizontal Logos: Symbol added to the bottom left of the Rutgers R	®	®	®	®	®	®	TM
Rutgers R Signature Vertical Logos: Symbol added to the bottom right of the Rutgers R	®	®	®	®	®	®	TM
Rutgers Rutgers University	TM	®	TM	TM	®	TM	TM
Scarlet Knights Wordmark Scarlet Knight Logo	TM	TM	TM	TM	®	TM	TM
Scarlet Raiders (Newark) Scarlet Raptors (Camden)	TM	TM	TM	TM	TM	TM	TM
CHOP!	TM	TM	TM	TM	TM	TM	TM
CHOP (Design), Keep Chopping, Keep Choppin	TM	TM	TM	TM	®	TM	TM
Other Trademarks (University Seal, Douglass text or Tree)	TM	TM	TM	TM	TM	TM	TM

ADDITIONAL PERTINENT INFORMATION

- Cross licensing with other marks may be permitted with an additional agreement and approval of Trademark Licensing
- Vendor must add registration mark ® or TM after the Rutgers name and Rutgers R on merchandise where applicable
- Do not alter these marks in any way
- Be sure to abide by clear space regulations for all marks
- University licensed consumables must have expiration date on packaging
- Mascot caricatures permitted
- Sport specific marks may be requested through the trademark office
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks