 <h1>Rutgers University (Newark)[®]</h1> <p>Current Revision Date: 10/08/24</p>	Information			Verbiage	
	Established: 1946	Location: Newark, NJ	Mascot: Scarlet Raiders	Rutgers University [®] Rutgers [®] Rutgers University [®] -Newark	Rutgers, The State University of New Jersey [®] Scarlet Raiders [™]
	Mascot Name: Scarlet Raider	Conference: NCAA Div III			
Red	Black		Used only in secondary mascot logos, not wordmarks		
PANTONE 186 C CMYK: 0, 100, 80, 5 RGB: 204, 38, 71 MADEIRA Rayon: 1147 RA: 2263	PANTONE Process Black C CMYK: 0, 0, 0, 100 RGB: 44, 42, 41 MADEIRA Rayon: 1000 RA: 2632		Dark Red RUTGERS NEWARK DARK RED C CMYK: 12, 100, 91, 40 RGB: 142, 51, 55 HEX: #8E3337	Gray PANTONE 431 C CMYK: 63, 45, 34, 25 RGB: 89, 107, 110 HEX: #59686E	
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.					

Rutgers - Newark Signature (Horizontal)

Secondary - Scarlet Raiders Wordmark

1



2



3




11




12




4



5



13



Rutgers - Newark Signature (Vertical)

Secondary - Scarlet Raiders Logo

6



7



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16



17



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
 - Sport specific marks may be requested through the Office of Trademark Licensing
 - University licensed consumables must have expiration date on packaging