

Style Guide

RUTGERS

Logo

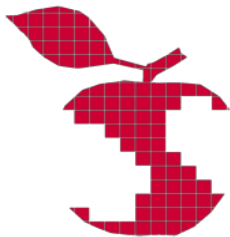
The main Logo, shown to the right, represents the duality of education and power. With concise pixels, the logo must adhere to either red or white with clear border parameters to denote its integrity as a whole.

It is the primary element of Sakai and must appear on all Sakai operated systems. It may not be modified in any way.

This Sakai logotype is the preferred visual representation of Sakai.

It is suggested that the image be placed on a background with slight transparent hues of light.





Logo

While the main logotype is to appear on all Sakai operated systems, Sakai can be represented using other logos.

Other common logos appear on the left

As a general rule of thumb, it is preferable to use the simplest logo representation that will keep the identity of Sakai intact.

PRIMARY COLORS

The primary colors for Rutgers Visuals are PANTONE® 186, PANTONE® 431, and black. Equivalent color formulas are provided to the right.

While the preferred color treatment for the Rutgers logotype and signature are PANTONE® 186 and PANTONE® 431, black and white may also be used.

Logotype examples are shown below



Print (Pantrone Matching System)



PANTONE®
186

Print (Four Color Process)

CYMK(0, 100, 81, 4)

Electronic(Web/Video Usage)

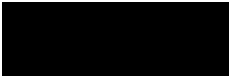
rgb(204, 0, 51)
#cc0033



PANTONE®
431

CYMK(11, 0, 0, 64)

rgb(95, 106,
114))
#5f6a72



BLACK

Black:
K100
rgb(0, 0 , 0)
#000000

Typography

TypeFace

Our main header font is represented by: Montserrat, stacked with Segoe UI, Century Gothic, Verdana, and sans-serif.

This is to create a simple and elegant way of representing what Rutger's education demonstrates; straight and to the point.

Any remaining body of context will be shown in Quattrocento Sans, stacked with Candara, Gill sans, Optima, Helvetica, and sans-serif.

Montserrat 26



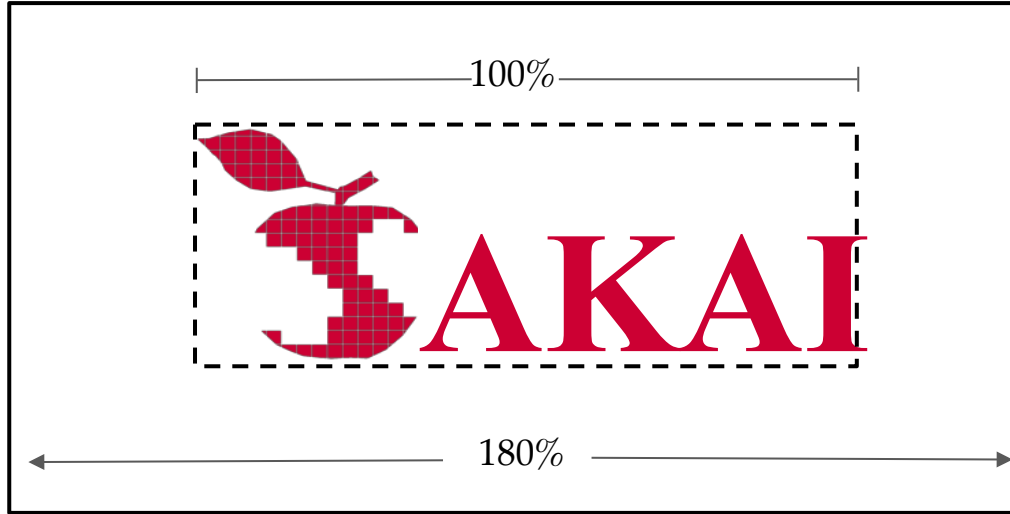
Quattrocento Sans

Quattrocento Sans

Quattrocento Sans

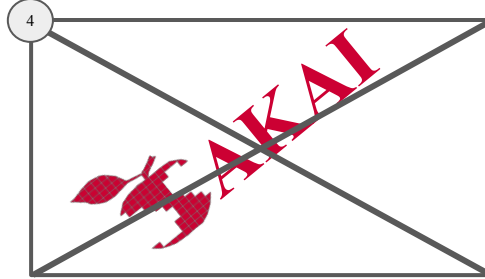
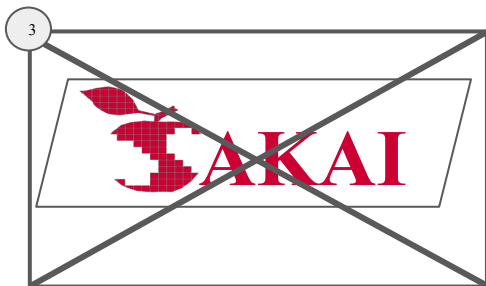
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Anatomy (template)



When you are using the logo with other graphic elements, it is important to give the logo some space (padding). The empty space around the logo should be about 180% of the width of the logo. This will ensure that the logo maintains its visual impact. The logo itself should not be any smaller than 100px.

Anatomy (template) *continued*



Unacceptable Uses

1. **Do not** stack or duplicate the logo within a given layer.
2. **Do not** add foreign mascots.
3. **Do not** place logo in a shape.
4. **Do not** rotate any degree from 180° axis.
5. **Do not** add reflections, even if you like it.
6. **Do not** reinstate the old Sakai Logo.

References

http://www.sakaiamerica.com/attachment_tag/logo/

https://identity.rutgers.edu/sites/identity/files/RU_IDguide_7.0.pdf

<https://www.libraries.rutgers.edu/styleguide>