

Third Party Branding Toolkit – Community Outreach & Engagement

Thank you for your interest in working with the Rutgers Cancer Institute of New Jersey Community Outreach and Engagement team!

This toolkit was created to provide guidance on the use of the branding and logo for Rutgers Cancer Institute of New Jersey. The Rutgers Cancer Institute brand is important to all of us. We take great pride in our brand image and work hard to ensure the messaging connected to it is positive and consistent, because it reflects on the important work of our researchers, physicians, faculty, and staff.

Logo Guidelines

If you require a Rutgers Cancer Institute logo for your flyer or other materials, please make your request through a member of the Community Outreach and Engagement team, who will provide you with the appropriate item/s to use in accordance with the guidelines below. Please note, use of any provided logos on third-party **websites** is NOT permitted under any circumstance unless given authorization by the Rutgers Cancer Institute Communications Office.

White Space

In accordance with Rutgers University policy, there needs to be enough space around the Rutgers Cancer Institute logo that the Rutgers 'R' could fit between the edge of the logo and the other element. The amount of white space, or negative space, this works out to depends on the size of the logo in the document and should scale accordingly. For example, a logo that is 150px wide would need 28px of white space around the logo.



Though the white space might not be a requirement for other logos, it is always recommended that there is some space between elements to keep the page from looking too crowded and make it easier for a user to read. This applies to space between images, text blocks, and even the edge of the page.

Logo Order

When working on co-branded materials, the RWJBH logo should be to the left of the Rutgers Cancer Institute logo, with logos being around the same size. Most likely, but depending on the material being created, you will be provided with our 'two logo lockup.'

Example of 'two logo lockup:'



Notes

- Please note that provided logos may not be altered in any way; this includes any edits made to the text, color, or layout.
- The official color codes for the Rutgers Cancer Institute are:
 - RED: Pantone 186, HTML #cc0033, R204 G0 B51
 - BLACK: Pantone Black, HTML# 000000, R0 G0 B0
- Depending on the software used to create the flyer or marketing material, it is important to keep an eye out for degradation of image quality when exporting or converting from one file type to another.
- For electronic uses, the minimum recommended logo size is 150px wide or 1.25".
- An example flyer is on the next page.

Approval Process

Materials for review should be sent to a member of the Rutgers Cancer Institute Community Outreach and Engagement team, who will share it with the Rutgers Cancer Institute Communications Office for review. Items will be reviewed and returned within 72 hours.

Example Event Flyer with Logo Placement:



Health and Wellness Fair 2021

Join us for the annual community health fair!

OCTOBER 16, 2021 • 9 A.M.
123 ANYWHERE ST.

Lorem ipsum dolor sit amet
consectetur adipiscing elit.
Vivamus et fringilla risus.
Sed nec metus pellentesque


**LOREM
IPSUM**

**RWJBarnabas
HEALTH**

RUTGERS
Cancer Institute
of New Jersey
RUTGERS HEALTH

News Release Guidelines

Any news release that includes a mention of Rutgers Cancer Institute of New Jersey and/or RWJBarnabas Health, details about a partnership or agreement with either entity, and/or a quote from an expert at Rutgers Cancer Institute and/or RWJBarnabas Health, must comply with the following guidelines and approval processes.

Please ensure your news release, news brief, calendar listing or other includes:

- Proper name usage: The preferred style for the institution on first reference is Rutgers Cancer Institute of New Jersey. On second reference and thereafter, Rutgers Cancer Institute may be used. Please avoid using abbreviations such as CINJ or RCINJ.
- If referencing RWJBarnabas Health, RWJBarnabas is all one word with the 'H' in 'Health' capitalized. If referencing one of the acute care hospitals within RWJBarnabas Health, the reference should read: "...at [insert name] Hospital, an RWJBarnabas Health facility."
- Boiler plate language is included below; however it may not be appropriate for use in all cases.

About Rutgers Cancer Institute of New Jersey

As New Jersey's only National Cancer Institute-designated Comprehensive Cancer Center, Rutgers Cancer Institute, together with RWJBarnabas Health, offers the most advanced cancer treatment options including bone marrow transplantation, proton therapy, CAR T-cell therapy and complex surgical procedures. Along with clinical trials and novel therapeutics such as precision medicine and immunotherapy – many of which are not widely available – patients have access to these cutting-edge therapies at Rutgers Cancer Institute of New Jersey in New Brunswick, Rutgers Cancer Institute of New Jersey at University Hospital in Newark, as well as through RWJBarnabas Health facilities. To make a tax-deductible gift to support the Cancer Institute of New Jersey, call 848-932-8013 or visit www.cinj.org/giving.

Approval Process

Submissions for review should be sent to a member of the Rutgers Cancer Institute Community Outreach and Engagement team, who will share it with the Rutgers Cancer Institute Communications Office for review. Items will be reviewed and returned within 72 hours.

Social Media Guidelines

It is important to post correctly the first time to avoid the need to delete something your followers already saw.

It is a good technique to tag all partners involved with your event when promoting. This is as simple as hitting the “@” symbol on Twitter, Facebook, LinkedIn and Instagram and then typing the partner handle afterwards. Can't find your partner's social media account? The best technique is to search through their website for their social media logos and clicking on them!

Community Outreach and Engagement Social Accounts



[@RutgersCancerCOE](https://www.facebook.com/RutgersCancerCOE)



[@RutgersCINJCOE](https://twitter.com/RutgersCINJCOE)



[@rucommunityoutreach](https://www.instagram.com/rucommunityoutreach)



[Community Outreach](https://www.youtube.com/CommunityOutreach)



[Rutgers Community Outreach and Engagement](https://www.linkedin.com/company/Rutgers-Community-Outreach-and-Engagement)

Platform Tips

Facebook: Great for public event promotions (health fairs, meet and greets)

Twitter: Great for public and professional event promotion (health fairs, meet and greets, workshops, lectures, webinars)

Instagram: Perfect for promoting events that have a FLYER to post as the photo

YouTube: Great for showing a recap of your events that have a video component

LinkedIn: Great for professional event promotion (workshops, lectures, webinars)

Video/Virtual Recordings Guidelines

If you are creating a video or virtual recording of a meeting, lecture, workshop or similar event that Rutgers Cancer Institute of New Jersey sponsors, hosts or has featured presenters with the intent of using the recording on a public-facing platform (YouTube, website, social media), please note the following:

- Title cards including the Rutgers Cancer Institute and RWJBarnabas logos must be used at the beginning and end of the presentation. Third-party logos may also be included if the third-party is a sponsor or host of the event. Please work with a member of the Community Outreach and Engagement team, who will provide you with the appropriate title card or individual logos in which to use.
- If a power point presentation template is being used throughout the duration of the presentation and the Rutgers Cancer Institute and RWJBarnabas logos are included, please note the logos must be visible on all slides.
- The speaker/presenter tile on the screen must not cover any logos or the video recording will not be approved for external use. Speaker boxes and participant 'view' vary from platform to platform, so it is best to do a test run of what the presentation will look like before it is given and recorded.

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