

Thank you for your interest in working with the ScreenNJ team!

This toolkit was created to provide guidance on the use of the branding and logo for ScreenNJ and Rutgers Cancer Institute of New Jersey. The ScreenNJ and Rutgers Cancer Institute brands are 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 ScreenNJ 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

Though the ScreenNJ logo does not have a strict white space requirement, 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.

When using the Rutgers Cancer Institute logo along with ScreenNJ for promotion, 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.



Logo Order

When working on co-branded materials, the logos should always go in the order of: ScreenNJ, then Rutgers Cancer Institute. The ScreenNJ and Rutgers Cancer Institute logos should be around the same size.

Example:



Depending on the project, there might be additional partner logos that need to be highlighted. In that case, the Rutgers Cancer Institute logo should always be on the right, with any other partner logos on the left. The logos should still be comparable in size.

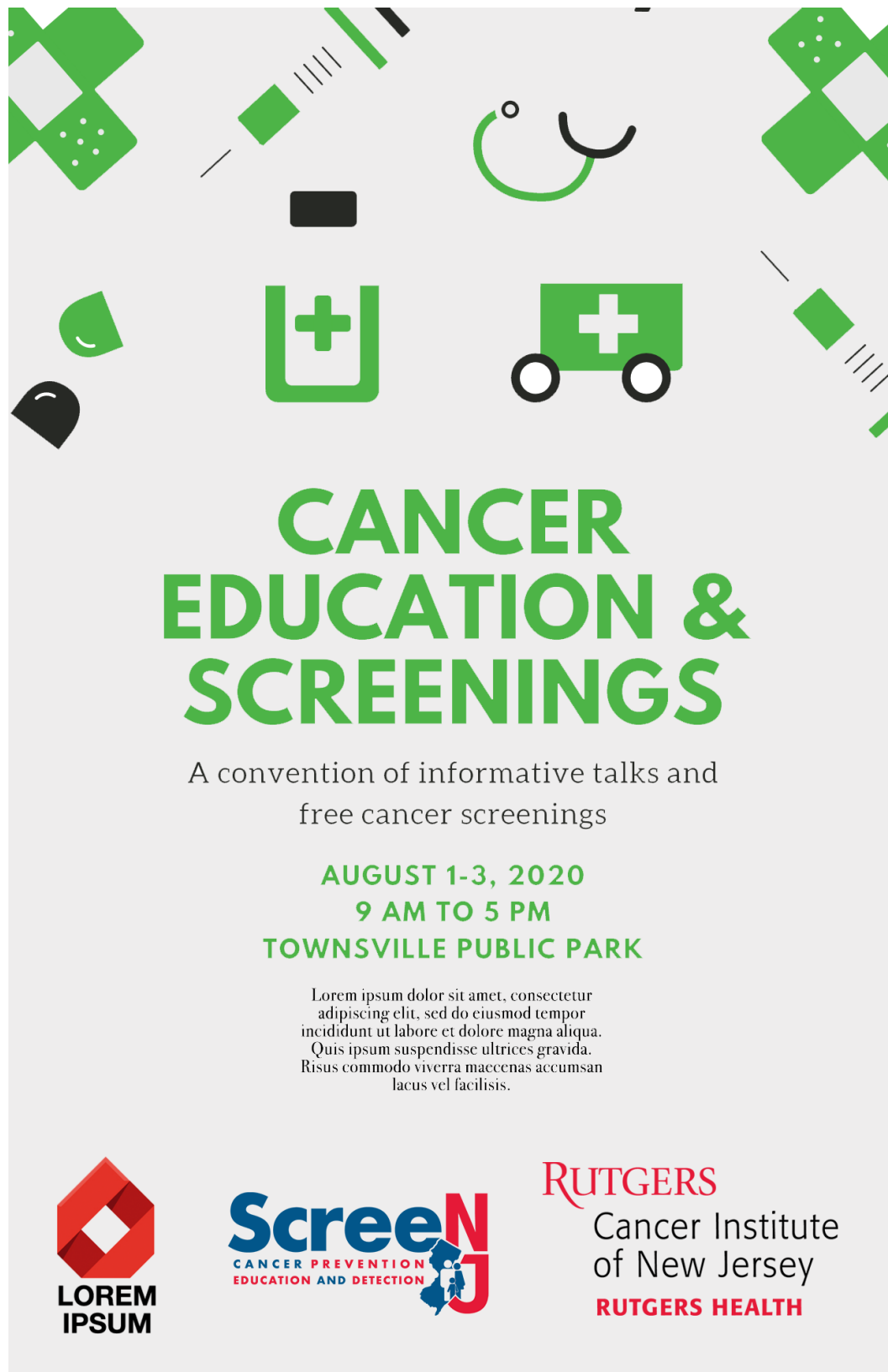
Notes

- 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".
- There is an example on the next page showing these items in action.

Approval Process

Materials for review should be sent to a member of the ScreenNJ 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:



News Release Guidelines

ScreenNJ is a collaborative project of organizations across New Jersey, including Rutgers Cancer Institute of New Jersey. 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.
- In referencing ScreenNJ, ScreenNJ is one word with “NJ” remaining abbreviated.
- If referencing RWJBarnabas Health, RWJBarnabas is all one word with ‘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.

- Description of ScreenNJ/Rutgers Cancer Institute partnership may also be included.

In partnership with the Rutgers Cancer Institute of New Jersey, the New Jersey Department of Health, and healthcare and community organizations across New Jersey, ScreenNJ aims to increase screening for colorectal and lung cancer, to reduce cancer mortality rates, to reduce disparities, and to educate New Jersey residents about the importance of cancer screening, early detection, and prevention.

Approval Process

Submissions for review should be sent to a member of the ScreenNJ 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!

ScreenNJ Social Accounts



[@ScreenNJ](#)



[@ScreenNJ](#)



[@ScreenNJ](#)



[ScreenNJ](#)



[ScreenNJ](#)

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 Recording Guidelines

If you are creating a video or virtual recording of a meeting, lecture, workshop or similar event that ScreenNJ 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 ScreenNJ 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. If you require title cards for videos/virtual recordings/presentations, please make your request to the Rutgers Cancer Institute Office of Communications (Social Media Specialist Christine DiNapoli at christine.dinapoli@rutgers.edu), who will provide you with the appropriate item/s to use in accordance with the guidelines below.
- 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 (if this is a partnered event with ScreenNJ), 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.

Approval Process

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