

# *Voice & Tone Guide*

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# ***Message, Voice & Tone***

Voice and tone are the expression of our personality through content.

***Our **Message** is what we say about who we are.***

***Our **Voice & Tone** is how we say it.***

By speaking as “Rutgers University–Newark” we offer our audiences an authentic way to understand who we are and how we relate to them.

# ***Voice & Tone***

## ***Voice*** is character.

It describes how we, as an institution, feel and act. It's how we personify the relationship with our online audiences. Our voice is consistent across the platform. It's who we are.

## ***Tone*** is mood.

It's how we sound, constructed through style elements: vocabulary variations, rhythm, mood, structure. Just as our tone of voice changes based on circumstance and environment, our tone might shift a little to suit the content we're creating or the platform on which we're communicating.

*“If not us, then who? If not now, then when?”*

— John Lewis

## ***In and Of Newark***

It's hard to tell where Rutgers ends and Newark begins. Since 1908 the city and the school have been partners, with a shared history and future. Our commitment to our city manifests in scholarship, research and community-based programs where we partner with others to life up our city and those like it, working on enduring inequities and shaping a more just world. It's a symbiotic relationship: We thrive together, heal together, change together. Newark is a city on the move, and we're proud to be part of that transformation.

## ***Who We Are***

### **We're at home in a city.**

We thrive on the diversity of perspectives inherent in our urban environment.

### **We're pragmatic agents of change.**

We know that bringing together diverse perspectives may be challenging in the short run, but produces more innovative and sustainable solutions in the long run.

### **We're a nurturing community.**

We are drawn together by our shared values and common cause. We welcome anyone who's willing to open their mind, challenge themselves and support others in doing the same.

### **We're more than meets the eye.**

Universities are changing, emphasizing justice, equity, social mobility and innovation—and we are a leader in that movement.

## ***Who We Are***

**We're a major urban research institution.**

We are renowned for conducting innovative, cross-disciplinary research with a unique focus on issues facing cities today and in the future.

**We're a good value.**

Our students graduate with knowledge, skills, insights and practical experience that make them highly sought after in a competitive job market.

**We're ascendant.**

We've got big plans. We're here to realize our full potential—to gather the knowledge, skills, experiences and insight that will enable us to transform ourselves and our world.

## ***What We Believe***

Our city is our inspiration.

Everyone has something to contribute.

We partner with others to take on the problems we see in the world.

Education transforms lives.

We have a responsibility to each other.

Our diversity is the key to our excellence, innovation and creativity.



## ***What Rutgers University-Newark Feels Like***

Rutgers University-Newark feels like a home away from home. A haven in the hustle and bustle of the city, full of familiar faces and favorite hangs. Big enough that there's always something going on; small enough that your professors know you by name and make time to check in with you after a lecture. It's feeling like everything you need is within reach in Newark, a city steeped in history, brimming with creativity, and in the vanguard of changes that are sweeping the country. It's looking around you and finding allies in a common cause. But it's also boba with friends at Intrinsic Café, late nights with your suitemates trying to get on #RutgersTikTok, playing Frisbee at Norman Samuels Plaza, catching a show at Clement's — or a Lyft to the East Village.

## ***How We Talk About Ourselves***

Part of one of America's biggest and best public universities, Rutgers University-Newark is a university for our times. It is a major, urban research university that still feels intimate, where we leverage the perspectives of diverse people from many disciplines to focus on tackling the greatest challenges facing humanity.

With roots going back more than 100 years, we're proud to be part of the fabric of this city, and working with others to raise up Newark and its people is core to our mission. We help power the economy by creating jobs, incubating innovative new businesses, and producing graduates who have the skills and sensibilities they need to become leaders in their chosen fields. We prioritize social justice. And we transform lives by making higher education affordable and accessible to all. These commitments shape our students' experiences too, providing them the unique opportunity to expand their horizons while contributing to the public good.

## ***Our Voice***

If our voice were embodied, it would be an older cousin who followed their dream of making a name for themselves in the big city. We're self-actualized and going places; ambitious; sophisticated without being pretentious; principled and willing to walk the walk.

We are...

- Worldly and intelligent, but never pretentious or elitist
- Confident in our abilities
- Open to new ideas, ways of doing things and perspectives
- Supportive, always willing to help
- Tapped in...to what's going on in the community and the world beyond
- Rooting for your success, however you define it

We understand where you're coming from but don't presume to know where you're going. We respect your journey and are excited to help you along the way.

# ***Our Tone***

Friendly, but not informal.

On-the-level and direct.

Worldly, but down to earth.

Empowered...and empowering.

Invested in your success ... here if you need us.

# *Ideas & Words to Frame Our Writing*

## **NEWARK**

transformation  
 renewal  
 renaissance  
 momentum  
 hidden gem  
 potential  
 vanguard  
 bellwether  
 progress  
 polyglot  
 city as a lab  
 more than meets the eye  
 unexpected  
 vibrant  
 excellence  
 jazz mecca  
 historic  
 Halsey Street  
 Hahne's Building  
 Express Newark

## **ANCHOR INSTITUTION**

longevity  
 part of the fabric  
 giving back  
 outreach  
 leadership  
 resource  
 incubator  
 economic engine  
 employer  
 research  
 partnership  
 collaboration  
 committed  
 problem-solver  
 service  
 innovative  
 high-performing  
 engaged  
 investment  
 influence  
 integrity

## **ACCESSIBLE**

inclusive  
 welcoming  
 level playing field  
 human-scale  
 accommodating  
 equalizer  
 pathways  
 focused on the whole student  
 launch pad  
 “daca-mented”/undocumented students  
 first-generation student  
 social mobility  
 career-ready  
 affordability  
 campus food pantry  
 approachable faculty  
 Intercultural Resource Center  
 RU-N to the Top  
 standardized tests—optional  
 financial aid  
 one-on-one tutoring

# *Ideas & Words to Frame Our Writing*

## **SOCIAL JUSTICE**

equity  
 service  
 raise up  
 activist  
 anti-racist  
 passion  
 purpose  
 respect  
 impact  
 revolutionary  
 Ruth Bader Ginsburg  
 Paul Robeson  
 advancement  
 disruption  
 reparations  
 empowerment  
 mission  
 impact  
 “good trouble”  
 Justice Studies B.A.  
 taking a stand

## **URBAN**

access  
 enlightenment  
 opportunity  
 tapped-in  
 kinetic  
 vibrant  
 progressive  
 cultural capital  
 diversity  
 connections  
 achievement  
 explore  
 aspire  
 dynamic  
 uplifting  
 relevant  
 creative  
 trend-setting

## **COMMUNITY**

support  
 home away from home  
 allyship  
 safe space  
 familiar faces  
 support system  
 proud  
 common ground  
 resource  
 voluntarism  
 unity  
 network

BEFORE & AFTER

## *New Student Programs*

### **Before**

New student on campus? Just getting acclimated to Rutgers-Newark? Want to experience first-hand our campus culture and learn about all the campus resources?

That is what our new student programs are geared towards - helping you further become a part of our campus community.

We host programs that build upon the foundation set at Student Orientation, Advisement and Registration (SOAR) to further enable, grow and empower students to positively acclimate to the campus and embrace the culture of our student leaders.

The Office of Student Life and Leadership creates and manages programs such as Peer Connect and has first-year experience events that allow new students to learn about campus resources, build relationships, develop and enhance leadership skills, and become involved in the campus community.

### **After**

Whether you're the first person in your family to attend college, or you're working on your second graduate degree, adapting to a life on campus isn't always easy. The Office of Student Life and Leadership will help you find your bearings—and your people—with programs and activities that help you tap into campus resources, make new friends, explore other cultures, serve the community, and develop leadership skills.

BEFORE & AFTER

## *Honors Living-Learning Community*

### **Before**

The Honors Living-Learning Community (HLLC) is a transformative college access and success program that fosters the academic, social, and personal development of talented students from all walks of life with a desire to make a difference in their communities and beyond. With an innovative curriculum centered on themes of “Local Citizenship in a Global World,” HLLC students will live and learn at RU-N with students from all over the world.

### **After**

The world has never been more in need of bold, visionary leaders who reflect and represent the interests of every member of our community. We created the Honors Living-Learning Community (HLLC) to identify and nurture the next generation of change leaders with a curriculum focused on civil and human rights, gender and sexuality, and social and environmental justice. We know students’ unique lived experiences are more important than their standardized test score, and have built a diverse community of scholars who come from disparate backgrounds, but are united by a passion for doing good. Together, you’ll tackle the most pressing social issues of the day—in the classroom and in the community—with the guidance of faculty who understand and support your desire to live a life of impact.



Thank you!

**DIGITAL PULP**