**IMAGE NAMING CONVENTIONS FOR USE IN THE RCCL**

**IMAGES DOWNLOADED FROM MERLIN**

Most images downloaded from MerlinOne, the university’s digital asset library, will all be at least 2880 x 2160 so they can be used anywhere on an RCCL website.

In some cases, when images are sized for a specific space, they should maintain the current file name and have the appropriate designation appended:

* event\_ = used for event
* grab\_ = screen grab from video
* lg\_ = Common Images (max size)
* mag\_ = Magazine cover
* sm\_ = Homepage Mosaic, Stats Image
* pub\_ = In the News | Publication Icon
* pro\_ = profile image
* prmo\_ = Rutgers Today article promotional thumbnail image
* x\_ = images should not be reused

**IMAGES FROM ELSEWHERE**

These images might be any size so it will be important to check the image pixel size and indicate the size when adding them to a website. Images from elsewhere will use the same size designations as images from Merlin:

* event\_=used for event
* lg\_ = Common Images (max size)
* mag\_ = Magazine cover
* sm\_ = Homepage Mosaic, Stats Image
* pub\_ = In the News | Publication Icon
* pro\_ = profile image
* prmo\_ = Rutgers Today article promotional thumbnail image
* x\_ = images should not be reused

In University Communication and Marketing, a school designation is appended to school-supplied images so that the images can be traced back to their source. The school designations are:

* \_ccas = Camden College of Arts and Sciences
* \_cs = Continuing Studies
* \_ejb = Edward J. Bloustein School of Planning and Public Policy
* \_pharm = Ernest Mario School of Pharmacy
* \_gsapp = Graduate School of Applied and Professional Psychology
* \_gse = Graduate School of Education
* \_gsc = Graduate School–Camden
* \_gsn = Graduate School–Newark
* \_mgsa = Mason Gross School of the Arts
* \_njms= New Jersey Medical School
* \_rwjms = Robert Wood Johnson Medical School
* \_rbs = Rutgers Business School–Newark and New Brunswick
* \_rlaw = Rutgers Law School
* \_rsdm = Rutgers School of Dental Medicine
* \_sas = School of Arts and Sciences
* \_sasn = School of Arts and Sciences–Newark
* \_sbc = School of Business–Camden
* \_sci = School of Communication and Information
* \_scj = School of Criminal Justice
* \_eng = School of Engineering
* \_sebs = School of Environmental and Biological Sciences
* \_sgs = School of Graduate Studies
* \_shp = School of Health Professions
* \_smlr = School of Management and Labor Relations
* \_sn = School of Nursing (Newark and New Brunswick)
* \_snc = School of Nursing–Camden
* \_spaa = School of Public Affairs and Administration
* \_sph = School of Public Health
* \_ssw = School of Social Work

**RCCL IMAGE SIZING GUIDE**

For information on RCCL image sizes, please see the Rutgers Core Component Library Image Sizing Guide.

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