

# RED ROCKS COMMUNITY COLLEGE

## 2014 BRAND IDENTITY GUIDELINES



LAKWOOD



ARVADA

# INTRODUCTION

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**The RRCC logos, corresponding colors and typefaces are the most important visual elements in our communication strategy. Therefore the correct and frequent use these elements is extremely important.**

This manual outlines how and when campus departments may use the logos in printed publications and offers guidance to those producing communication materials, print or electronic, for Red Rocks Community College. Consistently applied graphic standards help fortify the RRCC brand. Maintaining consistency is the responsibility of the entire RRCC Community.

To maintain consistency and quality, **all RRCC advertising must be reviewed and approved by Marketing and Communications PRIOR to publication** or distribution for compliance with our graphic standards.

***The logos in these guidelines are the only approved logos.***

All ***previous*** RRCC logos should not be used.

**Questions? Need other logo versions for give-away items?**

Contact the Marketing & Communications department:

Laura.Campbell@rrcc.edu • 303.914.6528

Adam.Thomas@rrcc.edu • 303.914.6529

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## BRAND IDENTITY

The visual and verbal representation of a brand is known as the brand identity. It is vital to the success of a brand to have a consistent representation on all print and electronic communications.

The brand identity is what makes a brand recognizable, meaningful, and memorable. It creates a brand that is instantly identifiable to the viewer. Correct usage of the RRCC identity guidelines will ensure that the viewer recognizes the materials as coming from RRCC.

This document provides general direction and guidelines for the visual and verbal representation of the RRCC brand, along with specific directions for logo usage.

ALL departments and offices associated with RRCC must follow the brand identity guidelines. Any outside agency producing materials for RRCC programs, departments, or other college entities must also follow these guidelines.

If you have any questions regarding the RRCC brand identity guidelines, please contact Marketing and Communications.

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## PRIMARY LOGO MARKS

### MOUNTAIN LOGO (EXTERNAL FACING MATERIALS)



*White logo shown on grey box for viewing purposes only.*

The RRCC mountain logo is comprised of mountains and the signature line “Red Rocks Community College.” This logo was designed to portray RRCC as a competitive, vibrant and innovative institution. It is to be used on all **external facing materials** such as ads, brochures, postcards, posters, flyers, newsletters, catalogs, schedules, viewbooks, handbooks, billboards, websites, videos, business cards, and promotional materials (pens, mugs, and other give-away items).

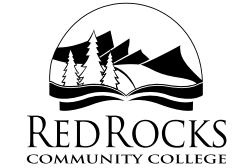
### SIGNATURE LINE



*White logo shown on grey box for viewing purposes only.*

The RRCC “**Signature line**” is the full name of the college. The signature line is primarily used on materials when there is limited space.

### TRADITIONAL DOME LOGO (INTERNAL FACING / OFFICE OF THE PRESIDENT)



The traditional RRCC logo “**Dome logo**” is designed for a great majority of official and internal uses related to the Office of the President. This logo is comprised of a dome, mountains, hillside, three trees, pages of an open book, and the signature line “Red Rocks Community College.” It is to be used on all **internal facing and official documents, letterheads, envelopes, forms, name badges, indoor/outdoor signs, etc.**

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## SECONDARY LOGO

The secondary logo is only to be used for informal situations, such as t-shirts and merchandise, and can be applied when appropriate. If you are unsure if the application is formal or informal, always default to using the primary logos. Available by request only.



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## USAGE

The RRCC logos, corresponding colors and typefaces are the most important visual elements in our communication strategy. Therefore the correct and frequent use these elements is not only extremely important, but also vital to the success of the brand.

### **The RRCC logo must be present on ALL college communication materials.**

As the primary visual identity for the RRCC brand, the logo must be included on all communication materials, such as: brochures, postcards, posters, flyers, newsletters, catalogs, schedules, viewbooks, handbooks, billboards, websites, videos, business cards, promotional materials, etc.

### **Logo is to be treated as artwork, not typography.**

The logo is our most important visual element in our communication strategy and should be treated as a graphic element.

### **NEVER manipulate or disassemble the logo in any way.**

Do not skew, rotate, stretch, distort, rearrange, apply shadows, effects, outlines, or embellishments.

Do not add additional text, tag lines, mottos, department or program names in an effort to create a sub brand. Do not pull the logos apart and use elements individually.

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## PLACEMENT

### Give the logo room to breathe.

The balance of space and content is a key element of design and composition. Placing items too close to the logo, will cause it to blend in and lose its importance. Always ensure that the logo has an equal amount of space around it.

When using the logo, keep a minimum clear zone of 'R' around the logo at all times. The 'R' zone is created by using the height of the logo's R.



### Size is relative.

The size of the logo is determined by the size of the finished product. A basic rule of thumb, 24"x36" and smaller, the width of the logo should be roughly 1/5 the width of the element/page, but NEVER smaller than 1" in width.

Table tents, ads, and handouts smaller than 5"x7", the logo should be no smaller than 1" in width.

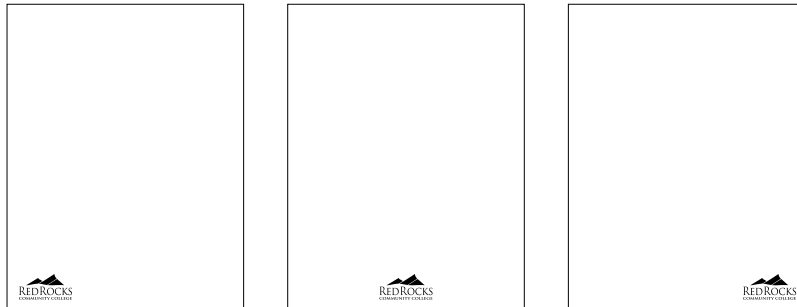
Postcards, flyers and other materials 5"x7" to 8.5"x11", the logo should be 1.5" in width.

Posters size 11"x17" the logo should be 2" in width

Bridge Posters 24"x36" the logo should be 4" in width

### Location Location Location.

For most instances the logo should reside on the bottom of the page. It can be left aligned, centered, or right aligned. This flexibility is provided to help in the ease of design and production.



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## COLORS

### Primary logo colors.

With exception to the 4 color dome logo, the only acceptable colors for the primary logos are RRCC Red, Black, and White.



**RRCC Red**  
 CMYK 30%, 100%, 100%, 30%  
 RGB 137, 26, 28  
 Web #891a1c



**100K Black**  
 CMYK 0%, 0%, 0%, 100%  
 RGB 0, 0, 0  
 Web #000000



**White**  
 CMYK 0%, 0%, 0%, 0%  
 RGB 225, 225, 225  
 Web #ffffff

### Secondary colors.

To provide greater flexibility in designing vivid and attractive communications materials, the following colors may be used to create a greater graphic interest. These colors may be applied to backgrounds, icons, and additional objects. **NEVER** use these colors on any logos.



**RRCC Blue**  
 CMYK 75%, 42%, 7%, 0%  
 RGB 69, 131, 185  
 Web #4583b9



**RRCC Green**  
 CMYK 36%, 12%, 89%, 0%  
 RGB 175, 190, 75  
 Web #afbe4b



**RRCC Orange**  
 CMYK 0%, 75%, 89%, 0%  
 RGB 242, 101, 51  
 Web #f26533



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## TYPOGRAPHY

### **Primary typeface.**

Helvetica Neue Lt Std is the primary typeface for all materials. Use this typeface on all materials to ensure a consistent and branded look on all materials. In rare cases, Arial Narrow can be used as an acceptable alternative for websites, or when Helvetica is unavailable.

Helvetica Neue Lt Std

Helvetica Neue Lt Std Condensed

Helvetica Neue Lt Std Extended

### **Signature line typeface.**

The signature line in our logo is designed using Trajan Pro. This is the ONLY time Trajan Pro is to be used.

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## DO & DON'T

The following are examples of correct and incorrect usage and treatments of the logo.

**The logo must always be used in ways deemed acceptable by Marketing and Communications. Do not use the logo smaller than 1" wide.**

**Do** retain the correct aspect ratios.



**Do Not** stretched, condensed or rotate the logo.



**Do** use the logo on contrasting backgrounds.



**Do Not** apply effects such as outer or inner glows, drop shadows, bevel and emboss, or outlines.



**Do** use the logo in its original form.



**Do Not** separate the elements of the logo or rearrange in any way.



**Do** DOWNLOAD high resolution logos from the RRCC marketing website.



**Do Not** simply COPY the logo off a website.



**Do** use the logo exactly as it is provided to you.



**Do Not** retype, or recreate any part of the logo or signature line.



**Do** use original versions of the logo.



**Do Not** electronically scan the logo.  
**Do Not** use a logo that is second generation.



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## DO & DON'T (CONT.)

**Do** allow the logo to stand on its own.



**Do** use approved colors such as RRCC Red, black, and white.



**Do Not** attach any additional graphics or typography to it.



**Do Not** use the logo in other colors.



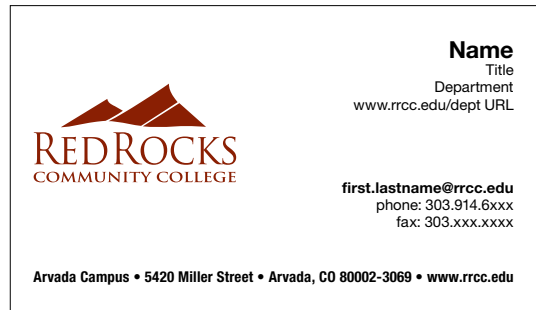
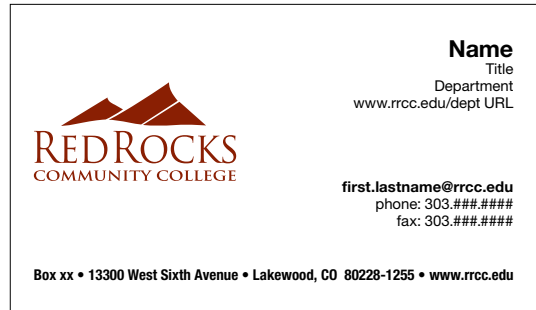
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## BUSINESS CARDS

RRCC Business cards are made from 100% recycled paper, and can be ordered online through the marketing and communications webpage at [rrcc.edu/marketing-communications/branding-and-resources](http://rrcc.edu/marketing-communications/branding-and-resources)

### Lakewood or Arvada?

When ordering your business cards, make sure you select the correct template for your campus.



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## LETTERHEADS

There are two letter heads for you to choose from.

All **external** facing communications centered around recruitment, promotion, or other marketing efforts should feature the **Mountain Logo letterhead**.

All **internal** facing, and official communications relating to the Office of the President, should feature the **Traditional Logo letterhead**.

