

RED ROCKS COMMUNITY COLLEGE

GRAPHIC STANDARDS

INTRODUCTION

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 this document 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:
Adam.Thomas@rrcc.edu • 303.914.6529

THE LOGO



The RRCC logo, 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.

The logo should **NEVER** be altered, distorted, or re-drawn in any way.

The RRCC mountain logo is comprised of mountains (the Logo Mark) and Red Rocks Community College (the Signature Line). This is the primary logo for the college. It was designed to portray RRCC as a competitive, vibrant and innovative institution.

VARIATIONS



The logo can be used in its entirety or with just the Signature Line. The Logo Mark cannot stand on its own. Do not use the Logo Mark by itself, or change its location in relation to the signature line.

A program name may be added underneath the logo or signature line when a stroke is used to show separation. When stacking the program name under the logo, the program should be in all caps. When displayed horizontally, it should be title cased.

These are the only variations allowed to the logo. If you need to have a version created with your department/program name, please contact marketing.

PRIMARY COLORS



RRCC Red

C: 30

M: 100

Y: 100

K: 30

R: 137

G: 26

B: 28



RRCC Black

C: 0

M: 0

Y: 0

K: 100

R: 0

G: 0

B: 0



RRCC White

C: 0

M: 0

Y: 0

K: 0

R: 255

G: 255

B: 255



Our primary colors are Red, Black, and White.
These are the only acceptable colors for the logo.

When against a white or light colored background,
the logo should be used in Red (preferred) or
Black.

Against a dark or black background, the logo
should be used in White. The logo should never
be used in Red or Black on a dark background
because of the lack of contrast.

SECONDARY COLORS



There are 4 secondary colors that are part of our branding. Bright Red, Orange, Green , and Blue. These colors should NEVER be used in the logos.

PLACEMENT



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 'X' around the logo at all times. The 'X' zone is created by using the height of the logo's R.

DO NOT

NO

Do Not stretched, condensed or rotate the logo.



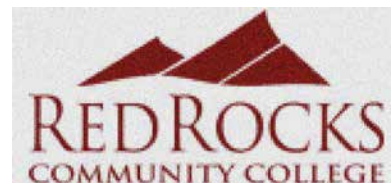
NE

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



NEIN

Do Not simply COPY the logo off a website, electronically scan the logo, or use a logo that is second generation.



Always use an original version of the logo.

Free of alterations of any kind. If you need assistance finding the correct logo, please contact marketing.

DO NOT

NYET

Do Not separate the elements of the logo, rearrange, or use as graphic elements in any way.



RED ROCKS  COMMUNITY COLLEGE

NON

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



RED ROCKS 

TYPOGRAPHY

HELVETICA

Helvetica Neue LT Std 35 Thin
Helvetica Neue LT Std 45 Light
Helvetica Neue LT Std 55 Roman
Helvetica Neue LT Std 65 Medium
Helvetica Neue LT Std 75 Bold
Helvetica Neue LT Std 85 Heavy
Helvetica Neue LT Std 95 Black

Helvetica Neue LT Std 37 Thin Condensed
Helvetica Neue LT Std 47 Light Condensed
Helvetica Neue LT Std 57 Condensed
Helvetica Neue LT Std 67 Medium Condensed
Helvetica Neue LT Std 77 Bold Condensed
Helvetica Neue LT Std 87 Heavy Condensed
Helvetica Neue LT Std 97 Black Condensed

Helvetica Neue LT Std 33 Thin Extended
Helvetica Neue LT Std 43 Light Extended
Helvetica Neue LT Std 53 Extended
Helvetica Neue LT Std 63 Medium Extended
Helvetica Neue LT Std 73 Bold Extended
Helvetica Neue LT Std 83 Heavy Extended
Helvetica Neue LT Std 93 Black Extended

UNIVERS

Univers LT Std 45 Light
Univers LT Std 55 Roman
Univers LT Std 65 Bold
Univers LT Std 75 Black

Univers LT Std 47 Light Condensed
Univers LT Std 57 Condensed
Univers LT Std 67 Bold Condensed

Univers LT Std 53 Extended
Univers LT Std 63 Bold Extended
Univers LT Std 73 Black Extended

There are two recommended typefaces associated with our branding. The most important typeface is Helvetica Neue Lt Std due to its use in our visual branding. It should be the most used typeface in our communications.

The second typeface is Univers LT Std.