

RED ROCKS COMMUNITY COLLEGE

# GRAPHIC STANDARDS

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# 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 this document are the only approved logos.**

All previous RRCC logos should not be used.

**All logo files are accessible on the shared network under the folder Marketing Templates**

**Questions? Need other logo versions**

Contact the Marketing & Communications department:  
ben.vena@rrcc.edu • 303.914.6531

# THE LOGO

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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

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PROGRAM NAME



PROGRAM NAME



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 Burgundy  
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



ACCEPTABLE COLOR VALUE RANGE

Our primary colors are Burgundy, 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

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RRCC Bright Red  
C: 15  
M: 100  
Y: 100  
K: 0

R: 210  
G: 35  
B: 42

**BRIGHT RED**



RRCC Orange  
C: 0  
M: 75  
Y: 89  
K: 0

R: 242  
G: 101  
B: 51

**ORANGE**



RRCC Green  
C: 36  
M: 12  
Y: 89  
K: 0

R: 175  
G: 190  
B: 75

**GREEN**



RRCC Blue  
C: 75  
M: 42  
Y: 7  
K: 0

R: 69  
G: 131  
B: 185

**BLUE**

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

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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

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NO

**Do Not** stretch, condense or rotate the logo.



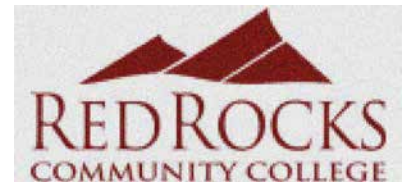
NE

**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

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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.



# TYPOGRAPHY

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## 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.

# PRINT MATERIALS

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BROCHURES  
TEMPLATES

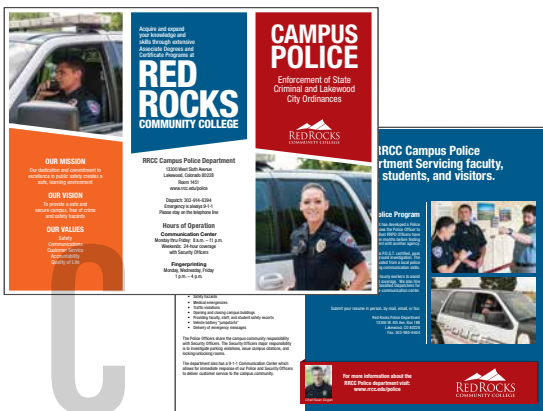
8.5X11 FLYERS

11X17 POSTERS

24X36 MARQUEE POSTER

4X6 TABLE TENTS / POSTCARDS

# BROCHURES



**A** Square fold brochures are reserved for individual academic programs and areas of study. To request a square brochure for you program, contact marketing.

**B** Bifold brochures are reserved for specialty programs and showcases and contain non course requirement type information. To request a bifold, contact marketing.

**C** Trifolds are reserved for internal, student services type departments. To request a trifold for you department, contact marketing.

# TEMPLATES

ONE



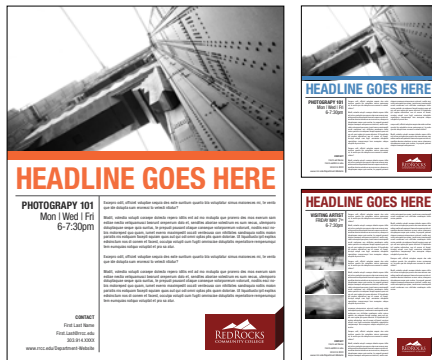
InDesign 4x6 | 8.5x11 | 11x17 | 24x36  
MS Publisher 8.5x11

FOUR



InDesign 8.5x11 | 11x17  
MS Publisher –

TWO



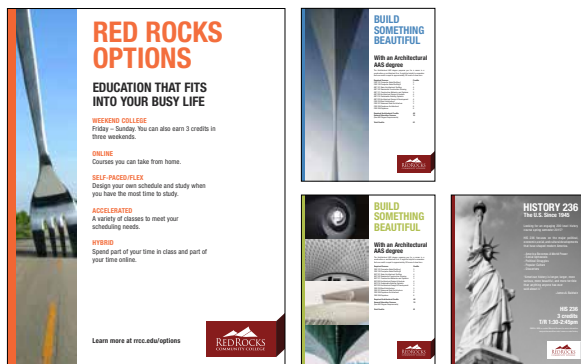
InDesign 4x6 | 8.5x11 | 11x17  
MS Publisher 8.5x11

FIVE



InDesign 8.5x11  
MS Publisher –

THREE



InDesign 4x6 | 8.5x11 | 11x17 | 24x36  
MS Publisher 4x6 | 8.5x11 | 11x17

These templates were created to assist RRCC employees in the creation of materials for their individual departments.

Using the templates ensures that all work meets the graphic standards and supports the Red Rocks Community College brand image.