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.
- 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 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.
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.
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.
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.
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

- Do Not stretch, condense or rotate the logo.

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

- 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 separate the elements of the logo, rearrange, or use as graphic elements in any way.

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

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 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

The second typeface is Univers LT Std.
PRINT MATERIALS

BROCHURES

TEMPLATES

8.5X11 FLYERS
11X17 POSTERS
24X36 MARQUEE POSTER
4X6 TABLE TENTS / POSTCARDS
Square fold brochures are reserved for individual academic programs and areas of study. To request a square brochure for your program, contact marketing.

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

Trifolds are reserved for internal, student services type departments. To request a trifold for your department, contact marketing.
PHOTOGRAPHY 101

Spend part of your time in class and part of your time creating in the studio with the assistance of the faculty. The class is divided into two sections, one for photographers aged 16-18 and the other for photographers aged 19-21. Each student will be given a limited edition camera and photo equipment to take home for the length of the course.

Self-Paced/Flex

Friday – Sunday. You can also earn 3 credits in Weekend College.

OPTIONS

1. AAS degree in Architectural Construction

- CAD 227 Advanced Revit Architecture
- AEC 101 Basic Architectural Drafting
- AEC 102 Residential Construction Drawing
- CAD 101 Computer Aided Drafting I

2. AAS degree in Interior Design

- Introducing Integrated Pathways

3. AAS degree in Photography

- Introducing Integrated Pathways

4. AAS degree in Digital Imaging

- Introducing Integrated Pathways

5. AAS degree in Popular Culture

- Introducing Integrated Pathways

6. AAS degree in American History

- Introducing Integrated Pathways

7. AAS degree in American Government

- Introducing Integrated Pathways

8. AAS degree in Economics

- Introducing Integrated Pathways

9. AAS degree in English

- Introducing Integrated Pathways

10. AAS degree in Sociology

- Introducing Integrated Pathways

11. AAS degree in Psychology

- Introducing Integrated Pathways

12. AAS degree in Business Law

- Introducing Integrated Pathways

13. AAS degree in Business

- Introducing Integrated Pathways

14. AAS degree in Business Administration

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15. AAS degree in Business Management

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16. AAS degree in Business Entrepreneurship

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17. AAS degree in Business Management

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30. AAS degree in Business Management

- Introducing Integrated Pathways

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.