# RCC

**Brand Identity Guide** | Spring 2024

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# BRAND IDENTITY

### The Riverside City College Brand

The RCC brand is not a logo. It is not a tagline or an advertisement. Our brand is our reputation supported by the perceptions of the communities we serve. This reputation is one of our most valuable assets and is reinforced by what we do, what we say and how we present ourselves to the world.

This brand guide is meant direct our visual identity and coordinate our message across all channels of communication. This will help us effectively differentiate ourselves from other institutions and reinforce our reputation amongst the communities we serve.

### The RCC Brand Message

**Your Future is Bright. Be Empowered. Be Transformed.**

As an institution of higher education, **RCC is proud** of our tradition of teaching excellence that empowers students from diverse backgrounds to improve their lives through education.

As **Tigers**, we take **Pride** in student success and our spirit of community that brings us together and transforms us.

# PRIMARY LOGO

The Riverside City College logo is a valuable asset that must be used properly. The logomark consists of the lamp of learning combined with the RCC monogram, horizontal lines, and the Riverside City College logotype. The lamp has historical significance and represents the continuous search for wisdom and knowledge.

The "primary logo' must be present on every publication related to RCC. The logomark and logotype may not be altered, and the proportions should remain the same. When space is limited or the visual environment does not allow for the logomark and logotype to display optimally, use the "secondary logo."

# SECONDARY LOGO

The secondary logomark consists of the lamp of learning combined with the RCC Monogram and horizontal lines. The secondary logomark may be used when space does not allow for the optimal use of the logotype. For example, small spaces such as social media page profiles or designs that require adaptation such as signage.

# PRIMARY COLORS

Proper use of color is a critical element in maintaining a brand identity. The RCC brand identity consists of three primary colors orange, black and smoke. The logomark and logotype must always be reproduced using this color palette.

The primary RCC logomark and logotype should be used on a white background. When necessary, the white version of the logo may be used on dark colored backgrounds such as black, orange and smoke. The primary logo should never be used on a multi-colored background.

**RGB:**
Red, Green, Blue color file primarily used for images created for electronic purposes such as email, web, and PowerPoint.

**CMYK:**
Cyan, Magenta, Yellow and Key (black) which are the key words used for some four-color process printing.

**Pantone:**
Pantone Color Matching System (PMS) is the print industry color code numbers for exact color match used in four color process printing.

## Orange
RGB | R-216, G-112, B-40

CMYK | C-0, M-68, Y-100, K-0

Pantone | PMS 021

## Black
RGB | R-255, G-255, B-255

CMYK | C-0, M-0, Y-0, K-100

Pantone | PMS Black 6 C

## Smoke
RGB | R-107, G-115, B-122

CMYK | C-60, M-45, Y-40, K-15

Pantone | PMS 444

# SECONDARY COLORS

The RCC brand identity includes
a secondary color palette. These
secondary colors may be used in support
of the primary brand when additional
colors are necessary to help define or
create hierarchy or differentiate design
elements.

| R - 224  C - 0 | R - 223  C - 8 | R - 241  C - 6 |
|---|---|---|
| G - 146  M - 50 | G - 189  M - 24 | G - 236  M - 2 |
| B - 54   Y - 95 | B - 70   Y - 91 | B - 165  Y - 45 |
|          K - 0 |          K - 0 |          K - 0 |
| #E09236 | #dfbd46 | #fleaca5 |

| R - 153  C - 43 | R - 71   C - 74 | R - 52   C - 81 |
|---|---|---|
| G - 158  M - 26 | G - 88   M - 45 | G - 68   M - 54 |
| B - 84   Y - 86 | B - 73   Y - 71 | B - 65   Y - 64 |
|          K - 3 |          K - 36 |          K - 48 |
| #999e54 | #475849 | #344441 |

| R - 112  C - 27 | R - 136  C - 32 | R - 209  C - 10 |
|---|---|---|
| G - 122  M - 10 | G - 152  M - 10 | G - 220  M - 0 |
| B - 122  Y - 17 | B - 155  Y - 16 | B - 219  Y - 5 |
|          K - 50 |          K - 30 |          K - 10 |
| #707a7a | #88989b | #d1dcdb |

# TYPOGRAPHY

**Adobe Garamond Pro**
The primary typeface used in the RCC brand identity is Adobe Garamond Pro. The type family is available in multiple styles and weights. The RCC Monogram is Adobe Garamond Pro Semibold.

**Gills Sans Nova**
The secondary typeface used in the RCC brand identity is Gill Sans Nova. The type family is available in multiple styles and weights. Gills Sans is a modern sans-serif typeface that is readable and creates a good contrast when paired with the serif typeface Adobe Garamond Pro.

These type families should be used to compliment the RCC logo branding and create contrast, hierarchy and clarity of communication depending on the needs of the media platform.

Adobe Garamond Pro Regular
*Adobe Garamond Pro Italic*
**Adobe Garamond Pro Semibold**
***Adobe Garamond Pro Semibold Italic***
**Adobe Garamond Pro Bold**
***Adobe Garamond Pro Bold Italic***

Gill Sans Nova Book
*Gill Sans Nova Book Italic*
**Gill Sans Nova Semibold**
***Gill Sans Nova Book Semibold Italic***
**Gill Sans Nova Bold**
***Gill Sans Nova Book Bold Italic***

# ICONOGRAPHY

The lamp of learning and clock tower iconography may be used to enhance branded designs. These elements are meant to support the college brand identity only. They may not be used to replace the primary or secondary logomarks or as department logos.

# Co-Branded Logos

Logo usage for communication, advertising, and promotion on public channels must conform to RCC brand identity guidelines. Co-branded logomarks are available for academic divisions, departments, and programs. Co-branded logos include the lamp of learning, horizontal lines, and RCC monogram or RCC logotype.
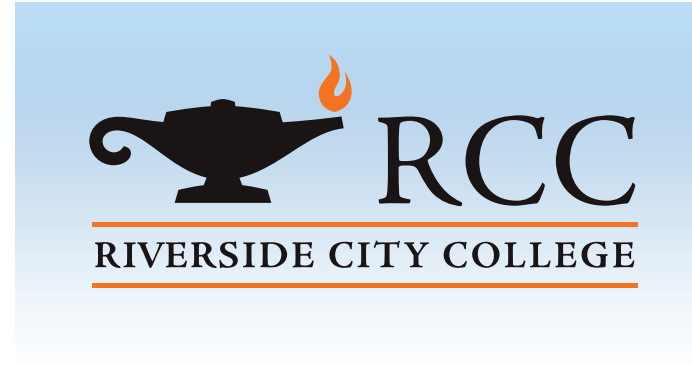
Co-branded designs should be developed by Creative Services and approved by the MRC.



RCC
RIVERSIDE CITY COLLEGE
Career Technical Education



RCC
CTE



RCC
RIVERSIDE CITY COLLEGE
Career Technical Education



RCC
CTE

# How to use the Logo:

Create space so graphics or images do not interfere with the logo

Use full color logo on light colored backgrounds

Use the white logo for dark background colors

# What **NOT** to do:

Do not stretch or distort

Do not rotate at odd angles

Do not change the opacity
or make transparent

Do not add drop shadows or effects

Do not reconfigure or modify typography

Do not alter color scheme

Do not alter or reconfigure

Do not use pixelated or low quality image

Do not place over busy backgrounds

# EXTENDED BRAND

Departments, disciplines, programs, college services, and student organizations may extend the college brand on a limited basis. Entities may use badges, icons, artwork, graphics, and secondary colors that are coordinated with but do not replace the primary college brand.

Extended branding is used to differentiate inward facing communication, advertising, and promotion directed at the local campus community. It may also be used in support of grant funded programs and partnerships. Limited use includes items such as, academic pathways, student activities, special events, apparel, signage, banners, and promotional items.

Extended brand designs should be developed by Creative Services and approved by the MRC.
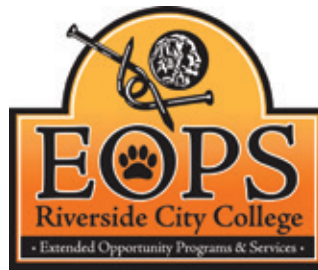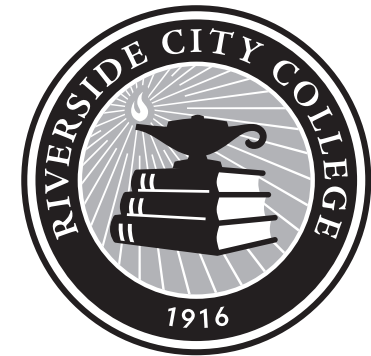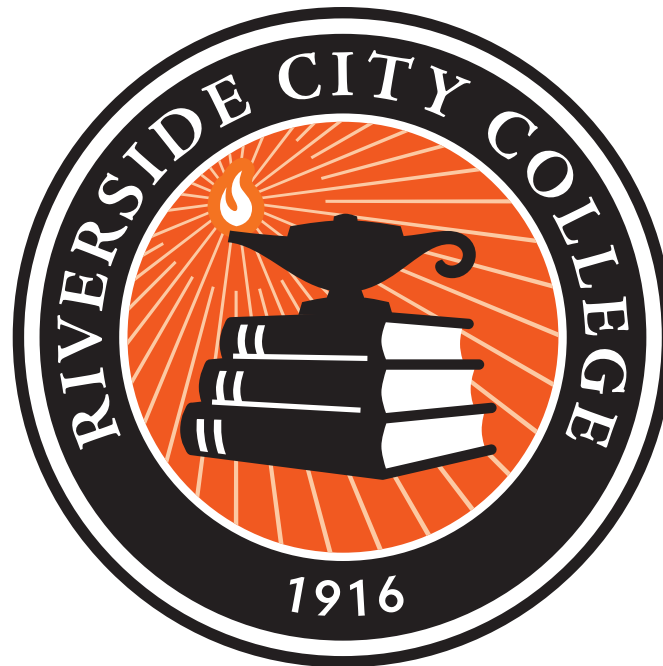
# PROGRAM COLORS

Departments and programs are supported by academic pathways. This extended color palette is used to differentiate those pathways. These colors are directed at the campus community and will help organize information and minimize design confusion. These colors should be subordinate to and support the RCC brand.

| | | | |
|---|---|---|---|
| Riverside City College **Advanced Technical Arts and Trades** | Riverside City College **Advanced Technical Arts and Trades** | Riverside City College **Advanced Technical Arts and Trades** | R - 33   C - 95<br>G - 58   M - 80<br>B - 94   Y - 38<br>K - 28 |
| Riverside City College **Business, Law, and Computer Information Systems** | Riverside City College **Business, Law, and Computer Information Systems** | Riverside City College **Business, Law, and Computer Information Systems** | R - 11   C - 89<br>G - 88   M - 41<br>B - 66   Y - 77<br>K - 36 |
| Riverside City College **Education & Teacher Preparation** | Riverside City College **Education & Teacher Preparation** | Riverside City College **Education & Teacher Preparation** | R - 164  C - 24<br>G - 29   M - 100<br>B - 55   Y - 77<br>K - 18 |
| Riverside City College **Health Related Sciences** | Riverside City College **Health Related Sciences** | Riverside City College **Health Related Sciences** | R - 72   C - 77<br>G - 118  M - 51<br>B - 174  Y - 9<br>K - 0 |
| Riverside City College **Languages & Humanities** | Riverside City College **Languages & Humanities** | Riverside City College **Languages & Humanities** | R - 121  C - 32<br>G - 27   M - 96<br>B - 43   Y - 75<br>K - 39 |
| Riverside City College **Social & Behavioral Sciences** | Riverside City College **Social & Behavioral Sciences** | Riverside City College **Social & Behavioral Sciences** | R - 211  C - 19<br>G - 171  M - 31<br>B - 58   Y - 92<br>K - 0 |
| Riverside City College **Science, Technology Engineering & Math** | Riverside City College **Science, Technology Engineering & Math** | Riverside City College **Science, Technology Engineering & Math** | R - 107  C - 61<br>G - 130  M - 32<br>B - 57   Y - 98<br>K - 14 |
| Riverside City College **Visual, Performing & Creative Arts** | Riverside City College **Visual, Performing & Creative Arts** | Riverside City College **Visual, Performing & Creative Arts** | R - 76   C - 80<br>G - 31   M - 100<br>B - 93   Y - 31<br>K - 24 |

# COLLEGE SEAL

The Riverside City College Academic Seal is to be used for official college or ceremonial purposes only. These include but are not limited to commencement, certificates, diplomas, transcripts or other official communication from the office of the president. The seal may be reversed when printed on a dark color background and printed as a watermark on official RCC documents.

# ATHLETICS

The RCC athletic programs use the following Tiger and RCC monogram icons and graphics to promote and support the college brand. All team graphics should be coordinated with the college athletic brand and conform to the color palettes and other standards identified in the college brand guide.

New or adapted athletic brand designs should be developed by Creative Services and approved by the MRC.

# TIGER PRIDE

"Tiger Pride" is an important part of building the RCC community. The Associated Students of RCC will use the following Tiger and ASRCC monogram icons and graphics that promote and support the college brand. ASRCC branding should also conform to the color palettes and other standards identified in the college brand guide.

New or adapted ASRCC designs should be developed by Creative Services and approved by the MRC.

# CONTACT US

**Branding Guidelines**
The RCC Brand Identity Guide is maintained and updated by the RCC Marketing Resources Committee (MRC). The MRC is a group of faculty, classified professionals, management and students that works under the direction of the Resource Development and Administrative Services Committee (RD&AS).

Various services are available to assist departments and programs with design, marketing, multimedia and strategic communications requests. Please refer to the following list for assistance.

**Scan Me**

Insert
QR Code
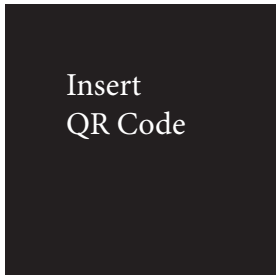
**RCC Marketing Services**
www.rcc.edu/brand/marketing.html

> Website Updates
> Social Media Support
> Newsletter & Announcements
> Photo & Video Services

**RCCD Creative Services**
(951) 222-8360

> Graphic Design Requests
> Photography & Publicity Requests
> Event Planning and Support
> Strategic Communications & External Relations
> District Communication Standards

**RCC Printing Services**
(951) 222-8585 • print@rccd.edu • rccd.edu/printing

> Graphic Design for Print Requests
> Printing Requests

**RCC Marketing Resources Commitee**
https://www.rcc.edu/about/strategic-planning/rdas/marketing-resources.html

> Branding Guide Standards
> Review & Update Policy

# PROJECT GUIDE

**How to Request Marketing Services or Start A Creative Project**

Marketing services and creative projects rely on various departments to complete and it is difficult to know where to start. Projects should also conform to college and district communication and branding standards. The following information will help you navigate the different stages of project development.

**Project Workflow e.g.**

**I Need a Logo >>** RCCD Creative Services

**I Need a Banner & T-Shirts >>** Printing Services

**I Need to Update the Website >>** Marketing Services

**I Need Copywriting >>** RCCD Creative Services

**I Need a New Brochure >>** Printing Services

**I Need Video to Promote my Program >>** Marketing Services

**I Need to Plan & Promote an Event >>** RCCD Creative Services

**I Need a Signs and Wall Graphics >>** Printing Services

**I Need to Share Success Stories >>** Marketing Services