

RCCD

RIVERSIDE COMMUNITY
COLLEGE DISTRICT

BRAND GUIDE

March 2021

Brand Identity

The importance of the District's brand identity is paramount, and the goal of this document is to ensure the qualities identified in the Brand Positioning Statement (below) are projected consistently in everything produced. As a three-college district, RCCD must build its own brand identity while also supporting the identities of its colleges. It is vital that our brand tie into our history of education excellence and continued role supporting the social and economic mobility of our communities.

The brand identity is the visual representation of the District and is the cornerstone in communication efforts. Messaging must be consistent, clear, and credible to build a successful brand. These three principles are critical to maintaining RCCD's brand identity.

Consistency – Elements used or perceived the same way make up visual consistency. The District's logo, colors, and styles should be used in a consistent manner. This document is a guide for the implementation of those elements.

Clarity - Messaging and identity should always be presented clearly. All elements must be easy to read and understand.

Credibility - A brand's reputation and the perception that people have of it. All communications produced should seek to reinforce the District's credibility. Following this guide consistently, proofing all content for spelling and accuracy, and maintaining professional design standards are important to the credibility of the RCCD brand.

Brand Positioning Statement:

Educating, Uplifting and Strengthening our Communities.

Riverside Community College District and its three colleges – Moreno Valley College, Norco College, and Riverside City College – SERVE and ENRICH the communities of Western Riverside County by offering quality, affordable educational opportunities and DRIVE economic growth in the region through workforce development programs.

RCCD strives to impact the social and economic mobility of its students by ensuring access, success, and equity for everyone who wishes to take advantage of the educational opportunities offered.

Values: Inclusiveness, Excellence, Innovation, Collegiality, Heritage

The RCCD logo and brand identity were developed by a diverse group of personnel and community members.

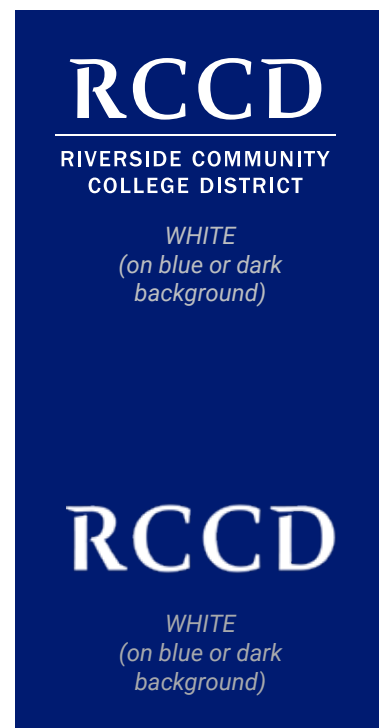
RCCD Primary Logos

The Primary Logos should only be reproduced in the official District blue and gold colors (see color guide on page 7), black, or white (reversed when printed on a blue or dark color background).

Primary Logo Horizontal



Primary Logo Vertical



Monogram



Primary Logos Continued

RCCD Logo with College Names Horizontal



RCCD Logo with College Logos



Previously Used Logo Vertical (Benched -- not recommended for new projects)



Co-Branded Logos

Two variations of co-branded RCCD logos are available for use in conjunction with District divisions, departments, offices, or programs. The co-branded logo font and components are always placed in this fixed manner and may not be altered. Co-branded logos must use official District colors identified in this document. Co-Branded logos may also be reproduced in black (on a light background) or white (on a blue or dark background). Creative Services will create co-branded logos upon request.



Sub-Branded Logos

The RCCD Primary Logo or Monogram may be used as a Sub-Branded component of another logo as long as the integrity of the RCCD logo is always maintained. Logos must use official District colors identified in this document. Sub-Branded logos may also be reproduced in black (on a light background) or white (on a blue or dark background). Creative Services will create Sub-Branded logos upon request. All Sub-Branded logos must be approved by External Relations & Strategic Communications.

Sub-Branded Logo Examples:



RCCD Official Seal

The District seal can only be reproduced in the District Signature Colors (blue and gold - see colors on page 7), black and white (reversed on a dark color background). It can be foil stamped in silver, gold, or bronze foils. The minimum height when foil stamping is 5/8 inch.

USAGE: The District seal should be reserved for ceremonial purposes, such as commencement, and official communications from the Chancellor or Board of Trustees.

The District seal should be used alone and never combined together with any other logo. The seal may be used with the official seals of the three colleges.



COLOR
(on white or light background)

BLACK
(on white or light background)



WHITE
(on blue or dark background)

Watermark

When using the seal for a watermark, transparency level should never be less than 10%.

Colors

Colors are a critical element in building a consistent and recognizable brand. The District Signature Colors are blue and gold. The logo must always be reproduced in these colors (or black and white). The Supporting Colors identified are recommended for use in backgrounds, accents, fonts or other design elements. Recommended color combinations and tints/shades have also been provided for use in the creation of print or digital documents and marketing materials.

DISTRICT SIGNATURE COLORS

District Blue
 R=0 G=27 B=113
 C=100 M=95 Y=24 K=20
 PMS 2747
 HEX: #001B71

80% 60% 40% 20%

District Gold
 R=207 G=138 B=0
 C=18 M=48 Y=100 K=2
 PMS 131
 HEX: #CF8A00

80% 60% 40% 20%

SUPPORTING COLORS

Sky
 R=141 G=147 B=191
 C=47 M=39 Y=6 K=0
 HEX: #8D93BF

Straw
 R=225 G=195 B=145
 C=12 M=22 Y=47 K=0
 HEX: #E1C391

Chaff
 R=246 G=223 B=164
 C=4 M=10 Y=41 K=0
 PMS 7401
 HEX: #F6DFA4

Midnight
 R=0 G=22 B=82
 C=100 M=95 Y=31 K=41
 HEX: #001652

Grain
 R=167 G=118 B=7
 C=31 M=51 Y=100 K=12
 HEX: #A77607

Chocolate
 R=126 G=76 B=55
 C=36 M=68 Y=77 K=32
 PMS 7588
 HEX: #7E4C37

Seaweed
 R=77 G=90 B=49
 C=65 M=44 Y=90 K=36
 PMS 574
 HEX: #4D5A31

Smoke
 R=110 G=124 B=124
 C=59 M=42 Y=45 K=10
 PMS 444
 HEX: #6E7C7C

RECOMMENDED COLOR COMBINATIONS



Straw / Gold / Midnight



Blue / Smoke / Chaff



Blue / Seaweed / Gold



Midnight / Gold / Chocolate



Sky / Grain / Seaweed

COLLEGE SIGNATURE COLORS

Official collage colors may be found in brand guides at mvc.edu/brand, norcocollege.edu/brand and rcc.edu/brand.

Typography

The use of font types for the text in brochures, flyers, and other documents are another important component of the visual identity of a brand. The fonts on this page are recommended for text use in order to maintain a consistent visual identity.

ITC Franklin Gothic (Headline)

Normal

Italic

Bold

Bold Italic

Century Gothic (Headline, Sub-headline, or Body Text)

Regular

Italic

Bold

Bold Italic

Roboto (Headline, Sub-headline, or Body Text)

Regular

Italic

Medium

Medium Italic

Bold

Bold Italic

Georgia (Body Text)

Regular

Italic

Bold

Bold Italic

Calisto MT (Body Text)

Regular


Italic

Bold

Bold Italic

RCCD Correct Logo Usage



R =  The height of the “R” in Riverside should be used to establish enough clear space around the logo.

| -----2 inches----- |



The minimum size acceptable for print is two inches wide. All information must be readable. For web use the logo must be recognizable. If it is too small to be readable, then the monogram **RCCD** may be used.



When using on a background, a slight, soft drop shadow or glow may be used to help “pop” the logo. This should be complimentary and not distract from the logo.

RCCD Logo Misuse

Logos should never be altered in any way. Common misuses are:



Stretched or distorted



Altered colors



Incorrect fonts



Pixelation of logo



Using logo on confusing or busy backgrounds

Brand Toolkit

A toolkit is available on the RCCD website at rccd.edu/brand and includes the following resources:

- RCCD Brand Guide
- Downloadable versions of all logos
- Style guidelines
- Design assets including background images and templates
- Stationary and business cards
- Digital photo library
- Powerpoint templates
- Email templates and signature blocks
- Social media resources
- Printing request forms
- Legal disclaimers
- Other tools and resources

Contact:

RCCD External Relations and Strategic Communications
3801 Market Street, 2nd Floor
Riverside CA 92501
(951) 222-8857



RCCD

RIVERSIDE COMMUNITY
COLLEGE DISTRICT

March 2021