



# THE EVOLUTION OF A SPROUT

A QUICK STYLE GUIDE FOR THE RICHLAND BRAND

## ABOUT THE GRAPHIC STYLE GUIDE

The Marketing Department has created a style guide as a service. Its goal is to serve as a reference that helps campus communicators adopt a style that is consistent and appropriate for college use. Effective communication is not determined by the rules, but by making appropriate choices for a specific purpose and audience.

## WHAT OUR GRAPHIC STYLE GUIDE IS NOT

Our guide is not intended to be comprehensive, although we have tried to address some of the most frequently troublesome graphical issues. Richland's guide is also a living document. It can be updated as new ideas and projects abound, and to accommodate artistic trends. Any deviation from the style guide must be approved by the Richland Community College Marketing Department.

## IF I WAS A LOGO, WHAT WOULD I BE?

The term "logo" refers to the joining of two primary elements in the graphic identity system – the stylized soybean sprout and the logotype. The logotype consists of the words, "Richland Community College," and is set in the Gil Sans (or Gil Sans MT) font. Gil Sans REGULAR is the font used, not BOLD. It will not always be appropriate to use the logo in a horizontal fashion. Therefore, a vertical version has been created to accommodate those circumstances.



HORIZONTAL STYLE



VERTICAL STYLE

## PROPER LOGO PROPORTIONS

The logo has a unique proportion and must not be altered in any way. When the logo is reduced or enlarged, it should always be treated as one unit, meaning, all elements should be sized proportionately. Enlarge to any size that is practical and necessary, but do not reduce to a height of less than 3/8" from the top of the middle petal to the bottom of the text, not to include the tail of the "g" or the "y".

When reproducing a logo for any purpose, it is essential that only the authorized reproduction art or authorized electronic files are used. The use of third-generation art is not allowed. The logo is not to be recreated, nor scanned from existing print materials. Do not "copy" the logo from the Internet and "paste" it into anything that will be printed.

## LOGO COLOR

Acceptable logo color is outlined below. No other color options/color combinations are to be used.

## ONE COLOR USAGE

The only acceptable one-color logo usage is black, white, "Richland blue" or "Richland green". The logo may not be recreated in any other single color with the possible exception of a special print technique, which may include foil stamping or metallic ink (special permission required from the Marketing Department).

## SPOT COLOR (2)

The preferred colors are dark blue (PMS 541 c) and green (PMS 362 c). Any deviation from these colors must be approved by the Marketing Department.

## PROCESS (CMYK)

The preferred colors are dark blue (PMS 541 c) and green (PMS 362 c). Any deviation from these colors must be approved by the Marketing Department.

The CMYK equivalent for PMS 541 c is:

C/100, M/58, Y/0, K/42.

The CMYK equivalent for PMS 362 c is:

C/66, M/19, Y/100, K/3.

## WEB

The HEX equivalent for PMS 541 c is: 003F77

The HEX equivalent for PMS 362 c is: 669C40

## CO-BRANDING LOGO GUIDELINES

Richland Community College enters into partnerships which may require a unique logo that represents co-branding partners. Only the full standard Richland Community College logo may be used with the partner logo. The creation of this type of customized supplemental logo requires prior permission from the Marketing Department.

## COLOR PALETTE

A palette of primary and complementary colors are available. Colors in the secondary palette and tertiary accent palette are complimentary to the primary colors and are to be used for visual acuity. Consistent use of these colors will contribute to the cohesive and unique look of Richland Community College across different media.

## PRIMARY PALETTE OF COLORS

*Dark Blue (PMS 541 c)* –

demonstrates support, dedication, academia

*Dark Red (PMS 1805 c)* –

demonstrates dedication, passion, stability

*Dark Green (PMS 362 c)* –

demonstrates success, friendliness



PMS 541 C



PMS 1805 C



PMS 362 C

## SECONDARY PALETTE OF COLORS

*Light blue (PMS 542 c)* –

demonstrates friendliness and support

*Rust Brown (PMS 492 c)* –

demonstrates support and stability

*Orange (PMS 170 c)* –

demonstrates friendliness, support, and ambition



PMS 542 C



PMS 492 C



PMS 170 C

## TERTIARY ACCENT PALETTE OF COLORS

*Light Gray (PMS 406 c)* –

demonstrates academia, professionalism

*Bright Orange Yellow (PMS 121 c)* –

demonstrates education and hopefulness



PMS 406 C



PMS 121 C



# THE EVOLUTION OF A SPROUT

## ABOUT THE GRAPHIC STYLE GUIDE

The Marketing Department has created a style guide as a service. Its goal is to serve as a reference that helps campus communicators adopt a style that is consistent and appropriate for college use. Effective communication is not determined by the rules, but by making appropriate choices for a specific purpose and audience.

## THE INCORRECT USAGE OF LOGOS

Although a logo may be printed on a variety of backgrounds, no words or images should overlap or merge with it. It should never be integrated into an illustration, cartoon, or other symbol or logo. In order to establish and maintain consistent and effective use of the Richland Community College brand identity, it is essential to follow these standards. The samples illustrated below demonstrate common errors. Such misuses will undermine the college's effort to present a strong and unified image and will alter the perception and meaning of the logo.

### INCORRECT

#### a) Different typeface:

Gill Sans is the only typeface which may be used in the logo format. Others are not allowed.

#### b) Improper proportion:

In the logo format, the size of the symbol in the relationship to the typography should not be altered.

#### c) Improper symbol placement:

In the logo format, the placement of the symbol relative to the typography should not be altered.

#### d) Distortion:

The seal and logo should not be subject to distortion or manipulation (i.e. slanting, stretching, twisting, or curving).



## TYPOGRAPHY

Three typeface families have been chosen for use in Richland Community College materials.

### FONT: GILL SANS

*Reasoning:* A font described as “hopeful, friendly, supportive, dedicated.” Gill Sans is to be used with a (-50) tracking and a (105%) horizontal scaling.

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890

### FONT: ADOBE CASLON REGULAR

*Reasoning:* A font described as “educational, academic, dedicated, successful.” Adobe Caslon can be used with a tracking of up to (-25) and with no horizontal scaling changes.

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890

### FONT: HELVETICA FAMILY

*Reasoning:* A font described as “user-friendly, clean, and modern.” The Helvetica family serves Richland as a sans serif alternative for Gill Sans in a narrative.

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890

Additional fonts may be used for headlines and text on the myriad of marketing pieces done by the Marketing staff. However, when official marketing materials are created for the College (website, viewbook, etc...), the traditional fonts of Gill Sans and Adobe Caslon remain the prevalent font for each piece created.

## PHOTOGRAPHIC DIRECTION

Professionally-taken photographs give materials an academic and professional air. The following attributes should be applied to photographs used in marketing materials:

- Use soft lighting
- Use soft play of light and shadow
- Some crispness, not out of focus
- Cropped close but still show upper half of body to focus on individual
- Select focus to draw eye to individual
- Natural, genuine setting

Some examples are below:

