

RICHLAND KNIGHTS

A QUICK MASCOT STYLE GUIDE

The Richland Knight and the primary color palette of blue, green and gray are the identifiers for Richland Community College. They should be used to represent the college in school spirit and intramural sports. The Knight upholds the values of faith, loyalty, courage and honor.

PROPER MASCOT PROPORTIONS

The Knight has a unique proportion and must not be altered in any way. When the Knight 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" square. A horizontal version has been created to use when the full vertical Knight will not suffice. Any special size requests must be approved with the Marketing Department.

When reproducing the Knight 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 Knight is not to be recreated, nor scanned from existing print materials. Do not "copy" the Knight from the Internet and "paste" it into anything that will be printed. Contact the Marketing Department to request official artwork. richland.edu/marketing



Vertical Knight



Horizontal Knight Variation



One Color Knight



One Color Knight



PMS 541 C



PMS 360 C



PMS COOL GRAY 5 C

MASCOT COLORS

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

PROCESS (CMYK)

The preferred colors are blue (PMS 541 c), green (PMS 360 c), gray (PMS COOL GRAY 5 c), black and white. 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 360 c is: C/65, M/0, Y/100, K/0.

The CMYK equivalent for PMS COOL GRAY 5C is: C/30, M/24, Y24, K/0

ONE COLOR USAGE

The only acceptable one-color logo usage is Blue, Black or White. The logo may not be recreated in any other single color without special permission required from the Marketing Department.

WEB

The HEX equivalent for PMS 541 c is: 003F77

The HEX equivalent for PMS 360 c is: 6CC24A

The HEX equivalent for PMS COOL GRAY 5 C is: B1B3B3