



RIVERSIDE CITY COLLEGE

LOGO & BRAND GUIDELINES

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RCC BRAND

A brand is not a logo. It is not a tagline or product. A brand is our reputation, the way Riverside City College is perceived by potential students, current and future employees, business partners, alumni, donors, and the community at large. A brand is one of our most valuable assets; it represents who we are as a college.

RCC has a long-established reputation as a leading community college. We are known for rigorous academics and a commitment to the educational and community values of inclusivity and diversity. These perceptions are central to our brand.

As an entity, the perception of Riverside City College is extensive and many-layered, and it includes the college's history and mission, its values and institutional vision, and its broad community, past and present. It is important to understand that while images like the college wordmark and phrases like "Where Tradition Brightens Tomorrow" represent and support the college brand. The brand is one of our most valuable assets; it represents who we are as a college. It is important that everyone uphold the integrity of the RCC brand.

This Brand Identity Guide is intended to be a roadmap, providing guidance on how best to represent the College and its programs consistently and effectively, across all channels, in print and imagery.

This guide is updated and maintained regularly by the College Marketing Resources Committee (MRC) under the direction of the Resource Development and Administrative Services Leadership Council (RDAS) and in coordination with College Business Services. Updates to the guide or issues related to branding that are not covered by the guide should be brought to the attention of MRC for discussion, evaluation and revision.

It is important that everyone uphold the integrity of the RCC brand and follow the standards stated in this brand guide.



Brand Identity

The brand identity is how we want to be viewed. The goal is that everyone across the college ranks conveys the same message about our brand. Improving our brand identity and awareness takes more than just a recognizable logo, we need to communicate our strengths, ultimately building brand loyalty.

Brand Traits

Riverside City College is a distinct part of the city of Riverside and the surrounding community. Capitalizing on the College's rich history, RCC contributes to the region through education and training, as well as partnerships with local businesses and organizations.

When communicating about the College, it is important to remember who we are and what we offer. Brand traits communicate whom we are and how we want to be perceived:

- Founded in 1916, one of the oldest community colleges in the state of California
- Strong sense of Tiger Pride!
- Welcoming, affordable, accessible, and diverse college
- Pathways-forward messaging focused on students and the RCC experience.
- Our theme "Where Tradition Brightens Tomorrow" connects our rich history with a vision to the future
- Top-ranked academic and career education programs
- Rated one of the top Community Colleges serving Hispanic students

Mission

Riverside City College serves a diverse community of learners by offering certificates, degrees, and transfer programs that help students achieve their educational and career goals. The college strives to improve the social and economic mobility of its students and communities by being ready to meet students where they are, valuing and supporting each student in the successful attainment of their goals and promoting an inclusive, equity-focused environment.

Vision

Riverside City College strives to provide excellent educational opportunities that are responsive to the diverse needs of its students and communities, and empowers both to be active participants in shaping the future.

Values

Tradition and Innovation: We work collaboratively to develop flexible and creative solutions to meet the evolving needs of our community and embrace change while respecting our tradition and legacy of strong partnerships.

Integrity and Transparency: We promote an environment of trust by being honest, fair, transparent, and equitable. We honor our commitments to our students, staff, and communities.

Growth and Continual Learning: We commit to intellectual inquiry, reflection, professional development, and growth for all stakeholders. We adjust our teaching practices to provide equitable opportunities and outcomes and to encourage continual learning for our students, faculty, and staff.

Equity-Mindedness: We promote social justice and equity.

Responsiveness: We respond to the needs of our students and communities through engagement and collaboration.

Student-Centeredness: We create meaningful learning environments that value the strengths and experiences our students bring and that support students in developing and accomplishing their personal, education, and career goals.

Graphic Standards

These graphic standards and guidelines were created to ensure that RCC, departments, programs, staff, and vendors express college branding effectively across all communications. Our logos serve as a strong visual identity both internally and externally, establishing a basis for consistency and a framework for the integrity of RCC's graphic identity.

RCC Traits

As an institution with two sister colleges, it is vital that RCC's brand ties into our history of educational excellence and that it reflects our continued relationship as part of the three-college system of the Riverside Community College District. A constituent must see consistent usage of the Riverside City College logos so that there is no confusion as to what RCC is: an accredited higher education institution.

Nonconforming Identity Marks

The key to establishing a strong identity and brand is consistency. Communication standards and logos must follow the rules identified in this Brand Identity Guide. Identity standards are designed to help departments and programs by strengthening the College brand. Departments, programs, pathways, and services with nonconforming identity marks were strongly encouraged to transition to the College's acceptable secondary logos. No new designs that differ from the accepted secondary logos will be created and old logos are to be phased out. RCCD graphic services will only produce communications that fully reflect branding described in this Brand Identity Guide.

Color

Signature colors for RCC are a critical element in a consistent and recognizable brand. The primary colors for the RCC logo are orange and black, in keeping with tradition. The logo must always be reproduced in this color or in black and white.

The Logo on Color

When the RCC logo is used on color backgrounds, typically it should be printed in WHITE or BLACK. The RCC logo should never be used on a multi-colored background. Consult the Marketing Department or District Graphics for proper usage on color backgrounds.

Color Space

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-255, G-90, B-0
	CMYK: C-0, M-79, 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-110, G-124, B-124
	CMYK: C-59, M-42, Y-45, K-10
	Pantone: PMS 444

Primary Logo

The Riverside City College logo is the single-most important element in presenting a unified college image. It must be present on every publication related to RCC. The logo was developed by a team of RCC personnel. It depicts the focus of the historical significance of the lamp of learning reflecting the respect found here as exemplified by supportive staff in a welcoming environment.

The logo is made up of three components: the lamp of learning coupled with the RCC letters and finally the words Riverside City College underneath with orange lines above and below. The components are always placed together in this manner, placement and positioning of the logo depends on the specific design application.

The name of the college is “Riverside City College” and in all publications, both print and web, it should be referred to as such. Please refrain from branding the college as “Riverside,” Riverside Community College or the Main Campus.

The Riverside City College logo must be presented as is, colors and proportions should never be altered. If a need arises, alterations must be approved by the College’s Marketing department.

The logo should always appear large enough for “Riverside City College” to be legible. The logo should be used in the signature orange, black, and white colors. All logo versions will be available in the approved colors. There are all black and all white versions of the logo for additional use as deemed appropriate with the design.

There are several logo choices and the designer may choose the logo style that fits best into the design.



Co-Brand Logo

Administration will approve on a case-by-case basis the use of co-branding to use the college logo in conjunction with a department or program. The co-branded logo font should never be altered or changed.

The components are always placed in this fixed manner and should never be altered or reproduced. District Graphics will create co-branded logos for each department and program. Requests can be submitted to the College marketing department.



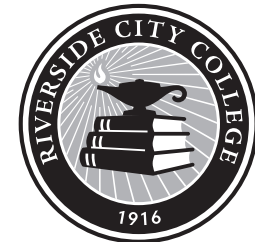
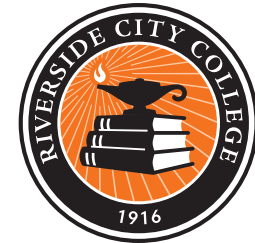
Monogram

RCC is the iconic mark for Riverside City College. It can be paired with the standard RCC logo. It also can be used on its own for audiences that are familiar with our brand and/or in contexts where the college brand is obvious; examples include posts on social media account pages, large-scale campus space designs, and as a graphic element paired other contextual copy.



College Seal

The RCC seal is to be used for official College branding such as commencement, website, and announcements from the Office of the President. The seal may be reversed when printed on a dark color background and printed as a watermark behind official RCC documents such as transcripts. When screening the seal for a watermark, it cannot be screened back further than 90% of official Riverside City College orange or black. The seal can be foil stamped in silver, gold, or bronze foils or used in blind embossed format. The minimum height when foil stamping is ½ inch.



Athletic Logos

The Left Facing Tiger spirit mark is to be used by the RCC Athletics Department and RCC Athletic teams only. Any exception must be approved by the Athletic Director and Public Affairs Officer.



ASRCC Logos

The Right Facing Tiger spirit mark is to be used by Associated Students of RCC (ASRCC) and Student Activities only. Any exception must be approved by Student Activities and the Public Affairs Officer.



File Formats

The logo is available in a variety of electronic file formats, each intended for a particular use depending on the media for which it will be reproduced. Selecting the correct file format will ensure that the logo is reproduced in the appropriate manner and will maintain the RCC brand identity.

EPS

Vector files are for use in professional printing applications; it prints in the highest resolution, is scalable, and has a defined color model such as CMYK or spot color

JPG

Bitmap images with RGB color, have an opaque background, and should be used in online and screen applications such as email and PowerPoint

PNG

Bitmap images with RGB, have a transparent background, and should only be used for PowerPoint or email



This Basic Riverside City College Graphics Standards Guide was created to include specific usage standards of the Riverside City College logo, student/athletic mark, and seal in web-based, digital media, and other formats. The standards outlined in this basic guide apply to all uses and media. Any questions regarding graphics standards should be directed to the Vice President of Business Services or College Public Affairs Officer.

