

Communications Style Guide

Revised Spring 2021



RIVERLAND
Community College



About

This Communications Style Guide has been created to help Riverland Community College maintain a focused brand and a strong image. We have attempted to keep this guide as straightforward as possible and to cover most of the major Communications style issues. As members of both Riverland and Minnesota State, it is imperative that we all work to keep our image consistent and our reputation strong.

Style Guide Reviews

The Riverland Community College Style Guide will be reviewed periodically for content updates. If you have any concerns regarding the guide, or have a question that isn't answered within, please contact the Communications and Marketing Department.

Approvals

Any project that utilizes the Riverland brand should be approved by the Communications and Marketing department prior to production. Please email bj.witts@riverland.edu for approval of your project.

Department Contacts

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College Name

Spell out the full name, "Riverland Community College", on the first reference and then use "Riverland" or "the college" in subsequent references. Do not use "RCC" or capitalize the word "college" in subsequent uses.

Due to the institution's history and current legal obligations, it is important to follow these guidelines to ensure a strong unified brand and avoid confusion with neighboring institutions like Ridgewater Community College (RCC) and Rochester Community and Technical College (RCTC).

Campus Locations

Riverland has three designated campus locations within the system: Austin, Albert Lea, and Owatonna

In Austin, we have two *buildings* (not two *campuses*): East Building and West Building. "Building" should be capitalized when referencing the name of the east or west building proper. Typically, you will write the locations as, "Austin Campus, East Building" and "Austin Campus, West Building", however, a written out version is acceptable.

Examples:

[The performance will take place in the Frank W. Bridges Theatre at the East Building of the Austin Campus.](#)

or

[Frank W. Bridges Theatre
Austin Campus, East Building](#)

Whenever possible, list our campus locations in order of student body size and include "Online" at the end.

Example:

[Austin, Albert Lea, Owatonna, and Online](#)

You can also follow this format in a single line format with a [space] then a bullet or character [space] between each list. In this case, the "and" is not necessary:

[Austin | Albert Lea | Owatonna | Online](#)



Return Address Lines

As a return address, always use the Austin location, since this is Riverland's main post office number and mailing permits and bulk permits are registered to that address. Do not use the outdated "1600" address. You can include your department name if you are expecting a response.

On mailing faces, the post office prefers that you don't use punctuation in street addresses because it can cause errors with their scanners.

Return Address:

Riverland Community College
1900 8th Ave NW
Austin MN 55912

or

Riverland Community College
Program/Department Name
1900 8th Ave NW
Austin MN 55912

You may use the official college logo in place of the college name in either case. Do not use department icons or program identifying graphics in place of the official Riverland logo or name in any use.

All bulk mailings need to use the proper permit address and be mailed from that post office. For questions, please confer with Riverland's Copy Center: 507-433-0366 or copy.center@riverland.edu

Although our main mail room is located in Austin, if you feel using the Austin address would be confusing to those receiving your mail, you may use the Albert Lea or Owatonna addresses as your return address. This is especially true if you are sponsoring an event or if the mail recipient is expected to send a response to a specific campus.

College Address Lines

When listing the addresses for all campus locations, please use the following:

Austin Campus
1900 8th Avenue NW
Austin, MN 55912

Albert Lea Campus
2200 Riverland Drive
Albert Lea, MN 56007

Owatonna Campus
965 Alexander Drive SW
Owatonna, MN 55060

If listing all three addresses they should be in order of student body size from top to bottom or left to right. You may also include building phone numbers, if appropriate.

Campus Phone Numbers

Riverland has one main number: [507-433-0600](tel:507-433-0600).

Each campus has a dedicated phone number, but all calls to these are routed to the main switchboard in Austin. Use the main number, 507-433-0600, for all communications.

Minnesota State Colleges and Universities Identity

The new Minnesota State identity is not to be abbreviated in any form at any time. For example, "Mn State," "MinnState," and "MnSCU" are unacceptable applications of the new "Minnesota State" brand, as they will dilute the identity.

While "Minnesota State Colleges and Universities" remains the legal name of the system, it should only be used in ceremonial documents with the express permission of the Minnesota State Marketing and Communications Office. Contracts use the full legal name on first reference, and after that, the organization is referred to as "Minnesota State."

The preferred way to refer to the colleges and universities in writing is "the colleges and universities of Minnesota State." If, for purposes of sentence structure, the preferred way isn't an option, an acceptable alternative is "Minnesota State colleges and universities." In addition, "Minnesota State" never takes a possessive form, as in "Minnesota State's."

When referring to the system office, the preferred designation is the "Minnesota State system office" (note the lower case "s" in system and "o" in office).

Minnesota State Branding

All Riverland publications must contain State of Minnesota branding. Please see the Minnesota State Brand Manual at the end of this document or online at riverland.edu/medialibrary

Editorial Content Guide

In writing news releases and publications intended for external audiences, the Riverland Communications Department and the Minnesota State system office generally follow the **Associated Press Stylebook**. Our preferred authority on spelling is **Webster's New World Dictionary**. Copies of both are available at bookstores, and reference copies are available in our office.

This reference page contains style guidelines specific to Riverland and Minnesota State and addresses some frequently asked style questions. For advice on issues not covered in this guide, consult the AP stylebook or contact James Douglass at 507-433-0611 or email james.douglass@riverland.edu.

A to Z - Associated Press, Riverland, and Minnesota State Styles

• Acronyms and Abbreviations

In general, minimize the use of acronyms as much as possible. If you use them, use them properly. Here is what the Associated Press stylebook says about acronyms: "Do not follow an organization's full name with an abbreviation or acronym in parentheses or set off by dashes. If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it.

Regarding the abbreviation of Riverland Community College: Spell out the full name, Riverland Community College, on the first reference and then use "Riverland" or "the college" in subsequent references. Do not use "RCC" or capitalize the word "college" in subsequent uses.

• Address

For Riverland, please see the Address section of this guide.

• American Disabilities Act (ADA) Requirements

ADA requires that Minnesota State publications intended for the public must include this phrase: "This document is available in alternative formats to individuals with disabilities by contacting 507-433-0600. For TTY/TDD communication please contact the MN Relay Service by dialing 711."

• Affirmative Actions/Equal Opportunity language

Riverland publications intended for the public must include this phrase: "Riverland Community College is an equal opportunity employer and educator."

• Ampersand (&) in Institution Names

The ampersand may be used in titles and labels and on charts and other graphics. In text, spell out "and."

• "Boiler Plate" Publication Information

All publications must include this statement: "Riverland Community College, a member of Minnesota State, is an equal opportunity educator and employer" followed by the ADA phrase requirement (see above). An optional HLC phrase, "Accredited by the Higher Learning Commission • hlcommission.org" can follow the ADA statement. Please see the back page of this guide for a full example.

• Campuswide

No hyphen

• Cellphone

One word

• Data

A plural noun, it normally takes plural verbs and pronouns (these data, the data show). However, collective nouns are those that denote a unit, and they take singular verbs and pronouns. In some usage, data can fall into this category and would take singular verbs and pronouns (the data shows, the data is).

• Database

One word, referring to the collection of all data used and produced.

• e-

When used in connection with an educational program, use an "e" followed by a hyphen and the program; do not capitalize the "e" and do not capitalize the first letter of the next word.

Examples: e-business, e-learning, e-commerce.

• **English-as-a-Second-Language**

Hyphenated and capitalized as shown when used as an adjective (example: The English-as-a-Second-Language program has a long waiting list) but do not hyphenate if it stands alone (example: The state has a shortage of teachers of English as a Second Language). ESL is acceptable on second reference.

• **Equal Opportunity language**

See entry for Affirmative Action/Equal Opportunity language.

• **Information Technology or Information Technology Services**

Do not use IT or ITS as an acronym; spell out the words.

• **Interactive Television**

Do not use ITV as an acronym; spell out the words. ITV is acceptable in online schedules.

• **Internet, Intranet**

Capitalize Internet but do not capitalize intranet.

• **Minnesota State System Institution Names**

The following list includes the names of system institutions in alphabetical order, along with campus locations. Please note the proper use of hyphens and commas in institution names; it's Minnesota State University, Mankato (with a comma), Minnesota State University Moorhead (no punctuation) and Minnesota State College Southeast (no hyphen). Some comprehensive colleges have the phrase "A Community and Technical College" as part of the official name; in practice, however, the usage is rarely used.

Alexandria Technical and Community College
Anoka-Ramsey Community College
Anoka Technical College
Bemidji State University
Central Lakes College
Century College
Dakota County Technical College
Fond du Lac Tribal and Community College
Hennepin Technical College
Hibbing Community College
Inver Hills Community College
Itasca Community College
Lake Superior College
Mesabi Range College

Metropolitan State University
Minneapolis Community and Technical College
Minnesota State College Southeast
Minnesota State Community and Technical College
Minnesota State University, Mankato
Minnesota State University Moorhead
Minnesota West Community and Technical College
Normandale Community College
North Hennepin Community College
Northland Community and Technical College
Northwest Technical College
Pine Technical and Community College
Rainy River Community College
Ridgewater College
Riverland Community College
Rochester Community and Technical College
St. Cloud State University
St. Cloud Technical and Community College
Saint Paul College
South Central College
Southwest Minnesota State University
Vermilion Community College
Winona State University

• **ITV**

Do not use as an acronym for interactive television; spell out the words.

• **Non**

Do not hyphenate words beginning with the prefix non unless the word would normally be capitalized. Examples: noncredit, nonbasic, nontraditional, nonbreakable, nonjudgmental, but non-American, non-Congressional, non-Shakespearean.

• **Northeast Higher Education District**

The Northeast Higher Education District is a single institution with five colleges: Hibbing, Itasca, Mesabi Range, Rainy River and Vermilion. In publications intended for student recruitment or marketing, the names of the colleges within the district are listed separately, with an asterisk to indicate their membership in the district; the district itself is not listed as an institution (since students cannot enroll in the district). For other uses, such as legislative or board publications, the district is listed as the institution with the member colleges indicated in text or footnote.

- **Number of institutions**

The system comprises 37 institutions.

- **Office of the Chancellor**

"Office of the Chancellor" is no longer used to designate the system's administrative offices. Please refer to Minnesota State's administrative offices as the "system office."

- **Online**

One word, no hyphen.

- **Photographs**

In general, photographs taken of people in a public place may be used in publications without the consent of the people who are photographed. However, for photos intended for publication in advertising or promotional material, it is advisable to have recognizable photo subjects sign the Visual/Audio Image Release form agreeing to allow their images to be used in these materials. See Communications Department staff for more information.

If a photograph is electronically altered in any way, it should be labeled "photo illustration."

- **Postsecondary**

One word, no hyphen.

- **Smartphone**

One word.

- **Statewide**

One word, no hyphen.

- **System Office**

Lowercase unless used as a part of a title. Please change all references to "Office of the Chancellor" and "OOC" to system office in publications, forms and on the Web.

- **Systemwide**

One word, no hyphen.

- **Tuckpointing**

One word, no hyphen.

- **Underrepresented**

No hyphen.

- **webcam**

One word, lowercase.

- **webcast**

One word, lowercase

- **webmaster**

Do not capitalize.

- **website**

One word, lowercase.

- **Web**

Capitalize when used alone or in terms with separate words: the Web, Web page, Web feed.

- **-wide**

No hyphen (despite what your spell check will indicate): systemwide, campuswide, statewide.



Visual Identity Standards

The Logo

The Riverland Community College logo is the official identifier of our institution and is the vanguard for our brand identity system. The logo is to be used on all authorized college materials including printed and digital media.



Logo Parts

Logo: our full college identifier

Logomark: our graphic representation, icon, or symbol

Logotype: our college name, in letterform



Logo Variations

• Horizontal Logo

The horizontal version is our main logo and is to be used before all others.

• Vertical Logo

The vertical version is to be used when horizontal spacing is limited and would impede the readability or aesthetics of the horizontal version.



Color Variations

- Color Logo
The full-color logo is to be used before all others, where appropriate.
- Black and White (One Color) Logo
This version is to be used when full color is not an option.



FULL COLOR LOGO



ONE COLOR (B&W) LOGO

Form Variations

- Solid Fill
The solid fill logo is to be used on materials where the background is white or light colored.
- Reverse Fill
The regular, solid fill Riverland logo has a hard time showing up on black or darker-colored backgrounds. A reverse (or white) version was created to provide better contrast on these areas. Please note that the logomark is different than the other logo. This is intentional and must appear this way in reverse format.



SOLID FILL



SOLID FILL

This black background is for illustrative purposes only.



REVERSE FILL



REVERSE FILL



Logomark

The logomark, also known as the 'Circle R', symbol, or icon is usable as a standalone element, where appropriate. As the logomark is not our main identifier, any use should be approved by the Communications and Marketing department prior to production.

This black background is for illustrative purposes only.



SOLID LOGO



REVERSE LOGO

Clear Space

To ensure clarity and visual impact, clear space must always surround the logo – without the intrusion of other graphic elements or text. The minimum amount of clear space surrounding the logo should be equal to the height of the “R” in “Riverland”.



Sizing

The minimum size for the horizontal logo is 1.5" wide.
The minimum size for the vertical logo is 1" wide.



Unacceptable Logo Usage

Improper use of the logo could result in significant project delays and the destruction of published materials. Be sure your items are approved before production.

- A Do not distort, change proportions, or redraw the logo
- B Do not change the logo colors
- C Do not alter the logotype
- D Do not rotate or angle the logo
- E Do not skew or italicize the logo
- F Do not use a logo taken from a website, email, or by scan
- G Do not add drop shadows or "special effects" to the logo
- H Do not add shapes to the logo
- I Do not rearrange logo elements
- J Do not use the logo on heavily patterned/textured backgrounds or photographs





Departmental Logos

Departmental logos are available for use and follow a Cabinet-approved sub-brand template. Contact the Communications and Marketing Department for further information.



Other Logos

The college utilizes a number of official logos to identify and promote programs, special organizations, departments, and events. These logos adhere to the same basic format guidelines shown in this document.



The College Seal

The Riverland Community College seal, or Heritage Seal, is not a for-use logo and is reserved primarily for special placement in historical, alumni, and presidential materials.



Logo Color

The Riverland logo is a single color system and is comprised of our signature "Riverland Blue" color.



Riverland Blue

4-Color Process (CMYK): 90, 60, 0, 0
Digital Media (RGB): 18, 104, 179
Web (HEX): 1268B3
Uncoated Paper: PMS 285U
Coated Paper: PMS 285C

College Colors

The Riverland color system is designed to compliment our focus color, Riverland Blue. Contrast colors consist of White (primary) and Rich Black (secondary, generally reserved for Athletics). Our standard, collegiate color palette consists of a prebuilt set of blue-hue accent colors.



Two-Color Contrast (Primary) Riverland Blue + White

Collegiate Color Palette



Riverland Blue		90, 60, 0, 0		#1268B3
Heritage Blue		100, 75, 0, 40		#003471
Admiral Blue		100, 75, 0, 15		#004892
Egyptian Blue		100, 70, 0, 5		#0056A2
Ice Blue		70, 40, 0, 0		#5087C7

Logo Downloads

Professional/Vendor Use: riverland.edu/medialibrary
Employee/Internal Use: Employee Site > Marketing & Communications



Web Typography

Web typography consists primarily of the Montserrat family of typefaces.

Montserrat + Variations

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 012345

Print Typography

Print typography consists mainly of the Raleway, Winner, and Roboto families. Generally, Raleway and Winner are used for headers, headlines, and introductory sections, and Roboto is used for body copy. When using Raleway, be sure all numbers are the baseline alternates. Descending numbers are not to be used.

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 012345

Internal Font Use

As most of our employee computers are Windows-based and do not have access to the preferred fonts, all department-created collateral should use these supplied Windows/Microsoft Office fonts:

Sans-Serif: Calibri, Arial
Serif: Times New Roman

WINNER

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 012345

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 012345

Athletic Logos

Riverland athletic logos adhere to the same guidelines as the college logo in representation and use.

Athletic Colors



Riverland Blue		90, 60, 0, 0		#1268B3
Rich Black		75, 68, 67, 90		#000000
Sport Gray		22, 16, 16, 0		#C6C8CA

Logo Downloads

Professional/Vendor Use: riverland.edu/medialibrary
Employee/Internal Use: [Employee Site > Marketing & Communications](#)



Branding Policy (5.35)

Purpose

The Riverland Community College Branding Policy and adherence to its components and guidelines will ensure consistency and recognition of the College brand. Recognition of the greater College brand benefits each of our programs and key segments independently and promotes a strong brand identity.

Applicability

Branding for College Marketing, Promotion, and Publicity

1. Marketing activities, signage, apparel, and any advertising materials created by Riverland Community College divisions, departments, business units, or any programs representing themselves to be a part, or belong to, the College must adhere to and be designed according to the Visual Identity Standards and the Communications Style Guide.
2. Riverland Community College, divisions, departments, business units, student organizations, and/or activities or any program representing themselves to be a part, or belong, to the College must adhere to the official logo usage guidelines in accordance to the Visual Identity Standards and the Communications Style Guide.
3. Marketing activities and advertising materials created by divisions, departments, or business units of the College must contain a college-approved logo (and in most cases Minnesota State branding in accordance with the Minnesota State Brand Guidelines) in the college approved format. College-approved logos can only be created by Riverland's Communications Department.
4. Design, advertising, and promotional work with outside designers, partners, and vendors that use the name of Riverland Community College, college program(s), division(s), or department(s) should be approved in advance by both Riverland's Business Office and the Communications Department, including work/products that are purchased using a college P-card.

Scope

This policy governs the use of all College trademarks, logos, names, and other branding elements for any purpose and applies to the use of brand by all Riverland divisions, departments, and business units as well as all student clubs, organizations, and individuals, vendors, and partners connected to and/or representing the college.

Definitions

1. Marketing: The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. 2. Advertisement: Any written, verbal or visual message submitted for publication in newspapers, magazines, radio, television, billboards, promotional items, Web sites, or any other written or
2. A Member Of Minnesota State recorded media with the intended purpose of persuading, informing, or increasing college and/or brand awareness with a targeted audience.
3. Official College Logo: A mark that is created and/or approved by the Riverland Community College Communications Department.

Does This Policy Have A Procedure?

1. Review and Approval: All College marketing materials must comply with the brand review process and guidelines presented in the Visual Identity Standards and Communications Style Guide documents. The Executive Director of Communications and members of the Communications Department will review and approve all marketing materials, including those developed by individuals or organizations outside of the Communications Department (i.e. vendors, employees, students), prior to production.
2. Official College-Approved Artwork Request: Any divisions, departments, or business units of the College that need an official departmental logo, specialty branding artwork, or would like a change to an existing logo, must be made by sending an email to communications@riverland.edu. There is a typical 15-business day turnaround time for this request. If someone is in immediate need, please state this in the email and the Communications Department will attempt to accommodate.

Austin, Albert Lea, Owatonna, Online | [riverland.edu](https://www.riverland.edu)

Riverland Community College, a member of Minnesota State, is an equal opportunity, affirmative action educator and employer. This document is available in alternative formats to individuals with disabilities by contacting 507-433-0600. For TTY/TDD communication please contact the MN Relay Service by dialing 711. Accredited by the Higher Learning Commission, [hlcommission.org](https://www.hlcommission.org). Copyright © 2021 Riverland Community College. All rights reserved.



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A member of Minnesota State