

# Visual Identity Standards

Revised Spring 2021







# 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 "R" 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.



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### 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



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

### Logo Downloads

Professional/Vendor Use: [riverland.edu/medialibrary](http://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



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

## Logo Downloads

Professional/Vendor Use: [riverland.edu/medialibrary](http://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](mailto: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://riverland.edu)

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