RED ROCKS COMMUNITY COLLEGE

LAKEWOOD | ARVADA | ONLINE

RED ROCKS COMMUNITY COLLEGE

BRAND IDENTITY STANDARDS

Revised January 2021

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BRANDING 101

WHAT IS **A BRAND?**

Our brand is the collective market perception and experience of our college. It's the impression we leave on our students, visitors, alumni and staff. All individuals have a unique perception of our college. When there starts to be commonalities in individual perceptions, our brand takes shape. REMEMBER: A logo is NOT a brand, it's part of a brand identity.

WHAT IS **BRANDING?**

Branding is the process of building and shaping RRCC's brand through visual, verbal and written communications. It's how we promote, implement and influence the perception of our brand.

WHAT IS **A BRAND IDENTITY?**

Our brand identity is the collection of all resources that RRCC uses to distinguish itself. Think of it like a brand toolkit. It's how our brand looks, sounds and feels. This is includes RRCC's logo, design standards/assets, brand personality, taglines and brand colors.

WHY IS **BRANDING IMPORTANT?**

- Improves brand recognition and awareness.
- Increases RRCC's perceived value.
- Improves brand loyalty.
- Creates a unique persona that students and staff can connect with emotionally.
- Attracts prospective students and employees.

INTRODUCTION

WHAT IS **THE PURPOSE** OF THIS DOCUMENT?

This document provides general direction and guidelines for the visual, written and verbal representation of the RRCC brand, also known as our Brand Identity.

It is vital to the success of a brand to have consistent representation on all print and electronic communications. Correct usage of RRCC's Brand Identity will ensure that the viewer recognizes the materials as coming from RRCC. **Maintaining brand consistency is the responsibility of the entire RRCC community.**

ALL departments and offices associated with RRCC must follow RRCC's Brand Identity Standards. Any outside agency producing materials for RRCC programs, departments, or other college entities must also follow these guidelines.

IMPORTANT: All RRCC advertising must be reviewed and approved by Marketing and Communications prior to publication or distribution to ensure brand consistency. Materials that are not approved and/or do not meet the college's Brand Identity Standards will be subject to removal.

Do you have questions about RRCC's Brand Identity Standards? Contact Marketing and Communications. We're here to help!

marketing@rrcc.edu | (303) 914-6260

OUR HISTORY:

Since 1969, Red Rocks Community College has assisted students in meeting ambitious career and educational goals in an exciting, collaborative environment with multiple pathways to success. We deliver career-enhancing courses, certificate programs and degrees that represent a solid investment in each student's goals and career success. Red Rocks Community College embraces the leadership role of providing education that is firmly rooted in real-world applicability.

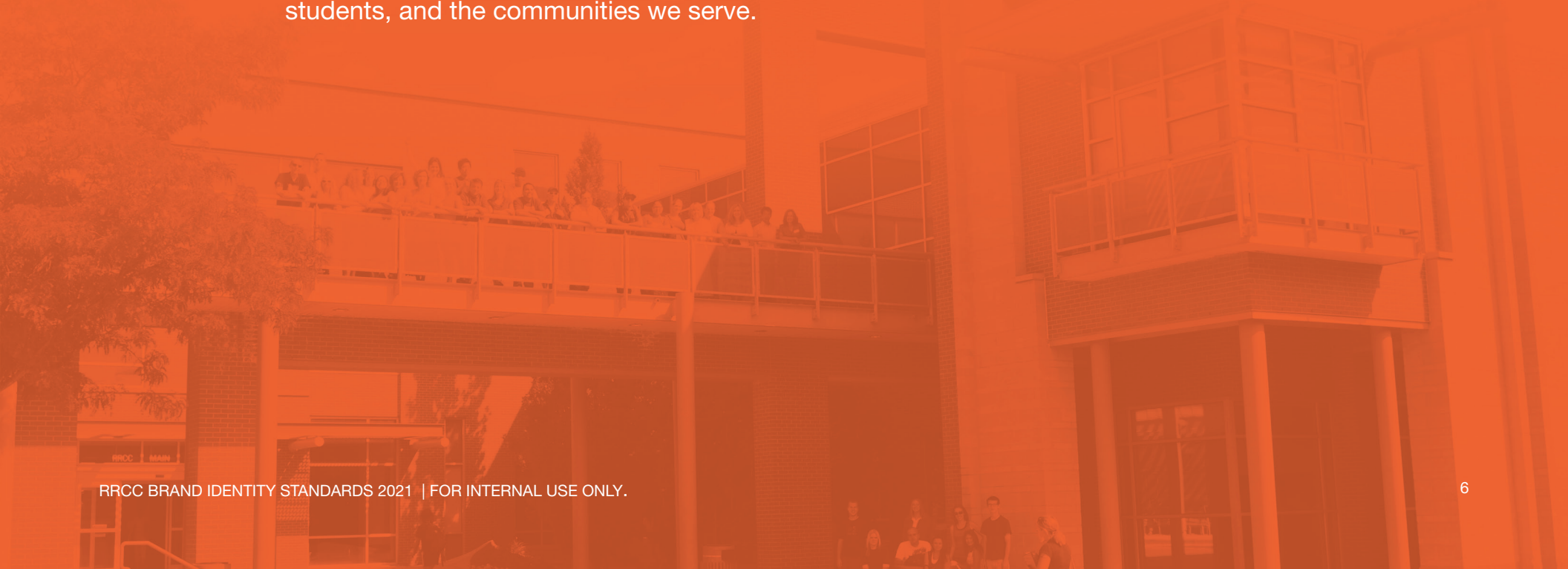
Through academic excellence and the breadth of our student population, we provide a pathway that is true to our local, state, national and international communities and support changing trends as they impact the success of our students' career and educational goals. Our high value and academic rigor, combined with dedicated faculty, outstanding student life, and a strong learning support system, make Red Rocks the smart choice for meeting educational goals.

- RRCC President Dr. Michele Haney

Michele Haney

OUR MISSION:

Our mission is to provide students with opportunities for growth and development that set the foundation for self-directed learning, academic achievement, and career accomplishment. We do this through high quality innovative educational programs that convey our passion for learning, our commitment to excellence, our dedication to our students, and the communities we serve.



OUR VISION:

We envision Red Rocks as a national and international leader in community college education that is recognized for accomplishments of our students' goals, engagement with our community, empowerment in our workplace, and commitment to our values.

OUR VALUES:

At Red Rocks Community College, **we value:**

- **Integrity**
- **Collaboration**
- **Learning**
- **Inclusiveness**
- **Communication**

Continued on pages 9-13...

OUR VALUES:
INTEGRITY

This value is expressed when we:

- Are in compliance with legal and professional standards.
- Exhibit honesty, fairness, and ethical behavior.
- Take responsibility for our work and are accountable to our internal and external stakeholders.
- Are transparent in our goals and methods.
- Care about the quality of our work, and actively pursue innovation and efficiency in what we do.

OUR VALUES:
COLLABORATION

This value is expressed when we:

- Strive to create a supportive environment for our students, faculty, and staff.
- Work together outside of our immediate unit or division to improve student academic success and development.
- Demonstrate that we value people, especially students and our co-workers, in our working relationships.
- Engage in teamwork that is based on trust, empowerment, and respect.

OUR VALUES:
LEARNING

This value is expressed when we:

- Demonstrate a passion for life-long learning and develop this in our students and community.
- Create learning opportunities for our current and future students through community involvement and connection with external stakeholders.
- Dedicate ourselves to scholarship and professionalism that creates innovative and creative learning environments for students, community, and ourselves.
- Develop and deliver engaging learning opportunities that promote student growth as a whole person; intellectually, through their career, and through the development of personal abilities such as adaptability and initiative.

OUR VALUES:
INCLUSIVENESS

This value is expressed when we:

- Develop procedures and programs that weave diversity throughout the daily work of the college.
- Demonstrate respect for differences among students and within the community in all we do as a college.
- Expect students to share that same respect and communicate that expectation to them often, both in and out of the classroom.
- Develop our students' and our own abilities to recognize and engage with human differences through understanding and inclusion rather than withdrawal and exclusion.

OUR VALUES:
COMMUNICATION

This value is expressed when we:

- Practice meaningful, considerate communication with our students and with each other.
- Whenever possible seek opportunities for an unconstrained exchange of information and ideas through dialogue that is timely, respectful, and appreciative of others.
- Give appropriate feedback in a way that makes room for others' perspectives and encourages rather than constrains continuing dialogue.
- Purposefully build our ability to communicate effectively as part of working and learning with others.

PRIMARY LOGO

This is the primary logo for the college. All previous RRCC logos should not be used. This version should only be used on materials **physically present on the Lakewood or Arvada campus.** This includes signage, art installations and digital screen ads. All other materials must use the logo with the "Lakewood | Arvada | Online" descriptor.

Our logo should be used on all RRCC marketing communications. This includes merchandise, promotional materials and digital signage.

The RRCC logo should never be altered, edited or recreated. Only use the original logo files provided by the Marketing and Communications department.

REMEMBER: To maintain consistency and quality, all RRCC advertising must be reviewed and approved by Marketing and Communications prior to publication or distribution.

Get access to RRCC's logo files by filling out a request at **rrcc.edu/marketing-communications.**

NOTE: The rectangular boxes surrounding the logo are for display purposes only. They are not part of the RRCC logo.

PRIMARY LOGO | WITH DESCRIPTOR

This is the logo with the addition of the "Lakewood | Arvada | Online" descriptor. Use this version of the logo on all materials **NOT physically present** on the Lakewood or Arvada campus.

REMEMBER: To maintain consistency and quality, all RRCC advertising must be reviewed and approved by Marketing and Communications prior to publication or distribution.

Get access to RRCC's logo files by filling out a request at **rrcc.edu/marketing-communications.**

NOTE: The rectangular boxes surrounding the logo are for display purposes only. They are not part of the RRCC logo.

PRIMARY LOGO | SIZING REQUIREMENTS

The logo **cannot be smaller than 2 inches** wide on printed material **or 250px** for digital applications.

The balance of space and content is a key element of design and composition. Always ensure that the logo has an equal amount of space around it.

When using the logo, keep a minimum clear zone of “X” around the logo at all times. The “X” zone is created by using the height of the logo’s R.

REMEMBER: To maintain consistency and quality, all RRCC advertising must be reviewed and approved by Marketing and Communications prior to publication or distribution.

Get access to RRCC’s logo files by filling out a request at **rrcc.edu/marketing-communications.**

PRIMARY LOGO | COLOR USAGE

On white/light backgrounds, the RRCC logo should **ALWAYS** be RRCC burgundy or grey.

On colored/dark backgrounds, the RRCC logo should **ALWAYS** be white. Usage of the white logo is approved on all five RRCC brand colors and on some photo applications (see page 21).

REMEMBER: To maintain consistency and quality, all RRCC advertising must be reviewed and approved by Marketing and Communications prior to publication or distribution.

Get access to RRCC's logo files by filling out a request at **rrcc.edu/marketing-communications.**

NOTE: The rectangular boxes surrounding the logo are for display purposes only. They are not part of the RRCC logo.

PRIMARY LOGO | BLACK & WHITE PRINTING

NOTE: The rectangular boxes surrounding the logo are for display purposes only. They are not part of the RRCC logo.

Some publications, like **newspapers**, only allow black & white printing. In those situations, it is acceptable to use the RRCC logo in black or grey. Usage of the white logo on top of black or grey is also acceptable.

REMEMBER: To maintain consistency and quality, all RRCC advertising must be reviewed and approved by Marketing and Communications prior to publication or distribution.

Get access to RRCC's logo files by filling out a request at **rrcc.edu/marketing-communications.**

PRIMARY LOGO | CO-BRANDING

RED ROCKS COMMUNITY COLLEGE
LAKEWOOD | ARVADA | ONLINE

METRO DENVER LSAMP ALLIANCE
LOUIS STOKES ALLIANCE FOR MINORITY PARTICIPATION

COLORADO
COMMUNITY COLLEGE SYSTEM

RED ROCKS COMMUNITY COLLEGE
LAKEWOOD | ARVADA | ONLINE

METRO DENVER LSAMP ALLIANCE
LOUIS STOKES ALLIANCE FOR MINORITY PARTICIPATION

COLORADO
COMMUNITY COLLEGE SYSTEM

In projects that involve multiple companies, placing the RRCC logo next to other logos may be required. In these instances, the space between each logo should be the width of four "X" zones. The "X" zone is created by using the height of the logo's R.

REMEMBER: To maintain consistency and quality, all RRCC advertising must be reviewed and approved by Marketing and Communications prior to publication or distribution.

Get access to RRCC's logo files by filling out a request at **rrcc.edu/marketing-communications.**

PRIMARY LOGO | UNIT IDENTIFIERS

RRCC entities may elect to use their custom “unit identifiers” on marketing materials specifically related to their department/program/organization. Do not use your unit identifier on marketing materials relating to one or more entities on campus. In those situations, use the primary RRCC logo.

REMEMBER: To maintain consistency and quality, all RRCC advertising must be reviewed and approved by Marketing and Communications prior to publication or distribution.

Request your “unit identifier” through Formstack at **rrcc.edu/marketing-communications.**

PRIMARY LOGO | PHOTO APPLICATION

Do not place the logo on busy backgrounds. Be mindful of how the contents of the photo interact with the logo. It should always be readable and clear. On detailed or complex photos, we recommend placing the white RRCC logo within a shape or a banner in one of RRCC's five brand colors (see page 22 for shape guidelines). You can also use a colored filter on the photo to give the logo more definition.
The burgundy and grey RRCC logos should only go on white or nearly white backgrounds.

(Poor placement, busy background)

(Busy background, requires shape for logo)

(The burgundy logo **is not** on a light background)

(Optimal placement, logo has enough contrast)

(Logo becomes readable when placed in shape)

(The burgundy logo is on a light background)

PRIMARY LOGO | SHAPE PLACEMENT

Some photos do not have enough contrast for direct logo placement. In these scenarios, we recommend placing the logo in a shape or banner in one of RRCC's five brand colors. **The shape must extend to the edge of marketing piece. Do not place the logo in stand-alone shapes. Avoid using recognizable, standard shapes like hearts and stars.** If you are unsure about your design, contact Marketing and Communications.

(Do not place the logo in stand-alone shapes)

(Do not place the logo in stand-alone shapes)

(Do not place the logo in stand-alone shapes)

(Correct usage, shape extends to edge)

(Correct usage, shape extends to edge)

(Correct usage, shape extends to edge)

PRIMARY LOGO | INCORRECT USAGE

The RRCC logo should **never** be altered, edited or recreated. **Only use the original logo files** provided by the Marketing and Communications department.

REMEMBER: To maintain consistency and quality, all RRCC advertising must be reviewed and approved by Marketing and Communications prior to publication or distribution.

BRAND COLORS

Below is RRCC's official color palette. **RRCC burgundy is the primary color for the college** and should be used more frequently than all other colors. It is not required for RRCC burgundy to be on all marketing materials, however, **at least one of the five main brand colors must be the prominent color** on every single marketing piece.

REMEMBER: To maintain consistency and quality, all RRCC advertising must be reviewed and approved by Marketing and Communications prior to publication or distribution.

MAIN BRAND COLORS

C: 30 M: 100 Y: 100 K: 30	R: 137 G: 26 B: 28	C: 15 M: 100 Y: 100 K: 0	R: 210 G: 35 B: 42	C: 0 M: 75 Y: 89 K: 0	R: 242 G: 101 B: 51	C: 36 M: 12 Y: 89 K: 0	R: 175 G: 190 B: 75	C: 75 M: 42 Y: 7 K: 0	R: 69 G: 131 B: 185
PMS 7623C HEX: #891A1C		HEX: #D2232A		HEX: #F26533		HEX: #AFBE4B		HEX: #4583B9	

TEXT COLORS (Use white text on colored backgrounds and grey or black text on white backgrounds)

C: 0 M: 0 Y: 0 K: 0	R: 255 G: 255 B: 255	C: 0 M: 0 Y: 0 K: 30	R: 188 G: 190 B: 192	C: 0 M: 0 Y: 0 K: 60	R: 128 G: 130 B: 133	C: 0 M: 0 Y: 0 K: 80	R: 88 G: 89 B: 91	C: 40 M: 40 Y: 40 K: 100	R: 2 G: 0 B: 0
HEX: #FFFFFF		HEX: #BCBEC0		HEX: #808285		HEX: #58595B		HEX: #020000	

BRAND COLORS | TINTS & SHADES

You can use tints and shades of each RRCC brand color to add contrast to your marketing materials and highlight information.

Never use tints or shades individually. They should only be used to accent the five main RRCC brand colors.

REMEMBER: To maintain consistency and quality, all RRCC advertising must be reviewed and approved by Marketing and Communications prior to publication or distribution.

These are examples of templates with shades incorporated into the design. See page 38-42 for template information.

C: 24 R: 164 M: 96 G: 40 Y: 83 B: 49 K: 18 HEX: #A42831	C: 30 R: 137 M: 100 G: 26 Y: 100 B: 28 K: 30 HEX: #891A1C	C: 35 R: 99 M: 95 G: 21 Y: 84 B: 25 K: 52 HEX: #631519
C: 6 R: 224 M: 96 G: 46 Y: 79 B: 62 K: 0 HEX: #E02E3E	C: 15 R: 210 M: 100 G: 35 Y: 100 B: 42 K: 0 HEX: #D2232A	C: 28 R: 145 M: 100 G: 26 Y: 80 B: 46 K: 27 HEX: #911A2E
C: 0 R: 244 M: 65 G: 122 Y: 71 B: 83 K: 0 HEX: #F47A53	C: 0 R: 242 M: 75 G: 101 Y: 89 B: 51 K: 0 HEX: #F26533	C: 19 R: 188 M: 88 G: 64 Y: 100 B: 38 K: 9 HEX: #BC4026
C: 27 R: 195 M: 6 G: 206 Y: 84 B: 83 K: 0 HEX: #C3CE53	C: 36 R: 175 M: 12 G: 190 Y: 89 B: 75 K: 0 HEX: #AFBE4B	C: 51 R: 133 M: 30 G: 142 Y: 100 B: 55 K: 9 HEX: #858E37
C: 62 R: 91 M: 22 G: 165 Y: 4 B: 211 K: 0 HEX: #5BA5D3	C: 75 R: 69 M: 42 G: 131 Y: 7 B: 185 K: 0 HEX: #4583B9	C: 89 R: 41 M: 60 G: 92 Y: 33 B: 125 K: 13 HEX: #295C7D

TYPEFACES

Helvetica Neue LT Std is the primary font for Red Rocks Community College. It should be the main font used on all RRCC marketing materials. It is available in varying weights and spacing styles. We suggest mixing and matching font weights to add visual interest to your design. Being selective with heavier font weights is also a great way to emphasize important pieces of information.

NOTE: Helvetica Neue Lt Std must be licensed and purchased. Always use Helvetica Neue Lt Std on paid advertising, signage and major marketing pieces. If you do not have a license and need to use Helvetica for your project, contact Marketing and Communications for production/design assistance.

For smaller, internal projects, **the Arial font family is an acceptable substitute.** It should be a preloaded font on most operating systems. Arial is also the preferred alternative when designing web pages and other electronic communications.

HELVETICA NEUE LT STD

(More variations available than shown below)

A B C D E F G H I G K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I G K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I G K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

BRAND PERSONALITY

If RRCC was a person, what would they be like? How do they speak? How do they dress? What are their interests? Our brand personality is the collection of human characteristics associated with our brand. Humanizing our brand helps our audience form an emotional connection to RRCC. It also sets the foundation for how we communicate through our marketing.

All RRCC marketing should embody the following three attributes: **Professional, Innovative, Friendly.**

PROFESSIONAL

We hold ourselves to the highest standard and always strive to represent RRCC in a positive light.

MARKETING APPLICATION

1. Clean, intentional design.
   (Margins, spacing, visual hierarchy, color theory, emphasis, call to action)
2. High resolution photos.
3. Relevant imagery.
4. Consistent style.
5. Branded content.

INNOVATIVE

We are lifelong learners. We keep up with the world around us and challenge each other to think creatively.

MARKETING APPLICATION

1. Competitive design.
2. Up-to-date photos.
3. Current information.
4. Evolving strategies.
5. Use of new technologies.
6. Following trends.

FRIENDLY

(Supportive, Helpful, Welcoming)

We are a community. We create safe and supportive learning environments.

MARKETING APPLICATION

1. Promoting diversity and inclusiveness.
2. Sharing helpful information.
3. Celebrating achievements.
4. Creating accessible content.
5. Providing support, encouragement and guidance.

BRAND VOICE & TONE | PART 1

At RRCC, we speak with a consistent voice across all publications and platforms. This voice is how we convey our brand and our personality to the world. Our tone adapts to our audience and the purpose of writing. For example, social media writing may be more conversational and use shorter sentences, while writing for a potential foundation donor may call for longer, more dynamic sentences. However, it should always sound as if the same person is speaking. This consistency is the RRCC voice.

Our words are simple, concise and conversational. Less is more — we say what we mean in the simplest way. Our priority is to help our audience get the information they're looking for and the support they're seeking.

In writing, our voice is created through our word choice, sentence structure, and point of view. When writing in the RRCC Voice, a few key things to remember are:

- **BE INCLUSIVE:** After first reference, use first person plural pronouns such as we, our, and us. Instead of "RRCC offers degrees and certificates," say "We offer degrees and certificates."

- **BE PERSONABLE:** Create closeness to your audience by speaking directly to them. Use pronouns such as you and your. Instead of "Students can register today," say "You can register today."

- **BE HELPFUL:** You may be an expert, but avoid coming across as bossy. Instead of "You must login to The Portal to register for classes," say "Trying to register for classes? Login to The Portal."

Continued on next page...

BRAND VOICE & TONE | PART 2

- **BE POSITIVE:** Instead of “You can’t sign up for classes without taking the online orientation,” say “Take the online orientation to get started on your course registration.”

- **BE FRIENDLY**: Create friendliness through the use of warm, conversational words. Though informal words are great, carelessness such as spelling and grammar errors are not.

- **BE SIMPLE:** When possible, choose simple, easily understandable words. In the world of academia, there are many institutionalized words that should be used, even if they are a bit more “complex.” Don’t dumb down the language. Instead, provide context to make it understandable.

- **BE CLEAR:** Use clear language. Avoid jargon and idioms, which may be confusing to your readers. Write in the active voice, avoiding the passive voice when possible. Instead of “Club applications will be collected by Student Life,” say “Student Life will collect club applications.”

- **BE EMPATHETIC:** Your goal as a content writer is to help users complete their tasks and understand information. When writing, be aware of this and make sure what you are saying is helping them reach that goal.

- **FEELING AND EMOTIONS:** Consider why users are reading your content and how they are likely to be feeling. Are they current students, frustrated because they can’t figure out which classes to take? Are they new students, excited because they just finished applying to RRCC? Perhaps visiting community members are confused about where to park. When writing, adjust your tone to be conscientious of the wide range of emotions your readers are probably experiencing.

FOX MASCOT LOGO

Below is RRCC's official mascot logo. Use the white fox on colored backgrounds and the outlined fox on white backgrounds. **The mascot should never be used as a replacement for RRCC's primary logo.** To prevent the mascot from being misused, the Marketing and Communications team has created a watermarked version of the fox. If you would like to use the fox, **mock up your design using the watermarked file** and send it to Marketing for approval. To receive the watermarked version of the fox, fill out a request at **rrcc.edu/marketing-communications.**

NOTE: The rectangular boxes surrounding the logo are for display purposes only. They are not part of the fox mascot logo.

FOX MASCOT LOGO | APPLICATION

The fox mascot should only be used as a secondary graphic element. **It should never be used as a replacement for RRCC's primary logo.** You can use it as an icon, decorative watermark, t-shirt graphic, or pattern. All other uses require special permission from Marketing and Communications.

Whenever the fox appears on a marketing piece, the primary RRCC logo must also be present. Exceptions to this rule may be granted for certain RRCC swag items and art installations.

Some marketing pieces may benefit from a co-branded arrangement of the RRCC logo and the fox mascot. If you would like to utilize a co-branded logo arrangement, consult Marketing and Communications.

Do not use the fox as part of a logo. The fox mascot belongs to all departments/programs/organizations at RRCC.

REMEMBER: To maintain consistency and quality, all RRCC advertising must be reviewed and approved by Marketing and Communications prior to publication or distribution.

MASCOT | APPROVED COLOR USAGE

APPROVED USAGE

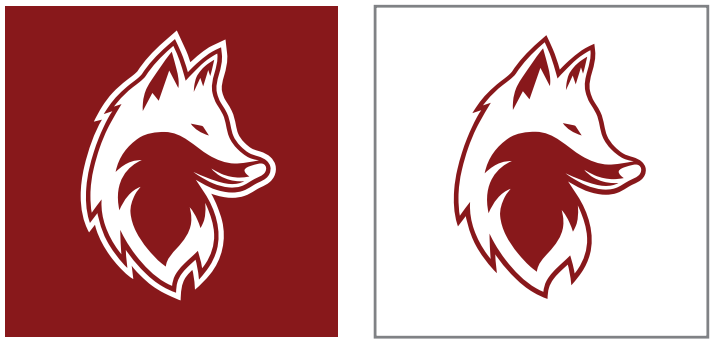
1. The eyes, ear fur and mouth fur should **ALWAYS** be white.
2. Both versions of the fox head should always be **ONE** color.
3. The fox should **ALWAYS** be facing to the right.
4. On white backgrounds, use the outlined fox in grey OR burgundy.
5. On colored backgrounds, use the white fox.

REMEMBER: To maintain consistency and quality, all usage of the RRCC mascot must be reviewed and approved by Marketing and Communications prior to publication or distribution.

MASCOT | INCORRECT COLOR USAGE

INCORRECT USAGE

1. Do not reverse the fox colors. The eyes, mouth fur and ear fur should **ALWAYS** be white.
2. Do not reflect the fox. The fox should **ALWAYS** be facing to the right.
3. Do not alter or warp the proportions of the fox.
4. Do not rotate the fox.
5. Do not change the colors of the fox.
6. Do not add drop shadows or place patterns within the fox.



REMEMBER: To maintain consistency and quality, all usage of the RRCC mascot must be reviewed and approved by Marketing and Communications prior to publication or distribution.

PRESIDENT'S SEAL

The President's seal should only be used on materials from or related to the Office of the President at Red Rocks Community College.

The seal should never be used as a replacement for RRCC's primary logo.

The seal can appear on items such as:

- Official announcements from the President
- Diplomas & Certificates
- Awards
- Stationery
- Formal Invitations

REMEMBER: To maintain consistency and quality, all usage of the President's seal must be reviewed and approved by Marketing and Communications prior to publication or distribution.

RRSG SEAL

The Red Rocks Student Government seal should only be used on RRSG materials.

The seal should never be used as a replacement for RRCC's primary logo.

REMEMBER: To maintain consistency and quality, all usage of the RRSG seal must be reviewed and approved by Marketing and Communications prior to publication or distribution.

2020 CAMPAIGN TAGLINES

YOU ARE WELCOME HERE

The “You Are Welcome Here” campaign serves as a reminder that RRCC is a safe and diverse environment for all students, staff and visitors. We embrace the contributions and inherent worth of all individuals. It is important that we maintain our mission as a community college to provide an accessible, responsive learning environment for all who seek to enrich their lives through educational opportunities.

WE ARE THE UNITY IN COMMUNITY

The “We are the Unity in Community” campaign aims to celebrate collaboration and kinship at RRCC. When we work together, our potential for growth and innovation is limitless. We encourage all students and staff to create supportive learning environments.

EMAIL SIGNATURES

RRCC has two email signature designs to choose from. One features the “You are Welcome Here” campaign and the other features the “We are the Unity in Community” campaign. Select the messaging that resonates most with you.

Do not alter the design of the email signatures. **Do not change the size or color** of the text or the graphic.

To receive the RRCC email signature templates and instructions for changing your signature, please fill out a Formstack request at **rrcc.edu/marketing-communications.**

--
YOUR FULL NAME
Your Title/Position
Your Department/Program/Organization

Red Rocks Community College
first.last@rrcc.edu | (555) 555-5555
Pronouns: She/Her/Hers | He/Him/His | They/Them/Theirs

--
YOUR FULL NAME
Your Title/Position
Your Department/Program/Organization

Red Rocks Community College
first.last@rrcc.edu | (555) 555-5555
Pronouns: She/Her/Hers | He/Him/His | They/Them/Theirs

PRINT TEMPLATES | DESIGN 1 & 2

Marketing and Communications has developed 200 print templates to accelerate the production of basic promotional materials. There are ten designs in four different sizes (4x6, 8.5x11, 11x17 & 24x36). Each design is available in all five RRCC brand colors.

Interested in using a template design? First, fill out a Formstack request at **rrcc.edu/marketing-communications.** Be sure to include all of the details about your project. A designer will select a template for you based on word count and the category of your ad/promotion. You'll receive a polished, print-ready design in your inbox shortly after.

PRINT TEMPLATES | DESIGN 3 & 4

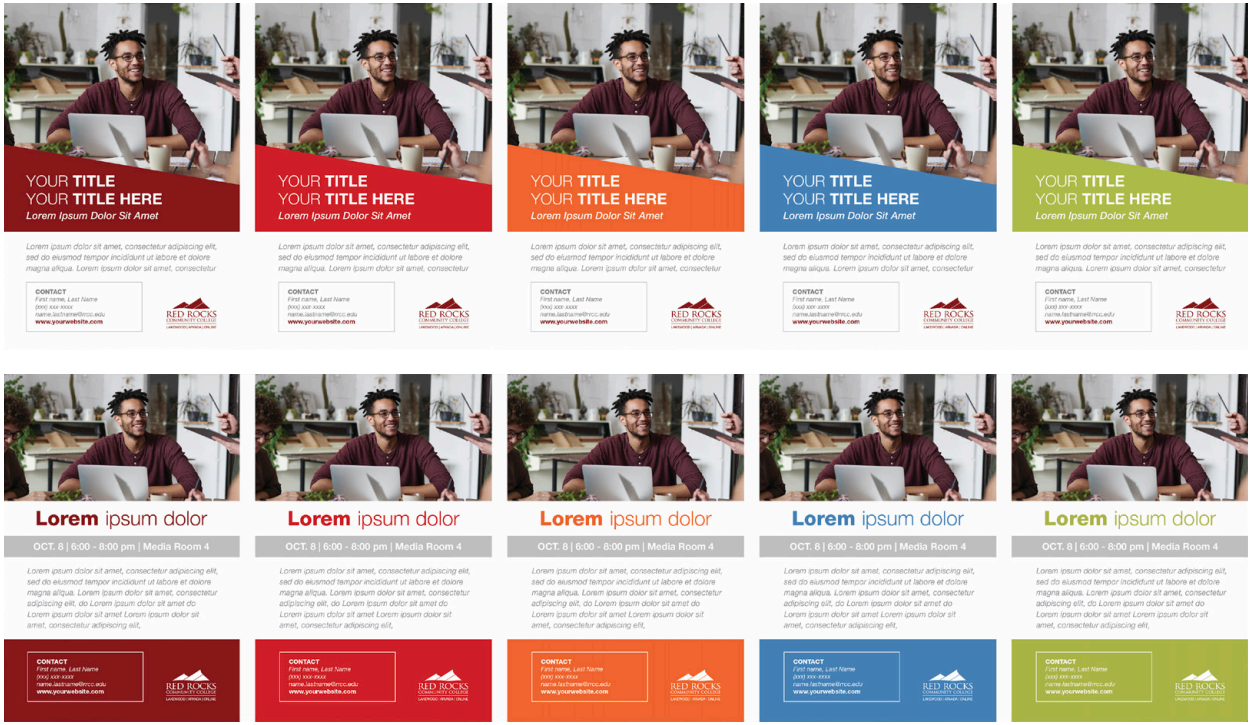
Marketing and Communications has developed 200 print templates to accelerate the production of basic promotional materials. There are ten designs in four different sizes (4x6, 8.5x11, 11x17 & 24x36). Each design is available in all five RRCC brand colors.

Interested in using a template design? First, fill out a Formstack request at **rrcc.edu/marketing-communications.** Be sure to include all of the details about your project. A designer will select a template for you based on word count and the category of your ad/promotion. You'll receive a polished, print-ready design in your inbox shortly after.

PRINT TEMPLATES | DESIGN 5 & 6

Marketing and Communications has developed 200 print templates to accelerate the production of basic promotional materials. There are ten designs in four different sizes (4x6, 8.5x11, 11x17 & 24x36). Each design is available in all five RRCC brand colors.

Interested in using a template design? First, fill out a Formstack request at **rrcc.edu/marketing-communications.** Be sure to include all of the details about your project. A designer will select a template for you based on word count and the category of your ad/promotion. You'll receive a polished, print-ready design in your inbox shortly after.



PRINT TEMPLATES | DESIGN 7 & 8

Marketing and Communications has developed 200 print templates to accelerate the production of basic promotional materials. There are ten designs in four different sizes (4x6, 8.5x11, 11x17 & 24x36). Each design is available in all five RRCC brand colors.

Interested in using a template design? First, fill out a Formstack request at **rrcc.edu/marketing-communications.** Be sure to include all of the details about your project. A designer will select a template for you based on word count and the category of your ad/promotion. You'll receive a polished, print-ready design in your inbox shortly after.

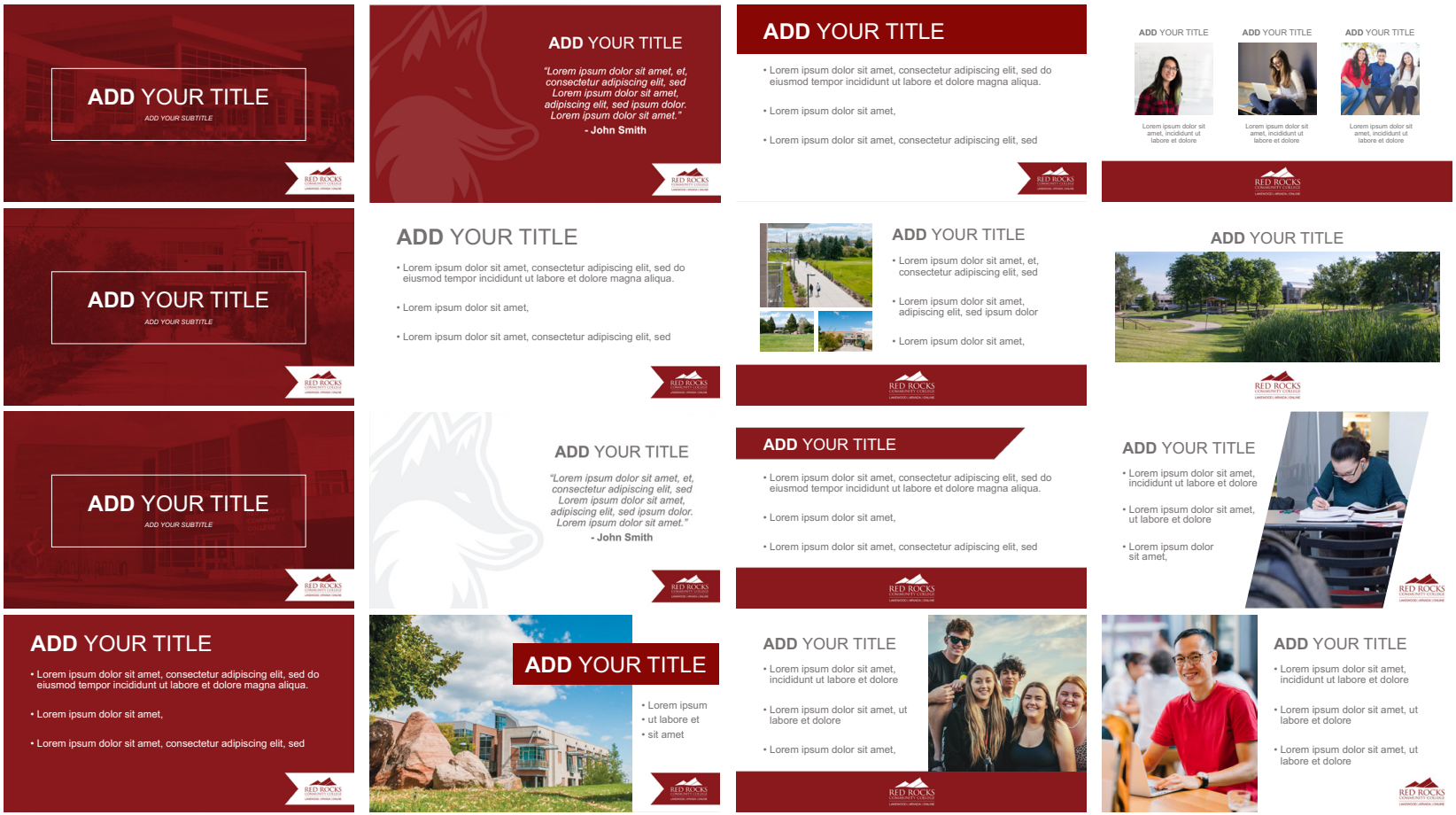
PRINT TEMPLATES | DESIGN 9 & 10

Marketing and Communications has developed 200 print templates to accelerate the production of basic promotional materials. There are ten designs in four different sizes (4x6, 8.5x11, 11x17 & 24x36). Each design is available in all five RRCC brand colors.

Interested in using a template design? First, fill out a Formstack request at **rrcc.edu/marketing-communications.** Be sure to include all of the details about your project. A designer will select a template for you based on word count and the category of your ad/promotion. You'll receive a polished, print-ready design in your inbox shortly after.

POWERPOINT TEMPLATE

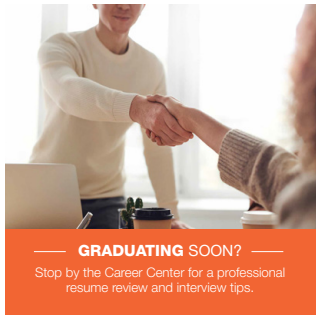
This is RRCC's official PowerPoint template. We've created 16 slides to help you get started on your presentation. To keep your PowerPoint engaging, we recommend mixing and matching at least 5-6 slide types. To use the PowerPoint template, fill out a request at **rrcc.edu/marketing-communications.**

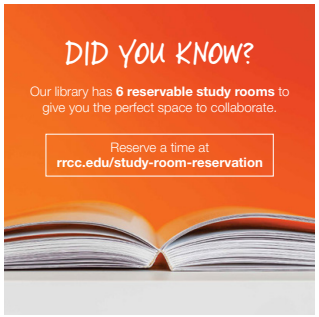


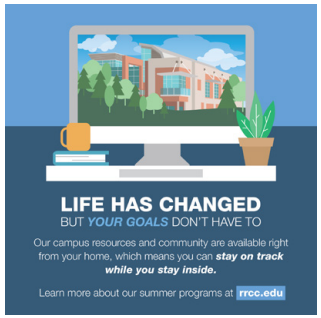
SOCIAL MEDIA TEMPLATES | PART 1

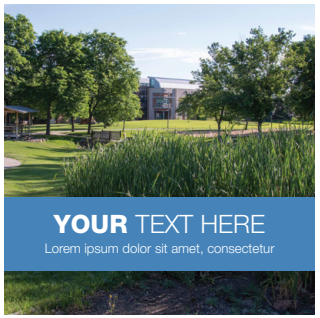
Marketing and Communications has developed 20 social media templates to give you a starting point when creating your design. You do not have to use these templates, but they are available if needed. If you create a custom social media post, **remember our identity guidelines.** Try to match the style of this template set (more templates on next page).

Interested in using a template design? First, fill out a Formstack request at **rrcc.edu/marketing-communications.** Be sure to include all of the details about your post. A designer will select a template for you based on the category of your social media post. You'll receive a polished design in your inbox shortly after.





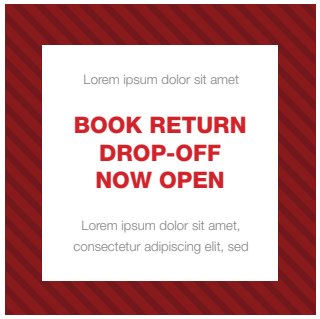


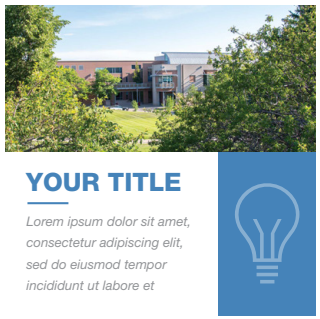


SOCIAL MEDIA TEMPLATES | PART 2

Marketing and Communications has developed 20 social media templates to give you a starting point when creating your design. You do not have to use these templates, but they are available if needed. If you create a custom social media post, **remember our identity guidelines.** Try to match the style of this template set (more templates on previous page).

Interested in using a template design? First, fill out a Formstack request at **rrcc.edu/marketing-communications.** Be sure to include all of the details about your post. A designer will select a template for you based on the category of your social media post. You'll receive a polished design in your inbox shortly after.





BROCHURES

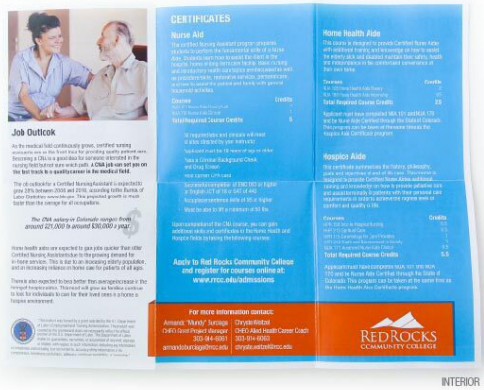
There are three types of brochures created by RRCC Marketing and Communications:

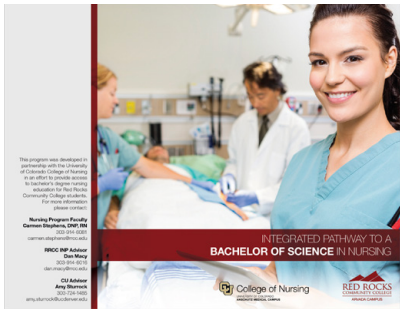
1. **Square Fold Brochures:** reserved for individual academic programs and areas of study.

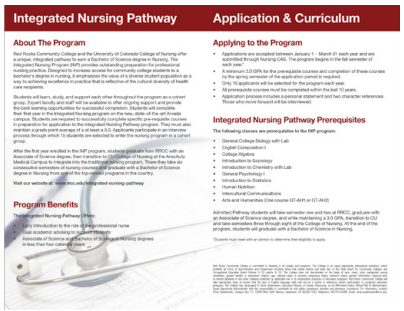
2. **Bi-fold Brochures:** reserved for specialty programs and showcases and contain non-course requirement-type information.

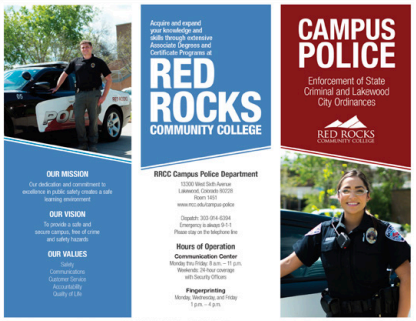
3. **Tri-fold Brochures:** reserved for internal, student-services-type departments.

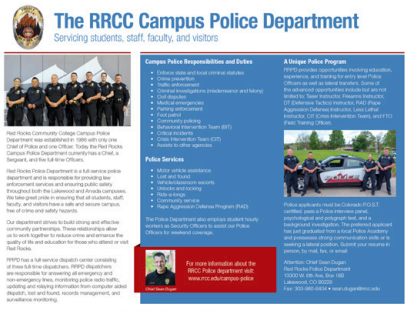
Need a brochure? Fill out a Formstack request at **rrcc.edu/marketing-communications.**











BUSINESS CARD & LETTERHEAD

This is the official business card template and letterhead for RRCC.

To create and order your business cards, visit **nationsprint.com/clients/rrcc/.**

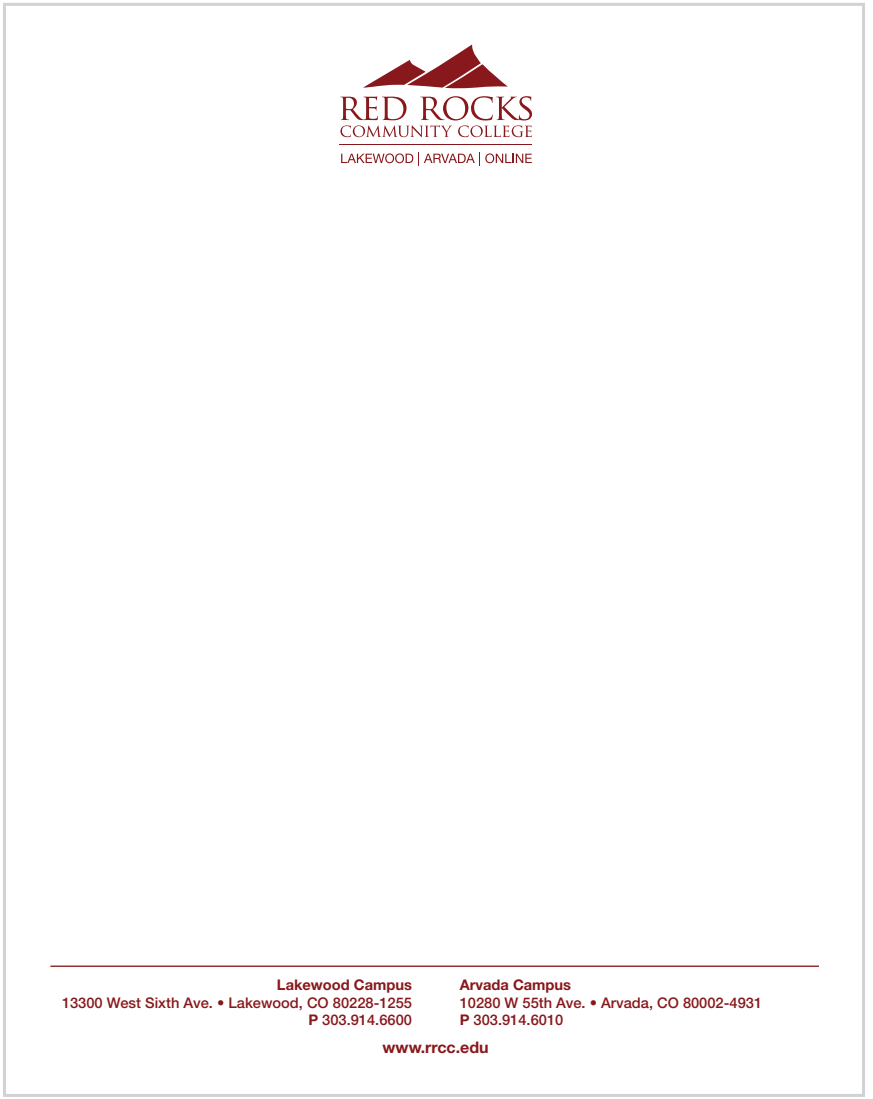
To use the official letterhead, fill out a request at **rrcc.edu/marketing-communications.**

RED ROCKS COMMUNITY COLLEGE
LAKEWOOD | ARVADA | ONLINE

Name
Title
Department
www.rrcc.edu/dept URL

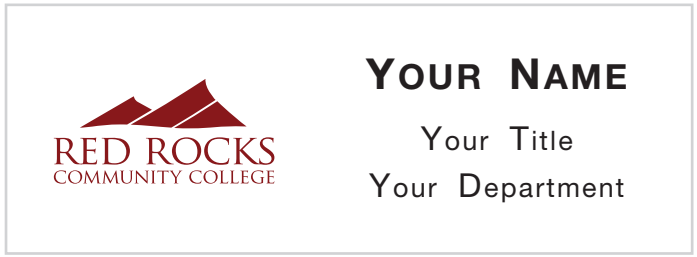
first.lastname@rrcc.edu
phone: 303.###.####
fax: 303.###.####

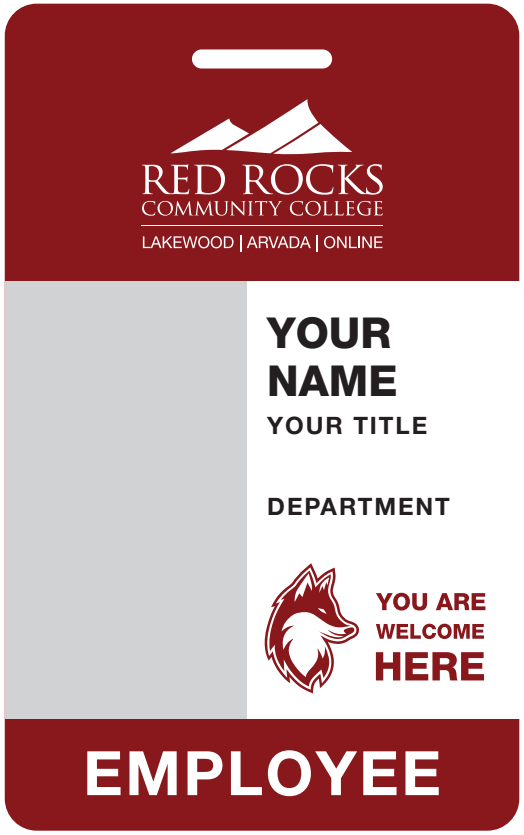
Box xx • 13300 West Sixth Avenue • Lakewood, CO 80228-1255 • www.rrcc.edu



BADGE & NAME TAG

Identification badges and name tags are issued to all RRCC staff members. For assistance in the ordering process, fill out a Formstack request at **rrcc.edu/marketing-communications.**





THANK YOU FOR REVIEWING OUR **BRAND IDENTITY STANDARDS**

This document is continuously being updated and expanded. We recommend downloading a new copy of the Brand Identity Standards each semester.

Contact Marketing and Communications with any questions. We're here to help!

marketing@rrcc.edu | (303) 914-6260