![Rappahannock Community College logo]

Rappahannock
Community College

Logo Use Guide

November 2020

Logo: Elements & Variations

The Logo consists of two elements
• Logotype
• Round Seal

All fonts used are Google Web Fonts and are available for free download at fonts.google.com

The primary Logotype fonts are "Montserrat Bold" and "Montserrat Medium"

There are three iterations of the logo:
• Linear
• Stacked
• Seal (round)

Linear should be used when availability of height is at a premium.

Logo: Linear

Logo: Stacked

Logo: Seal

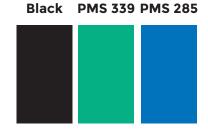The logo can accommodate the identification of specific product lines by appending its name accordingly.

Logo: Color Use

Ink Colors:
- Black
- PMS 339
- PMS 285

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Black **PMS 339** **PMS 285**

Ink Color:
- Black

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Ink Colors:
- Black
- 40% Black
- 70% Black

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White/Reversed

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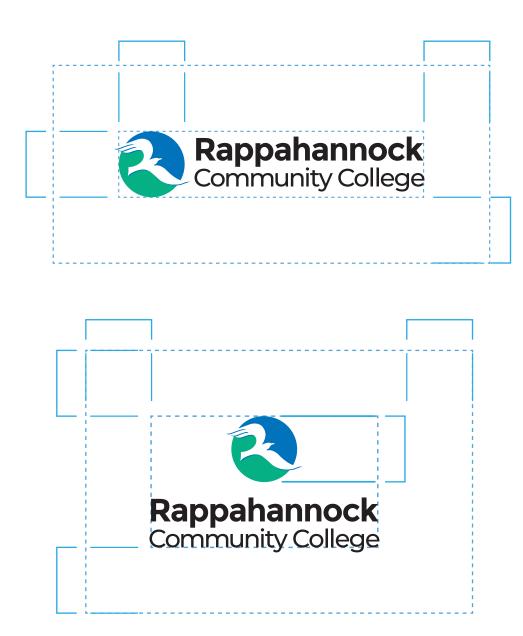
Logo: Clearances

To aid in legibility of the logo, it is preferred to maintain a minimum clearance equal to at least 1 seal in all directions from the outermost edge of the logo.

Logo: Acceptable Color Variations

Yes
Primary Color

Yes
Reverse out of acceptable identity color

With Care
2 color/reversed logo on colored background

No
Do not reverse out too light of an identity color

No
Variations on logo color

No
Logo on image

Colors

In addition to the two primary colors as used in the logo, there are a selection of secondary colors and tints available for use in both web and print.

Primary Logo Colors

Black	PMS 339	PMS 285
CMYK K: 100	CMYK C: 85 Y: 65	CMYK C: 90 M: 50

Sub Heads

K: 70	PMS 7406	PMS 7420	PMS 7406

Typography

All fonts used are Google Web Fonts and are available for free download at fonts.google.com. This family of fonts offers a large selection of weights. When selecting multiple fonts to be used within a page or document, please use enough weight contrast to allow for intended emphasis. **Avoid using underlines** to add emphasis.

https://fonts.google.com/specimen/Montserrat?query=montserrat

Primary Logo Fonts

Montserrat Bold (700)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Yes | Sufficient weight contrast

Montserrat Medium (500)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font Variations

Light 300/*Light 300 italic*

Medium 500/*Medium 500 Italic*

Bold 700/*Bold 700 italic*

Black 900/*Black 900 italic*

Imagery

Assuming that stock photography will be your primary source for imagery, use the guidelines below to disguise its origins and establish a visual style:

- Avoid images that have overly complex backgrounds or are visually cluttered unless the focus of imagery is well defined.
- Use images with shallow depth of field to soften cluttered backgrounds.
- Avoid cliché imagery (people on cell phones, overly posed).
- Go "deep" in your search in an attempt to find images that are not overused.
- Crop for emphasis.
- Use images that are "on brand"
- Consider using Duo-tones to normalize images with different color ranges/temps.
- Keep it casual, keep it authentic.
- We suggest the use of a professional level photograper multiple times of the year if needed to capture seasonality of the campuses.
- Use of a stylist for hair/makeup should be utilized improve upon non-professional modeling talent.