



# Brand Guidelines

Version: 2024

# 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](https://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



## Ink Colors:

• Black



## Ink Colors (grey):

• Black



• 40% Black



• 70% Black



## Ink Colors:

• White



• PMS 339



• PMS 285



## Ink Colors:

• White/  
Reverse



# Logo: ONLY Acceptable Color Variations

Primary Colors



Reverse out of acceptable identity color



2 color/reversed logo on colored background



Black on colored background



Grey logo over color



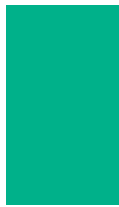
# Logo: Colors

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**  
RGB: 0,0,0  
CMYK: 0, 0, 0, 100  
#000000



**PMS 339**  
RGB: 0, 177, 137  
CMYK: 85, 0, 65, 0  
#00b085



**PMS 285**  
RGB: 0,113,206  
CMYK: 90, 50, 0, 0  
#0075bc

## Secondary Accent Colors



**RCC Dark Blue**  
RGB: 0, 54, 99  
CMYK: 100, 50, 0, 60  
#003663



**Black 70%**  
RGB: 109, 110, 113  
CMYK: 0, 0, 0, 70  
#6d6e71



**PMS 7406**  
RGB: 103, 48, 108  
CMYK: 65, 90, 30, 16  
#673066



**PMS 7420**  
RGB: 161, 33, 66  
CMYK: 26, 100, 65, 142  
#a02142



**PMS 7406**  
RGB: 239, 196, 21  
CMYK: 7, 21, 100, 0  
#f0c415



## 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.



# Typography

All fonts used are Google Web Fonts and are available for free download at [fonts.google.com](https://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.

## Primary Logo Fonts

### Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Font Variations

*Light/Light italic*

*Medium/Medium Italic*

*Semibold/Semibold italic*

**Bold/Bold italic**

**Black/Black italic**



Media Services promotes awareness of RCC by providing integrated campaign development including college-wide branding, academic programs and college events. The team produces quality collateral and high-impact advertising that executes the College's marketing goals utilizing print, broadcast, social and web media.

To request an RCC logo, contact for advertising, request a project, please contact Communications at [communications@rappahannock.edu](mailto:communications@rappahannock.edu)