



Brand Guidelines

Version: 2026

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:



Rappahannock
Community College

Logo: Seal



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



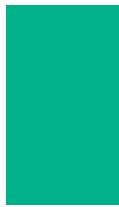
Logo: Colors

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. 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.

For more information, or to request an RCC logo, or to request a project, please contact Communications at communications@rappahannock.edu.