



BRANDING MANUAL

The goal of unified branding is to present College of the Redwoods' identity through an easily remembered public image. A consistent, unified brand significantly enhances the coordination of our communications and marketing efforts, conveying a professional and positive image to our respective communities. A unified brand represents our institution more effectively when competing for new students, faculty and funding resources.

This manual is the official resource for branding guidelines for all campus locations, departments and programs, and is intended to help anyone who writes, edits or designs: printed, electronic, and/or tangible materials for CR.

These branding guidelines are useful for a variety of formats and applications, and provide a flexibility that allows campus entities to retain their individuality and capitalize on the benefits of a unified CR brand. Consistent use of this manual will ensure that CR maximizes its brand image.



EXPLORE. CONNECT. SUCCEED.

BRANDING MANUAL

Licensing Guidelines

College of the Redwoods Trademark Licensing, managed by the Marketing Communications Team, protects and promotes the trademarks (marks, names, logos) of College of the Redwoods.

Individuals, groups, and organizations, both on and off campus, seeking to produce merchandise with College of the Redwoods, must have prior written approval from the Executive Director of College Advancement.

College of the Redwoods affiliate groups, including registered student organizations, must have written approval from the Marketing Communications Team before using campus trademarks for print, web, or merchandise.

Design Standards

The following are general standards used in the approval of designs:

- Designs must be of high quality and appropriately portray the image of College of the Redwoods.
- Use of the logo is restricted for use on official documents and select consumer products.
- College of the Redwoods trademarks may not be used in any manner that suggests or implies endorsement of other organizations, companies, products, services, political parties or views, or religious organizations or beliefs.
- College of the Redwoods trademarks may not be used in conjunction with the name or trademark(s) of any other entity without the prior written permission of that entity. If permission is granted to use both the College of the Redwoods trademark and another party's trademark in a design, the trademarks must be distinct and separate from each other, and College of the Redwoods trademarks must not be overshadowed or diminished in any way in comparison to the other entity's trademark. Approval of any such dual use will be limited to instances where there is a compelling institutional priority in allowing such a use.
- College of the Redwoods name or trademarks may not be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of the institutions anti-discrimination policies or practices.

College of the Redwoods trademarks cannot be used in connection with certain types of products. These include, but are not limited to the following:

- Products that could be used to injure or kill
- Alcohol-related products
- Tobacco-related products
- Illegal drug-related products
- Sexually suggestive products or language
- Gambling-related products
- Products that present an unacceptable risk of liability
- Products harmful to the mission or image of the institution

Certain artwork or designs will not be approved for use in conjunction with College of the Redwoods trademarks. These include, but are not limited to the following:

- Art depicting or implying the use or endorsement of:
 - Alcohol
 - Illegal drugs
 - Tobacco products
 - Firearms or other weapons
 - Racist, sexist, hateful, demeaning or degrading language or statements
 - Profanity
 - Sexual acts
 - Statements impugning other universities
- Art or a design incorporating trademarks or copyrights not owned by College of the Redwoods can not be used unless written permission for such use are obtained from the trademark(s) holder or copyright owner, and approved in advance by the Executive Director of College Advancement.

Approval to use the College of the Redwoods name or trademark for a one-time application only (for example, a t-shirt) does not constitute approval to use the name or trademark again, or in connection with any other item, or to change the design in any way, without seeking additional approval.

If you have questions regarding our Trademark Licensing program, please contact the Executive Director of College Advancement at: CR-Communications@Redwoods.Edu

LOGOS AND BEST PRACTICES

The College of the Redwoods logo is one of the school's most important branding assets. The logo represents to an individual everything he or she knows and believes about our campus. It symbolizes the campus itself, the experiences one has had at CR, and also the stories we tell in our marketing and communications materials. Like a signature, the logo should be placed consistently on all of our communications.

Logos are only one feature of a brand. They work in concert with messaging, color, typography, photography, and other graphic elements to connect our work to the campus. No matter the medium, brand elements should work together to reflect CR's image of support and success.

The CR brand is represented by the graphic logos shown here. The CR "primary wordmark" locks up the name of the school in a customized design. The CR "monogram" is a customized design based on the initials of the school. The CR tagline quickly conveys the Mission Statement and philosophy of the school. Graphic standards for CR's logos specify the approved identity color. As shown here and throughout this manual, the College's logos are optimally displayed in CR red.

All CR branded logos are the property of the institution and are governed by specific guidelines for their use based on best practices for using logos. *Unofficial logos (any CR logo that has not been approved by the Marketing Communications Team) may not be used on any official representation of CR.*

Wordmark



Monogram



Primary Red
CMYK: 27, 100, 95, 30
RGB: 142, 0, 28
Hex: #8E001C

LOGOS AND BEST PRACTICES



The primary logo of CR is this customized wordmark. This logo replaces all other logos representing the school on all materials.

The CR logos are designed as one complete digital artwork file. This customized logo is NOT a font and should not be recreated using standard fonts. Approved wordmark artwork files can be obtained via website download or requested from the Marketing Communications Team.

The wordmark should not be inserted into text. When the school name appears in copy, it should be spelled out as “College of the Redwoods or “CR.”



The CR monogram is a shortened version of the primary wordmark. Incorporating the style and colors of the wordmark, the monogram reinforces brand recognition using the College’s abbreviated name. The monogram’s shortened size has advantages over the primary wordmark. It is more quickly interpreted and fits better for certain applications, such as promotional items like T-shirts, cups, mugs, key chains and button pins.

The CR monogram is redundant when displayed on the same page with the primary wordmark. However, when using the monogram, please be sure to locate the complete school name somewhere on the same page, document or other application, if at all possible. This helps to clearly identify that the letters “CR” mean College of the Redwoods. The monogram is an approved institutional logo of the school and the pages that follow outline specifications and correct use.

LOGOS AND BEST PRACTICES

Primary Wordmark: Clear space

To keep the integrity of the logo, the wordmark must be surrounded by clear space at least equal to the width of the “OF.” Other design elements, such as type, photography and illustrations, must not be positioned within the “X” clear space. As a general rule, the more clear space around the wordmark the better. For example, the wordmark would be the only logo on a page.



Primary Wordmark: Minimum Size

The primary wordmark can be scaled down to a minimum size of 1.75 inches. For applications between 1.5 and 1.75 inches, like printing the wordmark on a pen, a different “small scale wordmark” has been created. Use this version of the logo to maintain fine detail and readability at this scale. The wordmark should not be used in applications smaller than 1.5 inches.

For usage where size restrictions are smaller or legibility is decreased, see page 12.

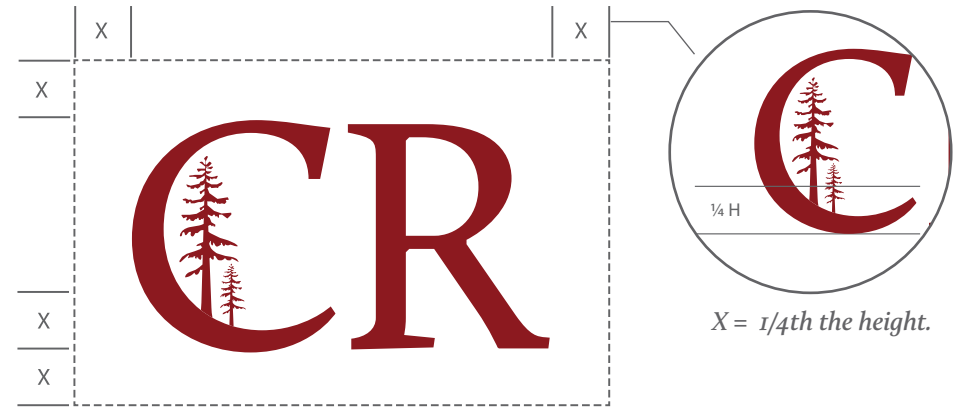


Small scale version for applications under 1.75”

LOGOS AND BEST PRACTICES

Monogram: Clear space

To keep the integrity of the logo, the monogram must be surrounded by clear space at least equal to $1/4^{\text{th}}$ the height. Other design elements, such as type, photography and illustrations, must not be positioned within the “X” clear space. As a general rule, the more clear space around the monogram the better. For example, the monogram would be the only logo on a page.



Monogram: Minimum Size

The monogram can be scaled down to a minimum size of .75 inches. For applications between .75 and .5 inches, like printing the wordmark on a pen, a different “small scale monogram” has been created. Use this version of the logo to maintain fine detail and readability at this scale. The monogram should not be used in applications smaller than .5 inches.

For usage where size restrictions are smaller or legibility is decreased, see page 12.



Small scale version for applications under .75"

DO NOT'S



Use alternate colors



Crop



Add drop shadow



Modify, unless approved by Communications and Marketing.



Rotate



Alter composition



Lower Opacity



Use with additional design elements



Squish



Stretch



Put on competitive or overly busy background

Incorrect Usage:

The primary wordmark exclusively establishes CR's distinct identity. To clearly communicate the goals and vision of the school, the identity must be displayed consistently according to the guidelines in this manual.

Some applications may require deviation from the identity guidelines. In these cases, such as imprinting the logo on clothing, an exception or waiver may be granted by contacting the Marketing Communications Team.

- Do not modify the CR wordmark in any way.
- Do not distort proportions; they must be maintained.
- Do not combine the wordmark with other marks.
- Do not use the symbol as a substitute in copy.
- Do not use multiple primary brand colors in wordmark.
- Do not screen, make translucent, bevel, outline, skew or texture the CR wordmark in any way.
- Do not use a pixelated form of the wordmark.
- Do not obscure or hide parts of the wordmark.
- Do not animate the wordmark, however fade-ins and other transitions can be used for interest on websites.

Always be sure there is adequate contrast between the wordmark and the field on which they appear.



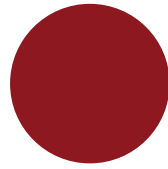
DO NOT recreate using standard fonts.

COLOR PALLETS

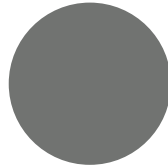
Primary Colors:

For all applications, the CR logos should be displayed in the colors specified on this page whenever possible. This helps to unify branding between various media, and to create an experience that is consistent, intuitive, and distinct.

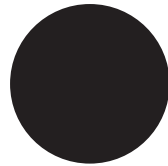
Always provide sufficient contrast for logo legibility and avoid having the logo run over images.



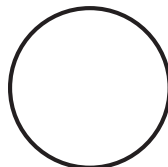
CR Primary Red
CMYK: 27, 100, 95, 30
RGB: 142, 0, 28
Hex: #8E001C



CR Primary Gray
CMYK: 55, 47, 46, 12
RGB: 118, 118, 118
Hex: #767676
PMS: 424



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



White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
#FFFFFF



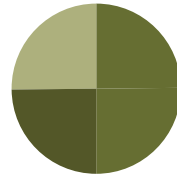
For use on dark backgrounds, though CR Red is preferred.

COLOR PALLETS

Secondary Colors:

Secondary colors may be used on graphic elements to bring in a different personality or tone to communications and departments. These secondary colors have been carefully chosen to complement the primary colors.

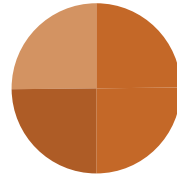
The accent palette can be used for typography and solid areas, where appropriate. No matter what the application, the accent palette should always be used sparingly and purposefully.



Green
CMYK: 58, 40, 96, 24
RGB: 103, 110, 50

Light Green
CMYK: 34, 22, 59, 1
RGB: 174, 176, 26

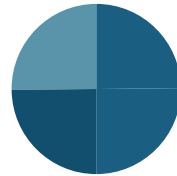
Dark Green
CMYK: 61, 47, 96, 37
RGB: 84, 88, 41



Orange
CMYK: 19, 68, 100, 6
RGB: 194, 104, 40

Light Orange
CMYK: 16, 46, 67, 1
RGB: 210, 146, 99

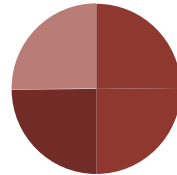
Dark Orange
CMYK: 24, 70, 100, 13
RGB: 174, 93, 39



Blue
CMYK: 92, 59, 31, 10
RGB: 23, 95, 131

Light Blue
CMYK: 66, 30, 25, 1
RGB: 93, 148, 170

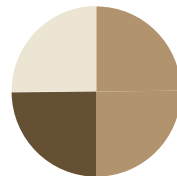
Dark Blue
CMYK: 95, 66, 37, 20
RGB: 17, 79, 110



Clay
CMYK: 29, 85, 81, 27
RGB: 144, 57, 49

Light Clay
CMYK: 26, 57, 47, 3
RGB: 185, 123, 118

Dark Clay
CMYK: 34, 85, 80, 42
RGB: 144, 45, 40



Beige
CMYK: 31, 39, 63, 3
RGB: 177, 148, 108

Light Beige
CMYK: 7, 7, 17, 0
RGB: 235, 229, 210

Dark Beige
CMYK: 48, 57, 81, 38
RGB: 102, 80, 51

TYPEFACES

Caluna

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Museo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typefaces

Caluna, Museo and Myriad

Typography is key to consistent communications at CR. The two recommended typefaces for school communications are a serif and sans serif font: Calluna and Myriad, respectively. These two typefaces are designed to format well on both PC and Macintosh platforms. Museo is a serif typeface that displays for headlines.

PROMOTIONAL ITEMS

Primary Usage:

These branding guidelines provide information on permitted and prohibited uses of CR's marks by or in connection with promotional materials developed and/or used by non-College of the Redwoods entities, such as vendors, community organizations, and donors, among others.

The primary logos may not be altered in any way. No text treatment can be applied to the primary logos and should be reproduced in only the approved red, black, white and gray. Exceptions can be made for "distressed" and "tone on tone" designs with approval from CMS.

Intercollegiate athletics, student organizations and clubs, and the alumni association may use the College of the Redwoods wordmark and/or monogram on promotional products. Other units should seek the assistance of Communications and Marketing Services.

CR's marks may not be used in connection with any promotional materials developed and/or used by non-CR entities or any activities that are not officially sponsored by CR or one of its schools, departments or units.



PROMOTIONAL ITEMS

Secondary Usage:

“College of the Redwoods” and “Redwoods” are the only acceptable representations to be used in secondary designs.

When ever possible have the CR wordmark or monogram in another imprint location (on sleeve, upper back, etc.).



Alternate Wordmark

COLLEGE OF THE REDWOODS

REDWOODS

Alternative logos ONLY for use where imprint size reduces legibility of the primary logos or used as a secondary imprint.

DO NOT USE ON OFFICIAL SCHOOL COMMUNICATIONS.

CAMPUS LOCATIONS

The official college logo is united with each site name as shown in these samples. These are the only acceptable configuration and cannot be altered.



*Use of the CR Logo on Social Media platforms:
COPY PENDING*