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## INTRODUCTION TO BRANDING STANDARDS

The goal of **unified branding at College of the Redwoods** is to create and communicate a distinctive, recognizable identity that reflects our mission to provide **transformative educational experiences** for our diverse student body. Our brand should serve as a clear and consistent representation of CR's values, vision, and commitment to academic excellence, equity, and student success.

A cohesive and unified brand is essential for ensuring that all communications—whether in print, digital, or physical formats—work together to convey a professional, inclusive, and positive image of CR. This brand identity enhances our ability to connect with prospective students, faculty, and community partners, while also promoting the institution's role as a leader in **community engagement, educational equity, and regional development**.

The purpose of this manual is to serve as the **official guide** for the consistent application of the College of the Redwoods brand across all campus locations, departments, and programs. It provides essential guidelines for anyone involved in the creation or dissemination of CR materials—whether print, digital, or promotional. By following these standards, you will help strengthen CR's unified presence in the communities we serve and support the **success of each student**, in alignment with our college's mission and values.

These guidelines allow for flexibility, ensuring that campus entities can maintain their unique identity while still adhering to the broader CR brand. Whether you're designing a flier, crafting an email, or posting on social media, **consistent application** of these standards ensures that CR's reputation for innovation, inclusivity, and academic excellence is communicated effectively and memorably.

By following the guidelines in this manual, CR can continue to build a strong, unified identity that reflects our vision of student success, community collaboration, and lifelong learning for all.

### WHY A UNIFIED BRAND MATTERS

College of the Redwoods strives to create an environment that is **welcoming, accessible, and responsive to the diverse needs of our students and communities**. A unified brand helps us clearly communicate that commitment. When we present a consistent image—whether through the CR logo, color palette, typography, or messaging—we build trust and recognition. This is essential in both attracting new students and faculty and in fostering deeper engagement with our community.

By adhering to the branding standards outlined here, each department and program can ensure that our collective efforts reflect the values of diversity, equity, and inclusion while also demonstrating CR's role as a pioneering educational institution. Through the strategic use of our branding, we demonstrate our commitment to ensuring that every student has the support and resources they need to thrive.

# TRADEMARK LICENSING GUIDELINES

College of the Redwoods (CR) protects and promotes its name, logos, and trademarks, which reflect the college's core values. The Marketing & Communications Team manages CR's trademark licensing program to ensure consistent and appropriate use across all platforms.

These guidelines outline how CR's trademarks can be used on merchandise, promotional materials, and digital platforms. All use of CR's name, logos, or other trademarks must comply with these standards to maintain the integrity of the brand and protect the college's reputation.

## Trademark Ownership and Legal Protection

College of the Redwoods holds the legal rights to its name, logos, and all associated marks. These trademarks are protected by federal and state laws. Unauthorized use of CR's trademarks is prohibited and may result in legal action.

The college reserves the right to pursue all available legal remedies to protect its brand and identity.

## Approval Process for Trademark Use

All individuals, groups, and organizations—on or off campus—must obtain prior written approval to use CR trademarks. This includes any use of CR's name, logos, or related marks on products, promotional materials, or digital content. Approval is required for all products, including one-time or small-quantity promotional items, regardless of the intended use.

### 1. Submit a Trademark Use Request Ticket

- Go to <https://www.redwoods.edu/support.php> to submit your request.
- Provide detailed information about your project, including the design, intended use (e.g., merchandise, event, website), and target audience.

### 2. Attach Design Mockups

- For extended brands or promotional materials, attach mockups or artwork for review. Primary and sub-brand materials should be designed by the Marketing & Communications Team to ensure brand consistency. (See pages 11-13)

### 3. Review & Feedback

- The Marketing & Communications Team will review your request within two weeks.
- If your design needs adjustments, feedback will be provided to ensure it meets brand standards.

### 4. Final Approval

- Once approved, you'll receive confirmation through the ticketing system.
- Approval applies only to the specific design and use requested. Any changes require a new submission.

## Vendor Licensing and Production

Vendors producing merchandise with CR trademarks must adhere to the college's brand standards.

While there is no official list of approved vendors, CR encourages the use of local vendors familiar with our brand guidelines. It is the responsibility of the department commissioning the merchandise to ensure that the vendor complies with these guidelines and that designs are approved before production.

## Design Standards for Trademark Use

When submitting designs for extended brands or promotional items, ensure they adhere to the following standards to maintain CR's brand integrity. Primary brand materials should use official logos provided by Marketing & Communications.

### 1. Quality and Representation

- Designs must be high-quality and appropriately reflect the image and values of College of the Redwoods. This includes representing our commitment to educational excellence, inclusivity, and community engagement.

### 2. Appropriate Use of the Logo

- The CR logo must not be distorted, altered, or misrepresented. It must always be used in its approved form and color palette.

### 3. Endorsement Restrictions

- CR logos must not imply endorsement of any product, service, company, political party, or religious belief without prior approval.

### 4. Non-Discrimination

- CR trademarks must not be used in a way that discriminates or implies discrimination against any individuals or groups based on age, ancestry, belief, disability, national origin, race, religion, sex, sexual orientation, or veteran status, or in any manner that violates the college's anti-discrimination policies.

## Restricted Products and Content

CR trademarks must not appear on products or content that promote or depict the following:

- Violence, weapons, or dangerous substances
- Alcohol, tobacco, or illegal drugs
- Sexually explicit content or hate speech
- Gambling or unethical practices
- Anything that poses a risk to CR's reputation

Additionally, trademarks may not be used with artwork or designs that:

- Endorse alcohol, drugs, firearms, or hate speech
- Include racist, sexist, or offensive language or imagery
- Use profanity or politically charged statements
- Criticize other institutions or organizations

## Consequences of Non-Compliance

Failure to follow these guidelines may result in the revocation of trademark usage privileges and the removal of unauthorized products. In severe cases, legal action may be taken to protect the college's identity. The Marketing & Communications Team handles all compliance matters and is available to assist with questions.

## Collaborative Use with External Organizations

When CR trademarks are used alongside those of external organizations (e.g., local businesses, partner institutions, or sponsors), both parties must obtain prior approval from the Marketing & Communications Team. (See page 14 for more details.)

In all cases:

- The CR logo must remain distinct and prominently displayed.
- The design must comply with CR's overall brand guidelines.

## Digital Use of Trademarks

CR trademarks may be used on digital platforms, including social media profiles, websites, and email signatures, in accordance with brand standards.

All digital representations of CR must:

- Use approved logos and colors
- Follow accessibility guidelines, including contrast and alt text
- Maintain a professional appearance that reflects CR's values

## Non-Profit or Charitable Use

CR trademarks may be used for non-profit or charitable events, such as fundraisers or community outreach efforts, with prior approval. Designs must follow all trademark use guidelines.

# 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. 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 representation of CR.**

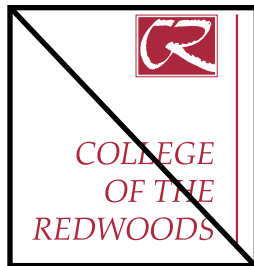
## Wordmark



## Monogram



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



Previous logos are no longer a part of CR's identity and their use should be discontinued in all print and electronic communications.

# LOGOS AND BEST PRACTICES



The primary logo of CR is this customized wordmark. **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."



## Monogram

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



## Official College Seal

The official College of the Redwoods seal is reserved for formal and ceremonial purposes. It is not intended to serve as a general identifying mark on publications, websites, or promotional materials.

The seal may only be used on official documents, such as diplomas, executive stationery, and select campus-wide events, including Commencement. Its use implies a formal endorsement by the Office of the President and must be approved by Marketing & Communications or the Office of the President prior to application.

# 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 inch. The wordmark should not be used in applications smaller than 1 inch.

For usage where size restrictions are smaller or legibility is decreased, consider using the monogram or alternate wordmarks below.



## Primary Wordmark: Vertical Orientation

The vertical orientation of the primary College of the Redwoods logo is an acceptable alternative for situations with limited horizontal space. This version of the logo maintains the integrity of the College's brand while accommodating design constraints. Use it sparingly and only when horizontal placement is not feasible, ensuring that it remains clearly legible and professionally presented.



## Alternate Wordmark for Small Applications

An alternate CR wordmark is available for small items like pens and pencils where the standard logo would be impractical. This wordmark ensures legibility at small sizes and must be used exactly as provided. Submit a ticket to request the wordmark and for approval before production.



# LOGO DON'TS



*Do not use alternate colors.*



*Do not add drop shadow.*



*Do not rotate.*



*Do not lower opacity.*



*Do not squish.*



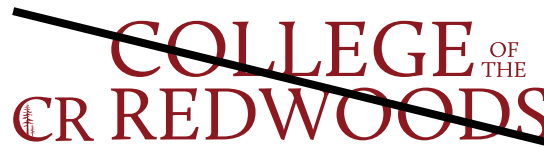
*Do not stretch.*



*Do not crop.*



*Do not modify, unless approved by Communications & Marketing.*



*Do not alter composition.*



*Do not use with additional design elements.*



*Do not 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 pixilated 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.



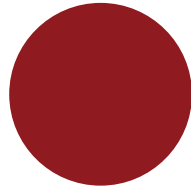
*Do not recreate using other fonts.*

# COLOR PALLETES

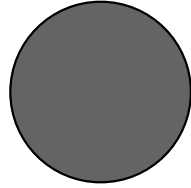
## Primary Colors:

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

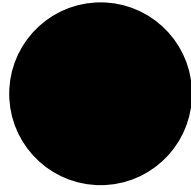
Always provide sufficient contrast for logo legibility and avoid having the logo run over images.



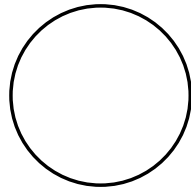
*CR Primary Red*  
 CMYK: 27, 100, 95, 30  
 RGB: 142, 0, 28  
 #8E001C



*Grey*  
 CMYK: 0, 0, 0, 75  
 RGB: 99, 100, 102  
 #626366



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



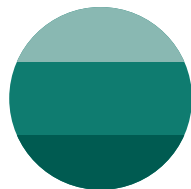
*White*  
 CMYK: 0, 0, 0, 0  
 RGB: 255, 255, 255  
 #FFFFFF



## 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.

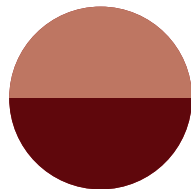
The accent palette can be used for typography and solid areas, where appropriate. No matter what the application, the accent palette should always be used sparingly and purposefully.



*Teal*  
 CMYK: 86, 31, 60, 12  
 RGB: 17, 124, 111  
 #117C6F

*Light Teal*  
 CMYK: 67, 18, 43, 1  
 RGB: 88, 163, 154  
 #58A39A

*Dark Teal*  
 CMYK: 91, 42, 66, 32  
 RGB: 0, 91, 81  
 #005B51



*Light CR Red*  
 CMYK: 21, 59, 60, 6  
 RGB: 190, 118, 98  
 #BD7662

*Dark CR Red*  
 CMYK: 35, 100, 95, 55  
 RGB: 97, 1, 3  
 #5E060B

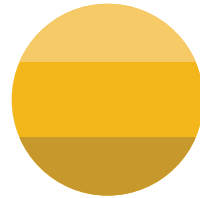


# COLOR PALLETES

## Tertiary Colors:

Tertiary colors, including Athletics Gold and other select shades, are designed for specialized applications such as athletic branding or specific event materials. These colors can add energy and vibrancy to communications while maintaining alignment with the CR brand.

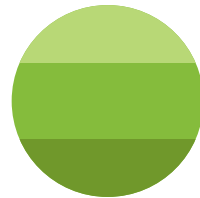
Tertiary colors should only be used in moderation to highlight unique elements or support the primary and secondary palettes. Their application must remain purposeful and should never overwhelm or distract from the overall design. As with all colors, ensure sufficient contrast for legibility and accessibility.



*Athletics Gold*  
CMYK: 4, 29, 100, 0  
RGB: 243, 183, 26  
#F3B71A

*Light Athletics Gold*  
CMYK: 3, 21, 70, 0  
RGB: 247, 201, 103  
#f7c967

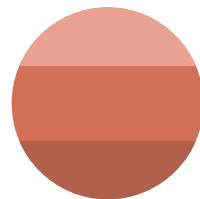
*Dark Athletics Gold*  
CMYK: 22, 39, 100, 2  
RGB: 200, 151, 20  
#c89714



*Green*  
CMYK: 50, 0, 100, 5  
RGB: 133, 189, 60  
#85BC3B

*Light Green*  
CMYK: 31, 0, 70, 0  
RGB: 183, 215, 118  
#B7D776

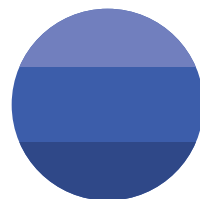
*Dark Green*  
CMYK: 45, 0, 100, 30  
RGB: 112, 152, 42  
#70982B



*Clay*  
CMYK: 12, 66, 67, 4  
RGB: 224, 122, 95  
#D06F56

*Light Clay*  
CMYK: 6, 42, 38, 0  
RGB: 233, 162, 144  
#E9A290

*Dark Clay*  
CMYK: 9, 63, 64, 25  
RGB: 176, 96, 75  
#B0604A



*Blue*  
CMYK: 85, 70, 0, 0  
RGB: 60, 93, 170  
#3C5DAA

*Light Blue*  
CMYK: 60, 49, 0, 0  
RGB: 113, 127, 190  
#717FBE

*Dark Blue*  
CMYK: 85, 70, 0, 25  
RGB: 50, 76, 143  
#324C8F

# TYPEFACES

## Calluna

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*

Typography is key to College of the Redwoods' brand identity. Our curated typefaces convey clarity and consistency across all communications. All primary fonts are available in Adobe Fonts. Letter-spacing (tracking) should not be manually adjusted, except when styling all-caps headlines.

### Primary Typefaces

- **Myriad Pro:** Ideal for body text in marketing and general materials. Its sans-serif style ensures a clean, modern look and strong accessibility for digital and print formats.
- **Museo Slab:** Reserved for headlines, titles, campus signage, and department logos. Its slab-serif design conveys an academic tone while maintaining professionalism and authority. Generally used at the 500 weight.
- **Calluna:** Used for formal applications such as business cards, letterhead and body text in documents like literary publications. Its serif design provides an elegant, readable tone. *Activate the Proportional Lining figure style in OpenType settings whenever possible.*

### Supplementary Typefaces

- **Industry:** For athletics-related materials, reflecting strength and dynamism.
- **Mr. Eaves, Bebas Neue Pro, Market Pro, and Museo Sans (Display Weights):** Often used in marketing contexts, these typefaces provide a contemporary, bold, and approachable style to attract attention in headlines.

### Application Guidelines

- Use designated typefaces for their purposes to maintain brand consistency.
- Ensure clear hierarchy through font size and weight.
- Maintain strong contrast and avoid tight spacing for legibility.

When selecting typefaces and colors for text-heavy communications, ensure compliance with accessibility standards by providing sufficient contrast and using accessible font sizes. This is particularly important for digital content. By following these guidelines, College of the Redwoods communications remain cohesive, professional, and impactful.

# BRAND HIERARCHY

## Primary Brands:

All **campuses, academic departments, student services, campus offices, and programs** at College of the Redwoods fall under the Primary Brand. These units must adhere to the core CR logo, colors, and typography to ensure consistency across all communications. The primary brand identity guides their marketing efforts, with each unit using a standardized wordmark style (developed by Marketing & Communications) to maintain a unified and cohesive image. No department, office, or service is allowed to create logos with distinct visual elements or colors that deviate from the core CR brand.

The Athletics Department and Public Safety Departments are the only exceptions, allowed to use their own visual elements while still aligning with the overall CR brand. (A small number of other existing exceptions may be grandfathered in.)

Services affiliated with external logos, such as TRiO or NextUP, should only use those logos in conjunction with their assigned CR Primary Brand logos.

**The importance of a department or service does not necessarily justify the creation of a visually unique logo for it. In fact, the more integral the unit, the more crucial it is that it remains connected to the Primary Brand. This ensures that the unit is aligned with the strength and recognition of the College of the Redwoods' core identity.**

Primary Brand logos are provided by Marketing & Communications upon request. Do not create your own.

*Horizontal*



*Stacked*



*Horizontal*



*Stacked*



# BRAND HIERARCHY

## Sub-Brands:

Sub-brands are units or programs within College of the Redwoods that need to market to specific external audiences outside of the general student body or community. These entities may include **centers, institutes, or specialized services with distinct offerings**, such as the Child Development Center or Career Center. While sub-brands are permitted to have their own visual elements, such as logos with unique design features, they must still adhere to the core CR brand guidelines, including the approved lockups, color palette, and typography.

Sub-brands allow for a more targeted approach in marketing and outreach, but they must maintain a clear connection to the College of the Redwoods' primary brand. This ensures that while they appeal to specific external groups, they still benefit from the recognition and credibility of the master brand. It's important to strike a balance—**overuse of sub-branding with distinct visual elements can dilute the strength of the main CR brand, so these identities are only granted to those units with significant external-facing needs**. Put in a ticket with Marketing & Communications to inquire about eligibility.

These sub-brands should represent the values and mission of College of the Redwoods, while also highlighting the unique offerings or services they provide. Their visual identity may be distinct but should never stray too far from the core brand to maintain overall cohesion.

Sub-brand logos are provided by Marketing & Communications on request. Do not create your own.

*Horizontal*



College of the Redwoods

**Shively  
Sustainable  
Farm**

*Stacked*



College of the Redwoods

**Shively  
Sustainable  
Farm**



College of the Redwoods

**Natural History  
Collections**



College of the Redwoods

**Career Center**



College of the Redwoods

**Child  
Development  
Center**



College of the Redwoods

**Extended Opportunity  
Programs & Services**



College of the Redwoods

**Upward Bound**

# BRAND HIERARCHY

## Extended Brands:

Extended brands are used by units within College of the Redwoods that have specific functions benefiting from a unique brand mark. These units must demonstrate a clear ongoing need to market their services or initiatives. Extended brands are allowed to have distinct visual elements, varied color schemes, and custom lockups to better represent their unique offerings.

Examples of units that may utilize extended brands include **student clubs, cultural centers, special events, and targeted campaigns**. These units have specific audiences and needs that may require a separate identity, but they must still align with the overarching CR brand values. While they have more flexibility in design, their visual elements must still maintain a connection to the core College of the Redwoods brand to ensure consistency and cohesion across all marketing materials.

All logos for extended brands must be approved for use by Marketing & Communications.



College of the Redwoods  
Multicultural  
and Equity Center



College of the Redwoods  
Pride and  
Dreamer Center

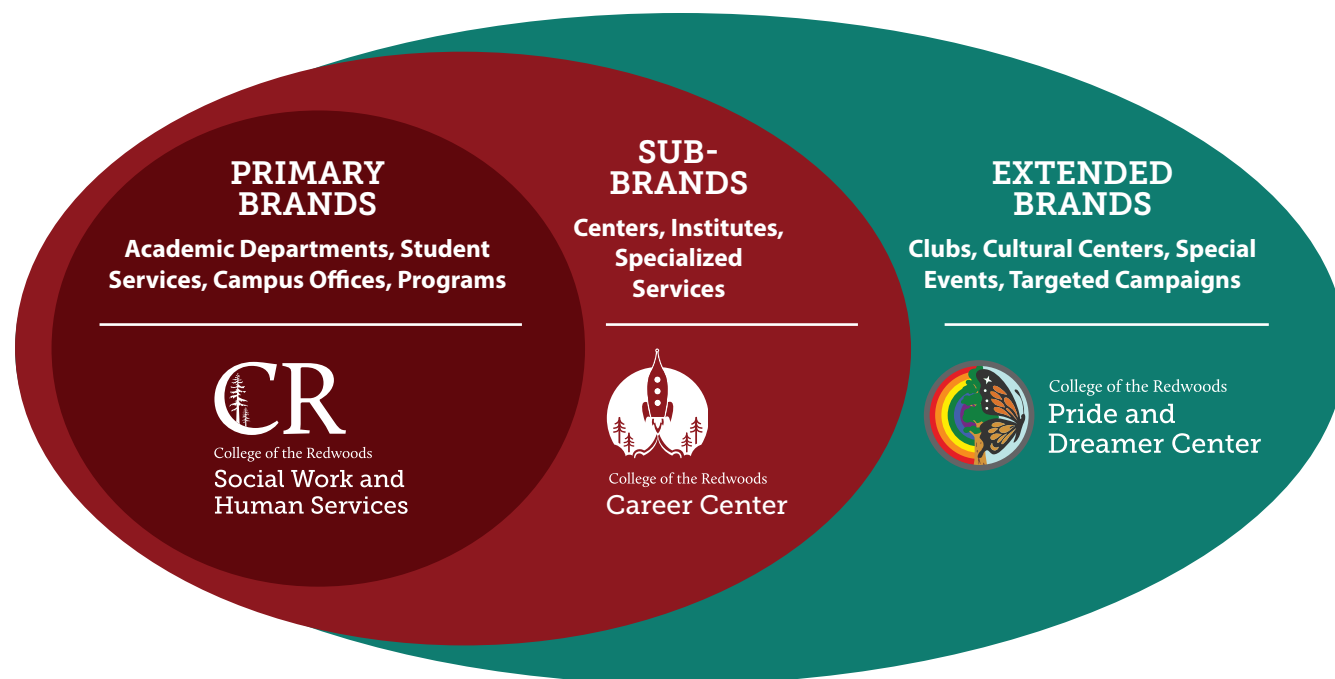


## Brand Hierarchy Overview:

**Primary Brands:** All academic departments, student services, and campus offices must follow the **core CR brand identity**, including logos, colors, and typography. No custom logos are allowed, except for Athletics, Public Safety, and other limited exceptions.

**Sub-Brands:** Certain units, like the Child Development Center, may have distinct branding for external audiences but must align with core CR guidelines to maintain a connection to the primary brand. Eligibility for sub-branding is determined by Marketing & Communications.

**Extended Brands:** Units with specific functions, like student clubs or special events, can have unique visual elements if approved by Marketing & Communications. These must still align with certain CR brand guidelines for overall cohesion.



## PARTNERSHIPS & CO-BRANDING

College of the Redwoods is an active partner in its local community and surrounding region. Partnerships and joint endeavors, whether with internal entities or external organizations, often involve co-branded marketing and advertising. To maintain the integrity of the CR brand, the following guidelines outline how best to represent the college in these collaborations.

### Internal Co-Branding:

When multiple College of the Redwoods entities (e.g., schools, departments, centers, or programs) collaborate on a partnership or sponsorship, the use of multiple CR logos is not permitted. Instead, the primary College of the Redwoods logo or primary signature should be used, accompanied by a clear listing of the involved entities. Clear space guidelines must always be followed.

This approach promotes the perception of the College of the Redwoods as a unified institution, reinforcing the idea that all parts of the college work together toward shared goals.

### External Co-Branding:

The College of the Redwoods frequently engages in co-branding with external organizations, schools, and companies. In all cases, it is essential to preserve the integrity of the CR logo, adhering to strict guidelines for color and clear space. All co-branded materials must comply with the Trademark Licensing Guidelines to ensure proper use of CR logos and trademarks.



Career Center  
Forestry & Natural Resources  
Native American Student  
Support & Success Program  
President's Advisory Council

**CR** COLLEGE OF THE  
REDWOODS

Cal Poly  
**Humboldt.**

# EMAIL SIGNATURES

Including images in email signatures, such as logos, is optional and generally **not recommended**. Images can increase email size, impact load times, cause accessibility issues, and trigger spam filters. If you choose to include a logo, follow the guidelines below to ensure consistency and professionalism.

## Logo Usage Best Practices

- Use the Official Logo First:** If you include a logo, it must be the approved CR logo email signature file or your department/office/sub-brand logo, as a file specially designed for email use by CR Marketing & Communications. It must be the first image seen in the email signature, should appear alone on its own line, and should never be resized, skewed, or stretched within Outlook.
  - For the main College of the Redwoods logo sized specifically for email signatures, **download** the file directly from CR's Marketing & Communications website.
  - For department/office logos, submit a ticket to the Marketing & Communications Department to request the appropriate logo file.
- Logo Placement:** Position the official logo beneath your contact information.
- Logo Size:** The official CR logo provided for email signatures is pre-sized to 300x85 pixels. *Do not resize, skew, or stretch the logo within Outlook under any circumstances.*
- Logo Format:** Use PNG files with transparent backgrounds to maintain visual clarity.
- Color Scheme:** The main logo should always appear in its original color scheme, usually CR Primary Red.
- Additional Images:** Additional images in the signature (e.g., social media icons) are limited to a maximum of three. These images must:
  - Be smaller than the official logo.
  - Be positioned beneath the official logo.
  - Be used sparingly to reduce email size and server load.

## Instructions for Microsoft Outlook

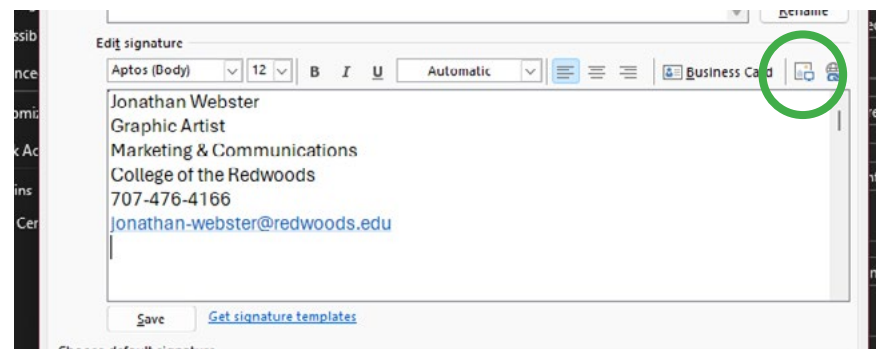
Follow these steps to add the CR logo to your email signature in Microsoft Outlook:

### Step 1: Access Email Signature Settings

- Open Microsoft Outlook.
- Click on **File > Options**.
- In the left-hand menu, select Mail, and then click **Signatures...** under the "Compose messages" section.

### Step 2: Create or Edit Your Signature

- In the "Signatures and Stationery" window, select an existing signature or click **New** to create a new one.
- In the "Edit signature" box, type your contact information in the format pictured below.



### Step 3: Insert the Logo (optional, not recommended)

- Ensure there is a hard return after the final line of text, leaving an empty line before inserting the logo. Place the text cursor on this empty line before proceeding.
- Click the **Insert Picture** icon (a small image icon, circled in green above) in the signature editor toolbar.
- Navigate to the folder where your approved logo file is saved, select the file, and click Insert.

### Step 4: Apply the Signature

- Under "Choose default signature":
  - Select your email account from the "E-mail account" dropdown.
  - Assign your new or edited signature to "New messages" and/or "Replies/forwards" as preferred.
- Click **OK** to save your changes.

### Additional Notes

- Resolution:** The official CR logo is provided at the correct resolution for email use. Do not attempt to modify or resize it.
- Storage Location:** Save the logo file in a permanent folder on your computer to prevent broken links.
- Preview:** Always preview your email signature before sending emails to confirm proper formatting.

# SOCIAL MEDIA

All College of the Redwoods social media accounts **must be approved** by the Marketing & Communications Department before they are created. To request approval, submit a ticket through the CR ticketing system with details about the proposed account. Once the account is approved, Marketing & Communications will provide **official guidelines** to ensure that the account adheres to CR's branding standards. Unauthorized accounts are not permitted and may be subject to removal.

# PROMOTIONAL ITEMS

The primary logos may not be altered in any way. Logos must be reproduced in the approved CR colors (red, black, white, or gray). Exceptions for distressed or textured designs require prior approval from Marketing & Communications.

CR's marks may not be used in connection with any promotional materials developed by non-CR entities or activities not officially sponsored by the College of the Redwoods.

All College of the Redwoods brands — including primary, sub-brands, and extended brands — must follow these guidelines when creating merchandise such as apparel, accessories, or promotional items.



- **Official Logos Required.** Each item must prominently feature the official logo for the respective brand (primary, sub-brand, or extended brand). Logos must be used exactly as provided and cannot be resized, altered, or modified.
- **Custom Artwork and Graphics.** Creative artwork may be included, but official logos must remain separate and distinct. Logos must not be incorporated into custom designs. All custom graphics must be reviewed and approved to ensure consistency with CR brand standards.
- **Logo Placement.** Logos must be clearly visible and follow approved size, placement, and clear space guidelines.
- **Approval Process.** All promotional item designs must be submitted through the College of the Redwoods ticketing system for review by the Marketing Communications Team before production. This process ensures compliance with the Trademark Licensing Guidelines.
- **Restricted Content.** Promotional items must not contain content that promotes violence, harm, offensive language, or other restricted themes outlined in the Trademark Licensing Guidelines.

