

07.22.20

# Brand standards



BRAND STANDARDS

# Style

- 1 Color hierarchy
- 2 Color palette
- 3 Typography
- 4 Alternative typography

STYLE

# Color hierarchy



**STYLE: COLOR PALETTE**



**RHODES BLUE**

RGB 0, 121, 193

CMYK 99, 50, 0, 0

HEX 0063BE

PMS 300



**DEEP BLUE**

RGB 26, 72, 126

CMYK 100., 73, 0, 33

HEX 04437B

PMS 654 CP



**MEDIUM BLUE**

RGB 0, 171, 220

CMYK 91, 0, 0, 0,

HEX 00A7D9

PMS 2202 CP



**LIGHT BLUE**

RGB 186, 220, 237

CMYK 25, 1, 0, 0

HEX B4D7EA

PMS 290 CP



**INDIGO**

RGB 68, 79, 155

CMYK 94, 83, 0, 0

HEX 3C4B98

PMS 2369 CP



**GREEN**

RGB 105, 185, 152

CMYK 64, 2, 46, 1

HEX 62B594

PMS 2459 CP



**YELLOW**

RGB 212, 211, 42

CMYK 15, 1, 95, 2

HEX CFCF22

PMS 4232 CP



**DEEP RED**

RGB 138, 63, 90

CMYK 20, 87, 28, 37

HEX 853956

PMS 506 CP



**ORANGE**

RGB 231, 141, 45

CMYK 0, 45, 97, 0

HEX E48928

PMS 3588 CP



**SLATE 500**

RGB 43, 65, 104

CMYK 100, 71, 0, 51

HEX 223D65

PMS 534 CP



**SLATE 400**

RGB 79, 109, 141

CMYK 78, 45, 11, 16

HEX 486989

PMS 2160 CP



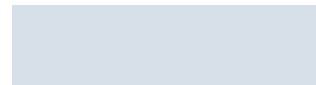
**SLATE 300**

RGB 188, 201, 218

CMYK 25, 15, 7, 0

HEX BCC6D2

PMS 537 CP



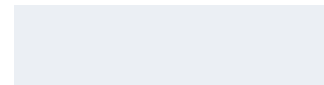
**SLATE 200**

RGB 220, 228, 236

CMYK 11, 3, 0, 0

HEX D7E0E8

PMS 649 CP



**SLATE 100**

RGB 215, 224, 232

CMYK 14, 7, 4, 0

HEX D7E0E8

PMS 649 CP 50% tint

## STYLE

# Typography

### 1 RHODES STATE COLLEGE

## 2 Right place. Right now.

3 Rhodes is the right institution to get a degree for in-demand careers. No matter if you are a recent graduate, continuing or re-entering your higher education, now is the right time for you.

4 *Everything you need  
is right here.*

1. **Pre-title** - Source Sans Pro Bold, Leading x+6, 30% the size of H1

2. **H1** - Meriwether Regular, Leading x+8, largest ext on the page.

3. **Body copy** - Source Sans Pro regular, Leading x+9

4. **Callout** - Meriwether Bold Italic, Leading x+10

## STYLE

# Alternative typography

### 1 RHODES STATE COLLEGE

## 2 Right place. Right now.

3 Rhodes is the right institution to get a degree for in-demand careers. No matter if you are a recent graduate, continuing or re-entering your higher education, now is the right time for you.

4 *Everything you need  
is right here.*

**These styles are only used in the Microsoft Suite and email applications.**

1. **Pre-title** - Calibri Bold, Leading x+6, 30% the size of H1
2. **H1** - Georgia Regular, Leading x+8, largest ext on the page.
3. **Body copy** - Calibri regular, Leading x+9
4. **Callout** - Georgia Bold Italic, Leading x+10

**BRAND STANDARDS**

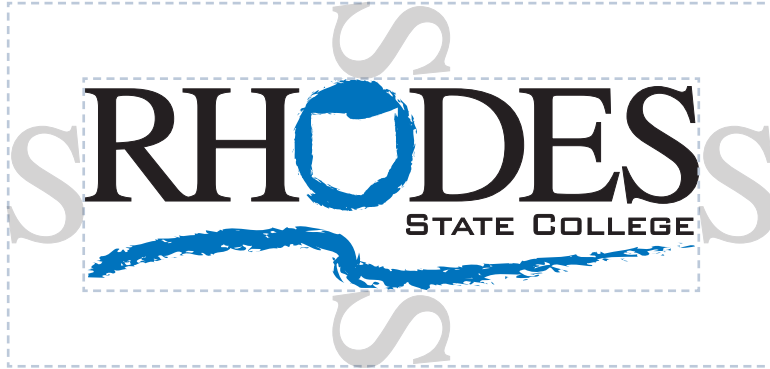
# Visuals

- 1 Logo usage**
- 2 Tagline**
- 3 Co-branding**
- 4 Department lockup**

## VISUALS

### Logo usage

Clear space



Minimum size



**i** Contact marketing  
for art files.

Color usage

Full color



Only to be used on white or light gray backgrounds

Reversed



Can be used on Rhodes colors or images with high contrast





VISUALS

Tagline

Tagline

*Right place.  
Right now.*

Lock up



*Right place. Right now.*



*Right place. Right now.*

Size


1.25in



*Right place. Right now.*

2in



 Contact marketing  
for art files.

VISUALS

# Co-branding

Example



Affiliate logo is always on the left



Divider line




Rhodes logo is always on the right

Lock up



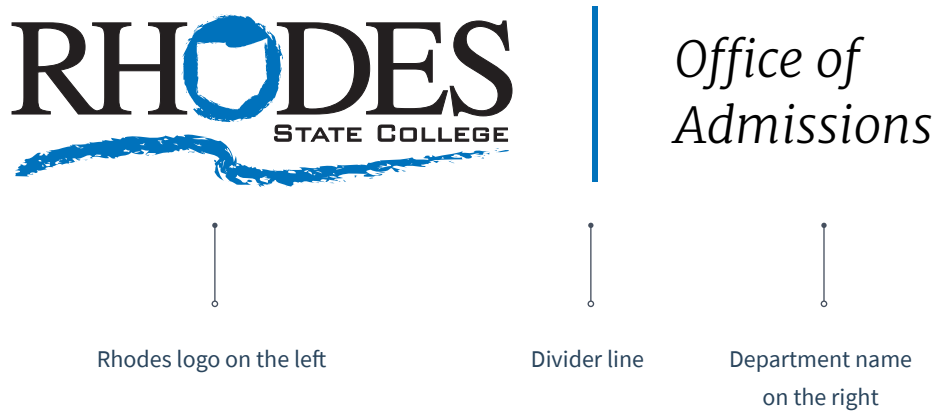
Use provided file for spacing and placement between elements.

 Contact marketing to create co-branding lock ups.

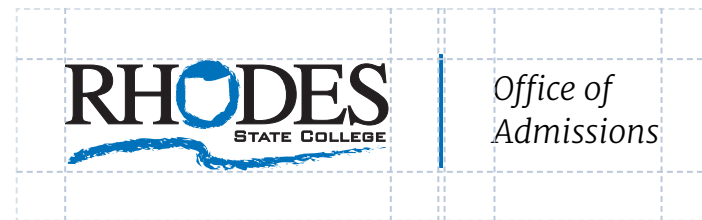
VISUALS

# Department lockup

Example



Lock up



Use provided file for spacing, sizing and placement between elements.

**i** Contact marketing to create department lock ups.

BRAND STANDARDS

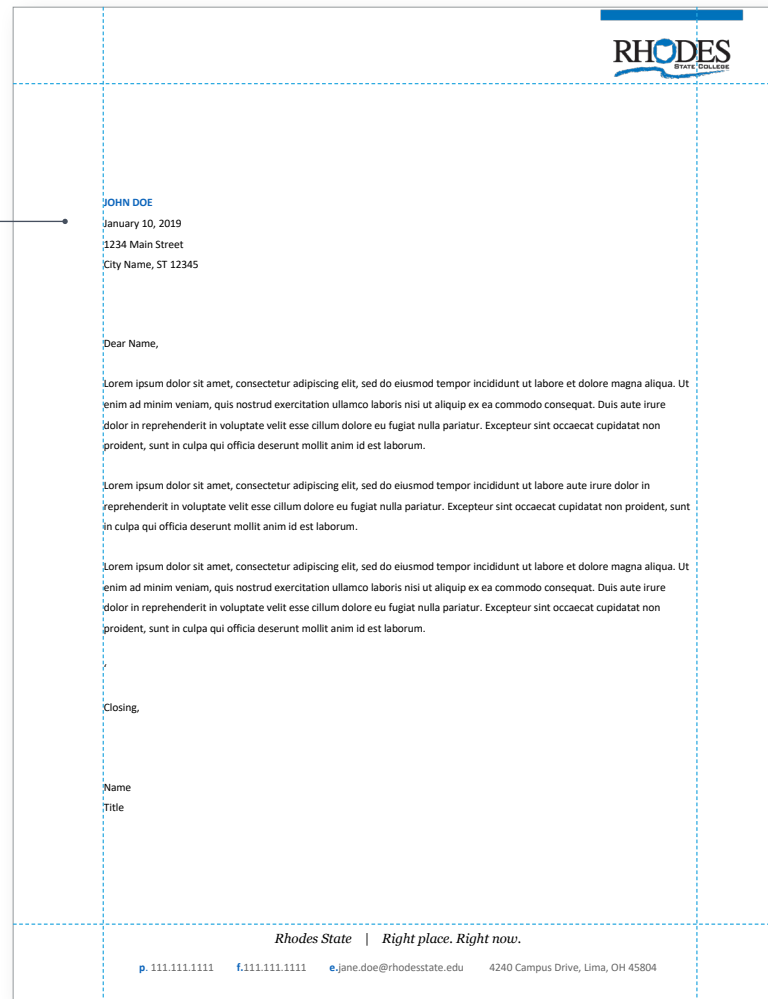
# Applications

- 1 Letterhead: Layout
- 2 Letterhead: Header examples
- 3 Powerpoint presentation
- 4 Business cards
- 5 Email signature

COLLATERAL

# Letterhead: Layout

1in margins



Logos must be placed in the top right corner, 0.5in from the edge

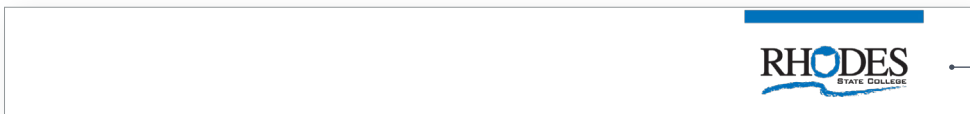
**i** Contact marketing for letter head templates.

Use the “style panel” to style fonts.

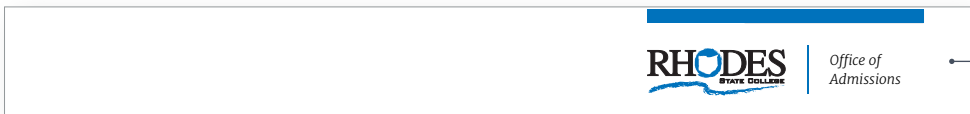
Footer: make sure to fill in the appropriate contact information. DO NOT remove other information.

COLLATERAL

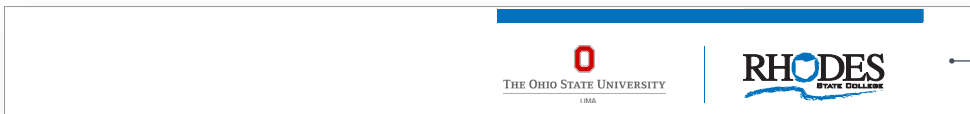
# Letterhead: Header examples



Standard Rhodes header



Department specific header



Co-branded header

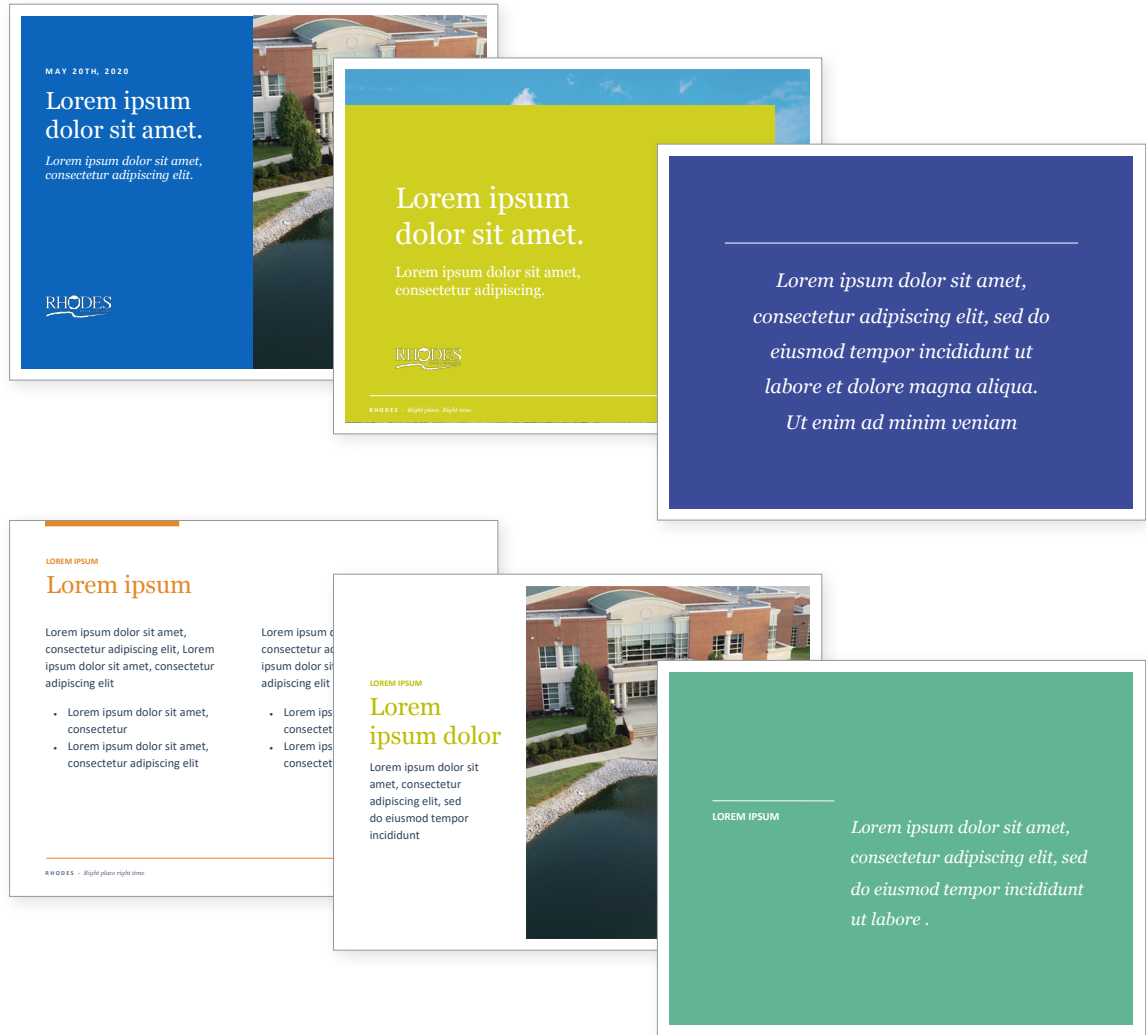
**i** Contact marketing for header files and to have a custom header created.


## COLLATERAL

# Powerpoint presentation

### Tips for using the template:

- At the beginning of the template there is a slide that describes how to use the template, be sure to review this before using the template.
- Refine your content so that there isn't too much on one slide.
- Each slide comes in the main Rhodes colors. One section should only use one color. Then alternate the colors between full sections.
- The template document comes with per-populated slides so you can copy and paste the slides rather than use the master slides.



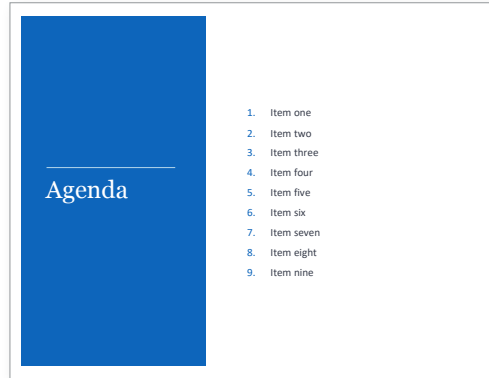
 Contact marketing for powerpoint templates.

COLLATERAL

# Powerpoint presentation usage



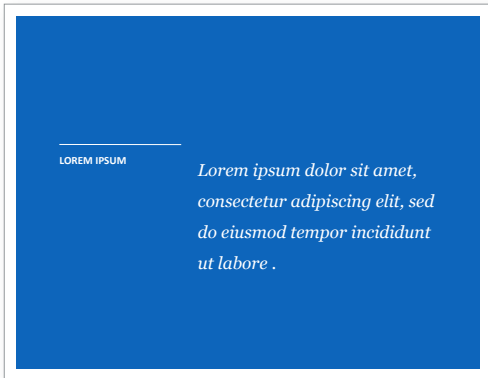
The cover slide should be included in every presentation



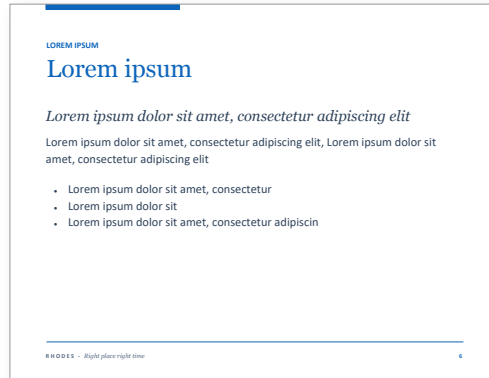
Agenda slide should be at the beginning of the presentation.



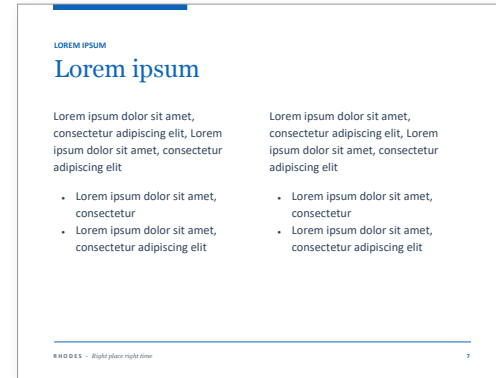
This is the transition slide and should be used to signify the beginning of each section.



This is a summary/call-out slide. Keep content short.



This is a basic content slide

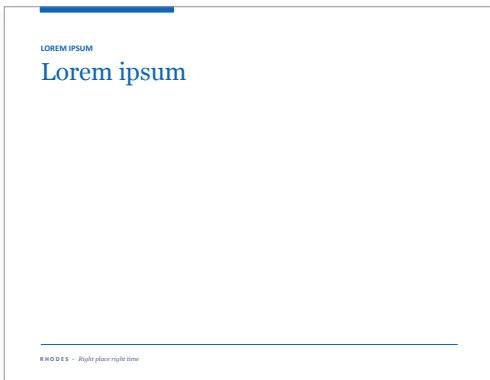


This is a basic content slide

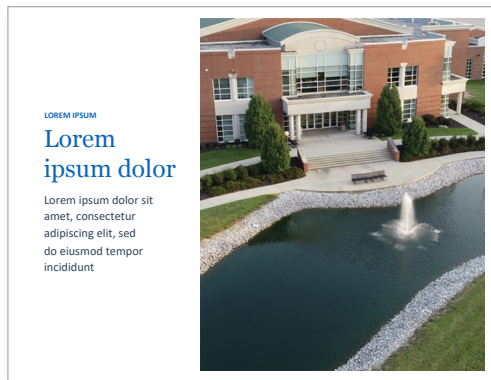


COLLATERAL

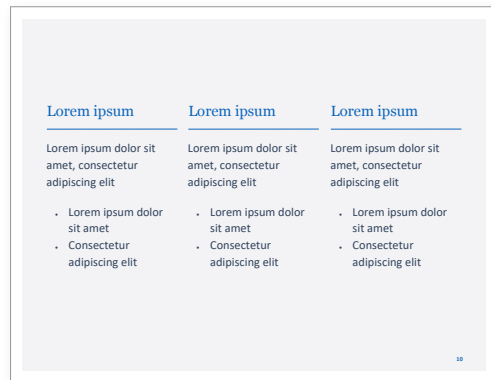
# Powerpoint presentation usage



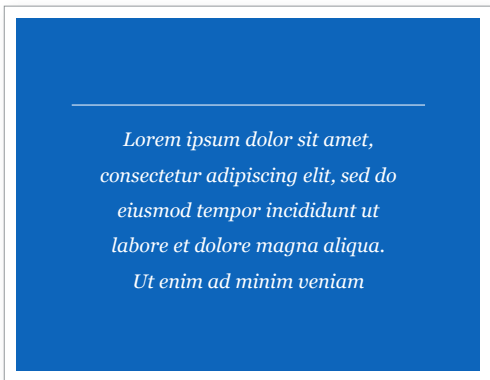
This is a basic content slide



Content with image. Keep content light.



3 column layout



This is a summary/call-out slide.  
Keep content short.

COLLATERAL

# Business cards

**FRONT**

**RHODES**  
STATE COLLEGE

**Name and title** → **Paula J. Siebeneck**  
**Director**  
**Marketing and Public Relations**

**Contact information. For abbreviations use “o” for office, “m” for mobile and “f” for fax. The address should be where you are located on campus, otherwise use generic campus address.** → **o.** 419.995.8458 | **m.** 419.296.2428  
JJC 179D | 4240 Campus Drive, Lima, OH 45804

**RHODES STATE.EDU** | siebeneck.p@RhodesState.edu

**BACK**


**Rhodes blue** → **Mission**  
Rhodes State College changes lives,  
builds futures and improves  
communities through  
life-long learning.

**i** Contact marketing to request business cards.

COLLATERAL

# Email signature

Logo



Personal information

**Paula J. Siebeneck** Calibri, 14pt, #0063BE  
*Director, Marketing and Public Relations* Georgia italic, 11pt, #000000


**o. (419) 995-8458 | m. (419) 296-2428** Calibri, 10pt, #000000, bold phone type  
[siebeneck.p@RhodesState.edu](mailto:siebeneck.p@RhodesState.edu) Calibri, 10pt, #0063BE, underline

Rhodes information

***Rhodes State College*** Georgia italic, 10pt, #000000  
4240 Campus Drive, Lima, OH 45804 Calibri, 10pt, #000000  
**RHODES STATE.EDU** Calibri, 9pt, #0063BE, bold, upper case

**INSTRUCTIONS:**

1. Use the word document provided by marketing.
2. Type your information into each line to retain the styling - do not copy and paste. Only select the line/item you are looking to change.
3. Copy and the entire signature, including the logo image.
4. Paste the new signature into you email signature settings.
5. If the logo image does not copy over simply use the "insert image" option in the text editor. Image can be provided by marketing.
6. Place image at the top of the signature and remove extra space if necessary.
7. Save your settings.

 Contact marketing for email signature template.