

R H O D E
I S L A N D
C O L L E G E

B E B O L D .

Brand Style Guide

Office of Communications and Marketing
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Providence, RI 02908

bethebrand@ric.edu

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Introduction

Rhode Island College is much more than just a state college – we are a college built for the state of today’s world. With high quality academic programs and some of the lowest tuition in the region, we are the best value in higher education in New England.

We are a first-choice institution for students who are driven, passionate and determined. Our students haven’t had things handed to them. They go for it. They work hard in pursuit of their goals and we do, too.

In all that we do, we never give up - we get up.
We keep moving forward.

Some call it grit.
We call it BOLD.

#BeBOLD.

Core Brand Elements

The brand story

Representing the collective voices of our students, faculty, alumni and community, our story serves as a foundation to inspire the current and future development of creative communications including messaging, visual and motion design.

You've always had it.
That fire, deep in your gut.
Urging you to stand up, step forward.
And seize it.

It's why you belong here.
As part of a community.
Fueled by greatness and grit.

Where experiences empower you.
To take risks.
And never give up, no matter what.

Where opportunities prepare you.
To take on the world.
And change your life, or someone else's.

There's no better time to BE BOLD.

Brand Attributes

Quality education

- Rigor of a RIC education
- Comprehensive academic programs with pathways exciting careers
- Practical, hands-on experiences
- Student academic achievements and honors
- Student, faculty and alumni testimonials
- Differentiating facts, stats and stories that connect to outcomes
- Differentiating facts, stats and stories of alumni accomplishments

Supportive environment that helps students succeed

- Meet students where they are
- Welcoming community of diverse students, faculty, staff and leadership
- First-generation student population
- Inspiring stories of success
- Support and guidance that students receive
- Range of extracurricular activities
- Commuter school with vibrant campus life
- Suburban campus minutes from a lively urban center

The RIC Advantage: Our anchor attributes

- Quality education
- Affordable Tuition
- Diverse, supportive environment that helps students succeed
- Workforce talent engine for Rhode Island and the region
- Approachable and authentic

Affordable Tuition

- Student perspectives on affordability
- Northeast Neighbors Program
- Cost comparison to regional competitors

Workforce talent engine for Rhode Island and the region

- Show RIC impact Outcomes for recent alumni
- Employer demand and how RIC meets it
- Student pathways to graduate/professional school or certifications
- Out-of-state certifications to demonstrate reach
- Proximity to large urban areas
- Global mindset-study abroad opportunities

Copy Tone

The Rhode Island College community is resilient and ambitious and our copy tone reflects that with distinction, unique voice and boldness. Use the specific examples referenced below as a guideline, and refine your approach to copywriting based on (1) the audience you're communicating to, and (2) the content of messaging.

Brand Communications

Be Bold.

There's no better time to be bold.

It's time to stand up, step forward and seize that fire inside.

As part of a community that challenges you to take risks and empowers you to take on the world.

BOLD Language

Break it. Build it. Bring it.

Transform it.

Lead it.

Discover it.

Ignite it.

Explore it.

Ignite the minds of our future generation with a Master of Arts in Teaching and gain a high-quality education without all the debt.

Be prepared for today's rapidly changing health care environment with a degree from our School of Nursing and gain a high-quality education without all the debt.

Benefit-Driven Communications

Make the Rhode Island College choice and get a high-quality education that won't put you in debt.

Benefit from flexible schedules with virtual and in-person classes led by faculty who truly care.

High-quality education. Affordable tuition. Flexible classes.

In-State Communications

We are Rhode Island's College, and our graduates are everywhere. Building schools in Liberia. Designing theme parks in L.A. Working on the front lines of care in Providence.

Some call us a safety school. We see a place where it's safe to take risks. Where graduates are teachers building schools in rural Africa. Nurses working on front lines during a pandemic. Social workers fighting to end the opioid addiction.

Tagline

“BE BOLD.” is the Rhode Island College tagline that reinforces the resilient mindset of our campus, our community and our state.

This powerful statement both defines who we are and empowers all to seize the opportunity to BE BOLD in all that we do.

BE BOLD is utilized in all caps, punctuated with a period, unless doing so would interfere or compete with the overall look or message.

The tagline may be used horizontally or vertically in either BOLD Burgundy or BOLD Gold. When using vertically, make sure that the punctuation is on the lower right.

BE BOLD.

**B
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B
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D.**

Tagline

Rhode Island College has become an Hispanic-Serving Institution, which means that at least 25% of our student body identifies as Hispanic or Latinx.

As we continue to cultivate an inclusive campus community, we are increasingly producing bilingual communications.

Our BE BOLD tagline, when translated into Spanish, will be used in conjunction with enrollment communications as well as on apparel and collegiate merchandise.

ATRÉVETE!
DARE TO BE BOLD.

College seal

The college seal is preferred for presidential and formal academic ceremonial purposes, such as commencement, convocations, etc. The use of the seal is preferred on formal formal communications, acknowledgements and invitations, particularly those extended by the president or college leadership

The seal will be used minimally on apparel, athletic apparel and collegiate paraphernalia.

The seal may be used in gold (primary) or in burgundy or black, based upon the elements of the design.



Block Logo

Logo

The Rhode Island College logo is the foundation of our visual identity. It exists in a variety of file formats to meet all application needs.

Never alter the spacing, relative size or orientation of the logo.

Use the provided electronic artwork files and don't attempt to redraw or separate their components.

Primary Logos: **BOLD Burgundy & BOLD Gold**

The BOLD Burgundy logo compliments the BE BOLD tagline and is used as the preferred element on most college stationery, website and other marketing materials.

The BOLD Gold logo is used as another primary option particularly in the case of health and safety-related communications, or when the elements of design warrant.

Secondary Logo: **BOLD Black**

The BOLD Black logo may be used at any time when designing materials in black and white.

Burgundy



Burgundy



BE BOLD

Yellow



Yellow



BE BOLD

Black



Black



BE BOLD

Clear space & minimum size

Clear space

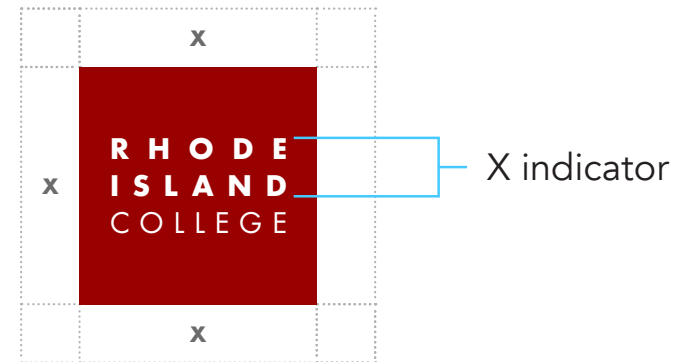
The Rhode Island College logo exists in a variety of file formats to meet all brand application needs. Never alter the spacing, relative size or orientation of the logo.

Depicted is the minimum clear space, but in many applications more space is recommended respective to the asset. The logo can overlap photography where appropriate composition and contrast allows.

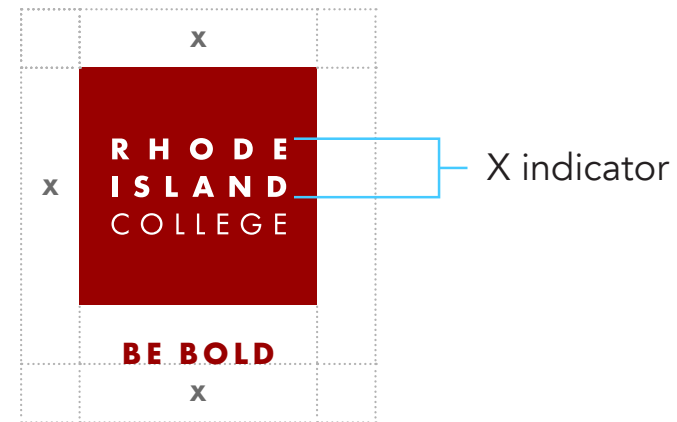
Minimum size

Depicted is the minimum size recommendations, however, the logo should be depicted as large as possible for optimal legibility.

Logo clear space



Logo tagline clear space



Minimum size for digital



Minimum size for print



Academic Schools, Departments and Affiliated Organizations

There is only one Rhode Island College.

As we strive to instill pride and shift perceptions of the college among the community beyond our campus, we will use unified brand elements.

Each school, department (academic/administrative) and affiliated organization will use the same RIC logo elements with text that corresponds to the name of the entity.

These school and department logos may be used on all materials to promote programs, activities or services.

The Rhode Island College Alumni Association and the Rhode Island College Foundation are affiliated organizations of the college. Accordingly, the logos and colors used reflect the brand elements of the college in conjunction with the name of the organization.

The respective logos may be used in on all materials to promote their programs, activities or services.

The Rhode Island College Alumni Association's primary color is BOLD Burgundy.

The Rhode Island College Foundation's primary color is BOLD Old Gold.



Mascot

The official mascot of the college is the Anchorman. The Anchorman logo is primarily used for the RIC athletic program.

RIC Athletics may use the Anchorman logo in all forms of communication to promote the college's intercollegiate athletic program.

The Anchorman logo may be used in full color or in black and white, as the design dictates. It may also be used on apparel and collegiate paraphernalia.

Use of the Anchorman logo must be approved by RIC Athletics.



Color palette

The distinct color palette of burgundy, yellow, black and white confidently amplifies and reinforces our bold logo, tagline and brand communications.



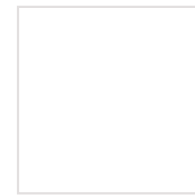
Burgundy
Hex: #990000
RGB: 153.0.0
CMYK: 0.100.61.43
Pantone 202



Yellow
Hex: #F1B434
RGB: 241.180.52
CMYK: 0.32.87.0
Pantone 143C



Black
Hex: #000000
RGB: 0.0.0
CMYK: 75.68.67.90



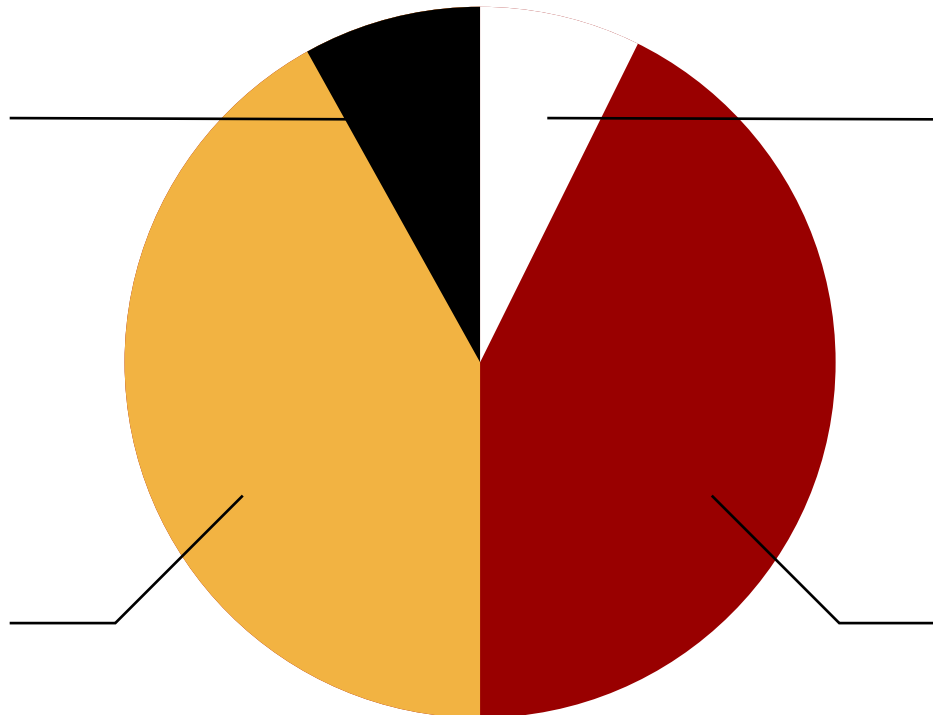
White
Hex: #FFFFFF
RGB: 255.255.255
CMYK: 0.0.0.0

Black is an accent color, for use in the RIC logo and typography.

White is an accent color, for use in the logo, in typography, and supporting graphic elements (knock-out icons, etc).

Yellow is one of the primary colors. It can be used as a dominant color, with full-bleed floods or large blocks of color, juxtaposed with burgundy or secondary colors as accents (type, logos, etc.).

Burgundy is one of the primary colors. It can be used as a dominant color, with full-bleed floods or large blocks of color, juxtaposed with yellow or secondary colors as accents (type, logos, etc.).



Supporting Brand Elements

Full-color photography



Full-color photography plays a predominant role in our communications. It is inspired by a documentary approach to image capture with subjects never posed unless for intended uses such as faculty or student bios.

Dynamic photo cropping should always be considered while being inclusive of all in our community and a focus on people, place and things.



Black & white photography

Black & white photography presents a great opportunity to complement full color. It should be considered for dynamic and complementary emphasis where there is a focus on portraiture and creative storytelling. Avoid its use in landscape and objects unless intended for specific, dramatic effect.



Duotone photography

Duotone photography is inspired by our brand colors and is utilized in communications where additional emphasis is desired. It lends itself well to motion graphic transitions, and should be used with discretion in all media to ensure a lasting and distinctive presence.

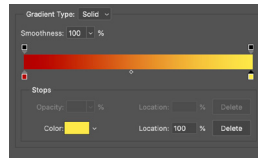


Creating a brand duotone

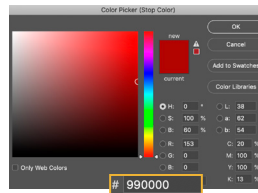
1. Select a photo with enough contrast and visual information for darks and lights to distinguish themselves from each other.



2. Apply a 'Gradient Map Adjustment Layer' in Photoshop.



3. For an RGB format, start with the primary RIC burgundy for darks (#990000).



4. For lights, the primary RIC yellow must be modified (to #F8E858) in order to achieve the desired look.



BOLD typography

Futura, a typeface appropriate for specialized copy and lettering applications, should be used for evergreen brand communications. The Rhode Island College logo and Be Bold tagline are set in Futura.

Unique kerning, outlining and “type-as-image” typesetting are appropriate for these communications. Where long-form running copy is needed, default to Avenir.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura PT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura PT Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura PT Book

Editorial typography

Avenir, a distinct typeface appropriate for large amounts of running body copy, should be used for editorial communications such as publications and collateral.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Next Condensed Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Book

BOLD messaging

Application



Style 1 - Headline

Recommended not to exceed character count of 20

Futura PT Bold
60 pt upper case
+100 tracking

BE BOLD.

Style 2 - Subhead

Recommended not to exceed character count of 40

Futura PT Bold
30 pt sentence case

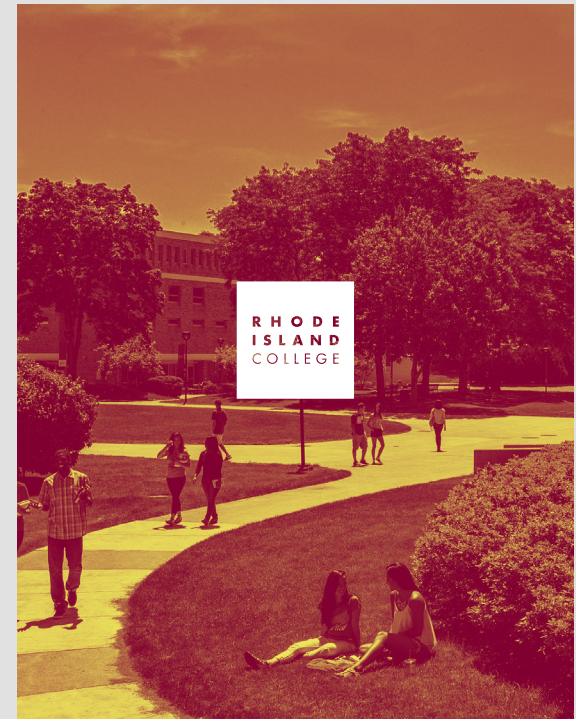
**There's no
better time
to BE BOLD.**

**In all that you
do, BE BOLD.**

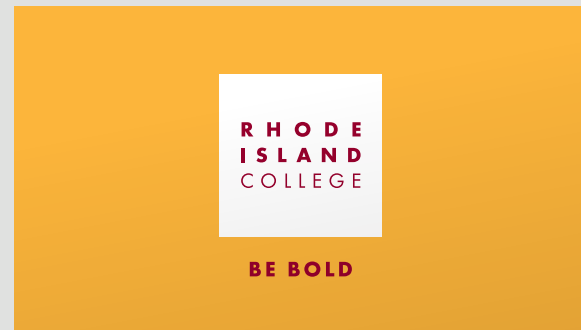
**To change the
world, you have to
BE BOLD.**

Brand Creative

Letterhead



Business cards



Email signature

Email signature uses the CSS web-safe font family — Arial, Helvetica, sans-serif — to ensure consistency across devices and platforms.

The user's name should be bold and should be at least 1 pt larger than the rest of the signature. Create line breaks between their title, contact info, and address. Include direct links to social media channels.



Dr. Frank D. Sánchez
President

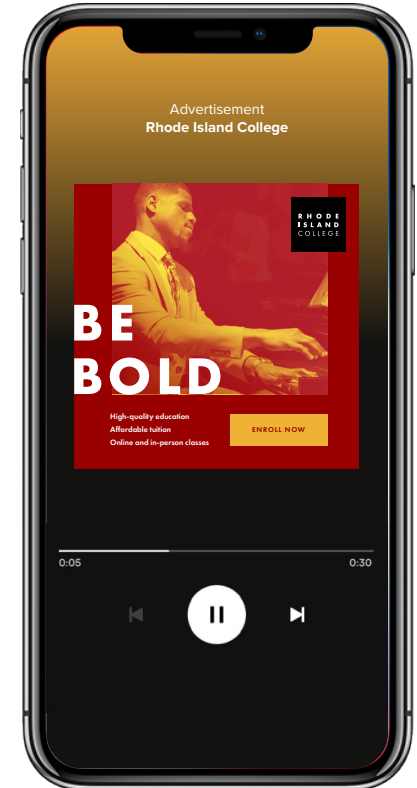
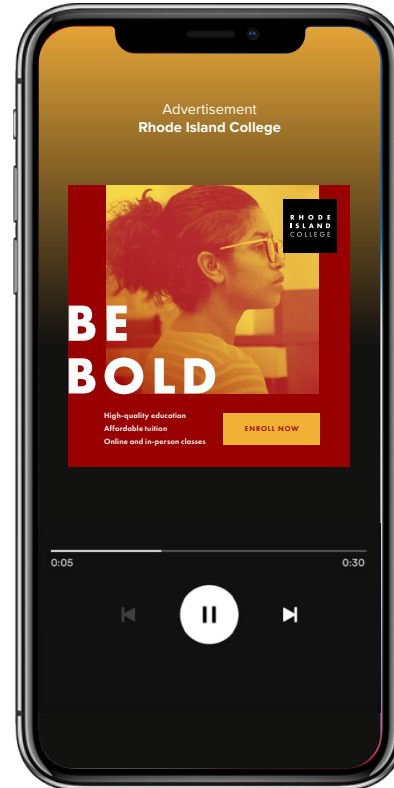
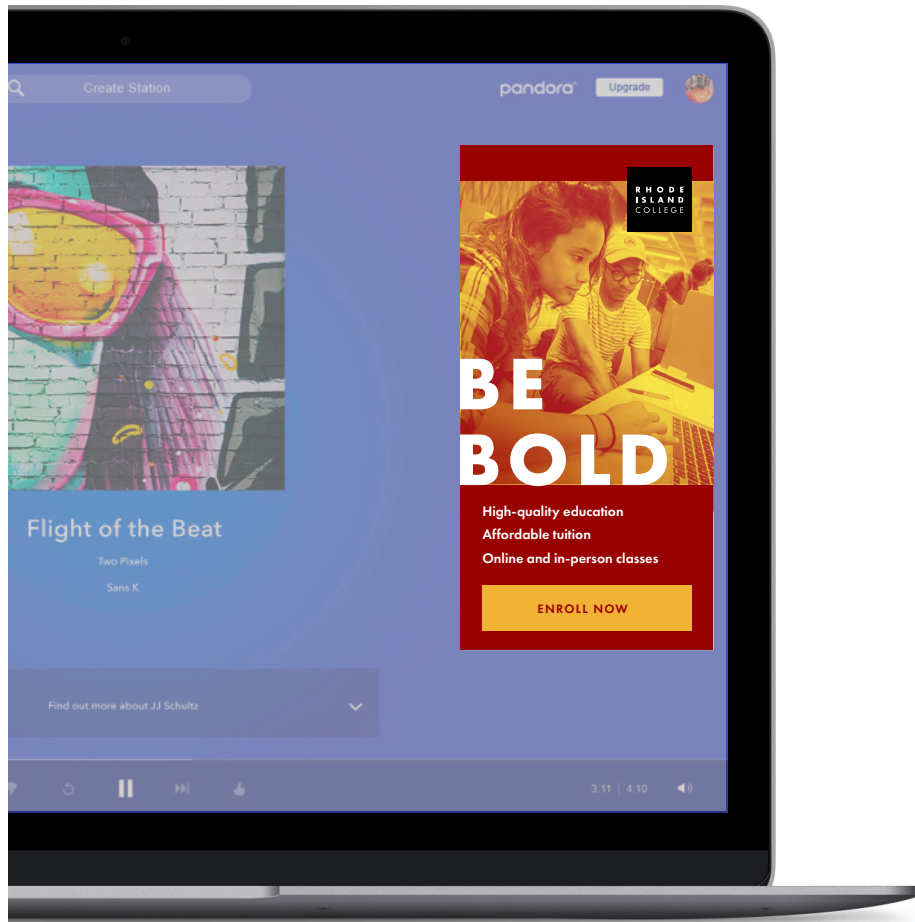
(401) 456-8101 | fsanchez@ric.edu

Rhode Island College
600 Mt. Pleasant Avenue
Providence, RI 02908
www.ric.edu



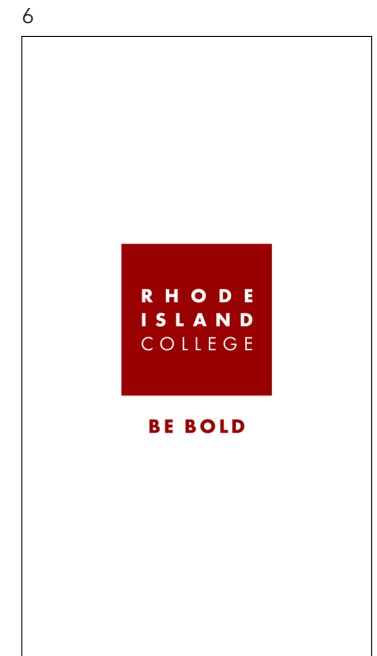
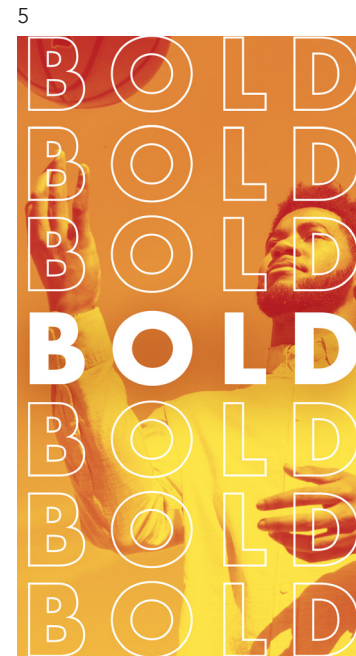
Digital banners

BE BOLD Campaign



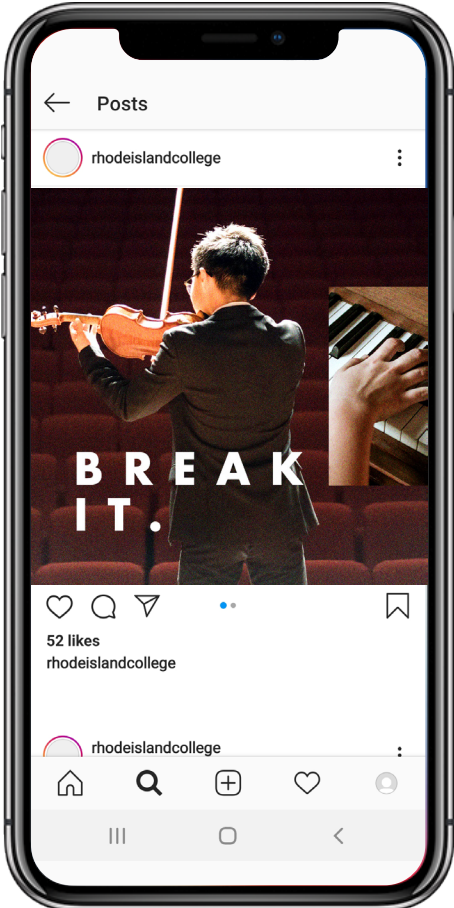
Digital GIF

BE BOLD Campaign



Social media carousel

BE BOLD Campaign (sample)



Print

BE BOLD Campaign (sample)



Billboard

BE BOLD Campaign (sample)

Video & motion graphics

BE BOLD Campaign



[Play video](#)

Editorial spread

RHODE
ISLAND
COLLEGE

Now is your time to make big things happen.

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HIGH QUALITY • AFFORDABLE • FLEXIBLE

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Headline goes here.

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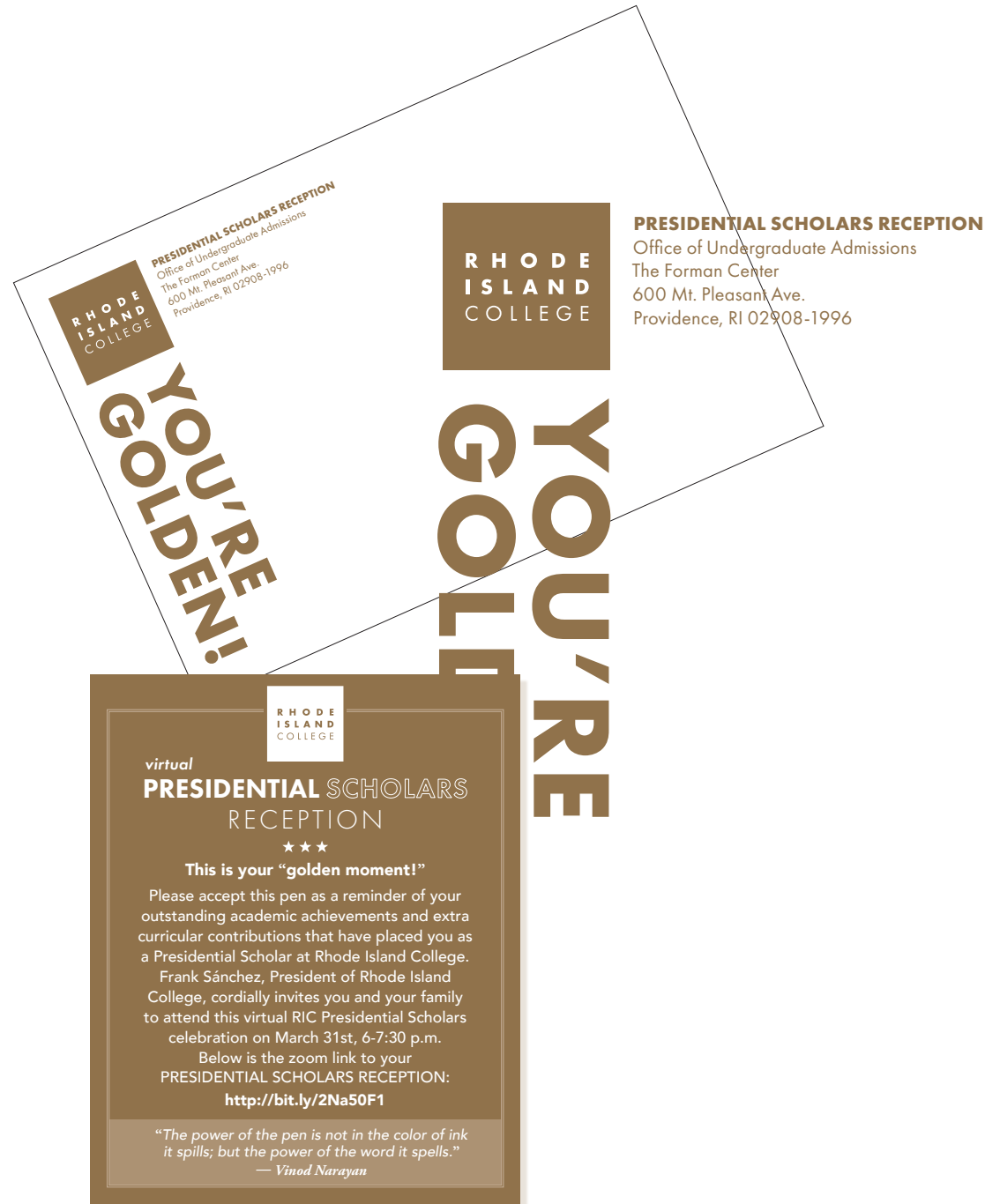
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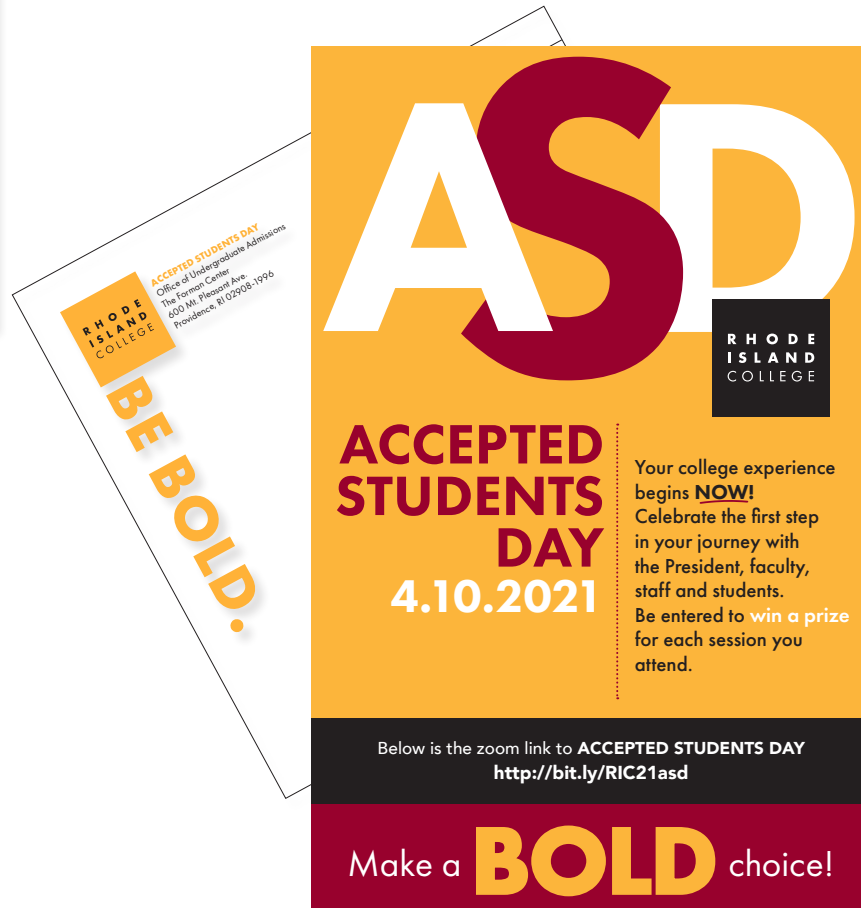
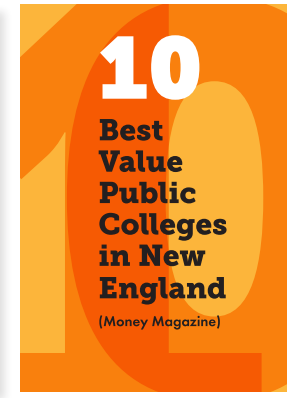
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2

Promotional Items



Promotional Items



Promotional Items

BE BOLD.
Music is your life. Pursue your passion.

RHODE ISLAND COLLEGE

Join us on-campus for Fall 2021 with flexible and hybrid options.
APPLY NOW

AUDITION DATES 2021
Auditions required for entry into all programs
Saturdays: April 10 | May 8 | June 12 | June 26
app.getacceptd.com/ric
Quality + Affordability = Best Value for a four-year degree
MUSIC · THEATRE · DANCE

MUSIC AUDITION DATES 2021
Auditions required for entry into all music programs

Saturdays
Jan. 30 | Feb. 13 | March 6 | March 20

Supported by a community of artist/teachers, RIC students prepare for careers as performers, scholars, and educators – without the debt.

Apply here: www.ric.getacceptd.com
music@ric.edu | www.ric.edu/mtd |

BE BOLD.
Performance is your passion. Pursue it.

RHODE ISLAND COLLEGE

Join us on-campus for Fall 2021 with flexible and hybrid options.
APPLY NOW

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Auditions required for entry into all programs
Saturdays: April 10 | May 8 | June 12 | June 26
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Quality + Affordability = Best Value for a four-year degree
MUSIC · THEATRE · DANCE

BE BOLD.

RHODE ISLAND COLLEGE

Music is your life. Pursue your passion.

MUSIC AUDITION DATES 2020-21
Auditions required for entry into all music programs
Saturdays
Jan. 30
Feb. 13
March 6
March 20

Apply here:
www.ric.getacceptd.com
music@ric.edu | www.ric.edu/mtd |

RHODE ISLAND COLLEGE

BE BOLD.
Music is your life. Pursue your passion.

MUSIC AUDITION DATES 2020-21
Auditions required for entry into all music programs
Saturdays: Dec. 5 | Jan. 30 | Feb. 13 | March 6

Recognized music programs in music education, performance, and liberal arts. Distinguished faculty of artist/teachers.

music@ric.edu | www.ric.edu/mtd |

RHODE ISLAND COLLEGE

APPLY NOW

Join us on-campus for Fall 2021 with flexible and hybrid options

BE BOLD.

Quality • Affordability = Best Value for a four-year degree

RHODE ISLAND COLLEGE Office of Undergraduate Admissions
The Forman Center
600 Mt. Pleasant Ave.
Providence, RI 02908-1996

CONGRATULATIONS!

BE BOLD.

PROPEL YOUR FUTURE.

We Missed You.

Register and be entered to win multiple prizes, including an Apple Watch and BEATS headphones (the sooner you register the more chances you have to win!).

We look forward to seeing you on campus this fall.

RHODE ISLAND COLLEGE

Sponsored by Pepsi

PROPEL YOUR FUTURE.

We Missed You.

Register and be entered to win multiple prizes, including an Apple Watch and BEATS headphones (the sooner you register the more chances you have to win!). Sponsored by Pepsi

RHODE ISLAND COLLEGE

2020 VIRTUAL

ADMISSIONS OPEN HOUSE

Monday, November 2 – Friday, November 13

RHODE ISLAND COLLEGE

BE BOLD

RHODE ISLAND COLLEGE

Rhode Island College,
a quality four-year degree without the debt!

With nationally recognized academic programs and tuition that is among the lowest in the region, RIC offers the best value in education in the Northeast:

- Over 90 majors in Arts, Science, Education, Business, Nursing and Social Work.
- Ranked #3 in New England by U.S. News and World Report for social mobility.
- Hundreds of hands-on internships, research and study abroad opportunities.
- Average class size of 18 makes it easy to connect with your faculty and advisors.
- 21 Div. III varsity athletic teams.

Opportunity awaits you at Rhode Island College.
Apply by Feb 1 and receive your decision in two weeks!

Best wishes.

Apply Now!

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