



**BE BOLD**

Brand Style Guide v1  
July 31, 2020

# Table of Contents

<b>Introduction</b>	3
<b>Core Brand Elements</b>	4
The brand story	5
Logo & tagline	6
Clear space & minimum size	7
Color palette	8
Copy tone	9
<b>Supporting Brand Elements</b>	10
Full-color photography	11
Black & white photography	12
Duotone photography	13
Editorial typography	15
Campaign typography	16
<b>Brand Creative</b>	18
<b>Packaging &amp; Production</b>	29
<b>Contact</b>	30

# Introduction

Rhode Island College is at the forefront of transforming the future of higher education with an affordable, high-quality and flexible academic experience that welcomes everyone.

Our distinctive brand story, voice and assets are the core elements of the Rhode Island College brand identity and aid in establishing visual and verbal awareness across all communications.

This brand style guide provides guidelines and tools to consistently express and apply the Rhode Island College brand identity across all internal and external communications.

# Core Brand Elements

# The brand story

Representing the collective voices of our students, faculty, alumni and community, this manifesto 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.

Now is your time.  
To make big things happen.

Be bold.  
Rhode Island College.

# Logo & tagline

## 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.

## Tagline

"Be Bold" is the Rhode Island College tagline that reinforces the resilient mindset of the campus community. This powerful statement both defines who we are and empowers all to seize the opportunity.

The logo/tagline lockup should be used in all communications materials, including video and audio, unless doing so would interfere or compete with the overall visual look or messaging tone.

Burgundy



Burgundy



**BE BOLD**

Yellow



Yellow



**BE BOLD**

Black



Black



**BE BOLD**

# Clear space & minimum size

## Clear space

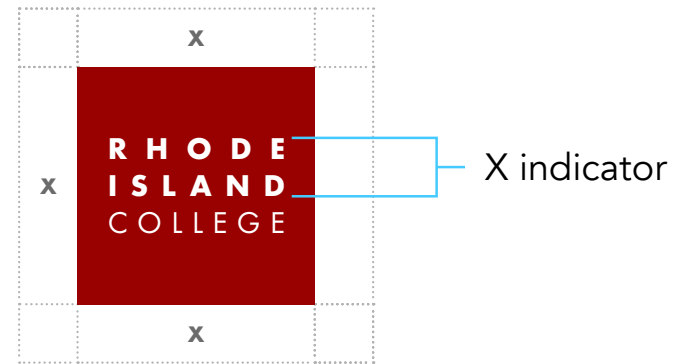
The Rhode Island College logo exists in a variety of file formats to meet all brand application needs. Never alter the spacing, relative size or orientation of the logo.

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.

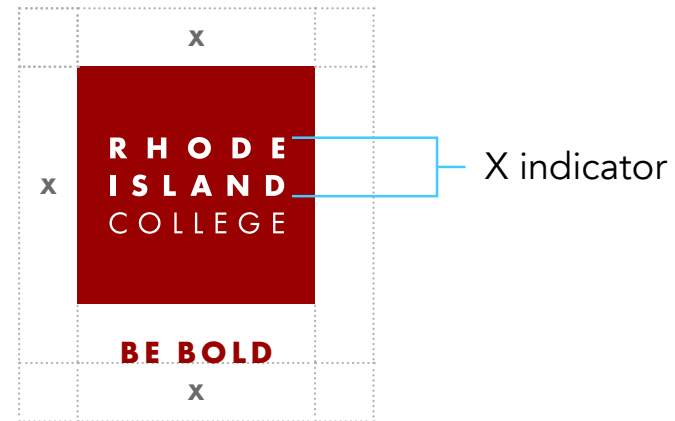
## Minimum size

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



# 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.).



# Copy tone

Rhode Island College is at the forefront of transforming the future of higher education 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.

---

## 2020 campaign communications

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.

# 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 campaign 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

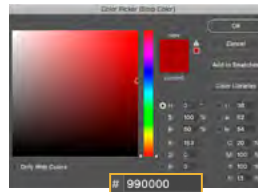
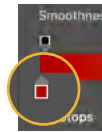
1. Select a photo with enough contrast and visual information for darks and lights to distinguish themselves from each other.



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.



# 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

# Campaign 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, as well as headline treatments for Rhode Island College's 2020 campaign.

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



# Campaign typography

## 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

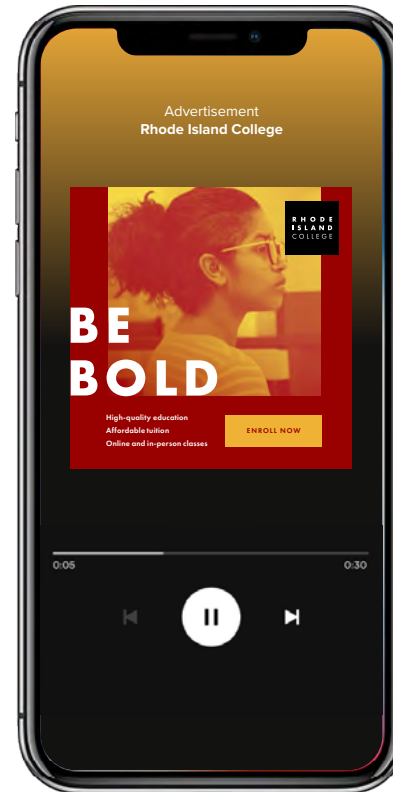
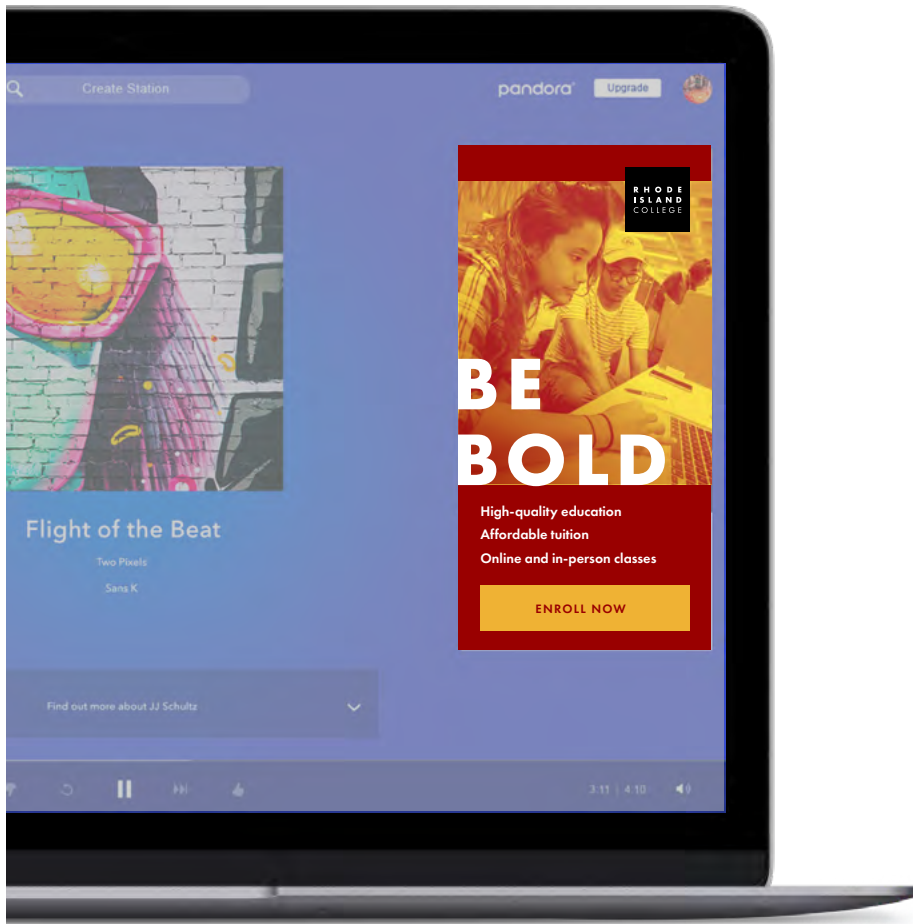
Futura PT Bold  
30 pt sentence case

**There's no  
better time  
to be bold.**

# Brand Creative

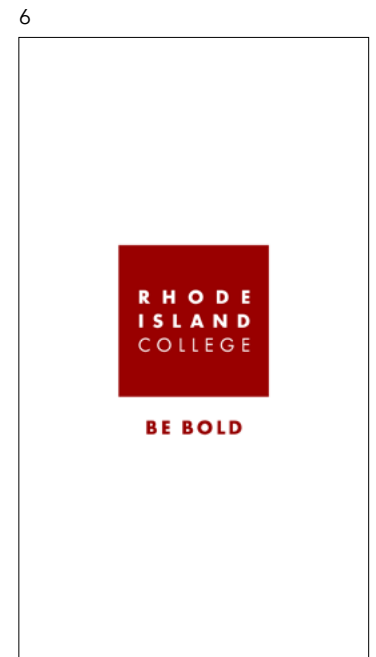
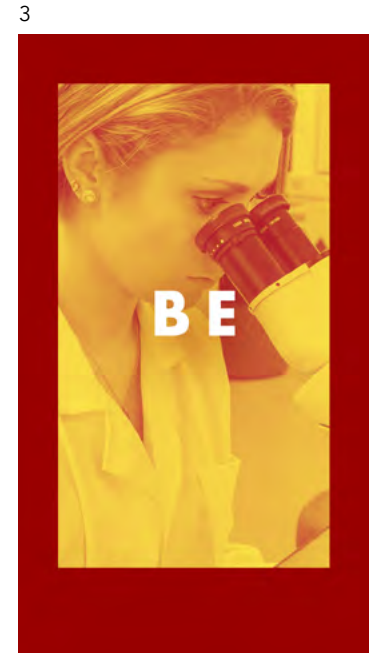
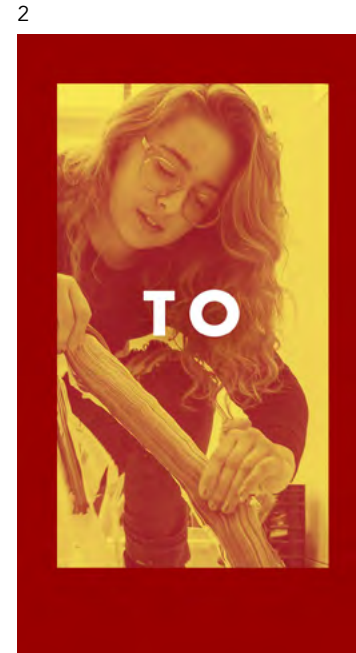
# Digital banners

2020 Be Bold campaign



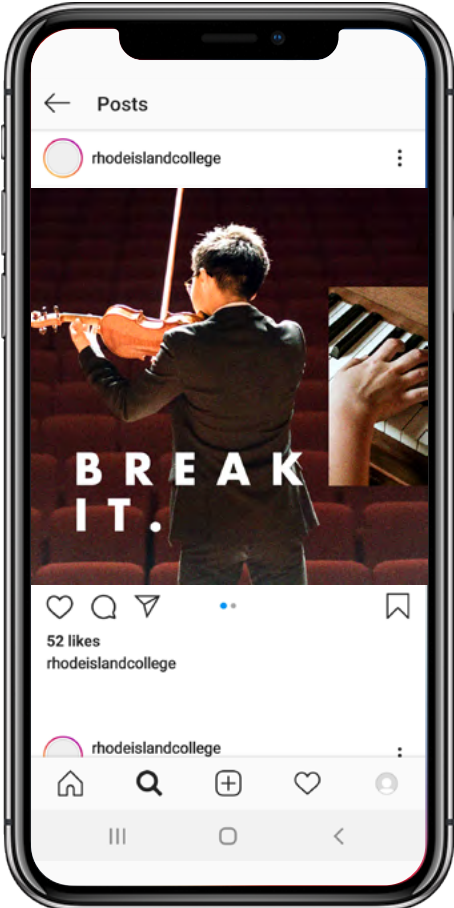
# Digital GIF

2020 Be Bold campaign



# Social media carousel

2020 Be Bold campaign





# Print

2020 Be Bold campaign



# Billboard

2020 Be Bold campaign

# Video & motion graphics

2020 Be Bold campaign



[Play video](#)

# Scripts

---

## Video

:30

We're not just a state college,  
we are a college built for the state of today's world.

Where you learn by doing,  
putting passion into practice.

And you grow by leading,  
turning insight into impact.

Through a high-quality education,  
with online and in-person classes.

To keep you moving forward,  
with less debt holding you back.

There's no better time,  
to be bold.

*Art Card:*

Enroll Today  
Visit RIC.edu

## Radio

Language complements video script, but is more direct, since the medium does not allow for visuals to tell part of the story.

:15

We are a college built for the state of today's world.

Where you learn by doing,  
and you grow by leading.

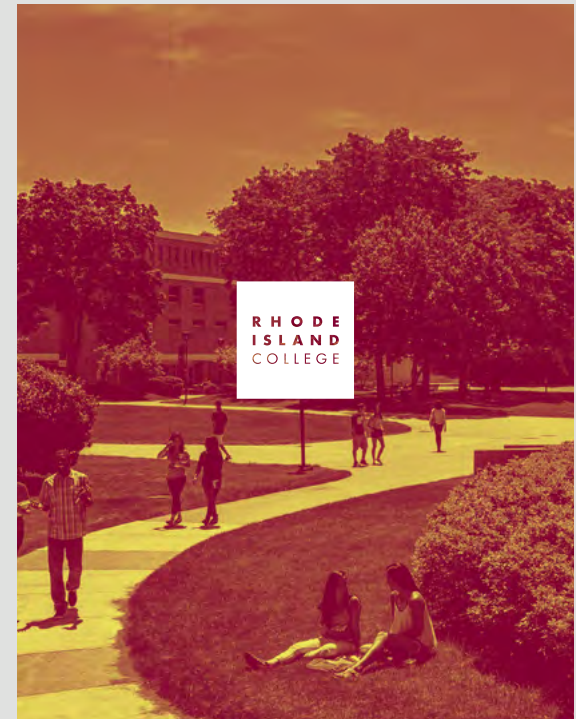
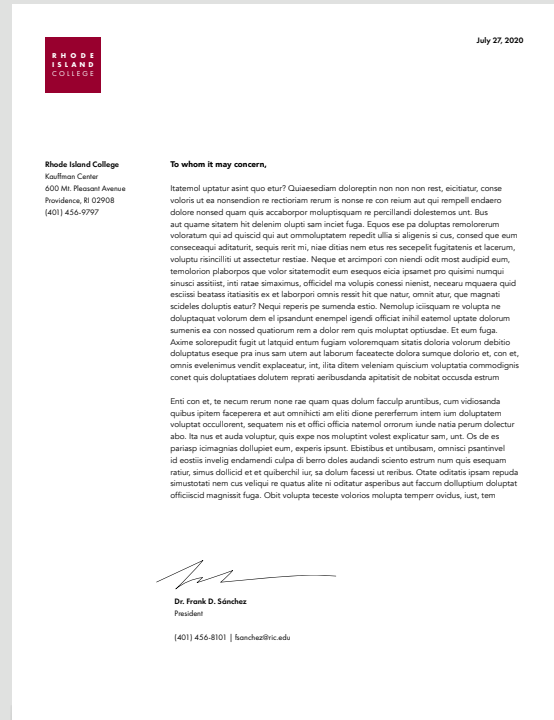
Through a high-quality education,  
with online and in-person classes.

To keep you moving forward,  
with less debt holding you back.

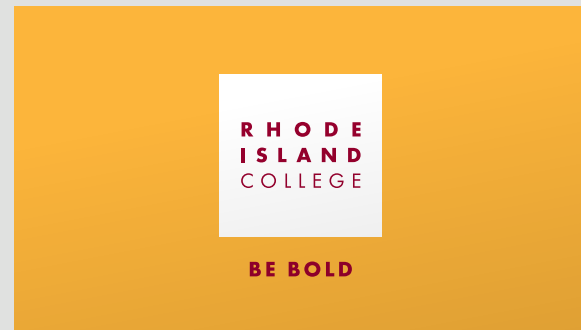
Enroll Today  
Visit RIC.edu



# 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.

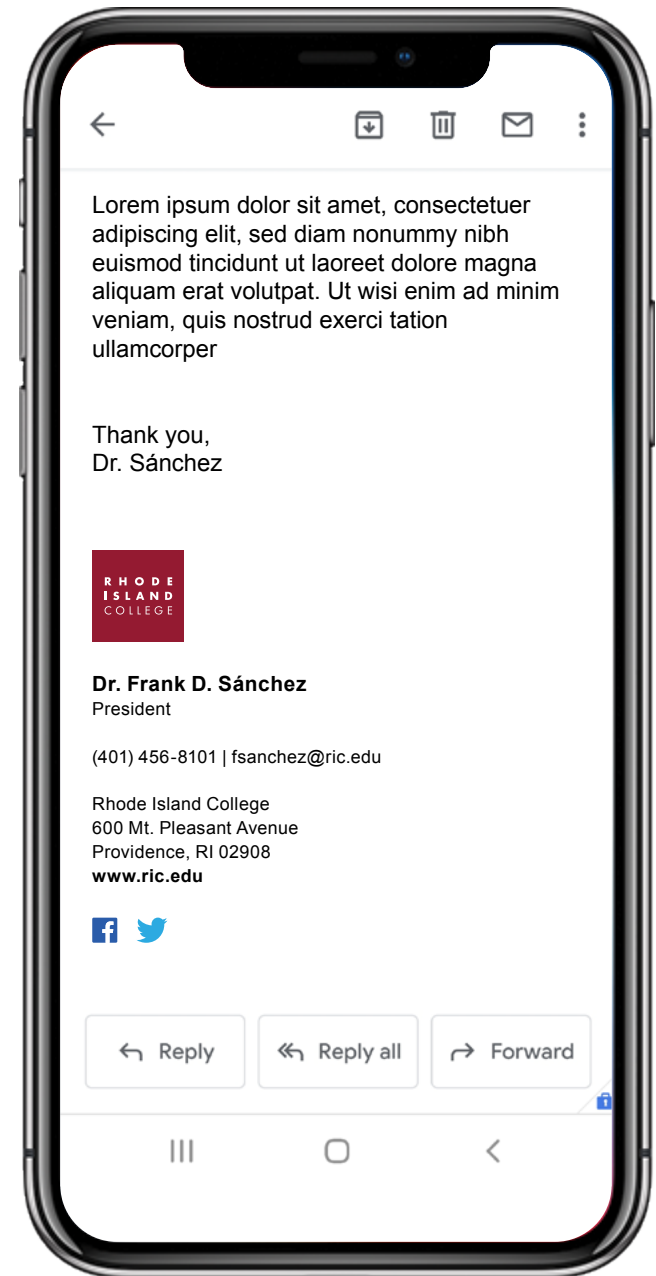


  
**Dr. Frank D. Sánchez**  
President

(401) 456-8101 | [fsanchez@ric.edu](mailto:fsanchez@ric.edu)

Rhode Island College  
600 Mt. Pleasant Avenue  
Providence, RI 02908  
[www.ric.edu](http://www.ric.edu)



# Editorial spread

RHODE  
ISLAND  
COLLEGE

## Now is your time to make big things happen.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque nec risus vitae nisi bibendum vulputate at quis diam. Mauris risus sem, aliquet et efficitur vitae, facilisis sit amet justo. Nam at nibh eget elit efficitur bibendum. Pellentesque interdum tellus ut dolor egestas ornare. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean sed pulvinar est, vitae ullamcorper augue. Curabitur aliquet tortor congue, vehicula ipsum in, volutpat nunc. Vestibulum sollicitudin justo ac justo hendrerit elementum. Vivamus eu accumsan ligula, et sollicitudin est. Phasellus ac sapien ac nunc vehicula eleifend. Nullam tincidunt porttitor purus, vitae fringilla dolor malesuada a. Curabitur vel varius neque.

Integer pretium ullamcorper molestie. Donec ac rhoncus lorem. Suspendisse sagittis, massa a faucibus viverra, purus lacus volutpat diam, vitae accumsan orci tortor ac risus. Integer varius ac arcu faucibus ullamcorper. Fusce iaculis malesuada blandit. Aliquam consectetur mollis quam a faucibus. Suspendisse tempus consequat vehicula. Pellentesque varius condimentum tellus, non fermentum nunc ultrices sit amet. Phasellus sit amet nibh turpis. Etiam mattis ex et condimentum tincidunt. Ut pulvinar odio eu felis dictum ultrices. Integer dapibus a tellus ac lobortis. Suspendisse consectetur turpis at enim fringilla, sit amet efficitur sapien porta. Maecenas finibus, purus sit amet mollis

finibus, ipsum leo condimentum dolor, at egestas arcu tortor vestibulum mi. Etiam condimentum velit libero, non venenatis mi hendrerit vel. Cras eu egestas elit, a venenatis est. Vivamus malesuada lacus dui, vitae porttitor orci volutpat finibus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nam egestas nulla at bibendum efficitur. Aenean pharetra ullamcorper arcu vel porta. Aenean ac hendrerit erat, at vehicula lectus. Sed gravida orci nec euismod elementum.

*Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Pellentesque nec risus vitae.*

Quisque nulla nunc, elementum non tristique eget, posuere et mi. Nullam scelerisque lobortis auctor. Aliquam non rhoncus lacus, non tempor purus. Donec egestas fermentum posuere. Ut a urna dui. Duis bibendum tortor felis, et feugiat lorem pretium sed. Vivamus sodales quam id nunc sagittis, eleifend lobortis lacus aliquet. Curabitur convallis egestas commodo. Pellentesque dignissim arcu a purus luctus, eu eleifend risus consequat.

HIGH QUALITY • AFFORDABLE • FLEXIBLE

*Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Pellentesque nec risus vitae nisi  
bibendum vulputate at quis  
diam. Mauris risus sem, aliquet  
et efficitur vitae, facilisis sit amet  
justo. Nam at nibh eget elit  
efficitur bibendum.*

### Headline goes here.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque nec risus vitae nisi bibendum vulputate at quis diam. Mauris risus sem, aliquet et efficitur vitae, facilisis sit amet justo. Nam at nibh eget elit efficitur bibendum. Pellentesque interdum tellus ut dolor egestas ornare. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean sed pulvinar est, vitae ullamcorper augue. Curabitur aliquet tortor congue, vehicula ipsum in, volutpat nunc. Vestibulum sollicitudin justo ac justo hendrerit elementum. Vivamus eu accumsan ligula, et sollicitudin est. Phasellus ac sapien ac nunc vehicula eleifend. Nullam tincidunt porttitor purus, vitae fringilla dolor malesuada a. Curabitur vel varius neque.

Integer pretium ullamcorper molestie. Donec ac rhoncus lorem. Suspendisse sagittis, massa a faucibus viverra, purus lacus volutpat diam, vitae accumsan orci tortor ac risus. Integer varius ac arcu faucibus ullamcorper. Fusce iaculis malesuada blandit. Aliquam consectetur mollis quam a faucibus. Suspendisse tempus consequat vehicula. Pellentesque varius condimentum tellus, non fermentum nunc ultrices sit amet. Phasellus sit amet nibh turpis. Etiam mattis ex et condimentum tincidunt. Ut pulvinar odio eu felis dictum ultrices.

Integer dapibus a tellus ac lobortis. Suspendisse consectetur turpis at enim fringilla, sit amet efficitur sapien porta. Maecenas finibus, purus sit amet mollis finibus, ipsum leo condimentum dolor, at egestas arcu tortor vestibulum mi. Etiam condimentum velit libero, non venenatis mi hendrerit vel. Cras eu egestas elit, a venenatis est. Vivamus malesuada lacus dui, vitae porttitor orci volutpat finibus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nam egestas nulla at bibendum efficitur. Aenean pharetra ullamcorper arcu vel porta. Aenean ac hendrerit erat, at vehicula lectus. Sed gravida orci nec euismod elementum.

Proin sollicitudin varius suscipit. Proin non dolor a ex imperdiet vulputate a non nibh. Donec molestie, lectus in molestie vestibulum, ligula ipsum ultrices nisi, sit amet malesuada orci mauris eget purus. Maecenas posuere quam non mi interdum convallis. Quisque commodo tellus sit amet orci lacinia lobortis. Nunc ac tellus nulla. In hac habitasse platea dictumst. Vivamus quis lacinia metus. Nullam ornare sem at

D  
A  
R  
E  
T  
O  
B  
O  
L  
D

2

# Production & Packaging

[Logos](#)

[Letterhead & envelope](#)

[Business card](#)

[Banner ads](#)

[Email signature](#)

[Brand style guide](#)

[Research documents](#)

# Contact

Kimberly Conway Dumpson, JD, CFRE  
Vice President for College Advancement and External Relations

Rhode Island College  
Kauffman Center  
600 Mt. Pleasant Avenue  
Providence, RI 02908  
(401) 456-9797 (Office)  
kdumpson@ric.edu

## **(add)ventures contact**

Alexis Gorriaran  
vice president, events + experiences

(add)ventures HQ  
20 Risho Avenue  
East Providence, RI 02914  
(401) 453-4748  
agorriaran@addventures.com