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The **Brand Model** is a conversion of the **functional benefits**, features of the brand, the **practical benefits**, problems the brand can solve or obstacles it can overcome, and **emotional benefits**, feelings the brand engenders with those who encounter it. The conversion of these benefits is the **brand commitment**. The brand commitment is the core of the position statement.
To distinguish the Rio Grande brand, **Personality Traits** are created based on the insights of brand stakeholders and the convergence of the Brand Model. Each trait is defined to be specific to the Rio Grande personality and used as a benchmark for all brand promotions and activities.
The **Position Statement** is Rio Grande’s stake in the marketplace. It includes the target audience, brand commitment and key benefits that act as reasons to believe the Rio Grande position.

For students, faculty, administrators and staff...

**Rio Grande** is a combined community college and private university with a safe, empowering environment providing personal attention that makes it possible to push beyond expectations through an intimate, connected campus community, supportive professors who know students well enough to help them create an individualized college experience, the opportunity for everyone to participate in sports and extracurricular activities, and an excellent education at an affordable price.

**Rio Grande’s mission is to maintain rigorous standards in its undergraduate, graduate, and adult education programs and to engage students from a wide spectrum of abilities and backgrounds while consistently preparing students for the challenges of living fulfilling lives, reaching career goals, and being responsible citizens in a culturally diverse, global community.**
The **Message Platforms** are based on the functional, practical, and emotional benefits of Rio Grande and become, with consistent use reasons to believe Rio Grande’s position in the marketplace.

- **The Rio Grande experience provides students with personal attention that pushes them beyond their expectations.**

- **Rio Grande is the only combined community college and private university in the United States, whose unique collaboration provides a variety of benefits to its students.**

- **Rio Grande provides an intimate, connected campus community.**

- **Rio Grande is a safe, empowering environment.**

- **Rio Grande has supportive professors who know their students well and help to individualize the college experience.**

- **Every student at Rio Grande has the opportunity to participate in sports and extracurricular activities.**
Consistent application of the brand’s personality, message and identity will help to secure and reinforce Rio Grande’s position in the marketplace. This document is a guide to the use of all these elements. When this document is used as a benchmark, it can help maintain consistent, clear communications to everyone who interacts with the Rio Grande brand.

**Graphic Standards**, the consistent use of the Rio Grande messages, logo, color palette, fonts and imagery will build a recognized Rio Grande identity in the marketplace. This document is a guide to the use of all these elements. When this document is used as a benchmark, it can help maintain consistent, clear communications to everyone who interacts with the Rio Grande brand.

If you need help using or interpreting these standards, please contact:

**Jean Ann Vance**  
*Director of Publications*  
javance@rio.edu  
740.245.7073
The combined University of Rio Grande and Rio Grande Community College logo is a representation of the school’s history and vision. It represents the deeply rooted traditions and long-standing commitment to excellence.

The logo consists of 2 elements. The first is a customized rendering of the Rio Grande name in a modified version of the type font Emporio. The customized design makes it unique to Rio Grande.

The second element is a contemporary shield depicting four elements: our location in the rolling hills of Ohio; the rising sun, representing knowledge, career preparation and vision; Rio Grande initials; and the date the school was founded.

The combined logo is the primary logo, but a separate university logo is maintained for specific uses outlined later in this document.
There are 2 primary versions of the combined logo. The preferred is a horizontal format including the tag line. The alternate logo is a vertical format with the tag line.
There are 2 secondary versions of the logo that do not include the tag line and should only be used when the one-of-a-kind language is used in a headline or prominently in the main portion of the document. Secondary logos can also be used when the space available for the logo is not large enough to include the tag line.
The shield was designed to work with the logo or occasionally as a stand-alone graphic. Please see page 16 for the specific guidelines.

When used alone the shield can only be printed in PMS 1807, solid black, 10% black, and 3% black when creating a watermark effect.
Logo Clearance and Minimum Size

These clearance guidelines should be used for all logo applications.

When any of the logos are used in materials with photography, illustration or other text, a minimum amount of clear space must surround the logo. This space is equal to the width of the letter “G” in the shield.

Minimum Reproduction Size

The primary logo with the shield may not be reproduced any smaller than 2 1/8 inches in width.
The use of all Rio Grande logos is more flexible than the standard one-color positive image. These variations provide choices for all types of communication materials that represent the school. For one-color applications, use PMS 1807 or solid black.

When reversing any of the logos, use a solid color as the background and knock out the logo in white. It is acceptable to reverse the logos in a background color other than the Rio Grande red or black, but use caution when doing this. Do not print any of the logos in colors other than PMS 1807 or solid black.
Using the primary logos correctly will maintain consistency and build the Rio Grande position in the marketplace. Please follow the guidelines below.

**DO** use the primary forms of the logos whenever possible.

**DO** maintain the minimum clear space and reproduction size.

**DO** use the PMS 1807 or solid black logo version on a white background whenever possible.

**Do Not** change the colors of the logo.

**Do Not** recreate the logo or alter the composition—digital files are available from Jean Ann Vance.

**Do Not** place other graphics on or close to the logo.

**Do Not** print the color version of the logo on colored paper—this will change the color of the logo. If you must use a colored paper, choose the black version of the logo.

**Do Not** print the logo in a color other than PMS 1807 or solid black.

**Do Not** distort the proportion of the elements of the logo.
Using the shield correctly will maintain consistency and build the Rio Grande position in the marketplace. Please follow the guidelines below.

**DO**
- us the shield in PMS 1807 or solid black.
- maintain clear space around the shield.
- print the shield on the preferred white background.

**Do Not**
- change the colors of the shield.
- recreate the shield or modify the individual elements of the shield—digital files are available from Jean Ann Vance.
- place other graphics on or close to the shield.
- use special fills, such as gradient fills—the shield must always have a solid color fill.
- print the color version of the shield on colored paper—this will change the color of the shield. If you must use a colored paper, choose the solid black version of the shield.
- distort the proportion of the shield.
HLC

The Higher Learning Commission (HLC) is an independent corporation and one of two commission members of the North Central Association of Colleges and Schools (NCA), which is one of six regional institutional accreditors in the United States. The Higher Learning Commission accredits degree-granting post-secondary educational institutions in the North Central region.

- Use the HLC logo on Rio Grande print and digital communications.
- Be sure to include a link to the HLC Statement of Affiliation Status (SAS) and/or the Organizational Profile (OP) to provide assistance to the consumer public and to promote a better understanding of the accreditation relationship.
- The HLC logo should be 50% the size of the Rio Grande logo.
- Place the logo at the end of printed documents opposite the Rio Grande logo, or the end of digital content.
NCATE Accreditation Logo

The National Council for Accreditation of Teacher Education (NCATE) is the profession’s mechanism to help establish high quality teacher preparation. Through the process of professional accreditation of schools, colleges and departments of education, NCATE works to make a difference in the quality of teaching and teacher preparation.

- Always use the NCATE logo on print and digital communications about teacher education.
- The logo can also be added to Rio Grande general information print and digital documents if space is available.
- The NCATE logo should be 50% the size of the Rio Grande logo.
- Place the logo at the end of printed documents opposite the Rio Grande logo, or the end of digital content.

Stay connected with our digital communications about NCATE accreditation.
CHEA
The Council for Higher Education Accreditation (CHEA) verifies accreditation. “Accreditation” is review of the quality of higher education institutions and programs. In the United States, accreditation is a major way that students, families, government officials and the press know that an institution or program provides a quality education.

Whether a college, university or program is accredited is important:

- Students who want federal (and sometimes state) grants and loans need to attend a college, university or program that is accredited.
- Employers ask if a college, university or program is accredited before deciding to provide tuition assistance to current employees, evaluating the credentials of new employees, or making a charitable contribution.
- The federal government requires that a college, university or program be accredited in order to be eligible for federal grants and loans or other federal funds.
- State governments require that a college, university or program be accredited when they make state funds available to students or institutions and when they allow students to sit for state licensure examinations in some professional fields.

CHEA Logo Guidelines

- Use the CHEA logo on the Rio Grande website and printed communications that include general information about the school.
- The CHEA logo should be 50% the size of the Rio Grande logo.
- Place the logo at the end of printed documents opposite the Rio Grande logo, or the end of digital content.
International Assembly for Collegiate Business Education

In the interest of accountability, accredited members of the IACBE must publicly and accurately disclose information pertaining to their IACBE-accredited business programs.

Once program accreditation has been granted by the IACBE, an institution must denote this status on its website and in its catalog and official publications, and may denote it in its advertising. The form of notice and specific permissible language is prescribed by the IACBE. Such notice should, in all cases, clearly delineate the name of the business programs that are accredited.

- The form of notice that must be used on the institution’s website and in its catalog and other official publications is provided below.
- Statements should be 2 points smaller than the Rio Grande tag line and no smaller than 6 points.

IACBE Recommended Language

[Institution’s name] has received specialized accreditation for its business programs through the International Assembly for Collegiate Business Education (IACBE), located in Lenexa, Kansas, USA. The business programs in the following degrees are accredited by the IACBE:

- Doctor of [Philosophy, Business Administration, etc.] in [list of fields] with concentrations/emphases in [list of concentrations/emphases] (if applicable)
- Master of [Business Administration, Science, Arts, etc.] in [list of fields] with concentrations/emphases in [list of concentrations/emphases] (if applicable)
- Bachelor of [Business Administration, Science, Arts, etc.] in [list of majors] with concentrations/emphases in [list of concentrations/emphases] (if applicable)
- Associate of [Science, Arts, etc.] in [list of majors] with concentrations/emphases in [list of concentrations/emphases] (if applicable)
The Rio Grande brand has a rich color palette. Each color is inspired by a brand personality characteristic. The primary color is PMS 1807, red. When creating any piece, red should be the dominant color. Use of the other colors should be as secondary colors or accents. Following these guidelines will ensure that any communication is consistent and recognizable as the Rio Grande brand.

PMS 1807 is the primary color in the Rio Grande palette and should be the dominant color in any communication.

- **PMS 1807**
  - CMYK: 0/100/96/28
  - RGB: 181/18/27

- **PMS 7505**
  - CMYK: 0/30/70/55
  - RGB: 86/54/13

- **PMS 7501**
  - CMYK: 0/4/20/6
  - RGB: 204/184/135

- **Black**
  - CMYK: 0/100/96/28
  - RGB: 181/18/27

- **PMS 144**
  - CMYK: 0/48/100/0
  - RGB: 234/120/29

- **PMS 877 (Metallic)**
  - CMYK: 0/0/0/40
  - RGB: 120/122/124

- **PMS 623**
  - CMYK: 32/0/24/10
  - RGB: 150/179/164
Rio Grande has 2 primary \textit{typefaces}—Myriad Pro, a \textit{sans serif} font, and Adobe Caslon Pro, a \textit{serif} font. These \textit{fonts} should be used in all printed communications. Generally headlines should be printed in Myriad Pro bold and text should be in Adobe Caslon Pro regular. On the web, Arial can be used in place of Myriad Pro and Times New Roman can be used in place of Adobe Caslon Pro.

\textbf{Print Fonts}

Myriad Pro Regular
ABCD\text{efghijklm}nopqrstuvwxyz
1234567890!@#$%^&*:;

Myriad Pro Semi Bold
ABCD\text{efghijklm}nopqrstuvwxyz
1234567890!@#$%^&*:;

Myriad Pro Bold
ABCD\text{efghijklm}nopqrstuvwxyz
1234567890!@#$%^&*:;

Adobe Caslon Pro Regular
ABCD\text{efghijklm}nopqrstuvwxyz
1234567890!@#$%^&*:;

Adobe Caslon Pro Bold
ABCD\text{efghijklm}nopqrstuvwxyz
1234567890!@#$%^&*:;

\textbf{Web Fonts}

Arial Regular
ABCD\text{efghijklm}nopqrstuvwxyz
1234567890!@#$%^&*:;

Arial Bold
ABCD\text{efghijklm}nopqrstuvwxyz
1234567890!@#$%^&*:;

Times New Roman Regular
ABCD\text{efghijklm}nopqrstuvwxyz
1234567890!@#$%^&*:;

Times New Roman Bold
ABCD\text{efghijklm}nopqrstuvwxyz
1234567890!@#$%^&*:;
The photo frame is a brand hallmark to emphasize the unique one-of-a-kind nature of the people of Rio Grande.

- Frame the face of the central character of a photograph—a student, faculty or staff member.

Frame the face of the central character in a photograph—in these images the person looking at the camera.
The frame pattern is an accent that can be used as a background element to add texture to a layout.

- Use the pattern with a solid background in any of the brand colors with the pattern at 80% of the color.

Pattern sample.

The pattern can be used as a header or footer to a page layout.
The sunrise element of the Rio Grande logo can be used as a brand hallmark. It is an accent and should not dominate the page or the design.

- The graphic can be used as a watermark in a screen of black or one of the brand colors. The appearance of the watermark should be no more than 10% of the color.

- If the graphic is used as other than a watermark it should not be larger than the Rio Grande logo on the page or spread.
These are sample pages of a view book of Rio Grande. They are designed to reflect the one-of-a-kind nature of the school and the unique attributes of students, faculty and staff.

- Use the combined university/community college logo without the tag line when the one-of-a-kind language is used in the headline copy, as in the cover sample.
- Use the combined logo with the tag line when the headline copy refers to something else.
Below are some alternate page layouts for the view book. Depending on the page topic and artwork, the layout can be adjusted to fit the content.

- **The Rio Grande logo does not need to be on each page, but should be included on each spread.**
Rio Grande stationery can be obtained from the campus printshop located in Allen Hall.

- **Rio Grande Letterhead**
Rio Grande envelopes can be obtained from the campus printshop located in Allen Hall.

- Rio Grande Envelope

The envelope can be customized for each department.

Contact Jean Ann Vance for a digital file.
Rio Grande business cards are printed by the campus printshop in Allen Hall.

- **Rio Grande 2-Sided Business Card**

Front

![Front Side Image]

**Name**

Title

P.O. Box 500  
Rio Grande, OH 45674  
www.rio.edu

**Front Contact Information**

- **p:** 740.245.7030
- **c:** 740
- **f:** 740
- **e:** @rio.edu

Back

![Back Side Image]

**You’re one of a kind. So are we.**
Rio Grande notecards and envelopes can be obtained from the campus printshop in Allen Hall.

- **Rio Grande notecard**

- **Rio Grande A2 Envelope**
Rio Grande Powerpoint templates can be located on the Rio Grande public drive or by contacting Jean Ann Vance.

- Rio Grande Powerpoint Templates

Contact Jean Ann Vance for a digital file.
Rio Grande Powerpoint templates can be located on the Rio Grande public drive or by contacting Jean Ann Vance.

- Rio Grande Powerpoint Templates
The RedStorm logo represents the Rio Grande athletics program.

There is 1 version of the RedStorm logo.

Contact Jean Ann Vance for a digital file.
There are 2 RedStorm icon versions that represent the Rio Grande athletics program.

RedStorm Icon #1

RedStorm Icon #2

Contact Jean Ann Vance for a digital file.
**Brand Commitment**—the conversion of functional, practical and emotional benefits and the core of the position statement (page 3)

**Brand Model**—the essential elements of a brand including the features, problems the brand can solve and feelings the brand engenders when encountered (page 3)

**CHEA**—The Council for Higher Education Accreditation verifies the accreditation of higher-education institutions (page 18)

**CMYK**—acronym for the four process colors used in printing a “full color” image: cyan, magenta, yellow and key (black) (page 20)

**Color Palette**—the range of colors used by a brand (page 20)

**Digital**—the process by which a computer electronically translates information into visible images on monitors or paper (page 16)

**Emotional Benefits**—feelings the brand engenders with those who encounter it (page 3)

**Font**—a set of type of one particular face and size (page 21)

**Functional Benefits**—features of the brand (page 3)

**Graphic Element**—a visual element related to a brand (page 11)

**Graphic Standards**—the defined use of a brand’s logo, colors, fonts and imagery (pages 7-21)

**HLC**—The Higher Learning Commission accredits degree-granting post-secondary educational institutions in the North Central region (page 16)

**IACBE**—International Assembly for Collegiate Business Education verifies the quality of higher education business programs (page 19)

**Logo**—a symbol or other small design adopted by an organization to identify itself (pages 8-15)

**Message Platforms**—key brand statements derived from the functional, practical and emotional benefits of the brand as used as a basis for all brand communications (page 6)

**NCATE**—The National Council for Accreditation of Teacher Education is the profession’s mechanism to help establish high quality teacher preparation (page 17)

**PMS (Pantone)**—the Pantone Matching System. A proprietary color identification system employing a numerical identification of specific colors, commonly used by graphic designers and printers to communicate color information. (page 13)

**Tag Line**—a promotional statement that summarizes a brand’s position (page 9)

**Typeface**—a particular design of type (page 21)

**Typography**—the style and appearance of print and digital pieces (page 21)