



Richard Bland College

Transitional Brand Guidelines

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About

Richard Bland College

Richard Bland is a selective, residential, two-year college offering academically rigorous programs, experiential learning opportunities, financial assistance for high-performing students, and intercollegiate athletics. The College boasts a small and diverse student population on a picturesque 750-acre campus located 30 minutes south of Richmond, Virginia.

www.rbc.edu

Office of Admissions

(804) 862-6100

11301 Johnson Road

South Prince George, VA 23805



Master logo
stacked



Richard Bland College



Master logo

horizontal



Logo variations

stacked



One Color - Blue



Three color



White - Reverse



Logo variations

horizontal



One Color -



Two Color - Green, Gray



White - Reverse



Logo variations

square



Three Color - Blue rbc.edu



White - Reverse



Three Color - White rbc.edu



Logo usage



Exclusion zones

Always allow a minimum safe space around the logo. The safe space for each logo is twice the height of the logo.



Minimum width

The logo minimum width in any application should be large enough to be legible.

Stacked: 125px x 68px Horizontal: 150px x 24px



Maximum width

There is no maximum size defined for RBC logos.



Typography

Lato

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Semiotics aesthetic freegan pour-over jianbing.
ARTISAN BLOG RETRO NEUTRA.

Italic

Semiotics aesthetic freegan pour-over jianbing.
ARTISAN BLOG RETRO NEUTRA.

Black

Semiotics aesthetic freegan pour-over jianbing.
ARTISAN BLOG RETRO NEUTRA.



Typography

BEBAS NEUE

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

no lower case

1234567890!@#\$%^&*[]_+="':?><

Regular

SEMIOTICS AESTHETIC FREEGAN POUR-OVER JIANBING.
ARTISAN BLOG RETRO NEUTRA.

Italic

*SEMIOTICS AESTHETIC FREEGAN POUR-OVER JIANBING.
ARTISAN BLOG RETRO NEUTRA.*

Bold

**SEMIOTICS AESTHETIC FREEGAN POUR-OVER JIANBING.
ARTISAN BLOG RETRO NEUTRA.**



Typography

Georgia

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Italic

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Bold

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.



Typography

Oswald

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Light

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Bold

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.



Transitional Brand guidelines

Color palette

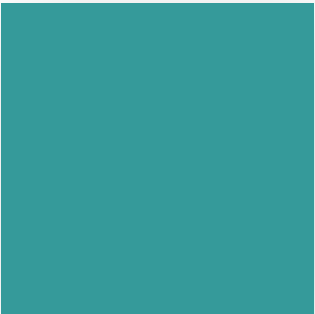
Primary



DEEP BLUE
#20376B
R32 G55 B107
C100 M74 Y0 K42

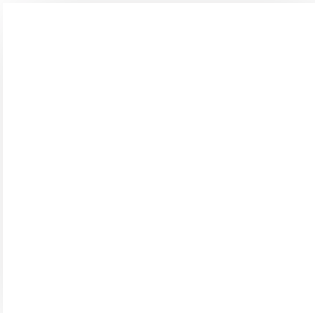


PANTONE 343
HEX/HTML 115740
R17 G87 B64
C95 M38 Y82 K42



CYAN GREEN-BLUE
#359A9A
R53 G154 B154
C76 M21 Y41 K1

Accent



PANTONE White
HTML FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0



Athletics - Logo
stacked



Master



Logomark



White - Reverse



Athletics - Logo
horizontal



One color - Green
Full color - Green, Grey, White



Black
White - Reverse



Full color- Green, Grey, White Reverse



Athletics - Typography

GeoSlab703 Md BT

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Regular

SEMIOTICS AESTHETIC FREEGAN POUR-OVER
JIANBING. ARTISAN BLOG RETRO NEUTRA.

Bold

SEMIOTICS AESTHETIC FREEGAN POUR-OVER
JIANBING. ARTISAN BLOG RETRO NEUTRA.



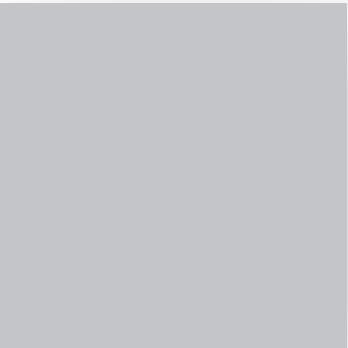
Transitional Brand guidelines

Athletics - Color palette

Primary



PANTONE 343
HEX/HTML 115740
R17 G87 B64
C95 M38 Y82 K42



PANTONE 422
HEX/HTML 9EA2A2
R158 G162 B162
C41 M29 Y31 K9



DEEP BLUE
#20376B
R32 G55 B107
C100 M74 Y0 K42



PANTONE White
HTML FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0



Contact your marketing department



Richard Bland College



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Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CYMK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.



Transitional Brand guidelines

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.





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