REEDLEY COLLEGE
Style, Branding and Graphics Guide

INTRODUCTION

The Reedley College Office of Marketing and Communications provides this guide in creating visual communications for Reedley College (RC), The use of logos and branding is very important to the college's image within the community, among faculty and staff, current students, and impressions to prospective students. In order to maintain a positive, clear, consistent, and unified message, it is important to follow the standards provided in this guide. This guide will provide specific guidance in the use of logos.

The Office of Marking and Communications encourages diversity in department flyers and communications, and following this guide will help ensure the college's communications standards are being met within each department's unique message. **All flyers and visual communications need to be approved by the Office of Marketing and Communications before they are printed or published.** Please remember that all brochures need to be created by the office. As a general rule, please allow at least two weeks for creation of your publications. Actual completion dates will vary depending on the volume of requests.

REEDLEY COLLEGE ORANGE

The Reedley College logo color for orange is:
Pantone Orange 021 CVC

The only exception is for ADA compliance.

**Pantone Orange
021 CVC**

The following pages include the official logos of the college. These logos are available in the formats of vector and png. Logos can be found online at:
https://www.reedleycollege.edu/about/administration/graphic-standards-logos.html

REEDLEY COLLEGE LOGOS

Main Logo

The purpose of the Reedley College logo is to provide a visual identification of the college on all publications, websites, and social media. Because of the importance of identifying the college with its logo, and the responsibility of the logo to mark publications as official, please remember the following practices.

The logo must be proportional, keeping its height and width consistent. The logo is available in orange and black, just black, white outline, or white letters for use on black or other dark colors.

2:8 ratio

Acceptable Logo Usage

Unacceptable Logo Usage
The following are examples of IMPROPER use of the Reedley College logo:

1. Width too long

2. Height too tall

Tiger Logo

The following logos are the only Tiger logos that may be used to represent Reedley College. **NO OTHER TIGER** images may be used to represent the college, including athletics. In order to represent Reedley College in a consistent and familiar brand, everyone must use one of the official Tiger logos listed here.

Use of any other Tiger logo is prohibited.

Paw Logo

The following logos are the only paw logos that may be used to represent Reedley College. Logos must be kept proportional.

Use of any other paw logo is prohibited.

Department Logo

The following is the template for department/program/office logos on campus. We are no longer creating individual logos. This is a change to bring consistency. Contact leah.unruh@reedleycollege.edu to have a logo created for your department/program/office.

Reedley College

TITLE

Slogan (optional)

Examples:

Reedley College

PSYCHOLOGICAL SERVICES

Supporting Student Mental Health

Reedley College

FINANCIAL AID & SCHOLARSHIPS

HSI logos

Reedley College | HISPANIC-SERVING INSTITUTION

REEDLEY COLLEGE
HISPANIC-SERVING INSTITUTION
Reedley College
HSI