Community College of Rhode Island — Graphic Style Guide

CCRI OFFICIAL LOGO

The official CCRI Logo, also known as the "bug," is the primary identifying element of the graphic identity system. The Logo is reproduced in black, PMS 349 or white (reversed) only.

CCRI OFFICIAL SIGNATURE (Logo and Logotype)

The CCRI Logo, combined with the logotype consisting of the words Community College of Rhode Island, form the official CCRI Signature. For maximum clarity and visibility, a "clear zone" equal to the height of the capital "C" in Community should be maintained around each signature on any design piece. The Signature is reproduced in black, PMS 349 or white (reversed) only.

CCRI Official Signature – 1-line

CCRI Official Signature – 2-line, centered

CCRI Official Signature – 2-line, align left

CCRI Official Signature – 3-line, centered

CCRI OFFICIAL COLOR PALETTE

The official CCRI color palette uses PMS 349 green as a primary color for all pieces. The secondary palette of colors has been selected to compliment the CCRI PMS 349 green. These colors are for use in graphic elements such as backgrounds, graphic shapes and typography.

Primary

PMS 349
CMYK: 100/0/91/42
RGB: 0,112, 60
#00703c

Secondary — Brights

PMS 116
0/14/100/0
RGB: 255, 214, 0
#ffd600

PMS 376
50/0/100/0
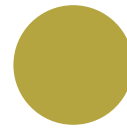RBG: 141, 198, 63
#8dc63f

PMS 144 or 1375
0/43/94/0
RGB 228, 147, 38
#E49326

PMS 325
50/0/23/0
RGB 122, 205, 203
#7acdcb

Secondary — Neutrals

PMS 457
32/28/91/2
RGB 179, 164, 65
#b3a441

Screened at 80% based on digital printing. 100% is often muddy.

PMS 7499
5/9/33/3
RGB 233, 217, 174
#e9d9ae

PMS 429
38/27/26/0
or 40% black
RGB 163, 170, 175
#a3aaaf

CCRI OFFICIAL TYPEFACES

Times New Roman Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gill Sans MT Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Unofficial display fonts are *Lobster* and Rockwell.
These fonts are used sparingly. Often used for heading or subhead emphasis and event programs.
Always use in coordination with one of the official fonts above.

STYLE GUIDE SAMPLES