ROSE STATE COLLEGE

BRAND GUIDELINES 2022

PRIMARY LOGOS

Rose State College's primary logo is a clean and strong design. This is the main logo that will be used across primary brand applications. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

All logo variations in this guide should never be altered. Position, size and color, along with the spatial and proportional relationships of the elements are predetermined and should not be changed under any circumstances.

Stack Logo

ROSE
STATE
COLLEGE

Horizontal Logo

ROSE STATE COLLEGE

WHITE SPACE

To maintain the integrity of Rose State College's branding, it is important that there is always a minimum clear space around all edges of the logos to allow the logo and elements to stand out to the reader.

It is important you adhere to this spacing to ensure the branding does not interfere with elements surrounding the logo such as other logos, text, graphics, patterns etc.

ROSE
STATE
COLLEGE

ROSE STATE COLLEGE

MINIMUM SIZE

The smallest the horziontal logo should be represented is 1.5 inch wide

ROSE
STATE
COLLEGE

MINIMUM SIZE

The smallest the stacked logo should be represented is .5 inch wide

COLOR PALLET

The Rose State College official color pallet is shown here with corresponding color formulas.

TINTS
Always use all of the colors at full 100% saturation to ensure color integrity. Do not use any of the colors at a percentage tint or transparency of the original color.

CMYK
The CMYK formula is to be used when printing will be involved. For example, when printing a flyer on your office computer or sending a brochure to a local printer use CMYK.
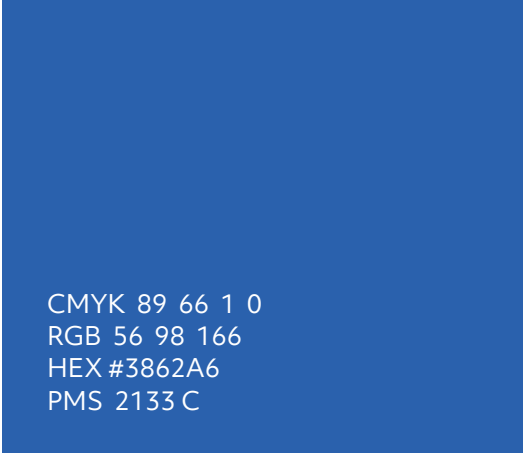
RGB
The RGB color formula is to be used in any screen-based medium. Social media graphics, website banners, slides to play on the TV displays around campus, etc.
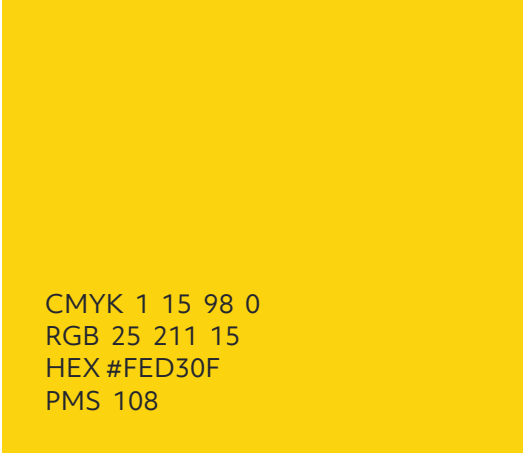
HEX#
The HEX# values are used on websites and for some apps when matching colors to be used on screen.
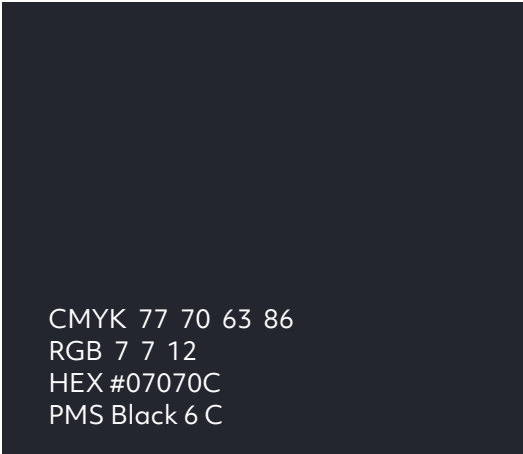
PANTONE MATCHING SYSTEM (PMS)
The PMS color is to be used for offset printing. Offset printing would be used in large quantity printing of magazines, postcards, catalogs, etc. The PMS code ensures color integrity.

CMYK 89 66 1 0
RGB 56 98 166
HEX #3862A6
PMS 2133 C

CMYK 1 15 98 0
RGB 25 211 15
HEX #FED30F
PMS 108

CMYK 77 70 63 86
RGB 7 7 12
HEX #07070C
PMS Black 6 C

CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF

BRAND FONTS

HEADLINE FONT
Tungsten is the official sans serif headline typeface for Rose State College. Tungsten is a flat-sided modern font making it best used for headlines and titles at larger font sizes.

SUBHEADING AND ACCENT FONT
Archer is the official slab serif subheading and accent typeface for Rose State College. Archer is a warm, inviting and playful font that can be used in a variety of sizes, but must not be spaced too close together where the serifs (feet on the letters) overlap and disrupt readability.

BODY COPY
Freight Sans is the official text typeface for Rose State College. Freight Sans is a warm and friendly font perfect for all situations.

All fonts can be found in the brand toolkit available to each division.

Headline Font: Tungsten

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheading and Accent Font: Archer

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Text Font: Freight Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Text Font: Freight Sans Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR USAGE

PRIMARY LOGO
The primary color choice for the logo is the blue version. Use this version in appropriate contexts.

COLOR VERSIONS
The logo may be adapted to any of the brand colors, black or white.

DARK BACKGROUNDS
In most cases, the all-white version of the logo is the safest option when the logo needs to be on a dark background. For more visual interest, you can also use the yellow version on a dark background.

CLARITY
Avoid using the logo on extremely busy backgrounds or in contexts where the contrast is low. The logo needs to always be crisp and pop against whatever background is chosen for the design.

WE'RE HERE TO HELP!
If you are ever in doubt, reach out to marketing at marketing@rose.edu

ROSE STATE COLLEGE

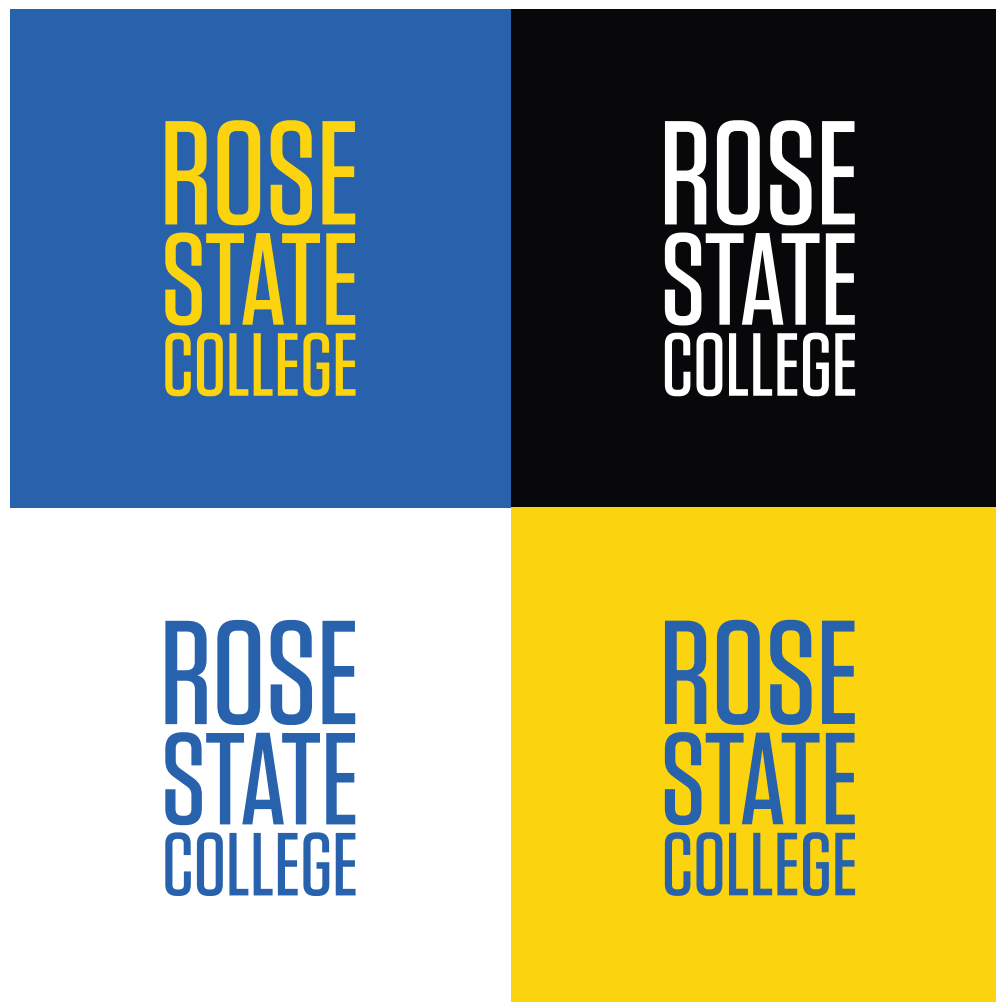ROSE STATE COLLEGE

ROSE STATE COLLEGE

ROSE STATE COLLEGE

PHOTO BACKGROUND

There are a couple ways the logos can be used on photographic backgrounds, but each option should be exercised with care, making sure the logo and type aren't obstructed by the image.

In most cases, you can use either a solid white logo on darker images or full color logo on top of a lighter background image.

TIPS:
1. Avoid busy images with too much detail.
2. Applying a darker transparent overlay on an image helps make the text more readable.
3. Finding a spot in the image that is less crowded for the logo works best.

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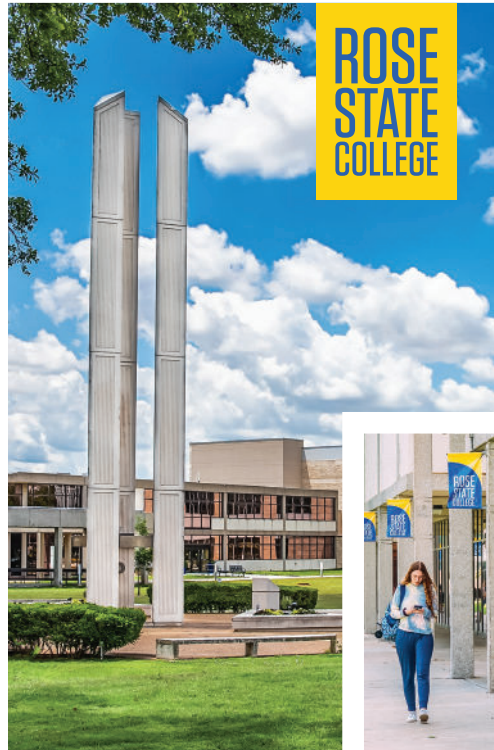
DIVISION LOGOS

Each division at Rose State College has their own logo in the formats shown here. The division logo should be used for materials unique to the division like brochures, program advertisements, etc. Only one logo should be used per design.

This logo should never be altered. Position, size and color, along with the spatial and proportional relationships of Rose State College's elements are predetermined and should not be changed under any circumstances.

Stack Logo

ROSE STATE COLLEGE ENGINEERING AND SCIENCE

Horizontal Logo

RSC | ENGINEERING AND SCIENCE

ATHLETICS LOGO

Athletics may use the RSC Raider Head logo in place of the primary logo (but should never be used directly next to the primary logo).

This logo should never be altered. Position, size and color, along with the spatial and proportional relationships of Rose State College's elements are predetermined and should not be changed under any circumstances.

SPORT SPECIFIC LOGOS

Much like division logos for the college, each RSC Sport has it's own respective logo available for use in the formats shown here.

This logo should never be altered. Position, size and color, along with the spatial and proportional relationships of Rose State College's elements are predetermined and should not be changed under any circumstances.

FILE TYPES

In your brand toolkit, you will find several variations of the logos and brand assets and templates. We've included multiple file types, which are distinguished by the extension following the period in the name. (ex: .jpg). These files types have qualities specific for their use and are described below. If you have any questions or need additional assistance, just ask!

.eps
A vector file is ideal for large scale printing, billboards, embroidery, etching, apparel, etc. The design will always be pixel perfect regardless of how large it is. Whenever a printer asks for your logo, send them this version. They will be able to modify the colors and scale the logo or element appropriately with no pixelation.

.jpg
A rendered, or rasterized, file that is commonly used and easily shared. These files can be shrunk, but never stretched any larger than their original size, or they will appear blurry. This file type will always save with a white background. This file type is good for printing or on websites and social media.

.png
A rendered, or rasterized, file that saves with a transparent background. These files can be shrunk, but never stretched any larger than their original file size or they will appear blurry. This is good to use over images, for printing, on websites and social media.

PUBLICATIONS POLICY

PUBLICATIONS: STATE LAW & COLLEGE POLICY

All academic, outreach, student services, authorized student organizations and administrative units of Rose State College must follow these guidelines. Outside agencies that create print or electronic publications for any Rose State College divisions/units are also required to follow these guidelines. By state law and regents' policy, all college publications--when purchased from college budget accounts--must include a statement of printing authorization and costs and Rose State College's nondiscrimination policy. College publications are those brochures, booklets, view books, newsletters, posters, catalogs and pamphlets that bear the college name and are produced for audiences outside the college. They DO NOT include business cards, announcements, letters, memorandum, invitations or other personally-signed communications.

ALL COLLEGE PUBLICATIONS MUST CONTAIN THE FOLLOWING:

Rose State College is accredited by The Higher Learning Commission; 230 South LaSalle Street, Suite 7-500, Chicago, IL 60604-1411, Telephone: 1-800-621-7440. Rose State College does not discriminate on the basis of race, color, sex, age, national origin, religion, disability, genetic information, sexual orientation, gender identity or expression, or status as a veteran in any of its policies, practices or procedures. This includes, but is not limited to: admissions, employment, financial aid, and educational programs, activities, or services. The person designated to handle inquiries regarding the nondiscrimination policies, including issues of noncompliance, is the Associate Vice President, Human Resources/Affirmative Action Officer, 6420 SE 15th Street, ADM Room 104, Midwest City, OK 73110, (405) 733-7979. Complaints and grievances will be handled in accordance with the College's Grievance Procedures.

IMMEDIATELY FOLLOWING, THE COST STATEMENT SHOULD APPEAR:

This publication is issued by Rose State College, as authorized by the Board of Regents. [number printed] have been printed by [printing vendor] and distributed at a cost of [cost of printing only].

BRAND TOOLKIT

Business Card

ROSE STATE COLLEGE

Dana J. Lindon-Burgett, Ph.D.
Dean, eLearning & Academic Outreach

405.733.7433
dlindon@rose.edu

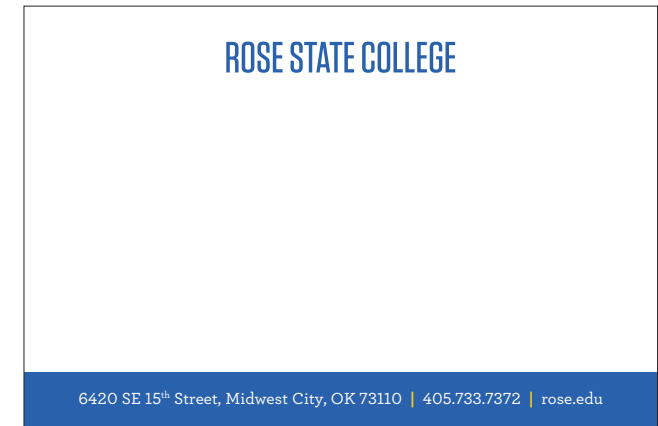6420 SE 15th Street
Midwest City, OK 73110
rose.edu

Email Signature

ROSE STATE COLLEGE

Danielle Williams | Director of Marketing | Communications & Public Relations
6420 S.E. 15th St. | Midwest City, OK 73110 |
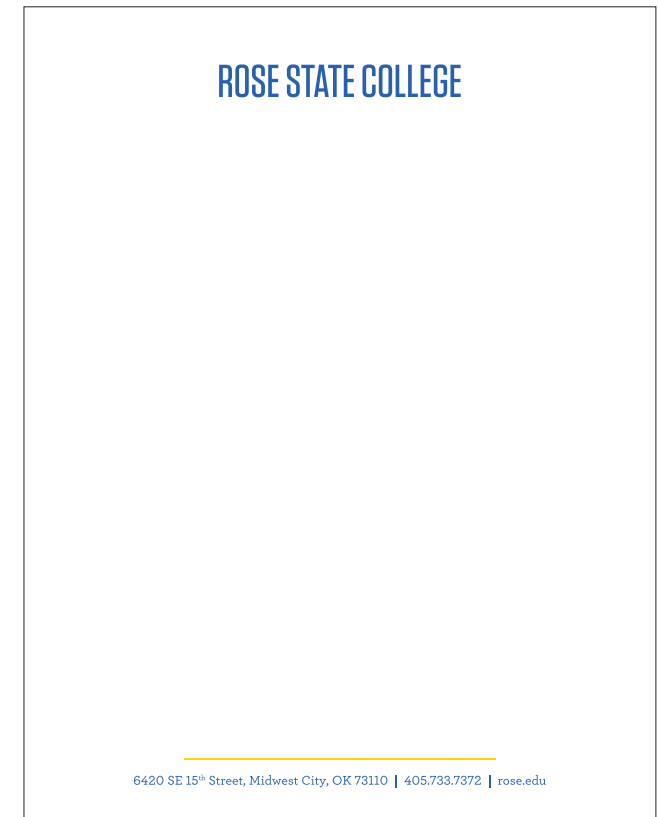P: 405.736.0201 | E: dlwilliams@rose.edu

Zoom Background

Notecard

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Letterhead

ROSE STATE COLLEGE

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Powerpoint Slide Examples

And Much More!

ROSE STATE COLLEGE
BUSINESS AND INFORMATION TECHNOLOGY

ROSE STATE COLLEGE
ENGINEERING AND SCIENCE

ROSE STATE COLLEGE
HEALTH SCIENCES

ROSE STATE COLLEGE
LIBERAL ARTS AND SCIENCES

RSC | BUSINESS AND INFORMATION TECHNOLOGY

RSC | HEALTH SCIENCES

RSC | ENGINEERING AND SCIENCE

RSC | LIBERAL ARTS AND SCIENCES

ROSE STATE COLLEGE

QUESTIONS?
WE'RE HERE TO HELP!

If ever in doubt, just refer back to this guide or feel free to contact the Rose State College Public Relations and Communications Department at 405-733-7974 or marketing@rose.edu