

The background of the slide is a photograph of the Rose State College building, which has a modern design with large glass windows and a metal roof. The words "ROSE STATE COLLEGE" are visible on the building's facade. In front of the building, there are two flagpoles; the left one holds the United States flag, and the right one holds the Oklahoma state flag. A yellow vertical bar is positioned on the left side of the image. The text "ROSE STATE COLLEGE" is written in large, white, sans-serif capital letters on the right side, with a yellow horizontal line separating it from the text "BRAND GUIDELINES" below it.

# ROSE STATE COLLEGE

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# BRAND GUIDELINES

ROSE  
STATE  
COLLEGE

IT'S GREATER  
TO BE A  
RAIDER



## WHAT IS A BRAND?

A brand is a company's identity. From the types of images and illustrations you use to the quality of products and services you offer, a brand is all the elements of a company that people interact with.

At Rose State College, we are dedicated to maintaining an identity of quality and inclusion. To ensure that we maintain our brand's integrity, it's important that all communications have a cohesive look and feel.

If you have questions or concerns about whether or not a communication fits within Rose State's brand guidelines, please contact Rose State Marketing Department at [marketing@rose.edu](mailto:marketing@rose.edu).

*"A brand is the set of expectations, memories, stories, and relationships, taken together, account for a consumer's decision to choose one product over another."*

— Seth Godin



**ROSE  
STATE  
COLLEGE**

## PRIMARY LOGOS

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Rose State College's primary logo has 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.

### STACKED LOGO

ROSE  
STATE  
COLLEGE

### HORIZONTAL LOGO

ROSE STATE COLLEGE

### MASCOT LOGO



### ALTERNATIVE MARKS

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RSC

### ATHLETIC USE ONLY

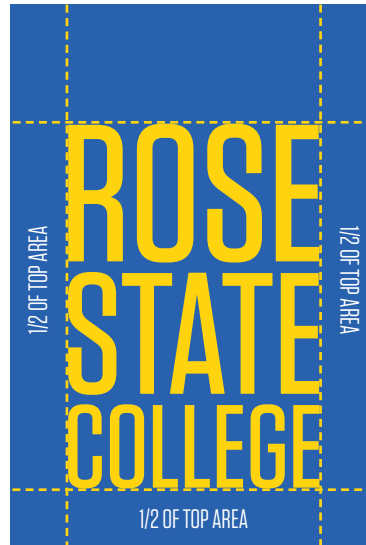
RSC



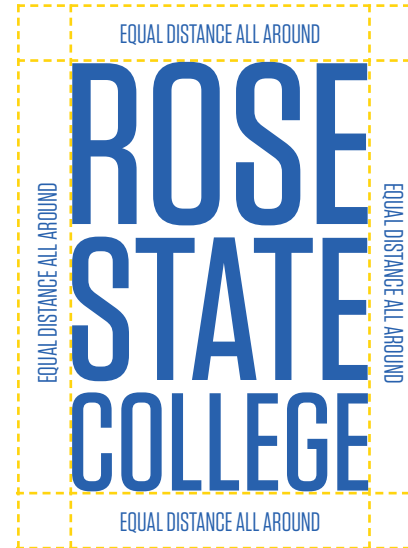
## WHITE SPACE

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.

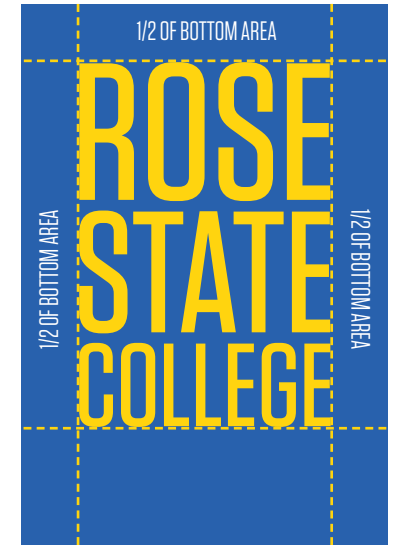
LOGO IN RECTANGLE  
TOP OF PAGE



LOGO NO RECTANGLE



LOGO IN RECTANGLE  
BOTTOM OF PAGE



ROSE  
STATE  
COLLEGE

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

ROSE STATE COLLEGE

**MINIMUM SIZE**  
The smallest the  
stacked logo should be  
represented is 1.5 inch wide



**MINIMUM SIZE**  
The smallest the  
stacked logo should be  
represented is 1 inch wide

## PREFERRED USAGE

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### 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](mailto:marketing@rose.edu)**



## COLOR PALETTE

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: 254, 211, 15  
HEX: FED30F  
PMS: 108

CMYK: 51, 30, 2, 0  
RGB: 127, 159, 206  
HEX: 7F9FCE

CMYK: 2, 4, 47, 0  
RGB: 252, 235, 157, 0  
HEX: FCEB9D

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: FFFFFFFF  
PMS: 108

CMYK: 0, 0, 0, 75  
RGB: 99, 100, 102  
HEX: 636466

CMYK: 0, 0, 0, 50  
RGB: 147, 149, 152  
HEX: 939598

## IMPROPER USAGE

To maintain the integrity of Rose State College's branding, logos should never be altered in any way. This includes, but is not limited to, adding shadows, adding additional wording, stretching, skewing, squishing, adding filters, changing or modifying the type, etc.

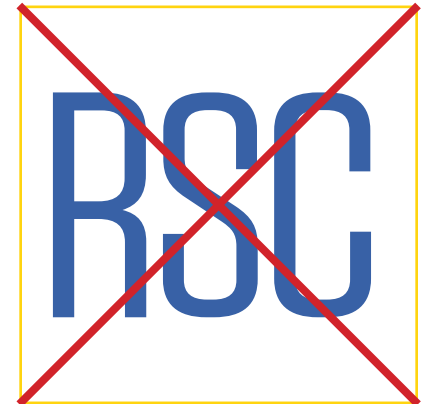
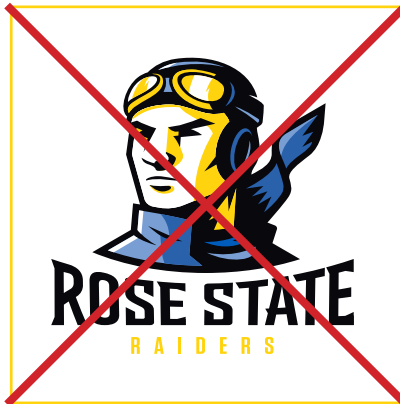
### ADDING DROP SHADOW



### STRETCHING

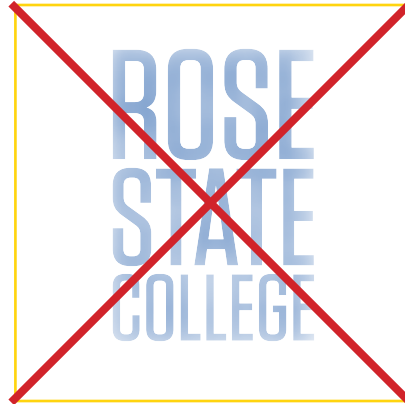
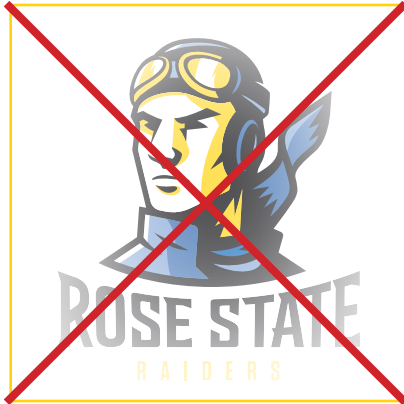


### SQUISHING





ADDING GLOW



ADDING OUTLINE



ADDING BEVEL OR EMBOSS...AND MUCH MORE



## ACCEPTABLE FONTS

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### 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 and a how-to download guide are on SharePoint..

### HEADLINE FONT: TUNGSTEN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### SUBHEADING AND ACCENT FONT: ARCHER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### BODY COPY: FREIGHT SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### BODY COPY: FREIGHT SANS CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## PHOTOGRAPHY USAGE

Rose State College usage of photography has been expanded to include: full color, B&W, and three different duotones.

### FULL COLOR

These are photographs in their original format. RGB versions of the photo should be used for digital purposes and CMYK versions for print. If you aren't sure if a color photo is in the right color profile, please contact marketing for help

### FULL COLOR W/ DUOTONE BACKGROUND

This is the preferred photographic treatment of RSC. With this treatment, the subject is left in full color and the background is duotone.

### B&W

Full color images can be turned into B&W images or grayscale images. However, ensure that the contrast and brightness of the image is strong.

### DUOTONE

Duotones are grayscale images where the blacks, whites and grays are replaced by two colors. Rose State has 3 acceptable duotone color palettes.

FULL COLOR



FULL COLOR W/  
DUOTONE BACKGROUND



BLACK & WHITE



DUOTONE 1  
BLUE HEX# 3862A6  
WHITE HEX# FFFF



DUOTONE 2  
BLUE HEX# 3862A6  
YELLOW HEX# FFD30F



DUOTONE 3  
BLUE HEX# 3862A6  
LIGHT B HEX# 7F9FCE

## FILE TYPES

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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 file 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 and is good for printing or to use 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, websites, and social media.



## PUBLICATIONS POLICY

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### **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].



## 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 Marketing and Communications department at **405-733-7974** or **[marketing@rose.edu](mailto:marketing@rose.edu)**.