



2011-2012 VISUAL & IDENTITY STANDARDS

Three Rivers College
THE COMMUNITY COLLEGE OF SOUTHEAST MISSOURI

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Introduction

The Three Rivers Visual & Identity Standards strives to create a unified look and voice for communication materials to strengthen the college brand. The success of each part of Three Rivers contributes to the reputation of the whole institution, and the reputation of the institution affects the success and reputation of each unit. Therefore, it is in everyone's interest that marketing/promotional efforts present a consistent, high quality image (Board Policy: GAP 1310 College Communications).

These standards serve as a reference on such topics as the proper use of the college name and logo, the college's online and social networking presence, and the college's communication efforts. These standards have been set to create a strong common identity for our diverse programs.

If you encounter a usage issue not covered by the guide, please contact the Communications Department. Together, we are the shapers and guardians of Three Rivers' public image.

The college president is the official spokesperson of the college. No person is authorized to act as an official spokesperson for the college or present themselves as speaking for the college without the prior authorization of the college president.

The Director of Communications must approve all informational/promotional college materials or paid announcements designed for public dissemination, not related to classroom assignments. Approval must be obtained prior to printing or dissemination through electronic or other media. This includes print, video, audio and/or digital versions of programs, posters, flyers, invitations, handbooks, manuals, direct mail letters, website information, promotional items, and other related materials that may be viewed by the college community and general public.

The College Name

There are two official ways to refer to the college:

- “Three Rivers College”
- “Three Rivers”

The full name – “Three Rivers College” – should be used in first reference. The abbreviated forms – “Three Rivers” and “the college” – are appropriate for subsequent references.

All other ways to refer to the college – including informal and legacy terms – shall not be used for official purposes and should not appear on any official college documents. These include, but are not limited to:

- “TRC”
- “TRCC”
- “Three Rivers Community College”

OFF-CAMPUS CENTERS

In addition to the main campus in Poplar Bluff, Three Rivers has many off-campus centers. The official way to refer to these centers is either:

- “Center at _____” (with the word “Center” capitalized)
- “the _____ center” (with the word “center” in lowercase)

Logo

Three Rivers College has a “horizontal” logo and a “stacked” logo. For the majority of usage, the “horizontal” logo should be used.

Three Rivers logos are available in digital formats for authorized uses from the Communications Department. The Three Rivers logo should appear prominently on all marketing/public relations pieces. The Communications Department must approve the use of our logos on all materials.

The logo must not be redrawn, reproportioned, recolored, or modified in any way. Use only the provided files of the original mark. Elements of the logo should not be separated or repositioned. If the size of the logo needs to be adjusted, do so to keep it proportional. Do not elongate, stretch, or squeeze as this distorts the logo. All previous logos are not to be used.

To obtain an electronic file of the college logo, visit trcc.edu/identity.

Correct:



Incorrect:



SIZE

To ensure a consistent application size of the logo when reproducing it on printed materials, use the following guidelines:

- “Horizontal” logo: 3.5 inches wide
- “Stacked” logo: 1.5 inches wide

For proper sizing of the logo on unusually large (i.e., banners, large-format posters, etc.) or small (i.e., pens, pencils, lanyards, etc.), contact the Communications Department.

SPACING

The logo must be given sufficient visual space so that its impact is not degraded. Items such as text, images, or other graphic elements should be kept away from the logo by a minimum distance of the height of the “T.”



BACKGROUNDS

Use the white-on-black logo only when the background of the document is black. Placing the white-on-black logo on a document that is otherwise white is incorrect.

The white logo is only to be used in a situation where the background is sufficiently dark to allow the white logo to be clearly seen. The white logo should only be used in rare and special circumstances. Consult with the Communications Department on its use.

SLOGAN

The slogan – "The Community College of Southeast Missouri" – is part of the logo and may not be removed, rearranged, or modified.

ROCKY RAIDER, "RAIDERS," "3R"

The use of Rocky Raider/Raiders/3R is only to be used for Athletic purposes. The Rocky Raider image is maintained and provided by the Communications Department, and is to be used "as is" (i.e., not modified in any way, no additions or deletions). Consult with the Communications Department for questions about the use of Rocky Raider.

Official Colors

Using approved colors in our visual communications provides consistency across print and web and strengthens the Three Rivers College identity. The two official Three Rivers colors are “Three Rivers gold” and Black.

Three Rivers gold:



Black:



The official Three Rivers gold can be matched using the Pantone Matching System (PMS) for print, CMYK for four-color printing, RGB for full-color monitor viewing, and HEX for use on the web.

- The official Three Rivers gold is: PMS 124
- The official CMYK equivalent is: C=6 M=29 Y=95 K=0
- The official RGB equivalent is: R=239 G=182 B=42
- The official HEX equivalent is: #EFB62A

If you feel you are in a situation where the official Three Rivers gold cannot be matched exactly, contact the Communications Department.

Note: When working with third-party vendors, giving them this information will often allow them to match the official Three Rivers gold color exactly.

College Seal

The seal is the traditional legal signature or imprimatur for the college, representing official sanctioning by the institution. Use of the seal is reserved for the President's Office and for formal academic and college business such as authenticating diplomas, transcripts, and other official documents. Use of the seal is limited and should not be used as a substitute for the college logo. Use of the seal must be approved by the college President and the Communications Department.

Advertising

All advertising for Three Rivers College must be reviewed and placed through the Communications Department. This includes advertising on television, radio, in newspapers, magazines, and any other external publications. The exceptions are employment advertising placed by the Office of Human Resources and Legal Notices placed by the Purchasing Department.

Correspondence

A critical part of a strong institutional identity, a coordinated system of correspondence materials has been developed for college wide use. Developing and using personal versions of these items is prohibited.

FONTS

Three Rivers College uses the following typefaces for all official correspondence. Consistent use of these typefaces enhances the integrated family look across all materials. These fonts are an effective compliment to each other while taking into consideration a wide range of communications needs.

- Garamond or Adobe Garamond
- Calibri

FORMATTING

Official college correspondence should use the following formatting:

- font is 12pt
- alignment is “left”
- line spacing is “single”
- double space – do not indent – between paragraphs

LETTERHEAD

It is expected that all college business will be conducted on official letterhead. Letterhead is to be used “as is,” and not modified with additional personal identifying information, quotes, slogans, etc.

Electronic templates of official Three Rivers letterhead can be found at trcc.edu/identity.

BUSINESS CARDS

To maintain consistency and professionalism, college employees should only use official Three Rivers business cards. College entities or persons may not design their own business cards.

To order business cards, contact the Communications Department and request instructions.

ENVELOPES

To maintain consistency and professionalism, college employees should only use official Three Rivers envelopes. College entities or persons may not design their own envelopes.

To order envelopes, contact the Communications Department and request instructions/prices.

FAX COVER SHEETS

Fax cover sheets from Three Rivers must be the template that has been created for this purpose. When possible, these should be typed rather than handwritten. Fax Cover Sheets can be found at trcc.edu/identity.

Email

Font for email correspondence must be:

- color: black
- font: Calibri
- size: 12pt

Do not use background images (i.e., a spiral notebook), clipart, or background textures or colors. These make emails difficult to read and detract from a professional image.

EMAIL SIGNATURE

Use a “signature” in your emails to provide contact information to recipients. Make sure all means by which you send/access official Three Rivers email (i.e., Outlook, Outlook Web Access, MailApp, mobile devices, etc.) have your proper email signature set up.

Your signature should include look like the following:

	(One blank line after end of message text before “Name.”)
Name	(Your name, in bold. Do not use a larger font size.)
Title	(Your official job title on one line. Do not use two lines.)
Three Rivers College	(Do not use “Three Rivers Community College.”)
Email: xxxxxxx@trcc.edu	(Do not use “E-mail.” The address should be in all lower case letters.)
Phone: XXX-XXX-XXXX	(Do not use “Telephone” or “Office.” Include area code.)
Cell: XXX-XXX-XXXX	(Omit this line if you do not use a cell. Include area code.)
Fax: XXX-XXX-XXXX	(Omit this line if you do not have a fax. Include area code.)
trcc.edu	(Do not use “http://” or “www.”)
“Quote.” – A. Famous Guy	(Quotes are optional; omit this line if you do not use a quote. Put in quote marks. Do not italicize. Should be a blank line between “trcc.edu” and the beginning of the quote.)

If you choose to use a quote after your signature, it should be short and appropriate to the mission of the college (as this is not your personal email account). Email signature quotes should be approved through the Communications Department.

Printed Materials

All brochures, flyers, posters and other printed materials produced by faculty/staff/student groups that will be posted/distributed around campus/centers or to the public must be submitted to the Communications Department for approval prior to distribution.

Including the Communications Department in the design process at an early date will help prevent delays.

Departments planning to have brochures, programs, etc., printed at an outside printing company must contact the Communications Department prior to contacting the printing company. The Communications Department will assist you in providing materials to the printing company that follow the college's identity standards.

Guidelines on creating posters/flyers/etc. can be found at trcc.edu/identity.

Promotional Merchandise

If approved in your budget, campus departments, offices, and program areas may purchase customized merchandise (T-shirts, pencils, promotional items) for the audiences they serve. These items must properly employ the Three Rivers' Visual and Identity Standards, and the design must be approved by the Communications Department before the item is ordered.

News Releases/Media Contacts

The college president is the official spokesperson of the college. No person is authorized to act as an official spokesperson for the college, or present themselves as speaking for the college, without the prior authorization of the college president.

The Communications Department is responsible for Three Rivers media relations, including fielding calls from the media and reporters addressing questions regarding college activities, events and issues.

All media inquiries should be directed to the Communications Department/Coordinator of News and Web Services to arrange for providing information and scheduling interviews and responses as necessary.

All press releases (print, audio and/or video) must be submitted to the media by the Communications Department. Individuals/departments can request that news releases and announcements concerning college personnel, departments, programs, events and activities be sent to the media; requests should be submitted to the Coordinator of News and Web Services.

Website

The college's official website is maintained by the Communications Department. Individual departments cannot create their own websites. All changes/additions/deletion of pages on the website must be made through a Web Change Request Form. Requests should be made to the Coordinator of News and Web Services.

SOCIAL MEDIA

The college's official social media presence (i.e., Facebook, Twitter) is maintained by the Communications Department.

Departments/organizations requesting a social media presence must get approval from the Coordinator of News and Web Services and work with the Communications Department to follow certain guidelines.

Three Rivers College

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