RENTON TECHNICAL COLLEGE
POLICY & PROCEDURE

CHAPTER	SECTION	TITLE	HISTORY	
9	**6**	**Branding Policy**	**Adopted: 12/15**	**Revised: 9/17**

POLICY:

This policy is set forth to protect Renton Technical College's reputation by ensuring the fair and appropriate use of the RTC logo, color palette, photos and graphics, and registered trademarks. A key aspect for successfully representing the College's work to the public is the continued development and maintenance of a consistent visual and brand identity. A consistent use of Renton Technical College's brand brings together the efforts of all who constitute the College; it unifies and strengthens the College's reputation; and it distinguishes Renton Technical College from other institutions of higher education. A strong and consistent visual and brand identity enhances the relationships with all constituencies, public and private.

PROCEDURE:

The following guidelines outline the expectations for which Renton Technical College employees should follow when using and promoting the college's brand.

I. College Name

When referring to the College, "Renton Technical College" and/or "RTC" must be used, not Renton Tech or Renton Voc-Tech. On first reference, refer to the College as "Renton Technical College". All references thereafter may refer to the College as "RTC". There may be times (e.g. completing forms) when room does not permit the spelling of "Renton Technical College". In these instances, use "RTC" on its own.

II. College Logo

Use the downloadable logo graphics found on the communications and marketing Web page. The following guidelines apply when using the RTC logo:

- Use the registered logo graphics as provided.
- Do not alter the logo in any way.
- Do not create your own version of the RTC logos.
- Use only the approved colors.
- Make legibility a priority.

The registered RTC box element of the logo may be used on its own only when the full logo is too big for available space, or for documents and displays where the public or audience are already aware that it is a symbol for the College (for example, on an RTC-branded cup or on a podium at graduation). When using the RTC box element of the logo, only use the logo that is registered and located on the communications and marketing Web page. Use the full logo, unaltered, for all other formal documents and communications, including stationary, presentations, advertisements, fliers, newsletters, Web pages, and email signatures.

In addition to the full RTC logo and the RTC box logo, the College has seven meta-major logos. These logos can be found on the communications and marketing Web page. Like the RTC logos, the guidelines above also apply to the meta-major logos.

III. Official Color Palette and Fonts

A. The use of color and font are integral to the Renton Technical College brand. Our color options visually embody expression of the brand. The following colors makeup up the College's official palette:

Blue
CMYK - C:100 M:46 Y:0 K:70
RGB - R:0 G:46 B:86
PANTONE: 296

Maroon
CMYK - C:0 M:100 Y:61 K:43
RGB: R:152 G:0 B:46
PANTONE: 202

Tan
CMYK - C:0 M:8 Y:21 K:32
RGB - R:185 G:171 B:150
PANTONE: 7530

Gray
CMYK - C:0 M:2 Y:0 K:68
RGB - R:113 G:112 B:116
PANTONE - 7540

Cream
CMYK - C:0 M:2 Y:5 K:9
RGB - R:233 G:227 B:210
PANTONE - 7527

B. **Gotham** is the preferred font for all college documents. However, this font is not easily accessible to all employees at this time. Therefore, it is acceptable, and preferred, if RTC employees use a comparable font, such as Century Gothic, Calibri or Arial. To view samples of the College's color palette, as well as a list of all approved fonts and minimum and maximum font sizes, see the communications and marketing Web page. For questions and assistance with fonts, colors and other brand-related elements, please contact the communications and marketing department.

IV. Anti-Discrimination Disclaimer

Renton Technical College requires specific anti-discrimination language on any and all print materials made available to the public. This includes fliers, brochures, ads, postcards etc. The following disclaimer should be included on all print materials:

"Renton Technical College provides equal opportunity in education and employment and does not discriminate on the basis of race, color, national origin, sex, sexual orientation, gender identity, age, perceived or actual physical or mental disability, pregnancy, genetic information, marital status, creed, religion, honorably discharged veterans or military status, or use of a trained guide dog or

service animal. For inquiries regarding the non-discrimination policies, contact: Executive Director of Human Resources, 3000 NE 4th Street, Renton, WA 98056, (425) 235-7873. To receive this information in an alternative format, contact Disability Resource Services at: (425) 235-2352 ext. 5705."

When space is not available, use the shortened version: "Renton Technical College is an equal opportunity institution. Learn more at rtc.edu/Equal-Opportunity."

V. Use of Photographs
The following guidelines apply to photographs and images, digital photos:

- Who owns the rights? Was permission granted to use the photograph(s)?
- Did every identifiable person give permission to use their image, in writing? (Note: all individuals must complete a photo release form when photographs are used)
- Has it been confirmed that the image is royalty-free (no fee for use)?
    - If yes – Great. Proceed with design and save all documentation.
    - If no – Do not fret! Submit a request for assistance in securing stock photos from the College's communications and marketing department.

VI. Business Suite: Letterheads, Envelopes, Business Cards, and Email Signature Lines
All employees must use the approved letterhead, envelope, business card, and email signature formats. Do not use older logos or personalize your signature line beyond the format shown below (Exceptions to altering the signature line below include the addition of employee pronouns such as She, Her, Hers, or They, Theirs, Them etc.). Do not use stationary textured backgrounds or background images.

Requests to use additional or alternate slogans specific to a particular departmental unit must be referred to the Director of College Relations and Marketing. To access the approved letterhead and envelope formats, visit the communications and marketing Web page, or contact the Director of College Relations and Marketing. For business cards, print letterhead and envelopes, contact the Bookstore.

The approved signature line is as follows and should be used when communicating internally and externally via email. Use only the approved fonts Gotham, Century Gothic, Calibri or Arial, size 9 or 10).

Name
Title

3000 NE 4th St. Renton, WA 98056
Phone: (425) 235-XXXX Ext. XXXX
Email: jdoe@RTC.edu | RTC.edu

VII. **Print Style Guidelines**
For public facing documents and publications, Renton Technical College follows the RTC style guide and the Associated Press (AP) Style. They include resources and information in the following areas: the college website, the college Catalog, accreditation reports, the quarterly class schedules, news releases, electronic reader boards, digital campus signage, campus fliers, posters, brochures, advertisements, program information cards, admissions materials, social media, logos, bookmarks and official college documents.

Following these guidelines helps all college employees use the consistent editorial style. This manual will assist in writing correctly, clearly and concisely, leading to enhanced credibility with our students and the public.

Abiding by the guidelines outlined in the style guide will ultimately benefit students, alumni, and anyone else who engages with the College by improving the clarity of materials produced. Its suggestions on word usage, concise writing and plain language also aid those who read at all levels of time, interest, education, and literacy, including readers with limited English proficiency and those who use English as a second language.

The College's style guide can be found on the communications and marketing Web page.

VIII. **Standard Templates: Brochures, Fliers, Postcards, Posters, Program Cards, and PowerPoint Presentations**
Renton Technical College's Communications and Marketing Department has created standard templates for brochures, fliers, postcards, posters, program cards, and PowerPoint presentations. When creating marketing materials, first consult with a member of the communications and marketing team. Standard templates for marketing materials can be found on the communications and marketing Web page. All employees of Renton Technical College should use only the approved templates, with the exception of PowerPoint presentation templates. Although the college advises that employees use the standard PowerPoint presentation templates, employees are permitted to create their own PowerPoint presentations. All PowerPoints should maintain the professional image and reputation of the College. Additionally, the communications and marketing team is available to assist employees in creating these materials, if desired.

Employees who choose to use the approved standard templates to create marketing collateral must vet all materials with the communications and marketing department for final review and approval prior to use.

IX. **College Vehicles, Information Signs, Building Identification**
The college signature will require a period of phase-in as vehicles are replaced or repainted. When that occurs, the new signature must be used. External campus signs will require a period of phase-ins as the College looks to replace exterior signage containing the old logo. Internal campus signs and building identifications do not require the logo.

X. **Promotional Products**
All promotional collateral, including but not limited to: pens, bags, mugs, water bottles, shirts etc. should include the approved RTC logo and follow the College's approved color palette.

XI. **External Authorization**

External groups must obtain written permission for logo usage. All requests should be submitted to:

Director of College Relations and Marketing
Phone: 425.235.2356

XII. Requests for Exception

No policy or procedure can anticipate all the circumstances that may arise from the use of a consistent college brand. Therefore, it is necessary to adopt a procedure for exception requests. Although it is anticipated these requests will be rare, requests will be considered by the Director of College Relations and Marketing and the Executive Director of Institutional Advancement.

Requests for exceptions to the Graphic Identity and Branding Guidelines must first be discussed with the Director of College Relations and Marketing. Most issues and concerns will likely be resolved at this level. A request for an exception must be made in writing, either via email or letter to the Director of College Relations and Marketing.

If issues are still unresolved, they will be discussed with the Executive Director of Institutional Advancement, with recommendation to the President. In the rarest of instances, the President of Renton Technical College may be asked to decide a request for logo exceptions.