



BRAND GUIDELINES



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Core Branding

Our goal is to utilize Core Branding elements to bring our digital and print assets together and create a more unified brand for Ringling College. Our Core Branding utilizes a series of design specifications, fonts, colors and applications across all outward facing channels. This consistency will help create a cohesive visual voice for Ringling, further strengthen our brand, help raise even more brand awareness, and move our communications to an even higher level.



BRAND LOGOS

Ringling College Logo

» OVERVIEW

This is the Ringling College logo. It features a clean wordmark and a white rectangle containing dynamic elements that spur interest.

Here are some rules to keep in mind:

1. When on a white background, the wordmark consists of two colors: 100% black for the first line, and 70% black for the second line.
2. The rectangle is 100% white (unless in specific incidents which this guideline explains on the following pages).

Download logos here:

<https://www.ringling.edu/logos>



Logo Variations

There is no single Ringling College of Art and Design logo. It is a variable identity system with many different versions. You may use any of the variations that are appropriate for your specific application.

The Ringling College logo has had a variety of versions over the past years, some of which are outdated and no longer in use.

For more information or need alternative file types, please consult with the Design Center.



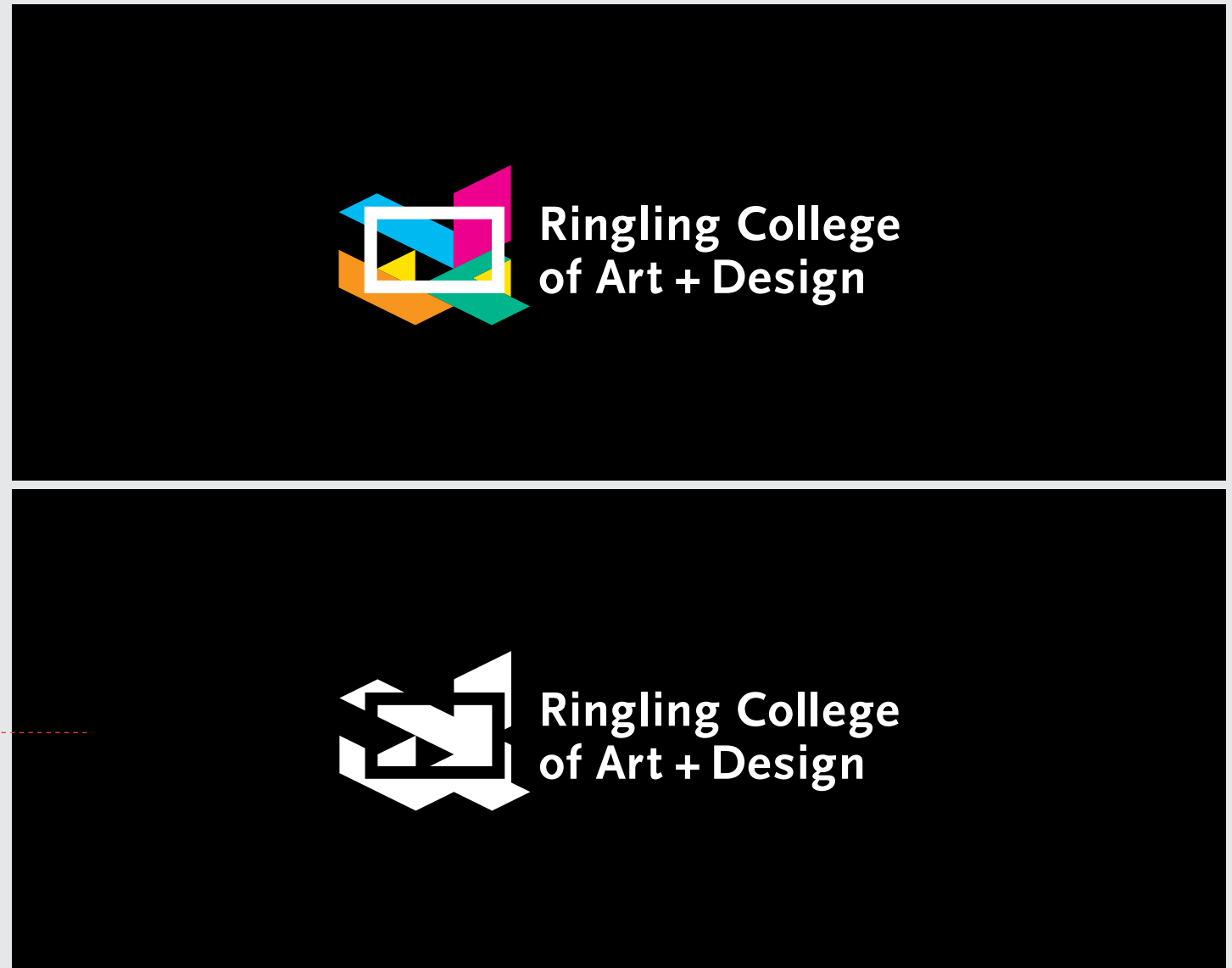
Reversed Logo

This is the Ringling College logo on a black background.

Here are some pointers to keep in mind:

1. When on a black background, the wordmark consists of one color which is 100% white.
2. The rectangle is 100% white (unless in specified incidents which are described below).

This example shows a 100% black rectangle. This is only possible when there is a single solid 100% white element behind it.



Logo on Colored Background

This is the Ringling College logo on a colored background. You may use any version of the logo on colored background as long as the elements have enough contrast with that color. Generally speaking, use a 100% white rectangle. The wordmark must be 100% white on a darker background, and a two color combination of 100% black for the first line and 70% black for the second line on a lighter background.

These two examples show a rectangle matching the background color. This is only possible when there is a single solid 100% white or black element behind it.

You may use the logo in 100% white or 100% black, whichever matches your design and provides enough contrast with the background color.



Ringling College Wordmark

This is the Ringling College wordmark on both white and black backgrounds. Use this version of the wordmark when there is no space for the full logo or if the full logo makes the design too busy. Generally, speaking, try using the full logo and avoid using this version unless the application is more suitable to this version.

Acronym

The acronym "RCAD" should not to be used for any outgoing for public facing materials, either print or electronic.

If it is used at all, it should be limited to informal, internal communications.

Ringling College of Art + Design

Ringling College of Art + Design

**Ringling College
of Art + Design**

Incorrect Logo Usage

Here are some of the most common misuses of the logo.



Do not change the colors of the wordmark. Keep at 100% white or 100% black.



Do not use a logo color that does not provide enough contrast with the background.



Do not place the logo on top of an image.



Do not remove the rectangle.



Do not use the rectangle without elements inside it.



Do not change the font of the wordmark.



BRAND TYPOGRAPHY

Brand Typography

Ringling College of Art and Design Core Branding uses the font Inter. This typeface allows for a multitude of uses across all media platforms. Utilize it whenever possible to maintain consistency throughout the Ringling College brand presence.

The typography system of the Core Branding is built around simplicity. It reflects maturity and sophistication.

Typography should be used to communicate the message clearly and complement photography and/or student work used.

Download font here:

<https://tinyurl.com/Inter-Font>

TYPEFACE

INTER

INTER REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

INTER ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

INTER LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

INTER MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

INTER SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

INTER BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890



BRAND COLORS

Brand Color Palette

Ringling College's Core Branding colors are diverse. These colors evoke a sense of innovation and community. There's a brightness and vibrancy to the primary color palette that's especially appropriate to Sarasota and Florida, while not being too tropical.

Ringling College does not have one particular color. This way, these Core Branding colors can be used in most situations.

When our audiences think of our brand, it should not be associated with one specific color. The application of color should be anchored on black and white usage with a pop of color that ideally supports the message and/or imagery used.

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BRAND TAGLINE

Brand Tagline

Turning Passion into Profession is what we do at Ringling College.

This is the official tagline of Ringling College and is used where ever possible to reinforce the educational mission of the college.

The official tagline should not be shortened, lengthened, or changed in any way without guidance and/or approval from the Editorial Manager.

Turning passion into profession.



EMAIL SIGNATURE

Email Signature

The Ringling College email signature format has been developed to help standardize the appearance of staff and faculty emails. To ensure continuity in our communications the format follows the typographic conventions of the Ringling College business card.

To ensure the Ringling College brand consistency individualizing the signature is discouraged.

Taglines and logos from past campaigns should not be used.

Follow the link below for the template:

<https://www.ringling.edu/email-signature>

Firstname Lastname

Title

Department Name

P: 000-000-0000

www.ringling.edu



**Ringling College
of Art + Design**

Turning passion into profession

Firstname Lastname

Pronouns

Title

Department Name

P: 000-000-0000 | C: 000-000-0000

email | www.ringling.edu



**Ringling College
of Art + Design**

Turning passion into profession



BRAND APPLICATION

Brand Application

- » PULL-UP BANNERS
- » DEPARTMENT BROCHURES
- » POSTCARDS

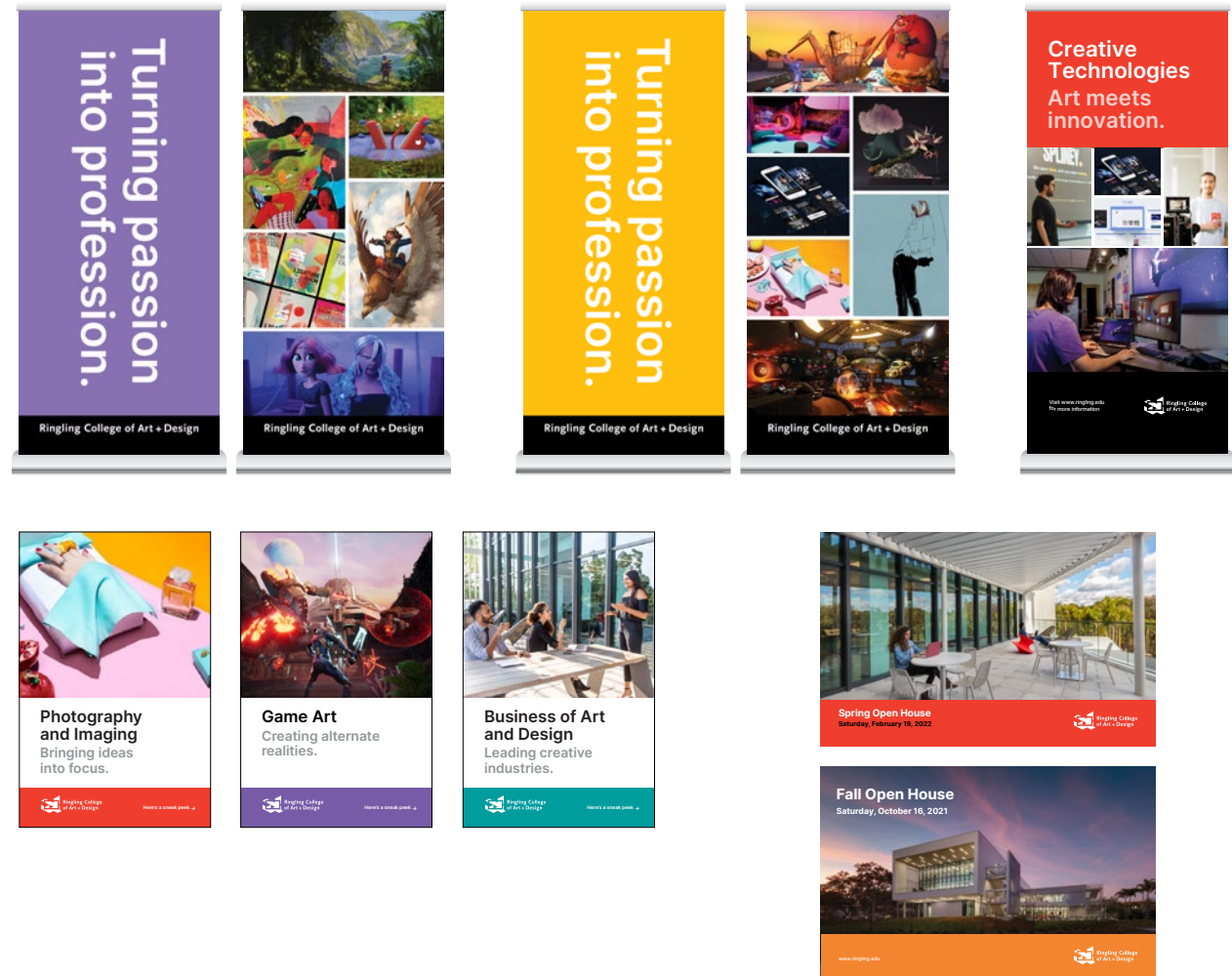
Students, their work, and the Ringling College campus environment should be the shining stars in our core branding. These juxtaposed with vibrant colors, a clean design aesthetic, and clear messaging, together, meet our core branding objective.

Color is used to support message, typography and imagery. It creates energy and contrast while complementing the image.

On this page you'll find some examples of the core branding in use. For assistance in creating any outward facing brand applications, please contact the Marketing & Communications Office or the Design Center.

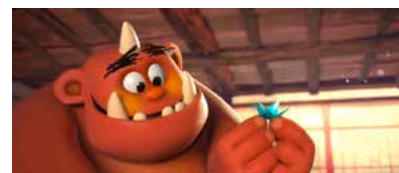
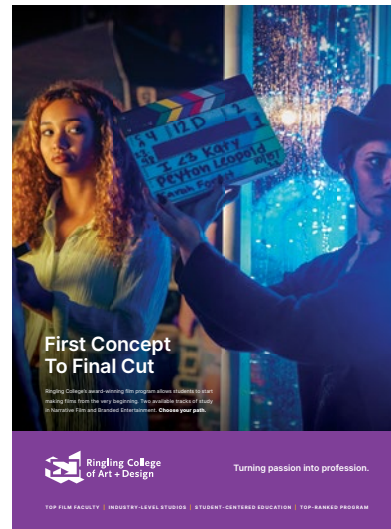
A project request form is found here:

<https://www.ringling.edu/communications-form/>

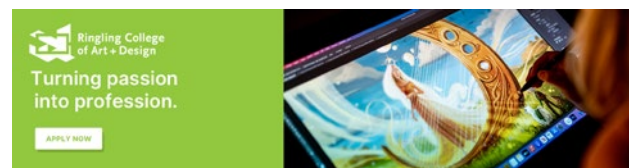


Brand Application

» PRINT AND DIGITAL ADS



Turning passion
into profession.



Have questions or need help?

We're happy to help you or your department understand more about Ringling College's Core Branding, and how to best incorporate it into projects that you might have.

Email: designcenter@ringling.edu