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Seven Things to Remember

1. **LIVE THE BRAND**
Remember that our brand is both a mirror and a window: it reflects how we conduct ourselves, and lets outside audiences peer inside. As such, the most important part of any brand is that employees represent its promise and live its values. Visual identity standards exist to facilitate this representation and are meant to help, not hinder, efforts to promote the College. If you feel your efforts are being impeded by the brand, please don’t hesitate to contact the Marketing and Web Presence team.

2. **THE LOGOMARK IS SACRED**
The Logo and Wordmark — including alternate logos for schools, departments, programs, athletic teams, etc. — are not to be used without express permission of the Marketing department. If you are working on a College-sanctioned event or piece and there isn’t time to get permission, simply use “Red River College” or “RRC” in plain text. (Do not try to replicate the Logo and Wordmark.)

3. **PROFESSIONAL PHOTOGRAPHY ISN’T ALWAYS REQUIRED**
The Marketing department receives many requests for photography services. Prior to making such a request, take a moment to consider the purpose of the photos. How will they be used? What is the key shot you are looking to capture? And is a professional photographer required, considering the final purpose? Most smartphones are capable of taking high-quality photos — perfect for when images will be used solely for the web.

4. **THE CAMPUS STORE MUST APPROVE ALL RRC-BRANDED PROMOTIONAL ITEMS**
All RRC-branded promotional items must be purchased through, or with approval and help from, the RRC Campus Store. This includes all merchandise, including novelties and giveaways such as t-shirts, hats, pens, etc. Where the College brand appears is every bit as important as how it appears, therefore we must consider such factors as quality and ethical sourcing with every purchase. The Campus Store offers professional expertise and administrative support for issues related to quotes, international shipping, receiving, defective products and invoicing.

5. **OUR VIDEO PARTNER IS eTV**
Unless part of a College campaign*, eTV will be the lead on all video projects that support academics at the College (i.e., those projects that first and foremost serve to support students and faculty). eTV will respect and uphold the College’s brand and visual identity standards. Any client who wishes to diverge from the brand will be referred back to the Marketing Department for approval.

6. **THE PRINT SHOPPE IS OUR PRINT PARTNER**
Unless part of a College campaign*, all work involving the production of printed materials - including, but not limited to, business cards, stationery, posters, notepads, cover pages, brochures, magazines, menus, catalogues, etc. - will go directly to the Print Shoppe. The Print Shoppe will respect and uphold the College's brand and visual identity standards. Any client who wishes to diverge from the brand will be referred back to Marketing for approval.

7. **SIGNAGE IS A KEY PART OF THE BRAND – LET’S DO IT RIGHT**
Signage, displays and artwork on our campuses all add up to a potential first impression of the College. All internal and external signage must be designed to create a professional, welcoming and informative impression, adhering to our brand standards. In partnership with RRC’s Facility Management team, the Marketing department should be consulted prior to any new or updated signage, display, art or other similar initiative – whether temporary or permanent – to ensure proper consideration of hierarchical consistency, sustainability, sizing, accessibility, location and visual identity compliance.

*A College campaign is defined as something that is:

- More than just internal, and/or;
- Is likely to garner some mainstream media attention, and/or;
- Is part of a larger visual rollout.
Branding Messages

INTRODUCTION

Red River College’s (RRC) brand is the sum of its products, services, environments, people, behaviour, identity and communications. It is a combination of the things that comprise the College’s public image and expectations. Primarily, it is a promise to our audiences – one that we must all strive to fulfil.

College communications – formal and informal, literal and visual – are among the most significant contributors to our brand, and therefore consistent messaging is key to upholding our brand integrity. Depending on the target audience, all RRC communications must reinforce our values, attributes and, most importantly, our promise.

RRC TARGET AUDIENCES

• **Alumni**: Graduates and former students

• **Teachers, Career/Guidance Counsellors**: High school and middle school staff of school divisions in Manitoba; this also includes staff of schools in target geographic recruitment areas

• **Current Students**: Students enrolled at RRC, at any location and in any course or program

• **Donors/Funders and Prospective Donors/Funders**: Individuals, corporations, industries and foundations who invest financially in the College and/or are considering investing in education

• **Industry/Employers**: Any entity/individual that does or may work with RRC, or offer co-op/ work placements to its students

• **Government**: All three levels of government, including Crown corporations and affiliated agents of the governments

• **Parents**: Mentors, guardians and family influencers of prospective students

• **Prospective Students**: Those who are considering educational and career options and could potentially become students at RRC; this includes full-time, part-time and continuing and distance education students

• **Staff/Faculty**: Employees, retirees and those employed by RRC through contract
Brand Promise

Red River College empowers students to exceed industry expectations and lead successful careers.

BRAND VALUES

• **Learning:** We cherish learning, and have clear and high standards for development for all members of the College community.

• **Respect:** We believe in honouring the worth of others by demonstrating fairness, courtesy and compassion.

• **Inclusiveness:** We believe in fostering a diverse community and striving for greater inclusiveness.

• **Integrity:** We maintain at all times the highest level of honesty, communication, cooperation and credibility in relationships and fulfilling our commitments, including managing the resources entrusted to us.

• **Healthy Environment:** We believe in promoting creativity, wellness and flexibility through a safe and sustainable learning environment.

• **Contribution to Community:** We serve the broader needs of the people of our community, and strive to involve the community and contribute to the enhancement of the overall quality of life.

BRAND ATTRIBUTES

• **Superior Education:** RRC strives to offer innovative, flexible, responsive and career-focused skill development that contributes to student success. Graduates are skilled and in-demand by employers in a wide range of industries.

• **Applied Learning Environment:** In addition to theoretical learning, RRC provides valuable hands-on experience through industry-trained instructors, co-op work placements and internships, applied research and other key partnerships with industry.

• **Far-reaching and Accessible:** RRC has an extensive reach throughout the province, with educational offerings at competitive tuition rates that can meet the needs of learners, industries and community organizations in both urban and rural areas.

• **Polytechnic Education:** RRC is a key component in Manitoba's network of higher education options, and a significant contributor to fuelling the provincial economy. The College is known for its comprehensive selection of industry-relevant programs – from apprenticeship training to diplomas, certificates and degrees – and its substantial investment in applied research.

• **Instructive and Dynamic:** RRC is a positive, comfortable environment in which to learn. Smaller class sizes allow students to connect with one another while interacting regularly with supportive, knowledgeable instructors.

• **Diverse and Community-oriented:** RRC is a safe and respectful learning and working environment for people of any culture, age, gender or ability. The College partners with the community at large – and with Indigenous and immigrant communities, in particular – to support and enhance economic and social progress in Manitoba.

• **Modern:** RRC is an advanced institution that uses the latest learning methodologies and technologies.

• **Sustainable:** RRC is committed to adopting sustainable practices and teachings by doing things efficiently, collaboratively and innovatively.

• **Internationalized:** RRC is engaged in international activities locally and abroad, and offers the facilities, supports, processes and policies required to ensure international students succeed in their educational pursuits.
Media Formats

Red River College communicates with the public using a variety of media, depending on cost, suitability and target audience(s).

These media include, but are not limited to:

- Websites
- Print Ads
- Catalogues
- Print Publications
- Videos
- Recruitment Fairs
- Billboard Ads
- Online Ads
- TV Ads
- Radio Ads
- News Releases

Regardless of the media format deemed most suitable for a particular message or initiative, the involvement of the College's Marketing department is critical to ensure consistency of messaging, so that all communication materials adhere to the highest possible standards of quality and professionalism.

Any questions or concerns regarding the production or distribution of external communications materials should be directed to the Marketing department.
Corporate Name

When communicating about the College, it’s very important to consistently use the proper form of the organization’s name.

• **The Board of Governors of Red River College** is the College’s legal name. It should be used where required by law, such as in contracts, forms, and legal or financial documents.

• **Red River College of Applied Arts, Science and Technology** is the College’s communicative name. It should be used in formal communications such as stationery, business cards, etc.

• **Red River College** is the abbreviated form of the communicative name. It should be used in most instances where our brand is represented, whether in print or on the web.

• **RRC** is the acronym for Red River College. It should only be used in materials where the full College name has already been used.

• Though “Red River” and “the College” are commonly used shorthand when referring to RRC, these terms should only be used in cases where the full College name has already appeared, and when the audience is familiar with the institution.

Any questions or concerns related to the use of the College name in external communications should be directed to the Marketing department.
Visual Identity Standards
Introduction

The communications elements used to convey Red River College's identity help to define its organizational image and brand – in other words, the way in which RRC is perceived.

Consistent application of these elements is crucial to reinforcing the College's identity and to conveying a high level of professionalism.

The following sections are intended to help provide a reference point for the creative production of external marketing materials, as well as formal internal communications such as reports and correspondence.

While adherence to the standards in the following sections is expected of all staff, some latitude is afforded to graphic designers and other creative professionals contracted to produce communications materials for RRC.

Any questions or concerns related to the use of visual identity or branding message standards in RRC external communications should be directed to the Marketing department.
PREPARING COLLEGE MATERIAL

PLAN AHEAD

It is essential that Red River College’s visual identity be presented in a manner that emphasizes the College ahead of any internal division, centre or department.

Any printed, painted, fabricated or imaged item bearing the RRC name or logo is an extension of the College. Careful planning and quality control will go a long way in supporting the College’s brand.

When planning new communications materials, consider the following questions:

- Is the material necessary? Does it serve a purpose or an audience not served by other material?
- Does it have a specific audience? How will that audience be reached?
- Are sufficient funds available to cover the costs of production and distribution?
- Has sufficient time been allowed for the necessary approval, editorial and graphic design processes, as well as for printing and distribution?

After determining the need and desired outcome, decide on a plan of action. Using the online College Marketing Request Forms, communicate your goals and time constraints to the Marketing department. Marketing will determine the best way to achieve your goals through design and messaging.

WRITING AND COMMUNICATION

Use a positive tone when writing for or about Red River College. Be clear, accurate and concise. Say what you mean in plain language and write in a direct manner.

Avoid slogans, gimmicks, exaggeration and cliches, which undermine corporate credibility and professionalism. Communication should be meaningful and informative.

MEDIA CHOICE

Consider your intended audience and keep specific goals in mind when selecting appropriate media and communications tools. When in doubt, consult professionals for advice. Tailor messages to the media selected. For example, billboard and poster messages should be bold and to the point.
Logomark

DESCRIPTION

The Red River College logomark consists of two elements: the logo and the wordmark.

The logo is the graphic symbol consisting of three bars merging together, encircled by a ring. It should always be used accompanied by the wordmark, unless it is being used as a graphic element by a designer.

The wordmark is a special arrangement of the College’s communicative name. It is to be used in conjunction with the logo in specific configurations and proportions to create the logomark. The wordmark consists of the name “Red River College” followed by the descriptor “of Applied Arts, Science and Technology.”

RATIONALE

The three bars are a graphic simplification of pages turning in a book, symbolic of education. The three bars flowing together are symbolic of the Red, Assiniboine and Seine rivers, linking the College with Winnipeg. The three bars also represent the merging of economic, cultural and social development, as well as the union of arts, science and technology. The ring containing the bars represents the College as an institution, bringing all of these elements together.

The logo’s abstract nature lends itself to print and digital media and is also suggestive of the former College logo, symbolizing an evolution of old to new.

USAGE

The logomark should always be used prominently on all RRC materials — both internal and external — in one of its approved variants.

When displaying the logo on the web, it is acceptable to remove the descriptor for legibility reasons.

When placing the RRC logomark, maximum visibility should always be the primary concern. It is most easily recognized when it stands out from surrounding elements.

1.1 The three bars merging together are symbolic of:
• A simplification of pages turning in a book.
• The Red, Assiniboine and Seine rivers flowing together.
• The union of economic, cultural and social development; applied arts, science and technology; and students, staff and administration.

1.2 The ring containing the bars is representative of the College as an institution, bringing all of the elements in Figure 1.1 together.

1.3 The logo as a whole is symbolic of the College’s role in the process of education and training.
PRESENTATION

Whenever possible, the logomark should be produced in its full-colour version. In one-colour or B/W applications, the one-colour version should be used. The logomark should be reversed to white or white text with the logo red when used against a dark coloured background or any photo or coloured background that does not contrast well. When the background colour is very light, the full-colour or black-only version of the logomark should be used.

The full-colour version consists of black and Pantone 200 (red). Its CMYK equivalent is 0% cyan, 100% magenta, 65% yellow, 15% black.

Selection of the logomark variant should be based on the document dimensions and design parameters. For example, Variant 1 is best suited to left-hand justification and when horizontal space (width) is not limited; Variant 2 works best for right aligning when horizontal space is not limited; Variant 3 provides the most impact when horizontal space is limited; Variant 4 looks best in a centred orientation (where vertical space is not an issue); and Variant 5 is best suited to small-scale applications.

The logomark should not appear in any colours other than those outlined at left. The logomark should not be altered with respect to colour, shading or word placement.

The RRC logo may be used as a standalone in specific applications. However, its usage must first be approved by the Marketing department.

The logomark should not be altered or presented in any of the following formats:

- Bitmapped
- Stretched or skewed
- Flipped or mirrored
- With a different typeface
- Surrounded by a border or frame
- Tilted or rotated
- With a drop shadow
- In a repeated pattern
- In combination with another logo

Use of RRC logos for any purpose requires authorization from the Marketing department.

Any questions or concerns regarding reproduction of the RRC seal, logomark, logo or wordmark should be directed to the Marketing department.
LOGO SAFE ZONES

When working with any variation of the logo it is important to respect the designated safe zones that must be maintained around the logo. No other element may intrude upon the safe zone.

There is a quick and easy way to test if the logo has been given enough room: by using the uppercase R in the ‘Red’ text of the logo. Create a box that touches the outside edges of the logo and the area around that box, equal to the height of the R. This is considered the logo's safe zone. See the illustration above for further clarification.
ACCEPTABLE APPLICATIONS FOR PRINT MEDIA

<table>
<thead>
<tr>
<th>Left Aligned</th>
<th>Right Aligned</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="red_river_college_logo_leftAligned.png" alt="Logo" /></td>
<td><img src="red_river_college_logo_rightAligned.png" alt="Logo" /></td>
</tr>
<tr>
<td><img src="red_river_college_logo_stacked.png" alt="Logo" /></td>
<td><img src="red_river_college_logo_centred.png" alt="Logo" /></td>
</tr>
<tr>
<td><img src="red_river_college_logo_noTag_web.png" alt="Logo" /></td>
<td><img src="red_river_college_logo_noTag_web.png" alt="Logo" /></td>
</tr>
</tbody>
</table>

UNACCEPTABLE APPLICATIONS

When placing the logo on designs and other applications it is important to make sure the logo is not altered in any way or displayed incorrectly.

Incorrect usage falls into seven different categories:

1. 1. Pixelation
2. 2. Stretching or skewing
3. 3. Breaking and rearranging
4. 4. Altering the typography
5. 5. Changing the colours
6. 6. Enclosing in a restrictive frame
7. 7. Integrating the logo as part of other elements or illustrations
UNACCEPTABLE APPLICATIONS

3. Breaking and rearranging
4. Altering the typography
6. Enclosing in a restrictive frame
5. Changing the colours
7. Integrating the logo as part of other elements or illustrations
Tagline

The tagline for this campaign is “What we’re doing is working.”

RATIONALE

This tagline appeals to all of the College’s target audiences. As a bold and confident statement, it instils pride as it positions the College as a successful and integral part of our province.

If you’re a student, it answers the question, “Why choose RRC?” It tells you you’ll receive the best possible education, proven to prepare you for work in your chosen field.

In the case of potential employers, it reinforces the message that RRC graduates are different from other candidates: they’re trained, dedicated and ready to jump in and begin their careers.

The tagline also speaks to other external stakeholders – including industry, donors and government agencies. It answers the question, “Why support RRC?” It speaks to the College’s undeniable record of success as a key contributor to fuelling Manitoba’s economy through diverse educational offerings, applied research and contributions to the many communities it serves.

PRESENTATION

Placement of both the logo and tagline will be dictated by the size and specs of each individual piece. There will be instances when the tagline is used as a headline or as part of a headline. In this case, it doesn’t have to appear elsewhere on the same page.

When the two elements are formatted horizontally at the bottom of an ad/poster/page, the RRC logo should appear at the right, and the tagline at the left.

There may be instances when the two elements are formatted vertically; that is, when stacked directly on top of each other, the RRC logo should appear above the tagline. When the two elements are stacked, they should be separated by a safe zone equal to half the height of the tagline itself (or the first line in the stacked version).

There may be instances where the tagline and logo don’t appear directly beside or above/below each other; in these cases, the logo should still appear somewhere on the same material (e.g., front and back covers of a folder or report).

The tagline appears in Interstate Regular Compressed (all-caps); the type should never be re-set.

The tagline may be used as red on a white background.

The tagline may also be used in a reverse fashion (white text on a coloured or photographic background).

The tagline may also be used in black where necessary.

Stacked examples

The binding boxes above also represents the safe area that should be maintained around these word marks. (Roughly equal to half the cap-height of the first line.)
In horizontal applications the tag should be featured flush left, with the logo flush right with flexible spacing between them.

The first 'R' in RRC should be used as reference for the logo's safe area.

What we’re doing is working.

In all applications the safe area of the tag and RRC logo should be honoured as well as the margins within any given frame of reference.

This tagline and logo relationship applies to campaign-specific promotions as well as general promotional materials where the tagline is used.
The following groupings are acceptable in applications where the logo and tagline must be grouped and stacked:

- Match RRC logo width and honour the logo’s safe area
- What We’re Doing is Working

These groupings can also be reversed out of a colour background.

- RRC Works campaign always set in Rougenta Dark.

General RRC promotional materials may utilize the full colour palette.

- Match RRC logo width (logo and tag safe areas are equal)
- WHAT WE’RE DOING IS WORKING

- Match RRC logo width and honour the logo’s safe area
- WHAT WE’RE DOING IS WORKING
In cases where it isn’t important for the College logo to lead, such as internal documents, the tagline and logo should be contained in the footer area with no additional info appearing below.

Each element should be justified to the bottom margins and span the same width, with the tag leading (consistent with the campaign ads).

When space allows, the logo must be set top left with the tag bottom left and URL bottom right.

The logo and tag should span the same width.

The URL should be set in the same point size as the tag, in lower-case bold and aligned to the baseline.

In small ads, if the tagline is a priority, then supplemental messaging and info must be sacrificed.

See pages 18 and 19 for logo and tagline relationships.

Exceptions may be made for specific applications at the discretion of RRC Marketing.
Tagline AND LOGO RELATIONSHIPS WITH RRC SUBSET IDENTIFIERS

For general RRC marketing materials, subset identifiers should only be set with the tagline in the following arrangements.

FOOTER ARRANGEMENT (NOT WORKING)

Because subset identifiers do not include a right aligned version, horizontal groupings with the tagline should be avoided whenever possible to avoid disorder.

Please apply one of the other optional arrangements or use the standard logo.

THREE-POINT ARRANGEMENT

When space allows, the subset ID must be set top left with the tag bottom left and URL bottom right.

Because all subset identifiers vary in size and shape, the tag must be set carefully to achieve the desired prominence.

The URL should be set in the same point size as the tag, in lower-case bold and aligned to the baseline.

NARROW ARRANGEMENT

When space is narrow, this centred/justified two-point arrangement should be used, leading with the subset ID and ending with the tagline.

MINIMAL SPACE ARRANGEMENTS

Because all subset identifiers vary in size and shape, there is no standard arrangement and tight groupings should be avoided whenever possible to avoid disorder.
SUBSET IDENTIFIERS

For the purposes of identifying or promoting Red River College sub-brands - such as individual departments, initiatives or special projects - the Marketing department will help develop and approve subset identifiers, or wordmarks, as required. A subset identifier is defined as a branding component used to identify or promote any Red River College subset, such as a school, department, division, program area, affiliated organization, major project or special event.

Development of RRC subset identifiers for any purpose requires authorization from the Marketing department.

USAGE

The Red River College logomark is the primary identifier for RRC and its divisions, departments, units, programs and events.

Alternative logos will not be used to identify Red River College or any of its divisions, departments, projects or events.

Subset identifiers must be used in conjunction with the Red River College logo, unless otherwise approved. When implemented, the subset identifiers will not compete with, touch or impact the RRC logo in any way. Marketing and Web Presence will provide design assistance and final approval for all subset identifiers.

In most cases, a subset identifier consists of text only, with a particular font and colour treatment.

In approved cases, a subset identifier may include other components, such as shapes, symbols, images, unique colour usage, and/or a unique tagline or slogan.

Program areas and areas of interest may also use subset identifiers. These consist of the horizontal logo with “of Applied Arts, Science and Technology” removed and the program name set in Interstate Bold just below the logo. The size of the type should be determined by matching its capital letter height to the middle stroke of the E in the College logo.
RRC Seal

The Red River College seal is a more formal symbol than the logomark.

It is used on documents of a formal nature, such as diplomas and certificates. It should not be used on items of a commercial or promotional nature.

Use of the RRC seal requires formal written approval by the College Registrar.
**Typography**

**EXTERNAL COMMUNICATIONS**

For all formal external communications purposes, the primary typeface that should be used in creating documents is Interstate.

**General Use:** The fonts Arial, Calibri and Times New Roman have been chosen for general communication due to their readability, accessibility and wide acceptance.

These fonts are recommended for general, non-formal use in documents such as letters, memos, emails, faxes, reports and any other basic communication materials generated by staff.

**Logomark:** The primary typeface used in the College wordmark is Trajan from Adobe Systems. The secondary typeface used is a condensed version of Trade Gothic. The wordmark should never be re-typeset. Electronic versions of the logomark are available from Marketing.

**Web:** For maximum accessibility, the main typeface used on all College websites for general text should be Interstate, followed by Helvetica Neue or Arial, unless otherwise authorized by Marketing.

- **Interstate**
  - Black
  - Bold
  - Regular
  - Light
  - Black Condensed
  - Bold Condensed
  - Regular Condensed
  - Light Condensed
USING INTERSTATE

When developing materials for the purposes of formal external communications, it is important to use approved typefaces in an appropriate manner.

For headlines: Use Interstate Bold, Title Case, with tight-set tracking (-25). Extra care with kerning is usually needed for this style. Leading should be consistent with point size in most cases. Interstate Black may also be used where more emphasis is needed.

For subheadings: Use Interstate Light, UPPER CASE, with wide-set tracking (+25). Subheadings should be 2/3 to 1/2 the size of the headline.

For body copy: Use Interstate Light, 10.5 pt, with tight-set tracking (-15). Interstate Regular may also be used in cases where more emphasis is needed.

In cases where space is tight, Interstate Condensed typefaces may be used. In addition, any legal writing should be done in italics.

When colour is applied, a highlight should be used with a darker version of the same family or paired with a neutral grey.

Type should be reversed out of darker colours or photographic images with sufficient contrast.

Primary Headline Information

SUBHEAD INFORMATION

Interstate Bold
INTERSTATE LIGHT

This is a sample of Interstate Light.
This text hierarchy shows sample usage of how various weights of Interstate work together to create a cohesive and easily readable look.
The College's colours were chosen to convey optimism, youth and progressiveness. There is a primary colour palette containing very saturated colours, a secondary palette containing more subdued colours, and a grey palette. All of the colours have been selected specifically for their design versatility.

Rougenta Dark may be used as a spot colour. Its Pantone Matching System equivalent is Pantone 200.
Gradients and Transparencies

GRADIENTS
In some applications it is necessary to implement gradients and transparencies. Often transparencies are used in web applications to add contrast or increase legibility, while gradients are used to increase impact.

Gradients are frequently used as backgrounds for buttons, tabs and navigation bars. When using a gradient, it is important to use two colours from the same colour palette family. Use one darker and one lighter colour.

TRANSPARENCY
In cases where a background image does not interfere with text, a coloured multiply transparency may be applied. This colour treatment separates the type from the image, without affecting the image quality.

When using transparencies for images that interfere with type, a solid block of colour set to 80% opacity will be used to separates text from a background image.
Photos and Imagery

GENERAL DIRECTION:
We approach most events and in-class shoots by trying to paint an overall picture and telling the story of the situation via the following:

People
• Candid interactions, group shots and prominent speakers/figures/instructors, etc.
• Focus on moments where subjects are not acknowledging the camera (in most cases)

Details
• Food/wine, table settings and other décor
• Tools, equipment, machinery, etc.

Environment
• Wider shots that establish environment for context (birds-eye viewpoints or other unique perspectives)

Additional
• Consult with event coordinators for specific group shots or additional requests.
• When shooting individuals (or minors) outside of public events, it's advised they fill out a consent/release form.
• Remember, professional photography is not always required. Take a moment to consider how the photos will be used.

TECHNICAL AND STYLISTIC SPECS:

Equipment/Gear
• We shoot with full-frame DSLR bodies and various zoom lenses with focal lengths ranging from 17 to 200mm, and occasionally fish-eye.
• We primarily use natural, ambient and existing light for a natural look, or a speedlight and diffuser in low-light situations.
• For staged shoots that are featured on publication covers or higher-profile materials, we often use light reflectors and externally mounted studio lights with soft-boxes.

Style/Settings
• When shooting individuals, one-on-one interactions or small groups, use shallow depth of field to focus on interactions and convey intimacy.
• When possible, try to achieve clean, open and soft background spaces, which accommodate messaging/typography and can be used in ads and marketing materials.
• Use deep focus for larger group and environmental shots where necessary.

The College has specific visual identity approaches related to Typography, Colour Palette, Photos and Imagery, and Visual Elements for its International Education offerings, Indigenous Education offerings, and its RRC Works Campaign (i.e., RRC’s comprehensive fundraising campaign). Please refer to the appropriate Appendix.
Photos and Imagery (continued)
PHOTOS ON FLICKR

The College stores an extensive selection of event, location and program-specific photos on Flickr, many of which are organized according to date or program/interest area.

To view all of the photos, visit: Flickr.com/redrivercollege

To view RRC’s sets and collections, visit:

- Flickr.com/redrivercollege/sets or
- Flickr.com/redrivercollege/collections

OBTAINING IMAGES

To download a photo, click the download icon (arrow pointing down) on the bottom-right of the screen. This will bring up a panel where you can choose from a range of file sizes.

For large format printing, please contact Marketing for uncompressed, high-resolution images.
Though email is a relatively quick and efficient form of communication, it’s important to remember that any message sent from an RRC account reflects on the College as an institution.

Since email is a visual tool, the College’s branding should be present at all times. Just as College letterhead should be used to send a letter, all email sent (whether externally or internally) should identify RRC and convey a professional image.

When sending email from an RRC account, the following standards should be adhered to, as closely as possible:

- Include an automatic “signature” with each email that adheres to this format:
  
  Your Name, Your Title  
  Your Department Area  
  Red River College  
  Your Office Address  
  City, MB  
  T: 204.555.5555

  Optional: RRC logo image, approved subset identifier, approved campaign image (e.g., Employer of Choice) or a Donate Now button.

- Do not use wallpaper, photos or background colours to format your email unless required for specific promotional purposes.

- Use an approved font.

- Use the automated spellchecker and be mindful of grammatical errors.

- Employ a professional tone at all times.

- Be mindful that responding to messages by clicking “reply all” (as opposed to “reply”) will send a copy of your response to ALL original recipients.

- Remember that sent email is traceable and copies can be easily forwarded to other recipients, including those who were not meant to see the content.

RRC email adheres to FIPPA policy

The Freedom of Information and Protection of Privacy Act (FIPPA) provides a right of access to records held by public bodies and regulates how public bodies manage personal information. FIPPA also provides an independent review process for people who disagree with access and privacy decisions made by public bodies under the Act.

For more information, visit gov.mb.ca/fippa
Stationery and Specifications

When Red River College communicates with its customers, associates and other audiences, the presentation of information conveys an important message. Each item of stationery has an impact in shaping or reinforcing RRC’s identity. Maintaining the standards of RRC’s visual identity strengthens the College’s brand, which is key to success in a competitive environment. (All stationery can be found on the RRC Intranet.)

**Business Cards:** These are printed in the standard size (3.5” x 2”) with the horizontal RRC logomark. Standard business cards are printed on 100-lb stock. Heavier stock cards can be requested at an additional cost. Business cards may display specific department/area microsite URLs (e.g., rrc.ca/campusliving) or rrc.ca.

To order business cards, contact the RRC Print Shoppe.

**Letterhead:** Standard letterhead is printed on 8.5” x 11” white, 20-lb bond paper stock. The horizontal logomark appears in the upper left corner, while the return address appears in a single line at the bottom of the page.

When producing a letter, set up the page with margins of 1.5” (top, left, bottom) and 1.25” (right). The font Times New Roman (or Arial) should be used at 11-pt size, single-spaced. An extra line is used to separate paragraphs. Double lines should be inserted to separate the address from the date and the greeting from the address.

School and departmental letterhead is the same as standard letterhead, but is printed with a specific department’s name, location, phone and fax number in the upper right corner.

Specialized executive letterhead is used by the offices of the President and the Chair of the Board of Governors for official correspondence.
Key to maintaining the integrity of RRC’s visual identity is the consistent use of design elements throughout all materials. The College’s logo and tagline are important, but additional elements help define the overall look.

1. Colour gradients on text or shapes create a vibrant, subtly textured look.

2. Coloured bars are often used to separate different kinds of information or to create headers and footers.

3. Angled or curved blocks of colour lend energy to a design, and are recommended when targeting younger students.

4. Colour and changes in type weight are used to identify subject headings.

5. A 1-pt to 2-pt line (with rounded end caps) may be used to underline and draw attention to important information.

The College has specific visual identity approaches related to Typgraphy, Colour Palette, Photos and Imagery, and Visual Elements for its International Education offerings, Indigenous Education offerings, and its RRC Works Campaign (i.e., RRC’s comprehensive fundraising campaign). Please refer to the appropriate Appendix.
In order to make it easier for students to identify our interest areas, a colour identification system for each interest area was developed. Each interest area uses two to three colours from the College's colour palette, with a primary colour and secondary accent colour. This allows students to quickly identify programs and find other programs in the same interest area that may appeal to them. These colour combinations are primarily used in brochures, microsites or other promotional/informational material where differentiation from other programs is needed for ease of identification. When ads are produced for outside the College, the College's default primary and secondary colours are used.

Any questions or concerns regarding the brochure colour palette should be directed to the Marketing department.
INTRODUCTION
RRC strives to provide all users of College websites and apps with a positive experience, allowing them to navigate content and accomplish tasks effectively and efficiently.

STANDARDS
To live up to the mandate, the following set of user experience standards has been adopted. All front-end RRC web and intranet properties:

• advocate for the end user. (“Think like your visitor/user, not like yourself.”)

• are sustainable and avoid duplication. (“Store once, reference often.”)

• are accessible to WCAG 2.0 Level A Guidelines or higher.

• are intuitive, responsive, efficient and device agnostic.

• are able to change, adapt and grow.

• are brand-aligned.

• leverage the strength of multiple web services and contributors across the College with a decentralized approach to content management.

SCOPE
In addition to overseeing the user experience for websites and apps, RRC’s Marketing and Web Presence department is also responsible for:

• interaction design (e.g., “how it works” taxonomy, navigation, information architecture, etc.)

• visual design (e.g., “how it looks”, including branding, layout, etc.)

• functionality (e.g., “what it does”, including tools, controls, actions, outputs, etc.)

• analytics (e.g., “what it gathers”, including visitor metrics, device information, etc.)

POLICY
The College’s Marketing and Web Presence department oversees the user experience standards previously described, unless they are:

• a student project (and clearly identified as such); or

• not required use by staff or students; and

• free of charge to RRC; and

• hosted on a system/site/tool that has been vetted and is part of the RRC whitelist. (e.g., Facebook).

If a College division, department, employee or agent is using a web-based platform in a manner other than as prescribed by the policy, the Director, Marketing and Web Presence should be contacted and a conforming user experience will be developed and implemented.
User Experience Standards

RRC’s user experience standards fall under several categories, with some overlap:

ACCESSIBILITY

The visual design and content for all web and intranet properties must meet RRC’s provincially mandated accessibility standards. Design and functional elements such as font sizes, contrast ratios, mobile breakpoints, the use of live text (vs. text in images or non-accessible PDFs), the use of ALT tags, the use of heading tags, and captioned videos must meet WCAG 2.0 Level A Guidelines or higher. For greater clarity on precisely how these standards are to be met, contact the Marketing and Web Presence department.

VISUAL DESIGN

As a key component of the user experience, RRC’s web properties must apply a consistent design theme as much as possible, and any deviation from the theme must be pre-approved by the Marketing and Web Presence department. Derived from the visual identity standards, the theme will be provided by the Marketing and Web Presence department, with updates and upgrades applied universally as best practices evolve. Theme design elements include element padding, menu location/sizing/design, and colours.

CONTENT

Images and text must adhere to RRC’s visual identity, writing style, and user experience standards, including (but not limited to):

a) Typography (font type) for web and intranet properties is to be Interstate.
b) Links are to be presented through hyperlinked words (rather than posted URLs).
c) Writing style must be concise and avoid confusing or redundant copy.
d) Image resolution must be high enough to display clearly on high-DPI displays.
e) The use of web forms instead of fillable PDFs.

Should a disagreement occur in the application of user experience design standards, the Marketing and Web Presence department will determine the best application based on RRC’s user experience standards.

RRC is Committed to Accessibility

Meeting our accessibility standards is not an option. RRC is committed to ensuring that faculty, staff, students, parents, alumni and members of the broader community can access our College in a way that promotes success, allows independence and meets or exceeds the Accessibility for Manitoban’s Act.

For more information, visit gov.mb.ca/accessibility