



Feather River College

Brand Guidelines

VERSION 1.2



Table of Contents

New Logo	1
Logo Size & Space	2
Official Colors	3
Acceptable Use	4
Department Designations	5
Typeface Recommendations	6



Feather River College



Feather River College



Feather
River
College

Alternative Positions

There are three variations available to help ensure compatibility with different layouts.



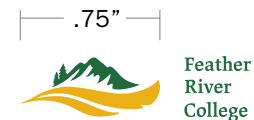
Just The Mountains

You can use just the mountains if the full name is somewhere else on the piece. E.g. Mountain on the back of a shirt, name on the front of the shirt.

Minimum Size

Size minimums are noted to ensure that the logo legible and prominent in various media.

If the item you are putting the logo onto is smaller than 3/4 of an inch — such as on a pen or sticker — it is acceptable to reduce the size and clear space.



Minimum Space

Items such as text, images or graphic elements should be kept away from the logo by a minimum distance of the height of the "F".

Letter Height "F"





FRC Evergreen



FRC Golden Yellow

Screen & Digital

Different computer screens, operating systems, and even different web browsers have different color characteristics, so it's just about impossible to get a given color to look the same on every screen. But by using the specified RGB color it will help minimize the number of inconsistencies.

Print Applications

The only way to bring about consistency is to use the specifications provided, regardless of how it looks on the screen. Each color has been carefully chosen for each type of application. Therefore, when printing certain colors onto coated or uncoated paper, the Pantone color specified differs.

Screen & Office

RGB format for digital media, website, video, office inkjet or laser printer



R 31
G 105
B 60
1F693C



R 235
G 175
B 24
EBB618

Uncoated

For high quality professional printer or offset press, printed on uncoated paper



PMS
356



C 80
M 3
Y 93
K 17



PMS
7406



C 1
M 17
Y 93
K 3

Coated & Apparel

For high quality professional printer, printed on coated paper. Including, vinyl signs, screen printing, and sublimation.



PMS
349



C 94
M 11
Y 87
K 18



PMS
7406



C 0
M 17
Y 100
K 0

Robison-Anton Poly Thread
5805 Special Green

Robison-Anton Poly Thread
5708 Star Gold



Acceptable

The electronic files for the logo are provided in multiple color configurations.

The logo should not be redrawn or modified in any manner. Do not use drop-shadows, bevels, animation, 3-D effects, embosses, glows or outlines on the logo or any other visual elements of the brandmark. The logo and other visual elements of the brand also may not be animated in any way.

The logo may overlay an image ONLY if the background provides sufficient contrast.



Not Acceptable



Don't change colors

Don't stretch logo

Don't modify logo

Don't change typeface

Don't overlay on low contrast background

Sub-Branding

Certain logo variations include a secondary tagline such as the name of a department.

Just like the main logo, there are three layout variations available for sub-branding to help ensure the logo's compatibility with different page layouts.

To request a designation logo contact Carlie McCarthy at CMcCarthy@frc.edu



Feather River College
Foundation



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Consistent use of these typefaces enhances the cohesive Feather River College voice across all materials. All the typefaces chosen below were used throughout this document. If a given typeface isn't available on your computer please use one of the alternate options.

Serif Typefaces

Makes for more expressive headlines but can also be used for longer blocks of text. If the first typeface isn't available on your computer please use the alternative underneath. Merriweather is available for free download through google fonts & can be used on the website, link is below.

– JAF Lapture

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

– Merriweather – <https://fonts.google.com/specimen/Merriweather>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

– Georgia - Available on the majority of computers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Sans Serif

An excellent choices for both digital and print. Highly Readable and can be used for both headlines or body copy. If the first typeface isn't available on your computer please use the alternative underneath.

– Franklin Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

– Arial or Helvetica – Available on the majority of computers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+



Contact Information

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