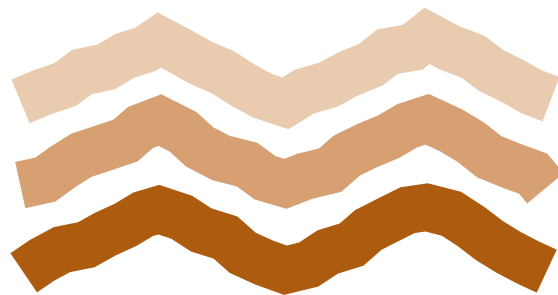


**RIO
HONDO
COLLEGE**



Logo Usage Manual
Standards, Guidelines and Rules
for Using the Logo and Related Materials

First edition – September 2009

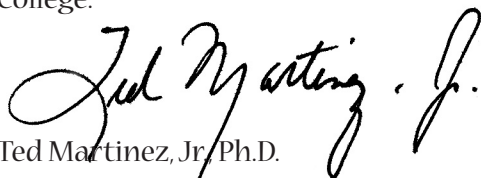
To the Rio Hondo College Community:

It gives me great pleasure to introduce the Rio Hondo College Logo Usage Manual which will guide us in presenting Rio Hondo College to our community.

The *Logo Usage Manual* is an important part of our strategy to connect with our community, to explain who we are and the valuable resources we offer. Our look plays a key role in establishing Rio Hondo College as a professional, high caliber institution of higher learning. Our logo and its related elements bind us to our region and our community visually, and help to establish consistent recognition of our brand image.

This manual will guide those who produce printed, constructed, (clothing, ribbons, coffee cups, etc.) or new-media communication materials (Web, PDF, PowerPoint, etc.) for Rio Hondo College. It contains standards and guidelines, as well as, rules for consistent use of our logo, an identity and communications package, and guidelines for producing communication assets of the college. It is not meant to dictate design decisions, but to aid in the creation of materials supporting Rio Hondo College's vision and mission.

Please join me in supporting this program and work with us to produce materials of which we can all be proud. This is a living document. When appropriate, we will modify and update these guidelines. Thank you for your support and enthusiasm in using this manual to acquaint members of our community with Rio Hondo College.

A handwritten signature in black ink that reads "Ted Martinez, Jr." in a cursive script.

Ted Martinez, Jr./Ph.D.
Superintendent/President, Rio Hondo College

CONTENTS

Overview 1.1

- History and Meaning 1.2
- Identity 2.1 - 2.9
- Identity Elements & Glossary 2.1
- Primary Version 2.2
- Secondary Version 2.2
- Logo 2.3
- Type Attachments 2.3
- Color 2.4
 - Monochromatic Versions, Black/White, Grey scale
- Background Fields 2.5
- Position 2.6
- Clear Space 2.6
- Minimum Size 2.6
- Typefaces 2.7
- Examples of Incorrect Usage 2.8
- Exceptions 2.9

Communications System 3.1 - 3.10

- Introduction 3.1
- Business Card 3.1
- General Letterhead 3.2

Print Collateral 4.1 - 4.3

- Introduction 4.1
- Examples 4.1
- Position 4.2
- Sizing 4.2
- Clear space 4.3
- Color 4.3
- Governing Board Protocol 4.4
- Review Process 4.5

Web Site 5.1 - 5.4

- Description 5.1
- Application 5.1
- Type Attachments 5.1
- Position 5.2
- Clear space 5.2
- Color 5.2
- Color Palette 5.3
- Background 5.4
- Examples of Incorrect Usage 5.4

AV and other Uses 6.0

Mascot(s) and Student Club Images 7.0

Tagline(s) 8.0

Seal 9.0

Promotional Materials 10.0

Logo Usage At A Glance

This Rio Hondo College Logo Usage Manual has been developed to aid those involved in producing communications materials for Rio Hondo College. This includes, but is not limited to, printed materials and Web pages. The manual should be regarded as a valuable reference tool to enable adherence to the standards as presented.

The system of logos and applications is designed to unify the college and present a clear, consistent image to our faculty, staff, students, and community. Consistent and widespread use of our identity materials will help ensure we are easily remembered and valued as a premier resource of higher education. The identity elements (the logo, its layout, and font style) and their organization are the foundation of our image. Altering them diffuses our image and integrity. This manual will specify what can and cannot be done with identity elements.

The manual begins with a presentation of the logo, accompanying type, rules for its use, and typeface samples. It continues with the layout of stationery and primary communications items, other printed items and color and Web guidelines.

For college faculty and staff, electronic versions of college logos are available on the "P" Drive. Open the Images sub folder, where logos can be found in a variety of formats. Consult the college Marketing and Communications Department at (562) 908-3445 for guidance on logo selection and use.

Vendors doing business with Rio Hondo College should contact the Marketing and Communications Department at (562) 908-3445 to obtain logos.

The Rio Hondo College Logo was designed in 1995 by Dale Harvey, a professor of Art at Rio Hondo College. The graphic elements were inspired by the college name's Spanish translation "Deep River," and are reminiscent of the design of native American petroglyph representing water symbols or rivers. The colors loosely represent the school color of gold and black. The shift in color value down the wave elements serves as a metaphor for a deepening river as well as representing the cultural diversity of the campus.



COLOR

CMYK: Cyan, Magenta, Yellow, Black – the color system used in offset printing for full-color documents.

PMS: Pantone Matching System – an industry standard color ink system, frequently used for matching colors.

RGB: Red, Green, Blue – the color system used for computer screens, Web sites and TVs.

See section 2.4 for Rio Hondo College's identity colors.

TYPE

Typeface (Font): The name assigned to a particular character design, i.e., Lithos, Arial, Times New Roman

Leading: The gap between two lines of type

Tracking: The spacing between characters

Points: Units used to specify type size and leading.
One inch = 72 points.

See section 2.7 for samples of the typeface families used in the Rio Hondo College identity and communication system.

CLEAR SPACE:

The area around the identity that isolates it from competing graphic elements, including text and photographs (*see section 2.6*).

TYPE ATTACHMENT:

A message positioned below the Identity (*see section 2.3*)

LOCK UP:

The Rio Hondo College identity has two basic components: the logo and the “Rio Hondo College” typographic signature. Both components are specifically aligned on a center axis (they are centered). The center lockup is the formal or primary identity of the college and should be used whenever possible. Exception are rare. Check first with the Department of Marketing and Communications.

As a general rule, the primary identity, as a universal campus identifier, should be applied to all college materials.

Under no circumstances should the components of the identity be separated, distorted, or altered (see 2.8 for example of incorrect use). When enlarging or reducing the identity, all components should be re-sized proportionally.

2.2a



LOGO:

The logo's intention is to visually capture the Spanish translation of the word "Rio Hondo": "Deep River."

Under no circumstances should the logo's components be separated, distorted or altered.

Electronic versions of college logos are available in the "P" Drive located the Marketing and Communications Folder. Open the Images sub folder, where logos can be found in a variety of formats. Consult the Rio Hondo College Marketing and Communications Department at (562) 908-3445 for guidance on logo selection and use.

TYPE ATTACHMENTS:

Type attachments may also be know as "taglines." They appear in conjunctions with the identity/logo and are positioned beneath the logo.

Type attachments to the Rio Hondo College logo include generic taglines such as brand or marketing slogans. (See Example 2.3a).

Type attachments to the Rio Hondo College logo may also be used to provided program/department identity. (See examples 2.3b – Logistics Program; and 2.3c – C.A.R.E. Program.

Examples of incorrect type attachments. In no instance should another logo be attached to or incorporated with the Rio Hondo College Logo. (Example 2.3d)

When creating a type attachment, the typeface should be Lithos Bold in a smaller size than the type in the main identity logotype, centered beneath the identity lockup.

Consult the Marketing and Communications Department for assistance with development of type attachments.

2.3a



2.3b



2.3c



2.3d



COLOR:

To assist commercial printers, the colors used for the Rio Hondo College identity are specified below to maintain consistency.

Formal applications of the Rio Hondo College identity are reproduced in two colors, using the Pantone Matching System (PMS) or CMYK colors shown in 2.4a. In less formal applications a one-color version using PMS 876 (Metallic gold ink), its CMYK equivalent, grey scale (20%, 50%, 100% black) or all black ink is acceptable.

The identity should be used against a background (the area surrounding the identity) that is white or of a neutral color with density values of 30% or less (see section 2.5). Section 4.3 presents a chart of compatible background colors.

Applications of the Rio Hondo College identity in a Web-based environment use the RGB equivalent of PMS 2768 - R19, G23, B32.5 (see section 5.2).

The colors as they appear on this page or on your computer may not be precise, due to variations in printers and monitors. Use PMS, CMYK, and RGB values as identified.



BACKGROUND FIELDS:

The Rio Hondo College identity or separate logo may be placed in a background field. Prior to using background fields, a consultation with the Marketing and Communications Department at (562) 908-3445 is highly recommended. The background field establishes a visual presence for the identity while simultaneously isolating it from other graphic elements.

The background field consists of the identity or logo reversed out of a solid black or other dark color (2.5a), or the positive placed on a field of no greater than 30% value of black or other dark color (2.5b). Avoid colors that compete with the identity or cause the identity to disappear. If the background color is light enough to provide sufficient contrast with the identity colors, use the positive identity. For darker color backgrounds, use a reversed version of the identity or logo.

If it is necessary to place the identity or separate logo on top of a photographic background field (2.5b, 4.1a-c, 5.1a, 5.4a), it should not be positioned in a busy part of the photo, and there should be enough contrast so that the identity is easily recognizable. This identity placement on top of a photo should be considered an exception, rather than the preferred rule.

2.5a



2.5b



POSITION:

The Rio Hondo College identity is required on all materials that bear the college name, including but not limited to brochures, schedules, posters, all marketing and promotional applications, and all outreach materials. The identity should be clearly visible in an area that does not compete with the specific marketing or promotional message.

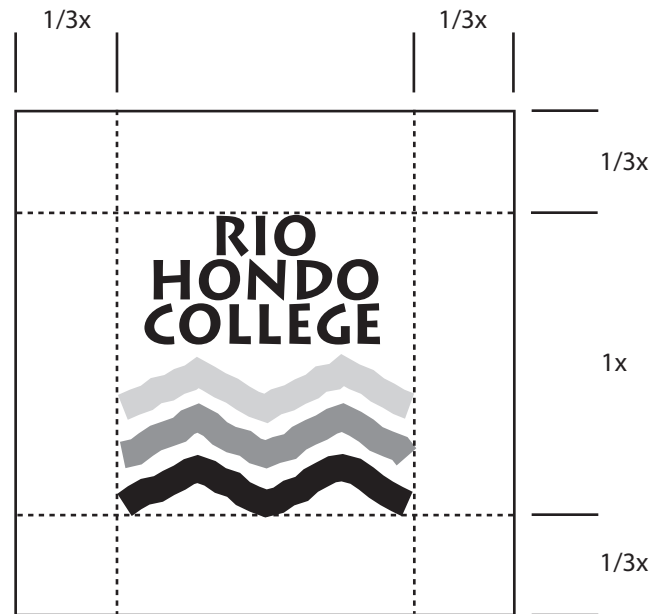
CLEAR SPACE:

Clear space (2.6a) is defined as the area around the Rio Hondo College identity that is free of other elements (including page or other surface edges). A clear space of $\frac{1}{3}$ of the identity's height is recommended.

MINIMUM SIZE:

The Rio Hondo College identity on any application must never be smaller than the identity's minimum reproduction size (2.6c) of $\frac{3}{4}$ " wide and $\frac{5}{8}$ " high. In all instances, the identity must be proportional to the overall size of the images. Consult with the Department of Marketing and Communications.

2.6a



TYPEFACES:

The Lithos Bold typeface families have been used in the creation of the Rio Hondo College communications system (See 3.1). Whenever creating additional documents, signage, or other visual communication components for Rio Hondo College, these typefaces are strongly recommended. Consult with the Department of Marketing and Communications.

The Lithos typeface family is used for the college's typographic signature as well as the official type attachment, "A Community College That Works." (See 2.1 and 2.3a) The Lithos typeface is to be used in documents and plays an important role in the creation and addition of paper system rules and regulations.

The Lithos typeface family is to be used primarily for creating signage and other related visual communication systems for Rio Hondo College. It offers an alternative to the serif version and offers increased legibility at distances or small sizes. It may also be used in printed materials.

EXAMPLES OF INCORRECT USAGE:

Correct and consistent use strengthens the Rio Hondo College identity. The next page displays examples of incorrect versions of the identity. Use these examples as a guide for avoiding incorrect variations which would weaken the Rio Hondo College identity and brand recognition.

The color, typeface and proportions should not vary from the guidelines set forth in sections 2.2 - 2.6. The identity must not be rotated, outlined, distorted, or have additional effects added. The background should not distract from the identity. The relationship between the logo and the typographic signature must not vary from the guidelines set forth in sections 2.2 and 2.3. See 5.4b and 5.4c for other examples of incorrect usage.

EXAMPLES OF INCORRECT USAGE:



INTRODUCTION:

The Rio Hondo College Communications System consists of business cards, letterhead and envelopes.

BUSINESS CARD:

Business cards are created by a vendor designated by the Contract and Vendor Management Office. For more information call (562) 463-3413.

The Rio Hondo College general business card includes the Rio Hondo logo, signature, type attachment, a field for the individual's name and title, and standardized address, phone and Internet information block.

Type size and leading must follow the specifications shown. This information is shown as type size/leading, expressed in points.

Paper stock:

Classic Linen, Bright White 65 lb.

Two versions of ink: PMS 876 and Grey scale.
cover stock



GENERAL LETTERHEAD:

The letterhead layout is based on a center axis upon which the identity and address line are centered.

The address is in the typeface Lithos at 8.5pt.

Paper stock:

Classic Linen, Bright White 24 lb. text

Two color: Black and PMS 876

Instructions on ordering letterhead from the Warehouse:

Fill out a District Requisition and submit to Accounting.

The letterhead is Warehouse stock item #131 (250 sheets). Price: \$39.50 each package. Second blank page is Warehouse stock item #130 (50 sheets). Price: \$2.42 per package.

Envelopes (#10) pre-printed with the college's return address and logo is Warehouse stock item #52A (500 envelopes) per box. Price: \$43.91 per package.

Development of specialized or department-specific letterhead or other communications systems is not recommended or encouraged.



INTRODUCTION:

Print Collateral refers to all printed materials not covered in chapter 3, and includes catalogs, class schedules, annual reports, brochures, posters, flyers, postcards, advertisements, billboards, shirts, coffee cups and other promotional items.

Print the identity in Black, Pantone 876, or the equivalent Pantones 726 C, 728 C, 160 C. The identity may also reverse to White or Pantone 876. Contact the RHC Marketing and Communications Department for guidance (562) 463-3143.

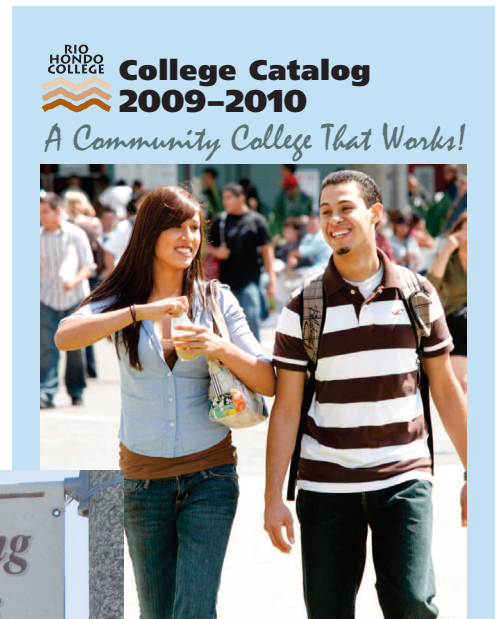
The identity should never be modified by stretching or compressing its components. It should never be portrayed with a drop shadow or a three-dimensional look.

The identity should never interfere or compete with the specific communication message. It should also stand-alone and have adequate clear space. A clear space (the area around the RHC identity that is free of other elements of one-third inches of the identity's height is recommended. See 2.6a for clear space illustration.

EXAMPLES:

Illustrations 4.1a – 4.1d and 4.2a – 4.2b show varying configurations of the RHC identity in print collateral materials.

4.1a



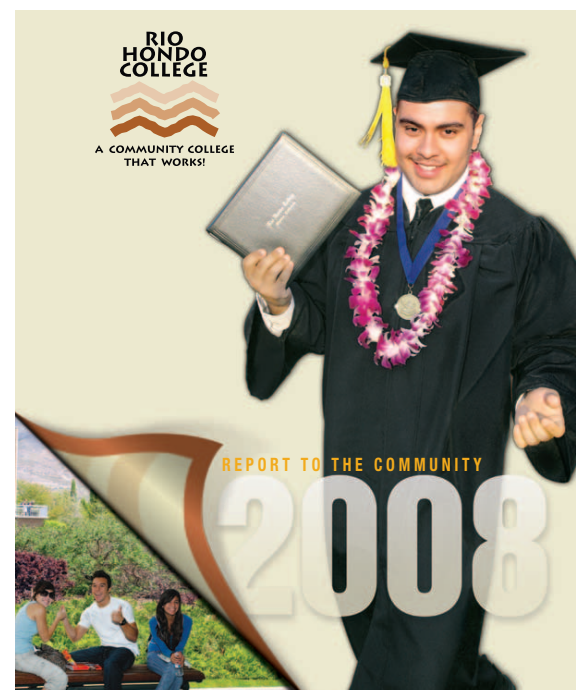
4.1b



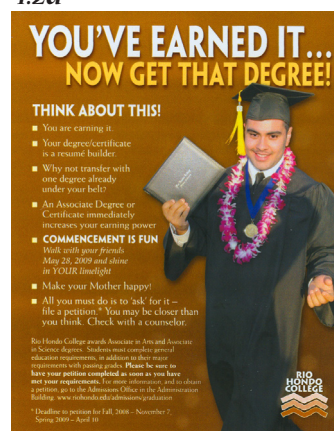
4.1c



4.2b



4.2a



4.1a Catalog Cover

4.1b Exterior Banner

4.1c Cup

4.2a Now Get that Degree Flyer

4.2b Annual Report cover

POSITION:

The Rio Hondo College identity should appear on the front cover of all marketing or promotional items, including academic and student services publications. The identity should be clearly visible in an area that does not compete with the specific marketing or promotional message (see 4.2a).

SIZING:

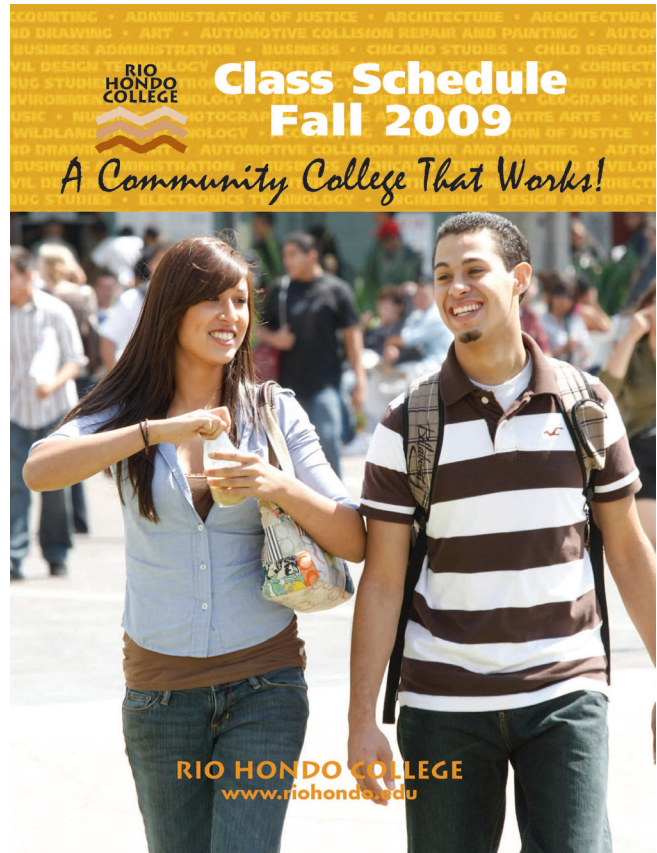
The Rio Hondo College identity on any application must always be recognizable and proportional to the total size of the piece. Contact the Rio Hondo College Marketing and Communications Department for guidance.

CLEAR SPACE:

Clear space is defined as the area around the Rio Hondo College identity that is free of other elements (including page or application edges.)

A clear space of 1/3 of the identity's height is recommended. See 2.6b for clear space illustration.

4.2c



BACKGROUND COLORS:

Colors chosen for print collateral should complement, rather than compete with the identity. Contact the Rio Hondo College Marketing and Communications Department for guidance.

Refer to section 2.5 for guidelines on the proper use of background fields.

IDENTITY COLORS:

(Pantone and CYMK colors for all components of the identity). Refer to section 2.4 for guidelines on use of identity colors.

PROTOCOL FOR USE OF BOARD OF TRUSTEES' NAMES AND CEO NAME:

Major publications that are available to, or distributed to, the general public must include the names of Board of Trustees in an alphabetic roster-style format, exactly as they appear on the college letterhead, and the name of the Superintendent/President.*

The college address and website must also be included.

- Rio Hondo College, 3600 Workman Mill Road, Whittier, CA 90601
- www.riohondo.edu
- Rio Hondo College Board of Trustees in an roster-style format (use college letterhead as guide)
- Superintendent/President

Obtain the most recent listing of names from the Executive Assistant to the President and Board of Trustees at (562) 463-7271.

Use a font size no smaller than 8pt. Times New Roman to insure readability.

If a publication is intended for use longer than one year, it is acceptable to omit the name of the student trustee.

4.4a Example without Student Trustee:

Board of Trustees

Angela Acosta Salazar
Garry Couso-Vasquez
Maria Elena Martinez
Gary Mendez
André (with an accent on é) Quintero

Ted Martinez, Jr., Ph.D.
Superintendent/President

4.4b Example with Student Trustee:

Board of Trustees

Angela Acosta-Salazar
Garry Couso-Vasquez
Maria Elena Martinez
Gary Mendez
André (with an accent on é) Quintero

Student Trustee

Julio Flores

Ted Martinez, Jr., Ph.D.
Superintendent/President

Major publications include Catalog, Class Schedules, Annual Reports, Student Guides, Handbooks, etc.

Publications exempt from this requirement include program and other brochures, flyers, posters, bookmarks etc., as well as materials such as flyers and brochures and posters published by student and employee organizations or clubs. Contact the Marketing and Communications Department for assistance and guidance.

REVIEW PROCESS:

The Marketing and Communications Department oversees the production of all print collateral materials intended to circulate off campus. Major print publications not covered in chapter 3 and intended for circulation off campus should be reviewed prior to production, ideally at the beginning of the development process. Contact the Marketing and Communications Department for assistance and guidance.

In addition, the Marketing and Communications Department consults with programs and departments in the development and design of internally-focused materials, included those intended for student use.

Student organizations and clubs produce their own materials and may use the consulting services of the Department of Marketing and Communications Department if they wish to do so.

DESCRIPTION:

Rio Hondo College's identity in a Web environment is always represented visually through a vertical lockup. The typeface of the identity is Lithos Bold. The vertical lockup (5.1a) is for Rio Hondo College Web-specific applications only.

The Identity should never be modified by stretching or compressing its components and must not be separated, distorted, or altered in any way. It should never be portrayed with a drop shadow or a three-dimensional look (2.8).

APPLICATION:

To provide a consistent look in a Web environment, the identity should always be presented in a positive format – never reversed out of a background. The identity should be clearly visible against the background.

TYPE ATTACHMENTS:

(See 2.3 for more on Type Attachments.)

5.1a



5.1b – Home Page

Search Rio Hondo Website Go

HOME PROSPECTIVE STUDENTS CURRENT STUDENTS FACULTY STAFF FOUNDATION VISITORS

ABOUT RHC ADMISSIONS ACADEMIC PROGRAMS COMMUNITY SERVICES STUDENT SERVICES COLLEGE RESOURCES

RIO HONDO COLLEGE

- ▶ Accreditation Home Page
- ▶ Online Registration
- ▶ Online Application
- ▶ Online Counseling
- ▶ Online Scholarship Application
- ▶ Check Grades
- ▶ Open/Closed Class Lookup
- ▶ Class Schedule
- ▶ Academic Calendar
- ▶ Library
- ▶ Virtual College
- ▶ Building Program
- ▶ Solicitations for Bid/RFP
- ▶ Job @ Rio Hondo College
- ▶ Security Information
- ▶ AccessRio Project
- ▶ Schedule 25 Web Viewer

SPOTLIGHTS

- ▶ Spring 2009 Class Schedule / Fall 2008 Class Schedule
- ▶ Fall 2008 Community Services Classes
- ▶ Discounted GO RIO Transit Pass for Full-Time Students
- ▶ Construction Road Closure - Date and Map
- ▶ AccessRio Project Web Site
- ▶ President's Monthly Update
- ▶ News Releases
- ▶ Rio Hondo College July 2008 News
- ▶ Career Training Opportunities Feature Videos

FEATURE EVENTS

- ▶ 10/20 - 12/12 More Than a Feeling
RHC Art Gallery
- ▶ 12/02 - 03 Blood Drive
Campus Inn, 8:00am - 5:00pm
- ▶ 12/02 Workman Mill Industrial Orchestra
Wray Theatre, 7:30pm
- ▶ 12/04 - 07 "Only The Shadow Knows..."
Black Box Theatre, 8:00pm

FALL 2008: AUGUST 23 - DECEMBER 13

[College Events Calendar](#)

EXPLORE RIO HONDO STUDY ABROAD VISIT CAREER CENTER WiFi CAMPUS

3600 Workman Mill Road
Whittier, CA 90601
(562) 692-0921
[Map and Directions](#)
[Site Index](#) | [Contact Us](#)

Copyright © 2007 Rio Hondo College. All Rights Reserved. Text Version.

5.2a



POSITION:

The Rio Hondo College identity should always appear on every Web page. The identity should be clearly visible in an area and clear of other web messages.

CLEAR SPACE:

Clear space is defined as the area around the Rio Hondo College identity that is free of other elements (including page or surface edges). A clear space of 1/3 of the identity's height is recommended. See 2.6a for clear space illustration.

COLOR:

The Rio Hondo College identity in a Web-based environment use the RGB and Web color. See 5.2b for RGB color and Web color.

For assistance in Web page usage of the logo, please consult with the college Web development office at (562) 463-3740.

5.2b

	<p> RGB Color: R - 0 G - 0 B - 0 Web Color: #000000 Font Type: Litho Bold </p>
<p> RGB Color: R - 233 G - 202 B - 175 Web Color: #E9CAAF </p>	<p> RGB Color: R - 214 G - 161 B - 115 Web Color: #D6A173 </p>
<p> RGB Color: R - 173 G - 92 B - 16 Web Color: #AD5C10 </p>	

COLOR PALETTE:

Colors should complement, rather than compete with, the identity. Colors on your screen may appear differently because of differences in color monitors. Call the college Web development office at (562) 463-3740 for guidance. *Hexadecimal values are "computer talk" for RGB values, and are used in some Web development software.

Refer to section 2.5 for guidelines on the proper use of background fields.

RGB/WEB COLORS:

Black text, Litho Bold typeface

Lt. Wave

RGB Color: R - 233 G - 202 B - 175

Web Color: #E9CAAF

Med. Wave

RGB Color: R - 214 G - 161 B - 115

Web Color: #D6A173

Drk. Wave

RGB Color: R - 173 G - 92 B - 16

Web Color: #AD5C10

5.4a – Example of Correct Usage



BACKGROUND:

The Rio Hondo College identity or separate logo should be placed in a background field that establishes a visual presence for the identity while simultaneously isolating it from other graphic elements. It should not be screened or used as “wallpaper.” (5.4a).

EXAMPLES OF INCORRECT USAGE:

The background should let the identity be clearly visible and should not compete with the identity (5.4b)..

Don’t dismantle the logo and use its elements to create new artwork (5.4c).

See 2.8 for other examples of incorrect usage.

5.4b – Example of Incorrect Usage



5.4c – Example of Incorrect Usage



6.0 AUDIO VISUAL AND ELECTRONIC PRESENTATION

INTRODUCTION:

Audio Visual and other electronic uses include media such as films, DVDs, and other visual presentation.

All such media produced by Rio Hondo College must include the identity logo at the beginning and the end of the presentation for an amount of time equal to two times as it takes the average reader to read the information. It must be at least 30 percent of the size of the screen. Type attachments that designate a program's tagline identity may be used.

Example of program tagline: See 2.2a, 2.3b and 2.3c as examples. Other required information include the telephone number, web site, and address.

Color Palette: See sections 5.1-5.4

Examples of Incorrect Usage: See section 2.8

PROJECT DEVELOPMENT

At inception of the project's development, please contact the Marketing and Communications Department for assistance. The project will require prior approval by the Division Dean.

MASCOT:

The Rio Hondo College Roadrunner mascot logo is not intended to be used as the main college identifier or as a substitution for the official logo. The mascot logo is intended to represent the student body and officially recognized student organizations, teams and student athletes, rather than the institution as a whole. Further guidelines for its use are available by contacting the Marketing and Communications Department at (562) 908-3445.

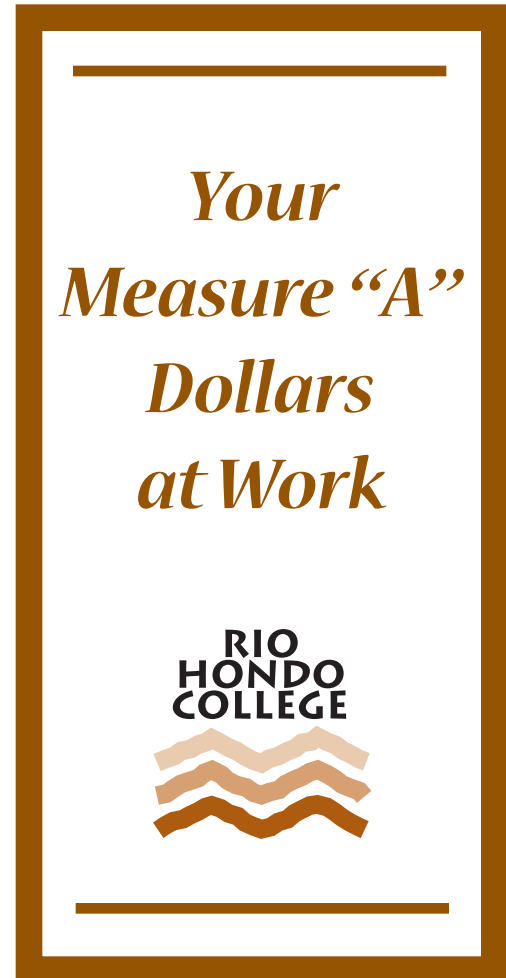
SIGNAGE:

Standard signage for buildings must be consistent and follow a unified format. Usage of the logo must follow the guidelines in this manual.



SIGNAGE:

Standard signage for buildings and way-finding must be consistent and follow a unified format. Usage of the logo must follow the guidelines in this manual.



SEAL:

The college seal is used for official documents only, such as diplomas and certificates and may **NOT** be used for any other purpose. Contact the Marketing and Communications Department for more information.

NOTE: This is not an exact replica of the Rio Hondo College seal. It has been altered in several ways to discourage duplication of the authentic seal.



INTRODUCTION:

Promotional materials include items other than print collateral that are "branded" with the college logo and are intended to be distributed to promote the college in various ways. Examples include pens, pencils, hats, etc.

Promotional items are ordered by sponsoring departments or divisions, using a "Promotional Items Planning Worksheet and Request" form available through cognizant vice presidents.

For assistance with imprinting, embroidery and logo use, please check with the Marketing and Communications Department for logo standards review before submitting artwork approval to vendor.

Please obtain quotes from at least two vendors for each item.

VENDORS:

Use of the Rio Hondo College logo is governed by this Logo Usage Manual. Vendors doing business with Rio Hondo College should contact the Marketing and Communications Department at (562) 908-3445 to obtain logos.

LOGO USAGE AT A GLANCE

SUMMARY OF LOGO USAGE GUIDELINES*

- ◆ The Rio Hondo College identity consists of the logo and the “Rio Hondo College” typographic signature. The center lockup (2.2a) is the primary identity and should be used whenever possible.
- ◆ Type attachments, such as “A Community College That Works,” are permitted. Consult the Marketing and Communications Department at (562) 908-3445 for details.
- ◆ Under no circumstances should the components of the identity be rearranged, separated, or altered. All components should be resized proportionally when enlarging or reducing the identity. Use an uncluttered background.
- ◆ Formal applications of the college identity are generally reproduced in black or in color.
- ◆ The Rio Hondo College identity on any application must never be smaller than the identity’s minimum reproduction size of 3/4” wide and 9/16” high.
- ◆ Clear space of 1/3 the identity’s height is recommended. This also applies to the amount of space between the identity and the application edge.

**For college faculty and staff, electronic versions of the logo, this one-page summary and the complete Logo Usage Manual are available in the “P” Drive in the Marketing and Communications Folder. Open the images sub folder, where logos can be found in a variety of formats. Call (562) 908-3445 for additional information.*

Legal Notice: Pantone® identified color reproduction information has been provided for the guidance of the reader. Refer to current Pantone Color Publications for the correct color standard. Pantone® is a registered trademark of Pantone, Inc.

Copies of this manual are available for review at the following offices:

- President's office
- Library reserve
- Marketing and Communications Department
- Web development office
- Vice presidents' offices

For college faculty and staff, electronic versions of this manual and college logos are available on the "P" Drive. Open the Images sub folder, where logos can be found in a variety of formats. Consult the Marketing and Communications Department at (562) 908-3445 for guidance on logo selection and use.

The Rio Hondo College Logo Usage Manual has been developed by the Rio Hondo College Marketing and Communications Department in consultation with the Art Department, Administrative Services, Web Development Office, Physical Education Division, Student Services, Student Activities, and Business Division. Please direct questions or comments regarding the manual to the Marketing and Communications Department at (562) 908-3445.

Board of Trustees

Angela Acosta-Salazar
Garry Couso-Vasquez
Maria Elena Martinez
Gary Mendez
André Quintero

Student Trustee

Julio Flores

Ted Martinez, Jr., Ph.D.
Superintendent/President

Logo Usage Manual Committee

Susan Herney

Director, Marketing and Communications

Chairperson

Cathy Butler

Director, Student Activities

Sammy Castillo

President, Associated Student Body

Dale Harvey

Faculty, Art and Cultural Programs

Paula Hirsch

Administrative Assistant, Business and Finance

Kevin Luong

Webmaster, Information Technology

Crystal Maes

Graphic Artist, Marketing and Communications

Rory Natividad

Dean, Physical Education

Dan Rubalcava

Dean, Student Life

Sylvia Viramontes

Publications Specialist, Marketing and Communications

First Edition - September 2009