



ALFRED R. GOLDSTEIN LIBRARY

BRAND GUIDELINES



TABLE OF CONTENTS

5

Brand Logos

12

Brand Typography

14

Brand Colors

16

Brand Tagline

18

Email Signature

20

Brand Application

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).



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The Ringling College logo has had a variety of versions over the past years, some of which are outdated and no longer in use.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

These two examples show 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



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://drive.google.com/drive/u/0/folders/1G8WFzWZmQr00cLa82D-DKdMiJBdm7GjEM>

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.



COLOR MIX GUDE	CMYK	RGB	HEX	PMS
	C00 M91 Y92 K00	R239 G62 B45	#EF3E2D	P 45-8 U
	C00 M50 Y100 K00	R247 G148 B29	#F7941D	P 20-8 U
	C00 M27 Y100 K00	R254 G190 B16	#FEBE10	P 10-8 U
	C00 M08 Y100 K00	R255 G225 B0	#FFE100	P 4-8 U
	C48 M00 Y100 K00	R146 G200 B62	#92C83E	P 157-8 U
	C79 M00 Y62 K00	R0 G180 B117	#00B475	P 136-6 U
	C88 M00 Y36 K00	R0 G177 B179	#00B1B3	P 124-7 U
	C83 M00 Y00 K00	R0 G183 B241	#00B7F1	P 115-7 U
	C88 M31 Y00 K00	R0 G140 B207	#008CCF	P 109-7 U
	C62 M74 Y00 K00	R118 G91 B167	#765BA7	P 96- U
	C00 M100 Y00 K00	R236 G0 B140	#EC008C	P 75-8 U



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 templates:

<https://drive.google.com/drive/u/0/folders/1G8WFzWZmQr00cLa82D-DKdMiJBdm7GjEM>

First Last Name
Title
Department
Office: 941-XXX-XXXX Mobile: XXX-XXX-XXXX
www.ringling.edu



Turning passion into profession

First Last Name
she | her | hers
Title
Department
P: 941-XXX-XXXX F: XXX-XXX-XXXX
www.ringling.edu



Turning passion into profession

First Last Name
Title, Department
941-XXX-XXXX
www.ringling.edu



Turning passion into profession

First Last Name
zie | zir | zirs
Title
Department
P: 941-XXX-XXXX F: XXX-XXX-XXXX
www.ringling.edu



Turning passion into profession



BRAND APPLICATION

Word-of-mouth 30%
Family and Friends

Recommendation 16%
High School Counselor
Art Teacher
Mentor

Physical Events 7%
Preview Day / Open House
Portfolio Days
College Fairs

Website

Social Media

Email

Print

Events

Brand Application

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

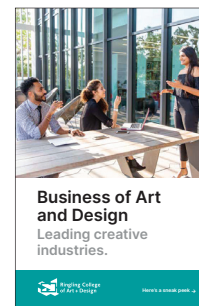
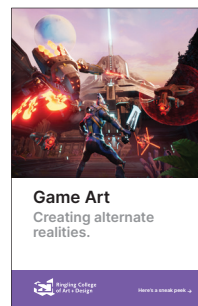
Students, their work, and the Ringling College campus environment should be the shining stars in our core branding. These juxtaposed with vibrant colors, a clean design aesthetic, and clear messaging, together, meet our core branding objective.

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.



Photo: Ryan Galbraith

We're home to a new generation of creative visionaries. Come see for yourself. www.ringling.edu



Turning passion into profession.

Since 1931, Ringling College of Art and Design has cultivated the creative spirit in students from around the globe. The private, not-for-profit, fully accredited college offers the Bachelor of Fine Arts degree in eleven disciplines and the Bachelor of Arts in Arts. The College's rigorous curriculum employs the studio model of teaching and immediately engages students through a comprehensive program that is both specific to the major of study and focused on the liberal arts. The Ringling College teaching model ultimately shapes students into highly employable and globally aware artists and designers. For more information, please visit www.ringling.edu.



Est. 1931: The School of Fine and Applied Art of the John and Mable Ringling Art Museum
Originally founded by Dr. Louis M. Sperry in collaboration with John Ringling, the school was first established as a branch of Southern College. In 1933, the art school separated from Southern College and received full accreditation as an independent nonprofit institution, changing its name to Ringling School of Art. The first class had only seven or five students who each paid \$750 per year for tuition, board, and fees. www.ringling.edu/about

Est. 1978: Continuing Studies at Ringling College
Our program continues to promote lifelong learning by providing educational and professional development opportunities for diverse audiences. Continuing Studies supports the academic mission of Ringling College by developing innovative programs that serve current and future students, and the broader community. Psychology, exercise and wellness program for high school students began in 1978, and in 2012, Ringling College entered an official partnership with the Other Learning Learning Institute. Students of all ages can also learn and develop their skills through Ringling Study + Digital Arts program and at the Engaged Art Center. www.ringling.edu/cs

Est. 1988: Ringling College Galleries
For fifty years, the William G. and Marie Selby Gallery served as Ringling College's regional art center and gallery. In 2016, the building would close its doors to make way for the state-of-the-art Richard and Barbara Beach Visual Arts Center, which opened in 2018. The Ringling College Galleries space and exhibition program will be open approximately over the next year with RCL on-site, creating exhibition spaces and the art-campus location. www.ringling.edu/galleries

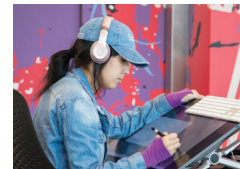
Est. 2001: The Collaboratory
A unique partnership with The Peterson Foundation, the Ringling College Collaboratory offers multiple ways to engage students and clients. From a one-on-one intensive experience to a long-term, multi-sensory engagement, Forward-thinking businesses approach the College with professional design challenges. These challenges are turned into legitimate projects, connecting faculty and students with the opportunity to create innovative design solutions. www.ringling.edu/collaboratory

Est. 2005: Sarasota Art Museum
In 2005, a group of 13 forward-thinking Sarasotans came together to further their goal of enhancing Sarasota's rich cultural landscape with a contemporary art museum. After a two-year dialogue with local arts and education leaders, and community members, the Sarasota Art Museum partners with Ringling College of Art and Design to transform the historic Sarasota High School into an art museum and visual arts educational center. The Museum offers visitors a place to see thought-provoking, boundary-pushing exhibitions and participate in dynamic educational programming with gifted thought leaders. www.sarasotamuseum.org

Ringling College of Art and Design congratulates the Greater Sarasota Chamber of Commerce on its centennial anniversary. Thank you for 100 years of dedicated service to our community.



Turning passion into profession.



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