OVERVIEW

Montana’s First, Montana’s Finest. With a new positioning statement, logo and full rebranding, the commencement of the 2011 Fall Semester at Rocky Mountain College offers an exciting introduction to the new, distinct and cohesive look and feel of the college. Showcased within is a combination of fresh, dynamic designs conveying the distinguished level of education RMC offers. Through the use of type treatments, photographic styles, graphic elements and colors, the following serves as a guide to the new RMC graphic standards. With Rocky Mountain College’s full range of academic opportunities, this brand revitalization brings forth a nod to tradition while unveiling an original, forward thinking approach reminiscent of the education and experience RMC provides to each student.
The new logo mark is comprised of six symbolic aspects of RMC. From the founding year to the geographical reference and all the tiers in between, Rocky Mountain College’s new logo captures an impressive level of significance paired with a clean, complementary type treatment. Please reference the Logo Standards Guide for a complete grouping of variations and usage requirements.

Year the school was founded.

1908 Billings Polytechnic Institute shield logo.

Affiliations:
United Methodist Church
Presbyterian Church (USA)
United Church of Christ.

Historical architecture and torch light. Representing hope and enlightenment.

Open textbook symbolizes education and free ideas.

Rims/mountains, geographic reference.
COLOR PALETTE

The carefully selected swatches for the college introduce a sophisticated palette stemming from the existing RMC colors and those featured in the new logo.
AVIATION PROGRAM

Rocky Mountain College’s Aviation Program offers two professional majors: Aeronautical Science and Aviation Management. Both are accredited by the Aviation Accreditation Board International (AABI) which sets the standards for college and university aerospace programs around the world. There are only 26 aeronautical science programs and 31 aviation management programs worldwide accredited by AABI. Their accreditation ensures professional programs achieve and maintain a level of performance, integrity, and quality that entitles them to the confidence of the educational community and public they serve. We are very proud of this international distinction, confirming the quality of the aviation education we offer.
GRAPHIC ELEMENTS

Unique to Rocky Mountain College, all graphic elements are directly inspired by architectural details found throughout the RMC campus. Whether used as background textures or separation devices, they allow flexibility when directing content flow and messaging hierarchy.
The featured imagery is housed throughout the new look and feel within a dynamic surge of an overlapping brick-inspired graphic. This graphic represents the growth of every student in all facets of their RMC experience through the use of multiple images and varying coloration treatments to convey the depth of education Rocky Mountain College provides.
GRAPHIC ELEMENTS

Prominent buildings are incorporated as supporting imagery referencing the foundation RMC is built upon in addition to a sense of the campus atmosphere.
Content fits seamlessly within the brick inspired separative devices. Color overlays highlight aspects of the imagery and support the personal approach RMC proudly provides to students.

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**ROCKY MOUNTAIN COLLEGE**

**CONTACT INFORMATION**

Call us at 800.977.6359 ext 1071 or 406.657.1071 • Email us at financialaid@rocky.edu
Or stop by for a visit on our campus in Prescott Hall.

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"THE SCHOLARSHIPS THAT I RECEIVED made it possible for me to be at Rocky Mountain College, and the financial aid staff has helped throughout the years with everything from applying for outside scholarships to setting up payment plans each semester."

— Khalea Mohamed, Master of Accounting Candidate
AD CONCEPT

All aspects of the new look and feel come together to create a personality unique to RMC. The headline appears large and in high contrast to the strong background graphic. The overall balance of content and graphic is engaging and is an experience unto itself.
To whom it may concern,


Aenean tempus ante. Vivamus tincidunt, enim a tincidunt convallis, velit massa mattis lacus, a aliquam sapien elit at felis. Nunc dui est, bibendum in, volutpat nec, molestie ut, urna.

Phasellus lacus.


Sincerely,

Sender

Kelly Edwards
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The stationery package is clean and refined with a conservative approach appropriate to the application.
BROCHURE COVER CONCEPT

Three primary color combinations are reflective of intentional restraint with regard to overall color usage.
BROCHURE LAYOUT CONCEPT

Interior spreads utilize graphic elements against white backgrounds in high contrast to the exterior panels allowing for ease of reading, giving flexibility to the look and feel without the risk of becoming overwhelming.

THE SCHOLARSHIPS THAT I RECEIVED made it possible for me to be at Rocky Mountain College, and the financial aid staff has helped throughout the years with everything from applying for outside scholarships to setting up payment plans each semester.

-Farida Mohammed, Master of Accountancy Candidate

BROCHURE LAYOUT CONCEPT

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MONTANA VALEDICTORIAN SCHOLARSHIP:

ENRICO LEONI SCHOLARSHIP:

CHRYSTAL PARKER SCHOLARSHIP:

FINANCIAL AID & WORKSHIPE

FINANCIAL AID & WORKSHOP

SCHOLARSHIPS AND FINANCIAL AID

ROCKY MOUNTAIN COLLEGE

231ER
APPLICATION CONCEPT

For secondary, full color background designs, a more conservative approach is applied with reversed out content.
POCKET FOLDER COVER CONCEPT

The new graphic standards effectively support and showcase why Rocky Mountain College is not only Montana’s first but also Montana’s finest.