LOGO STANDARDS
ROCKY MOUNTAIN COLLEGE
Affiliations:
- United Methodist Church
- Presbyterian Church (USA)
- United Church of Christ.

1878 Billings Polytechnic Institute shield logo.

Year the school was founded.

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.
**PMS Coloration - Coated**
70% tint of PMS 871 C

**PMS Coloration - Uncoated**
70% tint of PMS 871 U

**CMYK Coloration**
C:35 M:35 Y:70 K:0

**RGB Coloration**
R:175 G:155 B:100

---

**PMS Coloration - Coated**
PMS 871 C

**PMS Coloration - Uncoated**
PMS 871 U

**CMYK Coloration**
C:45 M:45 Y:85 K:20

**RGB Coloration**
R:130 G:110 B:60

---

**PMS Coloration - Coated**
PMS 357 C

**PMS Coloration - Uncoated**
PMS 357 U

**CMYK Coloration**
C:90 M:35 Y:100 K:40

**RGB Coloration**
R:0 G:90 B:45
**Logo Whitespace**
Below is the required whitespace to be surrounding any of the below logo variations

<table>
<thead>
<tr>
<th>Logo Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Logo</td>
<td>Shield shape distance left and right is 75% to size of logo shield and 50% to size top and bottom</td>
</tr>
<tr>
<td>Primary Horizontal Logo</td>
<td>Shield shape distance left and right is 75% to size of logo shield and 50% to size top and bottom</td>
</tr>
<tr>
<td>Formal Logo</td>
<td>Shield shape distance left and right is 75% to size of logo shield and 50% to size top and bottom</td>
</tr>
<tr>
<td>Formal Complete Logo</td>
<td></td>
</tr>
<tr>
<td>Primary Simplified Horizontal Logo</td>
<td>Letters are 75% to size of logo on all sides</td>
</tr>
<tr>
<td>Primary Simplified Horizontal Logo</td>
<td>Letters are 75% to size of logo on all sides</td>
</tr>
</tbody>
</table>
### Incorrect Logo Usage

The below incorrect logo usage information applies to all logos.

<table>
<thead>
<tr>
<th>Distortion</th>
<th>Typeface Change</th>
<th>Improper color usage</th>
<th>Additions to logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>The logo must not be stretched, squeezed or in any other manner distorted from the established proportions.</td>
<td>Typeface changes should never be implemented on logo.</td>
<td>Logo colorations must follow approved color variations set forth on the previous two pages. No other colorations should be applied.</td>
<td>Drop shadows or any other additions to the logo must be avoided.</td>
</tr>
</tbody>
</table>

![Examples of incorrect logo usage](image1).  

<table>
<thead>
<tr>
<th>Low resolution reproduction</th>
<th>Illegible Size</th>
<th>Crowding</th>
<th>Busy Backgrounds</th>
</tr>
</thead>
<tbody>
<tr>
<td>When utilized in print, the logo should be reproduced in a high resolution format to avoid pixelation and blurred representation.</td>
<td>Logos should be legible at their final size application.</td>
<td>A designated amount of whitespace (previously shown) is necessary to avoid crowding.</td>
<td>Disturbing background textures, graphics and photo should not be used directly behind positioned logo.</td>
</tr>
</tbody>
</table>

![Examples of incorrect logo usage](image2).
Sample Logo Usage and Applications
Below is a sample guide of how and when to use each of the logo variations provided within.

<table>
<thead>
<tr>
<th>Primary Complete Logo</th>
<th>Primary Simplified Logo</th>
<th>Formal Complete Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hanging Banner</td>
<td>Business Card</td>
<td>Projector Presentation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Formal Complete Logo</th>
<th>Primary Simplified Horizontal Logo</th>
<th>Primary Simplified Horizontal Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invitation</td>
<td>Pocket Folder</td>
<td>Website</td>
</tr>
</tbody>
</table>

![Primary Complete Logo](image1.png)
![Primary Simplified Logo](image2.png)
![Formal Complete Logo](image3.png)

![Formal Complete Logo](image4.png)
![Primary Simplified Horizontal Logo](image5.png)
![Primary Simplified Horizontal Logo](image6.png)

![Primary Complete Logo](image7.png)
![Primary Simplified Logo](image8.png)
![Formal Complete Logo](image9.png)
Sample Logo Usage and Applications Continued
Below is a sample guide of how and when to use each of the logo variations provided within.

<table>
<thead>
<tr>
<th>Secondary Complete Logo</th>
<th>Secondary Complete Horizontal Logo</th>
<th>Secondary Simplified Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Window vinyls</td>
<td>Alongside contact info in limited space areas</td>
<td>Apparel Embroidery</td>
</tr>
</tbody>
</table>
Primary Complete Logo - Includes Established Date
This logo should be used whenever possible. Use this version when final size is 3 inches wide or larger allowing for the established date of 1878 to be easily read.

<table>
<thead>
<tr>
<th>PMS Coloration - Coated</th>
<th>PMS Coloration - Uncoated</th>
<th>1 color</th>
<th>1 color</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 357 C, PMS 871 C</td>
<td>PMS 357 U, PMS 871 U</td>
<td>PMS 357 C, PMS 357 U</td>
<td>PMS 871 C, PMS 871 U</td>
</tr>
</tbody>
</table>

![Rocky Mountain College Primary Logo](image1)

**CMYK Coloration**
- C:90 M:35 Y:100 K:40
- C:35 M:35 Y:70 K:0
- C:45 M:45 Y:85 K:20

**RGB Coloration**
- R:0 G:50 B:45
- R:175 G:155 B:100
- R:130 G:110 B:60

**Black**

**Reversed**
Primary Simplified Logo - NO Established Date

This logo should be used whenever possible. This version does not include the established date and should be used when the final size is less than 3 inches wide.
### Formal Complete Logo - Includes Established Date

This logo should be used for more formal circumstances such as invitations. Use this complete version when final size is 3.5 inches wide or larger allowing for the established date of 1878 to be easily read.

<table>
<thead>
<tr>
<th>Coated Coloration: PMS 357 C, PMS 871 C</th>
<th>Uncoated Coloration: PMS 357 U, PMS 871 U</th>
<th>1 color: PMS 357 C, PMS 357 U</th>
<th>1 color: PMS 871 C, PMS 871 U</th>
</tr>
</thead>
</table>

![RMC Logo](#)

|-----------------------------------------------------------------|-------------------------------------------------|-------|----------|

![RMC Logo](#)
### Formal Simplified Logo - NO Established Date

This version does not include the established date and should be used for formal circumstances when final size is less than 3.5 inches wide.

<table>
<thead>
<tr>
<th>PMS Coloration - Coated</th>
<th>PMS Coloration - Uncoated</th>
<th>1 color</th>
<th>1 color</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 357 C, PMS 871 C</td>
<td>PMS 357 U, PMS 871 U</td>
<td>PMS 357 C, PMS 871 U</td>
<td>PMS 871 C, PMS 871 U</td>
</tr>
</tbody>
</table>

| Rocky Mountain College | Rocky Mountain College | Rocky Mountain College | Rocky Mountain College |

<table>
<thead>
<tr>
<th>CMYK Coloration</th>
<th>RGB Coloration</th>
<th>Black</th>
<th>Reversed</th>
</tr>
</thead>
</table>

| Rocky Mountain College | Rocky Mountain College | Rocky Mountain College | Rocky Mountain College |

|          |              |  |  |
**Primary Complete Horizontal Logo - Includes Established Date**

Use this horizontal version of the primary logo when the format doesn't allow for the standard format. This complete version should be used when the final size is 3.5 inches wide or larger allowing for the established date of 1878 to be easily read.

<table>
<thead>
<tr>
<th>PMS Coloration - Coated</th>
<th>PMS Coloration - Uncoated</th>
<th>1 color</th>
<th>1 color</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 357 C, PMS 871 C</td>
<td>PMS 357 U, PMS 871 U</td>
<td>PMS 357 C, PMS 357 U</td>
<td>PMS 871 C, PMS 871 U</td>
</tr>
</tbody>
</table>

**CMYK Coloration**

- C:90 M:35 Y:100 K:40, C:35 M:35 Y:70 K:0, C:45 M:45 Y:85 K:20

**RGB Coloration**

- R:0 G:90 B:45, R:175 G:155 B:100, R:130 G:110 B:60

**Black**

**Reversed**
Primary Simplified Horizontal Logo - NO Established Date

Use this horizontal version of the primary logo when the format doesn't allow for the standard format. This simplified version does not include the established date and should be used when final size is less than 3.5 inches wide.

<table>
<thead>
<tr>
<th>PMS Coloration - Coated</th>
<th>PMS Coloration - Uncoated</th>
<th>1 color</th>
<th>1 color</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 357 C, PMS 871 C</td>
<td>PMS 357 U, PMS 871 U</td>
<td>PMS 357 C, PMS 357 U</td>
<td>PMS 871 C, PMS 871 U</td>
</tr>
</tbody>
</table>

CMYK Coloration
C:90 M:35 Y:100 K:40, C:35 M:35 Y:70 K:0, C:45 M:45 Y:85 K:20

RGB Coloration
R:0 G:90 B:45, R:175 G:155 B:100, R:130 G:110 B:60

Black

Reversed

---

ROCKY MOUNTAIN COLLEGE

ROCKY MOUNTAIN COLLEGE

ROCKY MOUNTAIN COLLEGE

ROCKY MOUNTAIN COLLEGE

ROCKY MOUNTAIN COLLEGE

ROCKY MOUNTAIN COLLEGE

ROCKY MOUNTAIN COLLEGE

ROCKY MOUNTAIN COLLEGE
### Secondary Complete Logo

This logo should be used for times when the shield is too detailed for reproduction and the simplified letters are a better solution. This version can also be used in conjunction with the primary logo in instances where the logo appears multiple times and also alongside contact information.

<table>
<thead>
<tr>
<th>PMS Coloration - Coated</th>
<th>PMS Coloration - Uncoated</th>
<th>1 color</th>
<th>1 color</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 357 C, PMS 871 C</td>
<td>PMS 357 U, PMS 871 U</td>
<td>PMS 357 C, PMS 357 U</td>
<td>PMS 871 C, PMS 871 U</td>
</tr>
</tbody>
</table>

#### CMYK Coloration
- C:90 M:35 Y:100 K:40
- C:35 M:35 Y:70 K:0
- C:45 M:45 Y:85 K:20

#### RGB Coloration
- R:0 G:90 B:45
- R:175 G:155 B:100
- R:130 G:110 B:60

#### Black

#### Reversed
Secondary Horizontal Logo
Use this logo for times when the shield is too detailed for reproduction and the simplified letters are a better solution.

<table>
<thead>
<tr>
<th>PMS Coloration - Coated</th>
<th>PMS Coloration - Uncoated</th>
<th>1 color</th>
<th>1 color</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 357 C, PMS 871 C</td>
<td>PMS 357 U, PMS 871 U</td>
<td>PMS 357 C, PMS 357 U</td>
<td>PMS 871 C, PMS 871 U</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CMYK Coloration</th>
<th>RGB Coloration</th>
<th>Black</th>
<th>Reversed</th>
</tr>
</thead>
<tbody>
<tr>
<td>C:90 M:35 Y:100 K:40,</td>
<td>R:0 G:50 B:45, R:175 G:155 B:100,</td>
<td>Black</td>
<td>Reversed</td>
</tr>
<tr>
<td>C:45 M:45 Y:85 K:20</td>
<td>R:130 G:110 B:60</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Secondary Horizontal Logo Examples](image_url)
Secondary Simplified Logo
Use this logo for times when the shield is too detailed for reproduction and the simplified letters are a better solution.

<table>
<thead>
<tr>
<th>PMS Coloration - Coated</th>
<th>PMS Coloration - Uncoated</th>
<th>1 color</th>
<th>1 color</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 357 C</td>
<td>PMS 357 U</td>
<td>PMS 357 C</td>
<td>PMS 871 C, PMS 871 U</td>
</tr>
</tbody>
</table>

- **RMC**
- **RMC**
- **RMC**
- **RMC**

- **CMYK Coloration**
  - C:90 M:35 Y:100 K:40
- **RGB Coloration**
  - R:0 G:90 B:45
- **Black**
- **Reversed**

- **RMC**
- **RMC**
- **RMC**
- **RMC**
File Guide

RMC Logos >

Primary Complete Horizontal Logo >
(Includes Established Date)
Primary Complete Horizontal Logo Black .eps
Primary Complete Horizontal Logo Black .jpg
Primary Complete Horizontal Logo Black .pdf
Primary Complete Horizontal Logo CMYK .eps
Primary Complete Horizontal Logo CMYK .jpg
Primary Complete Horizontal Logo CMYK .pdf
Primary Complete Horizontal Logo PMS_357_C .eps
Primary Complete Horizontal Logo PMS_357_C .jpg
Primary Complete Horizontal Logo PMS_357_C .pdf
Primary Complete Horizontal Logo PMS_871_C .eps
Primary Complete Horizontal Logo PMS_871_C .jpg
Primary Complete Horizontal Logo PMS_871_C .pdf
Primary Complete Horizontal Logo PMS_coated .eps
Primary Complete Horizontal Logo PMS_coated .jpg
Primary Complete Horizontal Logo PMS_coated .pdf
Primary Complete Horizontal Logo PMS_uncoated .eps
Primary Complete Horizontal Logo PMS_uncoated .jpg
Primary Complete Horizontal Logo PMS_uncoated .pdf
Primary Complete Horizontal Logo Reversed .eps
Primary Complete Horizontal Logo Reversed .jpg
Primary Complete Horizontal Logo Reversed .pdf
Primary Complete Horizontal Logo RGB .eps
Primary Complete Horizontal Logo RGB .jpg
Primary Complete Horizontal Logo RGB .pdf

Primary Simplified Horizontal Logo >
(NO Established Date)
Primary Simplified Horizontal Logo Black .eps
Primary Simplified Horizontal Logo Black .jpg
Primary Simplified Horizontal Logo Black .pdf
Primary Simplified Horizontal Logo CMYK .eps
Primary Simplified Horizontal Logo CMYK .jpg
Primary Simplified Horizontal Logo CMYK .pdf
Primary Simplified Horizontal Logo PMS_357_C .eps
Primary Simplified Horizontal Logo PMS_357_C .jpg
Primary Simplified Horizontal Logo PMS_357_C .pdf
Primary Simplified Horizontal Logo PMS_871_C .eps
Primary Simplified Horizontal Logo PMS_871_C .jpg
Primary Simplified Horizontal Logo PMS_871_C .pdf
Primary Simplified Horizontal Logo PMS_coated .eps
Primary Simplified Horizontal Logo PMS_coated .jpg
Primary Simplified Horizontal Logo PMS_coated .pdf
Primary Simplified Horizontal Logo PMS_uncoated .eps
Primary Simplified Horizontal Logo PMS_uncoated .jpg
Primary Simplified Horizontal Logo PMS_uncoated .pdf
Primary Simplified Horizontal Logo Reversed .eps
Primary Simplified Horizontal Logo Reversed .jpg
Primary Simplified Horizontal Logo Reversed .pdf
Primary Simplified Horizontal Logo RGB .eps
Primary Simplified Horizontal Logo RGB .jpg
Primary Simplified Horizontal Logo RGB .pdf

Secondary Complete Logo >
Secondary Complete Logo Black .eps
Secondary Complete Logo Black .jpg
Secondary Complete Logo Black .pdf
Secondary Complete Logo CMYK .eps
Secondary Complete Logo CMYK .jpg
Secondary Complete Logo CMYK .pdf
Secondary Complete Logo PMS_357_C .eps
Secondary Complete Logo PMS_357_C .jpg
Secondary Complete Logo PMS_357_C .pdf
Secondary Complete Logo PMS_871_C .eps
Secondary Complete Logo PMS_871_C .jpg
Secondary Complete Logo PMS_871_C .pdf
Secondary Complete Logo PMS_coated .eps
Secondary Complete Logo PMS_coated .jpg
Secondary Complete Logo PMS_coated .pdf
Secondary Complete Logo PMS_uncoated .eps
Secondary Complete Logo PMS_uncoated .jpg
Secondary Complete Logo PMS_uncoated .pdf
Secondary Complete Logo Reversed .eps
Secondary Complete Logo Reversed .jpg
Secondary Complete Logo Reversed .pdf
Secondary Complete Logo RGB .eps
Secondary Complete Logo RGB .jpg
Secondary Complete Logo RGB .pdf
File Guide

RMC Logos >

Secondary Horizontal Logo >
Secondary Horizontal Logo Black.eps
Secondary Horizontal Logo Black.jpg
Secondary Horizontal Logo Black.pdf
Secondary Horizontal Logo CMYK.eps
Secondary Horizontal Logo CMYK.jpg
Secondary Horizontal Logo CMYK.pdf
Secondary Horizontal Logo PMS_357_C.eps
Secondary Horizontal Logo PMS_357_C.jpg
Secondary Horizontal Logo PMS_357_C.pdf
Secondary Horizontal Logo PMS_871_C.eps
Secondary Horizontal Logo PMS_871_C.jpg
Secondary Horizontal Logo PMS_871_C.pdf
Secondary Horizontal Logo PMS_coated.eps
Secondary Horizontal Logo PMS_coated.pdf
Secondary Horizontal Logo PMS_uncoated.eps
Secondary Horizontal Logo PMS_uncoated.pdf
Secondary Horizontal Logo Reversed.eps
Secondary Horizontal Logo Reversed.jpg
Secondary Horizontal Logo Reversed.pdf
Secondary Horizontal Logo RGB.eps
Secondary Horizontal Logo RGB.jpg
Secondary Horizontal Logo RGB.pdf

Secondary Simplified Logo >
Secondary Simplified Logo Black.eps
Secondary Simplified Logo Black.jpg
Secondary Simplified Logo Black.pdf
Secondary Simplified Logo CMYK.eps
Secondary Simplified Logo CMYK.jpg
Secondary Simplified Logo CMYK.pdf
Secondary Simplified Logo PMS_357_C.eps
Secondary Simplified Logo PMS_357_C.jpg
Secondary Simplified Logo PMS_357_C.pdf
Secondary Simplified Logo PMS_871_C.eps
Secondary Simplified Logo PMS_871_C.jpg
Secondary Simplified Logo PMS_871_C.pdf
Secondary Simplified Logo PMS_coated.eps
Secondary Simplified Logo PMS_coated.pdf
Secondary Simplified Logo PMS_uncoated.eps
Secondary Simplified Logo PMS_uncoated.pdf
Secondary Simplified Logo Reversed.eps
Secondary Simplified Logo Reversed.jpg
Secondary Simplified Logo Reversed.pdf
Secondary Simplified Logo RGB.eps
Secondary Simplified Logo RGB.jpg
Secondary Simplified Logo RGB.pdf