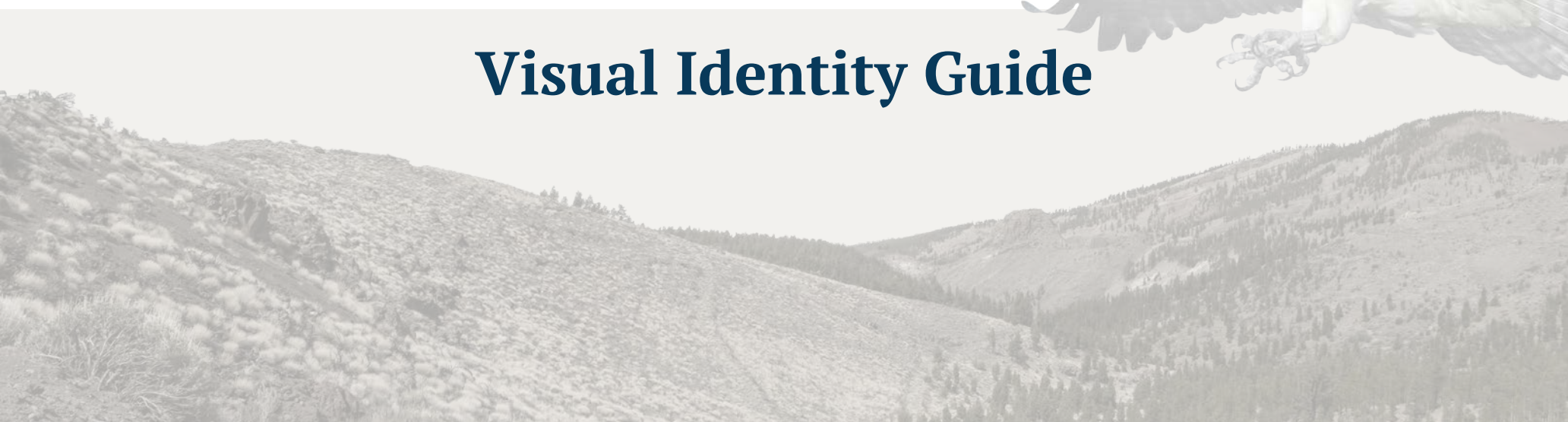


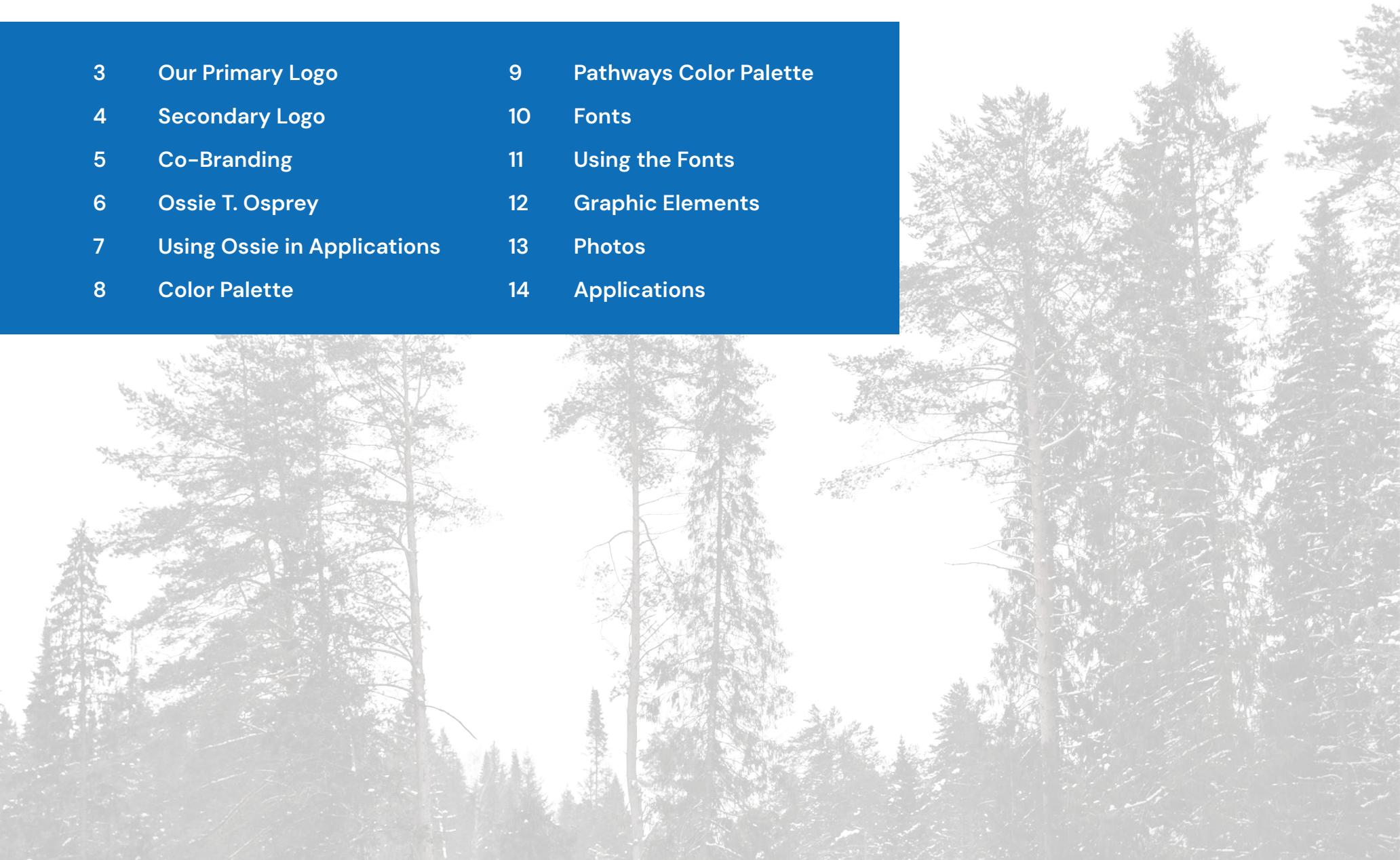


Visual Identity Guide



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Our Primary Logo

The Rogue Community College logo is a primary visual component of the overall brand. The icon represents the Rogue River, a universally recognized feature of this region. The icon reinforces the place that our college serves with pride.

Use the primary horizontal logo whenever possible. It represents the full expression of the brand and should appear on most print and digital materials.



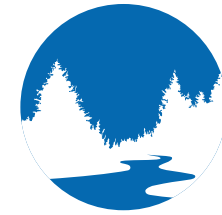
Primary logo on Rogue Blue



Primary logo on black on white

Secondary Logos

Our logo system includes a stacked, centered version of the logo for flexibility across a wide range of applications. Use each version intentionally and consistently. Choose between primary horizontal or secondary stacked versions based on available space and layout orientation. Horizontal logos work well for wide formats such as website headers, banners, and signage. Stacked versions are ideal for square or vertical spaces.



Social Media
Avatar



Stacked Logo

Co-Branding

When incorporating department names within the logo system, use only approved lockup formats to maintain clarity and hierarchy. Department names should remain secondary to the main brand, using designated typography, spacing and alignment so the parent identity remains clearly recognizable. Avoid customizing or rearranging elements, and never substitute colors or fonts. This approach ensures consistency across departments while still allowing each group to be clearly identified within the overall brand system.



Department Logos



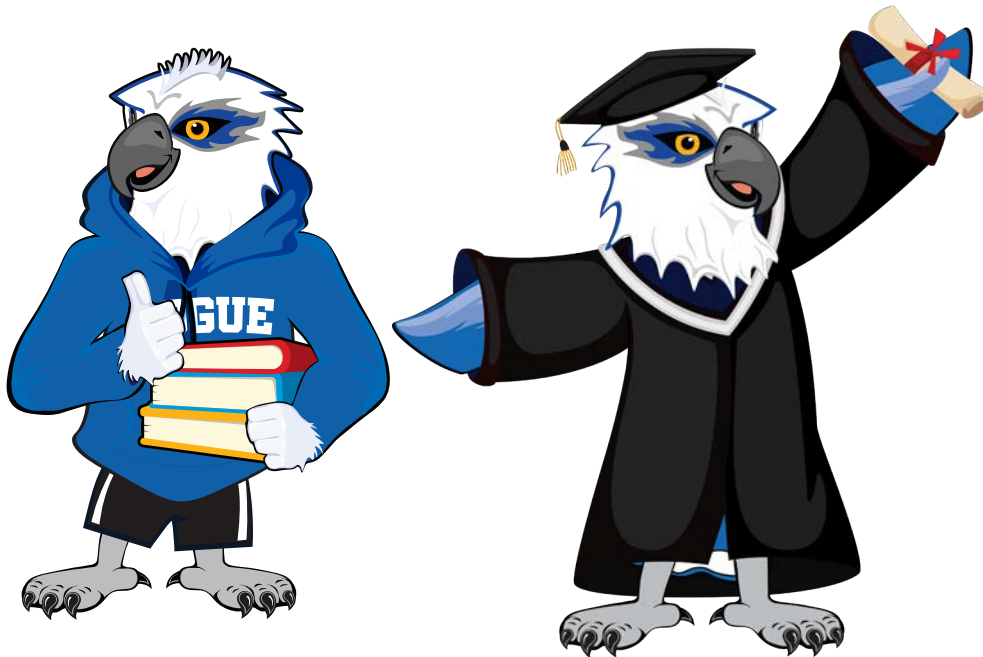
Rogue Community College’s athletic teams are known as the Rogue Ospreys, or the Ospreys (not “Osprey”). While it may be very tempting to only use the Ospreys logo in your correspondence and departmental materials, the traditional RCC logo is still the choice for all RCC letterheads, flyers, business cards, posters, brochures, presentations and other departmental uses.

Ossie T. Osprey

Ossie is the competent and confident mascot for the RCC Ospreys. He represents success for all students—getting enrolled in college to make dreams come true, making friends/getting connected on campus and making good grades.

Any depictions of the Ossie character are **not official logos** of RCC and are not permitted to be used as such. For branding, marketing and communications the official RCC logos are the only permitted logos.

It is imperative that RCC-approved depictions of Ossie be utilized exclusively in conjunction with the official RCC logo, and should never be used independently. No flying solo for Ossie Osprey.



Using Ossie in Applications

Ossie, our cartoon mascot, may be used selectively in student-facing or playful communications where a light-hearted tone is appropriate. Representations of Ossie should never appear in formal, institutional or external-facing materials, and should not be used as a substitute for official brand marks or typography. When included, Ossie should support engagement, warmth and approachability—particularly for recruitment, student events or youth programming—while still maintaining overall visual consistency with the brand system.



Week of Welcome

Sep. 29 – Oct. 2 | 7:45 a.m. – 12:15 p.m.

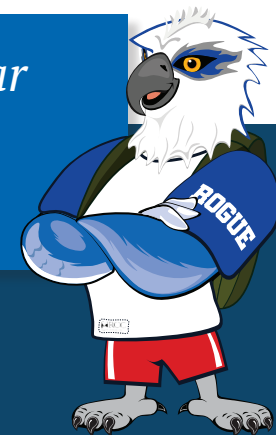
Associated Student Government (ASG) and the Student Life team will be out on each campus to point you in the right direction to your class and provide coffee, snacks and campus resource information.

- Pick up some RCC swag
- Meet staff and faculty
- Locate campus resources
- Grab a coffee and snacks on your way to class

Ice Cream/Soda Float Bar

Sep. 30 | 1–4 PM

Join us at the Ice Cream/Soda Float Bar on the Redwood Campus (Grants Pass), enjoy the lawn games, and make a tie-dye t-shirt!



Color Palette

Our color palette is built around a range of blues that are recognizable as belonging to our institution, and that create a calm, trustworthy foundation for the brand. These blues serve as our primary colors and should anchor most designs, providing consistency and a clear visual identity across all touchpoints.

To support the primary palette, we use three accent colors. These supporting hues are intended to add small moments of emphasis, contrast, and personality. Use them sparingly—primarily

for highlights, calls to action, data points or subtle decorative elements. They should never overpower the blues or shift the overall tone of a composition.

When used together, the full palette creates a system that feels cohesive, grounded and connected to place, while still allowing for visual variety where needed.

Supporting colors to be used sparingly

Rogue Blue C89 M55 Y00 K00 R007 G103 B175 HEX 0767af	Navy C100 M78 Y40 K30 R015 G055 B086 HEX 0f3756	Sky C16 M04 Y05 K00 R217 G231 B238 HEX d9e7ee	Cinnabar C12 M86 Y100 K04 R204 G064 B027 HEX cc401b
	Midnight C100 M78 Y63 K76 R007 G025 B033 HEX 071921		Marigold C04 M40 Y91 K00 R240 G163 B036 HEX f0a324
			Sand C09 M13 Y27 K00 R235 G218 B188 HEX ebdabc


Pathways Color Palette

Pathways accent colors are meant to work alongside the main RCC color palette. They should be considered as supporting elements, not primary elements, and should not be used without the context of Rogue Blue. Color and iconography, paired together, help audiences to distinguish our Pathways. While all Pathways colors are WCAG compliant, they should not be used as the only identifying element. Always include icons and names of pathways to make information clear to all readers.

This sample rack card shows the correct balance of use for Pathways colors in complement to Rogue Blue.


Science, Technology, Engineering and Math

C72 M32 Y100 K18
R074 G117 B049
HEX 4a7531



Social and Behavioral Science and Education

C58 M84 Y12 K02
R130 G068 B132
HEX 824484



Business

C84 M43 Y22 K05
R033 G116 B154
HEX 21749a



Art, Humanities and Communication

C84 M25 Y56 K10
R000 G129 B117
HEX 008175



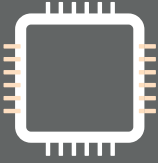
Health Professions and Public Safety

C19 M96 Y86 K10
R182 G042 B043
HEX b62a2b



Applied Technology

C57 M47 Y47 K27
R101 G102 B102
HEX 656666




Nursing at RCC

Get your career started with a nursing certificate or degree from RCC, or continue your studies through our degree partnership with OHSU.

As a nursing student at RCC you will learn fundamental skills in patient care, clinical judgement, collaboration and leadership, and more. RCC is a member of the Oregon Consortium for Nursing Education (OCNE) and offers a curriculum jointly developed by nursing faculties from the nine OCNE community college partners and Oregon Health and Science University (OHSU).

Program Highlights

- The program is approved by the Oregon State Board of Nursing.
- Hands-on learning experiences help students develop clinical judgment, critical thinking, and skills in patient care.
- Graduates are eligible to sit for the NCLEX-RN licensure testing.
- Accepted students are co-admitted to the OHSU Nursing program, allowing students to continue their studies at OHSU after the first two years of study at RCC.



Fonts



PT Serif

PT Serif is available from Google Fonts and can be used in all weights and styles, along with the corresponding Italic versions. **PT Serif should be used primarily for headers and large text.**

Regular

Italic

Bold

Bold Italic

DM Sans

DM Sans is a variable font available from Google Fonts and can be used in all available weights, along with the corresponding Italic versions. **DM Sans should be used primarily for body copy and small text.**

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Using the Fonts

Font weights, sizes, colors and styles can all be used to create logical hierarchy and aid readers in understanding what content is most important. Use larger, bolder and more high contrast fonts to indicate the most crucial information on a page.

PT Serif
Bold 24pt [**Page Header**

PT Serif
Regular 15pt [Paragraph Header

DM Sans
Regular 10pt [

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat. Duis aute irure dolor in reprehenderit in.

DM Sans
Semibold All-Caps 11pt [

PARAGRAPH SUBHEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo conse. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat incididunt ut labore.

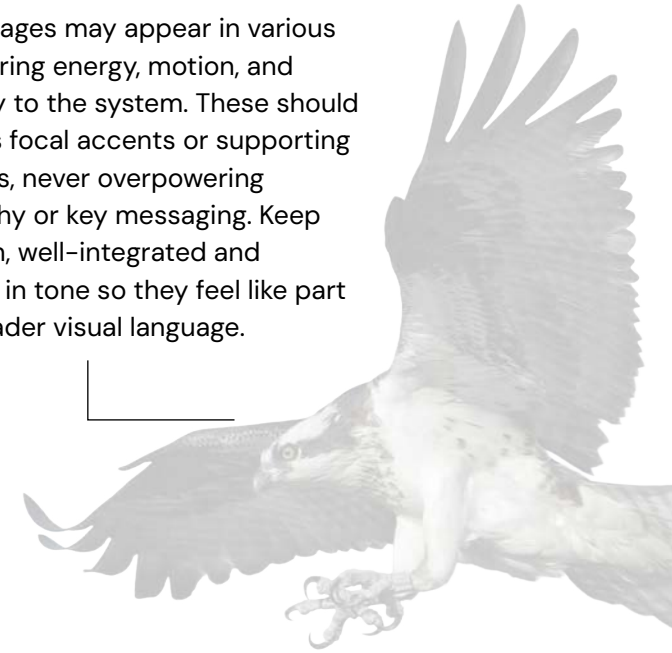
Graphic Elements

Our graphic elements add depth, context and a strong sense of place. They should always feel integrated, intentional and supportive of the overall visual hierarchy. Together, these elements create a flexible, cohesive system rooted in place and identity.

Hand-inspired line drawings of localized sections of the Rogue River basin and topographic drawings of key landmarks introduce a geographical connection. Use them sparingly as overlays, background patterns, or framing motifs. Their role is to underscore the brand's connection to its geography—quietly grounding the design in a sense of place.

Masked images may appear in various poses to bring energy, motion, and personality to the system. These should be used as focal accents or supporting illustrations, never overpowering photography or key messaging. Keep them clean, well-integrated and consistent in tone so they feel like part of the broader visual language.

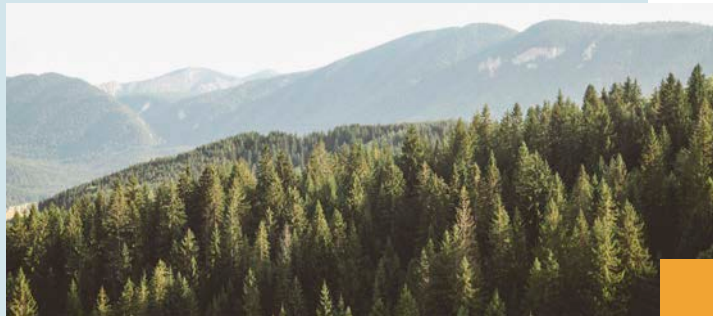
Soft, desaturated landscape imagery can be used as subtle background texture or to anchor a layout. These images work best when placed against light tonal backgrounds, creating an atmospheric foundation that reinforces the region's natural character without competing with primary content. Set images at 30% opacity.



Photos

Our photography should feel grounded, natural and connected to place. Images may be used on their own or layered with subtle design elements to create depth and visual interest. When layering, desaturated landscape photos work especially well as backgrounds or textures—providing a calm, spacious foundation that keeps the focus on your message.

Small geometric shapes in our accent colors can be added sparingly to highlight key content, guide the eye, or create moments of visual energy. These shapes should never compete with the photography, but instead complement it, adding rhythm and personality while maintaining a clean, modern look.



Lorem Ipsum

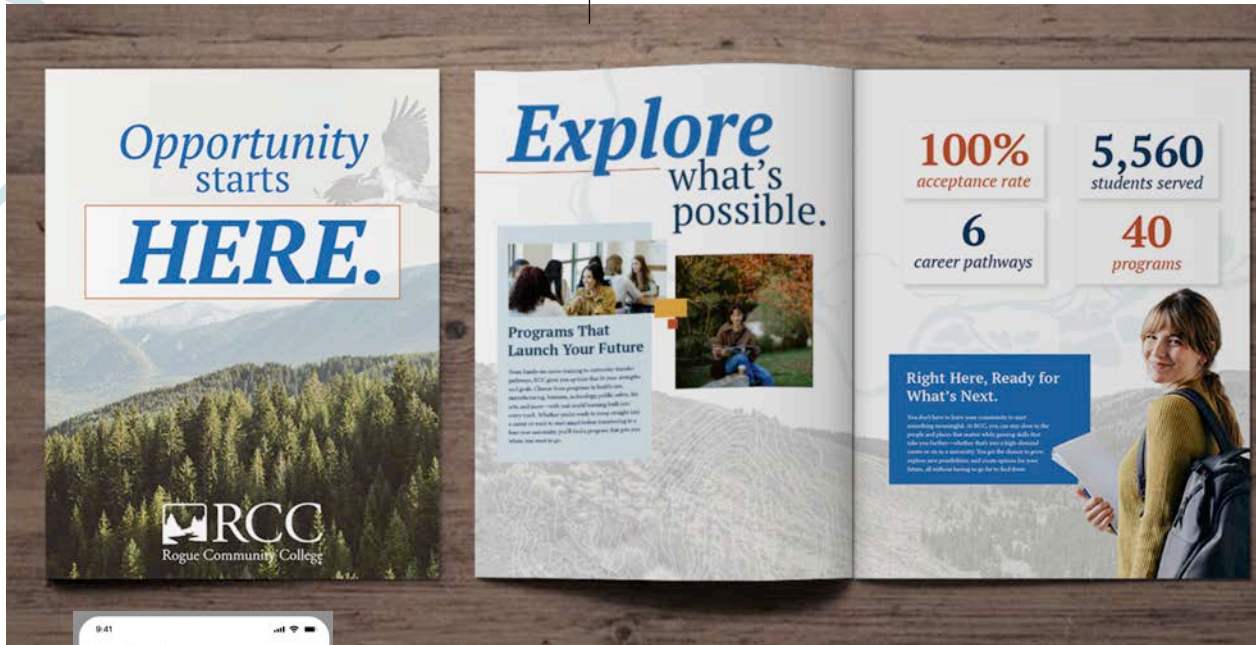
Obis idemo iliatus cidigni mporem ut as
quaspedis etur, optatust laut ulparch illenis con
eumquam exceris quia veleste cone voleni

Overall, photography should feel intentional, uncluttered and supportive of the story being told. It's a tool to reinforce brand tone, not overpower it.



Applications

This example of a viewbook aims to maximize the use of branded graphic elements to be truly eye-catching.



Get Paid While You Learn

Start your career with an apprenticeship

What is an apprenticeship?

An apprenticeship is a paid training program where you work alongside experienced professionals while taking classes to learn the skills needed for a successful career. You earn a wage and gain real-world experience as you progress.

Programs We Offer:

- Airframe/Power Plant Mechanic
- Boiler Operator
- Limited Maintenance Electrician
- Millwright
- Sign Electrician
- HVAC/R
- Inside Electrician
- Manufacturing Plant Electrician
- Plumbing
- Sheet Metal Worker



Social media may mix and match colors, elements, and images in a variety of ways to show the brand in action.

Rack cards should lean into readability first, with branded elements anchoring the content to the brand.



For questions about this document,
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