

## INTRODUCTION

As the Community College of Rhode Island continues to improve and expand, it becomes increasingly important to communicate one clear and unifying public identity to our diverse audiences. To ensure consistency, a system of new visual identity elements and standards has been developed. This system will reinforce a strong and definitive impression of CCRI's quality, professionalism and commitment to academic excellence.

This new set of standards introduces refined versions of the official CCRI Logo and Seal, official Signatures, individualized Unit Signatures, as well as usage guidelines, typographic guidelines and the approved stationery and publication templates. Consistency in the way these elements are presented will strengthen all facets of this institution by projecting one visual look to the public.

This manual serves as a framework for the proper use of this new system. The material provided enables easy access to a wide variety of resources and information and attempts to answer as many questions as possible.

To be successful in communicating our identity, it is essential that everyone adheres to the standards outlined as closely as possible. By doing so, you will help us project a clear, unifying image for CCRI.



A handwritten signature in black ink, reading "Ray Di Pasquale".

Ray Di Pasquale  
CCRI President

## CONTENTS

The standards presented in this guide apply to all communication pieces created or reprinted after July 31, 2005. Materials produced before that date should be revised to conform to these standards when they are reprinted.

This Graphic Identity System Manual is intended to assist you in the proper use of the Community College of Rhode Island's Graphic Identity System. If you have questions about the proper use of the CCRI Logo or Signatures as presented here, please contact the CCRI Office of Public Relations and Publications.



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## OFFICIAL CCRI LOGO

The Community College of Rhode Island Logo is the primary identifying element of the graphic identity system. It has been updated in 2005 to ensure its high quality reproduction. The updates to the logo are deliberately subtle in an effort to seamlessly integrate it without a perceptible visual change to outside viewers. On all materials from this point forward, please use only the updated logo as shown here.

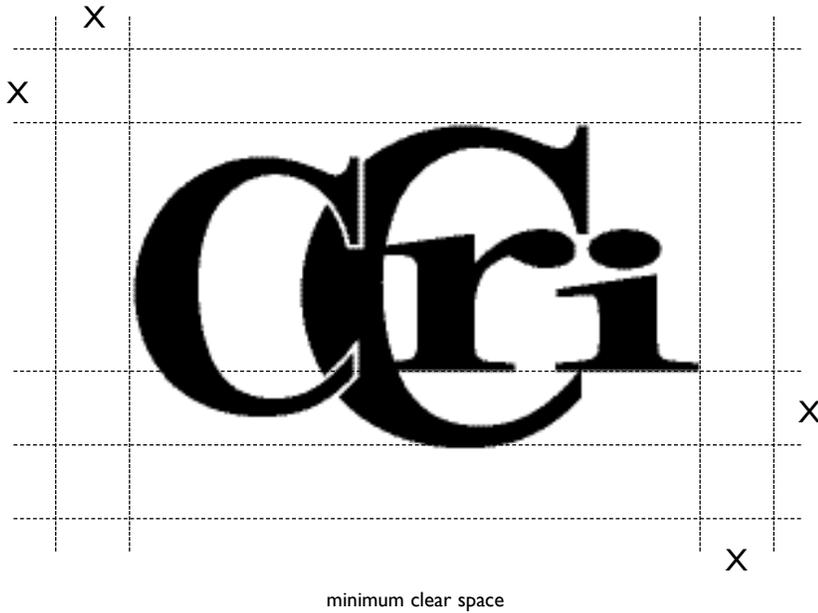
### CCRI Logo Reproduction:

Camera-ready reproduction files for the CCRI logo are available through the Office of Public Relations and Publications or online at [www.CCRI.edu/publicrelations](http://www.CCRI.edu/publicrelations). These files are provided in the following sizes: 6 in., 3 in. and 1 in. eps files, 6 in. and 3 in. tiff files. Always use the size closest to that meeting your needs. For in-between sizes always select and reduce the next larger size. Do not reduce any of the camera-ready art more than 50% and do not reproduce the CCRI logo smaller than 1/2 in. wide.

### Clear Zone:

For maximum clarity and visibility, a “clear zone” equal to the distance between the baseline of “i” and the baseline of the largest “C” must be maintained around the Logo on any design piece.

This logo is a registered trademark of The Community College of Rhode Island and may not be altered in any way. It has been specially drawn and thicknesses, spacing and proportions have been carefully determined. Please do not try to recreate or manipulate this design in any way. Please do not co-mingle this logo with any other design elements other than those provided.



minimum clear space



minimum size

## CCRI LOGO COLORS

The official colors of the Community College of Rhode Island are CCRI Green PANTONE (PMS) 349 and White; however, the CCRI logo can also be reproduced in a full color version. Black is the alternative when budget or context rule out the use of color.

The full color CCRI logo is comprised of three colors from the Pantone Color Matching System. The left-most "C" in CCRI is PANTONE (PMS) 1805 Red. The large middle "C" is PANTONE (PMS) 110 Gold and the lower case "ri" is PANTONE (PMS) 349 Green.

*The four-color process formulas for the CCRI logo are as follows:*

Red = 0% Cyan, 91% Magenta, 100% Yellow and 23% Black.

Gold = 0% Cyan, 11.5% Magenta, 94% Yellow and 6% Black.

Green = 100% Cyan, 0% Magenta, 83% Yellow and 47% Black.

*Tints used for the Green PMS 349 w/ tints version of the CCRI logo, are as follows:*

Left-most "C" = 100% PMS 349.  
Large middle "C" = 30% PMS 349.  
"ri" = 65% PMS 349.

*For web use the RGB formulas are as follows:*

Red = Hexadecimal = #FF3333,  
RGB = 182, 29, 23.

Gold = Hexadecimal = #FFCC33,  
RGB = 255, 204, 51.

Green = Hexadecimal = #006633,  
RGB = 0, 102, 51.



Green PMS 349



Green PMS 349 w/ tints



Black



**CCRI LOGO COLORS**

**Dark Backgrounds**

The CCRI logo may be printed on any printed solid color, screen of color, illustration or photographic background. For these instances, a white “holding line” is used to separate the logo from the background. This holding line is incorporated on all CCRI logo artwork.

Although the logo may be printed on any background, its integrity demands that no words or images overlap or merge with it. It should never be integrated into illustrations, cartoons or other symbols or logos.

**OFFICIAL CCRI SEAL**

solid seal



Black



Green PMS 349

In order to strengthen the recognition of the CCRI Logo and Signatures as main identifiers for The College, the CCRI Seal is reserved for limited official use. It is mainly used on documents and ceremonial materials such as certificates, diplomas, formal invitations and official flags. The seal also appears as a watermark on the college's general letterhead and other corporate identity materials. The seal has been specially drawn for maximum clarity and line weights; spacing and proportions have been carefully determined. Please do not try to recreate or manipulate this design in any way.

The seal is provided in two variations to accommodate most reproduction situations. It should never be reversed out of a solid background to white.

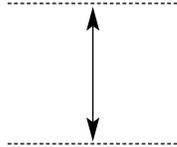
The minimum reproduced size for the seal is 3/4 in. in diameter.

A minimum clear space equal to the width of the seal's outside band should always be maintained.

**Official CCRI Seal Colors**

The preferred color for the seal is Green PMS 349 (process color formula on page 1.1), or Black. The Office of Public Relations and Publications must approve any other print and/or color techniques.

minimum size



3/4 in.

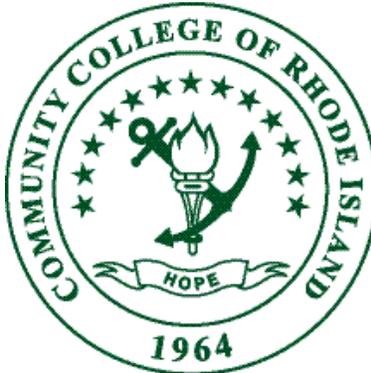


minimum clear space

open seal

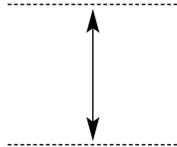


Black



Green PMS 349

minimum size



3/4 in.



## OFFICIAL CCRI SIGNATURES



CCRI signature 1



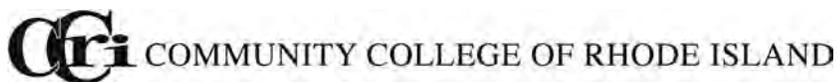
CCRI signature 2



CCRI signature 3



CCRI signature 4



CCRI signature 5

The official CCRI Logo, combined with the logotype consisting of the words Community College of Rhode Island, form the official CCRI Signature. To allow maximum versatility in a wide variety of applications, the system provides five (5) different signature configurations. Choose the version that best accommodates your needs.

Each of these signatures is a registered trademark of the Community College of Rhode Island and may not be altered in any way. The typeface, word spacing, line weights and graphic proportions for these signatures have all been carefully determined to establish a consistent rhythm and presentation. Each signature is to be treated as a single design unit. When a signature is enlarged or reduced, all elements should be sized

proportionately. A signature should never be reproduced to a size where the CCRI logo is smaller than 1/2in. wide. To ensure consistency in the identity of The College, we ask that you do not try to combine, manipulate, or create your own CCRI signature.

## OFFICIAL CCRI SIGNATURES

### Clear Zone/Color

For maximum clarity and visibility, a “clear zone” equal to the height of the capital “C” in Community should be maintained around each signature on any design piece.

No CCRI signature should be reproduced to a size where the CCRI logo is smaller than 1/2 in. wide.

### Colors

Color use of the CCRI logo making up the Signature conforms to all standards set forth on page I.1; Official CCRI Logo Colors section.

The logotype consisting of the words “Community College of Rhode Island” should be printed only in PMS 349 Green.

In the event that budget or context rule out the use of color, the CCRI Signature in its entirety should print in Black.

*NOTE: Although only one signature is used for demonstration purposes, all signatures are subject to these parameters.*



full color or  
Green PMS 349  
or Black

Green PMS 349  
or Black



minimum size

## OFFICIAL CCRI SIGNATURES

### Light Backgrounds

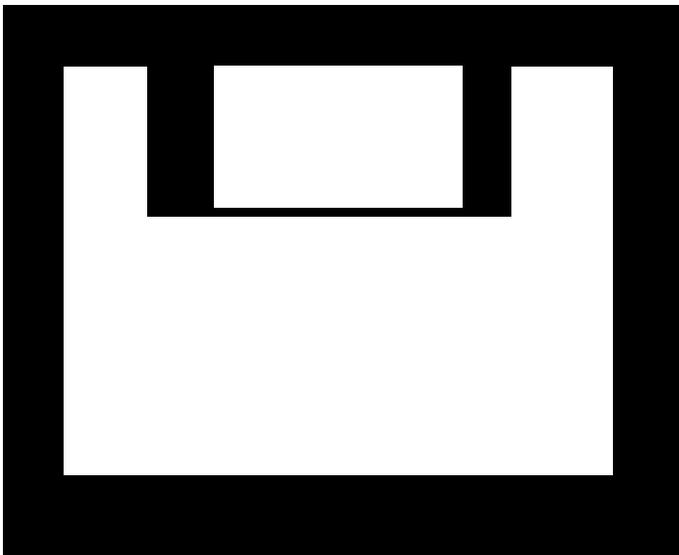
The CCRI Signatures may be printed on any solid color, screen of color, illustration or photographic background light enough to provide sufficient contrast.

### Dark Backgrounds

To provide sufficient contrast on dark backgrounds, the Signature in its entirety should be reversed out of the background in white.

Although the Signature may be printed on any background, its integrity demands that no words or images overlap or merge with it. It should never be integrated into illustrations, cartoons or other symbols or logos.

NOTE: Although only one signature is used for demonstration purposes, all signatures are subject to these parameters.





**COMMUNITY COLLEGE  
OF RHODE ISLAND**

**Knight Campus**  
400 East Avenue, Warwick, RI 02886-1807

Equal cap heights



**COMMUNITY  
COLLEGE  
OF RHODE ISLAND**

**Knight Campus**  
400 East Avenue, Warwick, RI 02886-1807



**COMMUNITY COLLEGE  
OF RHODE ISLAND**

**Knight Campus**  
400 East Avenue, Warwick, RI 02886

**Flanagan Campus**  
1762 Louisquisset Pike, Lincoln, RI 02865

**Liston Campus**  
One Hilton Street, Providence, RI 02905

**Newport County Campus**  
One John H. Chafee Blvd., Newport, RI 02840



**COMMUNITY COLLEGE  
OF RHODE ISLAND**

**Knight Campus**  
400 East Avenue, Warwick, RI 02886

**Flanagan Campus**  
1762 Louisquisset Pike, Lincoln, RI 02865

**Liston Campus**  
One Hilton Street, Providence, RI 02905

**Newport County Campus**  
One John H. Chafee Blvd., Newport, RI 02840

**INDIVIDUAL UNIT  
IDENTIFIERS**

**Campus Locations**

Location identifiers are provided for each of the CCRI campuses. When used on documents where contact information is to be incorporated (see page 7.1), the address line should be typeset in the official Times Roman font, at a point size and color (Green PMS 349 or Black) matching the campus location point size and color. In instances where multiple campuses and locations are listed, each 2 line identifier and address line should be listed in the following order: Knight, Flanagan, Liston, and Newport County. One return space should follow each 2 line location.



## INDIVIDUAL UNIT IDENTIFIERS

### Entities

The CCRI Graphic Identity System provides a method for each campus or college entity to create a customized signature utilizing one of the official signatures with the addition of a specific identifier typeset in the official Gill Sans font. The unit identifier should be reproduced in either Green PMS 349 or Black, matching the color of the corresponding signature. Unit identifiers are created on an individual basis by the Office of Public Relations and Publications and reproduction files are available to authorized personnel. In the event that a specific Unit Identifier does not yet exist for your entity, please contact the Office of Public Relations and Publications.

*NOTE: Although only one Unit Identifier is used for demonstration purposes, all signatures are subject to these parameters.*

## INCORRECT USES OF THE LOGO, SIGNATURE AND SEAL

The following are examples of improper use of CCRI's graphic elements. Distortions of the logo, logotype and seal undermine a consistent presentation of printed materials from The College.

### INCORRECT



**Distortion:** The logo, logotype and seal should not be distorted by stretching, slanting, twisting, curving, etc.

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### INCORRECT



### INCORRECT



**Improper color:** The CCRI logo, logotype and seal should be presented only in the approved colors detailed in this manual.

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### INCORRECT



### INCORRECT



### INCORRECT



**Enclosure or framing:** The logo, signature and seal should not be framed or contained by other visual elements.

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### INCORRECT



### INCORRECT



### INCORRECT



### INCORRECT



### INCORRECT



**Attaching type or visual elements:** Other graphics and or type should not be added to the logo, logotype or seal.

**INCORRECT USES OF THE  
LOGO, SIGNATURE AND SEAL**

**INCORRECT**



**INCORRECT**



**INCORRECT**



**Legibility:** Take care not to place the logo, logotype or seal on a distracting background. Reverse out the logotype when it is placed on a very dark background.

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**INCORRECT**



**Improper typeface:** The logotype should be presented only in the approved typefaces as outlined in this guide.

**INCORRECT**



**Improper alignment of logo:** The CCRI logo should be aligned with the logotype in one of the five formats specified in this manual.

**INCORRECT**



**Improper placement of logo:** The placement of the logo relative to the logotype should not be altered from one of the five formats specified in this

---

**INCORRECT**



**Improper proportion:** the proportional relationship between the logo and word mark should not be altered.

**INCORRECT**



**Use of the logotype without the logo:** The logotype must always be presented in conjunction with the CCRI logo in one of the five formats specified in this guide.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Times New Roman Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Gill Sans Family

## TYPOGRAPHY

Two typefaces—a serif and sans serif—have been selected as the primary identification fonts for CCRI. These typefaces, when used with The College Logo and Signatures, reinforce the Graphic Identity System.

The Official Serif typeface is Times New Roman. The CCRI Logo, Seal and Signatures are derived from this font and it is the first choice for corporate identity materials, signage and printed materials.

The Official Sans Serif typeface is Gill Sans. Gill Sans is used for the unit identifiers in the Individualized Unit Signatures. Gill Sans can be used on printed materials, alone, or in combination with Times New Roman.

Both of these typefaces are readily available from professional typesetters and desktop publishing systems and are suitable for a wide variety of reproduction methods.

NOTE: Both Times New Roman and Gill Sans are available in several styles that we have available at [www.CCRI.edu/publicrelations](http://www.CCRI.edu/publicrelations). Only some of them appear at left. Care should be used in determining which style works best in any given graphic circumstance.

NOTE: For typing purposes, Times New Roman is the preferred font. See pages 6.2 for details.

## STATIONERY SYSTEM

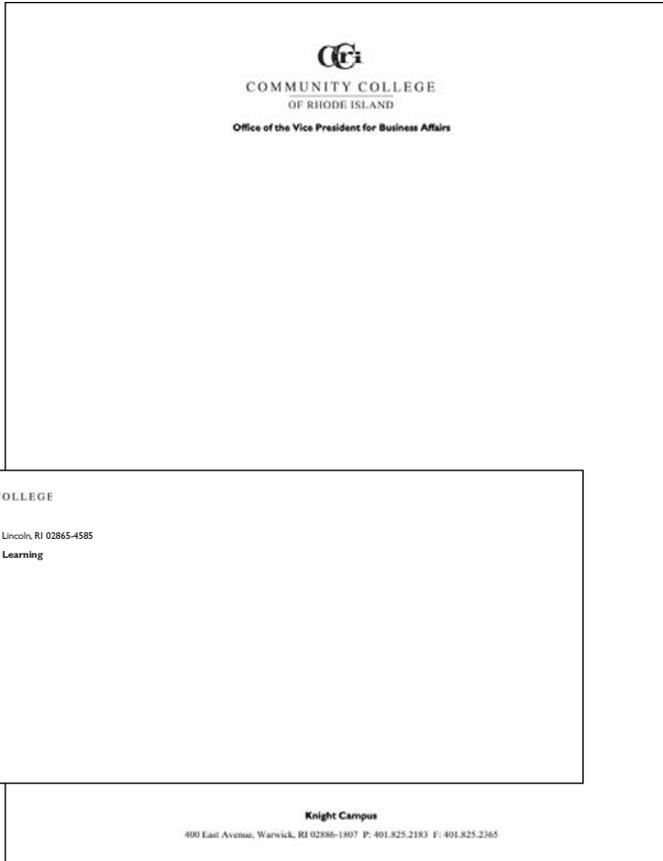
As the stationery system is a primary form of communication between CCRI and the public, it is important that it reflect the visual identity of The College. For this reason, all stationery components are designed with the use of an official CCRI Signature as the main identifier.

Guidelines are provided for the key components of the stationery system which include letterheads, envelopes, business cards, and mailing labels. Standards addressed include signature and secondary typeface location, size, color, paper, and recommended typing format.

The stationery system is printed offset in one color (PMS 349) with the exception of the President's stationery, which may be engraved, stamped and/or offset printed.

To maintain consistency, print quality, and cost efficiencies all stationery must be ordered directly through the Office of Public Relations and Publications.

Letterhead



Envelope

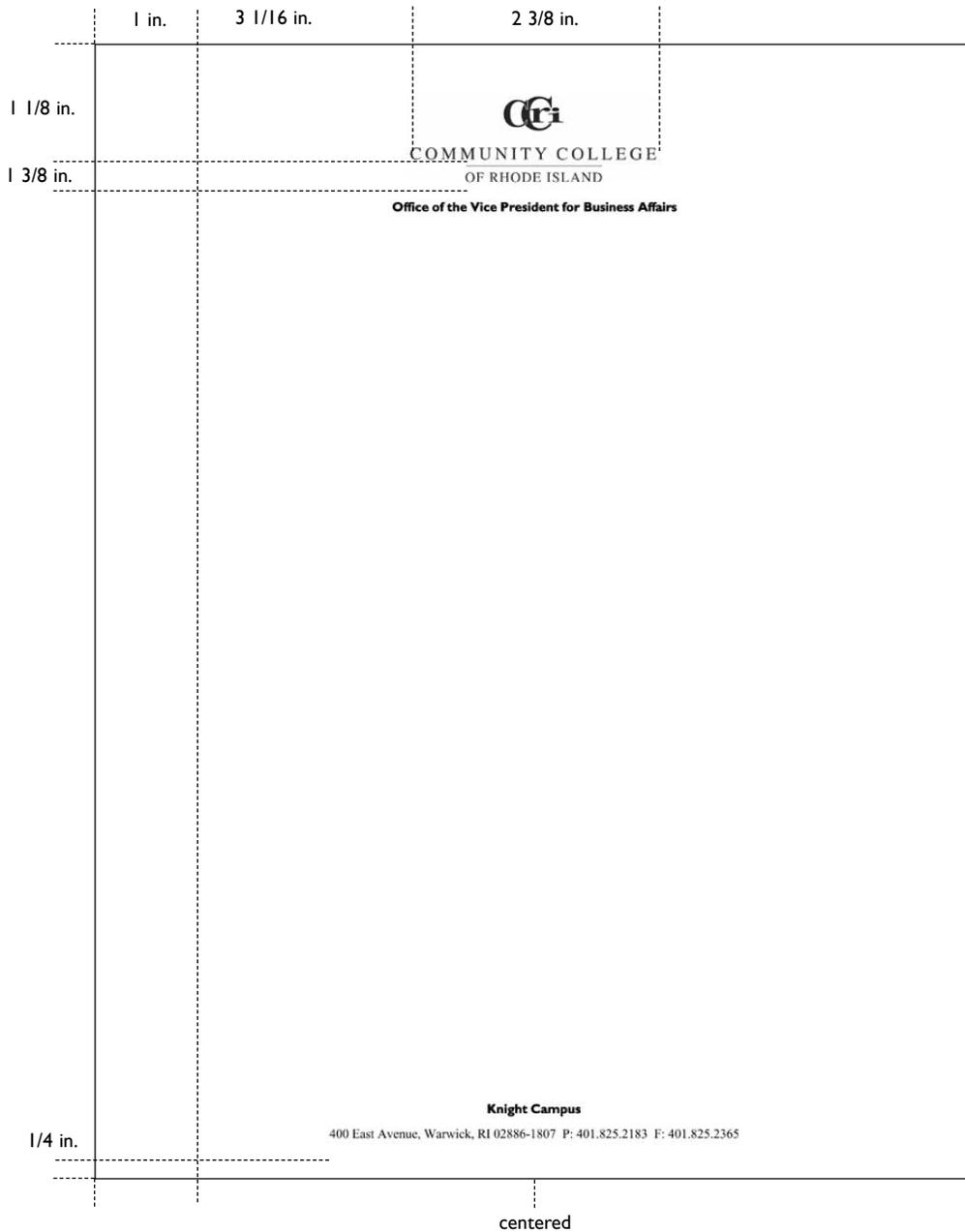
**STATIONERY SYSTEM**

**Letterhead**

8 1/2 x 11 in.  
 Signature  
 Prints Green (PMS 349).  
 Watermark  
 Appears in same position on 8 1/2 x 11 in.  
 first and second sheet only.

Department Name  
 9pt Gill Sans Regular u&lc centered under  
 Signature. Prints Green (PMS 349).  
 Campus Location  
 9 /17 Gill Sans Regular u&lc centered over  
 address. Prints Green (PMS 349).

Address  
 9/17 Times Roman u&lc centered. The phone  
 and fax numbers fall on the same line with 2 en  
 spaces separating them.  
 Prints Green (PMS 349).  
 Paper  
 Neenah Classic Laid  
 Classic Natural White 24#



## STATIONERY SYSTEM

### Letterhead Typing Format

To reinforce a strong and consistent visual identity for CCRI, a typing style has been developed.

The typeface chosen for all correspondence is 10/12 point Times New Roman. This font doesn't compete with the signature or other letterhead information and also reproduces well on laser prints, copies and faxes.

The left margin is at 1 in. off the left edge. The right margin may vary; however it should not be any less than 1 in., or any more than

1 3/4 in. off the right edge. Text should always be typed ragged right, not justified.

The date base line should be a minimum of 3/4 in. below the campus or department name attached to the signature, or a minimum of 2 1/8 in. from the top of the page.

Use double spaces between the date and the first line of address, between the last line of address and the salutation, and between the salutation and first line of text.

Text should be typed single space between lines; double space between paragraphs.

Do not indent.

Double space between the last line of text and the complimentary close, and insert at least four returns between the complimentary close and the typed signature. Allow for a minimum 3/4 in. between the typed signature, or last typed line on the page and the address block at the bottom of the page.

On second sheets, begin typing 2 in. off the top of the page.

1 in.

2 1/8 in.

1 3/4 in.

1 in.

3/4 in. min

COMMUNITY COLLEGE OF RHODE ISLAND  
Division of Business Affairs

Date

Name of Recipient  
Title of Recipient  
Street Address  
City, State, Zip

Salutation:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

Complimentary close,

Typed signature

Knight Campus  
400 East Avenue, Warwick, RI 02886-1807 P: 401.825.2007 F: 401.825.2365

## STATIONERY SYSTEM

### Envelope

#10 Regular and Window

Signature

Prints Green (PMS 349).

Campus Location

7/11 Gill Sans Regular u&lc centered under  
Signature.

Prints Green (PMS 349).

Address

7/11 Times Roman u&lc centered under  
Signature.

Prints Green (PMS 349).

Address Correction Requested

8.5/10 Times Roman Italics u&lc centered  
under Signature.

Green (PMS 349).

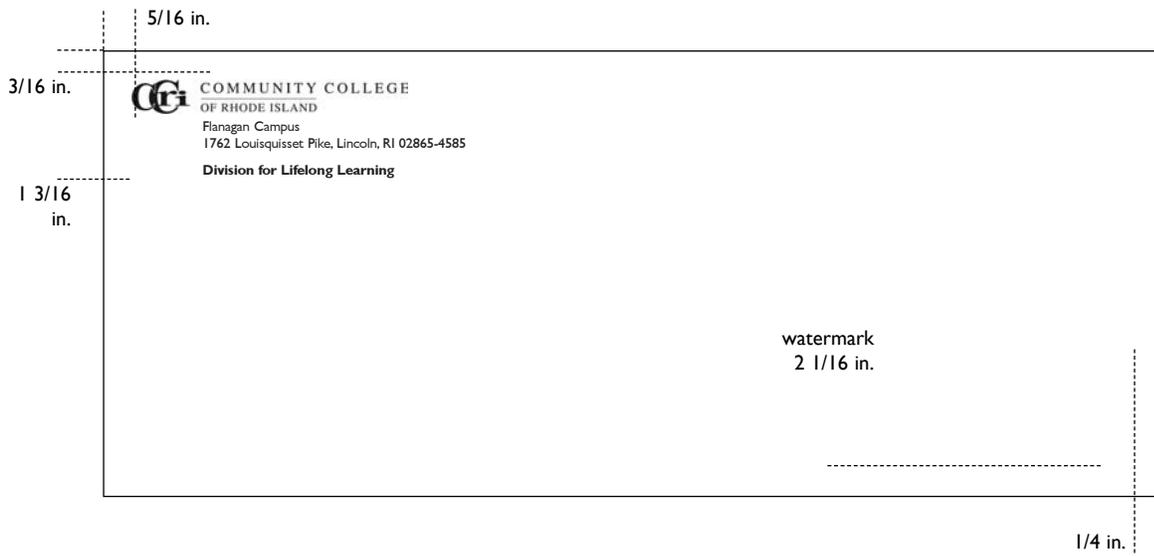
Indicia

Various postal indicias are available for use in  
envelope stamp areas. Please contact the  
Office of Public Relations and Publications for  
more information.

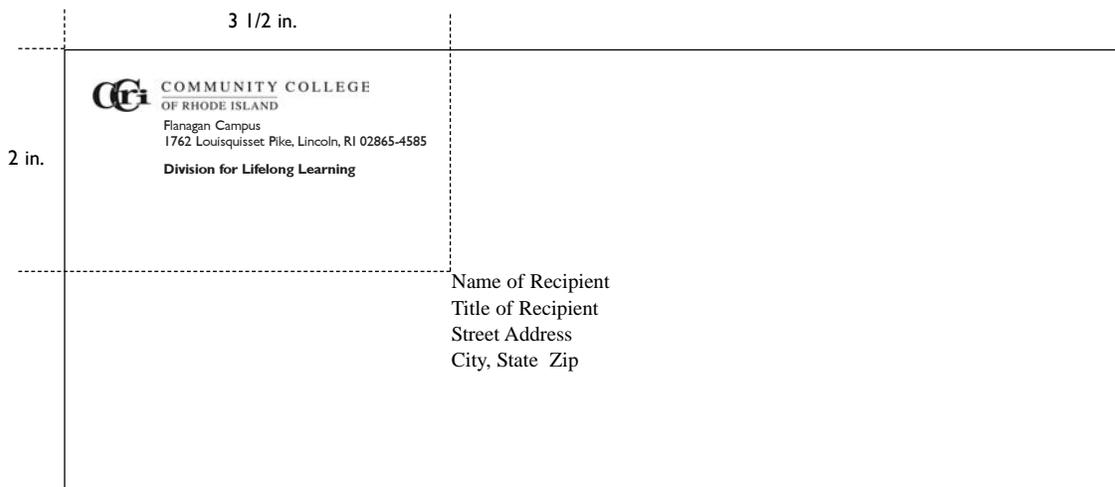
Paper

Neenah Classic Laid

Classic Natural White 24#



### Typing Format



## STATIONERY SYSTEM

### Business Cards

2 x 3 1/2in.

Examples show two situations that may occur with business cards. Example “a” shows name and title on two lines and is the preferred configuration. Example “b” shows a three line name and title configuration. In this configuration, the title baseline moves down 1/16 in. from its normal position (example a). Please keep card information brief; use only one address, phone number and fax number; use abbreviations only when space is limited.

#### Signature

Prints Green (PMS 349).

#### Name/Title

8/9 Times New Roman, u&lc. Name always appears in bold. Title in Roman Italics.

Prints Green (PMS 349).

#### Campus Location

8/9 Gill Sans, u&lc centered.

Prints Green (PMS 349).

#### Address

8/9 Times New Roman, u&lc centered.

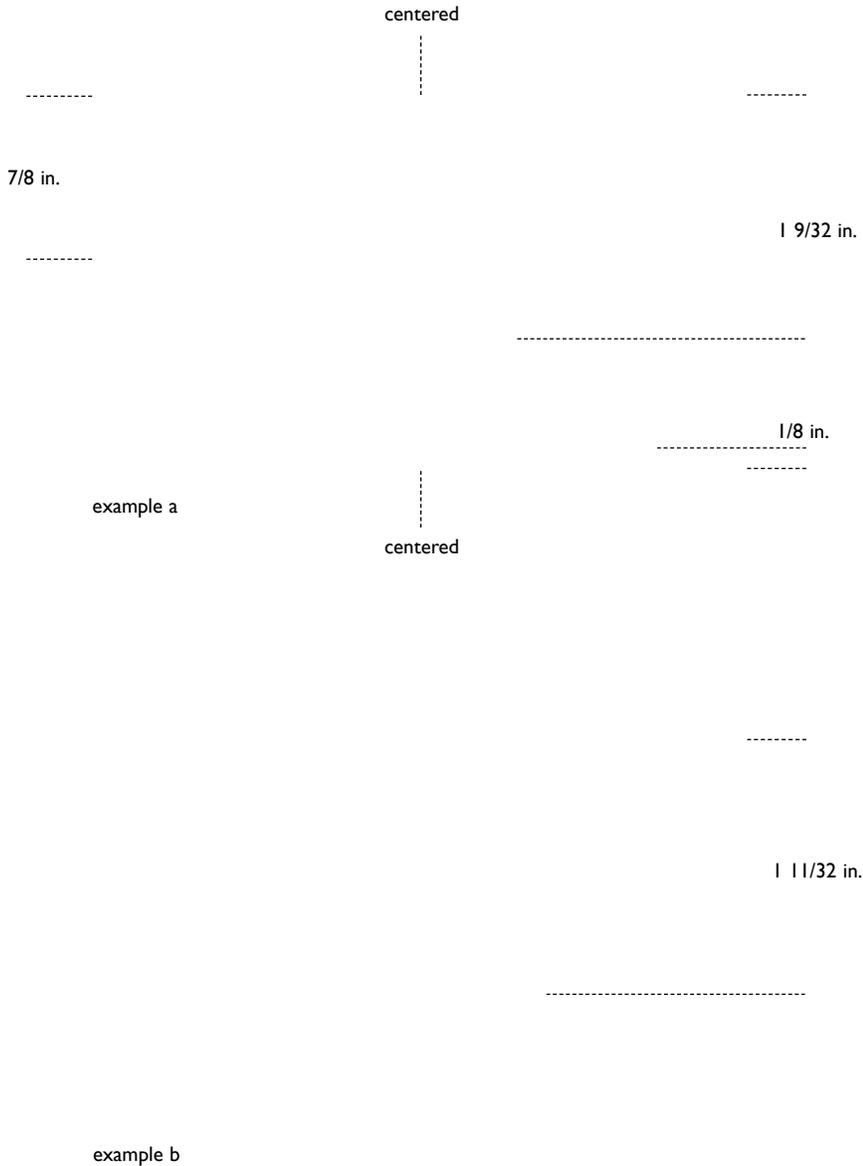
Phone, Fax and Email fall on the same line with 2 en space separating them.

Prints Green (PMS 349).

#### Paper

Neenah Classic Laid

Classic Natural White 80#C





**COLLATERAL MATERIALS**

**Press Releases**

8 1/2 x 11 in.

Signature

Text and Rules

Paper

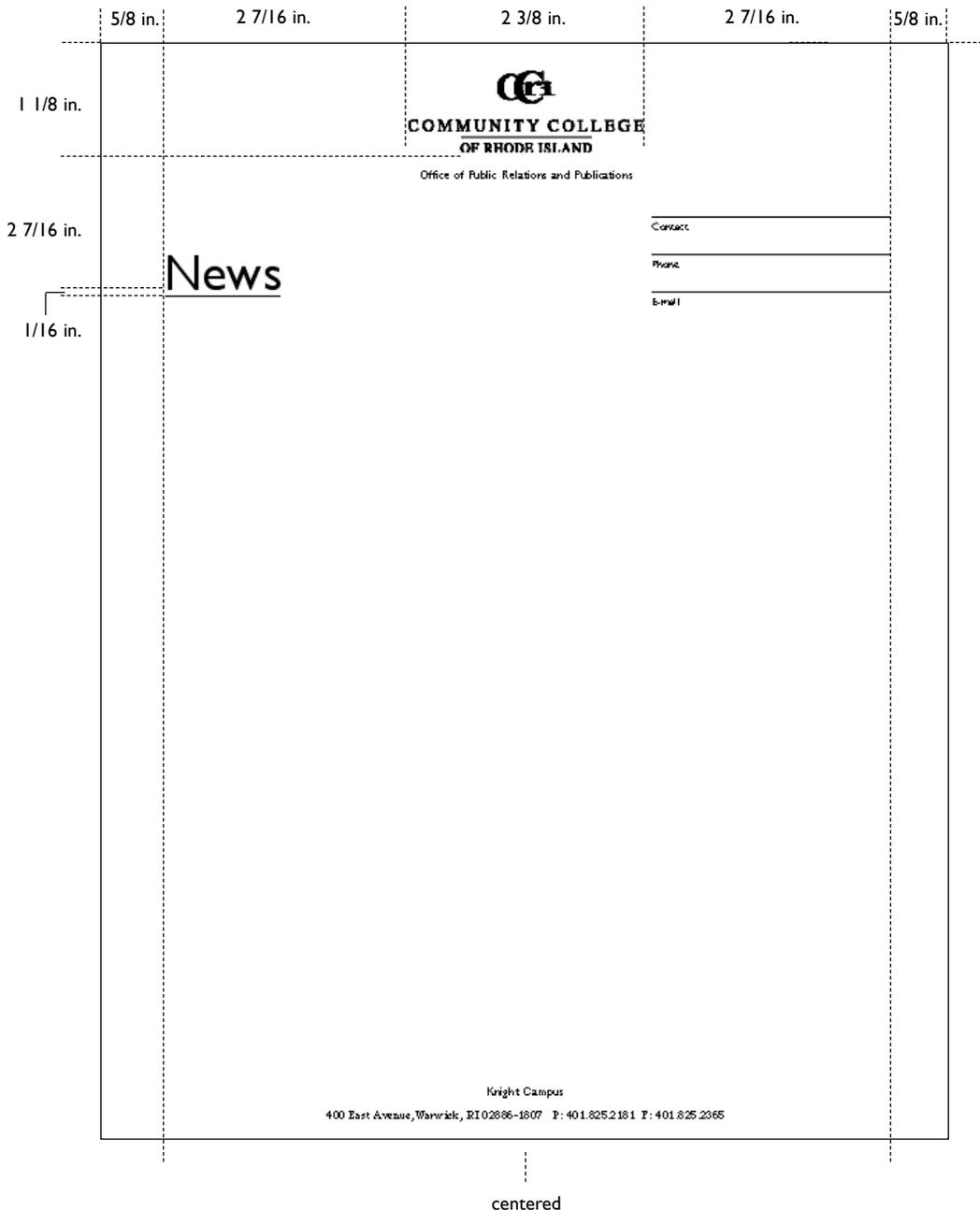
Prints Black.

8/27 Gill Sans Regular u&lc over hairline rules. Rules are 3/8 in. apart. Black.

White 20# copy paper.

News

42 Gill Sans Regular u&lc over hairline. Flush left. Black.



**COLLATERAL MATERIALS**

**Email Press Releases**

612 pixels x article depth

Signature

Contact Information

Format

Use web safe RGB formula.

9/12 Gill Sans Regular u&lc. Centered.

HTML

See page 1.1.

Green (PMS 349).

News

36 Gill Sans Regular u&lc over hairline.

Centered. Green (PMS 349).



centered

## **PUBLICATIONS**

The publications produced by CCRI represent its most significant outreach and therefore are an important component of the visual communications system. Publications are defined by CCRI as including any or all brochures, catalogs, flyers, posters, post cards, web sites or other materials representing The College or program within The College. The guidelines that follow establish a common design framework for publications and offer standards for typography, color, formats, and grids. They are kept purposely broad to encourage individual creative solutions. At the same time they provide outside contractors and in-house designers with a common template intended to ensure consistency and standardization of materials representing The College.

Consistent use of the guidelines here will ensure coordinated publications which are creatively distinctive yet identifiable as part of the CCRI family.



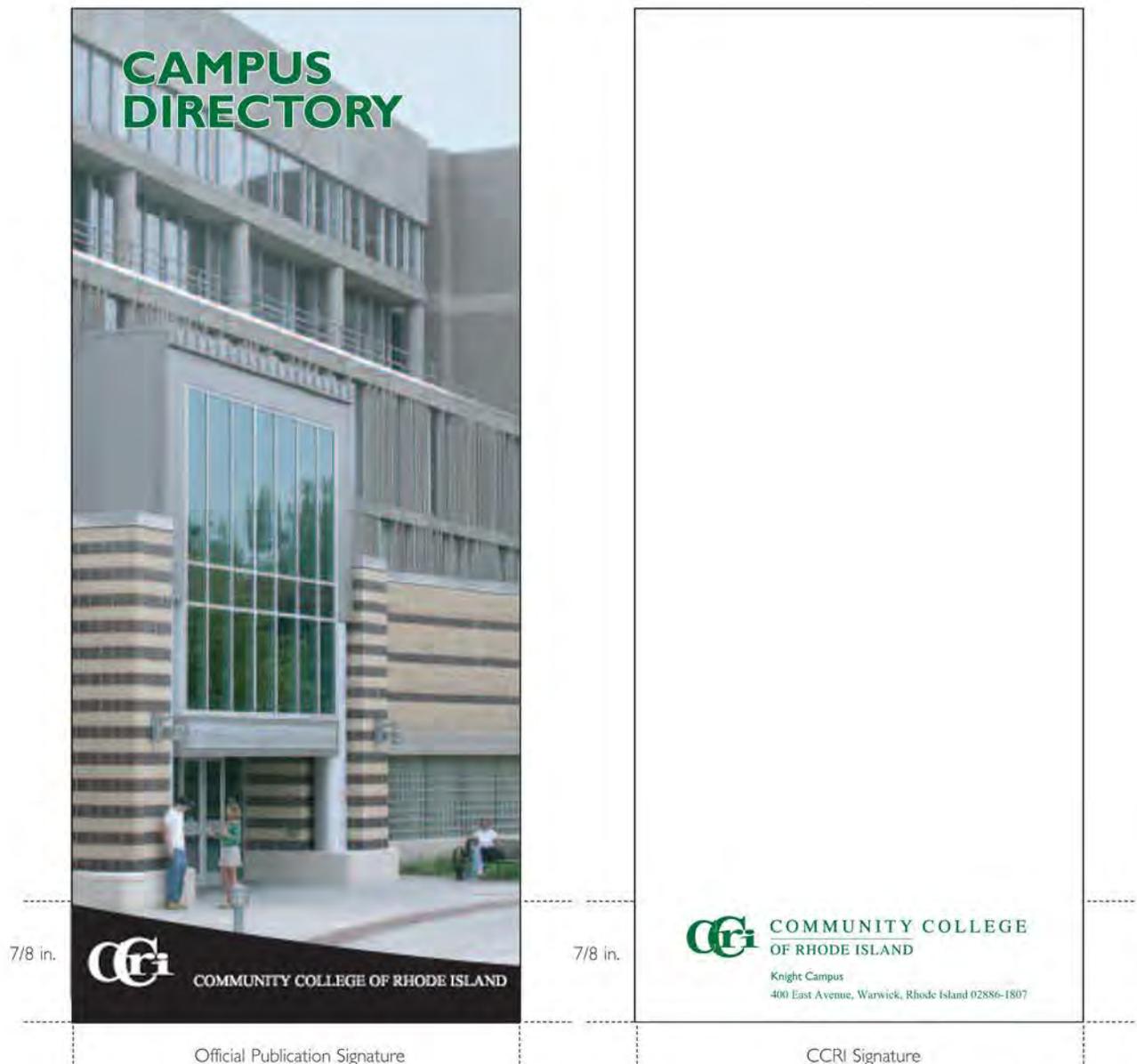
## PUBLICATIONS

### The Official Publication Signature

Each publication produced for CCRI should display the Official Publication Signature at the bottom of the front cover. This distinctive graphic element identifies the publication as one representing The College while leaving the rest of the page open for individual creative design solutions. Files are provided for the Publication Signature in full color, one-color, bleed and non-bleed versions.

Care should be taken that no text extends below the top of the signature arch and no text or images should be incorporated within the Publication Signature.

Publications should also incorporate one of the official CCRI signatures. Typically this would appear at the end of the document and should include all pertinent contact information as called for by the publication.



## PUBLICATIONS

### The Official Publication Signature

8.5 x 11 in. folded trifold.

8.5 x 11 in. folded booklet.

The Official Publication Signature is designed to identify printed materials as publications of The College. The lower portion of a document's cover is reserved for the publication signature. As previously stated, care should be taken that no type extend beyond the uppermost part of the signature, and no text or graphics should be incorporated into the signature.

The signature includes the curved graphic, the CCRI logo and the words "A Publication of Community College of Rhode Island." The publication signature is available in various formats both through the Office of Public Relations and Publications and online at [www.CCRI.edu/publicrelations](http://www.CCRI.edu/publicrelations).

These files are provided in two (2) sizes as shown. If the printed piece is a size other than those shown, please contact the Office of Public Relations and Publications for additional artwork. The publication signature is available in four (4) color schemes: four color, Green (PMS 349), Red (PMS 1805) and black. The four-color, Green, or Red signatures should be used on color publications, depending on which color scheme looks most aesthetically pleasing. The black color scheme is reserved for black and white publications.

*NOTE: These signatures are intended for use on publication covers only.*

### 8.5 x 11 in. Trifold Flyer Signature

Shown at 100% size



### 8.5 x 11 in. Booklet Signature

Shown at 75% size



## PUBLICATIONS

### Flyer Grids

8.5 x 11 in. trifold format (this page)

8.5 x 11 in. booklet format (next page)

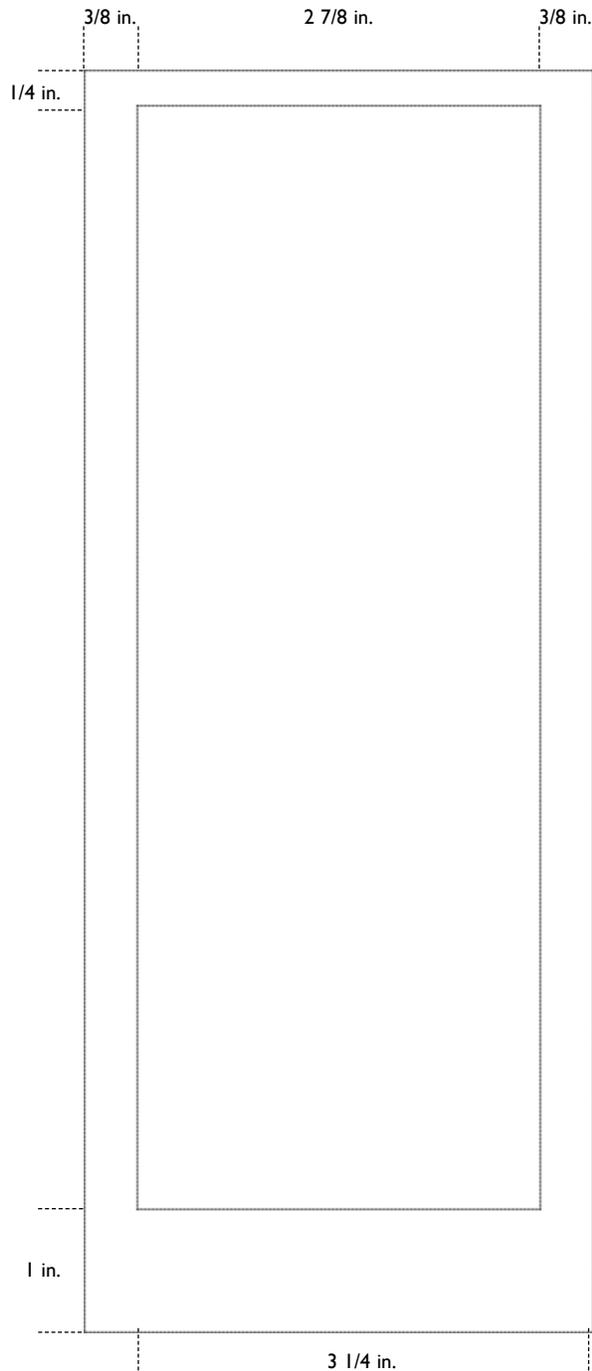
The grids have been established as a guideline for CCRI publications for both the cover and interior page layouts.

The grids are used to organize areas of type and photography and can be used in different ways depending on the material.

Although the overall format of the grids should not be modified, subsections of the grids can be either combined or further subdivided depending on the page layout.

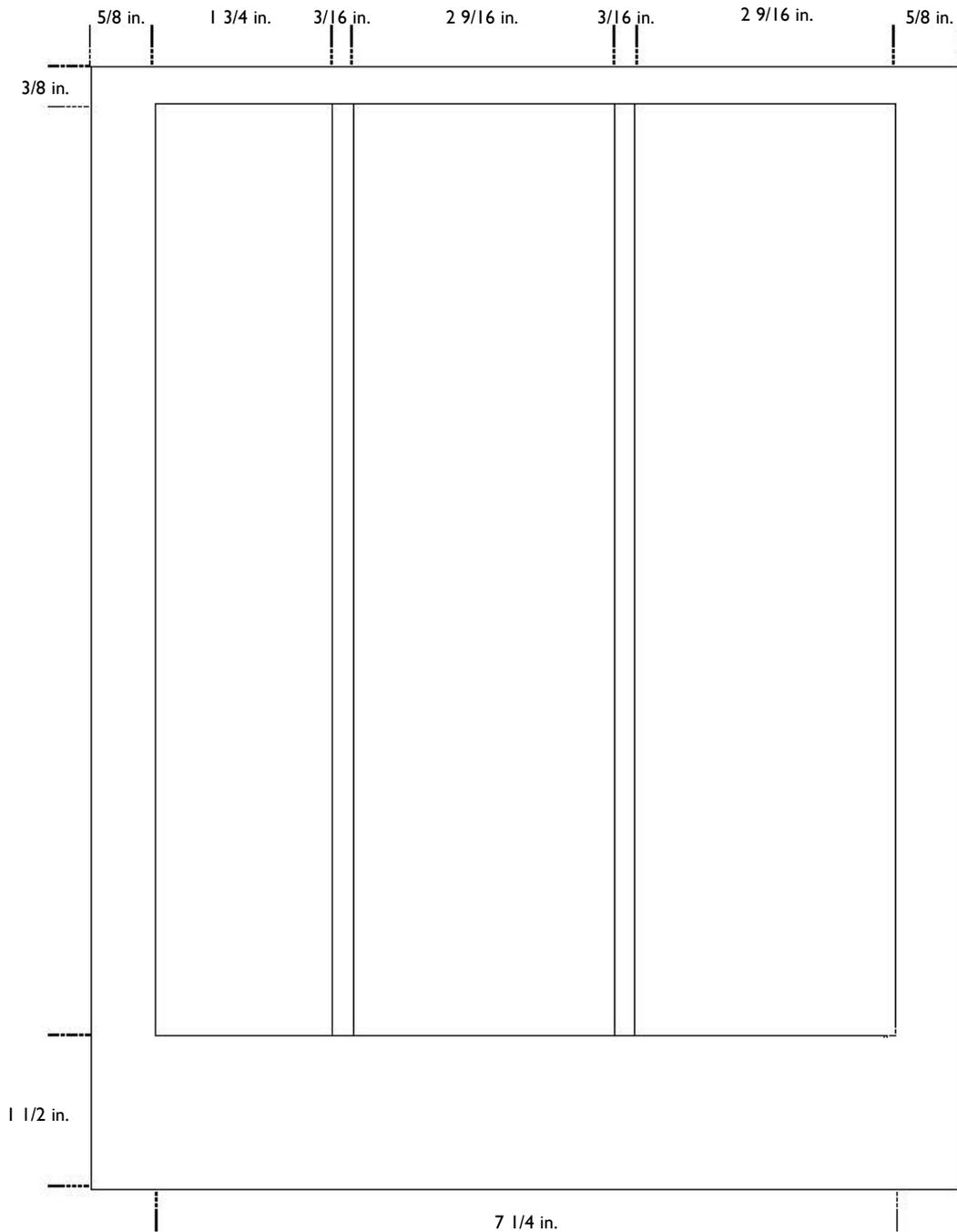
Examples of uses of the grids can be found on subsequent pages in this manual.

Space is provided over at the bottom of the document to display the Official Publication Signature.



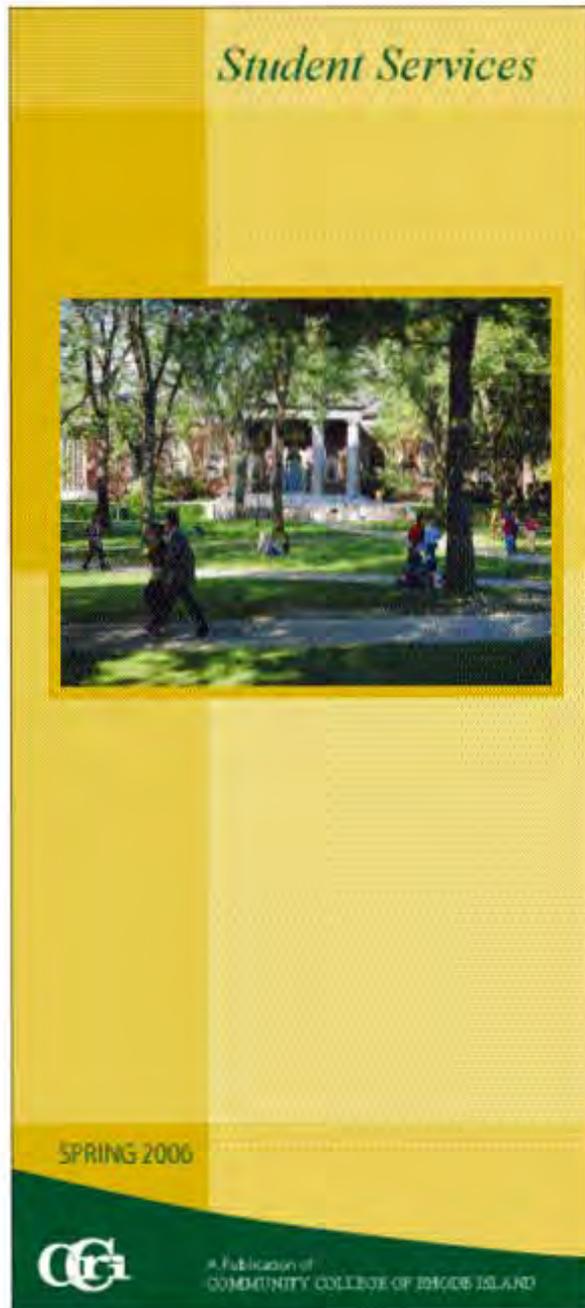
**PUBLICATIONS**

**8.5 x 11 in. Grid**



## PUBLICATIONS

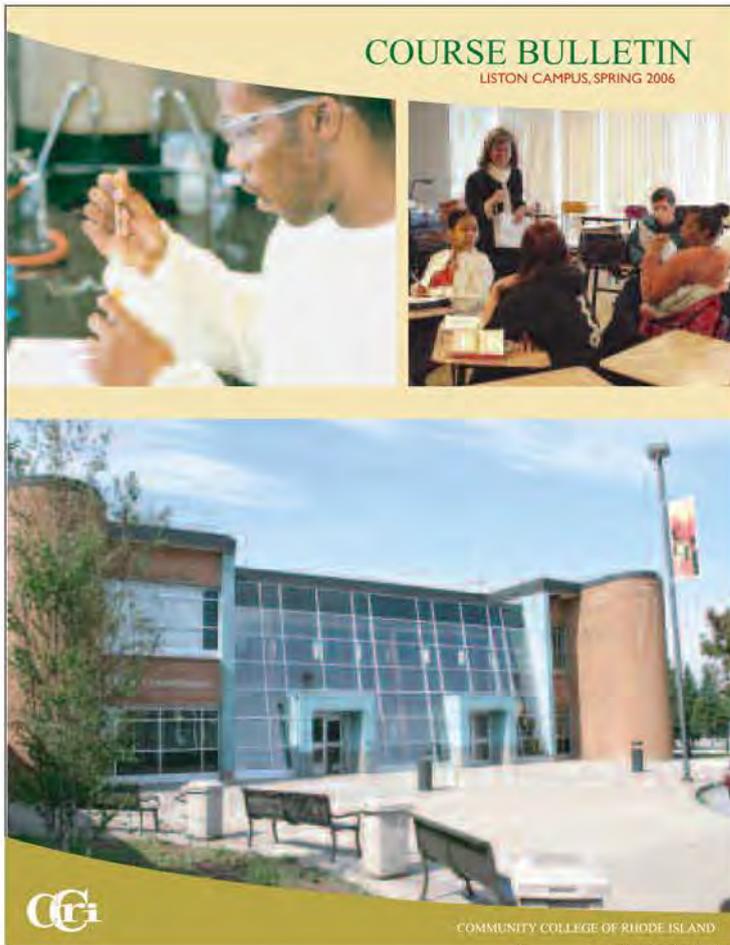
### Format Examples Flyer (bleed)



## PUBLICATIONS

Format Example

8 1/2 x 11 in. Booklet



### COURSE BULLETIN

LISTON CAMPUS, SPRING 2006



COMMUNITY COLLEGE OF RHODE ISLAND

## HEADLINE GOES HERE

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## PUBLICATIONS

Format Example

8 1/2 x 11 in. Booklet



### Headline Goes Here



[Caption goes here]

*"This space could be used very well for a quote about the college by either student or faculty."*

-Joe Smith

#### Subhead

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[Caption goes here]



**Community College of Rhode Island  
Building Performance  
Institute-approved  
training**

## SECONDARY LOGOS

Prior to the publication of these standards, a limited number of secondary logos and/or graphic identifiers were created and have been granted “grandfather” status for continued use. In the interest of a consistent graphic identity for CCRI, these secondary logos should be used as subordinate graphic elements only and should always be visually linked to an approved CCRI logo, signature and/or publication signature. Secondary logo usage must conform to all identity and publication parameters as set forth in this document.

The creation of new secondary logos is strongly discouraged. Programs or units within The College must seek permission from the Office of Public Relations and Publications before development of a new secondary logo begins and final artwork must be approved by that office.

The following criteria will be considered in determining the need for a new secondary logo: a justified program or unit need for external branding for marketing purposes; a program or unit is officially named for a donor or benefactor; the program or unit is not a legal entity of CCRI, but exists to benefit The College.

Please contact the Office of Public Relations and Publications for guidelines and/or assistance in the use or development of secondary logos.

*NOTE: Although only one secondary logo and its application is shown for demonstration purposes, all secondary logos are subject to parameters set forth in this document.*