



RANDOLPH
COLLEGE

o f f i c e o f c o l l e g e r e l a t i o n s

BRAND GUIDE



OVERVIEW	2
The Randolph Brand	2
IDENTITY COMPONENTS	4
Conway Bell Tower	4
Wordmark	5
Tagline	6
Department Wordmarks	6
The College Seal	6
Improper Usage	7
TYPOGRAPHY & COLOR	8
ATHLETICS	10
Typography	10
Monogram/Scratch	12
WildCat Mascot	13
Wordmark & Alternate Wordmark	13
Team Monogram & Scratch	14
Colors	15
Uniforms & Apparel	15
Athletics Stationery	15
DIGITAL GUIDELINES	16
Email Signature	16
Powerpoint Presentations	17
PRINT PUBLICATIONS	18
Stationery	18
MERCHANDISING	20
Screen Printing	20
Embroidery	20
GRAPHIC STANDARDS GUIDELINES	22



THE RANDOLPH BRAND

The graphic standards outlined in this guide provide a framework for producing external publications and materials. Each communication that we create sends an important message about Randolph College. These standards help us reflect the high level of professionalism and commitment to excellence that characterize the College and enable us to maintain consistency in the College graphic identity. The Office of College Relations (OCR) manages the College's brand. Therefore, any questions regarding design, logos, College colors, etc., should be brought to OCR. Use of the College's branding should be approved by OCR before publications are distributed to an outside audience.

This brand identity guide is not a list of restrictions. Instead, it is designed as a reference to provide everything Randolph needs to build a solid brand identity and create effective communications to promote the College. Consistent use of the identity enhances the recognition of who we are and visually reinforces our reputation for quality and leadership.



Founded in 1891 as Randolph-Macon Woman's College (R-MWC), the College received acclaim for its academic strength early in its history. In 1902, R-MWC was the first women's college to be admitted to the Association of Colleges and Preparatory Schools of the Southern States. And in 1916, R-MWC was the first women's college south of the Potomac to receive a Phi Beta Kappa charter.

In 2007, R-MWC changed its name to Randolph College and admitted its first coed class. Today, the campus has been revitalized, the student body is engaged, and faculty members remain devoted to providing students an individualized, liberal arts education.

CONWAY BELL TOWER

The Conway Bell Tower logo allows us to honor our past with a traditional and much-loved landmark, while also providing a modern, strong graphic that is more conducive to the College's graphic needs. It is a logo that can be used on promotional materials and merchandise. Please make it prominent on all pieces. However, it may not be used on any materials without the wordmark.



The Conway Bell Tower should not be used by itself in any instance. It HAS to be accompanied by the wordmark.

Two options are provided for the Conway Bell Tower logo: a horizontal version and a stacked version. Please use the horizontal version primarily. The stacked version may be used when there is a lack of horizontal space.

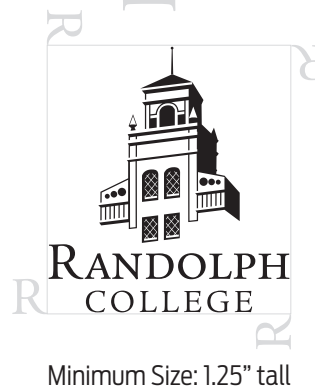
HORIZONTAL VERSION

There should be an appropriate space (the size of the R in Randolph) around the entirety of the logo. No other graphic/object may appear inside this clear space.



STACKED VERSION

There should be an appropriate space (the size of the R in Randolph) around the entirety of the logo. No other graphic/object may appear inside this clear space.



WORDMARK

Our wordmark visually represents the overall college brand. It may be used without the Conway Bell Tower logo when there is lack of space. It is important to note that the wordmark is outlined artwork, so there is no need to load the Legacy font onto a computer in order to print. This also means that the wordmark cannot be kerned or reset in type—**IT IS FINISHED ARTWORK AND SHOULD NOT BE MANIPULATED.**


HORIZONTAL WORDMARK

There should be an appropriate space (the size of the R in Randolph) around the entirety of the logo. No other graphic/object may appear inside this clear space.



Minimum Size: .125" tall

STACKED WORDMARK

There should be an appropriate space (the size of the R in Randolph) around the entirety of the logo. No other graphic/object may appear inside this clear space.



Minimum Size: 1" wide

SINGLE WORDMARK

The single wordmark logo consists of only the word "Randolph." It is on the College's website and is reserved for that use only. *(See page 20 for approved use in apparel)*

RANDOLPH

TAGLINE

"Be an Original" is the College's brand expression. It is a complete and distinct phrase. Do not tweak or alter it. Do not add to, subtract from, or change its wording in any way. The phrase should always include a capital "B" in Be and a capital "O" in original. It should also include a period when used alone. As a design element, the logo below is the correct representation.



Be an Original.

DEPARTMENT WORDMARKS

These logos present a unified, consistent image for the College, while recognizing the individuality of each department. This is the preferred logo to use in all department communications. All requests for a departmental logo need to be approved by OCR.



COLLEGE SEAL

The College uses an official seal only on formal documents, such as diplomas and commencement materials. Use of the seal must be approved by the secretary to the Board of Trustees. The date on the seal refers to the founding of Randolph-Macon Woman's College in 1891. Use of the seal by any other department is unauthorized.



IMPROPER USAGE OF LOGOS

The visual identity of the College **SHOULD NOT BE ALTERED** in any way. Some examples of unacceptable uses and treatments are shown below.



Do not use a color other than WildCat Yellow, Randolph Black, or White



Do not place on a background that is similar in color or hue



Do not place on elements that affect the legibility of the logo



Do not treat the individual logo elements differently



Do not rearrange the elements



Do not add dimension



Do not warp, stretch, or skew



Do not rotate or tilt



Do not crop or bleed off the page



Do not put a shape around the logo that could be misinterpreted as a logo

TYPOGRAPHY

The official College font is Legacy Serif ITC and Legacy Sans Serif ITC.

LEGACY SERIF

BOOK	<i>BOOK ITALIC</i>
AaBbCcDdEeFfGg1234567890	<i>AaBbCcDdEeFfGg1234567890</i>
MEDIUM	<i>MEDIUM ITALIC</i>
AaBbCcDdEeFfGg1234567890	<i>AaBbCcDdEeFfGg1234567890</i>
BOLD	<i>BOLD ITALIC</i>
AaBbCcDdEeFfGg1234567890	<i>AaBbCcDdEeFfGg1234567890</i>

LEGACY SANS SERIF

BOOK	<i>BOOK ITALIC</i>
AaBbCcDdEeFfGg1234567890	<i>AaBbCcDdEeFfGg1234567890</i>
MEDIUM	MEDIUM
AaBbCcDdEeFfGg1234567890	AaBbCcDdEeFfGg1234567890
BOLD	<i>BOLD ITALIC</i>
AaBbCcDdEeFfGg1234567890	<i>AaBbCcDdEeFfGg1234567890</i>

ALTERNATE TYPOGRAPHY

If the Legacy font is not available on your computer, Times New Roman (for Legacy Serif) and Lucida Sans (for Legacy Sans) are acceptable substitutes.

TIMES NEW ROMAN

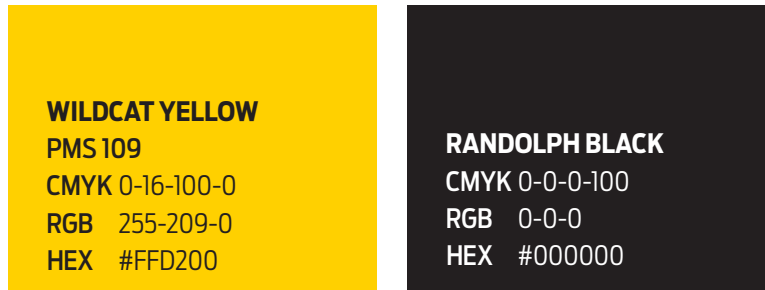
REGULAR	<i>REGULAR ITALIC</i>
AaBbCcDdEeFfGg1234567890	<i>AaBbCcDdEeFfGg1234567890</i>
BOLD	<i>BOLD ITALIC</i>
AaBbCcDdEeFfGg1234567890	<i>AaBbCcDdEeFfGg1234567890</i>

LUCIDA SANS

BOOK	ITALIC
AaBbCcDdEeFf123456789	AaBbCcDdEeFf123456789
DEMIBOLD ROMAN	DEMIBOLD ITALIC
AaBbCcDdEeFf123456789	AaBbCcDdEeFf123456789

OFFICIAL COLORS

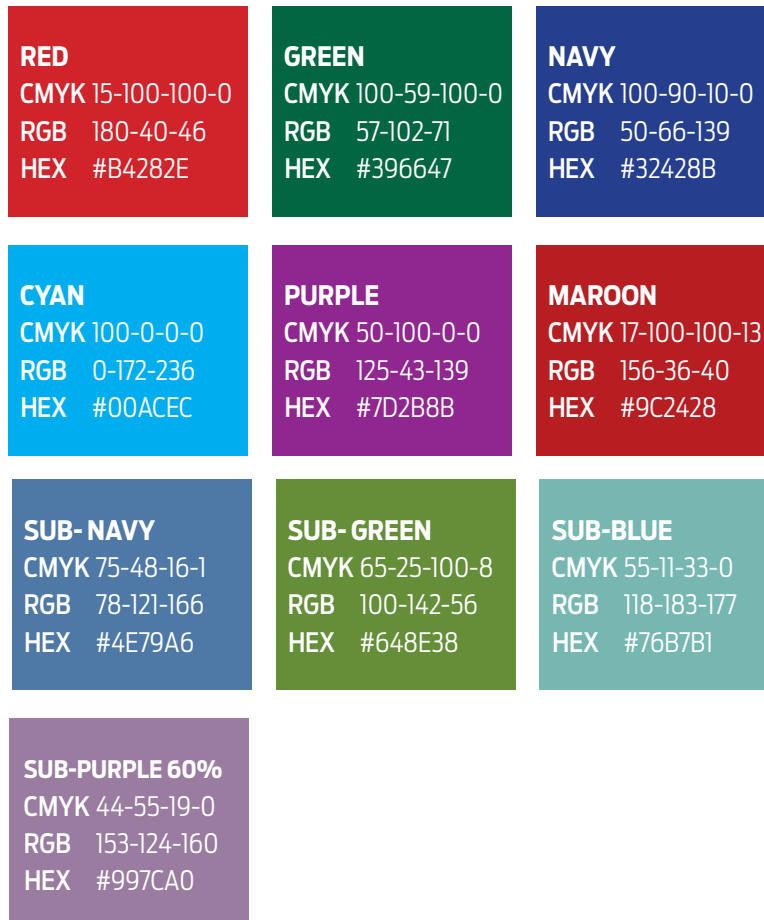
Our core palette consists of two colors: **WildCat Yellow** and **Randolph Black**. These colors should feature more prominently than any other colors in our communications.

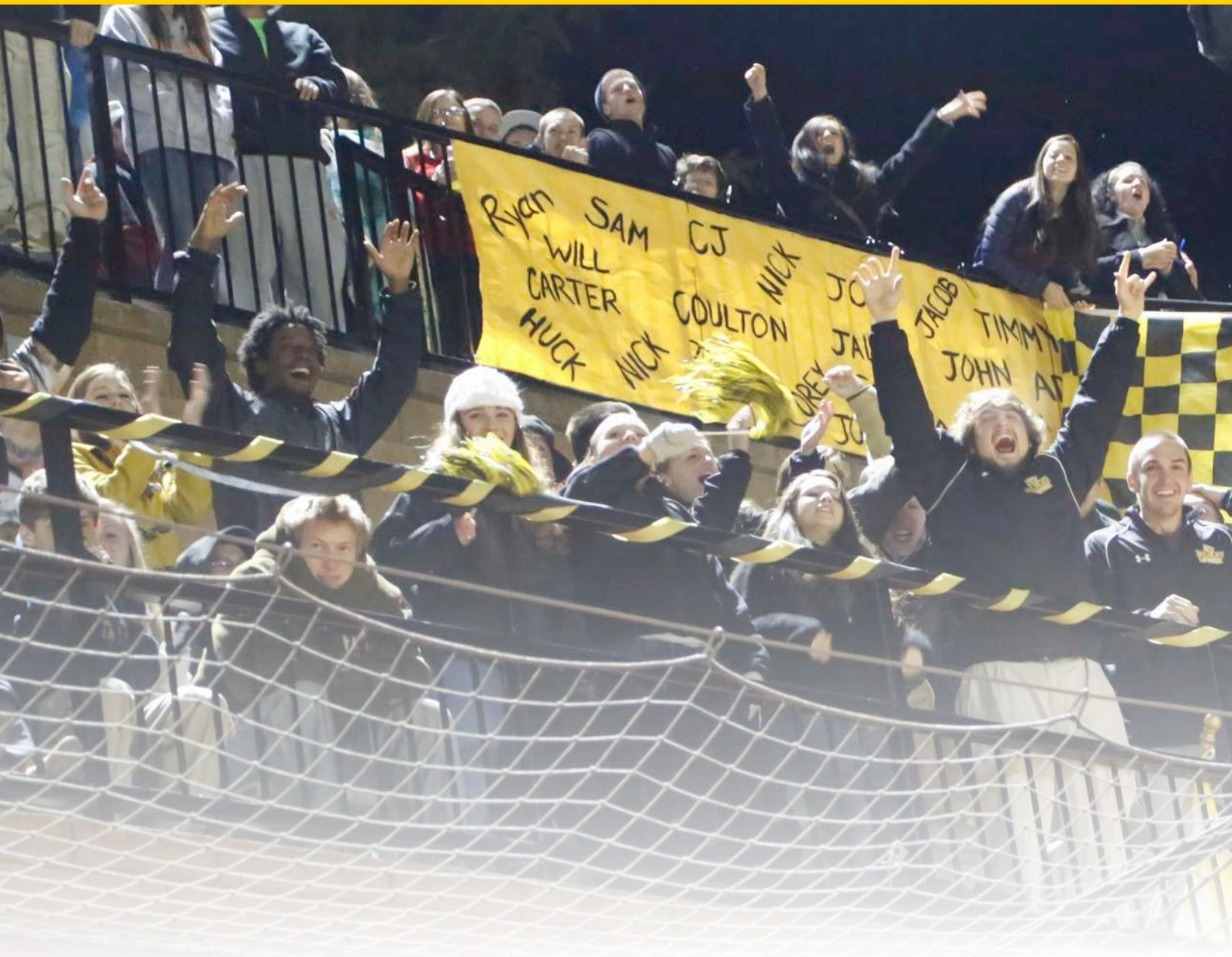


ADMISSIONS MARKETING

Current marketing materials for admissions allow for the use of fonts other than our official fonts and alternative colors. These fonts are Amaze, American Typewriter, Antenna, Arial Black, Ash, Century Gothic, Dharma Gothic E, Dirty Headline, Edwardian Script, Futura, Hand of Sean, Heroic Condensed, and Lobster.

These materials may feature six colors that complement our official colors.





TYPOGRAPHY

The official athletics fonts are United Serif SemiCond Black (**RANDOLPH**) and Berthold City Bold Italic (**WILDCATS**). The athletic wordmark is outlined artwork, so there is no need to load these fonts onto a computer in order to print. This also means that the wordmark cannot be kerned or reset in type—IT IS FINISHED ARTWORK AND SHOULD NOT BE MANIPULATED.

UNITED SERIF SEMI COND BLACK **TYPEFACE OF RANDOLPH**

ABCDEFGHIJKLMN OPQR
STUVWXYZ 1234567890



WILDCATS

The mascot of Randolph College is Wanda WildCat. WildCat should always be spelled with a capital “W” and capital “C.” The “WC” is an important reference to the College’s history as a woman’s college.

BERTHOLD CITY BOLD ITALIC ***TYPEFACE OF WILDCATS***

ABCDEFGHIJKLMN OPQR
STUVWXYZ 1234567890

RANDOLPH SCRATCH

The scratch logos should not be manipulated in any way. For instance, the “Scratch” must be used in conjunction with “WildCats” or a team name. Some examples are listed below.



WILDCAT MASCOT



ATHLETIC WORDMARK & ALTERNATE WORDMARK

RANDOLPH RANDOLPH
RANDOLPH RANDOLPH
RANDOLPH RANDOLPH

TEAM MONOGRAM & TEAM SCRATCH

When using the “Scratch” logo, the team name should be justified to the right side. For these logos, there will be a variance in the size of some team names due to their length.



ATHLETIC COLORS

The main colors used for all athletics promotional material should be **WildCat Yellow, Randolph Black** and **White**. (See page 9 for reference)

If it is a one-color design, the athletic logos are either WildCat Yellow or Randolph Black. If it is a black and white publication, it is acceptable to use the logos in black against a light background, or in white over a dark background.

UNIFORMS & APPAREL

All uniform designs **MUST BE REVIEWED** for colors and logos by the Office of College Relations. This is to ensure that we present a **UNIFORM BRAND IMAGE** and comply with all NCAA rules for all athletics teams when they compete. This marketing approval extends to all branded team apparel and equipment.

ATHLETICS STATIONERY

Stationery specific to athletics will be available to the athletic department only. No other units are permitted to use athletics stationery.



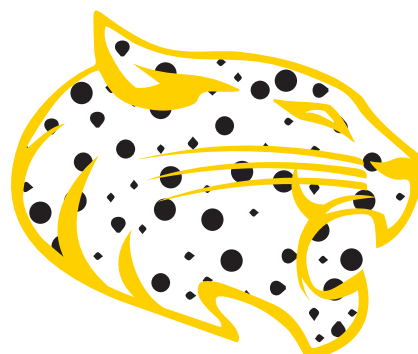
WILDCAT MASCOT LOGO

When using the three colored WildCat head there should be an outline of white when placed on a background that has ANY color whether it be an image or a solid color. No other design elements should interact or touch the WildCat logo. The mascot head is its own logo and should not be added to another element in order to create a new logo. When placed in a design with other logos, the WildCat head should remain larger and more dominant than the oppsing logo. The WildCat logo should not be trimmed or cut off in any capacity. When using the logo, it is to be used in its entirety.



IMPROPER USAGE OF LOGOS

The visual identity of the WildCat logo **SHOULD NOT BE ALTERED** in any way. Some examples of unacceptable uses and treatments are shown below.



EMAIL SIGNATURE

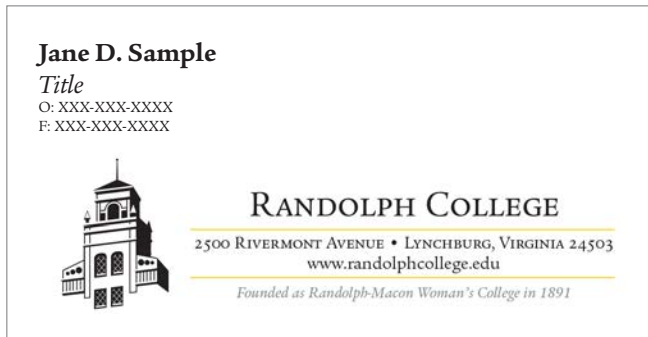
Email is our most common form of day-to-day communication and one of the most visible ways we communicate with our audiences. Clear, consistent email identification strengthens the Randolph College brand.

The official email signature **SHOULD BE INCLUDED** when representing yourself as part of the College.

A cell phone number may be added, or substituted for the fax number. However, additions such as inspirational quotes, wallpaper, and graphics are not permitted.

College or department promotional messages **MUST BE APPROVED** by departmental leadership and the Office of College Relations. Each addition must meet visual and editorial brand guidelines and have a hard expiration date before being considered. **NO ONGOING ADDITIONS WILL BE CONSIDERED.**

OFFICIAL ACADEMIC EMAIL SIGNATURE



OFFICIAL ATHLETIC EMAIL SIGNATURE



POWERPOINT PRESENTATIONS

Randolph branded PowerPoint® templates will be available for download and use by College departments. These can be found on the portal.



STATIONERY

The Randolph College stationery has been designed to meet the correspondence needs of the College community. Adherence to the official stationery **STRENGTHENS OUR BRAND** and maintains cohesiveness to both internal and external audiences.

LETTERHEAD

Official electronic stationery templates are available for download on the portal. The use of scanned copies or other re-created stationery is not allowed when communicating with external audiences. For printed letterhead, it is advised that units obtain professionally printed stationery through the printing vendors authorized by the College.

ENVELOPE

Units should obtain professionally printed envelopes through the printing vendors authorized by the College. The envelope incorporates the College logo, unit or office name, and the return mailing address. No other logos are permitted on Randolph stationery without the approval of the Office of College Relations.

BUSINESS CARDS

Units should obtain professionally printed business cards through the printing vendors authorized by the College. In addition to the College logo, address and website, the card also incorporates name, title, department or unit information (if needed), office phone number, fax number, and official Randolph email address. *Note: a cell number may be added. Fax number may be replaced with OFFICIAL College Twitter or Facebook address. No personal accounts.*

NAMETAGS

Permanent name badges are available through a College-approved vendor and include the College logo and employee department and title. The design and font usage reflect a branded approach. The approved name badges must be a gold background with black text. For assistance with permanent employee name badges, contact the Office of College Relations.



RANDOLPH COLLEGE

Department Name

2500 RIVERMONT AVENUE
LYNCHBURG, VIRGINIA 24503-1526

PH: 434.947.8579
www.randolphcollege.edu

JANE D. SAMPLE
Title



**RANDOLPH
COLLEGE**

O: 434.485.8000
C: 434.XXX.XXX
F: 434.485.0000
jsample@randolphcollege.edu

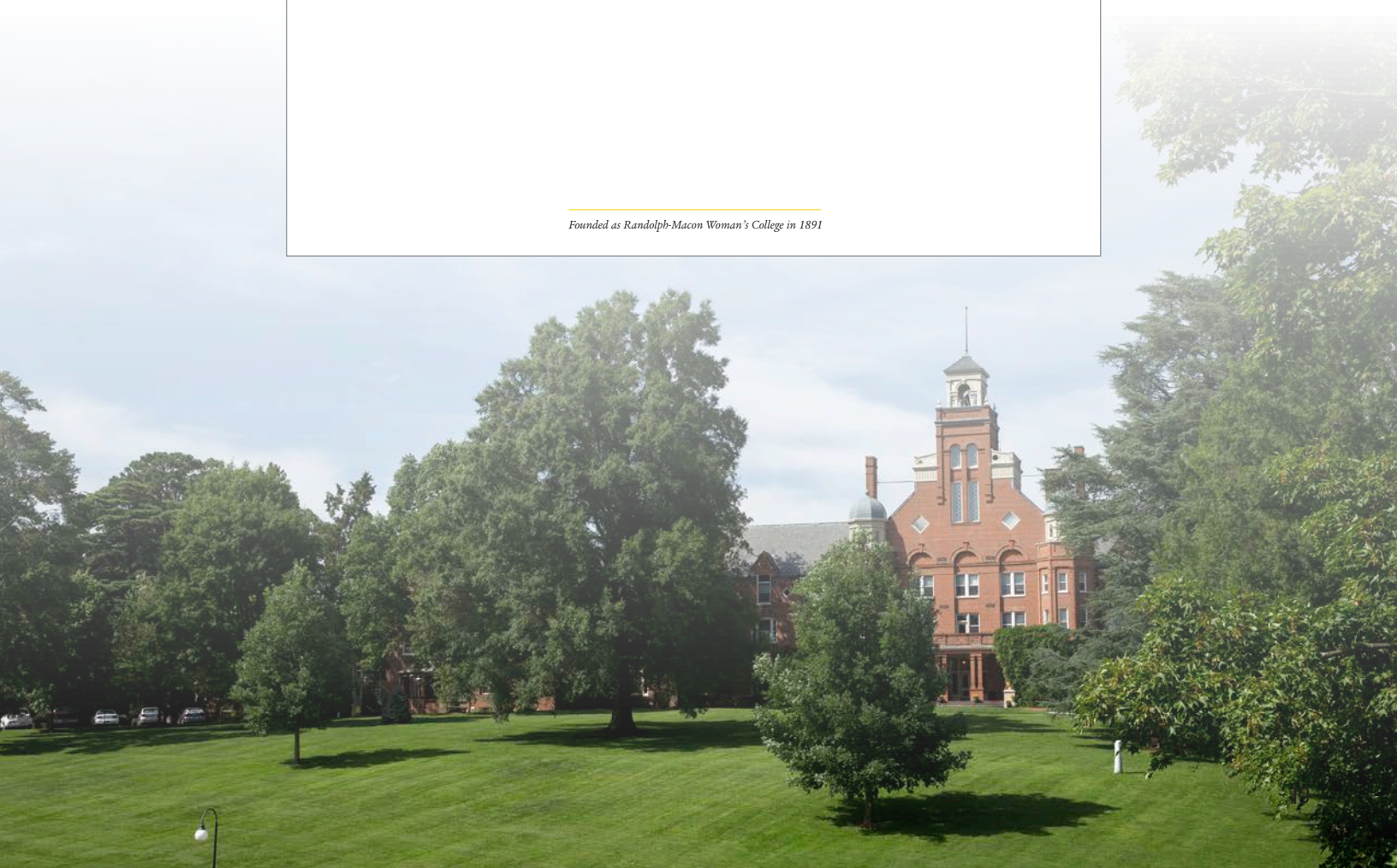
2500 RIVERMONT AVENUE • LYNCHBURG, VIRGINIA 24503
www.randolphcollege.edu

Founded as Randolph-Macon Woman's College in 1891



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2500 RIVERMONT AVENUE
LYNCHBURG, VIRGINIA 24503-1526

Founded as Randolph-Macon Woman's College in 1891



MERCHANDISE

Merchandise can be an effective reminder of our brand. Like print and electronic communications, there is a great deal of **CREATIVE FLEXIBILITY** built into branded Randolph apparel. For instance, the word “Randolph” may be used alone in a font different than the official College font. Any merchandise **USING A LOGO** must display one of the approved marks within the brand guide. When designing identification elements for merchandise, keep it simple and wear the brand proudly. All apparel designs **MUST BE REVIEWED** for colors and logos by the Office of College Relations.

SCREENPRINTING

At a minimum, the approved horizontal logos should be 3” wide. The vertical logos should be at least 2.5” tall.

EMBROIDERY

Below are examples of some correct embroidery logos with their minimum size. Please contact the Office of College Relations to obtain the logo.

ACADEMIC LOGOS



3.25” wide



3” wide



2.5” tall

ATHLETIC LOGOS



2” wide



3” wide



GRAPHIC STANDARDS GUIDELINES

Every communication from Randolph contributes to the College's reputation, and the most basic component of a strong institutional image is a **UNIFIED VISUAL PRESENTATION**. Our name stands as the sum of the College's many parts and embodies the recognizable essence of this institution.

The Office of College Relations is charged with **DEVELOPING AND SUPPORTING** the College's graphic standards. Its role also includes helping individuals and departments in the preparation of communication that meets the high standards set by our institution.

The OCR staff is available to offer the guidance and technical support you need to reinforce consistently the College's image. The references listed on this brand identity guide are intended to make the preparation of communications easier for everyone at the College. **ALL PRINTED MATERIALS MUST BE CREATED OR APPROVED BY OCR.**







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