Branding Standards Check List  
Rochester Community and Technical College

Everything we do as a College communicates the perceptions and attitudes of how internal and external stakeholders view the institution. Whether it be an advertisement, a handout, news story, etc., everything communicates and is a reflection of the RCTC brand, our image. As such, the RCTC brand must be managed with great care. Please make sure that the following items are included on your duplicated materials. Questions should be directed to the RCTC College Relations Office: Michelle Messenger, Jenee McGurren or Kate Wallace. Your support and assistance with this effort is greatly appreciated!

ALL PRINTED MATERIALS MUST HAVE:

☐ **Name of the College** - please note that the official name of the College is Rochester Community and Technical College. The name should be presented in this manner. Use of an ampersand (Rochester Community & Technical College) is prohibited unless written consent is provided by the College Relations Office.

☐ **Official College Logo** - copies of the logo can be downloaded in multiple formats from the project drive: J DRIVE/LOGOS/RCTC LOGOS. College logos with the “Get there.” tagline are also available.

☐ **College General Information** below must be included:
  
  www.rctc.edu  |  851 30th Avenue SE  |  Rochester, MN 55904  |  1.800.247.1296

☐ **Tagline** - All documents must have: “RCTC is a member of the Minnesota State Colleges and Universities system, a University Center Rochester Partner, and an equal opportunity employer/educator.” A MnSCU logo can be included if room. Copies of the MnSCU logo can be found on the projects drive: J DRIVE/LOGOS/MISC LOGO/MNSCU.

  Templates for your use or header/footers to cut/paste with the above are available on the projects drive at: J DRIVE/FORMS/COLLEGE RELATIONS/MICROSOFT WORD TEMPLATES or PDF TEMPLATES

ADDITIONALLY...

☐ Any printed material related to Student Life (clubs, fund raisers, etc.) must include the Student Life logo. This logo is available on the project drive at: J DRIVE/LOGOS/MISC LOGOS/STUDENT LIFE

☐ Any printed material related to athletics must include the Student Life Logo AND the MCAC logo. It must also have the NJCAA tagline of “RCTC is a member of the National Junior Collegiate Athletic Association (NJCAA).” The MCAC logo can be found on the projects drive: J DRIVE/LOGOS/MISC LOGOS/OTHER.

OTHER...

If you would like to use the fonts associated with RCTC’s current branding look you can find those fonts, if not already on your computer, on the projects drive at: J DRIVE/LOGOS/FONTS & ARTWORK. Suggestions for their use can be found on the microsoft word templates also. The font “Your Are Loved” should be used for headers and the font “Trash Hand” for call-outs or other text that serve as a secondary heading, etc. If these fonts are not available, “Myriad Pro” should be used for headers. Both “Myriad Pro” and “Georgia” can be used for body copy depending on needs.