Community College of Rhode Island — GRAPHIC STYLE GUIDE

Visit **ccri.edu/marketing** for more details on CCRI branding and services.

CCRI OFFICIAL LOGO

The official CCRI logo consist of Symbol, Wordmark, optional Tagline — These graphics can be reproduced in FOREST green, black and white (reverse).
Visit **ccrimarketing.zenfolio.com** (College Logos) to download high resolution PNGs. If a different file format is required, email **Marketing@ccri.edu** with the specifications.

Symbol
"Bug"

Logo
Symbol "Bug"
Wordmark
Community College of Rhode Island
Welcome one and all.
Tagline (Optional)

Community College of Rhode Island
Welcome one and all.

Stacked versions (with or without tagline) for spaces requiring a vertical format.

CCRI OFFICIAL COLOR PALETTE

The official CCRI color palette uses FOREST green as the primary color for all pieces. The secondary and tertiary colors have been selected to compliment the FOREST green. These colors are for use in graphic elements such as backgrounds, graphic shapes and typography. The secondary colors work best when placed on the FOREST green as a background, see samples below.

PRIMARY

FOREST
RGB 0-88-52
CMYK 100-30-91-42
HEX #005834

SECONDARY

SAGE
RGB 154-205-110
CMYK 43-0-75-0
HEX #9ACD6E

SUNSHINE
RGB 246-216-119
CMYK 4-12-64-0
HEX #F6D877

OCEAN
RGB 145-199-212
CMYK 42-7-14-0
HEX #91C7D4

TERTIARY

NICKEL
RGB 74-75-75
CMYK 65-57-56-40
HEX #4A4B4B

TEAL
RGB 0-141-127
CMYK 100-0-46-15
HEX #008D7F

CCRI OFFICIAL TYPEFACES

PRIMARY

Roboto Family
(Roboto, Roboto Slab, and Roboto Condensed)
Used as **primary font** in headings, subheads, and body copy.

Roboto Light
Roboto Light

Roboto Regular
Roboto Regular

Roboto Bold
Roboto Bold

Roboto Black
Roboto Black

Roboto Cond. Light
Roboto Cond. Light Italic

Roboto Cond. Regular
Roboto Cond. Italic

Roboto Cond. Bold
Roboto Cond. Bold Italic

Roboto Slab Light

Roboto Slab

Roboto Slab Bold

Roboto Slab Black

SECONDARY

New Spirit
Used as **secondary font.** Best used for headings and call outs.

New Spirit Light
New Spirit Light Italic

New Spirit Regular
New Spirit Regular Italic

New Spirit Medium
New Spirit Medium Italic

New Spirit Semibold
New Spirit Semibold Italic

New Spirit Bold
New Spirit Bold Italic

CCRI STYLE GUIDE SAMPLES

NOTE:
Arial, Calibri or Aptos can be used in place of Roboto or New Spirit for internal documents. College marketing and promotional material should always use Roboto as the primary font and if needed New Spirit as secondary.

Visit **ccri.edu/Marketing** to download the Roboto family and New Spirit fonts.
For technical support please submit an IT help desk ticket.