Rowan College at Burlington County Logo General Use Requirements

In order to create a strong brand at Rowan College at Burlington County, the logo must remain consistent in all internal and external usages. Never alter the logo or present it in a way where the text becomes illegible.

Primary Logo Full-Color

Secondary Stacked Logo Full-Color

Incorrect Logo Usage

Do not add a stroke around the logo

Do not pinch, stretch, or squeeze

Primary Logos Black-and-White

Secondary Stacked Logos Black-and-White

Do not change the colors

(Displayed on background color for visibility.)

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Do not angle the logo

Do not use drop shadows

Typographic Usage

The RCBC logo is set in modified Minion and Minion Pro typefaces.

Color Usage Palette

Primary Color Information
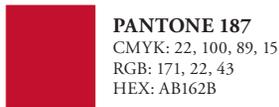
PANTONE 187
CMYK: 22, 100, 89, 15
RGB: 171, 22, 43
HEX: AB162B

BLACK
CMYK: 0, 0, 0, 100
RGB: 31, 35, 32
HEX: 000000

Accent Color

PANTONE 428
CMYK: 2, 0, 0, 18
RGB: 207, 212, 216
HEX: CFD4D8

Do not rearrange logo elements

Do not use the mobius alone

Spacing Requirements

The logo should occupy a clear area. The height of the capital "R" found in the word "Rowan," should fit on all sides of the logo. No other graphic or words should encroach on the logo in this space.

Do not combine university and college branding

Do not place logo over busy image backgrounds