



Indian River
State College

BRAND GUIDELINES

VOICE

Our voice is approachable yet ambitious, defined by the core values of excellence, accessibility, and innovation that shape Indian River State College. Like our beloved mascot, we seek to rise above, embracing new possibilities and empowering others to do the same. We shape each message with clarity, crafting words that empower and resonate with our diverse audience. Whether reaching prospective students, alumni, or the broader community, our voice embodies resilience, creativity, and an unwavering commitment to unlocking potential and fostering growth in education, athletics and in life.

TONE

Our tone is confident, inspiring, and inclusive, reflecting the transformative journey that Indian River State College offers. Much like our mascot, we embrace the freedom to rise higher and explore new horizons. We communicate with warmth, fostering a sense of community and belonging while maintaining professionalism. Through every message, we radiate optimism, encouraging students, faculty, and stakeholders to envision possibilities beyond expectations. Whether celebrating athletic victories, academic milestones, or new initiatives, our tone is uplifting, motivational, and always forward-looking.



Indian River State College

INDIAN RIVER STATE COLLEGE: 4-COLOR MONOGRAM



RULES

Never alter or redraw the Indian River State College monogram.

- Do not manipulate the perspective, skew or squash the monogram.
- Do not change or alter the brand colors of the monogram.

PRIMARY PALETTE

 RIVER BLUE PANTONE 293C	 PEREGRINE YELLOW PANTONE 108C	 WHITE
CMYK 100 / 85 / 0 / 0	CMYK 0 / 12 / 99 / 0	CMYK 0 / 0 / 0 / 0
RGB 0 / 61 / 165	RGB 254 / 219 / 0	RGB 255 / 255 / 255
HEX #003DA5	HEX #FEDB00	HEX #FFFFFF

SECONDARY PALETTE

 BLACK	 PANTONE 427C	 PANTONE 655C
CMYK 0 / 0 / 0 / 100	CMYK 18 / 12 / 13 / 0	CMYK 100 / 89 / 36 / 37
RGB 0 / 0 / 0	RGB 207 / 210 / 211	RGB 6 / 37 / 81
HEX #000000	HEX #CFD2D3	HEX #062551

INDIAN RIVER STATE COLLEGE: 4-COLOR MONOGRAM



RULES

Never alter or redraw the Indian River State College monogram.

- Do not manipulate the perspective, skew or squash the monogram.
- Do not change or alter the brand colors of the monogram.

PRIMARY PALETTE

 RIVER BLUE PANTONE 293C	 PEREGRINE YELLOW PANTONE 108C	 WHITE
CMYK 100 / 85 / 0 / 0	CMYK 0 / 12 / 99 / 0	CMYK 0 / 0 / 0 / 0
RGB 0 / 61 / 165	RGB 254 / 219 / 0	RGB 255 / 255 / 255
HEX #003DA5	HEX #FEDB00	HEX #FFFFFF

SECONDARY PALETTE

 BLACK	 PANTONE 427C	 PANTONE 655C
CMYK 0 / 0 / 0 / 100	CMYK 18 / 12 / 13 / 0	CMYK 100 / 89 / 36 / 37
RGB 0 / 0 / 0	RGB 207 / 210 / 211	RGB 6 / 37 / 81
HEX #000000	HEX #CFD2D3	HEX #062551

INDIAN RIVER STATE COLLEGE: 1-COLOR MONOGRAM

MONOGRAM ON WHITE



MONOGRAM ON BLACK



RULES

Never alter or redraw the Indian River State College monogram.

- Do not manipulate the perspective, skew or squash the monogram.
- Do not change or alter the brand colors of the monogram.



CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

HEX
#FFFFFF



CMYK
0 / 0 / 0 / 100

RGB
0 / 0 / 0

HEX
#000000

INDIAN RIVER STATE COLLEGE: MONOGRAM SPACING



BASIC RULES

It is important to keep the Indian River State College monogram clear of any other graphic elements. To regulate this, an exclusion zone has been established around the Indian River State College monogram. This zone indicates the closest any other graphic element or message can be positioned in relation to the monogram when presented without the use of the IRSC wordmark.

The exclusion zone size should be 1/3 (one-third) of the Indian River State College monogram, and should be used as the unit of measurement. It is used to size and space graphic elements proportionally to the monogram.

INDIAN RIVER STATE COLLEGE: 4-COLOR MONOGRAM



BASIC RULES

This is a reference as to the approved usage of the Indian River State College monogram.

A. ✓



B. ✓



C. ✓



D. ✓



INDIAN RIVER STATE COLLEGE: 4-COLOR MONOGRAM



BASIC RULES

This is a reference as to how NOT to use the Indian River State College monogram.

- A. Partial or cut off monogram.
- B. In a different opacity than the monogram identity mark.
- C. In a different color than the monogram identity mark.

A. 



B. 



C. 



INDIAN RIVER STATE COLLEGE: 1-COLOR MONOGRAM



BASIC RULES

This is a reference as to the approved usage of the Indian River State College monogram.

A & B: No branded outer ring for white/light backgrounds where encapsulation of monogram is unnecessary.

C & D: Branded outer ring encapsulates monogram on dark backgrounds.

A. ✓



B. ✓



C. ✓



D. ✓



INDIAN RIVER STATE COLLEGE: 1-COLOR MONOGRAM



BASIC RULES

This is a reference as to how NOT to use the Indian River State College monogram.

- A. Partial or cut off monogram.
- B. In a different opacity than the monogram identity mark.
- C. In a different color than the monogram identity mark.

A. 



B. 



C. 



INDIAN RIVER STATE COLLEGE: INCORRECT MONOGRAM USAGE



The monogram should be easy to read and should always have proper breathing room.

- NEVER use off brand colors.
- NEVER distort the monogram.
- NEVER use gradients or drop shadows on the monogram.
- NEVER add any design elements to or around the monograms.
- NEVER skew or rotate the monogram.

INDIAN RIVER STATE COLLEGE: MONOGRAM BACKGROUND USAGE



The monogram should be easy to read and should always have proper breathing room.

- NEVER use the monogram on busy backgrounds or patterns where it may be hard to identify.
- NEVER use the full color monogram on a background that isn't consistent with brand colors (ie: purple background).



- Make good use of negative space around the monogram when placing on any background.
- Monogram can be placed on top of an image as long as the background is not busy.

INDIAN RIVER STATE COLLEGE: KNOCKED OUT/TRANSPARENT BACKGROUND USAGE



The monogram should be easy to read and should always have proper breathing room.

- This monogram should ONLY be used on darker colored background or in specific applications that require transparent background.

Example: back lit signage, vinyl cut decals or single color screen-printing.



RULES

Never alter or redraw the Indian River State College logo.

- Do not manipulate the perspective, skew or squash the logo.
- Do not change or alter the brand colors of the logo.

PRIMARY PALETTE

		
RIVER BLUE PANTONE 293C	PEREGRINE YELLOW PANTONE 108C	WHITE
CMYK 100 / 85 / 0 / 0	CMYK 0 / 12 / 99 / 0	CMYK 0 / 0 / 0 / 0
RGB 0 / 61 / 165	RGB 254 / 219 / 0	RGB 255 / 255 / 255
HEX #003DA5	HEX #FEDB00	HEX #FFFFFF

SECONDARY PALETTE

		
BLACK	PANTONE 427C	PANTONE 655C
CMYK 0 / 0 / 0 / 100	CMYK 18 / 12 / 13 / 0	CMYK 100 / 89 / 36 / 37
RGB 0 / 0 / 0	RGB 207 / 210 / 211	RGB 6 / 37 / 81
HEX #000000	HEX #CFD2D3	HEX #062551

INDIAN RIVER STATE COLLEGE: 4-COLOR LOGO



RULES

Never alter or redraw the Indian River State College logo.

- Do not manipulate the perspective, skew or squash the logo.
- Do not change or alter the brand colors of the logo.

PRIMARY PALETTE

 RIVER BLUE PANTONE 293C	 PEREGRINE YELLOW PANTONE 108C	 WHITE
CMYK 100 / 85 / 0 / 0	CMYK 0 / 12 / 99 / 0	CMYK 0 / 0 / 0 / 0
RGB 0 / 61 / 165	RGB 254 / 219 / 0	RGB 255 / 255 / 255
HEX #003DA5	HEX #FEDB00	HEX #FFFFFF

SECONDARY PALETTE

 BLACK	 PANTONE 427C	 PANTONE 655C
CMYK 0 / 0 / 0 / 100	CMYK 18 / 12 / 13 / 0	CMYK 100 / 89 / 36 / 37
RGB 0 / 0 / 0	RGB 207 / 210 / 211	RGB 6 / 37 / 81
HEX #000000	HEX #CFD2D3	HEX #062551

INDIAN RIVER STATE COLLEGE: 1-COLOR LOGO

LOGO ON WHITE



LOGO ON BLACK



RULES

Never alter or redraw the Indian River State College logo.

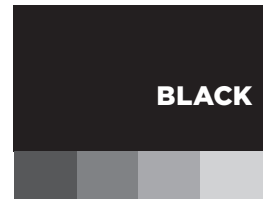
- Do not manipulate the perspective, skew or squash the logo.
- Do not change or alter the brand colors of the logo.



CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

HEX
#FFFFFF



CMYK
0 / 0 / 0 / 100

RGB
0 / 0 / 0

HEX
#000000

INDIAN RIVER STATE COLLEGE: LOGO SPACING



BASIC RULES

It is important to keep the Indian River State College logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the Indian River State College logo. This zone indicates the closest any other graphic element or message can be positioned in relation to the logo when presented without the use of the IRSC wordmark.

The exclusion zone size should be 1/3 (one-third) of the Indian River State College logo, and should be used as the unit of measurement. It is used to size and space graphic elements proportionally to the logo.

INDIAN RIVER STATE COLLEGE: 4-COLOR LOGO



BASIC RULES

This is a reference as to the approved usage of the Indian River State College logo.

A.



B.



C.



D.



INDIAN RIVER STATE COLLEGE: 4-COLOR LOGO



BASIC RULES

This is a reference as to how NOT to use the Indian River State College logo.

- A. Partial or cut off logo.
- B. In a different opacity than the logo identity mark.
- C. In a different color than the logo identity mark.



INDIAN RIVER STATE COLLEGE: 1-COLOR LOGO



BASIC RULES

This is a reference as to the approved usage of the Indian River State College logo.

A & B: No branded outer ring for white/light backgrounds where encapsulation of logo is unnecessary. Black copy for white/light backgrounds.

C & D: Branded outer ring encapsulates logo on dark backgrounds.



INDIAN RIVER STATE COLLEGE: 1-COLOR LOGO



BASIC RULES

This is a reference as to how NOT to use the Indian River State College logo.

- A. Partial or cut off logo.
- B. In a different opacity than the logo identity mark.
- C. In a different color than the logo identity mark.



INDIAN RIVER STATE COLLEGE: INCORRECT LOGO USAGE



The logo should be easy to read and should always have proper breathing room.

- NEVER use off brand colors.
- NEVER distort the logo.
- NEVER use gradients or drop shadows on the logo.
- NEVER add any design elements to or around the logo.
- NEVER skew or rotate the logo.

INDIAN RIVER STATE COLLEGE: LOGO BACKGROUND USAGE



The logo should be easy to read and should always have proper breathing room.

- NEVER use the logo on busy backgrounds or patterns where it may be hard to identify.
- NEVER use the full color logo on a background that isn't consistent with brand colors (ie: purple background).



- Make good use of negative space around the logo when placing on any background.
- Logo can be placed on top of an image as long as the background is not busy.

INDIAN RIVER STATE COLLEGE: KNOCKED OUT/TRANSPARENT BACKGROUND USAGE



The logo should be easy to read and should always have proper breathing room.

- This logo should ONLY be used on darker colored background or in specific applications that require transparent background.

Example: back lit signage, vinyl cut decals or single color screen-printing.

INDIAN RIVER STATE COLLEGE: 4-COLOR STACKED LOGO



RULES

- Never alter or redraw the Indian River State College logo.
- Do not manipulate the perspective, skew or squash the logo.
 - Do not change or alter the brand colors of the logo.

PRIMARY PALETTE

 RIVER BLUE PANTONE 293C	 PEREGRINE YELLOW PANTONE 108C	 WHITE
CMYK 100 / 85 / 0 / 0	CMYK 0 / 12 / 99 / 0	CMYK 0 / 0 / 0 / 0
RGB 0 / 61 / 165	RGB 254 / 219 / 0	RGB 255 / 255 / 255
HEX #003DA5	HEX #FEDB00	HEX #FFFFFF

SECONDARY PALETTE

BLACK	PANTONE 427C	PANTONE 655C
CMYK 0 / 0 / 0 / 100	CMYK 18 / 12 / 13 / 0	CMYK 100 / 89 / 36 / 37
RGB 0 / 0 / 0	RGB 207 / 210 / 211	RGB 6 / 37 / 81
HEX #000000	HEX #CFD2D3	HEX #062551

INDIAN RIVER STATE COLLEGE: 4-COLOR STACKED LOGO



RULES

- Never alter or redraw the Indian River State College logo.
- Do not manipulate the perspective, skew or squash the logo.
 - Do not change or alter the brand colors of the logo.

PRIMARY PALETTE

 RIVER BLUE PANTONE 293C	 PEREGRINE YELLOW PANTONE 108C	 WHITE
CMYK 100 / 85 / 0 / 0	CMYK 0 / 12 / 99 / 0	CMYK 0 / 0 / 0 / 0
RGB 0 / 61 / 165	RGB 254 / 219 / 0	RGB 255 / 255 / 255
HEX #003DA5	HEX #FEDB00	HEX #FFFFFF

SECONDARY PALETTE

 BLACK	 PANTONE 427C	 PANTONE 655C
CMYK 0 / 0 / 0 / 100	CMYK 18 / 12 / 13 / 0	CMYK 100 / 89 / 36 / 37
RGB 0 / 0 / 0	RGB 207 / 210 / 211	RGB 6 / 37 / 81
HEX #000000	HEX #CFD2D3	HEX #062551

INDIAN RIVER STATE COLLEGE: 1-COLOR STACKED LOGO

LOGO ON WHITE



LOGO ON BLACK



RULES

Never alter or redraw the Indian River State College logo.

- Do not manipulate the perspective, skew or squash the logo.
- Do not change or alter the brand colors of the logo.



CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

HEX
#FFFFFF



CMYK
0 / 0 / 0 / 100

RGB
0 / 0 / 0

HEX
#000000

INDIAN RIVER STATE COLLEGE: STACKED LOGO SPACING



BASIC RULES

It is important to keep the Indian River State College logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the Indian River State College logo. This zone indicates the closest any other graphic element or message can be positioned in relation to the logo when presented without the use of the IRSC wordmark.

The exclusion zone size should be 1/3 (one-third) of the Indian River State College logo, and should be used as the unit of measurement. It is used to size and space graphic elements proportionally to the logo.

INDIAN RIVER STATE COLLEGE: 4-COLOR STACKED LOGO



BASIC RULES

This is a reference as to the approved usage of the Indian River State College logo.

A. ✓



B. ✓



C. ✓



D. ✓



INDIAN RIVER STATE COLLEGE: 4-COLOR STACKED LOGO



BASIC RULES

This is a reference as to how NOT to use the Indian River State College logo.

- A. Partial or cut off logo.
- B. In a different opacity than the logo identity mark.
- C. In a different color than the logo identity mark.

A. 



B. 



C. 



INDIAN RIVER STATE COLLEGE: 1-COLOR STACKED LOGO

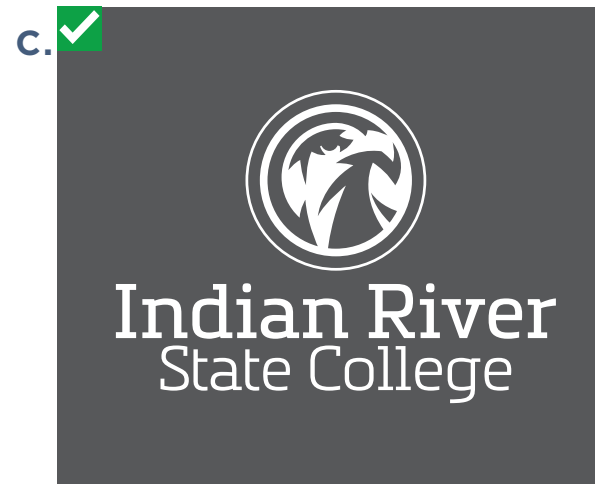
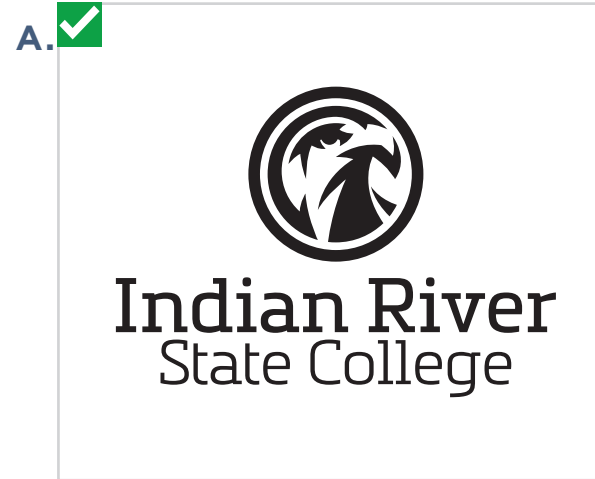


BASIC RULES

This is a reference as to the approved usage of the Indian River State College logo.

A & B: No branded outer ring for white/light backgrounds where encapsulation of logo is unnecessary. Black copy for white/light backgrounds.

C & D: Branded outer ring encapsulates logo on dark backgrounds.



INDIAN RIVER STATE COLLEGE: 1-COLOR STACKED LOGO



BASIC RULES

This is a reference as to how NOT to use the Indian River State College logo.

- A. Partial or cut off logo.
- B. In a different opacity than the logo identity mark.
- C. In a different color than the logo identity mark.

A. 



B. 



C. 



INDIAN RIVER STATE COLLEGE: INCORRECT STACKED LOGO USAGE



The logo should be easy to read and should always have proper breathing room.

- NEVER use off brand colors.
- NEVER distort the logo.
- NEVER use gradients or drop shadows on the logo.
- NEVER add any design elements to or around the logo.
- NEVER skew or rotate the logo.

INDIAN RIVER STATE COLLEGE: STACKED LOGO BACKGROUND USAGE



The logo should be easy to read and should always have proper breathing room.

- NEVER use the logo on busy backgrounds or patterns where it may be hard to identify.
- NEVER use the full color logo on a background that isn't consistent with brand colors (ie: purple background).



- Make good use of negative space around the logo when placing on any background.
- Logo can be placed on top of an image as long as the background is not busy.

INDIAN RIVER STATE COLLEGE: KNOCKED OUT/TRANSPARENT BACKGROUND USAGE



The logo should be easy to read and should always have proper breathing room.

- This logo should **ONLY** be used on darker colored background or in specific applications that require transparent background.

Example: back lit signage, vinyl cut decals or single color screen-printing.

INDIAN RIVER STATE COLLEGE: 4-COLOR WORDMARK



RULES

Never alter or redraw The River wordmark.

- Do not manipulate the perspective, skew or squash the wordmark.
- Do not change or alter the brand colors of the wordmark.

PRIMARY PALETTE

 RIVER BLUE PANTONE 293C	 PEREGRINE YELLOW PANTONE 108C	 WHITE
CMYK 100 / 85 / 0 / 0	CMYK 0 / 12 / 99 / 0	CMYK 0 / 0 / 0 / 0
RGB 0 / 61 / 165	RGB 254 / 219 / 0	RGB 255 / 255 / 255
HEX #003DA5	HEX #FEDB00	HEX #FFFFFF

SECONDARY PALETTE

 BLACK	 PANTONE 427C	 PANTONE 655C
CMYK 0 / 0 / 0 / 100	CMYK 18 / 12 / 13 / 0	CMYK 100 / 89 / 36 / 37
RGB 0 / 0 / 0	RGB 207 / 210 / 211	RGB 6 / 37 / 81
HEX #000000	HEX #CFD2D3	HEX #062551

INDIAN RIVER STATE COLLEGE: 1-COLOR WORDMARK

WORDMARK ON WHITE



WORDMARK ON BLACK



RULES

Never alter or redraw The River wordmark.

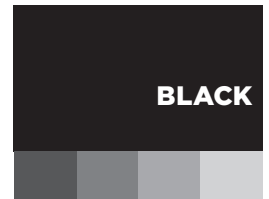
- Do not manipulate the perspective, skew or squash the wordmark.
- Do not change or alter the brand colors of the wordmark.



CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

HEX
#FFFFFF



CMYK
0 / 0 / 0 / 100

RGB
0 / 0 / 0

HEX
#000000



BASIC RULES

It is important to keep The River wordmark clear of any other graphic elements. To regulate this, an exclusion zone has been established around The River monogram. This zone indicates the closest any other graphic element or message can be positioned in relation to the wordmark when presented without the use of the IRSC wordmark.

The exclusion zone size should be the distance of the word THE in The River wordmark, and should be used as the unit of measurement. It is used to size and space graphic elements proportionally to the wordmark.



BASIC RULES

This is a reference as to the approved usage of The River wordmark.

A & B: The entire four-color wordmark must be visible and unobstructed & should only be used on solid light or medium simple backgrounds.

C & D: The entire four-color wordmark must be visible and unobstructed & should only be used on solid dark color backgrounds.





BASIC RULES

This is a reference as to how NOT to use The River wordmark.

- A. Partial or cut off wordmark.
- B. In a different opacity than the wordmark.
- C. In a different color than the wordmark.

A. 



B. 



C. 



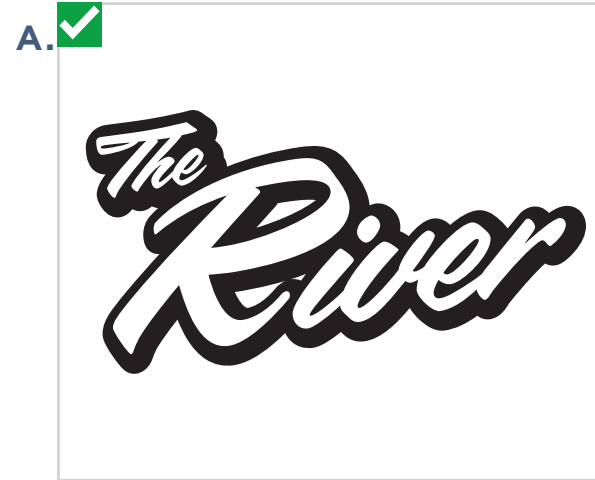


BASIC RULES

This is a reference as to the approved usage of The River wordmark.

A & B: The entire one-color wordmark must be visible and unobstructed & should only be used on solid light or medium simple backgrounds.

C & D: The entire one-color wordmark must be visible and unobstructed & should only be used on solid dark color backgrounds.





BASIC RULES

This is a reference as to how NOT to use The River wordmark.

- A. Partial or cut off wordmark.
- B. In a different opacity than the wordmark.
- C. In a different color than the wordmark.

A. 



B. 



C. 



INDIAN RIVER STATE COLLEGE: INCORRECT WORDMARK USAGE



The wordmark should be easy to read and should always have proper breathing room.

- NEVER use off brand colors.
- NEVER distort the wordmark.
- NEVER use gradients or drop shadows on the wordmark.
- NEVER add any design elements to or around the wordmark.
- NEVER skew or rotate the wordmark.

INDIAN RIVER STATE COLLEGE: WORDMARK BACKGROUND USAGE



The wordmark should be easy to read and should always have proper breathing room.

- NEVER use the wordmark on busy backgrounds or patterns where it may be hard to identify.
- NEVER use the full color wordmark on a background that isn't consistent with brand colors (ie: purple background).



- Make good use of negative space around the wordmark when placing on any background.
- Wordmark can be placed on top of an image as long as the background is not busy.



BASIC RULES

Brand font for the Indian River State College logo is Metronic Slab Pro. & Metronic Slab Light.

- NEVER alter the weight of the Indian River State College logo.
 - NEVER change the case of the Indian River State College logo.
-
- Lower case 't' in Indian River State College logo has a truncated crossbar.

METRONIC SLAB PRO - SEMIBOLD

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

METRONIC SLAB PRO - REGULAR

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

METRONIC SLAB PRO - LIGHT

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9



BASIC RULES

Websafe fonts for the Indian River State College can be a combination of the following three fonts: *Trebuchet MS Bold*, *Verdana Bold* or *Regular* & *Arial Regular*.

- NEVER alter the weight of the header or body copy fonts.
- NEVER use the same typeface for the header & body copy.

HEADER COPY OPTIONS

TREBUCHET MS - BOLD

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

VERDANA - BOLD

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

BODY COPY OPTIONS

VERDANA - REGULAR

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

ARIAL - REGULAR

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9



BRAND GUIDELINES

INDIAN RIVER STATE COLLEGE