The cornerstone of our image in the public sphere is our symbol and wordmark. Together they are the foundation for our public brand.

**Minimum Size**

To optimize recognition of the brand, it is important that our symbol and wordmark be used in a visible and appropriate size. Therefore, the preferred minimum size for the logo is 3/4” in height.

The Rio Salado College’s trademark consists of a symbol (the wave shape) and the wordmark (Rio Salado College’s name). These are the most visible elements of our brand identity and should be used accordingly to general standards to ensure consistency globally.
LOGO COLORS

Rio Salado logo is consist of three main colors of blue. Consistency in color is important to maintaining the integrity of our brand. These colors may not be substituted or changed in any of our brand and logo applications.
### SAFETY AREA

Our logo needs room to breathe. When you allow other elements, text, photos and illustrations to encroach on our logo in your design, it reduces the impact and consistency of our brand. Please observe the following clear area around the logo at all times, both alone and in conjunction with other logos.

As a rule, the logo (symbol and wordmark) -- in any of its variations -- should not be placed within the x value distance as indicated above from the side edges, top or bottom of the page. The same margin rule applies to other text and design elements. The logo should not be placed within the x value distance to any other text or design elements on the page.

When our logo appears on documents in combination with other brands, it is essential that it is shown in a way that cannot harm or diminish our name and reputation. Please ensure that Rio Salado College’s standard symbol and wordmark is equally visible and at least equivalent in size than the other brand marks. It should be positioned in a way which respects the logo with a minimum distance of 2 times the x value between the Rio Salado College logo and the other ones.
It’s important to use the correct version of the Rio Salado logo according to how and where it is to be displayed. In order to maintain brand consistency, the following logo versions have been created to accommodate a wide range of needs and applications. Modifications beyond what we have provided are not permitted.

This is the official full color version of the symbol and wordmark for Rio Salado College.

This is the approved black version of the Rio Salado College logo.

This is the approved white or reversed version of the Rio Salado College logo.
LOGO VERSIONS

It's important to use the correct version of the Rio Salado logo according to how and where it is to be displayed. In order to maintain brand consistency, the following logo versions have been created to accommodate a wide range of needs and applications. Modifications beyond what we have provided are not permitted.

RIO SALADO COLLEGE & MARICOPA JOINT LOGO

This is the official full color version of the symbol and wordmark for Rio Salado College.

This is the approved black version of the Rio Salado College logo.

This is the approved white or reversed version of the Rio Salado College logo.
It's important to use the correct version of the Rio Salado logo according to how and where it is to be displayed. In order to maintain brand consistency, the following logo versions have been created to accommodate a wide range of needs and applications. Modifications beyond what we have provided are not permitted.

This is the official full color version of the symbol and wordmark for Rio Salado College.

This is the approved black version of the Rio Salado College logo.

This is the approved white or reversed version of the Rio Salado College logo.
Consistency in color is important to maintaining the integrity of our brand. Please use the following color palette exclusively when designing for Rio Salado College. These colors may not be substituted or changed in any of our brand and logo applications.

**RIO SALADO DARK BLUE**
- **PRINT**
  - CMYK: 91, 74, 42, 50
  - PMS: 2767C
  - RGB: 19, 34, 54
  - HEX: 132236

**RIO SALADO MEDIUM BLUE**
- **PRINT**
  - CMYK: 85, 53, 9, 2
  - PMS: 647C
  - RGB: 33, 90, 152
  - HEX: 215A98

**RIO SALADO LIGHT BLUE**
- **PRINT**
  - CMYK: 77, 27, 4, 0
  - PMS: 2925C
  - RGB: 26, 150, 204
  - HEX: 1995CC

**RIO SALADO YELLOW**
- **PRINT**
  - CMYK: 1, 30, 91, 0
  - PMS: 136C
  - RGB: 250, 184, 50
  - HEX: F9B731

**RIO SALADO DARK GRAY**
- **PRINT**
  - CMYK: 0, 0, 0, 60
  - PMS: COOL GRAY 10C
  - RGB: 109, 111, 114
  - HEX: 6D6F72

**RIO SALADO LIGHT GRAY**
- **PRINT**
  - CMYK: 0, 0, 0, 15
  - PMS: COOL GRAY 3C
  - RGB: 211, 213, 214
  - HEX: D3D5D6