Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
May 16, 2025
https://rccd-edu.zoom.us/j/81341786346?pwd=cF3kQDhjTBhi376smlzisZE3oi9V9s.1

Charge: In support of the RCCD District Strategic Plan, the District Marketing and Communications Committee (DMCC) will work to establish policies and procedures that will provide guidelines and standards for creating and producing marketing, advertising and strategic communications for the District and its colleges.

I. **Call to Order**

II. **Approval of Minutes**
   a. Minutes from March 7, 2025
   Recommend Action: Approval

III. **Topics for Discussion**
   a. Quality Assurance Guidelines
   b. Video Production Guidelines
   c. List Servs
   d. Logo Creation Process
   e. Campus Maps

IV. **Updates**
   a. Moreno Valley College
   b. Norco College
   c. Riverside City College
   d. District Office

V. **Upcoming Discussion Topics**

VI. **Completed Resources**
   • District Brand Guide
   • MVC Brand Guide
   • NC Brand Guide
   • RCC Brand Guide
   • Writing Style Guide
   • RCCD Acronym Guide
   • List Servs
   • Graphic Design – Request Form
   • Photography - Request Form
   • Publicity - Request Form

VII. **Upcoming Meeting – Fall 2025**

DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
March 7, 2025

COMMITTEE MEMBERS PRESENT
Brady Kerr, Assistant Professor, CTE, Music Industry Studies
Chris Clarke, Executive Director, External Relations & Strategic Communications
Gaby Estrada Toro, Administrative Coordinator
Jessica Vierra, Senior Public Affairs Officer
Leslie Vargas, Senior Public Affairs Officer
Mark Knight, Information Architect
Patrick Scullin, Associate Professor, Applied Digital Media
Rebeccah Goldware, Vice Chancellor (VC), Institutional Advancement & Economic Development (IA&ED)
Thea Quigley, Associate Dean, Career & Technical Education
Tony Rizo, Multi-Media Graphic Artist/Web Technician

COMMITTEE MEMBERS ABSENT
Kaytlyn Blank, Certified Athletic Trainer
Robert Delgadillo, Assistant Professor, Applied Digital Art

DISTRICT STAFF PRESENT
Daniel Gregory, Printing and Graphics Center Coordinator
Kris LoVerso, Senior Graphics Designer
Renee Vigil, Executive Administrative Assistant to VC, IA&ED

CALL TO ORDER
The District Marketing and Communications Committee (DMCC) meeting called to order at 9:03am.

APPROVAL OF MINUTES FROM OCTOBER 25, 2024
Member Kerr motioned to approve the October 25, 2024 minutes and member Clarke seconded (9 ayes and 1 abstention).

CRISIS COMMUNICATIONS GUIDELINES
Item was presented by member Clarke. This document is to provide a framework for coordinating communications during emergencies and disasters. It's a guide to RCCD personnel and will be a public facing document. This guide is not meant as a general communications guide; instead it is specifically about crisis communications during an incident. Member Rizo joined the meeting around 9:10am.

The guideline will be moving through the DSSC and another District safety committee. Member Quigley made a suggestion to share a one-pager summary version of this guideline to assist with understanding the material. The RCCD Crisis Communications flowchart was shared to simplify the flow of crisis instances. Member Quigley shared an example from her time at USC about quick updates via text with an incident location and a follow up update to help with communication on site. Member Scullin shared about the confusion regarding communication during incidents and inquired if there is an easy

incident chart for incidents as they arise. Member Vierra concurred about the quick update communication messaging to assist with emergency incidents.

Member Kerr motioned to move the Crisis Communications guideline forward and member Scullin seconded (10 ayes).

LIST SERVS
VC Goldware shared about List Servs movement and Norco College (NC) went through this process in 2019. Member Kerr shared this was waiting President Green's approval and the preference was for moderated lists. Moreno Valley College (MVC) did not have an update about the List Serv process. Member Scullin shared that Riverside City College Senate discussed the faculty lists at length and VC Goldware requested the List Servs brought back to the Senate for next steps. There are various lists available on the rccd.edu website: https://rccd.edu/admin/iaed/sc/Guidelines.html

SOCIAL MEDIA GUIDELINES
Member Clarke shared the document and highlighted changes since last viewed with the DMCC. Former DMCC member Noelle Hansen provided great feedback to help clean up the language for social media and several changes were incorporated within the guideline. Member Kerr motioned to publish the Social Media guidelines with legal counsel's review and seconded by Member Scullin (10 ayes).

LOGO CREATION
VC Goldware shared that images, names and logos cannot be created without Board of Trustees approval. There needs to be a structure created for imagery except for the process NC established which can be duplicated for the District to utilize. An external firm was hired to assist with the process at NC. VC Goldware requested the history of how the process started and when the process was approved at NC for the next DMCC meeting.

CAMPUS MAPS
VC Goldware requested this be moved to the next DMCC meeting.

UPDATES
MVC, NC and RCC committee members provided updates. There is a large push for housing for students from UCR and to work with RCCD for housing.

ADJOURN
The DMCC meeting was adjourned at 10am.

Quality Assurance Guidelines and Best Practices for Graphic Design

The pillars of quality assurance at RCCD are: *Consistency, Clarity,* and *Credibility*. These three Cs are the guiding principles that help us maintain and improve the quality of graphic design.

Consistency: Is this consistent with the overall brand of the College or District?

Clarity: Is this legible, and clearly defined as a piece representing the College and District?

Credibility: Does this piece professionally represent the College or District?

These Quality Assurance Guidelines are not just about detecting defects but setting a standard for visual communications.

Brand Guide locations
- MVC: mvc.edu/admin/brand
- NC: norcocollege.edu/about/president/mustangcorner/identity.html
- RCC: rcc.edu/brand
- RCCD: rccd.edu/branding
- Writing Style Guide:
  rccd.edu/admin/iaed/sc/documents/guidelines/RCCD_Writing_Style_Guide.pdf

Guidelines:
- Appropriate use of LOGOS
    - Not stretched
    - Not pixelated
    - Not cropped or cut off
    - Not too big as to compete with other design elements
    - Not skewed or tilted
    - Legible
    - Correct color
        - Reversed logo on dark background
        - Full color logo on light background
        - Not used on a busy background
        - Transparent png used so that there is not a white box around logo
    - Correct version of logo used
        - Do not use college seal unless the piece is for ceremonial purposes
        - Do not use celebratory logos such as "30th, 100th, etc., unless applicable. (ie, do not use the 100th celebration logo in the 102nd year)
    - Consult individual college brand guides for use of:

- Monogram logo
- Sub-branded logos
- Sizing and spacing
  - Correct amount of clear space around the logo is maintained (see brand guides)
  - Correct use of logos in conjunction with other logos.
    - Do not use multiple College co-brands together, rather just use the College logo.
    - Follow logo usage guidelines for the other brands on the piece.

- Appropriate use of COLORS
  - College signature colors
  - RCC:
    - Orange
      - CMYK: 0, 79, 100, 0
      - RGB: 255, 90, 0
      - PMS 021
  - Norco:
    - Claret
      - CMYK: 29, 100, 83, 31
      - RGB: 137, 23, 40
      - HEX: #891728
    - Burgundy
      - CMYK: 42, 90, 72,65
      - RGB: 78, 7, 21
      - HEX: #4E0715

  - MVC:
    - Teal
      - CMYK: 100, 35, 48, 12
      - RGB: 0, 114, 125
      - HEX: #00727D
      - PMS 322
  - For secondary colors codes, see individual brand guide.

- Appropriate use of CONTRAST
  - Ensure minimum AA accessibility contrast is used with all text and logos
  - Constrast Checker: tpgi.com/color-contrast-checker

- Appropriate use of FONTS
  - See individual brand guides for recommended fonts
  - If non-sanctioned fonts are used in a design for a College or District, make sure the fonts are legible, and/or are not stretched and skewed in unpleasing ways.
  - Limit the number of fonts on a piece to 2-3, unless it makes sense for the design.

- EMPHASIS
  - Ensure an appropriate hierarchy of information is used.
  - Visually emphasize the most important elements with size, weight, contrast, position, etc.

- TEXT and CONTENT
  - Text should be accurate, consistent, free from typos, and adhere to the District Writing Style Guide.
  - Ensure the correct spelling of all names and titles, proper formatting of dates and times, and inclusion of a call to action and contact information when appropriate.
  - Jobs with more than 1 paragraph of text should be proofed by the PAO and/or the RCCD Proofreader

- Appropriate use of DISCLAIMERS
  - Verbiage for all disclaimers, aside from the Strong Workforce Disclaimer, can be found here: **rccd.edu/branding/Disclaimers.html**
  - *According to the U.S. Department of Education, discrimination disclaimers should be added to any college related recruitment piece distributed to students and/or the community. Example: marketing pieces that encourage people to enroll/apply in school or a program. Contact the District's General Counsel at (951) 222-8001 for questions about usage and legality.*
    - **The Standard Disclaimer**
      - The standard disclaimer (either long or short) should be used on any material that is used for recruitment purposes for either existing students or the community.
    - **The Activity Disclaimer**
      - Include disclaimer on flyers relating to District or College events. Example: Feed America concert, Harvest Festival, Read 2 Succeed, Art Gallery exhibits, etc.
    - **The Financial Aid Disclaimer**
      - Include disclaimer on flyers, brochures, pamphlets relating to financial aid.
    - **The Perkins I-C Disclaimer**
      - Include abbreviated disclaimer on Perkins grants flyers and brochures.
      - Include full disclaimer on Perkins specific flyers, handbooks, booklets where space is not an issue.
    - **The Strong Workforce Disclaimer**
      - Include on any piece promoting a project that was funded by Strong Workforce funds.

- This project was funded fully or in part by *P07 Job Developer regional project of Strong Workforce Program* awarded to Riverside Community College District (RCCD) and administered by the California Community Colleges Chancellor's Office. RCCD complies with all federal and state rules and regulations and is committed to providing access and reasonable accommodation to all District programs and activities. Accommodations for persons with disabilities may be requested by contacting the program/event organizer. The following person has been designated to handle inquiries for this event: *Meriel Anderson-McDade, CTE Employment Placement Office 951-222-8486*. Requests received after **11/27/19** will be honored whenever possible.

- Disclaimers must be no smaller than 6pt and in a sans serif font such as Helvetica or Arial.
- Disclaimers may be added to printed pieces if necessary and space allows. If a document is not editable, the originator will be notified of the needed correction(s).

Print-Ready File Prep
- Appropriate Bleeds
  - Bleeds of .125" should be included whenever the design extends to the edge of the printed page. Printing Services has software that can generate bleeds in many instances.
- Appropriate Margins
  - Pieces should be designed in such a way so that text and content is at least .25" from the edge of the page
- Correct Size
  - Documents should be sized to match the requested output, or the correct proportions to be scaled to fit. Enlarging documents will reduce the resolution of the content and may result in visible pixelation or blurriness.
- Files
  - Print-ready file should be the final approved version and PDF format.
- Appropriate copyright
  - If the piece was obviously produced by an outside organization (ie: open source textbooks, CSEA materials, CCC materials, theatre production song books) make sure there is a clear designation on the piece that it is allowed to be printed by a third party, or obtain written consent to print from client.

This document will be reviewed and updated as needed. The current version is posted online -
https://rccd.edu/admin/iaed/sc/Guidelines.html