



2019 RNL Brand Guide

2019 Logo



We have evolved and grown a lot in the 4 years since. We are a more unified company, a more modern company, and a more agile company. We need a brand that reflects where we are today and where we are heading tomorrow.

We are developing a brand that reflects where we are today and where we are heading tomorrow. The circles represent the cyclical nature of the student lifecycle, and they are open to show that we are always growing and expanding as an organization.

2019 Logo



We have two logo treatments, giving us flexibility to go with a treatment that is the best fit for a particular message. Think of them as our home and away jerseys. Contact corporate marketing (Michael.Zuppa@RuffaloNL.com) logo with questions.



Color Circles



The different segments of our business can be delineated with color.
The color coding utilizes colors from the previous palette.

Logo Variations



Black



Grayscale



Reversed white

Incorrect logo usage

- Never place the logo on a complex or competing background.
- Never skew, compress, stretch, or distort the logo.
- Do not copy a low resolution logo from an email or website.



RNL Name Guidelines

In order to get our audience to **think RNL**, we have to **say RNL**.

While we are legally “Ruffalo Noel Levitz,” our brand is “RNL.” It reflects the strong, unified company we have become in the years after the joining of our legacy companies.

We should refer to the company as “RNL” in communications and conversations. Examples:

- The RNL National Conference
- RNL’s solutions for enrollment, student success, and fundraising
- Jane Smith, Associate Vice President, RNL

When to use “Ruffalo Noel Levitz”

- For situations where we need to state our legal/official name, use “Ruffalo Noel Levitz (RNL)” on the first mention and “RNL” thereafter. Examples include:
 - Contracts
 - Invoices
 - Proposals
- Given that many in higher education also know us as Ruffalo Noel Levitz, employees can also use their judgment about using “Ruffalo Noel Levitz (RNL)” on the first mention and then “RNL” after.



Solid color palette

Main



PMS 648
Dark Blue
cmyk 100 87 36 30
rgb 0 45 92
hex #002d5c



PMS 285
Blue
cmyk 91 52 0 0
rgb 0 113 206
hex #0071ce



PMS 2995
Light Blue
cmyk 81 12 1 0
rgb 0 168 226
hex #00a8e2



PMS 382
Light Green
cmyk 29 1 100 0
rgb 195 214 0
hex #c3d600



PMS 124
Gold
cmyk 7 35 100 0
rgb 236 170 0
hex #ecaa00



PMS 7674
Light Purple
cmyk 50 43 11 0
rgb 137 139 180
hex #898bb4

Accent



PMS 180
Red
cmyk 17 90 88 6
rgb 194 60 51
hex #c23c33



PMS 4625
Brown
cmyk 44 73 80 59
rgb 81 44 30
hex #512c1e



PMS 534
Midnight Blue
cmyk 98 85 36 27
rgb 28 53 94
hex #1c355e



PMS 216
Burgundy
cmyk 37 96 53 29
rgb 128 34 69
hex #7f2346



PMS 519
Purple
cmyk 69 89 35 24
rgb 91 50 95
hex #5b325f



PMS 270
Violet
cmyk 28 26 0 0
rgb 181 180 224
hex #b5b4e0

Legacy



PMS 431
Dark Gray
cmyk 67 52 44 17
rgb 91 103 112
hex #5b6770



PMS 7474
Teal
cmyk 88 40 42 10
rgb 0 116 129
hex #007481



PMS 383
Dark Green
cmyk 39 20 100 1
rgb 169 173 0
hex #a9ad00



PMS Cool
Gray 4
cmyk 26 22 22 0
rgb 189 187 187
hex #bdbbbb



PMS Cool
Gray 1
cmyk 3 11 10 0
rgb 219 217 214
hex #dad9d7



PMS Black 2
Charcoal
cmyk 62 60 77 66
rgb 52 46 31
hex #342elf



75% tint color palette

Main



PMS 648
 cmyk 81 65 28 9
 rgb 70 91 131
 hex 465b83



PMS 285
 cmyk 70 31 0 0
 rgb 64 148 218
 hex 4094da



PMS 2995
 cmyk 67 18 0 0
 rgb 64 168 225
 hex 40a8e1



PMS 382
 cmyk 19 1 82 0
 rgb 215 224 84
 hex d7e054



PMS 124
 cmyk 5 25 87 0
 rgb 242 191 64
 hex f2bf40



PMS 7674
 cmyk 35 30 8 0
 rgb 167 168 198
 hex a7a8c6

Accent



PMS 180
 cmyk 14 69 56 1
 rgb 210 108 102
 hex d26c66



PMS 4625
 cmyk 43 59 65 25
 rgb 125 92 78
 hex 7d5c4e



PMS 534
 cmyk 74 49 22 2
 rgb 81 119 157
 hex 51779d



PMS 216
 cmyk 34 73 41 8
 rgb 163 91 111
 hex a35b6f



PMS 519
 cmyk 52 67 28 6
 rgb 132 97 132
 hex 846184



PMS 270
 cmyk 20 19 0 0
 rgb 200 199 231
 hex c8c7e7

Legacy



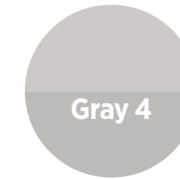
PMS 431
 cmyk 52 40 36 3
 rgb 131 138 145
 hex 838a91



PMS 7474
 cmyk 75 25 36 1
 rgb 59 150 159
 hex 3b969f



PMS 383
 cmyk 27 14 87 1
 rgb 195 193 76
 hex c3c14c



Gray 4
 cmyk 19 15 216 0
 rgb 205 204 203
 hex cdccc



Gray 1
 cmyk 9 8 9 0
 rgb 228 226 224
 hex e4e2e0



PMS Black 2
 cmyk 57 53 63 29
 rgb 98 92 80
 hex 625c50

Common font palette

Word and PowerPoint Template Standard Fonts

Microsoft Word and PowerPoint templates use fonts that are standard across all platforms, ensuring that documents will maintain proper branding without needing to download special fonts.

Headlines

Century Gothic Bold
Century Gothic

Size: 10-32 pt.
Kerning: Automatic
Leading: Automatic

Use as needed:
Century Gothic Italic
Century Gothic Bold Italic

Body copy

Cambria
Cambria Bold
Cambria Italic
Cambria Bold Italic

Size: 9-20 pt.
Kerning: Automatic
Leading: Automatic

Website and marketing fonts

Headlines

Gotham Bold

Size: 16–60 pt.
Kerning: -25 pt.
Leading: Auto or (24–60 pt.)

Headlines in ALL CAPS
is an option.

GOTHAM BOOK

Size: 16–60 pt.
Kerning: -25 pt.
Leading: Auto or (24–60 pt.)

Subheadlines

Gotham Medium

Size: 12–24 pt.
Kerning: -25 pt.
Leading: Auto or (2–24 pt.)

Citation copy

Gotham Narrow Book
Size: 6–8 pt.
Kerning: Automatic
Leading: Auto or (8–10 pt.)

Body copy

Gotham Narrow Book is the primary typeface for body text in printed materials. **Body text should be set as 100 percent black.**

Gotham Narrow Book
(slightly bolder than light)
Size: 9–11 pt.

Kerning: Automatic
Leading: Auto or (12–18 pt.)

Callouts

Italic versions of the Gotham and Gotham Narrow font families may be used to call attention to elements of content as needed in printed materials.

Gotham Light Italic

Gotham Book Italic

Gotham Medium Italic

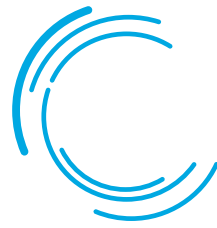
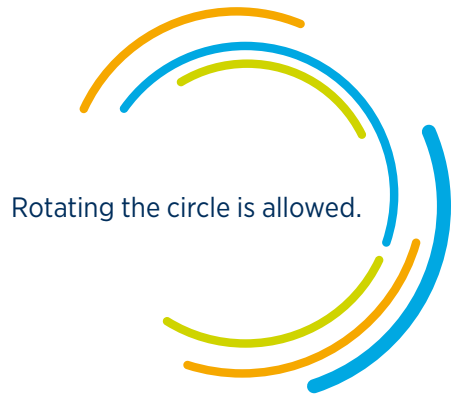
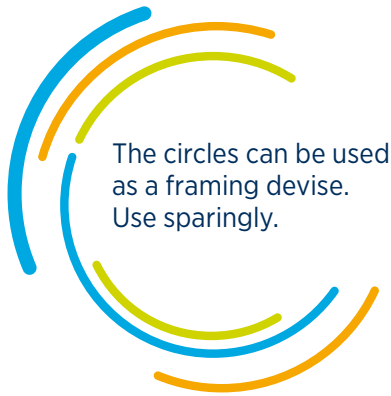
Gotham Narrow Light Italic

Gotham Narrow Book Italic

Gotham Narrow Medium Italic

Size: 12–24 pt.
Kerning: Automatic
Leading: Auto or (12–24 pt.)

Design elements—brand circles



Bleeding off of the page is acceptable.



Design elements—rule lines



Copy here if needed



Questions

Contact corporate marketing (Michael.Zuppa@RuffaloNL.com or Jennifer.Viner@ruffalonl.com) with branding questions or needs.

Document templates

See NED (Sharepoint portal) or contact corporate marketing with questions or special requests.

