# Logo Use

## RVC Administrative Procedure (2:10.010)

### Logo Use Procedure

The Communications and Marketing Department within the Institutional Effectiveness and Communications Division is accountable for maintaining and monitoring the Rock Valley College brand.

The logo is the primary element of the college's visual identity. It is important that the logo is reproduced according to these guidelines to preserve the integrity of RVC's visual identity. The logo consists of the circular mark and the words Rock Valley College. There are horizontal and stacked formats of the logo. The logo must be used in its entirety and may not be altered in any way.

**Stacked Logo** **Horizontal logo**

**Do not produce the logo in any color other than black, white, RVC Primary Blue, or RVC Primary Yellow.**

Do not stretch, condense, or manipulate the logo.

The college's brand standards do not allow individual departments, initiatives, and/or programs to have their own logo outside of the college's brand. While well-intentioned, these off-brand logos dilute the college's brand identity, which causes confusion in the marketplace.

Departments and college initiatives may use the college logo with the department name below Rock Valley College. For more information, see the Rock Valley College Brand Guide.

**Example**

Athletic logos should be reserved for athletic use only, including the use of the eagle head. See the Athletic Brand Guide for more information.

Rock Valley College

Student Organizations and Clubs are not authorized to use the official college logo.

## College Logo Wear and Swag

College departments, programs, clubs, and organizations must follow RVC Administrative Procedure College Swag when purchasing items for their members or items to give away. Items should represent and positively promote the brand of the college at all times when spending college and taxpayer dollars to invest in items.

## Related Documents

- Rock Valley College Brand Guide (found on the employee intranet)
- Athletics Brand Guide
- RVC Administrative Procedure College Swag

**Reference:** Board Report 6223
**Implemented:** July 7, 2025
**Revised:** July 7, 2025