



IEDRC
INLAND EMPIRE/DESERT
REGIONAL CONSORTIUM

Brand Identity Guide





IEDRC Identity



Welcome to the brand identity of Inland Empire/Desert Regional Consortium! The brand identity represents a desire to unite IEDRC's message. IEDRC's identity is the single greatest visual expression of our college's excellence and culture.

It helps communicate not only who we are, but also what we do and how we do it. Maintaining our identity system in a simple, clear, and consistent manner will be the foundation of how people experience IEDRC. Communication, recognizability, and longevity only served when everyone at IEDRC follows the rules. Ultimately, the success of our identity system, and our brand, relies on you.

To everyone you encounter, you are IEDRC.

An effective identity takes years to build, yet, it can quickly fracture through a failure to protect and accurately implement the elements that define it. This document is a guide to ensure that anyone working with the brand elements can maintain consistency and integrity of the IEDRC brand and uphold the college's image for years to come.



IEDRC Logo Meaning

The logo of the Inland Empire Desert Regional Consortium (IEDRC) is a symbolic representation of its geographic and thematic focus. Featuring elements like the sun, mountains, and desert landscapes, it encapsulates the essence of the Inland Empire and the surrounding desert regions. Architectural elements in the logo suggest human habitation and development, while the inclusion of a bookmark underscores the educational objectives of the IEDRC. The color palette is deeply meaningful, with blues reflecting the clear skies and vital water resources of the area, and oranges capturing the warmth and vibrancy of the sun. This logo effectively communicates the IEDRC’s commitment to both regional specificity and scholarly endeavors.





The Purpose of Manual

Branding offers the opportunity for organizations to convey a common message consistently. When well-branded, people will immediately recognize a firm and its collateral and messaging (ex: Nike, McDonald's, Apple, etc.).

The Inland Empire/Desert Regional Consortium (IEDRC) has a brand identity that helps us communicate who we are, what we do, and how we do it. It's the responsibility of all of us to maintain the integrity of this brand and to represent it consistently in everything we do, including our collateral (emails, newsletters, brochures, posters, publications, website, etc.). The proper acronym is IEDRC; this abbreviation should not feature a slash.

The IEDRC Brand Identity Guide is intended as a how to resource for the proper implementation of the IEDRC identity system. For clarity and ease of usage, it has been organized into the following four sections: logo usage, stationery application, specialty item application, and reference materials.

While the first two sections are the standards that shall not be modified, the specialty item and reference sections are meant to expand as the logo is properly applied to new materials generated by the IEDRC Public Information & Marketing Office.

These files will also be available in electronic format.

Contact the Public Information & Marketing Office at IEDRC publicinfo@IEDRC.edu with any questions or for assistance.



Funding Language

Much of what we do is funded by the Strong Workforce Program and it is essential that we recognize this and credit Strong Workforce as a source of our funding. The following reflects how we will provide this appropriate credit.

Language:

- 1) **“This project is funded fully or in part by Strong Workforce Program funds administered through the Inland Empire/Desert Regional Consortium (IEDRC). For more information about the IEDRC and Strong Workforce, visit <https://desertcolleges.org/strong-workforce>.”**
- 2) **Abbreviated version (if space is a factor): “This regional project is funded by the IEDRC Strong Workforce Program.”**

The branded logos have been adopted for use by and for the Inland Empire/Desert Regional Consortium (IEDRC). One logo must accompany all work performed by the IEDRC. As mentioned, when Strong Workforce funding is used, it must be acknowledged. The appropriate logo below supports that effort. DO NOT modify or distort the shape of the logos. Special requests related to logos can be relayed to the IEDRC Chair and/or Director of Strategic Communications and Marketing.

Funding Logo





Horizontal 4 Color Logo

Inland Empire/Desert Regional Consortium.

The primary element of the IEDRC identification system is the logo, or trademark, and is made up of the following two parts: 1) the IEDRC logo mark and 2) the logotype, "Inland Empire/Desert Regional Consortium". The logos have been built in PMS colors and Process Colors.



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PMS COATED VERSION

**PANTONE MATCHING
SYSTEM (PMS)**
Orange : PMS 1645C
Dark Blue : PMS 281C
Light Blue : PMS 5531C
Brown : PMS 471C



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PROCESS COLOR VERSION

PROCESS COLORS
Orange : C 19, Y 87, M 73, K 0
Dark Blue : C100, Y 37, M 89, K 31
Light Blue : C 24, Y 10, M 9, K 0
Brown : C 19, Y 100, M 75, K 7
Gradiation



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HEXCODE

HEXCODES
Orange : F06937
Blue : 1A2C57
Light Blue : BFD4DB
Brown : C05B28



Vertical 4 Color Logo

Inland Empire/Desert Regional Consortium.

The primary element of the IEDRC identification system is the logo, or trademark, and is made up of the following two parts: 1) the IEDRC logo mark and 2) the logotype, "Inland Empire/Desert Regional Consortium". The logos have been built in PMS colors and Process Colors.



PMS COATED VERSION



PROCESS COLOR VERSION



HEXCODE

PANTONE MATCHING SYSTEM (PMS)
Orange : PMS 1645C
Dark Blue : PMS 281C
Light Blue : PMS 5531C
Brown : PMS 471C

PROCESS COLORS
Orange : C 19, Y 87, M 73, K 0
Dark Blue : C100, Y 37, M 89, K 31
Light Blue : C 24, Y 10, M 9, K 0
Brown : C 19, Y 100, M 75, K 7
Gradiation

HEXCODES
Orange : F06937
Blue : 1A2C57
Light Blue : BFD4DB
Brown : C05B28



Solid 1 Color Logo

The primary element of the IEDRC identification system is the logo, or trademark, and is made up of the following two parts: 1) the IEDRC and 2) the logotype, "Inland Empire/Desert Regional Consortium". The logo in these instances has been built to be applied as a solid single color.

The solid logo can be applied in PMS 281C coated or PMS 1645C uncoated (red), PMS BlackC coated, or black or reversed to white.

The solid logo is the only version of the logo that should reverse out of a dark background.



SOLID BLACK



SOLID PMS 281C



SOLID PMS 1645C



Screened 1 Color Logo

The primary element of the IEDRC identification system is the logo, or trademark, and is made up of the following two parts: 1) the IEDRC and 2) the logotype, "Inland Empire/Desert Regional Consortium". The logos have been built in solid and screened black.

This instance is good for newspapers and other instance where one color will be used in print.



SCREENED VERSION

The screen is built at 40% black.



Reversing the Logo

The primary element of the IEDRC identification system is the logo, or trademark, and is made up of the following two parts: 1) the IEDRC and 2) the logotype, "Inland Empire/Desert Regional Consortium". The logo versions shown below demonstrate proper usage on a dark background. Only the solid logo should be reversed out of a dark background. The process reversed version should be used in full color applications when the logo sits on dark backgrounds. Use the 1 color version when the application is a PMS and black. All applications of logo reversal are subject to approval by the Marketing Department and/or the Dean's Office.

	SOLID REVERSED VERSION	Solid reversed application.
	ORANGE REVERSED VERSION	Orange Reversed Version
	PROCESS COLOR REVERSED VERSION	Process Color Reversed Version

When a trademark is used in conjunction with copy, such as in an advertisement or coupon, leave a generous amount of space around the trademark. The minimum amount of space acceptable is shown below.

Do not place any copy closer to the mark than the height of the "Inland Empire/Desert Regional Consortium" in the logo type.

Welcome to the brand identity of Inland Empire/Desert Regional Consortium! The brand identity represents a desire to unite IEDRC's message. IEDRC's identity is the single greatest visual expression of our college's excellence and character. It helps communicate not only who we are, but also what we do and how we do it. Maintaining our identity system in a simple, clear, and consistent manner will be the foundation of how people experience IEDRC. Communication, recognizability, and longevity are only served when everyone involved with IEDRC follow the rules set forth in this guide. Ultimately, the success of our identity system, and our brand, relies on you. To everyone you encounter, you are IEDRC. An effective identity takes years to build, yet, it can quickly fracture through a failure to protect and accurately implement the elements that define it. This document will provide you with the basic guidelines for the IEDRC's Brand Identity Program. The elements outlined here highlight the key graphic tools available to represent and express IEDRC's unified image to the world. Used with care and imagination, these tools will ensure that the college's image will retain its impact and consistency for years to come. Welcome to the brand identity of Inland Empire/Desert Regional Consortium! The brand identity represents a desire to unite IEDRC's message. IEDRC's identity is the single greatest visual expression of our college's excellence



and character. It helps communicate not only who we are, but also what we do and how we do it. Maintaining our identity system in a simple, clear, and consistent manner will be the foundation of how people experience IEDRC. Communication, recognizability, and longevity are only served when everyone involved with IEDRC follow the rules set forth in this guide. Ultimately, the success of our identity system, and our brand, relies on you. To everyone you encounter, you are IEDRC. An effective identity takes years to build, yet, it can quickly fracture through a failure to protect and accurately implement the elements that define it. This document will provide you with the basic guidelines for the IEDRC's Brand Identity Program. The elements outlined here highlight the key graphic tools available to represent and express IEDRC's unified image to the world. Used with care and imagination, these tools will ensure that the college's image will retain its impact and consistency for years to come. Welcome to the brand identity of Inland Empire/Desert Regional Consortium! The brand identity represents a desire to unite IEDRC's message. IEDRC's identity is the single greatest visual expression of our college's excellence and character. It helps communicate not only who we are, but also what we do and how we do it. Maintaining our identity system in a simple, clear, and consistent manner will be the foundation of how



Logo Misuse

To ensure the identity's strongest impact, DO NOT modify or distort the logo. The uses shown on this page are all UNACCEPTABLE.

Most questions about trademark use will be answered by reviewing the unacceptable examples below. Direct any remaining questions about trademark use to the IEDRC Marketing Department.

- | | | |
|------------|-------------|--|
| <p>1. </p> | <p>2. </p> | <p>1. DO NOT
Use unapproved colors or tints.</p> <p>2. DO NOT
Do not slant the logo.</p> <p>3. DO NOT
Change the relationship between mark and type.</p> <p>4. DO NOT
Skew the logo.</p> <p>5. DO NOT
Scale the elements.</p> <p>6. DO NOT
Distort the ratio of elements.</p> <p>7. DO NOT
Remove the line.</p> <p>8. DO NOT
Change/delete type.</p> <p>9. DO NOT
Tilt the logo.</p> <p>10. DO NOT
Change logo type.</p> |
| <p>3. </p> | <p>4. </p> | |
| <p>5. </p> | <p>6. </p> | |
| <p>7. </p> | <p>8. </p> | |
| <p>9. </p> | <p>10. </p> | |



Serif Typography

The college typefaces for IEDRC materials are Times (Serif) and Univers LT Std (San Serif). Both are from the Adobe Font typeface family. Please contact the IT department to have fonts installed.

The following weights within this type family are acceptable as specifically identified in the typesetting guidelines of each corporate application.

TIMES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#%&*()_+{<>?

TIMES ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#%&()_+{<>?*

TIMES BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#%&*()_+{<>?

TIMES BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#%&*()_+{<>?



San Serif Typography

The college typefaces for IEDRC materials are Times (Serif) and Univers LT Std (San Serif). Both are from the Adobe Font typeface family. Please contact the IT department to have fonts installed.

The following weights within this type family are acceptable as specifically identified in the typesetting guidelines of each corporate application.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}<>?

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()_+{}<>?*

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}<>?

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}<>?



San Serif Typography

The college typefaces for IEDRC materials are Times (Serif) and Univers LT Std (San Serif). Both are from the Adobe Font typeface family. Please contact the IT department to have fonts installed.

The following weights within this type family are acceptable as specifically identified in the typesetting guidelines of each corporate application.

CALIBRI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#\$%^&*()_+{}<>?

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#\$%^&*()_+{}<>?

CALIBRI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#\$%^&()_+{}<>?*

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#\$%^&*()_+{}<>?



Primary Color Palette

The primary element of the IEDRC identification system are the colors.

These colors are not to be substituted or modified.

PMS 462		C 70, Y 100, M 80, B 15	HEX 624630
PMS 471		C 19, Y 100, M 75, B 07	HEX C05B28
PMS 1645		C 01, Y 87, M 73, B 00	HEX F06937
PMS 137		C 02, Y 94, M 55, B 00	HEX F18A2D
PMS 5531		C 24, Y 10, M 9, B 00	HEX BFD4DB
PMS 281		C 100, Y 37, M 89, B 31	HEX 1A2C57
PMS 286		C 92, Y 100, M 09, B 01	HEX 0069A7
PMS 299		C 73, Y 08, M 08, B 00	HEX 00B1D9
GRADIENT			HEX F06A25 TO BC3428
PMS 123		C 00, Y 100, M 15, B 00	HEX FFD400
PMS 7500		C 13, Y 37, M 14, B 00	HEX DFD1A7

C O L O R

IEDRC BRAND IDENTITY GUIDELINES VERSION 1.0. CREATED MAY 2024

THE TRADEMARK USED BY THE INLAND EMPIRE/DESERT REGIONAL CONSORTIUM (IEDRC) IS THE PROPERTY OF IEDRC. ITS USE WITHOUT PRIOR WRITTEN APPROVAL FROM IEDRC IS STRICTLY PROHIBITED.

NOTE: THIS PAGE IS A COLOR COPY. REFER TO PANTONE MATCHING SYSTEM FOR ACTUAL PRINTING COLORS.

THE COLORS, AS WELL AS BLACK AND WHITE IMAGES, ARE TO BE USED ONLY IN STRICT CONFORMANCE WITH THE INSTRUCTIONS SET FORTH IN THIS MANUAL.
NO OTHER COLORS ARE TO BE USED IN DISPLAYING THE ART.



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Department and Program Applications





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