READY

Inland Empire/Desert Regional Consortium
Career and Technical Education

Brand Style Guide

12/2022

Introduction

This guide provides instruction for the proper implementation of the IEDRC's "READY" brand for marketing materials.

The brand and styles have been designed to accommodate general consortium (all colleges) marketing materials, as well as materials for individual colleges. The brand utilizes movement and depth to capture the spirit of "readiness."

The standards described in this guide are to be adhered to when designing for the "READY" brand — avoid deviation from this guide.

READY career education

at your local community college

Overview

The word "READY" appears in two forms:
1) as a headline
2) as a brand mark

(Headline)
READY

BRAND MARK (A)

READY *career education*
at your local community college

BRAND MARK (B)

READY *career education*

All ad content (with the exception of the brand mark) will be set in the Helvetica Neue typeface.

Helvetica Neue thin / Helvetica Neue light-condensed / **Helvetica Neue bold**

Brand colors consist of white, black, and the Chancellor's Office blue and gold.

BLACK
#000000

WHITE
#FFFFFF

GOLD
#FFB600

BLUE
#002E6D

Brand shapes are angled at either 45 or 17 degrees*. The shapes can be expressed in any of the "READY" brand colors.
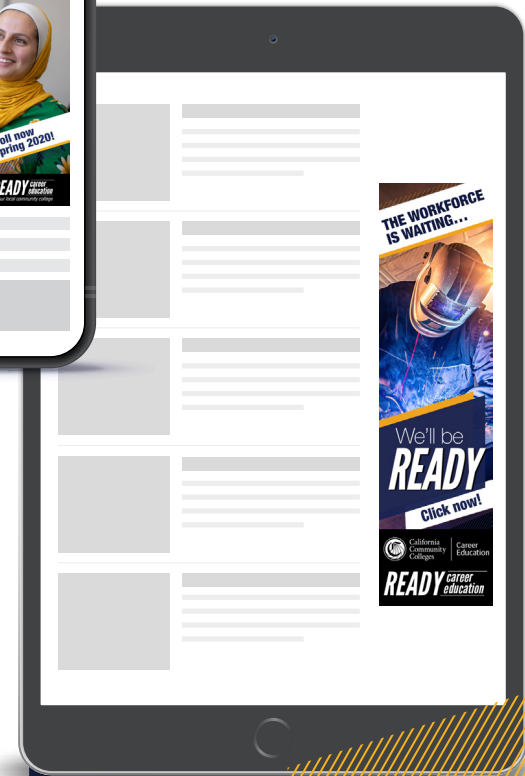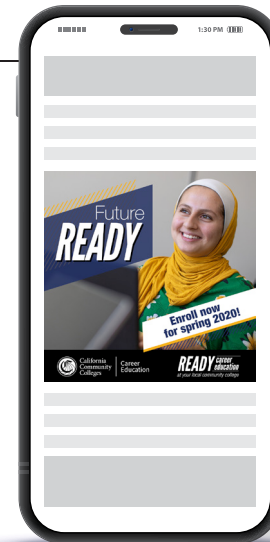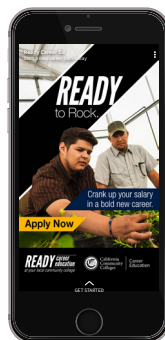
Angles that are less or more than specified above may be utilized as supporting elements at designer's discretion.

45°

17°

45° diagnal lines inside 17° angled banner
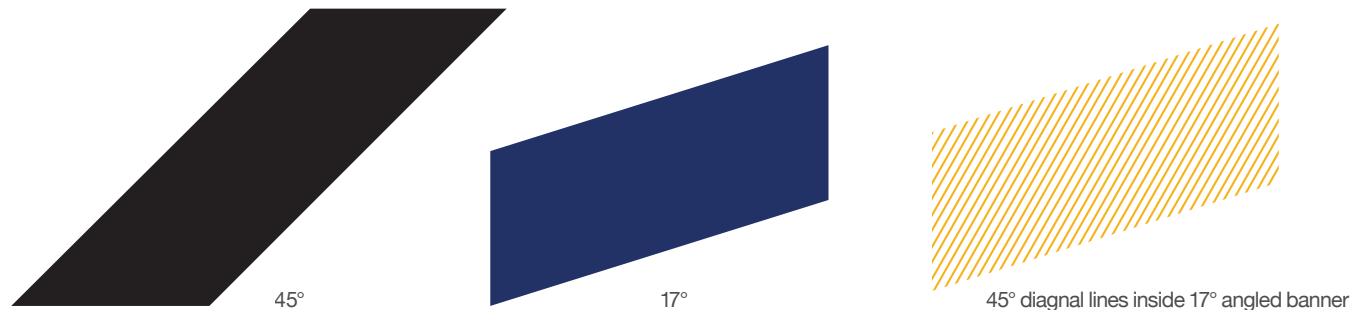
Sample Ads

Writing for the Brand

Using the power words and attributes that comprise the "READY" brand will assist in communicating the power behind career education in the Inland Empire/Desert region. When possible, reference this list of words and ideas when writing about programs, students, and successes.

Connections	Experience
Adaptable	Transition
Spark	Real
Smart	Connections
Perspective	Community
Opportunities	Dynamic
Career	Underrated
Alive	Skills
Independent	Discovery
Shine	Driver
Focus	Versatile
Personal	Serious
High Tech	Fast