

MANUAL DE IDENTIDAD

SEMINARIO BÍBLICO
RÍO GRANDE

STYLE MANUAL



Est. 1946

Este manual reúne las herramientas básicas para el correcto uso y la aplicación gráfica de los logos y tipografía del Seminario Bíblico Río Grande en todas sus posibles expresiones.

Ha sido ideado pensando en las necesidades de todas aquellas personas responsables de interpretar, articular, comunicar y aplicar la marca en sus diferentes ámbitos.

Se presentan seguidamente las pautas de construcción, el uso de tipografías y aplicaciones cromáticas de la marca. El adecuado y consistente uso contribuirá a que consigamos los objetivos de identificación y refuerzo de esta misma. Es un proyecto colaborativo con el Seminario Bíblico Río Grande y el Departamento de Comunicaciones.

This manual brings together the basic tools for the correct use and graphic application of Seminario Bíblico Río Grande's logos and typography.

It has been designed to serve as a general reference for anyone responsible for promotions, interpretation, printing, social media, and any other communications.

The following are the guidelines, typography, and color applications of the brand. Adequate and consistent use of these guidelines will contribute to a consistent and professional identification for all Rio Grande publications. This is a collaborative project between the Seminario Bíblico Río Grande and the Communications Department.



**DESARROLLANDO
LÍDERES CRISTO-CÉNTRICOS
CON UNA COSMOVISIÓN
BÍBLICA PARA LA IGLESIA
GLOBAL.**

**DEVELOPING
CHRIST-CENTERED LEADERS
WITH A BIBLICAL WORLDVIEW
FOR THE GLOBAL CHURCH**



Est. 1946

**ELEMENTOS DE
MARCA**



**BRAND
ELEMENTS**

**El conjunto de la fuente tipográfica y el símbolo es el
identificador de la marca de uso común en todas las
aplicaciones.**

**The following combination of typography and seal is the
brand identifier that is intended for general use in all
applications.**



**Símbolo
Seal**

**SEMINARIO BÍBLICO
RÍO GRANDE**

**Tipografía
Typography**

El Imagotipo (Logo)

The Seal (Logo)



El desarrollo del imagotipo de nuestra Institución es distintivo por sus cinco banderas, que representan los cinco continentes del mundo simbolizando la visión del Seminario basados en la Gran Comisión.

The seal of our institution is made up of five flags that represent the countries of the world, symbolizing Rio Grande's vision to reach all nations in fulfilling the Great Commission.





Proporciones Proportions

La siguiente versión vertical es la versión preferencial de la marca.

The following vertical logo is the preferred version for normal use.



SEMINARIO BÍBLICO
RÍO GRANDE

0.7X

1.8X

7.5X

E x

Proporciones

Horizontal

Proportions

Se ha desarrollado una versión horizontal para aquellas comunicaciones donde se ponga en riesgo la visibilidad de marca.

The horizontal version of the logo is designed for any communication in which the vertical logo may not be appropriate or visible



Variantes Departamentales

Department Variants

Es necesario que cada departamento del Seminario guarde la uniformidad y la integridad de la nueva imagen, por esto, se han desarrollado versiones del logo de acuerdo a cada una de las áreas en que se divide el funcionamiento del mismo.

Each department, when distinguishing its communications may use a variant of the primary logo. This logo must fall within the following brand variants.



SEMINARIO BÍBLICO
RÍO GRANDE

DEPARTAMENTO DE ADMISIONES

*Cada departamento tiene su versión original (vertical y horizontal), que se debe usar únicamente con el color alterno permitido de la marca.

El nombre del departamento queda inferior al logo en fuente Cinzel, justificado con la tipografía.

Each department may use their logo in both vertical and horizontal logos, using only approved colors.

The name of the department must be located below the logo, in Cinzel font, and justified to the typography.



SEMINARIO BÍBLICO
RÍO GRANDE

ESTUDIOS EN LINEA

Colores Oficiales

Official Colors



PANTONE 2757 C

RGB: 0 30 96

HEX/HTML: 001E60

CMYK: 100 96 31 28



SEMINARIO BÍBLICO
RÍO GRANDE

El imago tipo del Seminario Bíblico Río Grande constituye la imagen visual más inmediata de nuestra marca.

The seal of the Seminario Bíblico Río Grande represents the immediate visual image of our branding.

La versión preferencial es el azul oficial de la imagen sobre fondo blanco, aunque hay versiones alternas.

The preferred version of this logo is the official blue image on a white background, although alternatives are available.

La versión en CMYK será para todas las comunicaciones impresas, internas y externas, y debe presentarse siempre de forma limpia en las presentaciones correctas descritas en este manual. La versión RGB* será para las aplicaciones digitales.

The CMYK version of the color is to be used for all printed communications, both internal and external. It must be presented in the correct form demonstrated in this manual. The RGB version will be utilized in digital applications.

Este imago tipo se puede usar en negro.

This logo may also be used in black



Versiones alternas Alternate Versions



SEMINARIO BÍBLICO RÍO GRANDE



SEMINARIO BÍBLICO
RÍO GRANDE



SEMINARIO BÍBLICO
RÍO GRANDE

La versión negativa principal y la más recomendada será la que utilicemos sobre el fondo de color azul plano
Pantone® 2757 C

The primary negative version (white) will be used on a plain, official blue background.

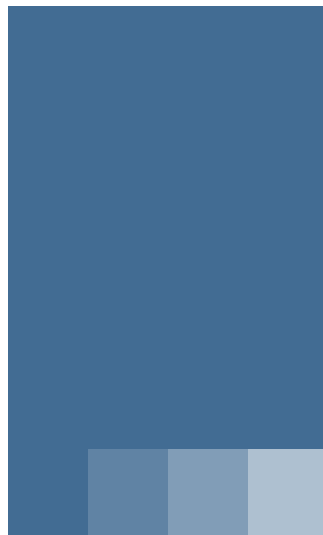
Pantone® 2757 C

Sin embargo, existen otras tres versiones alternas más, sobre las que únicamente la marca puede ser reproducida según los colores oficiales de marca.

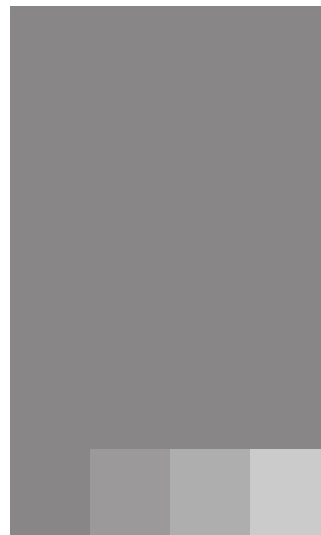
There are also three alternate backgrounds that may be used. Any other colors are not to be used for official publications.



Pantone 2757 C
R:0 G:30 B: 96
C:100 M:96 Y:31 K:28
#001E60



Pantone 2160 C
R:66 G:108 B: 147
C:80 M:55 Y:24 K:4
#426C93



Pantone 2332 C
R:136 G:134 B: 134
C:49 M:42 Y:42 K:5
#888686



Pantone Black 6 C
R:0 G:0 B:0
C:72 M:68 Y:67 K:88
#000000

 Versiones alternas



SEMINARIO BÍBLICO
RÍO GRANDE



SEMINARIO BÍBLICO
RÍO GRANDE

Alternate Versions



SEMINARIO BÍBLICO
RÍO GRANDE



SEMINARIO BÍBLICO
RÍO GRANDE

Usos Correctos

Correct Usage



SEMINARIO BÍBLICO
RÍO GRANDE



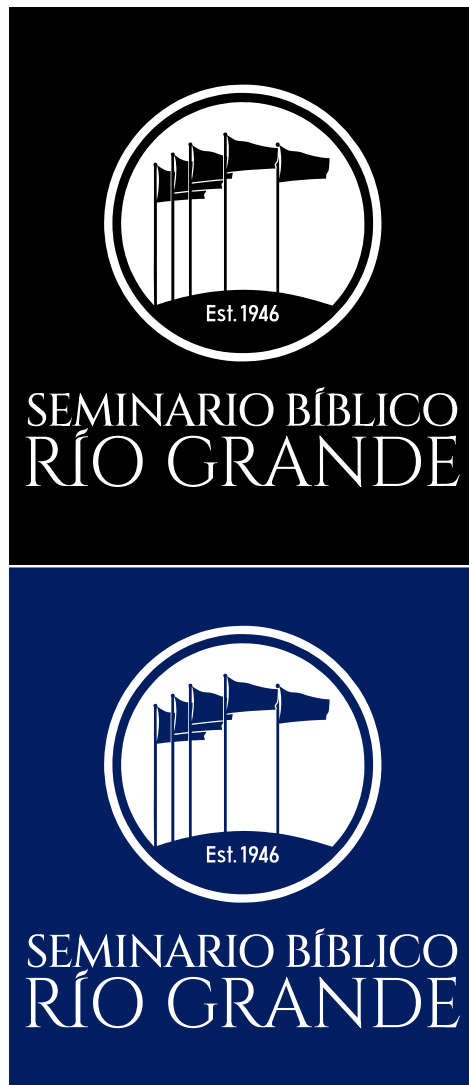
SEMINARIO BÍBLICO
RÍO GRANDE



SEMINARIO BÍBLICO
RÍO GRANDE



SEMINARIO BÍBLICO
RÍO GRANDE



La solidez y constancia del entorno visual y de la identidad de marca del Seminario Bíblico Río Grande dependen de que todas las personas involucradas en su implementación hagan un uso correcto de nuestra identidad.

Siempre que sea posible se aplicará la imagen visual del Seminario Bíblico Río Grande en su versión principal. En el caso que no sea posible por razones gráficas se utilizará la versión horizontal o sobre los fondos establecidos o fotos en publicaciones.

The strength and consistency of the visual language and brand identity of Seminario Bíblico Río Grande depends on the correct use of our identity by all those involved in its implementation.

Whenever possible, the visual image of the Seminario Bíblico Río Grande will be applied in its main version. In case it is not possible for graphic reasons, the horizontal version will be used or accepted alternates including placement over pictures in certain publications.

Incorrect Usage

El mal uso de la identidad gráfica daña la coherencia del sistema. Esta página ejemplifica algunos posibles usos incorrectos que deben evitarse.

En ningún caso se harán modificaciones de los tamaños o proporciones. Se prohíben los fondos diferentes. Tampoco gire el logo sino maneje la estructura del mismo.

Improper use of the brand identity damages the coherence of the system. This page illustrates some possible incorrect uses that must be avoided.

Under no circumstances should the proportions of the logo be modified. Alternate fonts are also prohibited along with inappropriate colors.

Usos Incorrectos



Cualquier logo previo NO será permitido.
Any previous logos are also not permitted.



TIPOGRAFÍA PRINCIPAL

PRIMARY FONT

The primary font is Cinzel. The font is available free of cost, and supports most of the languages. The Cinzel Font comes with 6 weights (normal+italic), but Extra Bold and Black weight should only be used in special circumstances.

Fuentes tipográficas
Typefaces (Fonts)

Cinzel font is free for commercial use.

Cinzel Regular

AABBCCDDEE123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
0123456789



Cinzel Font supports most languages, and is constantly developed.

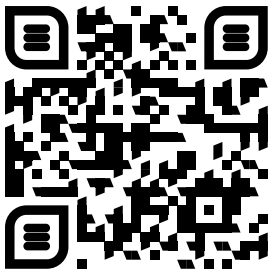
À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ð Ñ
Ò Ó Ô Õ Ö ÷ Ø Ù Ú Û Ü Ý Þ ß
À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ð
Ñ Ò Ó Ô Õ Ö
A B C Č Ć D Ď E F G H I J K L M
N O P Q R S Š T U V W X Y Z Ž
A B C Č Ć D Ď E F G H I J K L M
N O P Q R S Š T U V W X Y Z Ž 1 2
3 4 5 6 7 8 9 0 ' ? " ! (%) [#] { @
} / & \ < -
+ ÷ × = > ° © \$ € £ ¥ ¢ ; , . *



Font Weights

REGULAR
MEDIUM
SEMIBOLD
BOLD
EXTRABOLD
BLACK

AABBCCDDEE123
AABBCCDDEE123
AABBCCDDEE123
AABBCCDDEE123
AABBCCDDEE123
AABBCCDDEE123



Tipografía Alternativa

Secondary Font

Las fuentes se encuentran en los enlaces al final de la página.

The fonts may be downloaded using the links at the bottom of the page.

The secondary font is Source® Sans Pro. The font is available free of cost, and supports most of the languages. The Source® Sans Pro Font comes with 6 weights (normal+italic), but Extra Light weight shouldn't be used.

Source® Sans Pro Regular

AaBbCcDdEe123

abcdefghijklmnopqrstuvwxyz
wxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUWXYZ
0123456789
£!@#\$%^&*()_+-
=[]{};'\,./:”|<>?

Source® Sans Pro is free for commercial use.

Aa
Source® Sans Pro
Regular

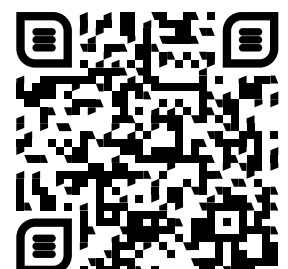
Cinzel Font supports most languages, and is constantly developed.

à á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ÷ ø ù ú û ü ý þ ÿ
À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ð Ñ Ò Ó Ô Õ Ö

Font Weights

Light
Regular
Bold
Black
Black

AaBbCcDdEe123
AaBbCcDdEe123
AaBbCcDdEe123
AaBbCcDdEe123
AaBbCcDdEe123



Nombre Oficial

Official Name

SEMINARIO BÍBLICO RÍO GRANDE

El nombre oficial es Seminario Bíblico Río Grande, tanto en inglés como en español.

NO se pueden utilizar abreviaturas en ningún momento.

(Ejemplos: RGBI, RGBM, RGBC, SBRG, IBRG)

En aras de la brevedad, cualquier documento puede comenzar con Seminario Bíblico Río Grande y especificar un nombre alternativo.

Los nombres alternativos pueden ser Río Grande o Seminario. En ningún momento deben utilizarse las palabras "instituto" o "colegio".

Ejemplo de sustitución adecuada: "El Seminario Bíblico Río Grande (en adelante Río Grande) fue fundado en 1946. Desde entonces, Río Grande ha estado formando fielmente líderes centrados en Cristo con una cosmovisión bíblica para la iglesia global."

The official name is Seminario Bíblico Río Grande in both English and Spanish.

NO abbreviations may be used at any time.

(Examples: RGBI, RGBM, RGBC, IBRG, SBRG)

For brevity, any document may begin with Seminario Bíblico Río Grande and specify an alternate name.

Alternate names may be Rio Grande or Bible College. At no time should the words "institute" or "seminary" be used.*

Example of proper substitution: "The Seminario Bíblico Río Grande (hereafter referred to as Rio Grande) was founded in 1946. Since then, Rio Grande has been faithfully developing Christ-centered leaders with a biblical worldview for the global church."

Dirección Oficial Official Address

Rio Grande Bible Ministries

or

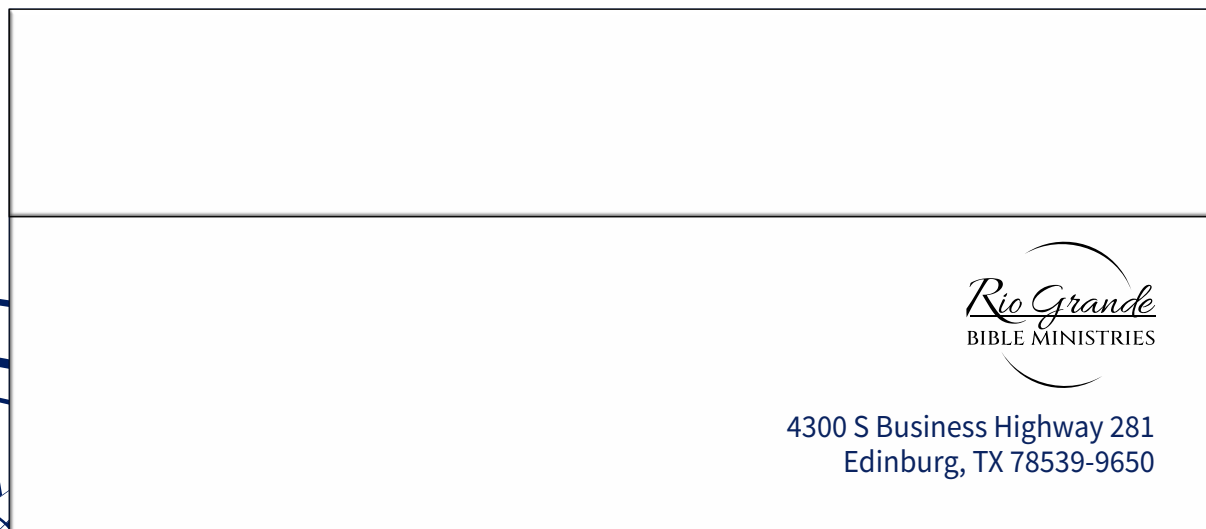
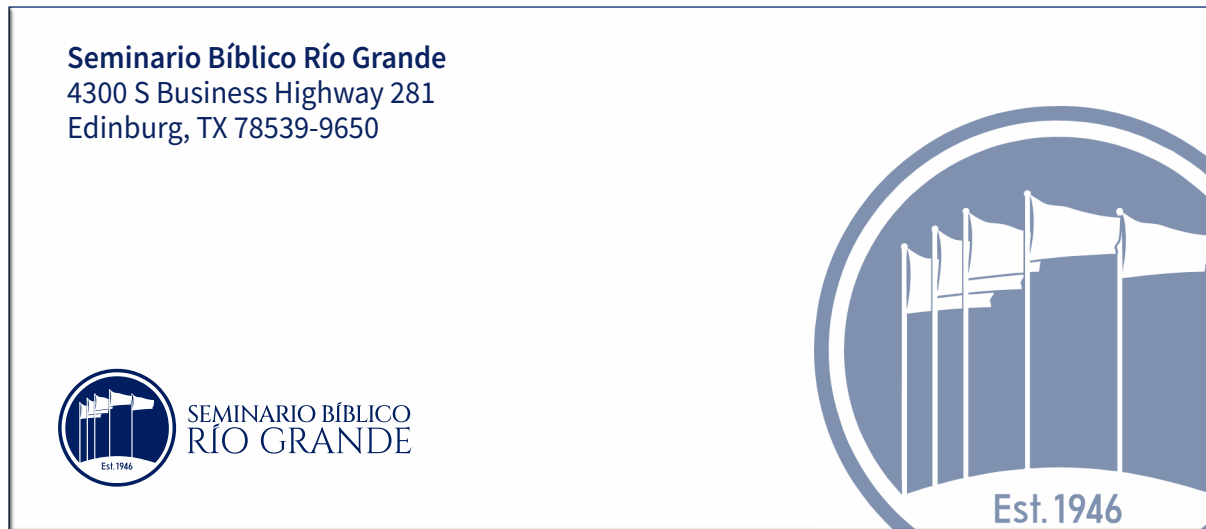
Seminario Bíblico Río Grande

**4300 South Business Highway 281
Edinburg, TX 78539-9650**

**4300 S Bus Hwy 281
Edinburg, TX 78539**

MEMBRETE DEL SEMINARIO

SEMINARIO STATIONERY





SEMINARIO BÍBLICO
RÍO GRANDE

Desarrollando líderes Cristo-céntricos
con una cosmovisión bíblica
para la iglesia global

+1 (956) 380-8100

rgbimail@riogrande.edu

www.riogrande.edu

Campus: 4300 S Bus Hwy 281 Edinburg, TX 78539-9650

Canada: 103-2005 St Mary's Rd. Winnipeg, MB R2N 4P1





Aplicaciones Mockups





SEMINARIO

DEVELOPING CHRISTIAN BIBLICAL WORKERS

ACCREDITED BIBLICAL EDUCATION

Our 4-year Bible degree is taught predominantly in Spanish, providing a biblically sound education that theologically and practically prepares tomorrow's leaders to fulfill the Great Commission.

We offer a Bachelor's Degree in Biblical Studies that is accredited by the Association for Biblical Higher Education, recognized by the U.S. Department of Education.

Our 4-year Bible degree has 4 areas of emphasis.

- Pastoral Studies
- Missions
- Christian Education
- Women's ministries

We also offer 1 and 2 year diplomas and an Associates degree.



SINCE 1946

The Seminario Bíblico Río Grande has been training pastors, missionaries, leaders, and Christian Educators to serve the Spanish-speaking world and beyond. Today, our graduates serve in nearly every Spanish-speaking country, the United States, Canada, and across the globe.



ACCESSIBLE BIBLICAL EDUCATION

Río Grande offers all their Bible courses and degrees for online students, enabling students from all over the world and even those in their local life and ministry to grow in their Biblical knowledge and attain an accredited degree to help them faithfully fulfill their calling in service.



EXAMPLE BROCHURE

RIO BÍBLICO RÍO GRANDE

ST-CENTERED LEADERS WITH A
RLDVIEW FOR THE GLOBAL CHURCH

ATION

, provides a
y equips

edited by the
US



A FOCUS ON MISSIONS

Rio Grande is dedicated to global missions. For over six decades Rio Grande has trained career missionaries and laymen in Spanish language and culture in the Intercultural Studies Program. This two-semester intensive of Spanish grammar and phonetics incorporates Scripture memorization, chapels, personal tutoring, and ministry involvement to prepare students for ministry in a Spanish-speaking context. Each year, Rio Grande students travel across the globe to serve in missions. To better equip churches for missions, Rio Grande Global trains and mentors Spanish-speaking churches to become involved in and sustain missions in their home country and abroad.



PRACTICAL EXPERIENCE

Our classroom teaching is reinforced by ongoing experience in churches, ministries, and missions both locally and throughout the world. Through practical ministries, internships, and mission trips our students graduate with the skills, habits, and experience that prepare them for a lifetime of effective ministry service.

For more information on the **Bible College** or the **Intercultural Studies Program**, please contact:
Maribel Mendonça
admisiones@riogrande.edu
956 380 8111

line
every walk of
achieve an
g in Christ's



RIO GRANDE BIBLE MINISTRIES



SEMINARIO BÍBLICO
RÍO GRANDE