

NASSAU COMMUNITY COLLEGE
BRANDGUIDELINES



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INTRODUCTION

WHAT IS A BRAND?

A brand isn't just a logo or a tagline. Branding refers to everything from logos, the website and other visual representations of the College; to print publications including flyers, brochures and advertising; to every interaction Nassau Community College (NCC) has with students, parents, visitors or the public at large. **Every individual in the NCC community is a brand ambassador for the College.** Yes, that means you.

WHY DO WE BRAND AT NCC?

We brand at the College to create and maintain a consistent, professional image to both our internal and external communities. This guide provides the basic elements of a visual and verbal language to express ourselves in a way that strengthens and consolidates the Nassau Community College brand.

THE MOST IMPORTANT WAYS BY WHICH THE COLLEGE CAN BRAND ITSELF ARE:

- > Consistency
- > Frequency
- > Repetition over time

A CLEAR, CONSISTENT, STRONG BRAND MAKES END-USERS:

- > Recognize our high quality and value
- > Seek us out as a great place to study and work
- > Consider investing in our future

Consistent branding also enables the various departments and programs in the College community to take advantage of the reputation of NCC as a whole. The goal is to create a unified, widely recognized, positive image of Nassau Community College.

We view this as a living document. Technology and the ever-evolving needs of the College are among the reasons why we will make periodic updates to this guide. Please feel free to email us at marketing-communications@ncc.edu or call us at 516.572.9634 should you have any questions about the Brand Guidelines' use.



MASTER LOGO (PREFERRED)

Logo must be on the front cover of all printed materials. The 2-color logo must always print in Nassau Orange (PMS 152 C) and Nassau Blue (PMS 281 C) or using matching 4-color-process CMYK values (see colors on page 14).

WITH OTHER ARTWORK

Make sure you give the logo room to breathe. The empty space around the logo should be at least 150% of the width of the logo.



SIZE & PROPORTION

The size of the logo should always be at least proportionate to 10% of the artwork it is being used on. For example, if you are creating a large format poster with measurements of 72' width, the logo should be no less than 7.2" wide.

COLLEGE LOGOS

Nassau Community College's logo is the most important piece of our brand. All official materials that are circulated within the College community or externally must bear this logo. Depending on the situation, different logos should be used.

The logo appears in three standard forms: the master logo, secondary logo, and "N" logo initial. Each logo has specific usage requirements that must be followed. Should you find any justified necessity to deviate from these mock-ups, please address your concerns to Marketing and Communications.

LOGO USAGE

- > Our logo has been created specifically for the College. Therefore, it can only be reproduced using an image file, preferably vector format (.ai, .eps), but if a vector format is unavailable or unusable a normal image format will suffice (.tiff, .jpeg, .png etc.).
- > When writing about the College, "Nassau Community College" must be used first and then "NCC" may be replaced in additional mentions.
- > On merchandise, either the full name of the College or the master logo must be used. NCC cannot be used alone on any merchandise.

1



2



3



4



5



6



ALTERNATE USAGE

1. REVERSED MASTER LOGO (COLOR)

The reverse logo with the Nassau Orange "N" is only to be used when placed over a Nassau Blue background. It must not be used over any other background color.

2. REVERSED MASTER LOGO (WHITE)

The reverse logo (all white) may be used when placing it against a dark background. But the primary logo is still preferred.

3. ONE-COLOR MASTER LOGO

When 2-color printing is not available, the master logo is only reproduced in either Nassau blue or Nassau Orange (or black if spot printing is not available).

4. SECONDARY LOGO (BLUE)

The logo is to be used exclusively on the back cover of all printed materials or promotional items and on envelopes in the stationery system. This logo must always print in Nassau Blue. When 2-color printing is not available, it is only reproduced in black. For reverse printing, it is only used on colors from the Nassau color palette.

5. "N" // ICON LOGO

This icon, or "N logo" is to be used in situations where space necessitates it. I.E. Printing on certain vertical signage or small promotional items like pens. This logo can be used in three versions, shown here (left).

6. "N" // HORIZONTAL TEXT LOGO

This icon, or "N logo" is to be used in situations where space necessitates it. I.E. Printing on certain vertical signage or small promotional items like pens, or in any other situation that requires a vertical logo treatment. This logo may be used in any of the three iterations shown (left).

INCORRECT LOGO USAGE

Do not stretch, squash or distort our logos in any way. Do not use any color other than the colors from our palette, grey, black or white. Do not attempt to re-create or deface with other graphics. The benefits of a consistent identity system can only be realized by maintaining discipline throughout all visual communications. The following are examples of inappropriate treatments of the College's logo and alternate logos.

DO NOT:

1. Break the words out of the logo
2. Add any effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.
3. Break up the logo and use the NCC by itself.



EXAMPLE 1

Master logo with sub-name (department, program, event, activity or club).



EXAMPLE 2

College name with sub-name. For font usage, please see the typography guidelines on page 10.



EXAMPLE 3

"N" logo with event name (should be used when Example 1 is not favorable).



EXAMPLE 4

"N" logo with text co-branded with sub-name.



SUB-BRANDING / CO-BRANDING

LOGOS FOR DEPARTMENTS, PROGRAMS, EVENTS AND ACTIVITIES AND CLUBS

There are times when you may want to brand your department, program, club/organization, event or activity along with the Official College name. If you have any questions, please refer to these examples or contact the Department of Marketing and Communications.

Your department program, club/organization, event or activity name should never be used without either the official College name or logo.

HIERARCHY

In order to preserve brand hierarchy, the name of the College should always be distinctly larger than the department program, club/organization, event or activity name, in all instances.



EXAMPLES OF CO-BRANDED PROMOTIONAL ITEM

The size of the main college logo (primary or otherwise) should be considerably larger than the co-branded name/logo. This will preserve our brand hierarchy.

PROMOTIONAL ITEMS

Every individual within the NCC community is a brand ambassador. And the best way to show pride in your school? Maintain the brand! That means colors, styles and logos. Be true to your school, be true to its brand. Make sure to always include the official NCC logo, no matter what the situation.

DO NOT:

1. Put similar colors on top of each other. Refer to page 5 for color combination options.
2. Create your own styles or patterns using the logo. It's better just to keep it simple.
3. Deviate from the NCC color palette (**page 16**)
4. Produce any promotional items without including the Nassau Community College logo, and abiding by its rules (**pages 4-7**)

THIS APPLIES TO:

- > Clothing
- > Accessories (Hats, umbrellas, bags & backpacks)
- > Signage
- > Water Bottles, cups and mugs
- > Pens
- > Etc.



YOU ARE A BRAND AMBASSADOR

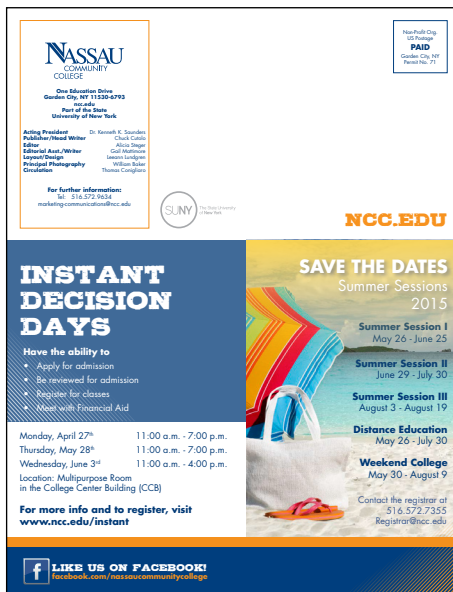
WITH GREAT POWER COMES GREAT RESPONSIBILITY.

There are times when you may want to create promotional items. Whether it be for a program, program, club/organization, event or activity, please use this brand book as your guide. There is no way we can cover every single contingency here, so if you plan to create anything related to the NCC brand, please contact the Office of Marketing and Communications. We'll be happy to answer any questions as to the proper usage of our brand assets. We're here to help.

BY FOLLOWING THESE RULES AND GUIDELINES YOU ARE **SHOWING YOUR SCHOOL PRIDE!**



FRONT COVER:
College Name First



BACK COVER:
Secondary Logo, on white background with College Address

LOGO USAGE IN PRINT

The official NCC logo must be used on the front side of all printed materials and is to be applied as a second reference. Be sure to use the full College name on first reference. We encourage the use of the official logo on a printed background of white, black or Nassau Blue. Preferred placement of the official logo is on the bottom right of the document, but other instances may prevail.

The secondary College logo is to be used exclusively on the back of any printed materials, on envelopes and with the College's address.

DESIGN REQUIREMENTS:

- > The front of all printed communication must display the official logo
- > The official logo is never on the back of printed communications, unless it is also on the front
- > The official logo should be reproduced no smaller than 1-inch wide, or being at a 10% proportion if creating large format printing
- > There must be some space around the official College logo and any other logo alternative so that nothing is touching or overlapping the graphic (i.e., a design element such as flowers or other text)
- > The official logo and any other alternative logo must be printed according to the standards indicated in section II of the NCC Brand Guide "Our College Brand Architecture"



OFFICIAL COLLEGE SEAL

The official seal of Nassau Community College is reserved for official documents. These include items for commencement; diplomas; presidential and trustee documents; or other legal, academic or official College documentation, as well as for our highest awards and certificates. Should the need arise to use the official College seal, please contact Marketing and Communications.

USAGE:

The seal is generally used in one color, either Nassau Blue or Black or on the same as a background. Other instances may call for metallic or embossed techniques.

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}:"'?

ADOBE CASLON PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}:"'?

TYPOGRAPHY

Typography is an essential part of an organized, consistent brand identity system. Three type families are designated for use with Nassau Community College's materials: Avenir, Adobe Caslon Pro and Trade Gothic Condensed. Utilizing these typefaces will support our brand recognition.

The standard typeface families to be used on all Nassau Community College advertising and promotional materials are Avenir and Adobe Caslon Pro. These typefaces can be used together, or Avenir can be used on its own. Avenir can be used for headlines and sub-headings, while Adobe Caslon Pro should be used only in body copy or as caption text.

The suggested weight for Avenir Next is Regular or Bold for headings and body copy and Demi-Bold for subheadings.

TRADE GOTHIC CONDENSED NO. 18

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

TRADE GOTHIC CONDENSED NO. 20

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

HEADLINE USAGE

The power to
Headline

CORRECT

The power to
~~**Headline**~~

INCORRECT

DISPLAY TYPEFACES

For certain advertising and promotional usages, such as our creative campaign: “The Power,” Trade Gothic Condensed is to be the main headline typeface.

USAGE:

Trade Gothic Condensed No. 20 is the primary font used for the single word in main headline. For example, if the headline is “The Power to Achieve” or “The Power to Discover,” this font is used for the word “Achieve” and “Discover.”

Trade Gothic Condensed No. 18 is the secondary font used for the additional words in the main headline. For example, if the headline is “The Power to Achieve” or “The Power to Discover your future,” this font is used for the word “The power to” and “your future.”

Headlines should use initial capitalization. The letter tracking/kerning for all headline text should be set to -25 for “The power to” and around -50 to -60 for the “Headline,” for a slightly compressed look.

The words “The power” should be “tucked” into whatever area in which it fits best according to the main headline word. The words “The power” should also retain a contrasting size relationship to the main headline word. Please use best judgement.

ARIAL

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

TIMES NEW ROMAN

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

ALTERNATE TYPOGRAPHY

If you are creating content that is not design-based, such as an email, text or Word document or for some reason do not have access to the primary typefaces, alternates may be used.

Arial should replace all instances where you would normally use Avenir Next, and Times New Roman should replace any instances where you would normally use Adobe Caslon Pro.

PRIMARY LOCKUP



SECONDARY LOCKUP



TAGLINE LOCKUP

The tagline lockup should be used in all instances except when it is graphically unfavorable.

This logo can also be recreated in using our secondary color palette, but only in the combinations you see here (left).

If doing 2-color printing, use the black and white version displayed at left.

This lockup should not be recreated by any designers, please only use this graphic in the following formats: .eps, .ai, .png.

PRIMARY COLOR PALETTE



PRIMARY ORANGE

PMS 152 C
CMYK 3, 61, 100, 0
RGB 237, 127, 35
HEX #EC7E22



PRIMARY BLUE

PMS 281 C
CMYK 100, 72, 0, 32
RGB 0, 62, 126
HEX #003D7D

SECONDARY COLOR PALETTE



LIGHT BLUE

PMS 7455 C
CMYK 87, 63, 0, 0
RGB 44, 101, 176
HEX #2C65B0



GREEN

PMS 2235 C
CMYK 82, 25, 34, 1
RGB 11, 147, 161
HEX #0B93A1



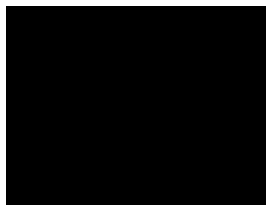
PURPLE

PMS 2613 C
CMYK 71, 100, 25, 14
RGB 100, 25, 107
HEX #64186A



RED

PMS 7623 C
CMYK 26, 100, 100, 38
RGB 137, 0, 0
HEX #890000



BLACK

PMS BLACK 7 C
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000



DARK GRAY

PMS GRAY 10 C
CMYK 0, 0, 0, 80
RGB 100, 102, 104
HEX #646668



LIGHT GRAY

PMS GRAY 9 C
CMYK 54, 45, 43, 9
RGB 122, 122, 125
HEX #7A7A7D

COLOR PALETTES

The consistent use of color is another component of a strong brand system. Two color palettes are included in Nassau Community College's brand guidelines, providing a wide range of creative option. Utilizing the master color palette as often as possible will maximize reinforcement of the NCC brand. Do not vary from or attempt to match these swatches — always refer to the Pantone Matching System for accurate results.

PRIMARY & SECONDARY

When printing in two or more colors, Nassau Community College's master color palette must always be used. Colors in the secondary color palette may only be used in addition to using the two master colors. Any justified exceptions (such as special event pieces or select merchandise) must be approved by Marketing and Communications and abide by the logo standards.

BLACKS, WHITES AND GRAYS

Blacks, whites and grays may be used with the main palette, with the exception of the dictated logo color rules. Please use your best judgement when using these colors.



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 Garden City, NY 11530-6793
 Tel 516.572.XXXX/XX
 Fax 516.572.XXXX
 Jane.Doe@ncc.edu
 www.ncc.edu

**Personalized Letterhead
 (shown at 45%)**

Stock:
 24# Writing Strathmore – 25% Cotton
 Ultimate White Wove



COLLEGE ADMINISTRATIVE SERVICES

**Standard #10 Envelope
 (shown at 45%)**

Stock:
 24# Writing Strathmore – 25% Cotton
 Ultimate White Wove
 No. 10 Commercial Envelope

WHERE SUCCESS STARTS...AND CONTINUES
 Nassau Community College is a unit of The State University of New York sponsored by Nassau County

**Personalized Business Card
 (shown at actual size)**

Stock:
 80# Cover Strathmore
 Ultimate White Wove



JANE DOE
 Director
 College Administrative Services
 One Education Drive
 Garden City, NY 11530-6793
 Tel 516.572.XXX/XX
 Fax 516.572.XXXX
 Jane.Doe@ncc.edu
 www.ncc.edu

LETTERHEAD, ENVELOPES AND BUSINESS CARDS

Stationery is a core component of an institution’s communications system. Therefore, the use of correspondence materials must be approached with disciplined attention to detail and uniformity. The following guidelines have been established in order to carry out an organized and sophisticated appearance of the NCC brand.

The Nassau Community College stationery system is made up of a three-tiered hierarchy including Presidential, Administrative and Faculty/Staff. Each tier is differentiated by paper stock and the number of ink colors used. The design, type style and layout is consistent across all three stationery levels.

Stationery is ordered through the College’s Printing & Publications Department, 516.572.7515.

For a comprehensive guide to the College’s stationery system, see Appendix I.

EDITORIAL STANDARDS

In general, all copy that is included in promotional and other major external informational materials should be developed or reviewed by the Office of Marketing and Communications in order to ensure the consistency, accuracy and conversational tone of information that is shared with the public.

The creation and use of consistent forms of abbreviation, capitalization, italics and punctuation, as well as a similar treatment of words, terms, titles and names is part of creating and maintaining an overall sense of identity and professionalism. We strongly discourage the use of "internal acronyms" or abbreviations that are not widely known. Choose a style guide (Associated Press (AP) Style recommended) and be consistent in using it.

When writing for the web, which is different than writing for print, please refer to the Writing for the Web guidelines produced by the Office of Marketing and Communications.

SIGNAGE, PRODUCT AND MERCHANDISE STANDARDS

CAMPUS SIGNAGE & VEHICLES

The official College identity system must be applied to any new outdoor or indoor directional signs and vehicles acquired by any areas. Please contact the Facilities Management Office at 2-9600 if you are interested in updating any standard interior or exterior wayfinding or directional signage.

For any new exterior signage on campus property or facilities, please contact Marketing and Communications first to facilitate the process. The request may ultimately be reviewed by the Office of Administration and Planning and requires approval of the Assistant Vice President of Maintenance and Operations.





ABOUT



ADMISSIONS



ALUMNI



CONTINUING ED.



NURSING



PROGRAMS/COURSES



TUITION & COSTS



CAMPUS SERVICES



STUDENT LIFE

IMPORTANT:

The title of these templates are for reference purposes only. They can be used for any page. However, if you would like to see them in action, you can see them on the website: www.ncc.edu.

WEB STANDARDS

Our website is one of the strongest marketing tools we have. Therefore, it is important that we retain our brand identity throughout our online channels the same way we do for our more traditional channels. To this end, the Marketing and Communications Department has created templates that you may use to create new web content for your area which follow our brand guidelines. We will make every effort to provide key people in your area with training as to how to maximize your use of the templates and online real estate that your department or area has. If your area does not currently edit your web pages directly for their campus department, please have an administrator or supervisor contact Marketing and Communications to set up training and access.

COLOR AND TYPOGRAPHY STANDARDS

In order to maintain a consistent look and feel throughout our online presence, NCC has designed and programmed predetermined style sheets called Cascading Style Sheets (CSS) for the entire official public facing website. These style sheets include the determination for type face sizes, colors and other formatting options. All editors of the NCC website have access to these styles to format their area's web pages.

CONTENT MANAGEMENT SYSTEM (CMS) TEMPLATES

The following are the templates that have been set up for your use. They have the typography and color standards built, in so all you need to do is add your content. Some are more dynamic than others. To help you decide which template you should use, please contact the Marketing and Communications Department so that we may guide you.

SOCIAL NETWORKING SITES

Social networking sites offer a valuable way to engage and communicate with students, alumni and the public in the life of the College. However, it is critical that we ensure a united presence so that users have a clear understanding of who we are. Marketing & Communications oversees the official Nassau Community College presence on several social networking sites and evaluates whether to launch a presence on new sites as they become available.

Keep in mind that all identity guidelines apply when it comes to social networking sites. We can offer guidance if you're unsure about how to properly use a logo or have other questions about branding issues in these venues. In most cases, it may be best for a group to use existing official College-level channels to broadcast their message. The Marketing Communications team will work with you to make this happen. In a few cases, it may be most useful for a group to create their own presence.

EMAIL SIGNATURES

Electronic signatures are a great way for the College to relay a consistent image. While there are no official guidelines for signatures, it is suggested that you do not use an attached image as a signature, since email systems and users may inadvertently read those messages as spam.

In addition, it is recommended that you use our full name, Nassau Community College, rather than NCC or other acronyms, as well as provide a link back to www.ncc.edu. Other pertinent information to include on your email signature includes your full name, College address, phone number with area code and email address.

Finally, it's much easier to read Helvetica and Arial fonts on the web. We suggest these sans serif options as opposed to serif fonts such as Times New Roman when sending email messages.

PHOTOGRAPHY

Occupying prime real estate, photography is an integral part of the College's identity. The photography style should illustrate a dynamic and vibrant setting, with beautiful composition highlighting students, faculty members, facilities, events, or other aspects of the College campus.

The use of non-professional photographs also raises legal issues, such as photo subject permission and copyright. For these reasons, it is NCC policy that, except in rare cases as deemed by the Office of Marketing and Communications, only photos taken by a professional NCC photographer be used in all print and web external publications.

All photos on the official College website are copyrighted by the Office of Marketing and Communications at Nassau Community College and/or the photographer. The express written consent of the Office of Marketing and Communications must be given prior to their being used by any other department and/or group.

THANK YOU!

Thank you for supporting Nassau Community College's institutional goals in your communications materials and outreach. Together we can help Nassau Community College to increase the College's image and branding efforts.

This edition of the Brand Guidelines published January 2017.

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