Northern College Brand Guidelines
Quick Reference

Northern COLLEGE

Below are the guidelines for implementing Northern College's visual identity. This quick reference document should be used as a reference in conjunction with the full brand guidelines.

Our Logo

Remember, our logo is an integral part of our brand and our ambassador to the world. The logos displayed are the only approved versions of Northern College's logo.

Horizontal Format

Option A – Full Colour

Option B – Black and White

Option C – Grey

Reverse Logo (White)

White logo with one colour

Vertical Format

Option A – Full Colour

Option B –
Black and White

White logo with
one colour

Motto

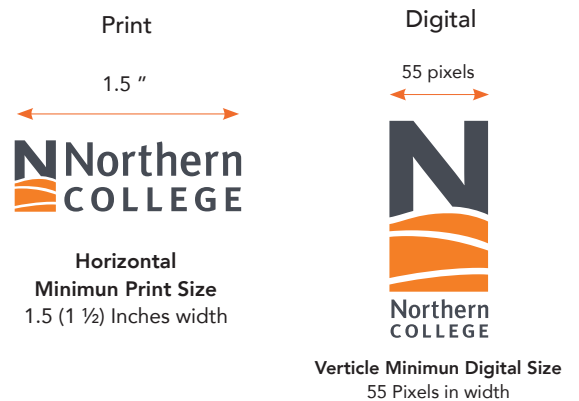Proud to be North. Proud to be Northern.

Personality/Tone

Every brand has a personality and style, reflected through our written and visual communications. Tone of voice is how that personality is conveyed verbally and through written word.

Our brand is:
welcoming, friendly, inclusive

Our tone of voice is:
respectful, professional, truthful

Logo Sizing

If the logo is reduced beyond the minimum size for either application, the logo will lose legibility and will not print or display clearly.

Print

1.5 "

**Horizontal
Minimun Print Size**
1.5 (1 ½) Inches width

Digital

55 pixels

Verticle Minimun Digital Size
55 Pixels in width

Always use the high quality version of the Northern College logo to avoid loss of clarity or pixelization of the logo. Do NOT use the logo on its side, or at an angle, stretch or squish the logo in anyway. For more detailed information see Brand Guidelines Document.

Brand Architecture

These brand lock-ups position the names of Northern College schools and departments in alignment with the parent brand.

Option A – Full Colour

 STUDENT SERVICES

Option B – Grey

 TRAINING DIVISION

Option C – Black and White

 INNOVATION HUB

Option D – Reversed Logo (White) on coloured background

 LIBRARIES

Primary Branded Colours

PANTONE 158 C	PANTONE 11 CP
CMYK C:0 M:62 Y:97 K:0	CMYK C:63 M:52 Y:44 K:33
RGB R:232 G:121 B: 40	RGB R:84 G:88 B:96
HTML ef6e2a	HTML 545860

Secondary Branded Colours

PANTONE 7495 C	C:33 M:10 Y:83 K:21 R:144 G:155 B:68 HTML 909B44
PANTONE 3145 C	C:100 M:0 Y:24 K:30 R:0 G:120 B:142 HTML 00788E
PANTONE 534 C	C:100 M:71 Y:0 K:51 R:27 G:54 B:95 HTML 1B365F

These are a sample of the secondary colours available. You can find all the secondary branded colours in the Brand Guidelines Document.

Typography

The two official fonts used by Northern College are Avenir and Avenir Next. Alternative versions of these fonts are indicated.

(Primary Font)

Avenir Italic

Avenir Roman

Avenir Black

(Secondary font)

Avenir Next Ultra Light

Avenir Next Book

Avenir Next Demi Bold

Avenir Next Heavy

*Equivalent or Alternative Fonts

Arial
Calibri
Helvetica
Myriad Pro
Myriad