

# Northern College Brand Guidelines

## Quick Reference



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

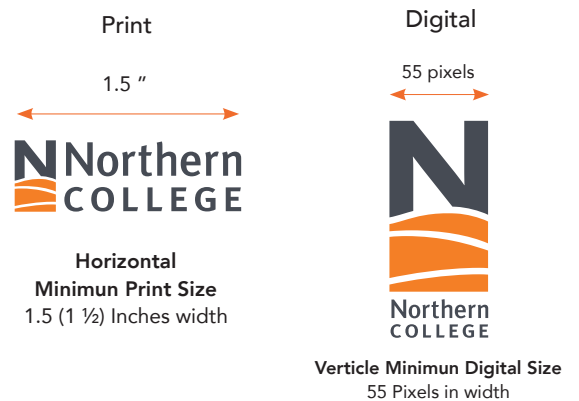
Every brand has a personality and style, reflected through our written and visual communications. Tone of voice is how that personality is conveyed verbally and through written word.

**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.



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



Option B – Grey



Option C – Black and White



Option D – Reversed Logo (White) on coloured background



## Primary Branded Colours

 <p>PANTONE 158 C</p>	 <p>PANTONE 11 CP</p>
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 E87928	HTML 545860

## Secondary Branded Colours

 <p>PANTONE 7495 C</p>	C:33 M:10 Y:83 K:21 R:144 G:155 B:68 HTML 909B44
 <p>PANTONE 3145 C</p>	C:100 M:0 Y:24 K:30 R:0 G:120 B:142 HTML 00788E
 <p>PANTONE 534 C</p>	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