



Brand Guidelines

Proud to be North. Proud to be Northern.

Create a visual language
that synthesizes
classic good design
with who and what
we want to be.

Create ²

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Introduction

Welcome

With the arrival of the new strategic plan, along with the new College vision and mission, we are proud to present an up-to-date and robust Branding Toolkit with Brand Guidelines.

This document acts as a reference for all areas of the College to ensure that any marketing materials or other communications are consistent, effective, and successful.

This toolkit includes our existing and new visual identities of the College with guidelines on appropriate usage of logos, as well as guidelines on typography, colours, and how to use multiple logos within one communication.

This document also includes templates and examples to outline best practices for effective communications for all types of media, with guidelines on standard language and verbiage that is in line with our new vision and mission.

As always, we create and publish communications and marketing campaigns that are inclusive and include diverse of representation.

Alignment

Creativity

Vision and Mission

We have much to be proud of. This kit allows us to present our best and brightest. Please follow these guidelines so we stand together with our brand and strengthen the profile of the College.



Vision

Empowerment through learning to build a better world.

Mission

Building community across the North through partnerships and excellence in education.

Motto

Proud to be North. Proud to be Northern.

Indigenous Statement of Commitment

In aspiring to become the college of choice for Indigenous learners, we shall integrate the recommendations of the Truth and Reconciliation Commission and the Indigenous Education Protocols developed by Colleges and Institutes Canada; and we shall conduct ourselves with the spirit of Indigenous Peoples' Teachings.

Communications: **Language and Words**

Overview

The language and words we use to communicate have a great impact on how that message is received. It is important to be mindful of whether to use verbiage or terms that make sense for people internally at the College as well as external to us and to craft communications that align with who the audience is. Differentiating between communications to staff, to students, and to external audiences is key to relaying messaging effectively.

Golden rules of supportive communication which are the underpinnings of all College messaging:

Be Authentic.

Be Truthful.

Be Warm.

Be Respectful.

Be Relaxed.

Be Professional.

Be Timely.

Be Relevant.

Be Inclusive.

Whether the accounts payable or recruitment department reaches out, the first line of the email will always greet people warmly and the last line will wish them well.

A mantra of sorts

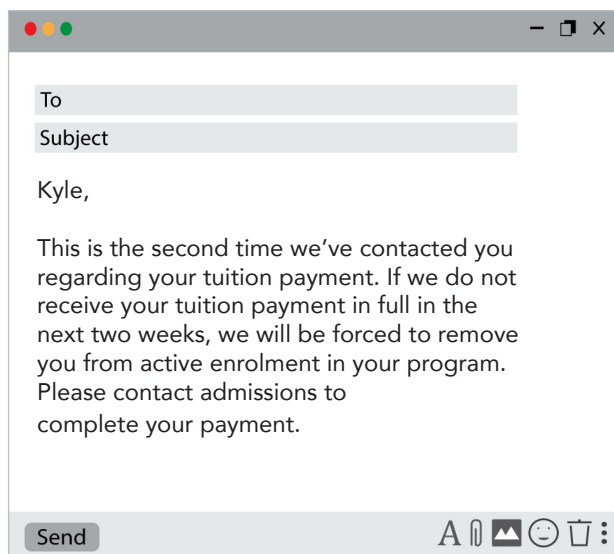
We are in the business of education, which means two things. We are here to inspire, and we are here to support students through their post-secondary journey. We are also here to support those who support, guide and teach students.

How does this apply to written communication?

It is extremely important that we convey these principles as we communicate with students. It is our goal to make them feel connected, cared for and supported during their time with Northern. We can achieve this through the exercise of asking oneself, 'how would I feel receiving this email or communication?'

If the answer is not very good, it may be important to rethink how you've framed your point and if another method (phone/video call or meeting) is preferred.

Always review the email you will be sending, before you hit send. If the message is going out to many people, ask at least one other person to view the message to see if it is missing information, contains errors, or doesn't have a clear call to action. This is as true of emails to coworkers as it is to students.



Start with a warm greeting, something beyond a simple hello.

Let's look at an example of a cold, formal communication:

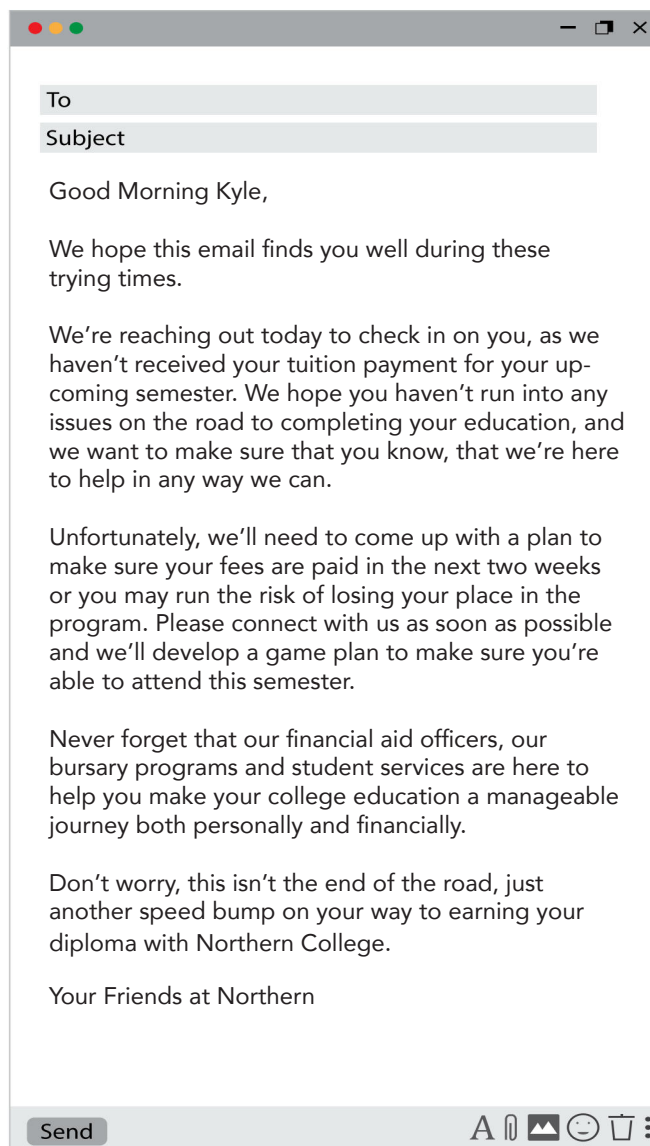
This example ticks all of the basic boxes you require to convey your point. But it is missing something incredibly important. A sense of humanity.

Now, let's look a second example where we keep the human in mind as we craft the communication. So, what is the difference?

There are crucial differences between the two messages, aside from word count, of course.

The first and perhaps the most important difference is tone. Note that the same key points of concern are addressed in the second email, but the language surrounding them is encouraging and empathetic. There is no doubt that life is driven by consequences – they can motivate us or they can make us miserable, but the broader point being made here is that it is not our role to make students feel as though they've made a serious mistake and risk losing out on an opportunity.

The truth of this situation is inherent, we don't need to salt the wound.



What is needed from us is to extend a helping hand, to take this negative situation and turn it into an opportunity to educate, to inform and to uplift.

Aside from email communications, there are of course a multitude of other channels to convey your message. Using language and words in a way that is authentic, truthful, warm, respectful, and relaxed as well as incorporating other tools for effective communications, like call to action and remembering the audience can be extended to communications for all other types of media.

Communications: Media

Overview

As Canadian media theorist Marshall McLuhan said, “the medium is the message”, which means that the nature of the medium, or channel, used to communicate or transmit a message, has a great impact on people’s interpretation and response to the content of the message through that medium.

There are many types of media that can be used for all content or messages that need to be communicated, and can often use multiple channels in an integrated approach, whether it is a large marketing campaign for prospecting and generating leads (i.e. new students, partners, etc) or for communicating with existing clientele/students/partners.

It is important to understand the best means of communicating via each media channel so that the message is most successfully and effectively received, resulting in the desired action or response you are seeking to obtain.

Multi-Channel Integrated Campaigns

With multi-channel integrated campaigns and the nature of the internet, it is important that all communications that are a part of the same messaging or goal have a similar look and feel and ideally will direct people to a specific page of the website that speaks to the communication that should include a simple lead generation form connected to the customer relationship management (CRM) tool to collect email and other info to follow up with the lead to convert them. Directing people to the website also allows us to serve remarketing ads through digital and social ads to users who visit the website.

Print

Most print newspapers in the region are owned by PostMedia and also have a digital presence with a website and social media accounts. Ads can be bought for print, and banner ads or advertorials are also available digitally.

Village Media owns a suite of community news websites throughout the region and beyond where ads can be served as banner ads or advertorials. Village Media supplies average monthly website traffic for most of their sites online, while other news publications can be requested from a sales representative.

Radio

Given that radio is highly localized and, of course, audio only, the way the communication is crafted for the radio is very important and the call to action should be enunciated well.

Demographics of listeners is challenging to obtain. Some radio stations can provide media kits with a breakdown of age and gender distribution, as well as estimated number of weekly listeners. In general, these radio stations typically cater to a particular genre of music (usually easy listening, pop, rock, or country), however most play a variety of music in hopes that listeners will set it and forget it. Anecdotal evidence suggests that there is little to no loyalty to any particular station as people tend to channel surf between stations in range to avoid commercials or songs/segments that they are not interested in.

Most radio stations are either owned by large media companies like Roger and Vista. There are often community radio and independently owned radio stations in most communities as well. The stations owned by larger media companies are able to bundle advertisers’ ads to run on multiple stations, and can also allow for banner ads on their website and social media posts to their accounts.

Television

There is one local television channel in the region, CTV Northern Ontario with news coverage of all of the Northeast and an approximate viewership of over 170,000. TV commercials can be bought to air on CTV Northern Ontario and it is also possible to serve digital ads on their website, including pre-roll video ads.

Social

Nearly 50% of the world's population uses social media - that's about 3.5 billion social media users worldwide, and this increases every year. Internet users spend on average 144 minutes daily on social media, with 91% of all social media users access social platforms via mobile devices. More than 100 million photos and videos are shared on Instagram each day and approximately 350,000 Tweets are posted every minute. That's a lot of people spending a lot of time online.

What social media platform is the best to reach your audience?

Let the data inform your decisions.

Based on demographic information publicly available and reported by these major social media website and apps, we can see that Facebook is the platform with the most active users and a fairly even split between genders, with Instagram (owned by Facebook) following close behind. The most popular age range across all platforms is 18-34, save for Pinterest which has a greater amount of users age 35 and over. Facebook and Instagram have a fairly even spread between genders, however TikTok, Pinterest, and Snapchat skew more female, while Twitter, Reddit, and LinkedIn are predominantly male.

Each of these platforms have a similar, yet unique function which attracts a wide range of people while also having niches of interests where friends, acquaintances, strangers, celebrities, politicians, business, and organizations congregate.

Among the average, everyday person, Twitter has become popular with politicians, news, and sports, Instagram is heavy with celebrities and influencers, Facebook has been around for almost 15 years and attracts many walks of life and advertisers, Pinterest is for moms and DIYers, Reddit has something oddly specific for everyone, LinkedIn's main purpose is for employers, recruiters, and job seekers, YouTube is for longer video content, while TikTok is for short videos.

Platform	Monthly Active Users	Gender		Age Distribution						
		Female	Male	13-17	18-24	25-34	35-44	45-54	55-64	65+
Facebook	2.6 B	44%	56%	5.7%	23.8%	32.5%	16.9%	10.2%	6.3%	4.7%
Instagram	1 B	51%	49%	6.9%	29.3%	33.8%	15.9%	8.1%	3.8%	2.2%
Twitter	330 M	35%	65%	8.3%	27.0%	30.9%	21.1%		12.7%	
Snapchat	229 M	61%	38%	Unavailable						
LinkedIn	690 M	43%	57%		18.3%	63.6%	15.3%		2.7%	
Reddit	430 M	31%	69%	N/A	58.0%		27.0%	19.0%		
TikTok	800 M	59%	41%	N/A	32.5%	30.0%	16.5%	14.0%	7.0%	
Pinterest	367 M	76%	16%	23.0%		35.0%	39.0%	40.0%	40.0%	
Tumblr	400 M	Unavailable		N/A	25.7%	23.9%	17.1%	14.0%	12.8%	6.4%

How does an organization or business stand out from all the other content on social?

Create Engaging Content. Using CTAs in the language of posts, creating contests where we ask followers to like share and tag a friend in the comments for instance for a chance to win some Northern swag, and also creating a campaign to get user-generated content like we did with the victory dance encouraging grads to celebrate on social by using a hashtag. The more engagement a post receives, the more it gets served by the algorithm to reach additional users and the more users will see your post when their friend on social shares or comments on something.

Use content calendars and scheduling tools. This helps ensure you have a steady stream of good quality content in the queue while leaving room for spur of the moment posts or content that is time-sensitive. This also allows you to have more time to monitor engagements on posts so that responses can be timely, accurate, and personal. To be timely, there are often functionality in inboxes on social platforms to automate with "away messages" that get sent on a set schedule, as well as automated responses to pre-established common questions. For accuracy, this can be done by ensuring the individual(s) managing social media accounts have access to up-to-date info and other staff.

To be personal on social, it is ideal to use people's names when possible and to avoid too much automation so that responses are catered to each comment or message. Crafting a personality of a business account also adds a human element that tends to resonate well with others. Organizations can have a personality online and corresponds to the idea that organizations who use social media should know their audience and understand that their followers are human and that those followers know that they are also interacting with a human on the other side of the screen.

Pay attention to trends. Social Media trends manifest from the nature of communicating online. Communication online, which occurs primarily on mobile devices with smaller screens and the fact that online communication is align with the instant, fast-paced world of the internet, results in trends that revolve around quick access to information and simplification of speech. Hashtags (which had their beginnings on twitter), allow people to find posts using that say hashtag. Slang appears usually in the form of acronyms are common on social. Visuals are also a common way for people to simplify their message, with photos, videos, GIFs, and emojis. TL;DL: Too Long, Didn't Read. Attention span has dwindled, and people want answers immediately, which is why videos tend to generate more engagement online and likely why memes have become so popular.

Review performance of social media accounts and posts for each platform regularly to craft your new content to what has worked in the past.

Need to reach more people or promote your offering?

Social media advertising exists as the "sponsored" posts that appear in users' feeds while scrolling through the social media app or website. The term "boost" is specific to Facebook only and is a very limited in how you can customize your targeting and optimize when and how often your "boosted post" is served.

Social ads and organic posts tie in to holistic, integrated marketing campaigns. Advertising campaigns that are delivered from newspaper, tv, radio, outdoor media, or flyers are to also be published to social media and be cohesive across all media. It is especially important for social to tie in with other digital communications, like the website and landing page for a campaign, as well as to ensure you are following up with email communication with new leads that were hopefully captured by a form on the landing page.



Depending on the nature and objective of the advertisement, there are many means of reaching your target audience.

The type of placements available, differs by platform as they each differ slightly in user experience and user interface. Similarly, media types differ slightly and are either photo(s), multiple photos in a carousel, or video. Text often accompanies the media when creating ads in social media advertising portals.

All the social media platforms have similar capabilities for serving ads by user demographics, location, and interests, save for Reddit which does not have ability to target users based on age and gender as the platform does not ask for these details when signing up as a user. Interest targeting uses algorithms and cookies to track users in order to assume what those people are “interested” in based on their internet browsing behaviour. Most platforms allow for advertisers to upload custom email lists to potentially target users who match those emails, as long as the email list is large enough to not infringe on privacy of users (>1000).

What about people who aren’t on social media but browse the internet? Digital marketing is so much more than social media alone.

Digital

Digital media is often a cost effective and successful means of advertising where, similar to social media, there is a ton of data on performance of ads to continually improve the campaign.

The most popular digital advertising method is through Google Ads, which allows for Search Engine ads, YouTube Ads, Digital Display Network banner ads, and even gmail ads.

Most radio stations are owned by large media companies like Roger or Vista and have digital advertising options alongside radio ads. The stations owned by larger media companies are able to bundle advertisers’ ads to run on multiple stations and can also allow for banner ads on their website and social media posts to their accounts. Additionally, most print newspapers in the region are owned by PostMedia and also have a digital presence with a website and social media accounts. Village Media owns a suite of community news websites throughout the region and beyond where ads can be served as banner ads or advertorials. Village Media supplies average monthly website traffic for most of their sites online, while other news publications can be requested from a sales representative.

Advertorials / Sponsored Content

Advertorials are articles provided by an advertiser, which mimics a news article but is clearly labeled as sponsored content supplied by organization that is advertising on the website so readers know that it is not a news article written by a journalist or reporter.

	Facebook	Instagram	Twitter	LinkedIn	Snapchat	Pinterest	YouTube	Reddit	TikTok	Tumblr
Placements	Feeds, Righthand side, Messenger, Marketplace, In-stream video	Feeds, Story	Feed	Feed	Story, AR Lenses	Feed	Pre-Roll, Instream, sidebar	Feed	Feed	Feed
Media Types	Photo, Video, Carousel	Photo, Video, Carousel	Photo, Video	Photo, Video	Photo, Video	Photo, Video	Video	Photo	Video	Photo, Video
Audience Targeting	Custom Demos, Custom Locations, Custom Interests, Email Lists, Lookalike Audience, Devices	Custom Demos, Custom Locations, Custom Interests, Email Lists, Lookalike Audience, Devices	Custom Demos, Custom Locations, Custom Interests, Email Lists, Lookalike Audience, Devices	Custom Demos, Custom Locations, Custom Interests	Custom Demos, Custom Locations, Custom Interests, Email Lists, Lookalike Audience, Devices	Custom Demos, Custom Locations, Custom Interests	Custom Demos, Custom Locations, Custom Interests, Email Lists, Devices	Custom Locations, Custom Interests, Community Targeting	Custom Demos, Custom Locations, Custom Interests	Custom Demos, Custom Locations, Custom Interests

Banner Ads / Digital Display Ads

These types of ads appear on external websites with the goal of having people visiting other websites to click your ad to come to your website for whatever you are promoting. Banner ads are usually images or gifs in standard sizes and placements on the website that appear alongside content on the site.

Banner ads can be bought from the above-mentioned media and can be self-managed using Google Ads. Google Ads allows advertisers to have more control over performance of banner ads by adjusting bids and monitoring clickthrough rates (CTR) of different ads to pause or reallocate budget of ads in a campaign to further optimize while in market. Google Ads allows advertisers to choose what website you desire to serve banner ads on or you can choose for the platform to serve on any website in the Google Display Network (GDN) of publishers and to add exclusion sites as necessary.

Banner ads can also be managed through third-party tools (such as AdRoll) which also serve ads to publisher websites in GDN and can sometimes serve to website that are not available through GDN.

Banner ads, whether managed in Google Ads platform itself or with a third-party tool are usually set-up to target user groups, based on demographics and user behaviour online, as well as by targeting uploaded email lists or by "remarketing" using cookies to track users who visited your website and then serving ads to those users when they browse other websites afterwards.

Search Ads

Google Ads is most noted for Search Ads (Google Ads was previously known as Google Adwords when search ads were the only capability for ads with Google), where an organization can have their search listing appear above organic search listings base on specified keywords. Search Ads are auction based and will appear in search results depending on the bid and Quality Score of the ad (based on CTR and relevancy of website content to targeted keywords).

Search Ads can also be served on Bing, Yahoo, and MSN search engines using Microsoft Ads. This platform operates similar to Google Search Ads, and generally results in a lower Cost Per Click (CPC) although fewer people use those search engines in general compared to Google Search.

YouTube Ads

Google Ads is also where YouTube ads are managed. Within the same platform that advertisers manage their banner ads and search ads, is the ability to serve pre-roll video ads on YouTube.

There are so many types of media that can be used to communicate, market, and reach your target audience with various limitations given the medium itself. The most important aspect to remember when communicating on one or any communication channel is consistency.

Network	Search Ads	Digital Display / Banner Ads	Advertorials / Sponsored Content	Pre-Roll Video	Social Ad Management	Common Banner Ads	Size (px)
Postmedia	No	Yes	Yes	No	Yes	Square	250x250
Village Media	No	Yes	Yes	No	Yes	Small Square	200x200
Metroland	No	Yes	Yes	No	Yes	Banner	468x60
Bell Media	No	Yes	Some Sites	Yes - CTV Sites	Yes	Leaderboard	728x90
Google	Yes	Yes	No	Yes - YouTube	No	Inline Rectangle	300x250
Microsoft Ads (Bing, Yahoo, MSN)	Yes	No	No	No	No	Large Rectangle	336x280
Rogers	No	Yes	No	No	No	Skyscraper	120x600
Vista	No	Yes	No	No	No	Wide Skyscraper	160x600
						Half-Page Ad	300x600
						Large Leaderboard	970x90

Communications: **Visual Identity**

A brand is our story – the product of everything we do and the experience people have with the College.

The brand connects with people and leaves a long lasting impression sometimes without them knowing it does!

The number one rule of branding is consistency. Consistency across all media channels, campaigns, emails signatures, clear language, and between divisions and departments.

The Marketing and Communications department is responsible for ensuring that our brand is consistent, and in doing so, give you the tools to make that easy.

Our Logo

The inspiration for our logo came from the natural environment within which Northern College exists.

Remember, our logo is an integral part of our brand and our ambassador to the world. When we present ourselves consistently, effectively and professionally, that's how we will be recognized. That is why it's so important that you protect our image by following these guidelines.

The logos displayed are the only approved versions of Northern College's logo. No other versions are acceptable and the files cannot be altered in any way.

Horizontal Format



Vertical Format



Safe Zone for Logo Usage

A minimum clear zone requirement serves to protect the integrity of Northern Colleges visual identity.

The logo is displayed to the best effect when surrounded by the safe zone, so no other dominant element (like type or graphic elements) would interfere with its integrity. This applies to both print and digital applications.

In addition to the space is determined by the width and height of the logo, the safe zone includes a distance of "x" extending from all tangents of the logo as indicated below (where "x" represents the height of the uppercase letter of the N in Northern).



Clear zone space is determined by the height of the uppercase N in Northern.



The area indicated in **orange** – the clear zone – must be kept free of graphics, typography, competing backgrounds or the edge of a printed piece/computer screen (i.e. margins).



Logo Colour Variations

To provide versatility based on application and use, acceptable versions of the logo are displayed here. On dark backgrounds, the white (reverse) logo is to be used.



Full Colour - Orange/Charcoal Grey



Charcoal Grey



One Colour (Orange) + Reverse White
on a Charcoal Grey background



Reverse Logo (White)



Reverse Logo (White)
on coloured background



Black and White

Brand Architecture

Corporate (Parent Brand) Level 1

The Northern College brand is the overarching identity of the College. It is the voice used in top level communications and when the College is speaking as one unified entity.

Horizontal Format



Vertical Format



Brand Architecture

Level 2

School & Departments

The Northern College brand is the overarching identity of the college. It is the voice used in top-level communications and when the college is speaking as one unified entity.

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



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

Horizontal

In print, the minimum size the logo can be reduced to should NOT be less than 1.5 inches in width.

Vertical

In print, the minimum size the logo can be reduced to should NOT be less than .75 (¾) inches in width.

Digital

Horizontal

For digital display (example social media), the minimum size the logo can be reduced to should NOT be less than 100 pixels in width.

Vertical

For digital display (example social media), the minimum size the logo can be reduced to should NOT be less than 55 pixels in width.

Horizontal
Minimum Print Size



Horizontal
Minimum Digital Size



Verticle
Minimum Print Size



Verticle
Minimum Digital Size



Please Don't Do This to Our Logo!

Always use the high quality version of the Northern College logo to avoid loss of clarity or pixelization of the logo. Our logo has been carefully typeset to ensure legibility and visual balance. Please read the file type section for more information.

The below examples what **NOT TO DO**.

Use the logo on its side, or at an angle.



Stretch or squish the logo in anyway.



Print the logo in greyscale



Cropping



Drop Shadow



Transparency/Watermark



Scale (increase size or decrease)
separate parts of the logo



Alter the colour of the logo
(refer to colour section for more information)



Apply a gradient



Use any part of the logo separately



Rearrange the elements of the logo



Without the wordmark



Fonts

Consistency of typeface in all forms of communications is important to the successful implementation of these visual identity standards.

The two official fonts used by Northern College are Avenir and Avenir Next. Alternative versions of these fonts are indicated. Avenir is used in publication headlines, body copy and other applications are strongly encouraged.

*Equivalent or Alternative Fonts

Arial
Calibri
Helvetica
Myriad Pro
Myriad

Web Fonts

Is it recommended that web developers use the same web fonts are used currently on northerncollege.ca.

Sans-serif font-family

Helvetica Neue, Arial, Open Sans, Lucida Grande, Lucida Sans Unicode

Serif font-family

Palatino, Book Antiqua, Georgia, Times New Roman

Avenir

(Primary Font)

The official preferred font for all Northern College's publications.
Predominantly used in body text but also used in all other manners of typesetting.

Text Sizing

Headings	16 to 18 point font
Sub Headings	12 to 14 point
Body text	10 point (minimum) font

Avenir Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Avenir Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Avenir Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!+(.,)*

Avenir Next

(Secondary Font)

The official preferred secondary font for all Northern College's publications.
Predominantly used in headings or sub heading to enhance and emphasize the content.

Text Sizing

Headings	16 to 18 point
Sub Headings	12 to 14 point
Body text	10 point (minimum)

Avenir Next Ultra Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Avenir Next Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Avenir Next Demi Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Avenir Next Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

The Colour System
can be used to
create a colour
theme that reflects
your brand or style.

Colour

Primary Branded Colours

Colour plays an important role in how our brand is perceived.

Colour psychology can be used to help build a strong, relatable brand. Colour evokes feeling. It incites emotion. While choosing the right colours can enhance your brand perception, poor colour selection can do damage to your brand image. For instance, if you choose the wrong colours for your content or logo, it can turn out to be less readable, and hard for your audience to understand. Or you can risk being ignored all together.

The Northern College colour system, consists of primary and secondary palettes, and has been thoughtfully selected to create brand harmonization to ensure consistency, hierarchy and visual recognition.



Orange

PANTONE 158 C

CMYK

C=0 M=62 Y=97 K=0

RGB

R= 232 G=121 B= 40

HTML

ef6e2a



Charcoal Grey

PANTONE 11 CP

CMYK

C=63 M=52 Y=44 K=33

RGB

R=84 G=88 B=96

HTML

545860

Secondary Colours

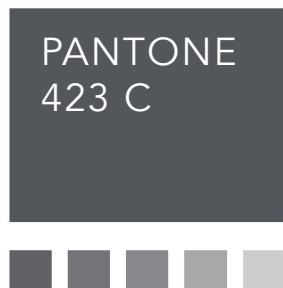
PANTONE 7688 C
CMYK
C=33 M=10 Y=83 K=21
RGB
R=144 G=155 B=68
HTML
909B44



PANTONE 7688 C
CMYK
C=69 M=23 Y=0 K=0
RGB
R=72 G=153 B=213
HTML
4899D5



PANTONE 423 C
CMYK
C=44 M=33 Y=29 K=9
RGB
R=137 G=141 B=150
HTML
898D96



PANTONE 7691 C
CMYK
C=100 M=44 Y=0 K=15
RGB
R=0 G=98 B=157
HTML
00629D



PANTONE 7695 C
CMYK
C=61 M=20 Y=14 K=5
RGB
R=99 G=154 B=183
HTML
639AB7



PANTONE 3145 C
CMYK
C=100 M=0 Y=24 K=30
RGB
R=0 G=120 B=142
HTML
00788E



PANTONE 337 C
CMYK
C=40 M=0 Y=29 K=0
RGB
R=143 G=215 B=198
HTML
8FD7C6



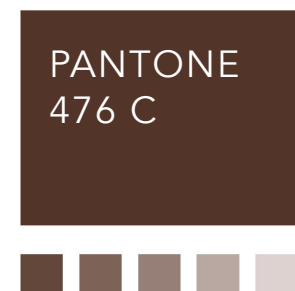
PANTONE 534 C
CMYK
C=100 M=71 Y=0 K=51
RGB
R=27 G=54 B=95
HTML
1B365F



PANTONE 7693 CP
CMYK
C=100 M=55 Y=0 K=37
RGB
R=0 G=73 B=122
HTML
00497A



PANTONE 476 C
CMYK
C=32 M=67 Y=63 K=78
RGB
R=76 G=51 B=39
HTML
4C3327



Colour Contrast - Accessibility

Colour Contrast - Print and Web Accessibility

Colour contrast is a common print and web accessibility issue that is often overlooked. People who may have low vision, or may be colourblind, could encounter some difficulty distinguishing text from a background colour if the contrast is insufficient.

There are nearly three times more individuals with low vision than those with total blindness; and one out of twelve people has some sort of colour deficiency. So, it is critical to consider adequate contrast between text and backgrounds.

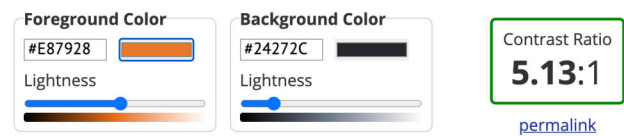
For Level AA web based conformance, WCAG 2.0 Success Criterion 1.4.3 recommends that regular text has a minimum contrast ratio of 4.5:1 and that large text (18-point or 14-point bold) has a minimum contrast ratio of 3:1. The ratios have been scientifically calculated to ensure that text can be read by those with moderate low vision and that contrast is sufficient enough for those who have colour deficiencies. A common question web designers have when addressing colour contrast is what colours to avoid. It is not so much about avoiding colours as much as it is about ensuring that colours used in web design have appropriate contrast.

Though the WCAG recommendation only applies to text, it would be best practice to also make sure that colours used for graphics such as icons have sufficient contrast.

There are many online and downloadable tools available to help you evaluate colour-contrast ratios. Here are a few and work well:

WebAIM's Colour Contrast Checker: This web-based tool allows you to select or enter colour values to test, and provides you with a "pass" or "fail" on your contrast ratio.

ACART's Contrast Checker: This is a straightforward, web-based tool you can use to both check colour contrast and view your selections in grey scale. This tool also allows you to keep a history of the colour combinations you have tested.



Normal Text

WCAG AA: **Pass**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input

Sourced: **WebAIM's Colour Contrast Checker**
webaim.org/resources/contrastchecker/

Giacomo Mazzocato's Accessibility Colour Wheel:

This web-based tool includes several options for testing your colour selections, including simulations of three types of colour blindness. You can also opt to test what your contrast ratio is when the foreground and background colour selections are inverted.

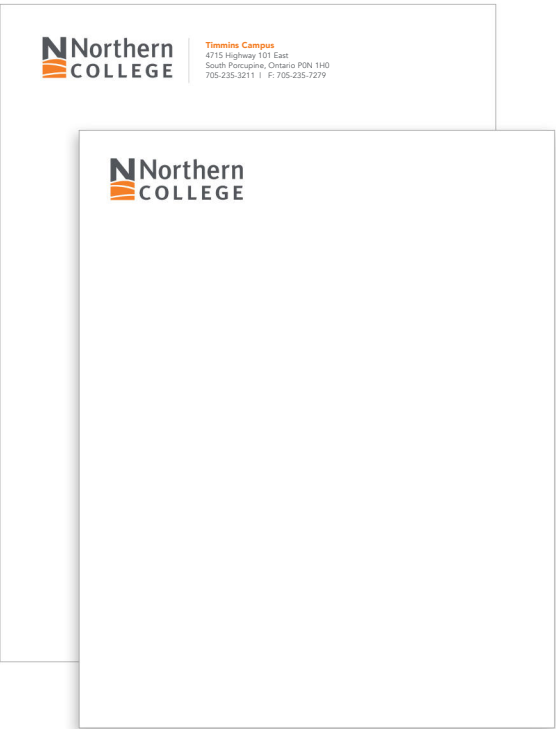
Stationery

Print

Letterhead Templates

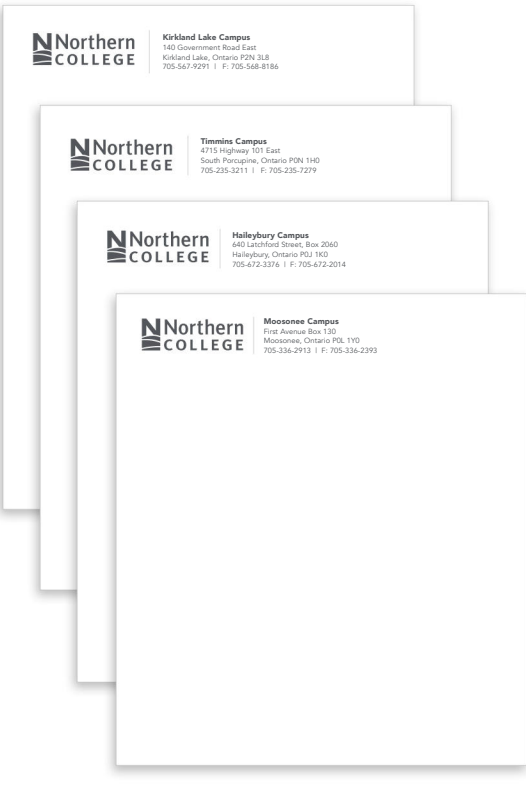
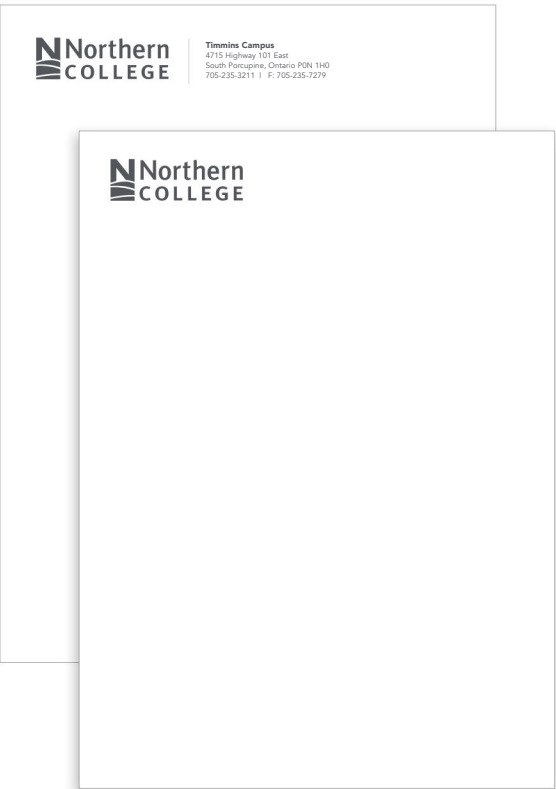
Letter Size

Option A - Full Colour



Letter Size

Option B - Grey



Business Card Templates

Horizontal Layouts

Single Sided



Vertical Layouts

Double Sided Option



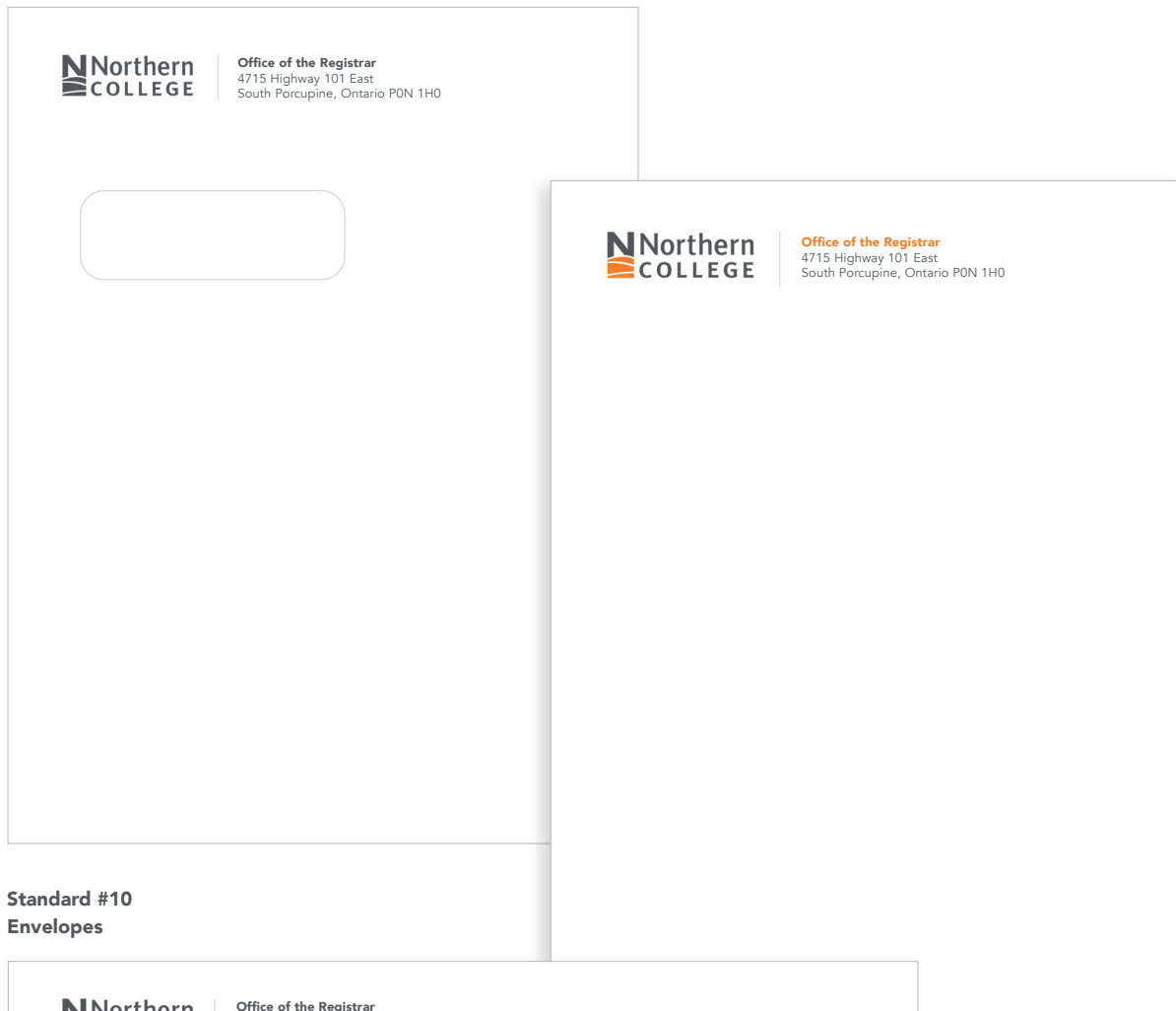
Front



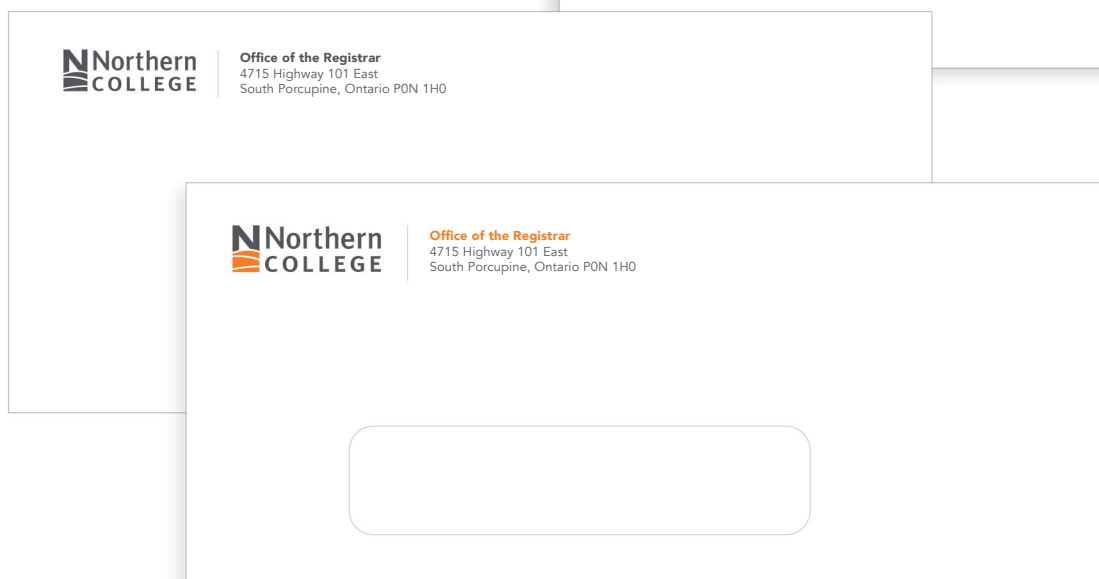
Back

Envelope Templates

9" x 12" Envelopes



Standard #10 Envelopes



Email Signatures

Examples displayed are not to scale

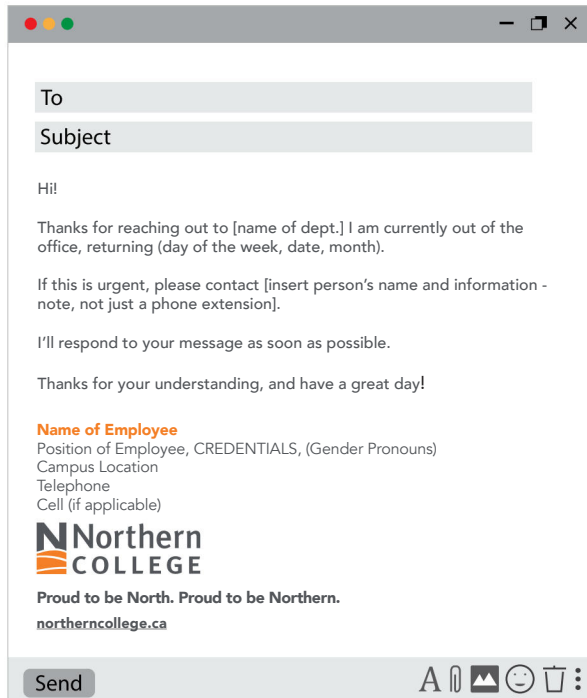
All Northern College employee email signatures are to be in the following formats as indicated below.

Font	Alternative Font
Avenir	Arial
	Calibri

Name of Employee {Bold, 14-16 pt. Colour: Orange or Grey}
Position and Credentials, Gender Pronouns (if applicable) {12 pt.}
Campus {10 pt.}
T. 000-000-0000 {10 pt.}
C. 000-000-0000 (if applicable) {10 pt.}
F. 000-000-0000 (if applicable) {10 pt.}

Northern College Logo {Insert main logo or division}
(or co-branding i.e., Division or Department and include alternative text for the image description - AODA compliancy)
Motto {Bold, 10 pt., Font Colour: Orange}
Website {10 pt., insert Northern College hyperlink}

Example of Automatic Reply



The screenshot shows an email client window with a grey header bar containing window controls. The email body contains the following text:

To

Subject

Hi!

Thanks for reaching out to [name of dept.]. I am currently out of the office, returning (day of the week, date, month).

If this is urgent, please contact [insert person's name and information - note, not just a phone extension].

I'll respond to your message as soon as possible.

Thanks for your understanding, and have a great day!

Name of Employee
Position of Employee, CREDENTIALS, (Gender Pronouns)
Campus Location
Telephone
Cell (if applicable)

Northern COLLEGE

Proud to be North. Proud to be Northern.
northerncollege.ca

Send

Rich text formatting icons: Bold, Italic, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Undo, Redo.

Default Email Signature



The screenshot shows an email client window with a grey header bar containing window controls. The email body contains the following text:

To

Subject

Hello,

Thank you for choosing Northern College and look forward to seeing you on campus this fall!

Sincerely,

Recruitment Team

Name of Employee
Position of Employee, CREDENTIALS, (Gender Pronouns)
Campus Location
Telephone
Cell (if applicable)

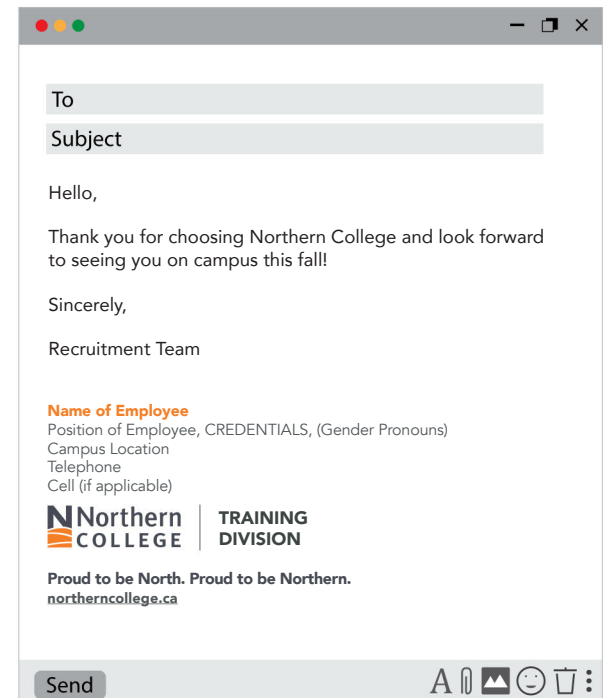
Northern COLLEGE

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northerncollege.ca

Send

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Department or Division Email Signature



The screenshot shows an email client window with a grey header bar containing window controls. The email body contains the following text:

To

Subject

Hello,

Thank you for choosing Northern College and look forward to seeing you on campus this fall!

Sincerely,

Recruitment Team

Name of Employee
Position of Employee, CREDENTIALS, (Gender Pronouns)
Campus Location
Telephone
Cell (if applicable)

Northern COLLEGE | TRAINING DIVISION

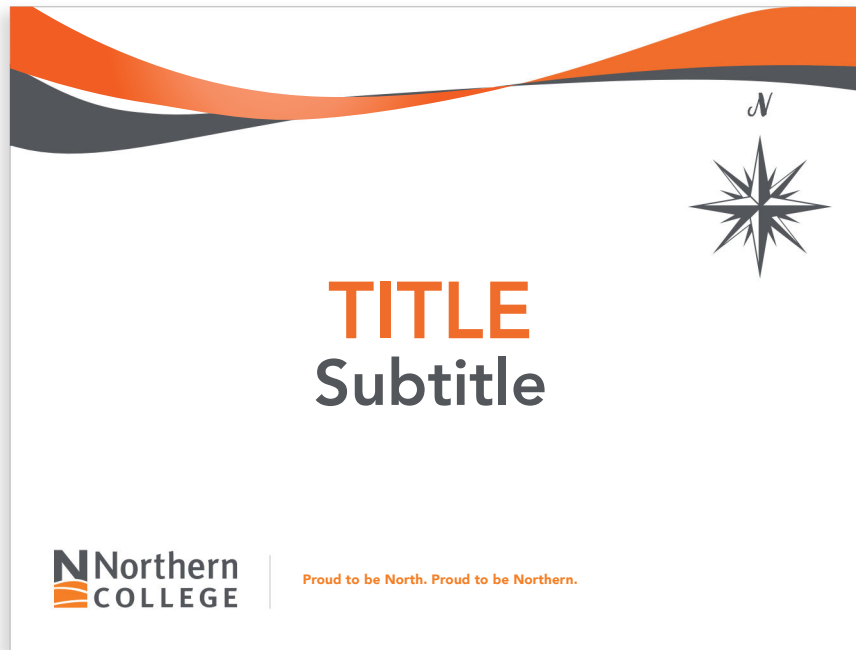
Proud to be North. Proud to be Northern.
northerncollege.ca

Send

Rich text formatting icons: Bold, Italic, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Undo, Redo.

PowerPoint Template

Title Slide



Content Pages





Brand

Guidelines

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