

# NEOSHO COUNTY COMMUNITY COLLEGE

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## Identification Standards Manual





To the NCCC Team,

I am pleased to introduce to you Neosho County Community College's new logo and graphic identity system. It is the result of a comprehensive exploration of the ways in which we might increase the consistency of visual impressions associated with NCCC and build on the institutions premier reputation.

We are fortunate that NCCC is one of the fastest growing community colleges in Kansas and even more fortunate that we are recognized for our high standards and commitment to success. But the institution's graphic identity has lacked consistency in look and message due to the proliferation of many different logos, symbols, colors, and typefaces.

By using a standard NCCC logo and color(s), we can enhance the association of NCCC with premeir quality through visual repetition, and thus help demonstrate the quality and extent of our commitment the premeir experience NCCC provides everyone who associates with our enterprise.

I look forward to seeing the new NCCC logo and graphic identity system in use across our campus and appreciate your participation.

Sincerely,

Dr. Brian Inbody, President

## **The Importance**

Graphic Identity is the sum of all the visual impressions associated with the NCCC name. With numerous incompatible logos, colors, and fonts in use, NCCC's graphic identity has been visual chaos without a consistent visual message.

The impact of any logo depends on consistent use resulting in a large number of impressions over a long period of time. Familiar logos are not "read" as words, BUT processed by the brain visually, evoking a complex set of associations much more powerful than words.

By using a shared NCCC graphic identity system, we can help build upon NCCC's reputation for premier services and experiences. We CAN increase the quality, efficiency and cost-effectiveness of our communications efforts. We can better reflect the diversity of our academic offerings – it will be clear that the many benefits of NCCC, from health care, to adult basic education, to theatre, come from a single institution. And in the long run, we will help cultivate a stronger sense of unity amongst NCCC's various academic and administrative units.

The new NCCC visual identity should be phased in. Existing inventories of print materials may be used up, new materials should incorporate the new graphic standards.

Please do not weaken or undermine NCCC's identity. Use the materials and follow the standards described in this manual.

## **Why**

NCCC is in the process of establishing itself as a premier institute for education. Because of this it is vitally important that the visual elements that represent the college are consistent and uphold the integrity of the standards that are being established.

Historically "Branding" or "Identity Systems" were used for commodities or companies. The educational system did not utilize the methods used to increase awareness of a product for themselves. However, in recent years it has become overwhelmingly obvious that institutions can benefit greatly by putting into practice the same methods companies have been using for years. The success of a brand lies within the institutes ability to implement consistent standards and images. Successful branding only occurs when we present ourselves consistently over time. This consistency will create an emotional connection with our audience, therefore creating a strong brand.

The vast quantity of independent identities and symbols creates confusion in the minds of our audience who consists of prospective students, current students, alumni, parents, and boosters. While visual elements are not the sole component of a brand they are the visual representation and extension. When the visual representation is inconsistent and disjointed, it follows that the perception of the institute can also become inconsistent and or disjointed.

Research indicates that a consistently used identity systems establish the foundation for instant recognition, and higher recall amongst target audiences resulting in an enhanced image.

There are approximately 4,000 colleges and universities in the United States. Standing out amongst the crowd is not only challenging because of the sheer number of completing institutions, but because reaching our audience is becoming more difficult due to tightening budgets. Therefore, every message, and every dollar, that reinforces NCCC's identity counts.

## How to Use This Manual

Each area of NCCC has different needs and applications for print and other types of media. This manual includes sections addressing the use of visual elements and styles across various types of mediums. Included are examples of commonly used materials, appropriate colors, logos and marks, fonts, and examples of inappropriate visual elements.

The goal in developing this manual is to make it as comprehensive as possible, but questions will arise. **Please contact [graphicdesignrequest@neosho.edu](mailto:graphicdesignrequest@neosho.edu) or call the graphic designer for approvals, resources and answers to any question not specifically outlined in the guidelines.**

## Publication Planning and Compliance

**For the benefit of NCCC printed materials should:**

- Be needed and necessary
- Adhere to a consistent style
- Clearly reflect they are part of the NCCC family of publications

**Carefully consider you department's needs and**

- Avoid producing too large a quantity
- Avoid having too many publications by combining materials when possible
- Adhere to a consistent standard of design instead of producing multiple types of materials that seem separate from each other
- Follow the minimal design standards in this manual to help ensure smooth, efficient approval process for you materials

Answers to the following questions will aid you in effectively and efficiently reaching your goal for a publication. By establishing targets and appropriate messages, communications become more effective.

### Ask:

- Is there a better way to reach our audience?
- What is the available budget?
- How many people do we need to reach (number)?
- Who is or who are my target audience(s)?
- What is the most important thing I want our audience to know after reviewing my publication?
- What response or action do I want from the audience?

### To Print or Not to Print?

With the advent of electronic communications, alternative solutions are available to traditional print publications. Because NCCC is a public college it is our obligation to spend money wisely.

**To ensure the most effective and responsible use of funds the following questions should be asked prior to printing:**

- Is this publication absolutely necessary?
- Is there an alternative to a printed piece?

## Minimal Design Standards

**1.** The Neosho County Community College logo should appear clearly and prominently on the front and back (when possible) of publications. It can appear alone or in combination with the name of the area or department, also used in appropriate logo format. As a general rule, the logotype should be no smaller than one half inch on a tri-fold brochure, and proportionately larger for bigger publications.

**2.** The NCCC logos and marks may vary in size, BUT cannot be altered, tampered with, modified, or overprinted, as described in further detail in this manual. No independent or conflicting logos should be used.

**3.** Only approved colors and color combinations can be used.

**4.** The seal should be used for formal or ceremonial documents only. It should not be used in marketing or promotional publications or on promotional merchandise. (To use the seal approval must be granted by the graphic designer.)

**5.** The back of publications should contain (when possible):

- a NCCC logo combined appropriately with the department or area name.
- the college website ([www.neosho.edu](http://www.neosho.edu))
- the name of the department designing the publication and date (month/year) in small print for archival and accuracy purposes.

**6.** In textual content the Neosho County Community College name must be use in full on first reference, and can be shortened to NCCC on second reference. The Neosho County Community College name is preferred in academic material rather than the informal NCCC initials.

\*While these minimum standards apply for the vast majority of campus publications and materials, due to wide ranging needs and methods of communicating that are constantly changing, special circumstances or new type of concepts allow exceptions.

NC  
Logo



Logotype

**NEOSHO COUNTY  
COMMUNITY COLLEGE**

### **What is a trademark?**

A trademark is any logo, image, symbol, name, nickname, letter(s), word, slogan, or derivative used by an organization, company, or institution to identify its goods/services and distinguish the institution from other entities or competitors. It is “owned” by the organization and cannot be legally used outside of the organization without permission.

### **Name, Logotype, and Other Identity Marks**

Our name is the primary means by which we are recognized; therefore, the NCCC name, in the appropriate font that constitutes our logotype, must appear on the front and back (when possible) of all forms of communication. Only approved visual elements or icons may be paired with the logotype to form the logo. The logotype cannot be visually altered, overprinted, paired with unapproved images, boardered, changed proportionally, or otherwise tampered with in any way.

### **Please Note**

The ITC New Baskerville font was customized for the logo and logotype so, **NO PART OF THE NCCC SIGNATURE SHOULD BE RESET OR ALTERED.**

Panther  
Logo





**White Space Required**

No other graphic may encroach within a unit of x on the top, sides, and bottom of the logotype.

Minimal Size for Standard Tri-fold Brochure

**Size and Appearance:**

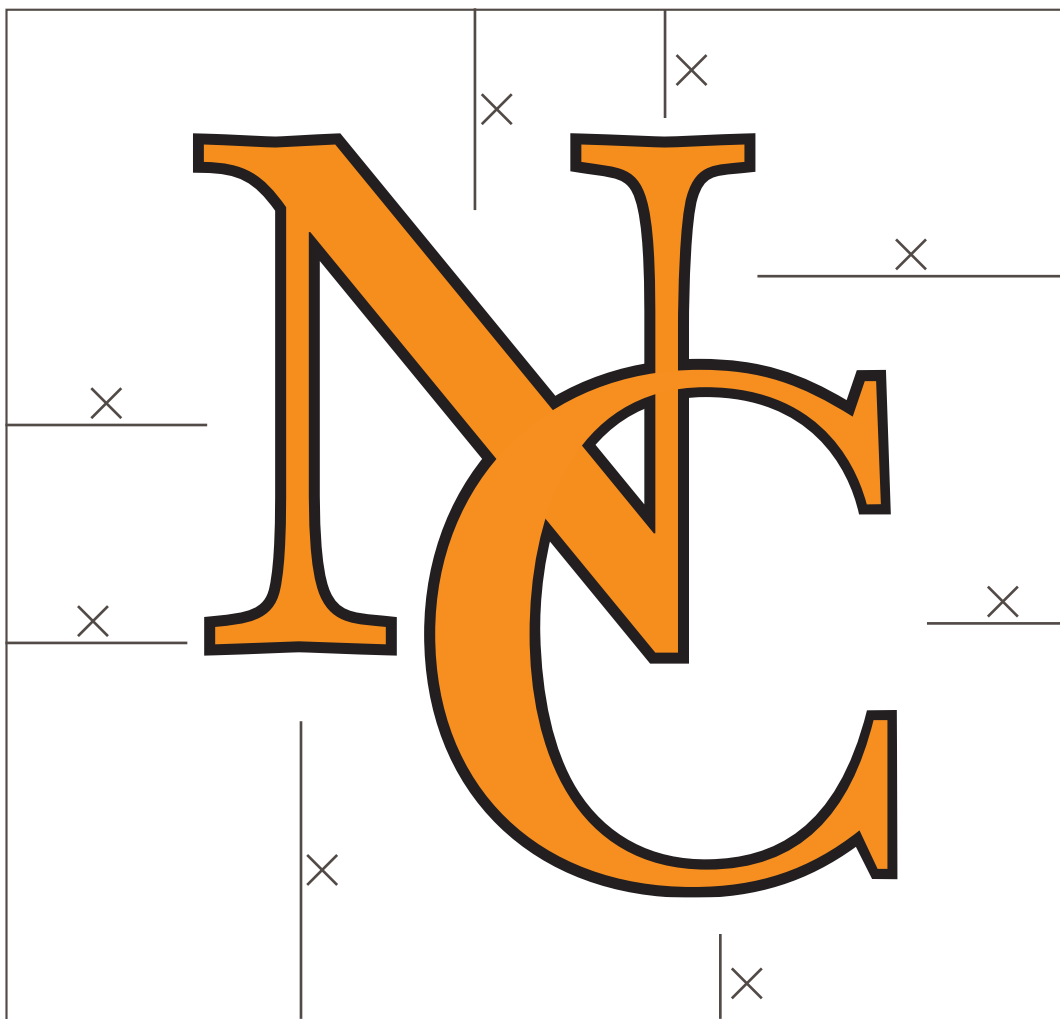
At minimum, the logotype should appear no smaller than one-half inch high on a standard tri-fold brochure and larger on larger publications. In busy or complex designs, it should be surrounded by appropriate white space to set it apart.

**NEOSHO COUNTY  
COMMUNITY COLLEGE** | ½ in.  
min.  
height

**NEOSHO COUNTY  
COMMUNITY COLLEGE**

**NEOSHO COUNTY  
COMMUNITY COLLEGE**





### White Space Required

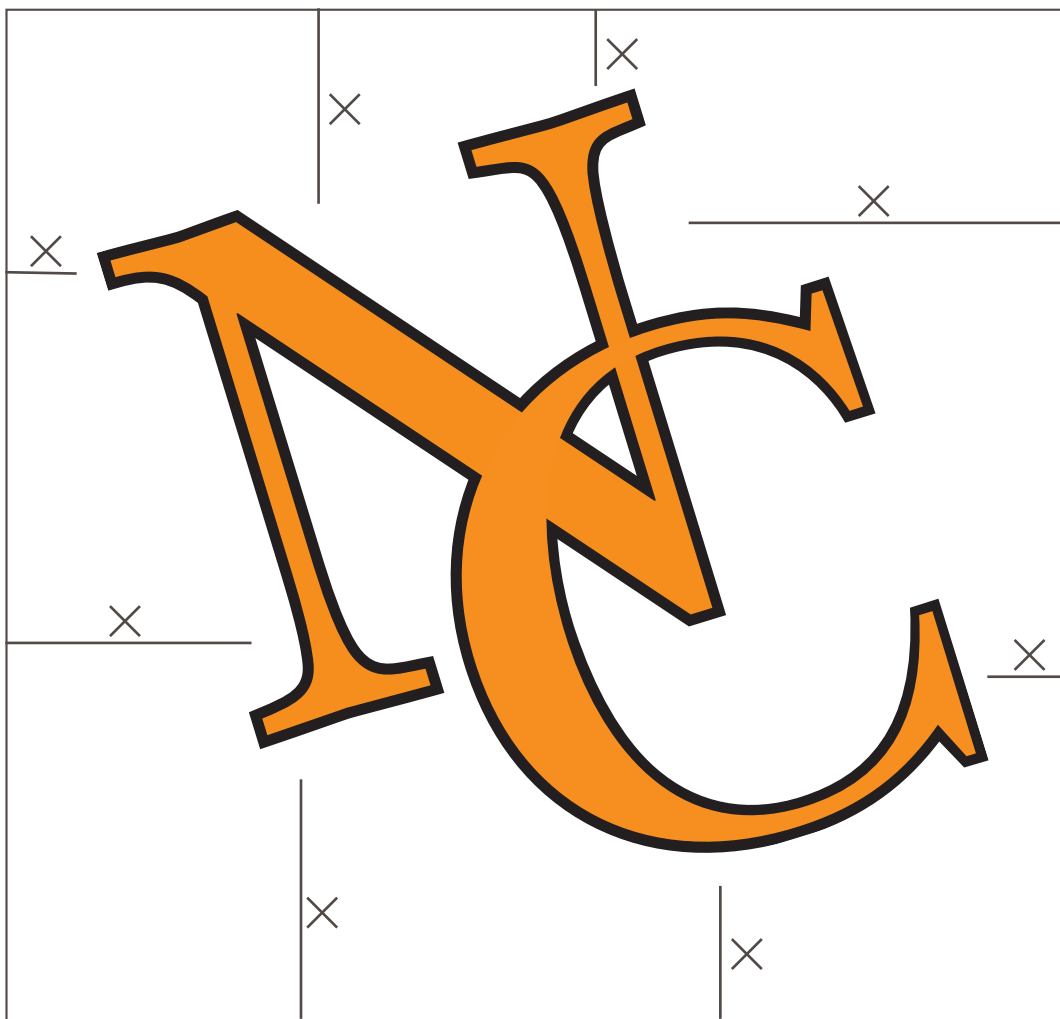
No other graphic may encroach within a unit of x on the top, sides, and bottom of the logo.

### Minimal Size



### On Black





### White Space Required

No other graphic may encroach within a unit of x on the top, sides, and bottom of the logo.

### Minimal Size



### Angle



### On Black



**Logos and Approved Graphic Elements with the Logotype**

The NCCC logotype can be accompanied by the interlocking NC logo or the Panther logo. Both the NC logo and the Panther logo may appear separately from the logotype when used as a graphic support in a publication, provided that standards for use of the logotype are already met in the design. Also, the icons may be used without

the logotype for internal communications, or community projects where the audience is already highly familiar with the symbols.

The NC logo and Panther Logo may not be paired with other type or graphics to create a design which may in any way violate the integrity of the logos or standards presented in this guide.

**Vertical Configuration | Two-Color**



**White Space Required**

No other graphic may encroach within a unit of x on the top, sides, and bottom



**NEOSHO COUNTY  
COMMUNITY COLLEGE**



**NEOSHO COUNTY  
COMMUNITY COLLEGE**



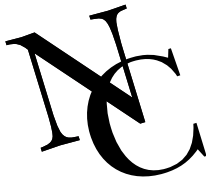
Horizontal Configuration | Two-Color



Vertical Configuration | One-Color



NEOSHO COUNTY  
COMMUNITY COLLEGE



NEOSHO COUNTY  
COMMUNITY COLLEGE

Horizontal Configuration | One-Color



NEOSHO COUNTY  
COMMUNITY COLLEGE



NEOSHO COUNTY  
COMMUNITY COLLEGE

Vertical Configuration | On Black



Horizontal Configuration | On Black



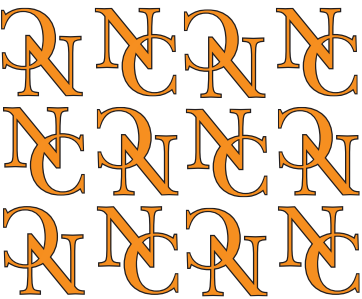
Example of Incorrect Usage



Do not use orange logotype on black background.



Do not use distort logotype in any way.



Do not create a pattern.



Do not rearrange components.



Do not rotate.



Do not resize elements.



Do not use drop shadows.



Do not change colors.



Do not place over a busy background.



Do not overprint on logo or use unofficial fonts.

## **NEOSHO COUNTY COMMUNITY COLLEGE**

Do not change the font of the logotype or logo.



Books Must Be Returned

July 15

Books Available for Pick Up

August 17

**NEOSHO COUNTY  
COMMUNITY COLLEGE**

Do not allow images or typography to encroach upon the required white space around the logo.



**Signatures of Major College Units**

Units within NCCC (campuses, schools, and departments) are eligible for individual signatures with NCCC.

**Sample of Signature**

**NEOSHO COUNTY  
COMMUNITY COLLEGE**

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**Ottawa Campus**

**NEOSHO COUNTY  
COMMUNITY COLLEGE**

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**STARS**

**NEOSHO COUNTY  
COMMUNITY COLLEGE**

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**Mary Grimes School of Nursing**

**NEOSHO COUNTY  
COMMUNITY COLLEGE**

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**Outreach**

**NEOSHO COUNTY  
COMMUNITY COLLEGE**

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**Ottawa Campus**

**NEOSHO COUNTY  
COMMUNITY COLLEGE**

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**STARS**

**NEOSHO COUNTY  
COMMUNITY COLLEGE**

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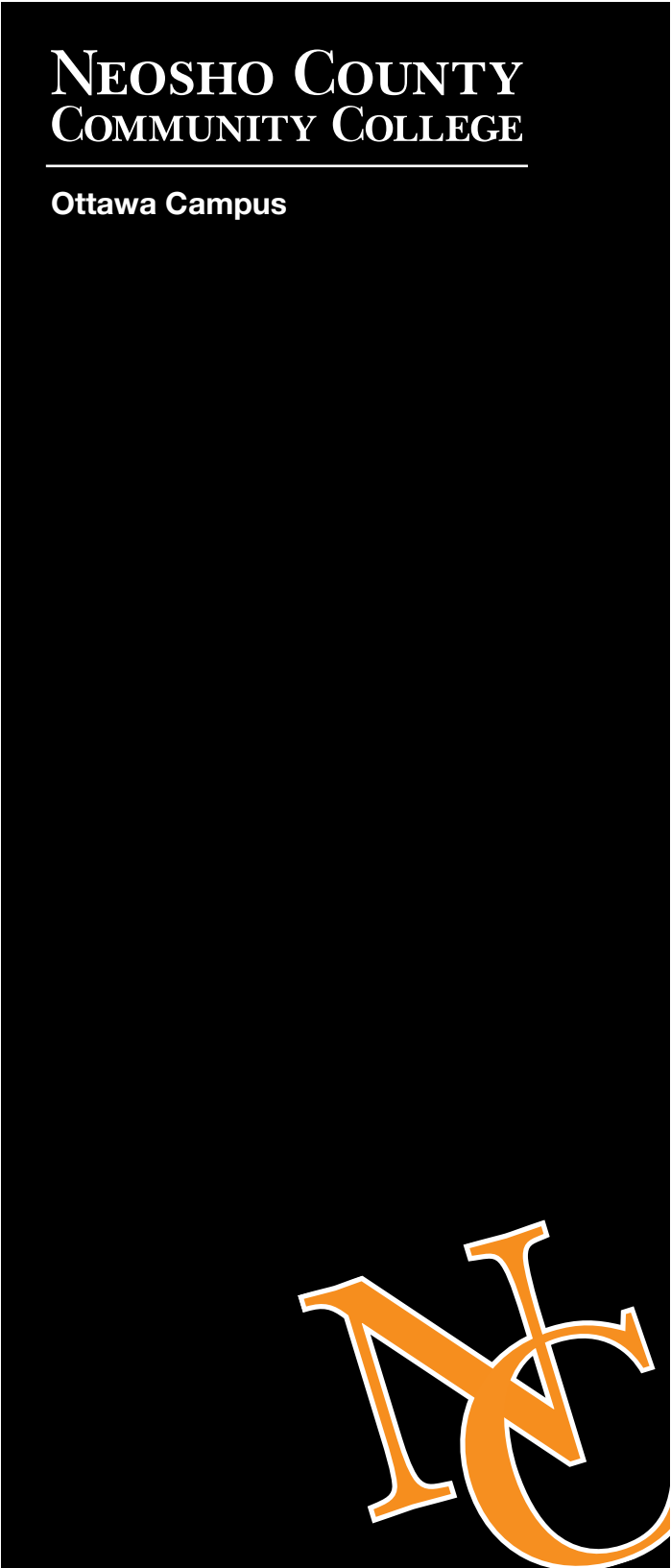
**Mary Grimes School of Nursing**

**NEOSHO COUNTY  
COMMUNITY COLLEGE**

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**Outreach**

Typical Brochure Example



NEOSHO COUNTY  
COMMUNITY COLLEGE

½ in.  
height

Ottawa Campus

1 pt.  
weight

Helvetical Neue Lt Pro  
75 Bold  
12 pt.

The NC Logo is angled at 17 degrees and is cropped right before the lower serif on the letter “C”.



# NEOSHO COUNTY COMMUNITY COLLEGE

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**Ottawa Campus**



# NEOSHO COUNTY COMMUNITY COLLEGE

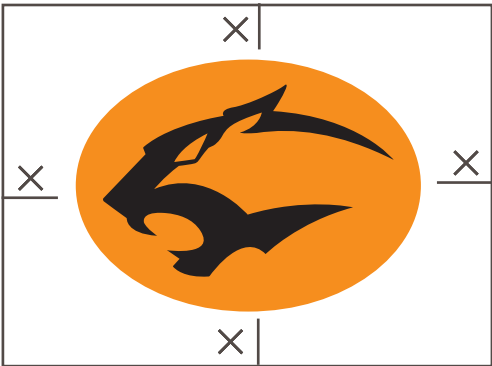
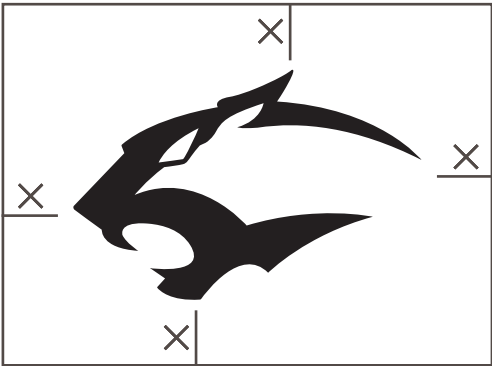
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**Ottawa Campus**



**Acceptable Variations of the Panther Head**

The Panther Head can be right facing or left facing. Clear space requirements must be observed.



**Other Variations of the Panther or Logos**

Are no longer allowed. Shadow panther, paws, different variations on a panther, or any other unofficial logos are not allowed.

Historical Panthers are allowed with special permission.



### Acceptable Oval Variations of the Panther Head

The Panther Head can be right facing or left facing. Clear space requirements must be observed.



Panther Head and Logotype Configuration

Vertical Configuration | One-Color



White Space Required

No other graphic may encroach within a unit of x on the top, sides, and bottom.

Horizontal Configuration | One-Color



White Space Required

No other graphic may encroach within a unit of x on the top, sides, and bottom.

Vertical Configuration | On Black



Horizontal Configuration | On Black



Vertical Configuration | Two-Color



NEOSHO COUNTY  
COMMUNITY COLLEGE



White Space Required

No other graphic may encroach within a unit of x on the top, sides, and bottom.

Horizontal Configuration | Two-Color



NEOSHO COUNTY  
COMMUNITY COLLEGE



White Space Required

No other graphic may encroach within a unit of x on the top, sides, and bottom.



## Example of Incorrect Usage



Do not use distort in any way.



Do not change colors.



Do not create a pattern.



Do not overprint on logo.



Do not use different shapes.



Do not place on a background that doesn't provide sufficient contrast



Do not use drop shadows.

## Use of the College Seal

The college seal is intended for formal and ceremonial purposes.

The seal may be placed on materials for official, formal or ceremonial in nature.

The seal may only be printed in black.

The seal should not be used as a background graphic or design element.



1/2 in.  
min.  
height



### White Space Required

No other graphic may encroach within a unit of x on the top, sides, and bottom.

## Typography

The NC logo and logotype use ITC New Baskerville. ITC New Baskerville, a serif font, and Helvetica Neue Pro, a sans serif font are recommended fonts. These fonts are required for all materials printed as official documents of NCCC. This includes but is not limited to brochures, posters, flyer, and etc.

The NC logo and logotype use ITC New Baskerville but because these elements are enhanced, they should never be reset.



Due to the custom modifications of the elements each are provided as vector art for use.

## ITC New Baskerville

ITC New Baskerville is recommended for body text for business correspondence or as body text in publications.

The ITC New Baskerville font family consists of 8 font weights.

## Examples

Do not contain all options available

Roman

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 \$%&(.,;#!?)

Italic

*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890 \$%&(.,;#!?)*

Black

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 \$%&(.,;#!?)**

## Helvetica Neue Pro

Helvetica Neue Pro is the sans serif font. It's recommended use is for headlines, subheads, bylines, captions, sidebars, and body text for publications.

The Helvetica Neue font family consists of 51 font weights.

## Examples

Do not contain all options available

Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 \$%&(.,;#!?)

Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 \$%&(.,;#!?)

Heavy

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 \$%&(.,;#!?)**

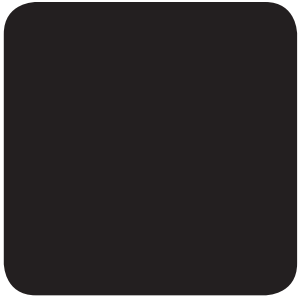
Extended Oblique

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890 \$%&(.,;#!?)*

## **Color Palette**

Color is arguably the most significant identifier that the college uses. Orange and black have long been the identifying colors for NCCC.

### **Primary Palette**



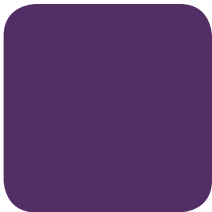
**Black**



**Spot Color: Pantone 021**  
**Process: C0 M53 Y100 K0**

**Secondary Palette**

To assist designers with color decisions, the college encourages use of the following secondary color palette. This palette is meant to guide the design of publications and products and to complement the primary palette.



Spot Color: Pantone 525  
Process: C84 M100 Y45 K5



Spot Color: Pantone 308  
Process: C100 M5 Y0 K47



Spot Color: Pantone 123  
Process: C0 M24 Y94 K0



Spot Color: Pantone 5783  
Process: C6 M0 Y28 K27



Spot Color: Pantone 5517  
Process: C8 M0 Y5 K17



Spot Color: Pantone 7407  
Process: C0 M22 Y85 K11



Spot Color: Pantone 428  
Process: C2 M0 Y0 K18



Spot Color: Pantone 430  
Process: C5 M0 Y0 K45



Spot Color: Pantone 432  
Process: C23 M2 Y0 K77

Stationary System

NEOSHO COUNTY  
COMMUNITY COLLEGE

NEOSHO COUNTY  
COMMUNITY COLLEGE



**First & Last Name**  
Title



785.242.2067 ext 381  
Mobile 620.555.0789  
Home 620.555.1179  
email@neosho.edu

900 E. Logan Street  
Ottawa, KS 66067  
www.neosho.edu  
Fax 785.242.2068  
KS Only 888.466.2688

www.neosho.edu  
KS Only: 800.729.6222

**Chanute Campus**  
800 W. 14th Street  
Chanute, KS 66720  
P: 620.431.2820  
F: 620.431.0082

**Ottawa Campus**  
900 E. Logan Street  
Ottawa, KS 66067  
P: 785.242.2067  
F: 785.242.2068

**Online Campus**  
P: 620.431.2820

NEOSHO COUNTY  
COMMUNITY COLLEGE

800 W. 14th Street, Chanute, KS 66720-2639



## Letterhead

# NEOSHO COUNTY COMMUNITY COLLEGE

1.75 inch  
margin

1.5 inch margin

.75 inch  
margin

This blue space is designated for letter copy. A justified left and rag right format is recommended, as well as 11 pt. type. The vertical margins can vary according to the amount of text. The top margin should always start 1.75 inches from the top of the page.

- Folding Marks

[www.neosho.edu](http://www.neosho.edu)

KS Only: 800.729.6222

## Chanute Campus

800 W. 14th Street

Chanute, KS 66720

P: 620.431.2820

F: 620.431.0082

## Ottawa Campus

900 E. Logan Street

Ottawa, KS 66067

P: 785.242.2067

F: 785.242.2068

Online Campus

P: 620.431.2820

## Email

Email is considered an official document of NCCC. Due to this there must be consistency throughout all emails. Wallpapers or stationary backgrounds are not allowed. No quotes, or advertisements are allowed in emails. The only acceptable taglines are “Enriching Lives” and “Go Panthers”

Fonts acceptable for emails are Helvetica (preferred), Arial, Calibri, Baskerville (preferred), Georgia, or Times New Roman. Body text fonts should be black or blue for easy readability. Orange should never be used as a body text font color. 11pt. or 12 pt. font sizes are preferred.

“Fancy” or unreadable fonts are not allowed.

## Don't

- Use a background
- Use a personal quote or tagline
- Have advertising
- Use “Fancy” or unreadable fonts
- Use orange in body text

## Do

- Use specified fonts
- Use “Enriching Lives” or “Go Panthers!”
- Use specified signature
- Use black or blue in body text

## Signature Structure Example

First and Last Name

Title

Neosho County Community College

800 W. 14th Street

Chanute, KS 66720

620.431.2820 x000

or

First and Last Name

Title

Neosho County Community College

900 E. Logan Street

Ottawa, KS 66067

785.242.2067 x000

Fax numbers, cell numbers, or other pertinent department information can be added to signatures if needed.



# **NEOSHO COUNTY COMMUNITY COLLEGE**

[www.neosho.edu](http://www.neosho.edu)

August 2012