NORTHEAST TEXAS COMMUNITY COLLEGE

LOGO INFORMATION

Alterations of any kind, including arrangement, proportions, and official NTCC colors are prohibited. Construction of the logo from scratch should never be attempted and only approved original digital files or hard copies should be used.

Failure to follow these guidelines can result in confusion in the marketplace. This confusion will most likely transfer to NTCC's image, creating a perception of inconsistency and low quality.

TYPEFACES & ALTERNATES

The official typeface is **Myriad Pro**. Materials printed by Northeast Texas Community College will utilize the typeface on all publication materials.



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

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

If **Myriad Pro** is unavailable for internal college communications (emails, letters, memos, etc.), departments may substitute one of the following sans-serif fonts: **Arial** or **Helvetica**.

COLORS



PMS 2756 C **C** 100 **M** 97 **Y** 26 **K** 19 **R** 19 **G** 31 **B** 107 **WEB-SAFE** #001F5F



PMS 1805 C C 20 M 97 Y 90 K 11 R 179 G 40 B 45 WEB-SAFE #B3282D Arial abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890\$%&(.,:;#!?)

Helvetica abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890\$%&(.,:;#!?) Arial Bold abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890\$%&(.,:;#!?)

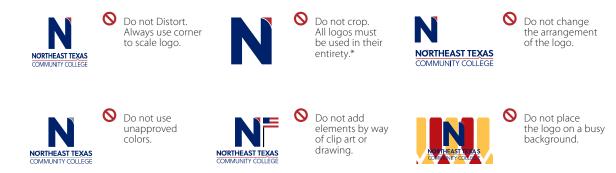
Helvetica Bold abcdefghijkImnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890\$%&(.,:;#!?)

LOGOS & CORRECT USAGE **BLACK & WHITE PRINTING** 70% Black Color: PMS 1805C Color: PMS 2756 C -70% Black **NORTHEAST TEXAS NORTHEAST TEXAS** COMMUNITY COLLEGE COMMUNITY COLLEGE **NORTHEAST TEXAS** Font: Soleil COMMUNITY COLLEGE 70% Black Font: Soleil Light NORTHEAST TEXAS COMMUNITY COLLEGE **NORTHEAST TEXAS** COMMUNITY COLLEGE 70% Black -



LEGAL USES

The college logo is the official mark of the college and is the only logo that can be used to represent college departments and programs. The logo cannot be redrawn, reproportioned, recolored, or altered in any way.



* There may be circumstances where the graphical "N" portion of the logo will need to stand alone without the accompanying college name. Requests to use the logo in this manner will be considered by the marketing department on a case-by-case basis. Any questions about proper logo usage should be directed to the Director of Marketing.

CLEAR SPACE

The logo should always have sufficient clear space. Please use good judgment when incorporating the logo amongst graphics, text, and backgrounds.

fcused

BRAND & LOGO

The brand "focused" should always be aligned with the right edge of the college logo (when they appear together).

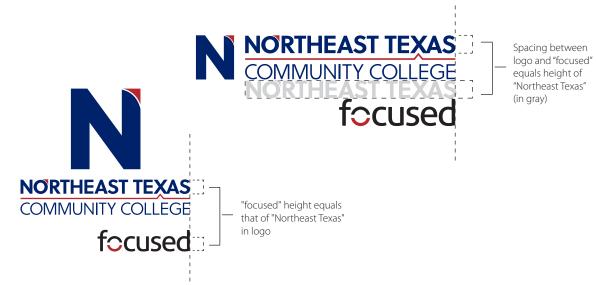
BRAND

It's about us • Only us • What we want



Color: PMS 1805C





CONCEPT FOCUS

- It is the right message for students and their families... *The college is Focused on them.*
- It has multiple meanings ...
- Central, Core, Heart, Target
- The act of cutting out the extraneous
- It implies that the choice is made *You are already Focused.*
- It has strategic ambiguity.
- It's a promise that the college will be *Community-Focused.*
- It's a promise that we will stay *Student-Focused.*
- It's a commitment to helping students be *Career-Focused. Future-Focused. College-Focused.*

AD COPY ALGORITHM



Tagline accompanying "focused" references the specific attribute on which the ad is focused (may come before or after the brand)