

BRAND | **GUIDELINES**



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Our brand is our strength.

Let's work together to promote it.

I. INTRODUCTION: THE IMPORTANCE OF OUR BRAND IDENTITY

What is a Brand?

A brand isn't just a logo or a tagline. Branding refers to everything from logos, the website and other visual representations of the College; to print publications including flyers, brochures and advertising; to every interaction Nassau Community College (NCC) has with students, parents, visitors or the public at large. Each individual in the NCC community is a brand ambassador for the College.

Why do we brand at NCC?

We brand at the College to create and maintain a consistent, professional image to both our internal and external communities.

This guide provides the basic elements of a visual and verbal language to express ourselves in a way that strengthens and consolidates the Nassau Community College brand.

The most important ways by which the College can brand itself are:

- Consistency
- Frequency
- Repetition over time

A clear, consistent, strong brand makes end-users:

- Recognize our high quality and value
- Seek us out as a great place to study and work, and
- Consider investing in our future

Consistent branding also enables the various departments and programs in the College community to take advantage of the reputation of NCC as a whole.

Messages that deviate from our stated branding are confusing, causing brand damage. The goal is to create a unified, widely recognized, positive image of Nassau Community College.

We view this as a living document. Technology and the ever-evolving needs of the College are among the reasons why we will make periodic updates to this guide. Please feel free to email us at marketing-communications@ncc.edu or call us at 516.572.9634 should you have any questions about the Brand Guidelines' use.

II COLLEGE LOGOS

Nassau Community College's logo, or mark, is the single most important piece of our brand. All official materials that are circulated within the College community or externally must bear this logo. Depending on the type of publication (online or print), different logos can and/or should be used.

The College's logo appears in three standard forms: the master logo, secondary logo, and "N" logo initial. Each logo has specific usage requirements that must be followed. Should you find any justified necessity to deviate from these mock-ups, please address your concerns to Marketing and Communications.

Logo Usage

WHEN AND WHERE SHOULD THE COLLEGE LOGO BE USED?

All communication vehicles should contain the College logo.

- Our logo has been created specifically for the College. Therefore, it can only be reproduced using a graphic file (EPS, TIFF, JPEG, GIF, etc.).
- When writing about the College, Nassau Community College must be used first and then "NCC" may be replaced in additional mentions.
- On merchandise, either the full name of the College or the master logo must be used. NCC cannot be used alone on any merchandise.
- We have created a template that must be used when promoting specific departments (see below).

Master Logo



Master Logo *(preferred)*

Used exclusively on the front cover of all printed materials, advertising and letterhead. The 2-color logo must always print in Nassau Orange (PMS 1525) and Nassau Blue (PMS 281) or using matching 4-color-process CMYK values (see color palette on page 12).

Alternate Usage



Reversed Master Logo *(color)*

The reverse logo with the Nassau Orange “N” is only to be used when placed over a Nassau Blue background. It must not be used over any other background color.



Reversed Master Logo *(white)*

The reverse logo must be used in all white when placed over any dark background other than Nassau Blue.



One-Color Master Logo *(one-color)*

When 2-color printing is not available, the master logo is only reproduced in Nassau Blue or Black.

Secondary Logo



Secondary Logo *(blue)*

The secondary logo is to be used exclusively on the back cover of all printed materials and on envelopes in the stationery system. The secondary logo must always print in Nassau Blue (PMS 281) or using matching 4-color-process CMYK values (see color palette on page 12) when color printing is available.

“N” LOGO INITIAL



“N” LOGO INITIAL

The “N” logo initial is to be used only in special instances (on pins, select merchandise, or on banners in repetition) and can only be used with the approval of the oOffice Marketing & Communications.

The 2-color logo must always print in Nassau Orange (PMS 152) and Nassau Blue (PMS 281) or using matching 4-color process CMYK values.

Alternate Usage



Secondary Logo *(black)*
When color printing is not available, the secondary logo is only used in black.



Reversed Secondary Logo *(white)*
The reverse of the secondary logo is only used on Nassau Blue, Black or an approved dark background.

Incorrect Logo Usage

Do not stretch, squash or distort our logos in any way. Do not use any color other than NCC Blue, NCC Orange, black or white. Do not attempt to re-create or deface with other graphics. The benefits of a consistent identity system can only be realized by maintaining discipline throughout all visual communications. The following are examples of inappropriate treatments of the College's logo and alternate logos.



DO NOT
break up the logo and use the NCC by itself.



DO NOT
break the words out of the logo



DO NOT
add any drop shadow effects to any of the logos



DO NOT
add any type of special effects to the logos

Department Logos

USING THE OFFICIAL LOGO WITH YOUR DEPARTMENT NAME

There are times when you may want to brand your department along with the Official College name. Please do not create your own logo. Marketing and Communications will create one for you if it is deemed necessary. Below are some suggested formats. Your department name should never be used without either the official College name or logo. In addition, the department name should never be used in conjunction with the secondary or "N" logo. In order to preserve brand hierarchy, the name of the College should always appear before the name of the department.



Version 1

Master logo with department name.

NASSAU COMMUNITY COLLEGE OFFICE OF THE REGISTRAR

Version 2

College name with department name. For font usage, please see the typography guidelines on page 10.

Logo Usage on Print Publications

The official NCC logo must be used on the front side of all printed materials and is to be applied as a second reference. Be sure to use the full College name on first reference. We encourage the use of the official logo on a printed background of white, black or Nassau Blue. Preferred placement of the official logo is on the bottom right of the document, but other instances may prevail.

The secondary College logo is to be used exclusively on the back of any printed materials, on envelopes and with the College's address.

See the section "Logos and Usage" for further details about each of the College's logo options and standards.

DESIGN REQUIREMENTS

- The front of all printed communication must display the official logo
- The official logo is never on the back of printed communications
- The official logo should be reproduced no smaller than 1-inch wide, proportionately
- There must be some space around the official College logo and any other logo alternative so that nothing is touching or overlapping the graphic (i.e., a design element such as flowers or other text)
- The official logo and any other alternative logo must be printed according to the standards indicated in section II of the NCC Brand Guide "Our College Brand Architecture"

Printed Example of Logo Usage

FRONT COVER

The Official Newsletter of Nassau Community College
NEXUS
 Your College Connection

IT ALL STARTS AT ORIENTATION
 New Student Orientation Gives Nassau Students a Head Start on College Life

BACK COVER

NASSAU
 COMMUNITY
 COLLEGE

One Education Drive
 Garden City, NY 11530-4903
 www.ncc.edu
 A part of the State University of New York

WWW.NCC.EDU

REGISTRATION & APPLICATION INFORMATION
 FALL 2011 SEMESTER
 CURRENT AND ADMITTED STUDENTS MUST REGISTER FOR FALL 2011 NO LATER THAN WEDNESDAY, AUGUST 31

DAY & EVENING CLASSES BEGIN ON THURSDAY, SEPTEMBER 1
WEEKEND COLLEGE CLASSES BEGIN ON FRIDAY, SEPTEMBER 9
ADMISSIONS APPLICATIONS MUST BE COMPLETED BY AUGUST 15
 Call the Admissions Office at 516.572.7345 or check us out online: www.ncc.edu/admissions
CURRENT STUDENTS CAN REGISTER ONLINE AT WWW.NCC.EDU (some restrictions apply)
 Avoid standing in line by registering online!

ACADEMIC ADVISEMENT
 Academic Advisement is available through the Academic Advisement Center (Building 1). Please visit www.ncc.edu/advisementschedule.

f FIND US ON FACEBOOK!
 www.facebook.com/nassaucommunitycollege

OFFICIAL COLLEGE SEAL

The official seal of Nassau Community College is reserved for official documents. These include items for commencement; diplomas; presidential and trustee documents; or other legal, academic or official College documentation, as well as for our highest awards and certificates. Should the need arise to use the official College seal, please contact Marketing and Communications.



The Official Seal

The seal is generally used in one color, either Nassau Blue or Black or on the same as a background. Other instances may call for metallic or embossed techniques.

THE COLLEGE TAGLINE

“Where Success Starts...and Continues” is our College tagline. The tag line is always formatted in all caps and in the typeface Futura Book. Always use three periods between the word “starts” and the word “and.” The tagline may be applied in a single line format or on two lines as displayed below and should only be printed in NCC Blue, black or white on a dark background.

The tagline is used to reinforce the NCC brand. However, due to space limitations, this may not be possible. In most situations, the official logo is sufficient.

WHERE SUCCESS STARTS...AND CONTINUES

Version 1

Single Line, NCC Blue

WHERE SUCCESS STARTS
...AND CONTINUES

Version 2

Double Line, NCC Blue

III TYPOGRAPHY

Typography is an essential part of an organized, consistent brand identity system. Three type families are designated for use with Nassau Community College’s materials: Futura, Times New Roman and Gipsiero. Utilizing these typefaces will reinforce the NCC logos, thereby supporting strong brand recognition.

The standard typeface families to be used on all Nassau Community College materials are Futura and Times New Roman. These typefaces should be used together or interchangeably to reinforce the NCC brand. If Futura is not available, it may be substituted with Helvetica. Times New Roman may be substituted with Times or Times Roman, as available.

For special events materials (invitations), other typefaces may be used in addition to Futura or Times New Roman to allow for creative flexibility. Should you find any justified necessity to deviate from these typography standards, please address your concerns to the Marketing and Communications Department.

Display Font (headlines, titles and subtitles)

The following fonts may be used for display type (headlines, titles and subtitles), small amounts of text and captions.

GIPSIERO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 . , : () !

FUTURA BOLD

A B C D E F G H I J K L M N O P Q R S T V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 . , ; : () “ ” ! ?

Times New Roman Bold

A B C D E F G H I J K L M N O P Q R S T V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 . , ; : () “ ” ! ?

Text Fonts

The following typefaces may be used for text (body copy).
Times New Roman is ideally legible for setting large amounts of text.

TIMES NEW ROMAN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 . , ; : () “ ” ! ?

FUTURA LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 . , ; : () “ ” ! ?

FUTURA BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 . , ; : () “ ” ! ?

IV COLOR PALETTES

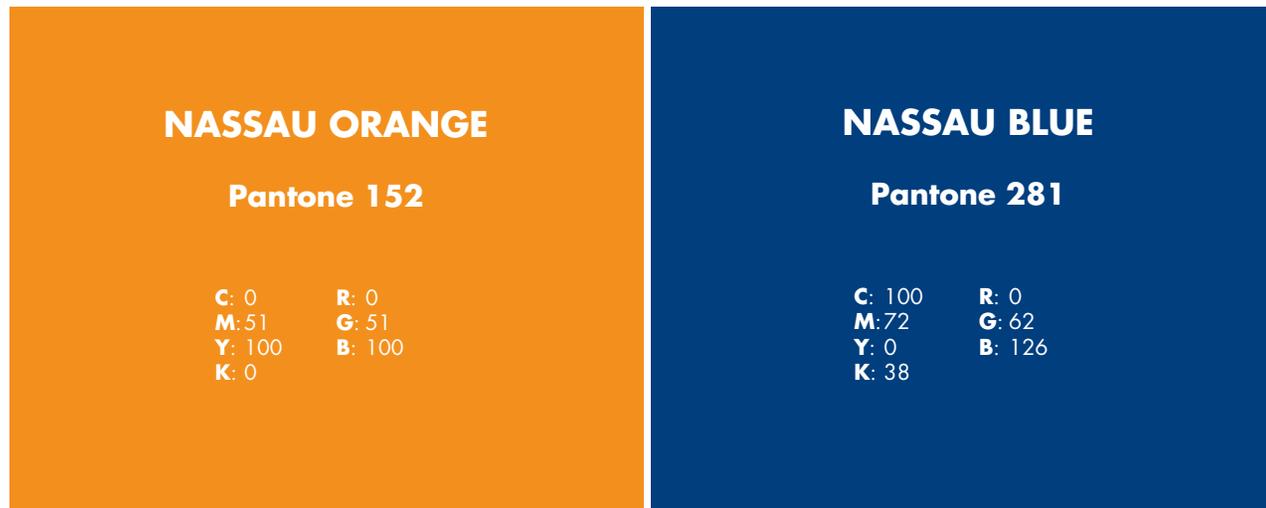
OFFICIAL COLLEGE COLOR PALETTE

The consistent use of color is another component of a strong brand system. Two color palettes are included in Nassau Community College's brand guidelines, providing a wide range of creative option. Utilizing the master color palette as often as possible will maximize reinforcement of the NCC brand.

When printing in two or more colors, Nassau Community College's master color palette must always be used. Colors in the secondary color palette may only be used in addition to using the two master colors. Any justified exceptions (such as special event pieces or select merchandise) must be approved by Marketing and Communications and abide by the logo standards.

When printing in one color, only Nassau Blue or black may be used. Should you find any justified necessity to deviate from these color palettes, please address your concerns to the Office of Marketing and Communications.

Master Color Palette

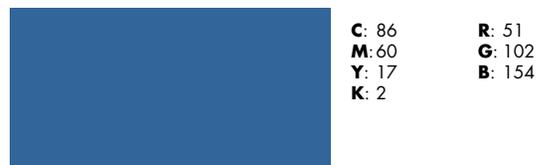


Web-safe hexadecimal (HEX) Conversions



Secondary Color Palette

The Secondary Color Palette includes additional hues which may be used to increase design flexibility for special events pieces, advertising and other special publications (see usage requirements above). They may appear in various tints and combinations.



*Metallic colors are to be used only in special instances and can only be used with the approval of Marketing and Communications.

IV PRINT STANDARDS

Letterhead, Envelopes and Business Cards

Stationery is a core component of an institution's communications system. Therefore, the use of correspondence materials must be approached with disciplined attention to detail and uniformity. The following guidelines have been established in order to carry out an organized and sophisticated appearance of the NCC brand.

The Nassau Community College stationery system is made up of a three-tiered hierarchy including Presidential, Administrative and Faculty/Staff. Each tier is differentiated by paper stock and the number of ink colors used. The design, type style and layout is consistent across all three stationery levels.

Stationery is ordered through the College's Printing & Publications Department, 516.572.7151.

For a comprehensive guide to the College's stationery system, see Appendix I.



JANE DOE
Director
College Administrative Services
One Education Drive
Garden City, NY 11530-6793
Tel 516.572.XXXX/XX
Fax 516.572.XXXX
Jane.Doe@ncc.edu
www.ncc.edu

Personalized Letterhead (shown at 45%)

Stock:
24# Writing Strathmore – 25% Cotton
Ultimate White Wove



One Education Drive
Garden City, NY 11530-6793

COLLEGE ADMINISTRATIVE SERVICES

Standard #10 Envelope (shown at 45%)

Stock:
24# Writing Strathmore – 25% Cotton
Ultimate White Wove
No. 10 Commercial Envelope

WHERE SUCCESS STARTS...AND CONTINUES
Nassau Community College is a unit of The State University of New York sponsored by Nassau County

Personalized Business Card (shown at actual size)

Stock:
80# Cover Strathmore
Ultimate White Wove



JANE DOE
Director
College Administrative Services

One Education Drive
Garden City, NY 11530-6793

Tel 516.572.XXX/XX
Fax 516.572.XXXX
Jane.Doe@ncc.edu

www.ncc.edu

V EDITORIAL STANDARDS

In general, all copy that is included in promotional and other major external informational materials should be developed or reviewed by the Office of Marketing and Communications in order to ensure the consistency, accuracy and conversational tone of information that is shared with the public.

The creation and use of consistent forms of abbreviation, capitalization, italics and punctuation, as well as a similar treatment of words, terms, titles and names is part of creating and maintaining an overall sense of identity and professionalism. We strongly discourage the use of “internal acronyms” or abbreviations that are not widely known. Choose a style guide (Associated Press (AP) Style recommended) and be consistent in using it.

When writing for the web, which is different than writing for print, please refer to the Writing for the Web guidelines produced by the Office of Marketing and Communications.

VI SIGNAGE, PRODUCT AND MERCHANDISE STANDARDS

Campus Signage & Vehicles

The official College identity system must be applied to any new outdoor or indoor directional signs and vehicles acquired by any areas. Please contact the Facilities Management Office at 2-9600 if you are interested in updating any standard interior or exterior wayfinding or directional signage.

For any new exterior signage on campus property or facilities, please contact Marketing and Communications first to facilitate the process. The request may ultimately be reviewed by the Office of Administration and Planning and requires approval of the Assistant Vice President of Maintenance and Operations.

Promotional Materials and Merchandise

Any merchandise or promotional items that campus departments or areas wish to purchase must follow the College’s branding and identity guidelines. If you’re thinking of ordering any promotional materials, contact the Office of Marketing and Communications to assist you in the process.

Some examples of promotional materials and merchandise are:

- pens
- t-shirts
- baseball caps
- pins
- banners
- water bottles

VII ONLINE STANDARDS

WEB STANDARDS

Our website is one of the strongest marketing tools we have. Therefore, it is important that we retain our brand identity throughout our online channels the same way we do for our more traditional channels. To this end, the Marketing and Communications Department has created templates that you may use to create new web content for your area which follow our brand guidelines. We will make every effort to provide key people in your area with training as to how to maximize your use of the templates and online real estate that your department or area has. If your area does not currently edit your web pages directly for their campus department, please have an administrator or supervisor contact Marketing and Communications to set up training and access.

COLOR AND TYPOGRAPHY STANDARDS

In order to maintain a consistent look and feel throughout our online presence, NCC has designed and programmed predetermined style sheets called Cascading Style Sheets (CSS) for the entire official public facing website. These style sheets include the determination for type face sizes, colors and other formatting options. All editors of the NCC website have access to these styles to format their area's web pages.

CONTENT MANAGEMENT SYSTEM (CMS) TEMPLATES

The following are the templates that have been set up for your use. They have the typography and color standards built, in so all you need to do is add your content. Some are more dynamic than others. To help you decide which template you should use, please contact the Marketing and Communications Department so that we may guide you.



About page

About Template



Admissions Page

Admissions Template



Alumni Page

Alumni Template



Continuing Education Page

Continuing Education Template



Nursing Page

Nursing Template



Programs & Courses Page

Programs & Courses Template



Tuition and Cost Page

Tuition & Costs Template



Campus Services Page

Campus Services Template



Student Life Page

Student Life Template

IMPORTANT:

The title of these templates are for reference purposes only. They can be used for any page. However, if you would like to see them in action, you can see them on the website: www.ncc.edu.

SOCIAL NETWORKING SITES

Social networking sites offer a valuable way to engage and communicate with students, alumni and the public in the life of the College. However, it is critical that we ensure a united presence so that users have a clear understanding of who we are. Marketing & Communications oversees the official Nassau Community College presence on several social networking sites and evaluates whether to launch a presence on new sites as they become available.

Keep in mind that all identity guidelines apply when it comes to social networking sites. We can offer guidance if you're unsure about how to properly use a logo or have other questions about branding issues in these venues. In most cases, it may be best for a group to use existing official College-level channels to broadcast their message. The Marketing Communications team will work with you to make this happen. In a few cases, it may be most useful for a group to create their own presence.

EMAIL SIGNATURES

Electronic signatures are a great way for the College to relay a consistent image. While there are no official guidelines for signatures, it is suggested that you do not use an attached image as a signature, since email systems and users may inadvertently read those messages as spam.

In addition, it is recommended that you use our full name, Nassau Community College, rather than NCC or other acronyms, as well as provide a link back to www.ncc.edu. Other pertinent information to include on your email signature includes your full name, College address, phone number with area code and email address.

Finally, it's much easier to read Verdana and Arial fonts on the web. We suggest these sans serif options as opposed to serif fonts such as Times New Roman when sending email messages.

IX PHOTOGRAPHY

Occupying prime real estate, photography is an integral part of the College's identity. The photography style should illustrate a dynamic and vibrant setting, with beautiful composition highlighting students, faculty members, facilities, events, or other aspects of the College campus.

The use of non-professional photographs also raises legal issues, such as photo subject permission and copyright. For these reasons, it is NCC policy that, except in rare cases as deemed by the Office of Marketing and Communications, only photos taken by a professional NCC photographer be used in all print and web external publications.

All photos on the official College website are copyrighted by the Office of Marketing and Communications at Nassau Community College and/or the photographer. The express written consent of the Office of Marketing and Communications must be given prior to their being used by any other department and/or group.

Examples





Thank you for supporting Nassau Community College's institutional goals in your communications materials and outreach. Together we can help Nassau Community College to increase the College's image and branding efforts.

OFFICE OF MARKETING & COMMUNICATIONS

One Education Drive
Garden City, NY 11530
marketing-communications@ncc.edu
516.572.9634