

NORTH FLORIDA COMMUNITY COLLEGE

Design & Style Guidelines

GRAPHIC IDENTITY STANDARDS

Graphic standards provide direction to faculty, staff and students responsible for creating publications, products and websites that represent North Florida Community College. They also help employees and outside graphic designers/printers reproduce the name and logo of the College in a consistent manner. **PLEASE NOTE:** Graphic standards are not meant to inhibit creativity. Their primary function is to help protect and strengthen the image of North Florida Community College.

Purpose of graphic standards:

- Strengthen logo/name recognition
- Integrate communication efforts
- Add consistency to informational pieces
- Guide outside printers and designers
- Provide design direction
- Eliminate confusion

LOGO USAGE

The College logo is the graphical representation of the College. At a glance a person should be able to identify NFCC information and promotion materials as coming from North Florida Community College. Any printed or electronic materials from the College should have a logo on it. Examples are brochures, advertisements, posters, business cards, stationary, newsletters or web versions of the same. If you need a copy of the NFCC logo for your publication or project, please contact College Advancement at ext. 1613 or email news@nfcc.edu.

The official College logo comes in two forms:

COLOR



BLACK & WHITE



The logo colors should not be altered. The burgundy is Pantone color PMS 208C (RGB = R-139 G-35 B-70; CMYK = C-33 M-97 Y-57 K-25). The grey is Pantone color Cool Gray 4C (RGB = R-189 G-189 B-189; CMYK = C-26 M-21 Y-21 K-0).

When using the logo in print, you should use files provided by the College Advancement Office to ensure the best quality. Copying the logo from NFCC's website or from other publications may produce a low quality image.

Avoid stretching or squeezing the logo when resizing it. In most programs the logo can be resized proportionally by holding down the shift button while enlarging or decreasing the logo size.

COLLEGE NAME IN PRINT

Below are the recommended ways to display the North Florida Community College name in print.

NORTH FLORIDA COMMUNITY COLLEGE

(Font: Arial)

North Florida
COMMUNITY COLLEGE

(Font: Impact / Arial)

PRODUCING INFORMATION/PROMOTIONAL MATERIALS

NFCC wants to look its best at all times, especially when sending materials that represent NFCC and its programs/departments out to the public. The NFCC College Advancement Office can create materials, provide templates or offer assistance in creating materials that represent the College – posters, flyers, brochures, videos, etc. College Advancement annually produces the College catalog, course schedules, annual college publications, brochures, event programs, posters and more.

PLEASE NOTE: If you prefer to create your own brochure, poster, etc., it must be approved by the College Advancement Office before going public. This rule is not intended to inhibit creativity, but to ensure that the NFCC logo is used correctly and that the College is putting out a quality product with accurate information.

STATIONARY

The College logo is used on business letterhead and envelopes. Stationary templates are available (color and in black & white) on the NFCC Intranet or by contacting College Advancement. Stationary can be customized for individuals or departments, but the overall layout should not be altered. Employees/Departments may customize letterhead, memo and fax forms from the NFCC stationary templates or call upon College Advancement staff to customize their stationary. Call (850) 973-1613 or email news@nfcc.edu.

BUSINESS CARDS

The College logo is also used on NFCC business cards. NFCC has a set format for its business cards (see below). This format should be used on all business cards representing the College. Business cards may be ordered through the College Advancement Office – call (850) 973-1653 or email news@nfcc.edu.



SPECIAL APPLICATIONS/PROMOTIONAL ITEMS

If you need to include the NFCC logo or a graphic representing the College on any promotional materials (t-shirts, cups, banners, etc.) please contact the College Advancement Office for assistance. It is very important that the logo and NFCC name be used consistently.

THE COLLEGE SEAL

The College Seal appears on diplomas, graduation invitations and graduation programs. The seal is used occasionally for products or publications geared toward alumni or special projects. The seal should not be used in place of the NFCC logo.



OFFICIAL SCHOOL COLORS

NFCC's school colors are burgundy and silver (or grey).

Burgundy:

- Pantone Solid Coated = PMS 208C
- RGB = R-139 G-35 B-70
- CMYK = C-33 M-97 Y-57 K-25

Grey:

- Pantone Solid Coated = Cool Gray 4C
- RGB = R-189 G-189 B-189
- CMYK = C-26 M-21 Y-21 K-0

It is important to use the official colors when having materials printed on or off campus.

CONTACT COLLEGE ADVANCEMENT WITH QUESTIONS

The College Advancement staff has training and experience with creating and producing materials for the College using the above guidelines. We have experience working with printers and off campus sources to ensure that the best quality products are created for NFCC. It is our goal to ensure that all materials representing NFCC are attractive, consistent in appearance, professionally produced and provide accurate, reliable information for the public and the College Community.

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