

NORTHAMPTON COMMUNITY COLLEGE

BRANDING STYLE GUIDE

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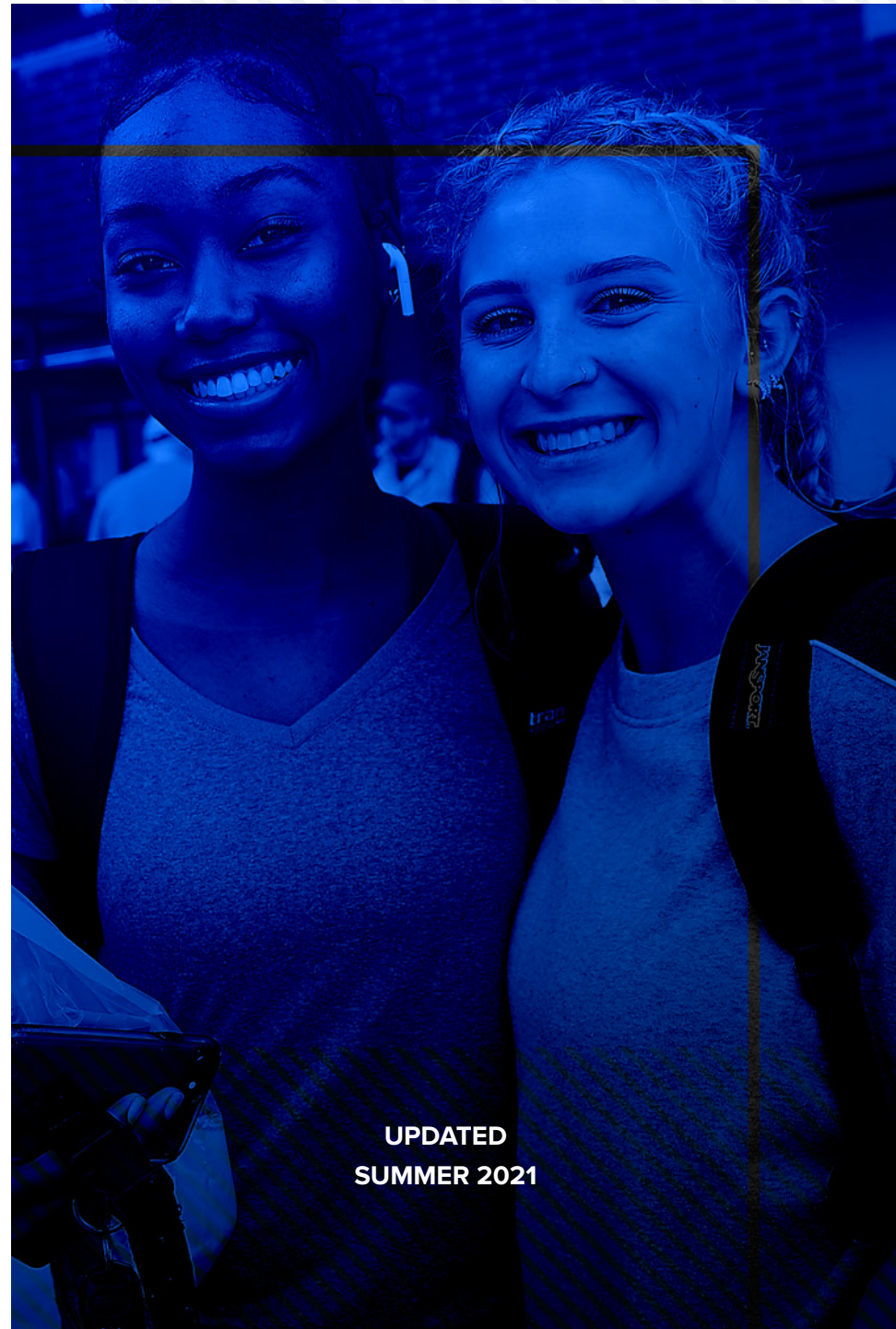
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**UPDATED
SUMMER 2021**



INTRODUCTION

This brand style guide lays the foundation of our visual signature. Through consistent adherence, we seek to strengthen our commitment to the college's mission, vision and values. The identity marks, typography and color information presented in this guide is made available for your use, so that you may help keep our visual signature strong.

PART 1

THE NORTHAMPTON IDENTITY

The Northampton visual identity is the first and last impression used to identify who we are. While our identity is recognizable to many of our students and surrounding community, it is important that we show our strength through consistent branding across physical and social media. Your adherence to these guidelines helps Northampton achieve that goal.



THE WORDMARK

Our wordmark is the primary logo of the college and is used on marketing materials, communications materials, memorabilia and the college website.

NORTHAMPTON
COMMUNITY COLLEGE

THE WORDMARK // 2-COLOR OPTION

The Wordmark

The Northampton N Lockup
The Big N Lockup
The N Icon
Campus Sub-branding
Departmental Sub-branding
Athletics Identity
Incorrect Logo Use
Logo Clear Space

NORTHAMPTON

COMMUNITY COLLEGE

THE WORDMARK // 2-COLOR OPTION

The Wordmark

- The Northampton N Lockup
- The Big N Lockup
- The N Icon
- Campus Sub-branding
- Departmental Sub-branding
- Athletics Identity
- Incorrect Logo Use
- Logo Clear Space

NOTE: NO OTHER COLORS SHOULD BE USED IN THE ONE-COLOR OPTION. CHECK PAGE 38
FOR MORE INFORMATION REGARDING COLOR USE.

NORTHAMPTON
COMMUNITY COLLEGE

THE WORDMARK // ONE COLOR OPTION

NORTHAMPTON
COMMUNITY COLLEGE

THE WORDMARK // WHITE ON DARK BACKGROUND

NOTE: ONE COLOR OPTIONS SHOULD ONLY BE IN BLACK OR WHITE. THE COLLEGE LOGO SHOULD NEVER BE SET IN NCC BLUE OR ANY OTHER COLOR. SPECIAL EXCEPTIONS ARE MADE FOR ONE-COLOR PRINTING. SEE PAGE 37 FOR ADDITIONAL COLOR INFORMATION.

The Wordmark

The Northampton N Lockup
The Big N Lockup
The N Icon
Campus Sub-branding
Departmental Sub-branding
Athletics Identity
Incorrect Logo Use
Logo Clear Space

THE NORTHAMPTON ‘N’ LOCKUP

The stacked Northampton N lockup is a secondary logo to be used in instances where the wordmark may not be suitable. This includes, but is not limited to the website, social media and memorabilia.



THE STACKED NORTHAMPTON ‘N’ LOCKUP // 2-COLOR OPTION

The Wordmark

The Northampton N Lockup

The Big N Lockup

The N Icon

Campus Sub-branding

Departmental Sub-branding

Athletics Identity

Incorrect Logo Use

Logo Clear Space



THE STACKED NORTHAMPTON 'N' LOCKUP // 2-COLOR OPTION

- The Wordmark
- The Northampton N Lockup**
- The Big N Lockup
- The N Icon
- Campus Sub-branding
- Departmental Sub-branding
- Athletics Identity
- Incorrect Logo Use
- Logo Clear Space



THE NORTHAMPTON 'N' LOCKUP // ONE COLOR OPTION



THE NORTHAMPTON 'N' LOCKUP // WHITE ON DARK BACKGROUND

NOTE: ONE COLOR OPTIONS SHOULD ONLY BE IN BLACK OR WHITE. THE COLLEGE LOGO SHOULD NEVER BE SET IN NCC BLUE OR ANY OTHER COLOR. SPECIAL EXCEPTIONS ARE MADE FOR ONE-COLOR PRINTING. SEE PAGE 37 FOR ADDITIONAL COLOR INFORMATION.

The Wordmark

The Northampton N Lockup

The Big N Lockup

The N Icon

Campus Sub-branding

Departmental Sub-branding

Athletics Identity

Incorrect Logo Use

Logo Clear Space

The horizontal Northampton N lockup is a secondary logo to be used in instances where the stacked lockup may not be suitable. This includes, but is not limited to the website, social media and memorabilia.



THE HORIZONTAL NORTHAMPTON 'N' LOCKUP // 2-COLOR OPTION

The Wordmark

The Northampton N Lockup

The Big N Lockup

The N Icon

Campus Sub-branding

Departmental Sub-branding

Athletics Identity

Incorrect Logo Use

Logo Clear Space



THE HORIZONTAL NORTHAMPTON 'N' LOCKUP // 2-COLOR OPTION

- The Wordmark
- The Northampton N Lockup**
- The Big N Lockup
- The N Icon
- Campus Sub-branding
- Departmental Sub-branding
- Athletics Identity
- Incorrect Logo Use
- Logo Clear Space



THE HORIZONTAL NORTHAMPTON 'N' LOCKUP // ONE COLOR OPTION



THE HORIZONTAL NORTHAMPTON 'N' LOCKUP // WHITE ON DARK BACKGROUND

NOTE: ONE COLOR OPTIONS SHOULD ONLY BE IN BLACK OR WHITE. THE COLLEGE LOGO SHOULD NEVER BE SET IN NCC BLUE OR ANY OTHER COLOR. SPECIAL EXCEPTIONS ARE MADE FOR ONE-COLOR PRINTING. SEE PAGE 37 FOR ADDITIONAL COLOR INFORMATION.

The Wordmark

The Northampton N Lockup

The Big N Lockup

The N Icon

Campus Sub-branding

Departmental Sub-branding

Athletics Identity

Incorrect Logo Use

Logo Clear Space

THE “BIG N” LOCKUP

The Big N lockup is a secondary logo to be used in instances where the wordmark may not be suitable. Its use is limited to special promotional projects and social media, and will be distributed on a limited basis.



THE BIG 'N' LOCKUP // TWO COLOR OPTION

The Wordmark
 The Northampton N Lockup
The Big N Lockup
 The N Icon
 Campus Sub-branding
 Departmental Sub-branding
 Athletics Identity
 Incorrect Logo Use
 Logo Clear Space



THE BIG 'N' LOCKUP // TWO COLOR OPTION

- The Wordmark
- The Northampton N Lockup
- The Big N Lockup**
- The N Icon
- Campus Sub-branding
- Departmental Sub-branding
- Athletics Identity
- Incorrect Logo Use
- Logo Clear Space



THE BIG 'N' LOCKUP // ONE COLOR OPTION



THE BIG 'N' LOCKUP // ONE COLOR OPTION

NOTE: ONE COLOR OPTIONS SHOULD ONLY BE IN BLACK OR WHITE. THE COLLEGE LOGO SHOULD NEVER BE SET IN NCC BLUE OR ANY OTHER COLOR. SPECIAL EXCEPTIONS ARE MADE FOR ONE-COLOR PRINTING. SEE PAGE 37 FOR ADDITIONAL COLOR INFORMATION.

- The Wordmark
- The Northampton N Lockup
- The Big N Lockup**
- The N Icon
- Campus Sub-branding
- Departmental Sub-branding
- Athletics Identity
- Incorrect Logo Use
- Logo Clear Space

THE “N” ICON

The “N” icon is used in instances where the wordmark and logo may not be suitable. Its use is restricted to special promotional projects and not available for general use.



THE ‘N’ ICON // ONE COLOR OPTION



THE ‘N’ ICON // ONE COLOR OPTION



THE ‘N’ ICON // ONE COLOR OPTION



THE ‘N’ ICON // ONE COLOR OPTION

NOTE: DO NOT ISOLATE THE ‘N’ OR ANY OTHER PART OF THE LOGO TO USE AS THE NCC BRAND.

NOTE: ONE COLOR OPTIONS SHOULD ONLY BE IN BLACK OR WHITE. THE COLLEGE LOGO SHOULD NEVER BE SET IN NCC BLUE OR ANY OTHER COLOR. SPECIAL EXCEPTIONS ARE MADE FOR ONE-COLOR PRINTING. SEE PAGE 37 FOR ADDITIONAL COLOR INFORMATION.

- The Wordmark
- The Northampton N Lockup
- The Big N Lockup
- The N Icon**
- Campus Sub-branding
- Departmental Sub-branding
- Athletics Identity
- Incorrect Logo Use
- Logo Clear Space

CAMPUS SUB-BRANDING

As our identity grows in the surrounding community, it is necessary to extend the brand to our additional campuses and centers of education.



MONROE CAMPUS // HORIZONTAL SUB-BRANDING



MONROE CAMPUS // STACKED SUB-BRANDING

The Wordmark
 The Northampton N Lockup
 The Big N Lockup
 The N Icon
Campus Sub-branding
 Departmental Sub-branding
 Athletics Identity
 Incorrect Logo Use
 Logo Clear Space



FOWLER FAMILY SOUTHSIDE CENTER // HORIZONTAL SUB-BRANDING



FOWLER FAMILY SOUTHSIDE CENTER // STACKED SUB-BRANDING

- The Wordmark
- The Northampton N Lockup
- The Big N Lockup
- The N Icon
- Campus Sub-branding**
- Departmental Sub-branding
- Athletics Identity
- Incorrect Logo Use
- Logo Clear Space

DEPARTMENTAL SUB-BRANDING

To remain consistent with our branding efforts, the process of creating departmental sub-branding is challenging, and will require patience as we continue to release updates.



HORIZONTAL NORTHAMPTON 'N' SUB-BRANDING EXAMPLES

The Wordmark
 The Northampton N Lockup
 The Big N Lockup
 The N Icon
 Campus Sub-branding
Departmental Sub-branding
 Athletics Identity
 Incorrect Logo Use
 Logo Clear Space



VERTICAL NORTHAMPTON 'N' SUB-BRANDING EXAMPLES

- The Wordmark
- The Northampton N Lockup
- The Big N Lockup
- The N Icon
- Campus Sub-branding
- Departmental Sub-branding**
- Athletics Identity
- Incorrect Logo Use
- Logo Clear Space

The Center for Business & Industry is an extensive part of the College, comprised of many departments. A supplemental guide will be created for the Center for Business & Industry at a future date.



VERTICAL AND HORIZONTAL CENTER FOR BUSINESS & INDUSTRY
SUB-BRANDING SAMPLES

- The Wordmark
- The Northampton N Lockup
- The Big N Lockup
- The N Icon
- Campus Sub-branding
- Departmental Sub-branding**
- Athletics Identity
- Incorrect Logo Use
- Logo Clear Space

ATHLETICS IDENTITY

The Spartan is a reflection of the grit and strength of our students, and the symbol of our student athletes. While the Athletics logo is seen on campus and in the community, its use is limited and managed by the Athletics department. For Athletics logo inquiries, contact Troy Tucker, Athletics Director: 610-332-8692, tucker@northampton.edu



NORTHAMPTON SPARTANS LOGO TYPE // TEAM COLORS



SPARTANS LOGO TYPE // TEAM COLORS

- The Wordmark
- The Northampton N Lockup
- The Big N
- The N Icon
- Campus Sub-branding
- Departmental Sub-branding
- Athletics Identity**
- Incorrect Logo Use
- Logo Clear Space



THE NORTHAMPTON SPARTANS SWORD & N LOGO // TEAM COLORS



THE NORTHAMPTON SPARTANS SOLO N LOGO // TEAM COLORS

- The Wordmark
- The Northampton N Lockup
- The Big N
- The N Icon
- Campus Sub-branding
- Departmental Sub-branding
- Athletics Identity**
- Incorrect Logo Use
- Logo Clear Space



THE NORTHAMPTON SPARTANS LOGO // TEAM COLORS



THE NORTHAMPTON SPARTANS LOGO // TEAM COLORS

- The Wordmark
- The Northampton N Lockup
- The Big N
- The N Icon
- Campus Sub-branding
- Departmental Sub-branding
- Athletics Identity**
- Incorrect Logo Use
- Logo Clear Space

INCORRECT LOGO USE

Maintaining the strength of our brand is everyone's responsibility. Altering our college logos in unapproved ways weakens our brand and creates inconsistency. In order to maintain the brand's strength, it is necessary for all users to do our part and advocate for its proper use.

NORTHAMPTON
COMMUNITY COLLEGE

NEVER USE THE WEBSITE VERSIONS OF THE LOGO

 **NORTHAMPTON**
COMMUNITY COLLEGE

NEVER ADD GRAPHICAL ELEMENTS

NORTHAMPTON
COMMUNITY COLLEGE

NEVER CHANGE OR ADD COLORS

The Wordmark
The Northampton N Lockup
The Big N
The N Icon
Campus Sub-branding
Departmental Sub-branding
Athletics Identity
Incorrect Logo Use
Logo Clear Space

NORTHAMPTON
COMMUNITY COLLEGE

NEVER STRETCH, CONDENSE OR DISTORT THE LOGO

N | **NORTHAMPTON**
COMMUNITY COLLEGE
Astronomy Department

NEVER CREATE YOUR OWN SUB-BRAND



NEVER USE PARTS OF THE LOGO IN ANOTHER LOGO DESIGN



NEVER ISOLATE THE 'N' OR ANY OTHER PART OF THE LOGO TO USE AS THE NCC BRAND

- The Wordmark
- The Northampton N Lockup
- The Big N
- The N Icon
- Campus Sub-branding
- Departmental Sub-branding
- Athletics Identity
- Incorrect Logo Use**
- Logo Clear Space

LOGO CLEAR SPACE

It is important to keep the logo clear of all graphics, type and images. Use this guide when pairing with other logos.

USE THE X-HEIGHT OF THE FIRST "N" IN THE NORTHAMPTON WORDMARK TO CREATE THE NECESSARY CLEARSPACE AROUND THE OVERALL LOGO.



THIS SAMPLE SHOWS USING THE X-HEIGHT OF THE FIRST "N" IN THE NORTHAMPTON WORDMARK TO PAIR WITH ANOTHER LOGO. THIS ASSURES THAT BOTH LOGOS ARE CLEARLY VISABLE.

- The Wordmark
- The Northampton N Lockup
- The Big N
- The N Icon
- Campus Sub-branding
- Departmental Sub-branding
- Athletics Identity
- Incorrect Logo Use
- Logo Clear Space**

USE THE X-HEIGHT OF THE FIRST "N" IN THE NORTHAMPTON WORDMARK TO CREATE THE NECESSARY CLEARSPACE AROUND THE OVERALL LOGO.



THIS SAMPLE SHOWS USING THE X-HEIGHT OF THE FIRST "N" IN THE NORTHAMPTON WORDMARK TO PAIR WITH ANOTHER LOGO. THIS ASSURES THAT BOTH LOGOS ARE CLEARLY VISABLE.

- The Wordmark
- The Northampton N Lockup
- The Big N
- The N Icon
- Campus Sub-branding
- Departmental Sub-branding
- Athletics Identity
- Incorrect Logo Use
- Logo Clear Space**

PART 2

TYPOGRAPHY

Typography is the visual language of our institution. The fonts used for our brand were chosen for their versatile properties in print and digital mediums. The consistent use of the fonts listed in the following pages will help keep the Northampton brand strong, contemporary and professional.



KEYSTONE HALL

PROXIMA NOVA

As the primary sans serif font, Proxima Nova provides a clean and contemporary visual presence. This versatile font is utilized on all publications, updated signage and digital marketing.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NOTE: DUE TO LICENSING RESTRICTIONS, WE DO NOT MAKE THESE FONTS AVAILABLE FOR GENERAL USE. THESE FONTS ARE AVAILABLE IN ADOBE FONTS AS PART OF THE CREATIVE CLOUD SUBSCRIPTION SERVICE.

Proxima Nova
Adobe Garamond Pro
Open Sans
Secondary Typefaces

PROXIMA NOVA CONDENSED

In situations where more space is needed in display or body copy, it is permissible to use Proxima Nova Condensed.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NOTE: DUE TO LICENSING RESTRICTIONS, WE DO NOT MAKE THESE FONTS AVAILABLE FOR GENERAL USE. THESE FONTS ARE AVAILABLE IN ADOBE FONTS AS PART OF THE CREATIVE CLOUD SUBSCRIPTION SERVICE.

Proxima Nova
Adobe Garamond Pro
Open Sans
Secondary Typefaces

ADOBE GARAMOND PRO

Adobe Garamond Pro is the primary serif font, which provides a classic and academic visual signature, and is a great compliment to Proxima Nova.

A

Aa

REGULAR

Aa

ITALIC

Aa

BOLD

Aa

SEMI BOLD ITAL

Aa

BOLD

Aa

BOLD ITAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

NOTE: DUE TO LICENSING RESTRICTIONS, WE DO NOT MAKE THESE FONTS AVAILABLE FOR GENERAL USE. THESE FONTS ARE AVAILABLE IN ADOBE FONTS AS PART OF THE CREATIVE CLOUD SUBSCRIPTION SERVICE.

Proxima Nova
Adobe Garamond Pro
 Open Sans
 Secondary Typefaces

OPEN SANS

Open Sans is the typeface used on the Northampton website. It is not used in print materials or digital advertising. The font is available for download through Google Fonts.



REGULAR

ITALIC

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova
Adobe Garamond Pro
Open Sans
Secondary Typefaces

SECONDARY TYPEFACES

We understand that our official typefaces may not be available to everyone. When it's not possible to use our official fonts, Arial may be used in place of Proxima Nova, and Times New Roman may be used in place of Adobe Garamond Pro. Please limit the use of these fonts whenever possible.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IT IS PERMISSIBLE TO USE ARIAL IN PLACE OF PROXIMA NOVA.

TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IT IS PERMISSIBLE TO USE TIMES NEW ROMAN IN PLACE OF ADOBE GARAMOND PRO.

NOTE: THESE SECONDARY FONTS ARE AVAILABLE AS DEFAULT FONTS ON WINDOWS AND MAC OPERATING SYSTEMS.

Proxima Nova
Adobe Garamond Pro
Open Sans

Secondary Typefaces

PART 3

COLOR

The use of color sets the tone of our brand, and contributes to the strength of our message through consistent use. Our secondary palette increases flexibility in our print and digital communications. It is important to adhere to the information regarding the use of our official colors and our extended palettes.



OFFICIAL COLORS

Northampton Blue is the dominant color of our brand. Its academic quality lends to our bold spirit and sense of community. White acts as a neutral compliment to our dominant color, while orange is used as an accent.

PMS 2935
 R: 0 G: 85 B: 184
 C: 100 M: 68 Y: 4 K: 0
 #0056B8

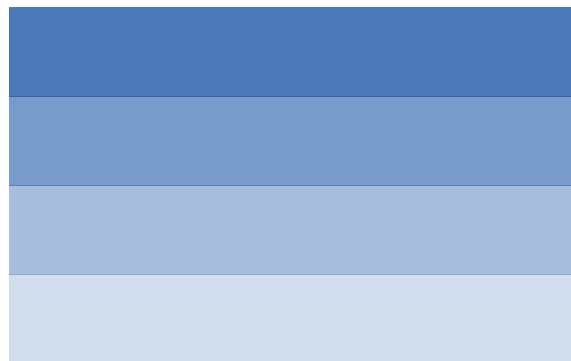
WHITE
 R:255 G:255 B:255
 C:0 M:0 Y:0 K:0
 #FFFFFF

PMS ORANGE 021
 R:252 G:80 B:0
 C:0 M:83 Y:100 K:0
 #FC5000

PMS ORANGE 021 IS USED AS AN ACCENT COLOR. IT SHOULD NOT BE USED AS A REPLACEMENT FOR NORTHAMPTON BLUE. ADDITIONALLY, NO OTHER COLORS SHOULD BE USED AS AN ACCENT COLOR.

DUE TO THE INCONSISTENT NATURE OF COMPUTER MONITORS AND PRINTER OUTPUT, THE COLORS LISTED BELOW MAY NOT MATCH THE PANTONE SYSTEM.

SPECIAL CONSIDERATIONS WILL NEED TO BE CONSIDERED WHEN WORKING IN THE CMYK COLOR SPACE IN REGARDS TO PMS 2935.



IT IS PERMISSIBLE TO USE DIFFERENT OPACITIES OF PMS 2935 IN YOUR DESIGN WORK. DO NOT CHANGE OPACITIES IN THE COLOR OF THE LOGO.

ONE COLOR OPTIONS SHOULD ONLY BE IN BLACK OR WHITE. THE COLLEGE LOGO SHOULD NEVER BE SET IN NCC BLUE OR ANY OTHER COLOR. SPECIAL EXCEPTIONS ARE MADE FOR ONE-COLOR PRINTING.

Official Colors

Expanded Color Palette

Web Colors

Athletics Colors

EXPANDED COLOR PALETTE

The expanded color palette should be used sparingly. While this adds flexibility for our various messaging efforts, these colors should never replace the Northampton Blue, or be dominant in any publication.

NOTE: PMS ORANGE 021 IS USED AS AN ACCENT COLOR ON THE COLLEGE LOGO. DO NOT USE OTHER EXPANDED COLORS AS AN ACCENT COLOR ON THE NORTHAMPTON LOGO.



PMS 1665
R:224 G:68 B:3
C:7 M:87 Y:100 K:0
#0B5740



PMS ORANGE 021
R:252 G:80 B:0
C:0 M:83 Y:100 K:0
#FC5000



PMS 7549
R:253 G:174 B:21
C:0 M:31 Y:100 K:0
#FFB700



PMS 382
R:196 G:214 B:0
C:28 M:1 Y:100 K:0
#C4D600



PMS 370
R:90 G:130 B:53
C:65 M:26 Y:100 K:9
#658D1B



PMS 7484
R:0 G:56 B:40
C:90 M:40 Y:78 K:37
#0B5740VNM



PMS 7460
C:100 M:32 Y:14 K:0
R:0 G:131 B:193
#0083C1



PMS 648
R:0 G:45 B:92
C:100 M:86 Y:35 K:31
#002D5C



PMS 7649
R:133 G:29 B:86
C:42 M:100 Y:35 K:13
#8A1B61



PMS 269
R:82 G:45 B:109
C:80 M:96 Y:25 K:13
#522D6E

Official Colors
Expanded Color Palette
Web Colors
Athletics Colors

WEB AND APP COLORS

As our digital presence continues to expand, the colors and principles used for app and web development are related to the official and secondary colors.

PRIMARY COLORS



#004C8E



#07589F



#1972C1

SECONDARY COLORS



#D7B130



#CE3375



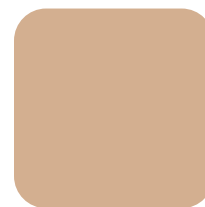
#F1742B



#F2552C



#FFFFFF



#CFB095



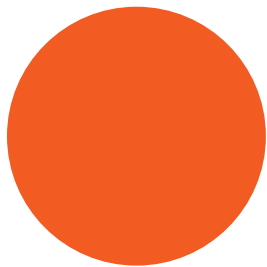
#88B040

NOTE: WE ACKNOWLEDGE THAT THE PRINT COLOR OPTIONS ARE DIFFERENT FROM THE WEB AND APP COLORS. THIS IS TO PROVIDE FLEXIBILITY FOR OUR SECONDARY PALETTE. AS WE MOVE FORWARD, THESE COLORS WILL ONLY BE USED FOR WEB AND APP DEVELOPMENT.

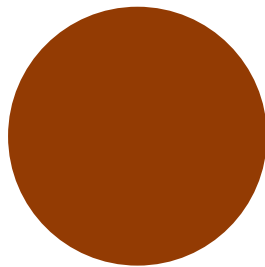
Official Colors
 Expanded Color Palette
Web Colors
 Athletics Colors

ATHLETICS COLORS

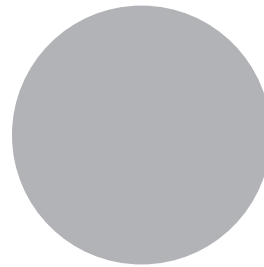
While the athletics colors are different from the official color palettes, the consistent use of these colors is key to strengthening the athletics brand. It is important to never mix these colors with the official Northampton palettes.



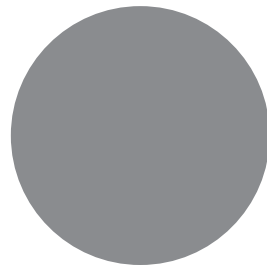
PMS 179
 R: 224 G: 60 B: 49
 C: 0 M: 88 Y: 85 K: 0
 #E03C31



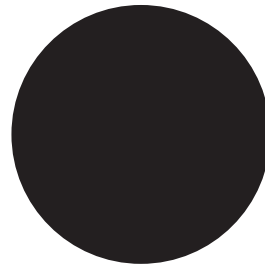
PMS 181
 R: 129 G: 49 B: 47
 C: 6 M: 81 Y: 71 K: 47
 #81312F



35% PANTONE PROCESS BLACK
 R: 178 G: 179 B: 182
 C: 31 M: 23 Y: 24 K: 0
 #B2B3B6



55% PANTONE PROCESS BLACK
 R: 138 G: 140 B: 143
 C: 49 M: 39 Y: 38 K: 3
 #8A8C8F



PANTONE PROCESS BLACK
 R: 33 G: 30 B: 22
 C: 0 M: 0 Y: 0 K: 100
 #000000

Official Colors
 Expanded Color Palette
 Web Colors
Athletics Colors

PART 4

PHOTOGRAPHY

Images show the dynamic impact of our students and faculty. With the rapid production of modern photography, it is important now more than ever that our imagery is carefully selected to illustrate the Northampton Way.



STUDENT PHOTOGRAPHY

To help tell the visual story of Northampton, it is important to show students engaged with each other as well as the environment. Showcasing our diversity in age, race, and gender is paramount.



Student Photography
Campus Photography
Things to Remember

STUDENT PHOTOGRAPHY AROUND CAMPUS

To give viewers a sense of place, choose imagery that shows engagement with faculty, students and the many unique areas each campus has to offer.



Student Photography
Campus Photography
Things to Remember

CAMPUS PHOTOGRAPHY

Imagery of our various campus locations should always be dynamic and clean while showing off the blooming foliage. Be selective with seasonal photography, and be mindful of the outdoor environment.



Student Photography
Campus Photography
Things to Remember

INDOOR PHOTOGRAPHY

Northampton has more to offer than typical classrooms. Choosing photos that show off these environments helps us represent the students, faculty and our beautiful facilities.



Student Photography
Campus Photography
Things to Remember

SOME THINGS TO REMEMBER

Below are some things to keep in mind when selecting photography for your projects.

- Avoid using watermarked photos. Their use weakens professional quality.
- We understand that sometimes the use of stock imagery is necessary. Be very selective and avoid using over-polished, or obviously staged poses that will not enhance the layout or graphic.
- Avoid using anonymous images found on the internet. They usually won't print well, and their use will appear out of place.
- Whenever possible, always use images of Northampton students and environments.
- Avoid typical classroom shots that lack any story telling elements or dynamic aesthetics.
- Avoid images of students wearing attire that displays college logos other than Northampton.
- Always be aware of the quality of the photograph.
- Avoid cropping photos so much that it loses the message of the image.



THIS PHOTO IS INSINCERE, INAUTHENTIC, AND CONTAINS WATERMARKS.



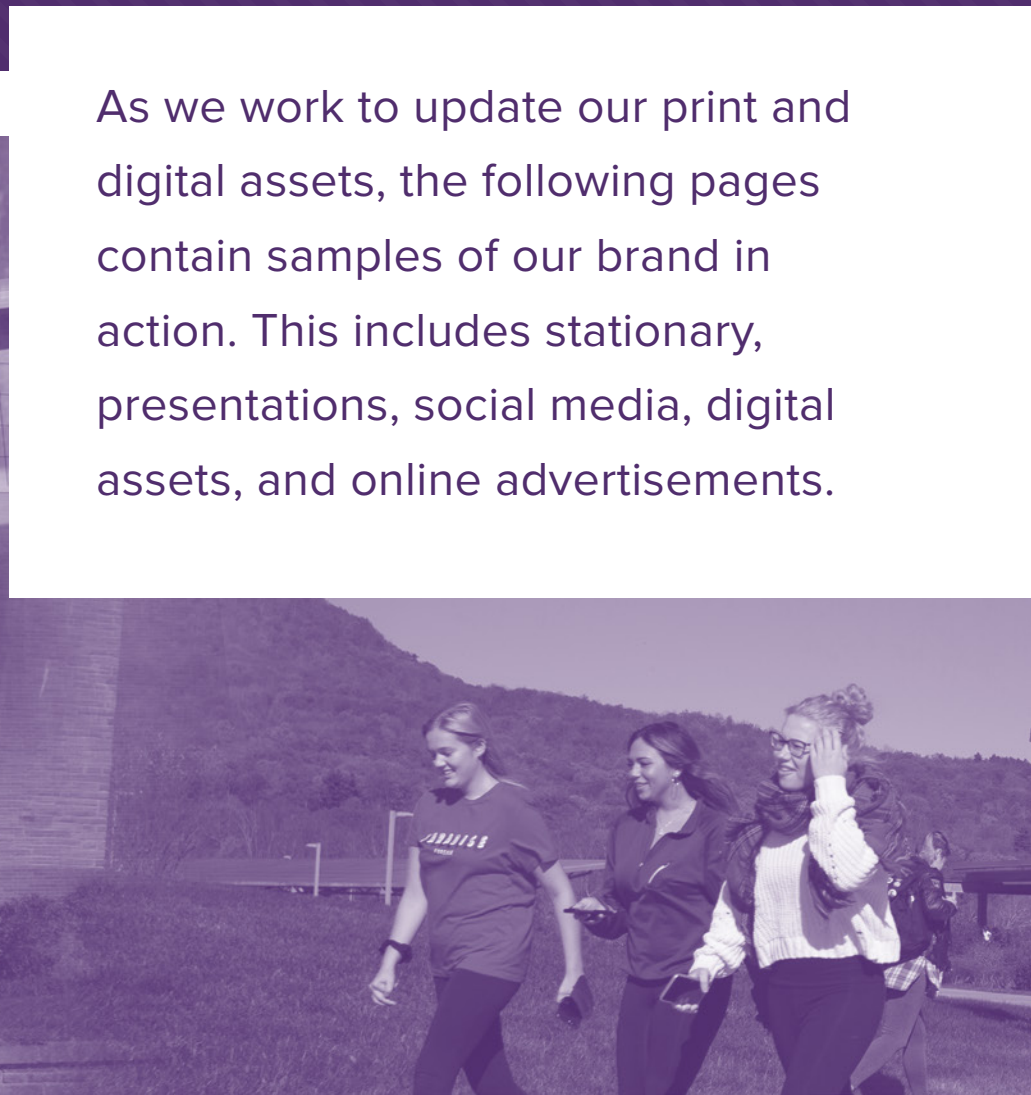
THIS CAMPUS PHOTO LACKS A SENSE OF QUALITY AND PLACE.

Student Photography
Campus Photography
Things to Remember

PART 5

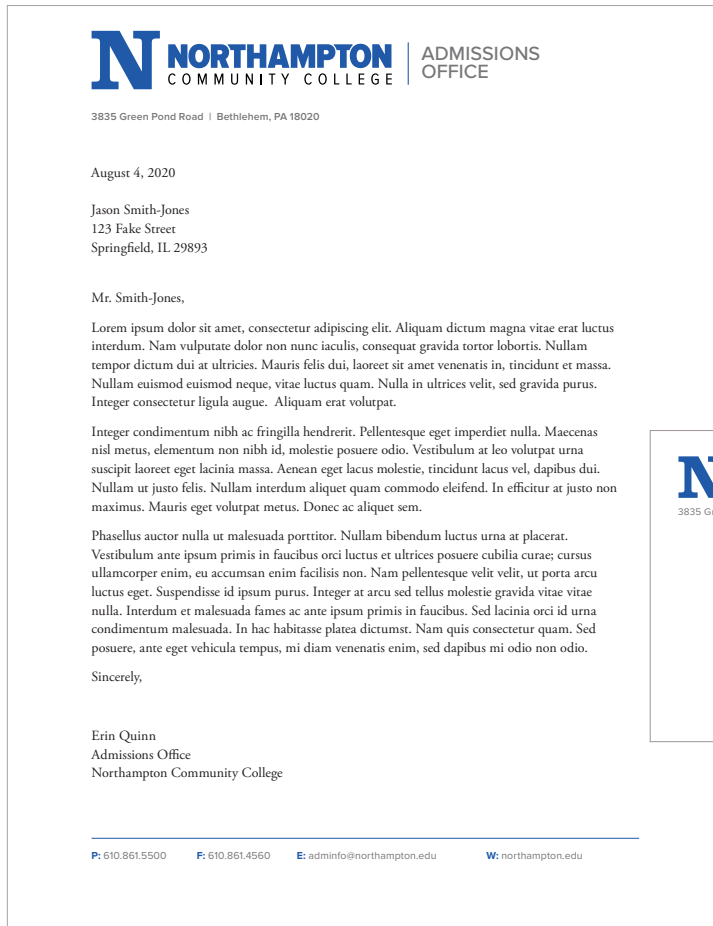
PRINT & DIGITAL ASSETS

As we work to update our print and digital assets, the following pages contain samples of our brand in action. This includes stationary, presentations, social media, digital assets, and online advertisements.



INSTITUTIONAL LETTERHEAD

The institutional letterhead will continue to be used for official college correspondence. The letterhead and envelope display the updated logo while maintaining the same position as the previous letterhead versions.



RE-BRANDING IS A LARGE UNDERTAKING, AND OVERLAP BETWEEN THE PREVIOUS IDENTITY AND THE CURRENT ONE IS EXPECTED. PLEASE USE UP YOUR STOCK OF LETTERHEADS AND ENVELOPES BEFORE ORDERING NEW ONES.



Letterhead

- Business Card
- Print Materials
- Digital Assets

INSTITUTIONAL BUSINESS CARD

The business card will continue to carry the college name and updated logo as a tangible form of personal identification amongst business correspondence.



RE-BRANDING IS A LARGE UNDERTAKING, AND OVERLAP BETWEEN THE PREVIOUS IDENTITY AND THE CURRENT ONE IS EXPECTED. PLEASE USE UP YOUR STOCK OF BUSINESS CARDS BEFORE ORDERING NEW ONES.

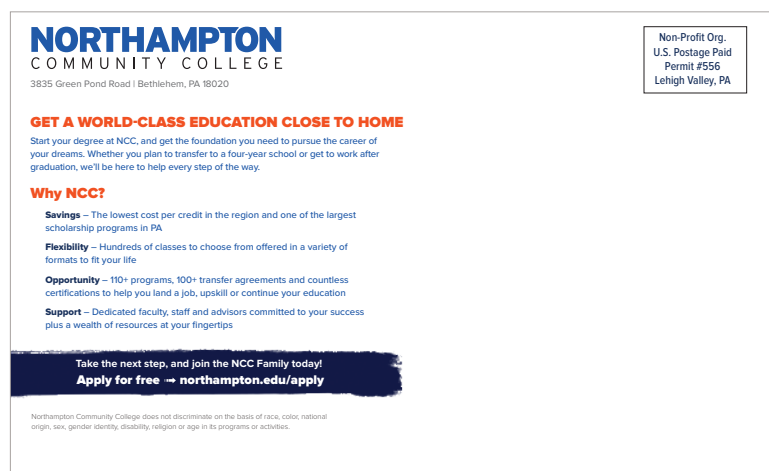
Letterhead
Business Card
Print Materials
Digital Assets

PRINT MATERIALS

The following pages are examples of our updated brand in practice.



RECRUITMENT POSTCARD FRONT AND BACK, UTILIZING AESTHETICS THAT ARE PART OF THE LATEST OVERALL RECRUITMENT CAMPAIGN.



Letterhead
Business Card
Print Materials
Digital Assets

NCC SPRING OPEN HOUSES
TWO CONVENIENT OPTIONS IN APRIL

MONROE CAMPUS:
SATURDAY, APRIL 4 AT 10AM
2411 RT. 715, TANNERSVILLE, PA 18372 • (570) 369.1800

BETHLEHEM CAMPUS:
SATURDAY, APRIL 25 AT 10AM
3835 GREEN POND RD., BETHLEHEM, PA 18020 • (610) 861.5500

NORTHAMPTON
COMMUNITY COLLEGE

REGISTER NOW
northampton.edu/openhouse20

SPRING OPEN HOUSE ANNOUNCEMENT
FRONT AND BACK.

NORTHAMPTON
COMMUNITY COLLEGE
3835 Green Pond Road | Bethlehem, PA 18020

SPRING OPEN HOUSES
MONROE CAMPUS: SATURDAY, APRIL 4 AT 10AM
BETHLEHEM CAMPUS: SATURDAY, APRIL 25 AT 10AM
**Please note this is a scheduled program which begins promptly at 10am.*

NCC would like to welcome you to one of our open houses this spring. Open house is a time for you to get to know us, and for us to get to know you.

At open house you can:

- Speak with faculty in your program of interest
- Take a tour of campus
- Attend presentations about transferring, student life, financial aid, and more
- Talk to current students
- Apply to NCC

Northampton Community College does not discriminate on the basis of race, color, national origin, sex, gender identity, disability or age in its programs or activities.

Non-Profit Org.
U.S. Postage Paid
Permit #556
Lehigh Valley, PA

Letterhead
Business Card
Print Materials
Digital Assets



CLASS OF 2020 YARD SIGNS, PART OF A LARGER SUITE OF CUSTOMIZABLE GRAPHICS THAT WERE AVAILABLE FOR PARENTS AND GRADS FOR COMMENCEMENT.

Letterhead
 Business Card
Print Materials
 Digital Assets

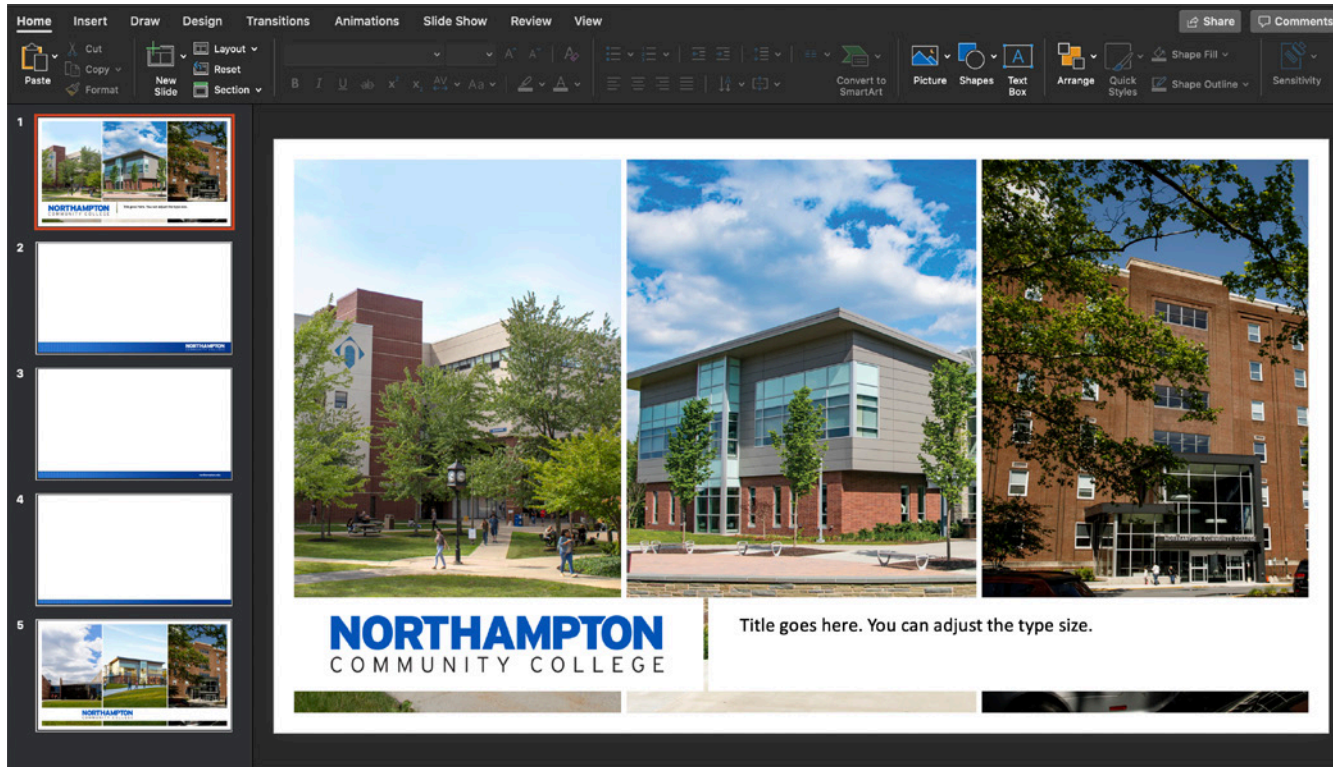


QUAD BANNERS ON DISPLAY AT THE BETHLEHEM CAMPUS, UTILIZING THE UPDATED LOGO AND COLORS.

Letterhead
Business Card
Print Materials
Digital Assets

DIGITAL ASSETS

The next several pages display some samples of our ongoing efforts to remain consistent with our digital assets, including digital advertising, the website and the mobile app.



POWERPOINT TEMPLATE WITH UPDATED BRANDING AND VARIOUS OPTIONS TO DISPLAY INFORMATION WHILE MAINTAINING THE BRAND.

Letterhead
 Business Card
 Print Materials
Digital Assets



GRAPHIC TEMPLATES UTILIZING A COORDINATED LOOK AND FEEL WHILE MAINTAINING THE COLLEGE BRAND FOR SOCIAL MEDIA USE.

TEMPLATES AND INDIVIDUAL ELEMENTS ARE MADE AVAILABLE TO PROVIDE VARIETY AND QUICK SOLUTIONS.



Letterhead
Business Card
Print Materials
Digital Assets



CUSTOMIZABLE CLASS OF 2020 DIGITAL ASSETS, PART OF A LARGE SUITE OF GRAPHICS THAT WERE AVAILABLE TO STUDENTS AND PARENTS FOR SOCIAL MEDIA USE.



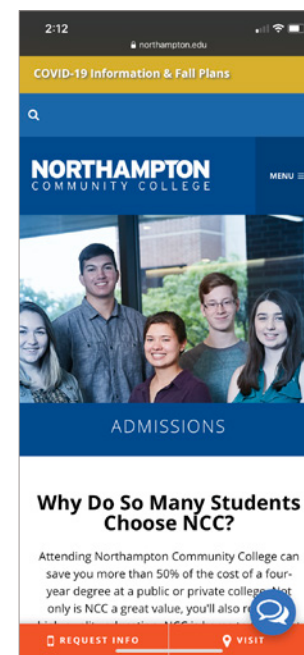
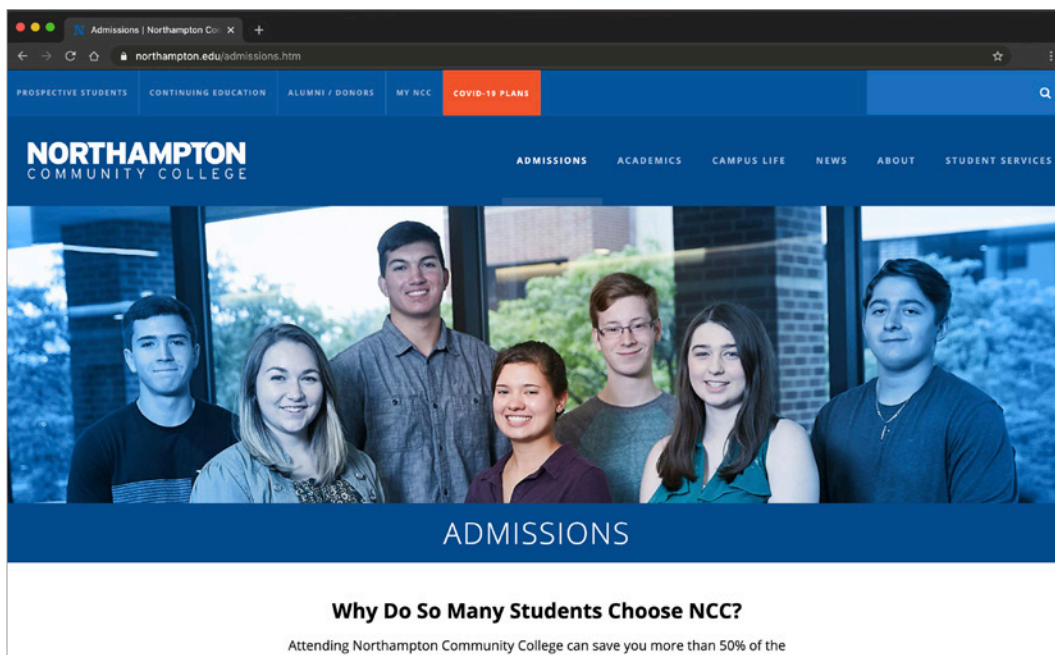
DIGITAL SLIDE FOR 2020 COMMENCEMENT LIVESTREAM, UTILIZING GRADUATE'S PHOTO, NAME, QUOTE WHILE REMAINING CONSISTENT WITH THE BRAND AND OTHER COMMENCEMENT GRAPHICS.

Letterhead
Business Card
Print Materials
Digital Assets



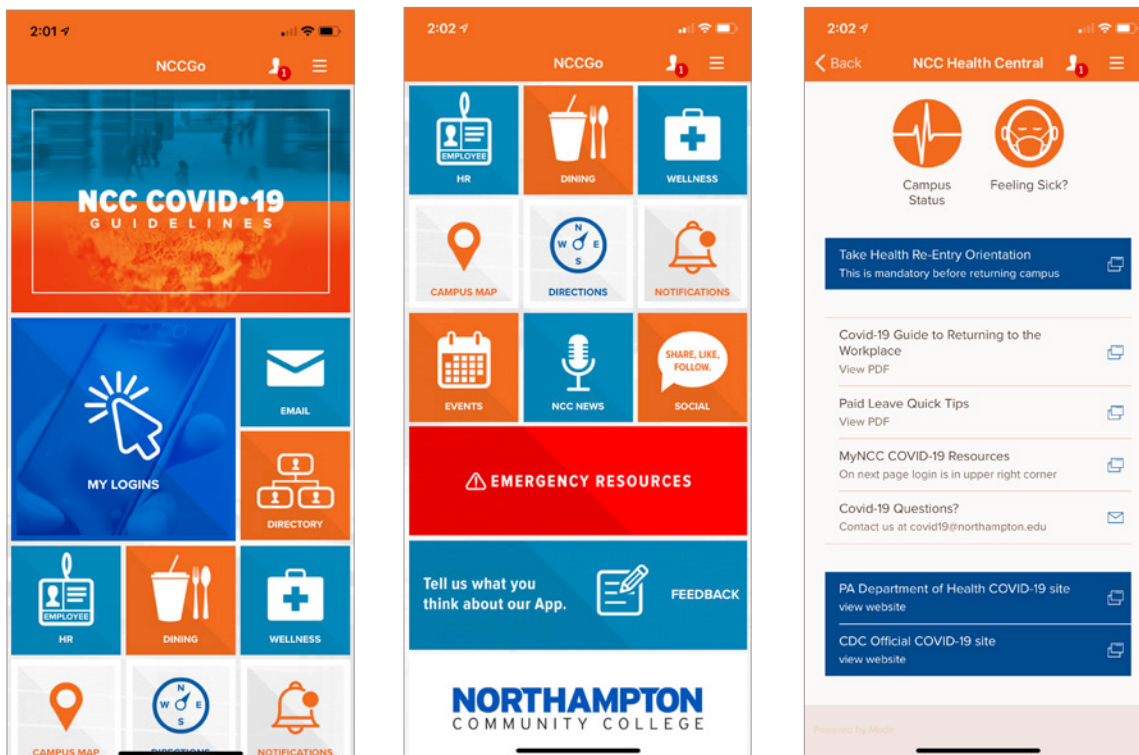
DIGITAL RECRUITMENT ADVERTISING UTILIZING ELEMENTS FROM THE MOST RECENT RECRUITMENT CAMPAIGN, PART OF A SUITE OF GRAPHICS FOR TARGETED AUDIENCES ONLINE AND ON SOCIAL MEDIA.

Letterhead
Business Card
Print Materials
Digital Assets



COLLEGE WEBSITE ON DESKTOP AND MOBILE BROWSER UTILIZING UPDATED BRAND AND COLORS, INCLUDING LOGO AND FAVICON.

Letterhead
 Business Card
 Print Materials
Digital Assets



THE NCCGo MOBILE APP, UTILIZED FOR UPDATES RELATED TO THE COVID-19 PANDEMIC, AS WELL AS A USEFUL MOBILE TOOL FOR FACULTY, STUDENTS AND STAFF.

Letterhead
 Business Card
 Print Materials
Digital Assets

APPENDIX

ADDITIONAL INFORMATION

The following pages offer additional information including the college mission, the nondiscrimination statement, logo use on apparel, and useful information related to the topics covered in this guide.



MISSION STATEMENT

At Northampton Community College, students are the reason we exist and their success is the focus of all we do. We seek to provide students with excellent, accessible and comprehensive learning experiences in partnership with the dynamic, diverse communities we serve. The college's six strategic focus areas include:

- Enhancing Student Access
- Inspiring Academic Excellence
- Fostering Diversity and Global Engagement
- Engaging with Our Communities
- Advancing Excellence in Technology
- Increasing Student Retention, Completion and Transfer



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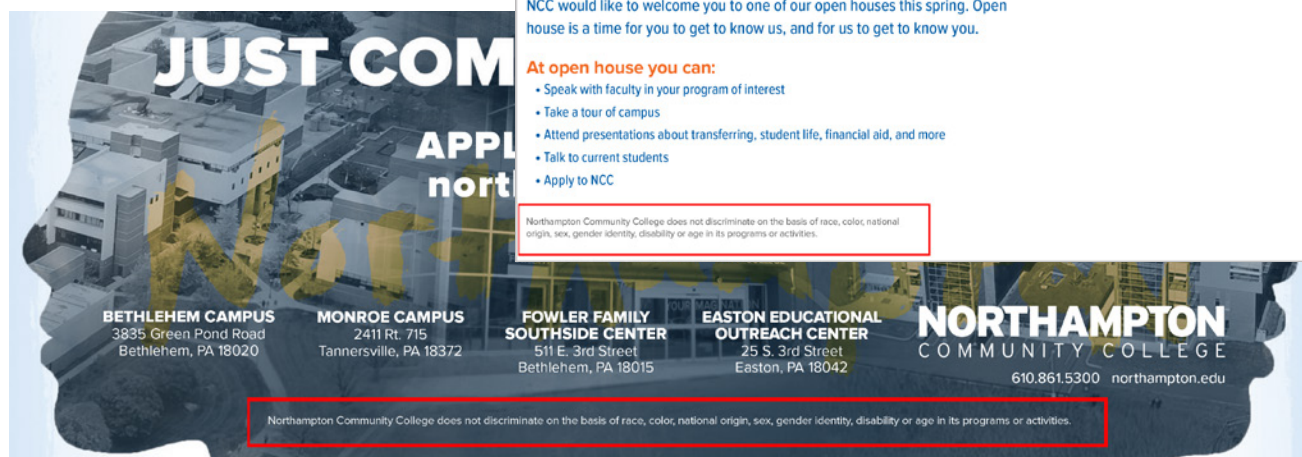
NONDISCRIMINATION STATEMENT

The following statement should be used on print material that will be seen by the community. Copy and paste the statement below:

Northampton Community College does not discriminate on the basis of race, color, national origin, sex, gender identity, disability, religion or age in its programs or activities.

The nondiscrimination statement must be placed in a clear space, where it is easy to spot and read.

NONDISCRIMINATION STATEMENT UPDATED JUNE 2020



NORTHAMPTON
COMMUNITY COLLEGE
3835 Green Pond Road | Bethlehem, PA 18020

Non-Profit Org.
U.S. Postage Paid
Permit #556
Lehigh Valley, PA

SPRING OPEN HOUSES
MONROE CAMPUS: SATURDAY, APRIL 4 AT 10AM
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- Mission Statement
- Nondiscrimination Statement**
- Logo Use on Apparel & Items
- Social Media Icons
- E-Mail Signature
- Best Practices in Design
- Contact Information

LOGO USE ON APPAREL & ITEMS

When using the college brand on apparel and items, be sure the logo is used correctly.



Northampton logos that appear on apparel and other items should always be of the highest quality.

Don't break apart the logo, or separate the 'N' from the rest of the identity.

Do not use the 'N' as a patterned design element.

The words "Northampton Community College" should always be clear.

THE COLLEGE BOOKSTORE FEATURES UNIQUE DESIGNS ON THEIR APPAREL. THESE DESIGNS ARE EXCLUSIVE TO THE BOOKSTORE, AND ARE NOT AVAILABLE FOR COLLEGE-WIDE USE.

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LOGO USE ON APPAREL & ITEMS

Always consider color, size and clarity when using the college logo.



In situations where one-color is an option, be sure to choose the color closest to NCC Blue (see page 37 for more details regarding color.)

It is permissible to use a black or white logo as one-color options. Always be sure there is contrast when choosing a one-color logo. For example: do not use an NCC Blue color logo against a dark material or background.

LOGO SELECTION: USE THE HORIZONTAL LOCKUP, THE VERTICAL LOCKUP, OR THE WORDMARK FOR BEST RESULTS. DEPARTMENTAL LOGOS MAY BE USED. BE SURE THE DEPARTMENT NAME IS LEGIBLE.

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LOGO USE ON APPAREL & ITEMS

Many vendors offer services that allow printing of the college logo on various items. Always keep the style guide in mind when dealing with vendors.



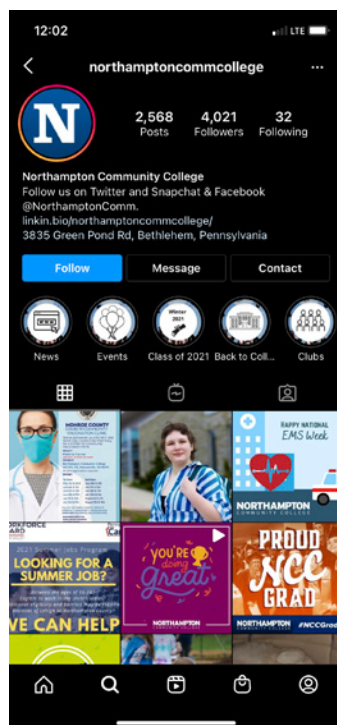
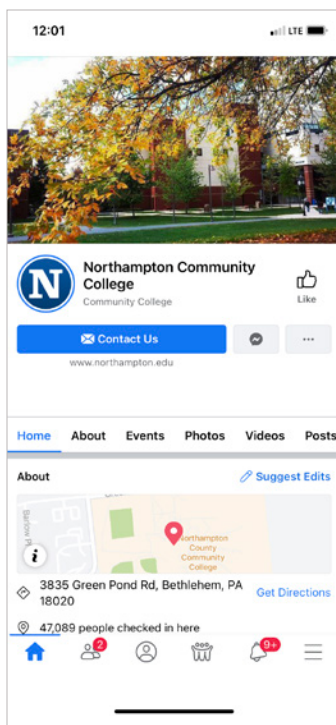
A NOTE ON COLOR: SOME VENDORS MAY HAVE LIMITATIONS ON PRODUCT COLOR. CHOOSING A ONE-COLOR BLACK OR WHITE LOGO IS THE BEST WAY TO ENSURE LEGIBILITY, ESPECIALLY ON SMALL SIZES.

ALWAYS CHECK WITH THE VENDOR REGARDING FILE FORMAT AND SPECIFICATIONS FOR THE BEST QUALITY OUTPUT. BE SURE THE COLLEGE NAME AND THE DEPARTMENT NAME IS LEGIBLE DURING PROOFING.

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SOCIAL MEDIA ICONS

Consistent use of our social media icons helps strengthen our overall brand, and assures our audience they are viewing authentic NCC content.



THE COLLEGE'S FACEBOOK, INSTAGRAM, AND TWITTER ACCOUNTS ALL USE THE SAME NORTHAMPTON 'N' PROFILE ICON. THESE ICONS ARE OPTIMIZED FOR SOCIAL MEDIA USE. WE ENCOURAGE ALL DEPARTMENTS TO USE THESE ICONS WHEN MANAGING THEIR OWN SOCIAL MEDIA ACCOUNTS. PLEASE CONTACT THE OFFICE OF MARKETING AND COMMUNICATIONS FOR ASSISTANCE WITH THESE ICONS.



IMPORTANT NOTE: THIS IS ONLY TO BE USED AS A SOCIAL MEDIA PROFILE ICON. IT IS NOT INTENDED TO BE USED AS A COLLEGE LOGO IN ANY OTHER CONTEXT.

- Mission Statement
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E-MAIL SIGNATURE

A consistent use of standardized email signatures will help the college maintain a professional standard in email and communication. Below are some best practices in what to include in an email signature.

Keep it clean and limit the amount of lines. Simplicity is best for readability and mobile displays. Only include the most important information:

Your name
Job title
Department name
College's full name
Office phone number

Optional: social media channels (make sure the channel is live, and content is up to date), specific campus location, college street address, additional phone numbers or URLs (make sure the URL is not broken or out of date.)

Some things to avoid:

- Don't alter, or use multiple text colors.
- Use of profile images isn't recommended.
- Don't use more than one font, and avoid font styles such as bold and italics.
- Don't change sizes of fonts.
- Avoid using inspirational quotes.
- Don't use an image as the entire email signature.

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BEST PRACTICES IN DESIGN

When producing items such as brochures and PowerPoint presentations for your department, please consider the following list of best practices to create a strong piece and maintain the college brand:

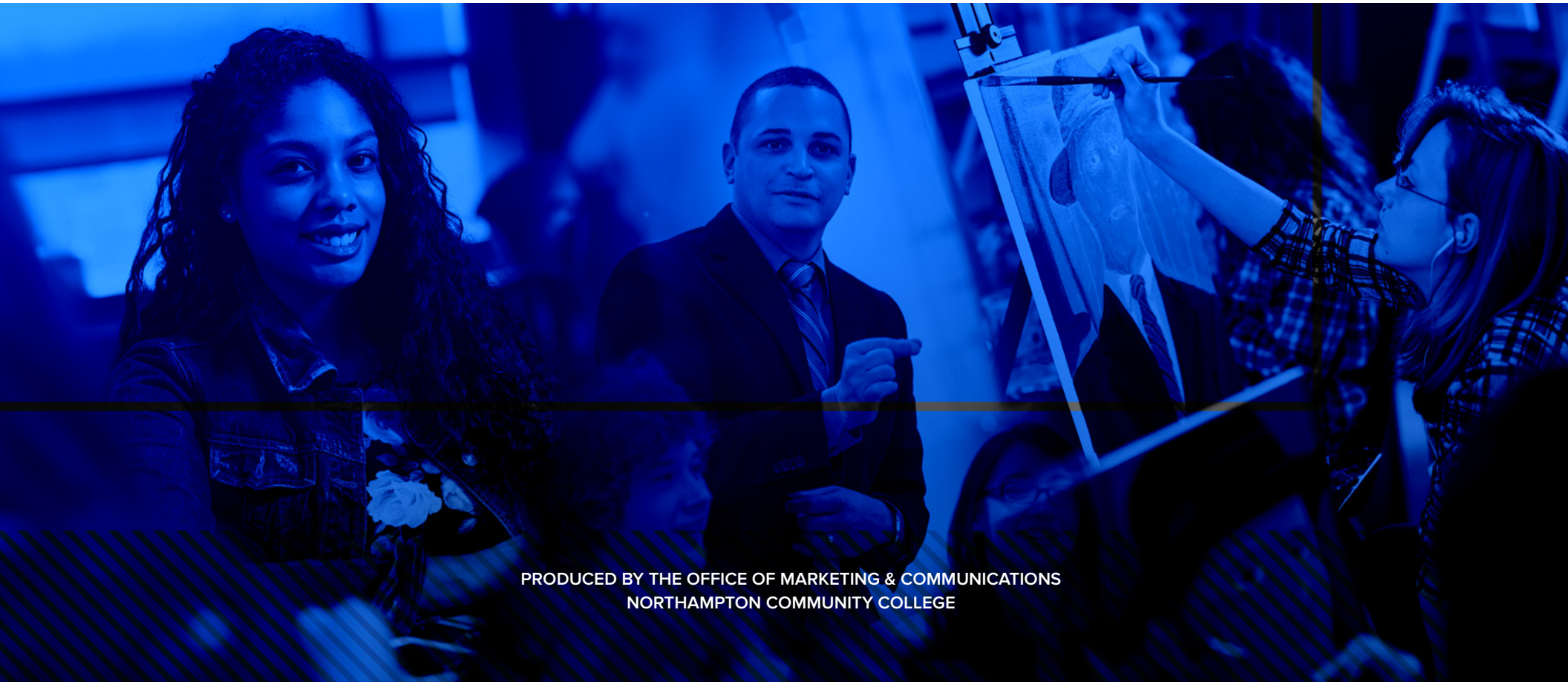
- Always adhere to the NCC Style Guide in regards to color and logo use.
- Avoid using clip art. Their use weakens the overall brand.
- Avoid using generic images found on the Internet. They are usually not print-ready, and their low quality will be a distraction.
- Always use quality photos that best represent the College.
- Avoid using watermarked graphics and photography.
- Never create your own version of the NCC logo for your specific needs.
- Do not use a vendor to make alterations of the NCC logo. Any logo needs must be brought to the Office of Marketing & Communication for discussion.
- When writing copy, less is more. Try to use the least amount of words to get your point across.
- Avoid creating large blocks of text. Break up the information so it is easier to read. Use longer sentences for the most important information.

For other questions regarding design basics and best practices, please contact the office of Marketing and Communications at marketing@northampton.edu.

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CONTACT US

For questions regarding the topics covered in this guide, please contact the office of marketing & communications at marketing@northampton.edu.



PRODUCED BY THE OFFICE OF MARKETING & COMMUNICATIONS
NORTHAMPTON COMMUNITY COLLEGE

