NORTHAMPTON COMMUNITY COLLEGE

BRANDING STYLE GUIDE

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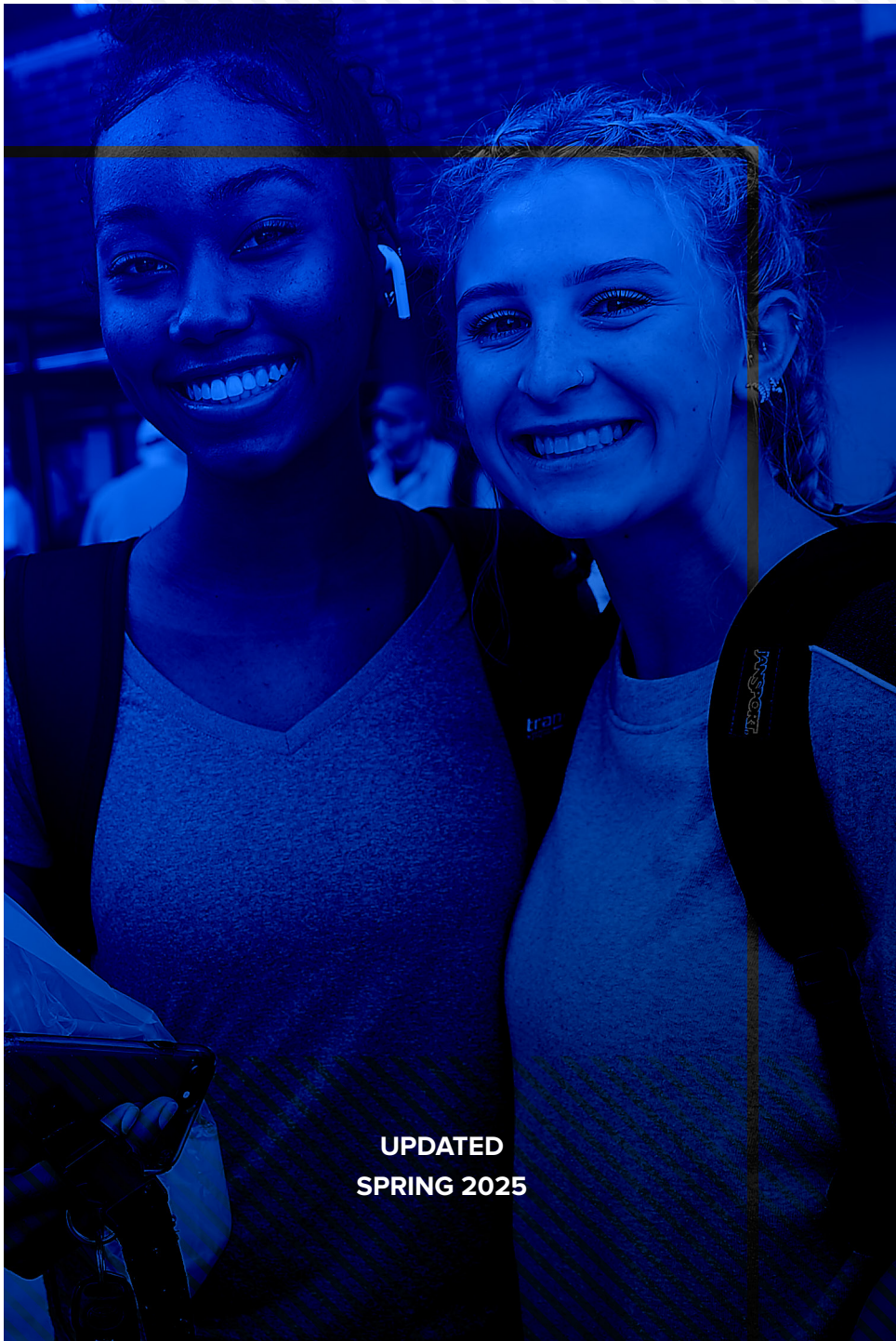

UPDATED
SPRING 2025



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 NORTHAMPTON ‘N’ LOCKUP

The horizontal Northampton N lockup serves as the cornerstone of our brand identity. Consistent use of this visual element enhances our brand recognition and solidifies our reputation on campus and in the community. It is appropriate for all College communications. While other approved variations are available, this should be regarded as our primary logo.



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

The Northampton N Lockup
The Wordmark
The “N” Icon
Campus Sub-branding
Departmental Sub-branding
The College Seal
Athletics Identity
Incorrect Logo Use
Out of Date College Logos
Logo Clear Space



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

The Northampton N Lockup
The Wordmark
The “N” Icon
Campus Sub-branding
Departmental Sub-branding
The College Seal
Athletics Identity
Incorrect Logo Use
Out of Date College Logos
Logo Clear Space



THE HORIZONTAL NORTHAMPTON ‘N’ LOCKUP // ONE COLOR OPTION



THE HORIZONTAL NORTHAMPTON ‘N’ LOCKUP // WHITE ON DARK BACKGROUND

The Northampton N Lockup
The Wordmark
The “N” Icon
Campus Sub-branding
Departmental Sub-branding
The College Seal
Athletics Identity
Incorrect Logo Use
Out of Date College Logos
Logo Clear Space

The vertical Northampton N lockup is a version of the college logo that should be used in instances where the horizontal Northampton N lockup may not be suitable. This includes, but is not limited to the college documents, social media and promotional materials.



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

The Northampton N Lockup
The Wordmark
The "N" Icon
Campus Sub-branding
Departmental Sub-branding
The College Seal
Athletics Identity
Incorrect Logo Use
Out of Date College Logos
Logo Clear Space



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

The Northampton N Lockup
The Wordmark
The “N” Icon
Campus Sub-branding
Departmental Sub-branding
The College Seal
Athletics Identity
Incorrect Logo Use
Out of Date College Logos
Logo Clear Space



THE NORTHAMPTON ‘N’ LOCKUP // ONE COLOR OPTION



THE NORTHAMPTON ‘N’ LOCKUP // WHITE ON DARK BACKGROUND

The Northampton N Lockup
The Wordmark
The “N” Icon
Campus Sub-branding
Departmental Sub-branding
The College Seal
Athletics Identity
Incorrect Logo Use
Out of Date College Logos
Logo Clear Space

THE WORDMARK

Our wordmark serves to identify the college's message as a "signature" of the institution. This version of the logo may be used on marketing materials, communications materials, memorabilia and the college website.

NORTHAMPTON
COMMUNITY COLLEGE

THE WORDMARK // 2-COLOR OPTION

The Northampton N Lockup
The Wordmark
The "N" Icon
Campus Sub-branding
Departmental Sub-branding
The College Seal
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Incorrect Logo Use
Out of Date College Logos
Logo Clear Space

NORTHAMPTON
COMMUNITY COLLEGE

THE WORDMARK // 2-COLOR OPTION

The Northampton N Lockup
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The College Seal
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Incorrect Logo Use
Out of Date College Logos
Logo Clear Space

NORTHAMPTON
COMMUNITY COLLEGE

THE WORDMARK // ONE COLOR OPTION

NORTHAMPTON
COMMUNITY COLLEGE

THE WORDMARK // WHITE ON DARK BACKGROUND

The Northampton N Lockup
The Wordmark
The "N" Icon
Campus Sub-branding
Departmental Sub-branding
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Logo Clear Space

THE “N” ICON

The “N” icon is only used as the profile image on college social media accounts. Consistent use of this icon helps strengthen our overall brand in digital spaces, and assures our audience that they are viewing authentic NCC content.

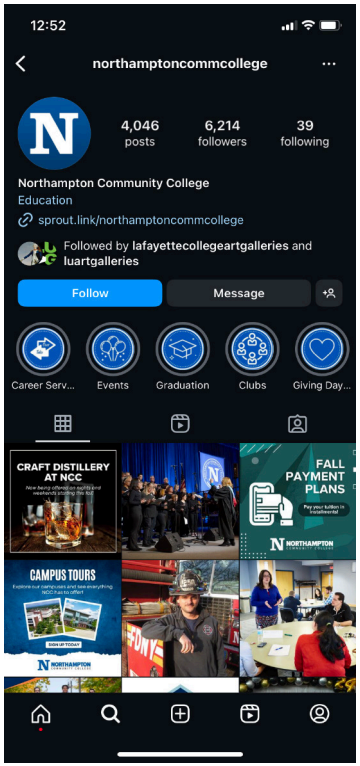


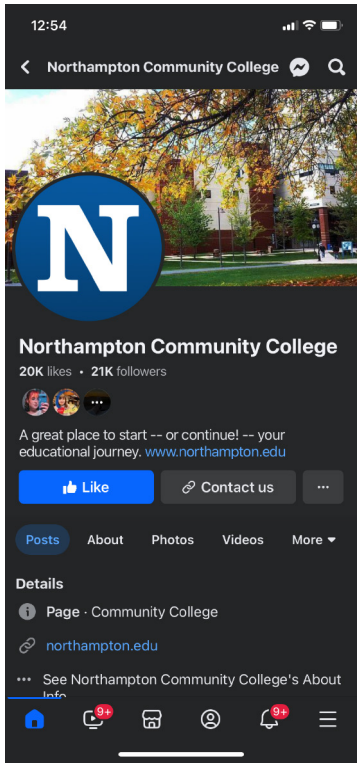
THE ‘N’ ICON // ONE COLOR OPTION



THE ‘N’ ICON // ONE COLOR OPTION

IMPORTANT NOTE:
The “N” icon should not be used as the Northampton logo on any documents, websites or other materials.





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.

The Northampton N Lockup
The Wordmark
The “N” Icon
Campus Sub-branding
Departmental Sub-branding
The College Seal
Athletics Identity
Incorrect Logo Use
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CAMPUS SUB-BRANDING

POCONO CAMPUS

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

PLEASE NOTE

Introduced in 2024, the Monroe Campus name has been changed to **Pocono Campus**. While this is only a name change of the existing Tannersville, PA facilities, we are working to change the name online and on future campus materials.

Please use the updated Pocono Campus logos for your documents and presentations.

Updated logo files are available at northampton.edu/logos.



POCONO CAMPUS // HORIZONTAL SUB-BRANDING



POCONO CAMPUS // STACKED SUB-BRANDING

The Northampton N Lockup
The Wordmark
The “N” Icon
Campus Sub-branding
Departmental Sub-branding
The College Seal
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CAMPUS SUB-BRANDING
FOWLER FAMILY SOUTHSIDE CENTER



FOWLER FAMILY SOUTHSIDE CENTER // HORIZONTAL SUB-BRANDING



FOWLER FAMILY SOUTHSIDE CENTER // STACKED SUB-BRANDING

The Northampton N Lockup
The Wordmark
The “N” Icon
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Departmental Sub-branding
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DEPARTMENTAL SUB-BRANDING

Sub-branded logos are an extension of the college's brand identity. Their use aides in the authenticity of our visual language. Departmental logos should be used to represent units within the college.

PLEASE NOTE

Departmental sub-brands are created by the Office of Marketing and Communications. Please contact us to discuss your needs.





HORIZONTAL AND VERTICAL NORTHAMPTON 'N' SUB-BRANDING EXAMPLES

The Northampton N Lockup
The Wordmark
The "N" Icon
Campus Sub-branding
Departmental Sub-branding
The College Seal
Athletics Identity
Incorrect Logo Use
Out of Date College Logos
Logo Clear Space

THE COLLEGE SEAL

The College Seal is reserved for formal and official documents. It is important to use the seal in its original form, without any alterations or additions, to preserve its integrity. **The seal should not be used as the College's identity for promotional materials, merchandise, or other informal purposes, and is distributed on a limited basis.**



THE COLLEGE SEAL // ONE COLOR OPTION

The Northampton N Lockup
The Wordmark
The "N" Icon
Campus Sub-branding
Departmental Sub-branding
The College Seal
Athletics Identity
Incorrect Logo Use
Out of Date College Logos
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, ttucker@northampton.edu



NORTHAMPTON SPARTANS LOGO TYPE // TEAM COLORS



SPARTANS LOGO TYPE // TEAM COLORS

The Northampton N Lockup
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THE NORTHAMPTON SPARTANS SWORD & N LOGO // TEAM COLORS



THE NORTHAMPTON SPARTANS SOLO N LOGO // TEAM COLORS

The Northampton N Lockup
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Departmental Sub-branding
The College Seal
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THE NORTHAMPTON SPARTANS LOGO // TEAM COLORS



THE NORTHAMPTON SPARTANS LOGO // TEAM COLORS

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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.



NEVER USE THE WEBSITE VERSIONS OF THE LOGO



NEVER CHANGE THE FONTS OR SPACE BETWEEN LETTERS



NEVER ADD GRAPHICAL ELEMENTS



NEVER NEVER REMOVE "COMMUNITY COLLEGE" FROM THE LOGO



NEVER CHANGE OR ADD COLORS

The Northampton N Lockup
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Departmental Sub-branding
The College Seal
Athletics Identity
Incorrect Logo Use
Out of Date College Logos
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NORTHAMPTON
COMMUNITY COLLEGE

NEVER STRETCH, CONDENSE OR DISTORT THE LOGO

NORTHAMPTON
COMMUNITY COLLEGE

NEVER RUN THE N LOGOS ON THEIR SIDE

NORTHAMPTON
COMMUNITY COLLEGE
Astronomy Department

NEVER CREATE YOUR OWN SUB-BRAND

Please contact the office of Marketing & Communications to discuss your sub-brand needs.

NEVER ISOLATE THE N ICON TO USE AS THE COLLEGE LOGO

GAMEZONE

NEVER USE PARTS OF THE LOGO IN ANOTHER LOGO DESIGN

CENTER FOR PHYSICS & THEORY
SCIENCE AFFILIATE of PA

NEVER CREATE YOUR OWN SEAL

The Northampton N Lockup
The Wordmark
The “N” Icon
Campus Sub-branding
Departmental Sub-branding
The College Seal
Athletics Identity
Incorrect Logo Use
Out of Date College Logos
Logo Clear Space

OUT OF DATE COLLEGE LOGOS

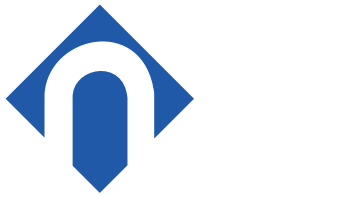
The logos shown below are the previous versions of the Northampton branding. It's understood that overlap between the new logo and the previous versions will be present on long-standing items such as environmental structures and way-finding graphics. Efforts are underway to update these items.

UPDATING FROM PREVIOUS COLLEGE LOGOS

Please ensure that all documents, presentations, and materials feature the latest version of our logo. This small step makes a significant impact on how we present ourselves to the world.

Updated logo files are available at northampton.edu/logos.

If you have any branding questions, please contact the Office of Marketing and Communications.





WE HAVE RETIRED THE "DIAMOND N" BRANDING SUITE. PLEASE REFRAIN FROM USING THIS BRANDING ON YOUR DOCUMENTS AND MATERIALS.

The Northampton N Lockup
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Campus Sub-branding
Departmental Sub-branding
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Athletics Identity
Incorrect Logo Use
Out of Date College Logos
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 Northampton N Lockup
The Wordmark
The “N” Icon
Campus Sub-branding
Departmental Sub-branding
The College Seal
Athletics Identity
Incorrect Logo Use
Out of Date College Logos
Logo Clear Space

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



NORTHAMPTON
COMMUNITY COLLEGE

RISE
THE STUDENT LEADERSHIP CONFERENCE

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 Northampton N Lockup
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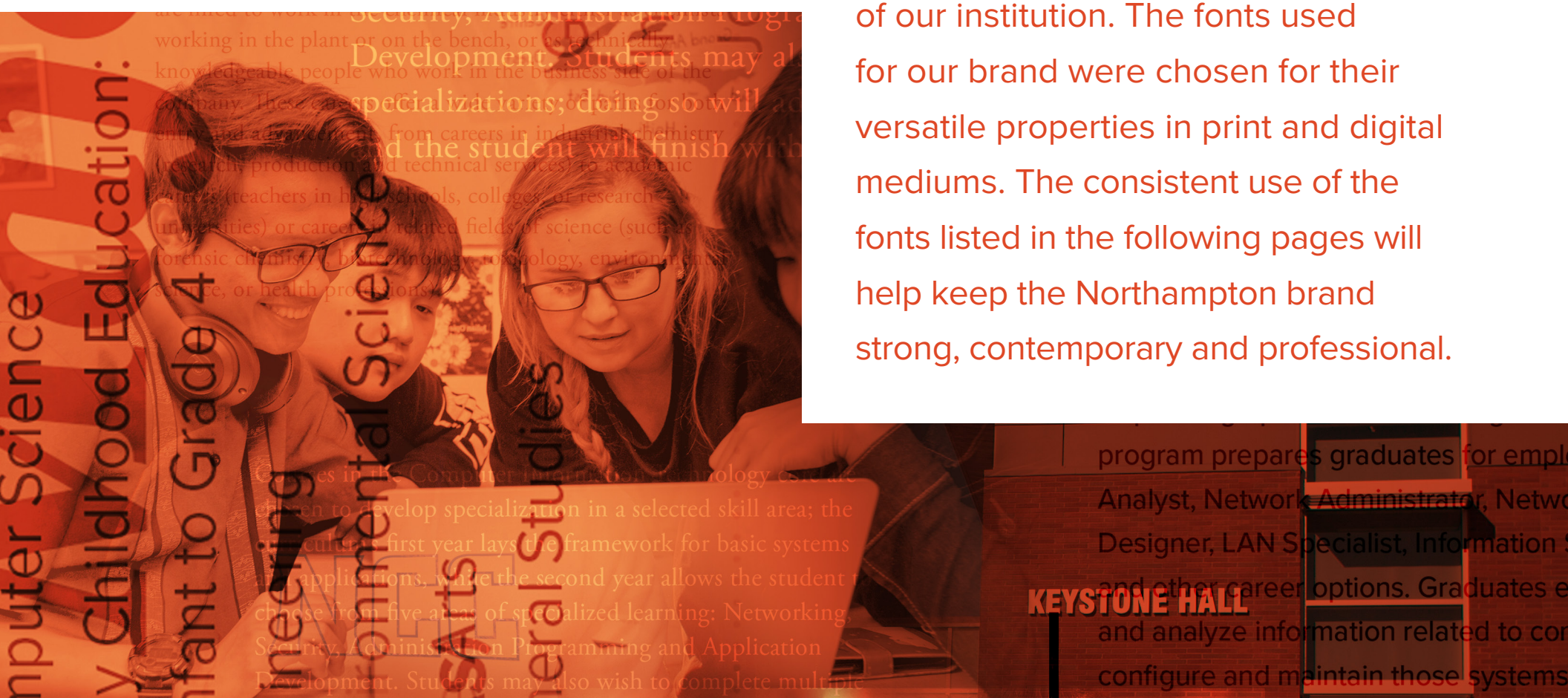
PART 2

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.



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

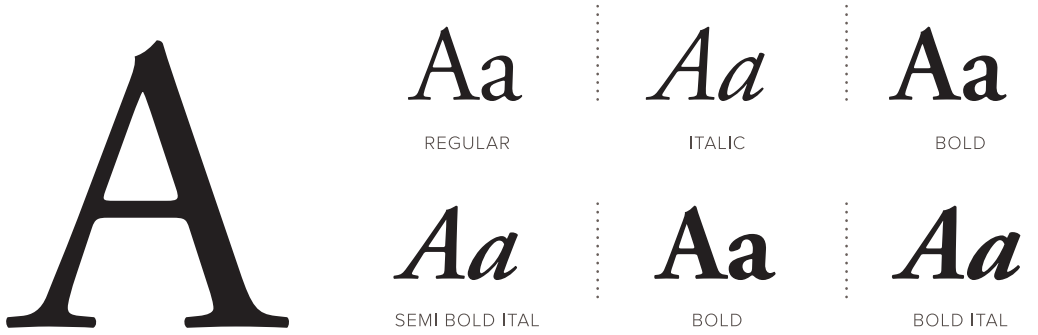
abcdefghijklmnopqrstuvwxyz

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.



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.



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
#004C8E

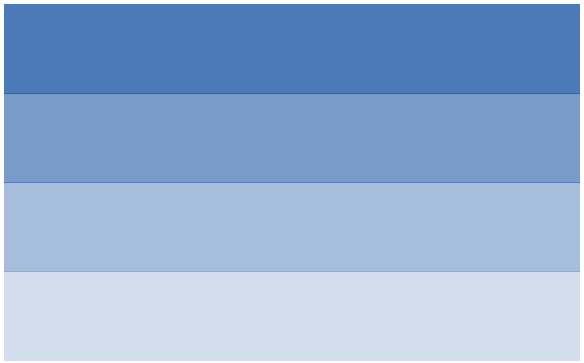
WHITE
R:255 G:255 B:255
C:0 M:0 Y:0 K:0
#FFFFFF

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.

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
#CE5335



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
#205542



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

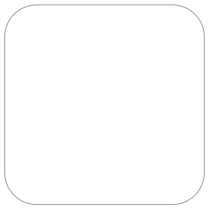
WEB AND APP COLORS

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

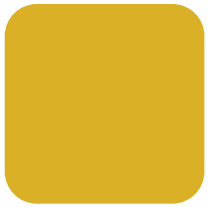


#FFFFFF



#F1742B

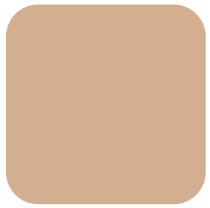
SECONDARY COLORS



#D7B130



#CE3375



#CFB095



#88B040

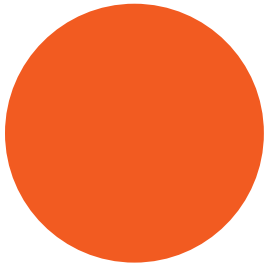
NOTE: ONLY BLUE #004C8E SHOULD BE USED AS THE PRIMARY COLOR. ORANGE AND WHITE ARE USED AS ACCENT COLORS. THE SECONDARY COLORS ARE NOT INTENDED TO BE USED AS DOMINANT COLORS IN ANY WEB LAYOUT. ONLY USE THE SECONDARY COLORS IF NECESSARY.

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.

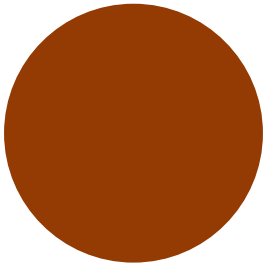
Official Colors
Expanded Color Palette
Web Colors
Athletics Colors

ATHLETICS COLORS

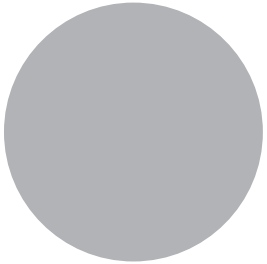
While the athletics colors are different from the official color palettes, the consistent use of these colors is key to strengthening the athletics brand. **It is important to never mix these colors with the official Northampton palettes.**



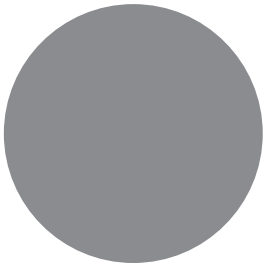
PMS 179
R: 224 G: 60 B: 49
C: 0 M: 88 Y: 85 K: 0
#E03C31



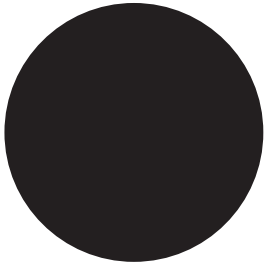
PMS 181
R: 129 G: 49 B: 47
C: 6 M: 81 Y: 71 K: 47
#81312F



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 aways 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

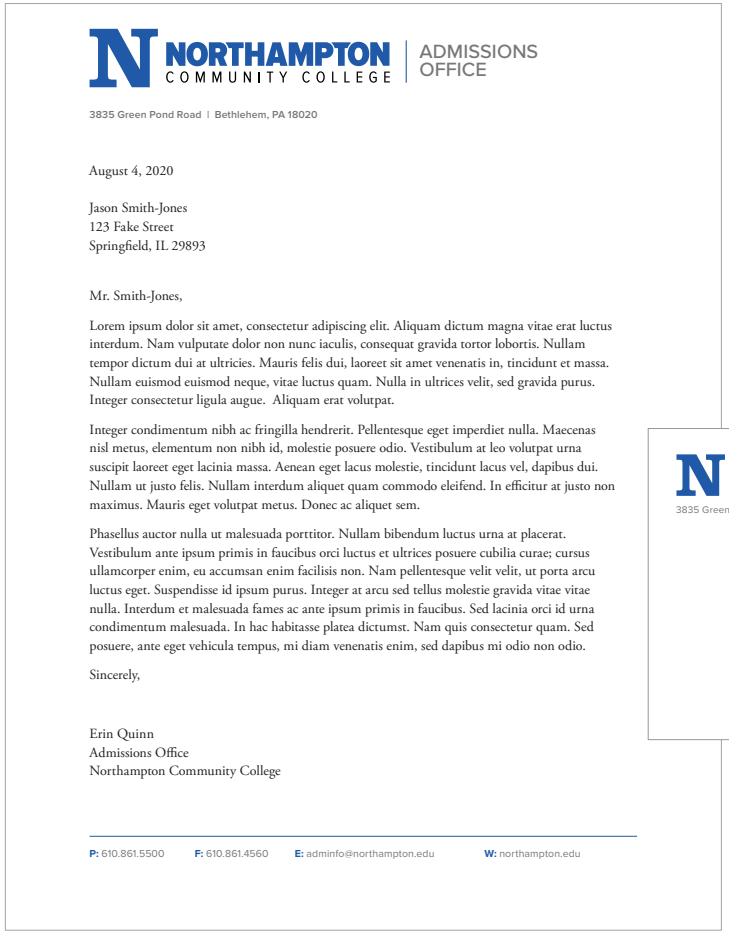


As we work to update our print and digital assets, the following pages contain samples of our brand in action. This includes stationary, presentations, social media, digital assets, and online advertisements.



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.



NORTHAMPTON COMMUNITY COLLEGE | ADMISSIONS OFFICE

3835 Green Pond Road | Bethlehem, PA 18020

August 4, 2020

Jason Smith-Jones
123 Fake Street
Springfield, IL 29893

Mr. Smith-Jones,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam dictum magna vitae erat luctus interdum. Nam vulputate dolor non nunc iaculis, consequat gravida tortor lobortis. Nullam tempor dictum dui at ultricies. Mauris felis dui, laoreet sit amet venenatis in, tincidunt et massa. Nullam euismod euismod neque, vitae luctus quam. Nulla in ultrices velit, sed gravida purus. Integer consectetur ligula augue. Aliquam erat volutpat.

Integer condimentum nibh ac fringilla hendrerit. Pellentesque eget imperdiet nulla. Maecenas nisl metus, elementum non nibh id, molestie posuere odio. Vestibulum at leo volutpat urna suscipit laoreet eget lacinia massa. Aenean eget lacus molestie, tincidunt lacus vel, dapibus dui. Nullam ut justo felis. Nullam interdum aliquet quam commodo eleifend. In efficitur at justo non maximus. Mauris eget volutpat metus. Donec ac aliquet sem.

Phasellus auctor nulla ut malesuada porttitor. Nullam bibendum luctus urna at placerat. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; cursus ullamcorper enim, eu accumsan enim facilisis non. Nam pellentesque velit velit, ut porta arcu luctus eget. Suspendisse id ipsum purus. Integer at arcu sed tellus molestie gravida vitae vitae nulla. Interdum et malesuada fames ac ante ipsum primis in faucibus. Sed lacinia orci id urna condimentum malesuada. In hac habitasse platea dictumst. Nam quis consectetur quam. Sed posuere, ante eget vehicula tempus, mi diam venenatis enim, sed dapibus mi odio non odio.

Sincerely,

Erin Quinn
Admissions Office
Northampton Community College

P: 610.861.5500 **F:** 610.861.4560 **E:** adminfo@northampton.edu **W:** northampton.edu

RE-BRANDING IS A LARGE UNDERTAKING, AND OVERLAP BETWEEN THE PREVIOUS IDENTITY AND THE CURRENT ONE IS EXPECTED. PLEASE DISCARD ANY LETTERHEADS THAT ARE USING THE PREVIOUS VERSION OF THE LOGO.



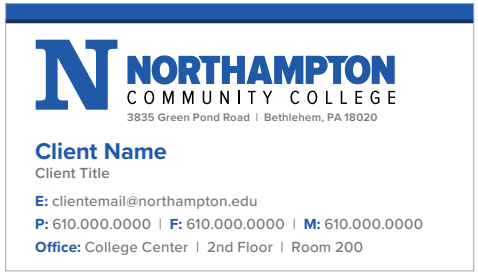
NORTHAMPTON COMMUNITY COLLEGE

3835 Green Pond Road | Bethlehem, PA 18020

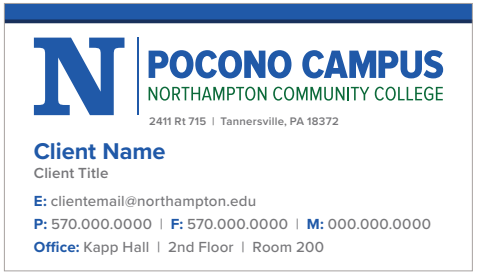
Letterhead
Business Card
Print Materials
Digital Assets

INSTITUTIONAL BUSINESS CARD

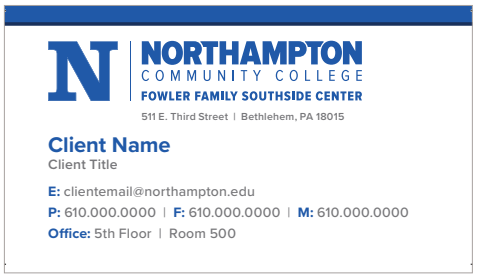
The business card will continue to carry the college name and updated logo as a tangible form of personal identification amongst business correspondence.













RE-BRANDING IS A LARGE UNDERTAKING, AND OVERLAP BETWEEN THE PREVIOUS IDENTITY AND THE CURRENT ONE IS EXPECTED. PLEASE DISCARD ANY BUSINESS CARDS THAT ARE USING THE PREVIOUS VERSION OF THE LOGO.

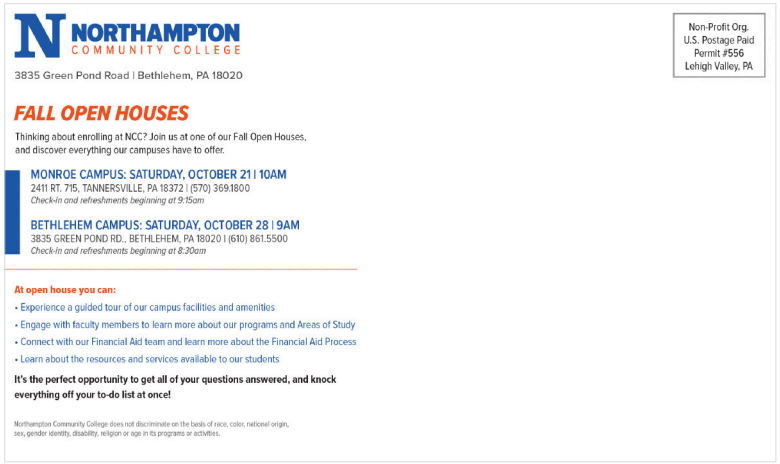
Letterhead
Business Card
Print Materials
Digital Assets

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.



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Lehigh Valley, PA

FALL OPEN HOUSES

Thinking about enrolling at NCC? Join us at one of our Fall Open Houses, and discover everything our campuses have to offer.

MONROE CAMPUS: SATURDAY, OCTOBER 21 | 10AM
2411 RT. 715, TANNERSVILLE, PA 18372 | (570) 369.1800
Check-in and refreshments beginning at 9:15am

BETHLEHEM CAMPUS: SATURDAY, OCTOBER 28 | 9AM
3835 GREEN POND RD., BETHLEHEM, PA 18020 | (610) 861.5500
Check-in and refreshments beginning at 8:30am

At open house you can:

- Experience a guided tour of our campus facilities and amenities
- Engage with faculty members to learn more about our programs and Areas of Study
- Connect with our Financial Aid team and learn more about the Financial Aid Process
- Learn about the resources and services available to our students

It's the perfect opportunity to get all of your questions answered, and knock everything off your to-do list at once!

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.

Letterhead
Business Card
Print Materials
Digital Assets



COLLEGE VIEWBOOK AND TWO-PAGE SPREAD UTILIZING THE AESTHETICS AND BRANDING AND PHOTOGRAPHY.



Letterhead
Business Card
Print Materials
Digital Assets



NCC'S "COMMUNITY CRUISER" IS A MOBILE PRESENCE AT COMMUNITY EVENTS AND ON CAMPUS, SHOWCASING OUR DIVERSE STUDENT POPULATION AND CONSISTENT COLLEGE BRANDING.



WALL WRAP USING OPTIMAL STUDENT PHOTOGRAPHY IN THE ESTABLISHED AESTHETIC, ADDING COLOR AND DEPTH TO THE COLLEGE ENVIRONMENT.

Letterhead
Business Card
Print Materials
Digital Assets



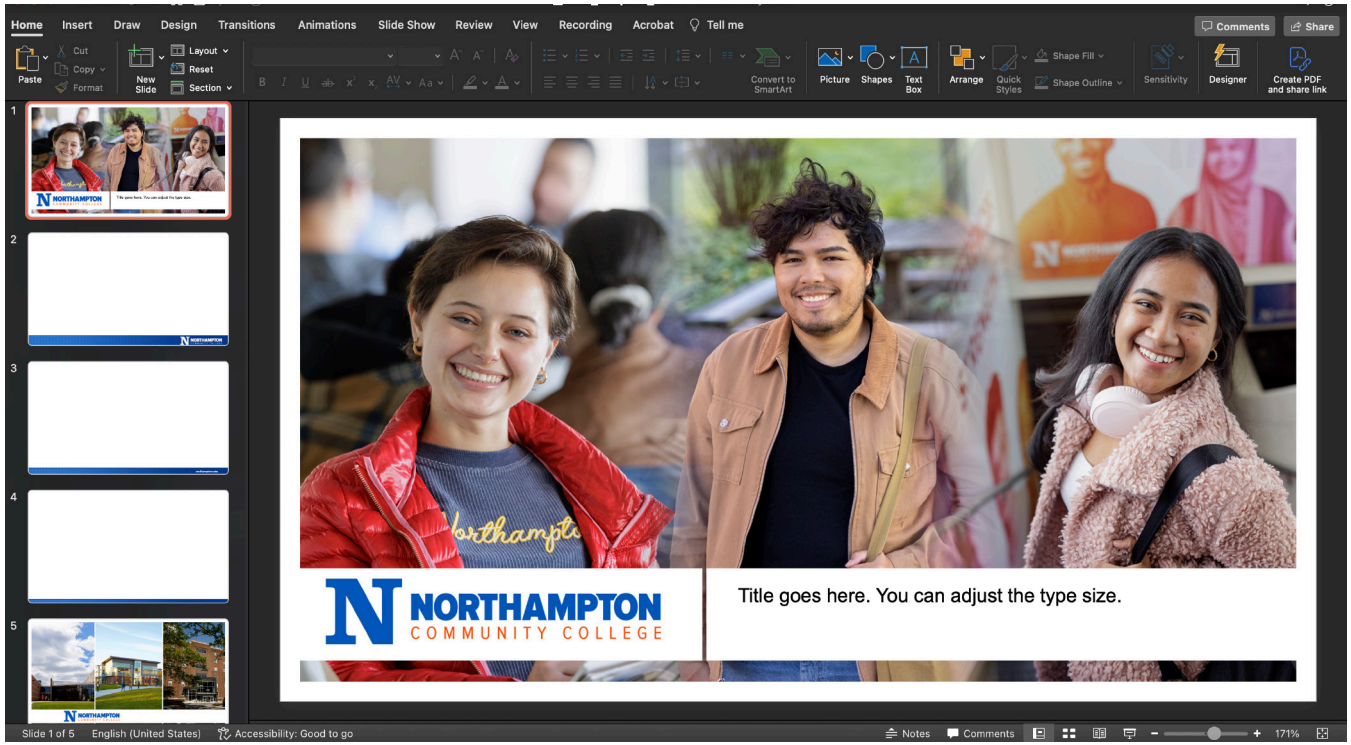


QUAD BANNERS ON DISPLAY AT THE BETHLEHEM CAMPUS, UTILIZING THE UPDATED LOGO AND COLORS.

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.

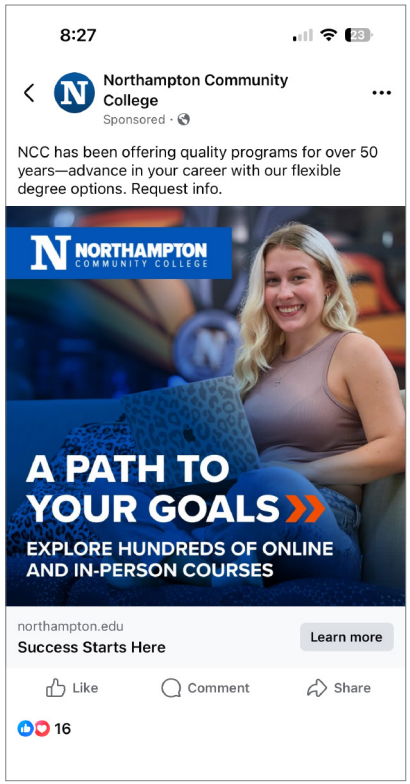
Letterhead
Business Card
Print Materials
Digital Assets





DIGITAL BILLBOARDS SEEN THROUGHOUT THE COMMUNITY IN NORTHAMPTON AND MONROE COUNTIES THAT DISPLAYS OUR OPTIMAL PHOTOGRAPHY AND BRANDING.

Letterhead
Business Card
Print Materials
Digital Assets



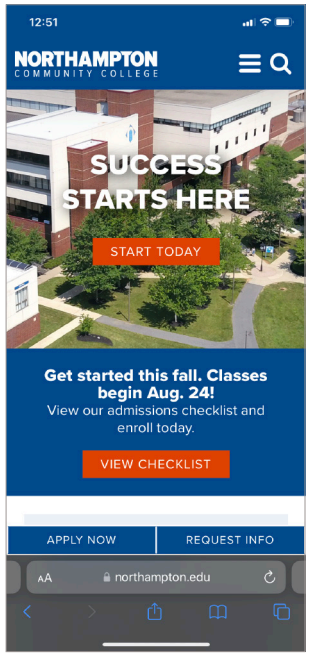




DIGITAL RECRUITMENT ADVERTISING FROM THE MOST RECENT CAMPAIGN, PART OF A SUITE OF GRAPHICS FOR TARGETED AUDIENCES ONLINE AND ON SOCIAL MEDIA.

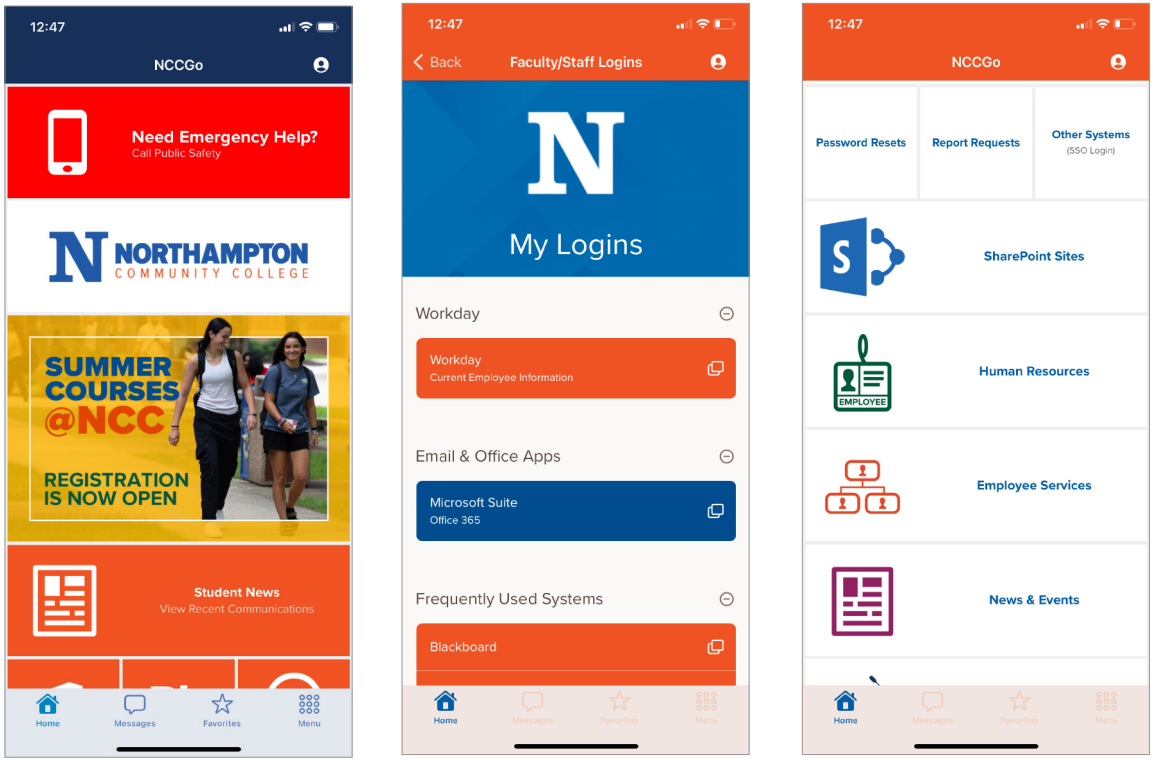
Letterhead
Business Card
Print Materials
Digital Assets





COLLEGE WEBSITE ON DESKTOP AND MOBILE BROWSER UTILIZING UPDATED BRAND AND COLORS.

Letterhead
Business Card
Print Materials
Digital Assets



THE NCC*Go* MOBILE APP, UTILIZED FOR MULTIPLE AUDIENCES INCLUDING CURRENT STUDENTS, FACULTY/STAFF AND PROSPECTIVE STUDENTS.

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.



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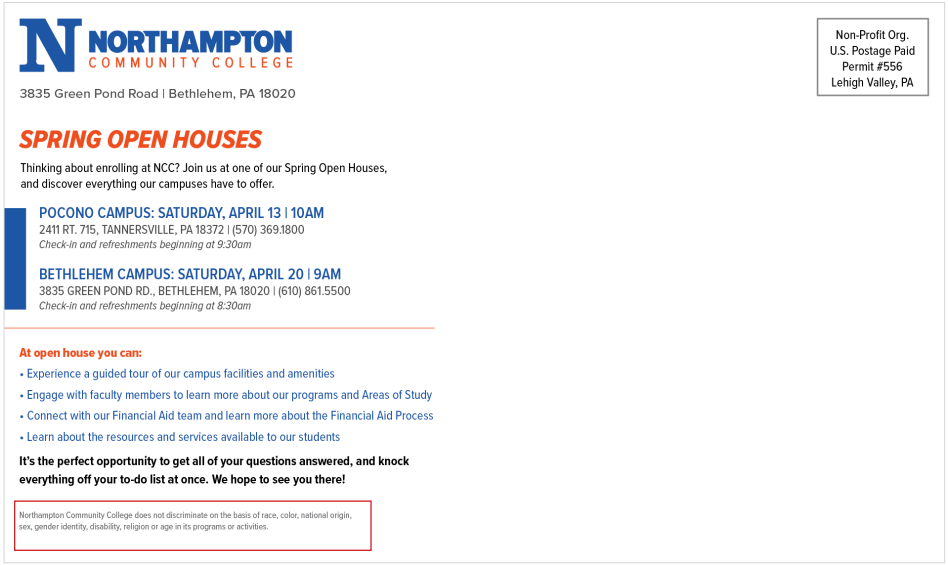
NONDISCRIMINATION STATEMENT

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

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Lehigh Valley, PA

SPRING OPEN HOUSES

Thinking about enrolling at NCC? Join us at one of our Spring Open Houses, and discover everything our campuses have to offer.

POCONO CAMPUS: SATURDAY, APRIL 13 | 10AM
2411 RT. 715, TANNERSVILLE, PA 18372 | (570) 369.1800
Check-in and refreshments beginning at 9:30am

BETHLEHEM CAMPUS: SATURDAY, APRIL 20 | 9AM
3835 GREEN POND RD., BETHLEHEM, PA 18020 | (610) 861.5500
Check-in and refreshments beginning at 8:30am

At open house you can:

- Experience a guided tour of our campus facilities and amenities
- Engage with faculty members to learn more about our programs and Areas of Study
- Connect with our Financial Aid team and learn more about the Financial Aid Process
- Learn about the resources and services available to our students

It's the perfect opportunity to get all of your questions answered, and knock everything off your to-do list at once. We hope to see you there!

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.

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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.
- Please refer to page 22 for correct logo use.

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 34 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.

DO NOT ALLOW THE VENDOR TO MANIPULATE THE LOGO IN ANY WAY. PLEASE REFER TO PAGE 22 REGARDING LOGO USE, AND CONTACT THE OFFICE OF MARKETING & COMMUNICATIONS FOR HELP..

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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 ON THE VENDOR'S PROOF.

DO NOT ALLOW THE VENDOR TO MANIPULATE THE LOGO IN ANY WAY. PLEASE REFER TO PAGE 22 REGARDING LOGO USE, AND CONTACT THE OFFICE OF MARKETING & COMMUNICATIONS FOR HELP.

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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 Luis Vazquez the Office of Marketing and Communications at lvazquez@northampton.edu.

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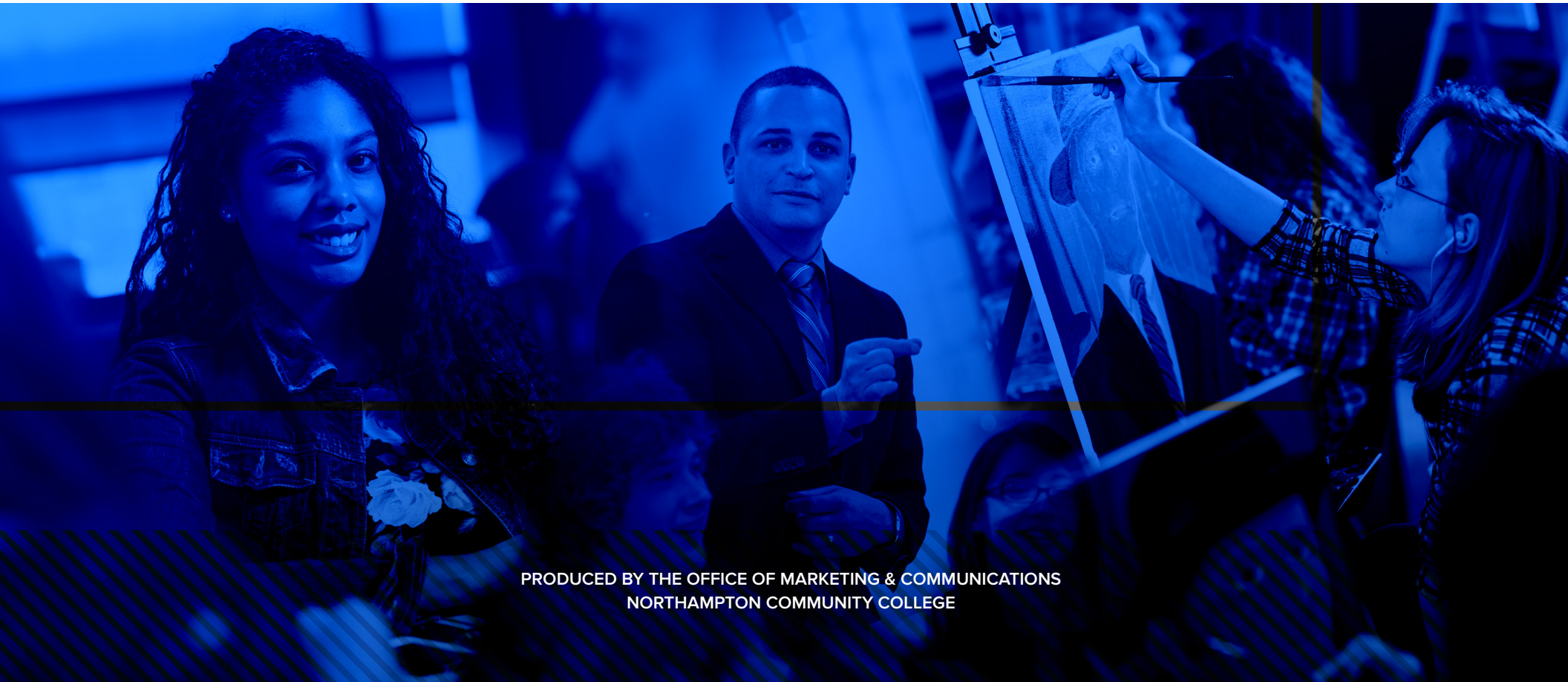
CONTACT US

For questions regarding the topics covered in this guide, please contact Luis Vazquez in the Office of Marketing & Communications at lvazquez@northampton.edu.



PRODUCED BY THE OFFICE OF MARKETING & COMMUNICATIONS
NORTHAMPTON COMMUNITY COLLEGE


NORTHAMPTON
COMMUNITY COLLEGE