

Daniel J. Patterson Campus

in NIAGARA-ON-THE-LAKE

November 2020



Niagara College Brand Standards:

This document provides specific guidelines for proper naming structure for the Daniel J. Patterson Campus in Niagara-on-the-Lake.

135 Taylor Road
Niagara-on-the-Lake, ON
L0S 1J0

The primary name format for the campus on Taylor Road is the

Daniel J. Patterson Campus in Niagara-on-the-Lake.

We use this format so that readers can associate the location of the campus on a map in relation to their place of origin. This is important for individuals who may not be familiar with Niagara College, it's campuses or the Niagara area.

Please refrain from using variations without specifically contacting the Niagara College Marketing department or Corporate Communications department.

PROPER USE

Daniel J. Patterson Campus in Niagara-on-the-Lake

EXCEPTION USE

Daniel J. Patterson Campus*

Niagara-on-the-Lake Campus**

* For internal college use only.

** Some pre-approved permissions apply. Not for regular use.

Contact Marketing or Corporate Communications for details.

IMPROPER USE

DJP Campus

NOTL Campus

Dan Patterson Campus

Niagara-on-the-Lake DJP Campus

Niagara-on-the-Lake, Daniel J. Patterson Campus

Daniel J. Patterson Campus at Niagara-on-the-Lake