

# NI AG ARA

## Niagara College Brand Standards:

This document provides specific guidelines for proper use of the Niagara College Canada logo and name on advertising, promotional and communication materials. Adhering to these guidelines will ensure a consistent, effective visual presentation of the Niagara College brand.

**Niagara College Marketing** (Welland Campus)  
100 Niagara College Boulevard, Welland ON L3C 7L3  
905-735-2211 ext. 7771

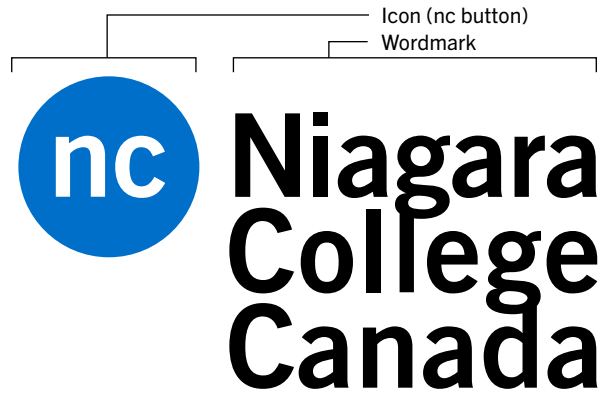
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# The Niagara College Logo

### The Niagara College Logo:

The Niagara College Logo is made up of 2 distinct elements: the blue circle icon “The Button” and the wordmark. Download logo files [Click here](#)



### Using the Logo:

Both elements of the logo are to be used as a single graphic. Independent placement of the nc button or the wordmark are not permitted without the approved consent of the Niagara College Marketing Department.





**Corporate Colour:**

Niagara College’s official colour has been chosen using the printing ink system known as the Pantone Matching System. This ensures that accurate and consistent colour is achieved when printing the logo and related graphic elements using traditional printing methods.

There are variations available for other media and materials as outlined below:



**Pantone 285**  
For coated  
papers and  
glossy materials

**Pantone 300**  
For uncoated  
or dull papers  
or materials

**CMYK**  
C-90  
M-48  
Y-0  
K-0

**RGB**  
R-0  
G-115  
B-207

**HEX Code**  
0077BE



**Supplementary colours:**

**Background Blue (CMYK)**

C-100 M-68 Y-7 K-28

**Lighter Blue (CMYK)**

C-70 M-30 Y-0 K-0

**Web Colours:**

Light Blue: EDF8FF

Light Grey: BFBFBF

Medium Grey: 555555

Dark Grey: 363636

Yellow: FFFAD9

**Clear space and minimum size:**

Clear space should always surround the logo, ensuring that other type or graphic elements do not collide with it, or interfere with its readability. The minimum clear space is based on the cap-height of the wordmark



Minimum clear space (equal to height of “N”)



Minimum size for reproducing the College logo is 1.5cm wide This will ensure legibility when reproduced.

## Brand Typeface:

Niagara College uses 2 typefaces to represent its brand identity. These fonts are used for media such as print and advertising. Fonts for web are displayed below.

Download fonts to your computer [Click here](#):

### PRIMARY: **TRADE GOTHIC NEXT LT PRO**

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i>
Bold Condensed	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</b>
Bold	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</b>

### SECONDARY: **JANSON**

Roman	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i>
Bold	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</b>
Bold Italic	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i></b>

WEB: **ROBOTO** (<https://fonts.google.com/specimen/Roboto>)

Roboto	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
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### Acceptable use of the Logo:

Using the logo on backgrounds of different colours will require different colour treatments to the logo itself to help maintain clarity. Generally always try to keep dark colours on light backgrounds and light colours on dark backgrounds. Note that the letters inside the icon are solid and should not show the background colour through the logo. When the logo is printed using white as a single colour, approved consent of the Niagara College Marketing Department must be obtained.



Colour on light background



Colour on dark background



Colour on medium background



Black and white versions

### Website specific usage:

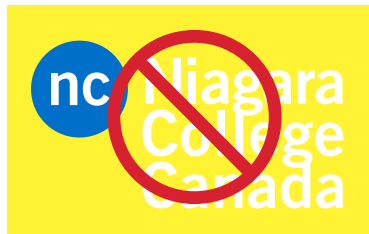
Websites that are affiliated with Niagara College Canada should always prominently display the Niagara College Canada logo. Suggested placement would be in a sidebar or footer of each page. For approval on using the logo on a web page, please contact Niagara College Marketing.

## NOT Acceptable use of the Logo:

Do not substitute or change the elements of the logo or place the artwork so that it is difficult to see or read. Never place it on a busy background which will reduce its effectiveness.



**DO NOT:**  
Low contrast backgrounds



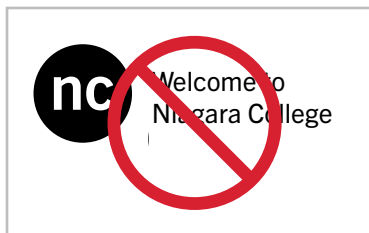
**DO NOT:**  
White elements on light backgrounds



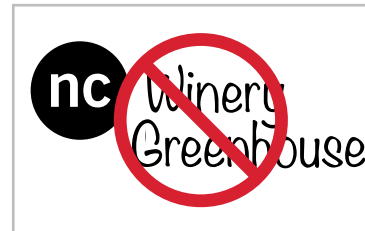
**DO NOT:**  
Alter size or shape



**DO NOT:**  
Change fonts or positions



**DO NOT:**  
Too small or angled



**DO NOT:**  
Use other names  
or font treatments



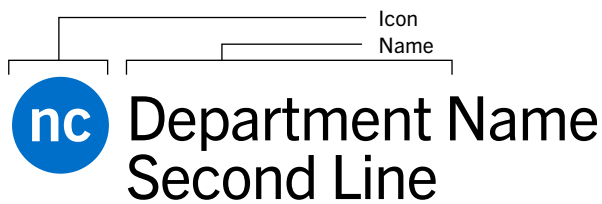
**DO NOT:**  
Add text or other graphics  
as part of the logo

### Sub-Branding & Alternate graphics:

Many areas of the College offer services and benefits to students and the Niagara community. Schools of study, divisions, departments, groups, committees and enterprises are some examples of these areas.

Marketing has developed a strategy to sub-brand these areas using a standardized graphic format that ties directly to the College brand by using the fonts and colours outlined in this guide.

Contact Marketing or create a Marketing Service Request ([Click Here](#)) to request consideration for sub-brand artwork for your area or group.



Typeface:

**TRADE GOTHIC NEXT LT PRO**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

#### Corporate:

Sub-branded logos are made up of 2 distinct elements: the blue circle icon and the name of the department. One of the primary differences between the College logo and the sub-brand is the weight of the font.

The lettering should be set using the “Trade Gothic Regular” which differentiates the artwork from the College logo reducing the probability for confusion between the similar brands.

NOTE: For promotional clothing embroidery, Marketing suggests having the lettering set as “Trade Gothic Bold No 2” as the regular font can become distorted on fabric.

#### Academic:

Academic sub-branding follows the same structure and format as the corporate guidelines.



#### Embroidery option:



## Social Media Brand Guidelines:

### Be bold. Be blue.

The NC branding guidelines are to be reviewed and understood before creating a social media account. The College logo must appear on all College-affiliated accounts and include “Niagara College” or “NC” in their page titles. If you are unsure of a name or need assistance, the Digital Media Officer can provide guidance.

**Determine your social voice.** Make sure that the tone you use is consistent with the image of NC and your particular department. As a postsecondary institution, we must be mindful of the terminology we use when posting online.

**Hashtags are helpful.** When posting, incorporate College hashtags to generate post exposure and connect with your followers. Hashtags are used for Twitter and Instagram. The primary NC hashtags are:

#myNCstory (General)  
#NiagaraCollege (General)  
#BluelsBest (General)  
#KnightsLife (Athletics)  
#GetInvolvedNC (CSEL/Community Events)  
#NCInternational

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## International Department:

### Language & Grammar


Niagara College has multilingual followers. Please refrain from using slang, as our followers include international students who may not be able to understand. Keep the language and tone at a simple level.

If you are considering starting a social media account to represent your area, program or event, please contact the Marketing department for approval. All accounts must be approved by the Manager and Digital Media Officer of the Marketing Department prior to implementation.


**Social Media Profile image:**


Niagara College has developed a theme for profile pictures that fits within the NC Brand Standards. All social apps and accounts are required to use one of the approved designs that can be customized for your account by contacting the Marketing department.

1.

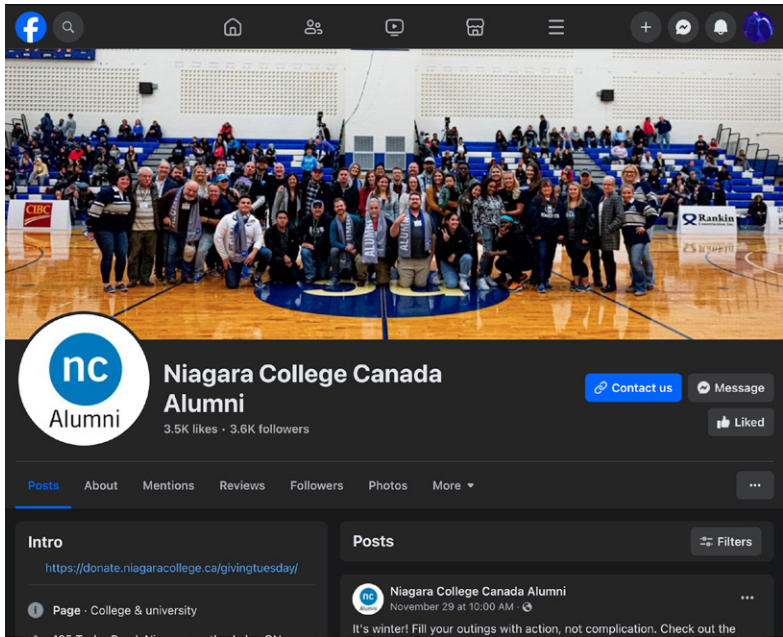


PROFILE PICTURE OPTIONS
2.


3.



**EXAMPLE OF PROFILE PICTURE IN USE**





### Promotional use:

Printing the College logo on promotional items should follow the “Acceptable use of logo” guidelines on page 7. Below are some samples of printed promotional products. Contact Marketing to approve any third-party use of the Niagara College logo prior to any ordering. Clothing rules differ from promotional products. Please see the clothing section for guidelines on using the logo on apparel.



### Exceptions:

Some products do not offer sufficient space for the traditional logo and can be printed with support from Marketing on how to best represent the College brand. Below are some examples of the logo used for these types of products. Always confirm with Marketing prior to placing orders for items in this category.



Long and skinny items such as writing utensils and lanyards. The logo would be too small to read in its traditional format.



Themed products are used very sparingly and are only meant as novelty items. These uses are approved on a limited basis.

### Marketing orders:

Marketing places orders for branded promotional items and available products are listed on the Marketing site <http://ncmarketing.freshdesk.com/solution/categories>. Products and availability may vary.

## College Clothing/Apparel

The College logo should typically be embroidered or silk screen printed onto clothing. Smooth fabrics such as t-shirts and broadcloth shirts can accept both methods but higher volume will suit the silk screen process much better and provide cost savings. Embroidery is best for lower volume as it is usually a higher cost to produce and typically takes longer to complete. Follow the same Acceptable Use of Logo guidelines or consult Marketing for assistance.



Golf shirts, dress shirts and casual clothing should typically be black or dark colour with the logo produced in blue and white. For light materials, use black lettering.

Non-traditional items such as scarves, hats or gloves should be dark colour. Logo in all white or white/blue configuration.

Baseball style caps should feature the Niagara College Canada logo without the tagline on the front.



## COLOURS

Branded clothing should be in the range of blue, black, grey and white. Some student uniforms may be exceptions based on industry standards or preferences.

## Placement:

Niagara College has outlined the optimum graphic placement for branded clothing. Follow the zone guidelines when ordering custom branded clothing.

### 1 ZONE 1: LEFT CHEST

The upper left chest location is the preferred placement for the College logo. Do not place any other text or graphics below the logo or in the same location.


### 2 ZONE 2: RIGHT CHEST

The right chest is designated for department names, program names, divisional titles or program specific badges or crests. Always use the brand font "Trade Gothic Bold" for any lettering - substitute fonts will lessen the effectiveness of the brand.

### 3 ZONE 3: BACK

The back offers several options for artwork. The College logo can be placed large on the centre or smaller at the nape of the neck between the shoulders. Program names may also be printed across the backs of uniform shirts (please follow brand font guidelines).

**OPTIONS:** Marketing can approve requests to modify or swap artwork zones. For example: the sleeve may be used for names of individuals or departments. Please send any modification requests to Marketing prior to placing any orders.

**SUB-BRANDS:** For areas that have an approved sub-brand logo, Marketing will consider placement options on a case-by-case basis. Please contact the Marketing department to request this option. All apparel must feature the Niagara College logo therefore eliminating the need to decorate apparel with a second  icon.





**DO**



Do use the logo clearly in contrasting colours. Placement options are logo left chest, name right chest, arm or back.

Text can be displayed on the sleeves. Names or titles or departments/services are examples. The Back of the item is also an approved location for this detail.



**DO**



Do use name, title, school on its own in any of the 3 zones shown on previous page

The NC logo must be placed in one of the other zones to establish brand identity



**DO NOT**



Do not place other words or names below the Niagara College logo.



Do not use blue/dark Niagara College logo on similar colour material.



**DO NOT**



Do not use the circle icon on it's own or separate each portion of the logo.



# On-campus Document Templates and Samples

**Branded templates and documents:**

Niagara College Marketing has developed a suite of materials for college staff, faculty and students to use when communicating with internal and external audiences.

The following pages contain examples of these templates which can be found on the corporate drive of the Niagara College server.


To download any of these for your use, please visit the Marketing Solutions page at

[Click Here to open in a browser](#)


**Letterhead/Memo document template:**

[Click here to open in web browser](#)


Options available include Welland specific, Niagara-on-the-Lake specific and dual address.



Welland Campus • 100 Niagara College Boulevard, Welland, ON L3C 7L3 | Tel: 905.795.2211  
niagaracollege.ca



Daniel J. Patterson Campus • 135 Taylor Road, S. S. #4, Niagara-on-the-Lake, ON L0S 1J0 | Tel: 905.641.2252  
niagaracollege.ca



Welland Campus • 100 Niagara College Boulevard, Welland, ON L3C 7L3 | Tel: 905.795.2211  
Daniel J. Patterson Campus • 135 Taylor Road, S. S. #4, Niagara-on-the-Lake, ON L0S 1J0 | Tel: 905.641.2252  
niagaracollege.ca



### Business Cards:

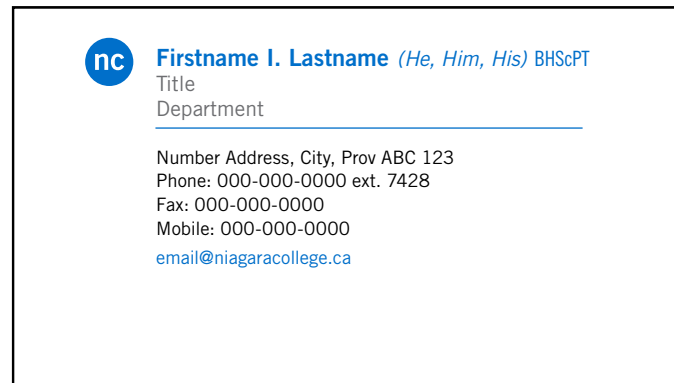
The NC Business Card is designed for all staff, faculty and administrative employees.

The personalized sections includes the cardholder's name, position, department and contact information.



Back

Optional: Award of Excellence winners will have the option to include the award graphic on their business cards as illustrated.



Front



### Ordering Business Cards:

All business cards are ordered through our preferred partner **The Printing House** at <http://www.tph.ca>


Contact your area administrator who has access to the secure database ordering system. Contact detail can be added or modified only by the administrator.

### Email Signature:

The NC email signature should be used for all electronic communications where possible. This helps external email recipients to easily identify the signature as originating from Niagara College. Please do not alter the signature or change the logo or colours.

Instructions to add the signature to your mail program are available on the Marketing solutions page [Click Here](#)

If you require assistance in using the signature template, please contact the **ITS Help Desk** at extension 7642.

Firstname Lastname, Position Title	
 <b>Niagara College Canada</b>	<b>Department</b>
	<b>phone</b> 905-735-2211 x 0000
	<b>email</b> <a href="mailto:afirstname@niagaracollege.ca">afirstname@niagaracollege.ca</a>
	<b>website</b> <a href="http://www.niagaracollege.ca">www.niagaracollege.ca</a>

### Presentation templates:

A set of presentation background slides have been customized to ensure brand consistency for presentations to students, staff and community. These backgrounds should be used at all times





**Niagara College Canada**  
Marketing

100 Niagara College Boulevard, Suite S217c  
Welland Ontario L3C 7L3  
905-735-2211 905-641-2252 ext 7771

[niagaracollege.ca/marketing](http://niagaracollege.ca/marketing)

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