



Northern College

Logo Quick Reference Guide (QRG)

April 19, 2010



Northern College is proud to introduce our logo. This is our new symbol – to ourselves, our community and the world – of who we are and what we represent.

The inspiration for our logo came from the natural environment within which Northern College exists. A bold N rises over the horizon symbolizing growth, looking ahead, seeing your future. The boldly coloured, curved elements that create the foundation for the N reflect the transformational, engaging and innovative qualities that Northern College wants to communicate to the world.

Remember, our logo is an integral part of our brand and our ambassador to the world. When we present ourselves consistently, effectively and professionally, that’s how we will be recognized. That is why it’s so important that you protect our image by following these guidelines.

This Quick Reference Guide outlines how to work with the fundamental visual components that express our logo.

Northern College Logo

The Northern College logo consists of two specific elements: Northern identifier and Northern College wordmark. The Northern identifier is composed of a capital N rising over a stylized landscape composed of three colours: complementary green, vibrant orange and sky blue accent. The wordmark is set in two typographic formats; Northern is set in a title case and College is set in all caps justified below Northern.

The elements of this logo have been specifically designed and their relationship to each other must never be altered or modified in any way.



Logo Colour Versions

To provide versatility based on application and use, there are six versions of the Northern College logo:

- 4 colour CMYK
- 4 colour: PMS 476, PMS 7495, PMS 173, PMS 542
- 2 colour: PMS 476, PMS 173
- Positive logo (Black)
- Greyscale logo
- Reversed logo (White)



4 COLOUR CMYK LOGO



2 COLOUR LOGO



POSITIVE LOGO (BLACK)



4 COLOUR PMS LOGO



GREYSCALE LOGO



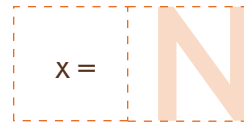
REVERSED LOGO (WHITE)

Logo Safe Zone

The safe zone for the Northern College logo is the minimum distance that any other element can be placed around the logo as determined by “x”. “x” is determined by the height of the capital “N” in Northern.

The logo is displayed to the best effect when surrounded by the safe zone, so no other dominant element (like type or graphic elements) would interfere with its integrity. This applies to both print and digital applications.

The amount of safe zone is in direct proportion to the size of the logo and **MUST NOT** be altered.



Logo Minimum Size

In print, the minimum size the logo can be reduced to should NOT be less than 24 mm in width.

For digital display, the minimum size the logo can be reduced to should NOT be less than 90 pixels in width.

If the logo is reduced beyond the minimum size for either application, the logo will lose legibility and will not print or display clearly.



LOGO MINIMUM SIZE
FOR PRINT

LOGO = 24 mm x 7.5 mm



LOGO MINIMUM SIZE
FOR DIGITAL DISPLAY

LOGO = 90 PIXELS x 28 PIXELS

Guidelines and Restrictions

Always use the master Northern College logo. The logo has been carefully typeset to ensure legibility and visual balance.

The examples on the right illustrate what NOT TO DO with the logo.

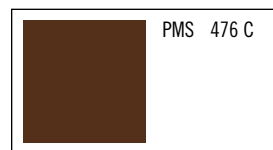


Colour Palette

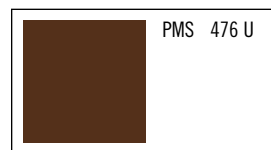
The Northern College logo colour palette consists of four colours: warm brown, complementary green, vibrant orange and sky blue accent.

When reproducing the Northern College logo in 4 colours and depending on the application specifications, the Pantone, CMYK, RGB or HEXADECIMAL values specified below should always be used when reproducing the Northern College logo and collateral.

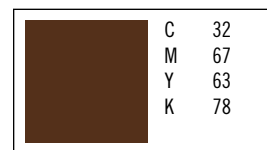
PANTONE COATED



PANTONE UNCOATED



CMYK



RGB



HEXADECIMAL (WEB)

