



NORTHLAND

Brand Standards Manual v1.2

BRAND STANDARDS MANUAL

Version 1.2

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Marketing Communications & Brand Management

Northland Community and Technical College

www.northlandcollege.edu/brand/

brand@northlandcollege.edu

Telling the Northland Story

We all want to tell a compelling, forward-thinking story about the Northland experience. While there are many different internal and external audiences, the tools in this guide should inspire each of us to take part in the Northland story, and to collectively and individually benefit from being part of it.

Our brand standards celebrate our mission to elevate Northland's unique position in higher education. Adherence to these standards allows us to effectively and consistently communicate the value of the College and its brand.

Terms to Know

Here are a few common terms you'll find referenced throughout the Brand Standards Manual.

For the purposes of this document, **Branded Product** or **Merchandise** refers to any items produced for retail or promotional use (athletic uniforms, facility signage, shirts, pens, etc.). It does not include stationery or other printed collateral (brochures, posters, postcards) prepared for use by the College.

Trademarks are names, designs or logos that identify an entity or organization, whether registered or not, are considered trademarks. Trademarks are protected by federal and state law either by federal/state trademark registrations or through common law use. Unauthorized use of trademarks constitutes infringement, which can lead to legal action against the infringer.

A **Brand Mark** is a trademark design that is used repeatedly to represent a specific entity — often referred to as a logo.

Trademark Licensing & Enforcement (TLE) protects the reputation and goodwill of the College through the control of the appearance of its name, marks, colors, brands, and all identifiable properties on campus and off campus by reviewing all proposed applications of College trademarks to ensure consistency and accuracy with brand standards, licenses companies to reproduce College trademarks on branded products, and pursuing unauthorized uses of College trademarks. TLE is a function of Marketing Communications & Brand Management.

Licensees are companies that apply for a license to produce Northland-branded product. Licensees agree to submit artwork for approval. Licenses fall into two primary categories: **Standard Licenses** are granted to companies planning to produce items that will be resold. **Internal Licenses** are for companies that will only produce items for consumption by the College itself.

All of Northland’s brand features are proprietary. If you opt to use any trademarks, logos, designs, and/or other brand features, you acknowledge your acceptance of the terms in the Brand Standards Manual.

Please reference this standards manual when designing any Northland branded materials.

For College Employees and Students

Familiarize yourself with the appropriate sections of both the College Brand Standards Manual and this Product Design Guide. Both resources bring together all the various ingredients necessary to effectively implement our brand for maximum impact. They establish a guiding visual, leaving room for flexibility, expression, and spontaneity. They will help you develop your branded product and serve as starting point prior to review by Northland Marketing Communications and Brand Management.

All products, items and merchandise using College trademarks must be approved by submitting to brand@northlandcollege.edu

For Designers and Product Vendors

Northland often calls on professional designers and vendors to use their expertise to promote Northland in more complex, visually sophisticated ways.

Before starting your project with Northland, review this Brand Standards Manual to acquaint yourself with Northland’s brand guidelines. Within each section you’ll find visual guidance and ideas that will prepare you for the creation of engaging products for Northland.

For additional assistance, please contact Northland’s Department of Marketing and Communications at: brand@northlandcollege.edu

What is a brand?

A brand is not a logo, tagline, colors, TV commercials, or websites.

A brand is perception. More specifically, it's the sum total of people's perceptions and experiences—what they think, feel, and respond to when they interact with an organization. And branding is the intentional process of shaping that perception.

The Northland brand is what students, parents, alumni, academic peers, partners, communities, and corporations think, feel, and respond to when they hear the words or see the symbols for Northland Community & Technical College.

Why brand guidelines?

The Northland brand has potential for great influence. By building a stronger brand, we continue to positively shape the way people think and feel about Northland, ultimately influencing: student recruitment and enrollment, employee recruitment, alumni participation, fundraising, word of mouth and social engagement, and partnerships.

To create and maintain a strong brand for Northland, it is vital that we deliver our brand consistently. An important part of this is maintaining a consistent message across all our branded touchpoints – providing our audiences with a set of compelling visual associations that communicate our value quickly and effectively.

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Naming Convention

Northland is an innovative leader in higher education, preparing all learners with work and life skills that advance personal well-being and regional prosperity.

Brand Revolution

Northland’s brand revolution was intended to create a flexible system of elements that are visually consistent and provide a strong brand identity. The goal in doing so is to capture new audiences in an authentic and meaningful way.

Composed of core elements including logo, color, and typography, the brand identity system provides a wide range of tools designed to be flexible and expandable so you can use your creativity to innovate across all media.

Implementation

The visual expression of our brand can quickly become chaotic and inconsistent without setting rules for how each element should be used. This brand standards manual outlines the revolution of our brand and will serve as a reference resource for implementing the Northland visual identity system.

The following sections provide creative guidance that will enable Northland staff, faculty, partners, and suppliers to express the Northland brand effectively and appropriately ensuring a cohesive and unified expression across all branded touch-points.

Introduction

The Pioneers

Go Pioneers!

The Pioneers is the team name for our athletics program. Use the Athletics Brand Standards Manual for references on how to properly use the Pioneer’s visual identity system. For information on Athletics Brand Manual contact the Northland Marketing Communications and Brand Management Department.



NORTHLAND

We are Northland.

Over the years, several names have been used to represent the college. Our logo clearly announces our name, with an emphasis on Northland. It is just as important to keep our name consistent in content and verbiage.

In first references, use:
Northland Community & Technical College

In subsequent references, use:
Northland

Formal uses, such as diplomas, should use:
Northland Community & Technical College

Do NOT Use:
The new Northland identity is not to be abbreviated in any form. For example, “NCTC” and “Northland CTC” are unacceptable applications of the Northland brand, as they will dilute the new identity.

Northland College
NCTC
Northland CTC



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Monogram

The Northland “N” monogram is the chief visual component of Northland’s brand identity system. Our logo anchors our College and Athletics brands. Reinforcement of the primary identity will build equity in the overall brand.



Wordmarks

Our wordmark is used to express our name visually through typography. For usage in applications with low awareness, use the full-wordmark with the entire Northland name.



Logo Lockups

Lockups are the combination of visual identity assets. We’ll show examples of how the monogram pairs with the wordmark and also the various brand examples that create lockups with the wordmark and the monogram.



Co-Branding

We’ll show examples on how to pair our wordmark and monogram with various other brands and organizations for proper co-branding and partnership implementation.

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Primary Monogram

Our academic and athletic brands are monogram-led. This means the monogram will be emphasized on most branded touchpoints, and should be considered first in the key branded elements hierarchy.

In most applications the monogram is 1-color navy on a field of red or 1-color red on a field of navy. The monogram can and does live on its own in many applications, but only as a 1-color version.

Our monogram conveys a sense of strength and progress. The angular nature echoes our commitment to innovation, and the two shapes give a nod to our two campus locations—it forms a strong basis for the rest of the Northland design language.

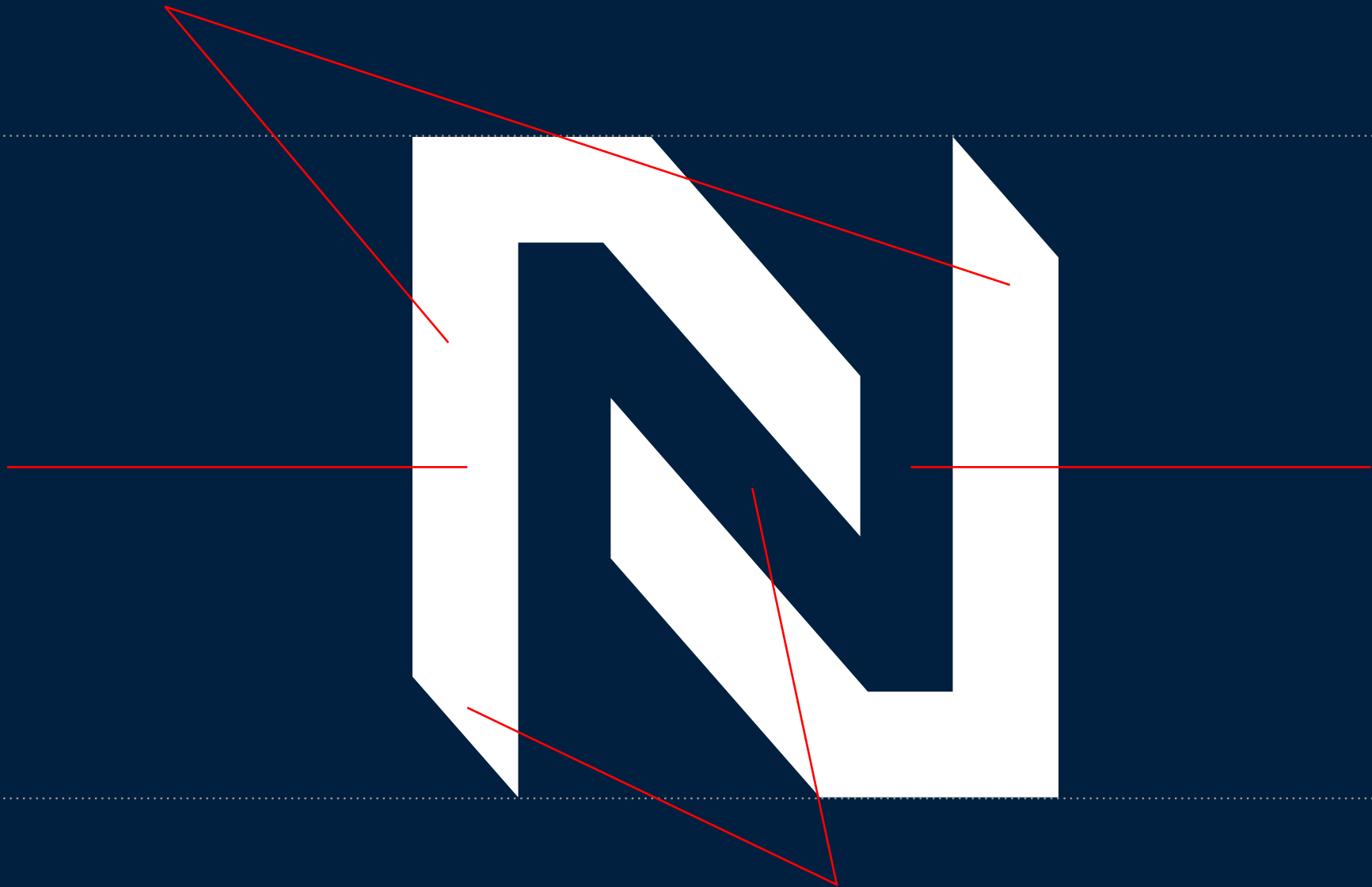


Brand Identity

Primary Monogram

The monogram is made up of two shapes. The two shapes represent the East Grand Forks and Thief River Falls campuses. They come together to create an "N" for Northland.

To create a bold and unique logo, we've used literal bold, thick strokes to help visually express the brand's personality.



The "N" running through the middle of the larger "N" shape represents the Red Lake River that runs through both East Grand Forks and Thief River Falls.

The angles in the monogram are all consistently constructed and based on the middle angle of the logo. The angle slashes point upwards for progress, innovation and looking to the future as well as pointing north to Northland.

Clear Space
Requirements

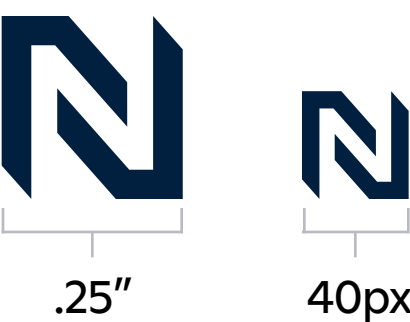
Always provide ample clear space around the monogram logo. The minimum amount of clear space required around the monogram is defined by one-quarter of its height.



Minimum Sizes

Minimum Size

When printed, the monogram must be at least .25" wide in order to be legible. When displayed digitally, the monogram must be at least 40 pixels wide in order to be legible.



Recommended Sizes

Follow the recommended sizes for both print and digital applications.



Brand Identity



Primary Monogram



Primary Colorways

Space Blue and Horizon Red monograms on a field of navy and red are our primary wordmarks. Because our color palette leans into navy and red as our dominant colors, whenever possible, these monogram colors should be used.



Secondary Colorways

There are two additional approved 1-color wordmarks for use on fields of color as a secondary colorways. These may be used sparingly on any touchpoint where the primary wordmark is not an option.



One-Color & On White

When using only one-color, use Space Blue on white. When our wordmark appears on white, the primary monogram should be the 1-color Space Blue.



Incorrect Colorways

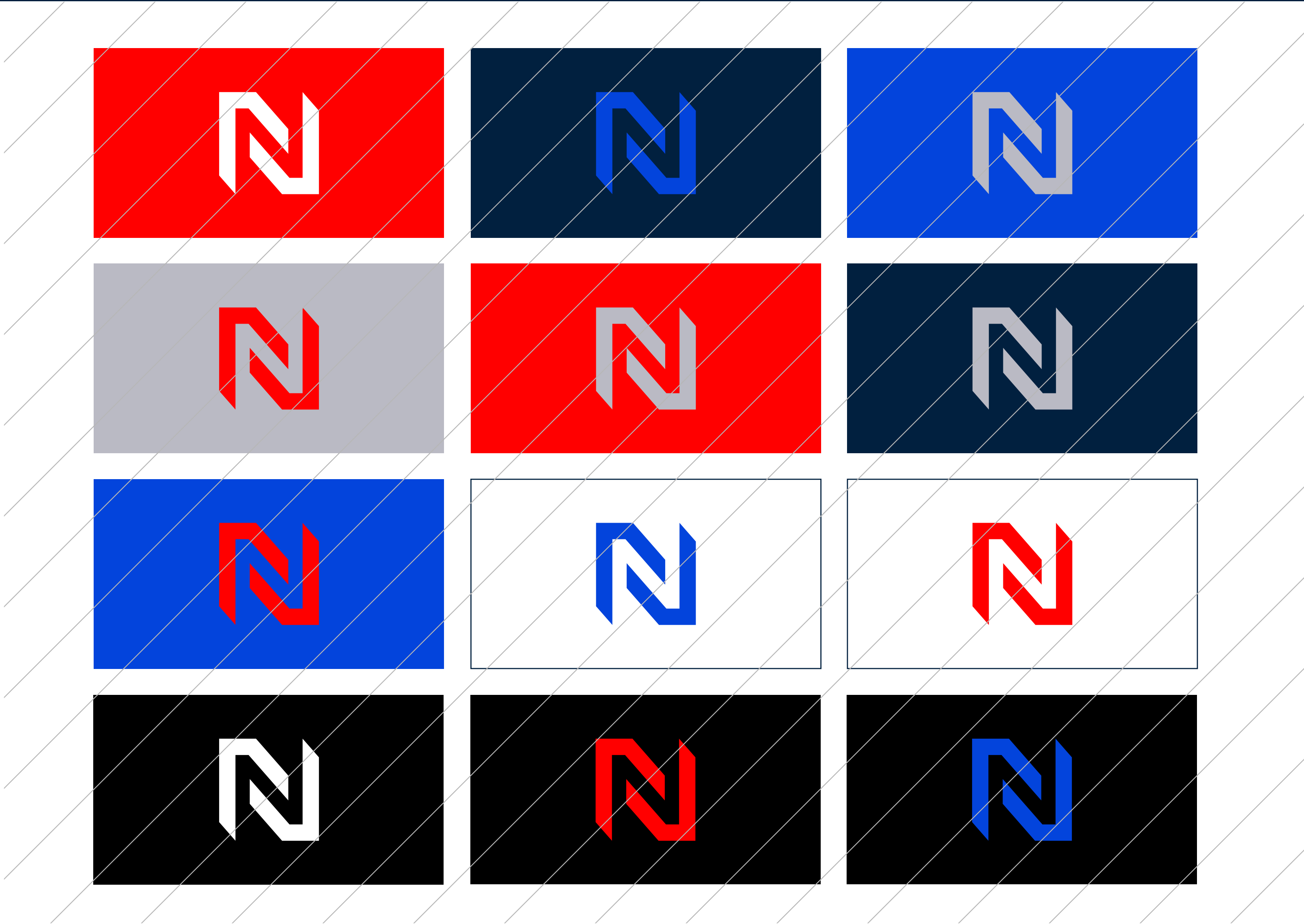
These color combinations are not to be used. Horizon Red paired with Shuttle White looks too close to the Nebraska “N” and should be avoided. Please use only the approved colorways when displaying our monogram.

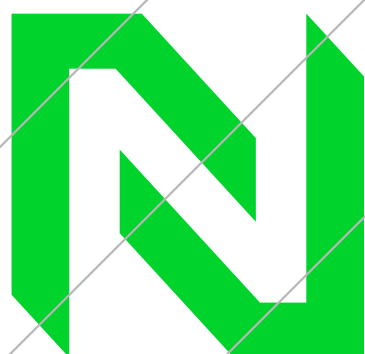
Red Over Royal (Flight) Blue

Horizon Red on top of Flight Blue must be used sparingly in the brand and only in applications for Pioneers athletics.

On Black

Unless required for black & white print applications, black is not an approved colorway because of the brand confusion it creates by how close it resembles our Space Blue navy color. Space Blue navy should always be used in place of black.





Do NOT change the color of the logo. Only use Horizon Red, Shuttle White or Space Blue.



Do NOT stretch, rotate or distort the logo.



Do NOT add illustrations around or behind the logo.



Do NOT create 3D effects with the logo.



Do NOT add any embossing or glow effects to the logo.



Do NOT put the logo on top of a photo where legibility is compromised.

Monogram Incorrect Usage

To insure that our monogram is used correctly, do not make any of the adjustments shown on the right. Consistent use of the monogram in the correct way increases brand awareness.



Do NOT add a gradient to the logo.



Do NOT add a stroke or outline to the logo.



Do NOT contain the logo in a circle or shape that makes it appear like part of the logo.

Wordmarks

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NORTHLAND

Primary Wordmark

The primary wordmark is 1-color red on a field of navy or navy on a field of red. The wordmark can and does live on its own in many applications, but only as a 1-color version. It is second in the key branded elements hierarchy after our monogram.

NORTHLAND

NORTHLAND

The bold and wide character forms of Ginto Nord create a memorable and unique wordmark to stand out from competitors and align with a bold & innovative strategic approach.

NORTHLAND

The “N” has a striking visual presence and the angles play a part in the larger brand evolution.

The “R” has been customized to tighten the connecting parts to create a more unique character form.

The “L” has been customized to pair with the angle of the “A”. This helps tighten the gap between the characters and creates a more nuanced wordmark.

The kerning or letter-spacing of the characters, has been adjusted between each character for greater consistency and legibility.

NORTHLAND

COMMUNITY & TECHNICAL COLLEGE

Full Wordmark

The full wordmark is 1-color red on a field of navy or 1-color navy on a field of red. The wordmark can and does live on its own in many applications, but only as a 1-color version.



Clear Space Requirements

The minimum amount of clear space required around the our wordmarks is defined by one-quarter of the first letter’s height.



Minimum Sizing

Minimum Size

In order to insure that our wordmarks are legible they must follow the size requirements listed below.

.125" [**NORTHLAND**

12px [**NORTHLAND**

.375" [**NORTHLAND**
COMMUNITY & TECHNICAL COLLEGE

24px [**NORTHLAND**
COMMUNITY & TECHNICAL COLLEGE

Recommended Sizes

Follow the recommended sizes for both print and digital applications.

NORTHLAND

NORTHLAND

NORTHLAND

NORTHLAND

Primary Colorways

Space Blue and Horizon Red wordmarks on a field of navy and red are our primary wordmarks. Because our color palette leans into navy and red as our dominant colors, whenever possible, these wordmark colors should be used.



Secondary Colorways

There are two additional approved 1-color wordmarks for use on fields of color as a secondary colorways. These may be used sparingly on any touchpoint where the primary wordmark is not an option.



One-Color & On White

When using only one-color, use Space Blue on white. When our wordmark appears on white, the primary monogram should be the 1-color Space Blue.



Incorrect Colorways

These color combinations are not to be used. Please use only the approved colorways when displaying our wordmark.

Red Over Flight Blue

Horizon Red on top of Flight Blue must be used sparingly in the brand and only in applications for Pioneers athletics.

On Black

Unless required for black & white print applications, black is not an approved colorway because of the brand confusion it creates by how close it resembles our Space Blue navy color. Space Blue navy should always be used in place of black.



Incorrect Wordmark Usage

Northland wordmarks should not be adjusted or altered in any way.

NORTHLAND

Do NOT change the color of the logos. Only use Horizon Red, Shuttle White or Space Blue.

NORTHLAND

Do NOT stretch, rotate or distort the logos.

NORTHLAND

Do NOT add illustrations around or behind the logos.

NORTHLAND

Do NOT create 3D effects with the logos.

NORTHLAND

Do NOT add any embossing or glow effects to the logos.

NORTHLAND

Do NOT put the logos on top of a photo where legibility is compromised.

NORTHLAND

Do NOT add a gradient to the logos.

NORTHLAND

Do NOT add a stroke or outline to the logos.

NORTHLAND

Do NOT contain the logo a shape that makes it appear like part of the logos.

Logo Lockups

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Full Logo Lockup

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Sizing

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Colorways



Primary Logo Lockup

The primary logo lockup is 1-color red on a field of navy or navy on a field of red. The logo can and does live on its own in many applications, but only as a 1-color version. It is second in the key branded elements hierarchy after our monogram. The logo is third in the key branded elements hierarchy—the monogram and wordmark should come first.



NORTHLAND



NORTHLAND

Unit Lockups

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Crests Purpose & Usage

Program and department-specific crests and badges are no longer to be used in any external promotions or marketing efforts as they will dilute the overall college image and identity. Crests are only to be used for internal purposes given the right context, including official student uniforms. Please contact the Department of Marketing & Communications for inquiries on crest creation and usage.

Before engaging in any promotional activity or co-branding opportunity that incorporates the Northland's registered name, trademarks or other marks, units must contact the Department of Marketing & Communications at brand@northlandcollege.edu.



Program Clusters

When creating program cluster wordmarks, the name x-height “X” dictates the spacing clearance from the wordmark. Use Ginto Normal Bold for the text.



Programs

When creating program specific wordmarks, the name x-height “X” dictates the spacing clearance from the wordmark. Use Ginto Normal Regular for the text.



Full Wordmark

When using the full wordmark, use a line to separate the program cluster or program name from the wordmark.



Monogram Clusters & Programs

For applications when using the monogram with a program cluster or program, use the x-height “X” for proper spacing around the monogram. When pairing with the monogram always use Ginto Normal Bold.



**Northland Foundation
Logos**

Wordmarks can be created for campaigns, initiatives, facilities, products, programs and other tactics — however, stand alone logos should not be created. Wordmark extensions should use brand fonts and colors but should not include icons, graphics or other design elements that would constitute a logo. To the right are some sample wordmark extension executions.

NORTHLAND
COMMUNITY & TECHNICAL COLLEGE
F O U N D A T I O N



NORTHLAND360 **NORTHLAND****STORIES**

Extension Logos

Wordmarks can be created for campaigns, initiatives, facilities, products, programs and other tactics — however, stand alone logos should not be created. Wordmark extensions should use brand fonts and colors but should not include icons, graphics or other design elements that would constitute a logo. To the right are some sample wordmark extention executions.

NORTHLAND
STORE

NORTHLAND
MARKET

NORTHLAND
SERVICE
LEARNING

Co-Branding

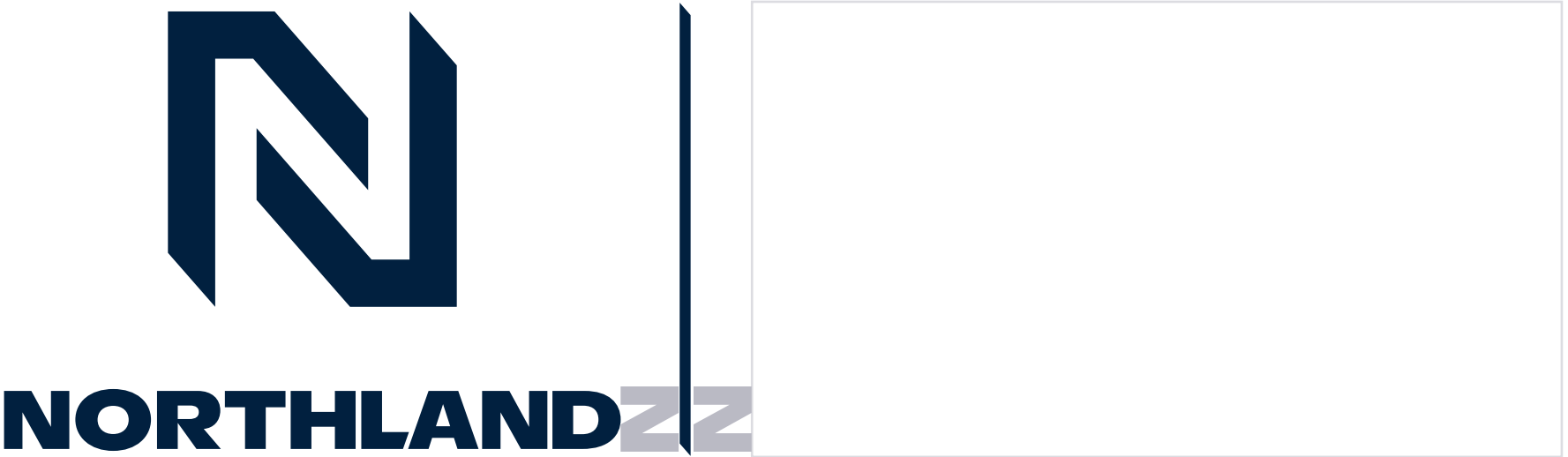
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Partnership Co-Branding

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Minnesota State Co-Branding

Partnerships & Sponsorships

Northland is an active partner in our surrounding community and region. As such, it is common for partnerships and other joint endeavors (with both internal and external entities) to be involved in marketing and advertising. As such, there is a need to define how to best represent Northland in each of these partnerships.

Before engaging in any promotional activity or co-branding opportunity that incorporates the Northland’s registered name, trademarks or other marks, units must contact the Department of Marketing & Communications at brand@northlandcollege.edu.



Minnesota State

Minnesota State Identifier Lockup

Our Northland Community and Technical College lockup, or wordmark, coupled with the Minnesota State identifier.



Vertical Lockup

For the vertical lockup, X = the height of the first letter “N”. The spacing in-between our wordmark and the identifier is 2X.



Horizontal Lockup

In this lockup, X = to the height of the first letter in the wordmark “N”. The separation between the identifier and the wordmark is 2X.



Stand-alone Lockup

When separating the Northland wordmark or lockup from the state identifier, use Ginto Nord Bold at the bottom of the application. (see stationary for example)

A MEMBER OF MINNESOTA STATE



Design System

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Colors

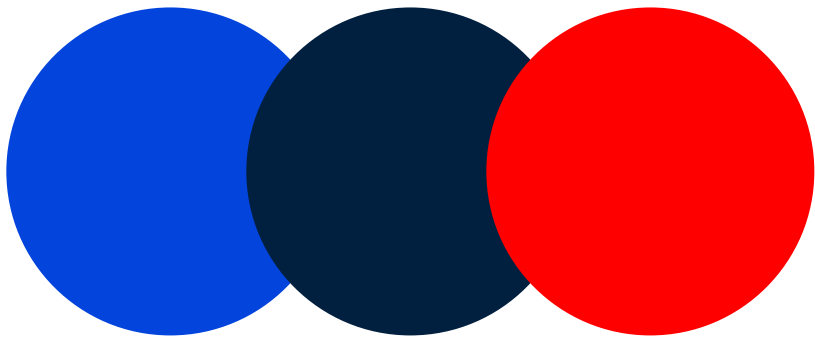
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Typography

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Photography

Design System



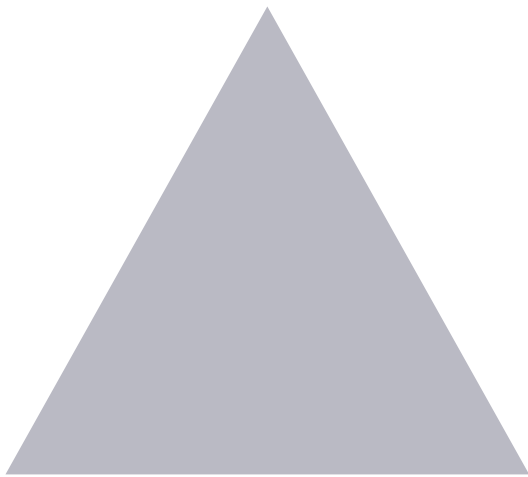
Colors

The different values associated with each brand color are dependent on the intended use. PMS: This is used for when spot colors are needed (limited use). CMYK: used for print. HEX: Hex values should be used when reproducing brand colors in a digital, RGB environment.

Abc

Typography

To stay consistent with our master college brand we use Ginto Normal Regular and Bold for body copy and information. We use Ginto Nord for headlines and personality usage. For jerseys we use a different typeface for stylistic approach.



Graphic Motif

The Northland triangle comes from the Northland wordmark. This shape is used in various ways to help define the college’s visual design language.



Photography

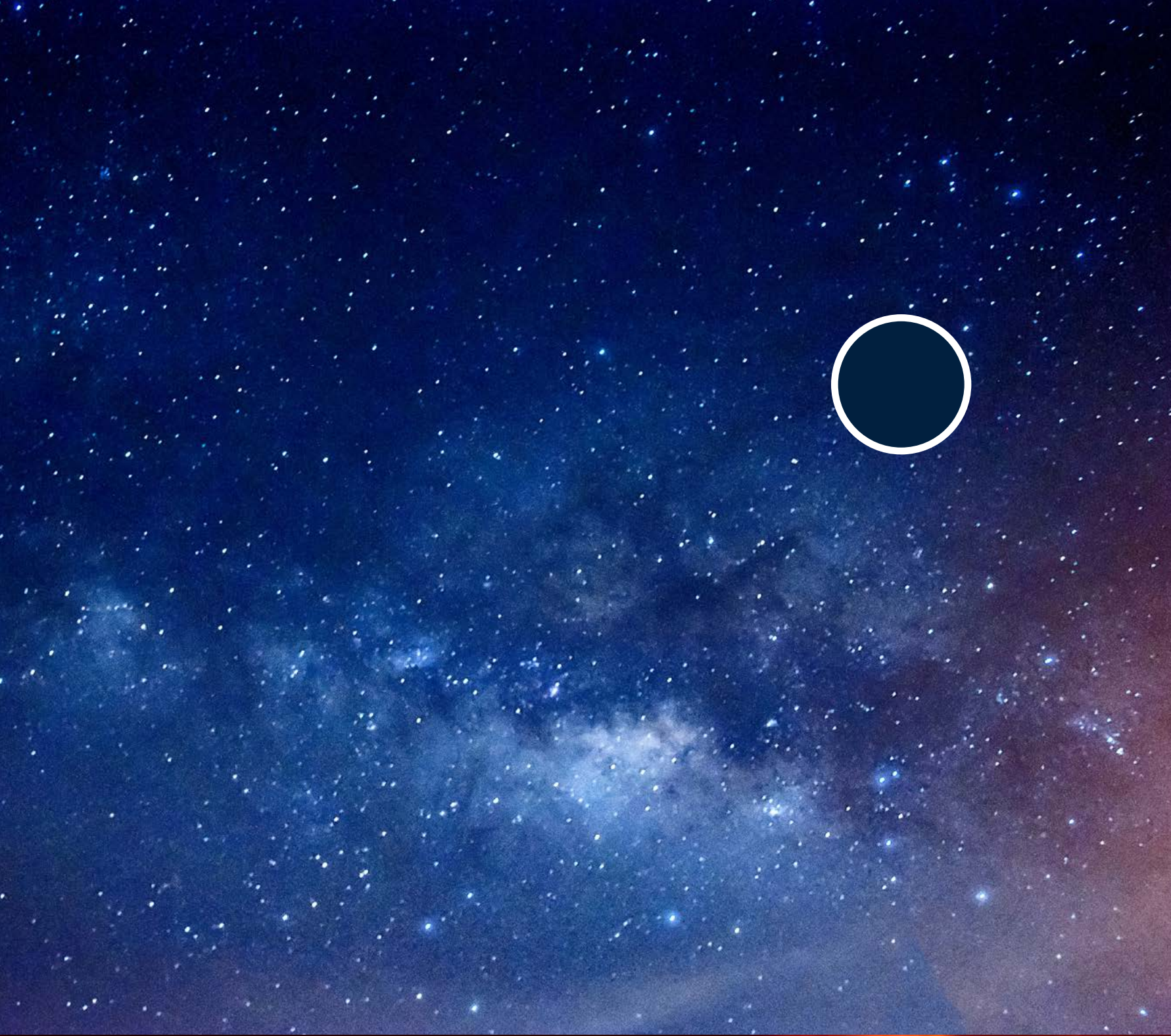
Our photography style is authentic and genuine. We look to capture real students in real scenarios as much as possible. Avoid self-aware photography (looking at camera) and also scenarios that feel forced and not realistic.

Colors

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Color Sourcing

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Color Palette

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Color Hierarchy



International Orange

R 255
G 79
B 0

HEX
#FF4F00

Pantone®
Orange 021 C

C 0
M 65
Y 100
K 0

Frontier Silver

R 186
G 186
B 197

HEX
#BABAC4

Pantone®
Cool Gray 4 C

C 12
M 8
Y 9
K 23

Shuttle White

R 255
G 255
B 255

HEX
#FFFFFF

C 0
M 0
Y 0
K 0

Flight Blue

R 3
G 68
B 220

HEX
#0344DC

Pantone®
2728 C

C 90
M 68
Y 0
K 0

Horizon Red

R 255
G 0
B 0

HEX
#FF0000

Pantone®
2347 C

C 0
M 100
Y 100
K 0

Space Blue

R 1
G 32
B 63

HEX
#01203F

Pantone®
655 C

C 100
M 79
Y 12
K 59

Primary Colors:

Space Blue & Horizon Red

These are the primary colors in our color palette and should be used prominently across all tactics.

Secondary Color:

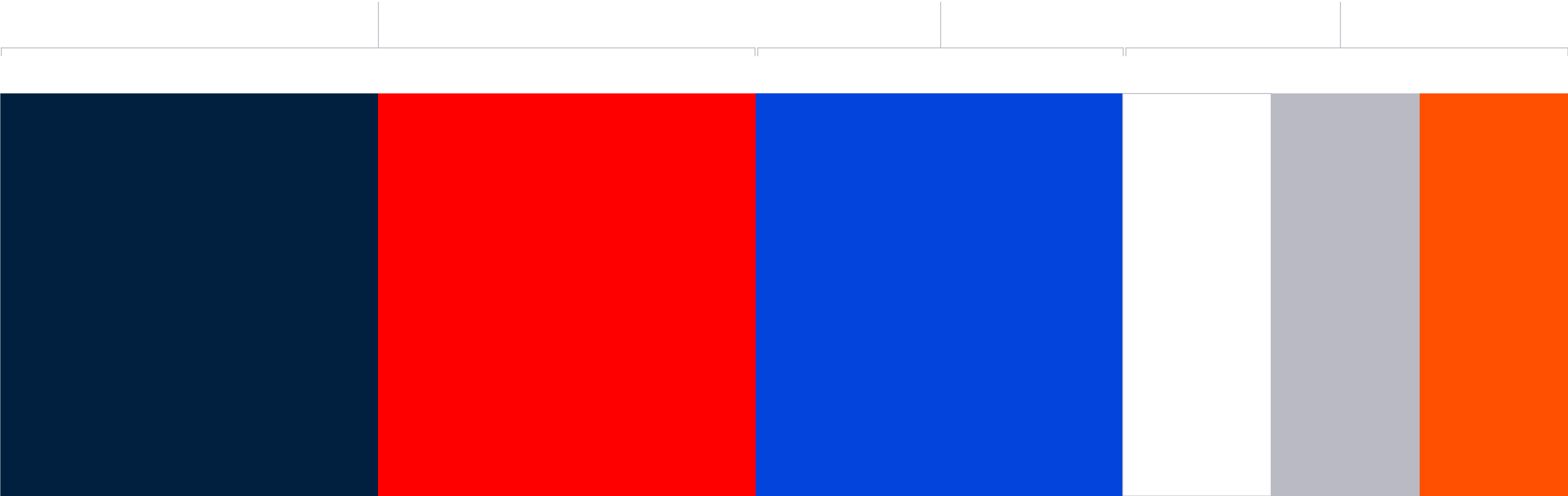
Flight Blue

Pairs well with Space Blue and Horizon Red can be used to add interest and energy.

Tiertary Colors:

Shuttle White, Frontier Silver, International Orange

International Orange is an effective color for highlighting important information, but should be used sparingly. Frontier Silver is effective when applied to backgrounds or typography.



Typography

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Default Typeface

GINTO NORD

GINTO NORD REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GINTO NORD BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AEROSPACE
AGRICULTURE
AUTOMOTIVE
BUSINESS

LIBRARY
CATALOG
CALENDAR
HANDBOOK

Ginto Normal

Ginto Normal Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Ginto Normal Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Transfer
Courses
Academics
Admissions
Campus

Classes
Schedule
Rooms
Study
Programs

Northland is a comprehensive two-year community & technical college offering 80+ program options in high-demand fields including; Aerospace, Agriculture, Automotive & Transportation, Building Trades, Business & Marketing, Education, Health & Human Services, Information Technology, Law & Public Safety, Manufacturing and more!

Headlines

Font

Ginto Normal Bold
Ginto Nord Bold

Case

Ginto Normal Bold - Sentence
Ginto Nord Bold - Uppercase

Kerning

Optical

Tracking

-25

Leading

Ginto Normal Bold - 100% of font size
Ginto Nord Bold - 85% of font size

Recommendation

When possible, set headlines in three lines or less for better readability.

Start Your
Bachelor’s Degree
At Northland

Complete the First Two Years of Your
Four-Year Degree

When you spend two years at Northland Community & Technical College completing the 60-credit Associate in Arts (A.A.) degree, and transfer to a Minnesota state college or university, you will have satisfied the first two years of a four-year degree program.

CAREER
READY
FASTER

Complete the First Two Years of Your
Four-Year Degree

When you spend two years at Northland Community & Technical College completing the 60-credit Associate in Arts (A.A.) degree, and transfer to a Minnesota state college or university, you will have satisfied the first two years of a four-year degree program.

Subheadlines

- Font
 - Ginto Normal Bold
- Case
 - Sentence
- Kerning
 - Optical
- Tracking
 - 25
- Leading
 - Ginto Normal Bold - 125% of font size
- Recommendation
 - When possible, set headlines in three lines or less for better readability.

Start Your
Bachelor's Degree
At Northland

Complete the First Two Years of Your
Four-Year Degree

When you spend two years at Northland Community & Technical College completing the 60-credit Associate in Arts (A.A.) degree, and transfer to a Minnesota state college or university, you will have satisfied the first two years of a four-year degree program.

CAREER
READY
FASTER

Complete the First Two Years of Your
Four-Year Degree

When you spend two years at Northland Community & Technical College completing the 60-credit Associate in Arts (A.A.) degree, and transfer to a Minnesota state college or university, you will have satisfied the first two years of a four-year degree program.

Body Copy

Font
Ginto Normal Regular

Kerning
Optical

Tracking
-10

Leading
Ginto Normal Bold - 125% of font size

Color
Space Blue, Frontier Silver, Shuttle
White

Start Your
Bachelor’s Degree
At Northland

Complete the First Two Years of Your
Four-Year Degree

When you spend two years at Northland Community & Technical College completing the 60-credit Associate in Arts (A.A.) degree, and transfer to a Minnesota state college or university, you will have satisfied the first two years of a four-year degree program.

CAREER
READY
FASTER

Complete the First Two Years of Your
Four-Year Degree

When you spend two years at Northland Community & Technical College completing the 60-credit Associate in Arts (A.A.) degree, and transfer to a Minnesota state college or university, you will have satisfied the first two years of a four-year degree program.

Typography Colorways

- Use only the color combinations below
- Do not set long paragraphs in reversed text or colored text on Space Blue, Horizon Red and Flight Blue, as this can be difficult to read

<div>Horizon Red</div> <div>Flight Blue</div> <div>Shuttle White</div> <div>Frontier Silver</div> <div>International Orange</div>	<div>Space Blue</div> <div>Shuttle White</div> <div>Frontier Silver</div>	<div>Space Blue</div> <div>Shuttle White</div> <div>Frontier Silver</div> <div>International Orange</div>	<div>Space Blue</div> <div>Horizon Red</div> <div>Flight Blue</div> <div>Frontier Silver</div> <div>International Orange</div>	<div>Space Blue</div> <div>Horizon Red</div> <div>Flight Blue</div> <div>Shuttle White</div> <div>International Orange</div>	<div>Space Blue</div> <div>Flight Blue</div> <div>Shuttle White</div> <div>Frontier Silver</div>
---	---	---	--	--	--

Arial

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**Transfer
Courses
Academics
Admissions
Campus**

**Classes
Schedule
Rooms
Study
Programs**

Default Typeface

When Ginto Normal or Ginto Nord is not available, Arial should be used as a replacement. Arial Regular replaces Ginto Normal Regular, and Arial Bold replaces Ginto Normal Bold, Ginto Nord Bold.

Arial should be used for everyday business applications like Word, PowerPoint and emails so these documents appear the same for those receiving them as they do for those creating them.

Iconography

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Construction

Our Iconography

Icons can be an effective way to draw attention to information and are useful for navigation within user interface applications. Our icons are intended to be conceptual, not literal. Icons are meant to support messaging and imagery, not replace it and should be used purposefully to enhance designs without cluttering or adding complexity

Overview

General icons can be used across all tactics and are constructed with uniform weight lines. They are built on a grid so they can be sized consistently. For guidelines regarding construction, see page XX.

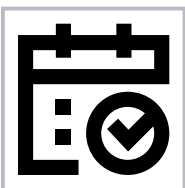
Recommended Sizes

Below are the recommended sizes for general icons in common print and digital tactics such as brochures, websites and emails. For larger format applications, use similar proportional sizing.

Print 0.375"
Digital 30px



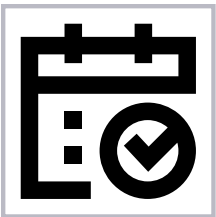
Print 0.75"
Digital 60px



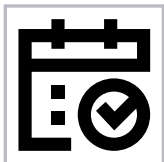
Print 0.5"
Digital 40px



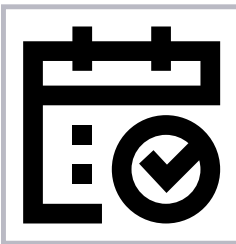
Print 0.875"
Digital 70px



Print 0.625"
Digital 50px



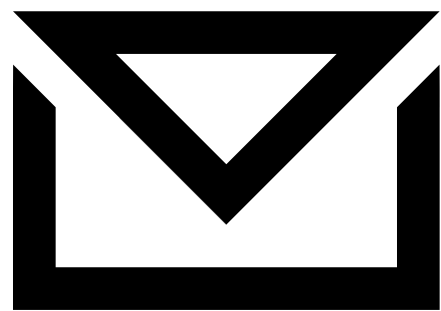
Print 1"
Digital 80px



Iconography Colorways

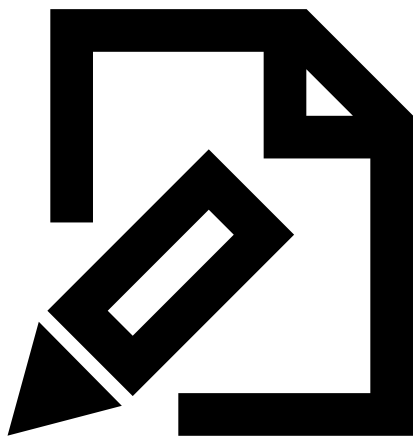
Icons should be used in the colorways shown below. To avoid a “rainbow” effect, use only one color combination per spread, webpage or digital ad. Whenever an icon is printed in grayscale, 100% black should be used.





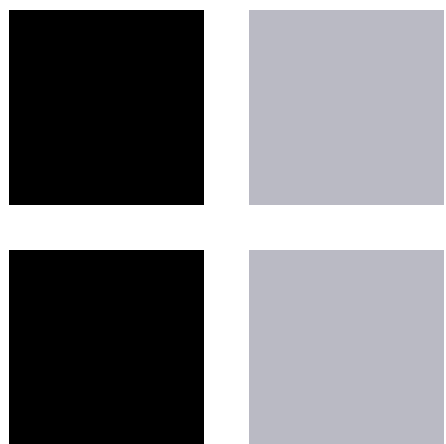
Cut-outs

Icons should have a cut-outs from their shapes to mimmic the “N” monogram.



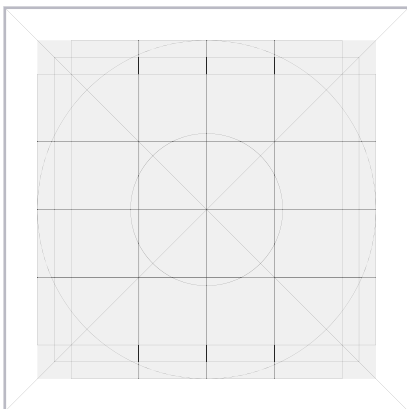
Simplify

Icons should be simple in design to maximize clarity and legibility.



Whole Pixels

Place strokes on whole pixel coordinates to avoid any distortion.



Keylines

Design icons using the keylines of the grid as much as possible.

Iconography Construction

Before You Start

All new icons must be approved by the brand team. Please email the marketing team with all new icon requests. Upon their approval, please use these guidelines to create consistent brand icons.

Grid

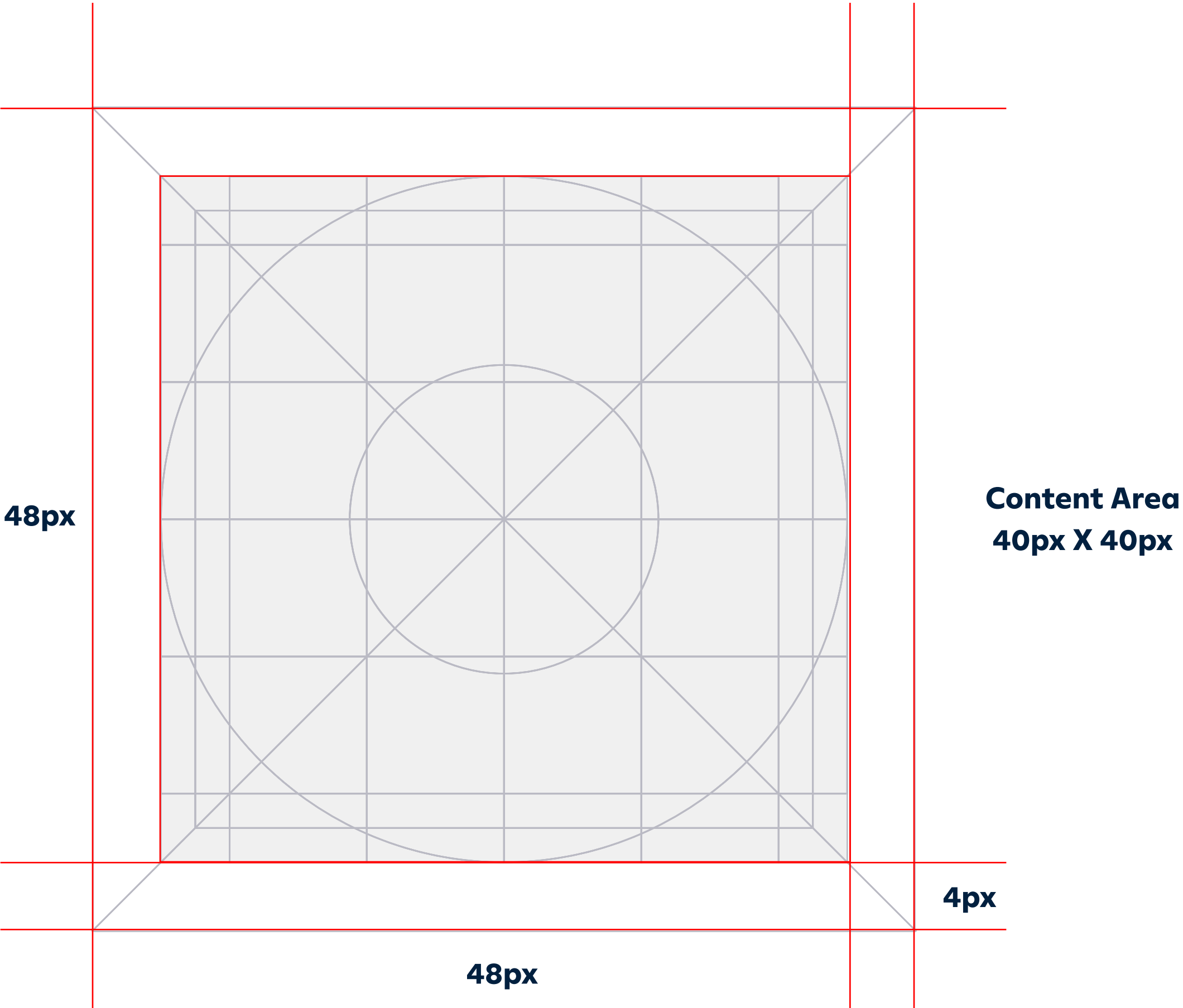
The iconography grid is based on a 48-pixel grid. When creating icons, it's important to design at 100% scale for pixel accuracy. The icon grid has been constructed to help facilitate consistency and establish a clear set of rules for the positioning and placing of graphic elements. This standardization results in a flexible but coherent system.

Content Area

The icon's content should remain inside the 40-pixel content area. However, content can extend into the trim area if additional visual weight is necessary. Never place any element of the icon outside of the trim area.

Keylines

Keyline shapes (the bolder grid lines within the content area) make up the foundation of the grid. Using these core shapes as guides, you'll be able to maintain a consistent visual approach to icons.

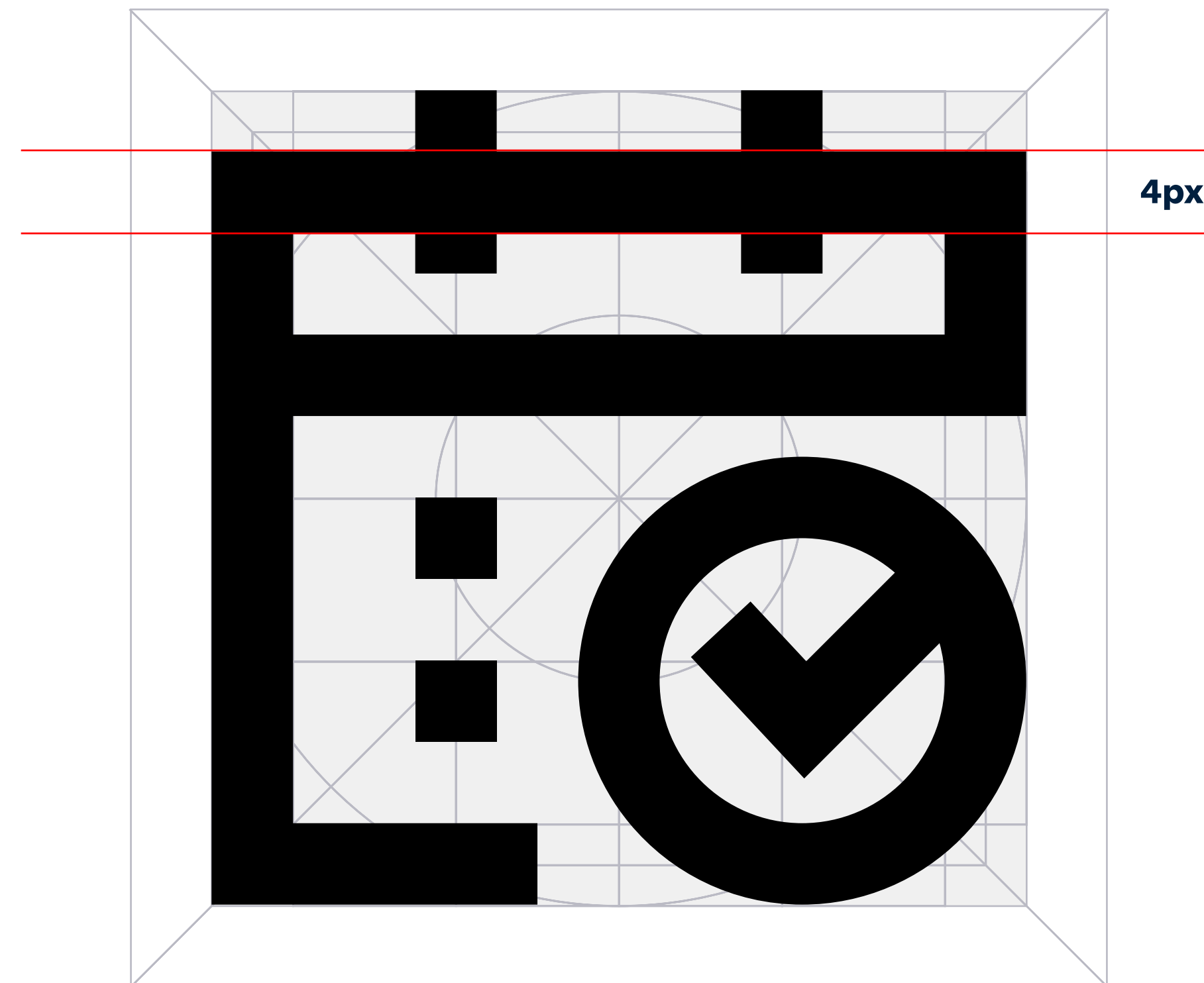


Stroke Size

Consistent stroke sizes are key to unifying the overall iconography set. Use a 4-pixel width for all strokes.

Filling In Icons

To ensure a cohesive style across the entire iconography set, never fill in general icons. Letter and number forms can be either outlined or filled in depending on legibility.



Icon Production

After your icon has been approved for use by the brand leads, you must follow a series of steps to make it production ready.

1. Expand and merge the icon stroke.

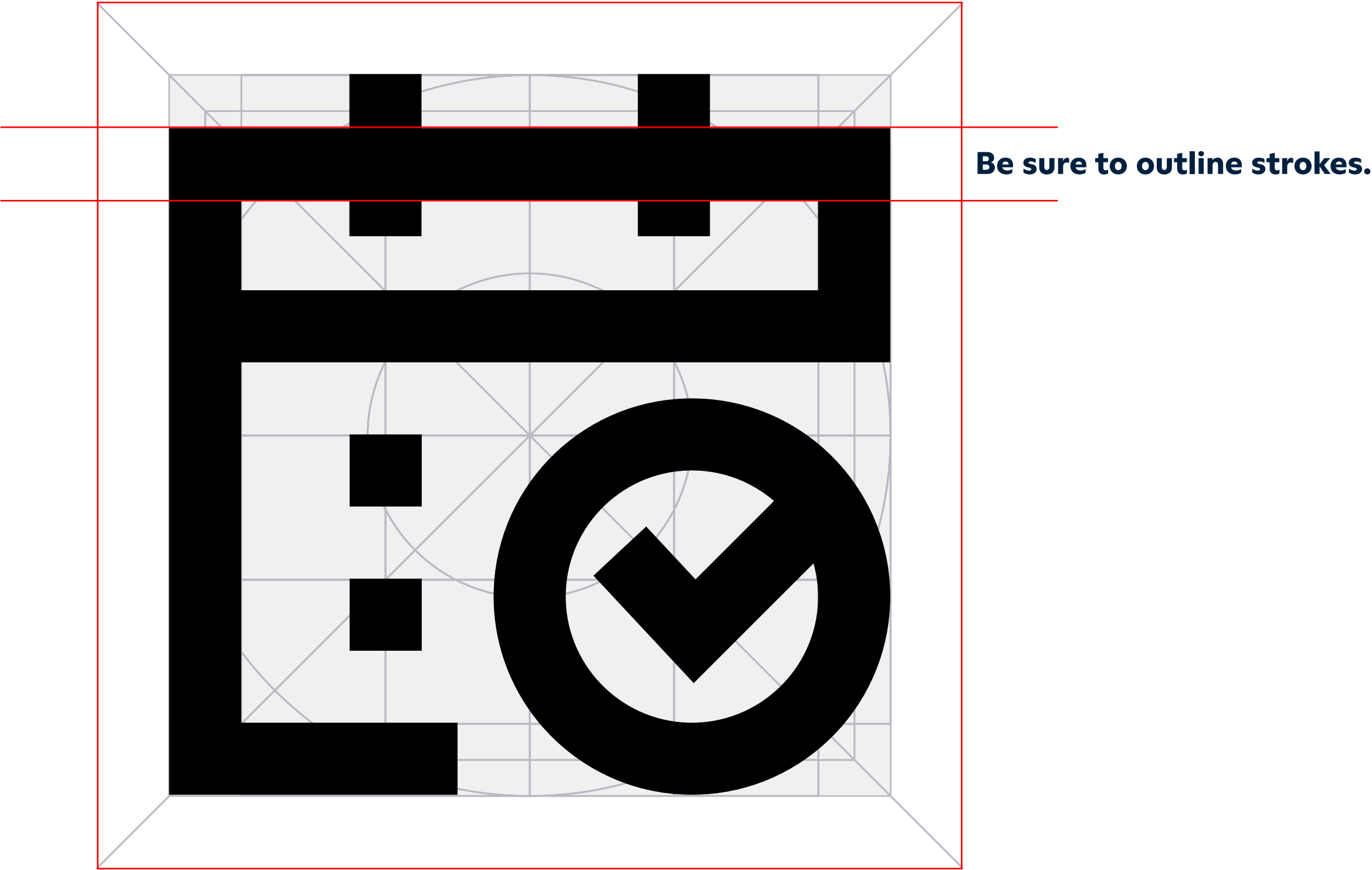
Once the icon design is finalized, expand all strokes. Once the strokes have been expanded, merge the strokes to create one combined shape.

2. Group icon with bounding box.

Once the icon is merged into one shape, be sure to add a transparent bounding box on top of the icon shape and group the two elements. This is important to ensure that all icons are sized proportionately.

3. Save the icon.

Your icon should be in RGB color mode and set to black. Save your icon in the EPS and AI file formats.



Be sure to add a transparent 48-pixel bounding box on top of the icon and group with the icon.

Graphic Motif

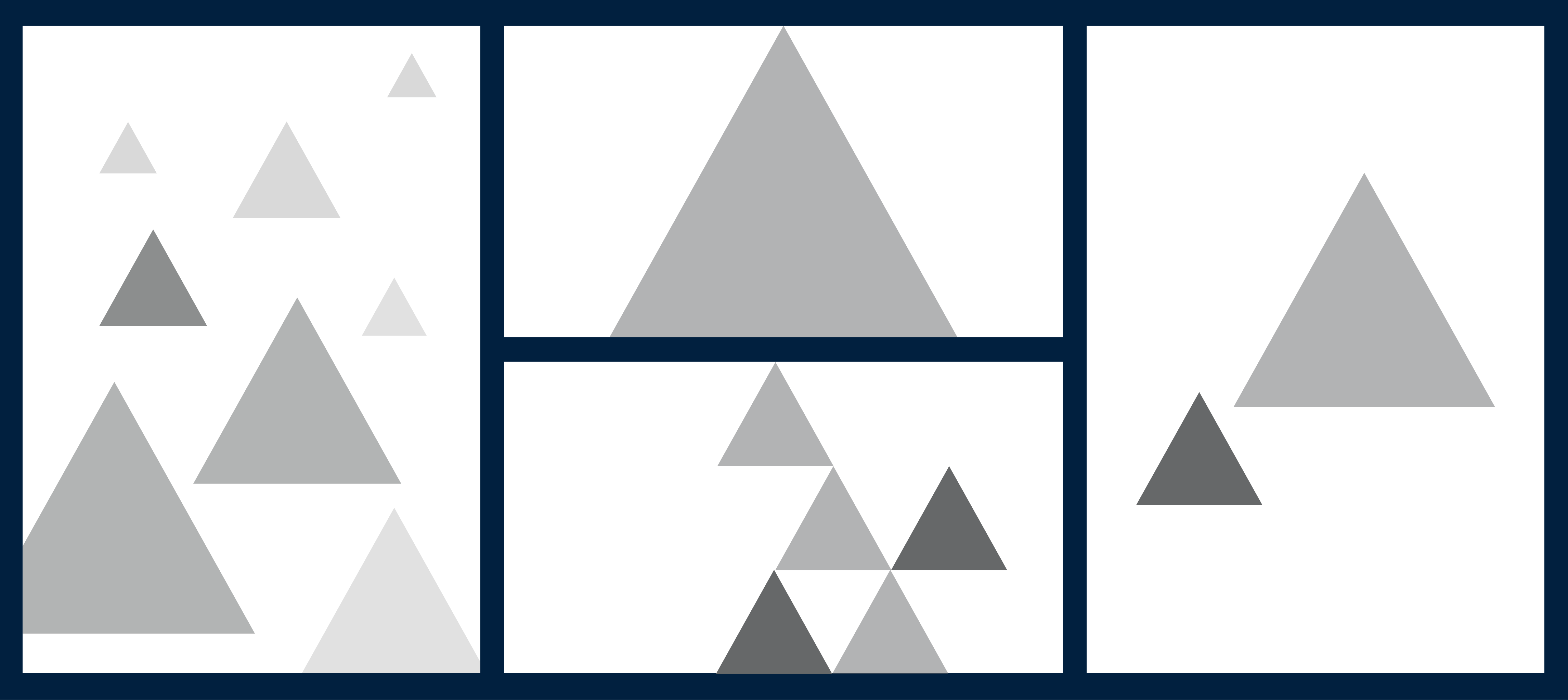
62
Graphic Motif Explained

63
Recommended Layouts

The letter “N” is pulled directly from the Northland wordmark.

A triangle is formed from the angle of the letter “N” from Northland’s wordmark.

The triangular shape represents innovation, progress and moving towards what’s next. It also acts as a compass pointing northward to Northland.



Photography

65
Style

66
Examples

Northland’s photography style is authentic and editorial. The use of real (or seemingly real) people and situations is meant to demonstrate the impact the college has in the lives of individuals and communities. This style can and should capture a wide range of emotions and situations that allow for compelling visual storytelling.

Northland Photography Style



Conceptual

This style of photography is highly staged and posed to create a surreal environment. Because of this, it lacks versatility and authenticity.



Idealized

This style of photography uses a heightened-reality approach to show people living in an idealized world. While pleasant to look at, it can seem staged, clichéd and unrelatable.



Authentic

This style of photography captures spontaneous, authentic moments. In ideal scenarios it captures the “moments between the moments” that feel intimate and real.



Editorial

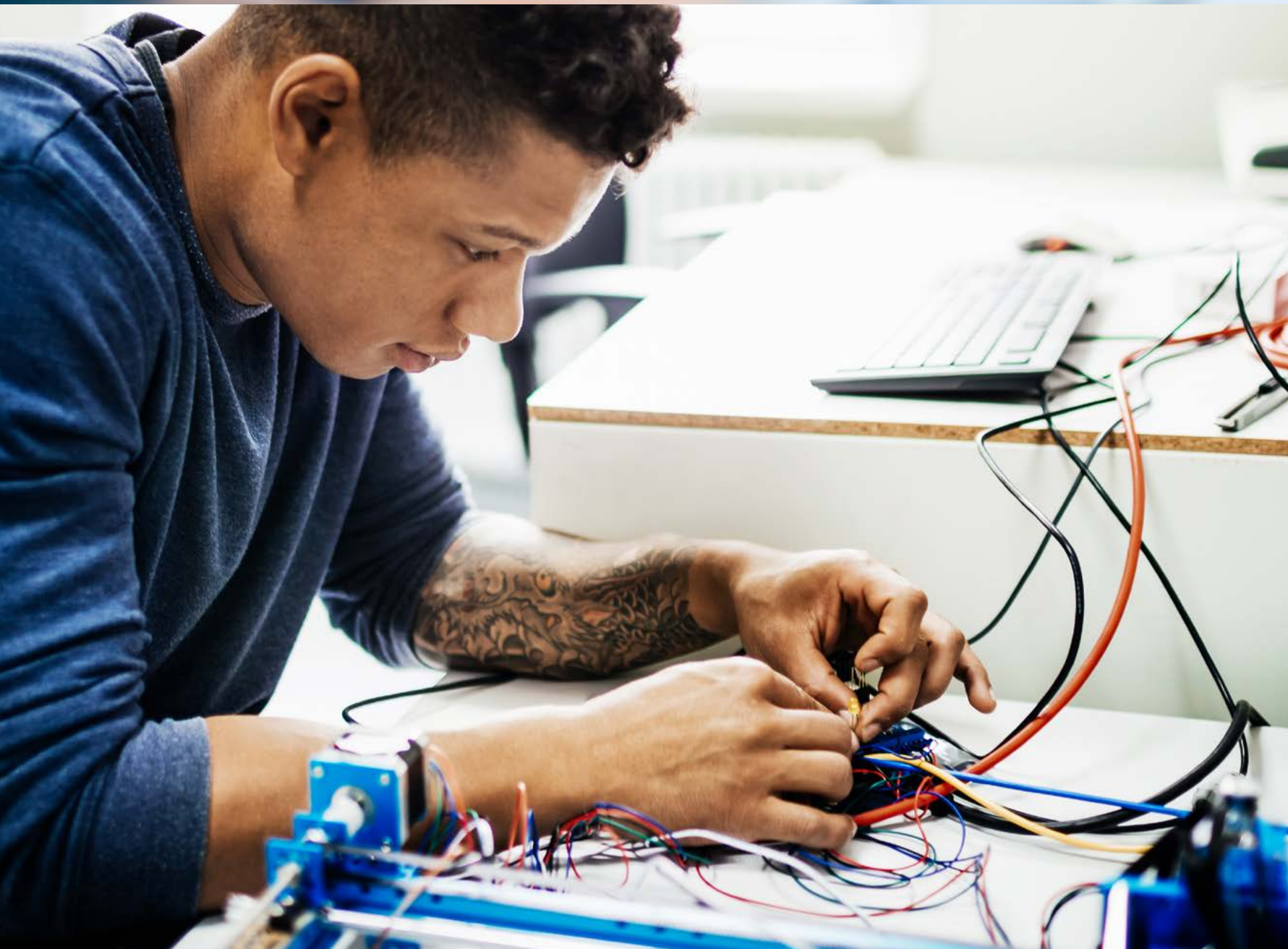
This style of photography captures real life and supports compelling storytelling. Genuine in nature, editorial photography promotes trustworthiness and inspires curiosity.



Design System



Photography





Visual Applications

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Overview

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Stationery

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Presentation System

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Print Collateral

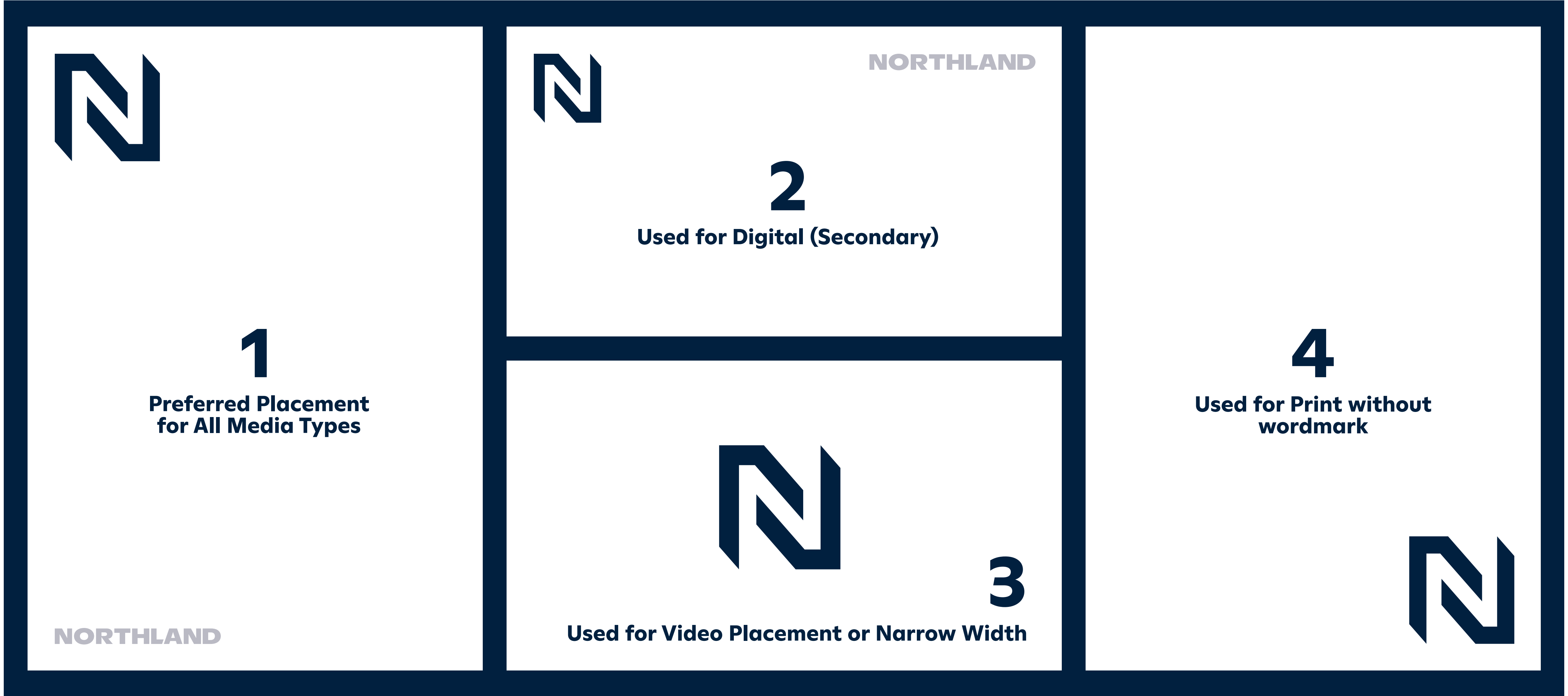
82
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Advertising

91
Merchandise

109
Facilities & Environmental

Visual Applications



Stationery

70
Letterhead

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Business Cards

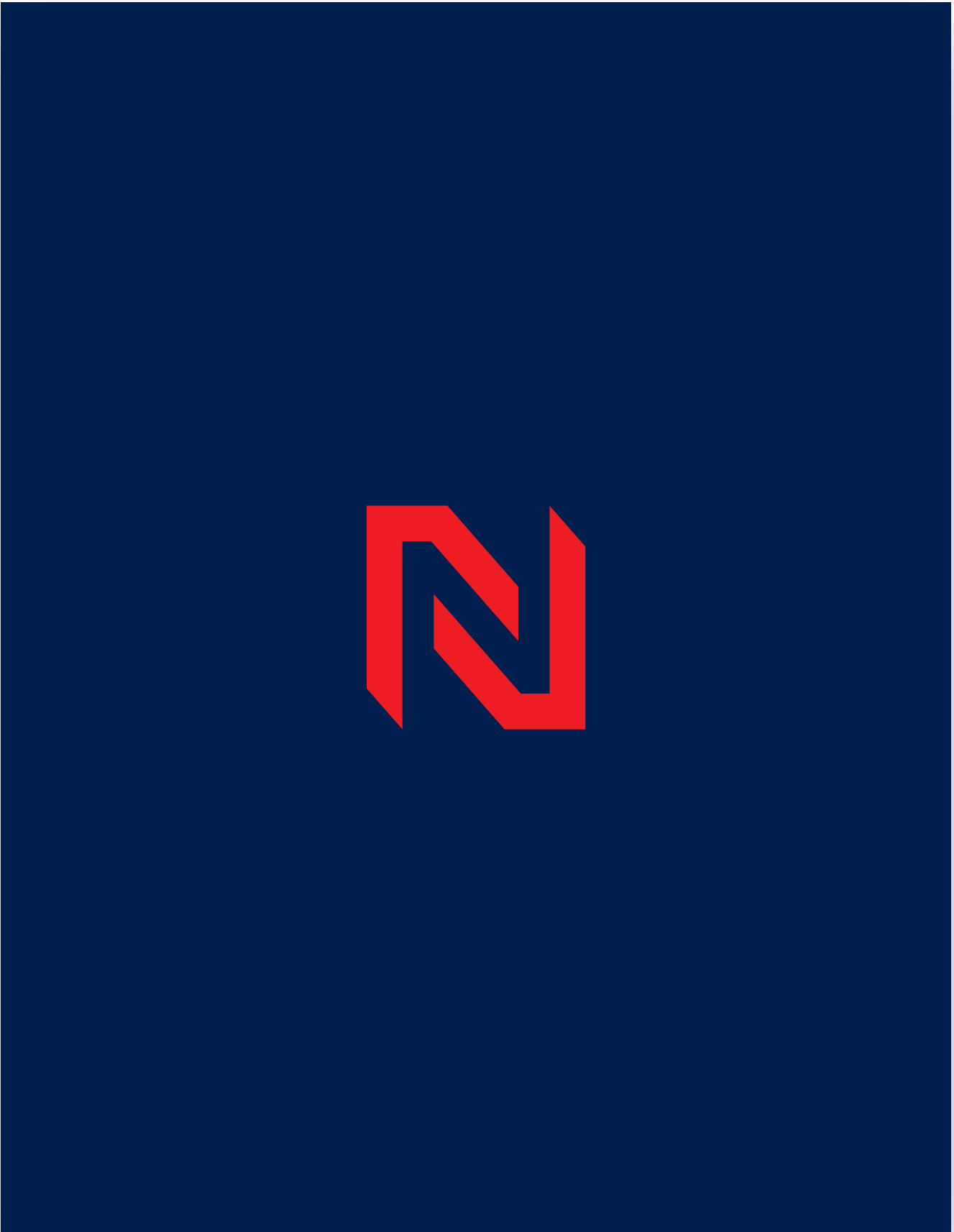
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Envelopes

XX
Name Badges

Visual Applications

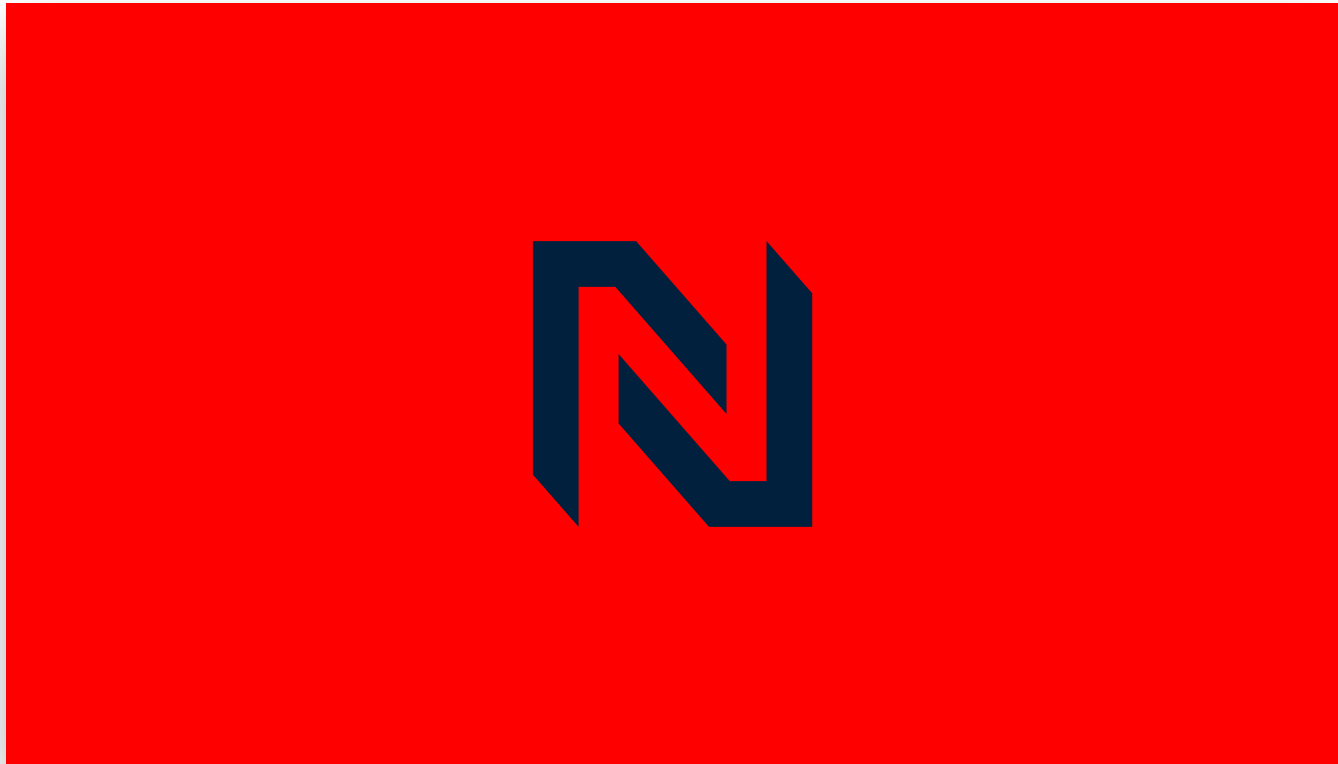
Stationery

Letterhead



Visual Applications

Stationery



NORTHLAND
COMMUNITY & TECHNICAL COLLEGE

northlandcollege.edu

Cory Floden
English & Humanities Tutor

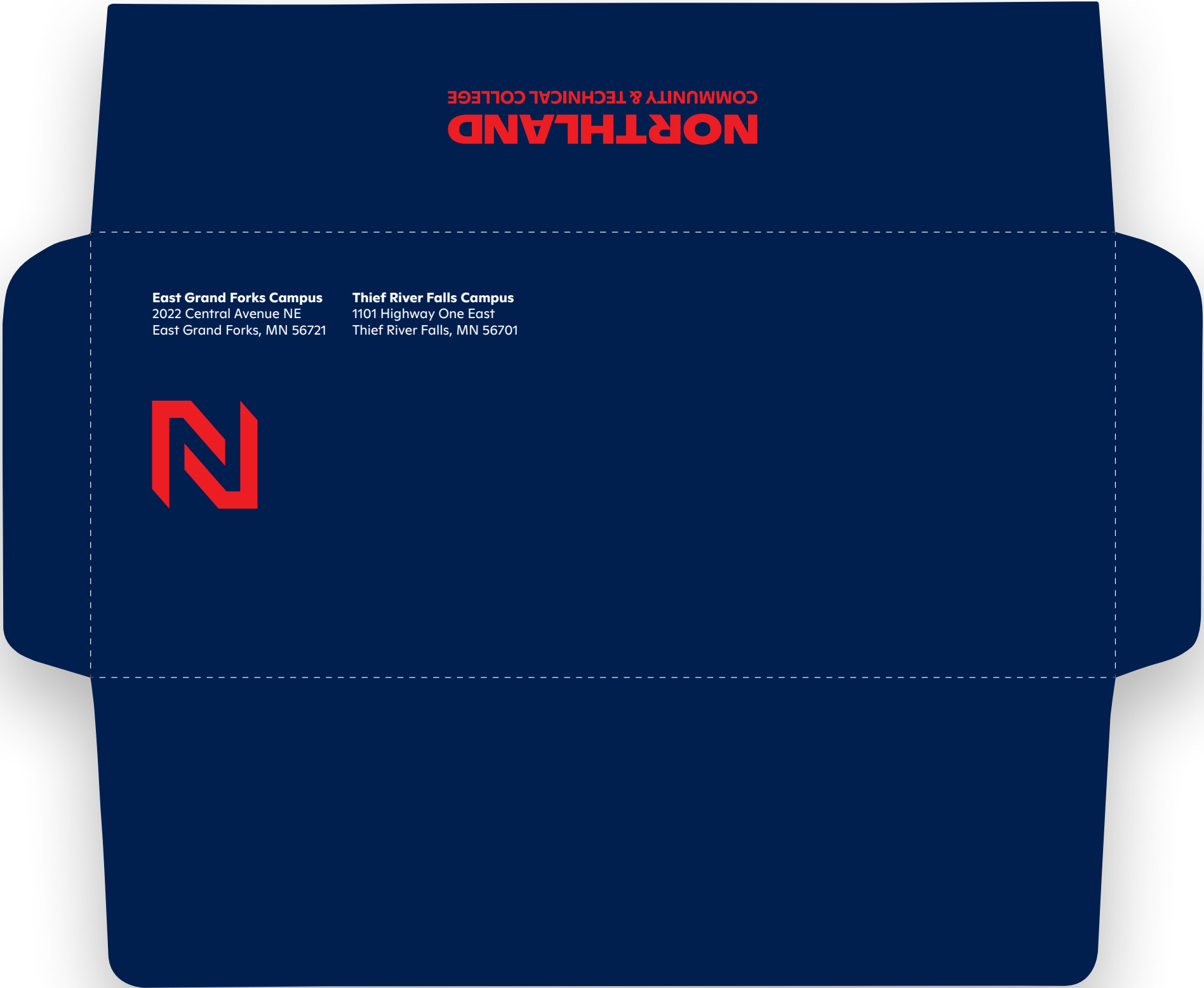
P: 218.793.2446
F: 218.793.2848
E: cory.floden@northlandcollege.edu

2022 Central Ave. NE, East Grand Forks, MN 56721

Business Cards

Visual Applications

Stationery



Envelopes

Presentation System

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Presentation Title Slides

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Presentation Breaker Slides

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Presentation Content Slides





Presentation Title

Section Title

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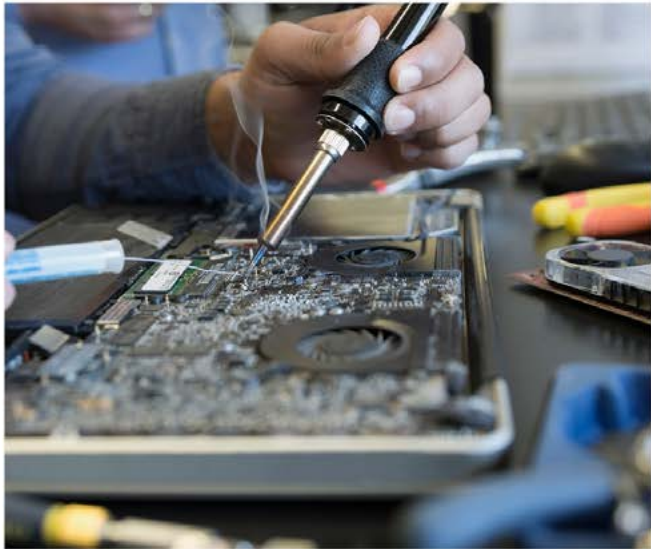
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25

The image shows a dark blue background with three columns of text. Each column has a heading in bold red font and a paragraph of placeholder text in white font. The headings are 'Lorem ipsum dolor amet.', 'Lorem ipsum dolor amet.', and 'Lorem ipsum dolor amet.' respectively. The paragraphs are also placeholder text, using words like 'amet', 'consectetur', 'adipiscing', 'elit', 'Vivamus', 'dapibus', 'lorem', 'at', 'consectetur', 'dictum', 'Vestibulum', 'eget', 'justo', 'tempor', 'lobortis', 'leo', 'at', 'accumsan', 'nibh', 'Curabitur', 'consequat', 'odio', 'ut', 'elit', 'euismod', 'tincidunt', 'dictum', 'sem', 'interdum', and 'Nullam'.

Presentation Title
 Section Title

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A MEMBER OF MINNESOTA STATE
©Northland Community & Technical College.

Print Collateral

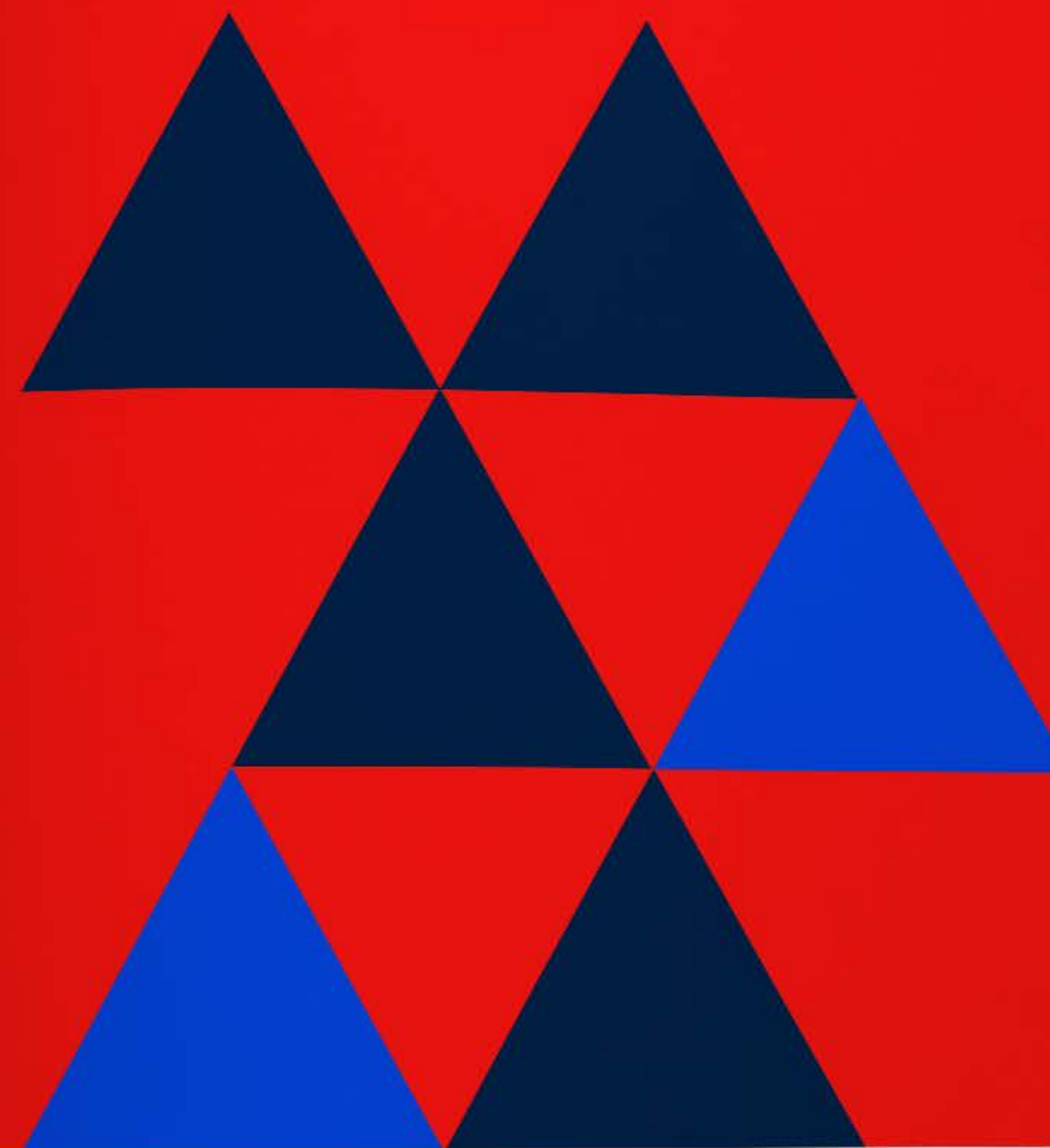




2018 - 2019
Program Guide



**STUDENT
HANDBOOK**



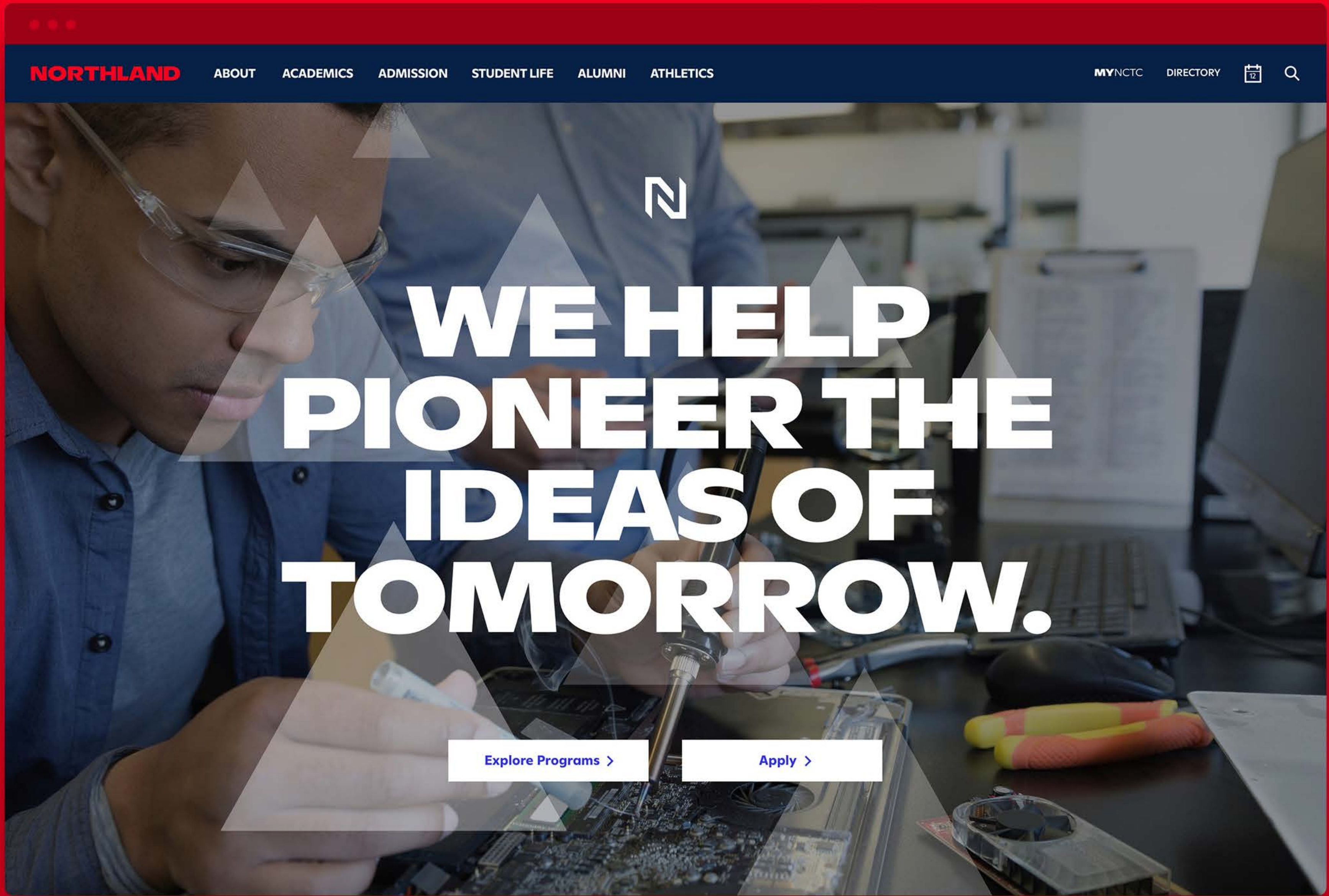
Digital & Social

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Website Inspiration

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Social Media

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Email Signature

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Digital Signage



Social Media Avatars

Social media is a great tool for bringing our fans together and stoking their spirit, and it establishes us as the go-to source for information about our students. Social media’s influence and reach demand that we post both effectively and responsibly.

Contact the Department of Marketing Communications & Brand Management to create an official social media avatar.



Email Avatars & Profile Images

College digital communication platforms that offer the ability to customize an avatar or profile photograph should be utilized with professionalism and an understanding that you are representing the College. The preferred avatar would be a professional studio portrait or headshot. If you are in need of having a new or updated headshot taken, contact the Department of Marketing Communications & Brand Management at **brand@northlandcollege.edu**.

Email Signature

Email is our most common form of day-to-day communication and personal means of conveying our brand. Whether we are communicating with prospective students, donors, business partners, colleagues at other colleges or each other, we must make an effort to strike the appropriate balance between function and personality when crafting a digital signature.

Name

Job Title

Department

Northland Community and Technical College

Street Address

City, State Zip

O: (218) xxx-xxxx

M: (218) xxx-xxxx

F: (218) xxx-xxxx

first.last@northlandcollege.edu | www.northlandcollege.edu

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COMMUNITY & TECHNICAL COLLEGE

Advertising



NORTHLAND

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TONY STRAUSS
952-897-7882

Merchandise







Zip Hoodies





Sweatpants

Women's V-neck



V-neck







Longsleeve



Longsleeve





Tracker Hat



Winter Hats



Gym Sack



Gym Sack



Watter Bottle





Environmental

Facilities & Signage

Brand design is more than just logos, letterhead, billboards, etc. Brand design also includes our facilities and are a prime opportunity to proudly project a cohesive look. When on campus you should see and feel the presence of our brand. A branded environment expresses our personality by using our brand assets, color palette, typography, and graphic elements.

Applying the Northland visual identity graphics and signage are highly visible and can endure for years, so it’s important to do them right. When considering graphics and signage for facilities, simpler is often better—and that’s especially true when our graphics and type are used at such a grand scale. The guidelines in this manual will help you apply our brand to campus facilities.

Northland Monogram

As Northland’s primary logo, the “N” monogram is an essential graphic for every facility. Learn more about using the N logo starting on page XX.

Colors

Space Blue, Horizon Red, and Flight Blue should be the primary colors you use in any graphics and signs. Learn more about color starting on page XX.

Typography

Most graphics and signs will use Ginto Nord or Ginto Normal. You can also pair these two fonts. Learn more about typography starting on page XX.

Identities

Use our monogram logo as the primary identity when used on applications inside. For exterior usage, use the wordmark and monogram.



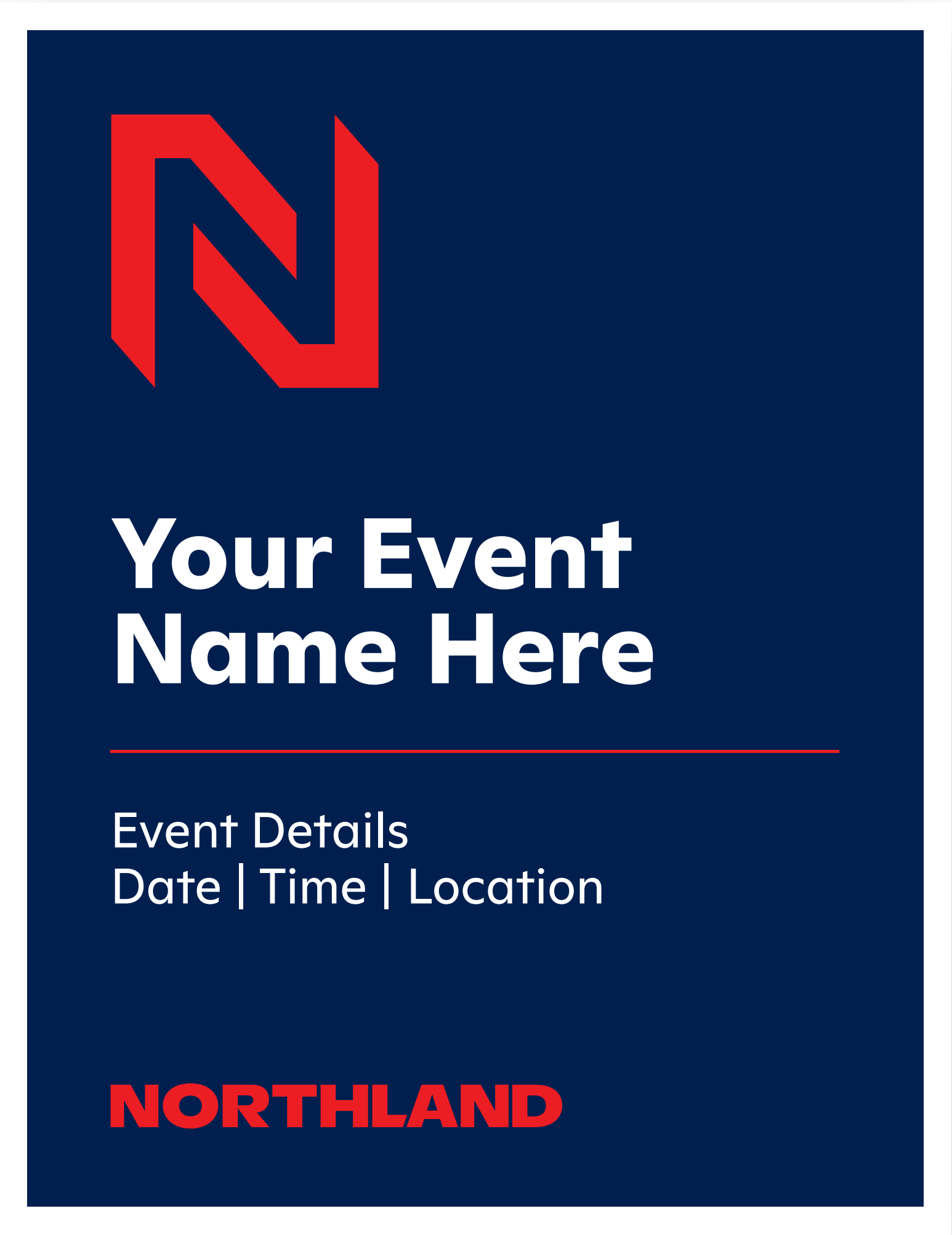
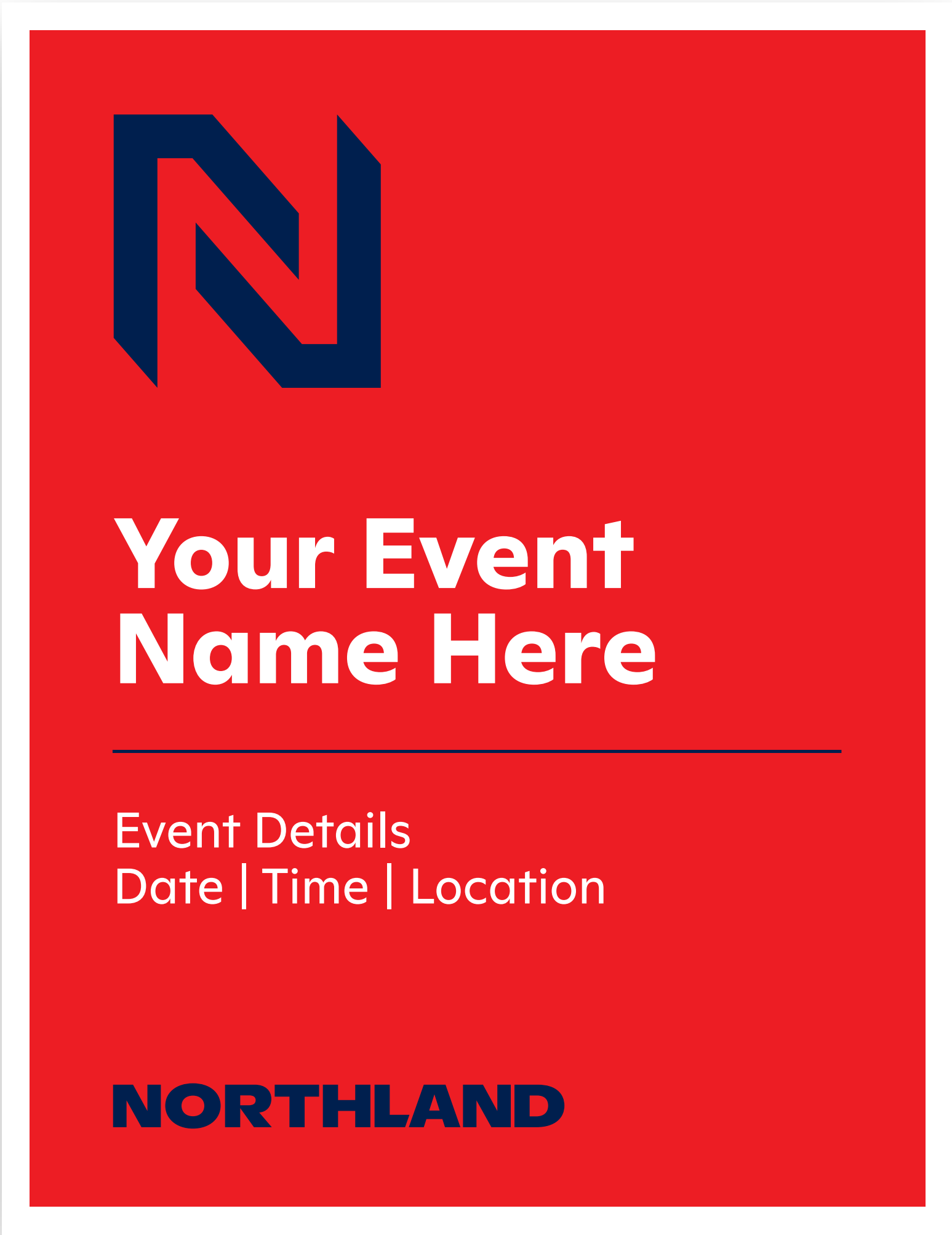
Template System

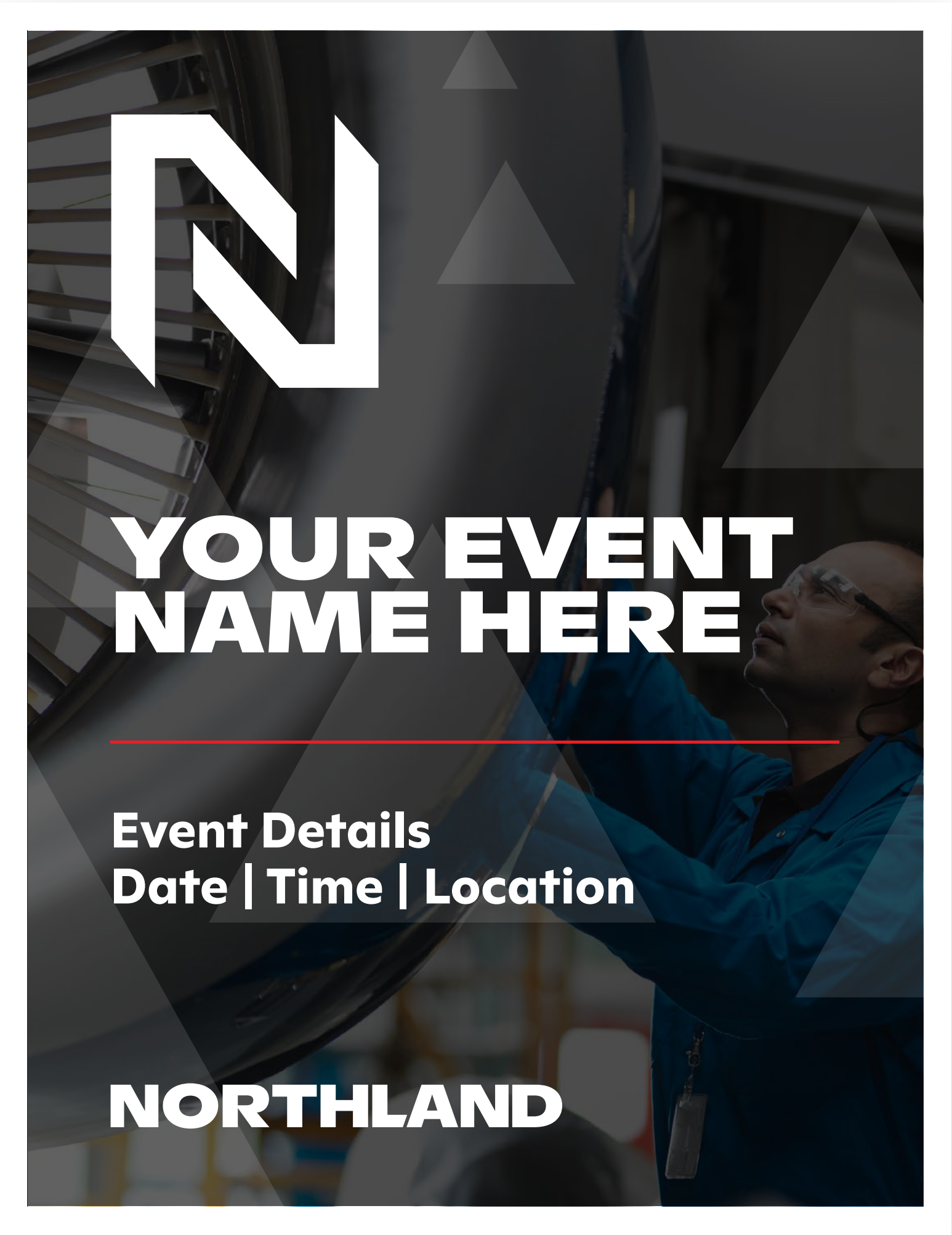
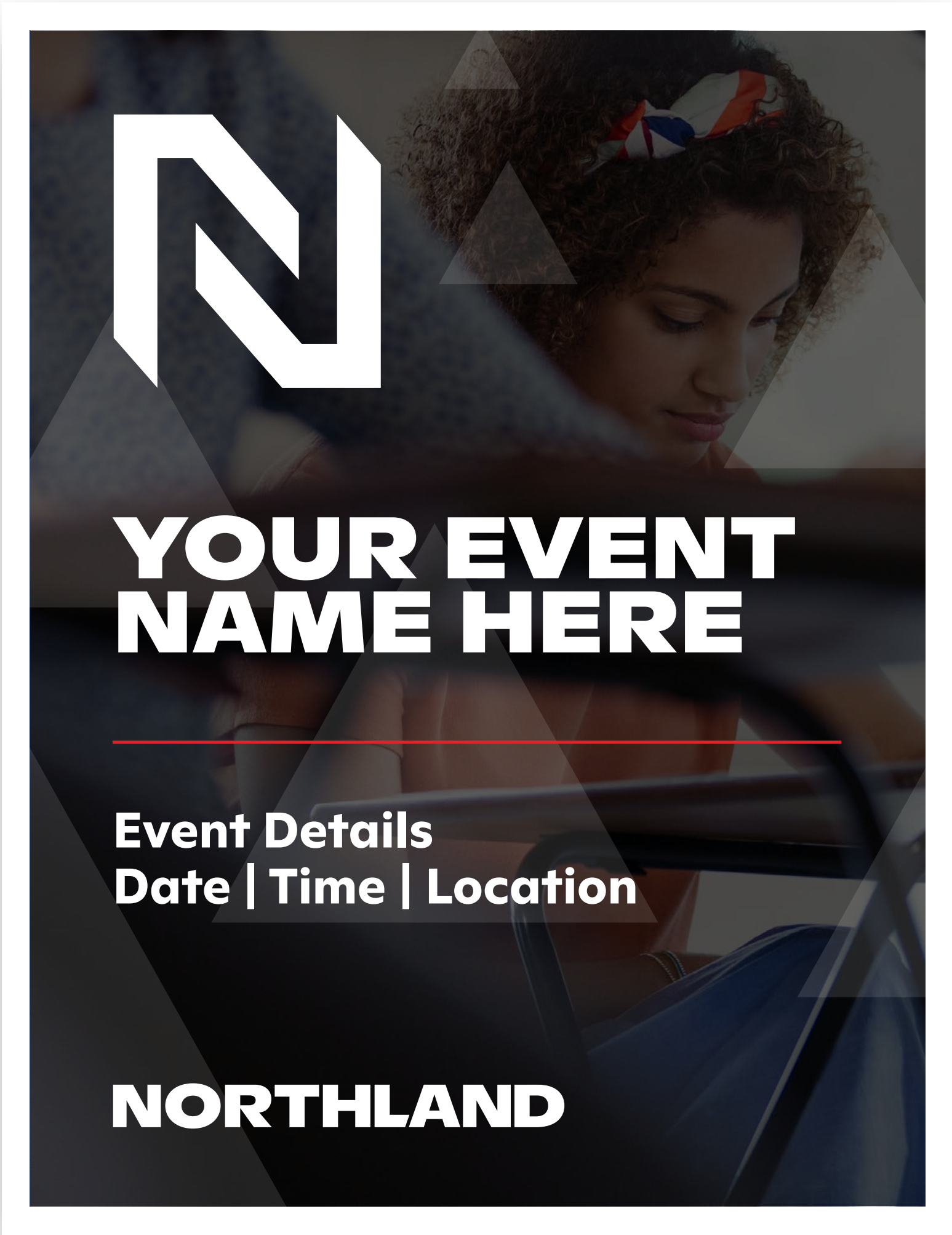
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Signage & Posters

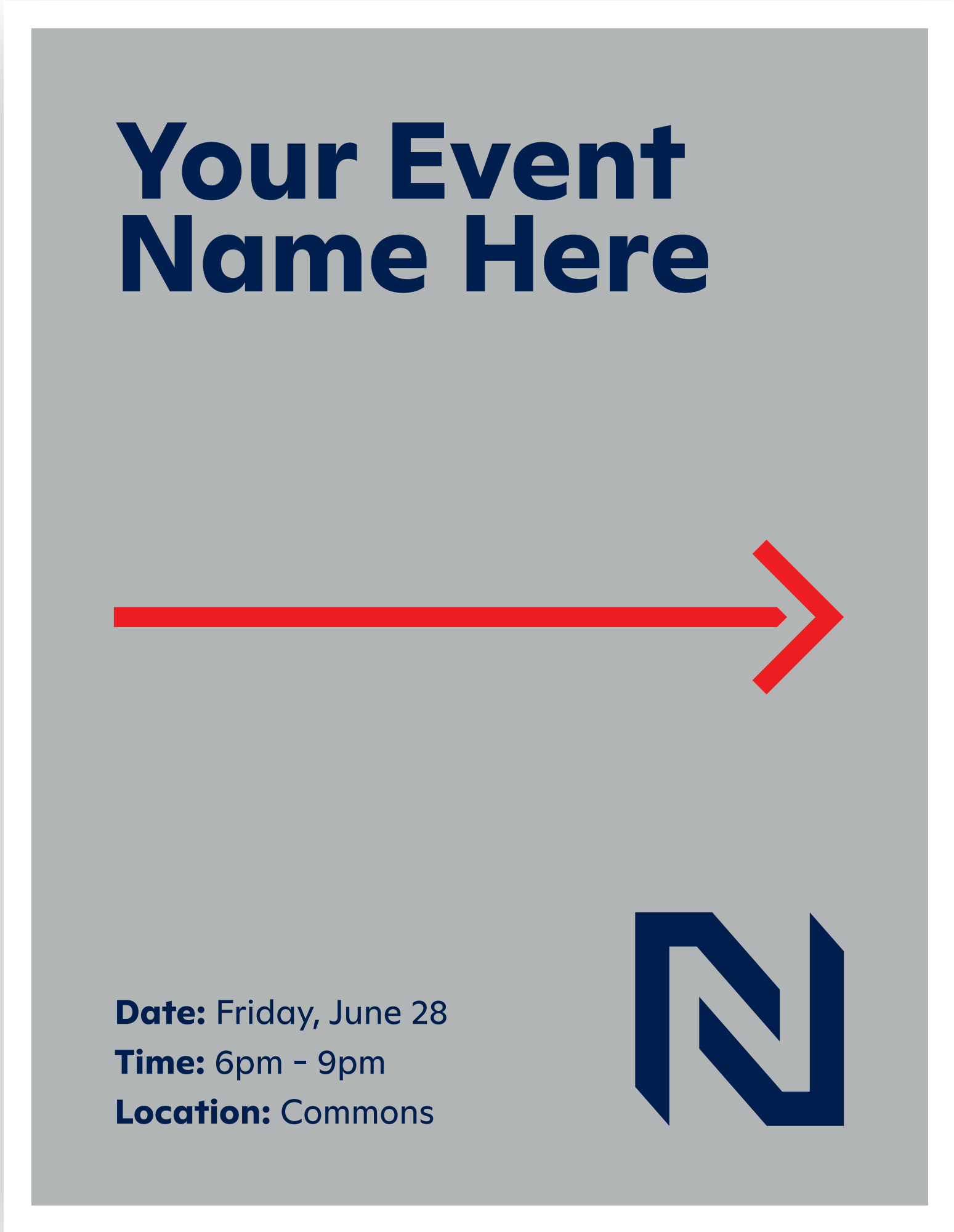
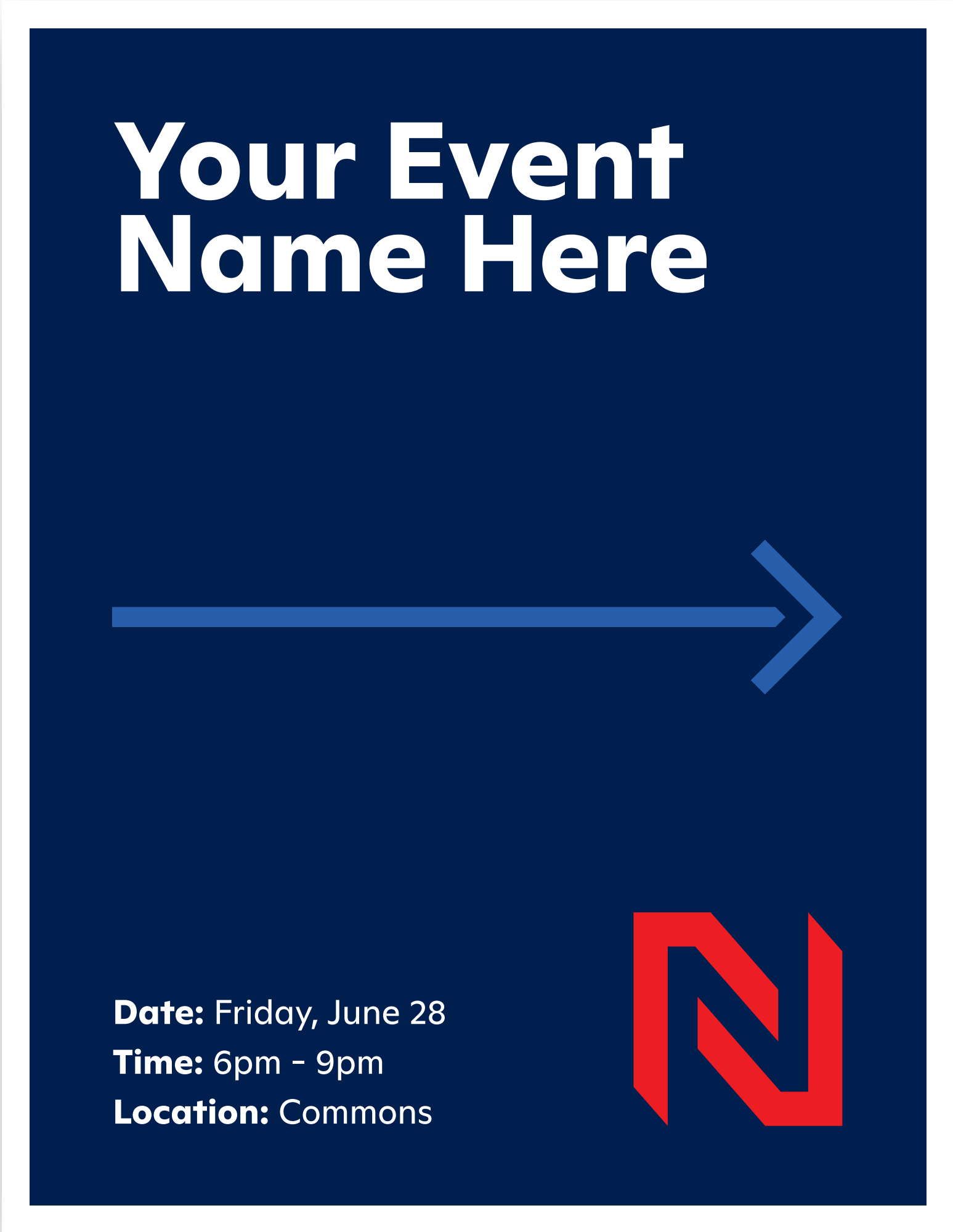
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Tradeshow Displays

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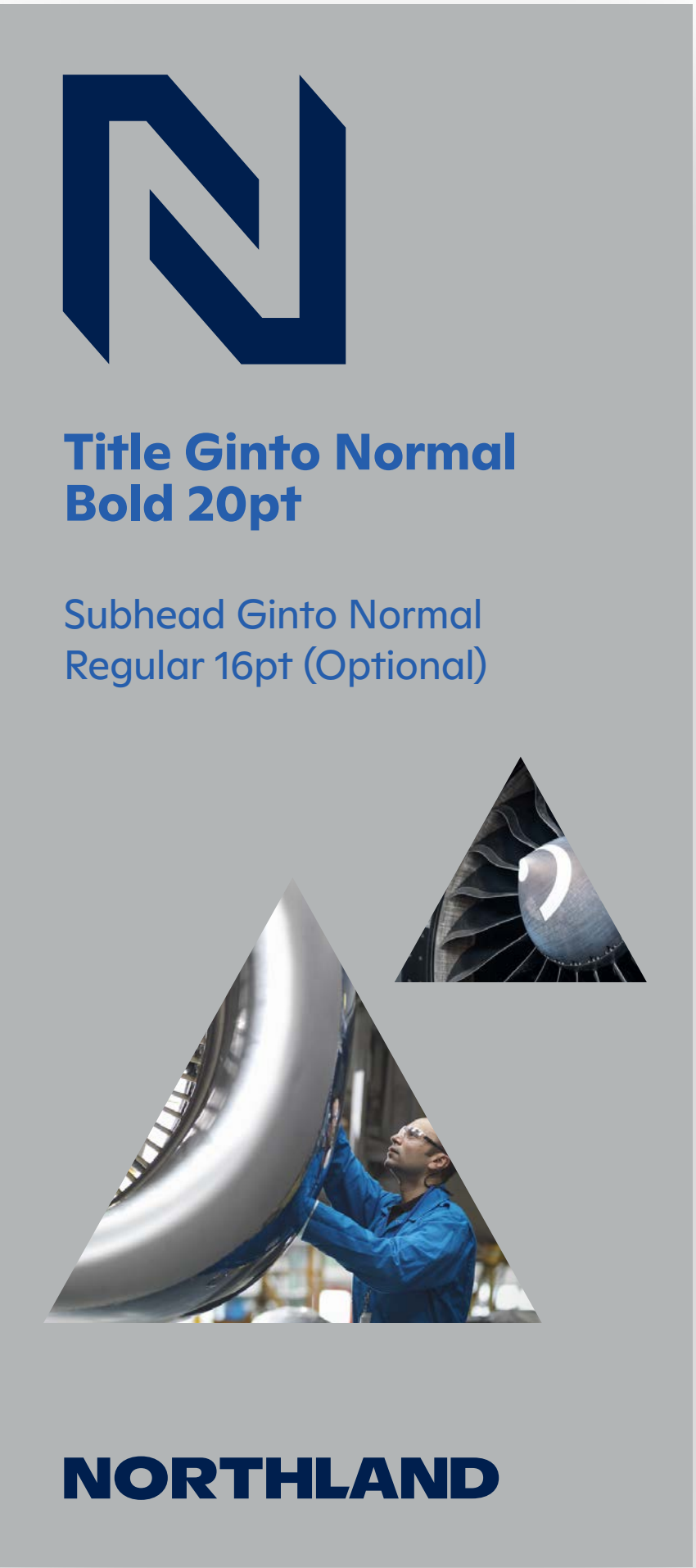
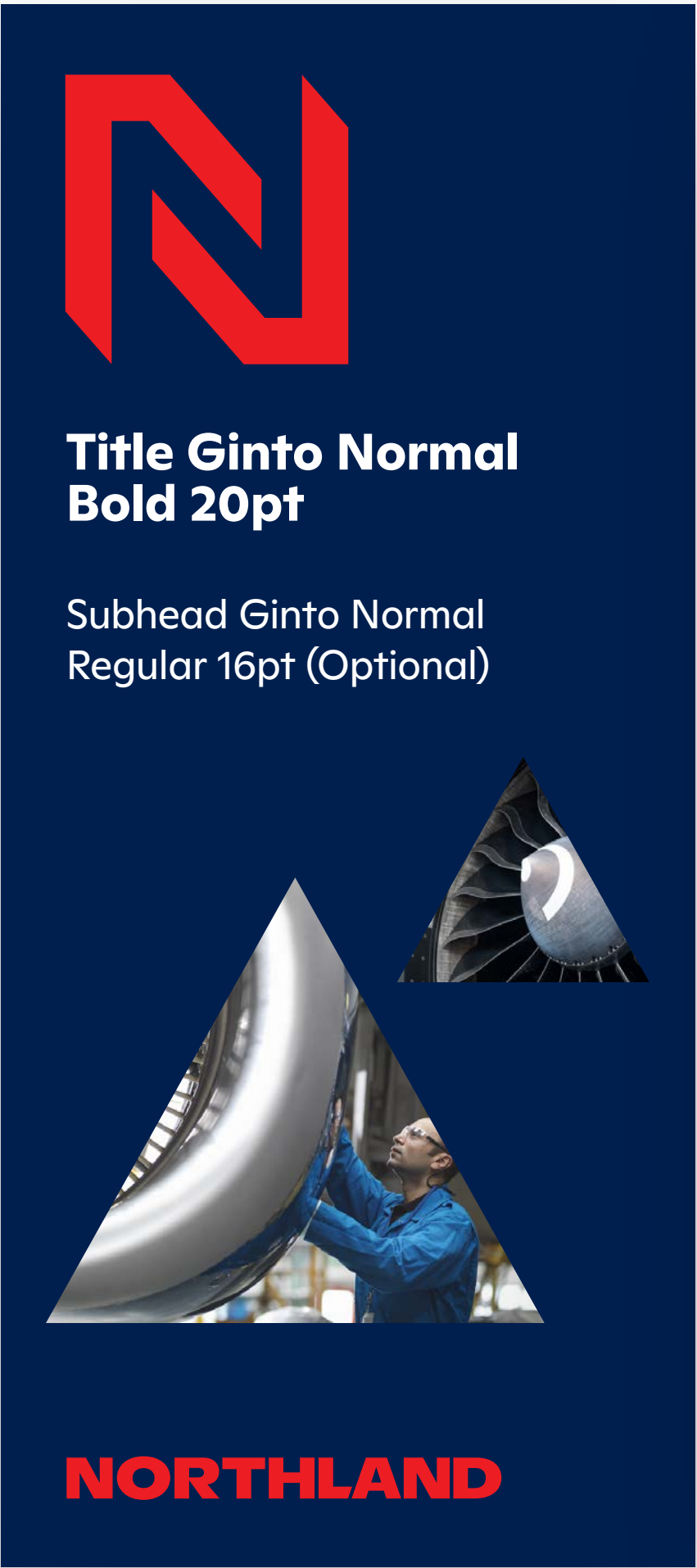
Print Collateral

There is a multitude of print collateral to be developed as part of the new branding. Some simple rules should be kept in mind:

Don’t overbrand. Try pairing a monogram with a separate wordmark. You don’t need more than one monogram per touchpoint.

Embrace the white space. Our branding likes to breathe and feel comfortable on the page.

Consider the palette. Remember we are navy and red led—this should minimize the number of color applications.



Tri-fold Brochure

Cover and back design.

Header (Ginto Bold, 16pt)

Subheader (Ginto Bold, 12 pt)

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Optional Additional Copy (disclaimer) -
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Header (Ginto Bold, 16pt)

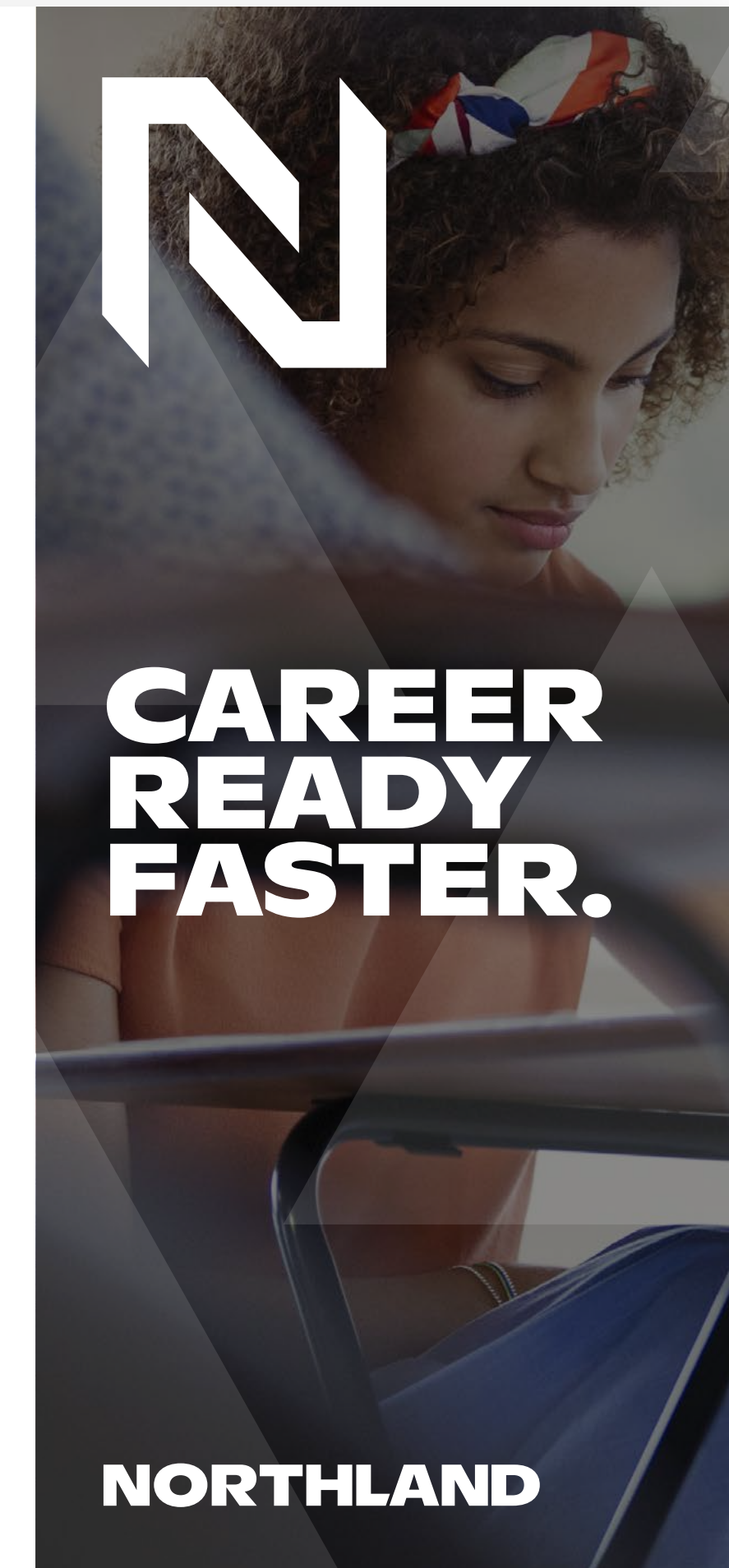
Subheader (Ginto Bold, 12 pt)

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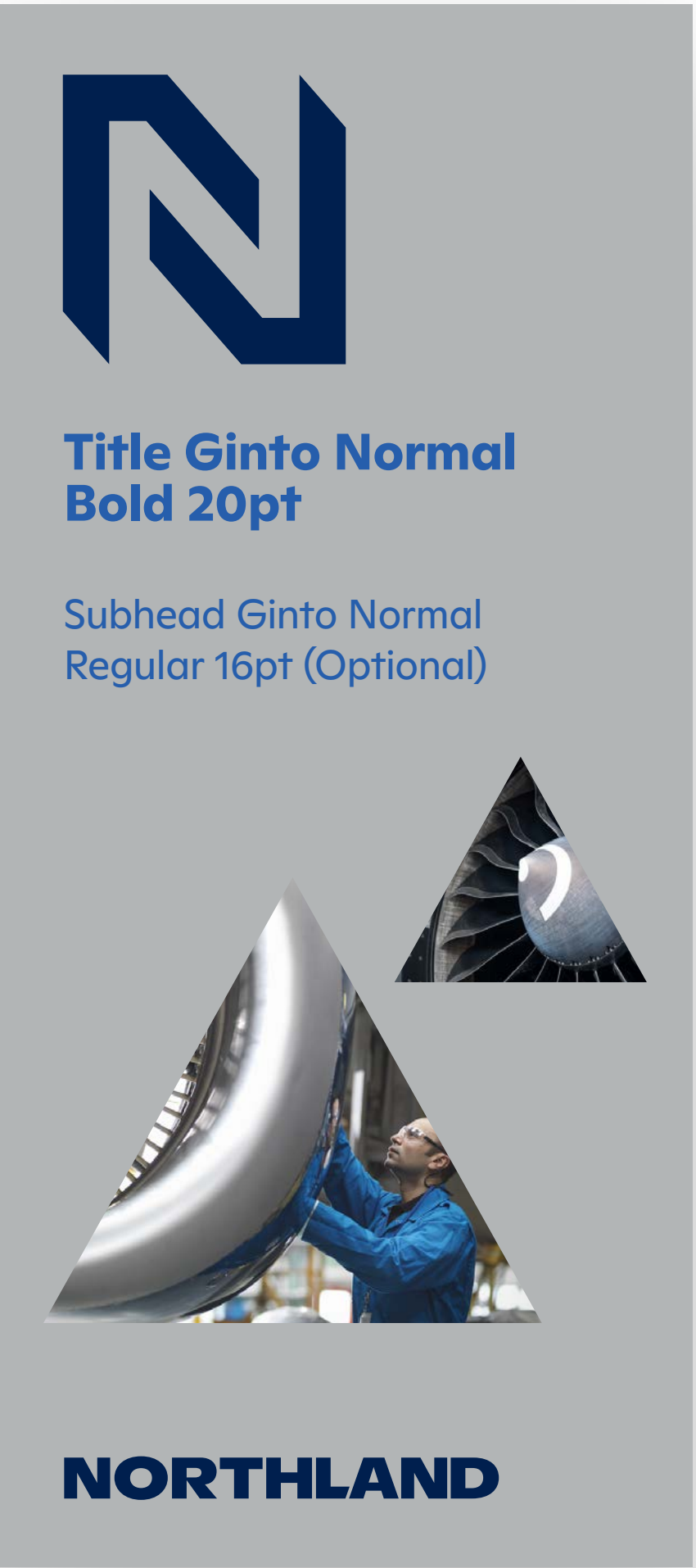
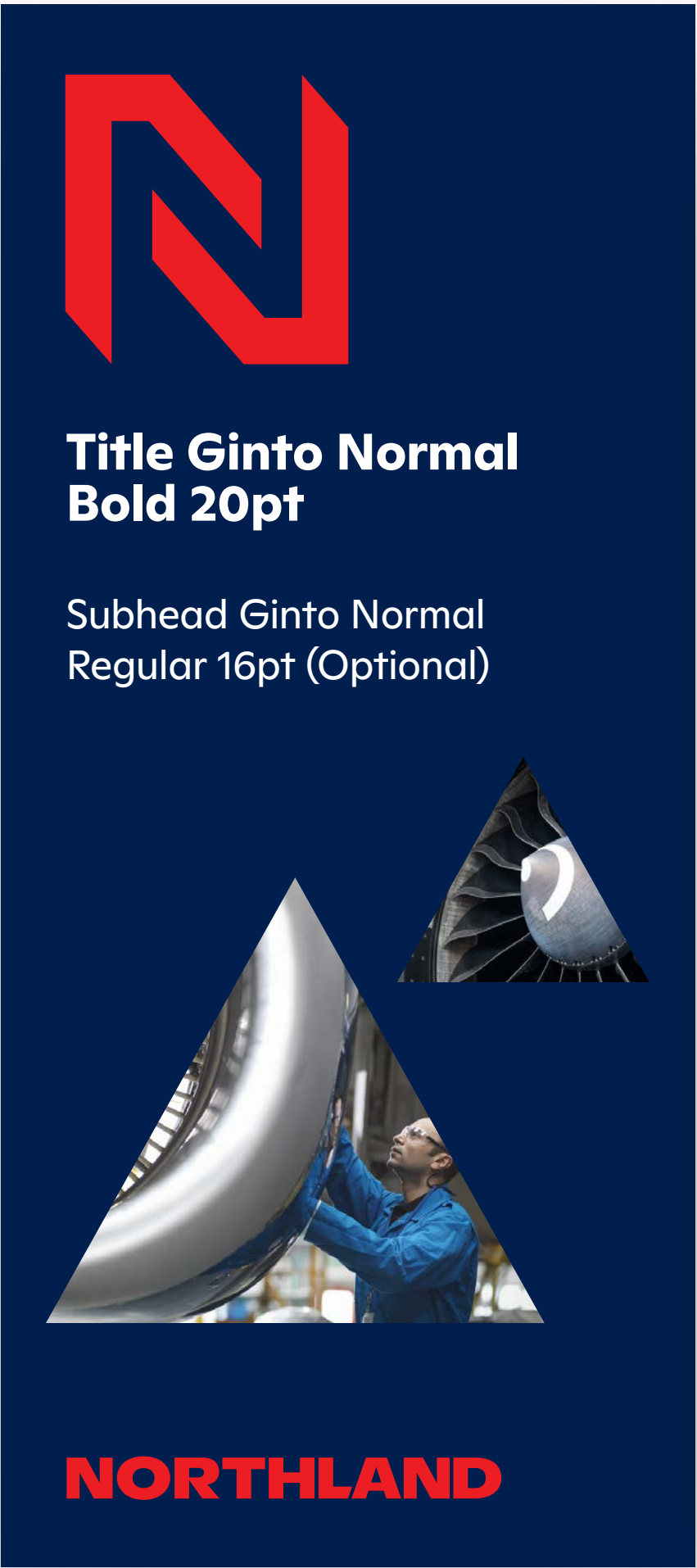
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Department/Office
ADDRESS/HALL/BUILDING
STREET NAME
XXXXXXX, MN XXXXX
8XX.XXX.XXXX



Tri-fold Brochure

Additional cover design options.



Tri-fold Brochure

Inside content layout and design.

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Subheader 1 (Ginto Bold, 10pt)

Body Copy (Ginto Regular, 9pt)
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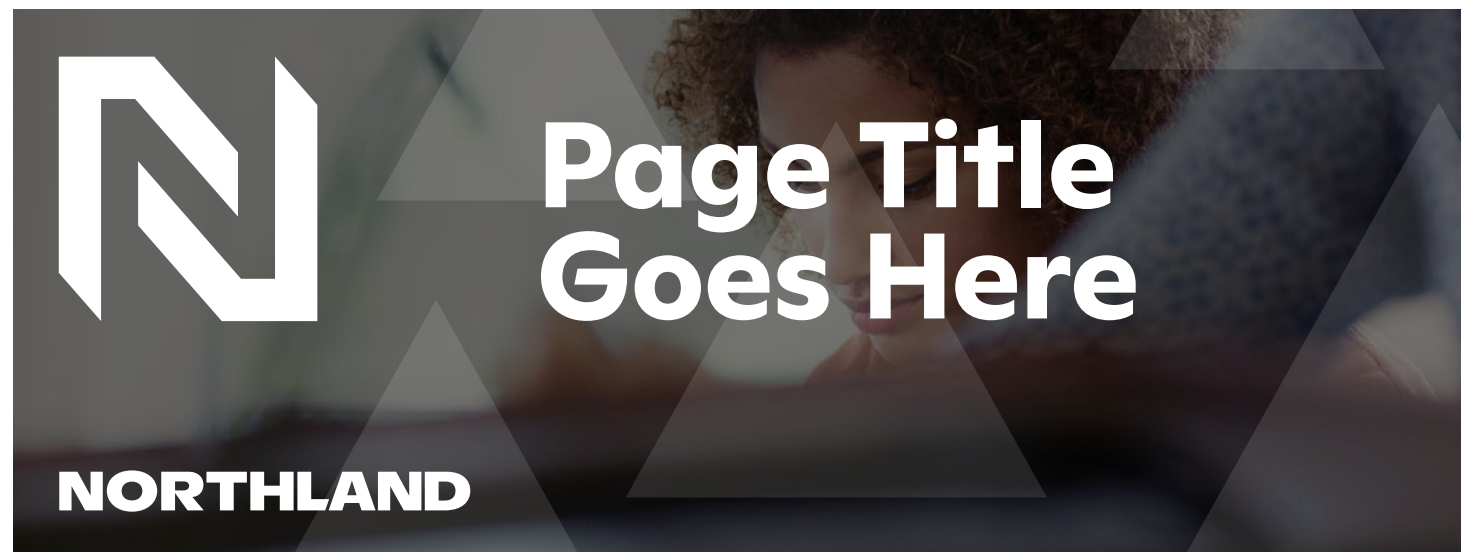
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Retractable Banners

Retractable banners should attract attention and start a conversation. A successful banner invites the audience to learn more. Here are some tips to remember when constructing a banner design:

Keep it simple. A banner should not contain a lot of details. Some banner designs are able to include a bit more information but still should be limited to a program name, single headline, or a few short bullets.

Think about the other items that will be displayed with your banner. Will there be a table cover, tabletop signage, handouts, giveaways or other materials? Make sure these items work together to communicate your message.

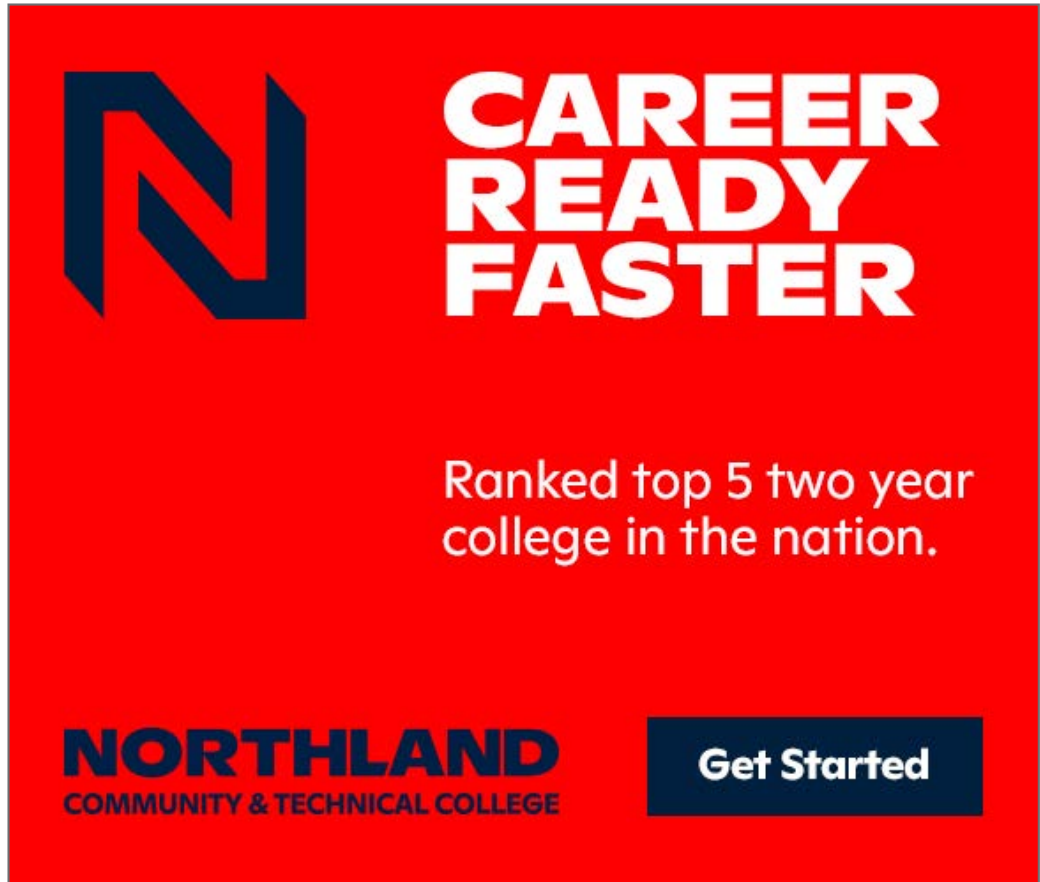
Less is more. One to three larger photos attracts much more attention than several smaller images.

Keep the Northland logo visible. Keep the logo toward the upper portion of the design, because the bottom will not always be visible in a crowd or behind a table.

Northland brand colors are eye-catching and stand out in a crowded space. Using bold, large type also will help the banner stand out from other tables/booths that are competing for attention.

Banners must be designed according to the official College brand standards, as shown in these sample designs.







Trademarks & Licensing

123	Licensing Program
124	Registered Trademarks
125	Trademark Licencing Approval Process

Licensing

Word marks, trademarks, logos, and/or symbols associated with Northland Community & Technical College (academic and athletic) are the intellectual properties of the College and are registered both at the state and federal levels. To protect the intellectual properties and traditions of the College, Northland requires all products and merchandise associated with the College be manufactured by a licensed vendor.

Become a Licensed Vendor

Only an officially licensed vendor may produce product, merchandise or materials bearing College trademarks. It takes approximately two weeks for a vendor to become an approved licensee. After approval, vendors will receive access to all official Northland artwork and can begin designing merchandise.

Licensing Agreement

A fully executed Northland trademark licensing agreement is required to produce or sell product and merchandise with the College’s trademarks or brand. Unauthorized use constitutes infringement, which can lead to legal action against the infringer.

By using any of Northland’s trademarks, logos, designs or assets, you accept and agree to comply with the terms set forth in the Brand Standards Manual, in other Northland policies or as expressly permitted by Northland. You further acknowledge that Northland and the State of Minnesota may take action against unauthorized or infringing use or use that does not conform to College Brand Standards.

For more information, please visit:
northlandcollege.edu/marketing-communications/licensing-trademarks/

Registered Trademarks

All Northland (academic and athletic) names, initials, logos, symbols, indicia, insignia, trade names, service marks, and trademarks (collectively “Trademarks”), are trademarks protected by federal and state law either by federal/state trademark registrations or through common law use.

Only approved licensees will be able to produce, display and distribute merchandise bearing these terms and marks.

STYLIZED WORDMARKS

STYLIZED GRAPHIC LOGOS

NON-STYLIZED DESCRIPTORS

Northland Community and Technical College™

Northland Pioneers™

Northland™

Questions?

We know there will be more touchpoints to consider and elements that may require additional definition as issues arise. As such, this document will need to be updated and recirculated as revisions are made.

If you have any questions about how to apply any of the elements in this brand manual, please email the Marketing and Communications at brand@northlandcollege.edu



A MEMBER OF MINNESOTA STATE

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