



**★ PIONEERS**

**Brand Standards Manual v1.1**

## **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 athletics and will serve as a reference resource for implementing the Northland Athletics brand identity system.

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

### How to Use This Guide

Northland Pioneers Athletics imagery is one of the most visible representations of the College's visual identity. In order to strengthen and maintain this image, the College has developed this brand standards manual to define specific, acceptable uses of athletics logos, images, colors, and fonts.

All materials printed or produced by Northland Pioneers Athletics, or in the name of Northland Pioneers, will adhere to the guidelines of the Northland Pioneers Athletics Brand Standards Manual. The graphic elements contained in this manual are not to be altered in any manner and are reserved for use by Northland Pioneers Athletics only. The Department of Marketing Communications & Brand Management must approve any exceptions.

- **Individuals may not order any uniforms or merchandise (clothing, stationery, etc.) that do not conform to these guidelines, including all items purchased/produced in-house or by third-party vendors. Apparel-related items may require additional guidelines.**
- **When printing the names of individual teams and programs, the College's approved, specially designated font types must be used.**
- **Use of any previous logos, graphics, images, print material, and other athletic design elements must be discontinued as new items are ordered. Older versions of the Northland Pioneers logos are shown on page 28. Their use is no longer approved.**
- **In accordance with all graphics standards and uniform guidelines, images shown within this manual are only a sampling of how the logos can be personalized to fit each athletic program.**

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

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We are the Pioneers. We explore new frontiers in an always evolving world. We go beyond expectations and launch into the unknown with everything we have. We take on challenges and turn them into victories. "We are Go!"

# WE ARE GO

In space travel a launch status check is required for a go/no go approval to take off. When status is approved you'll hear – "We are go for launch". We use this phrase as inspiration for our teams. We are the "go" that keeps moving, jumping and running towards victory. We are ready for today's obstacles and tomorrow's challenges. **#wearego**





### Monogram

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



### Wordmarks

Our wordmarks are used to express our names visually. When traveling away we use the Northland wordmark to explain where we are from. For home games we use the Pioneers wordmark to say who we are as a team/mascot name.



### Athletic Marks

The sport-prominent marks are secondary options for our varsity sports and spirit groups. These marks are most appropriate when other elements of the design identify us as Northland.



### Spirit Marks

To help convey what a Pioneer stands for, we created our spirit marks. This includes our athletics crest, mascot logo and the “P-logo”. These marks are used secondarily to the monogram and for specific purposes. Please follow the brand guidelines for usage.

# Identities



# Monogram

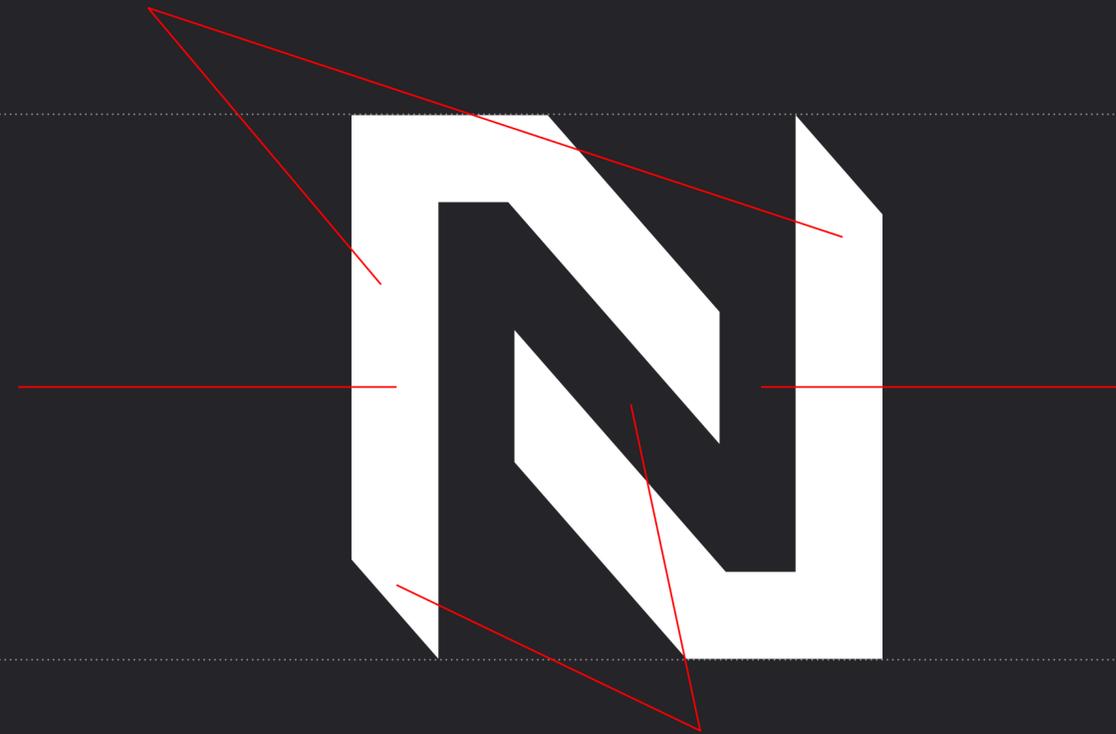


## Identities

## The Monogram Explained

The logo 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.

### Monogram

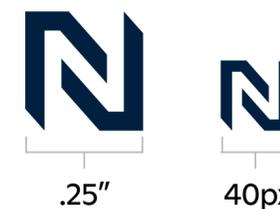
The Northland N monogram is the chief visual component of Northland's brand identity system is our the primary logo to be used.

### Spacing

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

### 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.





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

Since this is our primary mark, we should use this in instances where the logo is prominent. Helmets and caps are good instances to use the Northland monogram. The monogram should not be altered in any way.



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.



**PIONEERS**

N O R T H L A N D  
**PIONEERS**

N O R T H L A N D  
**PIONEERS**

N O R T H L A N D  
**PIONEERS**

**NORTHLAND**

# Identities

# Wordmarks Spacing & Sizing



## Wordmarks

### Spacing

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



### Minimum Size

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

Wordmarks

The Pioneers full wordmark should be used in merchandise and marketing materials where the college's name recognition is needed. The Pioneers wordmark should be used for home games as a way to inform the team name.

The Northland wordmark is used for away games so that opponents and opponent cities are aware of the school name and to further build name recognition for the school.



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



Do not stretch, rotate or distort the logos.



Do not add illustrations around or behind the logos.



Do not create 3D effects with the logos.



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



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



Do not add a gradient to the logos.



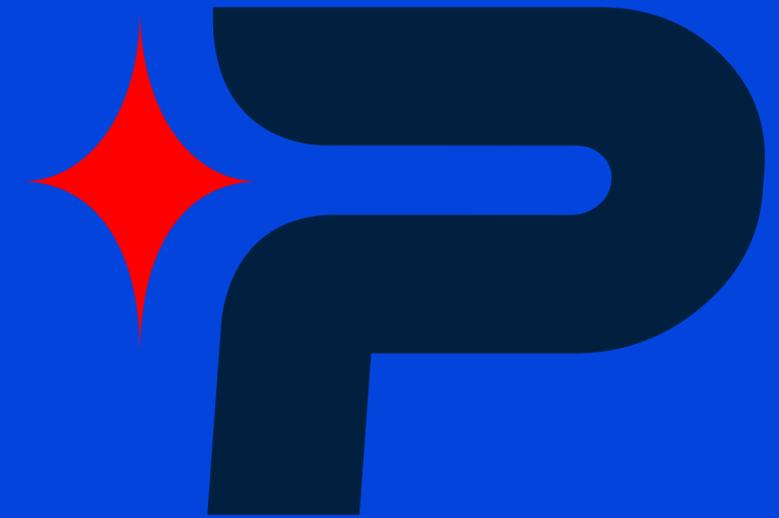
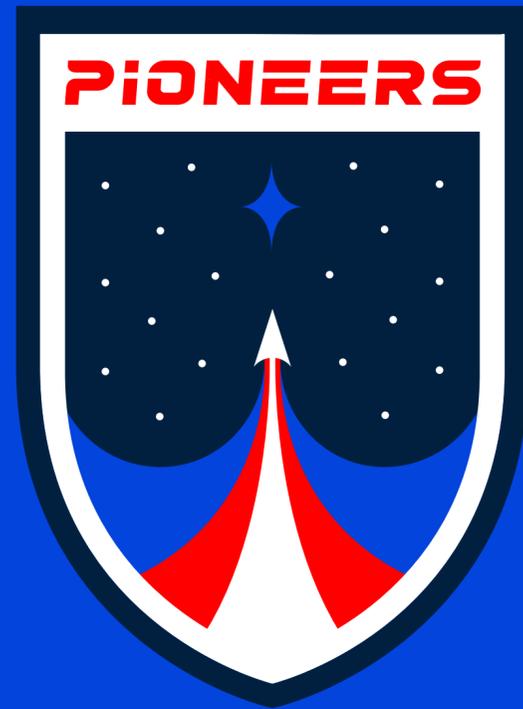
Do not add a stroke or outline to the logos.



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

Identities

Spirit Marks



## Our Crest

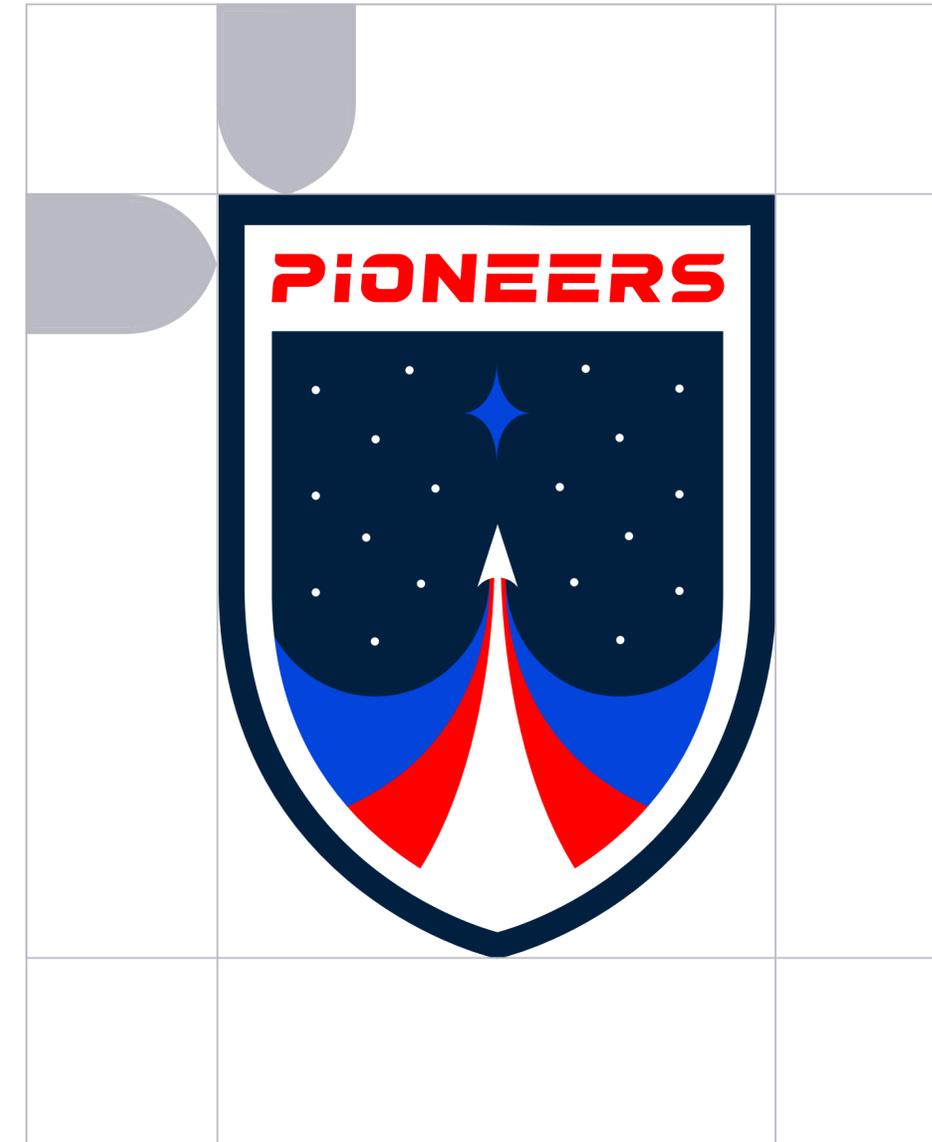
The Pioneers crest is used for merchandise and marketing and is to not be used as the primary logo mark. The usage is for furthering the new meaning of what a Pioneer is and to also create an additive mark for apparel.

### Spacing

The minimum amount of clear space required around the our crest is defined by one-quarter of its height.

### Minimum Size

When printed, the our crest must be at least .375" wide in order to be legible. When displayed digitally, the our crest must be at least 40 pixels wide in order to be legible.



## Our Mascot

Our mascot logo represents what thematically a Pioneer is. We used the space motif to redefine what the meaning of a Pioneer is. The mascot represents being inclusive to all ages, races and genders. The mascot logo is used tertiary in usage and mostly for merchandise, apparel and marketing materials.

## Spacing

The minimum amount of clear space required around the mascot logo is defined by one-quarter of its height.

## Minimum Size

When printed, the mascot mark must be at least .375" wide in order to be legible. When displayed digitally, the mascot logo must be at least 30 pixels wide in order to be legible.



### “P” Logo

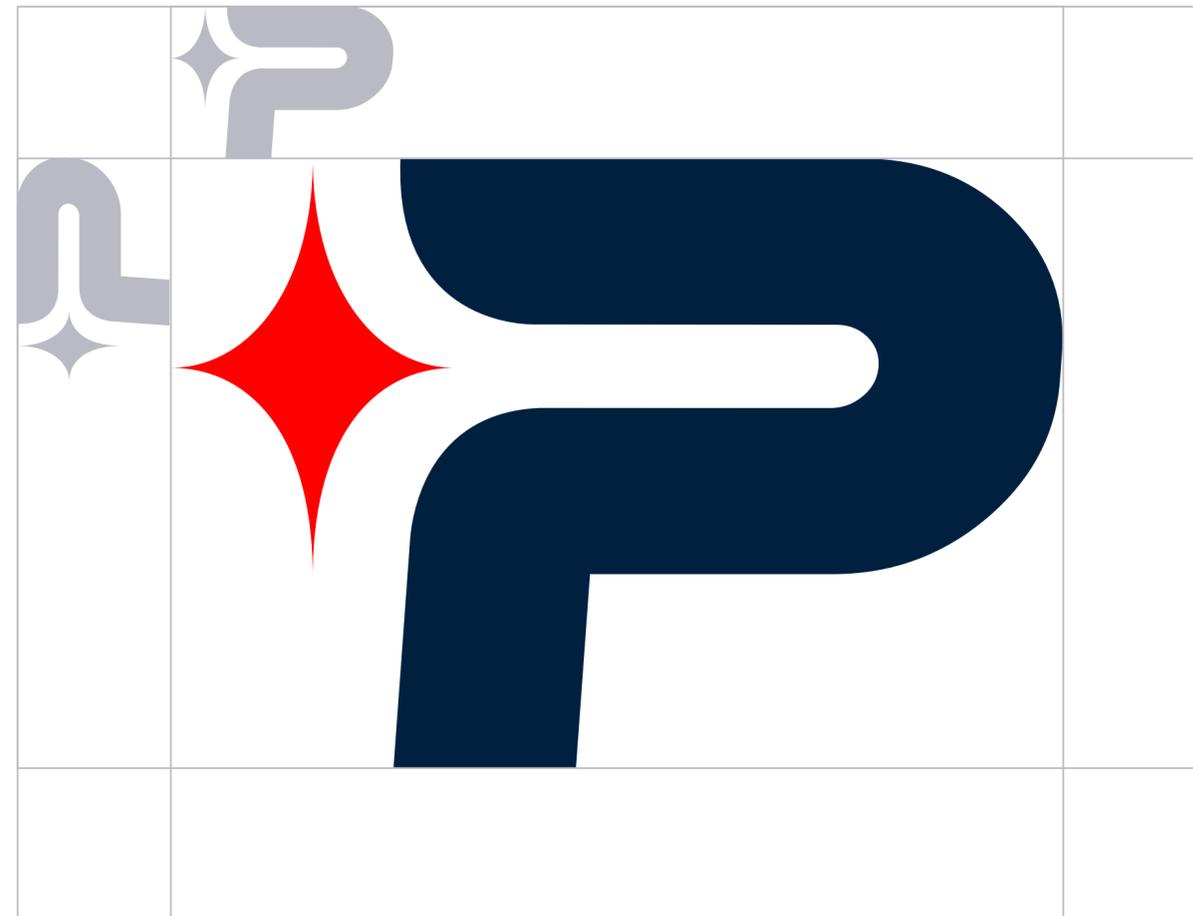
The “P” logo was created to be used as a shortened version of the Pioneers wordmark. It’s purpose is for limited size requirements. It’s primary usage is for merchandise, apparel and marketing materials.

#### Spacing

The minimum amount of clear space required around the P-Logo is defined by one-quarter of its height.

#### Minimum Size

When printed, the P-Logo must be at least .25” wide in order to be legible. When displayed digitally, the P-Logo must be at least 40 pixels wide in order to be legible.





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



Do not stretch, rotate or distort the logos.



Do not add illustrations around or behind the logos.



Do not create 3D effects with the logos.



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



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

## Spirit Marks

See each individual spirit mark for guidance on usage. Please follow the guidelines to the right for all spirit marks.



Do not add a gradient to the logos.



Do not add a stroke or outline to the logos.



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

## Primary Identity System

When selecting what identity to use, it is important to consider the overall hierarchy of importance. We are a monogram-led program. This means most touchpoints should use a form of our primary monogram, and touchpoints that use a wordmark or spirit mark should also include a smaller monogram somewhere on the application.



Primary Logo

To display our college and team name, we require that you use our two wordmarks. They correspond with home and away usage.



Home Wordmark



Away Wordmark

## Spirit Marks

Spirit marks are used as additive marks to enhance the uniform or on merchandise and apparel.



Athletics Program Crest



Mascot Logo



Athletics "P" Mark



## Identities



## Single-Sport Marks





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.

## Single-Sport Wordmarks

These wordmarks are used for individual sports. Primarily used for marketing or merchandise and apparel. See the rules to the right for usage guidelines.



Do not add a gradient to the logo.



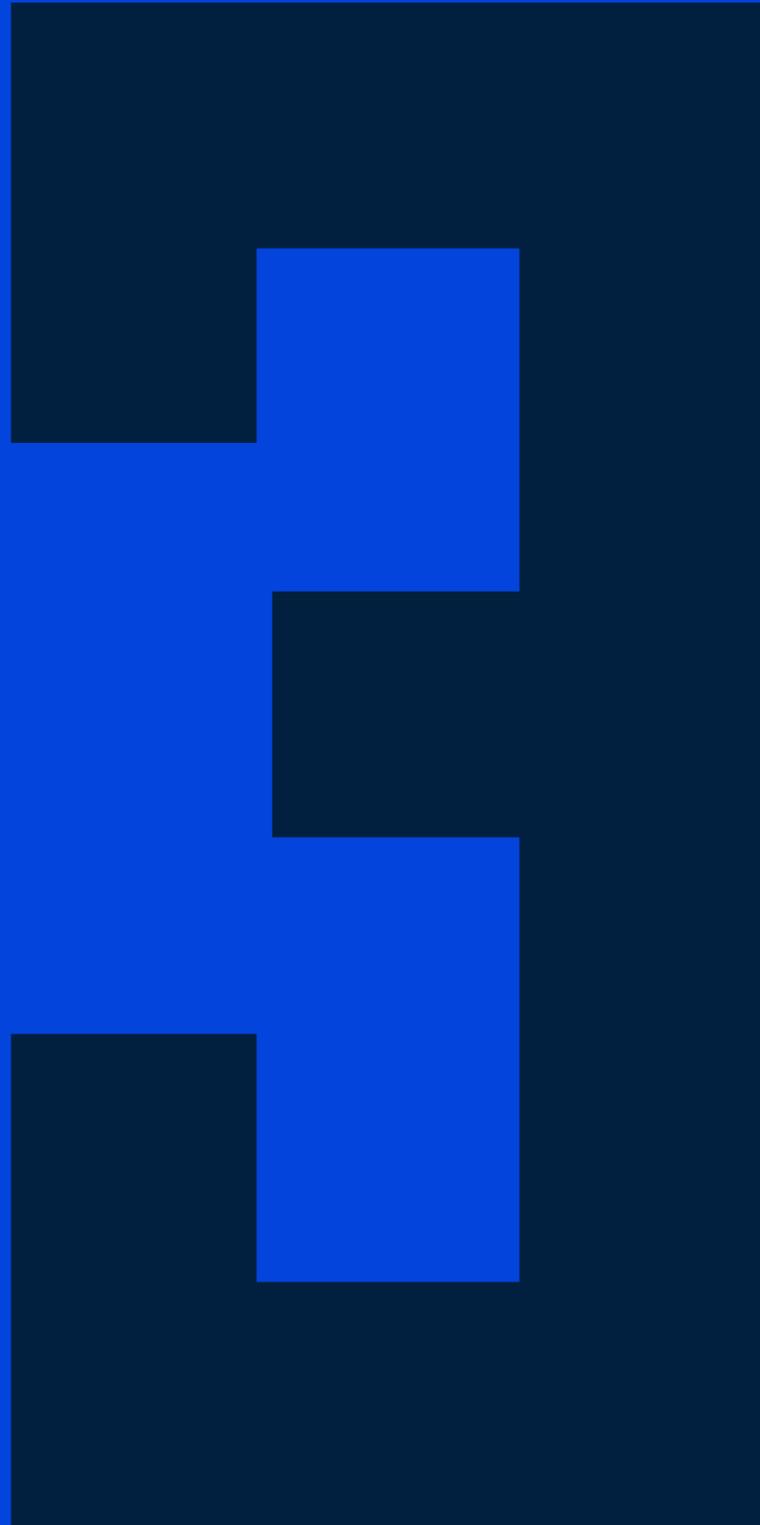
Do not add a stroke or outline to the logo.

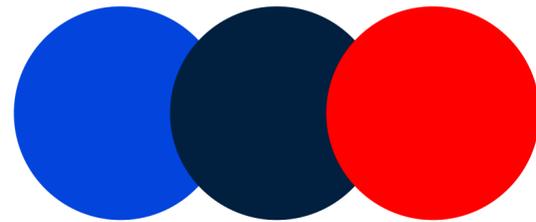


Do not contain the logo a shape that makes it appear like part of the logo.

Do not use old logos.







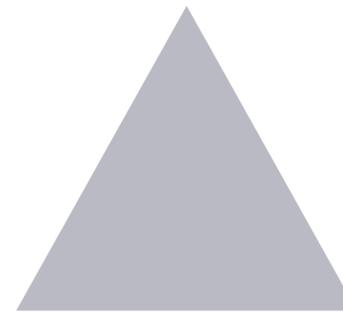
### Color

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.



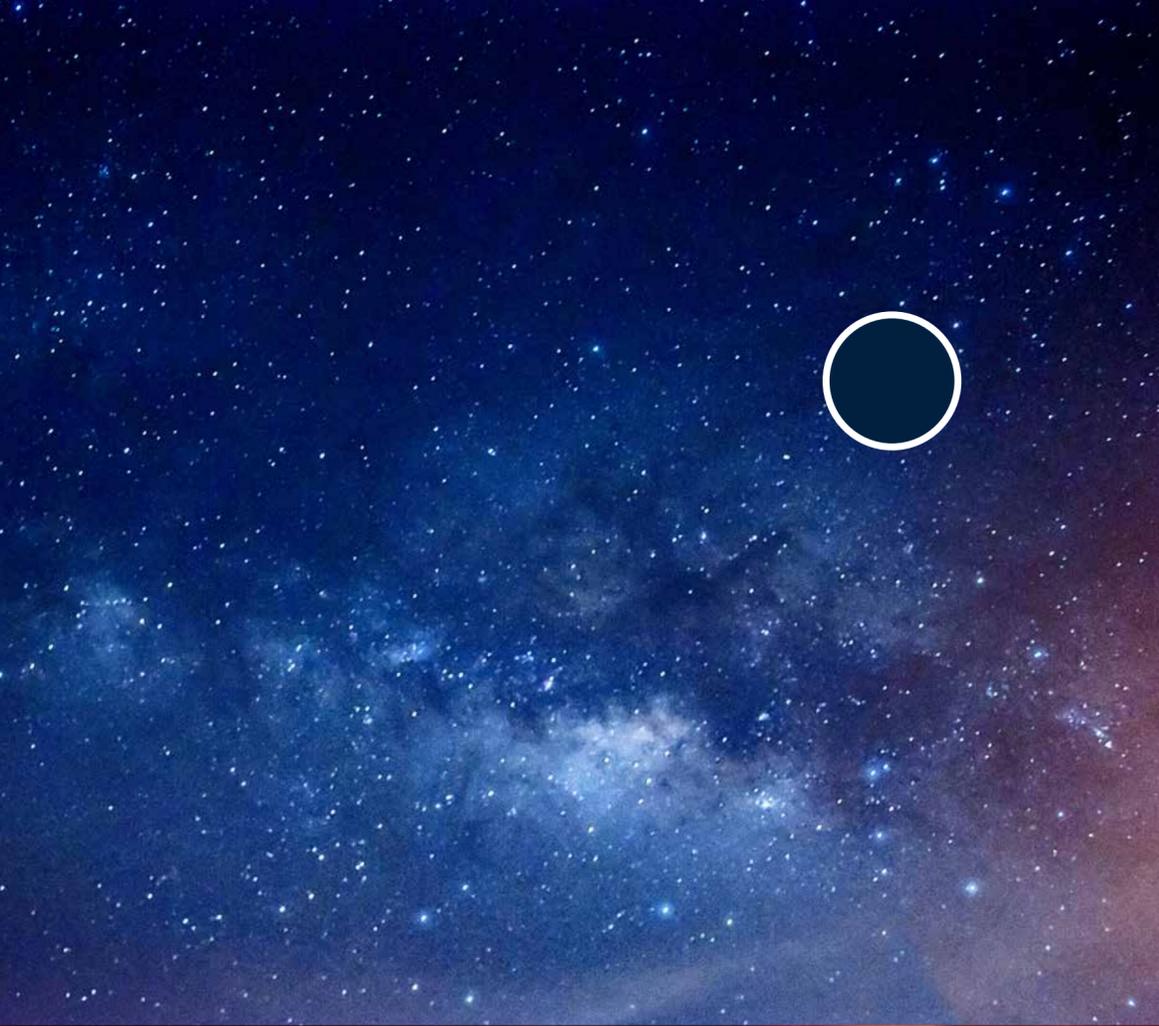
### Motif

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

To help enhance our Space motif, we use Space photography to help with decoration. This is used primarily for the purpose of marketing and imagery should be licensed correctly and used correctly with marketing oversight.



# 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

**GINTO NORD**

GINTO NORD REGULAR  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**GINTO NORD BOLD**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

**ATHLETICS**  
**BASKETBALL**  
**FOOTBALL**  
**SOFTBALL**

**BASEBALL**  
**WRESTLING**  
**CLAY TARGET**  
**VOLLEYBALL**

# Ginto Normal

Ginto Normal Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**Ginto Normal Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

**Halftime**  
**Scores**  
**Division**  
**Regulation**  
**Stats**

**Schedule**  
**Games**  
**Tickets**  
**Fan Zone**  
**Camps**

The Northland Pioneers Athletic Department welcomes talented student-athletes from the local area, as well as nationally and internationally. The Pioneers coaching staff encourages student-athletes to get involved in the college and community, and many student-athletes participate in campus organizations and community service groups.

## Northland Triangle

The triangle comes from the angle off the “N” in the Northland wordmark. This triangle represents progress and moving upward. It also acts as a compass pointing north towards Northland. The triangle can be used to mask imagery and only in athletic usage can have athletes break the plane of the mask.



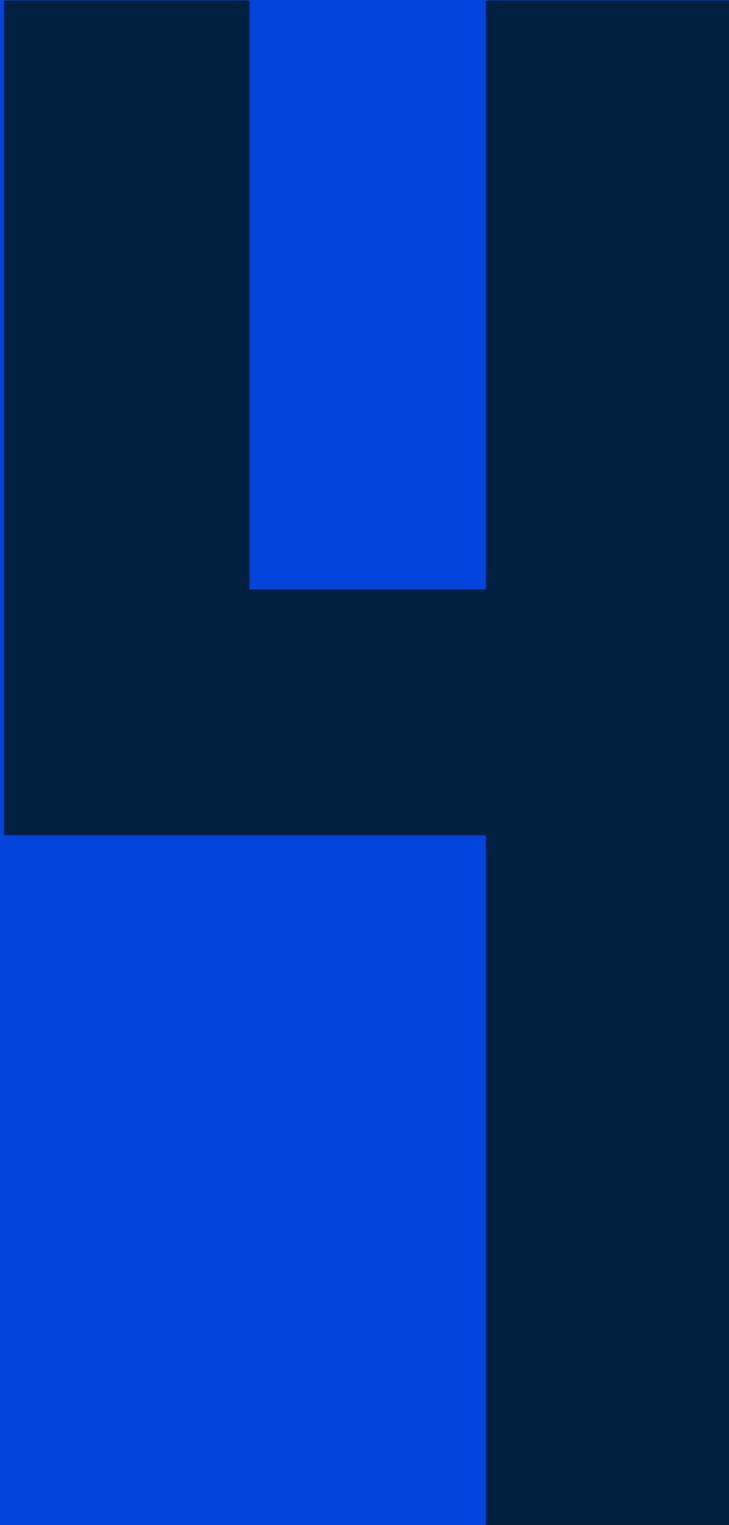
**Brand Elements**

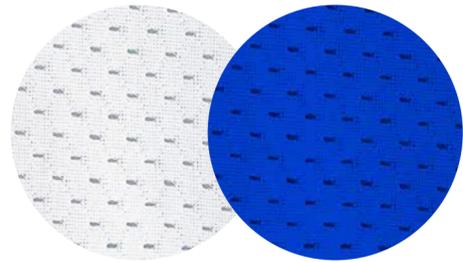


**Photography**



**Uniforms**





## Color

Our colors are very important to our brand. They are one of the most powerful forms of visual brand recognition. Space Blue, Horizon Red, and Flight Blue are the official colors of Northland athletics. It's critical that they are used uniformly throughout the department. We may draw on our secondary colors when needed.



## Numerals

For uniforms we use a different typeface for jersey numerals. The typeface has been customized for Northland's usage. The numerals should be consistent across all sports. For numerals usage contact the Department of Marketing Communications & Brand Management.



## Patches

Each sport should use their custom and individual patch on uniforms. Patches should be used as decoration and not the primary logo. If a patch design does not exist for your sport, contact the Department of Marketing Communications & Brand Management.



## Inspiration

We've created a series of examples to show intent of what uniforms should look like. These are for mockup purposes and recommendations on application.

**Uniforms**

Home & Away Recommendations

**NORTHLAND**

**PIONEERS**

**AWAY**

**HOME**

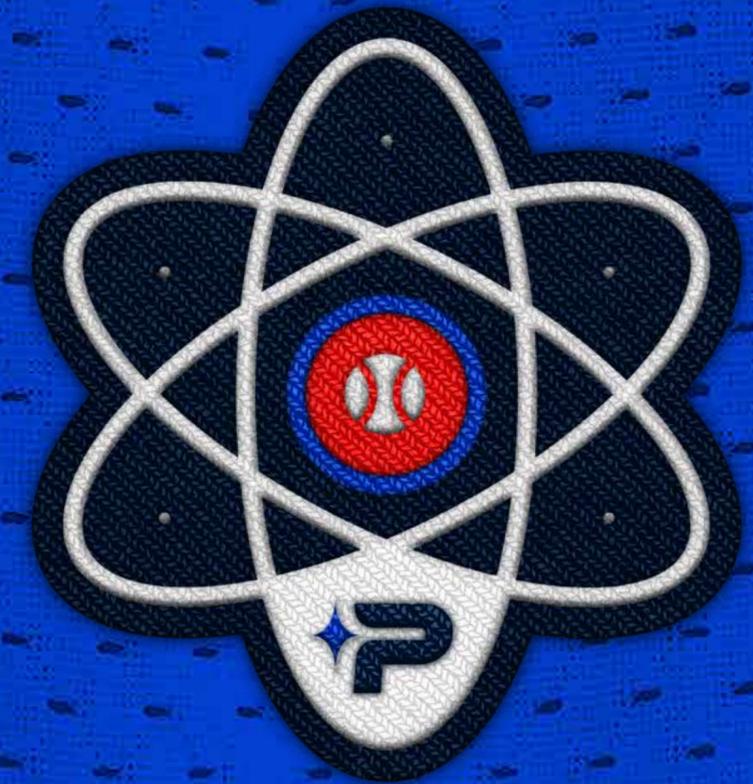


### Usage

For uniforms we use a different typeface for numerals. The typeface has been customized for Northland’s usage. The numbers should be consistent across all sports. Please contact the Department of Marketing Communications & Brand Management when coordinating numbers for uniforms.

## Uniforms

## Single-Sport Patches



Each sport should use their custom and individual patch on uniforms. Patches should be used as decoration and not the primary logo.



Away



Home







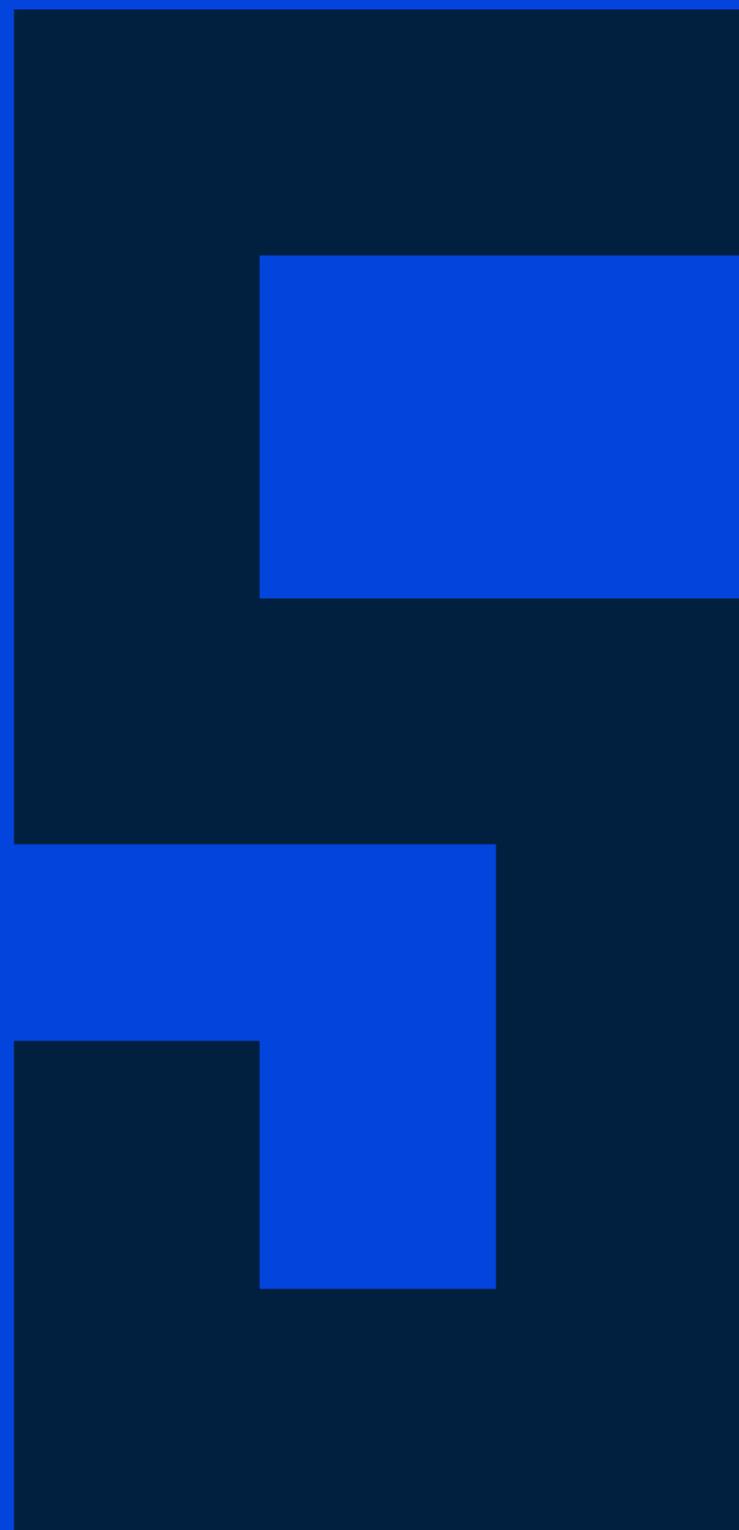
Home



Away







Applications

Merchandise





Zip Hoodies



Zip Hoodies





Sweatpants



V-neck





Longsleeve



Longsleeve







Longsleeve





Winter Hats



Winter Hats



Gym Sack







Water Bottle



## Social Media

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 sports and students. Social media's influence and reach demand that we post both effectively and responsibly.

Write like you speak, but still be professional. If you're writing for one sport or unit's account, use "we" to refer to the sport/unit. If you're writing for a department-wide account, use "we" for the department and "they" when referring to a sport or unit. Use the #wearego as our rallying cry.

To use your sport's official avatar, contact the Department of Marketing Communications & Brand Management.



## Facilities & Signage

Our courts and fields are our biggest stages. Our facilities are a prime opportunity to proudly project a cohesive look. Well-executed facility graphics and signage show that every Northland Athletics experience is part of our story. They also enhance the experience for our fans and reach people who are watching online.

Applying the Pioneers Athletics to Facilities Facility graphics and signage are highly visible and endure for years, so it's important to do them right. When considering graphics and signage for facilities, consider the voice and tone you want to convey and how to apply them. In design, simpler is often better—and that's especially true when our graphics and type are used at such a grand scale. The guidelines in these pages will help you apply our brand to facilities.

### 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 10.

### 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 28.

### 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 30.

### Identities

Marks identify our sports and lockups identify our offices and facilities—so they're natural additions to facility graphics and signage. We also have spirit marks, including the Pioneers mascot, Pioneers "P" logo, and the athletics crest that show off our spirit. Learn about our identity system starting on page 9 and lockups starting on page 23.

Our new visual identity looks amazing! We know there will be more touch-points 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.

All images, logos and other marks in this brand manual are trademarks owned by Northland Community & Technical College. By accessing and using any of the images, logos, designs or marks in this brand manual, you are agreeing not to reproduce or otherwise use any of the images, logos, designs or marks, except in accordance with the terms of your contact with the College or as otherwise expressly permitted by an authorized College representative.

Individuals, groups, and organizations, both on and off campus, seeking to use Northland Pioneers Athletics logos must have prior approval from the Northland Marketing Communications and Brand Management Department. If you have questions about how to apply any of the elements in this brand manual, please reach out to:

**Chad Sperling**  
**Director of Marketing Communications & Brand Management**  
**[chad.sperling@northlandcollege.edu](mailto:chad.sperling@northlandcollege.edu)**  
**(218) 793-2436**



**A MEMBER OF MINNESOTA STATE**

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