LOGO INFORMATION

Alterations of any kind, including arrangement, proportions, and official NTCC colors are prohibited. Construction of the logo from scratch should never be attempted and only approved original digital files or hard copies should be used.

Failure to follow these guidelines can result in confusion in the marketplace. This confusion will most likely transfer to NTCC’s image, creating a perception of inconsistency and low quality.

TYPEFACES & ALTERNATES

The official typeface is Myriad Pro. Materials printed by Northeast Texas Community College will utilize the typeface on all publication materials.

If Myriad Pro is unavailable for internal college communications (emails, letters, memos, etc.), departments may substitute one of the following sans-serif fonts: Arial or Helvetica.

COLORS

- **PMS 2756 C**
  - C: 100
  - M: 97
  - Y: 26
  - K: 19
  - WEB-SAFE: #001F5F

- **PMS 1805 C**
  - C: 20
  - M: 97
  - Y: 90
  - K: 11
  - WEB-SAFE: #B3282D

- **Arial**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890$%&(.,:;#!?)

- **Arial Bold**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890$%&(.,:;#!?)

- **Helvetica**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890$%&(.,:;#!?)

- **Helvetica Bold**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890$%&(.,:;#!?)
LOGOS & CORRECT USAGE

The college logo is the official mark of the college and is the only logo that can be used to represent college departments and programs. The logo cannot be redrawn, reproportioned, recolored, or altered in any way.

CLEAR SPACE

The logo should always have sufficient clear space. Please use good judgment when incorporating the logo amongst graphics, text, and backgrounds.

LEGAL USES

The college logo is the official mark of the college and is the only logo that can be used to represent college departments and programs. The logo cannot be redrawn, reproportioned, recolored, or altered in any way.

* There may be circumstances where the graphical "N" portion of the logo will need to stand alone without the accompanying college name. Requests to use the logo in this manner will be considered by the marketing department on a case-by-case basis. Any questions about proper logo usage should be directed to the Director of Marketing.

BLACK & WHITE PRINTING

Do not Distort.
Always use corner to scale logo.

Do not crop.
All logos must be used in their entirety.*

Do not add elements by way of clip art or drawing.

Do not place the logo on a busy background.
BRAND
It’s about us • Only us • What we want

Color: PMS 1805C

CONCEPT FOCUS
• It is the right message for students and their families…
  The college is Focused on them.

• It has multiple meanings …
  - Central, Core, Heart, Target
  - The act of cutting out the extraneous
  - It implies that the choice is made
    You are already Focused.

• It has strategic ambiguity.

• It’s a promise that the college will be
  Community-Focused.

• It’s a promise that we will stay
  Student-Focused.

• It’s a commitment to helping students be

BRAND & LOGO
The brand “focused” should always be aligned with the right edge of the college logo (when they appear together).

AD COPY ALGORITHM
An action, choice or goal that is impacted by education

A positive outcome that an NTCC education helps deliver

Brand implies that the good outcome is a result of “focus,” either by the student or by the college/faculty

“My NTCC degree got me to the university of my choice, ready to get it done.”

An affordable degree that transfers anywhere.

Tagline accompanying “focused” references the specific attribute on which the ad is focused (may come before or after the brand)