

# Graphic Standards Manual



The image of North Central State College is evidenced in a myriad of ways. In part, by the television spots, print ads, website, digital ads, social media, electronic, signage, billboards and collateral materials produced for both recruitment and internal/classroom communication. Our image is also shaped by everything that carries the colleges logo, as well as the perceptions people have about the college based upon any number of factors that influence their opinions -- our graduates, their experience, our reputation, etc. The combination of all of these inputs becomes the brand identity of North Central State College.

This booklet seeks to provide standards for the usage of the logos of North Central State College, as well as provide guidelines for access to the services of our department so that we can showcase and promote the college -- together.

To convey a consistent image, consistent usage of all logos and other marks associated with the College must be developed and adhered to by everyone. Creative Services is in charge of maintaining these standards as "the last word" as far as logo application and usage is concerned.

This booklet is broken into sections:

- Basics of the North Central State College Logo
- Logo Placement
- Sizing of the Logo
- Internal Usage by the College
- Usage in External Publications and Advertisements
- Web Usage
- Using the North Central State College "name".
- NC State logos for division and department use.
- Usage notes for the Presidential Seal
- Usage of the Foundation logo
- How to request help with a program, brochure, webpage, promotion, etc.
- Exceptions

If you have questions regarding your specific needs, please contact:

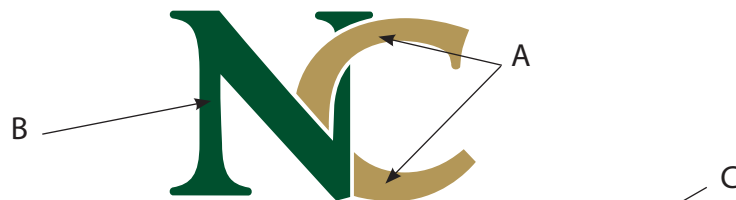
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## Basics of the North Central State College Logo Continued

The Basics of the NC State logo include color, placement and sizing.

We begin with color -- we have included PMS (pantone matching System) spot color numbers for two-color printing; CMYK (cyan/magenta/yellow/ black) values for full-color printing and printing to CMYK computer printers; and RGB (red/green/blue) values for on website and screen usage in Powerpoint presentations, video presentations and tv commercials.



North Central State College

### A - Gold Color

PMS: # 873 Metallic Gold

#### CMYK Values:

C	24%
M	39%
Y	85%
K	14%

#### RGB Values:

R	65.3%
G	46.8%
B	14.0%

### B - Green Color

PMS: # 3435 Green

#### CMYK Values:

C	100%
M	0%
Y	79%
K	60%

#### RGB Values:

R	0.2%
G	22.0%
B	13.4%

### C - Black Color

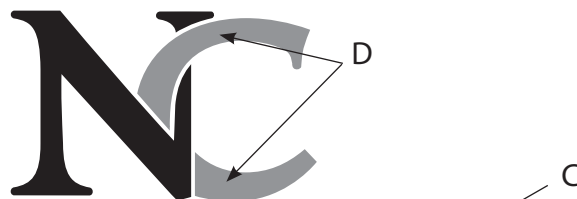
PMS: # Black

#### CMYK Values:

C	0%
M	0%
Y	0%
K	100%

#### RGB Values:

R	0%
G	0%
B	0%



North Central State College

### D - Grey Color

PMS: # Black 50%

#### CMYK Values:

C	0%
M	0%
Y	0%
K	50%

#### RGB Values:

R	128%
G	128%
B	128%

## Basics of the North Central State College Logo

The following versions of the logo are approved and in use. They are available by contacting Keith Stoner or Teri Myers.



North Central State College



North Central  
State College



North Central State College



North Central  
State College

Please note: If you are asked to supply the North Central State College logo to a printer, college partner or vendor, they will probably want vector art. These files are available at by contacting Keith Stoner or Teri Myers.



### **Presidents Seal**

Use of this mark is restricted. It must be used with permission from the office of the President.

Contact Marketing and Creative Services to request use of this logo.



**North Central State College**  
FOUNDATION

### **Foundation Logo**

Use of this mark is restricted. It must be used with permission from the North Central State College Foundation.

Contact Marketing and Creative Services to request use of this logo.

## Basics of the North Central State College Logo Cont.

Other applications may require use of a solid color logo or a black and white logo. The following logo color combinations may also be used.



C - Black Color

**PMS:** Process Black

**CMYK Values:**

C	0%
M	0%
Y	0%
K	100%

**RGB Values:**

R	0%
G	0%
B	0%

## Placement

The logo should not be placed too close to body copy or other graphics like lines, borders, photos, etc.

It should be set apart by itself maintaining a clear space that is approximately equal to the height of the "North Central" copy under the "NC" logotype. The height of the capital "N"..

If the height of the "N" is 1/4", the body copy and other graphic elements should be kept at least 1/4" away from the logo on all four sides.



## Sizing the Logo

To enhance the appearance of the college, it is imperative that the logos used on everything, whether black/black, black/gray, or green/gold, be legible at all times.

There are practical limitations on reducing the logo. When the logo is reduced below approximately one inch in width, the letterforms on the words “North Central State College” can begin breaking down and running together. Depending on the limitations of the target printer, the minimum size that may be used within a department might be considerably larger. If you cannot read the “North Central State College” type under the logo you are printing, the logo you are using is too small.

There is no limitation on how large the logo can be used. However, it is important to maintain the size relationship of the “NC” mark itself, to the “North Central State College” copy block underneath.



Minimum Size:  
One-Inch Horizontal



This Logo is too Small:  
7/10th of One-Inch Horizontal

“North Central State College”  
Type is only 5.5 points high



## **Application #1: Internal Usage by the College**

The departments, professors, staff and students of the college will find the most numerous and varied uses for the logos of the college. This booklet cannot begin to imagine, nor address them all. A few general guidelines for in-house printing to ink-jet and laser printers, as well as powerpoint and video presentations follow.

If you require a more sophisticated use of the logo, i.e. over a photo or textured background, please contact Marketing and Creative Services for information and assistance.

### ***In-house print usage:***

It is suggested that the logo applications on internally printed documents (any document printed on a desktop printer within a department of the college) be kept as simple as possible. Preferably all logos, whether black/white or green/gold, should be placed on a white background. This is due in large part to the limitations of today's desktop printers.

It is also important to know whether your target printer is CMYK (cyan/ magenta/yellow/black) based; or whether it is RGB (red/green/blue). Please use the appropriate logo colors as noted on page 2 of this booklet.

### ***Powerpoint, video and other on-screen usage:***

For on-screen usage of the NC State logo, please use the RGB color notations from Page 2.

## **Application #2: Usage in External Publications and Advertisements**

By far, the most complex usage of the logos and marks of the college will be when applied to advertisements, billboards, video, television, brochures and other collateral material produced largely through outside vendors on behalf of the college. These vendors work closely with the Marketing and Creative Services team to ensure that all of the color standards and usage are adhered to as closely as possible. As well as to maintain, graphically, the professional appearance of NC State as portrayed by these vehicles.

From time to time, logo usage on these externally produced materials may depart from the formal guidelines outlined in this booklet. Two ways might include: placing the logo over a photo, background or other non-white background; or employing a drop shadow, glow, emboss or other effect with the logo. It is important to note that the reasons for these departures are to produce more sophisticated looking brochures, elements, videos, etc. on behalf of North Central State College. It also important to note that the target printers and digital production facilities employed for this use are usually of a much higher resolution than the desktop printers available throughout the college.

**If you plan to publish any external document, please contact the Marketing and Creative Services office for assistance and approval of the logo for your application.**



# North Central State College

## The Presidential Seal

The Seal of the Office of President is to be used expressly by that office on materials generated and/or directed by that office. Use of this seal is solely directed and approved by the President, or those members of his staff authorized by him.

If there is ever a need to include the Presidential Seal on printed material, in video presentations, etc. The office of the President must be consulted at the outset and kept informed throughout production. The office of the President will also be required to approve all usage of the Presidential Seal in whatever form.

For more information on using the Presidential Seal, contact Keith Stoner at 755-4810.



## **To Every Rule There is an Exception**

When applying these guidelines, it is important to remember that no graphic standards manual can encompass every possible application of the logos. Further, many of these parameters may be too restrictive in day-to-day application. It is important therefore to maintain a level of flexibility in dealing with the logo and other marks of North Central State College. It would be a shame to stop production of a professional-looking pocket-folder with foil stamped logo simply because foil stamping was not covered in this booklet.

These standards are meant as guidelines to be used in the practical application and usage of the logos of the college. But in the end, the logos belong to the college, and the institution may use them in any way it sees fit with respect to color, placement, size, production type, etc. However, whether through an outside vendor or internal department the overriding question has to be “does this piece present North Central State College in a way that we would like to be portrayed?” If the implementation of the logo on a printed piece or video presentation looks sloppy, the college looks sloppy. If the logo is lost in the complexity of a piece, or the limitation of a printer causes the logo to look less than desirable, the college looks less than desirable.

But if the logo is used in ways that maintain the highest standards and production values available -- whether internally or externally -- then the appearance of North Central State will continue to be enhanced.