

NSCC Visual Identity Guidelines

The NSCC signature

nscc

NSCC's core logo is the cornerstone of our brand identity system.

It is the lower case, italicized type treatment of the college's four initials. This logo is to be used on its own, or as part of the unit identifiers that have been developed to demonstrate the relationship between NSCC and its related entities.

nscc
Akerley Campus

nscc
School of Trades
& Transportation

Program names, taglines and other information must not be appended to the NSCC logo.

The logo should always be used prominently on all NSCC materials – both internal and external – in one of its approved variants. When placing the NSCC logo, maximum visibility should always be the primary concern. It is most easily recognized when it stands out from surrounding elements.

The NSCC logo and these signatures must be used in the form provided here, and should never be distorted, rotated, twisted, cropped or manipulated in any way.

Clear space

To ensure NSCC signatures always stand out strongly, clear space equal to the height of its letters must be maintained around the signature at all times.



Minimum size

The NSCC logo should never be used smaller than 0.5 inches wide.



Colour

NSCC's official colour is Pantone 295 C Blue.



Pantone 295 C
Pantone 295 U
CMYK 100/57/0/37

RGB 16/73/126
Web #004780





Preferred colours of logo

The preferred colours for the NSCC logo are NSCC blue, white and black. In reverse applications the logo should be shown in white on a sufficiently contrasting background.



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Primary colour palette


	Pantone 295 C Pantone 295 U CMYK 100/57/0/37	RGB 16/73/126 Web #004780
	Pantone 431 C Pantone 431 U CMYK 45/25/16/59	RGB 91/103/112 Web #495965
	CMYK 0/0/0/0 RGB 255/255/255 Web #FFFFFF	
	CMYK 75/68/67/90 RGB 0/0/0 Web #000000	

Apparel & promotional applications

For clothing and promotional applications, the NSCC logo and signatures may be presented in other colours, provided they continue to follow the guidelines above.



Secondary colour palette

	Pantone 165 C Pantone 1505 U CMYK 0/70/100/0	RGB 255/103/31 Web #ff671f
	Pantone 198 C Pantone 199 U CMYK 0/82/37/0	RGB 223/70/97 Web #df4661
	Pantone 381 C Pantone 381 U CMYK 25/0/98/0	RGB 206/220/0 Web #cedc00
	Pantone 604 C Pantone 604 U CMYK 5/0/94/0	RGB 234/218/36 Web #eada24
	Pantone 292 C Pantone 292 U CMYK 49/11/0/0	RGB 105/179/231 Web #69b3e7
	Pantone 311 C Pantone 311 U CMYK 88/0/11/0	RGB 0/169/206 Web #00a9ce

