

NSCC Visual Identity Guidelines

The NSCC logo



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 added to the NSCC logo.

The core logo or unit identifier logo should always be used prominently on all NSCC materials. Maximum visibility and clear space should be considered – the logo is most easily recognized when it stands out from surrounding elements.

The NSCC logo and related entities must be used in the form provided here, and should never be distorted, rotated, twisted, cropped or manipulated in any way. Logos are available on nscc.ca

Minimum size

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



Clear space

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



Colour

NSCC's official colour is Pantone 295 C Blue.



NSCC blue

Pantone 295 C / 295 U

CMYK 100/57/0/37

RGB 0/71/128

WEB #004780

Logo colours

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

	NSCC blue Pantone 295 C / 295 U CMYK 100/57/0/37	RGB 0/71/128 WEB #004780
	Dark grey Pantone 431 C / 431 U CMYK 45/25/16/59	RGB 73/89/101 WEB #495965
	Solid white CMYK 0/0/0/0 RGB 255/255/255	WEB #FFFFFF
	Rich black CMYK 75/68/67/90 RGB 0/0/0	WEB #000000

Accent colour palette

	Accent teal Pantone 311 C / 311 U CMYK 88/0/11/0	RGB 0/186/220 WEB #00BADC
	Accent blue Pantone 285 C / 285 U CMYK 100/48/0/0	RGB 43/113/185 WEB #2B71B9
	Accent light blue Pantone 292 C / 292 U CMYK 55/13/0/0	RGB 87/183/231 WEB #57B7E7
	Accent turquoise Pantone 3258 C / 3258 U CMYK 59/0/30/0	RGB 95/197/191 WEB #5FC5BF
	Accent green Pantone 381 C / 380 U CMYK 25/0/100/0	RGB 203/219/42 WEB #CBDB2A
	Accent yellow Pantone 3955 C / 3955 U CMYK 2/0/100/0	RGB 255/239/0 WEB #FFEF00
	Accent orange Pantone 165 C / 1505 U CMYK 0/68/96/0	RGB 243/115/39 WEB #F37327
	Accent fuchsia Pantone 191 C / 191 U CMYK 0/85/30/0	RGB 239/66/111 WEB #EF426F

Apparel and promotional applications

For certain applications it is appropriate to use the expanded NSCC logo, as seen below.

