Brand and Style Guide

Updated September 2018

Maintained by Marketing & Public Information
Approved by the President's Executive Leadership Team

www.NavarroCollege.edu

Marketing and Public Information serves as the clearinghouse for the purpose of protection and promotion.

UNIFIED VOICE
Please follow these guidelines in your communications. By coordinating our image and messaging, we will be better stewards of the dollars spent on materials that promote the school.

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WHY HAVE BRAND STANDARDS?

It is important to cultivate a consistent and recognizable image. By presenting the school consistently over time, we create an instantly recognizable presence with our audiences.

By following these standards, we build consistency and protect our most valuable asset…our school.

Since use of Navarro College's name or other trademarks implies association with the college, only campus departments and recognized student organizations are allowed to use Navarro College trademarks unless an entity has express written consent from Marketing and Public Information.

This guide addresses visual elements and styles across various mediums. It also contains examples of appropriate colors, logos, marks and fonts.

If you have questions about any details covered by this guide, call the Marketing and Public Information office.

The most recent version of this guide is available on MyNC on the Marketing page.

PRINTING

Any type of promotional printing other than photocopying/duplicating – regardless of job size, quantity or monetary value – requires Marketing and Public Information approval. An electronic or hard copy of the print job should be submitted to ensure correct use of college marks and graphic standards. Expect approval or a request for changes to be returned within three working days. Requests should be sent to marketing@navarrocollege.edu

STATIONERY

Only approved departments, campuses and organizations can use college stationery.

BUSINESS CARDS

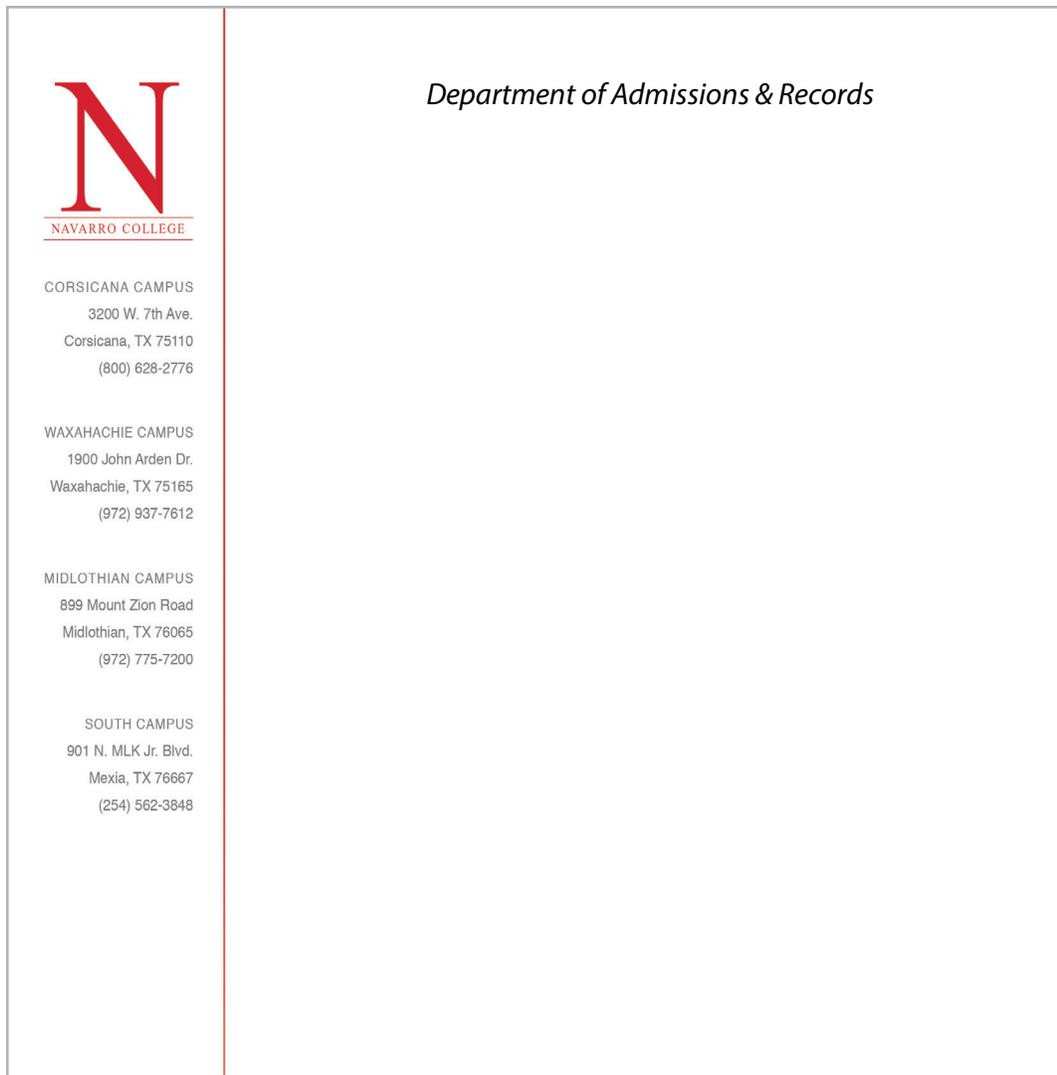Business cards should be ordered through the form on MyNC.

» Navigate to Employee Services and the Marketing Page.
» Select Business card order form.
» Complete information and select submit.
» In 3-5 business days you will receive a proof from Greenworx. Please be sure to reply with your approval.

SAMPLE BUSINESS CARD

Beau Regard
Navarro College Mascot

3200 W. 7th Avenue
Corsicana, TX 75110
Phone: 903.875.WOOF

Beau@NavarroCollege.edu

NAVARRO COLLEGE

SAMPLE LETTERHEAD

NAVARRO COLLEGE

CORSICANA CAMPUS
3200 W. 7th Ave.
Corsicana, TX 75110
(800) 628-2776

WAXAHACHIE CAMPUS
1900 John Arden Dr.
Waxahachie, TX 75165
(972) 937-7612

MIDLOTHIAN CAMPUS
899 Mount Zion Road
Midlothian, TX 76065
(972) 775-7200

SOUTH CAMPUS
901 N. MLK Jr. Blvd.
Mexia, TX 76667
(254) 562-3848

Department of Admissions & Records

FOUNDATION LETTERHEAD

N | NAVARRO COLLEGE
FOUNDATION

3200 W. 7TH AVENUE • CORSICANA, TEXAS 75110 • (903) 875-7591 • FAX: (903) 875-7564

All promotional work in Marketing and Public Information begins with a Marketing Work Order. The form may be found on MyNC > Employee Services > Marketing. Once the form is submitted you will receive and email confirmation. If you do not receive one, there was an error with your submission and you should try again. All requests should be submitted 3-4 weeks prior to needed deadline for the best product. Turnaround time varies per project.

Detailed content must be provided with request or your project will be delayed.

Marketing Project Request Form

Home > Marketing and Public Information > Marketing Project Request Form

Complete this form to start a project with the Office of Marketing and Public Information Office.

We'd like to provide quality products and top-notch customer service. Submitting this form allows us to keep track of projects. Thank you for submitting the work order where it is tracked by multiple marketing staff members.

After form submission, you will receive an email confirmation. If you do not receive one, there was an error with your submission and you should try again. Let us know how we can help you!

Please submit 3-4 weeks prior to needed deadline for the best product. Turnaround time varies per project.

*Required fields

CONTACT DETAILS

DEPARTMENT / OFFICE / PROGRAM *

CONTACT PERSON / REQUESTOR *   OFFICE EXTENSION *   OTHER PHONE NUMBER

First   Last

CONTACT EMAIL *   Cc EMAIL

ARE YOU THE PRIMARY CONTACT FOR THIS REQUEST? *

○ Yes ○ No

PROJECT DETAILS
ESTIMATED PROJECT DATE

PLEASE NOTE: YOUR PROJECT REQUEST WILL TAKE UP TO TWO (2) WORKING WEEKS FROM THE DATE YOU SUBMITTED THE REQUEST TO COMPLETE

NAME OF PROJECT   DESIRED DATE PROJECT IS NEEDED *
Brief title of project - for tracking purposes   See notation above about *Estimated Project Date*

CHARGE TO ACCOUNT NUMBER (FOR BILLING):
(xx-x-xxxxx-xxxx-xx)

ESTIMATED TOTAL BUDGET ALLOCATED FOR THIS PROJECT

NAVARRO COLLEGE LOGO

N | NAVARRO COLLEGE

This is the preferred logo.

No other fonts should be combined with the logo. No other bulldog may be used in a way that might be interpreted as a logo. The logo may not be stretched or compressed in any way. The logo may not be combined with any other logos unless expressly permitted by Marketing and Public Information.

The logos below are also approved for use for Navarro College.

N | NAVARRO COLLEGE

N NAVARRO COLLEGE

DEPARTMENT LOGOS

All departments or services that have independent logos must be created and approved by the Marketing Department. If a new logo or update is needed, the department should submit a Marketing Work Order.

Usage of these specialized logos by departments other than that which it was designed for must be approved by the Marketing Department and originating department. Examples of specialized logos include, but are not limited to: Programs (i.e. ADN, Band, Choir, Theatre, John Deere Tech, etc.); Departments (i.e. CTE, Carl D. Perkins, Cook Education Center, Planetarium, etc.); and Services (i.e. Residence Life, REC Sports, etc.).

NAVARRO COLLEGE MASCOT LOGO

The bulldog logo is to *always face left*. The full color bulldog is the preferred mascot logo.

The logos below are used when only one-color can be processed, such as printing one-color t-shirts.

NAVARRO COLLEGE LOGO WITH MASCOT LOGO

If you choose to use both the Mascot logo and a Navarro College logo follow the example below.
The bulldog must still face left and either be a the beginning or end of the Navarro College logo.

NAVARRO COLLEGE SEAL

The seal is reserved for administrative documents, presidential use and approved formal events.

ATHLETIC LOGO

The athletic emblem is reserved for athletic applications and approved bookstore and alumni uses.

LOGOS ON VARYING BACKGROUNDS

**APPROVED USE ON
LIGHT BACKGROUNDS**

**APPROVED USE ON
DARK BACKGROUNDS**

N | NAVARRO COLLEGE

N | NAVARRO COLLEGE

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N NAVARRO COLLEGE

N NAVARRO COLLEGE

NAVARRO COLLEGE 1946 ΣΟΦΙΑ ΑΛΗΘΕΙΑ ΓΝΩΣΙΣ

NAVARRO COLLEGE 1946 ΣΟΦΙΑ ΑΛΗΘΕΙΑ ΓΝΩΣΙΣ

NAVARRO COLLEGE 1946 ΣΟΦΙΑ ΑΛΗΘΕΙΑ ΓΝΩΣΙΣ

WHAT NOT TO DO

GENERAL USE STANDARDS

» The appropriate logo should be clearly and prominently identified. The logo should be no smaller than ½-inch high.

» Allow for ½-inch of space around all sides.

» In busy or complex designs, they should be surrounded by appropriate white space.

» Logos may vary in size, but cannot otherwise be altered, tampered with, modified or overprinted.

» Take care not to stretch or condense the logo.

» Logos should not be combined.

» No independent or conflicting logos should be used.

» In a full-color publication, use approved Navarro red or black. In one- or two-color publications, only approved two-color or single-color versions of the logos/symbols may be used.

» White can be used for reverses on dark backgrounds.

» The college seal should only be used on official or ceremonial documents, and only in approved single- or full-color versions.

» Do not reverse the orientation of the bulldog – face should always be pointed to the left.

» Do not emboss or add an outer glow or shadow.

» Appropriate printing procedures must be followed. See the Printing Procedures section of this manual for details.

Any special circumstances which may require a deviation from the standards outlined in this guide should be approved by Marketing and Public Information.

1/2 inch — N | NAVARRO COLLEGE — 1/2 inch — 1/2 inch — 1/2 inch

FILE SIZES AND DPI
Do not use web logos or marks for printing. A 72-dpi image will print pixelated. Use a 300-dpi raster image or a vector image for all print materials.
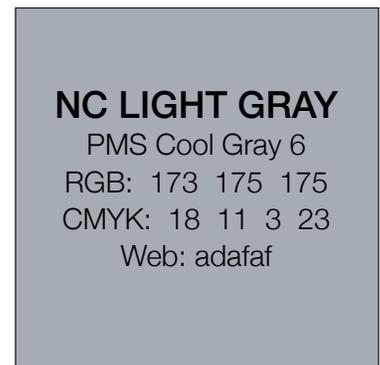
OFFICIAL NAVARRO COLORS

NC RED
PMS 186
RGB: 196 0 0
CMYK: 16 100 100 7
Web: c40000

NC WHITE
-
RGB: 255 255 255
CMYK: 0 0 0 0
Web: ffffff

NC BLACK
"Super Black"
RGB: 0 0 0
CMYK: 40 30 30 100
Web: 000000

NC DARK GRAY
PMS Cool Gray 9
RGB: 116 118 120
CMYK: 29 23 16 51
Web: 747678

NC LIGHT GRAY
PMS Cool Gray 6
RGB: 173 175 175
CMYK: 18 11 3 23
Web: adafaf

NC TEAL
-
RGB: 0 130 131
CMYK: 86 31 48 7
Web: 008283

NC MEDIUM TEAL
-
RGB: 175 216 209
CMYK: 31 2 19 0
Web: afd8d1

NC LIGHT TEAL
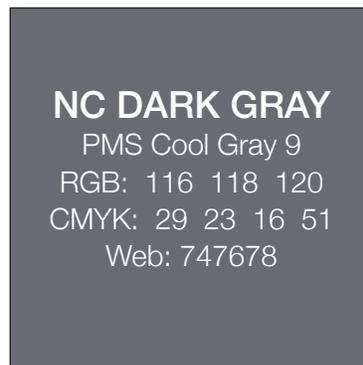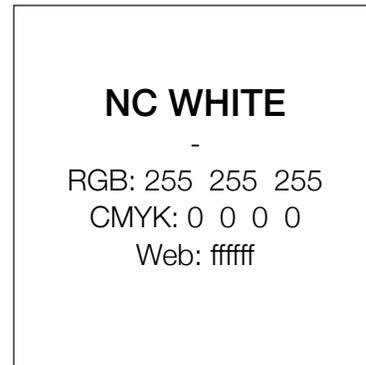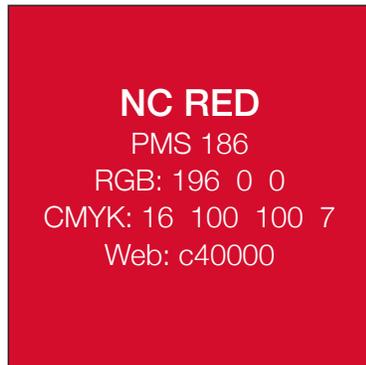-
RGB: 210 230 225
CMYK: 17 2 11 0
Web: d2e6e1

PHOTO RELEASE GUIDELINES

When using photographs of individuals in promotional materials and media, it is important to consider if a release/consent form from the photographer's subjects/models is required before the photograph is published or otherwise made publicly available.

When a Release is Not Typically Required
A release is generally not required if students or others are:
» Photographed in a public space or at public events, such as sporting events or concerts. These types of photographs are often considered "campus scene" photos.
» The photograph is taken in non-public environment and the primary focus is not recognizable, such as when a silhouette, posterior/dorsal view, or out of focus shot is taken.
» Navarro College faculty or staff.
» Invited to attend a group activity/event and chose to participate of their own free will.

When a Release is Typically Required
A release is typically required if students or others (except Navarro College faculty/staff) are:
» The primary focus of a photograph taken in a non-public space, are recognizable, and have been recruited specifically to serve as subjects/models.
» Minors (i.e., anyone under age 18). It is very important to obtain a release/consent from for minors.
» Current students, identifiable, and in a location for specific purpose other than being photographed. For example, if a group of current students is studying in a library and you want to take a photograph of the group studying, a release/consent form should be obtained from each subject/model.

Release forms are available on MyNC > Employee Services > Marketing

All completed forms should be submitted to marketing@navarrocollege.edu or the Marketing Office for record keeping purposes.

SOCIAL MEDIA GUIDELINES

The use of social media has become a huge asset in reaching students and dissimenating important information. Navarro College currently has accounts on Facebook, Instagram, Twitter and Snapchat. The Department of Marketing and Public Information has control of these platforms and utlizes them to promote the College and its activities. However, careful consideration must be given before social media accounts can be created for individual departments or organizations.

If reason exists for a department or organization to create an independent account on **any** platform, that account must receive permission from the Department of Marketing and Public Information prior to creation. Departments or organizations should have a well-devised plan of how it will utilize the account(s) to reach maximum visibility on each platform.

Approval for accounts
Any social media account must receive approval from the Department of Marketing and Public Information to protect Navarro College from public relation and legal issues, as well as provide a means to maintain the account in the event of change within the department's leadership.

To request an independent social media account for your department or organization, please submit a request for approval to marketing@navarrocollege.edu.