



New Brunswick Community College
Visual Identity Standards
v1.0 | August 2013

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THIS IS US

Be yourself; everyone else is already taken.
- Oscar Wilde

Our brand upholds our vision for the future with our lived reality of today. NBCC's brand represents every point where the College interacts with the world. From seeing our logo in a grocery store, to applying for a scholarship, and giving back to the College as proud alumni, how we present ourselves matters. At NBCC, we want to create a brand experience that exists between our College and the people who need us. Branding allows us to express who we are—our values, promises, achievements—and what we'll work to become.

The Visual Identity Standards is a great tool for anyone who wants to share NBCC's stories with the larger community, or for those individuals who wish to speak on our behalf. College staff, students, and instructors will especially benefit from our brand principles and easy-to-follow steps and templates.



1.0 | HOW WE WORK

Our students are at the centre of every decision we make. Their needs come first. After we fulfill this commitment, we focus our attention on staff, communities and stakeholders. This harmonious approach creates an environment for success by harvesting opportunities for our learners, while also benefiting industry.

VISION

Transforming lives and communities.

PURPOSE

We are a collaborative, learner-centred college—creatively contributing to social and economic prosperity through applied learning.

FOUR COMMITMENTS

In planning the realization of our aspirations, we have made four specific commitments to ourselves and the people we serve.

Commitment to our learners:

Inspiring successful learners to make a difference.

Commitment to our communities:

Building prosperous communities.

Commitment to our people:

Creating a great place to work and learn.

Commitment to our stakeholders:

Ensuring responsible stewardship.



2.0 | NBCC's THEME

With six campuses spanning this gorgeous province, NBCC provides over 90 diverse program areas. This variety attracts people from every background and age range. Whether these students are recent high school graduates, workers looking to upgrade skills, or an individual ready for a life change, we are student focused.

OUR VALUES: WE LEARN TOGETHER TO...

ENCOURAGE, ENGAGE AND INSPIRE

We love what we do. We want to create collective pride in and for our College as we build our reputation for life-changing learning experiences.

LEAD WITH INTEGRITY

We take pride in our collective accountability.

We are never satisfied – we constantly strive to exceed expectations.

DO THE RIGHT THING

As reliable, respectful professionals, we lead by example and with courage.

We do what we say we will do!

EMBRACE INNOVATION

We know the value of curiosity and creativity.

We strive to unleash it in our students and we expect it of ourselves.

DEVELOP STRONG RELATIONSHIPS

We create new opportunities to serve learners, communities and each other.

We are integral to the success of New Brunswick and beyond, and we want to be extraordinary in our ways of working in collaboration.

3.0 | OUR NEW LOGO

Our logo is a visible symbol for revealing who we are as a College and what we stand for. It's the symbol that embodies our brand and transmits our values. From website, marketing materials, campus signage, outreach activities, events, to achievements, our new logo will provide a familiar image that represents our confidence and innovation as we grow together. The new logo modernizes *NBCC* with a graphic typography that strengthens our brand, making our personality unique and approachable.



OUR ICON: WHO WE ARE

The design represents many of the things that were identified as important for the new NBCC logo. The shapes are not only a graphic illustration of a solid letter 'N' to reflect the name, but they also represent a river flowing through a community: rural landscapes, urban centres, campus buildings, growth, horizons, goals, and possibilities. Each NBCC campus is near a major water course, so the idea ties them all together as one College.

The river also represents the flow of ideas, motion, direction, life path, transformation and sustainability, which were indicated as important characteristics. The river is also seen as a path, similarly indicating progression and movement onward.

Community is very important. The shapes come together as we do - we are the sum of all of our parts, our programs, campus regions, students, staff, stakeholders, and community members.

3.1 | LOGO FORMATS

There are two formats of the NBCC logo.

- 1) The **horizontal** format is primary, and to be used in most cases. The icon and wordmark will always appear together in this format as a complete logo mark.
- 2) The **vertical** format is secondary, and to be used in applications where horizontal space is limited or where greater visibility of the symbol is to be predominant. The icon and wordmark will always appear together in this format as a complete logo mark.

Special considerations apply for use of the icon alone. Some examples are:

- as a photo matte
- website favicon
- apparel effect
- page mark



3.2 | LOGO COLOUR VERSIONS

There are three colour variations for both NBCC logo formats. Using the primary format, they are:



Full Colour: Using each brand colour in the icon: Ocean Blue, Urban Green, Possibility Blue and Field Gold and Ocean Blue for the wordmark.



One Colour: Using one of the four brand colours: Ocean Blue, Urban Green, Possibility Blue and Field Gold, as well as Black and Reversed (White).



Grayscale: Using black and four tonal values to represent the brand colours (65%, 45%, 20%, 10%).



3.3 | THE LOGO ON DARK BACKGROUNDS

For a more subtle effect, the full colour version of our logo may be used on black backgrounds and backgrounds of sufficient contrast.

3.4 | THE LOGO IN REVERSE

All versions and formats of the logo are available for use in reverse (white) applications.

3.5 | LOGO FILES

The logo's versions and formats have been saved in multiple digital formats for good results across a variety of media. PMS and CMYK for print application, RGB for screen use as well as web-safe colour values.

3.6 | CLEAR SPACE

A minimum space must be maintained between our logo and other page elements. This space forms a rectangular minimum space around the logo and can easily be recreated by measuring the unit "N".

3.7 | MINIMUM SIZE

PRINT

NBCC's logo should never be reproduced at a width smaller than 25mm for print applications. In order to ensure legibility and recognition of the icon, its minimum width should be no smaller than 5mm.

DIGITAL

NBCC's logo should never be reproduced at a width smaller than 70 pixels for web applications. In order to ensure legibility and recognition of the icon, its minimum width should be no smaller than 12 pixels.



25mm



70 pixels

3.8 | OUR TAGLINE

WE'RE STILL WORKING HARD

At NBCC, investing in our students is also an investment in our province and the industries that sustain it. By looking forward to the future, we support industries that are on the rise or booming with opportunities at home and abroad.

We love the tagline “College Works” because it speaks to our legacy and mission of getting our graduates jobs quickly.

USE OF THE “COLLEGE WORKS” WORDMARK

This special wordmark is used in all advertisements including in-house productions, and can be used with most administrative documents.

The tagline may not be suitable when the material is not student focused, such as:

- Board of Governors
- Internal formal documents such as Human Resources and Financial reports.
- In-house memos, corporate sponsorships.
- On certain merchandise items where it is not practical or possible due to production method, or size.

The “College Works” wordmark’s permitted colours are URBAN GREEN and OCEAN BLUE when used with the full colour logo, and complies with the brand colour variations when used with the logo in one colour (see page 7).

A second variation of the “College Works” wordmark is used in vertical formats and other applications where maximum visibility is needed. It is a stand alone wordmark graphic and used where high visibility of the tagline is required. This variation may appear in any of the brand’s core or accent colours to suit the design application.

Minimum size:



25mm or 70 pixels



25mm or 70 pixels



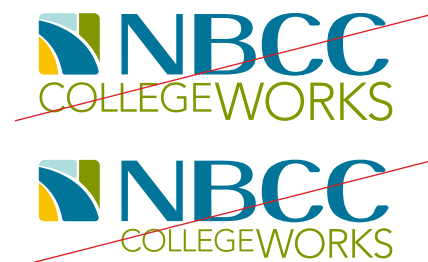
3.9 | IMPROPER USE

In order to promote, maintain and protect the brand, it is essential to use the logo properly. It is important not to modify the logo from its original form, and that brand colours are used consistently. To avoid improper representation of our brand identity when reproducing our logo, always use the approved digital files to ensure consistent, professional results.

NBCC's wordmark should always be used with the icon. The icon may be used on its own for special applications and only after receiving approval from NBCC Marketing and Communications.

The following are examples of unacceptable uses of the logo.

Do not use with other width proportions:



COLLEGE
WORKS



Do not use as an outline.

COLLEGE
WORKS

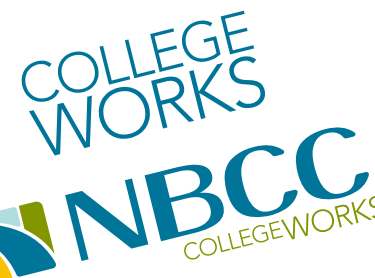


Do not use any fills other than permitted, solid brand colour.

COLLEGE
WORKS



Do not change colours.



Do not use on an angle.
<cf]ncbU'cf]j YfhjW'cb'm



Do not use on confusing backgrounds.



Do not alter proportions.



Do not rearrange elements.



Do not distort.

3.10 | BRAND COLOURS: CORE & ACCENTS

NBCC's new colours help convey the meaning of our icon's elements, incorporating two core and two accent colours for use throughout all identity applications. Our core colours are: OCEAN BLUE and URBAN GREEN, with POSSIBILITY BLUE and FIELD GOLD used as accent colours.

The new brand colours are more flexible and create a vibrant new look for us. They also ensure consistent colour interpretation across print (PMS, CMYK), on-screen (RGB) and web-safe (HEX) media uses.

Each of the colours combines with the other colour values for effective and energetic visual solutions. Likewise, our colour's balanced tonal range will add further flexibility and subtle effect to our design solution possibilities.



OCEAN BLUE
Pantone 7468C

C: 94
M: 16
Y: 7
K: 28

R: 0
G: 117
B: 153

HEX: #007599



URBAN GREEN
Pantone 377C

C: 51
M: 5
Y: 95
K: 23

R: 130
G: 150
B: 0

HEX: #829600



POSSIBILITY BLUE
Pantone 629C

C: 37
M: 0
Y: 7
K: 0

R: 175
G: 221
B: 223

HEX: #A1D8E0



FIELD GOLD
Pantone 124C

C: 0
M: 27
Y: 100
K: 0

R: 248
G: 194
B: 0

HEX: #EAAB00



3.11 | TYPOGRAPHY

Our new wordmark is a graphic letter style designed specifically for our logo. It features a clean sans-serif face with variable widths that add form and style without appearing trendy, and also allows the new wordmark to maintain visible style and solidity at minimum and maximum sizes.

Daily Use

For our in-house template documents, website and social media, the font **Calibri** is used. A serif font that offers easy reading and also transitions well from digital to printed documents. All headings used in corporate documents (internal and external) must use **Cambria**, in either bold or regular weight where appropriate, in a point size of 14 to 16.

Calibri is a humanist sans-serif font that is widely accessible and cross-platform friendly. All body text used in corporate documents (internal and external) must use **Calibri** light or regular weight at 11 points. This is the body text that all NBCC authors will use; from email to marketing materials, invitations to blog text, and more.

Alternate Typeface

For email and electronic communications, **Arial** may be used as a substitute typeface.

Advertising and Publication

NBCC's font for marketing and communications use is **Avenir Next** typeface family. A clear typeface with a great deal of flexibility and variety to help us create modern and effective advertising and graphic communication.

DAILY USE

Headings

Cambria - Regular

Cambria - Italic

Cambria - Bold

Cambria - Bold Italic

Body

Calibri - Light

Calibri - Regular

Calibri - Italic

Calibri - Bold

Calibri - Bold Italic

Arial - Regular

Arial - Regular

Arial - Regular

Arial - Regular

ADVERTISING & PUBLICATION

Avenir Next - Ultra Light

Avenir Next - Ultra Light Italic

Avenir Next - Regular

Avenir Next - Italic

Avenir Next - Medium

Avenir Next - Medium Italic

Avenir Next - Demi Bold

Avenir Next - Demi Bold Italic

Avenir Next - Bold

Avenir Next - Bold Italic

Avenir Next - Heavy

Avenir Next - Heavy Italic

4.0 | PROGRAM SECTORS

Specific wordmarks have been created to distinguish NBCC's various Program Sectors for both internal and external uses. The primary horizontal format of the logo is used, followed the Program Sector, in either scheme of acceptable colour use (see page 7). In order to maintain consistency in presentation of our brand identity simply download the specific Program Sector Wordmark file, or MS Word letterhead template with the specific Program Sector.

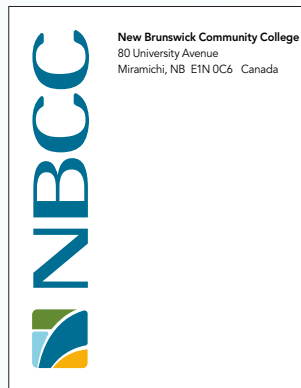
Examples of Program Sector Wordmarks. Note use of the ampersand "and", as well as double and single line word title arrangements.



Academic Services
Applied and Media Arts
Building and Construction
Business Administration
Business Office
Civil Engineering
Electrical and Electronics Engineering
Environment
Health
Hospitality and Tourism
Information Technology
Marine Systems
Mechanical/Industrial Engineering
Metals Processing
Mobile Equipment Operations
Mobile Equipment Repair
Natural Resources
Social Sciences

5.0 | UTILIZATION

Conveying our image consistently reinforces our image with every piece of communication.



New Brunswick Community College
1234 Mountain Road
Moncton, NB E1C 8H9 Canada
tel: (506) 856-2220
fax: (506) 856-3288
email: moncton@nbcc.ca | nbcc.ca

St. Andrews

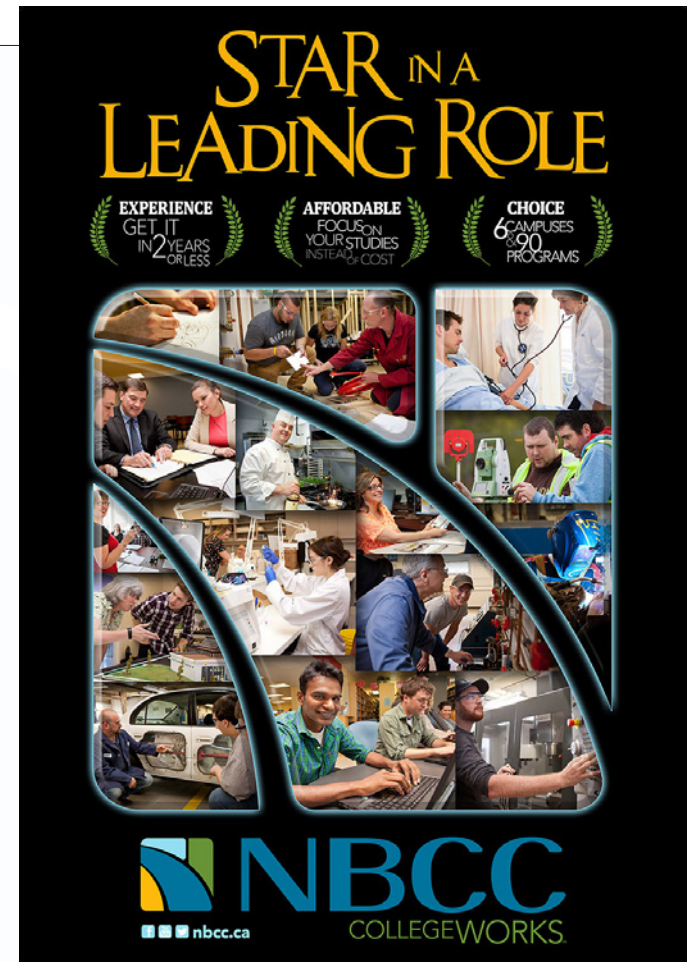
Fredericton

Saint John

Miramichi

Moncton

Woodstock



5.1 | STATIONERY

Stationery has been created to facilitate brand consistency in both print and digital templates. Form field business card templates are available for staff to complete and upon approval of their supervisor, send to print. The card backs feature the vertical logo, in reverse over each brand colours.

Letterhead, envelopes and other forms are printed and ready for daily use, College wide.

Letterhead



Business card

Business card backs use each brand colour.



5.2 | Email Signatures

For continuity in NBCC's email communication it is important that staff information is conveyed clearly. Please use the following format:

First Last Name

11pt Calibri Bold

Title | Department

New Brunswick Community College

284 Smythe Street, Fredericton NB E3B 3C9

11pt Calibri

tel: (506) 000-0000

www.nbcc.ca | [Twitter](#) | [Facebook](#) | [Instagram](#)

11pt Calibri Bold

College Works

Using "Urban Green" option:

R: 130 G: 150 B: 0

This message is intended for the person to whom it is addressed and it is to be treated as confidential or private communications. It must not be forwarded unless permission has been received from the originator. If you have received this message inadvertently, please notify the sender, delete the message and then delete your response. Thank you for your cooperation.

8pt Calibri

Please consider the environment before printing this email.



NBCC IS HERE FOR YOU

We've created these guidelines with creativity and longevity in mind. Our NBCC brand is flexible, but consistent. It represents the high quality that NBCC stands for. Our approved standards are easy to use and we're happy to assist you with any questions.

CONTACT

For more information, or to request files, please contact:

Brad Janes

Manager, Marketing and Communications

NBCC

(brad.janes@nbcc.ca)

506-453-6564

