

NECC Logo Usage Guide



NECC logo fundamentals

The NECC Logo Usage Guide is intended to be a quick reference for logo usage, official colors, and typefaces. In order to maintain consistency in NECC's branding, please adhere to the guidelines presented in this document. The logo should never be altered.

If you have additional needs that are not addressed in this guide, such as a member of the Marketing Communications office connecting with a vendor for specific issues, or you would like a copy of the NECC logo, please contact Susan Stehfest at sstehfest@necc.mass.edu or 978-556-3953.

THE LOGO STANDARD CONFIGURATION



FILE NAME: NECC_GradientShield_logo2010

The use of the primary wordmark and symbol appears above.

STANDARD USES AND FILE FORMATS

For most uses (placing the logo into a document, powerpoint presentation, or online), the full color logo should be used.

Please note: the logo should NEVER appear with a white box behind it. If this occurs the wrong file format has been used (please use .tif, .png, or .gif— see below for details).

Also, it is best to *place* the logo into documents, as opposed to attempting to open it. Unless you have the correct version of the program and that it was created in, you will not be able to open it.

A brief overview of file formats:

TIFF (.tif)	Best for use in print media. Will have a transparent background when placed on a colored background.
EPS (.eps)	Best for use in print media. Will have a transparent background when placed on a colored background or layered on top of another image. A benefit to it's use is that it will never appear to have a jagged edge (ie: pixelated) in it's use at any size. An eps should always be used if the logo is to be reproduced at very large size.
JPEG (.jpg)	Typically best for online use, not print media. Will appear with a white box behind the image if placed on anything other than a white background. A benefit to it's use is that it will have a small file size (amount of memory used).
PNG (.png)	Best for online use. Will have a transparent background when placed on a colored background or layered on top of another image.
GIF (.gif)	Best for online use. Also will have a transparent background when placed on a colored background or layered on top of another image. The quality of a gif will be higher than that of a png when used at a very small size.

NECC logo fundamentals

LOGO COLORS

Using consistent colors in an important way to bring coherence to NECC's image. The full color logo can be used in its true form against light colored backgrounds (use logo shown on page 2, file: NECC_blue_gold_logo2010). On dark colored backgrounds, the logo(s) with white lettering should be used (see logos on dark backgrounds on page 6). The logo should never be altered.

If you are working with an external vendor, please provide them with the appropriate color information provided in the chart below to ensure that the college's standards are met.

	PMS	CMYK	RGB	HTML
	280	C100 M72 Y0 K18	R0 G73 B144	004990
	124	C0 M28 Y100 K6	R238 G178 B17	eeb211
	Black	K100	R0 G0 B0	000000

PMS (Pantone Matching System)

Specific ink colors
used in print media

CMYK (Cyan, Magenta, Yellow, Black)

Colors made up of a
compilation of cyan,
magenta, yellow and
black for print media

RGB (Red, Green, Blue)

Colors made up of
Red, Green and Blue
used in online media

HTML (Hyper Text Markup Language)

HTML colors are
designated by
letters and numbers
for online media

NECC logo fundamentals

LOGO TYPEFACE/TYPEFACE FAMILY

The typeface used in the logo is Myriad Pro Condensed.

Myriad Pro Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Myriad Pro typeface family may be used in publications and other media to complement the college branding.

Myriad Pro Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro SemiCondensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Light Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro SemiCondensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Semibold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold SemiCondensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Semibold Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Semibold SemiCondensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

logo variants

To request logos please contact Susan Stehfest at sstehfest@necc.mass.edu or 978-556-3953.

4 COLOR (FULL COLOR/CMYK) APPLICATIONS



FILE NAME: NECC_GradientShield_logo2010

FOR USE ON DARK BACKGROUNDS



FILE NAME: NECC_GradientShield_whtwds_logo2010

Preferred logo to be used in any media, with the exception of screen printing.

2 COLOR APPLICATIONS



FILE NAME: NECC_blue_gold_logo2010



FILE NAME: NECCbluegoldshield_whtwds_logo2010

Best usage in any media, including screen printing and on newspaper stock.

1 COLOR APPLICATIONS



FILE NAME: NECC_bw_shield_blkwds_logo2010



FILE NAME: NECC_wht.shield_graysw_star_logo2010

1 COLOR (PMS 280) PRINTING APPLICATIONS



FILE NAME: NECC_280_logo2010



FILE NAME: NECC_wht.shield_Bluesw_star_logo2010

1 COLOR APPLICATIONS

FOR USE ON DARK BACKGROUNDS



FILE NAME: NECC_bw_shield_whtwds_logo2010

1 COLOR (PMS 280) PRINTING APPLICATIONS



FILE NAME: NECC_280_whtwords_logo2010

1 COLOR SCREEN PRINTING APPLICATIONS



FILE NAME: NECC_solid_black_logo2010



FILE NAME: NECC_solid_wht_logo2010

1 COLOR (PMS 280) SCREEN PRINTING APPLICATIONS



FILE NAME: NECC_solid_blue_logo2010

SHIELD SYMBOL WITH NECC ACRONYM

The 'shield symbol' portion of the logo with the NECC acronym can be used without the wordmark only under certain circumstances.

Use of the shield symbol with the NECC acronym is allowed only on a case-by-case basis and must be evaluated by the Marketing Communications office. Please contact them directly to obtain permission.

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4 COLOR (FULL COLOR/CMYK) APPLICATIONS



FILE NAME: NECCacr_GradientShield_BlueLtrsOutl_logo2010

2 COLOR APPLICATIONS



FILE NAME: SHIELD_NECCac_blue_gold_logo2010

1 COLOR APPLICATIONS



FILE NAME: NECCacr_BlackShield_GraySwooshBlackLtrs_logo2010

1 COLOR (PMS 280) PRINTING APPLICATIONS



FILE NAME: NECCacr_BlueShield_BlueLtrs_logo2010

1 COLOR SCREEN PRINTING APPLICATIONS



FILE NAME: NECCacr_Solid_Black_logo2010

1 COLOR (PMS 280) SCREEN PRINTING APPLICATIONS



FILE NAME: NECCacr_Solid_Blue_logo2010

FOR USE ON DARK BACKGROUNDS



FILE NAME: NECCacr_WhtShield_WhtLtrs_GraySwoosh_logo2010



FILE NAME: NECCacr_WhtShield_WhtLtrs_BlueSwoosh_logo2010



FILE NAME: NECCacr_Solid_White_logo2010

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