Brand book and style guide

A guide to living and keeping the Normandale brand
Part 1 – Living The Brand

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Introduction

This book is your guide to everything you need to know about the Normandale Community College brand.

Part 1 is about living the brand: this is the personal commitment to the Normandale brand and the passion with which it is embraced and acted upon by everyone associated with the school.

Part 2 is about keeping the brand: this involves the mechanics - the messages and graphic standards we follow to ensure Normandale presents a consistent, positive image to anyone who encounters our school.

The Normandale Community College brand, as experienced by those we already serve and those we hope to reach, is a seamless blend of all the behaviors involved in living and keeping the brand.
The Role of Branding

Our brand is more than simply a logo, a color palette, and a composite of design elements and typography. Our brand, ultimately, is the position our institution holds in the minds of our target audiences: our students, staff and faculty - our community, city and state - and the broader universe of other community colleges and educational institutions.

Our brand is essentially a promise - a commitment from us to engage with and provide services to our constituents in a way they feel is of value. It is the promised and true experience and, over time, it comes to stand for something significant, unique and meaningful to those who experience Normandale Community College.

Strong brand = Enduring bond. An effective brand creates an emotional connection with students, parents, alumni and others. The brand loyalty that flows from this bond brings competitive advantages that drive future success, from enrollment to development and beyond.
Logo Presentation

The Normandale Community College logo was developed from deep research with students, faculty, alumni and staff. It embodies the concept of a Community College with a University experience.

• The shield employs a traditional symbol of excellence used by higher education to reinforce high academic standards, yet remains open to communicate accessibility.

• The letter N is constructed with both casual and formal elements to communicate the blend of academic rigor and approachability.

• The open crest arching over the top conveys energy and empowerment.

• The collegiate red is a power color, retained from the previous Normandale logo to preserve its tradition and its brand equity.
Brand Promise

A brand promise is the claim we make about how our target audiences will perceive and experience us. It’s not a tagline, headline or theme line - it’s not even used outside of the college. Our brand promise is a statement we use internally to inform, define and inspire our personal interactions with all of our constituents. Our brand promise unifies us and helps us differentiate our institution in our own minds so that we can, in turn, convey our unique value in the marketplace.

Normandale’s Brand Promise

Normandale Community College is a gateway to personal and academic achievement for students with a passion for learning and a commitment to excellence. The diverse student body, welcoming environment and deeply engaged faculty produce a rich educational experience that builds a framework for future success.
Brand Personality & Attributes

Our Brand Personality is the unique expression of the brand, articulated in a coherent set of descriptive words, forming a common thread and uniting all communication elements so that they work in harmony — visually and verbally. Our personality derives from the attributes that describe who we are, what we are about and how we act. We don’t use these words in copy – rather we project them in the way we behave every day.

These speak to our caring/communal attributes:

- Relational
- Authentic
- Friendly
- Nurturing
- Welcoming

These carry the concept of academic excellence:

- Progressive
- Intelligent
- Scholastic
- Diligent
- Relevant

These address the commitment of the institution’s staff and faculty to student success.

- Accessible
- Wholehearted
- Dedicated
- Devoted
Brand Ambassadors

As a Brand Ambassador, you are the brand. You are one of the key people in charge of bringing the Normandale Community College brand to life for our students, our faculty and staff – and throughout our entire community.

The Normandale brand is delivered and reinforced every day...

• By Admissions advisors when they greet a prospective student.
• By Financial Aid staff when they put together a plan to make a college education a reality.
• In the classroom, as faculty and students collaborate in learning activities that build career-relevant knowledge and skills.
• By alumni as they engage their circle of friends and co-workers with pride in Normandale.

As a Brand Ambassador we want you to take personal ownership of the brand and to be proud of your role as an official steward of the Normandale Community College brand.

Tips for becoming an effective Brand Ambassador:

• Deliver the brand promise with passion.
• Do your part in creating a ‘welcoming environment’ with ‘deeply engaged’ faculty.
• Articulate our core values when you are off campus
• When people ask about your job, tell them all the good things happening at Normandale.
• Post a summary of brand personality and attributes next to your desk – use it as a “quick reference” tool for e-mails, phone conversations and letters.
• Always use your approved e-mail signature.
Approved Logo Formats

The Normandale Community College logo should be used consistently in all formatted print and online communications to signify authenticity and reinforce the brand. Consistent logo treatment is important to build familiarity with Normandale and maintain a coherent, professional image.

Access logo files on Sharepoint (sps.normandale.edu):
Sharepoint Homepage/Services/Marketing/Branding Assets

Keeping the brand.
Consistent use of design, type faces, photography, colors and other visual elements will differentiate Normandale and confer a sense of identity, stability and comfort within the community.
Logo Format Options

The Normandale Community College logo is designed to meet a variety of needs. Both horizontal and stacked versions are available.

For small applications (the logo is less than 2.5” wide) please use this version (Small).

1. Primary Approved Logo: Small Use

For larger application (the logo is more than 2.5” wide) please use this version (Large).

2. Primary Approved Logo: Large Use
Logo Format Options: The Shield and Logotype

The Normandale Community College logo has two components: the shield and the logotype. As a general rule, both components should be used together according to the examples in this book.

In some applications (such as promotional items like mugs or pens), it is acceptable to use the shield on its own. It is never acceptable to use the logotype on its own. It is permissable to use the name “Normandale Community College” in another font to accommodate the promotional items size or format.

Please consult with the Office of Marketing Communications if you have any questions about appropriate use of the Normandale logo.
Logo Format Options: Sub branding

Normandale Community College reserves the right to create sub brands for individual departments or organizations. All organizations or departments desiring a sub brand must consult with the Office of Marketing Communications. It is not permissible for any department or group to create its own sub brand.

Please consult with the Office of Marketing Communications if you have any questions about creating a sub brand Normandale logo.

Examples of approved departmental sub brand. Size relationships between the Normandale logo and the department sub brand are very specific.
Logo Format Options: Approved Colors

Several approved color versions are provided for the logo. The Office of Marketing Communications reserves the right to review and approve all non-standard applications of the brand mark. Please ask if you have questions regarding the use of the logo or other brand elements.

These 2 reverse versions are acceptable when using the logo against a color field.

This version is preferred when using 2- or 4-color printing.

These 2 versions are acceptable when color printing is not available: All black, gray shield and black type.

This reverse version is acceptable when using the logo against an approved transparent color field.
## Logo Format Options: Approved Colors

Below are the approved colors for all versions of the logo. No other colors are acceptable.

<table>
<thead>
<tr>
<th>Solid color: Normandale red</th>
<th>4-color process</th>
<th>RGB Web safe colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS187 coated stock</td>
<td>20c/100m/100y/5k</td>
<td>R 191</td>
</tr>
<tr>
<td>PMS200 uncoated stock</td>
<td>3c/86m/55y/5k</td>
<td>G 34</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>100% black</th>
<th>4-color process</th>
<th>RGB Web safe colors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0c/0m/0y/100k</td>
<td>R 0</td>
</tr>
<tr>
<td>or rich black</td>
<td>20c/20m/20y/100k</td>
<td>G 0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B 0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>60% black</th>
<th>4-color process</th>
<th>RGB Web safe colors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0c/0m/0y/60k</td>
<td>R 128</td>
</tr>
<tr>
<td></td>
<td></td>
<td>G 130</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B 133</td>
</tr>
</tbody>
</table>
Logo Format Options: Secondary Color Palette

The secondary color palette is to be used in support of the main brand colors. See Marketing Communications for direction on accepted uses and any changes to this palette.

**Solid color**

- PMS Cool Gray 4
  - 4-color process: 26c/21m/21y/0k
  - RGB Web safe colors:
    - R 187
    - G 187
    - B 187

- PMS 652
  - 4-color process: 60c/37m/12y/0k
  - RGB Web safe colors:
    - R 121
    - G 143
    - B 181

- PMS 7463
  - 4-color process: 100c/79m/42y/40k
  - RGB Web safe colors:
    - R 23
    - G 52
    - B 80

- PMS 642
  - 4-color process: 16c/7m/6y/0k
  - RGB Web safe colors:
    - R 212
    - G 220
    - B 227

- PMS 176
  - 4-color process: 0c/39m/15y/0k
  - RGB Web safe colors:
    - R 240
    - G 175
    - B 181

- PMS 600
  - 4-color process: 7c/2m/40y/0k
  - RGB Web safe colors:
    - R 237
    - G 234
    - B 174
Logo Format Options: Unapproved Uses

These are examples of improper use of the logo.
The proper way to proportionately scale a logo:
Windows: hold the Control key, click and drag the image frame
Mac: hold the Shift & Command keys, click and drag the image frame

Never stretch or condense the logo

Never use the logotype alone

Never replace the logotype with another font

Never use with a drop shadow

Never replace the approved colors
Logo Format Options: Unapproved Uses

See Marketing Communications for guidance on accepted uses. The Office of Marketing Communications reserves the right to review and approve all non-standard applications of the brand mark. Please ask if you have questions regarding the use of the logo or other brand elements.

Never use against unapproved colors

Never use against busy or patterned photos or backgrounds
Logo Format Options: Unapproved Uses

It is not acceptable to use unique logos or identities to permanently brand a department or program within the college.

It is acceptable to create such marks to temporarily identify and promote an event within the college. The Office of Marketing Communications reserves the right to review and approve all non-standard applications of the brand mark. Please ask if you have questions regarding the use of the logo or other brand elements.

Do not use other marks for identification

Do not create your own department brand
Logo Format Options: Safe Zones

Always allow a surrounding minimum ‘safe’ zone around the entire logo equal to 1/2 the height of the shield (X).
Approved Language

There are two acceptable ways to use the name of the college on internal and external communication and in all applications and premiums:

Normandale Community College

Normandale

Please eliminate the use of:
Normandale College
NCC

The Office of Marketing Communications reserves the right to review and approve all non-standard applications of the brand mark and name. Please ask if you have questions regarding the use of the logo or other brand elements.
Document Positioning: Business Cards and Envelopes

These examples demonstrate the approved placement of the logo and text on business cards and envelopes. Access stationery files on Sharepoint (sps.normandale.edu): Sharepoint Homepage/Services/Marketing/Branding Assets

Geoffrey Jones
Director, Marketing Communications
geoffrey.jones@normandale.edu

Normandale Community College

9700 France Avenue South
Bloomington, MN 55431-4399

952.489.8191 (Direct)
952.487.8494 (Main)
952.487.8101 (Fax)
www.normandale.edu

Business card

#10 envelope
Document Positioning: Letterhead

These examples demonstrate the approved placement of the logo and text on letterhead.

Standard letterhead, top

Standard letterhead, bottom
Document Positioning: E-mail

These examples demonstrate the approved placement of the logo and contact information in e-mail.

Option 1

John Jonas
Associate Director of Acquisitions | Normandale Community College
952-487-8205 | www.normandale.edu
john.jonas@normandale.edu

Option 2

John Jonas
Associate Director of Acquisitions

Normandale Community College
9700 France Avenue South
Bloomington, MN 55431-4399
952-487-8205 | TTY: 952-487-5555
Fax: 952-487-8101 | www.normandale.edu
john.jonas@normandale.edu
Document Positioning: Collateral

This example demonstrates the design standard for collateral marketing materials.

The red band with a rounded edge is a unifying design element and should be used consistently as depicted below.

For more information on approved design options and templates, contact the Office of Marketing Communications.
Document Template: Signage

The Normandale brand extends to all signage applications. These examples demonstrate two approved templates for signage.

Access templates on Sharepoint (sps.normandale.edu):
Sharepoint Homepage/Services/Marketing/Branding Assets

If you need different shapes and sizes of signage, please contact the Office of Marketing Communications for help.
Document Template: PowerPoint

An approved PowerPoint template is available for consistency in presentations.

Access templates on Sharepoint (sps.normandale.edu):
Sharepoint Homepage/Services/Marketing/Branding Assets

Example of PowerPoint template
# Typography Usage

Typography is a key component of Normandale’s brand’s identity and adds dimension and personality. Consistent use of the approved fonts helps to raise awareness of the Normandale brand and strengthen our identity.

Avenir is the approved primary font for headlines, subheads and text in institutional communications.

<table>
<thead>
<tr>
<th>Font</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avenir 35 Light</td>
<td>abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Avenir 35 Light Oblique</td>
<td>abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Avenir 45 Book</td>
<td>abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Avenir 45 Book Oblique</td>
<td>abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Avenir 55 Roman</td>
<td>abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Avenir 55 Oblique</td>
<td>abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Avenir 65 Medium</td>
<td>abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Avenir 65 Medium Oblique</td>
<td>abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Avenir 85 Heavy</td>
<td>abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Avenir 85 Heavy Oblique</td>
<td>abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Avenir 93 Black</td>
<td>abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Avenir 95 Black Oblique</td>
<td>abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>
Typography Usage

Mrs. Eaves is the approved secondary font for headlines, subheads and text.

Mrs. Eaves Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Mrs. Eaves Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Mrs. Eaves Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Typography Usage – Alternate Fonts

When the approved primary fonts are not available, please use one of the alternate fonts. Consistent typography ensures cohesiveness of the Normandale identity.

Arial is the approved alternate font for headlines, subheads and text in institutional communication.

Times New Roman is the approved alternate font for headlines, subheads and text.

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Typography Usage – Alternate Fonts

Below are the additional alternate fonts to allow for greater design flexibility and to accommodate various applications. Please see the Office of Marketing Communications with any questions or guidance on usage.

Calibri
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Calibri Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Calibri Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Calibri Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Cambria
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Cambria Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Cambria Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Cambria Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Tahoma
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Tahoma Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Photography

Photographs and images used to portray life at Normandale should portray a welcoming environment - subjects should be actively engaged with one another or have direct eye contact with the camera. Images should include the diverse student body and convey the concept of personal and academic achievement.

When taking digital pictures, set your camera or phone for the highest allowable ppi setting.

Below are several examples of appropriate images. Contact the Office of Marketing Communications if you need help selecting the appropriate images.
Need Help?

Each of us has an opportunity - and responsibility - to be a personal extension of our brand promise every time we engage with someone inside or outside the college.

If you have any questions about the brand guidelines, Normandale’s Office of Marketing Communications will be glad to help you.

Call Geoff Jones at 952.358.8191 or e-mail geoffrey.jones@normandale.edu

Call Mary Solverson at 952.358.8192 or e-mail mary.solverson@normandale.edu