Contents
Mission

The mission of Northeast Alabama Community College is to provide accessible quality educational opportunities, promote economic growth, and enhance the quality of life for the people of Alabama.

By ensuring that the same logo formats, fonts, colors, etc. are used across all mediums, we can be assured that anyone who sees anything produced by NACC will be shown a consistent representation of the institution. An organization’s brand is one of its most valuable assets.

Once members of an organization become familiar with the branding guidelines, it is easy to implement them into everyday tasks and requires little effort. This minimal effort returns considerable dividends:

- A professional appearance
- Guesswork is eliminated from the “Does this look good?” decision making process
- Document creation becomes faster and more efficient
- It becomes easier for NACC personnel to share documents or information, as formatting or presentation don’t have to be altered
- Prospective students are able to easily relate NACC marketing or correspondence with NACC itself, instead of materials getting lost in a sea of communications from other institutions

It is not by chance or accident that organizations that have mastered the art of using branding to communicate with individuals in a consistent manner have become some of the most prominent and successful organizations of our time. By following the steps outlined in this document, NACC staff & faculty can successfully communicate with each other and students in a manner that has been proven to get positive results.
Logo

The NACC logo identity consists of a mustang, college name, and arrow.

How we use our logo is crucial in keeping its visual meaning and identity intact. The following formats are the only acceptable uses for our full color/black and white logo options when used on a light or dark-colored background.
Elements & Icons

The logo’s three elements can be used separately and together in the following ways:

• The arrow may be used on its own.

• The mustang and college name may be used without the arrow.

• The college name may be used without the mustang or arrow.
Colors

Our primary colors must be used in our logo no matter the printed or digital asset. The secondary colors may be used to support the primary colors or in any other asset not including the logo.

**PRIMARY COLORS**

<table>
<thead>
<tr>
<th>Colors</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>22, 7, 4, 0</td>
<td>195, 217, 232</td>
<td>#C3D9E8</td>
<td>545C</td>
</tr>
<tr>
<td>Secondary</td>
<td>100, 79, 48, 53</td>
<td>0, 38, 62</td>
<td>00263E</td>
<td>2965C</td>
</tr>
</tbody>
</table>

**SECONDARY COLORS**

<table>
<thead>
<tr>
<th>Colors</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>100, 78, 39, 29</td>
<td>12, 59, 93</td>
<td>0C3B5D</td>
<td>302C</td>
</tr>
<tr>
<td>Secondary</td>
<td>91, 76, 55, 68</td>
<td>9, 27, 42</td>
<td>091B2A</td>
<td>296C</td>
</tr>
</tbody>
</table>
Fonts

Typography is a powerful brand tool when used consistently. Archivo is our official font and must be used when possible. It’s modern and sophisticated while feeling authentic and familiar.

This set of fonts and typefaces best represent the NACC brand and should be used across all print and web applications.

Archivo is a Google font that is easily downloadable. Download Font

Archivo Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Archivo SemiBold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Logo Standards

The logo must be used in its complete, unmodified form.
The positioning and relative sizes of the elements that comprise the logo may not be altered.

The logo should never appear at less than 1" in total width or it would be illegible.

Whenever possible, full-color versions of the logo should be used.

Do not use logo color formulas and combinations other than those specified in this document.

Always maintain a clear spacing around the logo on all sides. The logo should never be tagged with text or joined with marks, symbols, or other icons.

Always ensure the logo file used is appropriate for the intended end use. For example, a CMYK file should not be used for a digital project; an RGB mark is the correct choice. When black-and-white mark is required, always use native grayscale files. Otherwise, use of a full-color logo is always preferred.

Individualized, custom logos for any purpose are not allowed.

CMYK: Print
RGB: Web/Screen
Grayscale: Black and white application
Logo Don’ts

The logo should never be distorted, filtered, ghosted, tilted, or otherwise modified in any way that detracts from its original appearance. Resizing should always be proportional.

In no case should the logo be scaled down so that the text is illegible.

Don't distort the logo
Don't tilt the logo
Don't use a stroke around the logo

Don't change the proportions of the logo
Don't alter the colors
Don't scale the logo down so that the text is illegible
Examples