



Branding Guidelines

Presented by the Marketing/Communications Department

Graphic Standard Guidelines

Consistent branding is crucial for NVC as a college for several reasons:

1. **Reputation and Image:** A consistent brand helps shape NVC's reputation and image. It communicates professionalism, reliability, and credibility to students, faculty, staff, and the community.
2. **Differentiation:** In a competitive educational landscape, consistent branding helps NVC stand out. It distinguishes the college from other institutions and helps attract students and stakeholders who resonate with its unique identity.
3. **Community Engagement:** Consistent branding fosters stronger connections with the community. It creates a recognizable identity that community members can relate to, leading to increased engagement and support.
4. **Future Alumni Relations:** A consistent brand helps maintain strong relationships with alumni. It keeps them connected to NVC's mission and values, encouraging their ongoing involvement and support.
5. **Recruitment and Retention:** Consistent branding plays a key role in recruiting and retaining students. It helps convey NVC's strengths and values, making it more appealing to prospective students and encouraging current students to stay.
6. **Internal Alignment:** Consistent branding aligns internal stakeholders, such as faculty and staff, around a shared vision. It creates a sense of unity and purpose, driving collective efforts towards NVC's goals.
7. **Financial Support:** A strong, consistent brand can also attract financial support from donors and sponsors. It instills confidence in potential donors and demonstrates that their contributions will be used effectively.

Overall, consistent branding is essential for NVC to build and maintain a strong, reputable, and successful college identity.

01

Logo & Icon

The NVC logo is crucial for our college's identity and brand recognition. It adds a level of professionalism to our communications, showcasing our commitment to our mission and values. By using the logo consistently in all NVC communications, we create a unified brand image that fosters trust and credibility among our audience.

Minimum Size

The logo should always be used as shown in examples. The logo should be smaller than one inch in width due to impaired legibility of words. Promotional material may use forms of the logo at smaller sizes

Icon Logo Version

An icon-only version of the logo can **not** be used in any piece of Napa Valley College communications. The type face "Napa Valley College" or "NVC" **must** be included with the hill and grape graphic.



Other Official NVC Affiliated Logos

In addition to the main NVC logo, there are several official logos representing different facets of the college, such as NVC Athletics, the Basic Needs Center, River Trail Village, and other departments and programs.

These logos are designed to visually represent the unique identity and purpose of each entity while still maintaining a cohesive look that aligns with the overall NVC brand. Consistency in using these logos across various communications helps to strengthen the recognition of these specific programs and services within the broader NVC community and beyond.



Typography

02

Body text should be light, regular, or condensed weight. Italic, bold or black can be used to emphasized to highlight text and headlines.

LITHOS LITHOS
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890-**!**@#\$%^&*()_+

Lithos is NVC's logo typeface. Although it can be used for headline and title font - it should be used sparingly and not for body text

Helvetica Helvetica
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuv**xyz**
1234567890-**!**@#\$%^&*()_+

Helvetica is an alternative title and body text that can be used in applications including event flyers, event brochures, announcements, etc.

Arial Arial
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuv**xyz**
1234567890-**!**@#\$%^&*()_+

Arial is another alternative title and body text that can be used in applications including event flyers, event brochures, announcements, etc.

Other Approved Logos

Montserrat Montserrat

Montserrat is the official logo used for the NVC website.

Calibri Calibri

Calibri and Times New Roman are other alternative title and body text that can be used in applications including event flyers, event brochures, announcements, etc.

Times New Roman Times New Roman

NVC Color Palette

NVC's brand guidelines include a specific color palette for design elements and visual recognition. We encourage the usage of these colors when drafting designs for consistency.

For professional printing applications, the NVC logo may be embossed or reproduced using a varnish, but should not exist in any other color configurations provided in this manual. For specific questions, please contact the Office of Institutional Advancement.

03

DARK GREEN #223528 C 60 M 0 Y 25 K 79 R 27 G 42 B 31	GREEN #66883A C 25 M 0 Y 57 K 47 R 34 G 46 B 20	YELLOW #ECAF43 C 0 M 26 Y 72 K 7 R 49 G 37 B 14	MAROON RED #762124 C 0 M 72 Y 69 K 54 R 63 G 18 B 19	PURPLE #776794 C 20 M 30 Y 0 K 42 R 32 G 28 B 40	BLACK #000000 C 0 M 0 Y 0 K 100 R 0 G 0 B 0
FOREST GREEN #30693F C 54 M 0 Y 40 K 59 R 22 G 49 B 29	SAGE #6D8877 C 20 M 0 Y 13 K 47 R 30 G 37 B 33	MUSTARD YELLOW #B38806 C 0 M 24 Y 97 K 30 R 56 G 42 B 02	RED #A85256 C 0 M 51 Y 49 K 34 R 50 G 24 B 26	LAVENDER #BAA3AB C 0 M 12 Y 8 K 27 R 36 G 31 B 33	EGGSHELL WHITE #F0EAD6 C 0 M 03 Y 11 K 6 R 35 G 34 B 31

04

Best Practices for Logos and Colors

Logo Consistency

Maintaining the correct usage of the official logo is crucial for upholding consistency and showing respect for the Napa Valley College brand. Kindly adhere to the guidelines provided, which also extend to the primary logotype and alternative format variations of the logo.

DO

- Use the primary form of the logo whenever possible. Maintain the minimum clear space and reproduction size specifications.
- Print the logo on a clear area when against a photo background
- Keep the logo on either of the four corners of the image, or in the center-top or center-bottom of designs.



DON'T

- Don't warp (distort) the logo
- Don't change the orientation of the logo
- Don't use the logo over a busy photograph
- Don't change the logo colors from the original
- Don't use low quality versions of the logo.



Graphic Standard Summary

Napa Valley College's brand guidelines outline the standards and rules for the visual and written representation of the college's brand. This includes guidelines for logo usage, typography, colors, imagery, and tone of voice.

The guidelines ensure consistency across all communications, which helps to build and maintain a strong and recognizable brand identity for NVC. Adhering to these guidelines is important as it helps to reinforce the college's brand image, making it more memorable and impactful to its audience.

For additional questions/concerns regarding NVC brand guidelines, email NVC Digital Media/Marketing Specialist, Aaron Mendoza at aaron.mendoza@napavalley.edu