



NORTHEAST STATE

Communications Style Guide

OFFICIAL LOGOS

The imagery most commonly associate with Northeast State are logos. We have a variety of approved logos (or marks) representing Northeast State Community College as well as internal logos associate with departments, clubs, and programs. All logos are designed and approved through the Marketing and Community Relations office.

Horizontal Logos:



Vertical Logos:



Square Logos:



LOGO FORMAT AND USAGE

When representing Northeast State, we ask that you do not modify any of our logos. Modification includes changing colors outside of guidelines, rotating the image, adding or removing marks or text, skewing or stretching, or resizing any aspect of the image. (See examples.)

Logo Use Violations



Do not change the color of the logo other than those stipulated.



Do not stretch, compress, or skew the logo.



We're here to get you there
Office of Student Affairs

Do not customize the logo for any purpose.



Do not rotate the logo.



Do not apply the logo to a background.



We're here to get you there

Do not modify the logo.

Acceptable Solid Color Use



We're here to get you there



Solid colors from the official palette are acceptable as are black and white.

TYPOGRAPHY & COLOR PALETTE

Typography

Logo fonts: Helvetica Condensed Bold and Century Gothic.

Helvetica Condensed

Helvetica Condensed Light

Adobe Caslon Pro

Myriad Pro

Bahnschrift

Color Palette

Northeast State's colors are teal and navy blue. We feel these colors reflect the lush landscape of the Appalachian Highlands and the richness of the Blue Ridge Mountains.

Green Hex: #00937e RGB: 0,
 147, 126 CMYK: 94, 0,
 56, 18

Navy Blue Hex: #00476c
 RGB: 0, 71, 108
 CMYK: 100, 18, 0, 65

Other colors in the brand palette include:

Pantone 666U, 570U, 7411U, 7494U, 629U, 551U, 7415U, 615U, 534U 242U, 5555U. 633U, 543U, 1675U, 616U, 2756U, 568U, 5125U, 5545U, 315U, 175U, 619U, 547C