



**NORCO**  
COLLEGE

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**Style Guide Addendum**  
July 2020

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## **The Norco Brand**

A mustang can be stubbornly independent, yet also fiercely protective of those it trusts. A mustang's spirit is born from an innate sense of pride and nobility, yet it can be relatable and loyal. They are sturdy and surefooted over uncertain terrain. To the uninformed, they have a reputation of being unpredictable, but those in the know will tell you that you can always count on a mustang. And they are always up for an adventure.

It is with that understanding that we are eager to not only introduce you, but also the world, to our new visual mark. This mark, like the grand animal that inspired it, commands respect. And it is in that spirit that we are sharing these guidelines with you so that you can use this new visual mark with confidence.

These guidelines will direct you, the Norco College community, in regard to print and digital design on behalf of the college. For Style Guide Questions, please contact the Public Affairs Officer or Marketing Committee Co-Chairs.

## **Brand Pillars**

Brand Pillars focus on what Norco delivers and are typically more about benefits and differentiators. Think of them as the cornerstones of your brand promise. They anchor the substance of your brand message.

### **Close and Affordable**

We are practically neighbors with most of our students, and our classes are financially within reach. These two factors may bring students to campus for the first time, but it doesn't take long for them to realize that there's more to Norco than convenience and cost savings.

### **Student Advocates**

Students first. Above all else, our students are the priority. This is the compass that guides the faculty, staff, and leadership at Norco—from our approach to new technology and programs to the way we approach a student who looks like they could use a little help. A student body that is encouraged to dream won't get far without leaders who can't wait to cheer the results.

### **Networks of Micro-Communities**

No one should ever feel lost at Norco College. From clubs and academic organizations to communities of people with experiences similar to your own, there are groups getting together every day, and they all have room for one more. Your classwork and goals are why you're here, but the people in these circles will shape your experience. So whether it's through common interests or shared experiences, the bonds that students like you form, will make a difference in your life immediately—and well into the future.

### **Restless Exploration**

Maybe it's the spirit of the West or maybe it's just pure impatience for successful outcomes, but we rarely sit still at Norco. There's a creativity and underlying sense of curiosity that hums throughout campus. It is a renewable resource that can be tapped into at any moment. From administrators, faculty, and staff to our students, people here aren't afraid to explore ideas because every experience is an opportunity to succeed or learn something new.

### **Spur Individual Growth**

We begin with the understanding that while everyone here has a purpose, their paths forward are unique. So by fostering an environment that values a student's decision to take a big first step and then follow through, we believe that we are helping to create the next generation of leaders, entrepreneurs, and game-changers.

## **Brand Personality Traits**

Your personality makes you human—to prospective students, faculty members, and your staff. The tone of voice you use when writing. The images you include. They all define the personality and culture of Norco College.

### **Our personality traits are:**

- Light-hearted, but not glib
- Genuine
- Welcoming
- Curious

## Visual Mark



The Norco visual mark—the mustang and shield—was created in 2020 as a device that will help the college communicate the Norco College brand platform and values.

The mustang—boldly and **Confidently** posed—is depicted alongside a shield, a symbolic representation of Norco's secure yet **Welcoming** community in which students can safely explore and grow. The mustang, however, is not fully enclosed inside the shield. The shield frames the mustang but it does not contain it. The head rises above the upper edge of the shield to represent Norco's spirit of untamed freedom and **Curiosity**. Emerging from this frame allows the mustang to pursue another Norco pillar—**Individual Growth**, venturing beyond the bounds of one's expectations.

Posed with one hoof raised and its head facing the opposite direction of its body, the mustang is ready to take action. This refers to Norco's brand pillar of **Restless Exploration**—our creativity and underlying sense of curiosity.

## Variations

Color logo variations, for use on light backgrounds



White logo variations, for use on dark backgrounds



Black logo variations, for use in grayscale printing



## Non-Usage

Visual mark must not be stretched or compressed in any way. Always scale the mark proportionally by holding the “shift” key while scaling.



Do not apply graphic treatments of any kind, such as drop shadows, inner shadows, bevels, or gradients to the visual mark.



Do not recolor the visual mark - not even if using Norco's official color palette. The only approved color variations are shown on the previous page.



## Non-Usage

Do not reposition or alter the elements in the visual mark or wordmark in any way.



Do not rotate the visual mark.



## Clear Space



**N** =  Use the height of N in Norco to establish clear space on all sides of the visual mark.

**Clear space** ensures that the Norco visual mark has enough breathing room in relation to other graphic elements in design layouts, as well as from the edge of the page. By using the N in Norco as the measure of clear space, the clear space can be calculated at any scale. These guides apply for both the horizontal and vertical versions of the logo.

## Minimum Size

To maintain the structural integrity and legibility of the visual mark, the following minimum sizes are recommended for print and screens.



1.75" for print  
126 px for screens



**NORCO**  
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1" for print  
72 px for screens

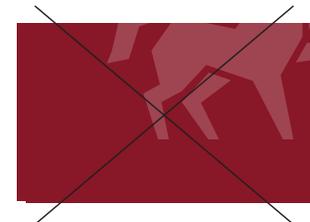
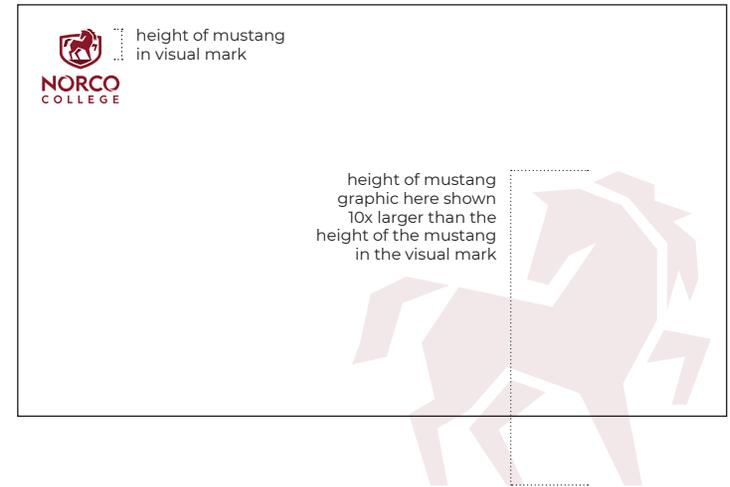
## Mustang Graphic

The Norco visual mark includes a stylized mustang that can be isolated and used separately for large-scale graphic watermarks and background textures.

To establish clear distinction from the Norco visual mark, the mustang graphic must be at least 10x larger in scale than the visual mark. To calculate the minimum height of the mustang graphic, multiply the height of the mustang component in the logo by 10. The mustang must be scaled proportionally (by holding the shift key while scaling up in most design software) to maintain its original proportions.

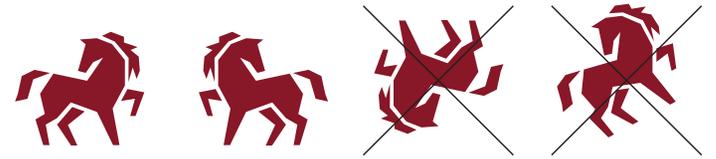
The graphic mustang should NEVER be shown in its entirety or used in place of the Norco visual mark. All use of the mustang must be cropped to bleed off the page (as shown in the example above), or cropped to the edges of a container.

When placing the graphic, do not crop out the mustang's head, or "float" the mustang so the feet are fully visible on the page. Generally, the mustang must bleed off the bottom edge of a page or container.



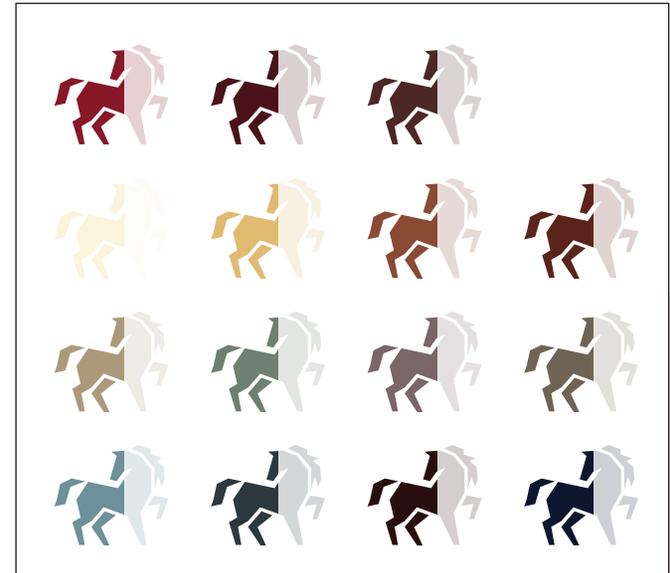
## Mustang Graphic

The mustang may be flipped horizontally, but not vertically. Mustang must not be rotated.



The mustang may be used in any of Norco's brand colors, but must be presented in low-contrast. The low contrast prevents the graphic from becoming too distracting or detrimental to text legibility. Mustang may present as a darker or lighter watermark on a dark background (as you seen on the cover of this booklet) or watermark on a light background (as seen on this page).

Confirm contrast by using contrast checkers like <https://contrastchecker.online/> to ensure the contrast ratio from the graphic to the surrounding background is no more than 2:1.



The mustang must not be positioned directly behind the Norco visual mark, or violate the visual mark's clear space guidelines. As demonstrated on this page, layering in this way hurts the legibility of the visual mark. Generally, the mustang works best as a watermark behind text, but not photos or other graphics.

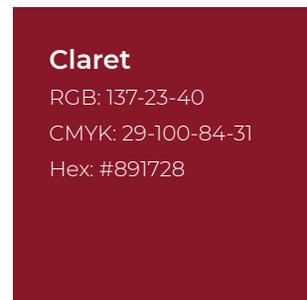


## Colors

The Norco color palette is rooted in the same burgundy that appears around campus, online, and in print. For example, if yellow were to be mixed with a bit of burgundy, the result would be rust. Each color in the palette is in harmony with the signature color.

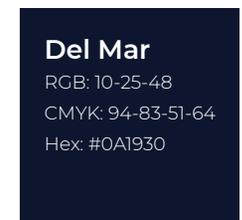
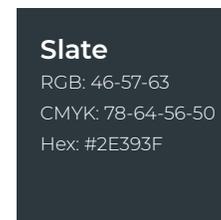
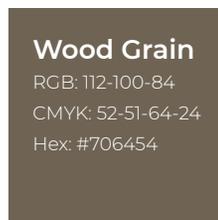
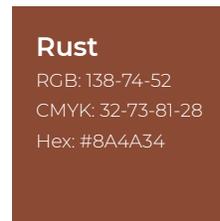
Each color is a reference to nature: horse color names, local plants, slate stone and Del Mar—a nod to the ocean (of the sea) as well as the famous racetrack. Our palette aligns with the college's vision of transitioning to sustainable landscaping with native and drought-tolerant plants, as well as buildings and signage that reflect the local landscape and plant life.

### Norco Signature Colors



Colors with labels in white text are dark enough to display behind white text within minimum AA accessibility contrast. Those with labels in black will not pass AA accessibility behind white text.

### Supporting Colors



## Typography

Aa

Century Gothic Regular  
*Century Gothic Italic*  
**Century Gothic Bold**  
***Century Gothic Bold Italic***

Aa

Avenir Light	Avenir Roman	<b>Avenir Black</b>
<i>Avenir Light Oblique</i>	<i>Avenir Oblique</i>	<b><i>Avenir Black Oblique</i></b>
Avenir Book	Avenir Medium	<b>Avenir Heavy</b>
<i>Avenir Book Oblique</i>	<i>Avenir Medium Oblique</i>	<b><i>Avenir Heavy Oblique</i></b>

Aa

Montserrat Thin	Montserrat Regular	<b>Montserrat Bold</b>
<i>Montserrat Thin Italic</i>	<i>Montserrat Italic</i>	<b><i>Montserrat Bold Italic</i></b>
Montserrat Extra Light	Montserrat Medium	<b>Montserrat Extra Bold</b>
<i>Montserrat Extra Light Italic</i>	<i>Montserrat Medium Italic</i>	<b><i>Montserrat Extra Bold Italic</i></b>
Montserrat Light	Montserrat Semibold	<b>Montserrat Black</b>
<i>Montserrat Light Italic</i>	<b><i>Montserrat Semibold Italic</i></b>	<b><i>Montserrat Black Italic</i></b>

Aa

Raleway Thin



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