NORCO COLLEGE

Brand Guide
Fall 2020

Contents

The Norco College Brand

A mustang can be 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.

Norco College is the driver of its identity. As the 112th community college in the State of California, Norco College is a comprehensive college that offers students the ability to pursue their higher education goals and achieve success. Since Accreditation in 2010, Norco College's identity as an individual college has been emerging and this style guide establishes a brand that is independent and comes from the college. The goal is for students and the community to recognize the identity of Norco College.

These guidelines will direct you, the Norco College community, in regard to print and digital design on behalf of the college. For Brand Guide questions, please contact the Marketing Committee Co-Chairs or the RCCD External Relations and Strategic Communications department.

Brand Pillars

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

Mustang Family
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 College. 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 classified professionals 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

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

Our personality traits are:

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

NORCO COLLEGE

The Norco College logo is the single-most important element in presenting a unified Norco College image. It must be present on every publication related to Norco College. The placement, and positioning, of the logo depends on the specific design application.

The name of the college is "Norco College" and in all publications, both print and web, it should be referred to as such. Please refrain from branding the college as "Norco," Norco Campus or Norco College Campus.

The Norco College logo must be presented as is and any alterations must be approved by the Norco College Marketing Committee. Alterations that must be approved are stretching or distorting the dimension, cutting apart, color changes, or have the font changed. There are several logo choices and the designer may choose the logo style that fits best into the design.

The logo should always appear large enough for "Norco College" to be legible. The Norco College logo should be used in the signature burgundy, claret, or mahogany colors. All logo versions will be available in the approved colors. There is a black version and white version of the logo for additional use as deemed appropriate with the design. Based on the aesthetic of the document/design, the user may select the appropriate logo.

Variations of Primary Logo

Horizontal Logo shown in burgundy color. Also available in the claret and mahogany

NORCO COLLEGE

White logo variations, for use on dark backgrounds.
Claret box for visual effect only to show the white logo.

NORCO COLLEGE

Black logo variations, for use in grayscale printing

NORCO COLLEGE

Online Logo

Norco College Online logo. Also available in white and black. Burgundy box for visual effect only to show white logo. The Norco College Online logo is used when promoting online students' services, courses, and programs.

Monogram

Norco College NC Logo. Also available in mahogany and white options. The NC logo is used when the use of the primary logo would be overly repetitive or confusing. It is generally combined with the name of services, programs, or departments as shown below.

Norco College co-branded logo is the alignment of one of Norco College's offices, departments, or programs to the core brand of the college while establishing a more independent visual identity.

Extended Brand

A brand extension or a sub-brand is an entity that advances the overall mission and aligns closely with the core brand. At Norco College, a brand extension may involve one or more of the following:

· High degree of collaboration with external stakeholders outside of Norco College.

· Broader audience likely to include multiple external stakeholders (such as the public, community and business leaders, non-profit organizations, government entities, etc.).

· Project, office, or initiative that may be limited in duration, or ongoing.

· Priorities that include a distinct identity, more flexibility in design and layout, all while maintaining a somewhat close affiliation with the Noro College brand.

The Norco College Primary Logo or Monogram may be used as a sub-branded component of another logo as long as the integrity of the Norco College logo is always maintained. (No modifications to the color, shape, or design of the logo is allowed.)
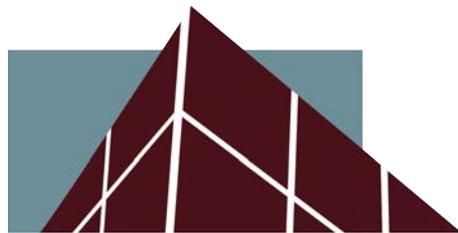
Visual Mark

The Norco College 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. (seen here with the primary logo)

The mustang — boldly and **Confidently** posed — is depicted alongside a shield, a symbolic representation of Norco College'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 College's spirit of untamed freedom and **Curiosity.** Emerging from this frame allows the mustang to pursue another Norco College 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 College's brand pillar of **Restless Exploration** — our creativity and underlying sense of curiosity.

The Visual Mark should be combined with a primary Norco College logo when space permits. This should always be the case when the Visual Mark is first used in a document or publication. Once the association between the Visual Mark and the primary logo is established in the first instance, either the Visual Mark or the logo can be used throughout the document or publication.

Visual Mark with Logo Variations

Color Visual Mark with Norco College logo variations, for use on light backgrounds. Availble in burgundy.

White variations, for use on dark backgrounds. Claret box for visual effect only.

Black variations, for use in grayscale printing

Clear Space

Clear space ensures that the 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.

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

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

1" for print
72 px for screens

Non-Usage

The logo and visual mark must not be stretched or compressed in any way. Always scale proportionally.

Do not apply graphic treatments of any kind, such as inner shadows, bevels, or gradients. When using on a picture background, a slight, soft drop shadow or glow may be used to help "pop" the logo. This should be complimentary and not distract from the logo.

Do not recolor the logo or visual mark - not even if using Norco College's official color palette. The only approved color variations are shown on page 12.

Non-Usage

Do not reposition or alter the elements in any way.


Do not rotate.

Mustang Graphic

The Norco College 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 College 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 to maintain its original proportions.

The graphic mustang should NEVER be shown in its entirety or used in place of the Norco College 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.

height of mustang
in visual mark

height of mustang
graphic here shown
10x larger than the
height of the mustang
in the visual mark
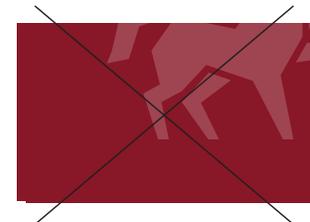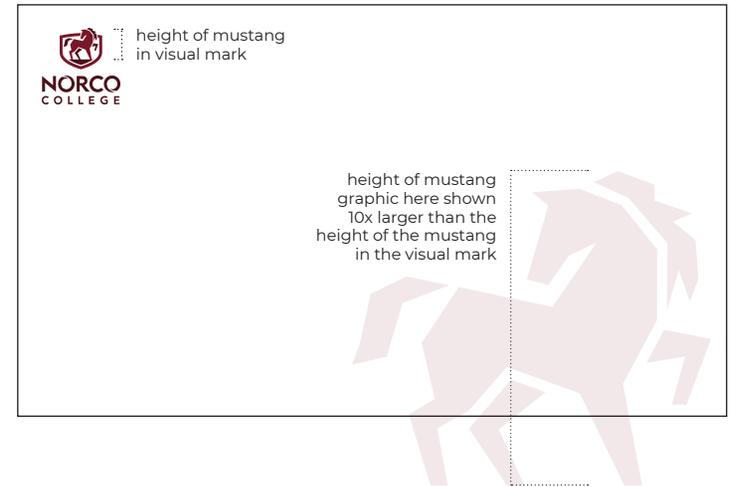
Mustang Graphic

The mustang may be flipped horizontally, but not vertically. Mustang must not be rotated.
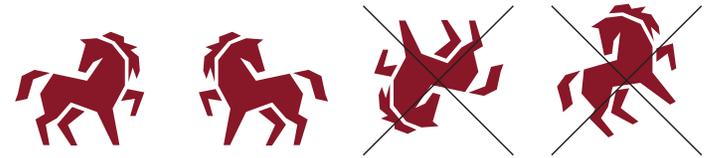
The mustang may be used in any of Norco College's brand colors, but must be presented in low-contrast. The low contrast prevents the graphic from becoming too distracting or detrimental to text legibility. Mustang may present as a darker or lighter watermark on a dark background (as seen on the cover 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.
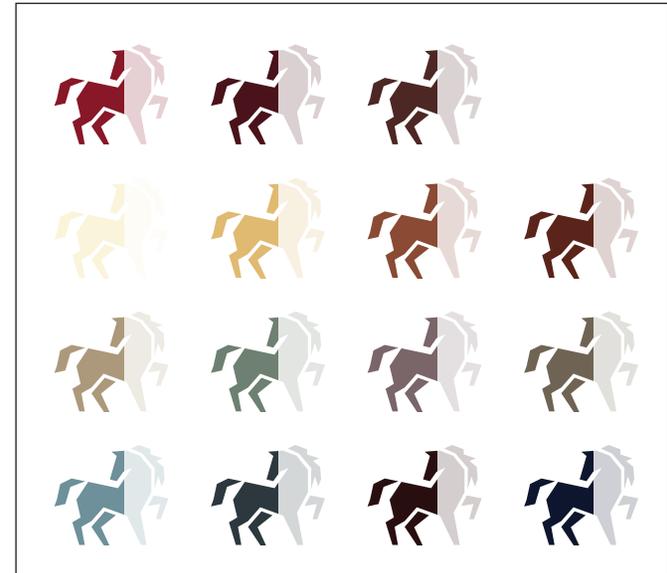
The mustang must not be positioned directly behind the Norco College visual mark, or violate the visual mark's clear space guidelines. As demonstrated on this page, layering in this way hurts the legibility of the visual mark. Generally, the mustang works best as a watermark behind text, but not photos or other graphics.

School Spirit and Athletics

These logos are intended for athletics, student activities, and other uses to promote school spirit. The athletic logos have various formats. The proportions and colors of the logos should not be altered.
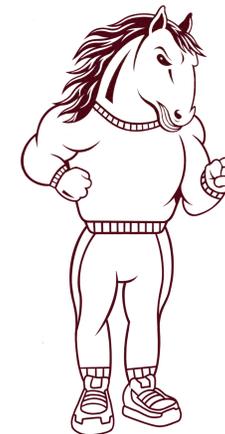
School Spirit and Athletics

Burgundy
RGB: 78-7-21
CMYK: 42-90-72-65
Hex: #4E0715

Buckskin
RGB: 158-139-106
CMYK: 38-40-62-7
Hex: #9E8B6A

Palomino
RGB: 250-244-218
CMYK: 2-2-16-0
Hex: #FAF4DA

Primary logo in three variations

Palomino Mustang

With Palomino glow

Burgundy Only

School Spirit and Athletics

Primary Mustang

Monogram

School Spirit and Athletics

Collegiate Lettering. Several variations to choose from including a horizontal version.

Collegiate NC

Official Seal

The Norco College Seal may only be reproduced in the official Norco College signature colors. It may also be foil stamped in silver, gold, or bronze foils or used in a blind embossed format. The minimum height when foil stamping is ½ inch. The seal can be printed as a watermark behind official Norco College documents such as transcripts, strategic plans, etc. When screening the seal for a watermark, it cannot be screened back further than 90% of official Norco College signature colors. See color palette.

The seal is reserved as an official ceremonial mark to be used by the Office of the President on materials such as official documents, awards and certificates, events sponsored by the Office of the President, legal documents, and diplomas.

Norco College Schools Logos

Norco College School Logos are used by the schools to promote the programs that are housed within them.

NORCO COLLEGE
SCHOOL OF
Arts & Humanities

RGB: 96-43-93
CMYK: 66-93-34-23
Hex: #602B5D

NORCO COLLEGE
SCHOOL OF
Business & Management

RGB: 254-238-117
CMYK: 2-1-67-0
Hex: #FEEE75

NORCO COLLEGE
SCHOOL OF
Social & Behavioral Sciences

RGB: 114-153-75
CMYK: 61-22-90-4
Hex: #72994B

NORCO COLLEGE
SCHOOL OF
Science, Technology, Engineering & Mathematics

RGB: 34-134-183
CMYK: 81-37-12-0
Hex: #2286B7

Colors

The Norco College 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.

Based on the aesthetic of the design, any of the three signature colors may be used.

Norco College Signature Colors

Claret
RGB: 137-23-40
CMYK: 29-100-83-31
Hex: #891728

Burgundy
RGB: 78-7-21
CMYK: 42-90-72-65
Hex: #4E0715

Mahogany
RGB: 77-39-36
CMYK: 45-76-71-61
Hex: #4D2724
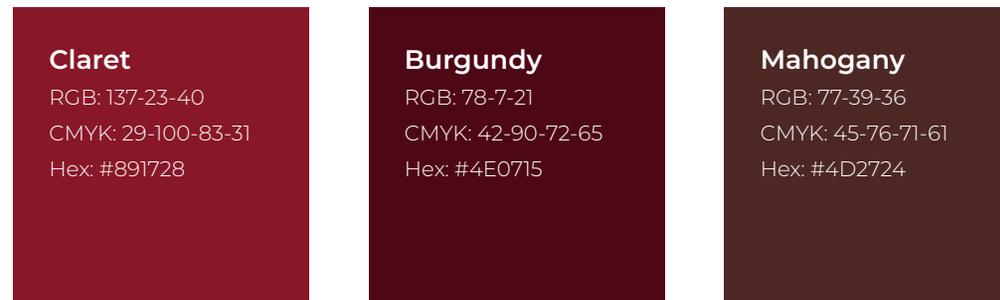
Colors with labels in white text are dark enough to display behind white text within minimum AA accessibility contrast. Those with labels in black will not pass AA accessibility behind white text.

Supporting Colors

Palomino
RGB: 250-244-218
CMYK: 2-2-16-0
Hex: #FAF4DA

Champagne
RGB: 224-186-113
CMYK: 13-26-65-0
Hex: #E0BA71

Rust
RGB: 138-74-52
CMYK: 32-73-81-28
Hex: #8A4A34

Manzanita
RGB: 91-38-28
CMYK: 38-82-82-55
Hex: #5B261C

Buckskin
RGB: 158-139-106
CMYK: 38-40-62-7
Hex: #9E8B6A

Sage
RGB: 109-127-113
CMYK: 59-38-55-11
Hex: #6D7F71

Thistle
RGB: 123-101-105
CMYK: 50-57-48-17
Hex: #7B6569

Wood Grain
RGB: 112-100-84
CMYK: 52-51-64-24
Hex: #706454

Agave
RGB: 109-143-153
CMYK: 61-34-34-2
Hex: #6D8F99

Slate
RGB: 46-57-63
CMYK: 78-64-56-50
Hex: #2E393F

Elderberry
RGB: 43-15-16
CMYK: 56-76-68-79
Hex: #2B0F10

Del Mar
RGB: 10-25-48
CMYK: 94-83-51-64
Hex: #0A1930

Graphic Elements

Graphic Element Headers and Footers designed to use for letterhead, flyers, brochures, posters, and graphic designs.

Templates

Powerpoint, letterhead, business cards, and various templates are provided on the Templates page on the Marketing Committee website as well as www.norcocollege.edu/brand

Typography

Aa

Century Gothic Regular

Century Gothic Italic

Century Gothic Bold

Century Gothic Bold Italic

Aa

Avenir Light	Avenir Roman	Avenir Black
Avenir Light Oblique	Avenir Oblique	Avenir Black Oblique
Avenir Book	Avenir Medium	Avenir Heavy
Avenir Book Oblique	Avenir Medium Oblique	Avenir Heavy Oblique

Aa

Montserrat Thin	Montserrat Regular	**Montserrat Bold**
Montserrat Thin Italic	*Montserrat Italic*	***Montserrat Bold Italic***
Montserrat Extra Light	Montserrat Medium	Montserrat Extra Bold
Montserrat Extra Light Italic	*Montserrat Medium Italic*	Montserrat Extra Bold Italic
Montserrat Light	**Montserrat Semibold**	**Montserrat Black**
Montserrat Light Italic	Montserrat Semibold Italic	Montserrat Black Italic

Aa

Raleway Thin	**Raleway SemiBold**
Raleway ExtraLight	**Raleway Bold**
Raleway Light	**Raleway ExtraBold**
Raleway Regular	**Raleway Heavy**
Raleway Medium	

Aa

Relation Regular

Relation Bold

Font packages can be downloaded from the Marketing Committee webpage. These are examples of the fonts available in the font family of each designated font but is not meant to be all encompassing.

Writing Guide

All text should portray Norco College and its constituents, events, programs, faculty, staff, and students in a positive manner. Content should be mindful to avoid innuendos, double meanings, and other potential issues that could be harmful to the image of Norco College. These helpful tips are for promotional and marketing not academic writing.

Voice and Tone:

· Write in a direct, conversational style.

· Tailor your words to the intended audience.

· Use crisp, active sentences to give more life to the written word; avoid using passive voice.

· Don't overuse acronyms. Spell out acronyms on first use.

· Use short, simple words rather than large, complex ones.

· Use the second-person voice rather than the third-person whenever possible.

Usage Guidelines:

· Abbreviations are acceptable for academic degrees, days and months, addresses (states & streets), titles before and/or after names.

· Ampersands can be used for abbreviations and creative use in graphic design.

· Include the final comma after the last item in a series. Ex: I like apples, oranges, and pears.

Photo Selections

It is recommended that when using photos in a design, choosing photos of people in lieu of landscape/building photos to help identify and engage the viewer with NC's story of students. To add to the storytelling angle, consider adding a caption with the student information if possible. Active photos in lieu of staged photos are preferred.

Copyright Law:

Copyright is a US federal law that protects original works of authorship that includes images on the internet. Without written permission from the author, you may not use images found on the internet.

Photo Release:

A photo release is required if the image will be used for advertising, trade or commercial use. If the image is being used for noncommercial editorial or educational purposes (disseminating information, no release is necessary (though it is preferred). The release form can be found on the Marketing Committee webpage.

For Images:

Should you need images, please contact Ruth Leal at (951) 372-7064 or ruth.leal@norcocollege.edu for photography services, images, and release forms.

Disclaimers

According to the U.S. Department of Education, discrimination disclaimers should be added to any college related recruitment piece distributed to students and/or the community. Example: marketing pieces that encourage people to enroll/apply in school or a program. Contact General Counsel at (951) 222- 8001 for questions about usage and legality.

For current disclaimers visit the Norco College Marketing Committee webpage.

Brand Resources

Brand related resources, including logos, are available on the Marketing Committee webpage:

www.norcocollegeedu/brand.

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For Brand Guide questions,
please contact the Marketing
Committee Co-Chairs or the RCCD
External Relations and Strategic
Communications department.