

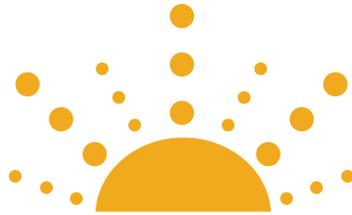


NORTH CENTRAL **MICHIGAN COLLEGE**

North Central Michigan College is a community college based in Petoskey, with additional locations in Cheboygan and Gaylord. Our mission is to provide educational, economic and cultural opportunities for student learning, personal growth and community improvement. North Central is an Achieving the Dream Leader College and a Military-Friendly School.

FULL COLOR LOGO

The full color logo is to be used as often as it is appropriate. This logo is best suited for light-medium backgrounds, and should be used on the majority of external materials.



NORTH CENTRAL
MICHIGAN COLLEGE

SINGLE COLOR LOGO

When a background becomes darker, or busier, a single color logo can be used to best portray the college's image. If the background is extremely busy, use one of the logos in the right column that refrains from using the icon.



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MICHIGAN COLLEGE

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CLEAR SPACE & MINIMUM SIZE

In use of the logo at any size, ensure that there is adequate white space left around the logo's perimeter (roughly equalling the height of "North Central"). Including white space, do not make the logo and surrounding space smaller than 1.5 inches. These considerations will help to secure NCMC's image.



LOGO USAGE DO'S & DONT'S

Following these simple guidelines will ensure that our college is represented visually in the best way possible. If there are any questions, please reach out to our brand manager at design@ncmc.edu.

DO follow spacing suggestions.

DO observe minimum size requirements.

DO use original vector files.

DO choose logo marks appropriately depending on usage.

DO NOT alter logo color.

DO NOT alter proportions.

DO NOT remove any elements of the logo.

DO NOT use logo in a sentence.

DO NOT add a dropshadow.

DO NOT rotate the logo.

DO NOT alter fonts.

DO NOT blur the logo.

ATHLETIC USAGE

With athletics taking place strictly on campus within a club format, "NCMC" will be used with the club name listed underneath. If additional clubs are added, consider whether using "club" in the second line is appropriate on a case by case basis.

NCMC
SKI CLUB

NCMC
RUNNING

SPECIFIC COLLEGES

When crafting logos for a specific college, simply replace "Michigan College" with the name of the program you are looking to highlight. In addition "NCMC" may be used internally with the program listed underneath.

NORTH CENTRAL
COLLEGE OF NURSING

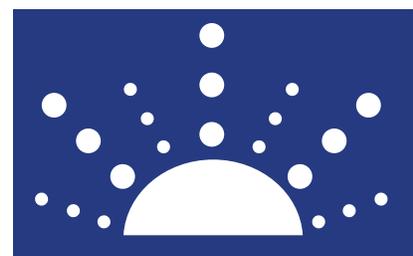
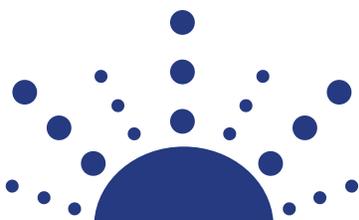
NCMC
NURSING

NORTH CENTRAL
COLLEGE OF ART & DESIGN

NCMC
ART & DESIGN

ICON USAGE

Icons can be used as a stand-alone item for internal purposes only. This icon designates with individuals within the campus community, but may not be as recognizable to external audiences.



COLORS

Pantone 287, 130, and white are the three colors to be used when representing NCMC. For alert purposes, the additional red color should be used.



PANTONE 287
#263B80



PANTONE 130
#F1A91E



#FFFFFF



FOR ALERT USE
#d73828

TYPEFACE

Acumin Pro Wide is the chosen all use font for NCMC. While Niveau Grotesk is the other logo font, it is not to be used outside of the logo.

ACUMIN PRO WIDE, LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

HEADLINE

ACUMIN PRO WIDE, LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SUBHEAD

ACUMIN PRO WIDE, LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY

REAL LIFE USAGE



APPAREL USAGE

