



# NIAGARA COUNTY COMMUNITY COLLEGE

## GRAPHIC STANDARDS STYLE GUIDE

THE SMART PLACE TO START

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# INTRODUCTION

## Niagara County Community College Graphic Standards Style Guide

### A note on “brand” as it relates to Identity in Graphic Standards:

A “brand” is an intangible collection of perceptions that exist in the mind of the consumer. A brand is not just a logo, a color scheme or a mission statement. A brand is not a rulebook, advertising or simple attributes.

A brand is every association and experience, active and intentional. A brand is built not only through effective communications or appealing logos, it is built through the total experience that it offers. Our visual identity is simply a reflection of our brand.

Consistency is the key to successfully conveying the Niagara County Community College (NCCC) brand to the world. A strong and consistent visual identity will help shape the way key constituents view our College, both now and in the future. That visual identity begins with this NCCC Graphic Standards Style Guide.

This guide will help NCCC to avoid confusion in a crowded landscape by helping us to clearly define the College and maintain the consistency necessary for effective communication to the public.

The promise of providing a teaching and learning environment dedicated to excellence coupled with NCCC’s dedication to maintaining the hallmarks of student centeredness, accessibility, comprehensiveness, collegiality, community partnership, and lifelong learning should come alive in a very real and meaningful way when audiences see the NCCC wordmark, logo, seal and other college “marks.”

### Who is this guide for?

This guide has been developed for use by all academic, research, outreach, student services, authorized student organizations and administrative units of NCCC funded through or by the College that are not legally autonomous. All such units must follow these guidelines. Outside agencies or publishers that create print or electronic publications, or any other materials, for any NCCC units are also required to abide by these guidelines.

The guidelines are to be applied to all uses of the College marks, whether for advertising, signage, stationery, uniforms, vehicles, web content or the countless other items that carry the NCCC brand to the world.

# USE OF COLLEGE NAME

## Niagara County Community College Graphic Standards Style Guide

The full names, Niagara County Community College and Niagara Falls Culinary Institute are preferred when referring to the College's two campus locations. In written communication, the full name, Niagara County Community College or Niagara Falls Culinary Institute, should be spelled out when the College is first mentioned or cited. Thereafter, references should cite "the College" or "NCCC" for the Sanborn Campus, and "NFCI" or "Culinary Institute" for the Culinary Institute Campus.



### **Approved written designations for the two campuses are:**

Niagara County Community College  
NCCC  
the College  
Sanborn Campus

Niagara Falls Culinary Institute  
NFCI



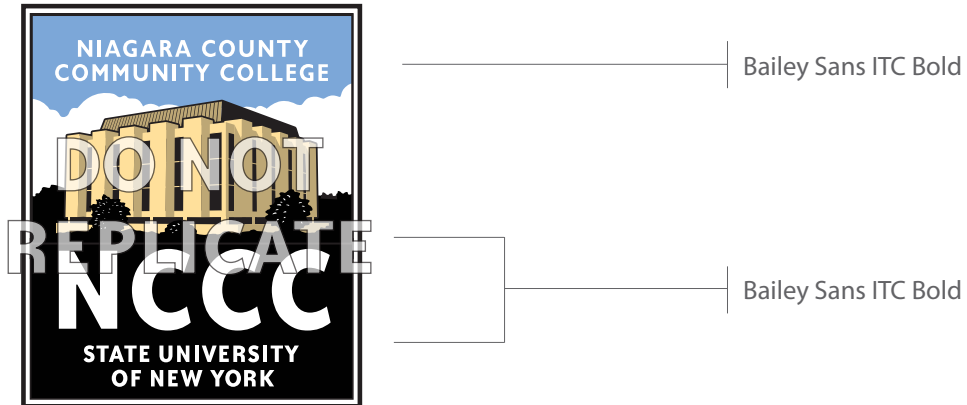
### **Unacceptable written usage of campus references are:**

Niagara  
Niagara Community College  
N-Trip  
N Triple C  
Any other variation of the name not approved  
Main

# LOGO

## Niagara County Community College Graphic Standards Style Guide

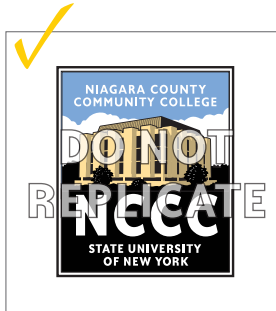
This is NCCC's main logo and is to be used on all printed and web collateral. Always use the logo in the ratio as shown below. Contact the Public Relations Office for an original logo file. **Do not try to reproduce the logo from this image.**



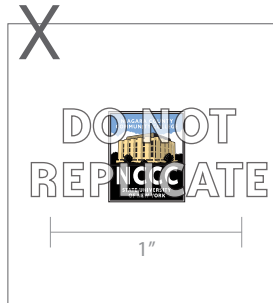
# LOGO

## Niagara County Community College Graphic Standards Style Guide

Do **NOT** attempt to alter the logo in any way.



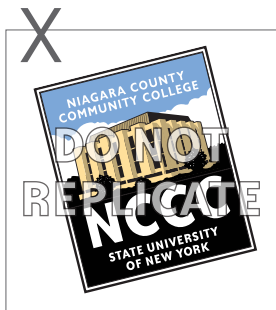
NCCC approved logo



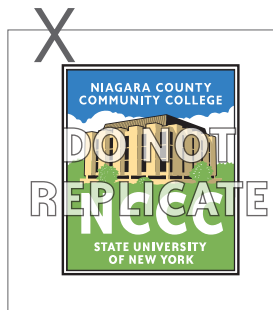
Do not reduce the size of the logo to any smaller than 1" wide. If a smaller size is needed, contact Public Relations for approval.



Do not condense, expand, or alter the logo in any fashion.



Do not rotate the logo.



Do not change the logo colors.



Do not change the logo fonts.

## SECONDARY LOGOS

### Niagara County Community College Graphic Standards Style Guide

When the primary NCCC logo is not a viable option, please use one of the following secondary logos. Letterhead and envelopes must be printed full color. **Please contact the Public Relations Office for an original logo file.**



**Blue:**

Only to be used on 1 color or 2 color printing.



**Black and White:**

Only to be used on collateral that is grayscale.

**A Note On Secondary Logos:** The use of secondary logos are for internal use only and must be approved by the Public Relations Office. Secondary logos may only be used for external use on an individual basis for design purposes if approved by the Public Relations Office.

# MESSAGE

## Niagara County Community College Graphic Standards Style Guide

Whenever possible, the NCCC logo should appear with its tagline. The exact wording of the tagline is “The Smart Place To Start” and should not be altered or changed. StonePrint Roman is the typeface used for the College’s tagline. If this typeface is unavailable, please contact the Public Relations Office. Text variations can be made on an individual basis for design purposes if approved by the Public Relations department. Use good spacial judgement in the placement of the tagline. The sizing of the tagline should be no smaller than 12 pt font.

THE SMART PLACE TO START



# THE COLLEGE SEAL

## Niagara County Community College Graphic Standards Style Guide

This is the College Seal. It is to be used only on official collateral that is affiliated with the President's Office. This logo can only be displayed in PMS 7692C (the College's official blue), black, white or gold. Contact the Public Relations Office for an original seal file. **Do not try to reproduce the logo from this image.**









PMS 7692C

# ATHLETICS LOGO

## Niagara County Community College Graphic Standards Style Guide

This is the official NCCC Athletics Logo. It is to be used only on official collateral that is affiliated with NCCC athletics and sports. Contact the Public Relations Office for an original logo file. **Do not try to reproduce the logo from this image.**

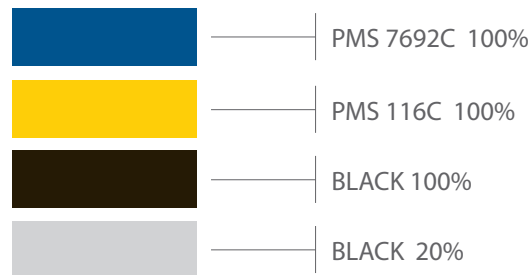


	—	PMS 7692C 100%
	—	PMS 7692C 85%
	—	PMS 7692C 65%
	—	PMS 116C 100%
	—	BLACK 100%
	—	BLACK 20%

# ATHLETICS SECONDARY LOGO

Niagara County Community College Graphic Standards Style Guide

When the primary athletics logo is not a viable option, please use the following secondary logo. This logo can only be used at the discretion of the Public Relations Office. These logos can only be displayed in the proper colors listed below. Contact the Public Relations Office for an original logo file. **Do not try to reproduce the logo from this image.**



# NFCI LOGO

## Niagara County Community College Graphic Standards Style Guide

This is the Niagara Falls Culinary Institute (NFCI) logo. It is to be used only on collateral that is affiliated with NFCI. This logo can only be displayed in PMS 7692C, black or white. Contact the Public Relations Office for an original logo file. **Do not try to reproduce the logo from this image.**



PMS 7692C

## NFCI SECONDARY LOGO

### Niagara County Community College Graphic Standards Style Guide

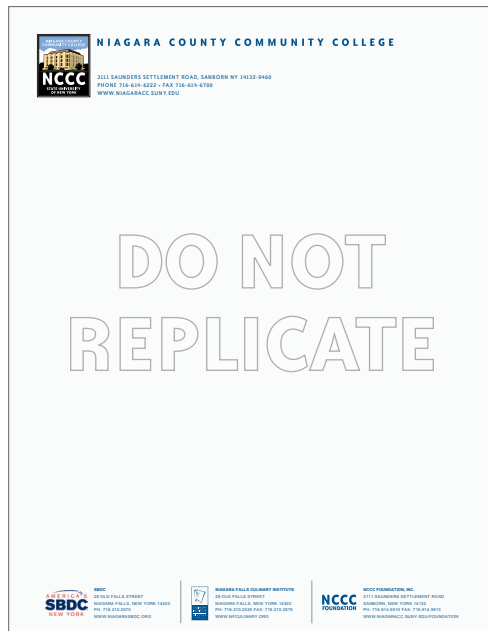
When the primary NFCI logo is not a viable option, please use one of the following secondary logos. These logos can only be used at the discretion of the NFCI marketing representative. These logos can only be displayed in PMS 7692C, black or white. Contact the Public Relations Office for an original logo file. **Do not try to reproduce the logo from this image.**



# LETTERHEAD

## Niagara County Community College Graphic Standards Style Guide

These are the five main letterheads used by Niagara County Community College and it's organizations. The five letterheads are as listed: NCCC, NFCC, SBDC, NCCC Foundations and the President's Office. **Please use the Print Shop request form found on the FYI page to order letterhead through the Print Shop. Do not attempt to create or print letterhead from your personal computers.**



# LETTERHEAD

## Niagara County Community College Graphic Standards Style Guide



SMALL BUSINESS DEVELOPMENT CENTER

28 OLD FALLS STREET, NIAGARA FALLS NY 14303  
PHONE: 716-654-9276  
WWW.NIAGARASBDC.ORG

DO NOT  
REPLICATE



NCCC FOUNDATION, INC.  
111 SAUNDERS SETTLEMENT ROAD  
SAUNDERS, NY 14152  
PHONE: 716-654-4252 • FAX: 716-654-4253  
WWW.NIAGARACCC.FUNDATION.ORG



Supporting Students Since 1987  
3111 Saunders Settlement Road - Saunders NY 14152  
Ph: 716-654-9800 • Fax: 716-654-9813  
www.niagaracc.sunysd/foundation

DO NOT  
REPLICATE



Niagara County Community College  
3111 Saunders Settlement Road  
Saunders, NY 14152  
Ph: 716-654-4252 • Fax: 716-654-4253  
www.niagaracc.sunysd.edu



Niagara Falls Culinary Institute  
400 Oakdale Street  
Niagara Falls, NY 14201  
Ph: 716-208-2055 • Fax: 716-208-2075  
www.niagaraculinary.org



Dr. James P. Myczek  
President

NIAGARA COUNTY COMMUNITY COLLEGE  
Office of the President

3111 SAUNDERS SETTLEMENT ROAD, SAUNDERS NY 14152-9445  
PHONE: 716-654-9800 • FAX: 716-654-9801 • WWW.NIAGARACC.SUNY.EDU

DO NOT  
REPLICATE

Board of Trustees

James W. Ward, Chairman  
Henry F. Wojcik, Vice Chairman • Bradley W. Rowles, Secretary • Gina L. Williams, Financial Secretary  
Vincent B. Givner • William L. Rose • Kevin C. Schuler • Spencer B. Stone • Shelia Smith • Gloria M. Spitzer, Student Trustee

# BUSINESS CARD

## Niagara County Community College Graphic Standards Style Guide

This is the business card used by Niagara County Community College. There are five variations for the back of the business card. The back design will be determined based on the College entity that has requested cards. **Please use the Print Shop request form found on the FYI page to order business cards through the Print Shop. Do not attempt to create or print business cards from personal computers.**

Front

	Name Title NIAGARA COUNTY COMMUNITY COLLEGE
<hr/>	
716.614.6496 	716.609.2555 
	716.614.6813 
Email@niagaracc.suny.edu 	
716-614-6222 (main) • 3111 Saunders Settlement Rd • Sanborn, NY 14132 <a href="http://www.niagaracc.suny.edu">www.niagaracc.suny.edu</a>	

Back

			
716-210-2525			
			
716-614-5910	716-614-6848	716-731-8850	716-210-2515



# BUSINESS CARD

## Niagara County Community College Graphic Standards Style Guide

Back



716-614-6222



716-614-5910



716-614-6848



716-731-8850



716-210-2515

Back



716-XXX-XXXX

Your appointment is scheduled for:

Date: \_\_\_\_\_ Time: \_\_\_\_\_



716-614-6848



716-614-5910



716-210-2525



716-731-8850



716-210-2515

Back

Your appointment is scheduled for:

Date: \_\_\_\_\_

Time: \_\_\_\_\_



716-210-2525



716-614-5910



716-614-6848



716-731-8850



716-210-2515

Back



716-614-6222



716-210-2525



716-614-5910



716-614-6844



716-731-8850

# TYPOGRAPHY

## Niagara County Community College Graphic Standards Style Guide

The following are the approved, standard NCCC typefaces. They are to be used on all promotional material in which the College is being represented (postcards, annual reports, viewbooks, catalogs, brochures, business cards etc.). Font and Typeface variations can be made on an individual basis for design purposes if approved by the Public Relations department.

Bailey Sans ITC is the official typeface for NCCC.  
Bailey Sans ITC Bold can be used for display headlines.  
Bailey Sans ITC Book, Book Italic and Bold Italic can be used for subtext.

*Bailey Sans ITC Book*

**Bailey Sans ITC Bold**

*Bailey Sans ITC Book Italic*

***Bailey Sans ITC Bold Italic***

Janson Text Roman is a secondary serif font that can be used for display headlines, secondary headlines or body text.

Janson Text Roman

### Microsoft Office Equivalent Typefaces:

Bailey Sans ITC, Myriad Pro and Janson Text are not default fonts for Microsoft Office programs. When unavailable, substitute Franklin Gothic for Bailey Sans ITC and Myriad Pro, and substitute Times New Roman for Janson Text Roman.

Myriad Pro is a secondary sans serif font.

Myriad Pro Bold Condensed can be used for secondary headlines. Myriad Pro Regular, Italic, Bold Italic and Bold can be used for body text.

*Myriad Pro Regular*

**Myriad Pro Bold**

*Myriad Pro Italic*

***Myria Pro Bold Italic***

*Myriad Pro Condensed*

**Myriad Pro Bold Condensed**

**IMPORTANT NOTE:** StonePrint Roman **MUST** be used for the College's tagline, "The Smart Place to Start." **If this typeface is unavailable, please contact Public Relations.** No substitutions may be made.

THE SMART PLACE TO START

# TYPOGRAPHY

## Niagara County Community College Graphic Standards Style Guide

In order for the heading text to differ from body text, certain variations, such as font size, weight, color etc. should be present. Text variations can be made on an individual basis for design purposes if approved by the Public Relations department.

Example of proper usage of the NCCC typefaces:

### A SUCCESSFUL FUTURE

Bailey Sans ITC Bold  
Display Headline

Choose from more than 70 high-quality degree and certificate programs. Get the individual attention you deserve. Succeed beyond your expectations. All for less than what you'd pay at a four-year school.

Myriad Pro Regular  
Body Text

### Did you know?

*"Whether you're finishing high school, looking for a career change, or growing your business, NCCC is the smart place to start."*

Janson Text Roman  
Secondary Headline

Myriad Pro Italic  
Body Text Quotation

### Typefaces for Non-promotional Collateral Items:

For non-promotional collateral items such as letters, please use appropriate fonts that represent an academic institution and professional establishment. The Public Relations Department suggests typefaces such as:

Arial  
Calibri

Cambria  
Garamond

Verdana  
Times New Roman

**Comic Sans and similar typefaces are not to be used.**

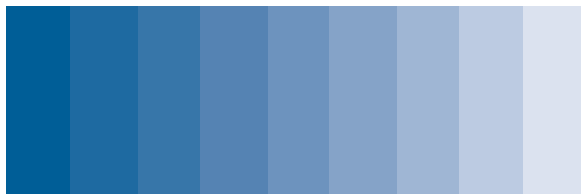
# COLORS

## Niagara County Community College Graphic Standards Style Guide

These are NCCC's official colors. Other hues of blue are not acceptable unless approved by Public Relations.

PMS 7692C  
CMYK 100/50/0/30  
RGB 0/85/143  
HEX #005587

**At 100%**



PMS 116C  
CMYK 0/18/100/0  
RGB 255/207/1  
HEX #ffcc00

**At 100%**



# IMAGERY

## Niagara County Community College Graphic Standards Style Guide

### Types of images to use:

Whenever possible, use photographs of NCCC students, faculty and staff in publications when representing the College. Use imagery showing diverse students actively engaging in college activities, events, etc.



### Image quality:

Professionalism and quality should be reflected in every way we tell the NCCC story. This includes the photographs seen in our publications, on our website and with our press releases. **To ensure high quality results, make sure all photos and graphic elements are 300 dpi at 100 percent.** Often, web images have been reduced to 72 dpi and are, therefore, unusable for printed materials. If using stock photography, always purchase and download the highest resolution version available.

**Note:** Photographs taken from social media devices do not record images at 300dpi therefore those photos cannot be used for publications, fliers or sent to the media.

### Image release form:

When photographing people who can be easily identified, always use an approved image release form. Contact the Public Relations Office for a photo release form. Please include the names of the people and where they are pictured in the photo.

**Identity standards, other guidelines and information are in development for the following:**

- Social Media
- Acceptable writing styles
- Logo review process
- Print Shop capabilities
- Other relevant topics

## CONTACTS

Niagara County Community College Graphic Standards Style Guide

**Niagara County Community College  
Public Relations Office**

(716) 614-6225

**Niagara Falls Culinary Institute  
Public Relations Office**

(716) 210-2525

