



**POLICY & PROCEDURES
ON COLLEGE LOGOS**

**MEDIA SPECIALIST
785-890-1541**

OUR LOGOS



NORTHWEST TECH
NORTHWEST KANSAS TECHNICAL COLLEGE

Northwest Tech Logo

This is our logo, the standard mark used to identify the college in a wide variety of mediums. It provides a strong visual identity and represents who we are: an institution of higher learning which prepares individuals for gainful employment in technical careers, productive personal lives, and lifelong learning.



The Seal Logo

This seal is mainly used with the Northwest Tech Logo. It can be used on its own to brand the school on certain important documents. This seal comes in 3 colors: white, black, and red. It can also be used all black, all white, or all red.



The "NT" Badge

By using the initials NT (Northwest Tech), we imply our connection to the Northwest Kansas Technical College, but do not limit our impact to the boundaries of the state. This logo should be used to support the standard mark of the college, but not alone or without the standard mark present somewhere on the publication.



The Maverick

The Maverick is primarily a mark for athletic products and publications, but it is also appropriate for many non-athletic applications. It should be used to distinguish our athletic teams and to promote Maverick spirit. Please use the Maverick carefully and do not use it in place of the standard logo. The maverick has a shadow option also. This option should be used for anything online or on a screen. The purpose of the first Maverick is to be used for screen printing or anything that is on printed documents. The Maverick also has the option to be all white, red and/or black.

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OUR COLORS

The Northwest Tech colors are red (Pantone 186), true black, and true white. It is not acceptable to substitute and use different colors in any of our logos. For web applications, please use RGB values.



Pantone 186



True Black



True White

C	0
M	100
Y	81
K	4

C	0
M	0
Y	0
K	100

C	0
M	0
Y	0
K	0

R	227
G	24
B	55

R	35
G	31
B	32

R	255
G	255
B	255

Hexcode
#E31837

Hexcode
#231f20

Hexcode
#ffffff

OUR TYPEFACE

We use typefaces from the **Myriad Pro Family** for most college publications.

These typefaces should be used in association with the logo on external publications. Consistent use of these typefaces will establish a long-lasting, easily recognizable and memorable visual identity.

These typefaces are recommended for most Northwest Tech communications. Other typefaces may be used on publications of another nature and/or those that will receive limited distribution. An event invitation, for example, may use a typeface appropriate to the event or season.

If you do not have access to fonts from the Myriad Pro Family, please contact the Media Specialist at 785-890-1541.

USING OUR LOGOS

Consistent and correct use of the logo as outlined is important to ensure successful, clear communication and achieve maximum visual impact. In order to achieve that consistency, use of the logo must comply with these guidelines.

All Northwest Tech publications should include our logo. Standard presentation for the logo uses Pantone 186 and Black on a white or light background. Other presentations include:

- Pantone 186 and white on a dark background
- Black on a light background or white on a dark background (for one-color publications)

IMPORTANT INFORMATION

With the advent of personal computers and desktop publishing, many individuals and departments may be producing their own publications. In addition to following policies established in this Booklet, persons preparing pieces for publication **MUST** consult with the Media Specialist to ensure that standards have been met.

CORRECT USAGE

It is essential to maintain the graphic standards set out in this manual. The logo cannot be cut apart or positioned in any way that will disturb the integrity of the design, except when approved as a design element by the Media Specialist.

* Hold Shift when expanding from a corner to keep the logos proportionate.

INCORRECT USAGE

If used improperly, the logo will lose its ability to be a powerful communication tool.

- Do not make any alterations to the logo.
- Do not use the logo as a background.
- Avoid printing at an angle, or rotating.
- Do not change any element of the logo.
- Do not contort logo, be careful to maintain it's original proportions.
- Do not use parts of the logo or separate any element from the text.
- Do not rearrange the elements of the logo.
- Do not size the logo too big so that any part of the logo could be cropped out.
- Don't print too small: Logo needs to be large enough to remain legible.

It is essential to use the logo consistently to ensure that our message is being communicated clearly. If situations or questions come up that are not addressed here, please consult the Media Specialist.

Every Northwest Tech publication distributed to an off-campus audience **MUST BE** reviewed by the Media Specialist prior to printing. Any concerns about the appropriate use of the logo should be directed to the Media Specialist, **785-890-1541**.