

NORCO

COLLEGE

Brand Guide
Spring 2023



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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
Primary
Logo**



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.



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 can be used as a design element to add to the aesthetic of the graphic design. It is also combined with the name of services, programs, or departments in the co-brand logo.



Co-Branded Logo

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. All departments/programs may have a co-branded logo.



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 must 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 Norco 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. Available in burgundy.



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




Black variations, for use in grayscale printing



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 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
COLLEGE

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.



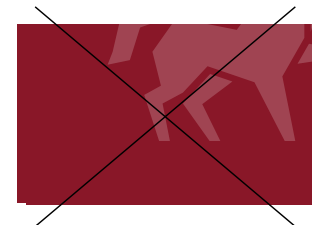
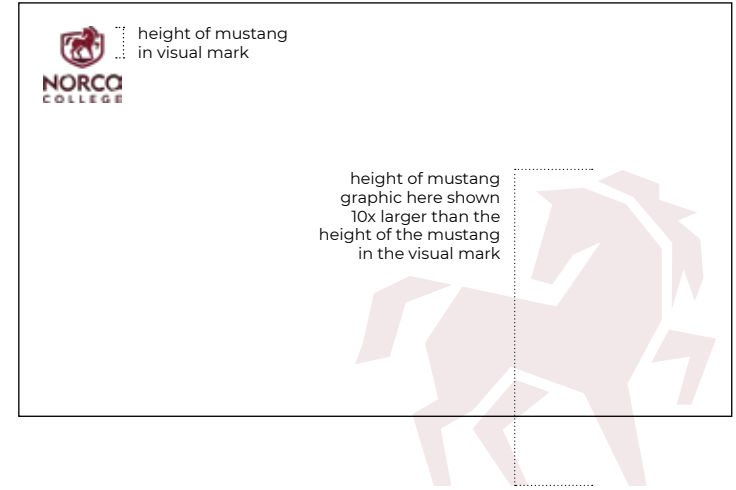
Mustang Graphic

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.

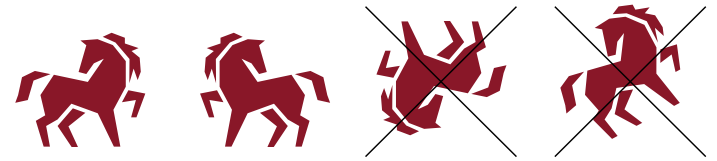
The graphic mustang should NEVER be shown in its entirety or used in place of the Norco College visual mark. All use of the mustang must be cropped to bleed off the page (as shown in the example above), or cropped to the edges of a container.

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.



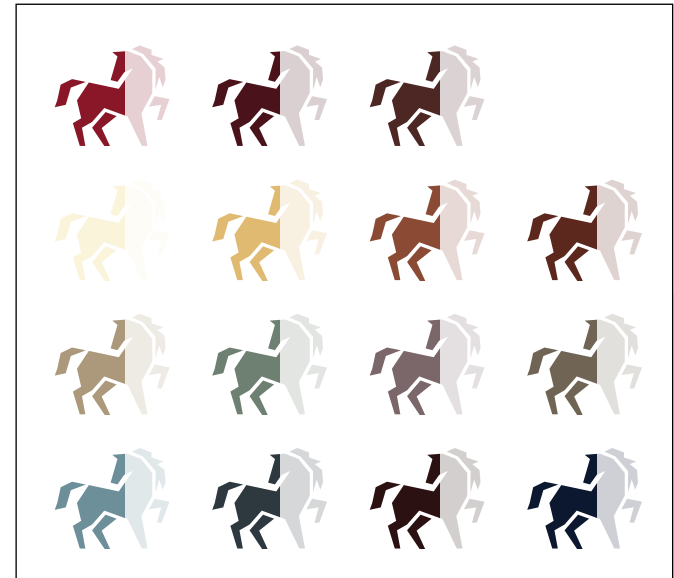
Mustang Graphic

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.



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 $\frac{1}{2}$ 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.



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



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



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



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

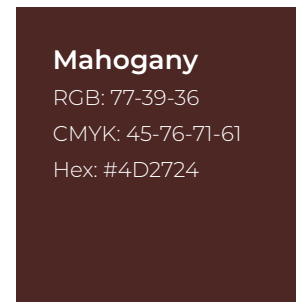
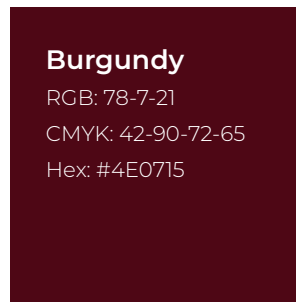
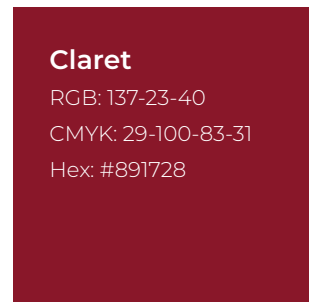
Colors

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.

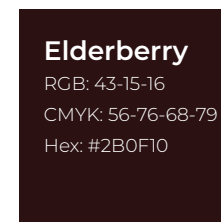
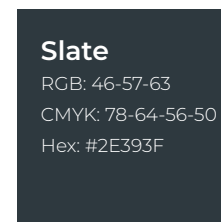
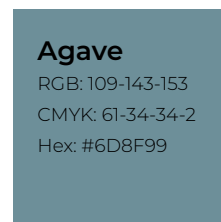
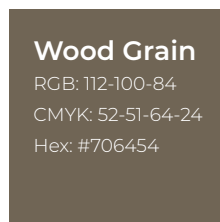
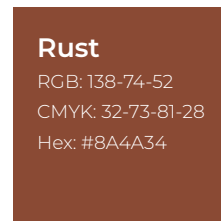
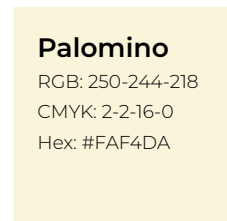
Based on the aesthetic of the design, any of the three signature colors may be used.

Norco College Signature Colors



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



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	<i>Montserrat Italic</i>	<i>Montserrat Bold Italic</i>
Montserrat Extra Light	Montserrat Medium	Montserrat Extra Bold
Montserrat Extra Light Italic	<i>Montserrat Medium Italic</i>	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@norccollege.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.norcollegeedu/brand.



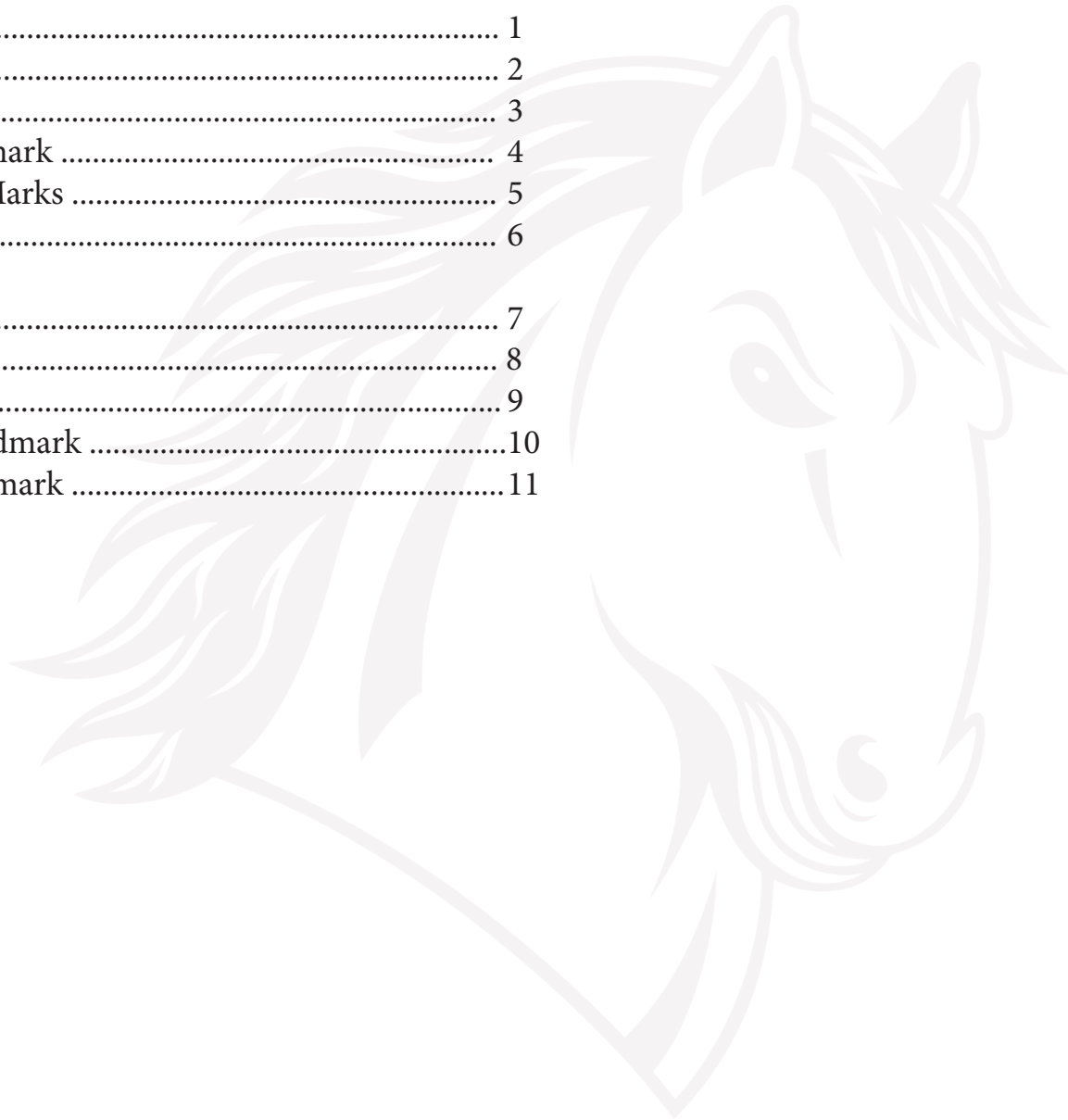
MC

Athletic/Spirit Style Guide

CREATED SPRING 2023

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Introduction

This style guide should be followed to maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. Norco College's athletic branding is essential to maintain a consistent visual identity. These brand guidelines are an important element of the institution's overall brand strategy and ensure the full and beneficial impact of both the Mustang brand image and that of the program.

A cohesive brand is integral to the identity of athletics so it can be visually referenced and easily recognized. Unique seals, logos or wordmarks may not be used on any team apparel and no new logos may be developed.

When using athletic logos (for apparel, signage, promotional brochures, equipment, etc.) please refer to the specifications outlined in this guide. Use of our logos must meet approved standards and be authorized by the Dean of Student Life. It is important that the Mustang and all brand assets are used properly and in a quality manner.

Any alterations of the logos are not allowed, without prior written approval from the Dean of Student Life.

Please contact the Athletic Department if you have any questions regarding usage of any logo or brand-related material.

Consistent visual marks will demonstrate for our institution and community the true greatness that our athletic program strives for.

Let's go MUSTANGS!

Official Colors

Color is critical to the Norco College (NC) graphic identity. No new colors may be introduced to a logo.




These are the official colors of NC's sports brand identity, images, symbols and marks. While a variety of color options are available for items with limited budgets or production limitations, the full-color version (NC Burgundy, NC Buckskin, NC Palomino and White) should be used whenever possible. These color combinations are available for all logo variations in the branding system.

PRIMARY COLORS

The colors below are the official colors of NC Athletics. Logos should not be reproduced in any other colors.

SUPPORT COLORS

When the official colors are not available, athletic logos may be printed in all black.

 <p>Burgundy</p>	PANTONE: 7421 C	CMYK: C: 42 M: 90 Y: 72 K: 65	RGB: R: 78 G: 7 B: 21	HEX: #4E0715
 <p>Buckskin</p>	PANTONE: 4515 C	CMYK: C: 38 M: 40 Y: 62 K: 7	RGB: R: 158 G: 139 B: 106	HEX: #9E8B6A
 <p>Palomino</p>	PANTONE: 7500 C	CMYK: C: 2 M: 2 Y: 16 K: 0	RGB: R: 250 G: 244 B: 218	HEX: #FAF4DA

Primary Identity

The Mustang head logo with NC Monogram is NC Athletics' defining mark.

The Mustang illustration and wordmark are the primary identifiers of the Institution's athletic brand. Reinforcement of this primary identity will build brand recognition.

The full and simple primary marks are our main athletics logos. Use these whenever possible.

Primary/Full



Primary/Simple



College Spirit Wordmark

The wordmark NORCO COLLEGE is bold and graphic and creates a memorable identity. This custom wordmark incorporates unique design elements to the letterforms and cannot be created by typesetting.

DO NOT SUBSTITUTE ANY OTHER FONT FOR THE WORDMARK.

Double-Line

**NORCO
COLLEGE**

Burgundy & White

**NORCO
COLLEGE**

Burgundy & White
Buckskin Outline

**NORCO
COLLEGE**

Buckskin
Burgundy Outline

Single-Line

NORCO COLLEGE NORCO COLLEGE NORCO COLLEGE

Burgundy & White

Burgundy & White
Buckskin Outline

Buckskin
Burgundy Outline

Secondary Identity Marks

These secondary logos are approved options for use on team apparel and training gear if the size and format better fits the product.

For example the NC monogram may be better suited on caps/ swimwear /golf or tennis polo shirts. No changes should be made to color, proportion, or design.

NC Monogram



Burgundy & White
(Primary)



Burgundy & White
Buckskin Outline
(Secondary)



Buckskin
Burgundy Outline
(Tertiary)

Typography

Typography is another important element in the branding system as it further sets the tone for the brand.

FUTURA CONDENSED MEDIUM is the approved standard font for Athletics. The primary use is on uniforms, warm-ups, banners, posters, and other assets that require minimal use of type. This is the only typeface that is allowed with the wordmark (see adjacent examples).

Do not retype the logos or recreate a logo; use only approved files sent by the Athletics Office.

The Futura font family is the approved typeface for all athletic branding. (Avenir may be substituted when Futura is not available).

Futura Condensed Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Futura Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Futura Condensed Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

Futura Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Futura Condensed Extra Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Color Options for Primary Simple Logo

Addition of a sport or group can be added to any primary simple logo following the typography guidelines.

Full Color



On White
Colors To Print (CTP): 3



On Buckskin
CTP: 3



On Burgundy
CTP: 3



On Black
CTP: 4

Minimal Color



On White
CTP: 1



On Buckskin
CTP: 2



On Burgundy
CTP: 1



On Black
CTP: 2

Color Options for Primary Full Logo

Addition of a sport or group can be added to any primary full logo following the typography guidelines.

Full Color



On White
Colors To Print (CTP): 3



On Buckskin
CTP: 3



On Burgundy
CTP: 3



On Black
CTP: 4

Minimal Color



On White
CTP: 1



On Buckskin
CTP: 2



On Burgundy
CTP: 1



On Black
CTP: 2

Color Options for Monogram

Addition of a sport or group can be added to any monogram following the typography guidelines.

Primary Monogram

Each Primary Monogram color combination can be substituted with the Secondary Monogram.



On White
Colors To Print (CTP): 1



On Buckskin
CTP: 2

On Burgundy
CTP: 1

On Black
CTP: 2

Tertiary Monogram



On White
CTP: 2



On Buckskin
CTP: 2

On Burgundy
CTP: 2

On Black
CTP: 3

Color Options for Double-Line Wordmark

Addition of a sport or group can be added to any double-line wordmark following the typography guidelines.

Burgundy & White

White Outline (Can be substituted with no outline variant)



NORCO
COLLEGE

On White
Colors To Print (CTP): 1



NORCO
COLLEGE

On Buckskin
CTP: 2



NORCO
COLLEGE

On Burgundy
CTP: 1



NORCO
COLLEGE

On Black
CTP: 2

Burgundy & White

Buckskin Outline



NORCO
COLLEGE

On White
CTP: 2



NORCO
COLLEGE

On Buckskin
CTP: 2



NORCO
COLLEGE

On Burgundy
CTP: 2



NORCO
COLLEGE

On Black
CTP: 3

Buckskin & Burgundy

White Outline



NORCO
COLLEGE

On White
CTP: 2



NORCO
COLLEGE

On Buckskin
CTP: 2



NORCO
COLLEGE

On Burgundy
CTP: 2



NORCO
COLLEGE

On Black
CTP: 3

Color Options for Single-Line Wordmark

Addition of a sport or group can be added to any single-line wordmark following the typography guidelines. Groups listed below are just examples.

Burgundy & White

White Outline (Can be substituted with no outline variant)

NORCO COLLEGE
CROSS COUNTRY

On White
Colors To Print (CTP): 1

NORCO COLLEGE
ASNC

On Buckskin
CTP: 2

NORCO COLLEGE
CROSS COUNTRY

On Burgundy
CTP: 1

NORCO COLLEGE
KINESIOLOGY

On Black
CTP: 2

Burgundy & White

Buckskin Outline

NORCO COLLEGE
KINESIOLOGY

On White
CTP: 2

NORCO COLLEGE
SOCCER

On Buckskin
CTP: 2

NORCO COLLEGE
ASNC

On Burgundy
CTP: 2

NORCO COLLEGE
SOCCER

On Black
CTP: 3

Buckskin & Burgundy

White Outline

NORCO COLLEGE
RUGBY

On White
CTP: 2

NORCO COLLEGE
RUGBY

On Buckskin
CTP: 2

NORCO COLLEGE
RUGBY

On Burgundy
CTP: 2

NORCO COLLEGE
STUDENT LIFE

On Black
CTP: 3



NORCO COLLEGE

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