



## Corporate Identity Guide



Prepared by

# Primary logo elements

The primary logo is designed to be bright, colourful, clean and contemporary. It is horizontal or 'landscape' in format. It consists of four interlocking links, the logotype itself, and a slogan or 'pay off' line.

## The links

These are intertwined or interlocked, and in four bold colours. The top link is triangular in form, indicating progress and 'up' and reinforcing the concept of 'North'. There is a keyline around each link to separate it from the others, and the intersection of the four links incorporates a clover-like pattern.

## The logotype

This is set in a modified Rotis San Serif, in two weights: 'Northlink' in bold and 'College' in plain or roman. The 'r' and 't' of 'Northlink' have been joined up, and the top of the ascender of the 't' raised to line up with the 'N'm 'h' and other ascenders. The descender of the 'g' on 'College' has been extended slightly.

## The slogan

Set in red Rotis San Serif to visually the same width as the word 'Northlink'. This type has not been modified.

## Colours

The key colour is blue, representing reliability, solidity and enduring value.



## Vertical (portrait) version

In general, the horizontal or landscape full colour version of the logo is preferred. Where space does not permit the use of the horizontal logo, use this vertical version.



## Variations

For black-and-white or greyscale applications use the greyscale version, and for one-colour, engraving or embossing applications use the one-colour version.

### Greyscale version

The greyscale version below should be used on internal documentation, or anything that is printed on a black-and-white printer or reproduced on a black-and-white photocopier. Use the version supplied – merely photocopying the colour logo will result in a weakened colour for the bottom 'gold' link.



### Mono version

The one-colour version below should be used for etching, engraving, glass frosting and one-colour screening. Do not use this as a replacement for the greyscale version unless absolutely necessary.



### Reverse version

The reverse version below can be used for etching, engraving, glass frosting and one-colour screening on dark materials such as black, 'Northlink Blue' or 'Northlink Green T-shirts'.



# Elements of the logo and surrounding space

Interlocking links, the bottom three rectangular with rounded corners, the top one triangular to represent 'up', 'progress' and 'north'.

Blue Rotis San Serif Bold for 'Northlink' and blue Rotis San Serif roman for 'College'. Some letterforms have been manually modified.



The logotype lines up with the middle links, and the slogan with the bottom of the lowest link. The top link is raised above the logotype.

Red Rotis San Serif Bold for the slogan 'The education connection'. The type is set optically to the width of the word 'Northlink'.

## Exclusion zone

To make the logo stand out, leave sufficient white space around it, and don't crowd it out by having other type or graphic elements too close to it. Surrounding white space is an important element to the visual impact, legibility and clarity of the logo.

There is a minimum 'exclusion zone' to ensure that the logo stands out. To determine the exclusion zone, measure the distance 'x' between the green link and the 'N' of 'Northlink'. Allocate an width equal to 'x' right round the logo.



# Colours

The correct use of colour is extremely important in maintaining the integrity of the brand. Most of the applications will use the CMYK four-colour printing process colour space, but in some instances Pantone (or equivalent) spot colour values may be needed. For Internet use and other screen-based applications, the correct hexadecimal colour values should be applied.

## Process colours (CMYK) and tints

C 0 M 100 Y 100 K 0	C 0 M 35 Y 100 K 0	C 100 M 80 Y 35 K 0	C 100 M 45 Y 90 K 0	C 0 M 0 Y 0 K 100
80 %				
60 %				
40 %				
20 %				

## Pantone colours

Pantone Warm Red	Pantone 7409C	Pantone 648C	Pantone 341C	Pantone Black
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## Hexadecimal 'web safe' colours

*Note the slight colour shift in the green. This is to compensate for the slightly 'dirty' monitor display of dark greens.*

Hex FF0000	Hex FF9900	Hex 000066	Hex 006600	Hex 000000
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## Greyscale equivalents

Red 75% black	Yellow 40% black	Blue 85% black	Green 60% black	Black 100% black
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# Logo usage

The logo is extremely flexible, but there is a danger that it will become illegible at very small sizes. Try not to use the logo at sizes smaller than 75 millimetres in width (this is the size used on business cards). Used smaller, there may be registration and ink spread problems, particularly on uncoated papers, newsprint, and with screenprinting and inkjet printers. At small sizes, do not use the slogan, as it may end up being an illegible blur. Always get a sample first.

For very small sizes, such as screenprinting on pens, use the solid version without the slogan. This also applies to most stitched items, where the slogan will be difficult to reproduce. Remember the exclusion zone.



75 mm

This is the minimum practical size at which to use the logo in colour, with the slogan.



60 mm

At this size, there may be registration and legibility problems.

## Small size usage

For screenprinting on small items, stitching, engraving and sandblasting or glass frosting, use the one-colour logo without the slogan.



25 mm

This is about the smallest practical size at which the logo can be used, as a one-colour version without the slogan.

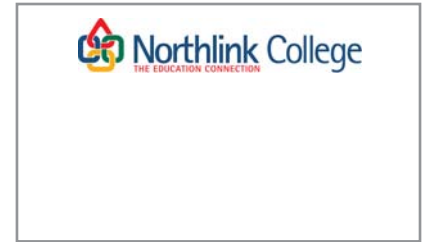
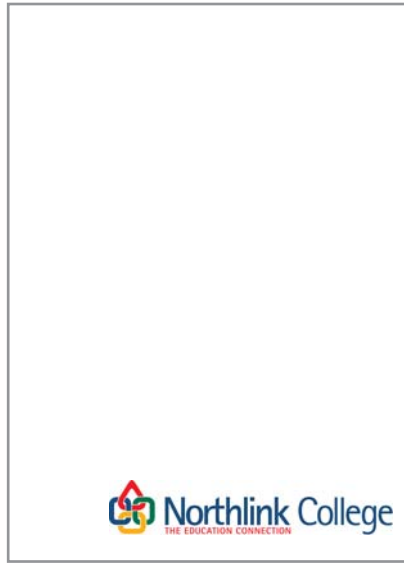
# Logo usage



- ✓ **Use the right version**  
The logo is available electronically in various formats from the design department (contact details are on page ??). Do not attempt to recreate the logo, or use a low-resolution version copied from a web site.
- ✗ **Sizing**  
Do not use the full-colour logo at sizes below 75 mm in width. If you need to use the logo at smaller sizes, check that it will reproduce correctly, or use the one-colour version without the slogan.
- ✗ **Background**  
Do not use the logo on a coloured background unless the background is a very light tint. The logo looks best on a white background.
- ✗ **Colours**  
Do not change the colours of the logotype or any other element. The old logo had 'College' in red. The current logo has both 'Northlink' and 'College' in blue. Do not alter the type in any way.
- ✗ **Exclusion zone**  
Do not place type or other graphic elements within the exclusion zone. The exclusion zone has been designed to ensure that the logo is clear and legible.
- ✗ **Over images**  
When placing the logo over an image ensure that it is legible and clear. The logo should appear on a photographic background only when you are absolutely sure of clarity, legibility and colour.

# Logo positioning

The logo is extremely flexible and can be used almost anywhere on the page. However, there are a few simple guidelines for the most common usage.



## Stationery

For letterheads, fax cover sheets, memos and other standard stationery, position the logo at top left, where it will be the first thing the reader sees.

## Brochures, posters and advertisements

For brochure covers, posters and other material, the logo can be placed at bottom right. Use the logo in this position particularly when you want to 'sign off' material, as in a print advertisement.

## Business cards

Centre the logo at the top.

# Type guidelines

Corporate typeface usage falls into two categories: that used by the graphic design department and that in general usage throughout the college. Where possible, use Rotis for headlines, subheads and other display purposes, as this is the logotype face. However, Rotis is not a standard Windows font, and licensing copies of the Rotis family for use on each PC within the organisation is expensive. For day-to-day applications, use Arial.

Rotis san serif roman 11 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*(){}[]:;'\<>?±

Rotis san serif italic 11 pt

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*

*!@#\$%^&\*(){}[]:;'\<>?±*

Rotis san serif bold 11 pt

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**!@#\$%^&\*(){}[]:;'\<>?±**

Rotis san serif extra bold 11 pt

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**!@#\$%^&\*(){}[]:;'\<>?±**

Rotis san serif roman 16 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*(){}[]:;'\<>?±

Rotis san serif italic 16 pt

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*

*!@#\$%^&\*(){}[]:;'\<>?±*

Rotis san serif bold 16 pt

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**!@#\$%^&\*(){}[]:;'\<>?±**

Rotis san serif extra bold 16 pt

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

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Arial 10 pt

Education makes a people easy to lead, but difficult to drive; easy to govern, but impossible to enslave. – Lord Brougham (1778 – 1868).

Arial 11 pt

Education makes a people easy to lead, but difficult to drive; easy to govern, but impossible to enslave. – Lord Brougham (1778 – 1868).

Arial 12 pt

Education makes a people easy to lead, but difficult to drive; easy to govern, but impossible to enslave. – Lord Brougham (1778 – 1868).