



## NW-SCC Identity Standards

In order to ensure Northwest-Shoals Community College is always viewed by its target public in a consistent and unified way, please review the following acceptable usages of our logo and written name of the college (In-house and Professional publications, clothing, marketing tools, as well as all other external media efforts).

- **Our Logo** - The strongest symbol of an organization's identity is its logo (brand). To ensure consistent representation of the organization, no more than one logo should be used. The logo selected is shown below in the only two appropriate styles unless further notified:



**All other NW-SCC logos are to be discarded and considered void.** The above logos are low resolution in this document. If you do not have access to them, please contact the Office of Public Relations.

- **Color Specifications** - The coloring of the color logo is also very crucial and should only be reproduced in Pantone 199 (red) and Pantone 288 (blue). Four-color (CMYK) process is acceptable when spot color is not available.
- **Written Name Guideline** - The dash in Northwest-Shoals must always remain when spelled out or abbreviated such as **NW-SCC**.
- **Official School Typeface** - The font (typeface) is important in the Northwest-Shoals identity. **Arial** has been selected as the official typeface to be used in all marketing and communication materials. This will bring a professional appearance and consistency to all NW-SCC documents. Similar fonts will be selected to compliment the Arial typeface in all major publications to provide a commonality between all the pieces.

nwscce.edu

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A Member of the Alabama Community College System

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