

BRAND GUIDELINES

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The NECC Brand

Northern Essex Community College's brand is more than a logo or a marketing campaign. The NECC Brand has been built by the people the college serves; the community the college lives in; the ways through which we work to transform lives; how we are better together. The imagery and language (both old and new) used to describe NECC reflect our brand. This guide provides you with the tools and resources to help effectively tell NECC's powerful story.

Brand Standards

The NECC brand story exists within the actions we take each day as we support our students' journeys as well as the communities in which we live. This guide sets the standard and tone for us to speak a common language with our primary audiences.

Our brand lives in many spaces and this document seeks to define, clarify, and unify the messaging we use to communicate the positive impact of the NECC experience.

Anyone responsible for creating marketing communications materials for NECC should refer to this guidebook to help ensure a consistent voice to improve the experience for prospective students and their families, our industry partners and influencers and our alumni and donors.

ADDITIONAL RESOURCES

Logos, templates, and other resources discussed in these pages can be accessed at the NECC Hub at hub.necc.edu/marcom

DISCLAIMER

This is a living document. Elements are subject to change. Updates will be announced on the NECC Hub.

BRAND POSITIONING

Brand Purpose

In creating NECC's Brand Guidelines, we reviewed the college's Mission and Vision statements, Core Values, and our 2020 NECHE reaccreditation self-study through multiple lenses, including *Success for All at NECC: Strategic Plan 2022-2027*. Building upon the college's commitment to a Strengths-based framework, we identified this brand positioning statement that captures the essence of all we do at Northern Essex.

Unlock your potential.

Our community is strengthened by its diversity. We celebrate this to create a supportive learning environment of **Cultural Inclusion** that embraces all identities and inspires equity, initiative, and excellence.

At NECC, much of our work is rooted in **Appreciative Inquiry**—facilitating positive change in human systems, organizations, groups and communities. Every human system (person/community) has a core of strengths that is often hidden and/or underutilized—what is known as its positive core.

Informed by our identity as a Hispanic Serving Institution (HSI) and as an Achieving the Dream college, Northern Essex is **Pioneering Pedagogy** with new modes of education in support of our commitment to improve student success.

We provide career and intellectual learning skills that honor the individual needs and talents of our students, enabling growth and training for improved **Job Preparedness and Competency**.

Brand Pillars

These brand pillars are values unique to NECC. Brand pillars are generally not referenced outside the college, but will be used as a framework for messaging and campaign development.

WHO WE ARE

Cultural Inclusion

The Northern Essex family is a collective of identities, histories, cultures, and stories.

NECC is New England's first federally-designated Hispanic Serving Institution deeply connected to our community. We are a community college dedicated to creating vibrant and innovative opportunities that encourage excellence and enhance the cultural and economic life of our region.

HOW WE DO IT

Appreciative Inquiry

Northern Essex deliberately asks positive questions to ignite and inspire action and learning.

Appreciative Inquiry (AI) provides a foundation for much of our work, and with a team of staff and faculty trained in AI, we are committed searching for and revealing the positive core, for a sustainable source of positive energy to nourish personal and organizational change.

WHAT WE DO

Pioneering Pedagogy

Northern Essex challenges students to reach their highest potential.

Through equity-focused teaching and research, we strive to enable student learning through pedagogical innovation and a multitude of educational services. NECC is a pioneer in Competency-Based Education (CBE) and career pathway development dedicated to positive outcomes.

WHY IT MATTERS

Job Preparedness

Northern Essex supports students as they identify and achieve their academic and career goals.

In consultation with local employers and through innovations in the classroom, we provide students with comprehensive career development services including access to internships, career exploration, experiential learning, and job placement.

Mission Statement

At NECC, our mission is to educate and inspire our students to succeed. We provide a welcoming environment focused on teaching and learning—strongly committed to unlocking the potential within each student and empowering our diverse community of learners to meet their individual goals. We are a community college dedicated to creating vibrant and innovative opportunities that encourage excellence and enhance the cultural and economic life of our region.

Vision Statement

It has been said that leadership means the ability to move people from where they are now to where they have never been before, but need to go — and to do so by evoking for them a shared vision for the future.

Core Values

STUDENT ENGAGEMENT We are committed to fully engaging our students as active learners by providing a diverse range of educational experiences.

COLLABORATION We are committed to developing productive, collaborative relationships within the college and among our various constituencies in the greater Merrimack Valley.

PERSONAL AND PROFESSIONAL GROWTH We are committed to the personal and professional growth of faculty, staff, and students alike. We believe that lifelong learning is essential to the personal enrichment and professional growth of each individual.

RESPECT We are committed to fostering mutual respect that enables faculty, staff, and students to grow and work together in a supportive environment of shared governance, open communication, and fairness.

CULTURE OF INCLUSION Northern Essex Community College strives to be a model of diversity and inclusion; the campus community reflects the layers of cultural and self-identity that proudly make up our region, nation, and world. We respect, value, and celebrate the strengths, characteristics, and perspectives of all and promote an inclusive environment that leverages the unique contributions of each individual, group, and organization into all aspects of our work.

ACCESS AND OPPORTUNITY We are committed to providing affordable access to educational opportunity.

EXCELLENCE We are committed to a high standard of educational excellence in teaching and learning. Nothing less than the best will do for and from our students and ourselves.

Audiences



PROSPECTIVE STUDENTS & THEIR FAMILIES

This audience includes adult learners, NECC stop-outs, and traditional high school age students seeking career skills or associate degrees. Family members are included as they are influential in this decision-making process.



INDUSTRY PARTNERS & INFLUENCERS

This audience includes CEOs and other thought leaders, the Commonwealth, legislators, community-based organizations (CBOs), teachers and guidance counselors, as well as NECC Trustees, NECC Foundation board members, and NECC academic advisory board members.



ALUMNI & DONORS

Alumni and donors of Northern Essex are critical to the college's success and enable many opportunities to build professional networks, advocate for NECC, and help make a difference for our students and our community.

BRAND IDENTITY

The Logo

PRIMARY MARK

The Northern Essex Community College logo is the most recognizable piece of our brand. All official materials that are circulated within the college community or externally to the public must bear this logo. Depending on the situation, different versions of the logo could be used.

The logo consists of two main components: the shield and the wordmark. These two components should never be used separately, unless approved by the Office of Marketing Communications.



Logo Orientation

Whenever possible, the Primary Logo should be used in NECC communications. Occasionally, the space available will not be conducive for this version of the logo. In these instances, the Stacked Logo is preferred. The Acronym Logo should be used sparingly, and only when limited space dictates.



PRIMARY LOGO



Northern Essex
Community College

STACKED LOGO



ACRONYM LOGO

Sizing & Spacing

To maintain the full impact of the logo, it is important that it is displayed at a readable size and with ample room to breathe.

When using our Primary Logo, be sure to maintain proper clear space around it by ensuring that photos, text, and graphic elements follow the guidelines illustrated here. Use the letter “e” as a measuring tool to help maintain proper clearance.

To maintain full legibility, never reproduce the logo at widths smaller than 0.875 inch (for print) or 175 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.



CLEAR SPACE



MINIMUM SIZE

Logo Color

The full color version of the logo utilizes the college's three primary colors. The wordmark should be reproduced with NECC Navy. The shooting star in the shield should be reproduced with NECC Gold, while the shield itself is a gradient of NECC Navy and NECC Blue.

There will be times when reproducing gradient in the shield will not be possible. This often happens in screen-printing and spot color applications. In these instances, the Full Color - Solid Shield version of the logo can be used.

The One Color-Solid version of the logo should be used when the logo can only be reproduced in one color. The one color in this instance should be NECC Navy, Black or White.

Finally, a One Color-Greyscale version is available for instances, such as black and white newsprint, where reproduction is limited to one color halftones.

More detailed information about the NECC Color palette can be found on page 23.



FULL COLOR - GRADIENT SHIELD



ONE COLOR - SOLID



FULL COLOR - SOLID SHIELD



ONE COLOR - GREYSCALE

Knockout Color

When the logo is reproduced on a dark background the Full Color - Knockout Type version of the logo may be utilized. When color reproduction is limited, the One-Color Knockout version may be used. In both instances, the dark background preferably consists of a field of NECC Navy or Black.



FULL COLOR - KNOCKOUT TYPE



ONE COLOR KNOCKOUT

NOTE: The navy rectangle is not part of the logo. It is only shown to demonstrate use of the logo on a dark background.

Sub-Branding

Sub-branded lockups are created for applicable academic centers, departments, programs, clubs and activities. The sub-branding framework allows the unit to be clearly identified as part of NECC.

If you need a lockup for your department, program, or club, please contact the Office of Marketing Communications.

In instances where two or more lockups could appear, the college's Primary Logo should be used.

On public-facing materials, logo usage is restricted to the college's Primary Logo.



ACADEMIC CENTERS, DEPARTMENTS, AND PROGRAM LOCKUP



CLUBS AND ACTIVITIES LOCKUP

Athletics Mark

The Athletics mark featuring the stylized knight mascot should be used only by NECC Athletics.

All other uses must be approved by the Office of Marketing Communications.



The Presidential Seal

The Presidential Seal is to be used exclusively for the college president's official communications in addition to ceremonial documents such as diplomas, transcripts, and certificates.

ELEMENTS OF THE SEAL

The motto emblazoned in Latin within The Presidential Seal—Tamen Plus Lux—translates to “Still More Light.”

The escutcheon (or shield) contains charges (symbols) representing the ideas central to the founding of the college.

The Atom above the shield represents modern science.

The Lion Rampant represents wisdom and strength.

The Mullet (five-pointed star) represents unity.

The three-bends Wavy is a heraldic ordinary that separates charges.

The Spade represents honest work.



Alumni & Giving Marks

The Alumni mark should be used only by the Executive Director of NECC Alumni Services

The Northern Essex Community College Foundation, Inc. is a 501(c)(3) organization incorporated in 1972. Its mission is to obtain resources to support the College, thereby enabling students with diverse educational, ethnic, economical, and cultural backgrounds to benefit from a high-quality, affordable, post-secondary education.

This mark is only to be used by the Executive Director of the NECC Foundation, Inc.

NECCALUMNI

ALUMNI MARK



FOUNDATION MARK

ELEMENTS OF DESIGN

Color Palette

Beyond our logo, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive NECC image or visual story.

PRIMARY COLORS



NECC NAVY

HEX 012169
RGB 1/33/105
CMYK 100/85/0/39
PMS 280 C



NECC BLUE

HEX 005EB8
RGB 0/94/184
CMYK 100/56/0/3
PMS 300 C



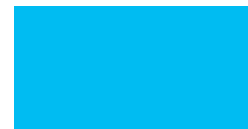
NECC GOLD

HEX EEB111
RGB 238/177/17
CMYK 0/29/100/1
PMS 124 C

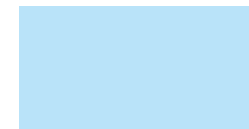
SECONDARY COLORS



HEX 31D3D3
RGB 49/211/211
CMYK 60/0/16/0
PMS 319 C



HEX 00B5E2
RGB 0/181/226
CMYK 76/0/0/0
PMS 306 C



HEX BBDEF0
RGB 187/222/240
CMYK 25/1/0/0
PMS 290 C



HEX 000000
RGB 0/0/0
CMYK 30/15/15/100
PMS BLACK 6 C



HEX 95E06C
RGB 149/224/108
CMYK 44/0/74/0
PMS 7487 C



HEX C54644
RGB 197/70/68
CMYK 1/83/65/9
PMS 2033 C



HEX 6FFFE9
RGB 111/255/233
CMYK 40/0/19/0
PMS 3245 C



HEX FBDE40
RGB 251/222/64
CMYK 3/8/86/0
PMS 114 C

Color Combinations

The NECC Color palette was designed to offer a wide variety of color combinations options to keep school communications fresh and engaging.

HEADLINE

A sample of body copy Overora
me ne atqua quam re ad pritam
neresil icavena dist esimendam.
Itam auc terbeffrei crei tem.

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Typography

MARKETING COMMUNICATIONS SANS SERIF

Typography is an essential part of an organized, consistent brand identity. Utilizing our college typefaces will support our brand recognition.

The primary typeface family to be used on all NECC marketing communications is Myriad Pro. This typeface was chosen for its readability, accessibility, and its wide range of available weights and widths. Myriad Pro can be used on its own, or together, with our serif Typeface.

Myriad Pro

Aa
Light

Aa
Regular

Aa
Semibold

Aa
Bold

Aa
Black

Myriad Pro Condensed

Aa
Light

Aa
Regular

Aa
Semibold

Aa
Bold

Aa
Black

Myriad Pro SemiCondensed

Aa
Light

Aa
Regular

Aa
Semibold

Aa
Bold

Aa
Black

Myriad Pro SemiExtended

Aa
Light

Aa
Regular

Aa
Semibold

Aa
Bold

Aa
Black

Typography

MARKETING COMMUNICATIONS

SERIF

PT Serif Pro is available as a secondary typeface for college marketing communications. It offers a good complement to Myriad Pro, and is a strong option when a serif font is ideal.

PT Serif Pro

Aa
Book

Aa
Regular

Aa
Demi

Aa
Bold

Aa
Extra Bold

Aa
Black

Typography

OFFICE COMMUNICATIONS

For everyday use, we encourage everyone at NECC to use the fonts Candara (sans-serif) and Cambria (serif) in your Office 365 documents (Word, Excel, Outlook, and PowerPoint).

Candara

Aa

Regular

Aa

Bold

Cambria

Aa

Book

Aa

Bold

Start Here Graphic

The Start Here visual elements represent many of the educational options Northern Essex provides. Whether a prospective student is fresh out of high school or is an older adult seeking new career skills, NECC provides the “start” to the next phase of their lives.

You will see “Start Here” on a wide variety of college communications. This simple and bold message should be paired with a crisp, bright, and aspirational image.



START HERE GRAPHIC OVER PHOTOGRAPH

Points of Light

The motto in The Presidential Seal, Tamen Plus Lux—which translates to “Still More Light,” provides the touchstone from which Northern Essex was built, and through which we continue to grow. The college plays a vital role helping students move from one point in their life to another. As a visual reminder of this, NECC’s brand utilizes subtle halftone patterns to help tell our story. These patterns add visual interest and add consistency across college communications.

Upon request, the Office of Marketing Communications can provide pre-designed background graphics for simple application in marketing and promotional materials.



PRIMARY LOGO OVER POINTS BACKGROUND

Photography

Photography is a key tool for showing our diverse and dynamic community. Photos used in NECC promotions should feel authentic, warm, inviting, and aspirational.

Whenever possible, be sure to use original photography. This type of imagery feels more genuine and serves to strengthen our brand. If you're unable to capture your own photography, stock photos can be purchased to supplement NECC's existing photo library.





Northern Essex
Community College

necc.mass.edu